

2024

Focus on the Family Canada

# Annual Report



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President Jean-Paul Beran  
and his wife, Susan Beran



# Letter from the President

With summer just around the corner, we're in a season of growth and new beginnings. It's important, though, for us to also take a moment to look back and reflect. Focus on the Family Canada's 2024 fiscal year (FY24) ran from October 1, 2023, to September 30, 2024, and it was truly a remarkable period. We give thanks to God for his ongoing grace and provision, enabling us to advance our mission in significant ways.

Throughout FY24, we've made substantial strides in our vision to expand our digital reach, bring awareness to our ministry through events and sponsorships, connect with churches and Christian schools in a meaningful way, and build our internal capacity as part of laying the groundwork for future growth.

Within the pages of this annual report, you'll discover just a glimpse of the impactful work we do every day. Our dedicated care and counselling team has provided personalized prayer support and thousands of free, confidential counselling consultations to those facing life's toughest challenges. Our digital and content teams have expanded our online presence, delivering timely articles, inspirational video series, valuable downloadable resources, and much more, directly to those who need them most.

Additionally, our retreat centres continue to offer married couples and ministry leaders a restorative environment where they can find guidance, renewal, and strength.

All of this is possible only through your generous support. Every dollar you give truly makes a difference, allowing us to sustain vital ministry programs.

Thank you for partnering with us in this critical mission. We look forward to seeing even more families transformed by the power of the Gospel in 2025.

Blessings,



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



# Executive Summary

## Mission Impact

Throughout FY24, Focus on the Family Canada made measurable progress in delivering trusted, biblically based guidance to families across the country. Our integrated ministry model brought together counselling, media, events, and digital resources to provide hope and help where it's needed most.

## The Numbers at a Glance

**\$13 million in total revenue** generated for the ministry

**18,000+ active donors** supported our work

**11,584 prayer requests** received and prayed for by our caring staff

**3,212 radio programs** released weekly reaching an estimated 650,000 listeners across Canada

**2,394 counselling inquiries** were received by our care and counselling team;  
**323 were Clergy Care counselling appointments**

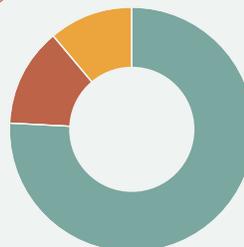
**60 Hope Restored events** were facilitated to help marriages in crisis

**30 Kerith Retreats events** were hosted to care for pastors and ministry leaders

**14 Journey to Us events** were hosted to help strong marriages get even stronger

## Financial Allocation – Category Percentage

- PROGRAM DELIVERY (76.0%)
- FUNDRAISING AND DONOR RELATIONS (13.0%)
- ADMINISTRATION AND OPERATIONS (11.0%)



## 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.

*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.



# Our Programs

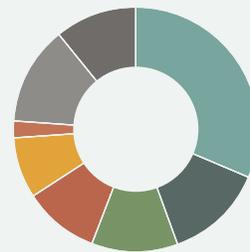
## Overview and Resource Allocation

The donations we receive through the generosity of a wide range of donors across the country support the ongoing programs of Focus on the Family Canada. From our monthly donors, to those who give one-time gifts, to those who give online, and to those who mail in or call, we are so grateful for these partners, as they ensure the following offerings can continue unhindered.

## Program Breakdown by Spending *(based on FY25 Financial Statements – Audited)*

### CHARITABLE PROGRAMS

- CARE AND COUNSELLING SERVICES (31.51%)
- MAGAZINES AND PUBLICATIONS (13.01%)
- BOOKS AND RESOURCES (11.46%)
- DAILY BROADCAST (RADIO) (10.03%)
- ONLINE MINISTRY – DIGITAL RESOURCES (8.07%)
- MARRIAGE EVENTS – JOURNEY TO US CONFERENCES AND RETREATS (2.20%)
- FUNDRAISING (12.94%)
- SUPPORT SERVICES (10.78%)



## Care and Counselling Programs

Individuals in need of personalized support call our counselling intake office to book a one-time phone consultation with one of our in-house, Master’s-level Christian counsellors, or to receive a referral to a counsellor in their local area. They also receive prayer over the phone and follow-up resources when helpful.

