

THE GOSPEL COALITION

2023 Annual Report



Dear friends,

As we begin 2024 at The Gospel Coalition, we are profoundly grateful for God's continuing guidance and provision for this ministry.

In 2023 we continued to support churches and equip Christians with robust content in a variety of formats. We launched two new centers—The Keller Center for Cultural Apologetics and The Carson Center for Theological Renewal—designed to convene top thinkers, and provide practical resources, to serve Christians and church leaders. Our TGC 2023 Conference, held in Indianapolis in September, was one of our most-attended national conferences and encouraged thousands of attendees with rich teaching out of Exodus, worship led by CityAlight, and dozens of breakout sessions on a variety of topics. With thanks to so many of you, we ended the year in the black (exceeding our budget forecasts).

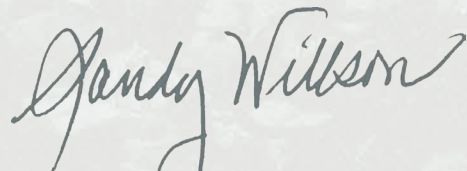
TGC has become stronger this year. God brought several key new hires to our ministry, and with them has come a significant amount of needed organizational synergy, restructuring, and systems development. The changes we made in 2023, and continue to make, are bringing TGC's organizational infrastructure "up to date" to better match the scale of our output and ministry ambitions.

I know that our Board Chairman, Dr. Juan Sanchez, would agree that our new Board members and new Council members have added significantly to our effectiveness.

These are just some of the highlights from the year, but you'll hear about many others in this brief 2023 report. You'll find highlights from our editorial, international, and women's initiatives teams, as well as updates on the impact of our two new centers, a report on TGC23, and a detailed financial report. I hope you'll be as encouraged as I am to see how the Lord is using The Gospel Coalition.

We have big challenges and opportunities ahead of us in 2024. As always, thank you for coming alongside us in prayer, friendship, and financial support.

Your partner in the gospel,



Sandy Willson

INTERIM PRESIDENT, THE GOSPEL COALITION



The Gospel Coalition seeks to help people know God's Word with their minds, love God fully with their hearts, and engage the world with grace and truth.



We invested time and resources to create content to serve **30 million users** across our **20 global websites.**



Editorial

Given TGC's mission to serve the church, we invest a significant amount of time and energy creating content in a variety of media to serve church leaders. Our growth and engagement throughout 2023 reflects the influence of TGC's digital platforms:

- 30 million users across TGC websites
- 52 million pageviews
- 1.2 million visitors used our Job Board
- 343,000 visitors used our Church Directory

We frequently get requests from publications across the globe to translate and republish articles, extending TGC's global reach beyond even our own international chapters.

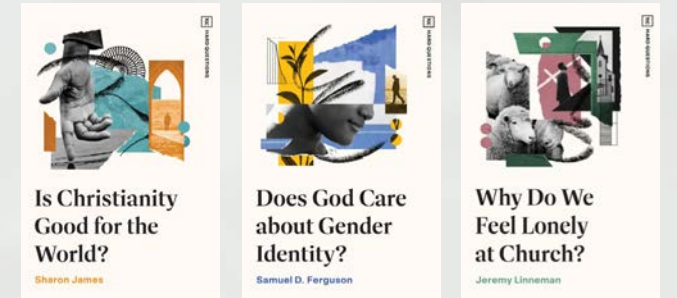
WEB PUBLISHING

We published more than 750 new articles on TGC's website in 2023, including resources on evergreen topics in Christian life and ministry, timely analysis of current events and emerging cultural issues, encouraging stories of gospel advance, and more.

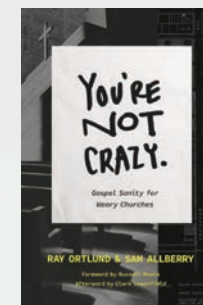
Our writers span various demographics of ethnicity, gender, age, and location, allowing us to present content from diverse perspectives, addressing kingdom challenges and joys in real time. Nearly every week, we publish a piece from someone who appreciates TGC but has never before written for us.

BOOK PUBLISHING

In 2023 TGC continued its steady publishing pace, releasing books across various focus areas, including ministry, Bible and theology, cultural apologetics, women's ministry, and children's resources. Notably, 2023 saw a new sales milestone (500,000) for the *New City Catechism* resources—a key part of our efforts to resource the next generation.



