



IF:GATHERING
Annual Report

20
22

*We exist to create tools
and experiences for women
in the local Church to
make disciples who will
make disciples.*

OUR MISSION

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Friend,

When we gathered for IF:2022 back in March, we wanted to bring women a cold drink of water after a long season of wandering in the desert. We knew the pandemic left us lonelier, more anxious, more numb, and exhausted. Our team felt it and our people felt it. But we knew where to point everyone.

Because of your generosity, we got to serve a sold out room in Dallas, reach thousands of women around the world (from 129 different countries!), and offer over 3,000 college girls the opportunity to experience IF for free. We got to remind them all that darkness does not win—God does. We got to point them back to Him.

Your investment allows us to continue reaching these women throughout the year with tools like IF:Table, one of our simplest and favorite resources to help us all cut through the small talk and have intentional conversations about God.

There is not a doubt in my mind that God is moving in big ways around the world, and your partnership with us multiplies the work we do year-round to serve this generation and the next. Thank you for linking arms with us, and thank you for helping us build the kingdom.

I can't believe we get to do this!
In faith,

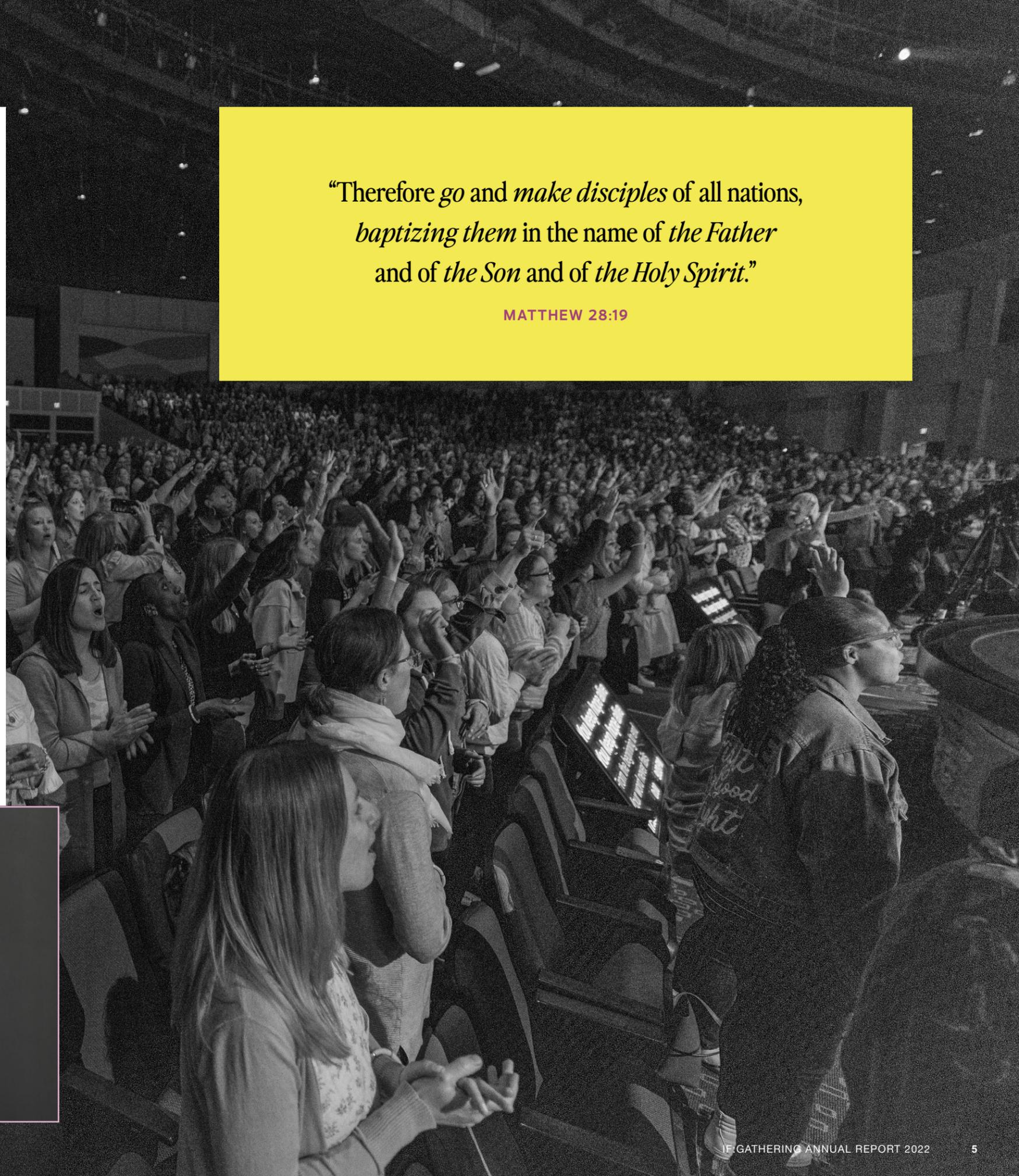
Jennie

JENNIE ALLEN
Founder & Visionary, IF:Gathering



“Therefore *go* and *make disciples* of all nations,
baptizing them in the name of *the Father*
and of *the Son* and of *the Holy Spirit*.”

MATTHEW 28:19





THE PROBLEM

In person church attendance is roughly *30% to 50%* lower than it was before the pandemic.

(ESTIMATES BARNA GROUP, A RESEARCH FIRM THAT STUDIES FAITH IN THE U.S.)

We believe that disciple-making is God's means to change the world! The great commission was His commandment to go therefore and make disciples, but the Church today is experiencing a discipleship crisis.

According to a recent Barna study, in-person church attendance is roughly 30-50% lower than it was before the pandemic. As churches have been able to safely gather again, **we got to be a vessel to help point women back to their local church.**

