



Expanding Reach.
Deepening Impact.

FOCUS ON THE FAMILY CANADA

2025 Annual Report

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Letter from the President

Nearly five years ago, I joined Focus on the Family Canada as president. Two years later, we as a ministry celebrated our 40th anniversary. The running thread through the last five years and the last 40 years has been one of faithfulness. It's through the faithfulness of God that we have served families from coast to coast for so long. It's through the faithfulness of our generous donors that we have been sustained as a non-profit organization. And it's through the faithfulness of our growing team that we have been able to expand our reach across Canada and deepen the impact we've made on families in Canada.

Throughout our fiscal year (FY25) – which ran from October 1, 2024, to September 30, 2025 – hurting individuals have found practical help in moments of need, struggling couples have been empowered with tools to strengthen their marriage, and even more families have been equipped with trusted guidance grounded in God's Word. Within the pages of this annual report, you'll discover a glimpse of the impactful work we do every day.

You will also learn more about a few of our strategic priorities as we look ahead to FY26 and beyond. Those seeking focused help from our program directors and marriage therapists will receive guided teaching and counselling at our retreat centres. Francophone families in Canada and around the world will have access to biblically based resources in French. And parents and grandparents struggling to raise the next generation in our confusing culture will get the help they need.

All of this is made possible through the generous support of donors like you! Thank you for your ongoing partnership. We look forward to seeing our reach expanded and impact deepened across Canada.

Blessings,



Jean-Paul Beran, MA
President
Focus on the Family Canada



Executive Summary

Throughout FY25, Focus on the Family Canada served thousands of individuals and families facing real-life challenges, providing trusted, biblically based support through counselling, media, events, and digital resources.

As demand for guidance continues to grow, our ministry model enabled us to expand our reach, deepen engagement, and deliver meaningful support where it was needed most.

IMPACT AT A GLANCE

- **\$12.1 million in total revenue** generated for the ministry
- **15,727 active donors** supported the ministry, including **1,501 new donors**
- Approximately **3.2 million visits across all websites** and **55,257 resources downloaded** in English and French combined
- **1,951 weekly releases of our daily radio broadcast** reaching an estimated audience of hundreds of thousands of Canadians

- **2,467 counselling inquiries** and **8,634 prayer requests** supported
- **687 couples strengthened** through Hope Restored intensives and Journey to Us conferences and retreats
- **338 pastors and ministry leaders** cared for through Clergy Care and Kerith Retreats

COMMITMENT TO STEWARDSHIP

Every dollar entrusted to us is prayerfully and wisely stewarded to maximize impact for families across Canada. We are committed to transparency, accountability, and increasing our effectiveness each year.

Mission, Vision, and Guiding Principles

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.

Guiding Principles

Focus on the Family Canada was founded on, and remains committed to, six guiding principles:

1. The Pre-Eminence of Evangelism

The ultimate purpose of life is to know and glorify God and to attain eternal life through Jesus Christ our Lord.

2. The Permanence of Marriage

Marriage is a sacred covenant intended by God to be a thriving, lifelong relationship between a man and a woman.

3. The Value of Children

Children are a heritage from God and we are accountable for raising, shaping, and preparing them for service to his Kingdom.

4. The Sanctity of Life

Human beings are created by God in his image and every person, from conception to natural death, possesses inherent dignity and immeasurable worth.

5. The Importance of Social Responsibility

God has ordained the social institutions of family, church, and government for the benefit of all mankind and as a reflection of his divine nature.

6. The Value of Male and Female

God created humans in his image, intentionally and immutably male and female, each bringing unique and complementary qualities to sexuality and relationships.

Ministry Impact

Serving families across Canada

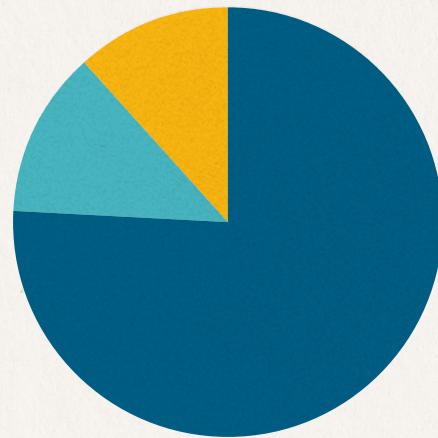
The generosity of donors across Canada makes it possible for Focus on the Family Canada to deliver trusted, biblically grounded support to individuals and families facing real-life challenges.

