

2021 ANNUAL REPORT

THE GOSPEL COALITION

THE GOSPEL FOR ALL OF LIFE, FOR ALL THE WORLD

The Gospel Coalition
supports the church *by*
providing resources that
are trusted *and* timely,
winsome *and* wise, *and*
centered on the
gospel *of* Jesus Christ.

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Letter from Julius Kim

Dear friends,

Little did we know in March 2020 that, two years later, the world would still be reeling from the effects of an ongoing pandemic. Yet even as so much has changed, the gospel of Jesus Christ remains the same: humanity's steadfast hope. And even as partisan tribalism tears friendships, families, and churches apart, The Gospel Coalition's global mission carries on: to support the church by providing resources that are trusted and timely, winsome and wise, and centered on the gospel of Jesus Christ.

God was kind to TGC in 2021. He continues to bless our efforts to support churches and equip Christians with robust content in a variety of formats. Amid a rapidly changing and unpredictable media landscape—with greater-than-ever competition for the attention of readers, viewers, and listeners—TGC still resourced more than 30 million people globally with written, audio, and visual content. And we've continued to produce high-quality resources and events, despite the pandemic's lingering disruption. In fact, in 2021 TGC held not one but two major conferences, back-to-back in Indianapolis—and online. Thousands gathered to learn, worship, and grow together in the gospel. TGC was one of the first organizations in America to pull off a large-scale conference in the pandemic, and the required adjustments and innovation (including a state-of-the-art livestream experience for those unable to attend in person) gave us promising ideas for future conferences.

In this brief report, you'll get a snapshot of TGC's impact in 2021. Included below are highlights of our editorial, international, and women's initiatives teams, as well as statistics on our content's reach, events, finances, and fundraising. I hope you'll be as encouraged as I am to see how the Lord is using The Gospel Coalition. As always, thank you for coming alongside us in prayer, friendship, and financial support.

Your partner in the gospel,

Julius Kim
P R E S I D E N T

Content Report

In 2021 The Gospel Coalition's publishing could be summarized in three goals:

Look for evidence of God's work around the world.

Discern the shape of cultural shifts underneath the conflicts we see today.

Remind the church to prioritize physical presence.

Special thanks to our partners at Crossway and 9Marks for their help in distributing almost 300,000 copies of *Rediscover Church: Why the Body of Christ Is Essential* to 15,000 U.S. churches. Not only that, but generous partners helped us translate the book into 20 different language editions in response to the global disruption to church caused by COVID-19.

In our mission to glorify God by spreading the gospel of the Son, The Gospel Coalition regards nothing more important than supporting local churches and their leaders. Toward that end we published several timely books for church leaders:

