



DENISON MINISTRIES™

Transforming Lives Through Meaningful Content

ANNUAL REPORT

2021



Transforming Lives Through Meaningful Content

2021 ANNUAL REPORT

Table of Contents

5

A letter from CEO, Craig Denison

6 & 7

Audience growth update

8 & 9

Denison Ministries Family of Brands

10

A letter from Co-Founder, Dr. Jim Denison

12-15

Denison Forum 2021 Update

16-19

First15 2021 Update

20-23

Christian Parenting 2021 Update

24-27

Foundations with Janet Denison 2021 Update

28 & 29

Financial Statement



PRIMEROS¹⁵ PODCAST LISTENER

"I would like to thank you for this valuable tool that helps in the spiritual growth and development of every person who chooses to do so, including myself. How beautiful to be able to meditate on the Word of God and at the same time to be able to pray specifically for those personal needs and for others as well. Thank you very much. God bless you."

A LETTER FROM CRAIG DENISON

Over a lifetime of ministry, my father and our co-founder, Dr. Jim Denison, has coined dozens of what we lovingly refer to as "Jimisms." The most timely "Jimism" for these chaotic days we're living in has to be that "God redeems all that he allows."

The reality of God's redemption in the midst of so much suffering is critical both for our own hearts, and for how we share God's goodness and love with a world in such desperate need. And looking back on the last year, it's a genuine privilege to feel that Denison Ministries could be a meaningful window into one of the ways God is redeeming this world-wide pandemic.

Prior to the pandemic hitting the US, we had already launched a vision, raised funds, and restructured our organization to grow the total audiences from 650,000 to 6.6 million. Then the pandemic hit, and I genuinely didn't know what the future would hold. But month after month, as we simply sought to meet the increasing need of spiritual hope and biblical truth being delivered consistently on digital devices, we found the impact increasing faster than we could have imagined.

Sitting here today, only God's providence and your generosity can explain this growth - both in reach, now beyond 6.6 million - and more importantly, in lives transformed.

From the bottom of my heart, it is sincerely a joy to partner with you in God's redeeming work both for his glory and our good.



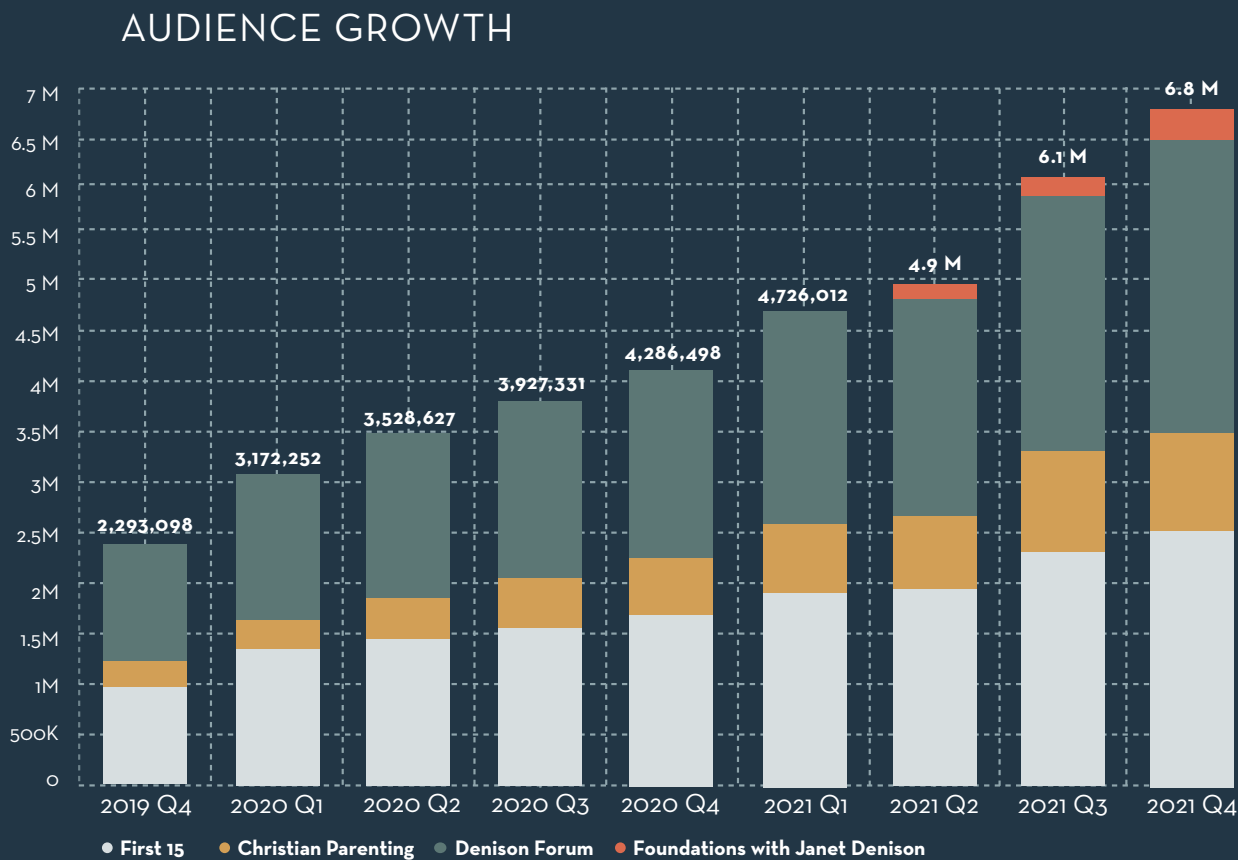
CRAIG DENISON,
*Chief Executive Officer
Denison Ministries*

