



## 2023 IMPACT REPORT

# One word keeps coming to mind as we reflect on 2023: *Breakthrough.*

BetterMan continues to operate under the provision and favor of the Lord, reaching men across the globe and showing them a *better* way.

Satan is a master of deception. Disorder, chaos, and confusion are his weapons. Keep men guessing at their design, purpose, and position in the world, and they die a slow death. Show men their design, purpose, and position in the world, and you give them life – life to the full. BetterMan is life-giving. We are making men *better*.

### DURING THIS BREAKTHROUGH YEAR...



# 3,225

**BetterMan Groups  
Launched**



# 106,425

**Men were introduced to  
God's good design & purpose  
for their lives.**

### A biblically rich and theologically sound tool, the BetterMan study was featured in...



All 50 States



5 College Campuses



76 Countries



10 Prisons/Jails



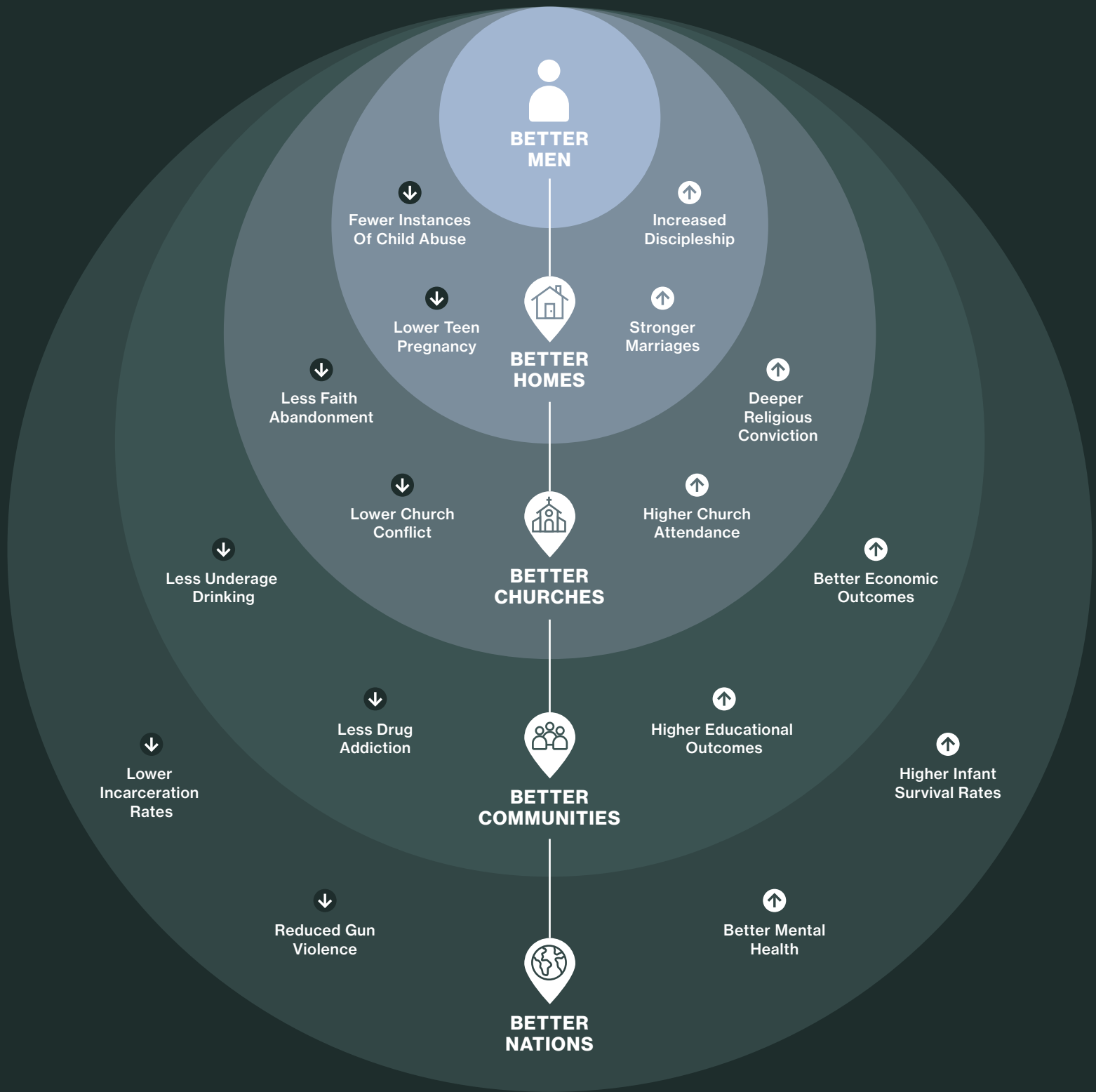
1,985 Churches

