



DENISON MINISTRIES.

Transforming culture through Christ-centered content

2024 IMPACT REPORT



Denison Ministries equips and disciples followers of Jesus Christ with biblical truth, empowering them to think critically, live faithfully, and serve intentionally to cultivate flourishing communities.



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A Letter from Jim Denison, CEO

As we reflect on the past year, I am filled with gratitude for your unwavering support and partnership in our mission at Denison Ministries. Your generosity has been instrumental in enabling us to navigate a year of significant growth and impact.

In 2024, we witnessed God's hand at work in remarkable ways. Our ministry expanded its reach, touching lives across the globe through our digital platforms and resources. We launched over 80 resources to guide believers through the complexities of the election season, emphasizing unity and God's sovereignty. This initiative was a collaborative effort across our brands—Denison Forum, Christian Parenting, First15, and Foundations—each contributing unique content to help our audience navigate these times with a Christ-centered perspective.

Our content ministry has continued to thrive, with Denison Forum's The Daily Article reaching an ever-growing audience, providing biblical insights into current events. The First15 devotional has deepened its engagement, offering new resources to guide believers in their daily walk with God. Christian Parenting has solidified its presence in the podcasting space, and Foundations has released impactful Bible studies, including a new focus on contentment in Christ.

Looking ahead to 2025, we are excited to build on this momentum. Our vision is to deepen our discipleship efforts, ensuring that our content not only informs but transforms lives. We are developing new podcasts, like Culture Brief, to engage younger audiences with relevant, biblically grounded discussions on current events. Our strategic plan aims to enhance the synergy between our brands, fostering a holistic approach to discipleship that addresses the heart, soul, mind, and strength.

We are also committed to expanding our impact through strategic partnerships and innovative content delivery. Our goal is to reach more people with the life-changing message of the Gospel and equip them to live out their faith in every aspect of their lives.

Your support is crucial as we embark on this journey. We are grateful for your partnership and invite you to continue walking with us as we seek to fulfill our mission. Together, we can make a lasting impact on the kingdom, transforming lives, communities, and cultures with the hope and truth of Jesus Christ.

Thank you once again for your generosity and faithfulness. We are honored to have you as part of the Denison Ministries family and look forward to what God will accomplish through our shared efforts in the coming year.



With heartfelt gratitude,

Dr. Jim Denison

*Chief Executive Officer
Denison Ministries*

A trusted guide to understanding today's culture

Over the past year, Denison Forum has provided invaluable resources to help individuals navigate the complexities of today's culture from a biblical perspective. As a trusted source of insightful commentary and analysis, Denison Forum has consistently delivered content that addresses current events, cultural trends, and political developments.

In 2024, Denison Forum offered election resources, including a podcast series, articles, and books that provided a biblical perspective on current issues without telling readers whom to vote for. Additionally, Denison Forum provided timely, comprehensive analysis and updates on the war in Israel, offering a biblical perspective on the conflict. One reader shared,

“I look forward to reading Denison Forum every day. Your ministry helps me keep the news in a biblical perspective and helps me make decisions and observations through the heart of Jesus.” – Carol S.

Denison Forum's impact by the numbers in 2024:

35,839,330 total content experiences



Podcasts
downloaded:
999,707



Social
engagements:
6,721,026



Articles
read online:
4,218,398



Daily Article
emails opened:
23,625,803





Connecting millions of people to God daily

From the very beginning, First15 has sought to connect people with God in a deep and meaningful way. We are convinced that the world will flourish when believers walk closely in relationship with him. So, we're thrilled to see more and more people around the world using First15 to start their day!

In 2024, First15 released its impactful e-book *Peace in Politics*, which also includes a new companion podcast series. These resources are designed to help believers navigate today's tumultuous political climate with a biblical mindset. One listener shared,

“I have used a variety of daily devotionals over the past few years. Each has been good in its own way. To no small extent, we get out of them what we put into them. I am thankful I discovered First15 and I look forward to beginning each day with it. I love the audio narration, as I follow along in the text. The guided prayers often lead me to what I need to pray about that day and at the very least, cause me to reflect, be still and know. The people who put together the “First15” are clearly led by the Holy Spirit as they lead others in their faith journey.” - Randy R.

