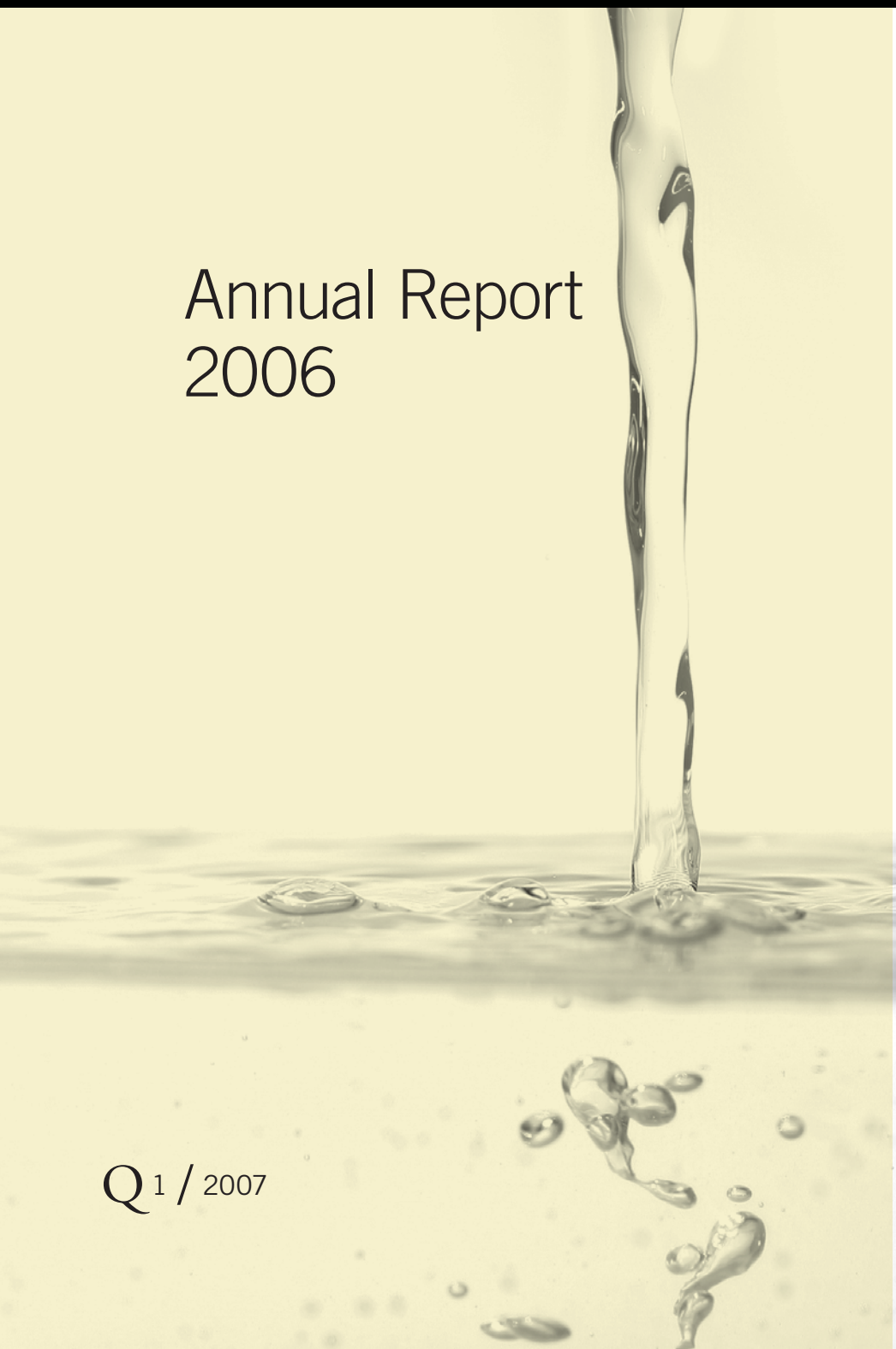



Annual Report 2006

Q1 / 2007



 **desiringGod** | the philippian fellowship
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Calendar Highlights

April 21, 2007 Desiring God Regional Conference in Portland, OR
April 26, 2007 Children Desiring God Conference in Minneapolis, MN
September 28-30 Desiring God National Conference in Minneapolis, MN
September 28 Philippian Fellowship Annual Meeting in Minneapolis, MN

If you have any questions or comments, please do not hesitate to contact either Carol or Jon. It would be our joy to be of whatever help we can.

