

ANGELS IN THE GLEN

2022 ANNUAL REPORT

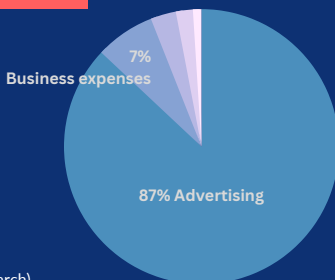
TOTAL REVENUE

\$52,149 - Includes resource downloads, YouTube monetization, Amazon book sells, merchandise, and direct supporter contributions.

7% growth over 2021

EXPENSES BREAKDOWN

Total expenses = \$47,828



87% = Advertising (Google Search)

7% = Business expenses (accounting, legal, postage etc.)

3% = Web hosting & software

2% = Equipment/Supplies

1% = Content editing/translation services

This year we were able to film and edit new content ourselves using the equipment purchased the previous year, eliminating the cost of production.

NET LOSS/GAIN

Net gain = \$4,320

All will be invested back into the business in 2023.

PERFORMANCE SUMMARY: LIFETIME



YouTube

1.5 million video views

180,000 watch hours

12,800+ subscribers

150+ countries, nations, territories reached

3,094 comments engaged

19,654 total likes

Live since March 2020



Website

770,000 visits

10,059+ subscribers

6,041 contact forms/email conversations

4,230 resources downloaded

454 books sold (print + kindle)

200+ countries, nations, territories reached

Live since March 2020

TOTAL ENGAGEMENTS/CONVERSATIONS = 9,135

Ministry happens in the comments/emails/contact forms. Our content attracts people into our sphere of influence, but our engagement strategy enables us to minister directly to people. We aim to be the voice that answers back when people reach out to us with their spiritual questions and challenges. We answer their questions, pray for them, and build a relationship which encourages them to grow closer to Jesus. After research and content creation, this is the most time-consuming aspect of this ministry but also the most rewarding.

NOTE TO SUPPORTERS

Our commitment is to reach the largest possible audience across many communication platforms. The majority of monies are directly reinvested into maximizing the reach of these teachings as well as creating new content. The goal is to fulfill our role in the Great Commission. Your generosity plays a vital role in helping Angels in the Glen spread these important prophetic teachings around the world. We believe that God is using people like you to enable us to accomplish much more than we ever could from our own resources. Angels in the Glen is committed to full accountability, transparency, and financial stewardship with every dollar received.