



P.O. Box 8345 ~ Alexandria, VA 22306

2023 YEAR IN REVIEW

The Cindy Dennis Ministries (CDM) 2023 ministry focus was TRANSFORMED BY LOVE—The love of God will guide you, empower you, compel you, free you and transform you. “Yes, *I have loved you with an everlasting love; Therefore with lovingkindness I have drawn you.*” *Jeremiah 31:3*

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.

2023 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 Discerning the Voice of God* by Priscilla Shirer and *The Answer to Anxiety* by Joyce Meyer.

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

Pat Dinkens served as lead host and Tami Johnson assisted as discussion facilitators for the Monday Facebook Live program.

The Quarterly Book of the Month Series offers a wide range of topics, presenters, and resources that attracts a larger viewer base who enjoy a one month-long book focus experience. The CDM Facebook Live Thursday platform enables presenters from various locations to participate with their pre-recorded program. Tami Johnson helped to identify speakers, ensure each weekly recording was provided for upload, and introduced the new quarterly book of the month series focus. At the end of the month, she hosted a live Zoom wrap up with featured presenters to offer interactive discussion with the viewers. The Zoom program is recorded for upload to our social media platforms.

Winter—*No Greater Love: Experiencing the Heart of Jesus through the Gospel of John* by A.W. Tozer (Author), James L. Snyder (Compiler)

Spring—*The Gospel of Ruth: Loving God Enough to Break the Rules* by Carolyn Custis James

Summer—*Divine Disruption: Holding on to Faith When Life Breaks Your Heart* by Tony Evans

Fall—*A Love Worth Giving: Living in the Overflow of God's Love* by Max Lucado

Pat Dinkens hosted a special **October Monday CDM Facebook Live series** entitled A Woman of Self-Worth. “*We are fearfully and wonderfully made...*” *Psalms 139:14*

Sarah Jones was a quarterly special guest on the **Monday CDM Facebook Live** when Cindy was out of town.



P.O. Box 8345 ~ Alexandria, VA 22306

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 were available for all in person events.

The **Virtual Prayer Walk** August 14-19, 2023, focus was A WALK OF LOVE. *"A new command I give you: Love one another. As I have loved you, so you must love one another. By this everyone will know that you are my disciples, if you love one another."* John 13:34-35 NIV

Tami Johnson utilized the CDM Facebook Page and Confident Woman Workshop Facebook Closed Group page to invite participants to share their personal testimonies, prayers, and insight.

The event ended with an in-person prayer walk from the Gerry Hyland Government Center to Rising Hope Mission Church where they hosted a prayer table. The participants prayed over each *pillar of a community: Marriage, Family, Religion, Education, and Politics.

*Meaning of pillar: In various cultures and contexts, pillars have been used as symbols of resilience, foundation, and importance.

FELLOWHIP/EMPOWERMENT/MENTORING

CDM is grateful for the financial support that has allowed us to provide tools to help address and resolve problems in areas that many struggle with in life.

Generous donations have help to underwrite creative events and programs to bring encouragement for individuals from different backgrounds to realize and pursue their God given purpose.

2023 CDM Event and Program Overview

The **Annual Valentine's Day Event** was held Saturday, February 11, 2023, at the Kingstowne Library, 6500 Landsdowne Centre Dr., Alexandria, VA. The event theme was TRANSFORMED BY LOVE—You'll never regret this journey of learning how to experience and express God's love in ways that will change your life forever. *"I have longed for you with the passion of my heart..." Psalm 119:10 TPT.*

The **On Purpose with Passion Mastermind Event** was held Saturday, June 10, 2023, at The Courts at Huntington Station Apartments in Alexandria, Virginia. The event theme was TIME MANAGEMENT HABITS OF SUCCESSFUL WOMEN—Time management can look different for all of us, but with God's help and guidance, we are able to experience passion, purpose, and productivity that will help us reach our full potential in each pursuit we are faced with. *"Roll your works upon the Lord [commit and trust them wholly to Him; He will cause your thoughts to become agreeable to His will, and] so shall your plans be established and succeed."* Proverbs 16:3 AMPC

Christal Marshall hosted a special May Thursday CDM Facebook Live **Lady Boss Entrepreneur Month**. Christal helped to identify speakers, ensure each weekly recording was provided for upload, and she offered resources, handouts, and virtual instruction on how to successfully start your own business.

