



DENISON MINISTRIES™

Transforming Lives Through Meaningful Content

2022 ANNUAL REPORT



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“So thankful to the Lord for your entire team and the practical wisdom, counsel, and discernment you provide via the Daily Article and other resources! All of you are making a tangible difference in the daily lives of so many for Christ, and your efforts and insights inform, impact, and influence not only my teaching and preaching weekly but so many other undershepherds and their flocks as well. Praying that the Holy Spirit continues to inspire and empower you all with His wisdom from above in the challenging days ahead for the benefit of the Church and our nation! May God’s continuing blessings be poured out richly upon each and every one of you!”

- David O.

A Letter from Jim Denison

My favorite definition of greatness comes from the philosopher Alfred North Whitehead, who observed that great people “plant trees they’ll never sit under.” I think of his wisdom often when I thank the Father for those who partner with our ministry through your generosity, intercession, and encouragement.

Everything we do is an extension of your faithfulness. Every one of the people we engage with biblical truth each month is being touched by your generosity. Each of us at Denison Ministries is able to serve on this team because of your support for our kingdom calling.

We began in 2009 with a few thousand email subscribers but with a vision to change the culture with biblical truth. At our inception, we chose to be a donor-based ministry so we could give our digital content to the world without cost.

Through your faithfulness, God continues to fulfill this vision. Now, having grown to become one of the largest media ministries in America, we continue to engage our culture with God’s word in partnership with those who support our mission. And we still depend on your generosity to enable our work.

Paul’s prayer for his favorite church is my prayer for you today: “I thank my God in all my remembrance of you, always in every prayer of mine for you all making my prayer with joy, because of your partnership in the gospel from the first day until now” (Philippians 1:3-5).

May God richly bless you and yours.



Dr. Jim Denison

*Chief Executive Officer
Denison Ministries*

Broader & Deeper

What was supposed to be a three year vision launched in 2019 to increase our audiences to 6.6 million by 2023 got massively accelerated by the pandemic, helping us reach our goal by November of 2021. As we prayed for where God would take Denison Ministries next, we felt a call to go **broader** and **deeper** in terms of audience.

Our focus for 2022 has been to resource that broad audience in deeper ways every day, to better empower and mobilize God's people to illuminate the reality of his love and goodness in these times of such great spiritual need.

Meaning - our key metric expanded from measuring audience growth to also measuring "content experiences," looking at both the quantity and quality of life transformation happening through our brands every month.

This strategic shift will allow us not to only emphasize the amount of people consuming the resources, but the experience and stickiness of our resources for each individual user, helping us maximize each piece of content that is created and getting it into as many hands as possible.



Alex Kondratev

*Chief Content Officer,
Denison Ministries*

“

“Christian Parenting has been a “lifeline” for me. Thank you for all of your resources. From the prayer journal to all of the podcasts in your podcast network to the newsletters with amazing articles you seem to know just what parents need. Keep up the great work. We need you!”

- Amanda P.

“

“I have to tell you how life changing your First15 daily devotionals have been for me. I now have my husband and step daughter listening daily. She suffers from crippling anxiety and has pulled away from God in recent years, as a result. Your devotionals are slowly bringing her back to a place of faith and having a calming such a positive impact. There really are no words! ‘Thank you’ is woefully inadequate. I praise your name to our Heavenly Father each day for what you’re bringing to our lives and the lives of so many.”

- Lori S.

“

“A friend of mine gave me a copy of ‘A Great Calm’ and it is so amazing. Thank you for writing this and especially for all the scriptures that are in each chapter. I look forward to sharing this book with many people.” - Jennifer H.

Going deeper with our audience

After surpassing the goal to broaden Denison Ministries' audience by 2023, and realizing we can connect one person to God in multiple ways throughout their day, we shifted our focus from going broader, to going deeper with that audience in 2022.

Rather than focusing on how many email subscribers Denison Ministries has, we decided to take a look at how many emails are being opened each month, how often someone was connecting with God through the daily devotional, or how many times someone was understanding how Jesus views this world through the Daily Article, and how we could provide more content to deepen their relationship with Christ.