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Jon Bloom 612.435.2430 jon.bloom@desiringGod.org
www.desiringGod.org

Dear friends of Desiring God,

2006 was an important, vision-defining year for Desiring God. Our ministry outreach continued to increase. Yet, we also faced a crucial question: was traditional radio the most strategic means for distributing DG's ministry resources?

Our mission was clear: we exist to spread a passion for the supremacy of God in all things for the joy of all peoples through Jesus Christ. But we needed something more defined to help us discern which way to take when we came to this fork in the road.

Out of much prayer and discussion last spring emerged a clarified vision of what we believe the Lord wants us to focus on for the next few years:

We want to see millions of people around the world more accurately understand the Bible and increase in their love for Jesus Christ by reading, listening to, and watching our resources at the times and locations that are most helpful to them, and to eagerly share these resources with others.

This is our call. This is what you and all of us are partnering together to accomplish. So we made a strategic decision to focus on the internet rather than traditional radio, and are now excited to see how God is granting a return on your investment in this mission



As you read this 2006 annual report, please keep this vision in mind. We have provided you a summary of significant ministry efforts that occurred during the year. Though only a selection, we hope it gives you a sense for the scope of our work and how God is using Desiring God to reach people around the world.

Also we have provided you our audited financial statements. You graciously trust us with your ministry investment, so we want you to see how we spend it. If you have any questions, please ask us (our emails are on the back of this newsletter). These financials are also online at www.desiringGod.org (see the "Support Desiring God" page).

Lastly, thank you. Thank you for praying for us and financially supporting us. You are a gift, because God uses you to make our outreach possible. And thank you for being a part of the Philippian Fellowship. It is so encouraging to know that you stand with us.

With joyful gratitude to God for past and future grace,

2006 year in brief

JANUARY

- Over 1,200 pastors from around the world gather for the 19th annual Desiring God Conference for Pastors. John Piper recounts the life of William Tyndale.

FEBRUARY

- John undergoes surgery to remove prostate cancer. By God's grace the surgery is successful and no further sign of cancer is found.

MARCH

- John begins a brief sabbatical in celebration of his 25th anniversary at Bethlehem. He works on a number of writing projects, including, *What Jesus Demands from the World*.
- DG launches the Easter 2006 outreach special, offering the book *Fifty Reasons Why Jesus Came to Die*. The goal of distributing 150,000 copies at only \$1 per book is reached before Easter. (1.5 million copies of this book were distributed under its original title *The Passion of Jesus Christ*.)

MAY

- All of our financial partners are invited to help us complete a major project: the development of our new ministry website. Over 600 friends help us reach our \$150,000 goal by August.
- Children Desiring God releases its second intergenerational curriculum, *Lord, Teach Us to Pray*. Over 240 copies of this curriculum have been purchased.

JUNE

- Children Desiring God team members travel to the UK to help launch a pilot program using CDG curricula in 7 churches.

AUGUST

- DG launches its new website on August 31, with free access to over 25 years worth of John Piper's sermon material. 600,000 audio files are downloaded in the first month alone from over 150 different countries.

SEPTEMBER

- DG Radio broadcasts its last program over traditional airwaves on September 29. DG Radio continues to "broadcast" a daily program online where over 12,000 copies of the program are downloaded every day and another 8,000+ per day listen by podcast.
- Over 3,100 people gather for DG's fourth annual National Conference, "Above All Earthly Powers: The Supremacy of Christ in a Postmodern World," in Minneapolis.

