



BibleProject

2020 Annual Report

This year we were busier than ever. In a time of so much uncertainty, we saw our audience respond in amazing ways. All of our new projects and accomplishments in 2020 are a direct reflection of the generosity of our supporters. It's incredible to see how God has grown this project, and your support has been invaluable. We're no longer just making videos. We're creating a library of resources that is so much bigger than our original vision. And we're building it with all of you.

Steve Atkinson, CEO

Joel Paul, CFO

What We Do

BibleProject is a nonprofit ed-tech organization and animation studio that produces free Bible videos, podcasts, blogs, classes, and educational resources to help make the biblical story accessible to everyone, everywhere.

Our resources help people understand the Bible in a way that is approachable, engaging, and transformative. We do this by showcasing the literary design of the Scriptures and tracing core themes that unite the biblical story from beginning to end. We create materials for all people to experience the Bible and its unified message.

[Go to BibleProject.com](https://www.bibleproject.com)

What We Believe About the Bible

We believe the Bible is a unified story that leads to Jesus. Many modern readers often misunderstand this book as a collection of inspirational quotes or a divine instruction manual dropped from Heaven. But the Bible is a diverse collection of ancient literature overflowing with wisdom for our modern world.

It's a beautiful story about God's plan to restore humans to their lost calling through the life, death, and resurrection of Jesus. We believe this story has the power to transform individuals and entire communities.

Audience & Patrons

It's Free Because of Your Generosity

No one has to pay to use our materials because they have already been paid for by our generous patrons.

Average Gift Per Patron	\$31.47	
Recurring Patrons	17,897	↑31%
Total Patrons	41,098	↑44%

The videos and podcasts, as well as the new Reflections resource, are among the resources I have used thus far. I love how much fun Tim and Jon have on the podcast and how they continually approach texts and ideas humbly and with intention.

I feel I have grown as a student of God's word, but more importantly as a child of our great Creator and his Kingdom. I feel more connected to Jesus and feel I understand him better because of the work he has done in me through your resources. I am so thankful for all the hard work each and every person at BibleProject puts in on a daily basis. Thank you so much.

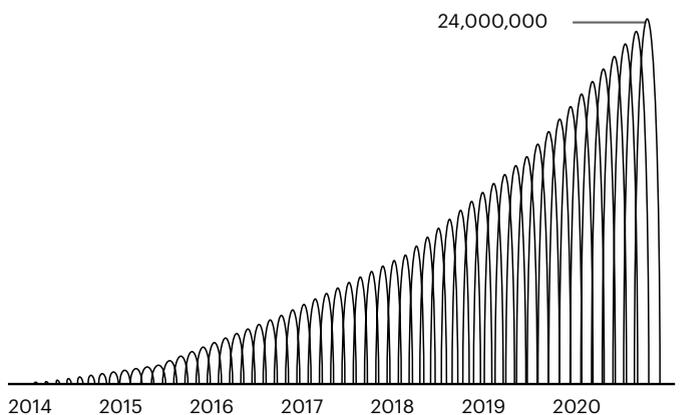
Nate, New York

I have been a Christian for over 44 years, and when I watch the videos, do the classes on Classroom, and listen to sermons by Tim and BibleProject podcasts, it seems to me like every Sunday school class, personal quiet time, retreat, seminar, time of biblical fellowship, sermon, and class over the course of my life begins to come together, like a million pieces of a puzzle, into a clear picture of who God is. I feel like I'm finally seeing and understanding more of the big picture of God's loving, sovereign plan, graciously expressed again and again through the Scriptures and most importantly through the giving of his son, Jesus.

