

2023

Focus on the Family Canada

Annual Report



*Focus on the Family Canada was founded on,
and remains committed to:*

SIX GUIDING PRINCIPLES

*The Pre-eminence of Evangelism
The Permanence of Marriage
The Sanctity of Life
The Value of Children
The Importance of Social Responsibility
The Value of Male and Female*

OUR MISSION

*To strengthen Canadian families
through education and support based
on Christian principles.*

OUR VISION

*To see every family transformed by love,
vibrant in faith and enduring in hope.*

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Jean-Paul Beran, President
and his wife, Susan Beran



Letter from the President

As I look back on the 2023 fiscal year, I have immense gratitude for the many friends of the ministry who have partnered with us in multiple ways. Through the financial gifts and prayerful support of people like you, we have seen more and more families being pointed toward the unchanging power of Jesus Christ.

My wife, Susan, and I know first-hand how essential Focus on the Family Canada is for our own family. As we've gone through challenging seasons, we have leaned on the expert guidance thousands of families across Canada are also relying on.

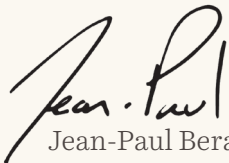
Whether it's the *Focus on the Family* broadcast, our free offerings like magazines, online articles, video series and PDF booklets, our restorative retreat programs like Hope Restored and Kerith Retreats, our marriage-strengthening events, free counselling and personalized responses from our care team, and countless other resources, I am so grateful to be part of a ministry that provides practical, biblically-based resources for families at every stage of life.

None of this would be possible without the unwavering support of our donors. Every dollar given to our ministry has been thoughtfully funneled into intentional efforts to give families in need a place to go to for help, guidance and support. I am humbled by our donors' generosity and faithfulness.

As you know, in our world today it can be difficult to discern God's true voice in the midst of many convincing, and conflicting, messages. That's why more families are turning to Focus on the Family Canada. They know everything we do is grounded in the unshakeable truths of Scripture, and when we walk in obedience to God's will for our lives, we can experience a joy and peace that our world does not offer.

Thank you for being part of this important work for families in Canada. We look forward to continuing to partner with you in 2024 to see more couples, parents, grandparents and children transformed by the power of the Gospel.

Blessings,



Jean-Paul Beran, MA

President

Focus on the Family Canada





Testimonials

“Thank you for all your hard work, dedication to the Gospel, and fight for families that really and truly just need Jesus. It’s almost too simple an answer to be true but he is Truth! Giving to you financially is a joy and praying for you is a gift. Thank you!”

“Thank you for doing your best to follow the leading of the Lord. I am encouraged by your boldness, and efforts to shine the light of Christ into the dark places. Keep carrying on knowing that your labour unto the Lord is never in vain.”

JOURNEY TO US

“A wonderful mild winter weekend of refreshing content with others travelling the same highway of life. We are all a work-in-progress! Let God work in your life and marriage as well. We were so amazed at what a clean and calm place [Kerith Pines] this was. We really enjoyed spending intentional time together. It was a very relaxing weekend for us. We look forward to learning how to apply the tools that we learned to our marriage and hopefully of not only what it will do for us but also for our children’s lives and those close to us. We are grateful for the amazing volunteers to make all this happen.”

KERITH RETREATS

“It’s a week that will forever be a spiritual marker in our walk with the Father. It really has been an essential part of our journey that has given us a renewed hope and strength. Our bodies have been fed and refreshed and our souls have gained heaven’s perspective on who we are as sons and daughters apart from what we are working to accomplish in life and ministry. Truth in love has been spoken and received. Thank you for the calm and safe environment. It’s been a place to come away and let God speak and settle my heart in ways it couldn’t be while we were in the middle of the whirlwind. God has reminded me of the ways he has led in the past and will do so now again.”



