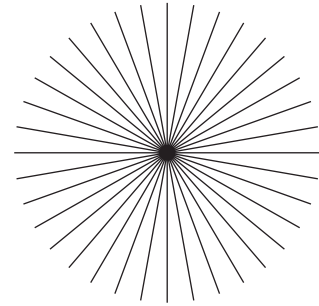


2021

ANNUAL REPORT



From Our Founder



Dear Gospel Partner,

It is impossible to adequately express my gratitude for your generosity and gospel partnership. This past several months has been humbling as we've witnessed God multiply our efforts. From the life-changing testimonies we've received to the assimilation of new church members into churches we've recommended, God is using your support to advance For the Gospel's effort in exponential ways. As we expand our effort this year and beyond, I want to reiterate three things:

OUR COMMITMENT TO SOUND DOCTRINE.

We will refuse to waiver on truth no matter the cost. The gospel is worth it.

OUR COMMITMENT TO FINANCIAL INTEGRITY.

We take your generosity seriously. It is a sacred trust. A third party accounting firm balances and monitors our books ongoing.

OUR COMMITMENT TO CREATIVE EXCELLENCE.

We will continue to seek out new ways to present the unchanging gospel in ways that utilized ever-changing technologies.

Thank you for your partnership. All glory be to Christ our King.

For the Gospel,

Costi W. Hinn
President & Founder

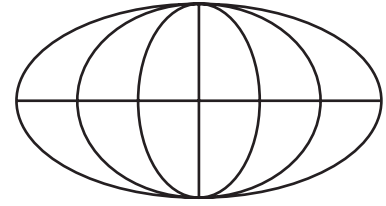




Sound Doctrine for Everyday People.

Unwavering when it comes to the gospel, passionate about creativity, and firmly rooted in biblical truth, FTG strives to help illuminate doctrine so believers can shine brighter.

Where We Are Now



After 1 year of online ministry...

Before the end of 2020, For the Gospel officially launched as a ministry – mostly behind the scenes. With no funding but a big vision for where God could take us, we began to establish the foundation and the framework for using online resources to equip the next generation of believers. Our goal was simple: provide *sound doctrine for everyday people*. We refused to compromise on doctrine while determining to use modern technology as creatively as possible. While many faithful ministries have long provided resources for the body of Christ (and still do!), we believe that God has called us to enter the online space and specifically target the next generation with sound doctrine presented with creative excellence. By God's grace, an incredible team was assembled, and we took a step of faith.

Over the past year, we have witnessed an explosive response as generous donors helped us establish an annual budget. Millions of people began engaging our online resources across seven platforms, including Instagram, TikTok, YouTube, Facebook, Twitter, all Podcasting platforms, and web-based streaming. In keeping with our goal, all of our material has been made available for absolutely no cost to viewers – it is 100% free! Additionally, due to the generosity of donors, we were able to purchase state-of-the-art media equipment, assemble a small team, and begin flooding the digital space with *sound doctrine for everyday people*. We're just getting started, but after our first year, we believe we can reach tens of millions of people with the Gospel.



2021 Highlights



Podcast

52 → **435K** → **169** → **#13**

Episodes
Released

Episodes
Downloaded

Countries
Listening

Ranked Christian
Podcast



Video Content

98 → **09** → **8.3K** → **10.8K**

Videos
Produced

Series
Launched

Users
Subscribed

Hours
Watched



Articles Written

52 → **355K** → **1.7K**

Articles
Written

Readers
Viewed

Daily Blog
Readers



SOUND DOCTRINE FOR EVERYDAY PEOPLE.

“FTG has helped me stay rooted in sound doctrine with all the great resources. I’m in public high school so it can be intimidating to be a Christian but FTG has encouraged me and helped point me to Scripture so that I can be bold!”

- Marissa

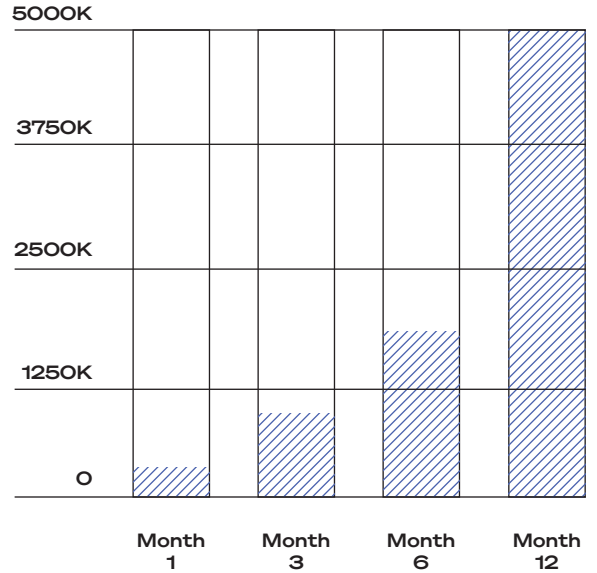


Our Reach:

SOUND DOCTRINE FOR EVERYDAY PEOPLE.

5x Our Annual Goal

Numbers to us represent souls. These are minds and hearts that need sound doctrine to both grow & share. Our initial goal was to reach 1-million people in year 1. By God's grace, we reached 5-times that, giving sound doctrine to over 5-million people.



