

ccef

2024 ANNUAL REPORT





Restoring Christ to Counseling
& Counseling to the Church

Dear friend,

As I write this, I'm reflecting on Mark 10:45—"For even the Son of Man came not to be served but to serve, and to give his life as a ransom for many."

All of the time, energy, and money that we expend day after day, year after year, boils down to serving. We are a people who have been served by our Savior. And as a ministry, it is our great desire to faithfully serve the Lord by serving people.

As you page through this report, I invite you to rejoice with us at these opportunities to serve. New issues of the *Journal of Biblical Counseling*, new books, new podcast episodes and videos—these resources serve people by equipping them in their ministry and helping them in their struggles. The numbers you see in this report represent real people . . . each audio download and each website viewer represents a person we've sought to help in connecting the treasures of Scripture to the troubles of life. Hosting conferences or facilitating courses serve to bolster the church by addressing important biblical topics and equipping leaders for counseling-related issues. By counseling at our office and online, we're able



to serve those in great need. And by consulting with those who counsel others or creating a course specifically for pastors, we're able to serve those who are actively ministering to others.

Part of the joy we have in serving God's people is the privilege of doing it together. God created us to depend on one another, giving us different strengths and weaknesses, abilities and needs. We experience this daily as we work with one another, and as we partner with you to serve the church.

Last year, the Lord provided \$2,151,975 in donations to CCEF. That generosity—your generosity—is remarkable. It is a sacrifice to the Lord for the blessing of his people.

So, as you read this report, please rejoice with us. Together, God has given us opportunity after opportunity to enter into people's struggles, to talk with those who want to help others but don't know how, to dive deep into important topics in Scripture, and to follow in the footsteps of the One who came to serve.



SUPPORTING CHURCHES

53



930

DONORS

As we continue the mission God has given us in 2025, we want you to know about our fundraising efforts and financial position. This year, we're asking God to provide \$2,100,000 in donations. You'll see in the finances section that last year we chose to invest in these service opportunities from our savings, and we're planning to do so again this year. We've spent the last several years investing in our infrastructure to better serve over the long haul, and the Lord has provided for our needs. He has called us to be both faithful stewards and faith-filled servants. Would you pray for us to that end, particularly as we make plans for stewarding these God-given resources in the years to come?

Thank you for serving with us.



Blessings,

A handwritten signature in black ink, appearing to read 'Brian Stenson'.

Brian Stenson
Director of Advancement

RESOURCES

608,611
WEBSITE USERS



150,022
VIDEO VIEWS



MOST READ BLOG

“10 Ideas for Better Conversations”
by Ed Welch

12,366

TOTAL READS



MOST VIEWED VIDEO

“How can I help my teen struggling with pornography addiction?” *by Todd Stryd*

9,344

TOTAL VIEWS



297,494

PODCAST DOWNLOADS



6,931

JBC SUBSCRIBERS



MOST LISTENED TO PODCAST

“Why Can’t I Control My Emotions?”
by Alasdair Groves

23,716

TOTAL LISTENS



SOCIAL MEDIA

99,754

6.1% increase from 2023

TOTAL FOLLOWERS



“

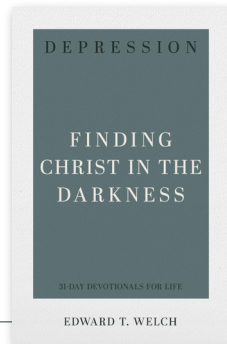
I'm grateful to God for CCEF and their love for the body of Christ. Conferences, books, the podcast, the blogcast . . . all have helped me tremendously to live out the life God has called me to. CCEF has been pivotal to my faith.

CONFERENCE ATTENDEE

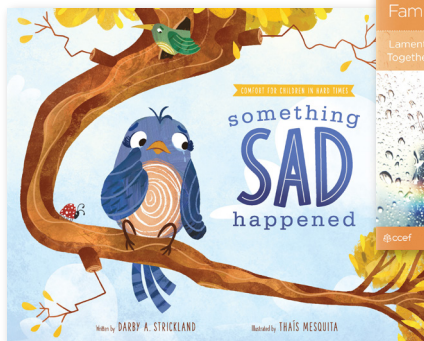
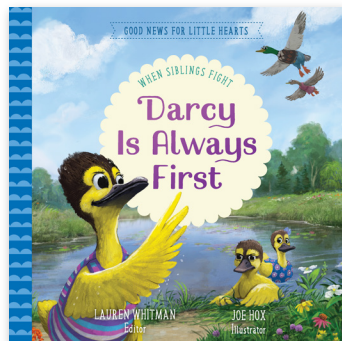
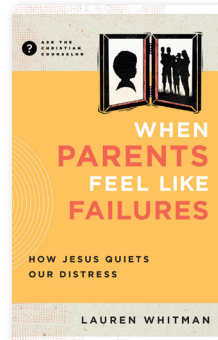
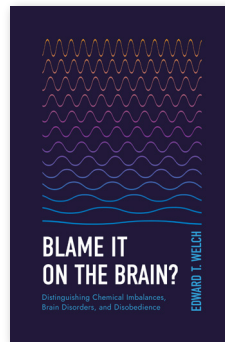
2024 NEW BOOKS