In FY24, **2,394 counselling inquiries** by phone and email were received and answered personally by our counselling and care staff and our constituent response team.

Every weekday morning the team gathers in a hybrid morning meeting (with in-office and remote staff) to pray for the many needs of families across Canada.

In FY24, we prayed for **11,584 prayer requests**. These are received by phone call, email, regular mail, and from staff.

## Clergy Care Network

In partnership with several denominations, Focus on the Family Canada supports those in ministry with free counselling for pastors, missionaries, and their family members, regardless of denominational affiliation, as well as providing them with additional online resources.

In FY24, we supported clergy in the following ways:

- **323 free counselling sessions** for ministry leaders and their families
- **2,518 subscribers to Focus on Pastors**, our free e-newsletter
- **9,200 active website users** on ClergyCare.ca

# Our Programs (cont'd)

## Magazines and Publications

Our magazines and publications continue to deliver impactful, faith-based content to Canadian families, offering encouragement, inspiration, and practical guidance for daily living. Each year, thousands of households receive our complimentary *Focus on the Family* magazine, filled with relevant articles and biblical insights. Additionally, our popular paid subscription magazines for youth and children – including *Brio*, *Focus on the Family Clubhouse*, and *Focus on the Family Clubhouse Jr.* – help nurture faith, build character, and inspire creativity among young readers. We also provide a diverse range of free resources, such as downloadable PDFs and printable booklets on various life challenges, ensuring valuable support is always within reach for those who need it most.

In FY24, we equipped families with the following:

- **41,493 Focus on the Family magazines** were delivered (39,305 to homes, 1,916 to churches, and 272 were sent to schools, businesses and other organizations)
- **29,298 views** of digital *Focus on the Family* magazine online
- **155,969 children and youth magazine subscriptions** were fulfilled for *Focus on the Family Clubhouse Jr.* (ages 3-7), *Focus on the Family Clubhouse* (ages 8-12), and *Brio* (teen girls) – including **10,535 new subscribers**
- **2,380 Focus Famille magazines** were received by francophone families and churches

## Radio and Broadcast Media

### Daily Broadcast – *Focus on the Family with Jim Daly*

*Focus on the Family with Jim Daly* continues to be a key ministry offering. Every weekday, a new episode airs where Jim Daly, president of Focus on the Family in the U.S., interviews an expert guest on topics that are relevant for families.

In Canada, this program airs on:

- **148 radio stations** from coast to coast reaching an estimated **650,000 listeners** weekly
- Online streaming website ([FocusOnTheFamily.ca/Radio](http://FocusOnTheFamily.ca/Radio)) visited by **434,331 listeners** in FY24
- Mobile app (search: Focus Canada) downloaded by **15,274 users** in FY24
- Focus on the Family programs can currently be heard on one or more occasions each week in at least **85% of Canadian households**



# Our Programs (cont'd)

## Books and Resources

Focus on the Family Canada rigorously evaluates every resource we sell in our in-person resource centre and our online bookstore (Shop.FocusOnTheFamily.ca) to ensure families can find trusted resources for every stage of family life. Plus, when families purchase through our store, they help fund our ministry programs.

In FY24, families purchased:

- **11,622 children's resources** including board books and picture storybooks
- **7,289 Adventures in Odyssey resources**, including audio dramas, novels, devotionals, and more
- **5,444 faith and culture resources** including Bibles and devotionals
- **1,946 resources for teens and young adults**
- **1,765 parenting resources** for raising children, tweens, teens, and young adults
- **1,691 marriage resources** including books, premarital tools, etc.

## Marriage and Parenting Events

### Journey to Us Conferences and Retreats

For couples seeking to make their strong marriage even stronger, Focus on the Family Canada's Journey to Us marriage retreats and conferences teach couples the same proven principles as our Hope Restored program.

The one-day Journey to Us marriage conference takes place at churches across the country, while the all-inclusive Journey to Us retreat is held at our three luxury centres in Alberta, Manitoba, and Ontario. The all-inclusive retreat regularly sells out and we often have a waiting list.