From faithful monthly partners to those who give through one-time gifts, each contribution plays a vital role in sustaining and strengthening our ministry.

Because of this support, we can provide counselling, resources, media, and programs that reach people where they are – offering hope, guidance, and practical help in moments that matter most.

WHERE EVERY DOLLAR GOES

- Charitable Programs – 76.1%
- Fundraising – 12.3 %
- Supporting Services – 11.6%



FINANCIAL ALLOCATION

Counselling and Care

Meeting Canadians in moments of need

Across Canada, individuals and families are facing increasing levels of anxiety, relational breakdown, and emotional distress. Yet many struggle to access timely, trusted, and faith-based support when they need it most.

In FY25, we supported **over 11,000 individuals and families** through counselling consultations, prayer support, and referral services – meeting people at critical moments in their lives.

Through our care and counselling team:

- **2,467 counselling inquiries** responded to by phone and email
- **306 Clergy Care counselling sessions** for pastors, missionaries, and ministry leaders
- **8,634 prayer requests** received and personally prayed for by our team
- Ongoing referrals to trusted, local counselling professionals across Canada

Each weekday, our staff prays for the needs of families across the country. This is an integral part of how we serve and support those who reach out for help.

OUTCOMES

Every situation is unique, and our team makes every effort to ensure individuals who connect with us experience meaningful encouragement and are given next steps toward healing:

- A significant majority of individuals reported feeling **more hopeful, supported, or equipped** after their interaction
- Ministry leaders accessing ministry-specific counselling expressed renewed strength and clarity in their roles
- Individuals were connected to trusted resources and counselling pathways for ongoing support

WHAT WE LEARNED

Demand for both personal counselling support and ministry-specific counselling continues to grow – particularly among ministry leaders experiencing burnout, isolation, and increasing pressures in their roles.

We also observed that individuals are increasingly seeking **accessible, immediate, and trusted entry points** into care – highlighting the importance of our intake and referral model.

LOOKING AHEAD

In FY26, we aim to expand access to care by:

- Investigating an affordable paid counselling model to provide ongoing sessions to non-clergy individuals
- Enhancing digital intake and referral pathways
- Growing our network of referral counsellors across Canada

Our goal is to ensure that more Canadians can access timely, compassionate, and biblically grounded support when they need it most.

IMPACT STORY

One client was in denial that she had depression, but after speaking with our counsellor she took a leave of absence from her job and got help for her mental health. After such a long battle, she reached out to us and let us know she had been much more stable for the past year and wanted to thank Focus on the Family Canada for how we helped her.

Marriage Ministries

Strengthening relationships; restoring hope

Strong, healthy marriages are foundational to thriving families – yet many couples today face increasing pressure from stress, conflict, and disconnection. For some, these challenges can lead to deep relational breakdown and even the risk of separation or divorce.

In FY25, we supported **687 couples** through our **marriage conferences, retreats, and intensive counselling programs** – serving couples at every stage of their relationship, from strengthening healthy marriages to restoring those in crisis.

Through our Journey to Us and Hope Restored programs:

- **491 couples** attended **Journey to Us conferences** hosted in churches across Canada
- **60 couples** participated in all-inclusive **Journey to Us retreats** at our centres
- **59 Hope Restored** private and group intensives were held across our locations
- **20–32 hours of counselling** provided per couple in Hope Restored intensives

Our retreat-based model creates a focused, distraction-free environment where couples can engage deeply with experienced counsellors or facilitators and learn proven relationship principles.

OUTCOMES

Couples who participated in our marriage programs experienced meaningful progress in their relationships:

- **99% of participants** reported being satisfied or very satisfied with the counselling intensive, and 89% said they believed it will make a significant difference in their marriage
- Couples in crisis gained **practical tools** to address conflict and rebuild trust
- Participants left with **actionable strategies** to strengthen their marriage long-term
- **97% of those surveyed** said they are likely or absolutely likely to recommend the program to a friend facing similar challenges

For many, these experiences marked a turning point toward healing, restoration, and renewed hope for their future together.