Celebrating Denison Ministries now reaching 6.8 million!

At the 10-year turning point of Denison Ministries, God clearly called us to move from mission to movement, significantly accelerating the resources and reach of the ministry.

By God’s grace, Denison Ministries has seen expansion and opportunities beyond our biggest dreams. The audience reading, listening, and watching our content each month grew tremendously over the last two years, and remarkably so in 2021. We know that transformative content changes lives, and transformed people transform the world around them - we’re so excited to see what the Lord does through his people.

At the end of 2021, because of your generous support and God’s grace, Denison Ministries continues to accomplish this vision by reaching an aggregate audience of 6.8 million each month with transformative content.



849 THOUSAND
PODCAST
DOWNLOADS
PER MONTH

310
THOUSAND
VISITING
WEBSITES
ACROSS ALL
BRANDS

VIDEOS HAVE BEEN
VIEWED 3.1
MILLION TIMES

OVER 1.2 MILLION
PEOPLE ON OUR
EMAIL LISTS

1.3 MILLION
SOCIAL FOLLOWERS
ACROSS FACEBOOK,
INSTAGRAM AND
TWITTER

6.6 THOUSAND
MONTHLY LISTENERS
TO FIRST15 WORSHIP

We believe not just in the value of meaningful content, but in its power to transform lives so God’s people can transform the world around them. To that end, every Daily Article, each book, every First15 devotional, all Christian Parenting podcasts, all of Janet’s Bible studies, every media opportunity, everything, all of it, is a result of that focus.

After surveying our audiences, we were amazed by the ways the Lord is impacting lives through Denison Ministries’ content, accomplishing the mission that he set before us.

89% of First15 readers feel refreshed after they read the First15 devotional.
93% of Daily Article readers are now praying for the world around us.

In addition to the various statistics, we receive stories daily from our listeners, readers and donors who are being transformed by this meaningful content. Here are a few of the stories you’ve made possible:

“Thank you so much to Janet for sharing her insight into Jesus and His life. It prompts me to investigate her ideas and brings me closer to the God that loves me.” - Patricia S.



“Thank you, Jim Denison, for your powerful ministry. I read you first thing in the morning and feel God’s power moving me in greater strength and courage. I mark Scripture and make copies of your devotional so that I can hopefully live a greater calling.” - Tweety E.



