

WFWP USA 2024 Annual Report: Celebrating Growth and Community Impact

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2024 ANNUAL REPORT

WOMEN'S FEDERATION
FOR WORLD PEACE USA

A year of
Awakening

As we step into 2025, we want to take a moment to share our 2024 Annual Report with you and reflect on the incredible journey we've had together. This past year has truly been a "Year of Awakening" for WFWP USA. With your unwavering support and partnership, we've made tremendous strides in empowering women, fostering peace, and creating lasting change across communities.

In this report, you'll see highlights from our work together—from building HerTribe communities to empowering women leaders and contributing to global humanitarian efforts. None of this would have been possible without your belief in our mission and your dedication to making a difference.

Thank you for being part of our journey and for helping to create a brighter, more compassionate world. As we look ahead, we are excited about all we will continue to achieve together in 2025.

Thank you for believing in our mission, standing with us, and helping to make a difference.

2024 Annual Report

Awaken Retreats: Unlocking True Womanhood

3 Awaken RETREATS

Bay Area, CA
Carlisle, PA
Chicago, IL

An **Environment** for **EVERYONE**

- Active & Distant
- Guests & Friends
- All Generations
- Moms & Babies

We hosted three Awaken Retreats this year in the Bay Area, Pennsylvania, and Chicago, welcoming over 200 women into sacred spaces of renewal and discovery. These retreats go beyond being a break from the ordinary; they are profound opportunities for women to confront limiting beliefs, heal past wounds, and step into their true identities.

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Her Tribe and Beyond: Helping Women Thrive

25 Tribes LAUNCHED

"I didn't understand the impact of how important this was until we started talking together. These HerTribe gatherings are a time for women to relax, center ourselves, feel empowered by Mother Moon's words, and then go out into the world and do what we need to do." — HerTribe Host

- Mother Moons Philosophy of Womanhood
- 70% Next Generation Leadership
- 10%+ New to our Movement

This year, we proudly launched 25 HerTribes—small groups where women come together to find strength, sisterhood, and purpose.

These safe, nurturing spaces provide the environment for women to connect deeply, share their stories, and explore their journey toward true womanhood.

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Her Tribe and Beyond: Expanding Our Reach

Marketing Funnel

- 1 Social Media**
- 2 Freebies**
- 3 Newsletter**
- 4 Products**

To expand our impact, [we refreshed our newsletter](#) and social media outreach, developing free resources and paid programs that resonate with women seeking spiritual and personal growth. Each of these aspects funnels into our new marketing approach which aims to show the value of WFWP membership and products.

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Expanding Our Leadership Network



Our clarity of vision and activity has led to tremendous growth in the GWPN realm which has picked up momentum in 2024. These efforts are developing a growing network of women leaders who share the same mind and heart: sustainable peace that goes beyond all barriers.

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Global Giving



Thanks to our improved fundraising efforts and outreach initiatives, WFP USA was able contribute over \$100,000 globally this year, funding both local and international projects that are changing lives.

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New Members and New Income



This year, we achieved significant milestones that ensured a strong financial close for 2024. Thanks to the unwavering support of our community, we brought in over \$26,000 in new and recaptured income and welcomed more than 137 first-time donors and members into our mission.

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