



IF:GATHERING

ANNUAL
REPORT

JULY 1, 2019 -
JUNE 30, 2020

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Friend,

We could have never imagined what this year would bring, but God continues to provide and lead us through this turbulent time.

We consider it His favor that IF:Gathering was planned for early February, just weeks before the world shut down. Our team rallied when everything began to close, and in the midst of the chaos we launched IF:TV as a way to leverage technology, and connect with women during big cultural moments. We shifted IF:Lead to a fully virtual event, reaching more people than ever before. And we rallied the army of leaders who have been in this with us to keep making discipleship a priority—even when it felt like everything was falling apart. I could not be more proud of the work God has done through our team!

And we aren't slowing down. We believe we are uniquely positioned to encourage and equip women as we ask God for a way forward. We are poised for growth; ready to give women tools in their own languages, ready to champion the next generation, and committed to seeing the Church lead the way.

We're thanking God for the team, YOU, that has put IF in a position to not have to shrink back in 2020, but instead step up. Something only He could have done.

Thank you for being in this mission to disciple a generation with us.

In faith,

Jennie Allen | Founder & Visionary, IF:Gathering



|| OUR WORK
|| IN 2020



WHAT GOD DID

Here's What God Did Through You

YOU HELPED US:

▶ **Have a profitable fiscal year.**

We exceeded our 2019-2020 budget plan.

▶ **We had our largest number of IF:Local hosts and IF:College hosts.**

IF:Gathering 2020 was held February 7-8 in Dallas, and live streamed to 3,200 IF:Local sites.

▶ **Create a new innovative place to gather women online.**

We launched IF:TV and were able to offer this free video resource as a way to connect with and lead women during important cultural moments. (49,000 total views)

▶ **Introduce a virtual IF:Lead and reach more people than ever before.**

We shifted IF:Lead to a fully virtual event, and had 5x more women sign up than we would have if we hosted an in-person event. Our largest IF:Lead to date.

▶ **Release our first IF:Equip study in a downloadable PDF format to make a more affordable and accessible tool for studying the Bible.**

What the Women Saw released in April 2020, and has already doubled its sales goal.



|| HOW IT
WORKS

WHAT WE'RE UP AGAINST

We have a crisis of discipleship and we want to fix that. According to a study from Barna, the percentage of people with a biblical worldview declines in each generation:

10% BOOMERS

7% GEN X

6% MILLENNIALS

4% GEN Z





OUR DISCIPLESHIP METHOD

As a team, we cannot physically disciple our goal of four and half million women in twenty years, but we can create the tools and opportunities to put into the hands of other women around the world who can.

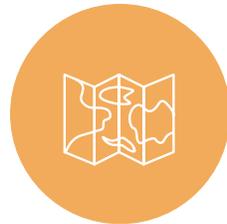
We equip women to disciple other women around them by giving them:



Practical tools to help them point people to Jesus.



A team to do it with. We don't do this alone.



A clear mission to go and disciple a generation, and start with the people right in front of them.



An opportunity to celebrate what God is doing.



|| YOUR
IMPACT

IF:GATHERING 2020

WE GATHERED WOMEN IN-PERSON AT BENT TREE BIBLE CHURCH OUTSIDE OF DALLAS, TX AND LIVE STREAMED TO 400,000 WOMEN ACROSS THE WORLD!

3,200

*In-person attendees
in Dallas*

3,200

*IF:Local Host sites
(including 500 IF:College sites)*

400,000

Estimated Viewers

35% growth in viewership from 2019

VIEWERS

STATES
REPRESENTED



COUNTRIES
REPRESENTED



38% growth in viewership from 2019





IF:LEAD 2020

DUE TO COVID-19, THIS WAS OUR VERY FIRST FULLY VIRTUAL LEADERSHIP EVENT AND FEATURED ONE FULL DAY OF TEACHING, WORSHIP, AND 12 BREAKOUT SESSIONS TO CHOOSE FROM.