“I’ve used First15 for quite awhile now to start my day.. As a worship musician, I really appreciate you incorporating music in the daily worship devotions. It helps to prepare my heart for God’s word. Thank you!” - Beverly G



“So grateful for all the incredible resources you create and provide! My wife and I are expecting our first in April and we feel so much more equipped because of you all!” - John-Michael N.



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.

A NOTE FROM DR. JIM DENISON

But, as it is written, “What no eye has seen, nor ear heard, nor the heart of man imagined, what God has prepared for those who love him”— I Corinthians 2:9

Jeff Byrd and I could not have imagined what God had prepared for us when we launched this ministry 12+ years ago. As you will see in this report, we attained the growth campaign’s financial and audience reach goals established in 2019... more than a year early. To have believed that we would be reaching more than 6.6 million people a little more than a dozen years later would have stretched our faith beyond anything we could have imagined.

And, as tempting as it is to stand here and look back at what the Lord has done, more of Paul’s words cause me not to pause too long, “I press on toward the goal for the prize of the upward call of God in Christ Jesus” (Philippians 3:14).

Now that God has blessed Denison Ministries with the resources, staff, and reach to make an impact in our culture: where do we go from here? If you’re around any of our staff for very long, you’ll hear us voice the goal of going “broader and deeper.” It’s not enough to assemble such an audience, what we do now is more vital than ever.

In Acts 2, Luke tells us that following Pentecost, the infant church impacted their world significantly. Peter preached, and 3,000 souls were added. Their next step, according to Acts 2:42, was to go *broader* and *deeper* (Acts 2:41-42) by teaching, encouraging, and empowering them.

The result of “broader and deeper” was this: Acts 2:43: “And awe came upon every soul, and many wonders and signs were being done...” Have you ever noticed that those most in awe of God seem to have more wonders and signs in their lives? There’s a relationship between awe and wonders. It seems that the more awe, the more wonders, then there’s more awe, followed by more wonders... an upward spiraling display of the love and power of our mighty God.

As Chief Vision Officer, I see how crucial our ministry and team are in what’s ahead. *The Coming Tsunami* is more than the title of my latest book. It will define the scope and tenor of all we do in the coming months and years. But, most importantly, we intend to be a team that loves and is in awe of our great God.

His word promises wonders and signs if we don’t lose sight of who he is. And we believe it. Thank you for leading and inspiring us in this incredible experience. Wonders are ahead.



DR. JIM DENISON,
Chief Visionary Officer
Denison Ministries

“*Impacting culture one day at a time*”

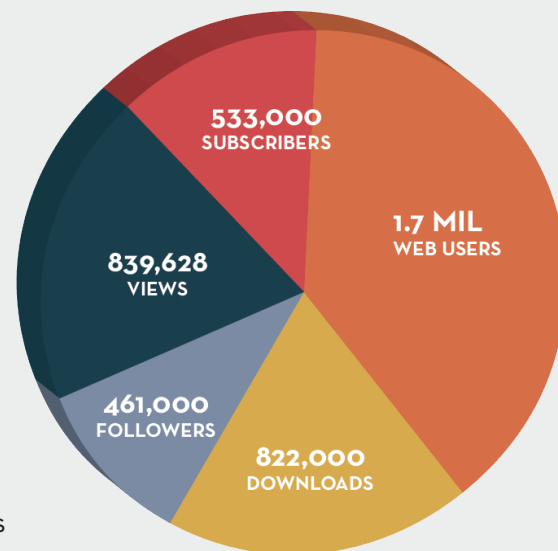
Denison Forum experienced immense growth in 2021. At the tail end of the life-changing year of 2020, Denison Forum reaches an aggregate audience of just over 2 million with its cultural commentary. One year later, the Daily Article sends to over 500,000 inboxes every weekday morning, Denison Forum’s videos, including the daily show *Discern*, have been viewed 1.7 million times, and 437,000 people are staying updated on various social media platforms. **More** people are intentionally engaging the issues of today from a biblical perspective than they were just 1 year ago. As 2021 closed out, Denison Forum’s impact reached over 3 million lives. Heading into 2022, I look forward to seeing who else Denison Forum will touch and how the words and commentary from Dr. Jim Denison will impact their lives.”



