

*Annual*

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**RESOURCE GUIDE**

2024



*We are*  
prayer-filled communities who create environments of warm welcome and gracious hospitality, where relationships and leaders are developed so the Gospel can be shared.

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# OUTREACH *Letter*

## Welcome to the 2024 – 2025 Stonecroft Leaders' Guide!

This year, our focus is on “Purpose”. What does it mean to live a life of purpose? How do I discover my God-given purpose? We hope you will find encouragement, inspiration, and joy with this year’s resources to help you live into who God has purposed you to be!

In this year’s guide are resources and links to help you effectively gather women together so they can hear the incredible Good News that Jesus loves them! There are a few new things that will help make leading and hosting easier and more intuitive for you, while helping connect you with other leaders across the country:

**Zone Leadership Teams** – regional volunteers who are helping us connect leaders together to strengthen and start new outreach teams

**Monthly prayer focus** – whether you are a planning team member or a regional prayer coordinator, each month has a focus for prayer with a link to the Prayer Connection for your local group

**Group finance info** – hear more about group finance and giving, as well as our simplified financial form and activity report

**QR Codes & Links** – You can find what you need, when you need it

Thank you for the incredible opportunity to serve you! **The Outreach Team is so blessed to pray over and with you, help trouble shoot challenges with you, and celebrate where God is at work in and through you.** This year we are celebrating new groups opening and groups re-starting, all because of your dedication. Bibles are being opened for the first time. Women (and men!) are gathering around the country, and the world, to study together. Speakers are sharing with boldness and conviction. Planning teams are dreaming together. And we all are on our knees. This is an incredible season, friends.

**Thank you, Jesus! Let’s go!**

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*Until the Nets Are Full - Your Outreach Team*  
Eliza, Dale, Ashley, Lynne, Maddy, and Sage

# Contact INFORMATION

Contact the Ministry Support Connections Team regarding general (non-financial) support such as general ministry questions, finding a Group location, and ordering resources for your Women's Connection Group.

## CONTACT INFORMATION

800.525.8627 | [connections@stonecroft.org](mailto:connections@stonecroft.org)

## GROUP FINANCES TEAM

The Group Finances Team is here to assist with financially related questions concerning your Group. The team members act as the key contacts for Chairs and Financial Coordinators when assistance is needed for Financial Summary questions.

800.525.8627 | [groupfinances@stonecroft.org](mailto:groupfinances@stonecroft.org)

## MINISTRY SUPPORT IS AVAILABLE

Monday - Thursday 8:00am - 5:00pm Central Time

Here is your Outreach Connections Team:  
reach us at [connections@stonecroft.org](mailto:connections@stonecroft.org)



**Eliza Cortés Bast**  
Vice President  
of Outreach



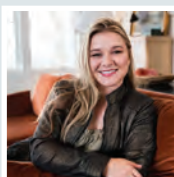
**Dale Shelton**  
Community Manager



**Ashley Moon**  
Administrative  
Project Coordinator



**Lynne Jordan**  
Program Specialist



**Madeline Shrode**  
Ministry Solutions  
Representative



**Sage Appleby**  
Program Specialist

# GROUP *Supplies*

Stoncroft offers Women's Connection Groups various supplies for use at Women's Connection events and serve as tools used to ultimately share the gospel. Below is a list of current supplies available.



## A GIFT FOR YOU

Packaged in sets of 10

Table Hosts can thank first-time guests at the end of the event by giving them a simply wrapped A Gift for You booklet.

## A NEW BEGINNING BOOKLET

Packaged in sets of 10

This booklet is given by the Speaker to each one who indicates a decision to receive Christ or an interest in learning more. Chairs provide booklets to speakers.



## COMMENT CARD

Packaged in sets of 100

Your Table Hosts distribute these when the Speaker prompts. Remember to encourage each person to complete one.

Name \_\_\_\_\_ (print)  Call  Text

Home (optional) \_\_\_\_\_

Email (optional) \_\_\_\_\_

I heard about this event from \_\_\_\_\_

I am inside the decision today to receive Jesus Christ as my Savior!

I would like to learn more about what it means to have a relationship with Christ.