This year we launched the *Hard Questions* series to help churches engage contemporary culture's most challenging questions, doubts, and concerns. In partnership with Crossway, the short-form booklets in this series address common questions pastors receive from the people in their congregations. The first entries include *Does God Care About Gender Identity?* by Sam Ferguson, *Is Christianity Good for the World?* by Sharon James, and *Why Do We Feel Lonely at Church?* by Jeremy Linneman.

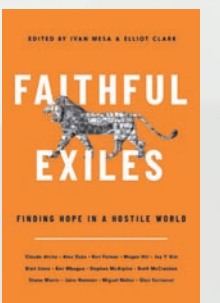


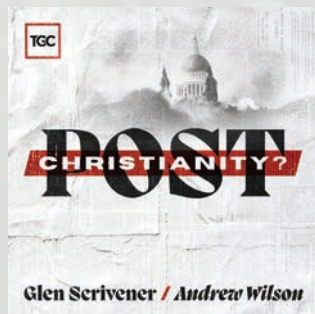
Other 2023-published TGC books include:

You're Not Crazy: Gospel Sanity for Weary Churches by Ray Ortlund and Sam Allberry offers encouragement for pastors amid the hardships of ministry.

TGC Kids. Our children's story-driven picture books continue to bless children and families. New publications this year include *Meg Is Not Alone* by Megan Hill and *Lucy and the Saturday Surprise* by Melissa Kruger.

Faithful Exiles: Finding Hope in a Hostile World edited by Ivan Mesa and Elliot Clark: A variety of contributors consider how God's people through the ages have been faithful in the face of hostility.





ESSAY CONTEST FOR YOUNG ADULTS

To identify, feature, and develop Gen Z writers who are interested in the work of TGC, we launched our second-annual essay contest for writers between the ages of 16 and 22. We received 217 submissions from young writers around the world who wrote about what Gen Z is getting right, the people who had the greatest gospel influence on them, and the evangelistic approach Gen Z needs most. Winning essays and several other top entries were published on TGC's website.

PODCASTS

In addition to new episodes from the *TGC Podcast*, *Gospelbound*, *You're Not Crazy*, and *As In Heaven*, we launched *GLO*, a podcast about God's work in the global church featuring four hosts from around the world. We also released *Post-Christianity?* with Andrew Wilson and Glen Scrivener, which explores the origins of "post-Christianity" in the Western world and its impact on culture. In 2023, TGC podcasts were downloaded more than 10.5 million times by over 3.7 million unique listeners in 200 countries.

Ivan Mesa

EDITORIAL DIRECTOR



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International

Praise God! — 18 international chapters of The Gospel Coalition are passionately proclaiming the riches of the biblical gospel of Christ on the six inhabited continents of Earth. Here are the regions represented: Africa, Albanian-speaking, Arabic-speaking, Australia, Brazil, Canada, Chinese-speaking, Farsi-speaking, French-speaking, India, Italy, Korea, The Netherlands, Norden (the six countries of the European north), Russia, Slovakia, Spanish-speaking, and Ukraine. Additional nations are seeking to form Christ-centered TGC coalitions, most recently Malaysia and the UK.

Since lockdown in Europe, we have held over 30 conferences from Albania in the south to Finland in the north, from England in the west to Romania in the east. In every case and by God's grace, young adults in particular are demonstrating a hunger for Christ and a desire to make him known in their contexts. In response to requests from indigenous

TGC leaders, we are presenting seminars for church leaders on topics like the biblical understanding of the gospel of Christ, Christian marriage, the local church, preaching, leadership, and more. Upcoming plans include a conference in Bosnia-Herzegovina, where only three-hundredths of one percent of the population are Bible-believing Christians; an international youth conference in Poland (with people in attendance from the Czech Republic, Hungary, Poland, and Slovakia); and a women's conference in the Faroe Islands (with Denmark, Faroe Islands, Finland, Norway and Sweden represented).

"The word of God is not bound!" (2 Timothy 2:9). By the power of the Holy Spirit, it is reclaiming hearts for God's glory around the world, transforming them into the image of Christ (2 Corinthians 3:18). Very exciting! Thank you for your prayers.

Tim Savage

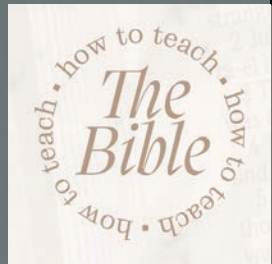
INTERIM INTERNATIONAL DIRECTOR

The Gospel Coalition
is made up of
**18 international
chapters** on the
six inhabited
continents of Earth.





We seek to **equip** women as they serve in a variety of ministries, **encourage** them in the gospel, and **connect women** around the globe.