Rebecca McLaughlin's *The Secular Creed*

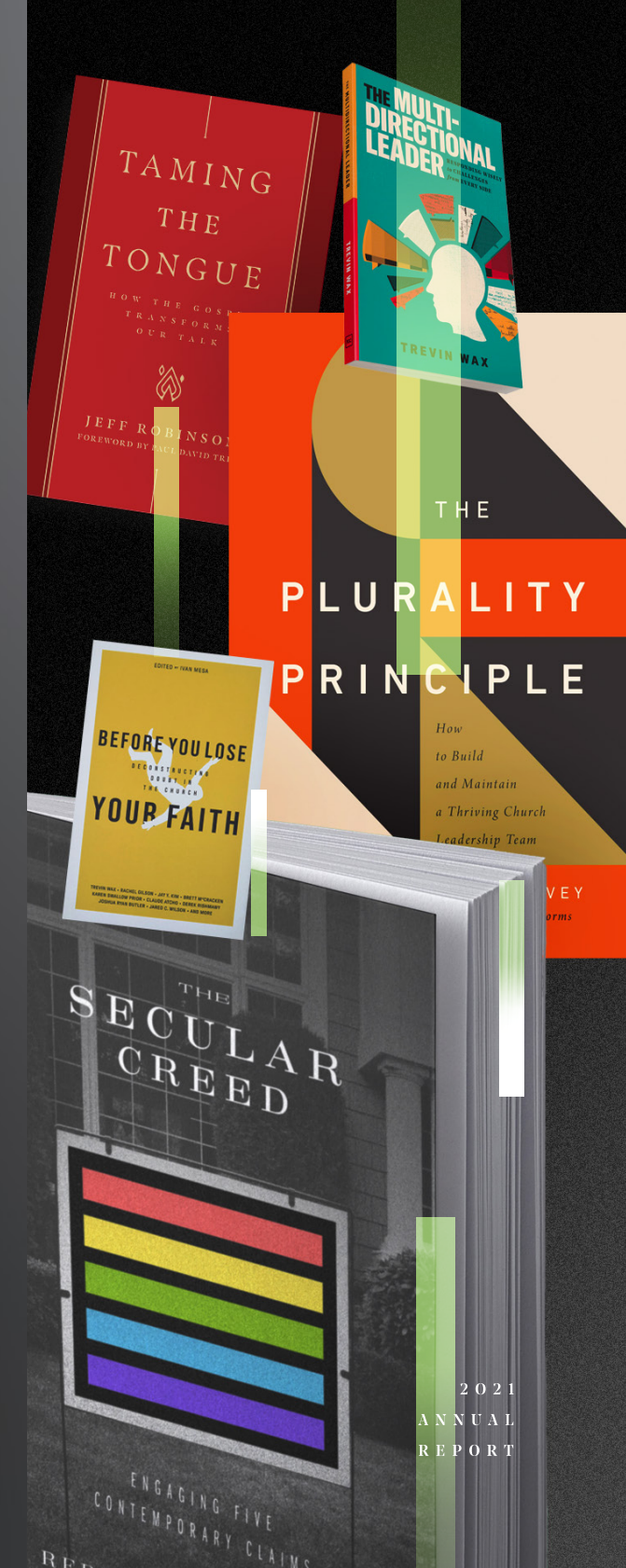
Trevin Wax's *The Multi-Directional Leader*

