



ANNUAL REPORT 2021



Just a few of our many Family Rosary Across America "Official Family Members" showing their rosaries. We're so blessed to pray with you every night at 7 PM CT!



Ashley Norohna
Rome Correspondent



John Morales
Morning Air



Patrick Madrid
The Patrick Madrid Show



Cale Clarke
The Faith Explained and
The Cale Clarke Show



Drew Mariani
The Drew Mariani Show



Timmerie Geagea
Trending with Timmerie



Margaret Kleinschmidt
Family Rosary Across America



John Hanretty
Digital Journalist

See what we have accomplished for you!

680 Barclay Blvd
Lincolnshire, IL 60069



Fr. Rocky's Mission Message

What an extraordinary year 2021 was for Relevant Radio! As we look back on this year, our hearts are filled with gratitude to God and to you! Your prayers and support helped Relevant Radio deliver close to **two hundred million** listening hours this year.

We also heard from **over 20,000** of you in this year's listener survey. Thanks to your feedback, we've learned more about how you pray, issues you care about, and just what the Relevant Radio family means to you.

It's a privilege to hear from you and know precisely what you're hoping for as a listener and supporter! Through our survey, we learned that, because of Relevant Radio:

- **20% returned to Sunday Mass**
- **43% returned to Confession**
- **84% reported praying more.**

Wow, what an impact your generous support makes!

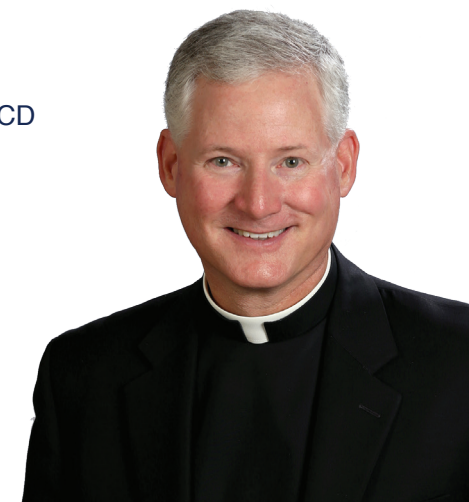
"I simply wanted to take a moment to thank you for what you do. I'm a listener of several years and you have had a significant impact on my life... Your wisdom about the Church and its teachings, and your ability to convey your immense knowledge in such an effective way, is unmatched at least by what I've been exposed to in life." – Dave, WI.

Together, we are changing lives and winning hearts for Christ! As we continue our mission of *bringing Christ to the world through the media*, we thank God for your support. And we will never stop hoping and praying for His continued blessings as we carry out this great work of evangelization, because we know "nothing is impossible with God." Our Lady of Guadalupe, pray for us!

With prayers and best wishes,

Fr. Rocky

Rev. Francis Joseph Hoffman, JCD
CEO and Chairman



MISSION HIGHLIGHTS

NEW HEADQUARTERS

Early this year we began our move from Green Bay to the *Relevant Radio Kay Birk Global Media Center* in Chicagoland.



NEW SHOW HOSTS

We welcomed Josh Raymond as new host for *The Inner Life*, following the retirement of our longtime host Chuck Neff. And John Morales, part of the original cast of *Morning Air*, also returned as its new host.

DIVINE MERCY

In the spring, we gave away nearly **100,000 copies** of Drew Mariani's *Divine Mercy*, celebrated with a special broadcast on Divine Mercy Sunday.



MARRIAGE INSURANCE

Another **30,000 listeners** received a copy of Fr. Rocky's book, *Marriage Insurance*, offering tips for a happy, healthy, and holy sacramental marriage.

SUPPORT TO HAITI

Your gifts in our August Pledge Drive provided **\$320,000** for food, shelter, medicine, and clean water to our Haitian brothers and sisters.

FAMILY ROSARY

The *Family Rosary Across America* community grew, especially in October – the Month of the Rosary and Respect Life Month. **60,000 listeners** received the book *Treasures of the Rosary* and we prayed a *Rosary for Life* together for an end to abortion and an outpouring of support for mothers.