A Year of Impact: Ministry Highlights

At Focus on the Family Canada, we want to ensure families at every stage of life have a place to turn to for resources to help with their specific needs. The *Focus on the Family* broadcast continues to be one of our most sought-after offerings with more

“Thank you for taking the time to talk to me. I really appreciate it. And for the information that you’ve passed along, it’s much appreciated too. You are doing an incredible job helping people like me. That means so much. Thanks, and thank you Focus on the Family, for the hope that you provide. It is so much appreciated. Thanks again!”

people downloading the free app, listening online or tuning in to their local radio station. Our online bookstore is filled with thousands of rigorously evaluated resources so Canadians know the books, devotionals, movies and more they are purchasing are aligned with God’s Word. Our free *Focus on the Family* magazine, online articles, video series,

PDF booklets and more provide families with easily accessible guidance and encouragement whether they’re newly married or becoming grandparents.

For couples, our Hope Restored marriage intensives continue to reach those at a breaking point in their marriage, providing them with focused counselling that has led to a breakthrough for hundreds of couples. Upon completing the intensive, 98 per cent of guests say they would recommend the program to others they know. Our Journey to Us marriage conferences and retreats provide couples with the same marriage-saving principles of the Hope Restored program before they experience the heartache of a marital crisis.

Parents of young children, tweens and teens, and even adult children are able to find solid, godly advice to navigate our confusing world. This young generation is growing up in a world that’s completely different to that of their parents, and they need moms, dads and grandparents who are well-informed of how to live out their faith while sharing love with those around them. Our website is filled with trustworthy, relevant content so parents can guide their children into all that God has for them.

We are also investing in our local church communities by providing pastors and ministry leaders with a time of rest, renewal and transformation at our Kerith Ministry Leader Retreats. Located at our three luxury retreat centres in Alberta, Manitoba and Ontario, these seven-day retreats provide those in ministry with a unique program that combines group teaching, one-on-one support and ample time of rest so they can rejuvenate from the demands of ministry life and return to their vocation refreshed and ready to follow God’s leading for themselves and their congregations.



A Year of Impact: Ministry Highlights (cont'd)

Helping Families Thrive

In fiscal year 2023, Focus on the Family Canada helped more than **110,300** families thrive in Christ.

Believers Strengthened

Within this year, Focus Canada helped more than **67,000** people grow in their faith; and more than **4,400** single adults grow in their capabilities, emotional health, and relationship with Jesus Christ.

Evangelism

We helped an estimated **11,300** people make a decision to follow Christ.

Marriages Strengthened

Over the course of 12 months, more than **38,400** couples have built stronger marriages with Focus Canada's help.

Marriages in Crisis Helped

Within the past year, more than **14,700** marriages-in-crisis have seen significant growth and improvement towards saving their marriage, thanks to help from Focus Canada.

Marriages Reaching Out

In the past year, Focus Canada inspired and equipped more than **34,000** married couples to help support and encourage others to build stronger, healthier marriages.

Parents Prepared

Within the past year, more than **38,900** families were equipped to navigate through major parenting transitions (e.g., a new baby, puberty, launching to adulthood), thanks to Focus Canada.

Parents Strengthened

Over the past year, Focus Canada helped more than **34,400** parents improve their parenting skills, build closer family bonds, and/or instill faith in their children.

Parents in Crisis-helped

In the past 12 months, Focus Canada helped more than **8,300** parents work through a significant crisis involving their child.

Engaged Communities

Over the past 12 months, Focus Canada helped inspire and equip more than **16,700** people to reach out and make a positive difference in their local communities.



PRODUCTS & RESOURCES

“Thank you. This ministry has been part of my life for many years. When my 3 children were preteens we discovered Adventures in Odyssey on the radio. While I cleaned up after dinner the three of them would be on the floor around the radio listening. (They are now in their 40s!) From there we went on to purchasing tapes, books, CDs etc. Now I have signed up for an online video series that is informative, challenging and sometimes entertaining! I also really enjoy your magazine and often pass it on to people I know who are having struggles in certain areas. So much appreciate you for being there for so many people.”



“Thank you for the radio ministry. We enjoy having the Focus app and being able to listen throughout the day. Listening to a program helps renew our minds and be thinking upon godly topics. God bless.”

