



DAVID  COOK™

Transforming Lives Together

— 2022



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# A Letter from Our CEO

“Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, forever and ever! Amen.”

EPHESIANS 3:20-21

When facing a challenge, God often raises someone up who can inspire us and remind us of all that is possible through Him. I’m reminded of the stories of Joseph, Moses, Gideon, and David—biblical heroes who started from humble beginnings but were raised up by God and used by Him to do great things for His kingdom. One hundred and forty-seven years ago, after the Great Chicago Fire, God raised up a man named David Caleb Cook, who used his servant heart to meet spiritual needs of the community and provide Sunday school solutions. And the Lord is still working through that legacy today! Our story, our history, our present, and our future are part of God’s greater story.

One of the greatest lies is that our yesterday is as good as it gets, and that our past is better than our future. I have witnessed the exact opposite in my short time at David C Cook. God is raising up people at David C Cook to use their creative gifts and passions

to do wonderful, innovative things for His Kingdom. Because of the diligence and innovation of our teams, we are able to step into the future in big bold ways! Through new digital tools like Wonder Ink and creative storytelling like The Action Bible, we are providing tools that facilitate authentic relationships with God, so that more people can experience life change!

As we continue to innovate and adapt to the needs of our local churches and brothers and sisters in Christ, I can’t help but feel immense gratitude and humility for those of you who faithfully support David C Cook. It is with your help that we are able to raise up a new generation of believers for the Kingdom.

The future of David C Cook is bright because a great and glorious God has His fingerprints on every detail! The best truly is yet to come, and I am excited to see all that God has in store for us.





OUR

To equip the Church with Christ-centered  
resources for making and teaching  
disciples who obediently transform  
today's generations.

We do this through:

BOOKS AND CURRICULUM | PRAISE AND WORSHIP | GLOBAL OUTREACH

MISSION



# OUR



## Truth

Ephesians 4:15



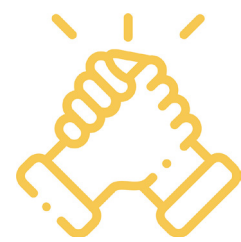
## Love

John 13:35



## Integrity

2 Corinthians 8:21



## Cooperation

Ephesians 4:15



## Accountability

Hebrews 4:13



## Excellence

Colossians 3:23



## Innovation

Titus 2:10b


# VALUES



# WE'RE JUST GETTING STARTED

“We are so excited for what the future holds and the impact we will continue to have on the next generation.”

**JOHN ADEN**  
CEO, DAVID C COOK

**MORE THAN**  
 **145**  
**YEARS**


of experience serving  
Christian leaders and  
organizations

Books and curriculum  
published in more than

Tere Hallå Bonjour  
hola **30** buna  
nǐ hǎo **LANGUAGES** chào  
Hej Hallo  
Ciao Ahoj Hello

Leadership, discipleship  
and worship resources  
distributed in

 **MORE THAN**  
**200**  
**COUNTRIES**

 **4.9B**  
**STREAMS**

**from 233 countries and territories**  
listening to praise and worship  
songs by Integrity artists

**MORE THAN**  
**250M**  
**PEOPLE**

reached annually

**MORE THAN**  
 **211**

**team members** with offices  
in Colorado Springs, Elgin,  
Nashville and the U.K.

**16+**  
**MINISTRIES** 

in the  
David C Cook family

 **20,500**

**churches and ministries**  
using David C Cook  
curriculum and resources



# Building Brands to Reach New Audience

“At David C Cook we understand that we must do well as a business in order to do good in the world through ministry. With God’s help we have been able to grow in our key areas, allowing us to publish and distribute even more leadership, discipleship and worship resources around the world that help Christians grow in their faith and pass it on to the next generation.” — **JOHN ADEN**, CEO, DAVID C COOK

## DAVID C COOK™

### BOOKS & DIGITAL RESOURCES

4% growth

DAVID C COOK™  
*transforming lives together*



### PRAISE & WORSHIP

40% growth



REVERE

FAITHFUL

### CURRICULUM

10% growth





# Equipping the Church

David C Cook exists to be a faithful ministry partner supporting churches and individuals in their spiritual journey. This is why David C Cook has been committed to developing engaging and creative content rooted in Scripture. Now, more than ever, we want to help create resources that are relevant not just on Sundays, but every day.

With every new development, we keep our mission in mind: to equip the Church with Christ-centered resources for making and teaching disciples who obediently transform today’s generations. As one of the world’s largest publishers of church curriculum, we are cognizant of this opportunity God has given us and aim to steward this position well.