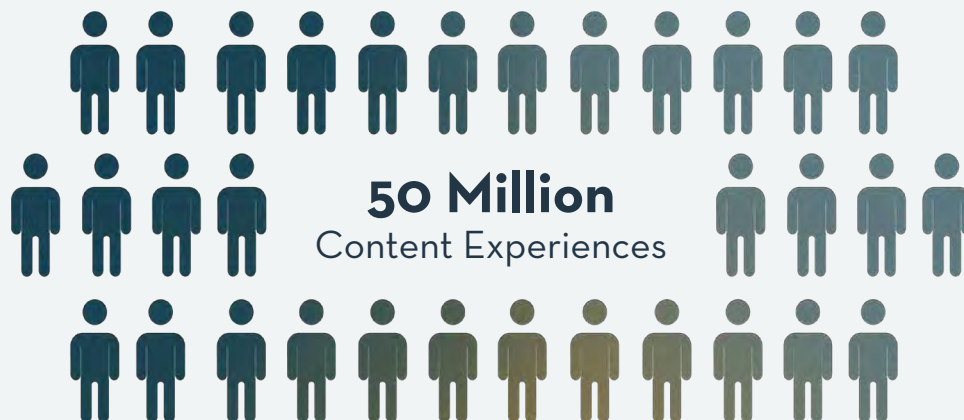
We focused on how our audience was engaging with us on social media, how many times our videos were being watched, the number of resources read through each website, how many physical books were being distributed to readers, and even what our audience looked like through third party platforms like YouVersion.

In 2022 alone, we surpassed 50 million content experiences – that's 50 million touch points our audience has had with Denison Ministries content, but more importantly 50 million connection points our audience has had with Jesus as they continue building their relationship with God.



Haley Harris

*Director of Marketing,
Denison Ministries*



Denison Ministries' Family of Brands

Christians should have the resources they need to shine the light of Christ that's already within them. No amount of inundation or distraction from the world should be able to crowd out the light of God moving in, through, and around us. That's why we've created a family of brands with robust resources and a broad reach, to resource God's people through technology they already use to illuminate his glory in their everyday lives.





Every morning the Denison Forum resources God's people to have his perspective on the main event in the news. Through resources like the Daily Article, we're helping millions of Christians live with news in one hand and a Bible in the other so that God's people are empowered to speak his loving truth to the real issues of their day.



Without a true and abiding connection to the Spirit, God's people will never have the power and courage they need to transform the world around them. Through resources like the First15 daily devotional, we're guiding more than a million believers into the presence of God through worship, reading, and prayer.



God's plan for his kingdom's advancement is that we should stand on the shoulders of those that have come before us, and we believe that work begins in the home. Christian parents need practical and spiritual help to bring Christ to the center of their home. With a robust set of resources like the CP podcasting network and printed resources, we're giving busy parents the content they need in an accessible and transformative way.



The work of transforming God's people starts with being grounded in God's truth. His people need help understanding how to read and apply his living and active word to their everyday lives. So every week, with resources like digital and in-person Bible studies, we're training thousands of people to go deep in their study of Scripture.

Impacting culture one day at a time



Book releases

The Coming Tsunami, Why Christians are labeled intolerant, irrelevant and dangerous and how we can turn the tide.

What are My Spiritual Gifts, How to Discover, Understand, and Apply Your Spiritual Gifts, by Dr. Ryan Denison

