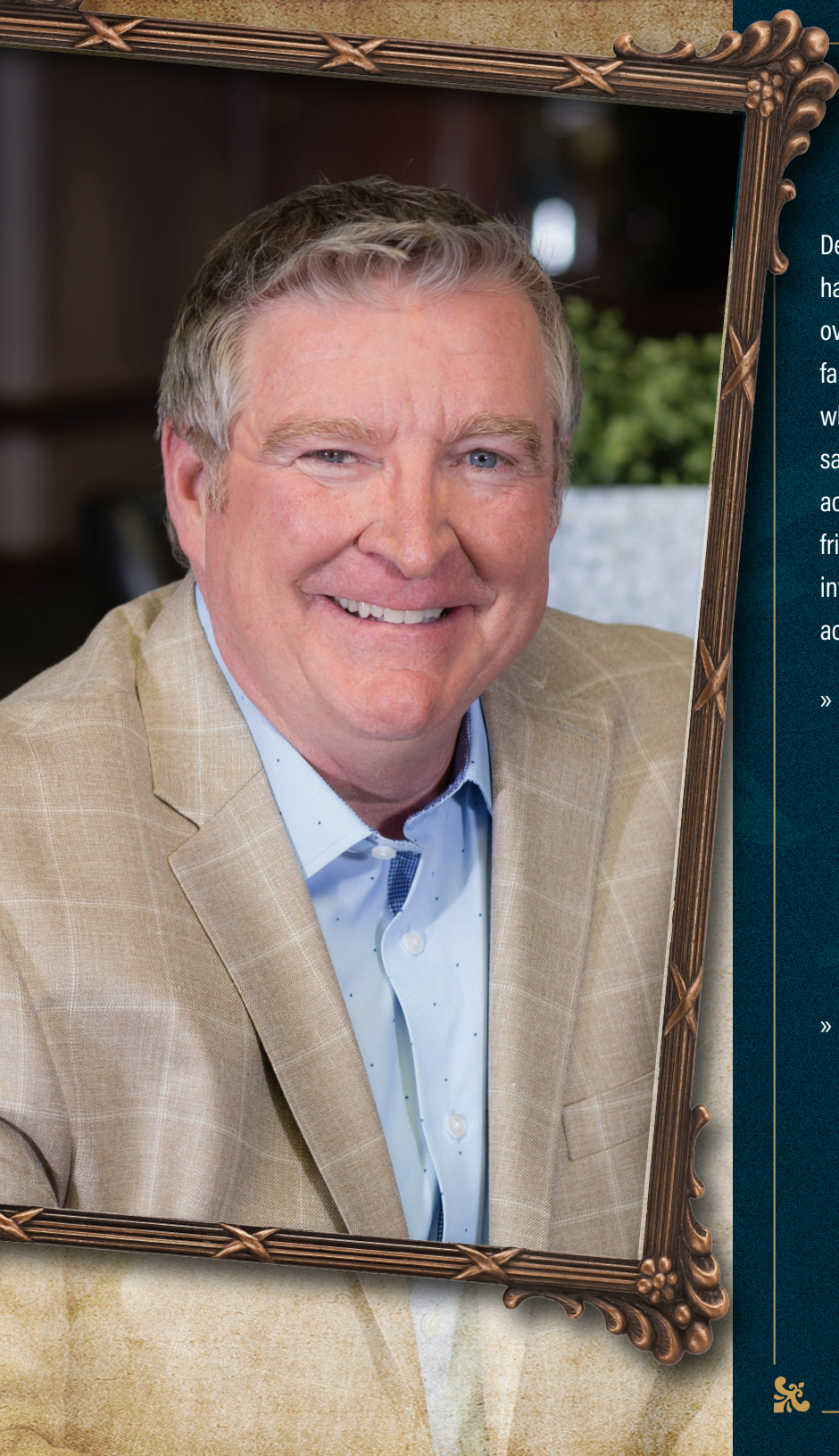




2020 *Annual Report*





## Letter From **JIM DALY**

Despite the many difficulties our world faced throughout 2020, I'm grateful to report that the Lord has sustained Focus on the Family's efforts and enabled us to further our mission in exciting ways over the last year. Regardless of what's taking place in the broader culture, the reality is that strong families are crucial to the spiritual and emotional health of any civilization. That's why we remain wholly committed to saving marriages, coming alongside parents in their vital role, defending the sanctity of human life, equipping people to engage in biblical citizenship, and advancing the Gospel across the globe. Each of these endeavors is being carried out because generous and faithful friends like you have chosen to join hands with us, and we're deeply grateful for those who have invested their hard-earned dollars toward our outreach. Here are a few highlights of what's been accomplished through Focus over the last year:

