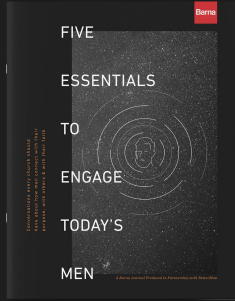




2020 By the Numbers

Equip



Released our research journal in partnership with Barna, which became their **#1 Best Selling Resource in 2020**

COPIES SOLD IN 2020

553 Print
557 Digital
117 Church Kits



BetterMan's online Store launched

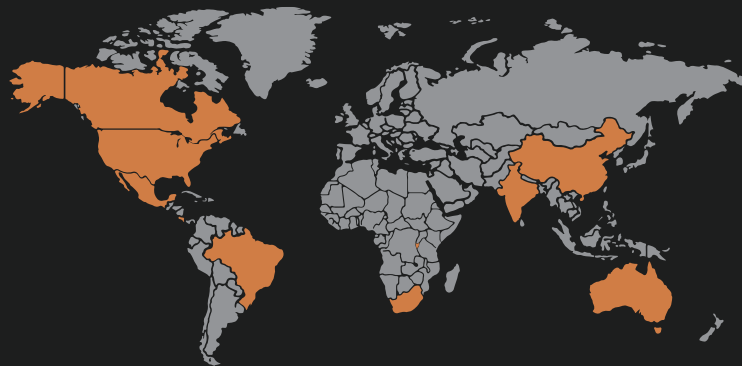


Released updated workbook and sessions



New season of The BetterMan Podcast

Engage



402 Groups
10 Countries
10,000+ Men Impacted

85 Virtual Groups
243 Small Groups
74 Large Groups

US: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kentucky, Kansas, Louisiana, Maryland, Michigan, Minnesota, Missouri, Montana, North Carolina, Nebraska,

New York, New Jersey, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Virginia, Washington, Wisconsin

INT: Mexico, Canada, India, Costa Rica, China, Australia, Brazil, Rwanda, South Africa



6,236 Engagements
↑ 349%



27,915 Impressions
↑ 665%



1,468 Likes
↑ 219.8%

Expand



Expanding Curriculum

Began work on new video sessions with Derwin Gray and a new Spanish Curriculum with Jaime Loya to be released in 2021.



radicalmentoring

NEW CANAAN SOCIETY

Expanding Partnerships

BetterMan is excited to work with Radical Mentoring and New Canaan Society.



Expanding our Board

Welcome JP Pokluda, BetterMan's newest Board Member.