

December 2022

The Cindy Dennis Ministries' Board of Directors and Leadership Team are so grateful for the financial and prayer support that you provided us throughout 2022.

Your support has allowed us to provide tools to help address and resolve problems in areas that many struggle with in life. We have been able to provide creative events and programs to bring encouragement for individuals from different backgrounds to realize and pursue their God given purpose.

We have listed a few of our activities below. For more details, please follow us on the Cindy Dennis Ministries Facebook Page and CindyDennisMinistries Instagram. Check out our web page, www.cindydennis.org, to watch programs, see photos, plus video highlights captured at our events.

Some of our 2022 highlights included:

- Weekly teaching, quarterly mini-series, and special programming that helped equip, empower, and develop opportunities for individuals to thrive.
- The annual On Purpose Mastermind Event offered a platform for development of personal and leadership skills in the workplace.
- The annual virtual prayer walk allowed individuals from around the world to come together to connect to God and serve their community.
- Our special monthly programming in May, June, October, and December provided preeminent speakers in the areas of finance, business, personal, and spiritual development an opportunity to share their wisdom and expertise on a wide range of personal and professional development topics. Their insights helped individuals find clarity on their goals and what they needed to achieve and reach new levels of success!
- As a part of our Outreach, Evangelism and Mission focus, CDM partnered with the A-21 project, Kimberly Kindred Ministries; Rising Hope Mission Church in Alexandria, Virginia; Harambee International Development, Inc.; Hardemon Dynasty, Inc.; KTT International Ministries, Inc.; and Gerald Mayhan Ministries.

Your kindness in praying, viewing virtually, attending our event, and giving is greatly appreciated more than you will ever know. We truly are grateful for everything you do for this ministry and hope that we can count on your continued support in 2023.

Thank you again for your support.



Cindy Dennis
Founder and President of Cindy Dennis Ministries



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2022 YEAR IN REVIEW

The Cindy Dennis Ministries (CDM) 2022 ministry focus was **REFINED BY GOD**—God sees us not full of impurity, but full of potential. “*As silver in a crucible and gold in a pan, so our lives are refined by God.*” *Proverbs 17:3 MSG*

This annual focus was interwoven into the yearlong teaching topics, events, and activities. With the support of our leadership team and covenant partners, CDM was able to provide the highest quality programs to the community we serve.

2022 Ministry Highlights Summary

WORSHIP

By featuring worship songs on our social media outlets, we encouraged individuals to connect with God corporately in new, engaging ways. As Zephaniah 3:17 reminds us, the “Lord is living and active in our lives,” and one of the ways that He rejoices over us is through song. We’re so thankful for the opportunity to help people connect with God through music, even if it’s virtually.

TEACHING

During the weekly **Monday CDM Facebook Live** program, Cindy Dennis taught a monthly series focus using a wide range of resources to include the following two resources:

The Miracle Moment by Nicole Unice and *Become the Exceptional Person God Created You to Be!* by Victoria Osteen

Electronic copies of the Monday weekly handouts were uploaded on the Confident Woman Workshop Facebook Closed Group page and emailed to regular weekly participants.

Monday take-a-way points were emailed to Pat Dinkens, host discussion facilitator for the Monday Facebook Live program. Anne Sellers and Tami Franklin Johnson helped to serve as additional facilitators for the weekly program.

Quarterly Mini-Series offers a wide range of topics, speakers, and resources that bring in a larger attendee base who like the one month-long series experience. The CDM Facebook Live Thursday platform enables speakers from various locations to participate with their pre-recorded program.

Winter— *When Women Pray: 10 Women of the Bible Who Changed the World Through Prayer* by T.D. Jakes

Spring— *Why Can't We Just Get Along? 6 Effective Skills for Dealing with Difficult People* by Shelley Hendrix

Summer— *The Promise: Experiencing God's Greatest Gift—The Holy Spirit* by Tony Evans

Fall— *Woman, Evolve! Break Up with Your Fears & Revolutionize Your Life* by Sarah Jakes Roberts

Tami Franklin Johnson helped to identify speakers, ensure each weekly recording was provided for upload, and introduced the new quarterly series focus. At the end of the month, she hosted a Zoom wrap up with featured presenters to offer interactive discussion with the viewers.

Pat Dinkens hosted a special **April Thursday CDM Facebook Live book series** entitled *What's Your God Language? Connecting with God through Your Unique Spiritual Temperament* by Dr. Myra Perrine.



