

# Welcome to the WE GIVE Collective



A COLLECTIVE ADVENTURE IN KINGDOM GIVING: FOR WOMEN, BY WOMEN.

*genHERus*  
www.genHERus.com



# Hello there!

Every day, I'm reminded of the brokenness within me and the world around me. I know you feel it, too.

On my own, I feel so small. But at the same time, I have this deep desire to do something greater, simply out of my love for Christ.

I truly believe that when we bring our sacrificial efforts together, there's more we can accomplish **together**. And our hearts don't stay the same.

This isn't just another program—it's a real conversation for us to share. We've built this community specifically for you, because we know you carry unique value and a contribution that truly matters.

**With Joy,**

*Kate Kiehl*

Founder & Visionary, genHERus



# WE GIVE Manifesto

- 01 WE BELIEVE THAT GENEROSITY** isn't a destination you reach once you have "enough"—it's a rhythm of the heart you can start right now.
- 02 WE BELIEVE THAT THE GOSPEL** moves faster and further when women and girls link arms.
- 03 WE BELIEVE IN THE POWER** of the "small" gift. What looks like a drop in the bucket to the world is a ripple of hope in a Collective.
- 04 WE ARE NOT JUST A FUND OR** a foundation. We are a sisterhood of givers, a community of learners, and a movement in motion.
- 05 WE DON'T JUST GIVE TO CHANGE** the world; we give to let God change US.



**THIS IS THE WE GIVE  
COLLECTIVE.**



JOIN THE MISSION.  
SHARE THE JOY.  
MULTIPLY THE IMPACT.

# My Generosity Journey

Generosity is this exciting word, right?! It's also something most of us would probably say we are. We drop off meals, support causes we love, and help out whenever we can. Which is wonderful.

For as long as I can remember, even back into my childhood, I have loved giving and the quiet, exciting joy that follows.

Ironically, it actually took a significant financial **loss** for me to more fully understand Biblical generosity. As I dove into Scripture, here is what I learned:

1. We're **called to be generous** in all seasons- it's Christ's example to us and commanded in Scripture
2. **Impact happens** when we give- in our hearts, who we are giving to, and our forever home in heaven



*“The WE GIVE Collective was birthed out of a season of loss, not out of abundance or a feeling that I had finally ‘arrived.’ It was in this season that I truly learned to look at Christ’s example: that ‘though He was rich, yet for your sake He became poor...’”*  
– 2 Corinthians 8:9

# Christ as our Example

It was on my own journey of generosity—and through a season of loss—that I had to pause and ask:

Are we supposed to live generously? Does it even matter? If so, how does God define it, and am I actually giving that way?

God is perfectly generous; it's who He is. Christ perfectly embodies this generosity (2 Cor 8:9). So, where do we start?

We often start with the tithe (Lev 27:30). That's great. Let's start here. But is a percentage true generosity? Is that truly loving others selflessly and reflecting Christ? As Christians, we are called to a lifestyle of sacrifice (Matt 16:24-25)—following the One who disadvantaged Himself for our gain.

Modeling our lives after Christ means recognizing He owns the other 90%, too. Right? But more importantly, He wants our **hearts**. True generosity starts with **total surrender**. It's **giving sacrificially**—saying “no” to what I want so I can say “yes” to Jesus. That kind of giving can't be measured by a number; it's something only He sees and rewards.

Wherever you are on your own journey of generosity, that's okay. We all can give, because we all can sacrifice.

That is exactly what the WE GIVE Collective is all about: a shared spiritual discipline to help us move forward on our personal journeys, giving in a way that transforms us and makes a greater impact together.

Want to dive deeper? Learn more about our mission and resources at [www.genHERus.com](http://www.genHERus.com).

# The Philosophy: “How Much Should I Give?”



Generosity can begin at any age or stage of life. It isn't defined by the amount given or what we possess but by a heart willing to give—even beyond the tithe. At WE GIVE, there is no set amount. You and God choose your donation. Because your IMPACT GIFT is unique and matters.

“TRUE IMPACT  
BEGINS IN THE  
HEART.”

## TRUE IMPACT BEGINS

in our hearts when we give from a place of generosity and sacrifice—a transformation that a mere number can never fully capture.

WE ARE ABOUT IMPACT GIVING.



# Why Join?

WE GIVE welcomes women and girls at every stage of their journey—from those just starting out to seasoned leaders.

## WHY WE GIVE TOGETHER

- ✓ **Compounded Joy:** Experience the incredible peace and happiness that results from giving—especially when our gifts are multiplied together.
- ✓ **True Community:** A space where you don't have to walk your giving journey alone.
- ✓ **Inspired Education:** Learn about impactful ministries and see firsthand how God is working.
- ✓ **Gentle Accountability:** The perfect next step if you want a consistent rhythm of generosity but need a place to start.

WE ARE A SISTERHOOD FOR ALL  
GENERATIONS - WHERE EVERY VOICE  
MATTERS AND EVERY PARTNER DRIVES  
IMPACT.