In the spirit of that commitment, this past year, we published 26 new titles and 1,604 pieces of curriculum, and launched Wonder Ink—a customizable, children’s ministry digital curriculum that will help extend faith formation beyond the church walls.

Over 20,400 churches and ministries are being inspired and disciplined with curriculums and resources from the 11 main curriculum lines, such as Seen and Echoes.

Through our books and curriculum, an estimated 1 million people in almost 50 countries have heard the truth of the Gospel. As we look to the future, we are excited to serve the Church with innovative technologies that can be used every day in every way. The Lord is on the move!

# EVERY DAY IN EVERY WAY

26

new titles

50

new products

20,456

churches and ministries being served directly

1,604

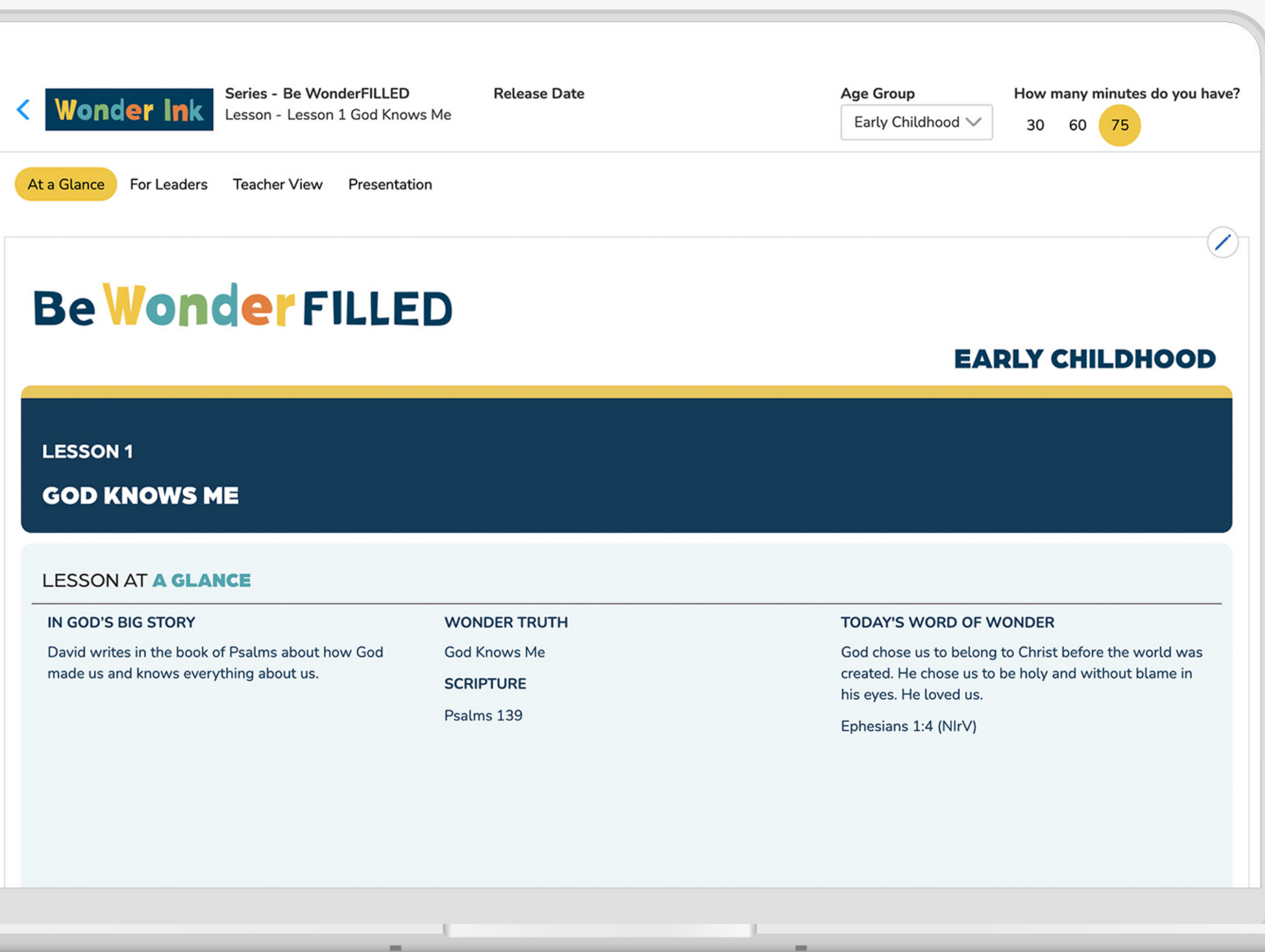
curriculum pieces

“The Learning Resources Group is utilizing their creativity and innovation to equip leaders, empower volunteers, and inspire Bible students of all ages on their journey of faith to bring glory to God and empower ministry.”

