



**DENISON MINISTRIES™**

*Transforming culture through Christ-centered content*

**2023 IMPACT REPORT**





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## *A Letter from Jim Denison, CEO*

The night before writing this report, I introduced myself to someone at church who replied, “I know who you are. I read you every morning. And my wife and I support your work.” I thanked him for his kindness, explaining that his contributions allow us to give God’s word to the world without paywalls, subscription fees, or other financial barriers.

He responded, “We know. That’s why we give to you.”

Like my new friend, your generosity enables Denison Ministries to reach people around the world with biblical truth that draws people into a transforming relationship with Jesus. We began in 2009 with seven thousand subscribers; today, we have readers in every country on earth. This year, our content will be read, heard, or viewed more than ninety-five million times.

Every person we reach with God’s word is an extension of your partnership with us.

And together, you and I are partners in a cause that the King of the universe is empowering to advance his kingdom across the globe. God’s word always accomplishes his purpose (Isaiah 55:11). He is using our ministry to speak his truth to the crucial issues of our day because he “desires all people to be saved and to come to a knowledge of the truth” (1 Timothy 2:4).

As we approach our fifteenth anniversary, our entire team is deeply grateful to God for the privilege of joining his Spirit in this global ministry and for the honor of partnering with you as your generosity makes our work possible.

In the inspired words of Fanny Crosby, “To God be the glory, great things he has done!”



**Dr. Jim Denison**  
*Chief Executive Officer*  
*Denison Ministries*

*Thank you for your investment into pushing our culture toward Christ.*

Because of your prayers, conversations, support, and God’s blessing, our ministry has continued to grow, as evidenced by the numbers given in this report.

Whether our content waters a seed of truth in someone’s life or provides a life-giving taste of the Living Water to a long-parched soul, please know that your partnership with Denison Forum is deeply affecting Christians, encouraging them to live out biblical truth in their pursuit of Jesus amidst a world that urges us to live for ourselves above all.

One of those impacted is Dan, who recently wrote us:

*“Most every day your message seems to be what I need for the day. Some days encouragement, some humility, some strength, some guidance and the hope we have in Jesus Christ.”*

So, thank you for choosing to support Denison Forum. Because of thoughtful Christians like you, our ministry can continue speaking the truth in love to a culture in desperate need of both.

I am deeply grateful for your partnership,

Jim Denison, PhD  
 Founder & CEO

*Denison Forum’s impact by the numbers in a year:*

Content experiences through Denison Forum resources: **31,900,532**



Podcast listeners per month: **205,649**



Engagements on social media (likes, comments, shares, etc): **457,493**



Resources read online: **6,502,540**



Emails opened: **22,252,727**



Daily Article readers per month: **1,854,393**



*You made this possible!*

From the very beginning, First15 has sought to help people connect with God in a deep and meaningful way. But when God birthed the vision for First15 over six years ago, we never could have imagined that millions of believers would cling to our resources as their way to spend meaningful time alone with God.

By donating to First15, you have helped create resources that allow millions of people to connect with God at no charge. Every day, believers around the world are engaging with God and building the foundation of their faith through our app, daily devotionals, podcasts and music. We could not be more grateful!

It's a blessing to hear stories of the impact First15's resources have:

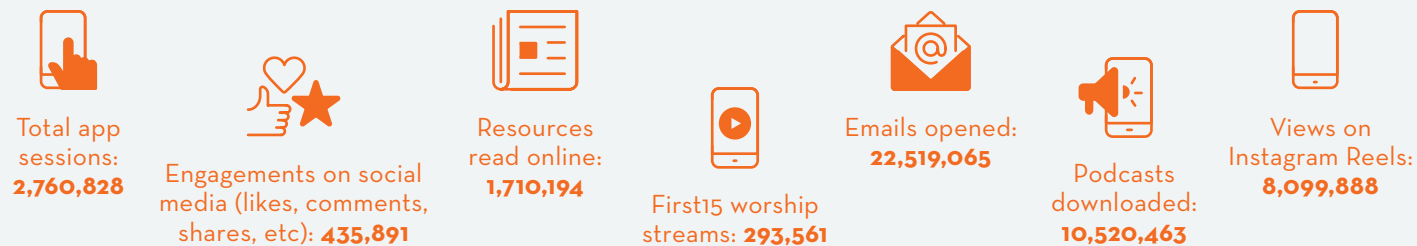
Thank you for these devotionals. They bring me into the presence of God each morning. I have recently shared the app with a friend who is a new believer and she is being so blessed by the devotionals. You are making a difference in the lives of many. -Marla

I can't thank you enough for the way this ministry has blessed my heart each and every morning for months now. I am a teacher in a school district that is very challenging and I listen to this podcast every morning before work and it just helps set my heart for the work that is ahead. Thank you so much for your faithfulness. -Lisa

So thank you for your support. You make this life change for believers around the world possible.

*Check out First15's impact by the numbers in a year!*

Content experiences through First15 resources: **47,729,242**



*Thank you for making a difference.*

Raising kids who love and follow Jesus is getting harder and harder every day. That's why Christian Parenting exists.

