



**THE WELL**  
ANNUAL REPORT  
**2021/2022 FISCAL YEAR**

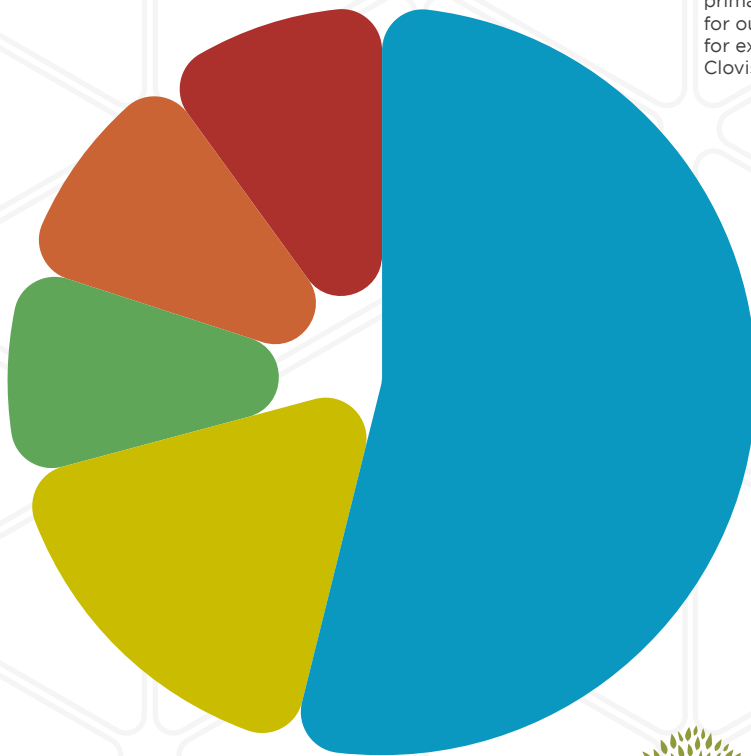
HELPING PEOPLE CONNECT TO GOD AND TO EACH OTHER IN EVERY NEIGHBORHOOD

BUDGETED GIVING  
**\$6,700,000**

ACTUAL GIVING  
**\$7,445,048**

ACTUAL SPENDING  
**\$7,201,648\***

Due to actual giving trending higher than budgeted giving, church leadership utilized the additional funds primarily for providing cost-of-living increases to care for our staffteam in this inflationary environment and for expenses to operate and expand ministries on the Clovis Campus.



**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 **14%**
- MINISTRY **9%**
- MISSIONS **10%**
- DEVELOPMENT **10%**



CULTIVATE

BUDGET YEAR	CULTIVATE	CULTIVATE-A NEW SEASON	TOTAL
2018/2019	\$3,512,660	\$ -	\$3,512,660
2019/2020	\$3,909,795	\$ -	\$3,909,795
2020/2021	\$3,854,230	\$ -	\$3,854,230
2021/2022	\$1,665,742	\$3,805,900	\$5,471,642
	<b>\$12,942,427</b>		

2021/2022 TOTAL ACTUAL GIVING  
**\$12,916,690**



Every fiscal year, ministries are challenged to to reinvent themselves as to relentlessly pursue gospel transformation in and through our church when it matters 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

**1650** FIRST-TIME GUESTS

**620** NEW MEMBERS

**162** BAPTISMS



## KIDS

**30,746** TOTAL CHECK-INS

**2910** UNIQUE PARTICIPANTS CHECKED IN

**614** AVERAGE WEEKLY ATTENDANCE

**850** KIDS AT SUMMERPALOOZA



## STUDENTS

**500** AVERAGE WEEKLY ATTENDANCE

**633** FALL AND WINTER RETREATS

## MISSIONS

**21** LOCAL AND GLOBAL PARTNERS AND AFFILIATES

**10** LOCAL AND GLOBAL EXTENDED FAMILY

**3** GLOBAL INTERNS

**1100** SERVE FRESNO VOLUNTEERS

**58** EXPOSURE TRIP TEAM MEMBERS

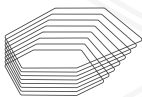
We continued to experience authentic community, to find safe places to be broken as we grew deeper in the things of God, and to impact the world around us with the love of Jesus. We saw healing from brokenness through gospel-center recovery, relationships redeemed through transformative marital programs,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

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.

# GROUPS



**1,633** LIFE GROUP PARTICIPANTS  
**141** LIFE GROUPS



**425** PARTICIPANTS IN FOUNDATIONS/  
LIFE GROUP LAUNCH



**129** REGENERATION  
RECOVERY  
COMMENCEMENTS



**43** MERGE COUPLES



**56** REENGAGE COUPLES



# DIGITAL PLATFORMS



INSTAGRAM ENGAGEMENT INCREASED  
BY 170.3% WITH UNIQUE USERS WHO  
WATCHED OUR CONTENT

**136,889**

NEW INSTAGRAM FOLLOWERS

**710**

MOST VIRAL INSTAGRAM REEL

**24,500**

NUMBER OF TIMES SOMEONE VISITED  
OUR INSTAGRAM PROFILE (UP 7.8%)

**31,803**

FACEBOOK REACH (UNIQUE USERS)

**26,136**

NEW YOUTUBE SUBSCRIBERS

**521**

HOURS OF YOUTUBE WATCH-TIME

**18,000**

NEW FACEBOOK PAGE LIKES

**206**

AVG WEEKLY ONLINE VIEWERS  
ACROSS ALL PLATFORMS

**1912**

## WEBSITE

**120,606** UNIQUE USERS

**237,447** SESSIONS

**688,717** PAGEVIEWS

## THE WELL APP

**1,988** DOWNLOADS

**19,138** MEDIA PLAYS

**47,368** LAUNCHES

**327,949** IMPRESSIONS

