



DAVID © COOK™

ANNUAL REPORT

MINISTRY RESOURCES TO TRANSFORM
TODAY'S GENERATIONS



2023





OUR MISSION

**TO EQUIP THE CHURCH WITH
CHRIST-CENTERED RESOURCES
FOR MAKING AND TEACHING
DISCIPLES WHO OBEDIENTLY
TRANSFORM TODAY'S
GENERATIONS.**

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A WORD FROM OUR CEO

“May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.”

—
Romans 15:13

Dear friend,

I am honored to share this annual report with you as David C Cook’s new Chief Executive Officer. As I join the David C Cook family, I am humbled and inspired by the remarkable efforts of this community. I am incredibly excited to build on the meaningful work already underway.

At David C Cook, our mission—to equip the Church with Christ-centered resources for making and teaching disciples who obediently transform today’s generations—is at the heart of everything we do. I’m so encouraged to join a group of authors, artists and songwriters, as well as staff, donors and partners who are passionate about our mission and the part they have to play in making it a reality.

As you dive into this annual report, please celebrate with me the impact David C Cook made through books, music and media. All of this was only possible because of people like you who faithfully support David C Cook.

As we look to the future, I am overflowing with hope. Our mission requires first trusting in the Lord and our God-given gifts. From there, we can know with certainty that God will use our creativity, innovation and wisdom to advance the Kingdom.

Please enjoy the insights from this annual report as we reflect on the success and growth of another fiscal year. We are so grateful for your continued support and prayers as we begin this new year and new chapter.

In Him,



Bill Reeves
CEO

A photograph of three young women of diverse backgrounds sitting together in a library. They are all smiling and looking at a dark blue book held by the woman on the right. The woman on the left is pointing at the book. The woman in the middle is looking down at the book. The background shows bookshelves filled with books.

EQUIPPING THE CHURCH ...

Through Books



This year, David C Cook released the official companion study for Seasons 2 and 3 of the hit television series *The Chosen*. This interactive Bible study series parallels each episode, connecting readers to the Bible in a brand-new way.

Our *The Chosen*-based Bible studies have now eclipsed more than 650,000 copies in print, and we are working with the series' producers to develop additional complimentary resources in the future.

At David C Cook, we believe that God has a message for everyone who picks up one of our resources. Our goal is to provide Christ-centered literature to the global Church that enriches lives every day of the week. Our team of authors, editors, designers and educators work diligently to ensure that each resource we produce is of the highest quality and reflects our commitment to excellence. We believe that through the power of the Gospel, lives can be changed, hearts can be transformed and communities can be impacted.

In a world that is constantly evolving, we recognize the pressing need for resources that are not only engaging and creative but also deeply rooted in Scripture.

Generational and multicultural contexts influence the way information is received and understood. Therefore, life stages and cultural realities contribute to our desire to explore certain topics and tackle specific issues.

In the past year, we released 27 titles, each one with a specific audience in mind. From books like *Flash Theology* to *Truth Over Tribe* and the *Clever Cub Bible Stories*, each book is crafted to meet a felt need. Esther Press, our imprint of diverse voices specifically for women, launched with its first nine titles in FY23. It quickly grew into a vibrant community with online Bible studies, Facebook groups, blogs and an Esther Press podcast coming in FY24!

Research, insights and our highly experienced acquisitions team guide our selection of authors and manuscripts. This includes authors like Strahan Coleman, who answers pressing, relevant questions like "How can time with God be a source of peace in a loud and distracting world?" in his inaugural book, *Beholding*, which reached the The Evangelical Christian Publisher's Association (ECPA) bestseller list in May 2023.



We also recognize readers are increasingly interested in audio and video experiences, and continue to optimize our books for such platforms. More than 60 David C Cook titles are now available as audiobooks. *The Action Bible Expanded Edition Audio* was awarded audiobook of the year by ECPA’s Christian Book Awards program.

David C Cook also launched a new format of hybrid study resources that incorporates video content, long-form narrative chapters and space for reflection, journaling and other activities—all included in a single purchase. Five titles were introduced in this format this year.

With every stride forward, our focus remains fixed upon our mission to equip each generation.

