

2023 ANNUAL REPORT



Dear Friends.

Are you a people watcher? Behind every face is a mix of emotions and life events. As we wait to board a plane or sit on a bench on a busy street, we often ask each other, "What do you think his (or her) story is?" And we wonder where they have turned for help and hope. Perhaps one of them received hope from one of our resources because, with each resource we develop and distribute, we have before us the face of that *one person* who is hanging on to life by their fingernails, desperate for hope, or the one who longs to know Jesus better and how to walk by faith where ever God has placed him or her. We use technology to "search" for that *one more person* who needs to experience the light of Jesus This past year we have heard numerous stories of how God is using *Ask Dr. Betters, Daily Treasure, In His Grip* and the *Help & Hope* podcast to help turn hearts toward Jesus. We are seeing lives transformed, one by one, with the help and hope of Jesus.

In spite of the challenging economic times, God continues to move many of you to help underwrite this work. As we like to say, the fingerprints of those who give are on every life touched by the light of Jesus. Because of the generosity of God's people, we are positioned to start airing *In His Grip* on a Philadelphia radio station in 2024.

In 2023, we expanded our resource development by offering weekly *Help & Hope* podcasts along with answering two questions a week on *Ask Dr. Betters*. Our staff



enjoyed connecting more personally with many supporters through the Treasures of Hope campaign. We welcomed more guest writers to Daily Treasure and appreciated the numerous notes from subscribers describing how the Lord is using the devotionals to help equip them to walk by faith. We began networking locally as we shared our message of hope at community events. We started distributing Treasures in Darkness as a gift to bereaved parents through local funeral homes.

We are making plans to celebrate throughout this year, 2024, which marks thirty years of offering the help and hope of Jesus to hurting people. We're excited to

invite you to join us in this celebrate with a closing tribute planned in 2025 for all that God has done and is doing through **MARKINC**. We look forward to continuing to share the light of hope, Jesus, with that *one more person* in desperate need of help.

In His Grip, Chuck + Sharon



2023 IMPACT



RESOURCES

Annual Listens

→43,000+

Stories / Topics

→ 195⁺



SUBSCRIBERS

3.848+

Devotions consumed

395,967+

Podcast listens

39,825+





SUBSCRIBERS 16,366+

AVERAGE VIEWS PER WEEK 9,100+

475.742⁺ Views in 2023

 \longrightarrow 2.185.636+ Total Views since launched

EXPANSION ~ **IMPACT**



- 43 Counselors
- 8800+ Sessions
- 665+ US Cities served
- 5+ Countries served
- 34 Church Partnerships

Visit AnchoredHope.co to learn more!



RESOURCES

Annual Listens

 \rightarrow 26,072+

Total Listens

 \longrightarrow 148,259 $^+$

SOCIAL MEDIA

Followers

2,404+

Impressions

→ 184,627⁺



APP Subscribers 1,383+ Media Plays 1,269+

That "one more" person touched with the light of hope, Jesus! (John 1:5)

Lives impacted by MARKINC:

 $2023 \longrightarrow 982,347^{+}$ Since \longrightarrow 3,569,738+

2017





Download our free app and follow us on all social media platforms! Stay informed and never miss anything new by connecting today!

THANK YOU FOR SUCCESSFUL FUNDING EVENTS

Treasures of Hope

We would like to express our sincere appreciation for your participation in our Non-Event Event! It was a pleasure to engage with many of our supporters one-on-one, and we are grateful for the opportunity to have done so. Thanks to your generous contributions, we were able to raise a total of \$71,655.26. This funding will help us in our mission to find that "one more" person lost and in dire need of help, hope, healing, and of Jesus.

Annual Help & Hope Golf Tourney

Thank you to everyone who participated in our Annual Help & Hope Golf Tournament! We would like to give a special shout-out to our generous sponsors and volunteers who helped make the day a true success. We hope to see you all again next year!

End of Year - Matching Gift

Thank you for your generous End-of-Year gifts! We surpassed our \$20,000 matching gift and raised \$21,660 for a total of \$41,660. Your support is helping us bring the light of Jesus to those in darkness.



VOLUNTEERS

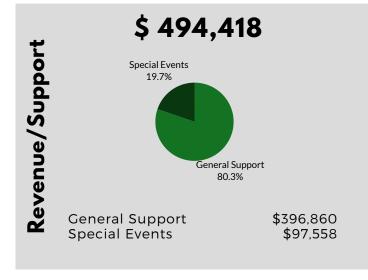
A special shout out to say *thank you* to all who served behind the scenes helping with so many jobs, that increased MARKINC's impact in the community and across the world!

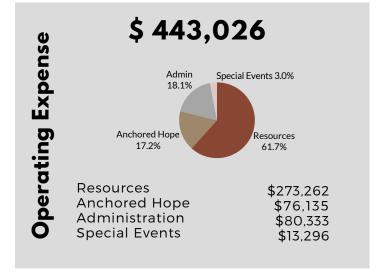
1,014 Hours Served





FINANCIALS





TOUCHING THAT "ONE MORE" PERSON WITH THE LIGHT OF HOPE, JESUS!

My dear friend, Sharon. Just finished listening to this interview with your son, Chuck. I am amazed at how similar our stories are. Loss of a son, trying to mesh God's love and his sovereignty with allowing my son to die, wrestling with God, and trying to make sense of things, Seeing how God prepared me in so many ways for my great loss. God is so faithful and so good! I want you to know that your chapter on wrestling is what finally brought me to a point of beginning to heal in my journey. You were the one calling back to me. You will forever be my treasure in the darkness of loss. Thank you so much for this interview. Much love and many blessings. Mary Jo

Ask Dr. Betters - God's Will For Babies Born of Rape?

Thank you, Sir. I am currently 5 weeks pregnant, and I considered abortion because of the financial responsibilities of raising a child as a single mom, but God said my child was destined to live. I'm so happy I came across this video. This is God's doing.

Ask Dr. Betters - Will I Be My Father's Daughter In Heaven? Thank you for this video, Dr. Betters. I lost my grandmother last February, I loved her dearly. She raised me like a son, my parents were hardly around. I've been depressed since she passed but she knew the Lord as do I. I still grieve for her even though I know one day I'll see her again, because I miss her companionship, wisdom and advice.



