



2023 Annual Report



Letter from Jim Daly

A new year is underway, and everyone here at Focus on the Family is tremendously grateful for all that the Lord accomplished through our efforts in 2023. Despite a culture that is growing increasingly hostile to God's design for the family, **we have been given many opportunities to come alongside families with practical, biblically based advice and encouragement.** What's more, we see daily indications that people far and wide are searching for answers to the everyday issues, conflicts, and even crises their families are facing, and **we're thankful to be in a position to extend the kind of hope and healing folks are so desperate for.** Our generous partners make this kind of hands-on ministry possible, and words are completely inadequate to express the full measure of our appreciation.

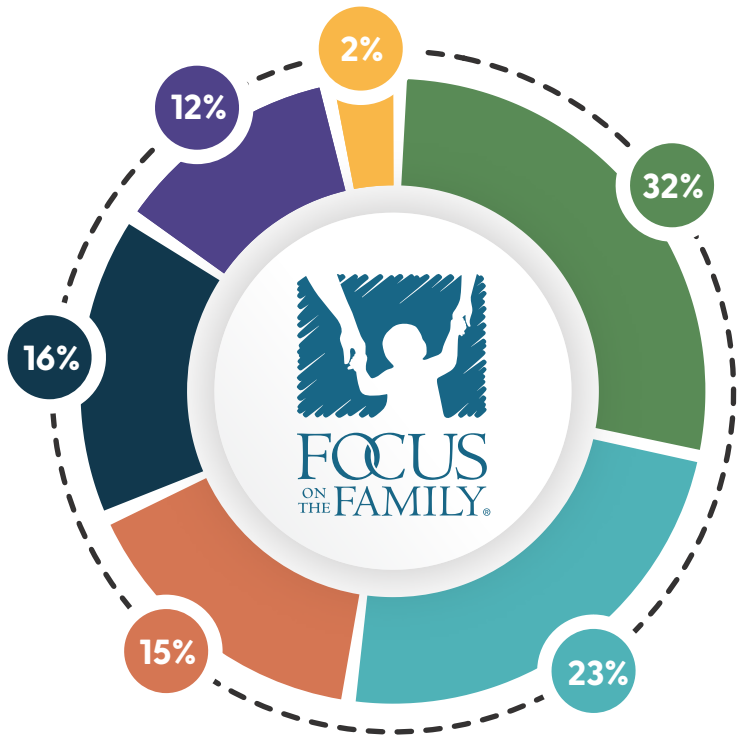
As you peruse this report, it's my hope that you'll see **unmistakable evidence of God's hand of blessing upon our endeavors.** Through our various online and print resources, we're providing families with a wide range of practical tips and scriptural guidance. Our broadcasts and podcasts are also playing a significant role in uplifting listeners – and I'm delighted to report that my new podcast, *ReFOCUS with Jim Daly*, has been enthusiastically received as I speak with various thought leaders about the most pressing issues of our day. Meanwhile, our *Hope Restored* marriage intensive program continues expanding, which allows us to **come alongside even more couples on the brink of divorce – and parents regularly reach out to tell us that our ministry is helping them raise godly, mature, and caring children.** Speaking of kids, we have many engaging resources especially for them! Our *Adventures in Odyssey* audio drama, for example, continues to delight youngsters, and our magazines for children are as engaging as ever. *Brio* magazine provides teen girls with the kind of relevant, compassionate, Christ-centered advice they're looking for, and *Boundless.org* is specifically tailored for college students and young adults who are seeking to follow and serve the Lord in every aspect of their lives. And, of course, our pro-life efforts continue to bear fruit thanks to our *Option Ultrasound* program and the *My Choice Network*, which **defend and protect life in the womb.** In each of these initiatives and the many others underway here at Focus, our **overarching mission is to point people to the Author of families and Savior of our souls.**

Heartfelt **thanks for your investment in these family-building efforts that are paying eternal dividends.** I'm confident you'll be inspired as you look through this report and gain a sense for the life-changing impact of our work. May God bless you in return for your kindness and faithfulness!

