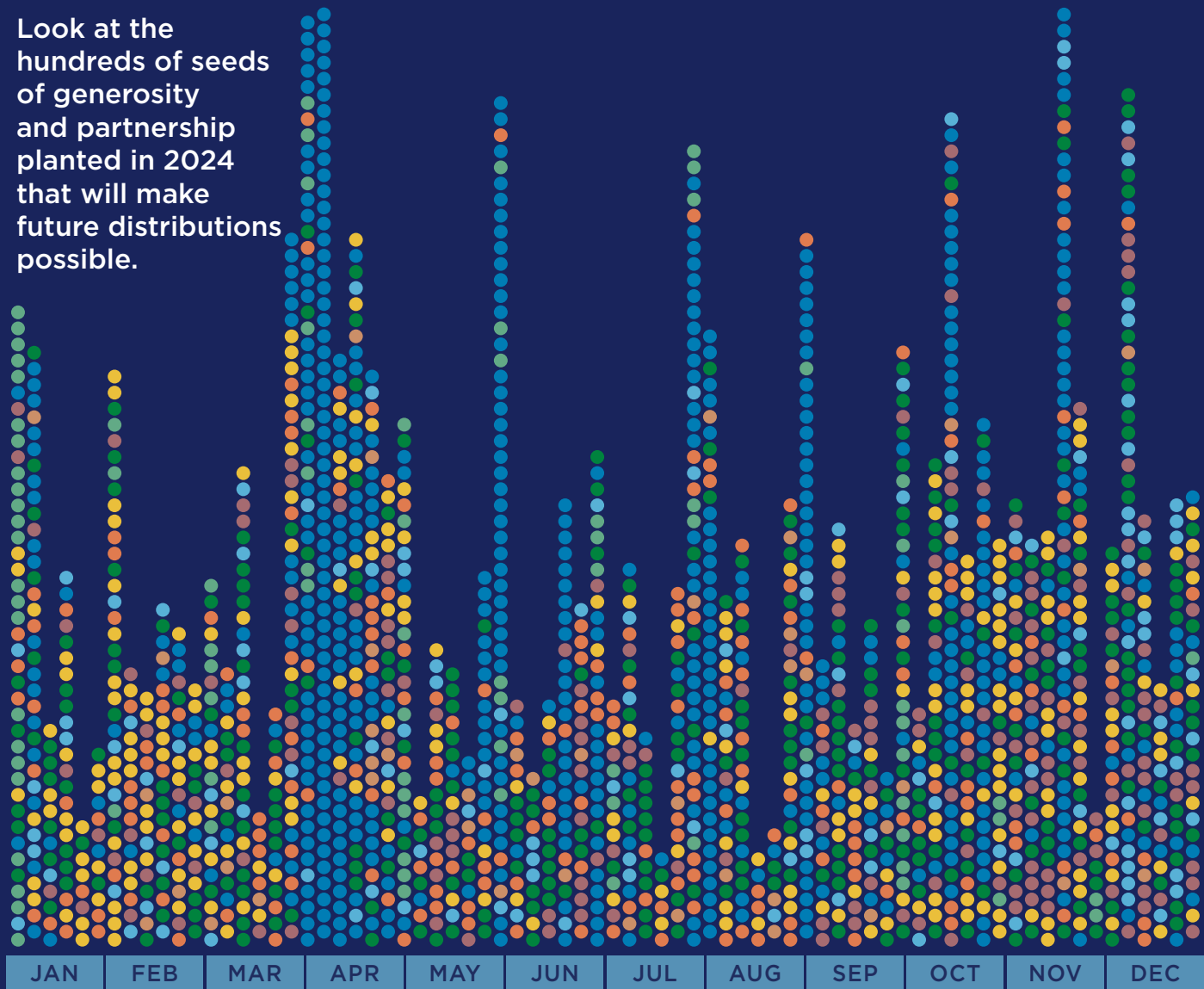


# No Small Things

2024 Impact Report

Look at the  
hundreds of seeds  
of generosity  
and partnership  
planted in 2024  
that will make  
future distributions  
possible.



