



# IMPACT2025

*Ministry Report*





“Money is a *magnifying glass*.  
It magnifies who you are as a person.  
It can reveal your idols, and it’s a  
powerful tool that can bring you closer  
to God or away from God.”



**CANADA** Enoch Weng once viewed money with fear and mistrust, shaped by financial struggles and painful experiences. Through Crown, he discovered that true success is found in stewardship, not accumulation—transforming his life and fueling his passion to help others manage money with purpose. Scan the QR code to hear his story.

## MESSAGE FROM CROWN’S CEO



*“This report is a celebration of what God has done,  
but it is also a reminder that the work is not finished.”*

Dear Friend,

As I look back over this past year, I am overwhelmed with gratitude—for the faithfulness of God, and for the faithfulness of friends like you who make this work possible. Through your generosity and prayers, Crown’s message of biblical stewardship has reached lives across the United States, Latin America, Eurasia, and Africa. Each continent tells a different story, yet the heart of God’s work is the same: leading people out of pain into the lives of true flourishing He desires for them.

In the following pages, you will see more than just numbers, maps, and stories—you will see evidence of God’s truth at work in people’s lives. You will see how, together, He is using us to End Hunger, Restore Purpose and Advance Flourishing. Every single story is wrapped in faithfulness: the one who heard and applied God’s Word,

the leaders who taught and walked alongside them, you—whose gifts and prayers consistently enable this ministry to spread beyond my wildest dreams, and finally the faithfulness of God—the One who transforms each life and makes every bit of it possible.

This report is a celebration of what God has done, but it is also a reminder that the work is not finished. Thank you for standing with us to carry out this mission. I pray you will be encouraged and inspired as you read, knowing that your faithfulness is multiplying to bring hope and transformation across the globe.

Grateful for you,



## OUR REACH

In the early 2000s, Crown expanded it's ministry around the globe, and in the years since has witnessed incredible life transformation for millions. In the pages ahead we'll highlight a few of our favorite stories from each of the regions from this past year, demonstrating God's favor through your generosity.



**49**  
YEARS



**500+**  
Global Volunteers



**200+**  
PARTNERS



**140**  
Nations



**78**  
LANGUAGES



**28**  
Staff Members

### USA

Breaking cycles of poverty, pain, and identity loss through discipleship, coaching, and practical tools that lead to financial wholeness and Kingdom impact.

### Eurasia

Restoring purpose and financial stability in a region of cultural and economic transition through training in biblical stewardship and purposeful work.

### Africa

Ending food insecurity by pairing biblical stewardship with conservation agriculture, creating sustainable food security and economic resilience.

### Latin America

Addressing material and spiritual poverty by equipping leaders and entrepreneurs with biblical financial principles for lasting transformation.

Advancing biblical sustainable solutions to economic challenges.



## Restoring Purpose in THE UNITED STATES

Generational cycles of poverty, pain, and identity loss are impacting individuals and families in under-resourced communities and limiting their ability to flourish and live out their Kingdom purpose. Crown addresses these barriers through discipleship, coaching, and practical tools like Bible on Money, Restoration Path, and Budget Coaching—helping people find their identity in Christ, steward resources wisely, and reinvest what they have for lasting Kingdom impact. Lives are being transformed as financial wholeness and purpose are restored.



**GOODWATER, AL** - Curtis Anderson, Crown's Senior Director of Urban Development and Empowerment, participated in a Foundations for Farming (FF) training to deepen his understanding and application of FF in the U.S. context.



**LODGEGRASS, MONTANA** - Crown team members conducted a Restoration Path training with leaders of the Mountain Shadow Community Center and are working to create a new contextualized story for the Crow Nation community.