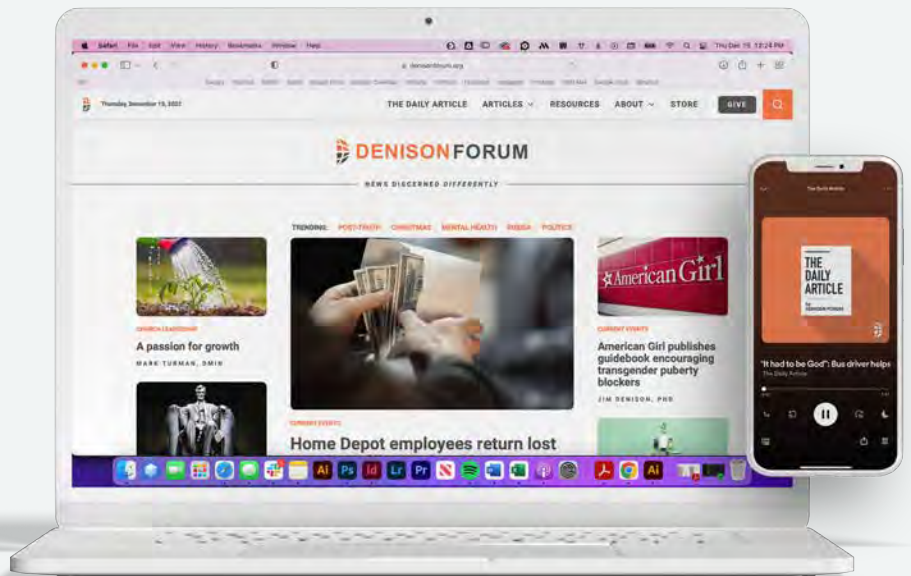


1,188,469 podcast episodes downloaded between *The Daily Article* and *The Denison Forum Podcast*

15,324,162 total content experiences through December 2022

10,354,233 Daily Article emails opened
2,097,214 articles read on *DenisonForum.org*

1,472,160 interactions on social media platforms (includes Facebook, Twitter, Instagram)



2022 Discerned Differently

2022 served as a pivotal and exciting year for Denison Forum. I transitioned into the new role as Denison Forum Executive Director in late 2021 after pastoring churches for 34 years. I earned my Doctor of Ministry degree from George W. Truett Seminary at Baylor University and pastored Crosspoint Church in McKinney for 25 years before deciding to join Denison Forum. I'm eager to strengthen the work of Denison Forum to equip and encourage believers and especially Christian leaders to discern the news differently.

2022 launched with the release of Dr. Jim Denison's vital book, *The Coming Tsunami, Why Christians are labeled intolerant, irrelevant and dangerous and how Christians can turn the tide*. The winter and spring book tour covered the state of Texas and the book's message extended globally through a wide range of media interviews and podcasts. As our culture grows stronger in its opposition to biblical faith, *The Coming Tsunami* is helping believers at every level of society to understand the issues of our day and to respond in redemptive ways. In the second half of the year, the Tsunami message and other resources were shared on college campuses in Texas, Louisiana and Missouri and numerous pastor gatherings. To date, over 7,500 copies of *The Coming Tsunami* have been distributed.

2022 brought the rebirth of *A Pastor's View*, the twice weekly newsletter that is reaching more than 2,500 pastors and church leaders. This resource features timely articles from Dr. Denison, myself and other pastoral contributors to encourage and equip local ministry leaders to be cultural missionaries who are growing kingdom minded disciples for Christ.

In addition to Dr. Denison's Daily Article and books, the Denison Forum has a robust selection of articles published weekly at denisonforum.org created by our outstanding staff and contributing writers.

Grateful for you,



Mark Turman

*Executive Director,
Denison Forum*

2022 Denison Forum Podcast

2022 also saw the inauguration of the Denison Forum Podcast hosted by Dr. Mark Turman and featuring Dr. Jim Denison. This new weekly resource explores a wide range of cultural topics and special guests. In just the first year, meaningful conversations were engaged with cultural commentator and attorney David French, Judge Kenneth Starr and author Philip Yancey. To date, the Denison Forum podcast has resulted in 1,188,469 downloads.

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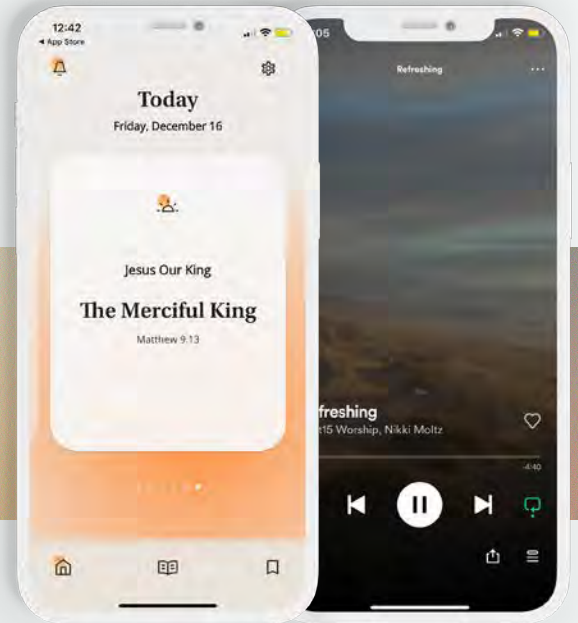
“A unique ministry. I have been receiving Dr. Denison's Daily Article for several years and am blessed, informed, challenged, and encouraged. Thank you Dr. Denison, for following God's path for your life. Your podcasts are great as well.”