- Endowment Contribution
- Donor Advised Fund Contribution
- Kingdom Investment
- Estate Plan Signed
- Gift Annuity Contract Signed or Other
- Custodial Contribution
- New Ministry Accounting Client
- New Loan Signed

# *No Small Things*

There's an old English proverb that says, "Mighty oaks from little acorns grow." As we introduce this year's annual report, we are thrilled to share many 'mighty oak' numbers. Figures that, quite honestly, baffle us. Numbers with more zeros than we might have ever thought possible. God blessed us abundantly in 2024. In preparing for this year's report, a phrase we clung to is one you'll find on the cover and one that will drive the narrative of this annual report: "No small things."

Yes, we deal in mighty oaks and manage significant amounts of money that have been given generously and sacrificially. But we regularly stop to remember that there are 'no small things;' those oaks sprung from acorns of faithfulness. An estate plan left for ministry at the passing of a faithful pastor serving in a rural church is no small thing. The Kingdom Investment made by a seventeen-year-old

with money they earned mowing lawns is no small thing. No small thing because we know many small things make a greater whole. Behind every number reported here are hundreds, if not thousands, of gifts and acts of faithfulness.

This principle is deeply rooted in Scripture; we see it in the widow's mite and the parable of the talents. The truth of God's Word reveals that in His economy, there are no small things if they are motivated by obedience. So, join us in these pages as we celebrate no small things and rejoice in what God has done through the faithfulness of His people.



A handwritten signature in dark ink, reading "Robert Kellogg". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Robert Kellogg**  
CEO

## 25x25 Distribution

Our 13-year vision, aptly named 25x25, culminates this year. The vision was simple but God-sized: to distribute \$25 million annually to ministries by 2025. In 2024, we surpassed our targets and surpassed our own expectations, distributing over \$30 million to ministries (once again!). We eagerly anticipate the end of 2025, when we will celebrate all that God has accomplished through your unwavering faithfulness and His abundant provision in making this vision a reality.

Evangelism &  
Church Planting

**\$2.7M**

**\$33.8M**

**Distributed to Ministry in 2024**



Caring for At-Risk  
Mothers & Children

**\$5.1M**

Christian Higher  
Education

**\$12.7M**

Churches & Other  
Nonprofits

**\$9.7M**

Serving Senior  
Adults

**\$2.0M**

Missions &  
Seminaries

**\$1.6M**

# Contributions



● Custodial

● Trusts/Other

● Gift Annuity/Other

● Donor Advised Fund

● Endowment



# Donor Advised Funds

DAFs (Donor Advised Funds) continue to be a popular way to make a financial gift to ministry. They allow our donors to save more, give more, and do more with their charitable giving. The number of grants sent through DAFs at WatersEdge has doubled in the last 5 years.

“A DAF is a tool we use in facilitating ministry gifts. Less paperwork than a family foundation and easy distribution process using the WatersEdge staff as a resource. You don’t have to live in Oklahoma to open a WatersEdge DAF.”

– **Wayne C.**



**\$3.9M**

Contributed to  
Donor Advised Funds



**\$5.8M**

Granted to Ministry  
out of Donor Advised Funds



**1269**  
Grants



**265**  
Ministries

# Estate Planning

Many times, an individual’s most meaningful gift to ministry comes through a charitable estate plan. That rang true enormously this year as gifts pledged to ministry through WatersEdge estate plans more than doubled each of the previous three years.



**231**

Plans Signed

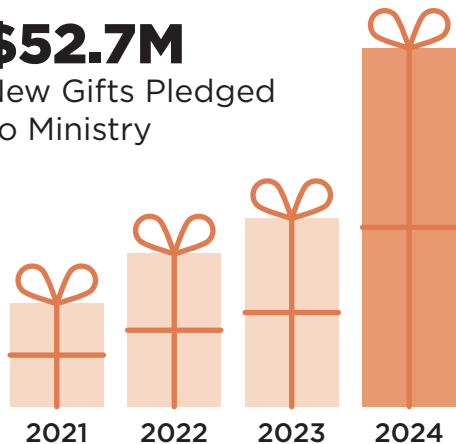


**160+**

Ministries Will Benefit

**\$52.7M**

New Gifts Pledged To Ministry



“WatersEdge staff are so nice and knowledgeable, and they care about people and ministry. We were very comfortable working with them to get our estate plan set up. There is no better place to invest your money than through WatersEdge.”