Kim, Maryland

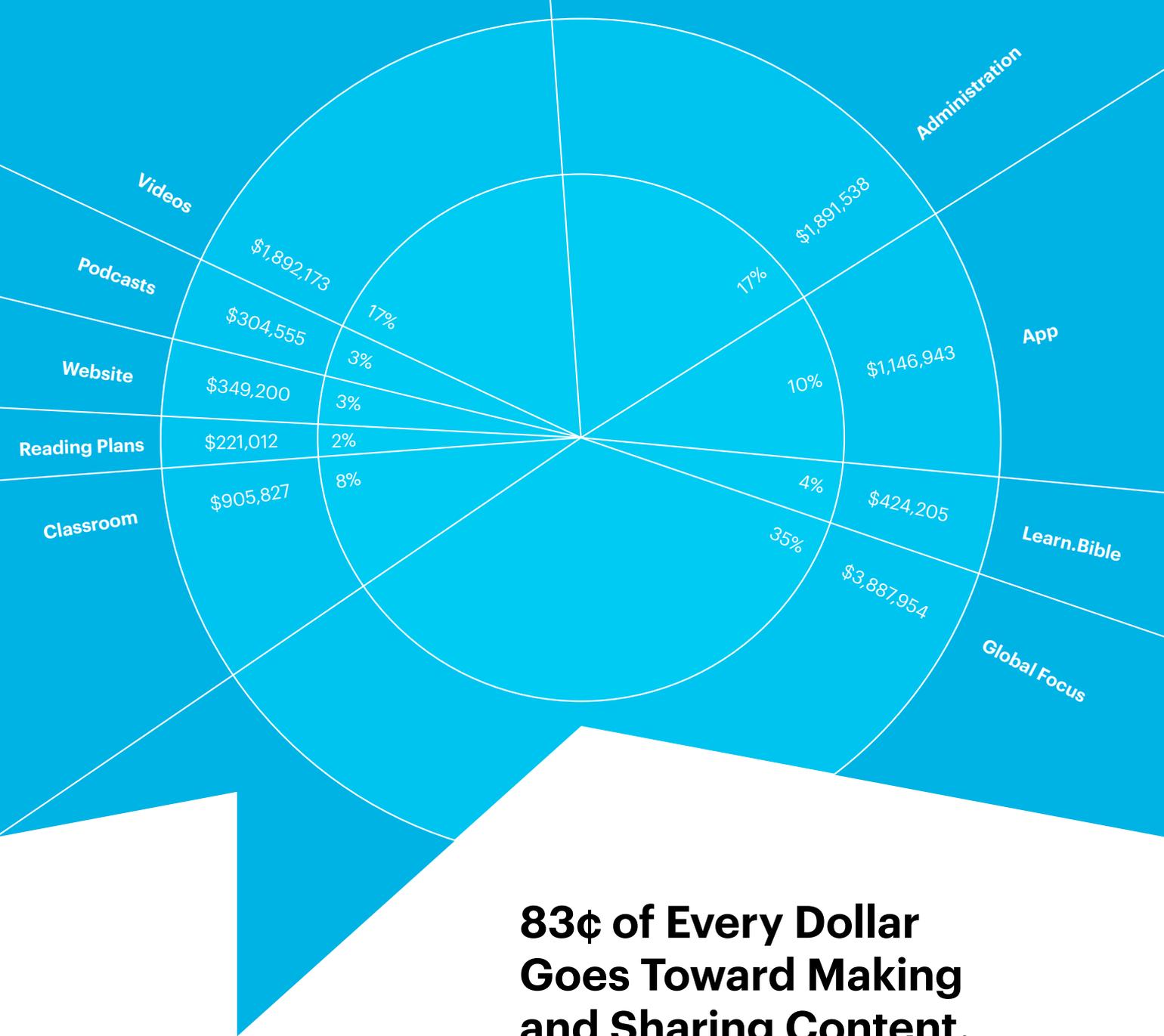
Our Audience

Total Unique Audience Members **24,000,000**
 New Audience Members (YoY*) 8,947,039 ↑58%



My wife and I graduated from a Christian university years ago, and I only wish we had the videos back then. I can see that your team's work is so beneficial for current followers of Jesus, and yet so accessible and intriguing to those yet to believe. From the bottom of our hearts, thank you for this work of art, intelligence, wisdom, and sensitivity to God. It truly is a gift to the world. As God blesses us, we hope to be able to continue to support this effort.

Adam and Stacy, Wisconsin



83¢ of Every Dollar Goes Toward Making and Sharing Content.

Products

Videos

Short-form animated videos exploring the themes and storyline of the Bible

Podcasts

Resources for the auditory learner: BibleProject Podcast, Exploring My Strange Bible, and Reflections

Website

Access to videos, resources, and deeper Bible study

Reading Plans

Email, web, and app-based reading guides

Classroom

Free online seminary-level classes

Global Focus

Making BibleProject resources available around the world

Learn.Bible

Curriculum building software for ministries and churches

App

The best of BibleProject in your pocket, coming in 2021

Administration

All the stuff that keeps the lights on and the coffee flowing

Products

Videos



Reach and Growth*

Views (All Time**)	218,900,000	
Users (All Time)	12,508,571	
New Users (YoY)	1,721,006	↑63%

23,904,077

Total Video Viewers (All Time)

As you might imagine, the primary goal in the animation studio is to create animated videos. Most mornings we hobble into the studio, fill our mugs with coffee, fire up the computers, and pick up where we left off the day before. We show up day in and day out, and as we do, animation emerges onto the screen. First a scribble on a Post-it, then that scribble timed out to a voice-over. Soon, with much coaxing, the story, the characters, and the motion all come together. And it's something of a little magic trick each time it happens.