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PRAYER

Prayer was pivotal in everything we did. We inspired others to pray and intercede for one another while seeking God's purpose for the ministry. Prayer cards and an invitation for personal prayer is available for all in person events.

The **Virtual Prayer Walk** August 8-13, 2022, focus was A Walk of Peace. *Peace I leave with you; my peace I give you. I do not give to you as the world gives. Do not let your hearts be troubled and do not be afraid.*" John 14:27

Tami Franklin Johnson, Prayer Walk Coordinator, utilized social media and a designated email to provide guidelines, and inspiration to the participants. Personal testimonies, prayers, and insight were shared virtually throughout the event on the CDM Facebook Page and Confident Woman Workshop Facebook Closed Group page.

Jan Koskey provided CDM **prayer covering** on a consistent basis. At the beginning of each year, CDM leaders fast and pray for CDM and the people we will reach. In June, Cindy Dennis took that month to seek God in prayer to get direction for the next year.

FELLOWSHIP/EMPOWERMENT/MENTORING

The **Annual Valentine's Day Event** was held virtually on Saturday, February 5, 2022. The event theme was Oh Happy Day! *"I have longed for you with the passion of my heart..." Psalm 119:10 TPT.* Valentine cards were also mailed and emailed to ministry partners and participants.

The rescheduled **CDM 10th Anniversary Celebration** was Saturday, April 23, 2022, at the Holiday Inn Alexandria at Carlyle, 2460 Eisenhower Avenue, Alexandria, VA. The event focus was to give God glory for what He had done the ten years, to honor those who were part of the CDM legacy, and to celebrate God's faithfulness. Attendees included past and current board members, volunteers and guests who had been part of the ministry from the very beginning.

Everyone had an opportunity to share their favorite memory and moment in their table discussion and brief highlights were shared to the group at large. Along with a full buffet dinner and dessert, there were give-a-ways, gifts, and a photobooth.

The **On Purpose with Passion Mastermind Event** was held Saturday, June 4, 2022, at The Courts at Huntington Station Apartments in Alexandria, Virginia. The theme was *We are All Wired for Purpose —When we know how God wired us, we are free to live out our God-given purpose* and the registration was limited to 24 attendees to provide an interactive workshop experience.

Christal Marshall hosted a special May Thursday CDM Facebook Live **Lady Boss Basic Entrepreneur Toolkit**. Each week she offered resources, handouts, and virtual instruction on how to successfully start your own business.

The **Annual Birthday Bash** was held Saturday, August 6, 2022, at Reality Church, 5937 Franconia Road, Alexandria, VA. The event theme was *You leave a little sparkle wherever you go. "They will sparkle in his land like a jewel in a crown."* Zechariah 9:1 NLT

The **Annual Electronic Fundraiser: Giving Tuesday** was held November 1 to December 5, 2022. This is an opportunity to highlight CDM and the ministries we have supported throughout the year as well as encourage continued support for 2023.

The **Annual Christmas Celebration Event** was held Monday, December 5, 2022, at First Assembly of God, 700 W Braddock Road, Alexandria, VA. The event theme was *O' Night Divine*.



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"I bring you good tidings of great joy." Luke 2:10 KJV The Children of the Light Dancers were both table hosts and ministered through song and dance.

Care Ministry included recognizing first-time visitors, reaching out to those needing prayer and encouragement, and recognizing their birthday.

Alfreda Cardwell sent out **first time visitor cards** to all those who attend either the quarterly Let's Connect events or special events.

Joan Avila, as administrative assistant to Cindy Dennis, maintained the CDM cloud electronic files, oversaw the care card ministry, and birthday cards and e-cards. In 2022, over 600 individuals benefitted from this care ministry.

Anne Sellers, Tami Franklin Johnson, Cindy Dennis, and Lois Cortese helped to touch base with those who would appreciate a phone call or visit.

The **Confident Woman Workshop Facebook** Closed Group is now up to 319 members. It served as a resource for weekly lesson materials, inspiration quotes, and spotlighted monthly birthdays. It was also a community board highlighting prayer needs, news updates, and special events. Those who watched the weekly Facebook Live broadcast were invited to join the group.

The **Cindy Dennis Ministries Facebook Page** continued to grow in popularity. It now has 757 likes and 829 followers. This page is updated daily with inspirational quotes and blogs. There were monthly highlights to include promotions for quarterly mini-series, special activities, and events. Cindy Dennis and Christal Marshal are the primary administrators of the site.

Christal Marshal overseas marketing and social media. The **CindyDennisMinistries Instagram** has 1,206 followers. CDM YouTube account offered weekly live videos and links are available on the CDM website. We now have 37 subscribers.