- Ann E.



# Assets Under Management

The Endowment portfolio performed as expected, avoiding stock market volatility while increasing assets under management in line with benchmarks. With a strategy to provide a consistent and dependable distribution, the portfolio is designed to have less up and down movement in its market value. The last five years have included many headwinds including COVID-19, high inflation, high interest rates, and extreme market volatility, but the Endowment portfolio weathered them all while outperforming the benchmark.

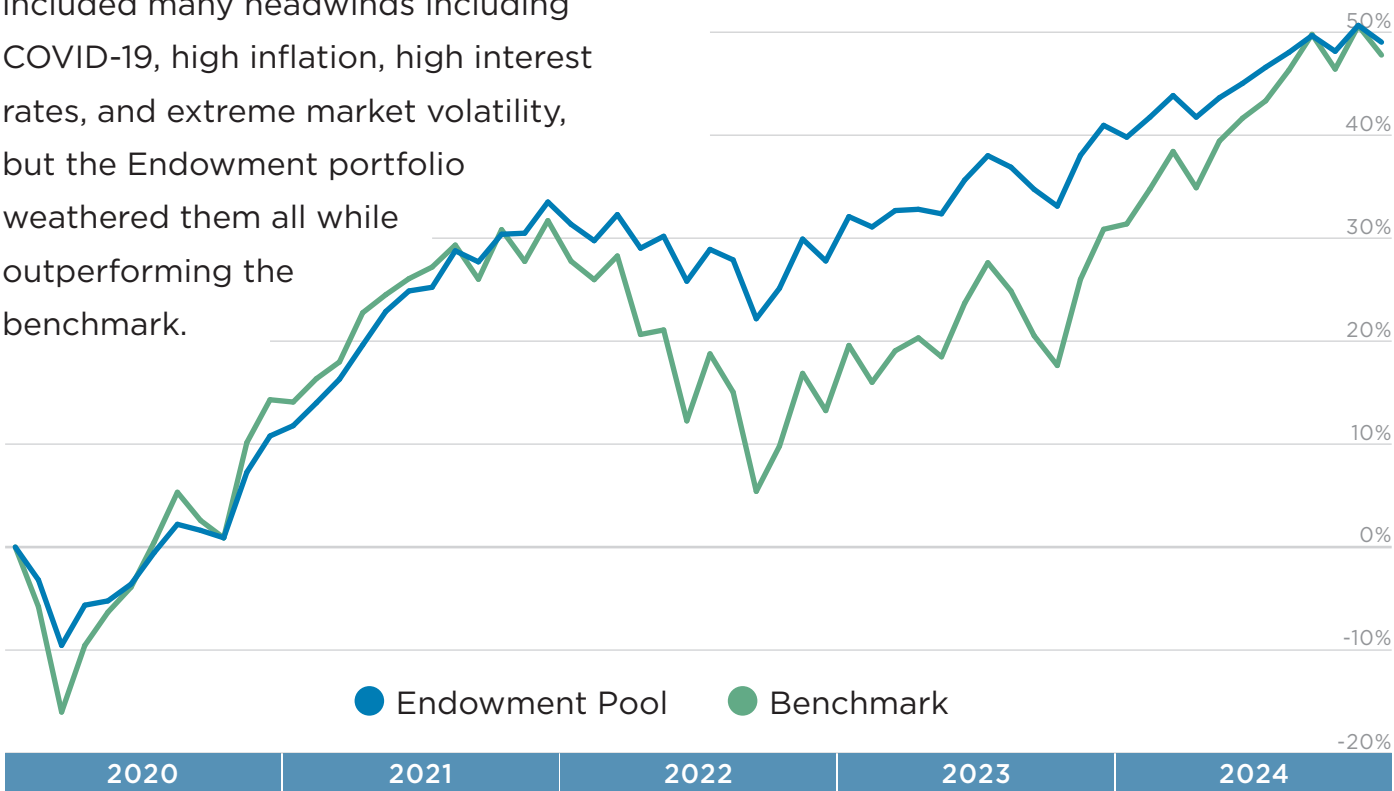


**\$742.7M**  
Assets Under Management



**\$63M**  
Net Increase in Assets

## 5-Year Cumulative Performance



# Kingdom Investments

Believers from 28 states, ranging from 19 years old to 97 years old, have joined our mission to help churches grow through their investment. In their own words, these are some of the reasons they chose to invest in Kingdom Investments:



**\$10.3M**

Interest Earned By  
Investors



**273**

New Investors



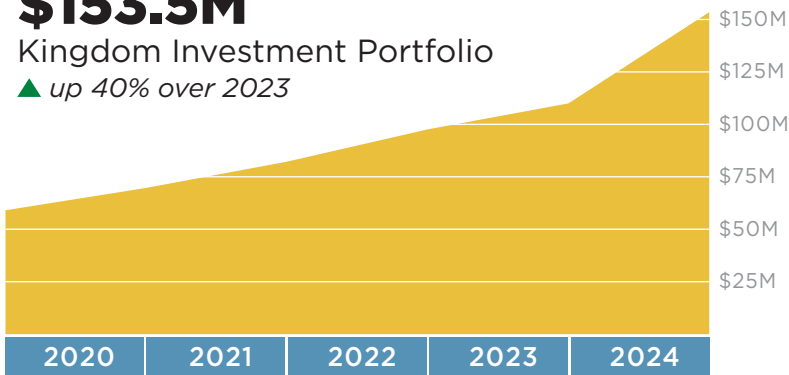
**\$29.2M**

New Money Invested  
By New Investors

**\$153.5M**

Kingdom Investment Portfolio

▲ up 40% over 2023



**85%**

Of All Investors Reinvest  
When Term Ends

“My investment is going to help build churches and further the Kingdom.”

- **Gary U.**

“Best investment that supports Kingdom causes.”

- **Bill H.**

“I love that it’s more than your own investment. It’s an investment to other churches or ministries to advance the Kingdom. Churches and individuals helping other churches.”

- **Amanda R.**

“Great interest rate and satisfaction in knowing we have a part in spreading God’s word.”

- **Dana T.**

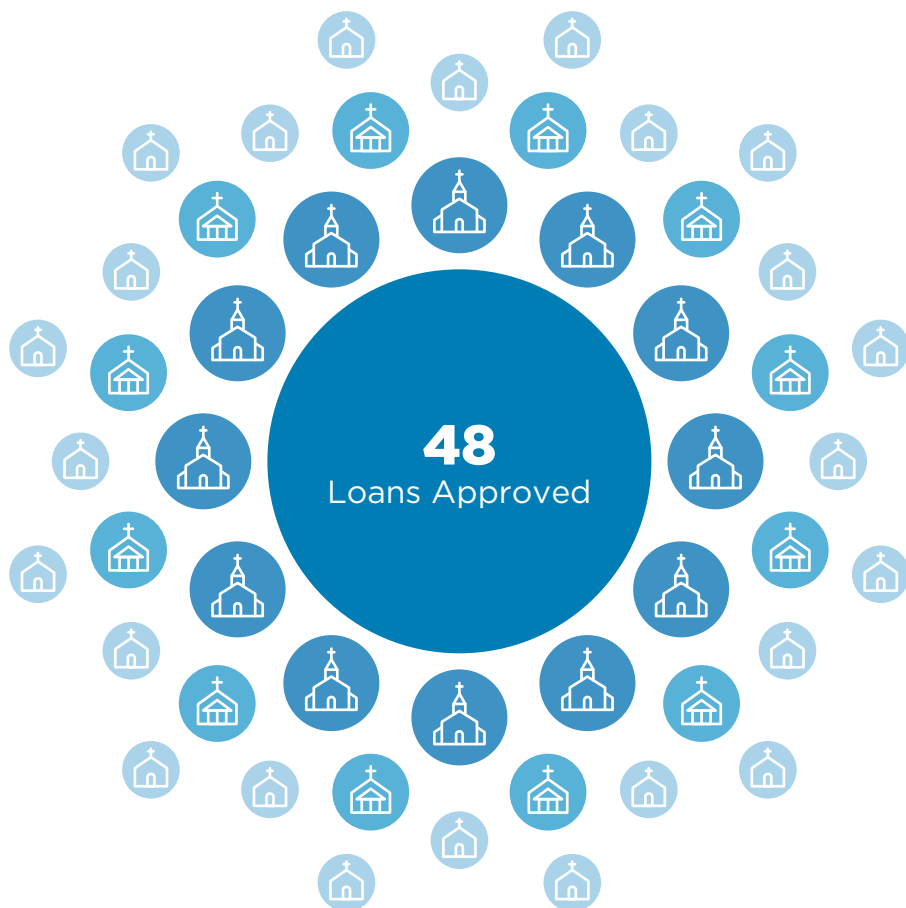
“Great rate of return as well as it aligns with your beliefs.”