WHAT WE LEARNED

Demand continues to grow for both preventative and intensive marriage support. We observed that:

- Couples are seeking both early intervention and crisis-level care
- Retreat-based, immersive experiences are especially impactful
- Many couples are willing to travel significant distances to access trusted, faith-based support

LOOKING AHEAD

In FY26, we aim to expand access and impact by:

- **Increasing the number of couples participating** in Journey to Us by 15% across Canada
- **Growing the reach** of our marriage programs through additional church partnerships
- Strengthening our impact across Canada by **recruiting and training** 7 more Journey to Us facilitator couples

Our focus remains on helping more couples build strong, resilient, and Christ-centred marriages.

TESTIMONIAL

"The Heart Talk was the biggest tool. We still use it. When something goes wrong, we stop and have a Heart Talk – it helps us deal with the issue instead of letting it grow. For the first time, we felt heard, understood, and hopeful again."

Media and Broadcast

Reaching Canadians with trusted guidance

Families across Canada are navigating increasingly complex cultural, relational, and personal challenges – often without access to trusted, biblically grounded guidance. Many are turning to media and digital platforms as their primary source of information and support.

Our content is designed to be accessible, practical, and relevant – equipping individuals and families with insights they can apply in everyday life. Throughout FY25, our content was accessed millions of times across radio, digital, and social platforms, meeting people wherever they are. For many, our media platforms serve as a trusted entry point into deeper engagement with our ministry, resources, and support services.

Through our national broadcast ministry and digital media channels:

- Our radio programs aired across **105 radio stations** nationwide with **1,951 weekly releases**, reaching an estimated audience of hundreds of thousands of Canadians weekly
- Content on our mobile app was **accessed 603,404 times**
- Our video series received **54,070 views** across digital platforms
- Our social media channels generated over **4.4 million impressions** and engaged **113,574 followers**
- Ongoing access to expert-led conversations on marriage, parenting, faith, and life challenges

OUTCOMES

Through consistent, high-quality content, we are helping individuals and families:

- Gain practical tools and biblical perspective on real-life challenges
- Feel encouraged, informed, and less alone in their circumstances
- Engage more deeply with topics related to faith, relationships, and personal growth

WHAT WE LEARNED

We continue to see that:

- On-demand and digital access to content is increasingly important
- Audiences value trusted voices and expert insights delivered in a relatable format
- Media serves as a key front door to the broader ministry – introducing new audiences to our resources and services

LOOKING AHEAD

In FY26, we aim to expand our reach and deepen engagement by:

- Increasing audience engagement and digital accessibility across broadcast, podcast, video, and web
- Expanding content distribution to reach new and underserved audiences across Canada
- Enhancing discoverability and user experience across our digital ecosystem
- Developing more platform-specific content designed to meet audiences where they consume media most

Our goal is to ensure that more Canadians can access trusted, life-giving content – wherever and whenever they need it.

TESTIMONIAL

"Listening to these programs has helped me navigate challenges in my marriage and parenting with renewed confidence and faith."

Digital, Publishing, and Resources

Equipping families with practical, everyday support

Today's families are searching for trusted, practical guidance they can access anytime – whether navigating parenting challenges, strengthening relationships, or addressing complex life issues. As digital consumption continues to grow, there is an increasing demand for accessible, biblically grounded content that speaks into real-life situations.

In FY25, we engaged Canadians through our digital platforms, publications, and resource distribution – serving families across Canada and extending our reach globally.

Through our websites, publications, and resource platforms:

- **331,130 e-newsletter subscribers**
- **258,318 *Focus on the Family* magazines** delivered to homes and churches
- **43,557 digital downloads** and **54,071 video series** registrations
- **112 articles, blog posts, and impact stories published**
- Ongoing access to thousands of resources on marriage, parenting, faith, and life challenges

OUTCOMES

Through these resources, individuals and families were equipped to:

- Apply **practical, faith-based guidance** to everyday challenges
- **Grow in confidence** in areas such as parenting, marriage, and personal faith
- **Access support** in moments of need – often as a first step toward deeper engagement

For many, these resources provide continuous encouragement and a trusted source of truth in an increasingly complex culture.