Devotional
Literature
Winner



2nd edition of
the 1998 classic



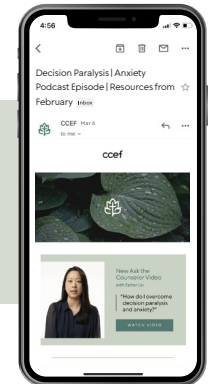
FREE AUDIO DOWNLOAD

13 PAST CONFERENCE
SESSIONS ON
LOSS & TRAUMA



6,400
TOTAL DOWNLOADS

3,191
NEW SUBSCRIBERS
TO OUR WEEKLY EMAIL



WEEKLY EMAIL SUBSCRIBERS

49,332

TOTAL SUBSCRIBERS

7% increase from 2023

EVENTS



2024 CCEF NATIONAL
CONFERENCE

2,206

IN-PERSON ATTENDEES



819

VIRTUAL ATTENDEES


24

SPEAKING
ENGAGEMENTS



“
*This conference has been
a solid reminder of the big
picture, the beauty of work
and rest, suffering and
hope, life in a broken world,
delight in God’s presence,
and final, eternal, blissful
rest in heaven.*

CONFERENCE ATTENDEE



“
*What a gift and true source
of refreshment to my soul to
be with so many others who
love the Lord and want to
help people grow.*

CONFERENCE ATTENDEE

2,127

COURSES COMPLETED



375

CERTIFICATES AWARDED



765+

NEW STUDENTS



1,466

TOTAL STUDENTS



NEW COURSE FOR PASTORS

In the fall of 2024, we piloted a new course: Biblical Counseling for Pastors, taught by Ed Welch. CCEF desires to more effectively equip pastors, and this course is the culmination of many conversations, surveys, and years of classroom and pastoral experience. Over ten weeks, twenty-one pastors engaged in conversation about topics including anxiety and depression, psychiatric diagnoses, trauma, and a theology of the body. Together they considered how to grow as shepherds of the flock, all at a pace designed to fit into a busy pastor's schedule. We reached full capacity (100 pastors) in the January 2025 term, and it's our hope that more and more pastors would grow in wise care and counsel through this course.

“

Dr. Welch's theological clarity is so helpful. However, it is his pastoral gentleness and local church experience that make this course particularly valuable.

CCEF STUDENT & PASTOR

COUNSELING



17
CCEF COUNSELORS

82

WEEKLY HOURS



4,202
TOTAL HOURS

“

Biblical counseling at CCEF has had one of the biggest impacts on my walk with Jesus. It helped me find real, lasting healing and freedom in him.

— COUNSELEE

PEOPLE

BOARD MEMBERS

Barbara Aills (FL)
Founder of Biblical
Counseling Ministries, LLC

David Harvey (FL)
President of Great
Commission Collective
**On board sabbatical in 2025*

Deepak Reju (DE)
Board Vice Chairman
Senior Pastor, Ogletown
Baptist Church

**Eduardo Alberto
Saladin Zacarias (DR)**
Pastor of Iglesia Biblica
Sola Gracia

Jacquelyn Nygaard (TN)
Homemaker

Jonathan Holmes (OH)
Executive Director
of Fieldstone Counseling

Phyllis Baker Calhoun (NC)
Board Secretary
Biblical Counselor at
Christ Covenant Church

Richard M. Horne (PA)
Associate Site Coordinator
for The Urban Ministry Institute
in Chester, PA & Central
Africa Liaison for Oakseed
International Ministries

Rod Mays (SC)
Board Chairman
National Coordinator
of Reformed University
Fellowship

Steve D. Estes (PA)
Pastor of Brick Lane
Community Church
**Retired from board Nov 2024*

Steve Midgley (UK)
Executive Director of
Biblical Counseling UK
& Assistant Minister of
Christ Church Cambridge

