



# ANNUAL REPORT 2025

Federal Tax ID:  
47-4179363

LOVE GOD.  
LOVE THE VULNERABLE.  
EQUIP OTHERS TO DO THE SAME.



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# Hello Friend,

Thank you for taking a moment to learn about Reach Up, Reach Out, and Caleb's Heart Foundation. At our core, we believe love is most powerful when it is lived out in practical, tangible ways. Reach Up Reach Out exists to walk alongside children, families, widows, and communities facing hardship—offering care, opportunity, and hope rooted in faith and relationship.

What began as a step of obedience during our family's adoption journey has grown into a global ministry shaped by compassion, consistency, and long-term partnership. We have seen time and again that lasting transformation happens through relationship, consistency, and hope in Jesus. Caleb's Heart Foundation was established in honor of our late son, Caleb, whose life continues to inspire us to serve with courage, joy, and purpose.

We would be honored to explore how God might connect you to our ministries—whether through prayer, missions, sponsorship, or shared vision for caring for those often overlooked.

We look forward to the possibility of walking together.

With Love and Deep Gratitude,

Alex & Shunna Jones-Moreno  
Founders, Reach Up Reach Out Ministries



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REACH UP  
REACH OUT

**At Reach Up Reach Out, we believe that every person's story matters.**

Whether it's a student chasing their dream, a mother doing her best to care for her child, or someone simply fighting to survive another day—each life is precious. **Every name, every face, every journey matters deeply to God**, and it matters to us.

We're not just investing in needs—we're investing in people...in their futures...in their stories still being written.

**Your support makes these stories possible. And together, we are declaring: Every story matters.**

**FLORENCE**

A beautiful young woman who was previously a sponsored RURO child, was in the final stretch of nursing school—just three semesters away from graduation. But sadly, she had recently lost her sponsor. After working incredibly hard to get to this point, Florence needed our help to cross the finish line. And thanks to the compassion and generosity of our donors, she did. Today, Florence is proudly serving her community as a nurse, offering healing and hope to others in need. Florence's story matters.



**CHARLES**

was a bright, focused young man with dreams of completing his studies and one day going to college. But those dreams were threatened by a rare eye disorder called keratoconus, which risked robbing him of his vision. His mother, Anna, has been a part of the RURO team in Uganda since 2015. As a widow herself, Anna has dedicated her life to serving others—even while navigating her own hardships. When we learned of Charles's need, we stepped in to cover the cost of his critical eye surgeries, multiple doctor visits, post-surgery care, and even support for Anna's lost income during the process. And once again, our RURO family showed up. Charles and Anna's story matters.



## **RURO EXISTS TO HOLISTICALLY CARE FOR ORPHANS, WIDOWS, AND THE VULNERABLE.**

We live in a world filled with endless causes and overwhelming need. I often hear people say, “I want to help—I just don’t know where to start.” And I understand. The brokenness is vast. But Scripture doesn’t leave us lost in that confusion. James 1:27 gives us a beautiful, clear starting point: look after orphans and widows in their distress.

This verse isn’t poetic filler. It’s a holy directive. It’s the kind of faith God calls pure.

When we founded Reach Up Reach Out, it was because we couldn’t unsee what we had seen. We had looked into the eyes of children without families, and widows without support. We had held hands with the suffering. We knew we were being asked to not just feel—but act.

Jesus said, “Whatever you did for one of the least of these brothers and sisters of mine, you did for me.” (Matthew 25:40) That means that every time we provide school fees for an orphan, every meal handed to a widow, every moment we spend showing up for someone the world has forgotten—it’s not charity. It’s worship. It’s ministry to Jesus Himself.



**LOVE GOD.  
LOVE THE VULNERABLE.  
EQUIP OTHERS TO DO THE SAME.**

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# 2025 Impact

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## WORSHIP & ARTS CAMP

From June 11 to June 26, 2025, RURO hosted a mission trip to Uganda, where a team provided a creative summer camp experience for over 250 orphans and street children. The trip also included a graduation ceremony for 48 RURO Sisterhood graduates and an empowerment event for over 1000 widows and underserved women living in extreme poverty. The team collected video updates and checked in personally with child and women sponsorship recipients.



## CHRISTMAS AROUND THE WORLD

In December 2025, RURO served over 1,000 children in Antigua, Guatemala, through Christmas outreach activities including crafts, soccer, food baskets, and gifts. The mission continued our partnerships with three local nonprofits.