# What We Support

We support ministries who:

✳ Advance the Gospel Message

✳ Break Poverty's Cycle

✳ Support Women & Children

✳ Uphold Biblical Financial Integrity

✳ Operate with Smaller Budgets

✳ Provide a Hand-up, Not a Handout

# How It Works

1

## COMMIT

Partnership is on a rolling basis and centered around shared mission and generosity. Your yearly\* commitment begins when you're ready.

2

## GIVE

Choose a donation frequency and amount that works for your family.

3

## NOMINATE

Members champion the charities they love.



*\*We ask that you engage with the mission on an annual basis, but as a mom of 4, I understand how quickly circumstances change. If you need to adjust your commitment, we are happy to work with you.*



4

## REVIEW

Our Advisory Board vets each organization for mission alignment and integrity.

5

## LEARN

We hear directly from charity representatives.



6

## VOTE

Every donor holds equal voting power.

7

## CELEBRATE

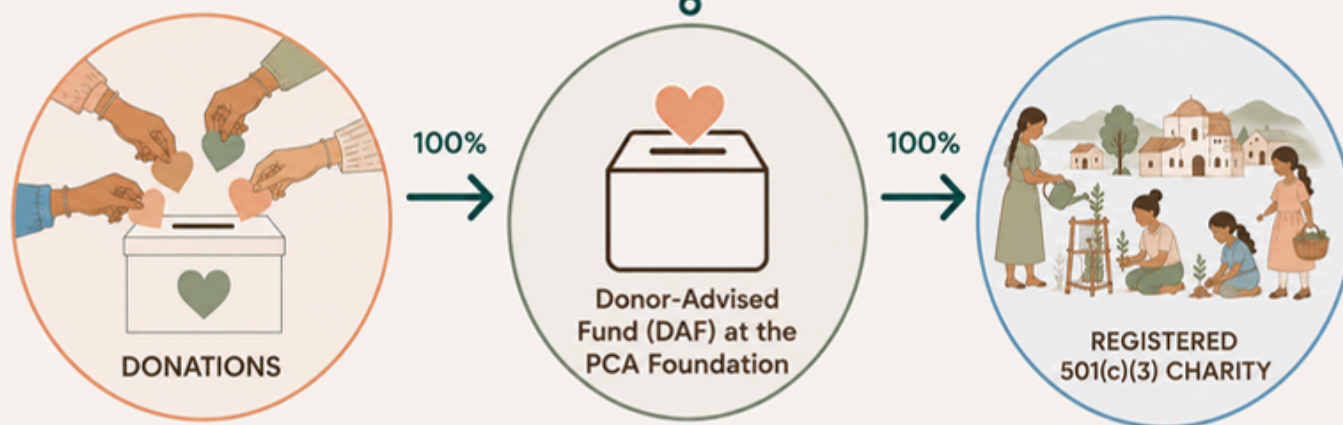
We gather each June to celebrate our shared IMPACT together.

# Financial Integrity

TO ENSURE YOUR GIFTS ARE HANDLED WITH THE HIGHEST STANDARDS OF **SAFETY**, **PRIVACY** AND **FISCAL OVERSIGHT**, WE PARTNER WITH THE PCA FOUNDATION.

## WE GIVE Collective

How it works  
→



### Donor-Advised Fund (DAF)

Your donations are held securely and privately in a DAF.

### 100% Impact

There are no fees with this Fund, so 100% of your contribution goes directly to the chosen charity.

### Charitable Receipt

The PCA Foundation sends donation receipts directly to donors.

### Trusted Partnership

Our family personally uses the PCA Foundation for our own giving.

# Yearly Schedule



## Fall Meeting

We kick off a new season of giving with connection and community.

## Winter

Nominations open online and the Advisory Board begins vetting charities.

## Winter Meeting

We hear from top nominated charities and vote online for the IMPACT Gift recipient.

## Spring Celebration

An evening social celebrating our shared impact and generosity.

“

*What has He called us to do?  
To go to every people, tribe and nation so  
they can hear the Gospel. So people who  
are hungry can be fed...*

*He has **provided sufficient  
resources** to His people to **accomplish  
what He has told His people to **do**.***

- RANDY ALCORN



# Join the Conversation



## Connect

Fill out our [contact form](#) and let us know you're in!

## Grow

Join the [Advisory Board](#) if you have a heart for research and stewardship.



## Be Encouraged

[Subscribe](#) for updates, encouragement, and inspiration from genHERus delivered directly to your inbox.

**We can't wait to do something great with you.**

# Join the Mission Share the Joy Multiply the Impact

[JOIN THE COLLECTIVE](#)

[SUBSCRIBE TO](#)

Twenty years ago, a magazine article in a vacation rental completely shifted my perspective. It was a simple story about ordinary women pooling resources to do **extraordinary** things **together**. Today, the WE GIVE Collective is that long-held vision in motion. It's not about what we can do alone, but what God can do through us **collectively**. I'd be deeply honored to walk alongside you in this movement.

*xx, Kate*



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