



2025
ANNUAL
REPORT

CELEBRATING
20
YEARS

if
IMPACT
FRANCE

Mobilizing prayer and generosity so that France
would be transformed by the love of Jesus.

// "Our sincere thanks to Impact France. You have done invaluable work in translating, connecting people, and sharing the vision we are pursuing. Through your commitment, you have made it possible for this project to be heard. ... Through you we receive support as a truly brotherly gesture, both spiritual and very concrete. - Ministry center for vulnerable youth

2025 WAS A MILESTONE YEAR!

We are humbly grateful to see how God has worked through Impact France and its prayer warriors, givers, and partners on the ground in France, serving across regions and sectors of society.

- Thanks to your generosity, over \$5.2 million of support was received by 173 different ministries - a new record!
- Our family of partners grew with 39 new projects around the country.
- We served French ministries more fully, blessing them with development advice, coaching, and top-quality multimedia coverage of events.
- *Pray for France* began a new phase with increased distribution and content.
- Our organization celebrated 20 years since our founding and grew our operational team while realigning into clearer working groups.



Contents

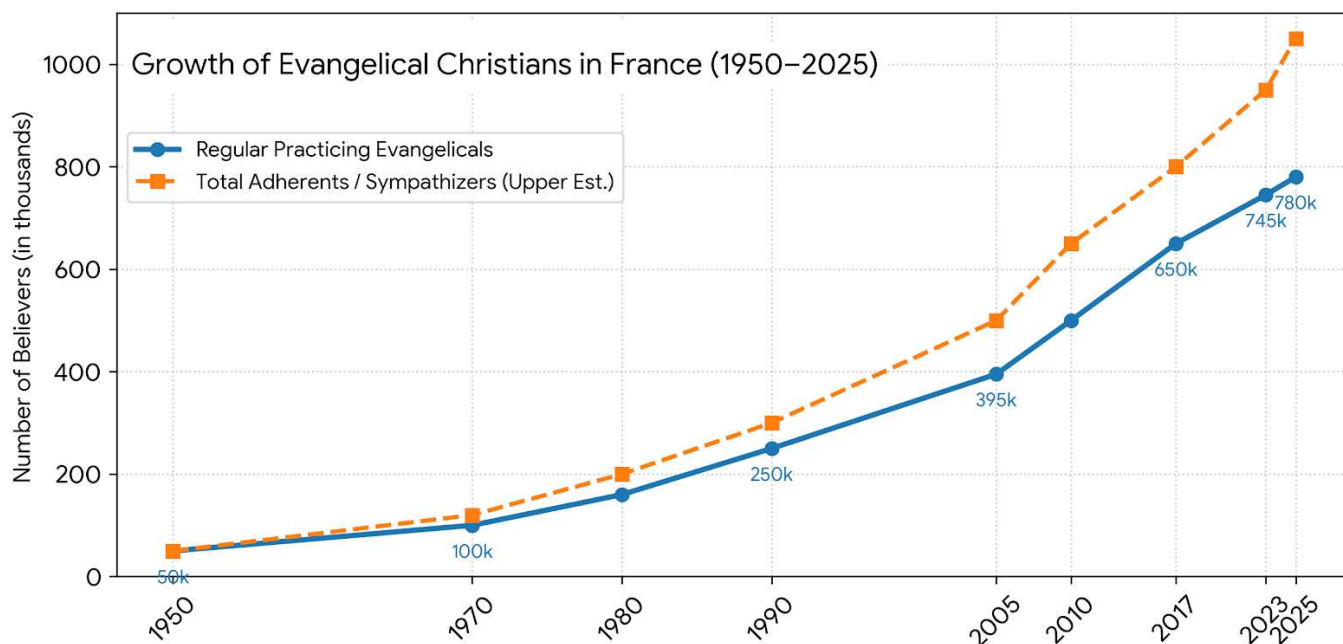


Macro View	p04
Highlights of the Christian world in France	
Know	p06
Understanding which enables responding	
Pray	p08
Connecting hearts for France with each other and God	
Give	p10
The overflow of God's generosity through us	
Equip	p13
Going further to amplify French ministries	
Appendix	p15
Why give to France?	
Financial Data	

MACRO VIEW HIGHLIGHTS OF THE CHRISTIAN WORLD IN FRANCE

We are overjoyed to be part of what God is doing in France, especially when we see growth across confessional lines in 2025!