## SCHOLARSHIP PROGRAMS 2025

**Children: \$55,569.95 | Women: \$13,550.27**

RURO provided ongoing educational support for vulnerable children, covering tuition, meals, medical care, and school supplies. By the end of 2025, the program will have served 284 children, with **145** active scholarships during the year.



Through a 12-month training and business development program, RURO empowered widows and vulnerable women to launch self-sustaining enterprises in tailoring, handicrafts, food service, and agriculture. In 2025, **48** women received scholarships, and a total of 331 have completed the program.

# 2025 Program Snapshot

**\$618,784**  
Donations  
received

## 4 Church Partners

RLC, E58, Hope's House, Oasis Church,

## 10 Corporate/Foundation Partners

American Endowment, RFF, Boston Foundation, JuVee Productions, Legacy of Grace Foundation, Arbol Communications, Building Networks Group, Thrivent Financial, National Christian Foundation, Chad and Anthanette Wilson Family Charitable Fund



**145**

Scholarships  
to Children



**305**

Volunteers



**48**

Scholarships to  
Women



**3888**

People fed



**11,000**

Social Media Reach



**4138**

Clothes/gifts given

**7**

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# 2026 Impact So Far



## **THANK YOU DINNER CELEBRATION WITH PS RUTH KAHAWA/LOVE NEVER FAILS**

This was such a beautiful night of friends, family, food, and gratitude. PS Ruth shared from her heart, thanking the entire room for their love, prayers, and financial support for RURO. POST-DINNER, we had hoped to see a similar financial partnership with more donors for our Love Never Fails campaign. We were able to raise \$42,331.09, mostly due to one of our corporate donors giving \$40,000, so that was a huge answer to prayer!

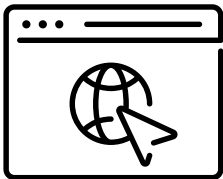


## **TWO UNIVERSITY SCHOLARSHIPS & GRADUATIONS THROUGH CALEB'S HEART FOUNDATION-**

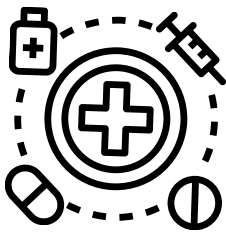
Brenda Namujogo and Phiona Auma are two outstanding ladies who have received scholarships from RURO since primary school, and both will be graduating from college this year! Brenda studied social work and is eager to help children in need. She also hopes to receive her Master's Degree. Phiona wants to become a teacher and has already lined up an internship at the primary school that many of our RURO children attend.

Still to Come in

2026

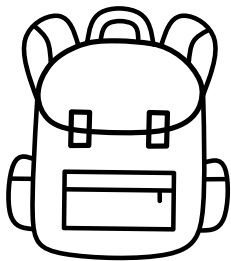


**Website Update-** The long-overdue website upgrade is happening, thanks to a friend who is volunteering her time and expertise. It should be done this March.



**Medical Missions Trip/Worship Camp & Conference-  
June 24-July 9, 2026**

For the first time, we are taking a team of physicians and medical staff to Uganda in 2026 to host a medical clinic at Smile Africa, alongside local clinicians.



**Back to School Mexico Mission Trip in August-**

We are looking to partner with Fundación Emanuel for a Back to School outreach to impoverished children living in and around Tijuana, Mexico. Still working out an exact date, but backpacks and school supplies would be given to each child, and Bibles to the adults attending the outreach.



**Christmas Around the World: Kenya and Uganda-  
December 8-23, 2026**

We are heading back to Africa this Christmas, after a 2-year break! Our goal is to travel with 20-30 returning and new team members. We will partner with Compassionate Hands and Mwamko Foundation in Kenya and Smile Africa in Uganda.

