



THE MOMCO  
BY MOPS INTERNATIONAL

2024

# IMPACT REPORT



25,000 MOMS

are searching for a MomCo Ministry in  
their area every month.

**Will you answer their call?**

*MomCo Church Engagement*

*Reach the mom to reach the next generation.*

# DEAR FRIENDS,

*For nearly 50 years,* God has used MomCo to share Jesus with moms, kids and families around the world. As we approach this half-century of impact, we recognize that shifting cultural norms and a global pandemic are creating a pivotal moment of opportunity.

The rate of suicide among moms is skyrocketing, families are in financial crisis, and kids are navigating unprecedented levels of anxiety, largely related to technology use. What moms and families need more than anything right now is good news — the Good News of Jesus, and the relief that comes when they learn MomCo has practical tools and resources to help them with their emotional, relational and spiritual needs.

MomCo is committed to finding every opportunity to bring important faith conversations to moms around the world. Because we passionately believe that if you reach moms, you reach the next generation.

I am so grateful for churches like you who care deeply about women and children and know the impact a mom can make in her home, community and the Kingdom of God. Thank you for joining us in this energizing work of bringing the Good News of Jesus to even more homes around the world.

Warmly,



Mandy Arioto  
President and CEO  
MomCo

**82%**

*of families say*  
they started going to church because mom decided it was important.

*Source: Barna Study on the State of Families, 2017*

**77%**

*of adults say*  
their mom is the most influential person in their faith life.

*Source: Barna Study on the State of Families, 2017*

**79%**

*of unbelieving moms*

say the church does not address their real everyday life in a useful way.

*Source: Motherhood Today, Barna, 2023.*



49,000+

MOMCO MOMS

*have made a decision to follow Christ  
since 2016.*

THE URGENT NEED



THERE ARE  
**700..MILLION**  
CHILDREN

*ages 5 and under around the globe,  
and their mothers are experiencing ...*

EMOTIONAL POVERTY

**79%**

*of Gen Z moms say  
they are experiencing acute  
anxiety on a daily basis.*

**94%**

*of Gen Z moms said  
they feel like they are failing  
in their parenting.*

**78%**

*said  
they want a mentor but don't  
know where to find one.*

## RELATIONAL POVERTY

**58%**

*of women*

report needing mentoring but are not sure where to find it.

*Source: Association of Mental Health, 2021*

**3 IN 4**

*moms*

feel desperately lonely and reported having one or no close friends.

*Source: Association of Mental Health, 2021*

**25-39**

*year olds*

The highest divorce rate is among 25–39 year olds, with the majority of divorces occurring at the end of the first five years of marriage.

*Source: American Psychological Association, 2021*



## SPIRITUAL POVERTY

**79%**

*of unbelieving moms say*

the church does not address their real everyday life in a useful way.

**49%**

*of young women*

report no religious affiliation or active faith.

*Only*

**1 IN 3**

*non-Christians*

is open to hearing about the Christian faith in a church service.

*Source: Barna, September 2022*



WE SEE  
*HOPE RISING*  
FOR MOMS AND  
THEIR FAMILIES.

# M O M C O

*encourages and equips moms of young children  
to realize their potential as **mothers, women and  
leaders** in relationship with Jesus and in  
partnership with the local church.*





In 1973, eight women in Colorado began to gather regularly because of their shared need for honest relationships, support and mentoring in motherhood. These women knew that being a mother makes a difference for families and for the greater good. As these gatherings grew and expanded outside of Colorado, leaders arose and sustained the grassroots growth of this outreach ministry.

## 1973 •

*MOPS is started with a foundational desire to impact neighbors with the hope of Jesus.*

## 1982

*150 women from five states gather for the first MOPS leadership conference.*

## 1988

*MOPS expands beyond U.S. borders and is renamed MOPS International, Inc.*

## 1993

*MOMSense magazine (now The MOPS Magazine) joins the existing MOMSense radio program to nurture every mother of preschoolers.*

## 1996

*A program for teen moms is launched in response to an alarming rise in birth rates among girls under 18.*

## 2009

*MOMSnex launches to reach moms of elementary-age children.*

## 2023

*MOPS celebrates 50 years in ministry and rebrands to MomCo. Our mission remains the same; our focus on Jesus is at the forefront of all we do. The only change is a name with more clarity about what we do.*