- » In every aspect of our work, our overarching mission is to spread the Gospel of Jesus Christ. It's a source of great joy and encouragement to us that the Lord has worked so mightily through our efforts to bring people to a saving knowledge of His Son. In fact, our resources and outreach efforts have helped at least **305,000 people make decisions for Christ** during the past 12 months, which includes about **111,500 salvation decisions** and **193,500 re-dedications**. Our research also indicates that an estimated **1.75 million people have experienced a stronger relationship with the Lord** as a result of our ministry.
- » Our team labors tirelessly to help save and strengthen marriages, and we never fail to be uplifted by the knowledge that marriages around the world are growing and thriving due to Focus' work in this realm. It's tremendously heartening to know that we've been able to **guide over 105,000 married couples through a major marital crisis** in the past year, and an estimated **568,000 other couples report that Focus has equipped them to build a stronger, more satisfying relationship** with one another.



- » Parents play an indispensable role in their kids' lives – and given the troubling state of society, it's more crucial than ever that moms and dads make it a priority to invest in the next generation by raising resilient, caring, and responsible children. I'm delighted to let you know that, according to our surveys, our ministry has **helped better equip at least 724,000 parents** in the past 12 months as they raise their children in a loving and God-honoring family. In addition, **more than 170,000 parents tell us that Focus was instrumental in enabling them to work through a significant crisis** involving a child.
- » Never before has it been more critical for the Church to stand up for preborn babies. We are wholeheartedly committed to defending the sanctity of human life and coming alongside abortion-minded women. In addition to our Option Ultrasound program – which has had a hand in saving **an estimated 465,665 precious little ones** since its 2004 inception! – we are also thankful that **Focus has empowered nearly 1.4 million people this past year to advocate for the most vulnerable children** among us.
- » Here at Focus, we are keenly aware that our family-building outreach is most effective when it is paired with dynamic engagement on a cultural level. Toward that end, we are dedicated to urging believers to reach out and influence their communities for Christ. In the last year alone, **we've been able to equip and inspire nearly 1.5 million people to work toward cultural transformation** through biblical citizenship.

It's my hope that these snapshots into our latest accomplishments – along with the additional information found within the pages that follow – demonstrate the ongoing, life-changing impact of our work. Heartfelt thanks for standing shoulder-to-shoulder with us as we minister to families at home and abroad. May the Lord return your kindness many times over!



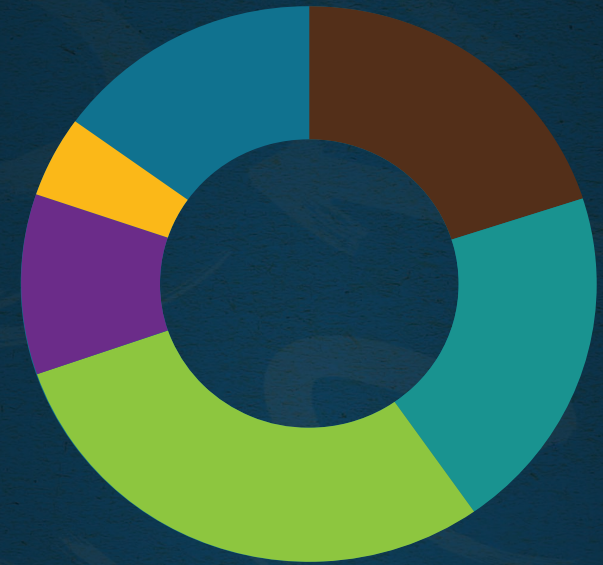
Jim Daly  
President & CEO







# 2020 MINISTRY *Summary*



EVANGELISM	16%	\$15.6 million
MARRIAGE	25%	\$24.5 million
PARENTING	30%	\$29 million
ADVOCACY	11%	\$11.2 million
CULTURE	4%	\$3.6 million
ADMIN/FUNDRAISING	14%	\$13.7 million