## TRUE CONTENTMENT THROUGH BUDGET COACHING

*"When we started Crown's budget coaching program, we were skeptical. We'd done another financial course, but weren't making the progress we needed. This time was different—the mix of practical tools and deep biblical teaching was a game changer. I began to see our finances as an act of worship and an opportunity to participate in God's Kingdom purposes. It not only helped us get a better handle on our finances, but improved our communication and deepened my trust in the Lord as we took steps of faith and saw Him provide in unexpected ways. We have come to the other side with a deepened faith and contentment in the Lord and our desire is to trust Him and steward the resources He has given us for His glory and purposes in the world."* - Josh and Natalia



94% feel more confident  
about managing their finances



68% increased their giving



84% report their walk with  
Lord improved



## FREEDOM BEHIND BARS

Freedom Behind Bars - Last year, we introduced you to a group of men at the Okaloosa County Jail who had just completed Crown's Do Well study. This year, we visited them in person—listening to powerful testimonies and witnessing the impact firsthand. Scan the QR code on the left to watch the story of the remarkable woman who started it all and discover how this program is transforming lives, both inside the jail and after release.

### OPENING DOORS TO IMPACT MORE INMATES

Crown content will soon be accessible to even more inmates across the country through God Behind Bars' Pando App. Pando is a groundbreaking platform already installed on over 460,000 inmate tablets across U.S. correctional facilities (and spreading rapidly). As the first-ever app of its kind delivering free, faith-centered content like sermons, devotionals, podcasts, and a digital Bible directly into the hands of incarcerated individuals, Pando brings powerful spiritual resources 24/7 into environments where hope can feel distant. Through this partnership, we now have the potential to lift and impact hundreds of thousands of lives behind bars with the transformational freedom of biblical stewardship teaching—bringing encouragement, transformation, and connection where it's needed most.

"I had to lose myself in order to find myself —  
now I get to see men *transformed right before my eyes.*"







**LODGEGRASS, MONTANA** | Crown team members hosted a Freedom, Finance, and Farming training in partnership with Mountain Shadow Community Center on the Crow Indian Reservation, planting seeds of hope, identity and purpose in the next generation.

## RESTORING PURPOSE TO END POVERTY

The same biblical stewardship principles that have transformed lives in church small groups for decades can also address the root causes of poverty in under-resourced U.S. communities. We've learned that lasting change requires both practical tools and a restored sense of God-given identity. From this conviction came Restoration Path.

This year, through programs like Bible on Money, Restoration Path, and Foundations for Farming, Crown led 13 strategic trainings in 8 states—equipping leaders to multiply impact through churches and community organizations. Individuals and families can now step into financial wholeness, restored dignity, and renewed hope as cycles of poverty and identity loss are broken.



## REACHING SPANISH-SPEAKING U.S. COMMUNITIES

From New York to Florida, hundreds of Hispanic pastors, leaders, and community members are being equipped with biblical tools for financial and spiritual transformation. Recent highlights include Money Map training at Belmont University with 45 pastors, Economic Vitality and Theology of Work seminars in Grand Rapids, and conferences in Lancaster and Ft. Lauderdale that drew over 270 participants combined. In Orlando, 70 people received practical financial training, while workshops in Indianapolis and Boca Raton reached more than 230 participants—many leaving with testimonies of real-life change. These efforts reflect a growing movement among Hispanic churches and communities in the U.S. to embrace faithful stewardship, live with purpose, and walk in financial wisdom. We are especially grateful for our partnership with the National Association of Evangelicals and Lilly Endowment, enabling us to bless Hispanic pastors with financial education and resources across multiple U.S. cities.





## *Finding True Freedom in* **LATIN AMERICA**

In Latin America, material and spiritual poverty often go hand-in-hand, with limited access to biblical financial teaching and principles that lead to lasting change. Crown Español equips churches, leaders, and entrepreneurs through translated Crown resources, the Stewardship Academy, and the Entrepreneurship School—raising up stewardship-minded leaders who use business and personal finance as tools for Kingdom impact. Hope and opportunity are spreading as biblical principles take root.



### **CROWN ENTREPRENEURSHIP SCHOOL**

#### **45 People Trained from 9 Countries**

Through Crown Emprendedor, participants gain practical skills and launch purpose-driven projects that positively impact their communities. A key highlight this year—Fritz, a Venezuelan-origin company based in Dallas, TX, sponsored 30 Venezuelan food truck owners to receive training through our program.



“Learning Crown’s financial concepts was the *best thing* that could have happened to my personal life and my business life.”

**DOMINICAN REPUBLIC** | Andrea overcame orphanhood and poverty in the Dominican Republic. Starting with only a basin and a bucket of water, she built a thriving chain of beauty salons and now empowers others by teaching stewardship principles through Crown.