## • 2024

*MomCo operates in 90 countries and in all 50 states, translates curriculum into 25 languages, influences over 5 million moms, leads 15,500 volunteers and supports 3,700.*





”

*We believe that God is positioning MomCo to communicate the love and hope of Jesus in courageous and refreshing ways to some of the most influential people on the planet – moms.*

*- Mandy Arioto*

# OUR IMPACT



*For over 50 years, God has used MomCo to share Jesus with moms, kids and families around the world.*

We uniquely meet the needs of moms and families through dynamic multimedia programming that reaches diverse populations, offers multigenerational mentoring, uses proprietary curriculum and provides leadership training. Through our strategic partnerships, we ensure women take the next step to connect with their local church where they will experience lifelong faith formation and discipleship.

MomCo shares the Good News of Jesus while offering practical tools and resources to help them with their emotional, relational and spiritual development.

## EMOTIONAL DEVELOPMENT

**80%**

*of MomCo moms* experienced decreased anxiety through their MomCo experience.

**92%**

*of MomCo moms said* MomCo provides practical tools to be a better mom.

**90%**

*of MomCo moms said* MomCo provides opportunities for mentorship and leadership development.

*Source: State of Motherhood, 2022*

*MomCo is on the cutting edge of helping parents navigate the real challenges of raising kids in this day and age. They provide our congregation with incredible data on the state of moms, which our church uses not only in our MomCo program, but family ministry as well. Families who experience MomCo programming are better equipped to weave meaningful faith conversation into their everyday lives. MomCo is creative and innovative in their approach to serving moms and kids. And they are modeling how to do effective outreach, as every woman is welcome at a MomCo group regardless of her faith background.*

**- PARK PLACE PRESBYTERIAN CHURCH**

*MomCo has been an incredible way for our church to reach unbelieving families and then invite them into lifelong faith formation. Women who come through the MomCo program are passionate about sharing Jesus with their children. We've found it to be the most effective program to train parents how to transmit faith to their kids.*

**- GRACE UNITED METHODIST CHURCH**

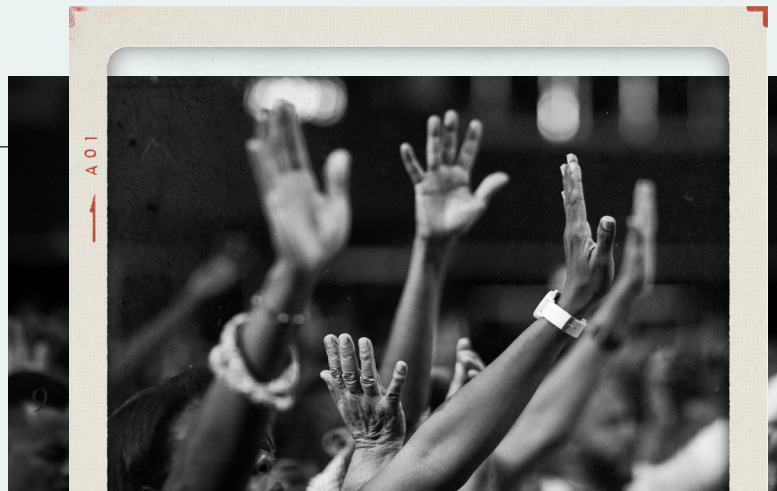
*Many of the young moms at MomCo come with no church background and are spiritually seeking. One single mom had never entered a church before but came to MomCo for friendship and support. She met Jesus, committed her life to Him, was baptized, and now brings her daughter to church on a regular basis. Other women in MomCo who were not attending church started bringing their husbands and families on Sunday mornings and many have become members.*

**- CALVARY EVANGELICAL FREE CHURCH**

*MomCo is on the forefront of evangelism to parents and kids. For a small church, MomCo has given us a BIG way to reach the young families in our community. The moms who come to MomCo have a passion for raising their kids with healthy, real faith. MomCo has become the biggest ministry of the church, it raises leaders in the church, and even allowed us to invest in the capital improvements of 6 educational rooms and a new modern playground for all the new families coming through our doors. It is a multi-generational ministry.*

**- MILE HIGH VISTA VINEYARD**

# STORIES — OF IMPACT



Source: State of Motherhood, 2022

**93%**

*of MomCo moms* reported that they developed authentic friendships through their MomCo experience.