7,600
ATTENDEES

IF:Lead 2020 reached 7,600 attendees. Our largest IF:Lead to date!

VIEWERS

STATES
REPRESENTED



COUNTRIES
REPRESENTED



This was our first time live streaming IF:Lead!

IF:EQUIP

IF:EQUIP IS A DAILY DISCIPLESHIP TOOL, FEATURING 22 DIFFERENT BIBLE STUDIES, DESIGNED TO HELP WOMEN AROUND THE WORLD KNOW GOD MORE DEEPLY AND TO LIVE OUT THEIR PURPOSE.

71,000

Email Subscribers

5,000,000+

Video Views

IF:TABLE

THE GOAL IS SIMPLE: TWO HOURS, FOUR QUESTIONS, SIX WOMEN. THIS TOOL GIVES WOMEN AN OPPORTUNITY TO GATHER AROUND A TABLE FOR INTENTIONAL, AUTHENTIC CONVERSATION ABOUT GOD.

22,000

women are registered to host an IF:Table each month





NEW INITIATIVES

IF:COLLEGE

We believe in Gen Z, specifically college girls. They are changing the world with their bold faith, and we want them to have the tools they need to tell everyone they can about Jesus. In 2020, we offered college girls the chance to host IF:Gathering on their campuses for free!

500

IF:College host sites signed up

IF:TV

IF:TV was created to give women a way to gather around their computer or T.V. (on their own or with friends) to listen and learn about important topics like: What does it look like to follow God in troubling times? What does it look like to work through racial reconciliation and take the next steps forward? We also offer a few online Bible studies, so they can learn God's Word with friends right there at home.

Launched two shows: *Made for This with Jennie Allen and The Best of IF:Gathering*



45,000 views

Hosted two online Bible Studies: *What the Women Saw and The Power to Change*



15,000 views

Featured a one-night special: *Where Do We Go From Here: Understanding Your Role in Racial Reconciliation*



20,000 views

STORIES



“Sometimes people want to feed college girls fluff. And I’m not here for that. This was hard-core biblical truth and I was passionate about passing it on.

EMMA DICKINSON

GET TO KNOW EMMA DICKINSON

When Emma was a junior at Ithica College, she was invited by a friend to watch IF:Gathering. Immediately struck by the authentic and biblically sound teaching, she knew the mission of IF was something she didn’t want to keep to herself. She was a fairly new follower of Jesus, but knew the call to go and disciple a generation was not unattainable. This call was not just for moms or older women in the Church. It was for her too.

With snacks and blankets ready to go, she invited friends over to her basement to watch IF:Gathering. She started small groups and discussed different messages from IF with campus ministry leaders. She pulled together Young Life leaders and talked about each message and this high challenge to go and disciple a generation.

“Sometimes people want to feed college girls fluff. And I’m not here for that. This was hard-core biblical truth and I was passionate about passing it on.”

What Emma didn’t realize at the time, was that God was using this spark of discipleship to affirm her next step after college. Instead of pursuing a career in her area of studies at Ithica, God had full-time staff with Young Life in mind. Today, she’s the Area Director of Young Life for the city of Boston, and wants to spend her life discipling other girls.

GET TO KNOW JAQUELINE GOMES

Meet Jacqueline. She and her friend, Joyce, gather with a group of about twenty women from different churches in Lipson, Portugal to go through IF:Equip studies, host IF:Tables, and watch IF:Gathering together. Because of this, some of them are even discipling others within their church or community.

IF:Equip studies are not yet available in their language, so they have begun translating some of the studies word-by-word, so they are able to connect and lead other women through the Bible in Portuguese.

They are passionate about using these tools to disciple those around them and want to continue to offer resources in their own language to more women in Portugal.

And we are ready to help make that happen too.



“We praise God for IF:Gathering’s vision, and all the leaders and staff that work for us to receive Bible-based studies and inspirational videos.

