



Funds Distribution Report

Recipient Organization:

Collide

Address:

1416 N State St
Bellingham, WA 98225

Contact:

(360) 739-8733
<https://www.wecollide.net>

Organization's General Goals:

Collide invites people of all experiences, stages, ages, and faith backgrounds, as imperfect or broken as they may be on their journey, to authentically run into Jesus; as He collides with them, they are forever transformed.

Date of Award:

2025 Q2

Level:

\$2,501 to \$5,000

For more information, please read the attached report from Collide.

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.

From: Kim Taddonio <kim@wecollide.net>

Sent: Friday, May 29, 2026 11:59 AM

To: Marilyn Sheldon <msheldon@tulaliptribes-nsn.gov>

Subject: Grant Project Update

Hi there!

We want to express our sincere gratitude for the Tulalip Tribes generous support of Collide. Your partnership has played an important role in helping us expand access to counseling resources, encouragement, faith based support and hope for women in our community.

Because of your support, we have been able to continue growing our impact—connecting more women to counseling support, providing resources for healing, and creating spaces where women feel safe to share their stories. We continue to hear powerful testimonies from women who have attended our events and taken meaningful steps toward healing, many for the first time. We've seen women reach out for counseling support, begin to process deep pain, pursue recovery in order to break generational cycles, and step into leadership and service in their communities—including launching initiatives to help others find hope and healing.

We've attached our most recent impact report for your reference, which highlights more specifically how your investment has contributed to this work and the lives being changed. I'm also including a couple of photos from our most recent event for your use in any promotional materials, should they be helpful.

Below are a few quotes from women who have reached out for support. We are deeply grateful that, because of your partnership, we are able to say "yes" to walking alongside them in these moments.

"I was referred by a friend to contact you for counseling services. Life is a real struggle for me for various reasons. I am hitting the end of my rope and asking for help. Getting help has been extremely difficult and this is my last attempt before I give up on looking. Thank you for your time."

"I heard about counseling through the Collide events that I have been to. I'm inspired to say yes to help with healing because I want more support. I often feel alone in my pain & it's affecting my daily life right now. I'm also afraid to dive too deep too fast in relaying my past to a counselor. I'm saying yes because I'm looking for a faith-based approach. I've never

had that in therapy. I hope to gain a relief/release from the deep pain & trauma that I have experienced."

"My son needs support. With moving, new school, several incidents of bullying and the effects of the pandemic to an already challenging time of middle school, I am desperate to get him some needed support. I fear that he has fallen into a group of troubled kids and I need to have him feel supported in all the ways I can muster."

"I have been in a broken marriage for 12 years now. My husband is an alcoholic and drug addict. For the longest time I would blame myself. I have seeked counseling before but was always interrogated by my husband on what we talked about. So I just quit to avoid that. I'm hoping to get some clarity. I have 2 kids. And I can see that they are also struggling from his decisions. I have made the decision to file for divorce but I have decided I want to try [counseling]."

Thank you again for believing in this work and for your continued support.

Warmly,

Kim Taddonio

Office Administrator & Project Coordinator



THANK YOU!

This growth reflects a significant shift from a primarily local ministry to a multi-channel movement. Collide is now reaching women through live events, digital platforms, published content, and national partnerships, creating consistent, scalable pathways for transforming lives. And we could not have done that without people like you! We are deeply grateful and believe this is just the beginning.



OPPORTUNITIES AHEAD

We are thrilled about all the Lord has done and we look ahead with great anticipation. Here are four expansion projects we are working on:

1. **Online Ministry Growth & Optimization Project**
2. **Podcast Expansion Project**
3. **Content Creation Project**
4. **Impact Northwest: Regional Conference Expansion Project**

With additional investment, we are confident we can scale our reach and impact to see more women collide with Jesus.

collide EXPANSION UPDATE

Local to Regional to
National Impact



In addition to our current programs (The Collide Counseling program, Bible study books and curriculum, the Collide Podcast, the blog, in-house and online classes, Bible study groups, retreats, Collide conferences, and leadership development), God has expanded our reach and impact in incredible ways over the last two years. We have moved from a local ministry to a far-reaching work of hope and healing impacting lives nationwide. And we are certain we could not have gotten to this exciting place without partners like you!



1 PACIFIC NORTHWEST EXPANSION

- Hosted two conferences in Portland, OR
- **1,102** women reached in new region through conferences
- **190** women took next steps in their faith
- **2** new church partnerships established
- Led a Women of Impact event

2 PODCAST EXPANSION

- Among the top **1%** of Christian podcasts
- **50%** increase in downloads in under **2** years
- Willow began guest appearances on **20+** podcasts with a national reach
- New podcast studio built and upgraded to allow for higher quality production
- Downloads in **113** countries and all **50** states
- Launched automatically customized dynamic ads

3 BOOK LAUNCH NATIONAL REACH

- Signed with a literary agent
- Signed 2-book deal with Tyndale Publishing
- Thousands of books distributed across the U.S. and Canada
- **\$40,000+** in new revenue generated
- National marketing campaign executed across multiple platforms, including:
 - Email marketing
 - ARC (Advanced Reader Copy) mailing campaign
 - Strategic launch team
 - Google, Amazon, Crista Media and Social Media ads
 - Paid sponsored devotion with Ann Voskamp

4 DIGITAL & ONLINE EXPANSION

- YouTube channel launched for Willow to post sermons and book content.
- **275** SMS subscribers
- New website in development
- **200%** increase in website traffic over the past 2 years

5 ORGANIZATION GROWTH

- Ticket Sales: **↑ 31.7%**
- Gala Sponsors: **↑ 64.4%**
- Gala Income: **↑ 20.5%**
- Merch & Publishing Income: **↑ 19.9%**

6 SOCIAL MEDIA GROWTH

- Collide IG Followers: **↑ 37.7%**
- Willow IG Followers: **↑ 72.9%**

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