- Dwayne S.

Helping you connect with God

405,537 streams through First15 Worship
1,680,957 sessions on the First15 Mobile app
5,603,132 podcast episodes downloaded

23,859,854 total content experiences through December 2022



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“Have benefited greatly from your daily devotional, and downloaded the app. I have printed some for future reference. Appreciate the depth, scripture, guided prayer and inclusion of music. The latter has introduced me to some new artists/worship songs that I have added to my playlist. Your devotional appeals to both head and heart.” - Kathleen W.

11,279,795 daily devotional emails opened
325,151 Primeros15 daily devotional emails opened
3,510,782 devotionals and other resources read on First15.org

185,936 interactions on social media platforms (includes Facebook and Instagram)



Transformed in His Presence

The goal of First15 is to help people cultivate a deep and meaningful connection with God so that they can be transformed by his healing presence every day. Over the last year, First15 has launched several new initiatives to help our audience connect with God, from the release of more First15 Worship songs and an instrumental album to a complete refresh of our website and app. We are also working with great authors both on and off the First15 team to write and record guided prayers that are meant to help God's people take a few minutes throughout their day to pray through whatever they may be facing. These prayers are hosted on our app, website, and our YouTube channel, and are sent out to our email list at the beginning of each week. The feedback we've received has been tremendous!



Ryn Tomlinson

Brand Manager, First15



Check out *First15 Guided Prayers*
by scanning this QR code!

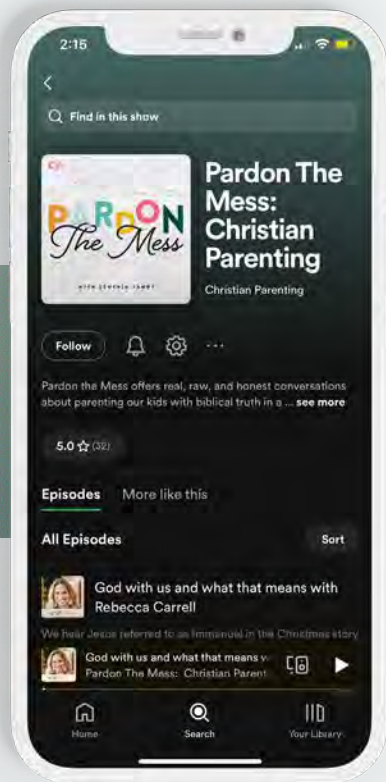
christian parenting™

PERFECTLY, IMPERFECT.

1,210,757 blog emails opened
558,087 parenting resources read on
ChristianParenting.org

**PERFECTLY,
IMPERFECT** a christian
parenting
event

1,532 signed up for digital events -
2,630 videos watched



7,542,187 podcast episodes downloaded
through the Christian Parenting Podcast Network

*9,681,762 total content experiences
through December 2022*

151,027 interactions on social
media platforms (includes
Facebook and Instagram)



201 enrolled in digital courses

Raising a daughter isn't easy. This is where you start.

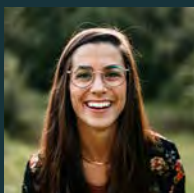
A big project of 2022 was the launch of a new CP product, a guide for moms of daughters in 2nd-12th grades called *Helping Moms Raise Confident Daughters*. Written by our spokesperson Terra Mattson, these courses give moms insight and guidance into the key spiritual, physical, and emotional worlds of their daughters, while helping them build a safe and secure relationship with her. In 2022 Christian Parenting launched three courses titled, *She is Confident in God* (2nd-3rd Grade), *She is Confident in Her Changing Body* (3rd-5th Grade), and *She is Confident in Her Identity* (6th-8th Grade). We look forward to releasing more courses in 2023.



Meet Stephanie Thurling, Christian Parenting's Executive Director

In 2022 Christian Parenting was pleased to welcome Stephanie Thurling as its new Executive Director. Steph is the co-founder and co-author of *Raising Prayerful Kids*, a book that equips and encourages parents to be praying with their kids in a meaningful way. She is passionate about faith formation at home and building deep families and friendships. She lives in Minnesota (even though she hates the cold) with her husband and three elementary aged kids.

