



2022 Annual Report

*The Gospel for All of Life,
To All the World*



Dear friends,

After three years of serving as the president of The Gospel Coalition, I have seen first-hand how God is using this ministry to bless the body of Christ around the world. Our excellent staff continue to provide trusted and timely, gospel-centered resources that are equipping the next generation of church leaders to advance the gospel for all of life, to all the world.



TGC's reach continued to grow in 2022, with more than 26 million people accessing our resources across the ministry's family of websites last year, as well as 4.3 million people reached through our podcasts and 2.6 million people reached through our YouTube videos. TGC resources are also increasingly blessing a global spectrum of believers, with 46 percent of our total web traffic coming from outside the United States. Now with 17 international websites, TGC is a global ministry connecting Christians across continents to strengthen and encourage one another, for Christ's glory and the gospel's advance.

In addition to our online ministry, TGC's convening strength was on display in June's 2022 TGC Women's Conference, which gathered more than 8,000 women in Indianapolis, as well as dozens of regional chapter and international events, one-day pastor's gatherings, and a memorable gathering of the TGC Council at Washington D.C.'s Museum of the Bible in March.

In this brief report, you'll get a snapshot of TGC's impact in 2022. 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,

A handwritten signature in green ink, reading "Julius Kim".

JULIUS KIM

PRESIDENT, THE GOSPEL COALITION

A photograph of two men in suits standing together. The man on the left is bald with a beard and glasses, wearing a dark shirt. The man on the right is Black, wearing a dark suit, white shirt, and patterned tie. They are both smiling. The background is dark with some vertical light streaks.

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.

Editorial

TGC published 12 books this year, including *Mission Affirmed* (Elliot Clark), *Polly and the Screen Time Overload* (Betsy Childs Howard), *Keeping Your Children’s Ministry on Mission* (Jared Kennedy), *A Hunger for More* (Amy DiMarcangelo), *Jesus through the Eyes of Women* (Rebecca McLaughlin), *Social Sanity in an Insta Age* (Sarah Zylstra), and *Letters Along the Way* (D. A. Carson and John Woodbridge).

We launched the Good Faith Debates, a series of videos where we hope to model unity in the gospel amid charitable disagreement on lesser but still important topics, such as: Is “evangelical” a historical, theological, or political Identity? How should the church address racial injustice? How should Christians think about gun control?

To identify, feature, and develop Gen Z writers who are interested in the work of TGC, we launched an essay contest for writers between the ages of 16 and 22. We received 195 submissions from young writers around the world who wrote about the gospel’s influence on their generation, the Bible doctrines that have changed their thinking on pressing issues, and the beauty of their local churches.

Other highlights from the year include our annual TGC book awards, Kevin DeYoung’s review of *The Case for Christian Nationalism*, stories on the transgender craze affecting teens, and signs of hope despite Scotland’s secular drift.

At TGC we are committed to resourcing pastors and lay leaders in the church. This past year our TGC Courses were accessed nearly 1.4 million times by 1.2 million users, for a total study time of more than 62,000 hours.

Back in 2020 we launched TGC Essays as a free systematic theology textbook. In 2022 we had 2.7 million pageviews from 2.4 million users for a total of nearly 290,000 hours of study time. The French translation of these essays have received 78,000 pageviews from 67,000 users, and our Spanish translation has received 147,000 pageviews from 132,000 users.

This last year we launched our newest and most ambitious effort to resource pastors and other teachers, the TGC Commentaries. Though formally launched just in December, these commentaries have already been accessed 149,000 times by 128,000 users. They are already being translated into French to further equip our global partners.

“At TGC we are committed to resourcing pastors and lay leaders in the church.”

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International

In 2022, TGC international websites received more than 17 million visits and more than 7 million unique users—more than one-quarter of TGC’s total site views. These numbers remind us that our international coalitions are important, because the global church is important.

As of 2022, we have launched 17 international coalitions: nine geographical chapters (Africa, Australia, Brazil, Canada, India, Italy, Netherlands, Albania, and Slovakia) and eight language chapters (Spanish, Chinese, Arabic, Farsi, French, Korean, Russian, and Ukrainian).

This year we launched two languages sites—Ukrainian and Russian—which have already received more than 9,000 visits. This has brought opportunities to connect with Ukrainian and Russian pastors who have shown interest in writing original content for the church in these difficult times. We also completed the “Share the Joy” campaign, a translation

project to provide answers to 1,000 crucial questions about Christianity into 11 different languages.

We have seen remarkable growth in some of our international coalitions this year. Our second oldest, TGC Coalición (Spanish), has experienced 113 percent growth with more than 9.5 million pageviews. TGC Arabic grew 76 percent this year, exceeding 85,000 pageviews.



“Now with 17 international websites, TGC is a global ministry connecting Christians across continents to strengthen and encourage one another, for Christ’s glory and the gospel’s advance.”

JULIUS KIM

Women

In June 2022, our National Women's Conference (TGCW22) convened more than 8,000 women from all around the world, as well as thousands more who joined us online. Our theme was "Remember Your Joy," and we studied seven Old Testament salvation stories that point us to our greater salvation in Christ. It was a joy to learn together, sing together, and fellowship with one another.

We also continued to host new online learning cohorts this year. In the spring, we launched our second women's ministry cohort with 200 women from 39 states and 10 countries. Many of the group members continue to meet together and encourage one another. This fall, we had our first "How to Teach the Bible" cohort with 200 women. Our first cohort

in 2023 is already sold out. We are thankful that these weekly meetings are equipping women to serve in their local churches. One woman wrote us to say: "Thank you SO much for offering this training. Literally living out Ephesians 4:11–16—equipping the saints for the work of ministry. It has been a gift!"

Our team also wrote curriculum, books, and articles to serve the local church. In preparation for TGCW24, we've been writing a study of the "I Am" statements from John that will release in 2023. Women from our team also contributed to the book *Social Sanity in an Insta World* (released last summer). Season 3 of the *Let's Talk* podcast was released in January 2022 and offered 10 new episodes, with the most popular episode, "When Friends Fall Away from the Faith," downloaded more than 175,000 times.

It's a joy to serve and support women in the local church by convening women at our conferences, equipping them through our cohorts, and offering daily support through our content. Thank you for your support and encouragement!



“Thank you so much for offering this training. Literally living out Ephesians 4:11–16—equipping the saints for the work of ministry. It has been a gift!”

WOMEN'S COHORT PARTICIPANT



Our Impact

WEBSITE

26,180,064 Users
72,327,289 Pageviews

PODCASTS

135 Episodes
11,230,509 Downloads
4,662,424 Listeners

VIDEO

5,146,103 YouTube and Vimeo Views
56,177,732 Impressions
1,796,061 Hours Viewed
26,500 New Subscribers in 2022

READ THE BIBLE

14,095 Email Subscribers
1,135,955 Pageviews

TGCW22 CONFERENCE

In Person: **8,115**
Livestream: **101,708**
English site: **74,387**
Spanish site: **27,321**

Financials

INCOME	2022 Income	2021 Income
Charitable Gifts	\$3,966,346	\$3,368,400
Conferences and Events	\$2,391,723	\$2,859,344
Book Sales and Web Advertising	\$878,502	\$589,426
Content Rights and Royalties	\$309,205	\$266,185
HOW MONEY IS SPENT	2022 Expense	2021 Expense
Conferences and Events	38%	41%
Online Content, Print Publishing	44%	45%
International Resources	18%	14%

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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