- **Leann K.**



# Ministry Loans

Despite the high federal interest rate, loan demand remained strong. Thanks to the investments of both individual and ministry investors, we approved 48 projects this year, ranging from minor roof replacements to significant multi-million-dollar facility purchases. Here is one story of many:



**\$239.6M**

Total Loan Portfolio

▲ up 30% over 2023



**\$71.8M**

Of Loans Funded

## Covenant Church

At the start of 2025, members of Covenant Church, in Grove City, Ohio, did something they had never done before as a church family: **they gathered for the first time in their permanent location.**

After meeting in various locations over 15 years, members of the growing church saw a two-year building project come to fruition in part thanks to a creative funding solution with WatersEdge. Unable to qualify for a loan with local banks, members invested 1 million dollars through Kingdom Investments as collateral on a WatersEdge loan.

Lead pastor David Palmer reminded members that God called Joshua to lead Israel into the Promised Land, nearly 430 years after His promise to Abraham. Although the promises may be slow in fulfillment, if God promised it, Palmer noted, God will deliver on it.

“I was confident that God was going to give us our own space, that we wouldn’t have to shuttle back and forth,” Palmer said.

“We wouldn’t have to be our own version of sojourners .... We didn’t have to wait 430 years; we waited 15.”



# Ministry Accounting

Ministry Accounting grew in 2024, serving an average of 235 ministries so that those ministries could remain focused on what counts: the work to which God called them. WatersEdge came alongside these churches to help with accounting, bookkeeping, payroll, and other services providing internal safeguards and financial reporting so that churches can rest easy. The rewards for our team and the churches are significant, as found in the example of Living Hope.



**235**

Average Number of  
Ministries Served

▲ up 31% over 2023



**\$30K to \$7M**

Ministries' Budget Range

## More Than Tax Documents

Our team sends out thousands of year-end tax documents every January, and each one represents faithful staff and congregations at the churches we serve.



W2s

**3,500**

Staff Members



1099s

**1,850**

Contractors



Contribution Statements

**24,500**

Generous Givers



## Living Hope Baptist Church

When Pastor Robby Tingle arrived at Living Hope he discovered that the church faced a significant challenge in the form of a letter from the IRS informing them of a two-year failure to fulfill tax filing requirements.

“It was not an intentional mistake; no one did it on purpose. Things just weren’t being handled correctly in an accounting format where we could track everything well,” Tingle said.

Tingle met with church leadership and recommended they contact WatersEdge for help.

“There was always a helpful spirit to say, ‘We want to help in any way we can,’” Tingle said. That help included filing all the required IRS paperwork.

Thanks to ongoing services from WatersEdge Ministry Accounting, the church is now better equipped to track its expenses. Tingle cited their first-time participation in the 2024 kid’s camp as an example.

“Last year ... we didn’t have kids who were old enough to go to camp. This year, we do. Well, we didn’t make a budget line for that, but with WatersEdge, we’re able to put that in our budget as an expenditure,” Tingle said.





300 Johnny Bench Dr., Suite 200, Oklahoma City, OK 73104  
800-949-9988 | [WatersEdge.com](https://www.WatersEdge.com)