



FamilyLife[®]

ANNUAL REPORT 2022



**Pursue the relationships
that matter most**

Together, we carry transformational power.

At FamilyLife, we get to see firsthand the the power of Christ changing lives. You are a part of helping families in every corner of the world experience and share the satisfying and flourishing life of living by God's design, for our good and for His glory. Together, by God's power, homes are being transformed and growing together in a world that so often drives them apart.

What we've seen over the last year:



Bridges out of Isolation

Reaching, growing, and guiding families out of isolation using Jesus-saturated resources to guide them through the waves and currents of life.

Page
4



Growing Together in Oneness

Providing biblically driven conversation and engagement—both in-person and online—for real-life marriage and family discipleship to thrive.

Page
14



Equipping for Global Impact

Sowing the hope of Christ for marriages and families into homes across the globe by establishing and serving leaders and church partners in every habitable continent.

Page
16

Helping Families Pursue the Relationships that Matter Most

Rushing the kids to school, hurrying to work, figuring out what's for dinner, and just trying your best to stay on top of all the family's social commitments can be a challenge at home.

We often pour the best of ourselves into other people and activities to the point that we have little left for the desired connection we want with those that matter most to us: God, our families, and the communities where He's placed us. Which, of course, leads to isolation in our homes and dissatisfaction in our marriages and families.

Meg and I have served and interacted with people all over the world (from Western Europe to New York City), and we have found one thing is consistent: issues around marriage and family are often some of the most natural and easy starting places for meaningful spiritual conversation. At times, we all come to the end of ourselves within the four walls of our homes. Most of us want authentic help in loving well the gift God gives us in our family.

God's Word is always the best place to discover God's heart for parenting,

marriage, thriving in singleness, neighboring, and all dynamics of family life. With your help this year, we've been able to come alongside busy, everyday families as they're strengthened and empowered by Christ to pursue the relationships that matter most.

It has been amazing to see families all over the world surrendering to Christ and taking steps of faith to intentionally grow together within their family and reflect Jesus to the homes around them.

At FamilyLife, we aim to share with every home the transforming hope of Christ. Our goal is to share biblically based resources and real-life experiences that point families searching for answers to the unwavering love, mercy, and grace of Jesus.

As you flip through the following pages of this past year's Annual Report, my prayer is that you are encouraged by how God is working in and through families, and you get glimpses of how your partnership and investment is changing lives and legacies.



From our hearts
to every home,

David Robbins

David Robbins



We are called by God to help families grow together and impact their corner of the world

Reach
Overcoming Isolation

- FamilyLife Today®
- Digital Resources and Articles
- FamilyLife Blended®
- Video Innovation
- Married With Benefits™
- Real Life Loading ...

Grow
Experiencing Oneness

- Weekend to Remember®
- Small Groups Studies like
 - The Art of Marriage®
 - Vertical Marriage®
 - FamilyLife's Art of Parenting®
 - Love Like You Mean It®

- Blended & Blessed®
- Online Courses
- Preparing for Marriage
- Preparing to Blend

Guide
Equipping for Impact

- FamilyLife Local
- Global Outreach
- FamilyLife Equip
- Marriage and Family Workshops
- Summit on Stepfamily Ministry
- Marriage Mentor Training

The Impact of Isolation

Today's families are hurting from disconnection. Many people don't know where to go to find healing for their family—or even what healing would look like. But through FamilyLife outreaches and resources, God is working mightily in the hearts of people and impacting marriages and families everywhere. In Matthew 5:14, Jesus calls us to be “the light of the world,” letting the love of Jesus shine through our families and into our communities.

Because we believe that family is the greatest untapped resource for bringing good to the world and helping fulfill the Great Commission.



More than **1,700** divorces occur every day.¹



The majority of children in America have **less than 10 minutes** of meaningful conversation with their parents each week.



Only **38%** of Gen Z'ers believe marriage should be a lifelong commitment between a man and woman.²

1. Centers for Disease Control and Prevention
2. Barna



A Story of Isolation to Impact

Richard and Lucy Dickens

One day, Lucy Dickens received a devastating phone call from another woman's husband. The caller reported that he found text messages between his wife and Lucy's husband, Richard. Lucy couldn't believe what she was hearing! But after confronting Richard, she immediately knew it was true. Richard felt a mess as he knew his marriage was anything but complete and whole.

Rewind a few years, Richard and Lucy got married at 19. Both coming from fractured childhood backgrounds, Richard and Lucy had no faith or money, and barely talked about anything.