In FY24, we hosted the following couples at our events:

- **236 couples** attended a local church for a Journey to Us marriage conference
- **102 couples** attended our retreat centres for an all-inclusive Journey to Us marriage retreat



## Products Testimonial

*“As we were ministering to and discipling these men and women, and they were talking about some of the issues that they were struggling with in their marriages, we noticed that a lot of these people have no idea what a godly marriage should look like because they haven’t had that example before. So, I thought, we could head off a lot of issues if we did a group study on what a godly marriage should look like. We chose Sacred Marriage. It took a couple of weeks for the walls to start coming down, but by the third or fourth week, people were being much more real. One member*



*said that she never, ever heard from a pastor that they struggled, or they doubted, or they had fights in their marriage. We’ve always tried to set an example of the fact that that we are not perfect, that we don’t have it all figured out, and that we’re working through this too, but by God’s grace, we’re getting there and we’re sharing with you the things that we’ve learned.”*



# Our Programs (cont'd)

## Online Ministry

To continue our goal of expanding our digital reach, the free resources we offer online are enormously helpful in reaching out to more families, including those who aren't familiar with us. These resources include video series, PDF downloads, and monthly articles on the topic of marriage, parenting, life challenges, and faith and culture.

In FY24, we released the following **video series** for couples and parents:

- ***Helping Children Manage Anxiety*** with Focus on the Family Canada counsellor Jenn Hall
- ***Praying Scripture Over Your Children*** with author Jodie Berndt
- ***Unpacking Biblical Separation and Divorce*** with Focus on the Family Canada marriage therapist Vicki Hooper
- ***Creating Healthy Beginnings for Young Children*** with Focus on the Family Canada counsellor Luke Campbell
- ***Discovering the Truth About My Identity*** with author Jackie Hill Perry
- ***Parenting When Adult Children Wander*** with Focus on the Family Canada counsellor Jennifer Antonsen