## FAITH DRIVEN ENTREPRENEUR

### 189 Leaders Trained From 8 Countries

Our partnership with Faith Driven Entrepreneur began with the training of 12 key Crown leaders in the last quarter of 2024, and has now multiplied into local groups that are equipping entrepreneurs with faith, purpose, and biblical principles across Latin America and the Hispanic community in the U.S.



"It has been a great blessing for the church. I have 12 students, and they are fascinated – it has *changed their lives from heaven to earth.*"

Angelica Cordero, Recent Crown Español Academy Graduate

## CROWN ESPAÑOL ACADEMY

### 71 Leaders Trained From 12 Countries

By offering online courses such as God Provides, Money Map, MoneyLife Personal Finance Study, and Budget Coaching, the academy equips leaders who go on to multiply what they've learned through in-person trainings in their communities.

## MISSION TRIP UPDATE COSTA RICA & PANAMA

This August, under the leadership of Frank Gonzalez, Managing Director of Crown Solutions Spanish, Crown's mission trips in Costa Rica and Panama reached over 7,000 people with the hope of God's financial principles. These gatherings ignited vision in churches, entrepreneurs, and national leaders—showing how stewardship can bring transformation from the individual level to society at large.



### Costa Rica

More than 1,000 people were equipped in a single day of teaching on stewardship and entrepreneurship. Chuck Bentley also shared with business leaders and national policymakers how financial wisdom can fuel economic growth and stability. These conversations even opened doors to bring Crown's training into Nicaragua for the very first time.



### Panama

In Panama, more than 5,000 people heard biblical financial teaching through conferences, church gatherings, and leadership training. More than 50 pastors and leaders were equipped to multiply this message, and a mission camp was identified as a potential training center for future outreach. The momentum is inspiring our national teams across 17 countries to dream bigger about the impact of biblical stewardship worldwide.



# GAINING WISDOM FROM THE LATIN MONEY MAP

Over the past year, the Crown Latin Money Map has grown as a powerful tool for teaching biblical stewardship and personal finance across Latin America. In Venezuela, volunteers trained leaders and families in San Felipe and Chivacoa, equipping them to make wise financial decisions and lead with integrity. Highlights include training 30 families in Yaracuy, 97 Methodist pastors, and 40 Oasis International Foundation leaders—strengthening a national network of multipliers. A video conference with Emprende Global and Serve Hope International also equipped 10 senior leaders from across Latin America to expand this initiative’s reach.



# MULTIPLICATION IN GUATEMALA

- 20** Families trained in nutrition, organic agriculture, poultry management, and biblical stewardship through the Crown Money Map and Business School (in partnership with Potter’s House).
- 500** Employees from Ingenio La Unión trained in personal finance.
- 100** Employees from Banco América Central trained in personal finance.
- 49** Leaders earned biblical stewardship certifications.
- 10** Graduates from Financial Freedom training.
- 50** Participants completed a Financial Emotional Intelligence diploma.
- 67** Teachers trained to launch community study groups.
- 460** Public school teachers began a certificate program in Financial Emotional Intelligence (Zona Cero Escolar project).
- 40** Leaders from key sectors united for the 2025 Leaders Summit with ThriveWorx to strengthen collaboration and promote national transformation.





## Renewed Hope Across EURASIA

Across Eurasia, cultural and economic transitions have left many without clear direction, purpose, or understanding of how to steward resources biblically. Crown equips individuals and churches through programs like Do Well, Career Direct, and Bible on Money—helping people discover their God-given design, make wise financial decisions, and pursue purposeful work. As biblical stewardship principles are embraced, lives and communities are being renewed.



**ROMANIA** | Crown Romania is reactivating its presence in the region this year by translating key materials in preparation for a full relaunch. Chuck and Handre were able to meet with this small group of leaders earlier this year.



## BREAKING NEW GROUND IN POLAND

Crown Poland hosted the first-ever Polish-language Bible on Money conference in Glasgow with 35 Polish-speaking participants, followed by a strategic leadership workshop in Wrocław. The workshop, joined by Handre De Jongh, Managing Director of Crown Solutions, reinforced vision alignment, leadership excellence, and collaborative ministry development. This year Crown Poland also signed agreements with EWTN Poland and TBN Polska to broadcast the God Provides film series and released the Family and Finance series in Polish via YouTube, further multiplying their reach. In partnership with the FONIS Foundation, which serves Poland's 50,000+ deaf individuals, the first ever Biblical Financial Study in Polish Sign Language was launched, a powerful example of making stewardship materials even more accessible.