Total Reach

5,293,687

1.0M
Instagram
Est. Reach



2.1M
Twitter
Impressions



1.0M
Facebook
Reach

96K
YouTube
Views



435K
Podcast
Downloads

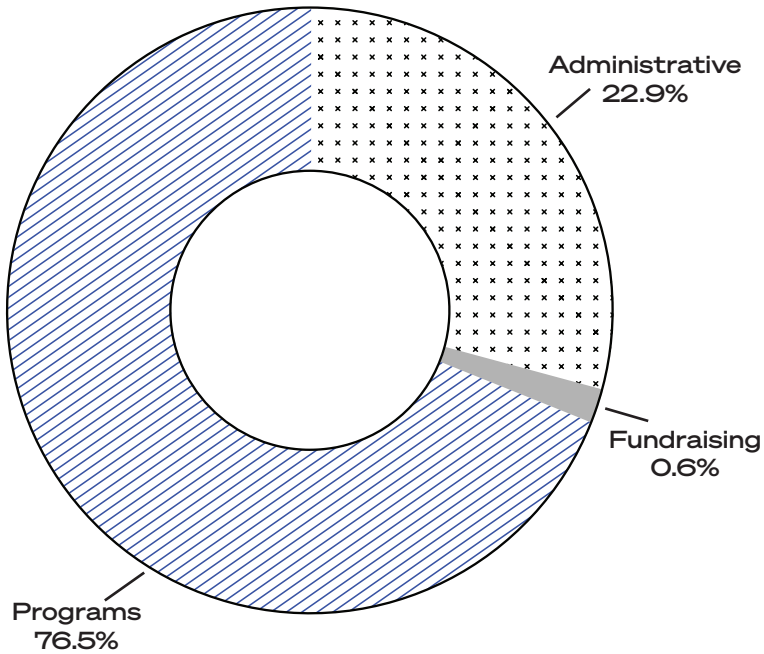


355K
Articles
Views



Our Finances:

SOUND DOCTRINE FOR EVERYDAY PEOPLE.



Budgets & Revenues

Jesus' parables focused on stewardship more than any other topic. Christ is looking for good stewards to rule and reign with him in the kingdom to come, and we're ever committed to using every dollar for the glory of God. We are also committed to only spending what God provides.

574K

2021 Revenue

The Lord was gracious in allowing our 2021 ministry year and **93% of our 2022 budget to be fully-funded.**

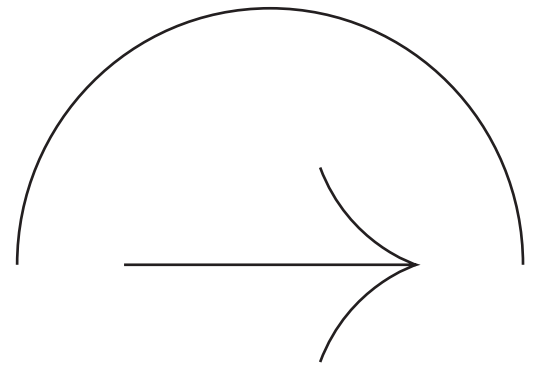
231K

2021 Expenses

In our first year, we've been able to set the bar of **reaching 1-person for the cost of \$0.04.**



Where We Are Going



Lord willing, here's our goals for 2022...

During our 2022 strategic retreat, our board of directors and staff met together to pray, plan, and make projections for 2022-2024. We believe that faithful leaders are strategic leaders in that they think deeply and critically about what they are hoping to accomplish for the glory of God. Yet, in the end, all of our plans submit to the will of God. We plan, but the outcome is the Lord's (Proverbs 16:9). As James reminds us, we ought to say, "If the Lord wills..." (James 4:15). Therefore, it is with an attitude of humble confidence that we approach 2022. We have big plans, and we serve a big God. His will be done. If the Lord wills, we plan to press aggressively in three strategic areas:

1 REACH 15M PEOPLE WITH SOUND DOCTRINE

By God's grace we were able to reach over 5M people with sound doctrine in 2021. With a similar budget to year 1 we believe with some creative ingenuity and hard work that we can reach over 15M souls with the Gospel in 2022.

Our team of content creators, videographers, and marketing specialists plan to double the output of content, get creative with ad spends, and continue to reach new people with the hope of Jesus Christ.

2 EXPAND VIDEO & PODCAST CONTENT

The amount of digital content consumed each year continues to rise. 4.5 billion people are on social media world-wide. Top "Christian" podcasts reflect names such as Steven Furtick, Joel Osteen, and Joyce Meyer. It's time sound doctrine lead the leader boards for a change. This year, you can expect more videos, new podcast channels, and next level creativity as we embark to reach 15M with sound doctrine.

3 BECOME THE #1 CHRISTIAN RESOURCE MINISTRY

Yes, we know. How cliché! But, what if it's possible for rich, Biblical doctrine to be what SEO, social media algorithms, and top 100 lists promote? Is it possible? Yes! And, we won't stop until the truth of God's Word is spread to the ends of the digital world.



SOUND DOCTRINE FOR EVERYDAY PEOPLE.