# CONSOLIDATING

## Statement of Activities

For the fiscal years ended  
September 30, 2020 and 2019

	2020	2019
	Total	Total
<b>REVENUE</b>		
Contributions	\$ 84,226,908	\$ 82,821,262
Sales	8,503,686	8,542,966
Royalty and licensing revenue	1,737,294	1,958,966
Investment income	205,447	293,702
Event revenue	3,964,372	4,488,932
Change in value of annuities	300,261	(61,651)
Income from joint ventures	(165,217)	(513,983)
Other revenue	2,140,229	1,675,619
Total support and revenue	100,912,980	99,205,813

*Your podcasts* have been a familiar friend for over *five years*. I've listened to programs on marriage, parenting (especially as we adopted two kids from foster care who came from traumatic backgrounds), finances, grief, challenges associated with military life, and countless other topics. Being stationed overseas is fantastic and hard, and so many times I teared up, found renewal, and was convicted by your broadcast. *Thank you* for being faithful to *share the truth!*

—Abbey  
New York

	2020	2019
	Total	Total
<b>EXPENSES</b>		
<b>Program Services</b>		
Marriage	\$ 24,544,999	\$ 21,184,465
Parenting	29,003,467	27,489,223
Evangelism and discipleship	15,593,923	19,375,869
Advocacy	11,221,352	12,303,051
Citizenship	3,596,323	3,885,947
Total program services	83,960,064	84,238,555
<b>Supporting activities</b>		
General and administrative	7,299,844	7,445,559
Fundraising	6,387,644	6,858,221
Total expenses	97,647,552	98,542,335
Change in net assets	3,265,428	663,478
Net assets, beginning of year	52,144,675	51,481,197
Net assets, end of year	\$ 55,410,103	\$ 52,144,675

To see Focus on the Family's audited financial statements and/or Form 990, please go to [FocusOnTheFamily.com/about](http://FocusOnTheFamily.com/about).



# A YEAR OF *Impact*

## MINISTRY HIGHLIGHTS FROM 2020

Metrics are from 2020 Ministry Experience and National Surveys

### *568,000 couples*

have built stronger marriages with the help of our resources.

### *170,000 parents*

used our resources to work through a significant crisis with their child.

### *1.4 million people*

were inspired and equipped to stand up for the helpless including the preborn and children in need of foster care.

*85,000 singles strengthened* their walk with God and gained a better understanding of the importance and purpose of God's design for marriage.

Focus on the Family helped over *105,000 marriages* through crisis.

We helped at least *724,000 parents* build stronger, healthier, more God-honoring families.

An estimated *470,000 precious lives* have been saved from abortion since 2004.

Focus on the Family helped equip and inspire *over 1.2 million people* influencing communities.

*Over 1.5 million people* were inspired by Focus on the Family to transform the culture through civic engagement.

God has used Focus on the Family to help at least *305,000 people* make decisions for Christ. That's more than *800 hearts* turned toward Jesus every day!

We helped an estimated *1.75 million people* grow stronger in their faith.



*I love The Daily Citizen Morning Headlines!* I count on them for the most important news I receive each day, especially during this trying political (and COVID) year. Thanks so much for sending it to me.

*Linda*  
Alabama





*Watching See Life 2020* stirred our hearts greatly. We've always been pro-life and have supported our local pregnancy resource center in different ways over the years, but we realized that we needed to commit to LIFE as never before. Our cultural and political chaos has become beyond grievous, and it is time to act upon our convictions in a consistent, tangible manner.

*John and Doral*  
Maine

# LEADERSHIP AND *Good Governance*

We are governed by an independent board of directors committed to the Lordship of Jesus Christ and His principles for the success of the traditional family.

## *Board of* DIRECTORS

### **GREG KING**

Chairman of Board of Directors  
Managing Partner for EnCap Flatrock Midstream  
Former President of Valero Energy Corporation

### **JAMES D. DALY**

Chief Executive Officer  
President of Focus on the Family

### **CHRISTINE ARNZEN**

Assistant Professor at Evangel University  
Former Clinical Director of National Institute of Marriage

### **JAMES DEWITT**

Agriculture Professional and Business Owner

### **PATRICIA ESSER**

CEO of KTG Group, Inc.