I am a Christian and would like to get more in my faith. Please contact me.

I am interested in a small group or Stoncroft Bible Study.

I would like to learn more about this group and opportunities to be involved.

Comments \_\_\_\_\_

## WELCOME CARD

Packaged in sets of 100

Given to each guest as she comes into the event. Encourage women to complete their welcome cards.



## GENERAL GIVING ENVELOPE

Packaged in sets of 100

Individual Contribution Envelopes - used for gifts to Stonecroft  
Size: 3 5/8" x 6 1/2"

## LARGE OFFERING ENVELOPE

Request actual number desired (singles)

Large envelopes to be placed on the tables to hold individual contribution envelopes and cash donations.

Size: 9" x 4"



## FINANCIAL SUMMARY ENVELOPE

Request actual number desired (singles)

A standard #10 envelope used to return the completed Financial Summary and other documents to Stonecroft following your meeting.

# GROUP *Finances*

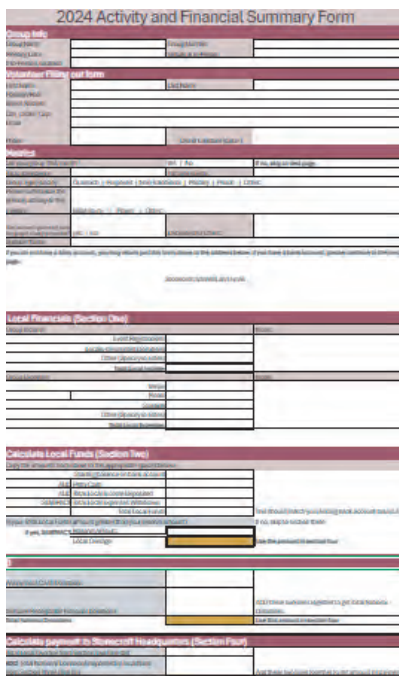
Thank you for sharing Stonecroft's vision at each outreach event. By doing so, you are helping the ministry grow and thrive as more women support what God is doing!

## FINANCIAL SUMMARY FORM

Packaged in sets of 12

Financial Summary Forms are used to record financial transactions associated with your event and must be submitted to Stonecroft Home Office (along with the most current bank statement) immediately following an event.

Please note: Be sure to complete the Group Ministry section on this form where you report vital information regarding attendance, first-time guests, decisions for Christ, and more. Chairs and Financial Coordinators work together to ensure this information is reported to Stonecroft accurately and in a timely manner.

The image shows a sample of the '2024 Activity and Financial Summary Form'. It is a multi-sectioned document with a maroon header. The sections include: 'Group Info' with fields for Group Name, Address, City, State, Zip, and Phone; 'Local Church Financial Data' with fields for Local Church Name, Address, City, State, Zip, and Phone; 'Local Financials (Section One)' with fields for Local Church Name, Address, City, State, Zip, and Phone; 'Calculate Local Funds (Section Two)' with fields for Local Church Name, Address, City, State, Zip, and Phone; and 'Calculate Expenses to Ministry for Women (Section Four)' with fields for Local Church Name, Address, City, State, Zip, and Phone. The form is designed for data entry and includes various checkboxes and dropdown menus.

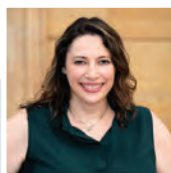
## STONECROFT FUNDRAISING EVENT FORM

Packaged in sets of 6

Financial Coordinators use a special form for reporting fundraisers (other than the usual white Financial Summary Form).



**Willa Ibach**  
Administrative  
Director



**Heidi Farinas**  
Donor Engagement  
Director



# AN UPDATE: FINANCE SPRING CLEANING

How's your spring cleaning going? Ours is well underway and we are so excited about the progress we're making. I wanted to give you some quick updates on progress and some new information as well.