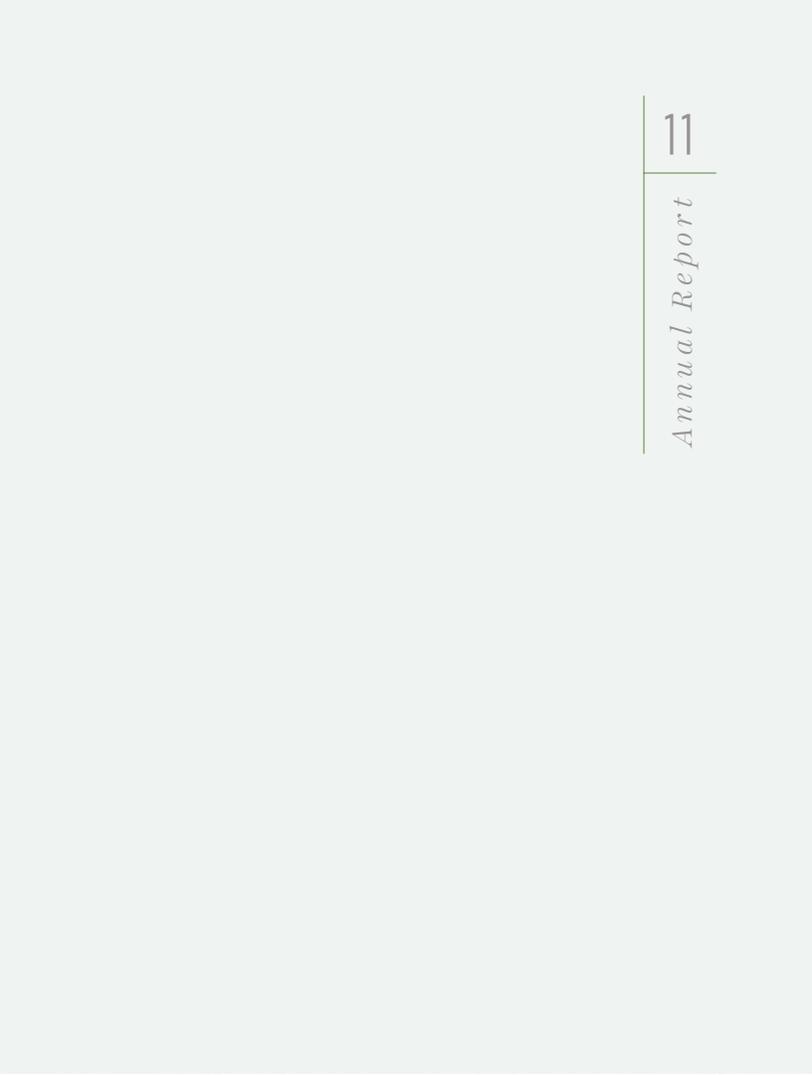
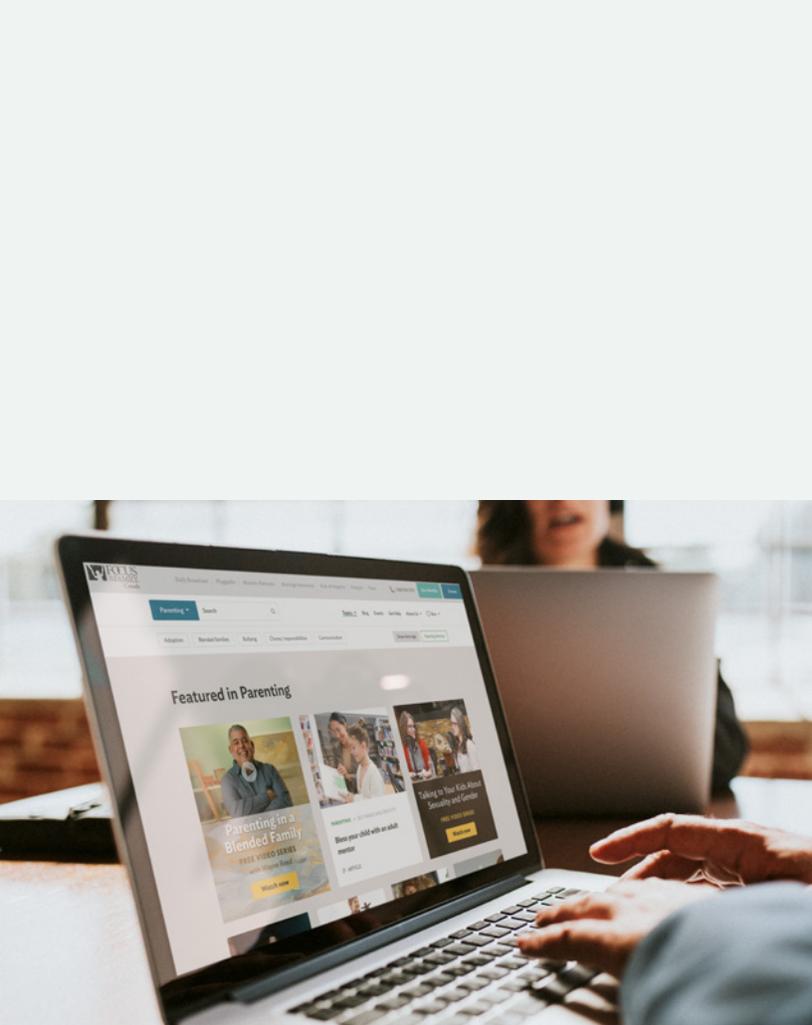
In FY24, we published the following **booklets, devotionals, and PDF downloads** for families:

- ***Helping Children Thrive*** 16-page booklet
- ***An Advent Journey*** 28-day devotional
- ***Helping Couples Thrive*** 16-page PDF download
- ***Family of Origin*** 12-page booklet
- ***Adventures in Odyssey: Boredom Busters for Kids*** 8-page activity booklet
- ***Helping Young Adults Thrive*** 16-page PDF download

In FY24, we have had the following **digital engagement**:

- **4,443,008 visits** to our main website (FocusOnTheFamily.ca)
- **159,070 followers** across all social media channels
- **66,612 video series** registrations
- **49,690 PDF download** requests
- **48,118 subscribers** to free monthly e-newsletters (*Focus on Marriage*, *Focus on Parenting*, and *Focus on Faith and Culture*)
- **4,377 subscribers** to Focus Famille e-newsletter (French-speaking ministry)





# Priority Projects

## Priority Projects Overview

Each year, in addition to our many foundational activities, we strive to maximize our service to families through several priority projects. These include expansions of our existing programs and new initiatives that respond to a recognized need. Unlike our essential activities, which are sustained through our general budget, our priority projects are funded through key partnerships with individuals, corporations, and foundations. These partnerships give donors the opportunity to join their philanthropic passions with projects of their choice and allow us to expand our care to more and more families.