**CHADD MILLER,**  
EXECUTIVE VICE PRESIDENT OF  
LEARNING RESOURCES GROUP







## PROCESS



### STEP 1

PREPARATION



### STEP 2

SUNDAY MORNING



### STEP 3

WONDER@HOME

# Igniting the Next Generation

**“Who is like you, O Lord, among the gods? Who is like you, majestic in holiness, awesome in glorious deeds, doing wonders?”**

**EXODUS 15:11**



“Sunday morning is just the starting point. Wonder Ink continuously bridges the gap between church and home, so kids can engage in God’s Word anytime, anywhere. Our goal is that Wonder Ink will help spark curiosity and guide children on a journey of faith through the wonder of God.”

**JANA ZACHMAN**

SENIOR VICE PRESIDENT OF  
SERVICES & INNOVATION

David C Cook is serving the Church with world-class innovation, providing tools that allow people of all ages to experience discipleship every day in every way. One way this is actively happening is through Wonder Ink, a customizable, digital curriculum and tool kit that creatively engages kids and families in God’s Word. We believe faith formation should not be limited to Sunday mornings—it starts with a teacher preparing a lesson and sharing with a child, but then continues throughout the week at home.

Created and tested by children’s ministry experts, Wonder Ink is equipping today’s Church with an impactful curriculum and a comprehensive tool kit enabling leaders to develop and train volunteers, empower families and inspire children.

The three-year, 52-week scope and sequence is offering kids space to fully discover their place in God’s Big Story, leaving no doubt about who God is and who they are in Him—helping them understand how their lives can tell of His wonder. Rooted in biblical truth, the weekly lessons will remind kids, teachers and parents:

- God Knows Me
- Jesus Loves Me
- The Holy Spirit Leads Me
- I Am a Child of God



# Empowering Women to Flourish

All throughout Scripture, women have played pivotal roles in the story of Jesus. At David C Cook, we strive to publish diverse voices that encourage and equip women to walk courageously in the light of God's truth.

Our goal is to encourage women to stand strong in the truth of who God created them to be through biblical transformation. With top female authors collaborating through this unique imprint, the hope is that Esther Press will allow women all around the world to continue to step into the promises God has for their lives and to flourish in who God created them to be.



"Here at David C Cook we believe that women are one of the most vital parts of ministry. We hope that our resources allow women to continue to grow in their walk with Jesus each and every day."

**SUSAN MCPHERSON**  
AUTHOR ACQUISITIONS EDITOR



"God is in the midst of her;  
she shall not be moved;  
God will help her when morning dawns."

PSALM 46:5





# Magnifying Jesus Through Music

**“Praise the Lord. Praise God in His sanctuary; praise Him in His mighty heavens. Praise Him for His acts of power; praise Him for His surpassing greatness. Praise Him with the sounding of the trumpet, praise Him with the harp and lyre, praise Him with timbrel and dancing, praise Him with the strings and pipe, praise Him with the clash of cymbals, praise Him with resounding cymbals.”**

**PSALM 150:1-5**

No matter the location or language, music has always been one of the most important ways we experience God, seen even in the pages of Scripture. Integrity Music’s desire is to help people worldwide know the revelation and presence of God through resourcing the Church with songs of substance.

Along with multiple Dove Award and Grammy Award wins in 2021, Integrity Music continues to partner with the global Church through new signings from Miel San Marcos in the Latin world, Outbreakband in Germany, and Africa’s global anthem, “Waymaker.”

Additionally, the recently launched “Integrated Music Rights,” equips independent worship artists with distribution and song

administration. This new branch already supports ministries like Vineyard Music, Sovereign Grace Music, and Gateway Worship, along with a number of high-profile individuals.

Today, Integrity Music represents three of the top five songs in America as well as 30% of the top songs sung in churches around the world, helping congregations and individuals experience the manifest presence of God through music. In 2022 so far, 233 countries have streamed music from Integrity artists marking a 40% increase in listenership since 2021.