Richard had enlisted in the army as a high school senior, responding to his father's demand to find somewhere else to live by the time he graduated. Two weeks before he got out of the army, the couple found out Lucy was pregnant. The Dickens' journey

together received another passenger. Life became a roller coaster of bliss and arguments. After some time, Richard decided he wanted off the ride and told Lucy he no longer loved her. With a baby in her hands and her husband out the door, she went to his parents' house. In crisis, she asked Richard's parents to take her to church. There, Lucy received Jesus as her Lord and personal Savior.

Richard turned his back on Lucy and their child and didn't want to hear any opinions about his choices.

Months into their separation, Richard realized he'd been on the wrong path, and after finding out Lucy was going to church, he joined her. For the first time, Richard was exposed to the gospel in a way he'd never experienced before. Returning home, Christ and faith became a part of their family routine, but not their entire way of life. The

Dickens started a business together and grew from a family of three to a family of four. However, their partying and indulgent behaviors walked alongside their belief in God, shaping their double life. The couple describes this season of their life as living hypocritically.

The double life caught up to Richard when his relationship with the other woman was found out. But God was at work. Richard's brother and wife invited them to attend a Weekend to Remember.

For the first time, Richard and Lucy heard biblical truths on marriage that deeply impacted their union. Tears and joy filled their retreat experience as God brought healing and restoration. Afterward, they immersed themselves into everything FamilyLife offered. During this pivotal moment in their lives, they learned, "You have to get your eyes off your spouse. You have to. You gotta get your eyes on Christ!" Their journey from isolation to oneness to impact was on it's way!

While exploring the many resources that FamilyLife offered, they were deeply impacted by The Art of Marriage and began sharing it with other couples in their neighborhood and community. Richard says, "**Because of everything we have been through, we tend to be a magnet for broken people.**" From couples experiencing communication drought to couples on their way to divorce.

Many couples see the beauty of Richard and Lucy's marriage and think, "They have it all figured out," not realizing the pain and heartache God has redeemed in their story. Because of their transparency and venerability, couples realize that their own difficulties are not unique, and there is hope for them as well.

In a desire for greater impact, Richard and Lucy responded to God's prompting to dedicate their cabin in the mountains to the Lord as a marriage retreat center for couples to experience healing and hope in their relationships. Today marks four years of weekend retreats, impacting numerous marriages for the glory of God. The overflow of God in Richard and Lucy's marriage has enabled couples to receive the transformational hope of Christ, and many are now passing on that hope to others around them.

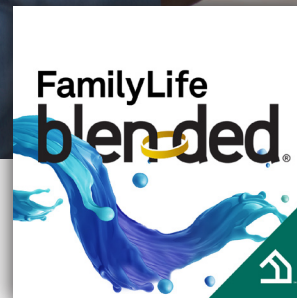
Generosity and transparency pour from the hearts of Richard and Lucy as they plan to continue to expand their gatherings throughout the year. The two continue to become a greater vessel for God, providing more teaching and marriage resources to their community. The story of Richard and Lucy Dickens uniquely illustrates the power of God's biblical truth for marriage, taking couples from *isolation* to *oneness* to *impact*.

THE OVERFLOW OF GOD in *their* marriage has enabled couples to receive the transformational hope of Christ into their own marriages.

Overcoming Isolation

FamilyLife Audio & Podcast Network

Adapting for the next generation



“I have been a listener for years, and the guest, topics, and conversations are always informational and life-giving. Even the topics I don’t think are pertinent to me provide a springboard for my words of encouragement to my circle of friends, family, church members, leaders, etc.”

“If you’re struggling with the complexities of being in a blended family, this podcast is a great resource to help you understand the why of what you’re going through. I’m in a blended family, and I lead a blended adults life group. Every episode I listen to has at least a nugget that applies to my situation. Most of them have entire gold mines.”



“Phil and I heard about FamilyLife about 13 years ago

when Phil started listening to the *FamilyLife Today* podcast. **We were newer believers with three small children and really didn’t know much about raising kids, other than keeping them alive! We loved each other but really didn’t know how to thrive in our marriage.**

Enter the *FamilyLife Today* podcast. Phil had many opportunities to listen during the day since his job required a lot of driving. He would faithfully listen and then let me know which episodes I should listen to. We both grew so much in our knowledge of raising children and strengthening our marriage.

We have since attended five Weekends to Remember and gone on our dream vacation—the Love Like You Mean It cruise! We’ve also helped host The Art of Marriage at our church, and Phil has led Stepping Up classes. We’ve gone through FamilyLife’s Art of Parenting and taken our three teens through Passport2Purity and Passport2Identity. We will be doing the same with our younger four kids. Currently, we’re starting our day together with a FamilyLife devotional.

