



A New Name!

It is with great joy that I write this letter to all the generous people who have sewn into Jennifer Strickland Ministries over the years. Not long ago, the Lord impressed something upon me: that one day, I would disappear. It was a clear message that this ministry would not always carry my name. I kept this understanding tucked in the back of my mind. After all, I was never crazy about the name – JSM sounded like it was about me when in truth it's always been about others. The Board of Directors also called for a change, and now it's time!

The new name, **U R More**, is born from the message I give in public schools. It's easy to remember, reads like a text, and rolls off my tongue when I speak: U R Loved. U R Valuable. U R Gifted. U R Forgiven, U R Destined for More – more than where you came from, more than your worst choice, more than what meets the eye.

*U R More is a statement brimming with truth. Jesus himself said, you are worth
More than a million canaries. (Lk 12:7)*

A New Mission!

So it's away with the pink JS logo (although I know the men are really going to miss that!) and in with a new look and expanded mission. We are now branded to reach both genders, and we have combined our logo with a core value held high since our inception: **All for the One**. As a ministry, we have always believed that everything we are doing is for God, not us. And we have always given our *all* for the *one* soul who reads a book or Bible study or who sits in an audience and is inspired towards Christ. Our purpose is clear:

U R More is devoted to creating events, resources, and experiences that teach others their value, identity, and purpose in Christ.

Good News!

We have finally received tax-exempt status from the IRS! You can now contribute directly to Jennifer Strickland Ministries, Inc. and your gifts are tax-deductible. Our next step is filing a DBA as U R More, and we'll keep you posted on that. We are grateful to Kingdom Global Ministries for graciously allowing us to operate as a non-profit under their care. The good news is we are now able to operate as a 501(c)(3) on our own.

Thank you for caring for our ministry and being a part of helping it grow. Please enjoy checking out our new website, www.urmore.org – we also have a new blog coming and a new book! You'll be hearing more soon.

Blessings, *Jen*