Our phone system update went smoothly, and we love hearing from you! As a reminder, our 800 number is [answered by staff Monday through Thursday, 9am-5pm CST](#). However, since not all staff members work in that time zone and are sometimes in meetings, there's a good chance you'll get our voicemail. [Please be sure to leave us a message!](#)

We've been working hard alongside our Accounting and Outreach teams to streamline our financial summary submission process. We discovered there were multiple versions of the activity reports and financial summaries out there, and that leads to confusion and inefficiency. Our goal is to have a single form for activity and financial report information, and to provide that one form in a print version and as an online form. Stay tuned for more information on that! Here are some things you can do to help:

## **Know your group number.**

Please be sure to include your group number on: **Group Supply orders, Activity and Financial summaries, etc.** Your group number helps us connect all communications for your group. It also helps us to efficiently process your orders and summaries.

If you don't know your group number, email [connections@stonecroft.org](mailto:connections@stonecroft.org) or call 800-525-8627

## **Make sure we have all the latest information for your group.**

Have you made changes to your planning committee, bank, or are you at a new location?

Do we have your most up to date email addresses? This is the easiest, most cost effective way to communicate. If we don't have your email, you might miss out on important helpful information.

Contact [connections@stonecroft.org](mailto:connections@stonecroft.org) or call 800-525-8627 to make sure all your information is current.

## **Send in your activity and financial reports!**

Staying on top of these helps us know how to best serve you!

# New STONECROFT STORE

We invite you to check out the new Stonecroft store by scanning the QR code below or visit [shop.stonecroft.org](http://shop.stonecroft.org)



If you have questions about a particular resource, please email us at [orders@stonecroft.org](mailto:orders@stonecroft.org)



## Features include:

- Free domestic shipping
- Every Stonecroft title in print
- One stop shop
- New items added frequently

You can pre-order your copy of the Every Woman's Bible right now!

# THE EVERY WOMAN'S BIBLE

Discover your story in God's story and find a life of extraordinary purpose. Every woman brings her own questions to the Bible: If I'm God's child, why does my life sometimes feel ordinary or even disappointing? How can I understand God and my own identity and place in God's story?

The Every Woman's Bible doesn't shy away from the questions women ask. In these pages, active and impactful women of yesterday and today share age-old truths with modern relevance. Contributions from more than 100 women around the world — from every continent — explore the heartfelt needs, gritty challenges, and uncommon faithfulness of women of the Bible, throughout history, and today.



## SPECIAL FEATURES INCLUDE . . .

- The clear and accurate New Living Translation
- Powerful and practical features by more than 100 women from around the world and in many walks of life
- Devotionals and study notes, created by female scholars and writers
- Beautiful full-color photographs and interior design
- Content that's perfect for personal use or small group Bible studies
- Access to the innovative Filament Bible app, linking you to additional notes, articles, videos, interactive maps, and worship music that illuminate the page of Scripture you're reading

**This beautiful full-color Bible for women will draw you into the story of God and help you explore God's plans and purposes for you.**

## Have you ever woken up and wondered, “What is my purpose?”

If you're not finding meaning in buying groceries, doing laundry, and paying bills, you're not alone. The good news is that you were designed for rich relationships with God and others. You were designed for a unique purpose — that only you can do! And even though you might feel ordinary, you were made to fulfill an extraordinary purpose. Prepare to laugh, make new friends, and discover a fresh anticipation for life. *Inside Ordinary People. Extraordinary Purpose.*™, you will:



Dive into fun activities

Discuss spiritual topics at your comfort level

Go deep — with others and on individual retreats you can do on your own

You'll see what purpose looks like in the lives of people in the Bible and easily find Scripture references with verses noted to pages in Tyndale's Every Woman's Bible and Abundant Life Bible. In the New Testament books of Matthew, Mark, Luke, and John you'll encounter people whose lives may feel something like your own. And as you notice the ways that they used their influence, you'll be equipped by God to exercise your own. God has created you for this.

### **We all do daily life that can feel very ordinary.**

But we can live extra-ordinary — while fulfilling our purpose — today.

This fun experience and journey through the Gospels belongs to the *Ordinary People. Extraordinary Purpose.*™ series brought to you by Stonecroft — a group of ordinary people living with extraordinary purpose by connecting with God, each other, and our communities. Since 1938, Stonecroft has created opportunities for hundreds of thousands to explore the Bible together in community in more than forty nations. *Ordinary People. Extraordinary Purpose.*™ is accompanied by videos and a Leader's Guide, available at [stonecroft.org](http://stonecroft.org).