There was a lot planned for 2020—13 video releases in 12 months. Before the pandemic caused us to close the office and continue work from our kitchen tables and spare rooms, we had already released three videos. But there was so much more to do in a year that was shaping up to be more than a little unusual.

With each day, new rhythms arose. We found new platforms to creatively collaborate and got after the work. We released two videos on the New Testament letters and another on apocalyptic literature, completing our How to Read the Bible series. We released Water of Life and a new series on the character of God. We've missed being together, but the work of researching, writing, designing, and animating has continued from each little corner of the world we inhabit. And we know how to microwave a burrito very well at this point.

2021 brought a new year and another exciting lineup of videos that we're steadily chipping away at. Keep an eye out for a look into the royal priesthood, a deep dive into the visual commentary world of creation narratives, and a new series on the Sermon on the Mount.

We're so humbled that we get to do this work together—with each other and with you. With every kind word of encouragement, dollar given, and video watched and shared, we get to continue doing exactly what we set out to do—create beautiful and educational videos that help us all see the Bible as a unified story that leads to Jesus.

Miriam Chesbro, Executive Producer of Animation Studio

BibleProject has quickly become my favorite resource for studying and understanding Scripture. I stumbled across one of your videos a few years ago, which led me to your podcasts, which led to an explosion of understanding and appreciation of the biblical story for me, which grew my faith and walk with God, which changed my life. I am truly grateful for the opportunity to pray for and support the work of the entire BibleProject team.

Ish, Georgia

*English language YouTube channel

**Measured through end of 2020

Products



Podcasts

Reach and Growth

Total Podcast Listeners (All Time)	15,453,841	
New Podcast Listeners (YoY)	1,122,546	↑22%

2020 was an amazing year for our podcasts. We had over 18 million downloads across all podcasts for the year, putting us at over 36 million total downloads since the launch of our BibleProject podcast.

Here are some more highlights for the year.

- Our Tree of Life series was a huge success! Three of the episodes in this series made the top ten of our most popular episodes.
- We interviewed Dr. Carmen Imes for an episode titled “Taking God’s Name in Vain?” This episode was one of our most popular scholar interviews ever.
- We had our own Dr. Carissa Quinn on the podcast for our entire Character of God series. We can’t wait for her to join us again on future episodes!
- We wrapped up our largest and longest-running series, How To Read the Bible.
- We launched a brand new micropodcast called Reflections, hosted by Cheree Hayes.

Over 18 Million Downloads in 2020

As we look forward to 2021, our vision is to continue to be a marquee destination and a standard for excellence in the Christian and spiritual podcasting world. And as our audience continues to grow on a global scale, we want to actively work on expanding our platform and voices. One of the ways we hope to do this is by welcoming contributions from more scholars representing different faith communities.

We’re so grateful for those of you who joined us in 2020. When you listen to one of our podcasts you’re supporting us with your time, and we will always strive to honor that by offering you a richer, fuller perspective of the story of Jesus.

Dan Gummel, Podcast Editor

The podcast and site have just been hugely important to me, both in terms of personal learning and, as a pastor, in my research for preaching and teaching to my own community. It is refreshing to find this level of scholarship and commitment to allowing the Bible to breathe as a narrative and text outside of black-and-white dogma/doctrinal theology. You all let the text say what it says, you ground it in critical historical and cultural context, and then you let it be as complex as it actually is. And that is hard to come by in the format you put your work in—widely accessible, understandable, creative, and impactful.