Jeff Robinson's *Taming the Tongue*

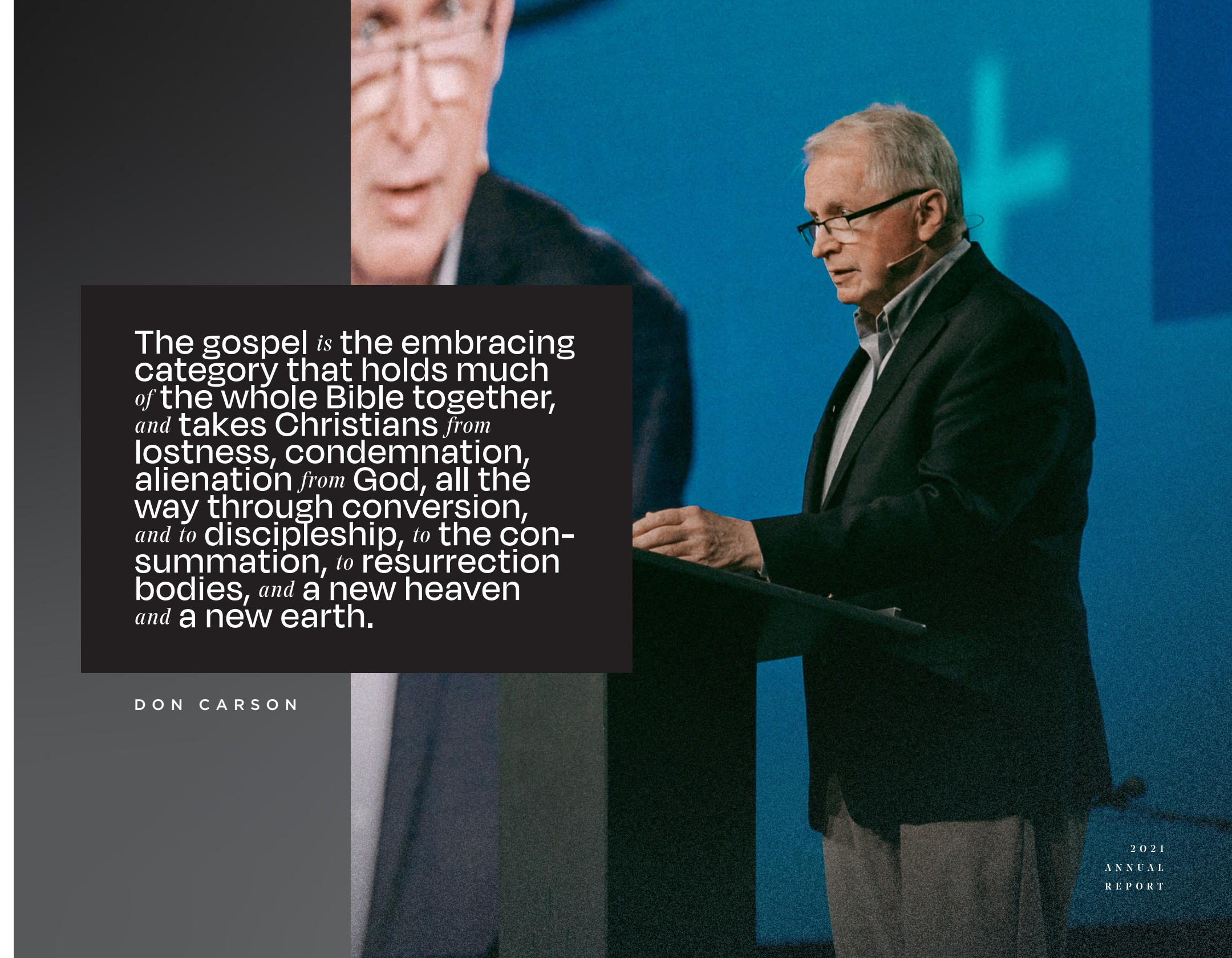
Dave Harvey's *The Plurality Principle*

***Before You Lose Your Faith*, edited by Ivan Mesa**

Collin Hansen's podcast *Gospelbound*, which has been downloaded nearly 3 million times, offers resolute hope for an anxious age by interviewing leading observers of church and culture. Ray Ortlund and Sam Allberry debuted their podcast for pastors, *You're Not Crazy*, with more than 530,000 downloads. Also new in 2021 was The Gospel Coalition's narrative podcast, *Recorded*, with episodes on 9/11 and its aftermath for churches in New York and Washington, D.C., as well as a feature on the final Together for the Gospel conference. TGC Talks debuted on YouTube with brief and engaging treatments of topics ranging from critical race theory to evangelism to pornography to the local church. Standout articles covered everything from Afghan pastors reflecting on God's sovereignty to the causes of deconstruction.



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The gospel *is* the embracing category that holds much of the whole Bible together, and takes Christians *from* lostness, condemnation, alienation *from* God, all the way through conversion, and to discipleship, to the consummation, to resurrection bodies, and a new heaven and a new earth.

DON CARSON

International Report

Since its founding, The Gospel Coalition has brought together like-minded Christians around the matters of first importance in our faith. While established and focused in the United States, TGC has creatively sought partnerships and alliances with brothers and sisters throughout the world. The first two international coalitions and language sites were launched in 2012. One decade later, TGC now has 15 coalitions and language sites, representing six continents and the languages of more than 2.5 billion men and women. These websites were visited in 2021 by more than 9 million unique users more than 21 million times—more than one-quarter of TGC's total site views.

TGC's Chinese website has seen tremendous traffic growth, while the Arabic team is growing in their ability to write original content and address ordinary Christian concerns. Coalición, the Spanish-language TGC, is making great strides in publishing, having already built up a roster of more than 50 books by working with trustworthy publishing houses. TGC Canada and TGC Australia show how to address local issues with eternal wisdom. TGC Africa has led the way in contextualization—answering questions most Western Christians never consider. During the pandemic, TGC has convened events throughout Latin America and Europe, including its first conferences in the Netherlands and Nordic countries. Zoom cohorts have trained teachers on topics from burnout to writing for the church.