The daily postings continue to increase outreach connection with a target group that does not live locally or have the availability to attend regularly CDM sponsored activities.

Cindy Dennis Ministries web site (www.cindydennis.org) is revised annually to match with current trends to connect with our virtual community while offering smart phone compatibility. The web site is the central hub for event registration, mailing list, donation, calendar, blog, and other CDM social media related outlets.

EVANGELISM /OUTREACH

CDM provided monthly support to **A21 Campaign**, an organization that provides shelter and training for those coming out of human trafficking.

Anne Sellers hosted the **June Mission Month Monday Facebook Live series**. The theme was *Back to Basics: One on One Witnessing*, book reference was *Sharing Jesus Without Fear* with guests, Rev. Dr. Gerald Robinson, and Bishop Kimberly Russell.

The **Juneteenth Gum Springs Community Day** was held June 18, 2022, at the Martin Luther King Jr. Park Picnic area in Hybla Valley, VA. Tami and Warren Johnson hosted a CDM Table and provided CDM calendar of events and sign-up sheets. Prayer cards and personal prayer for also available.

Anne Sellers hosted the special October Public Service Announcement Focus was *Elections and Voting Rights, Affordable Housing, and Personal Safety and Crime Prevention*.



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CDM also partnered with the following ministries:

- Kimberly Kindred Ministries
- Rising Hope Mission Church
- Harambee International Development Corporation
- Hardemon Dynasty, Inc.
- KTT International Ministries, Inc.
- Gerald Mayhan Ministries

CDM DEMOGRAPHICS

The in-person experience has impacted 462 individuals, including 88 first time visitors.

With the intentional social media focus in 2022, we have seen CDM expand into a global market according to a recent analytic report from Facebook. Our daily scripture postings, weekly blog and Facebook Live videos reaches 4.5K monthly. The CDM Instagram reels and daily postings reaches 1.5K monthly. CDM is also seeing these postings shared with interactive exchange.

826 Facebook CDM Page Followers:

These numbers are estimates provided by Facebook

Women: 85%

Men: 15%

Age Distribution: 18-24 – .9%; 25-34 – 8.9%; 35-44 – 24.1%; 45-54 – 22.9%; 55-64 –23.2%; 65+ – 20.0%

Top Countries: USA: 96.9%; Pakistan: .5%; Algeria: .2%; Egypt: .2%; Uganda: .2%; Bolivia: .1%; Ethiopia: .1%; Guam: .1%; Saudi Arabia: .1%; Switzerland: .1%

TOP Facebook Reel Postings

Most individuals go to the CDM Page between the hours of noon to 11 pm Eastern.

2K views: Cindy Dennis message *Align yourself to God* on November 22, 2022

904 views: Cindy Dennis message *Out of control* on September 6, 2022

963 views: Tami Franklin *Giving Tuesday kickoff* on November 2, 2022

953 views: Anne Sellers *Is the younger generation leaving the faith?* On October 26, 2022

1.21K CDM Instagram Followers:

These numbers are estimates provided by Facebook

Women: 67%

Men: 32%

Age Distribution: 18-24 – 9.6%; 25-34 – 24.8%; 35-44 – 31.0%; 45-54 – 17.8%; 55-64 –10.4%; 65+ – 6.4%

Top Countries: USA: 56.7%; India: 4.8%; Nigeria: 2.7%; United Kingdom: 1.4%; Philippines: .7%

TOP Instagram Reel Postings

6,865 views: Cindy Dennis message *What's the deal?*

4,032 views: Pat Dinkens mini-series *What is a spiritual temperament?*



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3,409 views: June Mission Month with Rev. Gerald Robinson *Who shared Jesus with you?*

3,120 views: Music video *O God, my God, I need You*

2,366 views: Christal Marshal *Are we having the attitude of Christ?*

CDM Overview

Racial/Ethnic Origin Composition: Asian 1% **Black** 66% **Hispanic** 2% **White** 31%

Unemployed: 27% **Low-Income:** 48% **Middle Income:** 18% **Retired:** 7%

Cindy Dennis Ministries (CDM) is a 501(c) 3 non-profit incorporated in the state of Virginia.

The **Board of Directors** are Cindy Dennis (Founder-President), Tami Franklin Johnson (Vice-President), Anne Sellers (Treasurer), Christal Marshall (Secretary), Mattie Palmore (Domestic Violence Advisor), and Patricia Dinkens.