## Kerith Waters Ministry Expansion

When this property was initially purchased in March 2023, Focus on the Family Canada intentionally structured the repayment of the loan to purchase this property to avoid impacting our general funds, allowing our various ministry programs to run uninterrupted.

In FY24, we sought funding for \$945,048. Through key partnerships, we secured \$450,000 in funding for this project.

## Kerith Retreats

Kerith Retreats for ministry leaders provides a specialized program for clergy, missionaries, and ministry leaders, including seven days of personalized teaching in a guided sabbath, small group setting. Led by program directors who have decades of experience in ministry, couples and singles are invited to experience renewal and restorative teaching.

In FY24, we hosted the following at our three retreat centres:

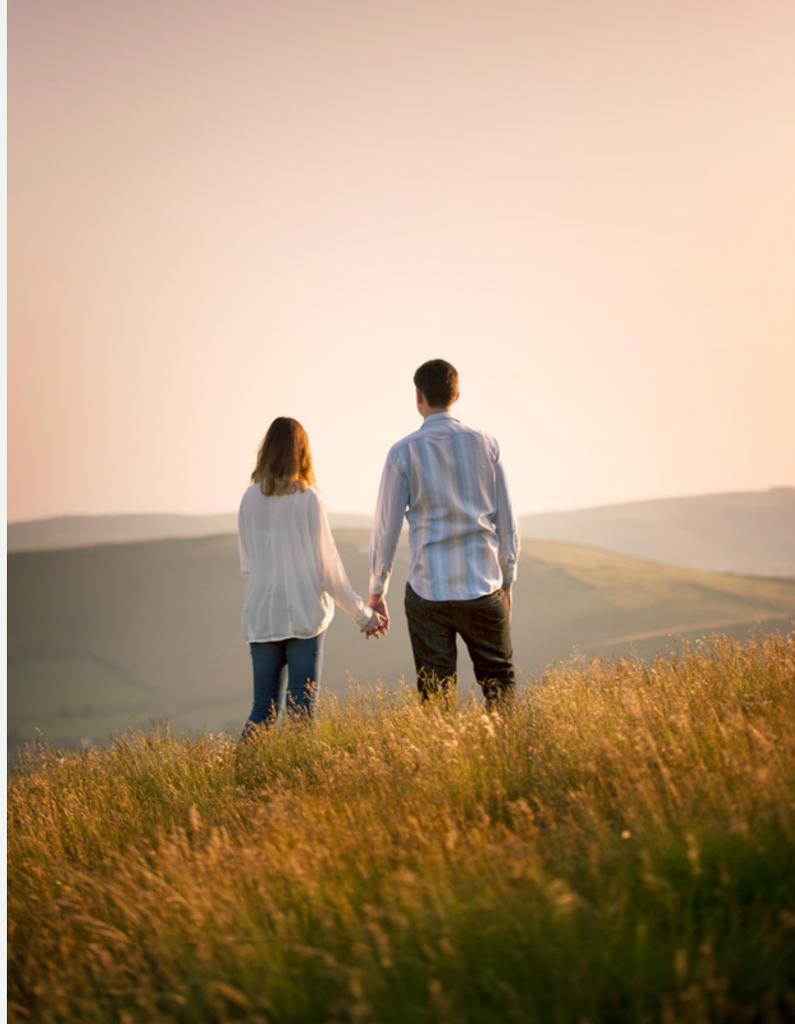
- **97 ministry couples, parachurch leaders, and missionaries**
- **18 singles** in ministry

In FY24, we sought funding for \$572,258. Through key partnerships, we secured \$424,774 in funding for Kerith Retreats for ministry leaders.



