

THE GOSPEL COALITION  
*2020 Annual Report*

## Letter *from* Julius Kim

The turbulence and disruption of 2020 affected everyone in different ways. For all Christians, including church leaders, it was a year of unprecedented challenges related to the COVID-19 pandemic, restrictions on church gatherings, economic upheaval, political divisions, and more. Church leaders and other believers everywhere needed resources to help guide them through many complex issues.

At The Gospel Coalition our mission is to support the church by providing resources that are trusted and timely, winsome and wise, and centered on the gospel of Jesus Christ. In 2020 we were able to pursue this mission in urgent and unexpected ways. Our talented staff produced resources—articles, podcasts, videos, essays, virtual events, and more—to serve people in the ups and downs of this year, shedding biblical light on everything from churches dividing over masks to the challenges of parenting in a pandemic.

This last year of quarantine life made it clear that the online world is full of toxic influences luring people in various unhealthy directions. TGC is a light in the digital darkness. Steadfast in our gospel centrality and refusing to take cues from partisan ideology over Scripture, TGC helps equip churches in the daunting task of growing wise, faithful Christian disciples in a chaotic, unsteady age.

TGC was not unscathed by pandemic-induced financial challenges in 2020. We had to postpone our women's conference until 2021 and adjust to the economic uncertainty surrounding COVID-19. Yet through the faithful support of our Council, regional chapter churches, and generous friends and online supporters, we were able to finish the year in a strong financial position.

To all who have stood with us through this tumultuous season, we are deeply grateful for your partnership in the gospel. More than 40 million people accessed gospel-centered resources in 2020 due to your faithful generosity and prayers. May God continue to guide us and lead us as we seek to partner with you to advance the gospel.

Grace and peace,

*Julius Kim*  
P R E S I D E N T

# Impact

## Website

**41,382,971** USERS  
**99,259,551** PAGEVIEWS

## Podcast

**220** EPISODES  
**11,037,367** DOWNLOADS  
**5,040,219** LISTENERS

## Video

**4,586,431** VIEWS  
**52,919,739** IMPRESSIONS  
**625,627** HOURS VIEWED

## Read the Bible

**301,904** USERS  
**1,107,450** PAGEVIEWS

## International

**15** LANGUAGE AND REGION SITES

**Africa / Albania / Arabic / Australia / Brazil  
 Canada / Chinese / Farsi / French / Italy / Korea  
 Latin America / Netherlands / Slovakia / USA**

## Highlights

### Africa

**181%** USER GROWTH  
**180.5%** PAGEVIEW GROWTH

### Chinese

**340%** USER GROWTH  
**235%** PAGEVIEW GROWTH

### Portuguese

**414%** USER GROWTH  
**175.1%** PAGEVIEW GROWTH

## Financials

### Income

	2020	2019
CHARITABLE GIFTS	<b>\$2,444,653</b>	<b>\$1,512,143</b>
CONFERENCE & EVENTS	<b>\$94,192*</b>	<b>\$1,702,430</b>
BOOK SALES & WEB ADVERTISING	<b>\$524,598</b>	<b>\$746,864</b>
CONTENT RIGHTS & ROYALTIES	<b>\$204,060</b>	<b>\$286,576</b>

### How Money Is Spent

	2020	2019
CONFERENCE & EVENTS	<b>11%</b>	<b>49%</b>
ONLINE CONTENT, PRINT PUBLISHING	<b>63%</b>	<b>39%</b>
INTERNATIONAL RESOURCES	<b>26%</b>	<b>12%</b>

\* Our 2020 women's conference was postponed due to COVID-19.

Thank you to each *of* our financial partners who invest in the ministry *of* The Gospel Coalition. It is our joy to partner with you to advance the gospel.

ADDRESS  
THE GOSPEL COALITION  
P.O. BOX 170346  
AUSTIN, TX 78717

GIVE ONLINE  
TGC.ORG/DONATE

CONTACT US  
GIVING@THEGOSPELCOALITION.ORG  
1-844-GIVE-TGC