

2021

SAN ANTONIO MARRIAGE INITIATIVE
IMPACT REPORT



TABLE OF CONTENTS

About.....	3
How we Inspired	4
How we Provided Resources	6
How we Empowered	8
Expanding the Initiative	10
A Note From our Chief Enthusiast	11

ABOUT

The San Antonio Marriage Initiative (SAMI) exists for one purpose – We believe God desires to redeem and restore marriages in San Antonio by His power and for His glory.



MISSION

We are elevating marriage through inspiration, resources and empowerment:

Inspiration: Why marriage matters.

Resources: A saturation of opportunities for vision, skills and support.

Empowerment: Helping people get involved in their highest and best role.



VISION

The restoration of family, by strategically investing in marriage, for the strengthening of communities and the glorification of God.

“Marriage is not a noun; it’s a verb. It isn’t something you get. It’s something you do. It’s the way you love your partner every day.”

–BARBARA DE ANGELIS



HOW WE *Inspired* IN 2021

Designed and disseminated **OVER 200 SOCIAL MEDIA GRAPHICS TO OVER 1M PEOPLE** inspiring intentional efforts in relational wellness at home through myth-busting facts, prayers, and inspirational quotes.

Supported UNICITY SA in hosting Jim Daly, President of **FOCUS ON THE FAMILY**, in San Antonio for **COLLABORATIVE DISCUSSIONS WITH LOCAL LEADERS AND DECADE OF FAMILY**.

The divorce Rate has dropped in Bexar County:

TOTAL % CHANGE IN DIVORCE FILINGS 2009-2021: **-7.74%**

TOTAL % CHANGE IN PREVALENCE OF DIVORCE RATE per 1000: **-24.53%**

LAUNCHED SOCIAL MEDIA COLLABORATION GROUP, CONNECTING MARRIAGE AND FAMILY ORGANIZATIONS ACROSS THE COUNTRY in order to improve qualitative and quantitative outreach in communities.



Continued to **BUILD CONNECTIONS, RESOURCE, AND ENCOURAGE THE FAMILY LAW COMMUNITY**.



*“Marriage is a huge investment: of time,
of energy and of emotion. Protect and
keep contributing to your investment.”*

—KAREN GORDON

HOW WE PROVIDED *Resources* IN 2021

Launched the SAMI blog page with currently **OVER 30 PUBLICATIONS AND INSIGHTS** from national and worldwide trusted voices in the marriage and family space.

 <https://tinyurl.com/samarriage-blog>

Developed a process to **BUILD RELATIONSHIPS BETWEEN NATIONALLY KNOWN AND TRUSTED AUTHORS, SPEAKERS, AND LEADERS, RESULTING IN OVER 33 NEW RELATIONSHIPS AND GROWING.**


Continued developing **COLLABORATIVE RELATIONSHIPS WITH FAMILYLIFE, FAMILY TALK, AND GRACE MARRIAGE.**

CREATED AND PUBLISHED OVER 23 FREE VIDEOS OF CONTENT-RICH INTERVIEWS AND INSIGHTS FOR RELATIONAL WELLNESS, making help and hope accessible in every home via YouTube and Social Media.

PROVIDED OVER 187 OPPORTUNITIES FOR MARRIAGE HELP AND HOPE TO THE PUBLIC through the USMarriage.org website.

Compiled **OVER 150 NEW TRUSTED NATIONAL AND WORLDWIDE LEADER CONTACTS** for SAMI relationship development and vetted resources for families.

 @sanantoniomarrriage

 @samarrriage

 @samarrriage

 <https://tinyurl.com/spotify-samarriage>

 <https://tinyurl.com/youtube-samarriage>



“The goal in marriage is not to think alike, but to think together.”