English continues to be the *lingua franca* of theology. More than 40 translators spread TGC's best content from English into other languages. Increasingly, however, TGC translates from other languages into English, or from one non-English language to another. This work recognizes that God equips Christian leaders all over the world to build up the whole body of Christ. TGC looks forward to further growth as a connection point for this sort of global gospel cross-pollination.



Women's Initiatives Report

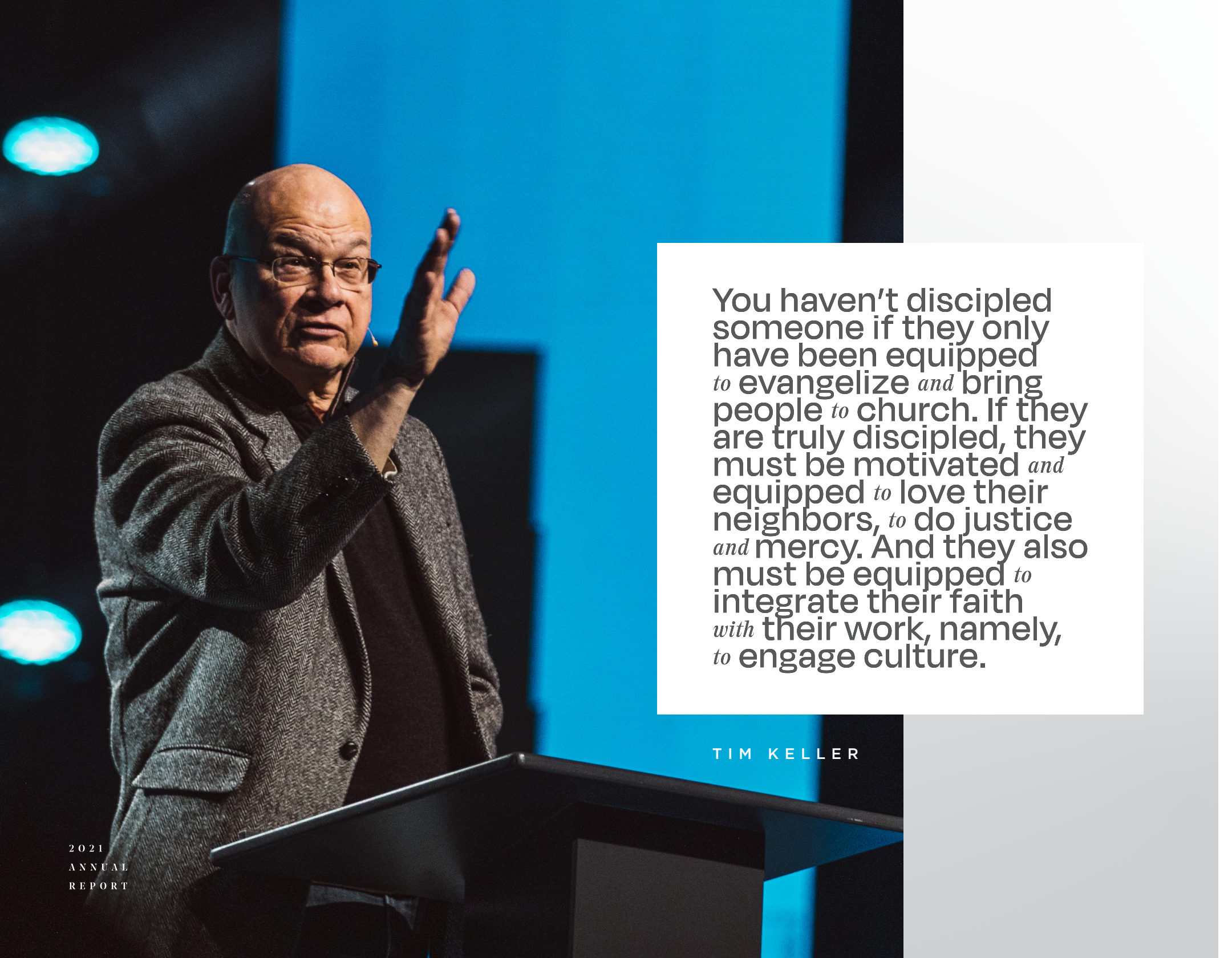
The women's initiatives team for The Gospel Coalition focused on four areas in 2021: conferences, content, cohorts, and convening. In April 2021, TGC hosted our fifth women's conference. This study of James considered the theme of steadfastness (which turned out to be the exact content we needed during a pandemic). Almost 8,500 women attended (5,000 through simulcast due to Covid) while more than 86,000 watched the simulcast around the world.