WHAT WE LEARNED

We continue to see that:

- On-demand, digital-first content is growing rapidly
- Short-form, practical, and topic-specific resources resonate strongly
- Digital platforms play a critical role in both **engagement and ministry expansion**, reaching individuals who may not otherwise connect with our programs

WHAT'S NEXT

In FY26, we aim to expand both effectiveness and reach by:

- Expanding the reach, accessibility, and effectiveness of our digital resources across Canada and beyond
- Developing new, high-impact content addressing emerging family challenges
- Enhancing distribution across digital channels, including video, podcast, and social platforms
- Expanding our French-language resources to serve more francophone families in Canada and beyond

TESTIMONIAL

"These resources have helped our family navigate difficult seasons with clarity, hope, and practical guidance we can actually apply."

Strategic Growth Initiatives

Expanding our reach; deepening our impact

While our core programs continue to serve thousands of families each year, we are also investing in strategic initiatives that expand our reach and deepen our impact across Canada. These initiatives represent targeted opportunities to address emerging needs, remove barriers to access, and extend the reach of our ministry to new audiences and regions. Through the generosity of key partners, we can accelerate growth in areas of highest impact.

Kerith Waters

Expanding access to marriage and ministry support in Eastern Canada

KERITH WATERS LOAN REPAYMENT

Kerith Waters represents a strategic expansion of Focus on the Family Canada's retreat-based ministry – positioned within a three-hour radius of over **9 million people** across Ontario and Eastern Canada. This location significantly reduces the barrier of distance, making it easier for couples and ministry leaders to access life-changing programs closer to home.

In FY25, we continued to develop and utilize the Kerith Waters property to deliver Hope Restored marriage intensives, Journey to Us retreats, and Kerith Ministry Leader Retreats – expanding program availability and accessibility in Eastern Canada.

IMPACT

- Increased participation from couples and ministry leaders in Ontario and surrounding regions
- Expanded access to immersive, retreat-based programs for those who may not have previously been able to attend
- Strengthened our national capacity to deliver high-impact marriage and ministry support

STRATEGIC IMPORTANCE

Kerith Waters plays a critical role in the long-term growth of our ministry by expanding geographic reach and increasing program accessibility. By strengthening our presence in Eastern Canada, we are positioned to serve more families, couples, and ministry leaders – while enhancing the sustainability and scalability of our retreat model.

INVESTMENT

- **\$750,000 targeted** toward remaining loan repayment
- **\$432,275 secured** through partner support to date

Completing the repayment of this loan will strengthen the financial foundation of the ministry – freeing resources to further expand program delivery and impact in the years ahead.

TESTIMONIAL

"We received life-changing and marriage-changing teaching and therapy this past week... We leave feeling equipped, restored, and hopeful for the future."

Strategic Growth Initiatives

Continued

Hope Restored

Restoring marriages in crisis

HOPE RESTORED REGISTRATION FUND

Couples facing serious marital crisis often feel isolated, overwhelmed, and uncertain where to turn. Without timely and effective intervention, many relationships continue to deteriorate – sometimes leading to separation or divorce. While intensive counselling can be life-changing, the cost can also be a significant barrier for couples already under strain.

In FY25, we expanded access to Hope Restored marriage intensives through our registration assistance fund – providing couples in crisis with focused, professional counselling in a safe and restorative retreat environment.

Each intensive includes **20–32 hours of counselling over 3–5 days**, delivered by trained marriage therapists, along with accommodations and a setting designed for deep reflection and healing.

IMPACT

- **136 couples** participated in Hope Restored private and group intensives
- **32 couples** participated in Hope Restored marriage intensives through our **registration assistance fund**
- Couples reported improved communication, renewed commitment, and practical tools to rebuild their relationships
- Participants experienced meaningful progress in addressing long-standing challenges within their marriages

STRATEGIC IMPORTANCE

Hope Restored represents one of the most intensive and high-impact interventions we offer – addressing marriages at their most critical point. By removing financial barriers, we are able to extend this life-changing support to couples who might otherwise be unable to access it.

Strengthening marriages at this level has a ripple effect – impacting children, families, and communities across Canada.

INVESTMENT

- **\$100,000 targeted** for the Registration Assistance Fund
- **\$181,600 secured** through donor support

These funds help subsidize participation costs, ensuring that financial limitations do not prevent couples from receiving the support they need.

TESTIMONIAL

"We arrived feeling broken and unsure if our marriage could be restored. Through this experience, we were given the tools to communicate, understand each other, and begin again. For the first time in a long time, we feel hopeful."