## CAREER DIRECT REVEALS OUR GOD-GIVEN DESIGN

*"My mom suggested I take the Career Direct assessment to help me choose the right field of study. It reflected my personality traits, strengths, and abilities with surprising accuracy—nothing completely new, but seeing it all combined into one bigger picture gave me a deeper understanding of myself. I realized the path I thought was right wasn't such a perfect fit after all. Career Direct opened my eyes to other possibilities I had never considered—options that now feel both sensible and exciting."*

*"As a mom, I'm truly glad my son took the assessment. It confirmed so much of what I already saw in him while also revealing a few surprises. And as someone who works in career guidance, I see enormous value in Career Direct. It provided the clarity he needed, not just from me as a parent, but from an external perspective that helped him see his future in a new way."*



Kasia and Xander  
Career Direct Clients  
Poland





“Every brick in that country is stained by the *tears and blood* of a slave that had to make it.”



WATCH NOW

Watch ***The Cost of Freedom*** and witness the reality of bonded labor in Pakistan—and the incredible transformations taking place when love, justice, and practical help collide.



## THE COST OF FREEDOM IN PAKISTAN

In Pakistan, an estimated 4.5 million people are trapped in modern-day slavery through the brick kiln industry. Entire families, including young children, work long hours in scorching heat, molding and carrying heavy bricks for meager wages. Many are there because of small loans—sometimes for as little as \$50—taken during desperate times. These debts are manipulated by corrupt owners, inflated with unfair interest, and passed from generation to generation, ensuring that families can never escape. Children are born into this bondage, inheriting their parents’ debts instead of a future, while the constant grind robs them of education, health, and dignity. For many, there is no hope of freedom without outside intervention.



Families Set Free’s mission is to rescue enslaved families, pay off their fraudulent debts, and help them begin new lives outside the kiln walls. Partnering with Crown, the mission goes far beyond the rescue—it equips freed families with biblical financial training, vocational skills, and ongoing support so they can break the generational cycle of poverty.

*Left: As part of their financial training, freed families join a Savings Group where they learn practical money management skills. This vital step helps ensure they remain free—breaking the cycle of debt and building a sustainable future.*





“I now see my money as a way to honor God, not just for myself.”

**CAMBODIA** | Crossing Cultures International led a God's Financial Principles Seminar in Takeo Province, Cambodia, equipping 54 participants to apply biblical stewardship in daily life. Over two days attendees explored what Scripture teaches about wise stewardship, generosity and building strong family values around money management.



**TAIWAN** | Between December 2024 and July 2025, Crown Taiwan's Career Direct program made significant strides in equipping local consultants and empowering clients. They hosted two in-person consultant trainings—welcoming 12 new consultants in early December and reactivating 10 more in late May through a seminar instructor workshop and an online reactivation session. As a result, the Taiwan network of 84 active consultants delivered 310 individual Career Direct assessments from January through July 2025.



**HONG KONG** | In Asia, a strategic five-part Budget Coaching Zoom training reached participants from Crown Hong Kong, Crown Taiwan, Grace International School in Thailand, and MELTI in Egypt, helping leaders introduce biblical financial coaching across diverse contexts. Crown Hong Kong continued offering live workshops for low-income families, financial seminars for cancer survivors in partnership with the Hong Kong Cancer Fund, and courses through seminars and local fellowships. Crown Taiwan mobilized volunteers to run a children's financial camp, investing in the next generation's understanding of biblical stewardship.



## Ending Hunger in AFRICA

Food insecurity and generational poverty continue to hold back communities across Africa, leaving families vulnerable and dependent on external aid. Through partnerships with organizations specializing in conservation agriculture, Crown provides the biblical stewardship training that, together, equips farmers to increase yields, feed their families and use excess to give, save, and invest. The result is sustainable food security, economic resilience, and flourishing communities.