Michael, Florida

Products

Website

Reach and Growth

Unique Visitors (All Time)	16,295,648	
Unique Visitors (2020)	6,157,830	↑34%
Registered Users (All Time)	391,211	
Registered Users (YoY)	96,384	↑7%

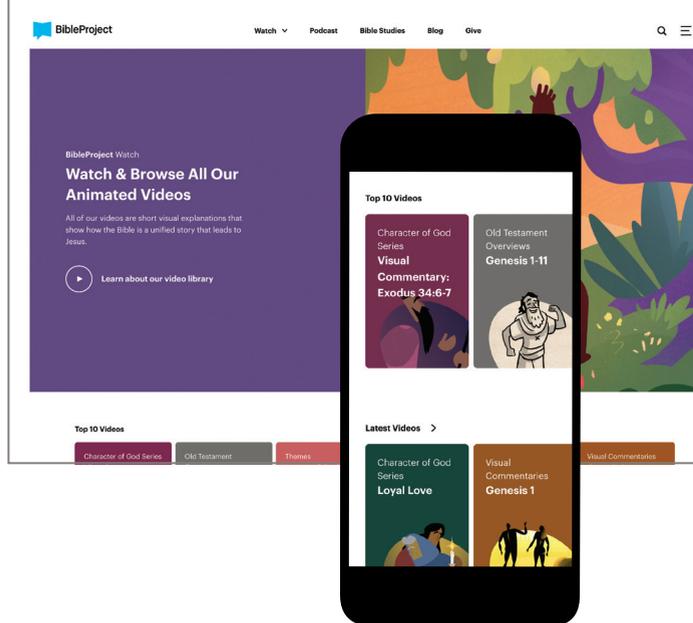
BibleProject's web team spent most of 2020 focusing on creating a new video viewing experience and making it easier for our growing audience to view our content on mobile devices.

Discoverability and Navigation

This year, we implemented a new search tool powered by artificial intelligence. Because we frequently update our resource library, automation allows us to make sure our library is always up to date and easy to search. The more our audience uses this new search tool the more it improves, learning frequent searches and common answers. This new AI search tool means that people visiting our website are able to find the content they're looking for faster. And if they don't know what they're looking for but want to explore, our data-driven navigation system makes it easier to discover new content.

Video First

From the beginning, BibleProject has always focused on creating great short-form videos that combine biblical theology, art, and explanation. We wanted our website to showcase those videos and make them easier and more fun to explore. Our new Watch feature does just that. Video categories have been redefined to show how our videos work together and better communicate key points in Scripture. Series and related videos are also easier to get to once you decide to dive into a topic.



Mobile First

Over 60% of people visiting our website are doing so through their phones, so we're working on an initiative to improve how the most common areas of the website look on mobile devices.

BibleProject is not just an animation studio, and we're not just an education organization. We are an education-technology organization, and we take our technology, delivery, and user experience as seriously as we do anything else! We hope all of our effort will help you encounter the story of the Bible in a new way.

Aeron Sullivan, Director of Product

I am an artist myself, so I am a visual learner. My son is an artist as well. When I saw the Romans video, I was blown away by how its message left a deep impression on me. I thought very possibly my son might appreciate it. One afternoon when he was visiting us, I said to him, "Hey, there is a video series I think might interest you. It's really cool the way they explain the Bible through comic strips." I showed my son one of the videos, and he immediately got excited. It all made sense to him, the visual art as well as what Tim and Jon said in the video. When he got home, he began to eat up the videos. He couldn't get enough. The way Tim plays the teacher and Jon plays the student in the videos helps us to all learn. My son is a different person today. The Holy Spirit used BibleProject to start a fire in my son's heart and a new love for the Bible and Jesus. I have prayed for my son all of his life. I am so grateful that the art and storytelling brought him a new perspective and was the tool the Lord used to open his eyes.

Leslee, California

Reading Plans

Reach and Growth

Reading Plans 125m (34 in English)
 Languages 20

Key Milestones

Our Bible study began in March
 as Church at Home

We believe the Bible is a book made for a lifetime of study and contemplation, but it can be a challenge to consistently study and fully comprehend the Scriptures. This is why we have been working hard to develop immersive reading plans that will take your Bible study to the next level.

In 2020, BibleProject published over 125 reading plans in 20 languages! Our reading plans can be found on the YouVersion Bible App and on our website. With your support, we have built seasonal reading plans like the Advent plan, topical ones like the Justice plan, and plans tailored for new Jesus followers like the Luke-Acts plan. One of our most popular plans is One Story That Leads to Jesus, which takes you through the whole Bible in one year.

The reception of this plan has been so overwhelming that we decided to develop a new set of resources to make the One Story plan even more immersive. Each week, you get a video to watch, passages to read, and questions to answer as you read through the Bible with hundreds of thousands of people around the world. And if you're looking for more, we just launched a new podcast, Reflections, which also follows this reading plan. Reflections has messages from our Bible scholars, a Scripture reading, and a series of thoughtful questions on which to meditate.