**73%**

*of MomCo moms say* MomCo provided tools to improve or strengthen my marriage.

”

*We have one mom in our group who was going through a terribly protracted and contentious divorce procedure. We asked her what we could do to support her, and like a true mom, rather than thinking of herself, she was thinking of her children. She told us that one of her boys was having a birthday coming up, and she just wasn't in the right head space to think about how to throw him a party. Could we throw a party for him? Between all the moms, we threw him a party! Some of us brought decorations, another brought party favors, one brought a cake, all of us brought food, and kids, lots and lots of kids. The mom said it is something she'll never forget. What a perfect example of being the hands and feet of Jesus!*

– Alicia, Kansas

”

*MomCo is a major part of my testimony and path to salvation. As an unbeliever and single mother of one young son, I was sure a room full of Christian moms was the last place I wanted to be. A judge fest. I ended up going, and I couldn't have been more wrong. I was surrounded by a room of stumbling mamas just like me. The difference between me and them was their humility, perspective and their encouragement to one another. Turned out, I was the judgmental one. Now a couple years later, a baptism and a greatly improved life after accepting Christ, I am leading our MomCo group together with the acquaintance that invited me.*

- Kate, Texas

# SPIRITUAL DEVELOPMENT

Source: State of Motherhood, 2022

**93%**

*of moms say*

MomCo provided practical tools that improved their everyday life.

**94%**

*of moms in MomCo*

annual survey said they had the opportunity to meet Jesus or grow in their faith through their MomCo experience.

**89%**

*of pastors*

agreed having MomCo in their church has helped reach, engage and help moms of young children grow spiritually.



*MomCo Impacts the Church. The majority of non-Christians today are not open to hearing about the Christian faith in a church service format, illuminating the need for alternative evangelism methods. The time is ripe for more churches to partner with MomCo to engage the moms in their communities through MomCo groups because moms are influencers. MomCo trains and launches leaders using innovative methods to meet the needs of moms. MomCo has a proven, 50-year, track record as an effective method of reaching women and families for Christ resulting in exponential growth in the Church.*

Source: Barna, September 2022



# THE METHOD

## *Exponential* EVANGELISM

MomCo provides a proven model that leverages nearly 50 years of learning. We create a foundational framework that provides content and structure to equip local leaders to share the life-transforming message of the Gospel of Jesus. The local leaders around the world add culturally relevant content to meet the unique needs of their community. MomCo is a scalable program that works in every country because motherhood is a common denominator.

### *The MomCo Experience*

We show up in a mom's world where she is. We talk about real things in honest ways and provide practical help, education and resources to help her feel more equipped as a mom, woman and leader. When moms are resourced, they elevate everyone around them.

- In-person and online groups
- Curriculum available in over 20+ languages
- Content

## *Transformational* DISCIPLESHIP



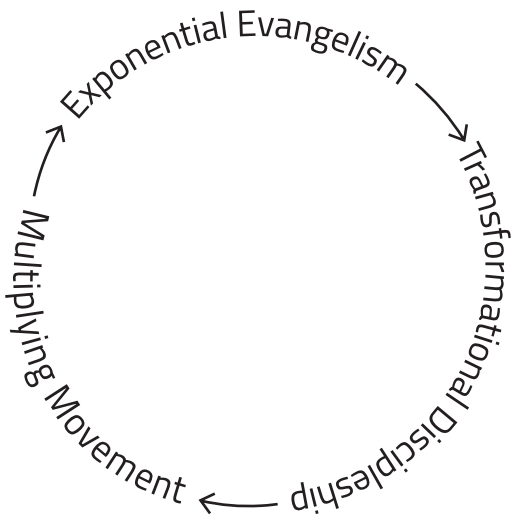
- Leadership training
- Magazine
- Mentoring
- Bible studies

MomCo trains, supports and equips leaders to grow in their faith journeys and gain leadership skills, and then invites them to take bold steps into MomCo leadership where they serve the moms and families in their own churches and communities. These women become the hands and feet of Jesus to every mom and her family who show up and provide support when a mom needs it most.



*“I was an atheist who decided to follow Jesus because of my experience at MomCo. Not only that, but my husband and kids decided to follow Jesus as well.”*

- Mom from U.S.