Women want to reach people for Jesus, but many of them don't have the tools or confidence to do it in a post-Christian culture. They desire mentors but can't find them. In this technological age, they struggle to build deep relationships and community and they become consumers of Christian ideas and faith without engaging in the work of feeding spiritually hungry people themselves. They can live their whole Christian lives with the hope of the world yet never with the passion and urgency to then give it away to a world that desperately needs hope.

THE SOLUTION

What Makes IF effective?

We take God at his Word and believe that through simple acts of obedience and taking responsibility for people in our local places, we can see an entire generation unleashed to make disciples.

THE LEADERS

The everyday woman wants to use her gifts to build the Kingdom and invest in the lives of those around her through simple acts of obedience.

THE METHOD

We leverage technology to build discipleship tools and resources, so women can gather together in their places and get equipped through life on life discipleship.

THE CALL TO ACTION

We don't exist to simply throw pretty events; everything we do is an experience or tool that mobilizes women to follow God and invest in discipling other women, right where she is.



YOUR IMPACT IN 2022

Here's what God did *through you*.

You helped us:

MAKE IF:2022 A BIG WIN! WE SAW...

- An estimated **600,000 viewers** in **129 countries**
- **1,000 new host** sites and **15 new countries** since 2020
- **26%** of the IF:Local hosts were brand new
- A total of **634 IF:College host sites**

PROVIDE A FREE YEAR OF DISCIPLESHIP TOOLS TO OVER 3,000 COLLEGE WOMEN

We provided these young women the ability to access IF:2022, IF:Lead 2021, IF:Equip studies and IF:Table content for **free, all year long**.

RESET THE IF:TABLE TOOL

One of our favorite tools we offer is called IF:Table, and it's the simplest way to cut through the small talk with people and start building the relationships that God wants us to have. We got to **revamp and improve** iftable.com and the user experience to make it **more accessible and easy to use!**

RAISE \$2.4 MILLION IN PARTNERSHIP WITH ILLUMINATIONS TO FUND BIBLE TRANSLATIONS

Through the illumiNations 12 Verse Challenge, **8,000** women came together to fund **2 Scripture translations** for people around the world who do not yet have a Bible in their heart language.