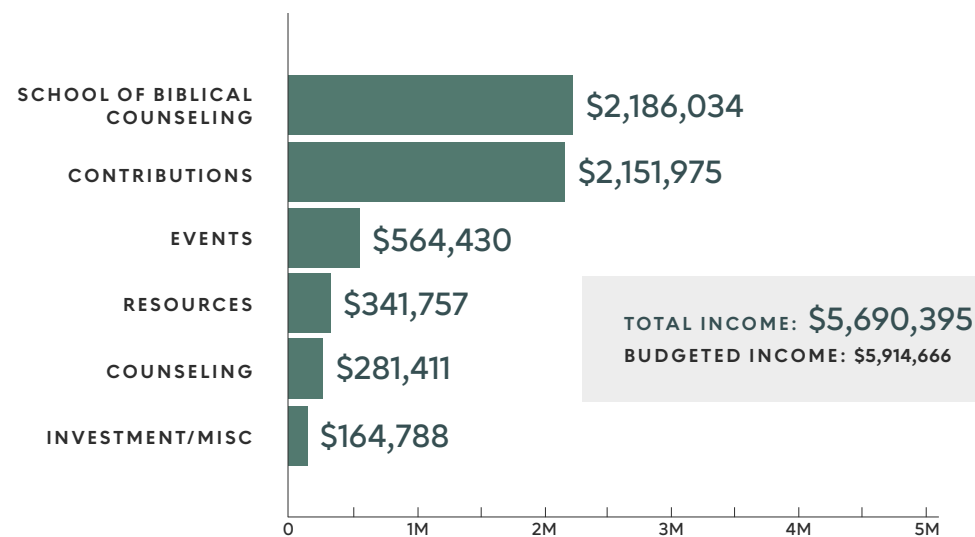
Thomas Cunningham (FL)
President & CEO of
Development Ventures Group

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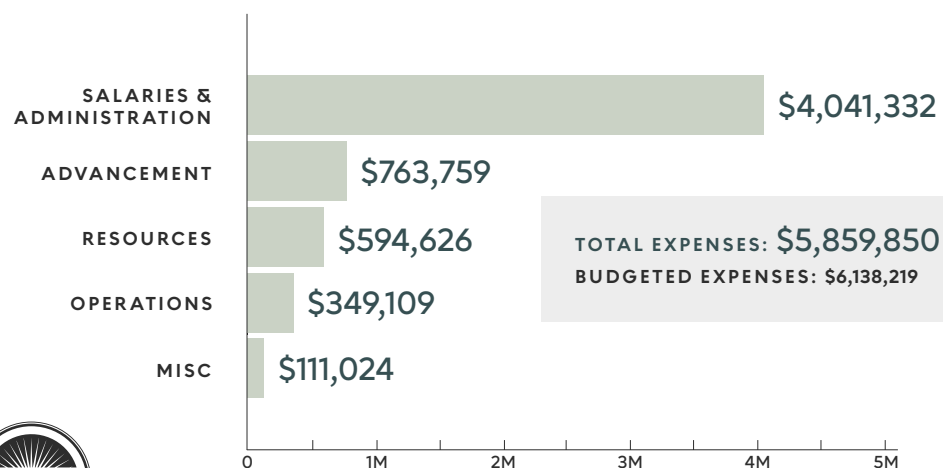
STAFF MEMBERS

GOD'S PROVISION

INCOME



EXPENSES



BUDGET SUMMARY & LOOKING AHEAD

	2024 BUDGET	2025 BUDGET
INCOME	\$5,690,395	\$6,305,381
EXPENSES	\$5,859,850	\$6,597,999
CHANGE IN NET ASSETS	(\$169,455)	*(\$292,618)

*The 2025 budgeted deficit is a decision to strategically invest our savings into the mission.

BALANCE SHEET

	As of Dec 31, 2024	As of Dec 31, 2023
ASSETS		
Bank Accounts	\$1,252,246	\$1,616,744
Investments Account	\$1,310,448	\$1,095,612
Other	\$1,986,732	\$1,941,600
TOTAL ASSETS	\$4,549,426	\$4,653,956
LIABILITIES		
Deferred Revenue	\$457,521	\$373,757
Other	\$225,391	\$255,047
<i>Total</i>	<i>\$682,912</i>	<i>\$628,805</i>
EQUITY		
Restricted Funds	\$162,721	\$57,721
Other	\$3,703,792	\$3,967,430
<i>Total</i>	<i>\$3,866,513</i>	<i>\$4,025,151</i>
TOTAL LIABILITIES & EQUITY	\$4,549,426	\$4,653,956

