A Message from President Jim Daly

Are you in the mood for some good news?

When it comes to the world of traditional investing there are no guarantees. The markets rise and fall, and sometimes for the most peculiar reasons. In fact, somebody once said that we live in a time when too many people know the price of everything, but the value of nothing.

But inside the following pages you’re going to see and read why so many individuals value their investment in the ministry of Focus on the Family. You’re also going to see how and why their gifts have literally saved, changed and transformed lives all around the world!

In this day and age, pouring our time, talents and treasure into the physical, emotional and spiritual welfare of children and their families through this ministry is guaranteed to provide the very best return on a person’s investment.

We treasure your friendship. May God bless you and your loved ones as together we look with excitement to 2013!
WHY INVEST IN FAMILY?

The answer is simple: to encourage and inspire healthy, thriving families. At Focus on the Family, we believe that our well being as a culture begins in the homes of everyday moms and dads—because home is where core values, beliefs and morals are instilled into each generation. As a ministry, we are privileged to be a part of strengthening families worldwide—and we couldn’t do it without the investment of committed partners and friends like you. Here is a small sample of what your support does for families at home and around the world . . .

Every day, Focus on the Family makes a decisive and concrete impact on the families we serve. In turn, these families go on to make an impact in their own communities, changing culture from the ground up and making a difference in the world as a whole.

Campaigns such as Option Ultrasound™, Commit 2 Vote 2012® and Wait No More® are not just life changing—they are world changing.

Giving women who face an unplanned pregnancy the chance to view their preborn baby on ultrasound results in precious lives saved. An increase in registered pro-life, pro-family voters can make all the difference in supporting pro-family legislation. And a Wait No More® event can mean a whole new life for a child in foster care when they finally find their forever family.

On the following pages, you will see personal, touching stories of how your contribution to Focus on the Family is changing lives and changing the world. You’ll also see the many exciting ways we plan to steward future resources in the year ahead.

Thriving families make thriving cultures and communities—and thriving cultures and communities can change the world.

It is our hope that you will consider partnering with us in investing in families in 2013.
“In September 2009, I received my first issue of Focus on the Family Clubhouse® magazine. I looked at the Truth Pursuer and the topic was ‘God in School’ by Jamie Pepin. This blessed my heart a lot...

Since I was four, God set my heart to become a pastor. I had told kids about Jesus in the past, and now I felt like God wanted me to start a Christian club at my school. I prayed about it, and the next month I started a Christian club called Hicksville Christian Society (HCS). All the facts to back me up in having a Christian club in a public school were in that article ‘God in School.’

So many things have happened in HCS. Now I am 10 years old, and 19 students have given their lives to Christ. The club meets three times a week, and I thank God for Clubhouse magazine”.

—Daniel V., New York

The deep abiding love we all have for our children is surely God-breathed. Helping parents raise resilient kids with strong faith in Christ and a value in life in all forms is the cornerstone of Focus on the Family’s ministry. We offer everything from insightful resources such as Adventures in Odyssey® and Focus on the Family Clubhouse® magazines to inspiring public service campaigns such as Today I Will™ and Make Every Day Count™. Want to see the facts on how your contributions have made an impact? Check out the next page and see just how far your support can go.
“On March 15, Scott, age 7½, prayed with his Dad and asked Jesus into his heart. When we read page 14 of our new magazine, Justin, age 5½, said he wanted to pray and ask Jesus into his heart today. Praise God for your ministry!”

—Clubhouse Jr. Parent

Programs

- Today I Will campaign
- Make Every Day Count Facebook outreach
- Parenting Broadcasts & Podcasts
- PluggedIn®
- Focus on the Family Clubhouse® & Focus on the Family Clubhouse Jr.® magazines
- Thriving Family® magazine
- Adventures in Odyssey kids audio series

Scan this code and find out more about how Focus on the Family is helping parents thrive every day.

Together, we inspire and equip parents to live out the unique role God has given them to raise strong, happy kids with a thriving faith. Focus on the Family partners with parents through helpful advice, encouraging resources, free counseling services and so much more.

Our family magazines, Focus on the Family Clubhouse, Focus on the Family Clubhouse Jr. and Thriving Family, have an incredible impact on families, delighting parents and kids alike with biblical truths, great stories and practical parenting tips. And our award-winning radio drama, Adventures in Odyssey, has been bringing fun-filled Christian entertainment to families for over 25 years.