MEET OUR FUNDRAISING GOAL

We've seen the Lord's faithfulness through the financial investment of generous women and families this year. From end of year support, to monthly donors, **God has provided stability for our future**. With our fundraising goal met, it means that we get to walk confidently in our plans to grow in 2023.



YOUR IMPACT



“I finally worshipped. The Holy Spirit had been nudging me towards worship for days. And I just couldn’t do it... until IF. Please know how thankful I am to have been able to be a part of this—to have been able to experience a little bit of heaven this weekend, and feel lifted up and held by the Father. I wish it still wasn’t so hard, but it doesn’t feel like night will be forever anymore. It feels like morning might be coming.”
-Jennifer A.

IF:Gathering 2022

Despite the trend of overall attendance declining in the conference and entertainment industries, we saw more women attend than before the pandemic. Our reach grew as well, with women joining us in **11 new countries**, including China, Ireland and Liberia.

- 31%** Growth in our IF:Local host sites
- 26%** Of IF:2022 hosts were First Time Hosts
- 57%** Of IF:Dallas attendees were first-time IF:Dallas attendees
- 37%** Growth in our unique streams, resulting in an estimated growth of 200,000 women reached

IF:COLLEGE

Thanks to our generous donors, you helped **3,189 college girls** participate in IF:2022 for free!

26% Growth in IF:College Audience (compared to IF:2020)

Top 10 IF:Colleges who participated:

Liberty University, Grand Canyon University, Missouri State University, Texas A&M University, Mississippi College, Auburn University, Colorado Christian University, University of Central Florida, The Ohio State University, Texas State University

THE REACH AT IF:2022

NUMBER OF ATTENDEES IN DALLAS



3,000

REGISTERED IF:LOCAL ATTENDEES



51,712

Estimated Viewers

600,000

Countries

129

Growth in Unique Streams

60%

26%

of IF:Local Hosts were brand new

IF:LOCAL HOST SITES



4,258

Host Sites

in



50

States

in



39

Countries

COLLEGE IF:LOCAL



634

Host Sites

YOUR IMPACT

IF:Equip

You helped us launch our twenty-third IF:Equip study this year!

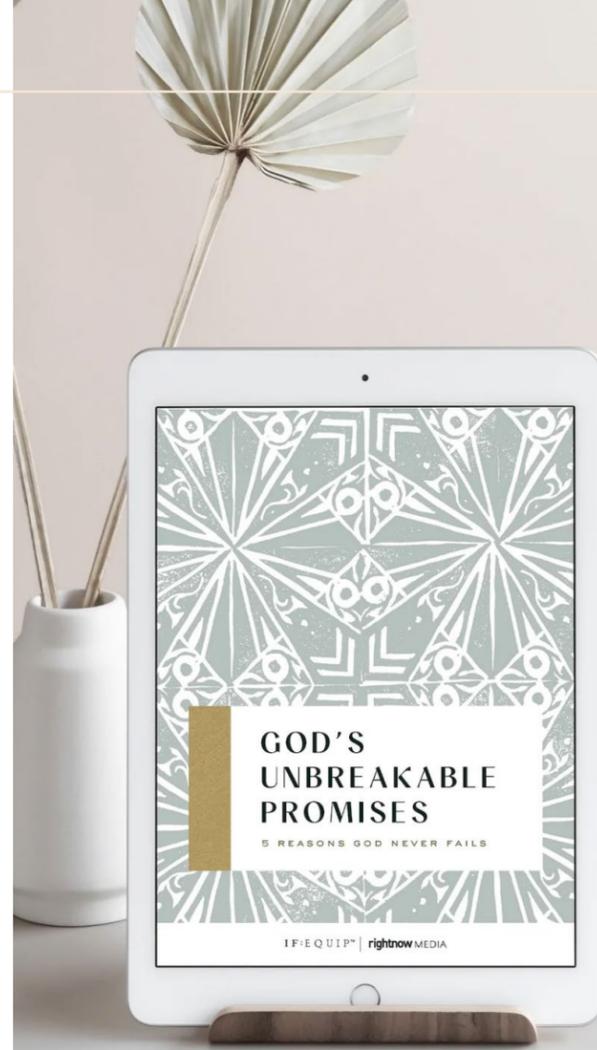
God's Unbreakable Promises

Through this study, featuring teaching videos from Jennie Allen, Lauren Chandler, and Jada Edwards, women discover:

The story of God throughout the Bible, and what it means for them now.