HALEY ROLF,
Marketing Director

DENISON FORUM REFLECTION ON 2021

- Annual online reach: **1.7 million** website users
- Annual podcast reach: **822,000** annual downloads
- Annual social media reach: **461,000** social media followers
- Annual YouTube views: **839,628** views
- Annual email subscribers: **533,000** people subscribed to *The Daily Article*



“I appreciate your email and look forward to what you will cover each day... calming my nerves and reminding me we serve a God that is SO much bigger than all we see in the news. Just as everything during the creation story in Genesis 1 was “good” – and in the end it was “Very good” – I look forward to your Very Good news!”

– Bill Patterson



Releasing on January 25, 2022, *The Coming Tsunami* is Dr. Jim Denison’s most pivotal book to date. He addresses four cultural tidal waves that could represent the gravest threat Christians in America have ever faced.



2021 BOOK RELEASES:

- *To Follow in His Footsteps: A Daily Walk with Jesus through the Holy Land* is a compelling devotional journey through the places Jesus walked and lived. (It may also be our most beautiful book to date, with full-color photos of the Holy Land featured throughout.)
- *Between Compromise and Courage: The Choice Every Christian Must Make* compiles many of Dr. Denison’s in-depth “What does the Bible say about?” articles, covering challenging issues such as abortion, racism, and religious liberty.
- *Blessed: Eight Ways Christians Change Culture (with Study Guide)* dives into Jesus’ transformative Beatitudes from the Sermon on the Mount.

DR. JIM DENISON’S DISCERN

Discern is Dr. Denison’s daily video take on the day’s latest news, produced by and premiering on IgniterTV.com, then made available a day later on the Denison Forum YouTube channel.





Introducing Dr. Mark Turman

I am thrilled to step into this new role at Denison Forum. I had the privilege to pastor four Texas Baptist churches over the past 34 years, including the last 25 years as founding pastor of Crosspoint Church in McKinney.

I have known Jim Denison since 1987 when we met at Southwestern Seminary. He stepped in to cover for my philosophy professor. What had been a dense fog quickly became intelligible. I stopped him after class one day to thank him for his help. “From then till now,” as he likes to say, our paths have crisscrossed.

I started reading what is now *The Daily Article* almost from its inception. Years ago, I made *The Daily Article* required reading for our church staff and urgent reading for our congregation.

For years, Jim has been my teacher and mentor. A few years ago, those roles evolved into a joyful friendship. I am beyond words that now our relationship has become one of direct ministry partnership for Christ’s kingdom.

My hope in this new partnership is to help extend and deepen Jim’s clear and prophetic voice in our culture and especially Christ’s churches. I look forward to helping believers become fully alive in “ChristLife” and to be “salty bright” in their influence. We also passionately desire to encourage, edify, and equip the “equippers” – local church pastors and leaders who are central to God’s ongoing work in today’s world.



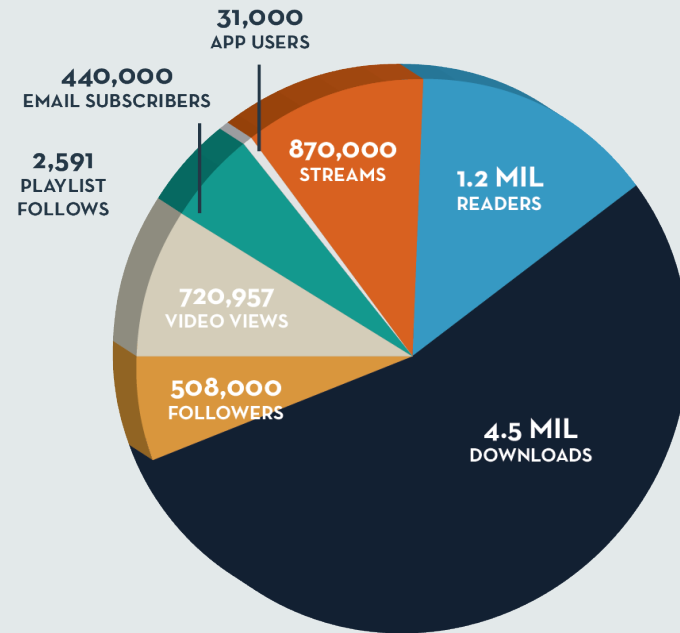
DR. MARK TURMAN,
*Executive Director of the
Denison Forum*