## Kerith Retreats Testimonial

*“My feeling is that Kerith Retreats is life changing. No matter where you are and the kind of difficulties that you have, it is a time to kind of reflect, to hear from God. To talk to other people that are going through similar things, to rest. Be in lovely surroundings. Be prayed for. I think anybody in ministry would benefit from it, even if they aren't in crisis. Because it's caring for you. And I think that the issue that I see with a lot of people is that they care for everybody else, but they don't care for themselves on an ongoing basis like day after day, year after year.*”



*“People don't take proper care of themselves spiritually and physically and mentally. And I think being there, you're forced into that and focus on yourself. And I think that's the value to everybody. And I will know those people for the rest of my life. You know, I developed a relationship with them that was really unique after such a short period of time that we all had that same connection.”*”



# Priority Projects (cont'd)

## Hope Restored

Hope Restored marriage intensives are designed for couples in crisis. Whether they're on the brink of divorce or starting to feel weary in their relationship, couples stay at one of our three centres and over the course of three to five days, receive 20-32 hours of focused counselling from our trained marriage therapists.

In FY24, we had **31 group intensives**, **28 private intensives**, and **1 premier intensive** across all 3 of our retreat centres.

In FY24, we sought funding for \$992,572. Through key partnerships, we secured \$293,959 in funding for Hope Restored.

## Focus Famille – French Ministry

French-speaking families, mainly from Quebec and France, but also in provinces like Ontario and New Brunswick, regularly reach out to Focus Famille for prayer, advice, and relevant resources as they navigate the ups and downs of family life. While 21.4% of Canadians identify French

as their first language spoken, and less than 1% of the population in Quebec professing to be evangelical Christians, there is a high demand for grace-filled content that not only gives practical advice but also points people to the unchanging hope of Christ.

In FY24, we helped French-speaking families in Canada and around the world through:

- **136,822 visits** to our website (FocusFamille.ca) for articles, PDFs and other content
- **4,377 subscribers** to our monthly e-newsletter providing regular encouragement
- **2,380 individuals and churches** received the biannual *Focus Famille* magazines sent free of charge in Canada, and available for free online to a global audience

In FY24, we sought \$81,183 in program funding and thankfully, through key partnerships, we secured \$100,886, providing a surplus to carry over into the next fiscal year.



## Hope Restored Testimonial

*Husband: "The Heart Talk was the biggest tool. We still use it. If something seems to go wrong or someone's feelings get hurt, then we call for a Heart Talk. We sit and do a Heart Talk and it really does help. It helps deal with the issue instead of letting it fester, or making it worse."*



*Wife: "I fully agree with [my husband] about the Heart Talk. When we slip into old patterns, one of us will be able to say 'Wait, we need a Heart Talk here.' And then one of us can step back and calm down and know that not only can we share what we're really saying and feeling, but the other person is fully listening and there in the space with us."*

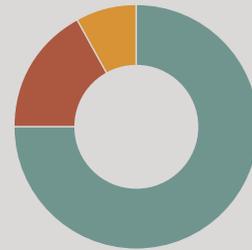


# Financial Overview

At Focus on the Family Canada, we are deeply committed to financial transparency, accountability, and wise stewardship of every dollar entrusted to us. Our financial practices are guided by rigorous internal controls and reviewed by independent auditors to ensure full compliance with Canadian charitable standards. In fiscal year 2024, we continued to invest the majority of our resources directly into ministry programs that support families across the country. The following financial summary reflects our ongoing dedication to maximizing impact while building a strong foundation for long-term sustainability.

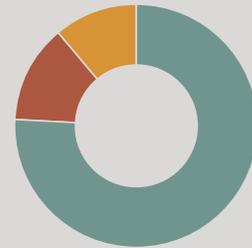
## Revenue

- DONATIONS (75.0%)
- PRODUCT SALES, EVENT REGISTRATIONS & SUBSCRIPTIONS (17.0%)
- OTHER INCOME (8.0%)



## Expenses

- CHARITABLE ACTIVITIES (76.0%)
- FUNDRAISING (13.0%)
- GENERAL & ADMINISTRATION (11.0%)





