



BETTERMAN

2022 REPORT

Around the office, we've begun quoting Dr. Bob Cook, who said, "If you can explain what's going on in your ministry, then God didn't do it."

We are praying for a work of God that can only be produced by the Spirit of God. And praise be to God, we are seeing it.

Heading into year five, we've launched 2,000+ groups impacting 65,000+ men. Most of that activity has happened in the last 18 months—exponential growth fueled by an extraordinary God. We believe 2023 will be a catalytic year — but, before we go marching into the future, let's reflect on 2022:

BetterMan's budget was approximately \$1.18M in 2022. By God's grace and our investors' faithfulness, we met our 2022 budget.

Stewarding God's resources, in 2022 BetterMan:

- Launched 528 small groups and 302 church gatherings
- Equipped 29,000+ men with a better manhood.
- Directly impacted 37,000+ children, 20,000+ marriages, and hundreds of churches and cities across the country.



Chris Harper
Chief Storyteller
Executive Director

**"Men were empowered.
Marriages were fortified.
Children were encouraged.
Churches were strengthened.
In 2022, the world got better."**

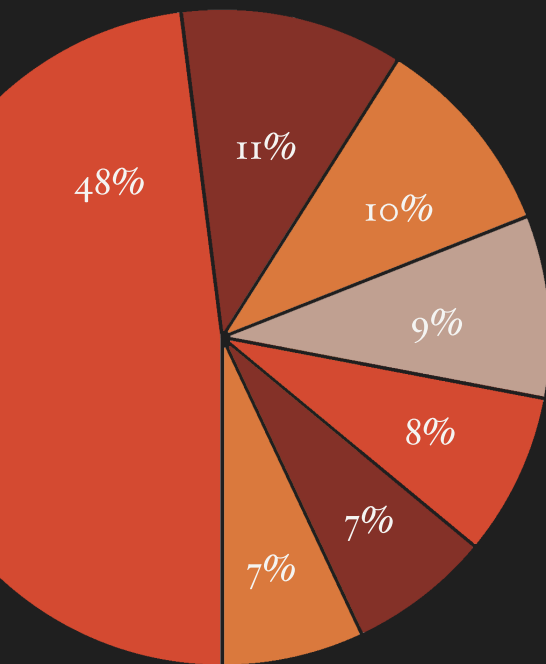
2022 FINANCES IN REVIEW

FUNDING

92% of our funding was generated by our investors. Because of this extraordinary generosity, we continue to deliver BetterMan as a free resource worldwide.

8% of our funding is generated by print and merchandise sales

INVESTMENTS



48% of the budget supported BetterMan staff that are focused on growing the ministry's reach, including recruiting new churches, launching groups, speaking at pastor conferences, marketing, and providing ongoing group support

11% supported staff with administrative responsibilities

10% supported direct marketing initiatives such as men's conferences, promotional material, and social media

9% supported technology and website enhancements

8% supported miscellaneous expenses (office rent, travel, legal fees, licenses, etc)

7% supported new curriculum development and ongoing programming (i.e. podcasts, blogs, etc)

7% is cost of goods sold (workbooks, merchandise, etc)

Looking back on 2022, we want to praise God for all He has done and is doing through BetterMan.

Reaching men is not easy. Men have been under Satan's attack for centuries as he continues to destroy the nuclear family, erase gender lines, and emasculate men through culture, politics, and spiritual oppression. BUT we will not cease! BetterMan is fighting the good fight.

Encouraging and training men to be all God has called and designed them to be—I can not think of a more worthy cause.

Thank you for your support in 2022. May God be with us and we with Him in 2023.



Betterman.com



support@betterman.com



@bettermanmovement