### **RICK S. LYTLE, PH.D.**

President/CEO of the CEO Forum  
Executive Director of the Lytle Center for Faith and  
Leadership Development at Abilene Christian University

### **RUBEN MENDOZA**

Owner/CEO Foundation Building Materials

### **LEE B. TORRENCE**

Former Managing Director for IBM  
Senior State Executive for Georgia

### **DERYCK VAN RENSBURG**

Dean of the Graziadio Business School at Pepperdine University  
Former Senior Executive with the Coca-Cola Company and Unilever PLC

### **REV. DR. AL PITTMAN**

Senior Pastor of Calvary Worship Center

### **STEPHEN QUINN**

Former Chair of the ANA's Alliance for Family Entertainment  
Former EVP and Chief Marketing Officer of Walmart

## *Executive* LEADERSHIP

### **JAMES D. DALY**

Chief Executive Officer, President

### **KEN WINDEBANK**

Chief Operating Officer

### **JOEL VAUGHAN**

Chief of Staff

### **DAN MELLEMA**

Chief Financial Officer, Treasurer



# GUIDELINES *for Fundraising*

Here at Focus on the Family, we believe that the way an organization handles its finances is a reflection of its integrity and reliability in every arena. As a result, we have chosen to limit and regulate our methods of money management with great care. Here are the principles and policies that have guided us through the years:

1. We believe that this ministry belongs to God and that we are merely His managers and stewards. Our role can be summed up in a single phrase: to stay accountable to His objectives, interests and concerns.
2. The Lord gives and the Lord takes away (Job 1:21). As long as He supplies the means, we will continue to serve others in His name. If He closes the door and cuts off our support, we will regard this as an indication of His sovereign will. We understand that the future of His work in the world does not depend upon the survival of this organization.
3. God sustains this work through the generosity of His people. Focus' continuation as a ministry is directly dependent upon their willingness and ability to give. It follows that our friends need to know about our financial circumstances. Accordingly, we will not hesitate to provide them with relevant information, both in the good times and in the bad. But we will not beg or resort to disrespectful or dishonorable methods of fundraising, since this would only be to insult their sensibilities and disavow our confidence in the Lord. Nor will we ever attempt to raise more money than we need.

4. In the same attitude of high regard for those who make our ministry possible, we will never sell or rent our donor database. On the contrary, we will treat our supporters' personal information as a solemn trust and maintain the tightest security on our list of contributors and friends.
5. In view of the sacrificial nature of the contributions we receive—contributions which, in many cases, come from families who are struggling to pay the mortgage and keep food on the table—we are determined to steward our financial resources as carefully and conservatively as possible. There is no room for extravagant or unnecessary expenditures in Focus on the Family's operating budget.
6. For similar reasons, we will resist the temptation to run the ministry at a deficit. If on occasion it becomes necessary to borrow funds to cover large and unforeseen expenditures, we will do our best to repay the loans as quickly as possible. When we make a purchase, we will pay the invoice within 30 days.
7. We believe that a Christian's first financial obligation is to the church; we have no desire to come between our friends and the local congregations to which they belong and from which they derive their spiritual sustenance. As a result, we do not expect them to contribute to our ministry until after they have supported the work of God's kingdom in their own faith communities.

8. We will implement measures to ensure fairness and accountability in all of our financial interactions with donors and supporters. To be specific, we will receipt all donations and show the fair market value of any materials requested and sent in order to help contributors determine the tax-deductible portion of their gifts.
9. As a way of holding ourselves accountable to the principles articulated above, we will conform to the standards established by the Evangelical Council for Financial Accountability (ECFA), an organization created to ensure ethical fundraising and administration practices.

These, then, are the principles that have defined our philosophy of financial stewardship and shaped our approach to fundraising. They are based upon a firm conviction that everything we are and everything we have comes to us by the grace of God. Provided we remain faithful, we are confident that the Lord will sustain us while His purposes for this ministry endure.



800-A-FAMILY FocusOnTheFamily.com  
(232-6459)

FOCUS ON THE FAMILY BELONGS TO THESE PROFESSIONAL GROUPS