Thank you so much for your support of this project. We can't wait to develop these resources even more in 2021 and help individuals, families, ministries, and communities experience the Bible like never before.

Rudy Bellani, Chief Operating Officer

YouVersion

Total Reading Plan Users (All Time) 1,198,108
 New Reading Plan Users (YoY) 496,196 ↑203%

Email Reading Plan

Total Subscribers (All Time) 191,261
 New Subscribers (YoY) 50,647 ↑226%

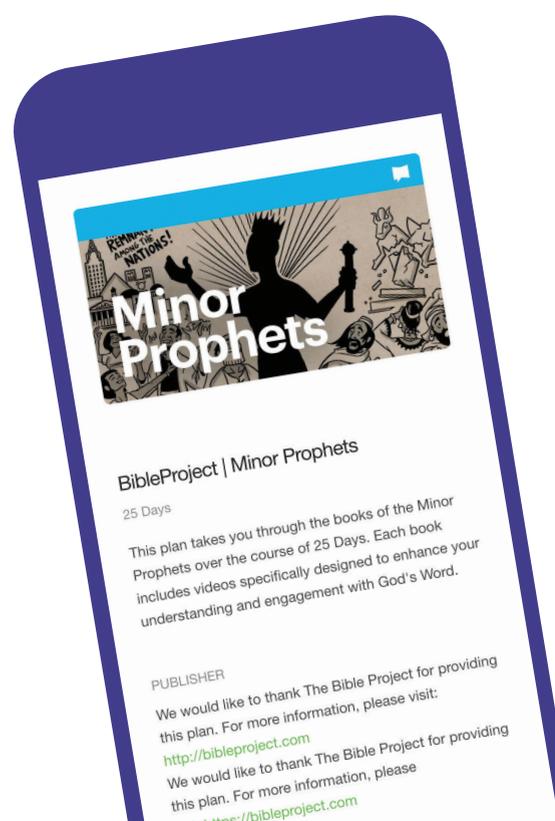
Total

Reading Plan Users (All Time) 1,389,369
 New Reading Plan Users (YoY) 531,317 ↑204%

Bible Study

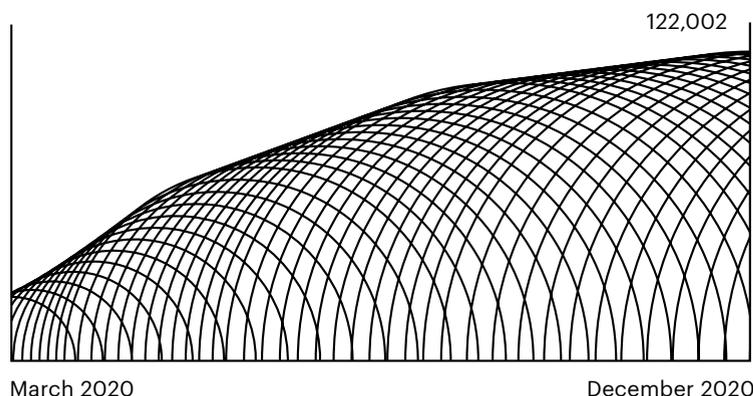
Email Subscribers 119,948
 Website Users* 246,515
 Total Users 366,463

**Excludes email subscribers*



Classroom

Total of Class Starts in Classroom Beta



Our audience has come to know and love our short explainer videos that communicate big ideas quickly. But what about those who want to go deeper? Our new digital learning platform, Classroom, creates a new space where you can study biblical and theological ideas through in-depth lectures, discussions, and accompanying assignments. We capture the learning process on film and then optimize the experience online to make the classes available to everyone.

So far our audience is loving Classroom! We had over 20,000 people complete a class with us in 2020. We also received fantastic feedback from our beta users that helped us improve the platform and get ready for more people to enjoy Classroom.

Although we experienced production setbacks due to the pandemic, our small team utilized the pause to grow and establish processes for the future. We're entering 2021 refreshed and ready to resume filming with new COVID-19 safety precautions. We have several classes scheduled to film this year, and we plan to start a regular cadence of quarterly class releases online. Empowered by a new in-house development team, we'll continue to hone the online experience with new features and design enhancements.