37
**COUNTRY
DISTRIBUTIONS**

27
**NEW
TITLES**

90
**LANGUAGE
TRANSLATIONS**



As we reflect back on all that God did through David C Cook last fiscal year, we are excited for what's ahead. Recently, two of our authors jumped right to the top of *USA Today's* bestseller list, with one of them also making the *Publisher's Weekly* list. In FY24, we will release more than 40 new titles, including our first five David C Cook titles published in Spanish (having previously only ever licensed our titles to Spanish publishers), two new products based on *The Chosen*, three graphic novels and *The Action Bible: Faith in Action Edition*.

As we look toward the future, our purpose remains unwavering: to be a faithful ministry partner, supporting churches and individuals as they navigate their spiritual journey. We are grateful to be co-laborers with God on this mission to create disciples, encourage believers and share the Gospel.

A group of diverse young children, including a girl in a pink dress and a girl with braids, are smiling and laughing in a classroom setting. The background is filled with colorful balloons.

EQUIPPING THE CHURCH ...

Through Curriculum

You have heard me teach in front of many witnesses. Pass on to people you can trust the things you've heard me say. Then they will be able to teach others also.

—

2 Timothy 2:2

13%

year-over-year growth in
curricula revenue

240

printed SKUs
quarterly

+35,000

churches + ministries
using David C Cook
Curriculum

21,650

customers through
direct and denominational
channels

From classrooms to small groups, print editions to digital portals, David C Cook is committed to developing trusted curriculum for all ages. These curricula span various age groups and ministry contexts, providing churches with comprehensive resources to teach and disciple individuals of all generations. The curriculum materials are designed to be adaptable and flexible, recognizing the diverse needs and preferences of individual church communities. We aim to ensure that churches have access to resources that are not only biblically sound but also practical and engaging for both leaders and participants.

David C Cook's vision for curriculum is to generate an engaging Church where every heart falls more deeply in love with God and is empowered for holistic life-on-life discipleship every day. Accomplishing that vision starts with inviting people into community with us and with one another.

All of us long to be known and to belong. We also need support and connection. There shouldn't be a better place to find that than in ministry: a community where kingdom-minded leaders are together, encouraging one another and learning alongside each other.

We believe that curriculum resources can be at the foundational level of building such community. We have seen connections—at ministry conferences, in Zoom sessions, regional community-building events and even through our Wonderfilled User Group on Facebook—flourish into lasting relationships between ministry leaders. These pathways of connection naturally lead to creativity,

God-encounters and, ultimately, an established customer/user community that is thriving.

While Millennials are leading the “return to church” in the post-pandemic world, we’ve found that traditional print resources often don’t appeal to them. That’s why, even with 11 established curriculum options, our commitment to faithfully disciple each generation is driving our curriculum development team to explore new ways to effectively serve our younger audiences.

Millennials were raised with widespread access to information, and our study materials must be cognizant of the latest research while communicating the truths of Scripture. Millennial individuals want to participate in real conversations on difficult topics, so we must create space for them to hear from God and each other—space for dialogue and invitations to participate along those lines.

David C Cook is taking a strategic, three-pronged approach to expand our offerings from traditional curriculum to innovative discipleship resources:

- 1. Maximize the core curriculum catalog.** Leverage existing brands to multiply impact and increase value by offering our customers free supporting resources that more fully resource their ministries.
- 2. Optimize the discipleship resources catalog.** Curate the content of three trusted brands to reach new or expanded audiences and leverage innovative, hybrid delivery options.
- 3. Amplify discipleship.** Optimize the digital delivery experience, developing intimate in-person and online relationship-building events to build community and expand our offerings to disciple parents and volunteers.

“We have an opportunity and responsibility to acknowledge that Gen Alpha has recently been through an extremely life-shaping experience,” says David C Cook President Rick Rekedal. “Gen Alpha kids are hungry for community, and it can feel to them that no one is speaking their language. But there is One who does.”

David C Cook is passionate about creating new ways for kids to experience God’s love through faith formation that extends beyond Sundays. Through the fully digital, customizable curriculum Wonder Ink, kids in churches across the U.S. are discovering their identity in Christ and learning where they fit in God’s big story.