That God always keeps his word, even if we don't.

That God never fails, even when his people do.



“These studies challenged me to see an expanded view of discipleship...that every person in my sphere is within the realm of being discipled, even in a casual setting. I had thought of it only as sitting in a one-on-one study. This opened my mind that yes [discipleship] can be that, but also so much more. I now think of every interaction as discipleship worthy.”

Marcia N.

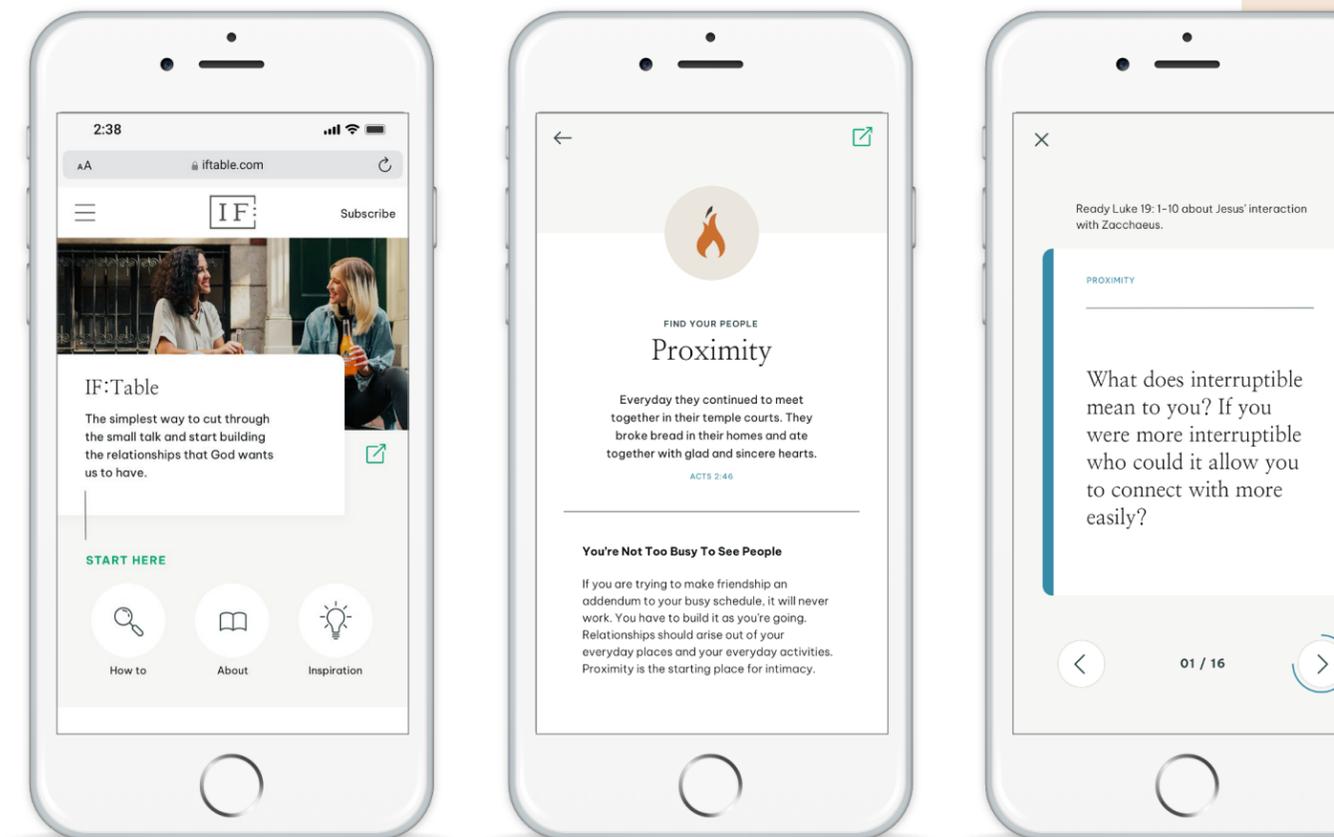
YOUR IMPACT

IF:Table

IF:Table is the simplest way to cut through the small talk and start building the relationships that God wants us to have. And we've been making updates to the online experience this year! Our new mobile-friendly features make IF:Table the most accessible tool we have. **2 hours. 4 questions. 6 women.** It's that simple.