Classroom continues to exist as a free experience because of people who believe in our mission and contribute to this project. We are so grateful for another year to continue our work, and we consider it a privilege to equip learners with more tools that foster deep engagement with the biblical story. We hope to see you in class!

Erin Vroom, Director of Education & Classroom Product Lead

Global Focus

Reach and Growth

Videos Translated	800+
Languages Launched	35

All Localized Videos

Views (All Time)	58,064,484	
Subscribers	840,184	
Views in 2020	30,010,483	↑34%

YouTube Subscribers

Brazilian Portuguese	45,900
French	25,000
Indonesian	51,800
Japanese	10,200
Korean	16,800
Spanish	494,200
Telugu	26,700

BibleProject Español

Views (All Time)	32,998,769	
Views (YoY)	20,050,983	↑97%
New Subscribers (YoY)	94,400	↑64%

Last year was a huge year of growth for the Global Focus team. We are currently working on over 50 languages and have launched over 35 YouTube channels. Specifically we've seen our Spanish, Brazilian Portuguese, French, Italian, Japanese, and Korean channels thrive. We produced over 800 localized videos in 2020, most of which can also be found in the YouVersion Bible App that reaches millions of people around the world. We've also seen our team grow with social ambassadors around the world who are working toward growing our audience and serving our global BibleProject community. In addition to videos, we also began localizing reading plans in 20 languages on the YouVersion App. We are so incredibly grateful that we get to do this work and help people everywhere experience the Bible.

We Are Currently Working on Over 50 Languages

In 2021, we are looking to launch at least 20 more YouTube channels, with an aim of producing at least 1,000 videos this year. We also want to continue expanding our efforts to include more resources like our Bible studies, blog posts, and Learn.Bible curriculum. We hope to foster relationships with teams in Mexico, Brazil, and France to continue working with churches and organizations and better serve them with localized content. As our localized content continues to grow, we also plan to begin working with skilled social media specialists who will help us steward our resources and share our content on social channels. It's amazing to see what God has done with this project, and we are so excited to continue collaborating with enthusiastic Jesus followers around the world to help more people see the story of Jesus in a new way.

Mike McDonald, Chief Global Focus & Strategic Relationships Officer

I am even more elated to hear that your resources will be translated into more languages. However we can help people understand this amazing and confusing book, I'm all for! It gives me chills thinking about the millions of people who become hungry for the Bible because your videos or resources have finally broken the mindset of "It's just too hard to understand, so I might as well forget trying to read it." Now more than ever, we need to read these beautiful reminders of God's love and mercy in the Bible!

Meridith, Indiana

Learn.Bible

Reach and Growth

Groups Testing Learn.Bible Beta	30
Classes on Learn.Bible Beta	+65
Total Users	+8,000

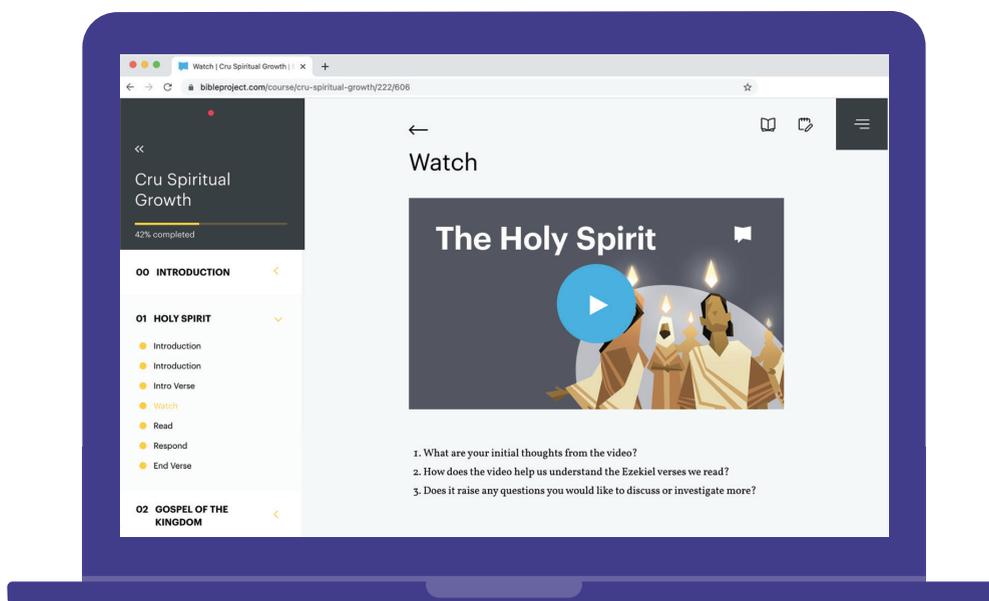
Learn.Bible is a new online curriculum builder for churches and nonprofits powered by BibleProject. This platform is designed to help people engage with the biblical story and deepen their understanding of Scripture within their communities. It allows organizations to brand their own pages in a user-friendly interface and combine their curriculum with our library of resources. Learn.Bible will officially launch this year and will be available to use at no cost.

