



What is Growthtrac?

Growthtrac Ministries is a marriage hub, a Christian nonprofit media ministry dedicated to transforming ordinary marriages into great marriages. Combined, growthtrac.com and growthtracradi.com serve more than 600,000¹ marriages annually with practical articles and advice, radio programming, and expert interviews. And, because Growthtrac is an online organization, we serve marriages internationally.

Why are marriages important?

The institution of marriage has a profound ability to impact the very fabric of our society. Whether marriages are strong or struggling matters. When marriages fail, the stakes are incredibly high. For instance, in 2013, the poverty level of families headed by married couples was just 7.5 percent; in those headed by single mothers, the poverty level rose to 33.9 percent. When marriages fail, crime also escalates. Children become at high risk academically. And they're more likely to abuse drugs.

Why is what Growthtrac does important?

Research indicates when maritally stressed couples seek assistance; they often first turn to the Internet. That's where Growthtrac excels.

How is Growthtrac different from other Christian marriage sites?

While most Christian online resources cover 'safe' marriage topics from limited sources, Growthtrac's content is culturally savvy and relevant, covering the tough topics from today's top relationship experts. And, unlike other online marriage resources, Growthtrac specializes in marriage.

What is Growthtrac Radio?

Growthtrac Radio is a streamed radio station available on mobile apps, iTunes, and directly on our web site. You'll hear excellent marriage programming from our radio partners. Information you need, and information that could make a difference in your marriage. And we play music: You won't hear standard artist singles, repeating the same songs every hour. What you will hear is a Top-40 sound, but deeper and more energetic, a fresh variety of live worship and independent artists — mixed in with the Top 10 and a few oldies.

Tell me about your staffing, finances, accountability ...

- No paid staff.
- \$40,000¹ annual budget
- We are governed by a seasoned board of directors with background in the non-profit and Christian media worlds.

Build a better marriage

- 85-cents of every dollar is invested in our programs; we take financial accountability and good stewardship of our donors' funds very seriously. We have no office rent, paid staff, expense accounts, or latte machines.
- Growthtrac is a BBB Accredited Charity; a Goldstar Exchange Gold Participant; our Co-Founder holds a Masters Degree (LPC) in professional counseling; over 1,000 organizations link to us; and Growthtrac is a Focus on the Family Referral Organization.
- We touch over 600,000 (soon to be one million) marriages annually.

What are your long-term goals and what lasting impact do you hope to see?

Long-term, we want to put a dent in divorce by creating a new perspective for marriage and thereby improving marriages no matter where on the spectrum they are — from those seriously in trouble to those already healthy. We plan to “make a difference” in a high percentage of the marriages we serve. Eighty percent of our audience has revealed Growthtrac made a positive impact in their marriage.³

What are your needs?

The ministry always appreciates operations support, and there are ongoing costs for radio and web feature additions. We would like to expand our web content and develop video offerings; also we're looking at print (book) publishing.

Where does your support come from?

Most of our support comes from donors, about 80%. Additionally we have foundation grant support, revenue from banner advertising, and income from our online bookstore.

Why should I support you?

We are serious about what we do and we take our mission and your support very seriously. We maximize every dollar, making a big impact, on minimal expense.

Let's make a difference ... together.

¹ Projected marriages touched in 2015.

² 2014 annual budget

³ As reported through our audience surveys