



ADOBESTOCK | YAKOVCHIKOLEVA

2024 Annual Report



Helping Families *Thrive* in Christ™



Letter from Jim Daly

As we reflect on 2024, our team is filled with gratitude for the many ways in which God advanced our ministry's mission. There's no question it was an eventful year here in the United States and around the world, but we have seen many indications that the Lord is actively at work – both in the lives of His people and through Focus on the Family efforts. Given the unprecedented challenges and complexities of life in our 21st-century culture, *we consider it a privilege to be able to provide hurting people with biblically based help, advice, and encouragement.* The gracious support of friends like you is indispensable as we come alongside families across the globe, and *we hope you're aware of our sincere appreciation for your generosity.*

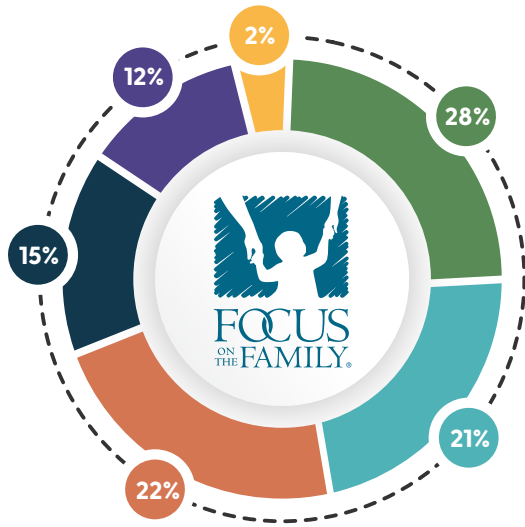
It's a privilege to provide you with this report detailing our impact during the past year. I hope you'll be uplifted to read of the various ways in which *God has used Focus on the Family to help save marriages, equip parents, champion preborn babies, promote biblical citizenship, and deliver the Gospel around the world.* Even as we maintain "evergreen" endeavors such as our *daily radio show, online content, various events, and one-time consultations with a counselor, we also have a number of exciting new initiatives that are making a difference.* Ranking among our most popular and enduring offerings is *Adventures in Odyssey*, our audio drama for kids and teens (although many adults tell us they are avid listeners as well!). *Adventures in Odyssey recently celebrated its 1,000th episode with a fun-filled celebration* at our campus, and it was a joy to roll out the red carpet for all the enthusiastic *Adventures in Odyssey* fans who attended. Some of our more recent projects include *Lighthouse Voices* in-person *events featuring speakers addressing some of the most pressing issues facing our culture*, as well as our *abortion pill reversal training that we provide to qualified pregnancy medical centers.* Between these initiatives and our ever-expanding Option Ultrasound program, *we have been able to help save hundreds of thousands of tiny lives* from abortion. Through all of these dynamic efforts and many more, Focus is having a hand in *leading families to the only true Source of hope and healing.*

Deepest thanks for sowing your hard-earned resources into our mission. *Your sacrificial partnership has contributed to the life-changing, family-strengthening impact that is described within the pages of this report.* May the Lord return your kindness to you many times over!