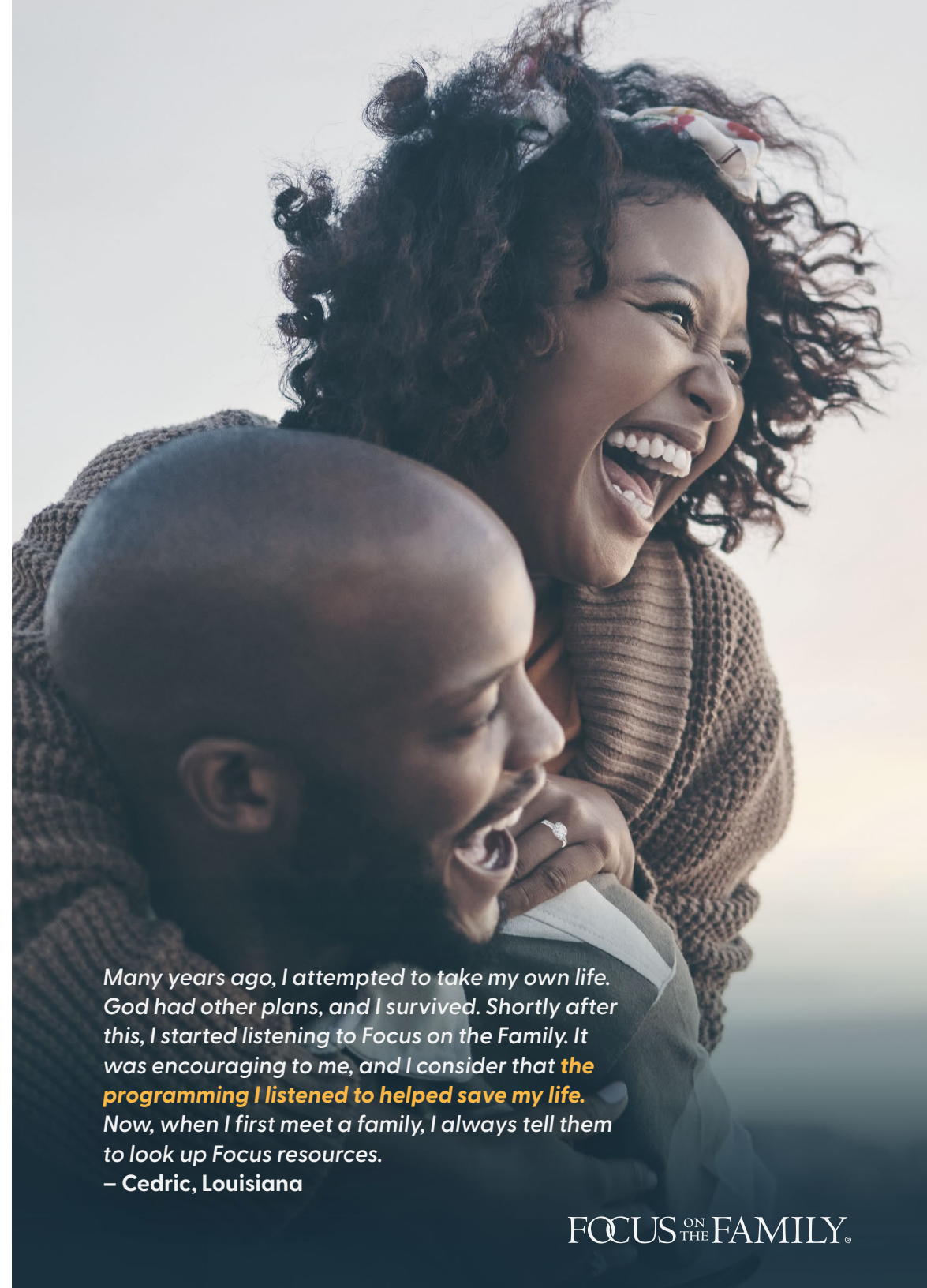
JIM DALY

President & CEO

Ministry Summary



PARENTING	32%	\$44.3 million
MARRIAGE	23%	\$31.2 million
EVANGELISM	15%	\$20.6 million
ADVOCACY	12%	\$15.8 million
CULTURE	2%	\$2.9 million
ADMIN/FUNDRAISING	16%	\$21.5 million



Many years ago, I attempted to take my own life. God had other plans, and I survived. Shortly after this, I started listening to Focus on the Family. It was encouraging to me, and I consider that **the programming I listened to helped save my life.** Now, when I first meet a family, I always tell them to look up Focus resources.