FIRST15 REFLECTION ON 2021

- Annual online reach: **1.2 million** online readers
- Annual podcast reach: **4.5 million** downloads
- Annual socials reach: **508,000** social followers
- Annual YouTube views: **720,957** video views
- Annual email subscribers: **440,000** people receiving the devotional in their inbox
- Annual app users: **31,000**

F15 worship listeners:

- **2,591** playlist follows
- **870,000** streams (sum of streams from Apple Music, Spotify, Amazon Music, YouTube, Pandora, and Deezer)



ONE OF OUR FAVORITE 2021 PODCASTS: LIVE NO LIES WITH JOHN MARK COMER

Three enemies that are sabotaging our peace

Isn't it interesting that we live in one of the wealthiest and technologically advanced times in human history and yet we still find ourselves stressed out, fearful, and overwhelmed?

Why does every day feel like it's a battle?

On one hand, we can attribute this to things like our fast-paced culture, political tensions, and the increasing influence of social media in our lives. Yet there is also a spiritual component that goes so much deeper.

In this First15 Conversation Podcast, we're joined by John Mark Comer. Conversations with John Mark are always deeply insightful and encouraging, and this one is no different! The wisdom he offers is something you don't want to miss.

SCAN THE QR CODE TO LISTEN!



EXPERIENCING THE "REFRESHING" PRESENCE OF GOD

We've all walked through seasons of difficulty and hardship over the past couple of years. Over time we can begin to feel dry, weary, and empty. This First15 Worship release, called "Refreshing," speaks to our longing to experience God's renewing presence, and reminds us of the reality that refreshing isn't a destination you arrive at, but a person you put your trust in.



SCAN THE QR CODE TO LISTEN TO "REFRESHING" ON YOUR FAVORITE STREAMING PLATFORM



"I'm excited to receive these resources to fight stress and anxiety and experience God's peace! I want to thank your ministry for the daily devotional and the online retreat. They have helped me tremendously to understand more about God and His love for me!"

- Corey Sipe





2021 First15 Releases

The mission of First15 has always centered around helping people connect with God in a deeper way. Throughout the worldwide challenges of the past two years, it's become clear how needed this resource has become in the midst of our stressed out, worn out, and fearful culture.