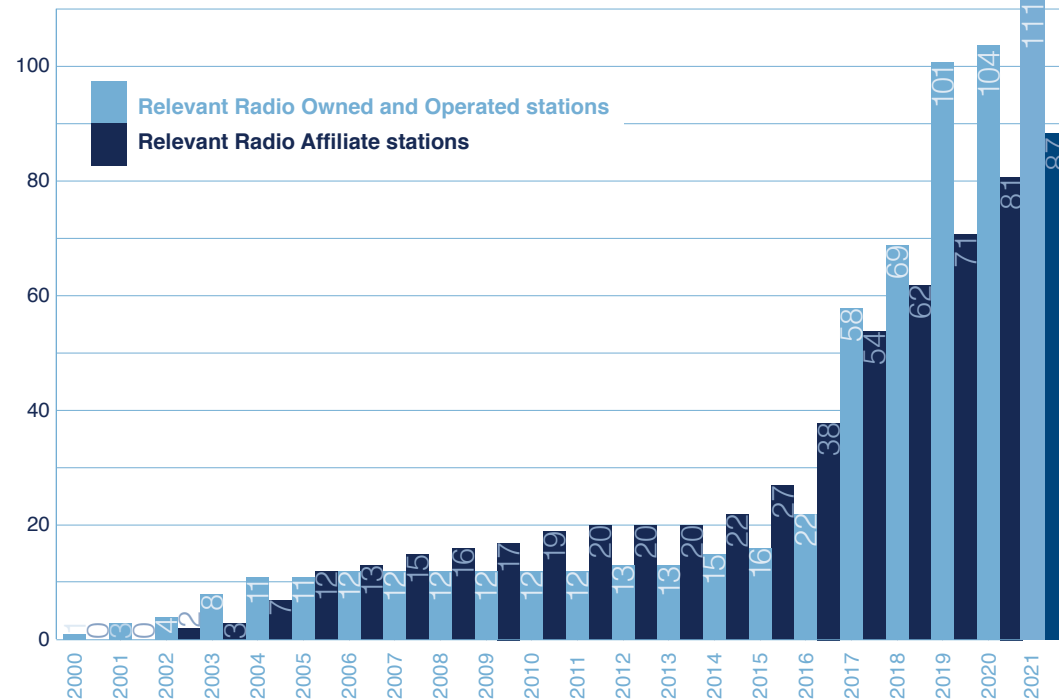


MEMORARE METER

Because of your fervent prayers, our Memorare Meter broke **300 million** in January, then **400 million** in November!

01 Growth Highlights

Your prayers and support have enabled us to have a radio presence in almost every major U.S. metropolitan area. We have been given a great blessing—and responsibility—to positively impact the culture.



- Relevant Radio now has 70 full-time Associates across 11 states, bringing you quality Catholic programming on almost 200 Owned, Operated, and Affiliate stations.
- With new FM translator stations – and our newly rebuilt Naples station– we’re now able to potentially reach 270 million souls.
- We welcomed seven new underwriters and celebrated another year with our three major network sponsors: University of Mary, Solidarity Healthshare, and Catholic Order of Foresters.
- According to *Inside Radio* ©2021 Owned and Operated station count, Relevant Radio is the 12th largest radio company in the nation!

“

You brought Christ into the homes of so many people at a time that it was needed most!”

–Kevin and Kathleen, MT

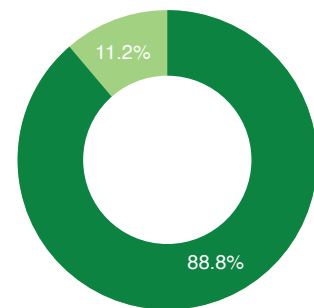
02 Financials

As we work together in this important work of evangelization through the media, we are meeting the needs of millions and they are responding:

2021 Financial Report (in thousands)

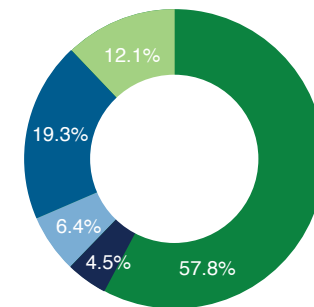
Sources of Funds

Contributions	\$29,090
Sponsorships & Miscellaneous	\$3,682
Total Sources of Funds	\$32,772



Use of Funds

Programming	\$18,936
Management & General	\$1,461
Fundraising	\$2,090
HQ Building and Station Assets	\$6,318
Loans Paid & Other	\$3,967
Total Use of Funds	\$32,772



2021 FINANCIAL HIGHLIGHTS

- Active Donors are up 9% over last year.
- HQ Capital Campaign was completed, paying for a new building, new studios, new chapel, and other renovations.
- Relevant Radio saw a 19% increase in Pledge Drive donations over last year.

For every \$1 Relevant Radio receives, just 6 cents is spent on fundraising.

03 Looking Ahead in 2022

We’re already one quarter into 2022, and we’ve hit the ground running! Here are some of the initiatives we’ve been working on. We hope these offerings will continue to inspire you and our growing listening audience!

- We look forward to the completion of our new headquarters renovation that includes broadcast studios with state-of-the art technology, media gallery, and welcoming space. The Chapel of the Proclamation is the pride and joy of the new headquarters. With the Holy Eucharist placed prominently in the heart of our building, we stay rooted in our mission.
- In January, we launched an exciting year-long celebration of Our Lady – *Miracles, Mysteries, & Mary*. From well-known apparitions to small-town titles, we’re exploring Mary’s intercession in human history and in our everyday lives. Participants receive unlimited access to unique content about Our Lady, all year long! Sign up is free at RelevantRadio.com/Mary.



- In 2021, we were proud to introduce our new family entertainment division of Relevant Radio: The Merry Beggars! We look forward to them bringing more fresh, imaginative, and clever radio theater coming your way! Check them out at TheMerryBeggars.com.



“

Truly a source of comfort, joy, healing, and much more...my family is blessed to have found Relevant Radio!”

–Anne