—ROBERT C. DODDS

HOW WE Empowered IN 2021

Chief Enthusiast, Carl Caton invited to join the board of NARME. **CARL DELIVERED A MAIN SESSION PLENARY ON THE SAMI PROCESS OF EMPOWERMENT.**

Took first steps toward building an **IN-HOUSE VIDEO STUDIO IN ORDER TO CREATE BETTER TRAINING RESOURCES FOR SAN ANTONIO AND PARTNERS IN OUR CITY PROJECT.**

SAMI worked in **COLLABORATION WITH THE NATIONAL ASSOCIATION OF RELATIONSHIP AND MARRIAGE EDUCATION TO HOST THE ANNUAL CONFERENCE** here in San Antonio, **PROVIDING LOCAL EXPERTS WITH UNPARALLELED OPPORTUNITIES TO CONNECT AND GROW.**


SAMI **PARTNERED WITH 2RESTORED BRAND ON THE FRIEND'S FIRST RESPONDER TRAINING GUIDE RE-DESIGN.** "[This] guide raises the bar for FamilyLife...the quality of your work is **HUGE IN ENABLING US TO HELP FAMILIES AND COUPLES IN CRISIS**"—Dr. George Kenworthy, Founder & President, 2Restored.

SAMI **LAUNCHED THE "CITY PROJECT", INSPIRING, RESOURCING, AND EMPOWERING 8 NEW CITIES AND 35 COMMUNITY LEADERS IN LAUNCHING MARRIAGE INITIATIVES ACROSS THE COUNTRY.** Our team serves each initiative with surprising generosity by acting as a "mentor" to each team and provide sustainable support for each unique city.

Created web sites for **NEW MARRIAGE INITIATIVES LAUNCHING IN TWO CITIES.**

Continued to **BUILD CONNECTIONS AND PROVIDE ENCOURAGEMENT TO THE FAMILY LAW COMMUNITY.**

"CHAMPION CHURCH PROGRAM" STRENGTHENED AND EMPOWERED 24 CHURCHES WITH INFRASTRUCTURE AND TRAINING to serve families in their congregation and communities of influence.

