UPLIFTING FAMILIES EVERYWHERE

2017 ANNUAL REPORT
Our fiscal year 2017 was a busy and exciting period in the life of Focus on the Family, with the celebration of our 40th Anniversary, the 30th birthday of Adventures in Odyssey, and many, many other outreach activities and ministry initiatives filling the last 12 months. I want to thank all of our friends who joined with us to make it all possible.

Here are a few 2017 highlights:

Our evangelistic efforts have been yielding rich fruit this year. According to our research, Focus’s resources and outreach efforts helped more than 170,000 people make decisions for Christ. This included 60,000 first-time salvation decisions, of which 30,000 were children. In addition to this, we’ve heard from 1.17 million folks who say that Focus helped strengthen the faith of someone in their family this year. That’s incredibly encouraging!

In the marriage arena, our Ready to Wed curriculum has enabled as many as 110,000 singles to prepare for matrimony in the last year. Meanwhile, 810,000 couples tell us that Focus materials and resources helped them strengthen their relationships. That’s not to mention the more than 170,000 marriages that were rescued from crisis over the last 12 months. That figure boils down to 465 marriages every day—in other words, a marriage saved about every 3½ minutes!

As a result of Focus on the Family’s efforts, more than 250,000 parents successfully worked through a crisis involving their children this year. Taking a broader view, our feedback indicates that more than 940,000 moms and dads built stronger, healthier, more God-honoring families with assistance from Focus, while 880,000 parents or expectant parents believe that our ministry helped them prepare their families for the next stage of life.

This year Focus on the Family linked arms with For Good and the Mully Children’s Family (MCF) to unveil Mully: Changing the World One Child at a Time (the first screenings took place on October 3, 4, and 5, 2017). The film tells the story of Charles Mully, a successful Kenyan businessman who, at great risk to himself and his family, responded to God’s call by reaching out to the most vulnerable members of his society—Kenya’s 2.6 million orphans. Orphan care is, of course, one of our most important emphases here at Focus. That’s why we were so excited about this opportunity to team up with MCF.

In connection with the emphasis of the Mully film, it’s important to report that, with aid and encouragement from our ministry, more than 11 million Christians in America were inspired and equipped to stand up for the helpless, including the preborn and the orphan. As a matter of fact, through the efforts of our Wait No More outreach, as many as 300,000 people were made significantly more aware of the needs of orphans, and hearts and many homes were opened.

In the realm of cultural engagement, 11 million families stepped up to engage their communities for Christ over the past 12 months because of the work of Focus on the Family. With our help, these folks are transforming our culture at the grassroots level through persistent civic involvement.

We hope you find these figures as encouraging and uplifting as we do. It goes without saying that none of this would be happening without the partnership of those who believe in what we’re doing. There’s more to the story, of course, and you can read all about it in detail in the pages that follow. I hope you’ll take a few minutes to browse through them when you have the time. God’s richest blessings to you!
“We had a toxic relationship. I was pretty much done with my marriage, but I felt like God was telling me He wasn’t. Through Focus on the Family resources, along with counseling and a willingness to put our selfishness aside, we’ve found healing in our marriage.”

— Sheryl

### 2017 Ministry Summary

<table>
<thead>
<tr>
<th>Ministry</th>
<th>%</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evangelism</td>
<td>16%</td>
<td>($15.2 million)</td>
</tr>
<tr>
<td>Marriage</td>
<td>22%</td>
<td>($20.3 million)</td>
</tr>
<tr>
<td>Parenting</td>
<td>32%</td>
<td>($29.3 million)</td>
</tr>
<tr>
<td>Advocacy</td>
<td>9%</td>
<td>($8.3 million)</td>
</tr>
<tr>
<td>Culture</td>
<td>5%</td>
<td>($4.4 million)</td>
</tr>
<tr>
<td>Admin/Fundraising</td>
<td>16%</td>
<td>($14.7 million)</td>
</tr>
</tbody>
</table>
## Consolidating Statement of Activities