## *Multiplying the* **MOVEMENT**

MomCo tells moms about Jesus and trains them to bring God's kingdom into their homes, communities and the world.

- A scalable model
- Make a distinguishing mark on culture
- Events
- Strategic partnerships with churches and organizations

### **CONTENT & EVENTS**

*Meet her where she is*



### **COMMUNITY & CURRICULUM**

*Introduce or reintroduce her to Jesus*



### **MENTORSHIP & MAGAZINE**

*Transformational discipleship*



### **LEADERSHIP**

*Training Growth*

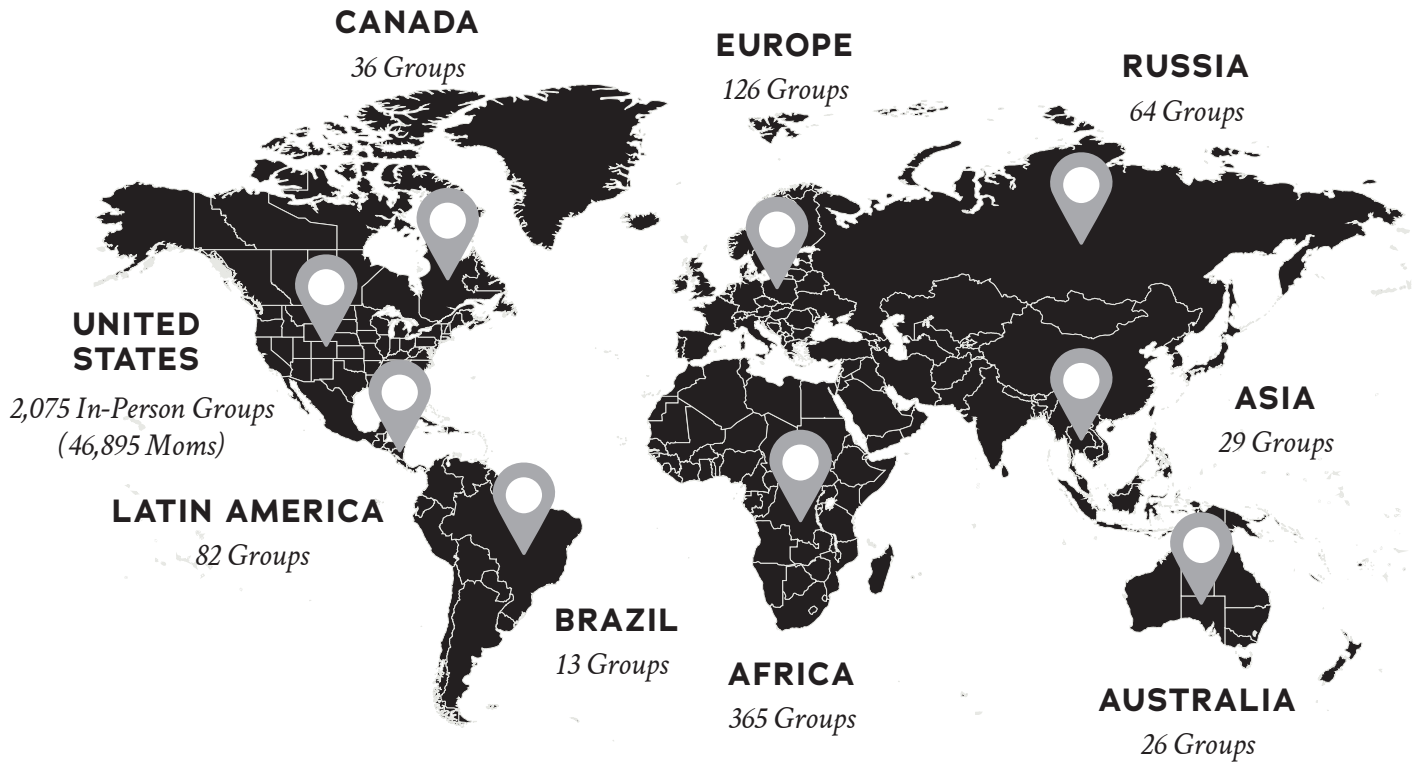


### **MULTIPLICATION**

*She impacts her community*

# OUR INFLUENCE

*Jesus replied, "Let us go somewhere else – to the nearby villages – so I can preach there also. That is why I have come." Mark 1:38 NIV*