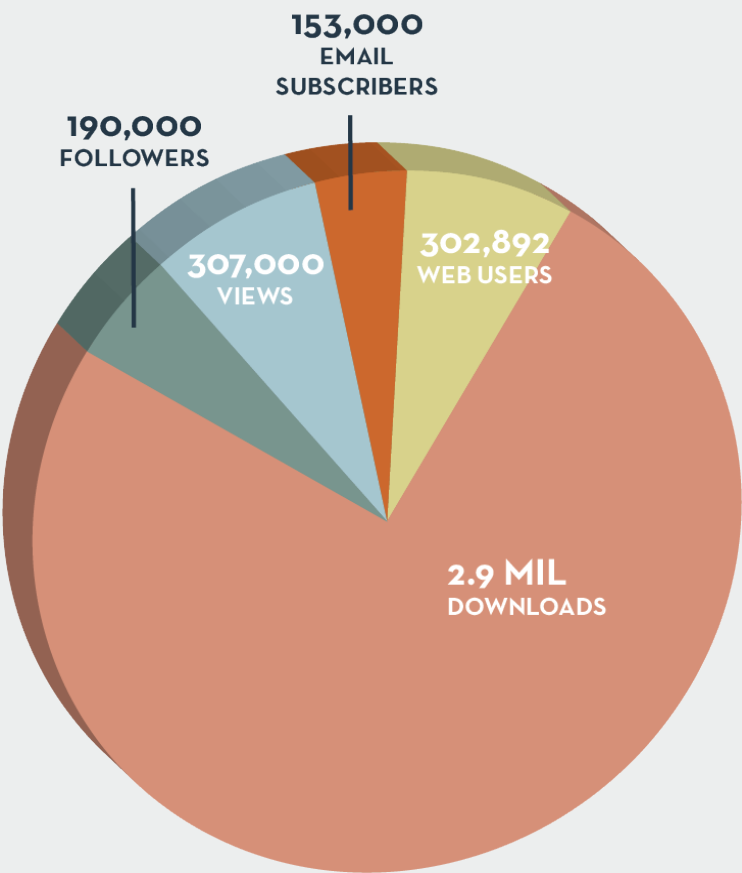
As we stepped into 2021, First15 released a timely book entitled ***Living Intentionally***, written by Craig Denison. In the book, Craig walks the reader through crafting a "Rule of Life," or a guide for creating a framework for fostering and maintaining a fruitful relationship with God.

We also launched a brand new initiative called First15 Worship in the first quarter of the year. While most worship songs these days are written and recorded with the large Sunday gatherings in mind, First15 Worship focuses on creating songs specifically to help believers connect with God during the week. By

incorporating these songs into the First15 devotional as well, these fresh worship songs have fostered even deeper times of connection and encouragement.

2021 also brought the inaugural First15 Digital Retreat. This year's theme, ***The Invitation***, focused on Jesus' invitation in Matthew 11 to come, rest, and recover. By partnering with great speakers and worship leaders we were able to provide a fantastic resource that impacted many lives.

And last but not least, First15 launched a brand new podcast for our Spanish-speaking audience! ***The Primeros15 Podcast*** now extends the reach of our ministry to Spanish speakers around the world! This powerful platform has already been touching the lives of so many people, and we expect to see continued growth over the coming months and years.



CHRISTIAN PARENTING
REFLECTION ON 2021

- Annual online reach: **302,892** website users
- Annual podcast reach: **2.9 million** downloads
- Annual socials reach: **190,000** social followers
- Annual YouTube views: **307,000** views
- Annual email subscribers: **153,000** email subscribers

“You feel like a friend from afar through this crazy parenting journey. And I am so drawn to your podcast and I will be listening and going back through old ones. Just wanted to thank you for being a light in the darkness, for using your gifts to encourage, and for being a bright light in this parenting journey. God set your podcast in my life today and I finally feel like I have support for the journey.”

- Pardon the Mess Podcast listener



THE CHRISTIAN PARENTING PODCAST NETWORK

With content released on a daily basis, parents are sure to find encouragement and help for a vast range of parenting needs. Through our podcast network, blog library, video series, events, and printed resources, we are speaking to parents exactly where they are in their journey. We know parenting is hard, that’s why we encourage parents to check perfection at the door to become the perfectly imperfect parents God has called them to be!



“Christian Parenting is making a way for parents and families to be encouraged and equipped for the journey of life. They recognize the awesome and sobering responsibility we as parents feel to give our kids the best we’ve got spiritually, emotionally, and physically. It’s an honor to link arms with Christian Parenting to help meet the challenge!”