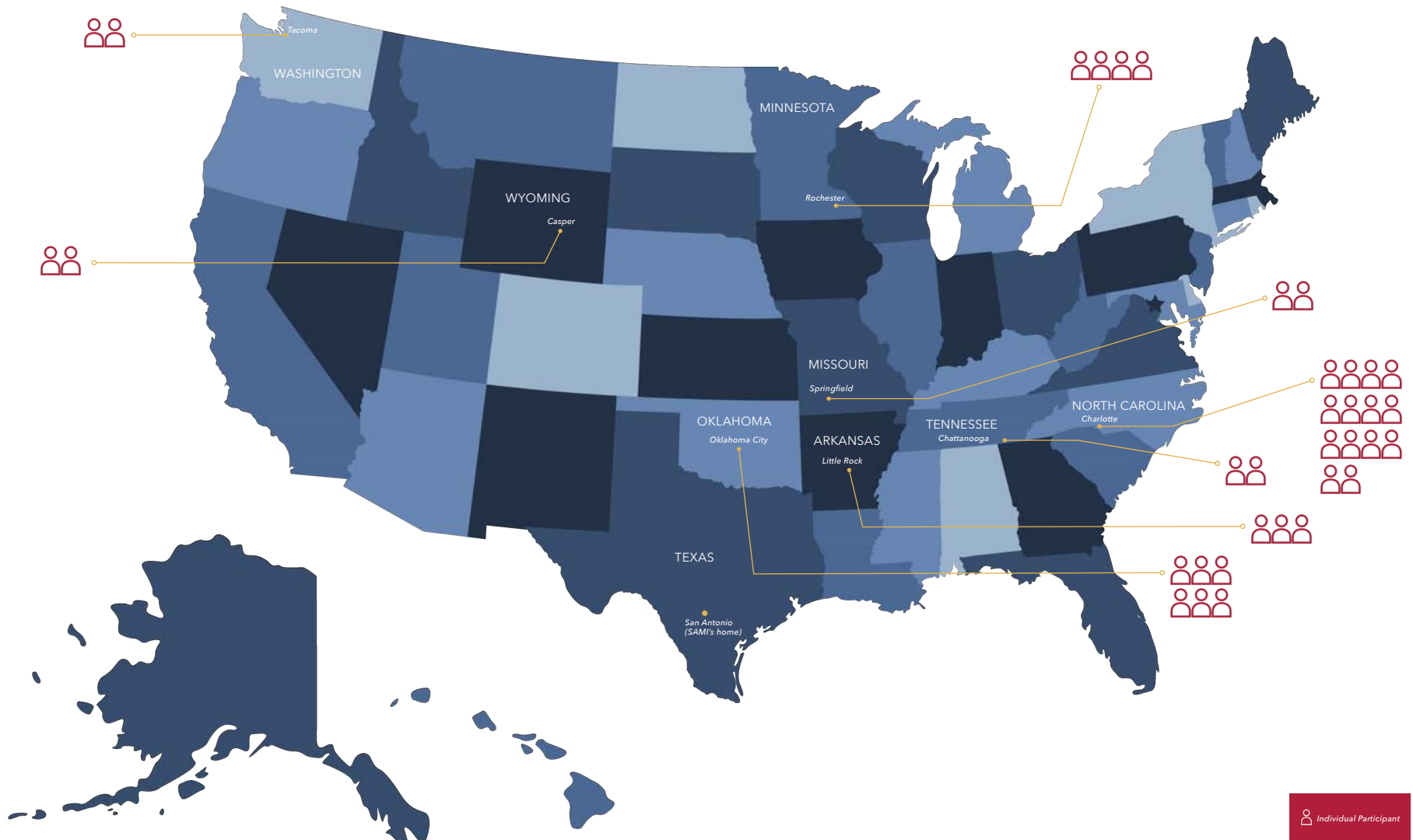


“What counts in making a happy marriage is not so much how compatible you are, but how you deal with incompatibility.”

—LEO TOLSTOY

EXPANDING THE INITIATIVE

Please join us in praying for the amazing marriage and family champions in these cities who are moving toward forming community based initiatives.





A NOTE FROM OUR Chief Enthusiast

NEW IN 2022

This year, our mission in a single word has been "Refine" Our goal in the year has been to become a stronger, well-run organization with greater impact. And part of our strategy for greater impact has been to make our unique SAMI process more transferable to other communities. As such, we launched three initiatives in the year which inform our mission for 2022. I can tell you, I have never been more excited about our mission going forward. God is moving powerfully and we seek to serve Him faithfully.

CITY PROJECT

This year, we've thought deeply about how we do our work. We asked ourselves, "What is the best practice of our work and how can we share it with other cities?" From that assessment, we've created "Local Frameworks." Local Frameworks is a systems approach for uniting people and organizations around the mission of strengthening families. The Framework supports churches, community leaders, and marriage leaders as they craft a community vision, establish communication tools, and begin the process of empowering the people, ideas, and resources of the

city. Through Local Frameworks, SAMI will provide key areas of support to cities that desire to start their own marriage and family initiative.

At the same time, our honored board member, Dennis Stoica has been developing his own CMI Fund, which is the Community Marriage Initiative fund. Through the CMI Fund, Dennis has committed \$3 million, multi-year grant funding, to help 30 cities take first steps toward forming city-wide marriage initiatives. The funding will help cities in three areas 1) build relationships for collaboration, 2) start and grow marriage ministries in churches, and 3) build capacity as an organization. We are inspired by Dennis' vision which first began 20 years ago with the Orange County Marriage Coalition in California. His Harvard education, wealth of experience, and success in Florida, as well as his receiving both the 2008 National Smart Marriages Award and the 2013 National Association for Relationship and Marriage Education (NARME) Award, is a testament to his passion and strategic understanding for the restoration of marriages and families. We are honored to partner together in this mission.

THE MARRIAGE RESOURCE CENTER

Our second significant project for 2022 is The Marriage Resource Center which is a central site where communities can find vetted resources for marriage relationship needs from the privacy of their own home. Couples will be able to access an "encyclopedia" of national and local resources found through a few intuitive clicks that will help them find unique support options, empowering them to invest in their marriage before struggles get worse. In 2021, the early stages of the "Marriage Resource Directory" were completed. We are excited to impact the relational health and wellness of families across the country in 2022.

Hurting marriages and families are at the intersection of need and unprecedented supply. While continuing to support the SAMI community, we are expanding our capacity to serve visionary community leaders who desire to provide their city with inspiration, resources, and empowerment for healthy marriages. I personally have never been more excited about our year ahead because of the dramatic shift of cultural dynamics that makes our mission more important than ever. Americans crave a renewed and revised sense of purpose in their



lives – in their work, relationships, and home life.

As we always say, "We believe God desires to redeem and restore marriages in San Antonio by His power and for His glory." We've never deviated from that clear calling. That said, we see Him moving powerfully across the country and we seek to continually pursue HIS great mission to those places where He is calling us.

—*Carl Caton*, Executive Director