### THE ROAD TO FLOURISHING

Patrick's journey—from aspiring Catholic priest to leaving seminary, searching for meaning, and facing personal failure—ultimately led him to serve as a Crown trainer of trainers, where he found peace and purpose in helping others discover the hope and life found in Jesus. Watch the full story by scanning the QR Code to the right.



### SPIRITUAL REVIVAL IN MALAWI

The Crown Stewardship Center in Malawi is where we first experienced the transformative power of combining biblical stewardship principles with practical farming skills. Today, the center equips a strong leadership team and focuses on training trainers to multiply the work far beyond their own reach. Their two-week I Was Hungry program trains 20 villagers, followed by a year-long Shepherding program where each participant is mentored in both faith and farming. From each group, three lead farmers are chosen to be mentored further, empowering them to bring hope and practical solutions to other villages—even in challenging contexts like Muslim communities.



*A spiritual revival is happening in Malawi. Watch this exciting update from John and Mary Beth Flippen to learn more.*



## FOOD SECURITY FOR MADAGASCAR

In Madagascar, where chronic hunger and limited economic opportunity are daily realities, Crown launched Program Pfumudza Crown (PPC) in 2023 at the invitation of the nation's president. By pairing biblical stewardship teaching with Foundations for Farming conservation agriculture, PPC once again achieved record crop yields this year. In January, Chuck Bentley traveled with members of the Christian Economic Forum to strengthen partnerships, resulting in a groundbreaking collaboration

with CNAPS (Madagascar's social security department). In just two months, more than 475 new trainers were able to go through the program. Together, PPC and CNAPS aim to train 100,000 farming families over the next four years, while continuing toward PPC's larger vision of reaching 1,000,000 families nationwide. As leaders are equipped and multiplication takes root, transformation is spreading from fields to entire communities.



*This family welcomed Chuck into their home to explain how the training had given them a better life, a hope and a future. She gave thanks to God for those who made it possible.*



*Chuck and members of the Christian Economic Forum had the opportunity to pray over President Andry Rajoelina.*



*You may remember Saholy. If you haven't seen her story, you can watch it here. She continues to be one of the most dynamic trainers at PPC, traveling throughout Madagascar to train as many as she can. She was able to get a new bike this year as a more reliable form of transportation.*



**MADAGASCAR RICE YIELDS  
AT PPC DEMONSTRATION PLOT:**  
2024 CROP YIELD 5.2 TONS PER HECTARE  
2025 CROP YIELD 6 TONS PER HECTARE  
AVERAGE YIELD IN THE REGION 1.5 TONS PER HECTARE



“It is so powerful to spend so many hours together in God’s Word with the purpose of *understanding and trusting the freedom* which he has for us and becoming good stewards.”

- Alina and Lore, Kenya



## TRANSFORMATION THROUGH THE AFRICAN MONEY MAP

The African Money Map and African Money Map Game are transforming the way individuals and families across Africa understand and manage their finances. Adapted from Crown’s original Money Map and contextualized for African cultures, these tools provide a clear, visual pathway for reaching financial goals while applying biblical stewardship principles. The companion game makes learning interactive and memorable—helping participants of all ages grasp the importance of earning, giving, saving, spending, and investing wisely. These resources are equipping people to break cycles of debt, plan for the future, and use their resources for God’s Kingdom purposes. This year, we made this training even more accessible by offering an online course to our partners so they can learn how to best use the African Money Map within their communities.



*Maqhawe “Maq” Mathembu from Amazing Graces recently led a Money Map Game training for 40 participants. Scan the QR code for a behind-the-scenes glimpse into this fun, transformative training.*



## EMPOWERING COMMUNITIES THROUGH PLAY

The African Money Map and African Money Map game are essential tools used by our Alliance Partners, like Joyce and Buken of Maisha Yangu, an organization that serves people in the slums of Nairobi, Kenya. They recently lead an African Money Map training for a small group of businesswomen and a missionary organization. Some of the leaders reached out a few weeks after the training to share there was a noticeable change in their employees. Some had started their financial journey and were sharing what they learned with others. Others were practicing better judgment in their spending – many had even started bringing lunch from home. They’ve led many trainings within their community and after seeing its effectiveness, dream of offering Money Map training to other ministries and countries to further multiply the impact.