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# DASHBOARD

## 2025 RURO SOCIAL & DIGITAL HIGHLIGHTS:

Website Unique Visits: 6990

Website Sessions: 8969

RURO Facebook Page: 1,380

Shunna's Facebook Page: 1360

RURO Instagram: 3,908

Shunna's Instagram: 9579

Alex's Instagram: 1148

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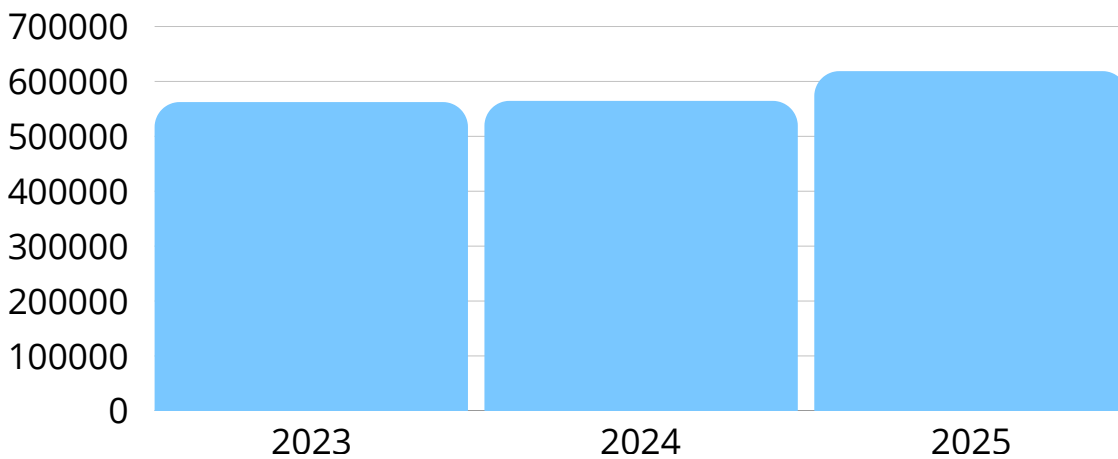
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# Financial Report

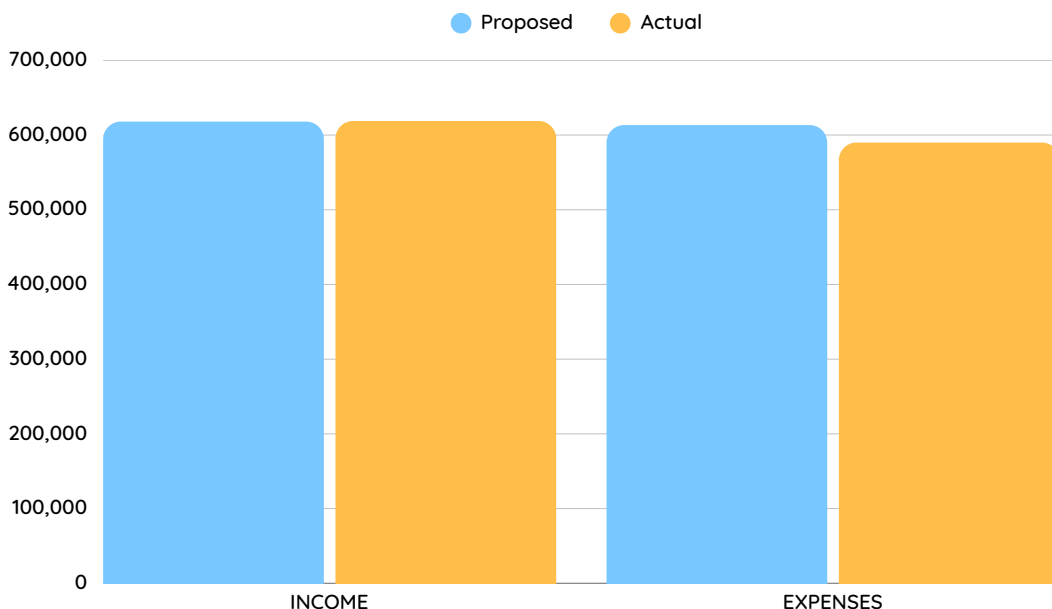
RURO experienced God's faithfulness and provision in 2025. Revenue increased to \$618,741, up from the 2024 contribution total of \$564,525. Our 10th Anniversary and Caleb's Heart campaign enabled us to maintain operations for 2025. Our expenses for the year totaled \$589,941.

*\*Reach Up Reach Out is a registered 501(c)(3) nonprofit. In keeping with IRS public disclosure requirements, our most recent IRS Form 990 is available upon request. You may also access our Form 990 and other filings through third-party nonprofit databases.*

## 2023-2025 INCOME



## 2025 PROPOSED VS. ACTUAL



# RURO Turned 10!



# Worship & Arts Camp



# Christmas Around the World 2025

## GUATEMALA



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# Scholarships



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thank  
you

*"Learn to do good. Seek justice.  
Help the oppressed.  
Defend the cause of orphans.  
Fight for the rights of widows."  
Isaiah 1:17*