

I WILL REJOICE
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Celebration

THE WELL
ANNUAL REPORT
2020/2021 FISCAL YEAR

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

BUDGETED GIVING

\$6,300,000

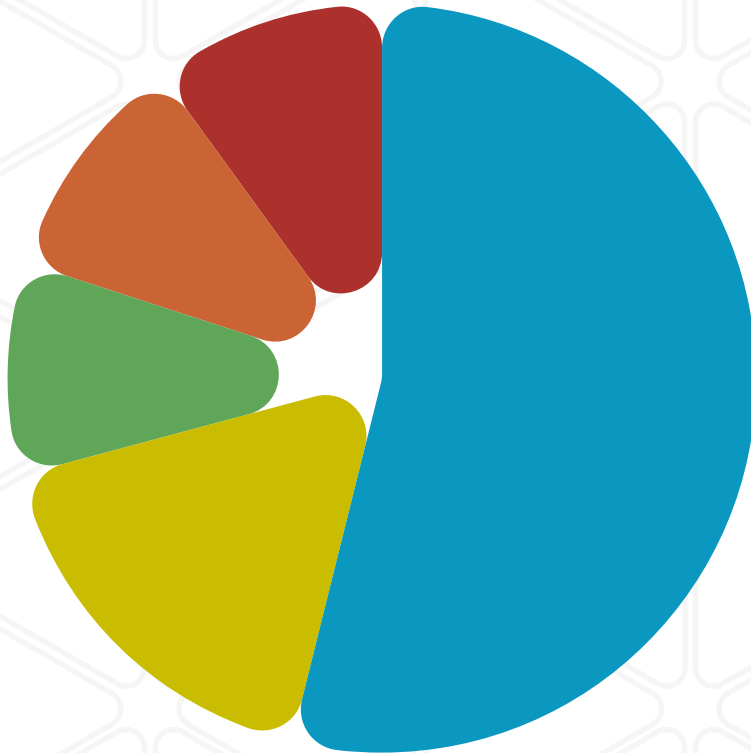
ACTUAL GIVING

\$6,826,661

ACTUAL SPENDING

\$5,921,689*

*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 **57%**
- FACILITIES/OPERATIONS **15%**
- MINISTRY **8%**
- 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

\$3,854,230

2020/2021 TOTAL ACTUAL GIVING

\$10,680,891

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

3,992 AVERAGE WEEKLY IN-PERSON AND ONLINE ATTENDANCE

OVER **3,500** LARGEST OUTDOOR GATHERING

558 FIRST-TIME GUESTS

414 NEW MEMBERS

78 BAPTISMS



STUDENTS

500 AVERAGE WEEKLY ATTENDANCE

671 FALL AND WINTER RETREATS

MISSIONS

21 LOCAL AND GLOBAL PARTNERS AND AFFILIATES

7 LOCAL AND GLOBAL EXTENDED FAMILY

4 GLOBAL INTERNS

904 SERVE FRESNO VOLUNTEERS

24 EXPOSURE TRIP TEAM MEMBERS



KIDS

940 AVERAGE WEEKLY ATTENDANCE

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 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



99 LIFE GROUPS



219 REGENERATION RECOVERY COMMENCEMENTS



28 MERGE COUPLES



50 REENGAGE COUPLES



1106 WOMEN'S BIBLE STUDY



500 FOUNDATIONS



DIGITAL PLATFORMS



AVERAGE WEEKLY ONLINE
VIEWERS ACROSS ALL PLATFORMS

2,179

NEW INSTAGRAM FOLLOWERS

OVER 1,000

Instagram reach is up 502.1% with 95,153 unique
users that watched our content

MOST VIRAL INSTAGRAM REEL

12,900

FACEBOOK REACH (UNIQUE USERS)

53,370

NEW YOUTUBE SUBSCRIBERS

OVER 1,000

TOTAL YOUTUBE VIEWS

101,000

HOURS OF YOUTUBE WATCH-TIME

33,000

WEBSITE

121,457 UNIQUE USERS

247,649 SESSIONS

657,297 PAGEVIEWS

8,859 HOURS OF WATCH-TIME

THE WELL APP

2,428 DOWNLOADS

17,277 MEDIA PLAYS

55,459 LAUNCHES

407,682 IMPRESSIONS