OCTOBER

- Nearly 1,000 people gather for DG's second annual Regional Conference in Phoenix, AZ. John Piper speaks on the theme "God Is the Gospel."

NOVEMBER

- The "Seeing and Savoring Jesus Christ" Christmas outreach special is launched. Over 95,000 books are distributed through friends of the ministry.

DECEMBER

- By the end of the year, DG's website is averaging over 30,000 visits per day, an increase of 122% over December 2005. Nearly 7 million website visits spanning 170 different countries are recorded for the entire year (2006).

Other Highlights

- Four books, two study guides, three audio books, and multiple CDs/DVDs are released during 2006. Most of these products are available for free or at very minimal cost on the new DG website.
- Fourteen new title/translations of John Piper's books are published in 2006, with the total title/translations numbering well over 100. Dozens of sermons have also been translated and are available on our website.
- Volunteers contribute over 3,000 hours to Desiring God during 2006, an increase of nearly 50% over 2005.
- The Philippiian Fellowship exceeds 1,400 members.

Desiring God A Division of Bethlehem Baptist Church
Balance Sheet December 31, 2006, and December 31, 2005

Audited Financials

	2006	2005
ASSETS		
Current Assets		
Cash and Cash Equivalents	\$740,482	\$623,557
Accounts Receivable	2,454	24,933
Pledges Receivable	116,843	120,041
Grants Receivable	–	101
Other Receivables	1,431	192
Prepaid Expenses	119,543	33,182
Inventory	292,563	230,640
Total Current Assets	1,273,316	1,032,646
Property and Equipment		
Building Improvements	198,919	198,919
Furnishings and Equipment	351,457	196,982
Total Building Improvements and Equipment	550,376	395,901
Less: Accumulated Depreciation	-257,009	- 216,638
Total Property and Equipment	293,367	179,263
Other Assets		
Pledges Receivable	30,380	77,810
Total Assets	\$1,597,063	\$1,289,719
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable	200,555	257,966
Accrued Expenses	32,624	24,983
Deferred Revenue	126,150	93,718
Total Liabilities	359,329	376,667
Net Assets		
Unrestricted Net Assets	1,195,550	779,242
Unrestricted – Board Designated	34,444	–
Temporarily Restricted Net Assets	7,740	133,810
Total Net Assets	1,237,734	913,052
TOTAL LIABILITIES AND NET ASSETS	\$1,597,063	\$1,289,719

Desiring God A Division of Bethlehem Baptist Church
Statement of Activity December 31, 2006

	Unrestricted	Temporarily Restricted	Total	Percentage
2006				
Support and Revenue				
Contributions	\$ 1,423,164	\$ 2,740	\$ 1,425,904	27.3 %
Grants	250,000	–	250,000	4.8
Honoraria	350	–	350	–
Product Sales	2,521,617	–	2,521,617	48.3
Bookstore Revenue	548,057	–	548,057	10.5
Conference Revenue	464,566	–	464,566	8.9
Interest Income	10,047	–	10,047	0.2
Miscellaneous	852	–	852	–
Net Assets Released from Purpose Restriction	128,810	(128,810)	–	–
Total Support and Revenue	5,347,463	(126,070)	5,221,393	100 %
Expenses				
Program Expenses	3,908,597	–	3,908,597	79.8 %
Support Expenses				
General and Administrative Expense	408,325	–	408,325	8.3
Fundraising Expense	579,789	–	579,789	11.8
Total Support Expenses	988,114	–	988,114	20.2
Total Expenses	4,896,711	–	4,896,711	100 %
Change in Net Assets				
Net Assets — Beginning	779,242	133,810	913,052	
NET ASSETS — ENDING	\$1,229,994	\$ 7,740	\$1,237,734	

* Complete audit of Desiring God's 2006 financials conducted by the independent accounting firm Larson Allen (www.larsonallen.com).