First15's impact by the numbers in 2024:

36,883,380 total content experiences



Podcasts
downloaded:
4,315,585



Social
engagements:
4,230,831



App
sessions:
2,741,864



Devotional
emails opened:
21,309,099



Devotionals
read online:
2,534,112



Helping parents raise the next generation with the gospel

Christian Parenting was created to empower parents to raise children who not only know, love, and follow Jesus but also transform the culture.

The Christian Parenting Podcast Network continues to grow. In 2024, we added four new shows to the network, now offering over 28 podcasts to parents (and kids) across a wide range of topics!

From specialized content supporting families with children on the autism spectrum or resources for foster and adoptive parents to the topics every parent deals with, these podcasts offer Christ-centered support and practical guidance. Some podcasts even directly engage children, helping them grow in faith and understanding alongside their parents. One Pardon the Mess podcast listener shared,

“Such encouragement! I get something out of every episode and every guest you have on your show. Thank you for the encouragement, authenticity, and always pointing us to our Savior!”

Christian Parenting's impact by the numbers in 2024:

9,501,071 total content experiences



Social
engagements:
1,732,117



Parenting resources
read online:
380,906



Parenting
resources printed
3,409



Weekly
emails opened:
2,233,965



Podcasts
downloaded:
5,077,338



Learning to think and live biblically

At the heart of Foundations with Janet Denison is the calling to teach people about the transforming power of Scripture through digital Bible study. Every resource we create is intended to help our audience learn how to study God's word and apply the truth of Scripture to their daily lives. One podcast listener shared,

“Your daily bible studies and nightly ‘Wisdom Matters’ bring me wisdom, discernment, and encouragement for my soul. Thank you for the scriptural messages of hope and wisdom that guide my thoughts and actions daily in worshiping our awesome Lord.” - Karen A.

Check out Foundations’ impact by the numbers in a year!

Total content experiences through Foundations resources: 1,065,439



Resources
read online:
270,589



App
downloads:
4,674



Weekly
emails opened:
513,392



Books
printed:
3,664



At Denison Ministries, every dollar you give is faithfully stewarded to advance the mission and vision God has entrusted to 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. 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.





Denison Ministries
Income Statement (Unaudited)
12/31/2024

	Actual	FY24 Budget	Variance
Donation Revenue	\$6,868,394	\$6,814,624	\$53,770
Other Revenue	232,901	119,675	113,226
Investment Income	123,991		123,991
Total Revenue	\$ 7,225,287	\$6,934,299	\$ 290,987
Salaries & Payroll Taxes	\$3,534,324	\$3,442,426	(\$91,897)
Benefits	869,542	869,042	(500)
Travel	58,729	70,240	11,511
Talent Development	30,601	80,523	49,922
Content	168,735	238,998	70,263
Marketing	332,224	343,250	11,026
Development	442,368	636,398	194,031
Governance & Legal	119,079	88,487	(30,592)
Finance, Operations & HR	595,694	589,761	(5,933)
Technology	328,523	347,855	19,333
Expenses	\$6,479,817	\$6,706,981	\$ 227,164
Net Income	\$745,469	\$227,319	\$ 518,151



Denison Ministries
Balance Sheet - Unaudited
As of December 31, 2024

Dec 2024

ASSETS	
Current Assets	
Bank Accounts	\$ 2,600,643
Accounts Receivable	763,500
Other Current Assets	539,907
Total Current Assets	3,904,050
Fixed Assets	595,802
Other Assets	121,311
TOTAL ASSETS	\$ 4,621,164
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$ (1,784)
Credit Cards	12,899
Other Current Liabilities	30,089
Total Current Liabilities	41,204
Long-Term Liabilities	
Annuity Payment Liability	43,992
NPV Lease Liability	426,397
Total Long-Term Liabilities	470,389
Total Liabilities	\$ 511,593
Total Equity	\$ 4,109,571
TOTAL LIABILITIES AND EQUITY	\$ 4,621,164



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