JAQUELINE GOMES

IF: GATHERING FISCAL YEAR 2020 FINANCIAL POSITION

REVENUES

Contributions: \$950,471.23
Program Event Income: \$1,701,951.02
Merchandise Sales Income: \$891,305.87
Misc Income: \$6,077.48

Total Revenue: \$3,549,805.60

ASSETS & LIABILITIES

Total Current Assets: \$2,183,237.30	
Fixed Assets: \$13,632.13	Total Current Liabilities: \$510,906.60
Other Assets: \$3,606.17	Long-Term Liabilities: \$222,000.00
Total Assets: \$2,200,475.60	Total Liabilities: \$732,906.60



OPPORTUNITIES
FOR GROWTH

GOALS FOR 2020-2021

WHERE WE WANT TO GO

GLOBAL ADVANCEMENT PLAN

We want to see our tools translated and available in other languages, so discipleship is accessible and in the hands of women around the world.

EXPANSION OF IF:COLLEGE

We have set a goal to raise \$150,000 in 2020, so we can give our tools away for free to 1000 college girls in 2021.

PHASE II OF OUR DISCIPLESHIP CURRICULUM

We are building more IF:Equip studies to create a volume of tools covering the basic principles of following Jesus.





HOW YOU CAN HELP

THERE ARE TWO WAYS TO JOIN US:

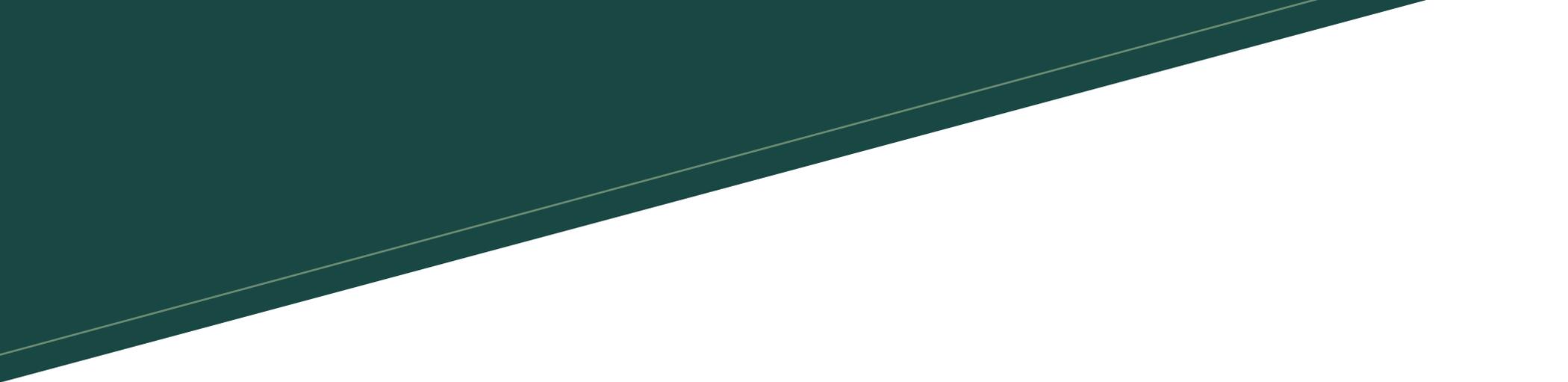
WILL YOU PRAY?

- Will you pray that the discipleship tools and resources created will be translated and distributed to more countries around the world?
 - Will you pray that the next generation will say yes to being discipled and use these tools to follow Jesus?
 - Will you prayerfully consider how your family can invest in the future growth of IF:Gathering?
-

WILL YOU GIVE?

- God has done so much with these resources we've been given! We are celebrating, yet aware that donations make up a small portion of our overall revenue. You can help us continue to grow as we work to take our tools more accessible to the next generation and more accessible in different languages.

Will you invest in our mission to disciple a generation?



THANK YOU TO OUR DONORS AND PARTNERS!

YOUR FAITH IN THIS VISION AND GENEROSITY TOWARDS THIS
MISSION MAKES THE CREATION OF THESE PROGRAMS AND
RESOURCES POSSIBLE. THANK YOU!