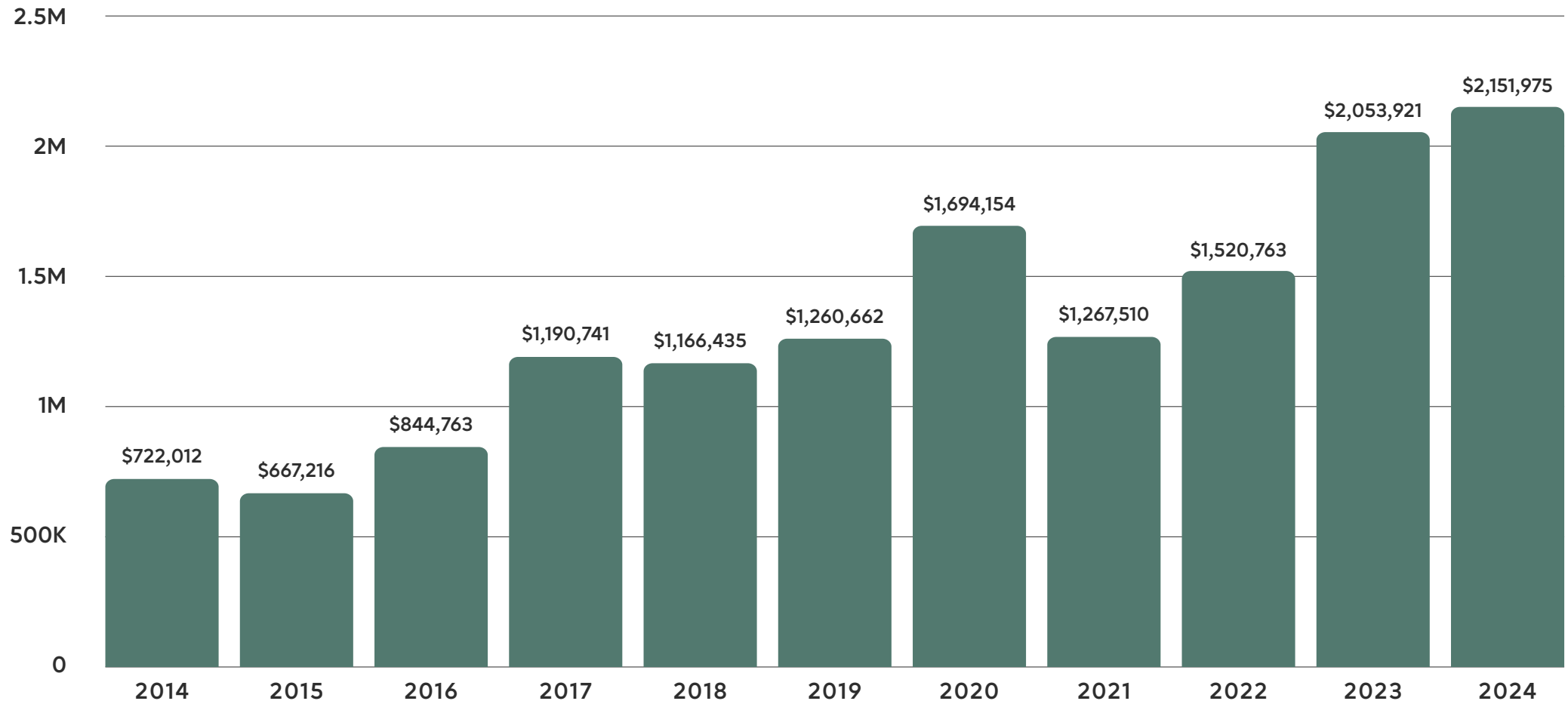
FUNDRAISING 2014 – 2024

Over the past eleven years, the Lord has grown CCEF's funding through the generosity of our donors. It is this generosity that has enabled us to create more resources and develop further training for God's people. Thank you for being part of this provision as together we restore Christ to counseling and counseling to the church.

“

There aren't a lot of other organizations that have nearly the same depth of understanding and the ability to communicate it in such an accessible way as CCEF.

DONOR



A woman with dark curly hair, wearing a black vest over a striped shirt, stands at a clear acrylic podium. She is looking down, possibly at notes. In front of her is a large green plant with orange flowers. To her left, a man in a light blue shirt is partially visible. The background is dark.

“

As a pastor, I want to steer all of my people to what CCEF has to offer over and over again. The annual national conference, articles in the JBC, and minibooks are all ways that CCEF is strengthening the church and fulfilling their stated mission: restoring counseling to the church.

DONOR

“

Jesus quiets your shame by taking it on himself. The sinless one again and again associates himself with sinners—so that sinners can become recipients of God’s forgiveness.

LAUREN WHITMAN

When Parents Feel Like Failures