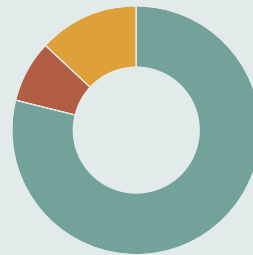


Financial Overview

At Focus on the Family Canada, we are deeply committed to our mission of nurturing and strengthening families across the nation. In the past year, thanks to the generous support of our donors and the diligent stewardship of our resources, we have been able to expand our outreach and impact more families and individuals through our programs and resources. Our financial health remains strong, ensuring that we can continue to provide vital programs and services that offer hope, support, and guidance to families in need. The following financial section will highlight the key aspects of our fiscal performance, demonstrating transparency and accountability as we work together to make a meaningful difference to Canadian families.

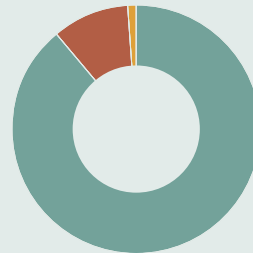
Expenses

- CHARITABLE ACTIVITIES (79.0%)
- FUNDRAISING (8.0%)
- GENERAL & ADMINISTRATION (13.0%)



Revenue

- DONATIONS (89.0%)
- PRODUCTS & SUBSCRIPTIONS (10.0%)
- EVENT REGISTRATIONS (1.0%)



STATEMENT OF

Financial Position

Year ended September 30, 2023, with comparative information for 2022

	2023	2022
Assets		
Current assets:		
Cash	\$ 3,278,376	\$ 2,845,225
Investments at fair value	3,307,086	6,461,542
Accounts receivable	114,081	76,591
Inventories	174,621	209,647
Prepaid expenses and deposits	202,506	224,242
	7,076,670	9,817,247
Capital assets	19,549,560	15,030,174
Cash surrender value of life insurance	9,345	8,872
	\$ 26,635,575	\$ 24,856,293
Liability and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 612,377	\$ 705,006
Deferred revenue	550,989	508,391
Loan	1,966,666	-
Deferred contributions	1,572,086	2,239,706
	4,702,118	3,453,103
Deferred capital contributions	10,015,908	9,820,099
	14,718,026	13,273,202
Net assets:		
Unrestricted	2,078,364	4,011,168
Invested in capital assets	7,566,986	5,374,724
Internally restricted	2,272,199	2,197,199
	11,917,549	11,583,091
	\$ 26,635,575	\$ 24,856,293

STATEMENT OF Operations

Year ended September 30, 2023, with comparative information for 2022

	2023	2022
Revenue:		
Contributions	\$ 9,145,520	\$ 9,552,604
Sales, event registration fees and subscriptions	2,121,432	2,127,069
Gain (loss) on investments	328,865	(196,893)
Other income	156,202	129,490
Amortization of deferred capital contributions	426,025	360,030
	12,177,954	11,972,300
Expenses:		
Charitable programs:		
Books and resources	1,553,651	1,622,952
Care and counselling programs	3,452,831	3,288,925
Magazines and publications	1,613,074	1,478,631
Marriage and parenting events	145,291	47,660
Online ministry	853,214	587,274
Radio and television	1,255,309	1,206,794
	8,873,370	8,232,236
Fundraising	1,723,417	1,468,002
Supporting services	1,246,709	1,051,966
	11,843,496	10,752,204
Excess of revenue over expenses	\$ 334,458	\$ 1,220,096

STATEMENT OF

Changes in Net Assets

Year ended September 30, 2023, with comparative information for 2022

	Unrestricted	Invested in capital assets	Internally restricted	2023 Total	2022 Total
Net assets, beginning of year	\$ 4,011,168	\$ 5,374,724	\$ 2,197,199	\$ 11,583,091	\$ 10,362,995
Excess (deficiency) or revenue over expenses	433,645	(99,187)	-	334,458	1,220,096
Net changes in invested capital assets	(2,291,449)	2,291,449	-	-	-
Interfund transfers	(75,000)	-	75,000	-	-
Net assets, end of year	\$ 2,078,364	\$ 7,566,986	\$ 2,272,199	\$ 11,917,549	\$ 11,583,091