No matter what challenges or joys that today’s families are facing, Focus on the Family will be there with the practical advice and biblical guidance that parents have come to trust for over three decades.
LOOKING TO THE FUTURE

We have been blessed by God to give parents the tools they need to instill faith and the love of Jesus Christ in their children. In the year ahead, we plan to expand our Facebook® presence through our Make Every Day Count campaign, which currently has over half a million “likes” and counting. The program connects parents and kids through maximizing small, everyday moments. Will you prayerfully consider making a financial contribution to equip parents to raise thriving children in 2013?
“Last weekend I told my husband of 15 years that I was done with our marriage. I felt that there was not enough [remaining] of our relationship to continue. Thankfully, he was not so eager to end it and asked if I would go to counseling. I agreed, and we made tentative arrangements with our pastor...

Last night, still filled with frustration, I went to the Focus on the Family web site and found some recent broadcasts on marriage. I listened—and cried a lot. I realized that I was misunderstanding some key things about how my husband operates as a man. When he returned from work, I asked him to listen to the programs. Then we talked for a very long time. I learned so much about his childhood and parents that he had never told me. It was like a light bulb being turned on in our relationship.

Now I understand why he has made certain decisions in our marriage and as a parent. We still need to work on a lot of things, but this really helped us both realize what we can do to make our marriage better.

Thank you so much. I hope you help many more couples the way you’ve helped us.”

—Focus Constituent

Marriage is the foundation of a thriving family—and it isn’t always easy. We believe that every couple is capable of experiencing the loving, intimate relationship that God has intended for them. We offer free counseling to couples in need, encouraging broadcasts (like the ones that helped rescue this marriage) and inspiring resources. Over 90,000 couples have credited Focus with saving their marriage when they felt all hope was lost. Want to know more about how Focus on the Family is strengthening and saving marriages? Keep reading.
TOGETHER, WE CAN STRENGTHEN MARRIAGES
OUR CALLING TO HELP COUPLES

“A few months ago, I wrote to Focus on the Family about some problems I’d been experiencing in my marriage. The way you reached out to me made me realize that there ARE people who care. Thank you.”

—Focus Constituent

Programs

| Daily Broadcasts |
| Thriving Family Magazine |
| Date Night Challenge™ |
| Marriage Mentoring |
| Boundless.org |
| Hearts Restored™ |

Scan this code and find out more about how Focus on the Family is helping marriages thrive every day.

Marriages in crisis. Marriages at a plateau. Or good marriages that could be even better. Focus on the Family is committed to bringing the best in resources, support and advice to couples at every age and stage of marriage—because we understand the impact that a strong marriage has on creating healthy families and resilient children.

Over three-quarters of a million marriages were strengthened through our practical guidance and advice last year alone. That’s a significant number of couples modeling Godly relationships to their children and communities. We are pleased to offer a variety of resources like Thriving Family magazine, which offers helpful tips and articles, and our Daily Broadcast, which features expert guest speakers and heartfelt stories. More than 89 days of broadcasting were dedicated to marriage-specific topics last year.
THIS YEAR:

900 churches participated in the Date Night Challenge worldwide.

90 thousand marriages saved.

89 days of marriage broadcasts.

770 thousand marriages strengthened.

An average of 250 marriages saved every day.

LOOKING TO THE FUTURE

Our marriage programs saved 90,000 marriages last year alone. That means 90,000 families are still together because of our programs and your partnership. We are constantly striving to broaden our outreach to couples. As part of our marriage program for 2013, we plan to expand the success of our Date Night Challenge with a convenient new DVD format accessible to couples everywhere, plus all-new speakers and ideas to inspire couples to invest in the health of their relationships. Please join us in helping to strengthen marriages with a financial contribution to Focus on the Family in 2013.

STRENGTHENING MARRIAGES
“Does God really care about my relationships, hopes and struggles? This question really struck me this year as I prepared for the Day of Dialogue®. I had been thinking of this event as a chance for me to share with other people the truth of God’s love and what His Word says about real life issues...

It had never crossed my mind that I might have something more to learn while I was sharing with others. But here’s the deal—God always has something new to teach us . . . God cares. He cares about each and every one of us. Whether it’s those of us who believe in Him or the people still lost, struggling to find some hope in their everyday lives—He loves us and wants the best for us. Sharing this fact should be something we long to do, and it shouldn’t be difficult; give God absolute control, and He’ll take care of the rest.”