Focus Famille

Expanding reach to francophone families

FOCUS FAMILLE MINISTRY EXPANSION

French-speaking families represent a significant and often underserved population in Canada. **Over 20% of Canadians identify French as their first language spoken**, yet there are relatively few biblically grounded resources available to support families within francophone communities.

This presents a meaningful opportunity to extend the reach of our ministry – equipping more families with trusted, faith-based guidance in their heart language.

In FY25, we continued to grow the Focus Famille ministry through expanded digital content, print distribution, and engagement with French-speaking audiences across Canada and internationally.

IMPACT

- **74,000 visits** to our French website FocusFamille.ca
- **11,700 resources** were downloaded
- **4,256 subscribers** to French-language e-newsletters
- **2,835 copies** of *Focus Famille* magazine were delivered to homes and churches
- Increased engagement from francophone audiences both within Canada and globally

STRATEGIC IMPORTANCE

Focus Famille represents a significant opportunity for national and global ministry growth. By expanding French-language resources, we are reaching individuals who may not otherwise engage with our English-language content – extending both our impact and our mission.

This initiative also strengthens partnerships with churches and ministry leaders, equipping them with relevant resources to support their communities.

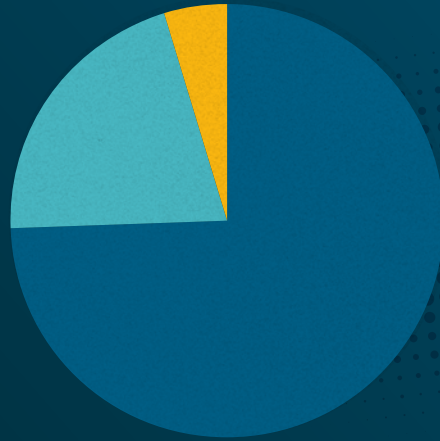
INVESTMENT

- **\$100,000 targeted** for ministry expansion
- **\$112,324 secured** through donor support

This investment supports content development, translation, distribution, and the expansion of digital and print channels.

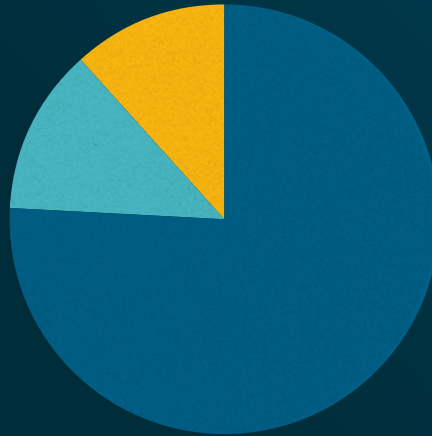
TESTIMONIAL

"Thank you for providing resources that speak directly to our lives and challenges in French. This ministry is making a real difference for families like ours."



REVENUE

- Contributions (74.6%)
- Sales, event registration fees, and subscriptions (17.9%)
- Other income (7.5%)



EXPENSES

- Charitable programs (76.1%)
- Fundraising & donor development (12.3%)
- Administration & support (11.6%)

Financial Overview

Stewarding resources with integrity

At Focus on the Family Canada, we are committed to the faithful stewardship of every dollar entrusted to us – guided by transparency, accountability, and a clear focus on maximizing impact for families across Canada.

In FY25, total revenue was **\$12,097,097**, generated through generous donor support, along with product sales, event registrations, and other income sources. Our donor community remains the foundation of our ministry, enabling us to deliver trusted, biblically grounded support to individuals and families nationwide.

WHERE EVERY DOLLAR GOES

In FY25, total expenses were **\$12,565,672**, with the majority directed toward programs that directly serve families.

- 76.1% Charitable Programs
- 12.3% Fundraising & Donor Development
- 11.6% Administration & Supporting Services

For every dollar spent, approximately \$0.76 directly supports programs that strengthen individuals, marriages, and families across Canada.

FINANCIAL POSITION

As of September 30, 2025, Focus on the Family Canada maintained a strong financial position, with total assets of approximately \$24.1 million and net assets of \$12.2 million.

This foundation enables us to sustain our programs while continuing to invest in strategic growth initiatives that expand our reach and deepen our impact.

TRANSPARENCY AND ACCOUNTABILITY

Our financial statements are independently audited each year in accordance with Canadian accounting standards for not-for-profit organizations.