Through the launch of the new IF:Table, we have seen a **20% increase** to our email list, and gained **27,829 new IF:Table subscribers.**

“I have lived here for eight years, was an active member at my church, and never found girlfriends that connect spiritually and share and pray with each other. This is a huge difference and what I craved.”
Thea M.



STORIES



Get To Know Elisa Parker

“After my daughter (13) attended an IF:Local with me, we felt the nudge to start an IF:Table. I suggested maybe we start with moms and daughters.

Earlier this month, we hosted our first IF:Table! There were 8 girls in the 8th grade class (who are about to start high school together), and 4 came with their moms. Wow, did the Holy Spirit show up!

Thank you for this tool and the questions! There were **tears and prayer and vulnerability and healing** that happened that none of us were aware of other than in our own daughters!”



Get To Know Hannah Ellenburg

“This ministry has been exactly what we needed. My sister and I attend the same church, but we were having a hard time connecting with others our age since many already knew each other. We were about to give up since nothing else had worked.

My sister somehow found out about IF:Table, and now we’ve met for four (maybe five) years! It’s never the same group, but we are constantly amazed that it is THE group that needed to be there that evening.

I’m especially grateful for IF:Gathering since it has been **the greatest catalyst in helping me form relationships with other women.**

As a single adult who has never been married and who has no children, it can be difficult to find common ground or even moments of interaction with busy wives and mothers. Your ministry has built a bridge between our lives, allowed uninterrupted time, shared moments, and gospel-driven conversations.”

Check out Hannah’s IF:Table and the community she continues to build in the photos on the next page!



Financial Position & Statement of Activities

Due to our team taking sabbaticals this summer, our final, audited financial numbers will be available upon request, beginning in **November 2022**. For that information please email giving@ifgathering.com, and we would be happy to provide it.



We are pleased to announce that IF:Gathering is a newly accredited member of the **Evangelical Council for Financial Accountability**, commonly referred to as ECFA! It's a privilege to stand with ECFA's mission of **enhancing trust in Christ-centered ministries**. This third-party, governing body requires members to adhere to the Seven Standards of Responsible Stewardship, based on scripture. To learn more, go to ecfa.org.

“In my time at National Christian Foundation, I’ve found that the non-profits who have an ECFA certification stand out in the minds of donors because of increased accountability and transparency. This results in a vote of confidence in their integrity. I couldn’t be more pleased to see IF:Gathering added to this reputable membership list.”

DAVID WILLS

PRESIDENT EMERITUS, NATIONAL CHRISTIAN FOUNDATION



Where We *Have Been* and Where We *Are Going*: 2022-2023

Last year, Jennie sensed that our team needed a season of rest, a first in our nine years of existence. We began to plan our ministry activities for 2022-2023 so that staff members could step into sabbatical seasons based on their years of service, and our entire team took off the month of July to rest, delight in God, and rejuvenate our souls. As we approach ten years of existence as a ministry, we pray that the special season of renewal of our souls and our vision will lead us into the next ten years of obedience to what God wants to accomplish through IF:Gathering.

As we look ahead, we are as committed to gathering, equipping, and unleashing disciples of Jesus as we were on day one, and we're actively preparing for **IF:2023** on **March 3-4, 2023**. Come join us!

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 initiatives 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?

Interested in giving? Contact Meg McCrory, Director of Development, at meg@ifgathering.com, or go to ifgathering.com/give.





Thank You to our Donors and Partners! Your *faith in this vision* and *generosity towards this mission* make the creation of these programs and resources possible.

THANK YOU