## STATEMENT OF

## Financial Position

Year ended September 30, 2024, with comparative information for 2023

	2024	2023
<b>Assets</b>		
<b>Current assets:</b>		
Cash	\$ 1,670,595	\$ 3,278,376
Investments at fair value (note 2)	3,619,925	3,307,086
Accounts receivable	97,432	114,081
Inventories	243,190	174,621
Prepaid expenses and deposits	323,631	202,506
	5,954,773	7,076,670
<b>Capital assets (note 3)</b>	19,120,355	19,539,309
<b>Cash surrender value of life insurance (note 4)</b>	9,817	9,345
	\$ 25,084,945	\$ 26,625,324
<b>Liability and Net Assets</b>		
<b>Current liabilities:</b>		
Accounts payable and accrued liabilities (note 5)	\$ 794,990	\$ 612,377
Capital Lease	5,202	-
Deferred revenue	533,010	550,989
Loan (note 6)	699,998	1,966,666
Deferred contributions (note 7)	513,584	1,572,086
	2,546,784	4,702,118
<b>Deferred capital contributions (note 8)</b>	9,916,017	10,015,908
	12,462,801	14,718,026
<b>Net assets:</b>		
Unrestricted	1,663,057	2,078,364
Invested in capital assets (note 9)	8,586,888	7,566,986
Internally restricted	2,372,199	2,272,199
	12,622,144	11,917,549
	\$ 25,084,945	\$ 26,635,575

## STATEMENT OF Operations

Year ended September 30, 2024, with comparative information for 2023

	2024	2023
<b>Revenue:</b>		
Contributions	\$ 9,806,143	\$ 9,145,520
Sales, event registration fees and subscriptions	2,230,414	2,121,342
Gain (loss) on investments	418,234	(328,865)
Other income	115,699	156,202
Amortization of deferred capital contributions	477,856	426,025
	13,048,346	12,177,954
<b>Expenses (note 12):</b>		
Charitable programs:		
Books and resources	1,424,370	1,553,651
Care and counselling programs	3,916,708	3,452,831
Magazines and publications	1,617,202	1,613,074
Marriage and parenting events	274,045	145,291
Online ministry	1,002,818	853,214
Radio and television	1,247,382	1,255,309
	9,482,525	8,873,370
Fundraising	1,608,274	1,723,417
Supporting services	1,340,702	1,246,709
	12,431,501	11,843,496
<b>Excess of revenue over expenses</b>	<b>\$ 616,845</b>	<b>\$ 334,458</b>

## STATEMENT OF

## Changes in Net Assets

Year ended September 30, 2024, with comparative information for 2023

	Unrestricted	Invested in capital assets	Internally restricted	2024 Total	2023 Total
<b>Net assets, beginning of year</b>	\$ 2,078,364	\$ 7,566,986	\$ 2,272,199	\$ 11,917,549	\$ 11,583,091
<b>Excess (deficiency) or revenue over expenses (note 9 (b))</b>	705,118	(88,273)	-	616,845	334,458
<b>Net changes in invested capital assets (note 9(c))</b>	(1,020,425)	1,020,425	-	-	-
<b>Interfund transfers (note 10)</b>	(100,000)	-	100,000	-	-
<b>Contributed land</b>	-	87,750	-	87,750	-
<b>Net assets, end of year</b>	\$ 1,663,057	\$ 8,586,888	\$ 2,372,199	\$ 12,622,144	\$ 11,917,549