In 2020, we invited 30 churches and nonprofit ministries to beta test this new platform. We created over 65 classes and had over 8,000 users. We've been working hard to implement feedback from beta testing and are thrilled to be launching Learn.Bible this year. It was exciting for us to see churches adopt

this platform as their online discipleship tool, which allowed them to continue fostering deep engagement with Scripture and connection amid the unexpected circumstances of 2020. There are currently almost 50 organizations awaiting the next release of Learn.Bible, so they can start building out curriculum for their communities.

We can't wait for ministries everywhere to use this tool to create resources that will help more people experience the story of Jesus.

Mike McDonald, Chief Global Focus & Strategic Relationships Officer



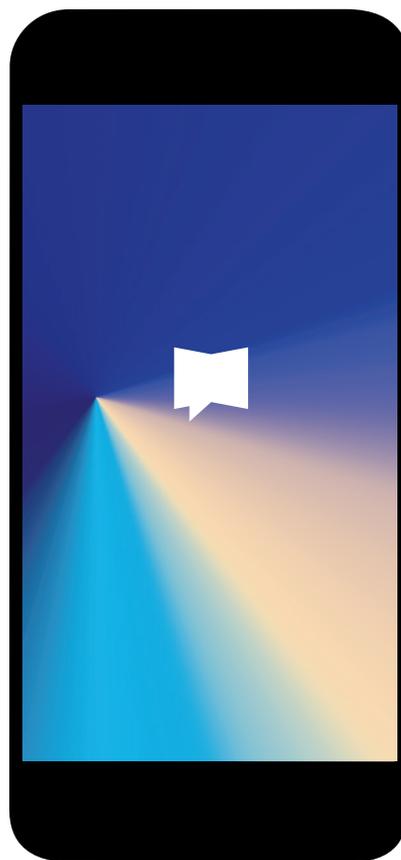
App

In 2020, we built a strong foundation for our app. Hundreds of screens were designed to figure out how to make BibleProject's content organized and accessible on a phone. Prototypes were built, APIs were written, and the core pieces of the Android and iOS apps were swiftly developed. By the end of the year, we had a working alpha.

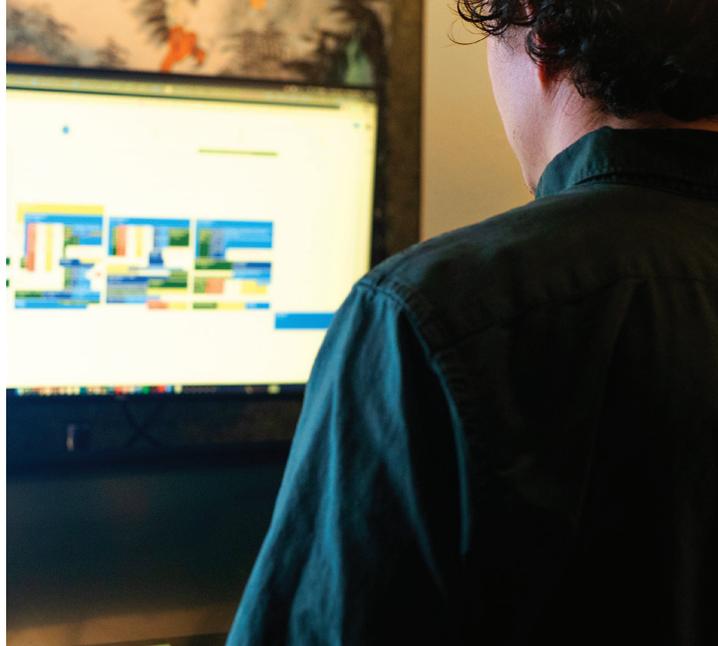
In addition to organizing all of the existing content, the team designed new formats and ways to interact with our resources. For example, Interactive Podcasts is a new feature that presents the dozens of resources in the podcast to you as you're listening. When Tim mentions Gerhard Lenski's chart of power and privilege, it will pop up on the screen. When a verse is mentioned, you can read and reference it right there. We're doing something similar across all formats and content, making them more useful, memorable, and engaging.

