

FAMILYLIFE®

Year in Review

2020

God was at work in 2020!

In a time when travel and in-person events were at a standstill, God still allowed FamilyLife® to reach thousands of families, couples, and ministry leaders around the world with the truth of Jesus.

Let's take a moment to highlight God's faithfulness.

"My soul makes its boast in the Lord; let the humble hear and be glad. Oh, magnify the Lord with me, and let us exalt his name together!"

Psalm 34:2-3



FamilyLife sent marriage and family resources rippling across the globe:

103

countries with FamilyLife presence

Resources translated into 42 languages

Art of Parenting™ now available in 4 languages

As the pandemic surfaced relational needs, FamilyLife activated our teams to create gospel-centered help, which included ...

- Launching the *Vertical Marriage* Facebook small group, which grew to **6,700** members (only 500 were expected!).
- Seeing a **35%** increase in FamilyLife podcast network traffic.
- Creating the **#HomeIsntCanceled** campaign: a series of articles, Facebook Live events, and FamilyLife TV interviews, all focusing on making the most of the quarantine with your family.

"I just wanted to try to find a way to say thank you so much for all of the content your ministry is putting out during this pandemic. It has been such a tremendous blessing to me ... they have been immensely helpful and have also provided some much needed comfort, laughter, and just a feeling that we're all in this together."
— Email from Family Life Partner

The airwaves weren't impeded by the pandemic!

1,146,200 average weekly listeners to FamilyLife radio programs.
950 stations airing the FamilyLife Blended® radio segment.
699,703 FamilyLife podcast downloads on average per month.

From physical to virtual — we still held events!

In this unprecedented year, we praise God for the ways He mercifully allowed us to connect with one another, both old and new!

Weekend to Remember®

32,151 people attended*
1,143 pastor scholarships given
602 professions of faith
492 military scholarships given

Love Like You Mean It® Marriage Cruise

4,992 Lives touched. Almost doubled from the previous year!

*prior to March 2020 lockdown

FamilyLife Blended®

More than **5,000** virtual attendees at the Blended & Blessed® livestream event

750+ trained in leading stepfamily ministry at the Summit on Stepfamily Ministry.

Despite many Weekend to Remember cancelations, it paved the way for numerous new and updated marriage resources.

FINANCIALS

\$11,895,992 - Ministry donations
\$12,977,291 - Conference registrations
\$12,957,295 - Supported staff donations
\$3,903,101 - Resource sales and other revenue
\$5,028,529 - Sale of assets under supported staff donations

\$46,762,708 - Total revenue

\$46,175,646 - Total expenses

"For by him all things were created, in heaven and on earth, visible and invisible, whether thrones or dominions or rulers or authorities—all things were created through him and for him. And he is before all things, and in him all things hold together."
Colossians 1:16-17

It's FamilyLife's heartbeat to help couples move toward each other and toward God. Throughout 2020, we've been able to offer men and women creative spaces and offerings to do just that. This included:

Creating new marriage resources such as...

- Opportunities to build momentum in your marriage while at home or away through the new Dates to Remember box.
- Online courses like "Lightbulb Moments" and "How to Talk Money in Marriage Right Now."
- New ways to connect with your spouse through the *Love Like You Mean It Video Study*.

Revamping the FamilyLife App where you can ...

- Listen to all of FamilyLife's podcasts, like *Married with Benefits™* and *FamilyLife Blended®*.
- Download free FamilyLife content.
- Easily share powerful content with others!

Unleashing FamilyLife Local which ...

- Equips couples through online events to share the love of Jesus in their corner of the world.
- Helps leaders create community partnerships and transform cities.

"We liked the depth of conversation that it helped to initiate. We had a few laughs and had our eyes opened to some hard truths about where we are in our relationship."
- Dates to Remember beta test user

The things that bind us do not bind the Lord. Let's exalt His name together for His faithfulness to us in such a year!