## STATEMENT OF Cash Flow

Year ended September 30, 2024, with comparative information for 2023

	2024	2023
<b>Cash provided by (used in):</b>		
<b>Operating:</b>		
Excess of revenue over expenses	\$ 616,845	\$ 334,458
Items not involving cash:		
Amortization of capital assets	566,128	525,212
Amortization of deferred capital contributions	(477,855)	(426,025)
Unrealized loss (gain) on investments	(312,839)	(328,865)
Unrealized gain on life insurance	(472)	(473)
	391,807	104,307
Changes in non-cash operating working capital:		
Accounts receivable	16,649	(37,490)
Inventories	(68,569)	35,026
Prepaid expenses and deposits	(121,126)	21,736
Accounts payable and accrued liabilities	182,613	(92,629)
Deferred revenue	(17,979)	42,598
Deferred contributions	(1,058,502)	(667,620)
	(675,107)	(594,072)
<b>Financing:</b>		
Capital lease payments	(1,384)	-
Deferred capital contributions received	377,964	621,834
Proceeds from loan	-	2,500,000
Repayment of loan	(1,266,668)	(533,334)
	(890,088)	2,588,500
<b>Investing:</b>		
Purchase of capital assets	(42,587)	(5,044,598)
Net sale (purchase) of investments	-	3,483,321
	(42,587)	(1,561,277)
<b>Increase (decrease) in cash</b>	(1,607,782)	(92,854)
<b>Cash, beginning of year</b>	3,278,376	2,845,225
<b>Cash, end of year</b>	\$ 1,670,594	\$ 3,278,376
<b>Non-cash transactions:</b>		
Capital assets acquired by way of capital lease	6,585	(5,044,598)
Contribution of land	87,750	3,483,321

# Governance Structure:

## Board of Directors and Leadership Team

### Board of Directors

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.

**Dan Loney**, Board Chair

**Mike Peters**, Vice Chair

**Dietmar Sedens**, Treasurer

**Teresa Kielczewski**, Secretary

**Peter Wall**

**Terry Jones**

**Jim Daly**

**Tim Sawyer**

**Jim Huzzey**

**Catherine Gaudreau**

**Tim Hoogenboom**

**Deedee Wray**

### Leadership Team

**Jean-Paul Beran**, President

**Sitawa Ywaya**, Chief Financial Officer

**Len DenBraber**, Chief Operating Officer

**Kara Pippy**, Vice President of Integrated Marketing

**Thank you!**



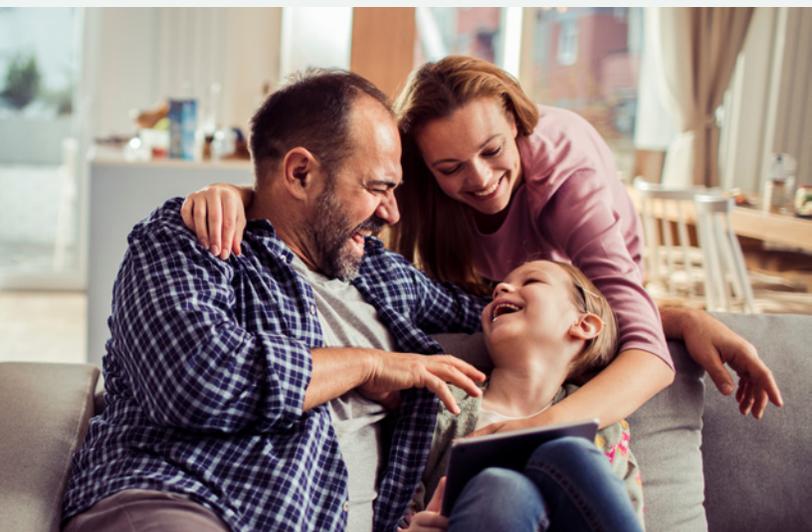
## Meeting the Highest Ethical Standards

We are stewards of all the resources God entrusts to us and we're accountable to our ministry partners, and to God, for how we use all that we receive. That's why we're certified members of the Canadian Centre for Christian Charities (CCCC), an independent standard-setting organization.

We are re-accredited every year and we closely adhere to the CCCC Standards of Organizational Integrity and Accountability.

As a CCCC-certified charity, we agree to abide by the following nine Standards of Accountability:

1. Have a declared doctrinal position expressing a commitment to the Christian faith
2. Have an independent, active governing board
3. Have an independent audit of our financial statements
4. Will provide our financial statements to any person upon request
5. Have an audit review committee that reports to the governing board
6. Carry on our activities with the highest standards of integrity
7. Have a declared stewardship policy which affirms, among other things, that no person receives a commission based upon gifts received by the ministry
8. Have a program to monitor the effectiveness and efficiency of the organization's activities
9. Respect the privacy of the beneficiaries of their ministry and have a Code of Ethical Fundraising and Financial Accountability





**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.*

**THANK YOU**

*for your faithful support and heart for families in Canada!*

Helping families thrive



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