



2022 ANNUAL REPORT



Helping Families *Thrive* in Christ™



LETTER FROM JIM DALY

Our dedicated team here at Focus on the Family hit the ground running in 2022 – and as we consider the many lives that were touched and changed by our ministry efforts last year, ***we're all the more motivated to carry on the family-strengthening mission God has set before us.*** Of course, defending and nurturing families is no small task. The culture seems to undermine marriage at every turn, parents are grappling with ever-increasing assaults on their children's faith and innocence, and our beleaguered economy in this post-pandemic world places unique pressures on families all over the globe. Indeed, people are desperate for practical help as they seek to preserve their marriages and raise godly, resilient, and caring kids – and that's where Focus comes in. We're so grateful to our faithful donors for the many opportunities we've been given to advance the Kingdom by helping foster strong, thriving families.

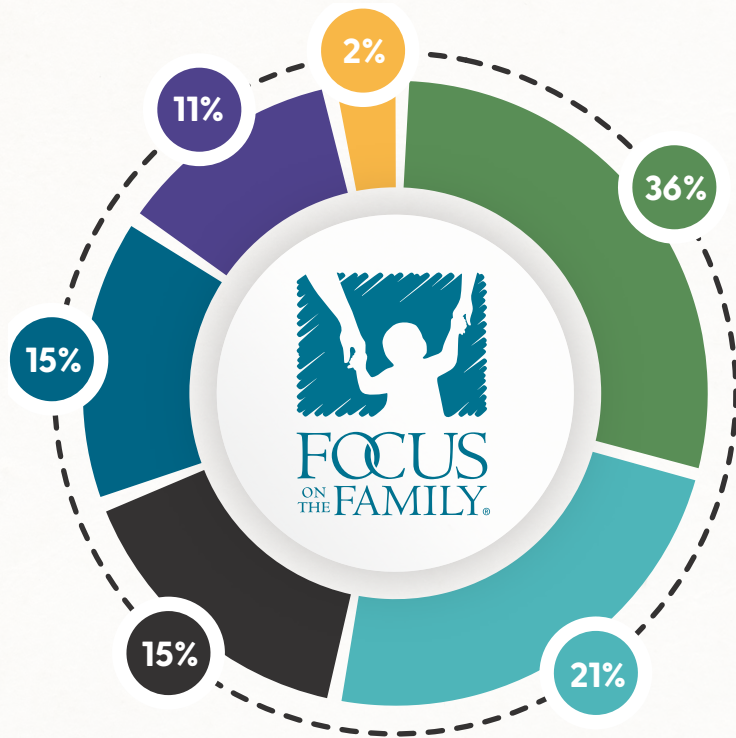
Throughout the pages of this report, I hope you'll gain a glimpse into the Lord's mighty and gracious hand upon our work. Our Hope Restored marriage intensive program, for example, continues ***intervening in troubled marriages to bring healing and reconciliation*** – and we're excited about our new sites for our Hope Restored intensives that are forthcoming in both Arizona and Texas. Meanwhile, each and every day we're able ***to equip parents in their crucial role by offering Christ-centered broadcasts, podcasts, online content, and print resources*** geared specifically toward moms and dads. We also offer quality resources especially for youngsters, such as our kids' magazines and our award-winning Adventures in Odyssey radio program, and college students and young adults can find a wealth of insightful articles and podcasts at Boundless.org. As if that weren't enough, we are ***helping women choose life for their babies*** through the Option Ultrasound program while empowering folks to stay informed and make their voices heard through our issues-oriented website, Daily Citizen. Through these initiatives and many more, ***our primary goal remains unchanged: to help usher hurting people into a saving relationship with Jesus Christ.***

Our outreach is only possible because generous friends like you have chosen to invest your hard-earned resources into our endeavors. I can't begin to express the depth of our gratitude, and I hope this report provides you with an inspiring overview of the ***transforming, life-giving, family-building work that's being carried out thanks to God's faithfulness and your sacrificial involvement.*** May the Lord return your kindness many times over!

