



FOCUS ON THE FAMILY®

2021 *Annual Report*



Letter From **JIM DALY**

With yet another year underway, our team at Focus on the Family is praising God for the many ways in which He advanced our family-building work throughout 2021. As our world continued grappling with the pandemic and its serious impact on families all over the globe, opportunities to minister in significant and profound ways abounded. Not only have we been able to nurture marriages and equip parents, but we've also taken significant strides to champion preborn life, encourage our fellow citizens to make their voices heard in the public square, and deliver the Gospel around the world. All of the various initiatives we have underway are possible only because the Lord has seen fit to bless our efforts through the faithfulness and generosity of friends like you.

As you'll see throughout this report, God continues using Focus on the Family to impact millions of people across the world. We're saving and strengthening marriages through efforts such as Hope Restored marriage intensives, our marriage-building broadcasts and podcasts, and many other resources geared specifically toward fostering healthy marital bonds. Parents, meanwhile, can find a wealth of practical and scripturally sound advice by checking out our website, tuning into our numerous broadcasts tailored for moms and dads, subscribing to our magazines especially for kids, or encouraging their children to listen to our award-winning Adventures in Odyssey radio drama. Those interested in pursuing adoption can attend a Wait No More event, folks seeking to help save preborn babies can invest in our Option Ultrasound program, and concerned citizens can discover a wealth of information and calls to action at our issues-oriented website, The Daily Citizen. And this is just a small sampling of the types of helps, resources, initiatives, and referrals we have to offer! Of course, throughout each and every project we undertake, our overarching goal is to spread the Good News of Jesus Christ - and I'm delighted to report that people are making salvation decisions all over the world as a direct result of our ministry endeavors.

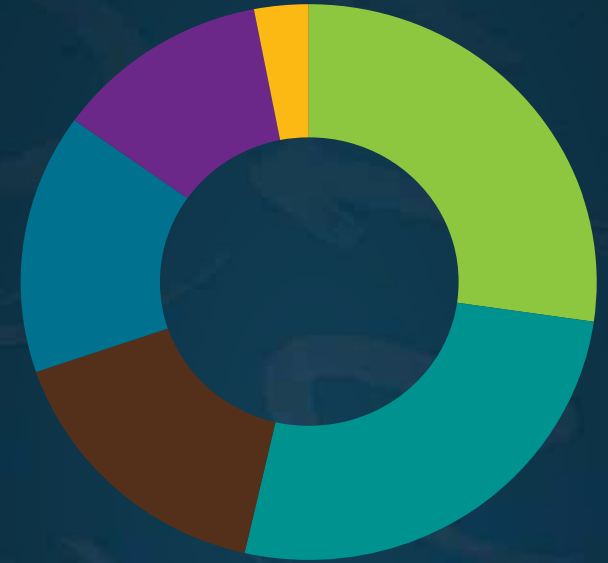
I hope you're uplifted to know that Focus' work is bearing fruit in incredible ways. The impact described within the following pages is really just the tip of the iceberg when it comes to touched hearts and changed lives. Indeed, families are being transformed every day thanks to God's provision through our gracious supporters, and we're deeply grateful for your own participation in our mission. May the Lord continue to multiply Focus' efforts, and may His blessings remain upon you and your loved ones!

Jim Daly
President & CEO





2021 MINISTRY *Summary*



EVANGELISM	16%	\$171 million
MARRIAGE	26%	\$276 million
PARENTING	28%	\$29.2 million
ADVOCACY	12%	\$13.2 million
CULTURE	3%	\$3.1 million
ADMIN/FUNDRAISING	15%	\$16.2 million

CONSOLIDATING *Statement of Activities*

For the fiscal years ended
September 30, 2021 and 2020

	2021	2020
	Total	Total
REVENUE		
Contributions	\$ 109,296,599	\$ 84,226,908
Sales	9,884,973	8,503,686
Royalty and licensing revenue	1,924,567	1,737,294
Investment income	211,070	205,447
Event revenue	6,279,737	3,964,372
Change in value of annuities	1,712,626	300,261
Income from joint ventures	(47,131)	(165,217)
Other revenue	2,007,665	2,140,229
Total support and revenue	131,270,106	100,912,980

I just want to say *thank you* for all that you do! From your children's magazines to your movie reviews you have helped my family navigate the world we live in. Very thankful for your *Christ centered* focus and commitment to family values. You are one of the last resources I *trust* to provide wholesome material for me and my family. *Thank you* from the bottom of my heart!

-Elizabeth
MI

	2021	2020
	Total	Total
EXPENSES		
Program Services		
Marriage	\$ 27,577,245	\$ 24,544,999
Parenting	29,237,346	29,003,467
Evangelism and discipleship	17,078,663	15,593,923
Advocacy	13,187,431	11,221,352
Citizenship	3,105,924	3,596,323
Total program services	90,186,609	83,960,064
Supporting Activities		
General and administrative	7,264,640	7,299,844
Fundraising	8,903,666	6,387,644
Total expenses	106,354,915	97,647,552
Change in net assets	24,915,191	3,265,428
Net assets, beginning of year	55,410,103	52,144,675
Net assets, end of year	\$ 80,325,294	\$ 55,410,103

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

A YEAR OF *Impact*

MINISTRY HIGHLIGHTS FROM 2021

Metrics are from 2021 Ministry Experience Survey

350,000 couples

have built stronger marriages with the help of our resources.

90,000 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 **50,000 marriages** through crisis.

120,000 parents

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

We helped at least **280,000 parents** build stronger, healthier, more God-honoring families.

An estimated **482,000 precious lives** have been saved from abortion since 2004.

760,000 people

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

Focus on the Family helped equip and inspire **260,000** influencing communities.

Over 660,000 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 **170,000 people** make decisions for Christ. That's more than **465 hearts** turned toward Jesus every day!

We helped an estimated **700,000** grow stronger in their faith.



My granddaughter recently celebrated her 12th birthday, thanks to her mother seeing her heartbeat during an ultrasound made possible by Focus on the Family. She is such a blessing from the Lord. We are so thankful for your ministry!

-Rebekah
Kentucky



Words cannot adequately express the compassionate care we received from every member of the team. This was a completely nurturing environment for the whole person, physically, emotionally, spiritually, mentally. There was thoughtful care in every detail. We have been refreshed by every part of this experience. I didn't know what a miracle would look like but the miraculous happened: my HOPE was RESTORED. We are entering a new season of our lives. Hope is a very powerful thing. I came broken and I am leaving more whole than I ever imagined. God is faithful.

- A Hope Restored Wife

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

JAMES DEWITT

Agriculture Professional and Business Owner

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

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

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

Executive LEADERSHIP

JAMES D. DALY

Chief Executive Officer, President

JOEL VAUGHAN

Chief of Staff

TIM SAWER

Chief Marketing and Content Officer

KEN WINDEBANK

Chief Operating Officer

DAN MELLEMA

Chief Financial Officer, Treasurer

MARK PYATT

Chief Family Ministries Officer

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



ECFA