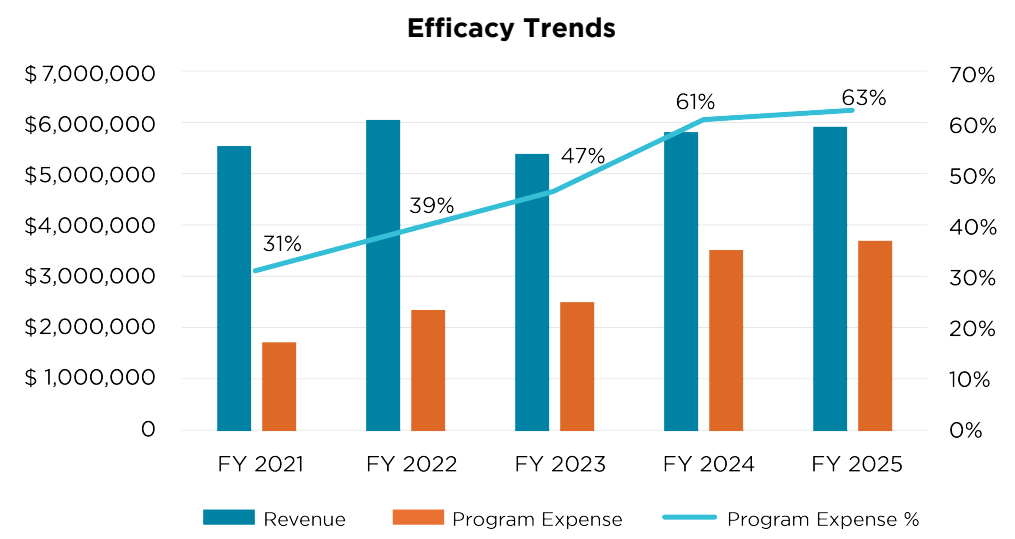


FINANCIALS

Your generosity is fueling real Kingdom impact. Because of you, more resources are reaching the front lines of ministry each year—even while overall revenue has remained steady. We are honored to steward your gifts wisely and efficiently so that together, we can walk through the growing doors of opportunity God is opening around the world.

**Estimated Reach: 17.2 million people per year**

**For every \$1 donated, we reach approximately 3 people (\$0.34 per person)**



In 2026, Crown will celebrate 50 years of ministry! As we celebrate this milestone, we want to celebrate you. How has Crown impacted your life? Did a Crown study or book transform your finances? Did Career Direct guide you toward a new calling? Has Budget Coaching strengthened your marriage and money habits? Your story matters, and we’d love to hear it! Share your journey with us and inspire others to experience the freedom that comes from applying biblical financial principles. Share your Crown story at **[crown.org/yourstory](https://crown.org/yourstory)**.



LEADERSHIP

- Chuck Bentley**  
Chief Executive Officer

**Tracey Fries**  
Chief of Staff

**Jerry Tregoe**  
Chief Financial Officer

**Sheila Thompson**  
Chief Impact Analyst

**Ryan Paul**  
Chief of Strategy
- Handre De Jongh**  
Managing Director of Crown Solutions

**Frank Gonzalez**  
Managing Director of Crown Solutions Spanish

**Grant Webster**  
Managing Director of CEF

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Ways to Get Involved

God is moving powerfully through Crown, and the opportunities before us are greater than ever. From partnering with African nations and equipping Latin leaders, to restoring broken lives and multiplying impact worldwide, stewardship is transforming individuals, families, communities and nations. Join us in advancing this mission—your gift today will bring freedom, restoration, and flourishing to people across the globe. **[www.crown.org/joinus](https://www.crown.org/joinus)**



- Scan the QR Code to:**
- Give Today
  - Become a Career or Budget Coach
  - Join us as a Prayer Partner
  - Host a Friendraiser





**NIGERIA** | *Our partner, Decapolis Community Development Center, uses Crown's African Money Map in their mission to empower the most vulnerable, lifting communities out of poverty through hands-on training in conservation agriculture, vocational skills, healthcare access and renewable energy solutions.*

**MISSION** | Advancing proven Biblical solutions to economic challenges.

**VISION** | We envision a world filled with individuals, families, communities, and nations flourishing through the principles and practices of Biblical stewardship.



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