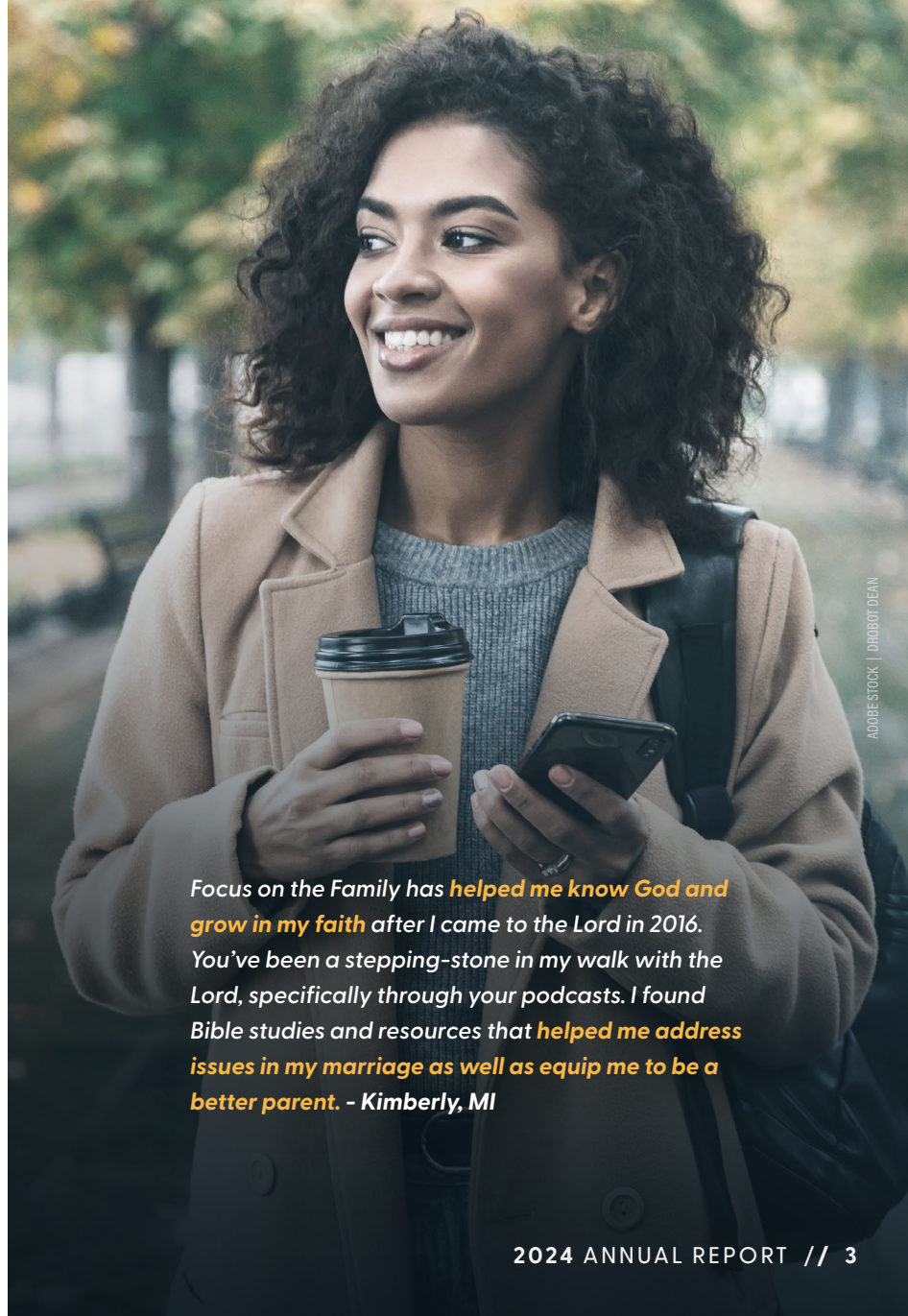
JIM DALY

President & CEO

Ministry Expense Summary



PARENTING	28%	\$39.4 million
MARRIAGE	21%	\$29.8 million
EVANGELISM	22%	\$32.1 million
ADVOCACY	12%	\$17.4 million
CULTURE	2%	\$2.9 million
ADMIN/FUNDRAISING	15%	\$22.2 million



Focus on the Family has **helped me know God and grow in my faith** after I came to the Lord in 2016. You've been a stepping-stone in my walk with the Lord, specifically through your podcasts. I found Bible studies and resources that **helped me address issues in my marriage as well as equip me to be a better parent.** - Kimberly, MI

Consolidating Statement of Activities

Focus on the Family and Affiliates

For the fiscal years ended September 30, 2024 and 2023

REVENUE	2024 Total	2023 Total
Contributions	\$114,987,483	\$109,963,541
Sales	\$11,812,521	\$10,683,315
Royalty and Licensing Revenue	\$1,915,362	\$1,461,928
Investment Income	\$1,932,764	\$2,009,625
Event Revenue	\$8,898,747	\$7,942,783
Change in Value of Annuities	\$1,847,846	\$78,341
Income from Joint Ventures	(1,490,487)	\$466,678
Other Revenue	\$2,843,597	\$2,843,408
Total Support and Revenue	\$142,747,833	\$135,449,619

To see Focus on the Family's audited financial statements and/or Form 990, please scan the QR code or go to FocusOnTheFamily.com/about.



EXPENSES	2024 Total	2023 Total
Program Services		
Marriage	\$29,775,536	\$31,168,358
Parenting	\$39,420,870	\$44,300,839
Evangelism and Discipleship	\$32,098,020	\$20,621,892
Advocacy	\$17,400,253	\$15,853,624
Citizenship	\$2,908,550	\$2,899,471
Total Program Services	\$121,603,229	\$114,844,184
Supporting Activities		
General and Administrative	\$8,912,990	\$8,943,191
Fundraising	\$13,283,450	\$12,562,452
Total Expenses	\$143,799,669	\$136,349,827
Change in Net Assets	(\$1,051,836)	(\$900,208)
Net Assets, Beginning of Year	\$86,114,707	\$87,014,915
Net Assets, End of Year	\$85,062,871	\$86,114,707

A Year of Impact

Ministry Highlights from 2024

530,000 *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.

830,000 *people*

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

292,000 *people*

made decisions for Christ through our resources and outreach efforts.

Metrics are from 2024 Ministry Experience Survey

110,000 *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.

660,000 *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 **520,000** *families* opened their hearts, hands, and/or homes toward kids from the foster care system this past year.

More than **799** *people* each day made the decision to commit or recommit their lives to Jesus.

We have helped more than **970,000** *people* grow stronger in their faith.

340,000 *people* were inspired and equipped to reach out, serve, and make a positive difference in their community.

760,000 *people* worked toward promoting biblical and pro-family values through civic engagement.



We took your marriage assessment, and it gave us a start in **better communication in our marriage**. We had an “okay marriage” and now it has been upgraded! I also listen daily to your marriage podcast and Crazy Little Thing Called Marriage. **Both have helped me be a better, more thoughtful wife**. Thank you! – Lynne, Wisconsin



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

Dan Mellema

Chief Financial Officer, Treasurer

Ken Windebank

Chief Operating Officer

Tim Sawyer

Chief Marketing and Content Officer

Joel Vaughan

Chief of Staff

Mark Pyatt

Chief Family Ministries Officer

Kristine, Ohio

*There are no pregnancy centers in my area to support, so when Focus offered Option Ultrasound as a way to **help pregnant women know that they are carrying life**, I knew I needed to support this project. I am grateful to you for all that you do for individuals and families.*

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 agreed upon terms.*
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) or Scan the QR Code



Focus on the Family belongs to these professional groups





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