For the fiscal years ended September 30, 2017 and 2016

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$75,239,409</td>
<td>$79,670,015</td>
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<tr>
<td>Sales</td>
<td>7,860,320</td>
<td>7,344,133</td>
</tr>
<tr>
<td>Royalty and licensing revenue</td>
<td>2,241,550</td>
<td>2,584,327</td>
</tr>
<tr>
<td>Investment income</td>
<td>378,686</td>
<td>455,086</td>
</tr>
<tr>
<td>Event revenue</td>
<td>2,906,703</td>
<td>2,634,957</td>
</tr>
<tr>
<td>Other revenue</td>
<td>2,006,789</td>
<td>788,166</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>90,633,457</strong></td>
<td><strong>93,476,684</strong></td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marriage</td>
<td>$20,363,231</td>
<td>$26,250,923</td>
</tr>
<tr>
<td>Parenting</td>
<td>29,331,110</td>
<td>23,609,512</td>
</tr>
<tr>
<td>Evangelism and discipleship</td>
<td>15,180,536</td>
<td>15,685,921</td>
</tr>
<tr>
<td>Advocacy</td>
<td>8,290,923</td>
<td>5,847,904</td>
</tr>
<tr>
<td>Citizenship</td>
<td>4,413,318</td>
<td>5,200,809</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>77,579,118</strong></td>
<td><strong>76,595,069</strong></td>
</tr>
<tr>
<td><strong>Supporting activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General and administrative</td>
<td>7,757,355</td>
<td>7,474,466</td>
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<tr>
<td>Fundraising</td>
<td>6,872,922</td>
<td>6,476,693</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>92,209,395</strong></td>
<td><strong>90,546,228</strong></td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(1,575,938)</td>
<td>2,930,456</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>54,158,519</td>
<td>51,228,063</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td><strong>$ 52,582,581</strong></td>
<td><strong>$ 54,158,519</strong></td>
</tr>
</tbody>
</table>

To see Focus on the Family’s audited financial statements and Form 990, please go to FocusOnTheFamily.com/about.

*“Being a soldier is a very lonely and dark job. It gets so dark it feels like there’s no light at the end of the tunnel. One night when the darkness started coming in, I thought back to when as a kid and I’d listen to Adventures in Odyssey. It helped me remember the good in the world and that God is still there for all of us.”*

—Benjamin
God has used Focus on the Family to help 170,000 people make decisions for Christ. That’s an average of 465 souls saved every single day!

1.1 million people reported that our programs helped them grow in their faith.

1.1 million families stepped up to engage their communities for Christ because of the work of Focus on the Family.

1.4 million families say Focus on the Family has inspired them to transform the culture through civic engagement.

110,000 singles said we helped them prepare for the journey of marriage.

170,000 couples in crisis reported that we played a role in saving their marriage.

1.1 million people said that they built stronger marriages with the help of our resources.

250,000+ parents said we helped them successfully work through a parenting crisis.

An estimated 400,000 precious lives have been saved from abortion since 2004.

940,000+ parents credited Focus with helping them build stronger, healthier, more God-honoring families.

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990,000+ parents credited Focus with helping them build stronger, healthier, more God-honoring families.

810,000 couples said that they built stronger marriages with the help of our resources.

1.1 million people told us we’ve inspired and equipped them to stand up for the preborn and the orphan.

“\"I used to fill my time with Netflix as a stay-at-home mom. I would resent my children when they would interrupt, and it constantly kept me in a bad mood. Realizing this, I looked for help on your website. Now I fill up my time with your broadcast, and it has boosted our days. Y’all have helped me so much!\"

— Meredith
Leadership and Good Governance

We are governed by an independent board of directors committed to the Lordship of Jesus Christ and His principles for the success of the traditional family.