Women

In 2023 TGC's Women's Initiatives continued in our mission to support women's ministry leaders in the local church through cohorts, conferences, and content.

COHORTS

TGC women's cohorts are designed with three goals in mind—equip, encourage, and connect. We seek to equip women as they serve in a variety of ministries, encourage them in the gospel, and connect women around the globe who are serving in similar ways. Our 2023 cohorts *How to Teach the Bible* and *Women's Ministry Leadership* served 526 women representing 22 countries. We are also in the process of developing several new cohorts focused on topics like evangelism and discipleship.

CONFERENCES

At The Gospel Coalition Women's conferences, thousands of women gather for three-day conferences full of Bible teaching, breakout sessions, workshops, and worship. We hosted our first women's conference, *Here Is Our God*, in 2012. This year, we'll gather in Indianapolis on June 22–24 for our seventh women's conference, *Behold and Believe: Encountering Jesus as the Great I AM*. Seven keynote speakers will explore and explain each of Jesus's seven "I am" statements in the Gospel of John. In our almost 50 breakout sessions, 60+ speakers will help attendees grow in a variety of areas of Christian life, ministry, and mission. This year, participants can also attend our new workshops, which are smaller, more interactive sessions intended to help build practical skills.

BOOKS AND ARTICLES

TGC has produced a variety of books and articles written by women, for women covering topics including Bible study, Christian living, theology, family, faith and work, and more. In 2023 we partnered with Crossway to publish *Behold and Believe: A Bible Study on the I Am Statement of Jesus*, written by Courtney Doctor and Joanna Kimbrel. We are currently writing a Bible study on the book of Psalms and *Fruitful: Cultivating a Spiritual Harvest That Won't Leave You Empty* which will be released on May 7, 2024.

RETREAT READY

Because planning a women's retreat requires significant amounts of time, money, and energy for local churches, we launched Retreat Ready in 2023. TGC's Retreat Ready provides several complete and affordable retreat packages designed to help local churches around the world offer sound biblical teaching as they gather for their women's retreat. Each digital package includes three video teaching sessions from trusted Bible teachers, small group discussion questions, song suggestions, and even a name tag template and sample schedules—everything needed to host a gospel-centered, biblically rich retreat. To date we have sold 70 retreats and have offered deep discounts to global churches in under-resourced areas.

Courtney Doctor

DIRECTOR OF WOMEN'S INITIATIVES

The Keller Center for Cultural Apologetics

When we launched The Keller Center for Cultural Apologetics in early 2023, we recognized a new challenge—a big challenge. We’re living amid the largest religious transformation in American history. Forty million Americans have left the church in the last 25 years. Many other Western countries have already seen similar declines. The back door of so many churches is wide open.

But that’s not the only challenge. After the fall of Christendom, believers in Western countries now face a strange mixture of apathy and antagonism toward the gospel. Many of our neighbors view Christianity as yesterday’s news but also as the source of today’s problems. That’s a daunting challenge for anyone working to welcome visitors through our churches’ front doors. And it feels a bit more daunting in our launch year after we lost our namesake. We dearly miss him. But we carry on with what he taught us in word and example.

In our inaugural year we published three podcast seasons (*Gospelbound*, *As in Heaven*, and *Post-Christianity?*) that totalled nearly 3 million downloads in over 200 countries on six continents. We saw hundreds of thousands of pageviews on our longform article content. The center played a key role in publishing acclaimed books including, *Tim*

Keller: His Intellectual and Spiritual Formation, *The Great Dechurching*, and *Remaking the World: How 1776 Created the Post-Christian West*. The center convened online interactive cohorts, training hundreds of church leaders on six continents with teaching led by fellows Trevin Wax, Christopher Watkin, and Dan Strange.

We are excited for the work in 2024 with cohorts on *Cultural Apologetics 101*, *Sexuality, Singleness, and Marriage*, and *Preaching Christ in a Post-Christian World* launching soon. We continue to publish longform articles and essays that reflect on challenges and opportunities to share the timeless gospel in compelling ways, and help people navigate the complexities of our post-Christendom age.

There is much work to do. But we know God is faithful to build his church. Thank you for beginning this long journey with us. We’re grateful to God for countless answered prayers. Above all we ask that you continue to pray that our work will be faithful and fruitful as we equip the next generation of church leaders in evangelism and apologetics.

Michael Graham

PROGRAM DIRECTOR, THE KELLER CENTER



We’re living amid
the **largest religious
transformation in
American history.**



The Carson Center for Theological Renewal

Imagine a world where modern, high-quality biblical study resources weren't only available to those in the West with large book budgets and huge libraries.