The **Annual Birthday Bash** was held Saturday, August 12, 2023, at Gum Springs Community, 8100 Fordson Road, Alexandria, VA. The event theme was IT'S TIME TO FLAMINGLE AND CELEBRATE EVERYONE'S BIRTHDAY—Birthdays are great opportunities to remind a person of



P.O. Box 8345 ~ Alexandria, VA 22306

the blessing he or she is and how they are a wonder of God. *"I will give thanks to the LORD with my whole heart; I will recount all of your wonderful deeds. I will be glad and exult in you; I will sing praise to your name, O Most High."* Psalm 9:1-2

The **Annual Electronic Fundraiser: Giving Tuesday** was held November 1 to December 4, 2023. This is an opportunity to highlight CDM and the ministries we have supported throughout the year as well as encourage continued support for 2024.

The **Annual Christmas Celebration Event** was held Monday, December 4, 2023, at First Assembly of God, 700 W Braddock Road, Alexandria, VA. The event theme was ALL IS CALM—Savor the beauty of His presence as you reflect on Him and allow Him to heal deep hurts. *"Be still and know that I am God!"* Psalm 46:10.

Let's Connect Special Gatherings are informal in person events to help foster connection. A special guest interview is followed by a small group discussion. These events were held at Gum Springs Community Center, Multi-Purpose Room, 8100 Fordson Rd, Alexandria, VA.

Saturday, April 15, 2023—Kingdom Wealth: Tami Johnson with special guest, Keith Tucker
Saturday, July 8, 2023—People Pleasers: Pat Dinkens with special guest, Min. Linda K. Morton
Saturday, October 21, 2023—Pursing Jesus: Casey Sharperson with special guest, Saba Fassil

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 oversaw the care card ministry, mailings, and birthday cards and e-cards. In 2023, over 600 individuals benefitted from this care ministry.

Tami 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 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. This page is updated daily with inspirational quotes and blogs. There were monthly highlights to include promotions for special activities, and events.

The **CindyDennisMinistries Instagram** and CDM YouTube account offered weekly live videos and links available on the CDM website.

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, donations, calendar, blogs, and other CDM social media related outlets.

Christal Marshal oversees marketing and social media. 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.



P.O. Box 8345 ~ Alexandria, VA 22306

EVANGELISM /OUTREACH

Pat Dinkens hosted the **June Mission Month Monday Facebook Live series**. The theme was **CONNECT●VOLUNTEER●SUPPORT**. “...*You will be my messengers to Jerusalem, throughout Judea, the distant provinces—even to the remotest places on earth!*” *Acts 1:8 TPT*.

Each Monday, special guest Pastor Marcia Clarke focused on missions and encourage ways we can get involved, stay involved, and increase our involvement. Tami Johnson coordinated the ministry partners highlights on Thursday.

The **Juneteenth Gum Springs Community Day** was held June 17, 2023, 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 were also available.

CDM DEMOGRAPHICS

With the intentional social media focus in 2023, 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 1,800 monthly.

The CDM Instagram reels and daily postings reaches 1,000 monthly. CDM is also seeing these postings shared with interactive exchange.

903 Facebook CDM Page Followers:

These numbers are estimates provided by Facebook

Women: 85%

Men: 15%

Age Distribution: 18-24 – .7%; 25-34 – 7.6%; 35-44 – 23.3%; 45-54 – 22.2%; 55-64 –23.6%; 65+ – 22.6%

Top Countries: USA: 101.7%; Pakistan: .4%; Philippines: .3%; Algeria: .2%; Egypt: .2%;

1,200 CDM Instagram Followers:

These numbers are estimates provided by Facebook

Women: 66%

Men: 33%

Age Distribution: 18-24 – 8%; 25-34 – 23%; 35-44 – 32.7%; 45-54 – 17.6%; 55-64 –12.2%; 65+ – 6.5%

Top Countries: USA: 55.5%; Nigeria: 4.4%; India: 4.3%; United Kingdom: 1.2%; Canada: .8%

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 and Treasurer), Christal Marshall (Secretary), Mattie Palmore, Patricia Dinkens, Casey Sharperson.