STATEMENT OF Cash Flow

Year ended September 30, 2023, with comparative information for 2022

	2023	2022
Cash provided by (used in):		
Operating:		
Excess of revenue over expenses	\$ 334,458	\$ 1,220,096
Items not involving cash:		
Amortization of capital assets	525,212	447,445
Amortization of deferred capital contributions	(426,025)	(360,030)
Unrealized loss (gain) on investments	(328,865)	196,893
Unrealized gain on life insurance	(473)	(472)
	104,307	1,503,932
Changes in non-cash operating working capital:		
Accounts receivable	(37,490)	21,603
Inventories	35,026	6,377
Prepaid expenses and deposits	21,736	(23,212)
Accounts payable and accrued liabilities	(92,629)	87,273
Deferred revenue	42,598	(14,381)
Deferred contributions	(667,620)	(301,002)
	(594,072)	1,280,590
Financing:		
Deferred capital contributions received	621,834	35,000
Proceeds from loan	2,500,000	–
Repayment of loan	(533,334)	–
	2,588,500	35,000
Investing:		
Purchase of capital assets	(5,044,598)	(27,492)
Net sale (purchase) of investments	3,483,321	(1,382,952)
Disposal of capital assets	–	2,000
	(1,561,277)	(1,408,444)
Increase (decrease) in cash	433,151	(92,854)
Cash, beginning of year	2,845,225	2,938,079
Cash, end of year	\$ 3,278,376	\$ 2,845,225

HOPE RESTORED

“This is the best thing we’ve ever done in and for our marriage in 40 years. We now know we should have been investing in our marriage with intensives and retreats at least every 5 years all the way along. It’s never too late to learn! Going forward we are the most important thing to focus on. This environment and the group setting for this marriage intensive was nothing less than perfect. We were nervous about sharing the deepest issues of our lives with others; however, it very quickly became evident that God brought us together for a reason. We are so thankful we did it this way and have made such close friendships with these three other couples. There is no doubt you will leave here knowing yourself much better.”



COUNSELLING

“I wanted to thank you as well for the call from the counsellor this morning. It’s so great to hear an understanding voice and I look forward to the information he is going to forward to me.”



Leadership & Board Members

Jean-Paul Beran, President

Sitawa Ywaya, Chief Financial Officer

Len DenBraber, Chief Operating Officer

Wendy Kittlitz, Senior VP of Counselling & Care
Ministries/Executive Director Kerith Retreats

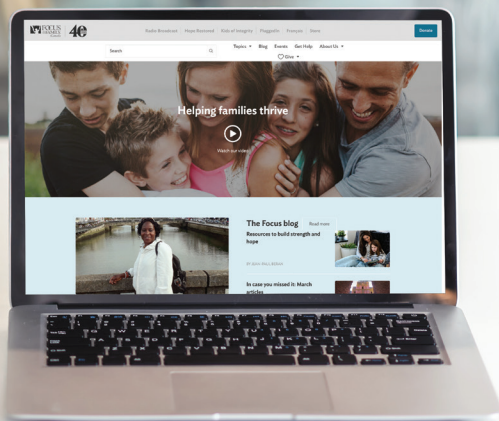
Kara Pippy, VP of Integrated Marketing

Paul Elliott, Interim Executive Director of
Donor Development

As a charitable nonprofit organization, Focus on the Family Canada relies on the leadership of its Board of Directors. This diverse group of men and women from across Canada operates under a policy governance model to ensure Focus on the Family Canada remains committed to its mission, vision and guiding principles.

*“And whatever you do, in word or deed,
do everything in the name of the Lord Jesus,
giving thanks to God the Father through him.”*

COLOSSIANS 3:17





Helping Families Thrive



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