# CONNECT POINTS

The monthly **Leadership Development Zoom Calls** are a great way to connect with leaders throughout the nation.

Each of our **FREE** monthly calls focuses on a different topic. The calls are informative, interactive, and are frequently recorded so you can share valuable information with your team and can view our library of recordings at your convenience. Our time together is an opportunity to learn from and to interact with leaders across the nation, so be prepared to come away from the call each month with fresh ideas that you can share with your group, no matter what community you serve.

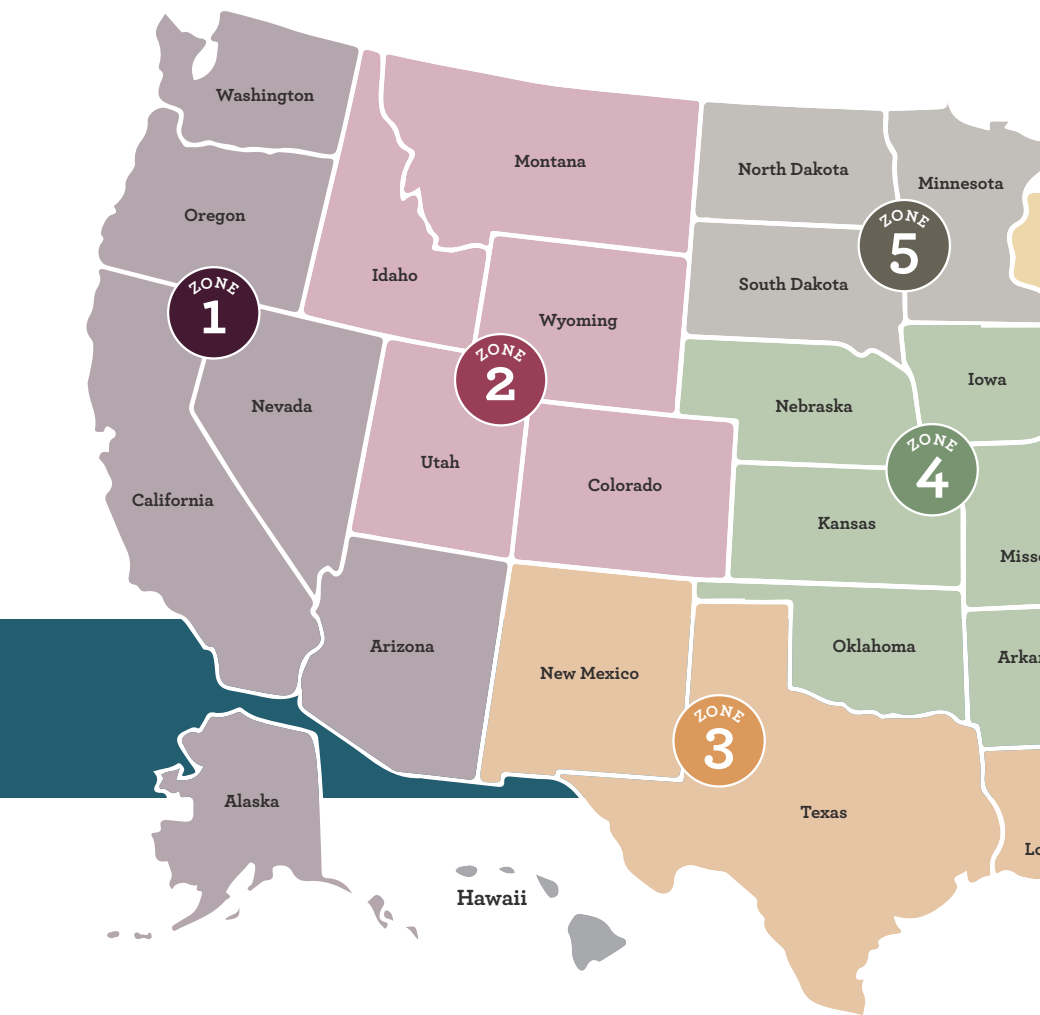
Our communities and calls may all look different, but the one constant is that we will always be focused on serving together because...