[READ MORE](#)





We are confident that these three areas will enable us to equip the Church to faithfully disciple each generation with theologically sound tools, content and platforms.

Our research has found that when volunteers and parents feel unequipped, they are less likely to step up and invest in the faith formation of others. The Veteran children’s ministry leaders on our team know that one of the most important parts of kids ministry is training, discipling and developing volunteers and parents. A ministry leader’s lack of resources and support can hinder this essential task.

One of the biggest opportunities we have to impact generations is to invest in resourcing ministry leaders to train and disciple the volunteers they lead and the parents of children they teach. This works best when it’s strategic and intentional, and when leaders have easy-to-use resources: digital training plans, vision-casting ideas, volunteer leadership development plans, videos and scripts, training meetings, email templates and parent resources.

David C Cook has made it a priority to innovate new solutions so leaders can focus on the part of their ministry that only they can do: Invest in their people.

We consider it an honor to serve more than 35,000 churches and ministries, and we feel the weight of responsibility that comes with such a privilege. Our prayer is that our work would continue to inspire and equip countless believers, fostering spiritual growth within communities around the globe as they experience the truth of the Gospel.

EQUIPPING THE CHURCH ...



Through Music

At Integrity Music Group, our extensive catalog of more than 30,000 songs represents 40% of songs sung in churches worldwide. Timeless classics like *How Great Thou Art* and *In Christ Alone*, as well as favorites like *Lord, I Need You* and *The Lion and The Lamb*. In fact, this past year, Integrity was honored to receive the BMI Most-Performed Gospel Song Award for Cece Winan's *Believe For It*, written by Integrity Music songwriters Mitch Wong and Dwan Hill.

One of the most exciting things our team has witnessed this year is the growing hunger for worship music beyond the walls of a church. In FY23, our YouTube channel surpassed 1 million subscribers, putting it in the top 1% of all channels on the platform. The fact that more than 300 million viewers, representing more than 240 countries, spent more than 3.2 million hours worshipping with us in just the past year is a huge accomplishment for which God gets all the glory. Our activity on channels like YouTube is just one part of Integrity's larger mission to help people worldwide experience the manifest presence of God and resource the church with songs of substance.

We are also making intentional strides to reach younger generations by expanding our presence on streaming platforms like Spotify. Our curated playlists cater to different moods, themes and seasons of life. We recognize that music plays a significant role in people's daily routines, and our playlists are designed to accompany them throughout their day. Whether it's a chill worship playlist for morning coffee or an upbeat playlist for a Sunday drive, we are providing a spiritual soundtrack for our listeners' daily lives that resonates with their unique tastes and needs.

In an era when streaming services track the popularity of songs, Integrity Music has continued to thrive, sitting second in market share for "best of live worship." There was an increase of 236 million streams compared to the previous fiscal year. This number continues to grow as more and more people discover these songs of substance.

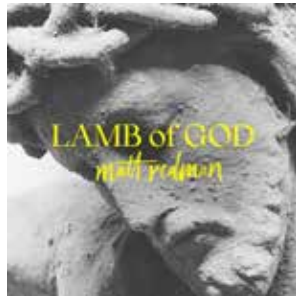
As part of the David C Cook family, we understand the power of connectivity, integrating music into our other ministry resources, such as the Wonder Ink curriculum. By providing complementary music and playlists, like Shout Praises Kids, that align with the themes and lessons of these resources, we create a holistic and immersive experience for children and parents alike, allowing everyone to engage with music in a meaningful way as they learn and grow in their faith.

In addition, our music is often associated with the books and Bible studies we release. By intertwining music from Matt Redman with the messages conveyed in our interactive Bible study for *The Chosen*, we provide believers with an experience that deepens their understanding and connection with the content.

Our team was also able to release 265 new songs, including:



Songs From the Soil



Lamb of God



I Can't Find the Edges of You



Sing, Sing, Sing



London Sessions



City of God



Miracles



**A Beautiful Ending
A Blessed Beginning**



This year we celebrated surpassing 1 million subscribers to the Integrity Music YouTube channel.