I could go on and on about the resources we’ve enjoyed, but really this is all about how God has used FamilyLife to reach us. We have been so blessed by what we’ve learned. I can’t imagine where we would be without the influence of FamilyLife. I feel like our family tree has been changed forever.”

FamilyLife Audio & Podcast Network



Top 100 CHRISTIAN PODCAST

WEEKLY
LISTENERSHIP:

Over 1.1 Million

MONTHLY PODCAST
DOWNLAODS:

Over 480K

Experiencing Oneness



I checked into the Weekend to Remember holding back tears and wanting to make a run for the exit. I did *not* want to be there. I sat in the ballroom on Friday night with a fresh guidebook on my lap and low expectations. A divorce attorney was scheduled for the upcoming week. After years of disappointment in my marriage, I wanted out.

But God had other plans.

As I walked through the sessions with my husband in tow, we experienced something I didn't believe was possible: **transformation**. My husband always considered himself to be the warrior type—strong, adventurous, heroic. That strength certainly translated itself into our relationship. But over the years, we became weak and isolated from each other.

Something happened in the Weekend to Remember sessions. We received tools we've desperately needed for years. We heard stories from couples who made us feel less alone in our problems. But perhaps most importantly, we found our way back to each other.

By the time we left the marriage getaway, I barely recognized our relationship. Arms around each other, smiling, hopeful.

My husband said this after the final session: 'I've been lukewarm in our marriage for years. After feeling the Holy Spirit speaking into me this weekend, I'm on fire for my wife again.' We renewed our vows in that ballroom. We signed a covenant. We bought gift cards to come back again next year—and one for each of our children.

Before heading out of the event, a FamilyLife staff member pulled us aside to chat. She was the one who checked me into the event on Friday night. She said the Holy Spirit put it on her heart to pray for my husband and I that weekend. Out of the 850 people in attendance, she was praying specifically for our marriage. I told her about the divorce attorney, the pain in our marriage, and what we experienced that weekend. It brought tears to my eyes knowing someone was praying for us that weekend. We asked her to be the witness who signed our covenant before we left. God was at work.

In just three days, I witnessed my marriage go from the brink of divorce to a vow renewal.

And I can't wait to go back again next year.”



“My wife and I have been greatly impacted this weekend.

We came here because we’ve been struggling against each other for at least a year and have been stuck in a cycle of withdrawal, bitterness, and criticality. The Holy Spirit started working on us from the second we walked in, and continued to wittle away at our defensive layers and we began to talk to each other about the real issues.

It all came to a head when we read our love letters to each other and many tears were shed and I feel like at last, we can begin to move forward with hope in our hearts!”

-HUSBAND, 13 YEARS MARRIED

“This has changed the dynamic of our marriage! We can’t thank you enough for all the time and preparation it took. We have such a renewed hope and plan for the future. You created a safe place to have real conversations and be vulnerable to grow and move forward! Everyone needs to attend this event, no matter what stage of marriage you’re in! God bless you!”