A full set of audited financial statements is available online at **FocusOnTheFamily.ca/Financials**.

Statement of Financial Position

September 30, 2025, with comparative information for 2024

	2025	2024
Assets		
Current Assets:		
Cash	\$ 2,745,889	\$ 1,670,595
Investments at fair value (note 2)	2,052,759	3,619,925
Accounts receivable	70,213	97,432
Inventories	214,639	243,190
Prepaid expenses and deposits	287,506	323,631
	5,371,006	5,954,773
Tangible capital assets (note 3)	18,734,679	19,120,355
Cash surrender value of life insurance (note 4)	10,289	9,817
	\$ 24,115,974	\$ 25,084,945
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities (note 5)	\$ 583,602	\$ 794,990
Capital lease	1,545	5,202
Deferred revenue	524,379	533,010
Loan (note 6)	194,998	699,998
Deferred contributions (note 7)	668,357	513,584
	1,972,881	2,546,784
Deferred capital contributions (note 8)	9,989,524	9,916,017
	11,962,405	12,462,801
Net assets:		
Unrestricted	1,513,583	1,663,057
Invested in tangible capital assets (note 9)	8,636,362	8,586,888
Internally restricted (note 10)	2,003,624	2,372,199
	12,153,569	12,622,144
	\$ 24,115,974	\$ 25,084,945

Statement of Operations

Year ended September 30, 2025, with comparative information for 2024

	2025	2024
Revenue:		
Contributions	\$ 9,029,592	\$ 9,806,143
Sales, event registration fees and subscriptions	2,166,149	2,230,414
Interest income	280,220	418,234
Other income	136,208	115,699
Amortization of deferred capital contributions (note 8)	484,928	477,856
	12,097,097	13,048,346
Expenses (note 12):		
Charitable programs:		
Books and resources	1,428,424	1,424,370
Care and counselling programs	3,918,221	3,916,708
Magazines and publications	1,608,623	1,617,202
Marriage and parenting events	584,670	274,045
Online ministry	860,760	1,002,818
Radio and television	1,163,254	1,247,382
	9,563,952	9,482,525
Fundraising	1,548,646	1,608,274
Supporting services	1,453,074	1,340,702
	12,565,672	12,431,501
(Deficiency) excess of revenue over expenses	\$ (468,575)	\$ 616,845

Governance and Accountability

As a registered Canadian charity, Focus on the Family Canada is governed by a dedicated and diverse Board of Directors from across the country.

Operating under a policy governance model, the Board provides strategic oversight, spiritual accountability, and mission-focused guidance to ensure the organization remains faithful to its vision, values, and charitable mandate.

BOARD OF DIRECTORS

- Peter Wall, Chair
- Terry Jones, Vice-Chair
- Dietmar Sedens, Treasurer
- Mike Peters, Treasurer
- Teresa Kielczewski, Secretary
- Catherine Gaudreau
- Dan Loney
- Deedee Wray
- Jim Daly
- Jim Huzzey
- Josh King
- Michael Streuber
- Tim Hoogenboom
- Tim Sawyer

EXECUTIVE LEADERSHIP TEAM

- Jean-Paul Beran, President
- Sitawa Ywaya, Chief Financial Officer
- Len DenBraber, Chief Operating Officer
- Kara Pippy, Chief Marketing Officer

