



ADOBE STOCK | WUWPAZD



2025 Annual Report

**I love your ministry for standing
strong in truth and love for families!**

– Jennifer, CO



A Letter From Jim Daly

With the page turned on another year, I consider it a privilege to present this report detailing God's hand upon the efforts of Focus on the Family throughout 2025. Even as we watch the cultural landscape with concern, **we remain committed to helping families navigate today's challenges.** Though traditional family values are often questioned or dismissed, this only strengthens our resolve to "keep on keeping on." Around the world, people are seeking help with marriage and parenting, and **we are grateful God has allowed us to serve as a trusted source of encouragement, biblical insight, and practical assistance.**



This report reflects our vision and ministry approach. Each initiative flows from our mission and our foundational values: **Evangelism, Strengthening Marriage, Equipping Parents, Advocating for Children, and Engaging the Culture.** This alignment was evident in the initiatives we pursued last year. **We released *Truth Rising*** in partnership with the Colson Center—a documentary examining the state of culture and calling believers to boldly and lovingly declare God's truth to a lost and confused world. Last year our caring staff counselors provided **free consultations to more than 13,000 hurting people** through our ***800-A-Family Help Line***. **We also opened a Marriage Center** in Arizona, offering ***Hope Restored* marriage intensives for couples in crisis** and ***Marriage Getaways* for couples seeking to strengthen their marriage.**

Through every facet of outreach, we remain mindful of the pillars guiding our work. With this intentional approach, **the Lord is multiplying our efforts by transforming hearts, lives, and families worldwide.** The generous support of friends like you is indispensable as we meet the many needs before us.

Thank you for linking arms with us in helping families thrive in Christ. May you be uplifted as you read these pages and see the Kingdom-building work you make possible. **May the Lord richly reward your gracious investment!**

JIM DALY

President & CEO

WHAT WE'RE DOING TOGETHER

Our Key Ministry Objectives

ABOUT US

Our Mission

To be led by the Holy Spirit in sharing the Gospel of Jesus Christ with as many people as possible by nurturing and affirming the God-ordained institution of the family and proclaiming biblical truths worldwide.

Our Vision

Redeemed families, communities, and societies worldwide through Christ.

Our Values

- *Preeminence of Evangelism*
- *Permanence of Marriage*
- *Value of Children*
- *Sanctity of Human Life*
- *Importance of Social Responsibility*
- *Value of Male and Female*

EVANGELISM



- Spiritual Development
- Discipleship
- Church Resources

Strengthening MARRIAGE



- Preparing Marriages
- Strengthening Marriages
- Saving Marriages
- Equipping Marriage Champions

WHAT WE'RE DOING TOGETHER

Our Key Ministry Objectives

Equipping

PARENTS



ADOBE STOCK | JACOB LUND

Advocating for

CHILDREN



ADOBE STOCK | ALEVA OZEROVA

Engaging the

CULTURE



ADOBE STOCK | CHERYLL MORGAN

- Effective and Healthy Parents
- Kids with Thriving Faith
- Kingdom Building Families

- Abortion/Pre-born
- Foster Care/Adoption
- Special Needs
- Elder Care

- Christian Worldview
- Social Responsibility
- Policy

A Year of Impact

Ministry Highlights from 2025

440,000 couples

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

80,000 parents

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

940,000 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.

173,000 people

made decisions for Christ through our resources and outreach efforts.

Thank you for your contributions to this ministry! Your partnership allows us to help as many people as possible!

80,000 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.

110,000 couples in crisis were helped to make significant progress toward saving their marriage.

360,000 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 **480,000 families** opened their hearts, hands, and/or homes toward kids from the foster care system this past year.