Imagine a world where every Bible study leader had access to a reliable Bible commentary, Bible dictionary, and systematic theology.

Imagine a world where the 85 percent of global pastors who don't have formal theological training could find free online courses and answers to their difficult questions.

Imagine a world where theology students could publish content on helpful areas of new research and see that content accessed millions of times over.

Imagine a world where the great insurmountable obstacle of "return on investment" no longer hinders biblical reference material from leaping into "unprofitable" languages such as Arabic, French, or Farsi.

Imagine a world where for the cost of a nickel, you could put a robust theological resource in the hands of a desperate church leader.

Through The Carson Center for Theological Renewal, that world is here. With a modest starting budget of less than \$500,000, we have assembled a small and highly trained team—building a resource library the global church needs, already reaching the hands of 9 million people per year. Led by newly appointed executive director Benjamin L. Gladd, The

Carson Center seeks to foster spiritual renewal around the world by providing excellent theological resources for the whole church—for anyone called to teach, and anyone who wants to study the Bible.

The Carson Center is already home to commentaries on all 66 books of the Bible, 266 theology essays, 450 courses, 6,050 sermons, and 143 theological journal issues. And we're just getting started.

We have begun preliminary work on a Bible dictionary. Further resources may include a biblical theology, historical theology, Christian ethics, hermeneutics handbook, and theological dictionary. We're creating follow-on multimedia content for these resources. We're distributing these resources through partners to ensure the widest possible reach. We're expanding existing libraries of content and recruiting Fellows for deeper research and cohort-based learning.

The world we all want to imagine is here. But if we're going to keep moving forward, we'll need your help. If you believe in the need to resource the global church, the time is now. Please join us in this work of spiritual renewal through theological education.

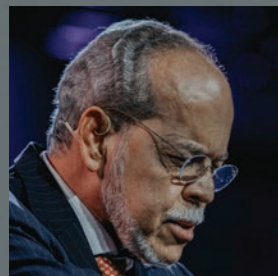
Collin Hansen
VICE PRESIDENT OF CONTENT

Imagine a world
where the **85**
percent of global
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There was a palpable sense of delight in **God's goodness, God's Word, and God's people.**



TGC23

In September 2023, The Gospel Coalition hosted its ninth National Conference, *Hope in the Wilderness: Encouragement for Pilgrims from the Book of Exodus*. Over 6,000 participants from all over the world gathered for three days of worship, teaching, and fellowship. The overwhelming emotion? Joy. From the keynote teaching to conference singing (led by Sydney, Australia's CityAlight), to the hugs in the hallway, there was a palpable sense of delight in God's goodness, God's Word, and God's people.

TGC23 featured a new breakout session structure as we partnered with over 20 trusted, like-minded ministries to help them host their own microevents. It was a unique opportunity to connect ministries to one another, with TGC serving as a network of networks. We are already planning the National Conference for 2025 and we look forward to seeing these partnerships in the gospel strengthened and encouraged, with the hope of renewing and refreshing church leaders as they serve in the local church.

Melissa Kruger

VICE PRESIDENT OF DISCIPLESHIP PROGRAMMING

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Sandy Willson INTERIM PRESIDENT
Anthony Alphin VICE PRESIDENT OF OPERATIONS AND MARKETING
Collin Hansen VICE PRESIDENT FOR CONTENT AND EDITOR IN CHIEF
Melissa Kruger VICE PRESIDENT OF DISCIPLESHIP PROGRAMMING
Brad Tisdale CHIEF FINANCIAL OFFICER

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* New Board and Council members voted in Q1 2024.

Our Impact

WEBSITE

20.1M Users (U.S. website)
30.4M Users (All TGC websites)
52.7M Pageviews (U.S. website)
78.7M Pageviews (All TGC websites)

PODCASTS

123 Episodes
10.5M Downloads
3.8M Listeners

VIDEO

5.5M YouTube Views
747K Hours Viewed
30K New Subscribers

READ THE BIBLE

12.7K Email Subscribers
1.1M Pageviews

TGC23 CONFERENCE

6K+ Attendees
14.9K Livestream Viewers

Financials

INCOME	2023
Charitable Gifts	\$3.6 million
Conferences and Events	\$2.3 million
Other	\$1.6 million

HOW MONEY IS SPENT	2023
Online Content	22%
Conferences and Events	26%
Keller and Carson Centers	10%
International and Domestic Networks	10%
Women's Initiatives	6%
General / Administrative	14%
Fundraising	12%

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.

MAILING ADDRESS

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