COMMITMENT TO ACCOUNTABILITY

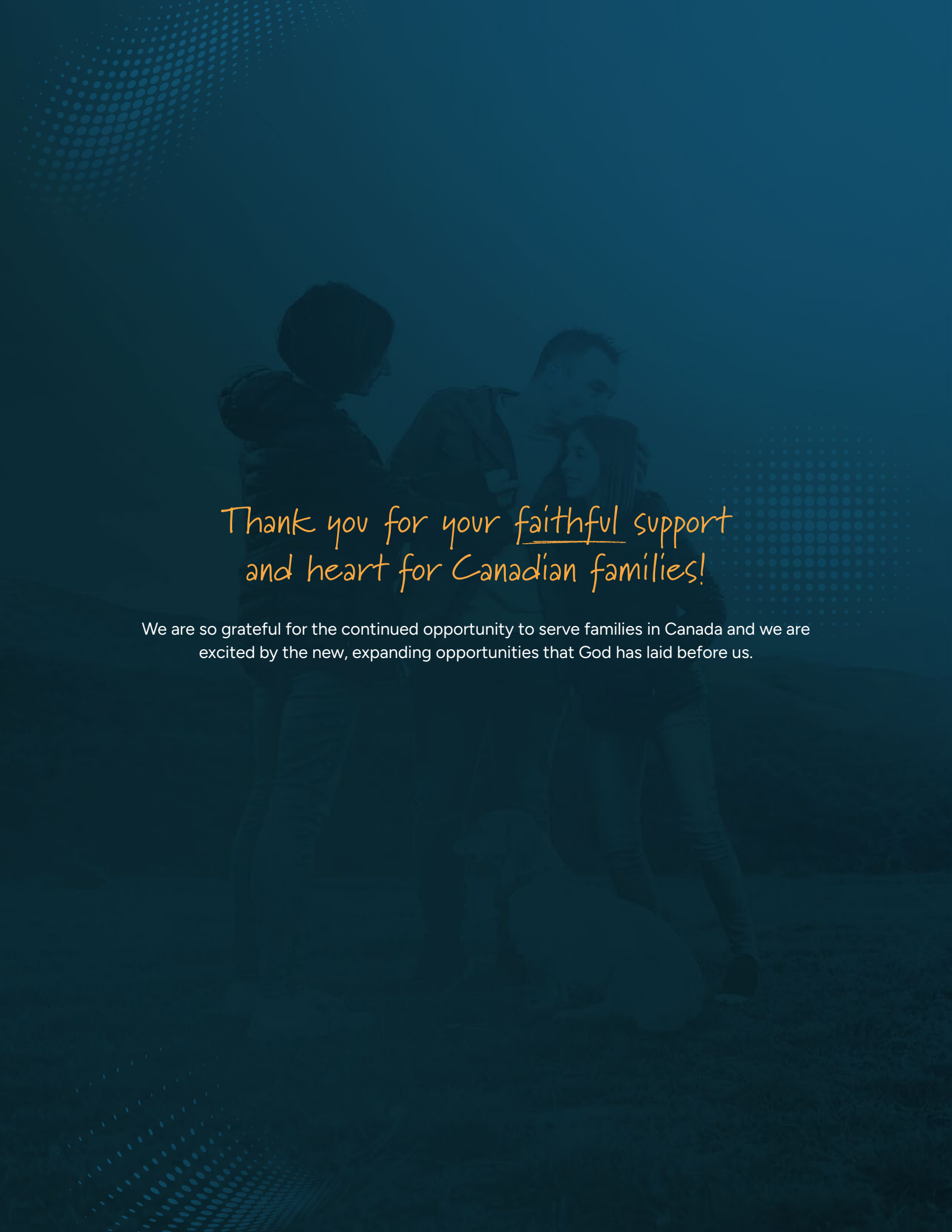
We are stewards of the resources entrusted to us and are accountable to our ministry partners – and ultimately to God – for how those resources are used. We are committed to operating with integrity, transparency, and excellence in all areas of our work.

MEETING THE HIGHEST ETHICAL STANDARDS

Focus on the Family Canada is a certified member of the Canadian Centre for Christian Charities (CCCC), an independent organization that sets high standards for organizational integrity and accountability. We undergo annual re-accreditation and adhere to these standards in our governance, financial practices, and operations.

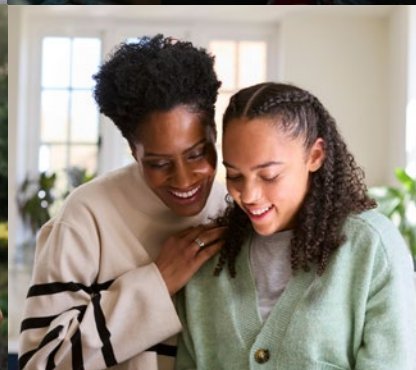


**Canadian Centre for
Christian Charities**
ACCREDITED MEMBER



Thank you for your faithful support
and heart for Canadian families!

We are so grateful for the continued opportunity to serve families in Canada and we are excited by the new, expanding opportunities that God has laid before us.



19946 80A Avenue, Langley, BC V2Y 0J8 | 1 800 661 9800 | FocusOnTheFamily.ca



Helping Families Thrive