The women's conference theme for 2022 will be "Remember Your Joy." Seven Old Testament salvation stories will point to our greater salvation in Christ. Courtney Doctor and Melissa Kruger wrote a Bible study with the same title that is being used by churches around the country. These studies can be used in churches for many years after the conferences end.

Another content highlight from 2021 has been the *Let's Talk* podcast with Jackie Hill Perry, Jasmine Holmes, and Melissa Kruger. The first two seasons had more than 1.5 million downloads, and a third season has already debuted in 2022.

The women's initiatives team taught the first women's ministry cohort on Zoom in 2021. Women's ministry leaders met for eight weeks to discuss women's ministry in the local church. Topics included "The Whys and Hows of Women's Ministry," "The Foundation of Biblical Theology," and "Sabbath Rest in Ministry Life." One of the attendees responded, "After our first meeting, I started crying tears of joy. To be in fellowship with others who know some of the unique hardships of my job is an incredible blessing."

In fall 2021, TGC women's initiatives hosted our second national leadership gathering. Over three days of praying, sharing ideas, and building relationships, 20 women leaders collaborated on how gospel partnerships can serve the local church.

A photograph of Tim Keller, a bald man with glasses, wearing a grey herringbone jacket over a dark shirt. He is standing behind a dark podium, gesturing with his right hand raised. The background is a bright blue wall with some out-of-focus lights on the left.

You haven't discipled someone if they only have been equipped *to evangelize and bring people to church.* If they are truly discipled, they must be motivated *and equipped to love their neighbors, to do justice and mercy.* And they also must be equipped *to integrate their faith with their work, namely, to engage culture.*

TIM KELLER

Institutional Impact

Website

29,279,414 USERS

78,317,075 PAGEVIEWS

Podcast

176 EPISODES

12,306,640 DOWNLOADS

5,461,966 LISTENERS

Video

7,617,357 VIEWS

90,328,627 IMPRESSIONS

1,617,061 HOURS VIEWED

Read the Bible

414,712 USERS

1,171,258 PAGEVIEWS

2021 Conferences

National Conference

IN-PERSON **2,770**

LIVESTREAM IN ENGLISH **39,029**

LIVESTREAM IN SPANISH **21,664**

LIVESTREAM IN ASL **337**

Women's Conference

IN-PERSON **3,550**

LIVESTREAM IN ENGLISH **58,087**

LIVESTREAM IN SPANISH **31,794**

LIVESTREAM IN ASL **704**

Financials

Income	2021	2020
CHARITABLE GIFTS	\$3,368,400	\$2,444,653
CONFERENCE & EVENTS	\$2,859,344	\$94,192*
BOOK SALES & WEB ADVERTISING	\$589,426	\$524,598
CONTENT RIGHTS & ROYALTIES	\$266,185	\$204,060

How Money is Spent	2021	2020
CONFERENCES & EVENTS	41%	11%*
ONLINE CONTENT, PRINT PUBLISHING	45%	63%
INTERNATIONAL RESOURCES	14%	26%

* 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.

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