Weekend to Remember



LIVES IMPACTED: **45,547**

PROFESSIONS OF FAITH: **823** LIFETIME OF MINISTRY: **54,694**

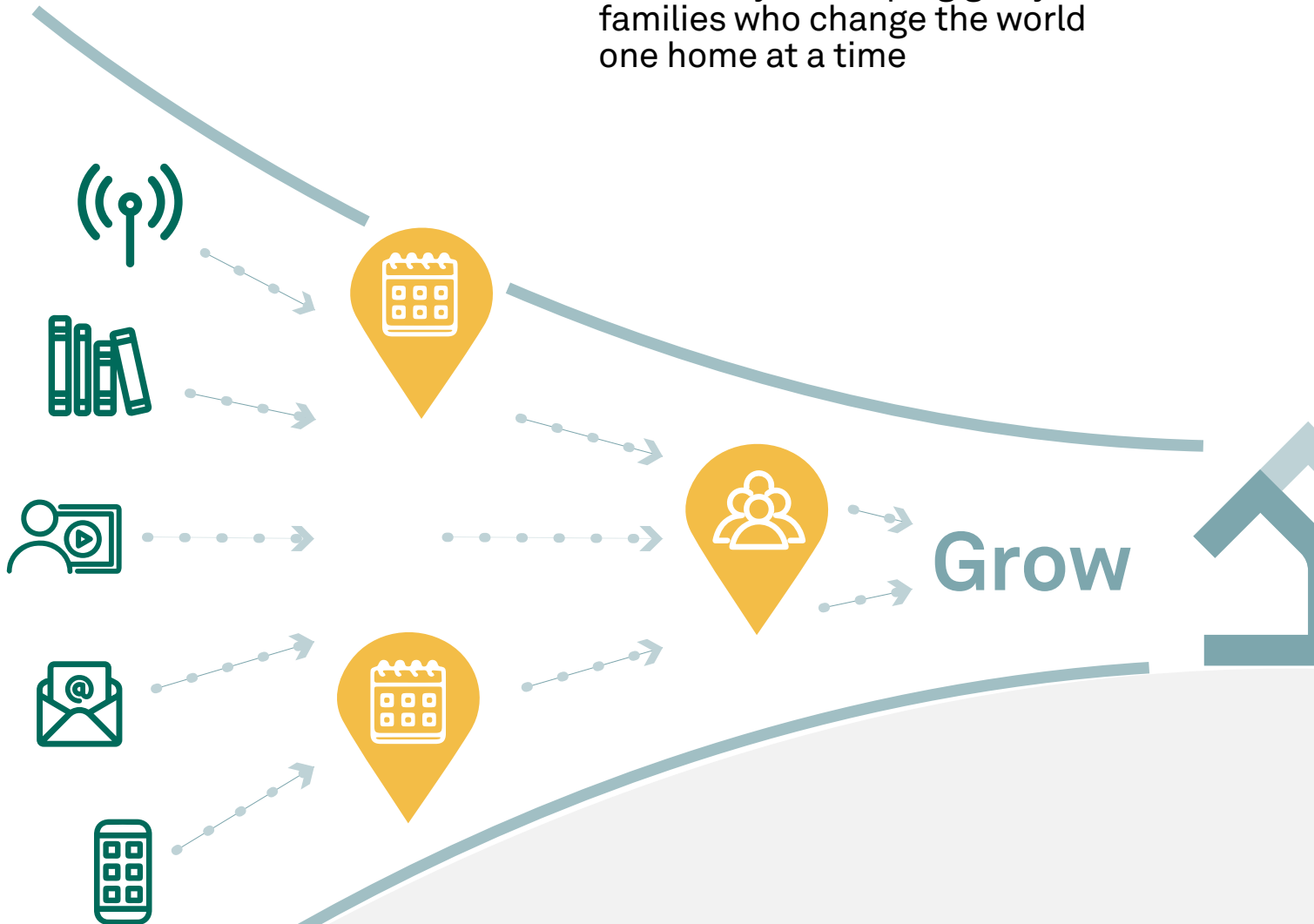
PASTOR
SCHOLARSHIPS: **4,687**

MILITARY
SCHOLARSHIPS: **2,490**

*U.S. only

Mission:

Effectively developing godly families who change the world one home at a time



REACH

OVERCOME ISOLATION

11,252,258
people reached & exposed to timeless truth

GROW

EXPERIENCING ONENESS

823 people with first time professions of faith

18,722 people recommitting to dependence on Lord and/or to family

265,952 people taking next step toward intentional growth (engagement with FamilyLife)

Vision:

Every home a godly home



Guide

GUIDE

EQUIPPING FOR IMPACT

22,590 people
discipling families
("Guides," multiplying
disciples)

188 Local Movements

81 Local Leaders building
teams & resources to grow
local movements



Ministering to Blended Families

Rich and Stacy Holsapple

It was July 2014. Rich and Stacy Holsapple had just married in April and were experiencing the summer schedule with his four daughters (ages 9-13 at the time). They were nearing the end of the second 10+ day stretch when Rich found Stacy hiding in their closet sobbing into a pillow. They both acknowledged that this was going to be much more difficult than they expected and that they needed help on the journey.

A co-worker had gifted Stacy their own well-loved copy of *The Smart Stepfamily*. She pulled it off the shelf and started reading. Rich and Stacy also joined a group of blended-family couples that met weekly at their church. It was such a relief to learn that they were not alone and they were not going crazy! This is a unique road with some big challenges, and being in community truly saved the first year of their marriage.

Over the next two years, they purchased and shared the Smart Stepfamily video series with their church group and attended the Weekend to Remember—where they learned about FamilyLife’s Summit on Stepfamily Ministry. They now attend annually (which has led to an amazing network of blended family friends and resources!), lead the weekly group at church, and have facilitated the Smart Stepfamily series so many times they have lost count. But they both agree... every time they watch it, they still learn something new!

Their youngest daughter just graduated from high school in June, and Rich and Stacy are grateful they discovered help through FamilyLife Blended resources when they needed it the most! And now they have the privilege of passing on that same help to others.

THIS IS A UNIQUE ROAD with some big challenges, and being in community truly saved the first year of their marriage.



