

Expanding Reach with Resources

FamilyLife's Gospel-Saturated Resources



The Need

Living in a fallen world means that hardships are bound to happen. When two imperfect people enter into a marriage, there will be challenges they will need to overcome. And when children enter the picture, additional challenges and shortcomings come to the surface. But shame and embarrassment can sometimes make it hard to reach out to others for guidance and help.

As a result, people are turning to the internet for answers. Behind a screen in the safety of their homes they are able to ask important questions about life, faith, and relationships. And when scanning the search results, the most preferred medium is video specifically on YouTube. With over 60 million active YouTube channels uploading content, there are different voices and perspectives on every topic imaginable. How will people know who they can trust for guidance?

The Solution

While some people are introduced to FamilyLife at events like Weekend to Remember®, many others first interact with FamilyLife by way of our resources. Maybe their church hosts a FamilyLife small group study, or they hear one of the radio broadcasts while driving in the car. It's possible they scroll across one of our social media posts, or a friend sends them one of our YouTube videos. That is why FamilyLife is focusing on growing our presence online. Our resources are designed to draw people in, point them to God, and provide practical, biblical steps to improve their relationships. We hope to reach people online with the answers to questions they may find too difficult to ask others.

But these resources are not only used as outreach to draw people in, they are also used to help families continue to grow in God and in connection with one another. Articles, books, podcast episodes, and so much more are all easily accessible and can be used for encouragement and development. And our vision at FamilyLife is not only calling couples to development and improvement in their own marriages, but also toward impact. FamilyLife resources have been designed for sharing, allowing people to encourage and disciple people in their own neighborhoods. When equipped with FamilyLife resources, families can live on mission to reach others in their communities with the hope of Christ.

The Impact

Stephanie* was disappointed that her husband, Ben*, was not the husband she'd hoped for. This was not the marriage she had imagined. He was a Christian, but he lacked initiative in their marriage in so many ways. Over time, Stephanie found it more and more difficult to respect him, and their marriage began to suffer. Stephanie shared: "From helping out in the household to planning dates, he lacked initiative. He also did nothing to take responsibility spiritually."

Through FamilyLife's 10-week *Stepping Up* men's study, followed by an Art of Marriage retreat Ben and Stephanie attended together, Ben's eyes were opened. He saw what kind of husband and father he could be, and decided he wanted to become that man for his family. It wasn't long before Stephanie noticed the changes in Ben. He began to read the Bible and pray with her daily, he planned dates and watched their daughter so Stephanie could rest. These changes softened Stephanie's heart toward Ben. "I felt that I was a priority and truly cared for," Stephanie said. "Naturally, that made me turn toward him too."

Stephanie shared her gratitude for FamilyLife's resources for helping her husband and improving their marriage. Gifts like yours make resources like this available to families worldwide. Will you join us today to impact marriages like Stephanie and Ben's?

**Names changed for privacy.*



It is estimated that YouTube alone makes up 25% of all mobile web traffic. The total number of YouTube users worldwide is forecasted to hit around 3 billion in 2026. That's 3 billion souls that can hear the gospel and biblical wisdom to navigate today's increasingly complex culture and family challenges.

Praise God for an Impactful 2025



The "How's Your Marriage" episode of *FamilyLife Today* with Jackie Hill Perry and her husband, Preston, has received over 350,000 views since it was uploaded to YouTube one year ago.



The revamped *Art of Marriage* resource (released January 2024) sold 23,308 couples workbooks and 3,463 leader kits in its first 18 months.



Gained about 8,800 Instagram followers, bringing the total number to over 64,000.



The new video resource "How to Talk to Your Kids About Sex" launched October 1.



Looking Ahead to 2026

- **1 million new connections** made from increased online awareness.
- **4 million families** receiving Christ-centered help through FamilyLife podcasts and videos.
- **4 million families** engaged for ongoing growth through small group study content.
- **New** books, video courses, and YouVersion devotionals.

Project Budget for 2026 & 2027

Audio & video programming	\$12,407,000
Expanding small group resource selection	\$3,472,000
Growing video podcast programming	\$5,700,000
Increasing FamilyLife Blended content	\$3,059,000

Total cost of resource initiatives	\$24,638,000
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