265

songs released this year

192

million minutes of watch
time on YouTube

9%

year-over-year revenue
growth

240

countries reached on
YouTube and 231 on
streaming services

236M

increase of 236 million
streams

Music from Integrity can accompany people not only in church services but also in everyday life: From the remarkable to the seemingly mundane, songs can help us remain awake and alive to the presence of God already with us.

Integrity Music's success can be attributed not only to our talented team but also to the interest and support of the global Church. As we grow globally, we have made it a priority to seek out believers in other parts of the world who feel called to write and record music in their heart languages. Integrity is committed to devoting resources to release the voice of the local church around the world.

Looking ahead, Integrity Music remains committed to facilitating the global Church's worship experience by engaging the hearts of each generation through song. With the ever-evolving landscape of technology and the reach of digital platforms, we are confident that Integrity Music's impact will only grow, transforming hearts and lives with God's gift of music.

EQUIPPING THE CHURCH ...

Through
Global Outreach



In developing nations, church leaders are eager to serve and collaborate but often lack tools and training for effective ministry, especially with children facing challenges such as poverty, family issues, violence, abuse or lack of education. We build long-term partnerships with global ministry leaders, offering training and programs that take the culture, language and spiritual needs of their communities into consideration.

In the past, Global Outreach resources were created primarily in the U.S., then shared with the rest of the world. We have shifted our development process to create resources in the regions where they will be used, ensuring they are well-suited for the cultures and contexts.

This past year, our Africa coordinator started recording family podcasts to encourage families to worship and study the Bible together at home. These on-demand weekly podcasts, available throughout the continent, provide short biblical lessons and activities that will help families have meaningful conversations all week long.

In Latin America, our Global Outreach staff hosted 12 webinars with more than 5,200 participants from 20 Latin American countries. Topics included:

- Volunteers in Ministry
- Spiritual Parenting
- Faith Development for All Ages and Levels
- Basic Discipleship Training
- Advanced Discipleship Training

In addition to providing encouragement, these webinars equipped teachers and ministry leaders to better understand how to share God's truth in ways that bring transformation to young lives.

Our online training platform makes it possible for teachers all around the globe to learn effective teaching methods and better understand children's spiritual development—all at their own pace and on any device they have available. Currently available in English and Spanish, this on-demand training is contextualized for Central and South America, and Africa.

Training efforts in India also have grown dramatically—more than 4,644 teachers were trained in the past year, with a projected impact of more than 580,000 children. Our staff in India are working on a contextualized digital version to meet the needs of ministry leaders in the region, which would enable us to support even more ministries.

Spiritual Parenting training also has been enthusiastically embraced by our partners around the world and is meeting a critical need in the global Church. This training empowers ministry leaders to host Spiritual Parenting events at their own churches, equipping parents to disciple their children and pass on a legacy of faith in their families.

Training helps us to meet the emerging needs of the church quickly and cost-effectively, and our programs continue to grow. As we look toward the future, we are considering ways to include special needs ministry and classroom management.

In the coming year, we're adapting our discipleship resource, *Life on Life*, for Latin churches in the U.S. Latin American denominational partners have long requested access to *Life on Life* (*Vida por Vida* in Spanish), and we're thrilled about this opportunity.

Additionally, we're in the early stages of creating a preschool level for *Life on Life*, a highly requested feature by our global partners. Testing for the preschool level begins in early 2024.

We've also resumed translating discipleship materials into Portuguese for Brazil and Hausa for Nigeria, expanding our support for partners in these regions.

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.

—
1 Peter 4:10



In northern India, Christians face daily persecution, including violence against them and their churches by Hindus. Converts from Hinduism often suffer family estrangement, beatings or even death. During a recent children's ministry training, concerns arose when Hindu women arrived. Despite risks, the team prayed and continued their presentations. Afterward, a Hindu woman approached a trainer in tears. She was a recent convert to Christianity, deeply moved by the sessions, and donated Indian rupees to further the ministry. Four more Hindu women joined her in giving. God continues to use David C Cook's global ministry to inspire faith in communities despite risks.



491,670

copies of *The Story of Jesus* distributed

379,884

copies of *The Action Bible* distributed

50

ministry partners

3,920

teachers using our digital platform

78

countries with active ministry

Jesus gave His people a calling to share the Gospel and build up His church around the world, equipping them to grow into mature disciples and serve His kingdom. The role of Global Outreach in this calling is to share the blessings God has given David C Cook with the global Church, serving them as they seek to share God's love and truth in their communities.