JIM DALY

President & CEO

MINISTRY SUMMARY



| | | |
|-------------------|-----|----------------|
| PARENTING | 36% | \$45.5 million |
| MARRIAGE | 21% | \$27.1 million |
| EVANGELISM | 15% | \$18.3 million |
| ADVOCACY | 11% | \$13.5 million |
| CULTURE | 2% | \$2.3 million |
| ADMIN/FUNDRAISING | 15% | \$19.1 million |



I'm so impressed with the direction Focus on the Family has taken on social media platforms. Your postings are relevant, accessible, godly, and spot on – thank you!
 –LISA

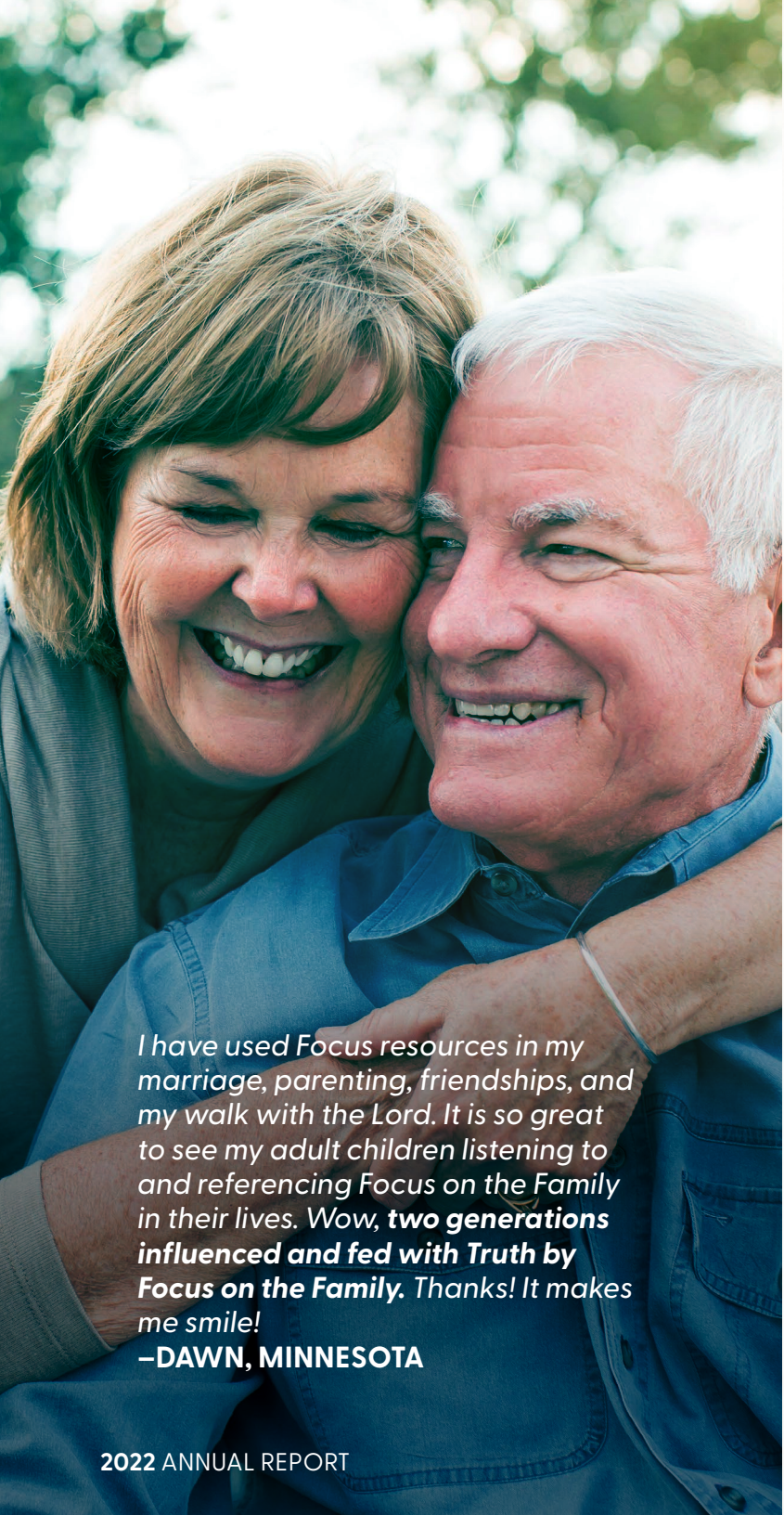
CONSOLIDATING STATEMENT OF ACTIVITIES

Focus on the Family and Affiliates

For the fiscal years ended
September 30, 2022 and 2021

| | 2022 | 2021 | | 2022 | 2021 |
|----------------------------------|----------------------|----------------------|--------------------------------|----------------------|----------------------|
| | Total | Total | | Total | Total |
| REVENUE | | | EXPENSES | | |
| Contributions | \$113,651,864 | \$109,296,599 | Program Services | | |
| Sales | \$10,505,324 | \$9,884,973 | Marriage | \$27,045,641 | \$27,577,245 |
| Royalty and licensing revenue | \$1,666,280 | \$1,924,567 | Parenting | \$45,457,924 | \$29,237,346 |
| Investment income | \$300,747 | \$211,070 | Evangelism and discipleship | \$18,340,367 | \$17,078,663 |
| Event revenue | \$7,363,779 | \$6,279,737 | Advocacy | \$13,537,668 | \$13,187,431 |
| Change in value of annuities | (\$1,909,077) | \$1,712,626 | Citizenship | \$2,324,914 | \$3,105,924 |
| Income from joint ventures | (\$1,692,771) | (\$47,131) | Total Program Services | \$106,706,514 | \$90,186,609 |
| Other revenue | \$2,648,240 | \$2,007,665 | Supporting Activities | | |
| Total Support and Revenue | \$132,534,386 | \$131,270,106 | General and administrative | \$8,410,807 | \$7,264,640 |
| | | | Fundraising | \$10,727,444 | \$8,903,666 |
| | | | Total Expenses | \$125,844,765 | \$106,354,915 |
| | | | Change in net assets | \$6,689,621 | \$24,915,191 |
| | | | Net assets, beginning of year | \$80,325,294 | \$55,410,103 |
| | | | Net Assets, End of Year | \$87,014,915 | \$80,325,294 |

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



*I have used Focus resources in my marriage, parenting, friendships, and my walk with the Lord. It is so great to see my adult children listening to and referencing Focus on the Family in their lives. Wow, **two generations influenced and fed with Truth by Focus on the Family.** Thanks! It makes me smile!*

