

ELEVATING  
FAMILIES

# Today AND Tomorrow

2019 ANNUAL REPORT

# LETTER FROM *Jim Daly*

Another year is behind us, and our team at Focus on the Family is praising God for all He accomplished through our ministry in fiscal year 2019! We continue laboring tirelessly to save and strengthen marriages, equip parents to raise godly children, advocate for the sanctity of human life, encourage biblical citizenship and engagement of the culture, and spread the Gospel of Jesus Christ far and wide. Our endeavors are furthered immeasurably by the gracious and sacrificial partnership of those who believe in what we're doing, and I'm privileged to offer you the following overview of our impact from our annual ministry experience and national surveys:



- Evangelism lies at the heart of our mission, and we rejoice in knowing that thousands of folks have embraced Christ as their Lord and Savior as a direct result of our outreach. Our research indicates that Focus materials and initiatives have prompted **293,000 individuals in the last year to make a commitment to Christ** for the first time or to recommit their lives to Him. We're especially excited that we've been able to help 39,000 children make a salvation decision over the past year, and that an estimated 1.53 million people have grown stronger in their faith thanks to our ministry.
- As we carry on the marriage-related aspect of our work, I hope you're as heartened as I am to know that thousands of couples are experiencing healed and flourishing marriages today due to our efforts. Not only is our Hope Restored marriage intensive program having a hand in assisting marriages in crisis, but our various other marital resources are positively impacting many additional husbands and wives looking to enhance their relationships. During the last year, approximately **808,000 couples have built stronger marriages** with our help, and we've been able to come alongside 144,000 couples who were facing a major marital crisis.
- We strongly affirm the irreplaceable role that parents play in raising healthy, mature, and caring children. With that in mind, I'm especially pleased to let you know that our work in this area has allowed more than **172,000 parents to successfully navigate a significant crisis involving their children**. Meanwhile, an estimated 770,000 moms and dads report that our outreach has been instrumental in realizing their goals to build stronger, healthier families that are centered on the Lord and His Word.
- We are wholeheartedly committed to defending and upholding the sanctity of human life, especially at a time when pro-life values are coming under increasing assault across the culture. Thankfully, our Option Ultrasound program continues helping save preborn lives. In fact, since 2004 when this initiative was launched, we estimate that over **959,000 precious little ones have been spared from abortion** through our Option Ultrasound program, and we are aiming to help save a total of one million babies by 2025. It's incredible to think of the children and teens who are alive today because so many caring folks have partnered with us to equip pregnancy resource centers with sonogram technology and training.
- Now more than ever, the culture needs Christians who will participate in the public square and articulate their values in an engaging, respectful manner. We desire to help our fellow believers achieve this objective, and I'm delighted to report that we've been able to spur on more than **1.15 million people to influence their communities for Christ**.

I hope you're uplifted and inspired by these highlights of Focus' life-changing, family-building impact over the past year. I can't emphasize enough how grateful we are for those who have seen fit to join hands with us. May you be encouraged by the additional details that are provided within the following pages. God's abundant blessings to you and your loved ones throughout the coming days!

A handwritten signature of Jim Daly in blue ink. The signature is stylized, with the first letters of the first and last names being large and prominent.

Jim Daly

*President*

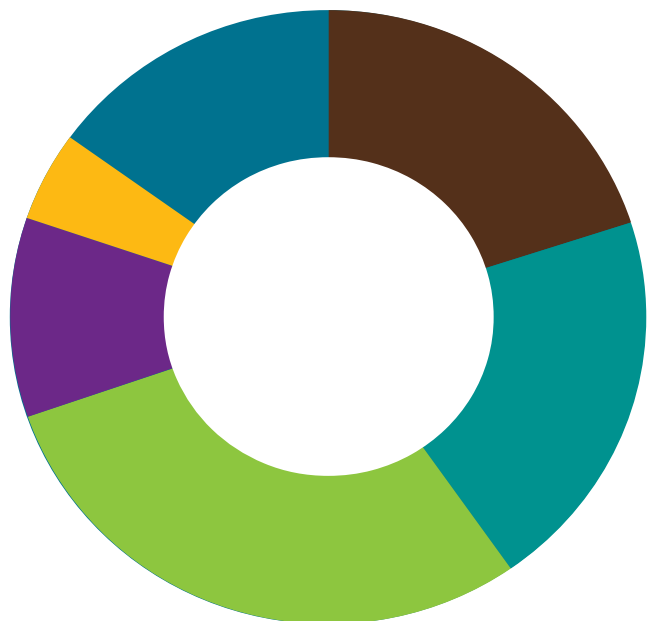




I was newly divorced and a single parent to three kids. They were struggling to understand and accept the divorce (like any child would) and their father's sudden new relationship. *My family therapist recommended Focus on the Family*, and I started reading every article, listening to every podcast, and getting recommended books. I applied the parenting tips and was able to provide a healthy, stable environment for my kids and help them through the stages. It's a constant learning experience being a parent, and *I look to Focus as God's assistant principal* in this school of life! I cannot adequately put into words the depth of my gratitude!