BOARD OF DIRECTORS

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Former President of Valero Energy Corporation

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President of Focus on the Family

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Assistant Professor at Evangel University
Former Clinical Director of National Institute of Marriage

JAMES DEWITT
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Chancellor of Montrose Christian School in Rockville, Maryland

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President of the Charlotte Chapter of Speedway Children’s Charities

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Former Managing Director for IBM; Senior State Executive for Georgia

DERYCK VAN RENSBERG
Dean of the Graziadio Business School at Pepperdine University
Former Senior Executive with the Coca-Cola Company and Unilever PLC

EXECUTIVE LEADERSHIP

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Chief Executive Officer, President

KEN WINDEBANK
Chief Operating Officer

BOB WOOD
Chief Information Officer

JOEL VAUGHAN
Chief of Staff

DAN MELLEMA
Chief Financial Officer, Treasurer

“Out of the kindness of your hearts, you sent me two wonderful books that brought me to tears and warmed my heart. Your support uplifted and empowered me in my decision to do the right thing and become a mom, despite the challenges in front of me.”

— Hannah
Guidelines for Fundraising

Here at Focus on the Family, we believe that the way an organization handles its finances is a reflection of its integrity and reliability in every arena. As a result, we have chosen to limit and regulate our methods of money management with great care. Here are the principles and policies that have guided us through the years:

1. We believe that this ministry belongs to God and that we are merely His managers and stewards. Our role can be summed up in a single phrase: to stay accountable to His objectives, interests and concerns.

2. The Lord gives and the Lord takes away (Job 1:21). As long as He supplies the means, we will continue to serve others in His name. If He closes the door and cuts off our support, we will regard this as an indication of His sovereign will. We understand that the future of His work in the world does not depend upon the survival of this organization.

3. God sustains this work through the generosity of His people. Focus’ continuation as a ministry is directly dependent upon their willingness and ability to give. It follows that our friends need to know about our financial circumstances. Accordingly, we will not hesitate to provide them with relevant information, both in the good times and in the bad. But we will not beg or resort to disrespectful or dishonorable methods of fundraising, since this would only be to insult their sensibilities and disavow our confidence in the Lord. Nor will we ever attempt to raise more money than we need.

4. In the same attitude of high regard for those who make our ministry possible, we will never sell or rent our donor database. On the contrary, we will treat our supporters’ personal information as a solemn trust and maintain the tightest security on our list of contributors and friends.

5. In view of the sacrificial nature of the contributions we receive—contributions which, in many cases, come from families who are struggling to pay the mortgage and keep food on the table—we are determined to steward our financial resources as carefully and conservatively as possible. There is no room for extravagant or unnecessary expenditures in Focus on the Family’s operating budget.

6. For similar reasons, we will resist the temptation to run the ministry at a deficit. If on occasion it becomes necessary to borrow funds to cover large and unforeseen expenditures, we will do our best to repay the loans as quickly as possible. When we make a purchase, we will pay the invoice within 30 days.

7. We believe that a Christian’s first financial obligation is to the church; we have no desire to come between our friends and the local congregations to which they belong and from which they derive their spiritual sustenance. As a result, we do not expect them to contribute to our ministry until after they have supported the work of God’s kingdom in their own faith communities.

8. We will implement measures to ensure fairness and accountability in all of our financial interactions with donors and supporters. To be specific, we will receipt all donations and show the fair market value of any materials requested and sent in order to help contributors determine the tax-deductible portion of their gifts.

9. As a way of holding ourselves accountable to the principles articulated above, we will conform to the standards established by the Evangelical Council for Financial Accountability (ECFA), an organization created to ensure ethical fundraising and administration practices.

These, then, are the principles that have defined our philosophy of financial stewardship and shaped our approach to fundraising. They are based upon a firm conviction that everything we are and everything we have comes to us by the grace of God. Provided we remain faithful, we are confident that the Lord will sustain us while His purposes for this ministry endure.