“We are prayer-filled communities who create environments of warm welcome and gracious hospitality, where relationships and leaders are developed to the Gospel can be shared.”

Another wonderful Connect Point would be to join a **Kingdom Connection Call**. If you are interested in sharing relational evangelism experiences and ideas, be sure to attend the Kingdom Connection Calls. You'll be encouraged as you engage with other Stonecroft Sisters who are *boots on the ground* sharing Jesus relationally. The Relational Evangelism Leadership Team and Stonecroft Program Specialists host these calls every other month.



Scan this QR  
to register for  
upcoming calls



# KINGDOM IMPACT ZONES

Kingdom Impact Zones are a way to connect our sisters across the United States with Stonecroft Staff. Each of the 9 Zones will be led by a Zone Regional Administrator (ZRA) who will work closely with the Program Specialists. Zone Leadership Teams will meet regularly via Zoom and in person to pray with, resource, train, and celebrate the Gospel-sharing work of the women in their regions. Each Zone Leadership Team consists of a Zone Regional Administrator, with Team Leads over Prayer, Small Groups, Speakers, Relational Evangelism, and Finance. Each Zone will also have a Mission Mobilizer who will help identify new leaders and launch new outreach throughout the nation. We invite you to get acquainted with our ZRAs by viewing the following video: [www.vimeo.com/wearestonecroft/zras](http://www.vimeo.com/wearestonecroft/zras)



ZONES 1-5 Sage Appleby  
ZONES 6-9 Lynne Jordan

**ZONE 1**  
**Char Kellogg**  
StonecroftZRA1@gmail.com

**ZONE 2**  
**Ann Murray**  
StonecroftZRA2@gmail.com

**ZONE 3**  
**Marsha Inman**  
StonecroftZRA3@gmail.com

**ZONE 4**  
**Kris Driskill**  
StonecroftZRA4@gmail.com

**ZONE 5**  
**Ruth Schadler**  
StonecroftZRA5@gmail.com

**ZONE 6**  
**Could this be you?**  
Pray with us for a Zone 6 ZRA

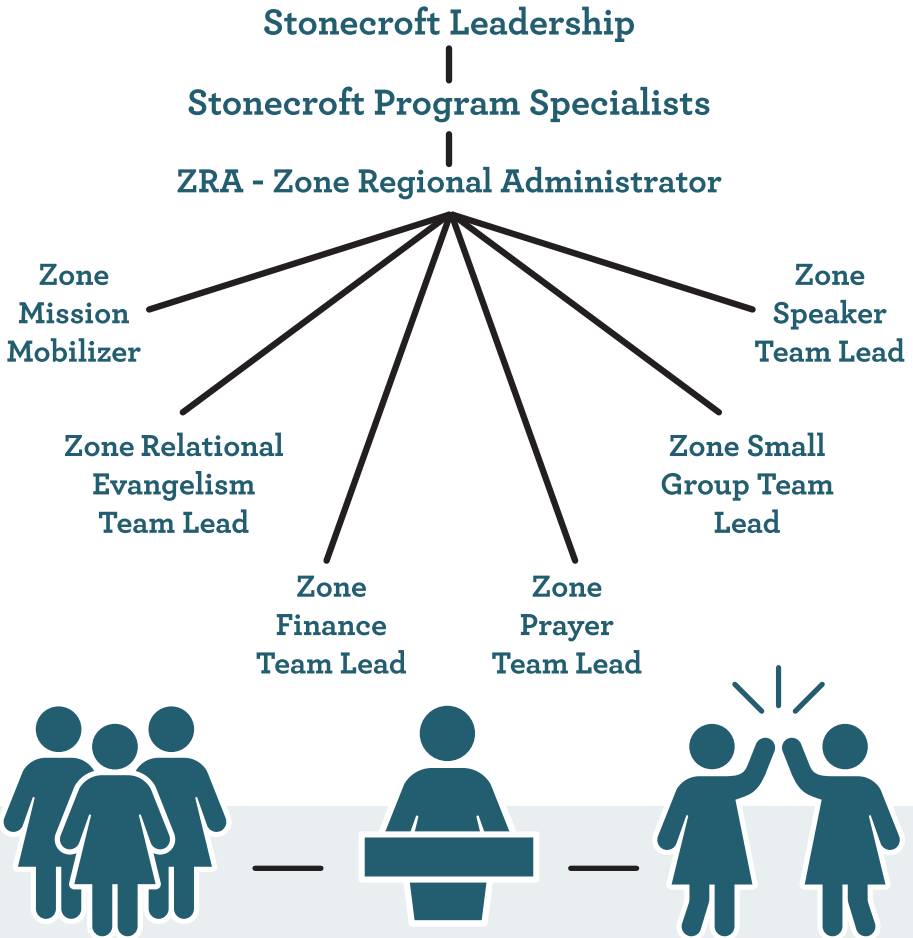
**ZONE 7**  
**Nancy Skaggs**  
StonecroftZRA7@gmail.com