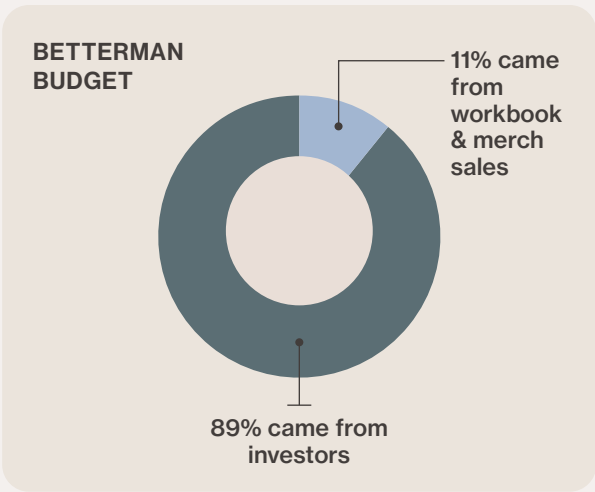


3 Military Bases

Numerous homes, offices, locker rooms, country clubs, classrooms, and beyond.

# Biblical Manhood's Ripple Effect

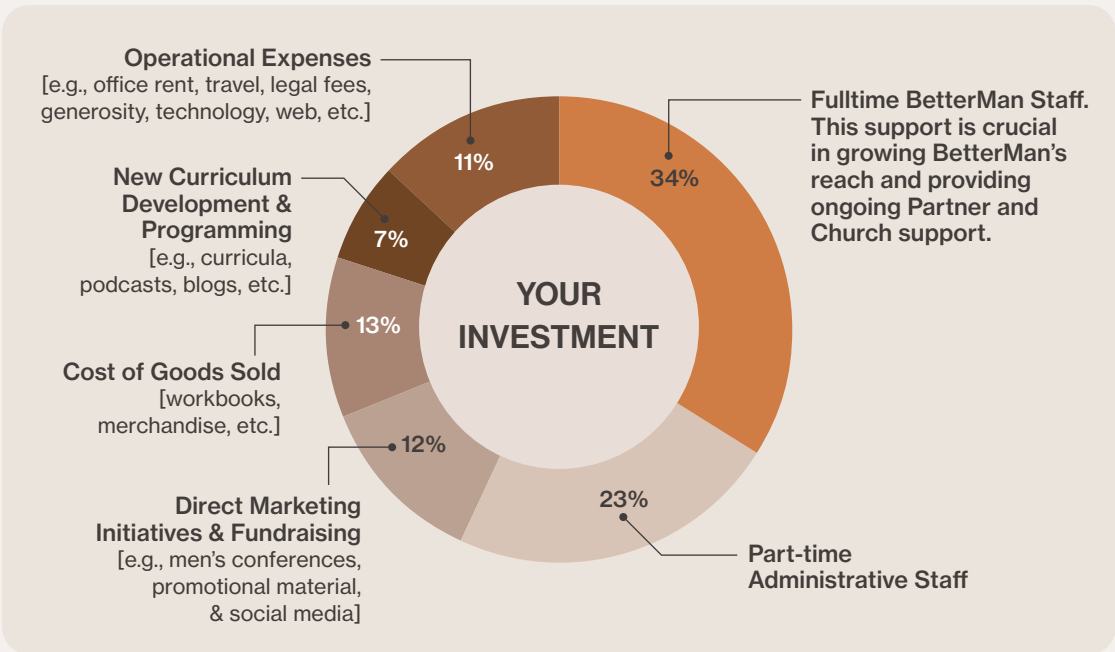




**FUNDING**

89% of our funding came from generous investors. **Because of this extraordinary generosity, we continue to deliver BetterMan as a free resource worldwide.**

11% of our funding came from workbook and merchandise sales (most of this revenue covers the cost of printing workbooks).



Thank you for your prayers and support in 2023. When men are better, the world is better. Because of you, marriages are stronger. Children are thriving. Churches are flourishing. The world is a better place. We will not stop until every man knows God's good and timeless design for his life.

Thanks for being with us. Thanks for championing men.

Grateful,

*Chris Harper*

Dr. Chris Harper  
 Chief Storyteller & CEO  
 BetterMan



**BETTERMAN**