- Jeff & Terra Mattson, Spokespeople

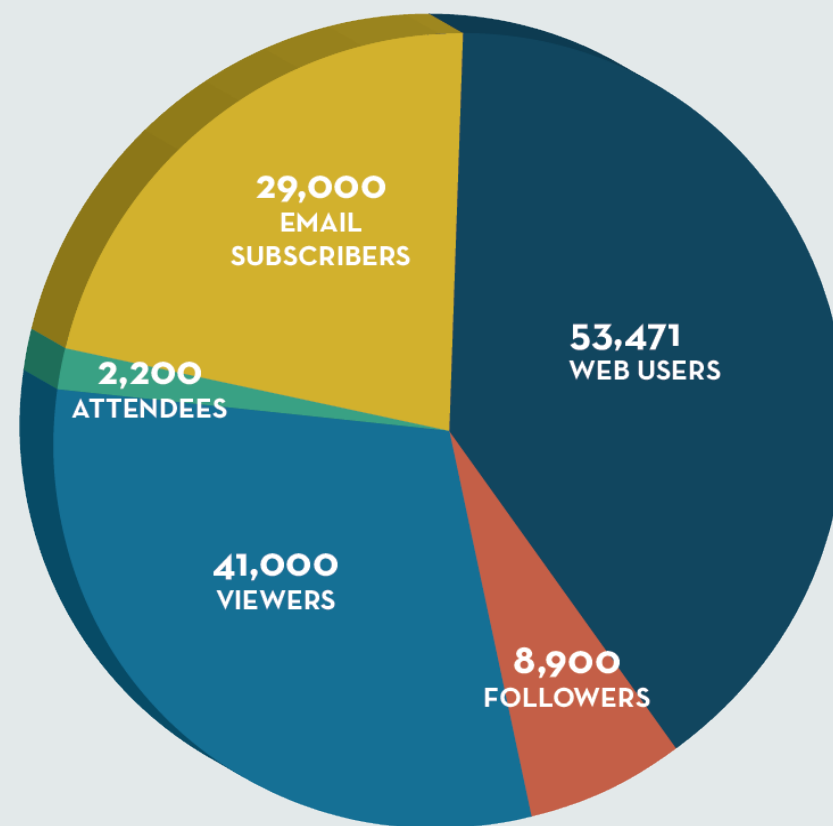
Christian Parenting Reflection on 2021

2021 brought a brand new set of challenges for parents navigating their parenting journey. Christian Parenting was able to resource and encourage parents spiritually and practically, helping them bring Christ to the center of their homes. We are grateful for the opportunity to help in empowering the next generation of world changers for God's glory.



FOUNDATIONS REFLECTION ON 2021

- Annual online reach: **53,471** website users
- Annual socials reach: **8,900** social followers
- Annual YouTube views: **41,000**
- Annual bible study attendants: **2,200** attendees
- Annual email subscribers: **29,000** email subscribers



"Thank you, Janet, for encouraging and challenging us to study this amazing letter. Thank you for teaching online so that many of us can follow your teaching."
 - Dena T. (Foundations' 2021-2022 Romans study)



This past year, the brand underwent a complete refresh, now named *Foundations with Janet Denison*. With that, came a brand new website (FoundationswithJanet.org) that showcases in-depth and topical Bible studies, Janet's weekly blog posts, podcasts, and other resources.

The phrase, "Grounded in God's Truth" was chosen as the tagline and is the underlying purpose for all that we create and do. Our goal is to guide readers into a deeper commitment with God through studying his word on a regular basis.

What started as a temporary virtual Bible study to support Janet's two groups in Dallas during the "shut-in" days of the pandemic, grew quickly into a digital following, and we realized the need to not only continue with the virtual format, but to also make the Bible studies available as a podcast.

In addition to the in-depth weekly Bible study, we are in the process of creating and distributing several six to eight week Bible studies which will target those with less biblical background, but who have a desire to know and understand God's word. Many of these studies will be topical, but all will be focused on the truth of Scripture and how it applies to our lives.

COVID may have brought tremendous uncertainty and fear, but "what the enemy intended for evil, God intended it for good to accomplish what is now being done, the saving of many lives" (Genesis 50:20). We are grateful to be part of God's plan!



SCAN THE QR CODE TO SEE THE NEW WEBSITE!