**ZONE 8**  
**Linda Moore**  
StonecroftZRA8@gmail.com

**ZONE 9**  
**Cathy Hopper**  
StonecroftZRA9@gmail.com

# KINGDOM IMPACT ZONES

Overview of Communication Channels & Zone Roles



## Consistencies within each zone role include:

- Works closely with ZRA, Zone Leadership Teams & area volunteers.
- Encourage and support diversity and inclusion within every setting.
- Exercise confidentiality in handling requests and personal information they may encounter.
- Attend and participate in yearly Zone meetings, various trainings, and local area gatherings.
- Provide support and training to others.
- Meet regularly for prayer and planning with your team members.



### **Zone Regional Administrator**

Works closely with Stonecroft Program Specialists & Zone Leadership Teams. Quarterly meetings to discuss ministry initiatives, local group health, planned regional events, celebrations & concerns. Identify & mentor current & potential zone leaders.

### **Zone Mission Mobilizer**

Initiate new forms of ministry, while acknowledging needs of women in their local community, as well as cultural & generational differences.

### **Zone Relational Evangelism Team Lead**

Engage & train new leaders in Relational Evangelism. Ensure Relational Evangelism resource trainings are offered at regional & local events.

### **Zone Finance Team Lead**

Build a strong team of financial coordinators throughout your zone. Provide support & training to financial coordinators - individually & regionally. Networking with Zone Financial Coordinators & Zone leaders is essential as you communicate & implement financial processes within your zone.

### **Zone Prayer Team Lead**

Build a strong team of prayer partners to support Stonecroft & volunteers. Initiate a local prayer community. Communicate routinely with prayer leaders in your zone to provide leadership, training, & resource support.

### **Zone Small Group Team Lead**

Build & expand a strong team of small group leaders in your area. Provide support, training, & resources individually & at gatherings. Communicate routinely with small group leaders within your zone to provide leadership, training, & resource support.

### **Zone Speaker Team Lead**

Works with RST's to train new Speakers & Regional Speaker Trainers. Comes alongside Regional Speaker Trainers to ensure speakers receive refresher certification routinely and are following Stonecroft speaker guidelines. Sends potential speakers to the RST for vetting & training. Assists with maintaining an annual, up to date speaker list for each state in their zone.

# Why give? FRIENDS OF STONECROFT

## Where does your giving go?

We are so appreciative of your partnership in this important work as we help women be reconciled to God through Jesus! All leaders, volunteers, and staff members are such an integral part of over 85 years of coming alongside women and giving them the confidence and coaching they need to share their faith. As you can imagine, this requires a lot of prayer, time, and resources to accomplish the mission God has laid before us.

To help you better understand where your generous giving goes, here are some key areas of expenses we have:

**Outreach and Evangelism Resources:** God has tasked us with developing programs and resources that help mobilize our volunteer leaders around the country. The tools we provide include guidebooks for leaders, videos, conference calls, promotional materials, and other digital and print tools for effective ministry. We will also be launching a new website and online store soon! (Keep an eye out for that announcement!)