Our vision for the app is for it to become an interactive Bible. We're working on ideas to help bring the biblical story to life and create more lifelong meditators of Scripture. In the future, the Bible will be the core of the app, and our other resources will guide our audience through the biblical story.

With this app, hundreds of thousands of people will be able to watch, listen, save, find, and engage in God's story like never before. Launching the app is just the first step. It's going to be a collaborative effort, informed by quantitative data and qualitative feedback. If you have any thoughts or ideas on how this app can help us better share the story of Jesus, please reach out to our team on our website or via email.



Xander Pollock, App Product Lead



Administration

Like most organizations, 2020 brought big changes to how we work. The team embraced these challenges as opportunities to improve our craft and better serve the mission of BibleProject. Starting in March, we shifted to working remotely and worked tirelessly to support our staff, so they could continue to develop great resources and simultaneously shepherd their families well in these hard times. To make home offices more efficient than sprawling dining room tables, Joel Paul, our CFO, picked up desks from the office, loaded them into his brother's truck, and drove around Portland dropping them off to our staff. Josh Eddleman, our Chief People Officer, and Jon Dobson, our CTO, worked to stand up new online tools and processes to stay coordinated and in touch. One new process is a bimonthly company-wide meeting. This is an informal meeting where we connect with each other and begin with a segment we call Story Time. (Enjoy one of our favorite internal stories on the next page.)

The Administrative budget slice is not one our audience feels directly, but it is the portion that ensures we are able to serve our growing audience well. Human Resources helps us have a healthy organization, Data Insights helps us learn from our audience, Operations helps the whole organization work effectively, and Legal and Finance ensures that we steward our financial resources transparently and ethically. Through the generosity of people like you, we have grown a lot in the last few years, now topping 60 employees. We are proud that this team continues to produce great work while maintaining the “slightly scrappy” identity of BibleProject.

Rudy Bellani, Chief Operating Officer

I've got to tell my favorite first encounter/memory of Tim. It was 1997, and I was a new teenage Christian with a skateboard and a Bible visiting Portland and Multnomah Bible College for the school's preview weekend. Skate Church, next to the college, would put on these epic skateboarding demonstrations. The MC of the demo was calling kids to voluntarily lay down in front of a launch ramp and get ollied over. There must have been at least six kids squished together like sardines by the ramp when I looked over and saw a campus security guard walk in the door in his uniform and shiny black dress shoes. He stood there pensively observing the crowd. Someone then rolled a skateboard toward him, and the MC riled up the crowd. The campus security guard jumped on the board, pushed toward the ramp, and sailed over the kids—sticking it perfectly. The crowd went wild. I thought, if even the security guards here skate, I am moving to Portland! That campus security guard was Tim Mackie.

Nate Meenan, BibleProject team member who helps translate our videos

Vision

What Does Success Look Like for BibleProject?

In 2021 we added two new members to our Board of Directors to better reflect the growing opportunities at BibleProject. Jon, consulting with a seasoned businessman, asked, "How do I find the right board members?" The answer took him by surprise. "You need a clear and compelling vision."

BibleProject has always had a clear mission: to help people experience the Bible as a unified story that leads to Jesus. But what is our vision? An organization's vision needs to be exciting enough to capture our imaginations, and it needs to be big enough that it will take an act of faith to accomplish.

What is the vision of BibleProject? We want to see the global Church experience the Bible as a unified story that leads to Jesus.

What is our moonshot goal?

Above all, thank you.

We are amazed by how much this project has resonated with people around the world. And it's all because of people like you. You're a part of a wave of generosity that continues to grow. We're so glad you're on this journey with us. We all exist for a purpose beyond ourselves.

Our Next Big, Audacious Vision

This big vision is shaping the way we plan for new products and expand our resources globally. This vision is us pointing at the moon and saying, "I don't know how, but we are going to land there."

One billion is not something we'll get to any time soon. The first milestone we're working toward is 100 million people exposed to our work. We looked across all of our platforms and products and calculated that 24 million people so far have been exposed to BibleProject! Our Next Big, Audacious Vision

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