And this is just the beginning! Though the music has changed through the years, the heart remains the same—to magnify the name of Jesus through Scriptural truth and love.



# Restoring Jesus-Focused, Reverential Worship

The challenges of the past couple of years have reminded people around the world of our need for Jesus and the hope that is still to come. Revere is a collection of creative leaders who believe in the reverential worship of Jesus, focusing the Church on Jesus by creating a space for every tribe, tongue and nation to experience worship.

Revere continues to pave the way for worship to be centered clearly around a love for Christ. The artists are catalysts in the worship culture by encouraging individuals to refocus our view of worship and make room for people to experience the true glory of God.

Revere has just begun to equip the global Church through music that directs our gaze once more to Jesus Christ. These resources have changed the way the Church worships together and will continue to do so in the days ahead!

REVERE

“Come, let us bow down in worship,  
let us kneel down  
before our Maker.”

PSALM 95:6





# Making a Global Kingdom Impact

TRANSFORMING CHILDREN TO  
TRANSFORM THEIR WORLD

**“But you will receive power when the Holy Spirit comes on you; and you will be My witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”**

**ACTS 1:8**

Today more than ever, children around the world need the hope of Jesus and to know God has a plan for their lives. As an extension of our mission to equip the global Church with discipleship, leadership and worship resources, David C Cook invests in global outreach through the David Caleb Cook Foundation. Key partnerships and gifts—from people like you—make it possible to say yes to life-changing ministry among regions of the world where effective ministry resources are difficult to find.

Our global outreach through the David Caleb Cook Foundation provides culturally relevant resources and training to help Christians all over the world grow in their faith and pass it on to the next generation.

**Through 35 ministry partners in 69 countries speaking 20 languages, we continue to annually reach more than 6 million lives!**





“We get to be part of a story so much larger than our own and be a part of changing lives. The faithful outpouring of generosity from David C Cook, Integrity Music and our incredible donors makes all we do at the David Caleb Cook Foundation possible.”

**KERRY KRYCHO**  
VICE PRESIDENT, GLOBAL OPERATIONS



# Growing for the Kingdom

FINANCIAL REPORT: FISCAL YEAR 2022

 Consolidated Statement of Financial Position	 Consolidated Statement of Activities
Total Assets\$74,927,191	Contributions\$1,076,571
Total Liabilities\$36,324,021	Ministry Revenue\$52,740,895
<b>Total Net Assets\$38,603,170</b>	Total Revenue\$51,684,567
	Total Expenses\$60,590,141
	<b>Change in Net Assets(\$9,570,579)</b>

*Fiscal year ended May 31, 2022.  
All figures in USD.*

## Stewardship of Resources

The financial statements have been audited by an independent auditing firm and presented to the Finance and Audit Committee for review. Final approval of the issuance of the financial statements is approved by the full Board of Trustees.



- ECFA member for 24 years in good standing.
- Governed by an independent Board of Trustees who meet regularly.
- **100% of donations go toward global programs.**




“We have to do well to do good.”

**JOHN ADEN**  
CEO, DAVID C COOK

David C Cook is all about ministry. As we grow, so does our opportunity to help Christians all over the world grow in their faith and pass it on to the next generation. We celebrate our business growth because it is an indicator of ministry potential!

We are invigorating our ministry and business through key advancements and investments into our people and systems. We have been able to build our innovations team, provide leadership development opportunities, develop the Wonder Ink digital platform, and add more than 66 creatives, communicators and other professionals to our team in the past year. Through these growth opportunities, we are able to invest in the next generation of leaders, and maximize our global impact to serve the Church and further the Kingdom.





# THE FUTURE IS BRIGHT

We believe God's work through David C Cook is just getting started. As we look toward the future, we are excited for what is in store for 2023 and beyond.


In the coming year, we are actively working to continue to expand into new markets, equipping the global Church with Christ-centered resources that are relevant, exciting and able to reach the next generation. Through our team's creative innovation and expansion into video, gaming and illustration, and through resources like Seen, Esther Press and The Action Bible, we will be reaching the newest and oldest generations, and everyone in between!



"I believe the Lord has big plans to use David C Cook to support churches and advance the Gospel—as long as we remember Who is in charge, Who gets the glory and to keep humble."

**JOHN ADEN**  
CEO, DAVID C COOK





We hope you will continue to partner with us  
as we equip the Church with Christ-centered  
resources for making and teaching disciples who  
obediently transform today's generations.

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**DAVID**  **COOK**™

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