**Programs:** It is so amazing how God uses the specific skills He has given to each of us to accomplish His purpose. In our small or large group outreaches, there are so many creative ways we are reaching women where they are and as they are! We continue to see women strengthen their ability to share their story and God's story through the work of Relational Evangelism. And whether its our Bible studies, Christian Women's Connection or other types of gathering, we are grateful for all the ways people are saying "yes!" to Jesus.

**Staff:** Our dedicated staff around the country are small but mighty! We are here to help support the ongoing efforts of our faithful volunteers. Staff are busy providing training and tools listed above, which includes providing new resources, writing articles, managing social media, processing financial summaries and donations, and meeting audit and accounting requirements (and other critical behind the scenes work that the IRS requires of us!). We couldn't do all of this amazing work without such talent!

Thank you so much for your valuable partnership with Stonecroft! Please feel free to reach out to us if you have any additional questions at [connections@stonecroft.org](mailto:connections@stonecroft.org)



Each month during the Friends of Stonecroft presentation you have the chance to share stories of people who have been blessed by a simple but powerful invitation, leaders that were inspired, and the joy of impactful giving. The purpose of these stories and this time is to share the tangible impact of faithful giving and provide opportunities to learn of and support new needs around the country. Your group's financial contributions make it possible for existing and new groups to receive training, materials, and support to reach more people effectively. Your role in sharing stories and this opportunity is vital to help your group understand how they can partner with Stonecroft to reach more people with the abundant love of Jesus.

The Friends of Stonecroft presentation is in the Stonecroft newsletter and in the Volunteer section of the website. With the overall theme of Purpose for the 2024-2025 year, stories will focus on relationships, communities of impact, leadership, and lives transformed. If you have any stories that you would like to share or any questions about giving, please send them to [donations@stonecroft.org](mailto:donations@stonecroft.org)

# PRAYER CONNECTION

## Summary Guide



This Summary Guide is an overview of Prayer Connections for May 2024 through April 2025. Full Prayer Connections can be found on the website at <https://my.stonecroft.org/prayer-connection/>

MAY  
2024

### TOWEL SERVICE

Recall a time in your life when you were surprised by someone's unexpected act of service to you. How did this make you feel? Sit with God and begin to thank Him for the many ways He has met your needs in unexpected ways and through unexpected people.

*John 13:1-17 Pray for opportunities to encourage service industry workers.*

JUNE  
2024

### WHAT ARE YOU GROWING?

What kind of "seed(s)" are you allowing to grow in your mind? What kind of "seed(s)" are you allowing to grow in your relationships? What kind of "seed(s)" are you growing in your relationship with God?

*Matthew 13:18-23 Pray for farming families as they tend to the our nation.*

JULY  
2024

### LET FREEDOM RING

Reflect on a time when someone extended forgiveness to you? What kind of freedom did being forgiven by this person give to you? Think about a time you extended forgiveness to someone else? What type of freedom did you experience by extending forgiveness?

*John 8:36 Pray for Stonecroft's Military Outreach, Beauties and Boots.*

AUG.  
2024

### WHO'S TEACHING YOU AND WHAT ARE YOU LEARNING?

Who, in your life, has been your greatest life teacher/influencer? What impact has this person had on your life? What person or people do you hope to impact with your life?

*2 Timothy 1:5 Pray for teachers and students in every classroom setting.*

SEPT.  
2024

### HARVEST TIME

Recall a time when you experienced the joy of a highly anticipated harvest - a type of food, a type of fruit, or perhaps a favorite vegetable. What is it about this particular food to be harvested that brings you joy? What is it you hope to harvest in your heart this fall?

*Matthew 9:35-38 Pray for Evangelists, Missionaries, Clergy, and Stonecroft.*

OCT. 2024

### **WATCH OUT FOR THE “FLYING BIRDS!”**

What occupies your mind the most? Is there something else you wish would occupy your mind? How do you stop destructive thoughts from taking root in your life?

*Proverbs 4:23 Pray for those struggling with mental and emotional issues.*

NOV. 2024

### **EXPANSIVE LIVING THROUGH GRATITUDE**

How does lack of gratitude constrict your life? How does expressing gratitude expand your life? What choices can you make today that would expand your life and allow you to feel a sense of release from despair, and offer gratitude for all you have and have gone through?