FINANCIAL OVERVIEW



justin doxys
being real
how christianity leads to transformation

Walter Clark
God's Not Like That

FOREWORD BY LISA REVERS
RAISED TO STAY
NATALIE RUMON
PERSEVERING IN MINISTRY WHEN YOU HAVE A MILLION REASONS TO WALK AWAY

THE HEART WHO WANTED TO BE WHOLE
Beth Quisenberry
Illustrated by Lisa Miller

AND I WILL BLESS THEM

DEEPENING OUR EXPERIENCE IN GOD
BE HOLDING
TERRAN COLLIER

KINGDOM-DRIVEN GROWTH

Financial Report: Fiscal Year 2023

- Second consecutive year of accelerating revenue growth was driven by the Learning Resources Group and Integrity Music Group business units.
- Improving gross margins combined with revenue growth will drive improved financial performance.
- Revenue growth continues to build a strong asset base for financial stability that is reaching more lives for global ministry impact.



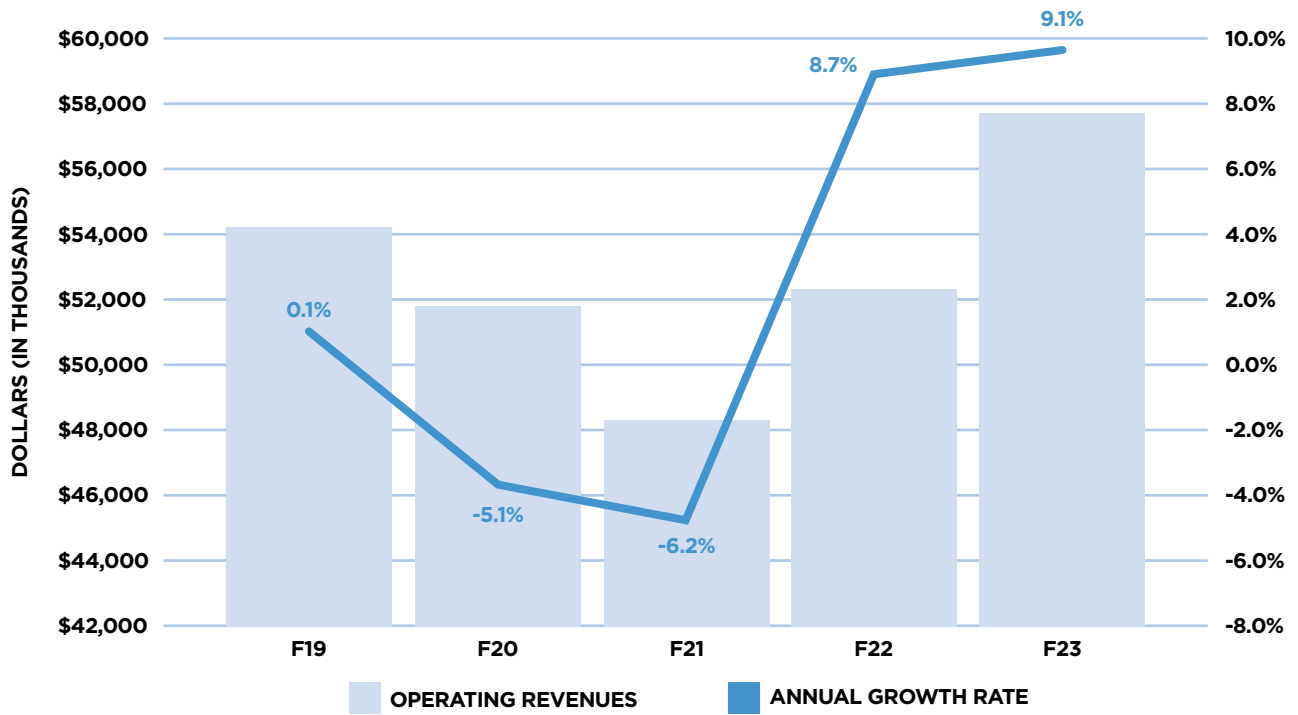
The financial statements have been audited by an independent auditing firm and presented to the Finance and Audit Committee for review. Final approval of the issuance of the financial statements is approved by the full Board of Trustees.