—Katie, Colorado

Changing the culture can be a daunting task for any one person. That is why Focus on the Family works to come alongside everyday world-changers as a trusted partner, connecting them with like-minded people to help make concrete changes in the world through a unified effort. We’ve inspired over one million families to engage the culture through biblical citizenship—offering them platforms such as Day of Dialogue, Commit 2 Vote 2012 and Focus on the Family’s The Truth Project® as a foundation for bringing biblical worldview to a society in need of Christ’s love. Turn the page to see how Focus on the Family is bringing God’s Word to the public square.
“Day of Dialogue has made it clear that we can show love and kindness toward people who are confused and hurting without being silent about it. We can talk about God’s design for marriage, sexuality and gender, and address the causes and solutions to bullying at the same time.”

—Charlie, Ohio

Scan this code and find out more about how Focus on the Family is helping engage our culture.

God calls on us all to engage the culture in which we live (1 Corinthians 9:19). Whether it’s individual outreach, such as students peacefully engaging their high school and college classmates about homosexuality through the Day of Dialogue, or participation in a broader public effort to bring pro-family, pro-life voters to the polls on Election Day, everyone can make a difference in influencing our culture—and Focus on the Family is here to help.

We have stepped up to help citizens change the culture through Commit 2 Vote 2012, a carefully targeted campaign to register like-minded voters through an unprecedented partnership of pro-life, pro-family organizations. We’ve also provided families with helpful resources to teach their children about social policy, including a Family Values Kit and Adventures in Odyssey® radio dramas. We publish 10 issues of Focus on the Family Citizen magazine each year, empowering and educating subscribers on how they can make a difference for life and family in their communities.
THIS YEAR:

1.3 million families engaged their communities for Christ

5,000 students participated in the Day of Dialogue

5 alliances with pro-life organizations

500,000 pro-family Americans reached

Nearly two million Americans reached by Commit 2 Vote 2012 in September

LOOKING TO THE FUTURE

We are so pleased with the success of Commit 2 Vote 2012 and the Day of Dialogue. With initiatives like these, we are not only encouraging citizens to exercise their right to vote, but also helping them to engage the culture with a Christ-like heart. In the year ahead, we plan to continue bringing biblical influence to the public square, using values-based legislative initiatives to re-shape and influence our culture’s view of life, marriage and family. Please partner with us in changing our culture for Christ in 2013 with a donation to Focus on the Family.
I’m certainly not the best Christian in town, nor have I attended church recently, but I still have the love of God in my heart and I truly desire to live a life that is in accordance with His will...

There have been some mornings when I’d be running out the house to get to work, stressed out over things that didn’t really matter and snapping at my kids and husband. I would get into my car, turn on the radio and receive a message from your ministry that put everything in proper perspective.

Several times I’ve called home to apologize to my family and my husband would reply, ‘So you’ve been listening to Focus on the Family this morning?’ I am going to rededicate my life to Jesus when I finish writing this email. Thank you for everything you do!”

— Focus Constituent

The walk of faith is a journey that is not always perfect. Focus on the Family is dedicated to helping people at all stages of their relationship with Christ. We do so with outreach programs such as Focus on the Family’s The Truth Project®, commercials during highly anticipated television events (our John 3:16 commercial reached more than 40 million people during the Broncos-Patriots playoff football game), our family helpline, social media and so much more. Our goal is biblically inspired: to proclaim the Gospel and ensure that all who do not know Christ can have the opportunity to build a relationship with Him and to strengthen the walk of those who already do.
At Focus on the Family, we believe that the best way to help families, change our culture and change the world is to begin with a foundation firmly rooted in biblical principles. Evangelism is an action, bringing the Word of God to all and showing them the light that is Christ’s love. In all of our work here at Focus, we strive to approach all that we do with hearts for God, so that His light might shine through and all may know Him.

We begin by unabashedly proclaiming ourselves as a Christian organization in a society that is not always so tolerant of Christian values. We teach others how to proclaim the Gospel through Focus on the Family’s The Truth Project, which has trained 47,000 leaders to date to educate others on biblical worldview. We offer college students facing the challenge of a secular environment our TrueU products, so that they may intelligently and articulately defend their faith. We create commercials that get people thinking about the Bible and Christian values; our John 3:16 commercial was an unprecedented success, reaching the top 10 among online searches for over 24 hours.