*Philippians 4:8-9 Pray for your families, friends, and neighbors.*

DEC. 2024

### **IS ANYBODY HOME?**

How do you feel when an unexpected guest knocks on your door? How do you prepare for expected guests? Is there something about hosting a guest you do not particularly enjoy?

*Revelation 3:20 Pray for our churches to rightly convey who Jesus is.*

JAN. 2025

### **CENTERING DOWN**

What triggers your soul to become restless? What brings rest to your soul? What takes place in our lives when our soul is not allowed room to rest? Why is soul rest important?

*Psalms 23 Pray Stonecroft staff & ministries to be renewed & strengthened.*

FEB. 2025

### **JESUS, OUR SPIRITUAL CARDIOLOGIST**

What are ways you take care of your physical heart? What are ways you neglect your physical heart? What are ways you take care of your “Spiritual” heart? What are ways you neglect your “Spiritual” heart?

*Gal. 5:22-23 Pray for spiritually healthy families & our nations leaders.*

MAR. 2025

### **SINGING IN THE RAIN**

What brings nourishment to your soul? What is the impact on those around you when your soul is not being nourished? What is one small thing you can do to bring nourishment to your soul today?

*Deuteronomy 32:2 Pray for revival of God’s word to penetrate our nation.*

APRIL 2025

### **JESUS, THE GREAT “I AM.”**

How would you describe yourself? How would others describe who you are? Do you feel it is important to know who you are? Why or why not? What impact does understanding who you are have in your life and in the lives of those you encounter on a regular basis?

*Matthew 16:15-16 Pray for Christ to be revealed and our Outreach Group.*

# RELATIONAL *Evangelism*

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Currently, Stonecroft offers two primary types of Relational Evangelism Training: (1) Relational Evangelism Bootcamp and (2) Relational Evangelism 4-week Online Course. We recommend beginning with a Relational Evangelism Bootcamp option prior to attending a 4-week online training.

**Bootcamp Option 1:** Watch the free Bootcamp training videos at your own pace. This option is for the individual who wants to learn Relational Evangelism basics without attending a group training, or perhaps desires to preview the Bootcamp before attending an interactive session. Visit: [my.stonecroft.org/relational-evangelism-bootcamp/](https://my.stonecroft.org/relational-evangelism-bootcamp/)

**Bootcamp Option 2:** Visit the RE Bootcamp webpage and register to attend an interactive Zoom session. Bootcamp is free. **Please register in advance to attend.** This option is for the individual who wants to learn alongside others via Zoom. The bootcamp is led by a Relational Evangelism Coach who will share their experiences and encourage you as you learn the key elements surrounding relational evangelism. Visit: [my.stonecroft.org/relational-evangelism-bootcamp/](https://my.stonecroft.org/relational-evangelism-bootcamp/)

**Bootcamp Option 3:** Coordinate with your Zone Leadership Team or Stonecroft Program Specialist to bring this Bootcamp training to a larger group. This option is perfect for Relational Evangelism training at events with larger attendance. Your Relational Evangelism Coach/Trainer can customize the training to fit your audience. Contact your Zone Regional Administrator directly, reach out to a Stonecroft Program Specialist, or email [connections@stonecroft.org](mailto:connections@stonecroft.org) to connect with a local Zone or Relational Evangelism Coach.

## Want to go deeper?

After completing Bootcamp, consider attending a Relational Evangelism 4-week Course. This training equips you to share Relational Evangelism on a larger scale, within your community or sphere of influence. Training is Coach-led and interactive. Sessions are held via Zoom, once a week, four consecutive weeks, with each session lasting an hour. Registration is required in advance [my.stonecroft.org/the-relational-evangelism-course/](https://my.stonecroft.org/the-relational-evangelism-course/)

## Interested in sharing relational evangelism experiences and ideas?

Participate in our Kingdom Connection community calls and join the discussion! For more information about this call, see **Connect Points** within this Annual Resource Guide.





PO Box 8900,  
Kansas City, MO 64114  
800-525-8627 | 913-766-9100 | [connections@stonecroft.org](mailto:connections@stonecroft.org)