David C Cook has been an ECFA member for 25 years in good standing.

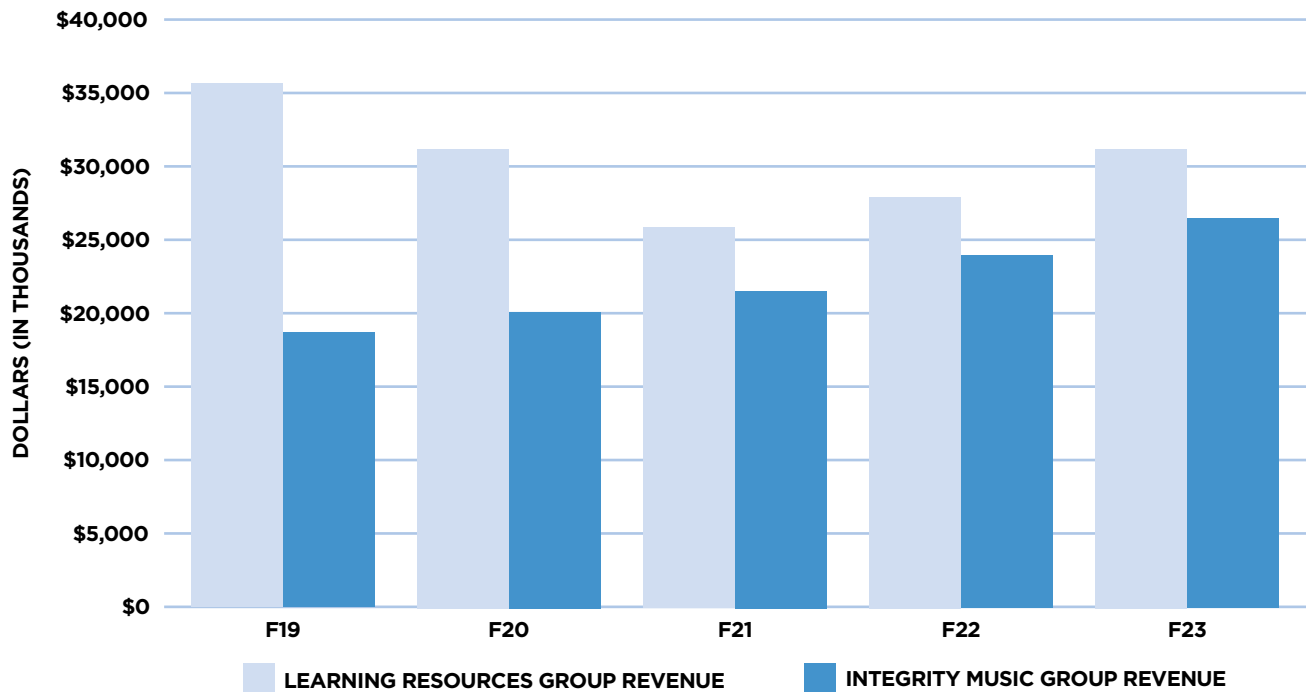
We are governed by an independent Board of Trustees who meet regularly.

100% of donations go toward global ministry.