A Comment from Janet Denison

I had never planned to teach Bible study using a digital platform, until 2020 introduced a new set of needs which quickly became opportunities. I'm grateful for a responsive team who created the new Foundations Bible study brand to equip the growing ministry. Our greatest privilege is hearing about new Bible study groups beginning and expanding into many different places — our Romans 8:28 from 2020, and for the years to come!



JANET DENISON,
*Founder of Foundations
with Janet Denison*

THE FINANCIALS

DENISON MINISTRIES
 DDBA DENISON FORUM ON TRUTH AND CULTURE STATEMENTS OF FINANCIAL POSITION
 DECEMBER 31, 2020 AND 2019

ASSETS

	2020	2019
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,047,540	\$ 2,672,709
Accounts receivable Contributions	\$ -	\$ 750
receivable, current Investments	\$ 500,000	\$ -
Prepaid expenses	\$ 670,300	\$ 516,759
Security deposit	\$ 73,030	\$ -
	\$ 11,115	\$ 11,115
Total Current Assets	\$ 4,301,985	\$ 3,201,333
NONCURRENT ASSETS		
Contributions receivable, noncurrent	\$ 500,000	\$ -
Beneficial interest held by others	\$ 37,333	\$ 33,521
Property and equipment, net	\$ 48,674	\$ 52,386
Total Noncurrent Assets	\$ 586,007	\$ 85,907
TOTAL ASSETS	\$ 4,887,992	\$ 3,287,240

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable	\$ 49,171	\$ 72,715
Accrued expenses	\$ 34,001	\$ 39,724
Accrued payroll liabilities	\$ 135,830	\$ 78,522
Total Current Liabilities	\$ 219,002	\$ 190,961
NONCURRENT LIABILITIES		
Annuity payment liability	\$ 67,115	\$ -
Deferred rent	\$ 39,198	\$ 45,785
Deferred revenue	\$ 500,000	\$ -
Total Noncurrent Liabilities	\$ 606,313	\$ 45,785
TOTAL LIABILITIES	\$ 825,315	\$ 236,746
NET ASSETS		
<i>Without Donor Restrictions</i>		
Undesignated	\$ 3,511,086	\$ 2,533,735
Designated	\$ 551,591	\$ 516,759
Total Net Assets Without Donor Restrictions	\$ 4,062,677	\$ 3,050,494
TOTAL LIABILITIES AND NET ASSETS	\$ 4,887,992	\$ 3,287,240

The accompanying notes are an integral part of these financial statements.

At Denison Ministries, every dollar donated by our generous partners is used to accomplish the mission and vision God has called us to. 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 our 2021 audience financials, visit denisonministries.org/financials.

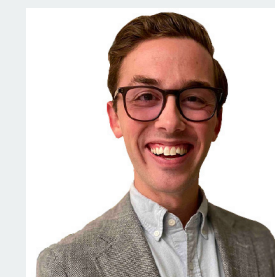


A Note from our Advancement Officer

To say God showed up in a big way for Denison Ministries in 2021 would be an understatement. In a year that began with so many unknowns, God went above and beyond to make it known that he is faithful. Two years ago, Dr. Denison presented a lofty goal that God had put on his heart: to reach 6.6 million Christians with transformative content that would in turn lead them to impact the culture for Christ. And here we are, having recently surpassed our original goal and prayerfully seeing what God has next for us.

If you're reading this, you have played a role in our mission. Whether it be through your prayers, financial support, or just cheering us on. We know there are plenty of impactful ministries you could support, which is why I want to thank you for believing in us as a ministry, and for seeing our content as worthy of your support.

With that being said, we're not done. We want to see healthy God-centered marriages with less divorce, life protected at conception and less abortion, and greater civility among all people. Next year we plan to go broader and deeper with our audience through more engaging content, updated technological platforms, and a broader selection of voices within each brand.



DRAKE HOLTRY
Advancement Officer



Transforming Lives Through Meaningful Content

2021 ANNUAL REPORT



DENISON MINISTRIES™