She has her master's degree in youth, family, and culture from Fuller Theological Seminary and has previously worked in congregational youth ministry, where she developed a passion for equipping and empowering parents to show their kids the love of Jesus. She not only brings a wealth of content creation experience, but also strong team leadership skills. Over the coming months and years, she will be helping us refine our brand's content strategy, as well as developing, writing, and producing content of her own to be promoted across our channels.



Alex Kondratev
Chief Content Officer,
Denison Ministries

“I enjoy getting your timely encouragement by email and reading the blog to strengthen daily Christian walk as a parent in this ever-changing culture. Thanks!!” - Susan W.

121,246 weekly blog emails opened

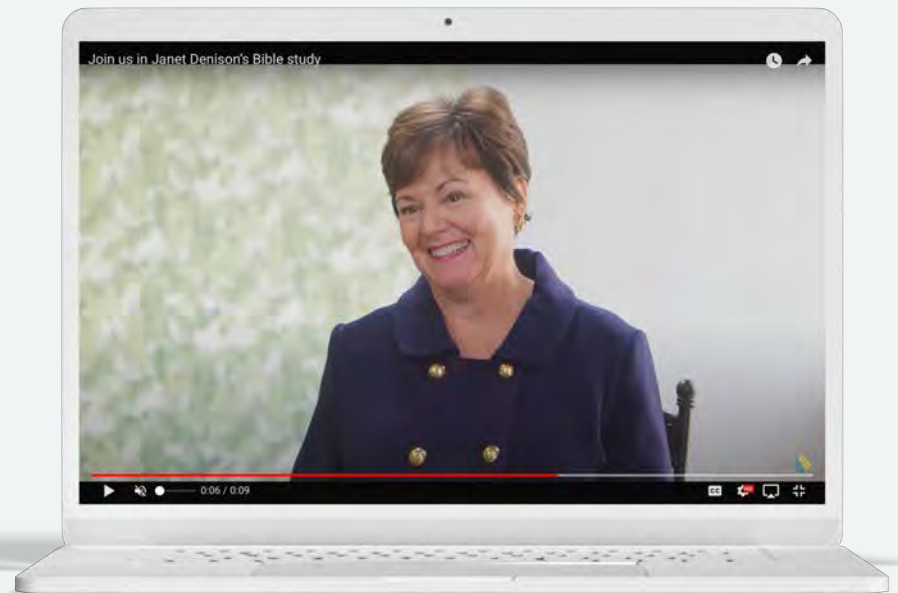
228,118 resources read on FoundationsWithJanet.org



420,854 total content experiences through December 2022

2,873 signed up for digital Bible studies - 8,985 videos watched

46,892 interactions on social media platforms (includes Facebook and Instagram)



Our Bible study library has grown!

This past year has been an exciting year for Foundations. Our focus was to expand the Foundations Bible study library with studies suitable for anyone desiring to know and love God's word.

By year's end, we added 11 new Bible studies to our library, ranging from topical, shorter studies like *Sermon on the Mount*, to longer, more in-depth studies like *Until the Whole World Hears*. Our studies are being used in small groups all across the country, and we continue to partner with Park Cities Baptist Church and Harbor Chapel for local, in person Bible studies.

Because of the great success with those partnerships, our focus for 2023 will be to partner with other churches in a similar capacity. Our long-term goal is to become a trusted Bible study resource for churches who don't have the financial means to purchase or create Bible studies for their members.

We will continue to add to our library each year, providing one in-depth study and approximately four topical studies annually.