**651 GROUPS OUTSIDE THE US, REACHING OVER 13,000 MOMS.**

*(\*due to security risks, not all countries are shown)*



*As of October 2023*





**90**  
*Countries*

*Curriculum  
translated into*

**25**  
*Languages*

**49,000**  
*MomCo moms  
have accepted  
Jesus*

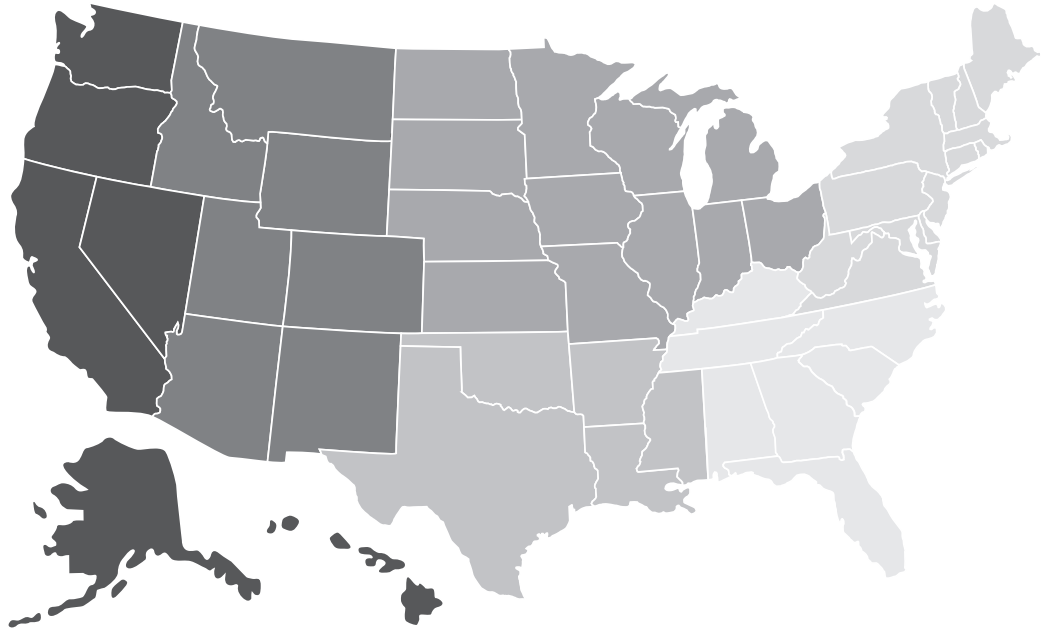


”

*Join us in this energizing, momentum gaining,  
life-transforming work of bringing the message  
of Jesus to even more homes around the world.*

*- Mandy Arioto  
President and CEO of MomCo*

CHURCH  
ENGAGEMENT TEAM



MOMCO  
ENGAGEMENT TEAM



**TIFFANY WELLINGHOFF**  
*Business Manager  
Church Engagement*



**ASHLEY BAILEY**  
*Pacific Network  
Manager*



**KARLA MERRELL**  
*Southeast & Spanish  
Network Manager*



**ZAVANA ROUTON**  
*South Network  
Manager*



**LINDSAY CONNOLLY**  
*Northeast Network  
Manager*



**ANGIE NORTHWAY**  
*Mountain Network  
Manager*



**CATHERINE HAUSCHILD**  
*Midwest Network  
Manager*

# PARTNERSHIPS

MomCo is honored to have a 50-year history of working with an extensive range of partners. Our synergistic efforts multiply each other's Kingdom impact. Each organization working together truly reflects the Body of Christ.



## CURRENT PARTNERSHIPS INCLUDE:

*Alpha, Lois Palau Association, City Gospel Movement, He Gets Us Campaign, Lausanne Movement, Evangelical Leadership Fellowship, International Justice Mission, Amplify Conference, Outreach Media Group, Barna Research Group, East West Ministries, Gloop, Love God Greatly, NOONDay Collective, Colorado Christian University, Sony Pictures, Operation Christmas Child, and Women Doing Well.*



*For God did not send his Son into the world  
to condemn the world, but to save the world  
through him.*

**JOHN 3:17 NIV**



MomCo International  
2370 South Trenton Way,  
Denver, CO, 80231

*startaministry@themom.co*