“I can’t thank you enough for Focus on the Family’s The Truth Project. I was able to attend a training event last year and co-led a small group this spring. I convinced my beloved (but still unbelieving) husband to attend the study after having prayed for his salvation for years. I am overjoyed to report that—because of The Truth Project—my husband has accepted the truth claims of Jesus Christ for himself!

—Focus Constituent

Scan this code and learn more about how Focus on the Family is helping to magnify Christ.
Looking to the Future

Every soul dedicated to Christ is a victory. We are honored to be catalysts in the moving of hearts toward Christ. This year, Focus on the Family is taking ministry outreach to today’s digitally connected families through online software that will allow us to find lost and hurting individuals across the internet and reach out to them with prayers, resources, free counseling and anything else that they may need. *Will you prayerfully consider a donation to help spread the Word of God to all His people?*
“One day in February of 2011, a friend suggested I might want to attend the Georgia Wait No More event on February 26. Little did I know, as I entered Victory World Church on that morning, that my attendance would result in my life being so dramatically changed and blessed beyond my greatest expectations...

My heart was set on adoption, and although I knew there were many children in need of a home, I didn’t think I could bear having children in my home and getting attached to them, only to have them placed back with their birth family. Soon after the event, my husband and I were matched with a sibling group: a four-year-old boy and his five-year-old sister. My babies were placed in our home just shy of one month after the event.

By the grace of God, we finalized their adoption nine months later. God is so good and awesome and amazing. I’m so completely overwhelmed and thankful of the blessings God has bestowed upon my family.”

—Sonia, Georgia

Whether it is finding forever homes for waiting children through Wait No More or saving the lives of preborn babies through Option Ultrasound, Focus on the Family stands as a voice for those who cannot speak for themselves. We believe that each person is formed by a loving God who has a plan and purpose for their lives. And our actions are making a definitive difference across the world. Take a look at the next page to see how.
Children are the most vulnerable among us—and they often cannot speak up for themselves. As Christians, we are all called by God to protect and nurture them, to keep them safe from harm. Each day, Focus on the Family works to advocate for children and influence the culture to recognize the intrinsic value and worth of all of God’s children, both born and preborn.

We do this by equipping pro-life clinics to offer ultrasound services to abortion-minded women, and by providing more than $400,000 of educational resources each year for clients served by pregnancy centers. And we actively engage communities across the country through Wait No More events, raising awareness of the plight of orphans in our nation and recruiting more than 2100 families to start the process of adoption from foster care since the program began in 2008.

“I had a date to have an abortion the following day. My mom brought me to the pregnancy center, hopefully to get a sono and not just make a choice, not realizing what I’m gonna give up. Actually seeing her for the first time, and seeing her heartbeat . . . I KNEW that there was no way I could terminate her. You could just see the heartbeat just going SO fast . . . and it was life-changing.”

—Dyxie, talking about the ultrasound of her baby girl

Programs

Option Ultrasound
Wait No More
Be A Voice™

Scan this code and find out more about how Focus on the Family advocates for orphans and helps adoptive families thrive.

Scan this code to find us at Facebook.com/FocusOnLife.
BECAUSE OF YOU:

- **50 states**: Received ultrasound equipment or training*
- **1000**: Pregnancy centers provided with educational booklets*
- **500,000**: Families opened their hearts or homes to orphans*
- **146k**: Babies potentially saved*
- **1.1 million**: Families took action for the helpless*
- **32**: Days of broadcasts advocating for children*

LOOKING TO THE FUTURE

We are humbled that God has used Focus on the Family to encourage families to find ways to help orphans in their communities and to cherish and uphold the lives of preborn babies across the world. As we look to the future, we seek to continue educating families on how they can help children in foster care through Wait No More events across the nation and to continue educating families on how they can save precious lives through programs such as Option Ultrasound™. Please consider making a generous donation to help Focus on the Family advocate for children in 2013.
YOUR INVESTMENT
AT WORK FOR
FAMILIES AROUND
THE GLOBE...

No other ministry spends as much time,
energy or resources helping families thrive.
Be a part of something big this year!
We need your partnership.
Together, we can do great things for the glory of Jesus Christ!

WILL YOU JOIN US IN...

- Strengthening MARRIAGES
- Equipping PARENTS
- Engaging the CULTURE
- Magnifying CHRIST
- Advocating for CHILDREN

THRIVING FAMILIES, THRIVING NATIONS—CHANGE THE WORLD.
Log on to FocusOnTheFamily.com or call (800) A-FAMILY (232-6459).
END NOTES

* Number represents data to date since the beginning of the program.