In gratitude,

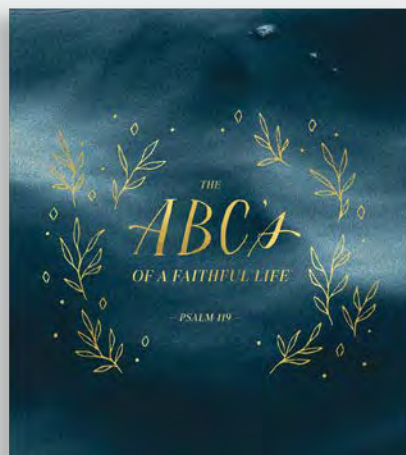
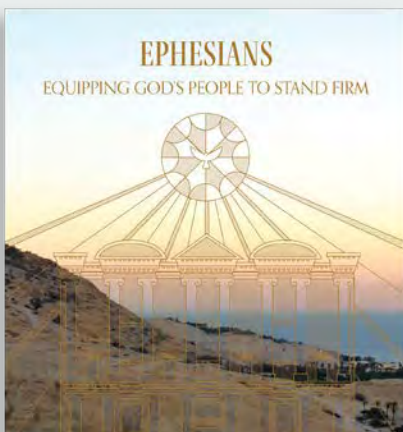


Trace Kennedy

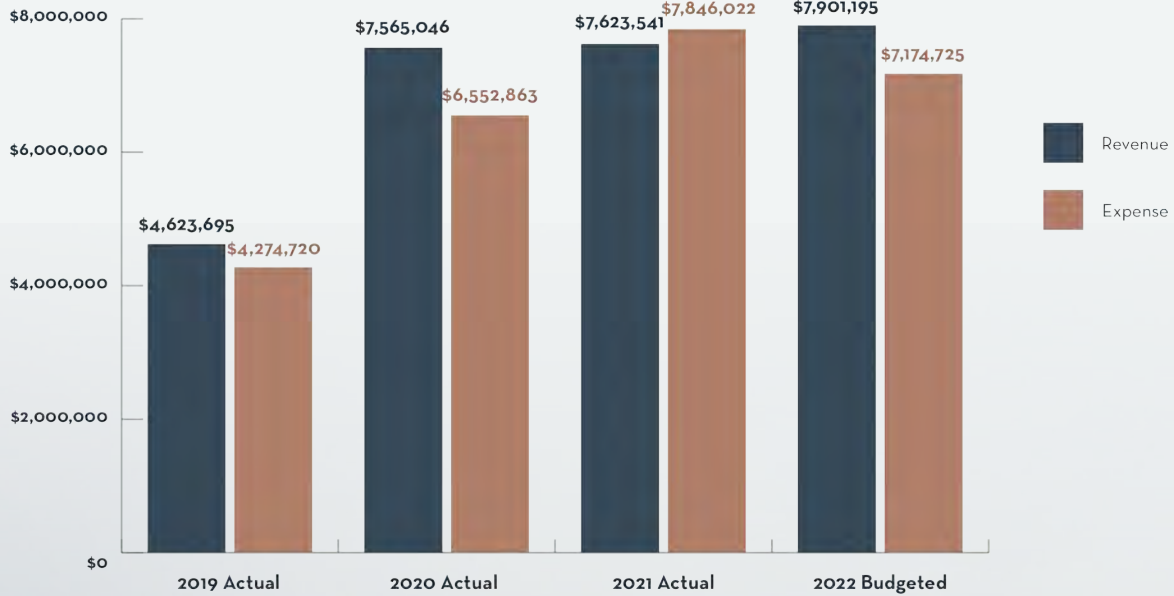
Foundations with Janet Denison

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“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 meant more than anyone knows.”
- Debbie W.



2019-2022 REVENUE AND EXPENSES



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.



A Note from our President

Thankfulness is what comes to mind when our ministry team reflects upon 2022. Thankful for God's guidance and continued provision through a year filled with the uncertainties we have all faced. Thankful for the increasing opportunities God has given us to impact lives through biblically based, meaningful content. And, as you have seen, we are thankful for the results of your support applied to those opportunities. We are grateful to God for each blessing and so grateful for you, our faithful partners.

In that same spirit of thankfulness, we are looking forward to 2023. God continues to call Denison Ministries to engage our culture with his word. We are responding to that need by going deeper with our audience and offering more content experiences. We also plan to continue to broaden our reach through the digital technologies of our day. God is also providing opportunities for new initiatives both inside and outside of the ministry. We look forward to sharing these plans with you in the days to come and to seeing how the Lord leads.

Please know how thankful we are for your investment in Denison Ministries. The graphic on this page shows just how faithful you have been and continue to be. Your prayer, encouragement, feedback, testimonies and financial support is so encouraging and enables all that we are called to do. It is a privilege to serve our Lord alongside you.



Jeff Byrd

*Co-Founder and
President*



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