Christian Parenting gives parents the practical and spiritual help they need on as many platforms and in as many ways as possible. Our resources include blogs, prayer journals, events, workbooks, podcasts, video courses, and so much more.

Thanks to you, over a million parents are being transformed by our resources every day. They're helping people set aside perfection and grow into the perfectly imperfect parent they were made to be.

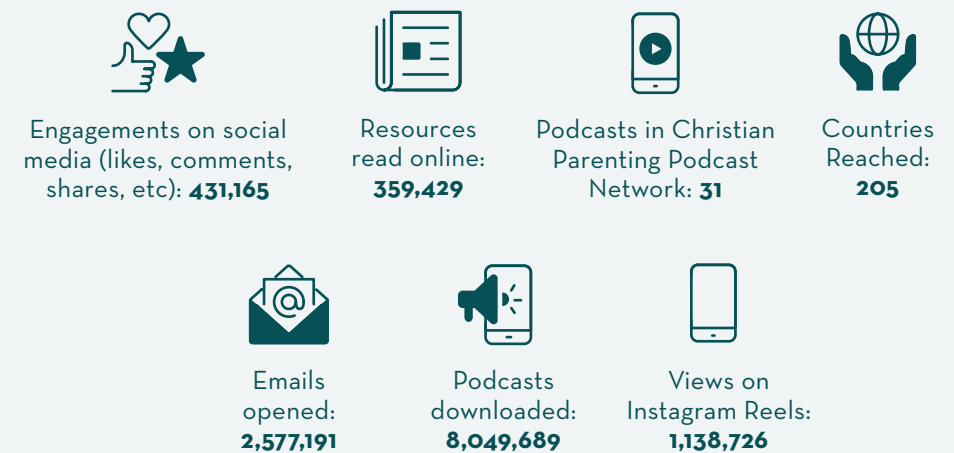
These are parents like Amy who recently wrote to us about how our website has helped her as a mother:

This page has been such a blessing in my life as a parent and each time it pops in my inbox I look forward to reading and learning helpful tools to be a Christian parent today with 3 littles!

So thank you for your support. You make this life change for parents across the world possible.

*Check out Christian Parenting's impact by the numbers in a year!*

Content experiences through Christian Parenting resources: **12,632,368**



## You made this possible!

At Foundations with Janet Denison, our calling follows the words of Jesus in Matthew 7:24-25:

*“Therefore everyone who hears these words of mine and puts them into practice is like a wise man who built his house on the rock. The rain came down, the streams rose, and the winds blew and beat against that house; yet it did not fall, because it had its foundation on the rock.”*

Our primary mission at Foundations is to teach people about the transforming power of Scripture through digital Bible study. We achieve this mission by creating and distributing resources such as in-depth and topical Bible studies, extensive website content, social media posts, books, podcasts, devotionals, and videos.

Your support impacts individual lives like Debbie who recently wrote us:

*“Your Bible Study has blessed me more than you know. This has been an unexpectedly difficult and challenging year. God answered our prayers in so many ways. Your teaching has meant more than anyone knows.”*

By donating to Foundations, you have partnered with us in this high calling to help others make God’s word the firm foundation of truth and grace for their lives.

I could not be more grateful for your generosity,

Janet Denison  
Founder & Author

## Check out Foundations’ impact by the numbers in a year!

Total content experiences through Foundations resources: **700,575**



Engagements on social media (likes, comments, shares, etc): **104,809**



Resources read online: **211,356**



Bible study videos: **16**



Emails opened: **353,526**



To learn more about any of our brands, visit [impact.denisonministries.org](http://impact.denisonministries.org) or scan this QR code.





## Denison Ministries

Income Statement (Unaudited)

12/31/2023

	Actual	Final Budget	Variance
<b>Donation Revenue</b>	\$6,589,930	\$6,693,859	-\$103,929
<b>Other Revenue</b>	148,996	105,252	43,744
<b>Investment Income</b>	120,156		120,156
<b>Total Revenue</b>	\$6,859,081	\$6,799,111	\$59,970
<b>Salaries &amp; Payroll Taxes</b>	\$3,657,901	\$3,650,782	-\$7,120
<b>Benefits</b>	846,104	823,429	-22,676
<b>Travel</b>	54,651	58,307	3,656
<b>Talent Development</b>	40,321	41,803	1,482
<b>Content</b>	165,743	201,802	36,059
<b>Marketing</b>	285,442	354,381	68,939
<b>Development</b>	450,652	615,527	164,875
<b>Governance &amp; Legal</b>	102,611	133,353	30,742
<b>Finance, Operations &amp; HR</b>	563,251	560,664	-2,588
<b>Technology</b>	353,038	416,031	62,993
<b>Expenses</b>	\$6,519,713	\$6,856,078	\$336,365
<b>Net Income</b>	\$339,368	-\$56,967	\$396,335

At Denison Ministries, every dollar donated is used to accomplish the mission and vision to which God has called us. Through God's provision and responsible stewardship, Denison Ministries has maintained healthy financial growth since its founding, allowing the impact of our mission to grow as well. Ascribing to a value of transparency and as an ECFA-accredited organization, our financial statements are audited each year.

To request a copy of our most recent audited financial statement, visit [denisonministries.org/financials](https://denisonministries.org/financials).







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