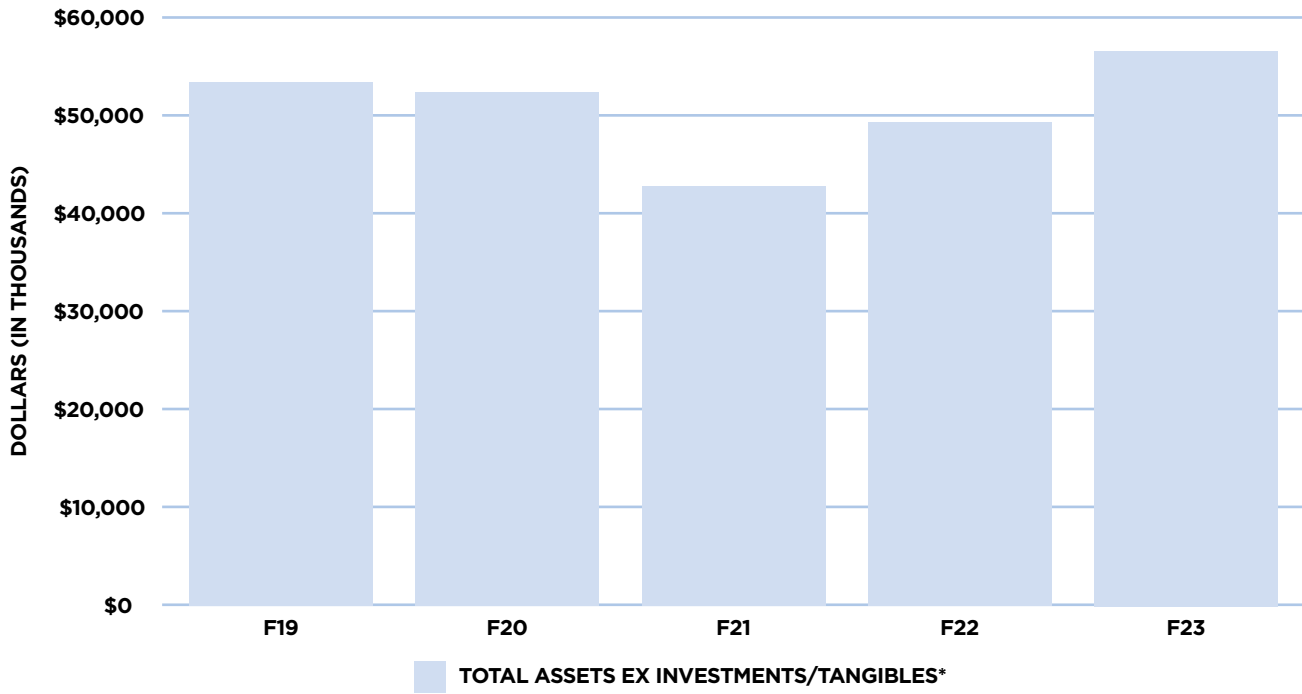
OPERATING REVENUE TRENDS



BUSINESS UNIT REVENUE GROWTH



STRONG AND GROWING ASSET BASE



**Total assets presented here exclude investments and intangibles as they can skew the strength of our asset base.*



Financial growth and donor support make it possible to reach more children with life-changing ministry and resources.

THE FUTURE

DAVID  COOK



POSITIONED FOR SUCH A TIME AS THIS

On Jan. 1, 2023, a massive flood occurred after a boiler burst on the top floor of our headquarters, causing extensive damage throughout the building. If you've ever been through water damage, you know how difficult it can be to repair and restore!

Yet from out of the flood came God's provisions and promises. As we closed FY23, hundreds of our staff gathered to celebrate the rededication of our headquarters and spend time in prayer of recommitment to our mission.

Therefore everyone who hears these words of mine and puts them into practice is like a wise man who built his house on the rock. The rain came down, the streams rose, and the winds blew and beat against that house; yet it did not fall, because it had its foundation on the rock.

—
Matthew 7:24-25

When the floodwaters rise against the Church, David C Cook will be ready to help believers stay rooted on the Rock and strengthen what remains. We were made for such a time as this, and we look forward to marveling once again at God's deliverance and blessing.



GOD IS ON THE MOVE!



148

148 years of experience serving Christian leaders and organizations



4.4B

streams from 231 countries and territories listening to praise and worship songs by Integrity artists



90

Books and curriculum published in **more than 90 languages**



5M+

More than **5M people** reached annually



225+

More than 225 team members with offices in Colorado Springs, Elgin, Nashville and the U.K.



200

Leadership, discipleship and **worship resources distributed in more than 200 countries**



35K

35,000 churches and ministries using David C Cook curriculum and resources

**God is on the move! Will you join us as we equip the Church? Through innovative books, resources, music and so much more, we have the opportunity—
together—to help transform today's generations.**



With the 2023 theme "God is on the Move," David C Cook hosted our 10th annual staff and family 5K just before the close of our fiscal year.

DAVID  COOK™

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