—*Beverly*  
Kansas

## 2019 Ministry Summary



†	EVANGELISM	20%	\$19.4 million
⋈	MARRIAGE	21%	\$21.2 million
👨👩👧	PARENTING	28%	\$27.5 million
👤	ADVOCACY	12%	\$12.3 million
💬	CULTURE	4%	\$3.9 million
	ADMIN/FUNDRAISING	15%	\$14.2 million



## FOCUS ON THE FAMILY & AFFILIATES

# Consolidating Statement of Activities

For the fiscal years ended  
September 30, 2019 and 2018

	2019	2018
	Total	Total
<b>REVENUE</b>		
Contributions	\$ 82,821,262	\$ 75,809,543
Sales	8,542,966	8,617,568
Royalty and licensing revenue	1,958,966	2,032,465
Investment income	293,702	(82,359)
Event revenue	4,488,932	8,740,101
Change in value of annuities	(61,651)	237,936
Income from joint ventures	(513,983)	639,947
Other revenue	1,675,619	2,284,879
Total support and revenue	<b>99,205,813</b>	<b>98,280,080</b>
<b>EXPENSES</b>		
<b>Program Services</b>		
Marriage	\$ 21,184,465	\$ 26,792,746
Parenting	27,489,223	28,853,502
Evangelism and discipleship	19,375,869	17,374,891
Advocacy	12,303,051	7,573,354
Citizenship	3,885,947	4,129,320
Total program services	<b>84,238,555</b>	<b>84,723,813</b>
<b>Supporting activities</b>		
General and administrative	7,445,559	7,682,645
Fundraising	6,858,221	6,975,006
Total expenses	<b>98,542,335</b>	<b>99,381,464</b>
Change in net assets	663,478	(1,101,384)
Net assets, beginning of year	51,481,197	52,582,581
Net assets, end of year	<b>\$ 52,144,675</b>	<b>\$ 51,481,197</b>

*Thank you, Focus on the Family, for the resources you make available to help prevent abortions. When my young niece was pregnant, her first call was to Focus, where she received loving counseling and guidance. Her daughter is a beautiful 10-year-old who loves the Lord!*

-S.  
California

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



# A Year of Impact

## MINISTRY HIGHLIGHTS FROM 2019

Metrics are from 2019 Ministry Experience and National Surveys

**808,000 couples**

have built more satisfying marriages with the help of our resources.

**172,000+ parents**

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

**1.12 million people**

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

God has used Focus on the Family to help at least **293,000 people** make decisions for Christ. That's more than **800 hearts** turned toward Jesus every day!

We helped an estimated **1.53 million people** grow stronger in their faith.



Focus on the Family helped equip and inspire **over 1.15 million people** to influence their communities for Christ.

**Over 1.36 million people** were inspired by Focus on the Family to transform the culture through civic engagement.



**129,000 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 **194,000 married couples** resolve a major marital crisis.



An estimated **459,000 precious lives** have been saved from abortion since 2004.



We helped at least **770,000 parents** build stronger, healthier, more God-honoring families.



My marriage is struggling and I am having a lot of issues with my children. *Focus on the Family helps me keep it together.* Before listening to your program, I was moving toward divorce, but now I am holding firm and trusting God to rescue my family. *Thank you for your wonderful programs and testimonies* – hearing them keeps my faith strong. I will continue to pray that God will hold my family – and families around the world – together.

– *Elsa*  
New Jersey



Thank you for being a shining light in the darkness of a country turning its back on Christian values. *I have listened to Focus on the Family since the beginning* and am blessed to hear the Good News all these years. Jim Daly, a man of God with vision and dedication, has positively affected our world tremendously, and your outreach grows day by day. *You and the Focus "family" are doing a great work* in speaking on behalf of life, from the unborn to the aged. May God continue to bless the ministry and equip you all for the battle that is ahead.

—Terri  
Nevada

# 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

### CHRISTINE ARNZEN

Assistant Professor at Evangel University  
Former Clinical Director of  
National Institute of Marriage

### JAMES DEWITT

Agriculture Professional  
and Business Owner

### PATRICIA ESSER

CEO of KTG Group, Inc.

### RUBEN MENDOZA

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Building Materials

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President/CEO of the CEO Forum  
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at Abilene Christian University

### LEE B. TORRENCE

Former Managing Director for IBM;  
Senior State Executive for Georgia

### DERYCK VAN RENSBURG

Dean of the Graziadio Business  
School at Pepperdine University  
Former Senior Executive with the  
Coca-Cola Company and Unilever PLC

### REV. DR. AL PITTMAN

Senior Pastor of Calvary Worship Center

### STEPHEN QUINN

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

## EXECUTIVE LEADERSHIP

### JAMES D. DALY

Chief Executive Officer, President

### JOEL VAUGHAN

Chief of Staff

### KEN WINDEBANK

Chief Operating Officer

### DAN MELLEMA

Chief Financial Officer, Treasurer



# 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](http://FocusOnTheFamily.com)  
(232-6459)

FOCUS ON THE FAMILY BELONGS TO THESE PROFESSIONAL GROUPS...