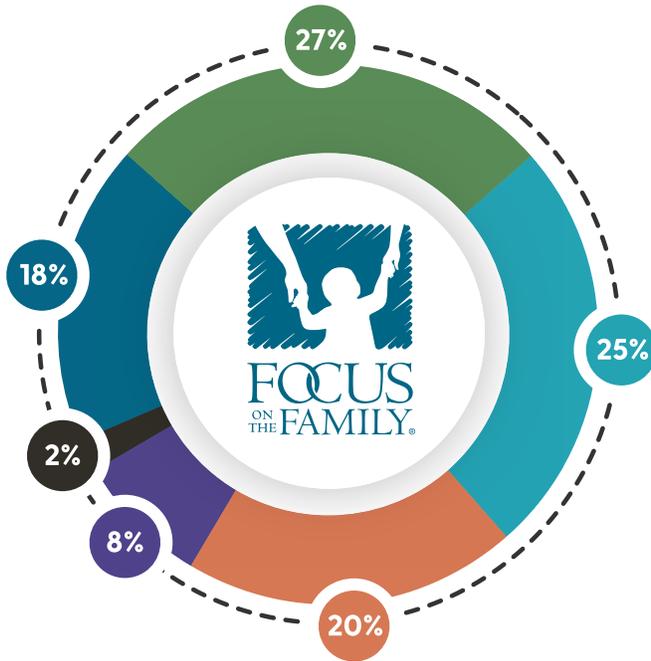
More than **473 people** each day made the decision to commit or recommit their lives to Jesus.

We have helped more than **830,000 people** grow stronger in their faith.

320,000 people were inspired and equipped to reach out, serve, and make a positive difference in their community.

750,000 people worked toward promoting biblical and pro-family values through civic engagement.

Ministry Expense Summary



PARENTING	27%	\$38.4 million
MARRIAGE	25%	\$35.5 million
EVANGELISM	20%	\$27.7 million
ADVOCACY	8%	\$11.9 million
CULTURE	2%	\$3.5 million
ADMIN/FUNDRAISING	18%	\$25.1 million



ADOBE STOCK | SIMOVA

Iwould highly recommend this getaway to anyone! It was extremely encouraging and eye opening! It gave me practical tools to work on my marriage, and I've already seen growth in our relationship just in these couple days at the retreat! — A Marriage Getaway Attendee

Consolidating Statement of Activities

Focus on the Family and Affiliates

For the fiscal years ended September 30, 2025 and 2024

REVENUE	2025 TOTAL	2024 TOTAL
Contributions	\$113,717,665	\$114,987,483
Sales	12,035,300	11,812,521
Royalty and Licensing Revenue	1,328,761	1,915,362
Investment Income	923,348	1,932,764
Event Revenue	7,619,738	8,898,747
Change in Value of Annuities	738,991	1,847,846
Income from Joint Ventures	(422,494)	(1,490,487)
Other Revenue	2,333,826	2,843,597
Total Support and Revenue	\$138,275,135	\$142,747,833

EXPENSES	2025 TOTAL	2024 TOTAL
Program Services		
Marriage	\$35,532,644	\$29,775,536
Parenting	38,406,117	39,420,870
Evangelism and Discipleship	27,694,407	32,098,020
Advocacy	11,925,982	17,400,253
Citizenship	3,466,565	2,908,550
Total Program Services	\$117,025,715	\$121,603,229
Supporting Activities		
General and Administrative	11,254,158	8,912,990
Fundraising	13,845,552	13,283,450
Total Expenses	\$142,125,425	\$143,799,669
Change in Net Assets	(3,850,290)	(1,051,836)
Net Assets, Beginning of Year	85,062,871	86,114,707
Net Assets, End of Year	\$81,212,581	\$85,062,871

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.



Focus on the Family with Jim Daly
is a source of encouragement in
living out the Christian faith.

– Coral, MD



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 DALY

Chief Executive Officer, President

KEN WINDEBANK

Chief Operating Officer

JOEL VAUGHAN

Chief of Staff

DAN MELLEMA

Chief Financial Officer, Treasurer



ADOBE STOCK | KAPUTSKAVA LOVE

You have blessed my family and me for many years. I'm especially thankful for your counseling ministry. They're professional and provided helpful guidance that had to be from the Lord! Thank you! — Sandra, VA

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.



800-A-FAMILY | FocusOnTheFamily.com
(232-6459) or Scan the QR Code



Focus on the Family belongs to these professional groups





Helping Families Thrive in Christ™

8605 Explorer Drive. Colorado Springs, CO 80920

800-A-FAMILY (232-6459)