It has opened my eyes to remind me that we need to focus on our marriage. I feel like there is hope for our family in the future, and it doesn't have to be 'great' now. Some things just take more time, but first we need to work on us."

"It was great not only as a stepmother, but also to help process some of my feelings as a child of a blended family. I didn't realize how much being a young child to older stepsiblings had affected my life and my views on those relationships."

Blended & Blessed



LIVES IMPACTED: **4,256**



A Gathering of Latin American Family Leaders Global Update from David & Meg Robbins

We had the incredible privilege and treat to gather with 300 people from 15 countries in Bogotá, Colombia, for three days of dynamic training, worship, prayer, and ministry planning. Designed by the FamilyLife Latin American lead team and our FamilyLife Global Resource team, the event was a fulfillment of a dream and it gave us glimpses of the future. Eighty percent of the people attending were key volunteer couples, along with 20% being local FamilyLife/Cru staff. It was a meaningful time of cultivating shared vision, partnerships, and strategy for all the countries of Latin America. It was such a

blessing to meet and encourage leaders and also get to speak and honor them.

We heard many similar comments as this participant:

“God melted my frozen heart. He solidified our marriage and resurrected our passion for the ministry.”

This is truly an example of what we are trusting God to see in every region of the world: local FamilyLife leaders and movements energized, equipped, and empowered to reach families in their home countries.



In 2017, God spoke to our hearts, calling us to participate in His desire to save the families of our nation through the restoration of their relationships (with the Father, between spouses, and parents and children). However, we prayed to God, because we felt that He would connect us with something very special, although we were not clear about how or what it was. And it happened... in 2019, at the invitation of some friends, we were invited to the movie premiere of *Like Arrows* by Family Life, where God answered our hearts' longing through this film, to the point of being so moved that we decided without a moment's hesitation, to join in this great movement of FamilyLife.

VLADIMIR & JOHANNA (DIRECTORS OF FAMILYLIFE COLOMBIA)



Faith Goals 2023

1 **Mobilizing Through FamilyLife Equip:** *Helping godly families impact others*

Volunteers and network leaders are asking FamilyLife for three things: connection, training, and resources. But how? We're building a robust digital platform to support volunteers and network leaders with dynamic and practical resources to reach, train, and equip like-minded families on mission to transform their communities. Our goal is to equip 50,000 leaders in the next two years.

2 **Launch New Art of Marriage:** *Journeying with couples to grow in oneness*

The all new Art of Marriage engages participants in a completely new learning environment that leverages our capacity to know and journey with each participant and leader. Online marriage assessments will help couples evaluate and discuss the health of their relationship, identify potential areas of growth, and foster deeper levels of group discussion. We have a goal of the new digital platform impacting over 15,000 churches with encouragement and resources that can be shared with others.

3 **Video Content Production:** *Bringing powerful family content to video audiences*

People are increasingly turning to the internet for real solutions to their day-to-day problems. However, gospel-centered, practical help for their questions is largely missing in the most searched format in the world—YouTube and other emerging video platforms. That must change if we are to reach the next generation.





A higher standard.
A higher purpose.

Audited Financials

Revenue	FY 2022	FY 2021
Staff Support	\$17,177,511	\$14,202,551
Contributions	\$14,268,107	\$12,312,082
Conference Fees	\$8,592,809	\$1,145,932
Resource Sales	\$2,509,288	\$1,790,698
Other Revenue	\$ 1,703,916	\$1,943,580
Total Revenue	\$44,251,631	\$31,394,843

Expenses	FY 2022	FY 2021
Compensation & Benefits	\$22,968,361	\$21,669,938
Occupancy***	\$6,395,846	\$461,700
Marketing Promotions & Media	\$3,536,124	\$4,198,924
Professional Services	\$2,663,368	\$1,641,650
Travel & Entertainment	\$2,475,255	\$796,542
Other Expenses	\$2,226,358	\$1,306,082
Cost of Sales & Supplies	\$1,521,897	\$779,609
Promotion & Advertising	\$1,242,929	\$510,341
Communication	\$1,137,297	\$825,216
Technology	\$915,204	\$1,153,243
Depreciation	\$496,674	\$391,313
Total Expenses	\$45,579,313	\$33,734,558

**Thank you for your prayers for the cruise situation requiring vaccination which dramatically affected our revenue. God was faithful to mitigate the loss as our great provider. Your financial gifts have meant more than ever this year!*

***Complete 2022 audit report available upon request.*

****Occupancy costs relate to costs for events and getaways, like Weekend to Remember and the Love Like You Mean It Cruise.*

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