– Cedric, Louisiana

Consolidating Statement of Activities

Focus on the Family and Affiliates

For the fiscal years ended
September 30, 2023 and 2022

	2023	2022
	Total	Total
REVENUE		
Contributions	\$109,963,541	\$113,651,864
Sales	\$10,683,315	\$10,505,324
Royalty and licensing revenue	\$1,461,928	\$1,666,280
Investment income	\$2,009,625	\$300,747
Event revenue	\$7,942,783	\$7,363,779
Change in value of annuities	\$78,341	(\$1,909,077)
Income from joint ventures	\$466,678	(\$1,692,771)
Other revenue	\$2,843,408	\$2,648,240
Total Support and Revenue	\$135,449,619	\$132,534,386

*One time I got a concussion and could not watch screens or read books. So, my dad downloaded some **Adventures in Odyssey**, and I fell in love listening to them. I think it was a really neat idea, and it **inspired me to accept Christ in my heart**, just like Connie and Cheryl. I love Adventures in Odyssey. – Walker*

	2023	2022
	Total	Total
EXPENSES		
Program Services		
Marriage	\$31,168,358	\$27,045,641
Parenting	\$44,300,839	\$45,457,924
Evangelism and discipleship	\$20,621,892	\$18,340,367
Advocacy	\$15,853,624	\$13,537,668
Citizenship	\$2,899,471	\$2,324,914
Total Program Services	\$114,844,184	\$106,706,514
Supporting Activities		
General and administrative	\$8,943,191	\$8,410,807
Fundraising	\$12,562,452	\$10,727,444
Total Expenses	\$136,349,827	\$125,844,765
Change in net assets	(\$900,208)	\$6,689,621
Net assets, beginning of year	\$87,014,915	\$80,325,294
Net Assets, End of Year	\$86,114,707	\$87,014,915

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



After 24 years of marriage, I was going through an unwanted divorce. The pain and trauma were almost indescribable. Focus on the Family counselors called me back. They sent me literature. They encouraged me. Focus **went the extra mile in putting an arm around me.** I've always felt that I would want to pay it forward in order to help someone else who found themselves in that circumstance of a painful, unwanted divorce, and that's why I support Focus – because you support families! – Jim, Ohio

A Year of Impact

Ministry Highlights from 2023

580,000 couples

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

210,000 parents

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

860,000 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.

193,000 people

made decisions for Christ through our resources and outreach efforts.

70,000 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.

170,000 marriages in crisis were helped to make significant progress toward saving their marriage.

680,000 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 **570,000 families** opened their hearts, hands, and/or homes toward kids from the foster care system this past year.

More than **528 people** each day made the decision to commit or recommit their lives to Jesus.

We have helped more than **980,000 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.

840,000 people worked toward promoting biblical and pro-family values through civic engagement.

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

TRICIA ESSER

*Chairman of Board of Directors CEO for KTG Group, Inc.
Board Member for Nightlight Christian Adoption Services*

JAMES D. DALY

*Chief Executive Officer
President of Focus on the Family*

JAMES DEWITT

Agriculture Professional and Business Owner

RUBEN MENDOZA

*Owner/CEO Foundation Building Materials
Board Member for KidWorks*

STEPHEN QUINN

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

DR. HOLLY BRAND

*Professor of Psychology at Missouri Baptist University
President of Brand Asset Management Group*

MATT GONZALEZ

Window Restoration Company Director

STEVE PIERIK

*Owner/President of Industrial Technology Services, LLC
Owner/President of Rocktech Systems, LLC*

BUZZ BAKER

Residential Loan Mortgage Company Owner

TAVIA HUNT

*With her husband Clark, owns the Kansas City Chiefs
Board Member for Council for Life*

DAVE STONE

Former Pastor of Southeast Christian Church

MARK SNYDER

Hotel Owner, Developer and Investor

LISA GRIMES

*Managing Director of Habergeon
President/CEO of PurThread Technologies*

SPENCER PATTON

Founder of Patton Logistics, Route Consultant, and Hello Truck Lease

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



I distribute Brio and Clubhouse magazines to the churches in my neighborhood. These are more than just magazines. **They're evangelism tools that provide hope to this small town**, and it is absolutely precious to watch the children's faces light up when they read them! – Anna, PA

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)

Focus on the Family belongs to these professional groups