—DAWN, MINNESOTA

A YEAR OF IMPACT

Ministry Highlights from 2022

440,000 couples

have built stronger marriages with the help of Focus on the Family.

160,000 parents

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

840,000 people

were inspired to stand up for the dignity and value of those who cannot speak for themselves - including the unborn, the disabled, the elderly, and the marginalized.

158,000 people

made decisions for Christ through our resources and outreach efforts.

100,000 single adults have grown personally or spiritually over the past year, thus enabling them to be more prepared for marriage or whatever else the Lord has in store for their future.

140,000 marriages in crisis were helped to make significant progress toward saving their marriage.

530,000 parents improved their parenting skills, built closer family bonds and/or instilled faith and character within the children God has entrusted to their care.

Through our ongoing efforts and encouragement, approximately *470,000 families* opened their hearts, hands, and/or homes toward kids from the foster care system this past year.

More than *433 people* each day made the decision to commit or recommit their lives to Jesus.

We have helped more than *760,000 people* grow stronger in their faith.

280,000 people were inspired and equipped to reach out, serve, and make a positive difference in their community.

690,000 people worked toward promoting biblical and pro-family values through civic engagement.

Metrics are from 2022 Ministry Experience Survey

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.

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

TIM SAWER

Chief Marketing and Content Officer

MARK PYATT

Chief Family Ministries Officer

Karley, Pennsylvania

*Last year my husband and I became first-time parents to our daughter, and ever since the day she was in my belly we've been watching the Focus on the Family videos. As a new mom, I have taken so much encouragement from all the different speakers/authors God has placed on your show. Most of the time **it feels as though God is speaking directly to me** through the wisdom and teaching each week.*



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.



1-800-A-FAMILY | FocusOnTheFamily.com
(232-6459)



Focus on the Family belongs to these professional groups