



THE WELL
ANNUAL REPORT
2019/2020 FISCAL YEAR

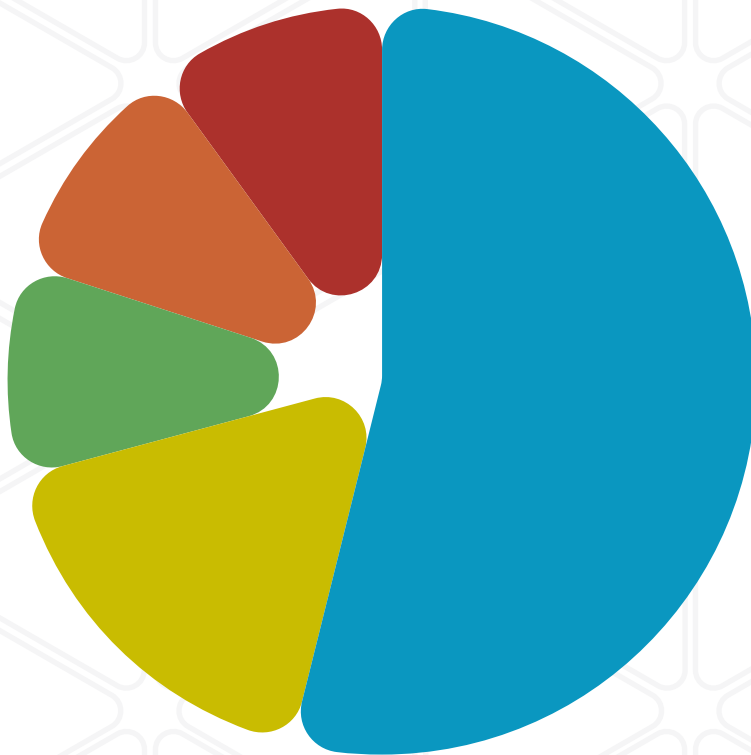
HELPING PEOPLE CONNECT TO GOD AND TO EACH OTHER IN EVERY NEIGHBORHOOD

BUDGETED GIVING
\$6,100,000

ACTUAL GIVING
\$6,265,125

ACTUAL SPENDING
\$5,400,292*

*Actual spending was under budget due to ministry and operations adjustments made related to COVID-19 along with decreased spending from the Development budget to provide funding for Cultivate projects.



BUDGETED SPENDING**

**Our budgeted spending reflects our belief that the ministry is the people and not the programs so this allows us to maintain relatively low ministry costs without compromising effectiveness or impact.

- STAFF **54%**
- FACILITIES/OPERATIONS **17%**
- MINISTRY **9%**
- MISSIONS **10%**
- DEVELOPMENT **10%**



CULTIVATE
3-YEAR CAMPAIGN

2018/2019 ACTUAL GIVING

\$3,512,660

2019/2020 ACTUAL GIVING

\$3,909,795

2020/2021 ACTUAL GIVING

COMING SOON

2019/2020 TOTAL ACTUAL GIVING

\$10,174,920

Last fiscal year, every ministry was challenged to reinvent themselves as to relentlessly pursue gospel transformation in and through our church when it mattered most. And while those changes were evident in the launch of digital platforms, outdoor gatherings, collection sites, and in incredible stories of life change and financial generosity, there was so much more at work in our church for His glory.

GATHERINGS

3,634 AVERAGE WEEKLY
IN-PERSON ATTENDANCE

4,500 IN-PERSON
CHRISTMAS GATHERINGS

558 FIRST TIME GUESTS

414 NEW MEMBERS

75 BAPTISMS



STUDENTS

350 AVERAGE WEEKLY
IN-PERSON ATTENDANCE

438 FALL AND WINTER
RETREATS

MISSIONS

21 LOCAL AND GLOBAL
PARTNERS AND AFFILIATES

904 SERVE FRESNO VOLUNTEERS



KIDS

5,198 FACEBOOK VIEWS FOR
ONLINE KIDS MINISTRY

We continued to experience authentic community, to find safe places to be broken as we grew deeper in the things of God, and to impact the world around us with the love of Jesus. We saw healing from brokenness through gospel-center recovery, relationships redeemed through transformative marital programs, and men and women equipped to lead biblically.

The Well launched a beta test of Foundations, an 11-week experience that explores 8 foundational practices essential to a healthy spiritual life. Our church body will continue to live out these spiritual practices in Life Groups, which deeply influence all of community life, and in doing so, we learn to walk out the Christian faith together, submitting to His word, His people and His spirit.

COMMUNITY LIFE



80 LIFE GROUPS



219 REGENERATION RECOVERY COMMENCEMENTS



80 MERGE COUPLES



55 REENGAGE COUPLES



975 WOMEN'S BIBLE STUDY



DIGITAL PLATFORMS



FIRST ONLINE GATHERING

10,000 VIEWS

HOME CHURCH PLATFORM
YOUTUBE • FACEBOOK • WEBSITE

ONLINE VIEWS FOR EASTER GATHERINGS

OVER 8500

Digital platforms double our reach as compared
to in-person Christmas gatherings.

AVERAGE WEEKLY
ONLINE ATTENDANCE

3,700

NEW INSTAGRAM FOLLOWERS

2,400

75% growth as we expanded the platform to include
more creative ways to reach people including filters,
IGTV, Reels, giphs, and interactive stories.

NEW YOUTUBE SUBSCRIBERS

OVER 1,400

FACEBOOK SERMON SHARES

600

MOST VIRAL IG LIVE VIEWS

7,800 / OVER 200 SHARES

HOURS OF WATCH-TIME ACROSS ALL PLATFORMS

35,528

WEBSITE

129,573 UNIQUE USERS

288,865 SESSIONS

727,693 PAGEVIEWS

THE WELL APP

3,317 DOWNLOADS

21,557 MEDIA PLAYS

59,568 LAUNCHES

501,894 IMPRESSIONS