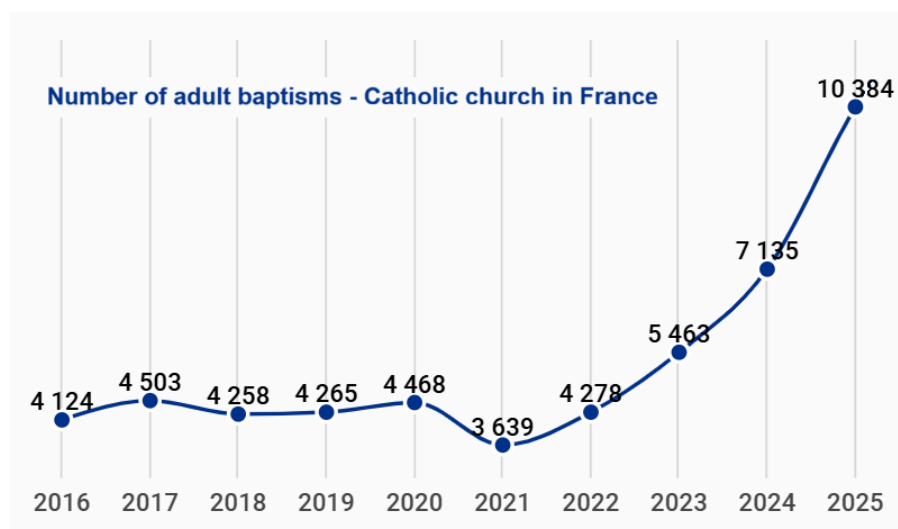
While evangelicals are still just a fraction of the broader population, it was an unprecedented year of advancement and visibility. The total number of these believers definitively crossed the 1,000,000 mark, plus major events drew media coverage and made people take notice. Even though figures are becoming harder to track with more believers meeting in homes or unregistered worship services, the growth in recent decades is unmistakable. (Sources: Google, CNEF, Census, S. Fath)



The Catholic church, after seeing decades of declines, has also been notching positive data points.

They reported a 45% increase in baptisms in 2025 (17,800 adults + teens) from 2024, accelerating the trend in recent years

(Source: eglise.catholique.fr).

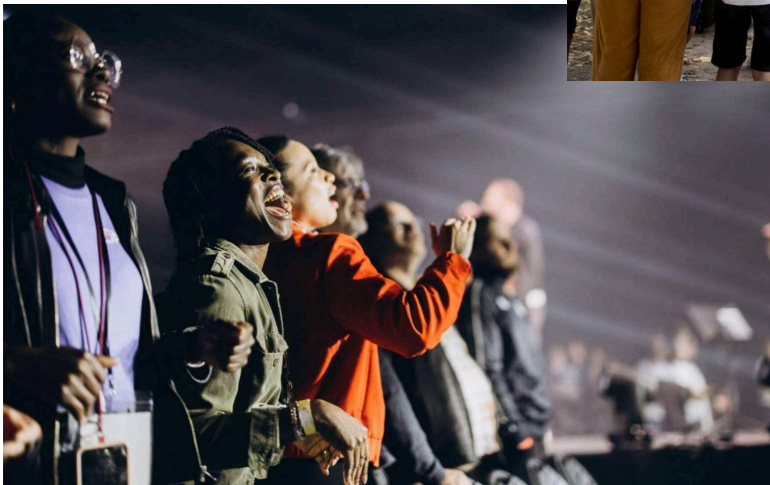


This growth is fueling increased participation in ecumenical events:



In May, more than 60,000 people across major cities affirmed their faith by participating in the **Marche Pour Jésus**.

Jesus Festival in August energized 5,200 attendees and over 400 volunteers through amazing concerts.



La Place was the largest ever evangelical ministry conference in France with over 4,000 people.

In October, **Celebrations 2025** was a landmark event with 89 joint worship services across France organized by nearly 500 evangelical churches with more than 70,000 participants.



While we are encouraged by this momentum, France remains a country in deep spiritual need, and one that we believe has an important role in God's Kingdom. Read on to see how you can get involved.

KNOW UNDERSTANDING WHICH ENABLES RESPONDING

France holds a special, sometimes magical place in many people's hearts and imaginations throughout the world, yet its spiritual condition is rarely well understood.

For Christians, this disconnect need not be the case. If you love Jesus and love France, we help you put those passions together.

With feet on the ground and the relationships we have with hundreds of ministries in France, we know that God has given us a unique perspective on its spiritual landscape to share with the outside world. Our monthly newsletter is the cornerstone of how we do this, punctuated by powerful original videos we release several times a year. In 2025, we ramped up our social media presence as well, putting events, partners, and prayer needs in the spotlight.

So, in addition to subscribing to our emails, we invite you to follow us on Instagram or Facebook so you don't miss anything! We are committed to just the right amount of communications, and to keep delivering meaningful, human-generated content so that you'll know more about France, and more importantly, what God is doing there through His people.

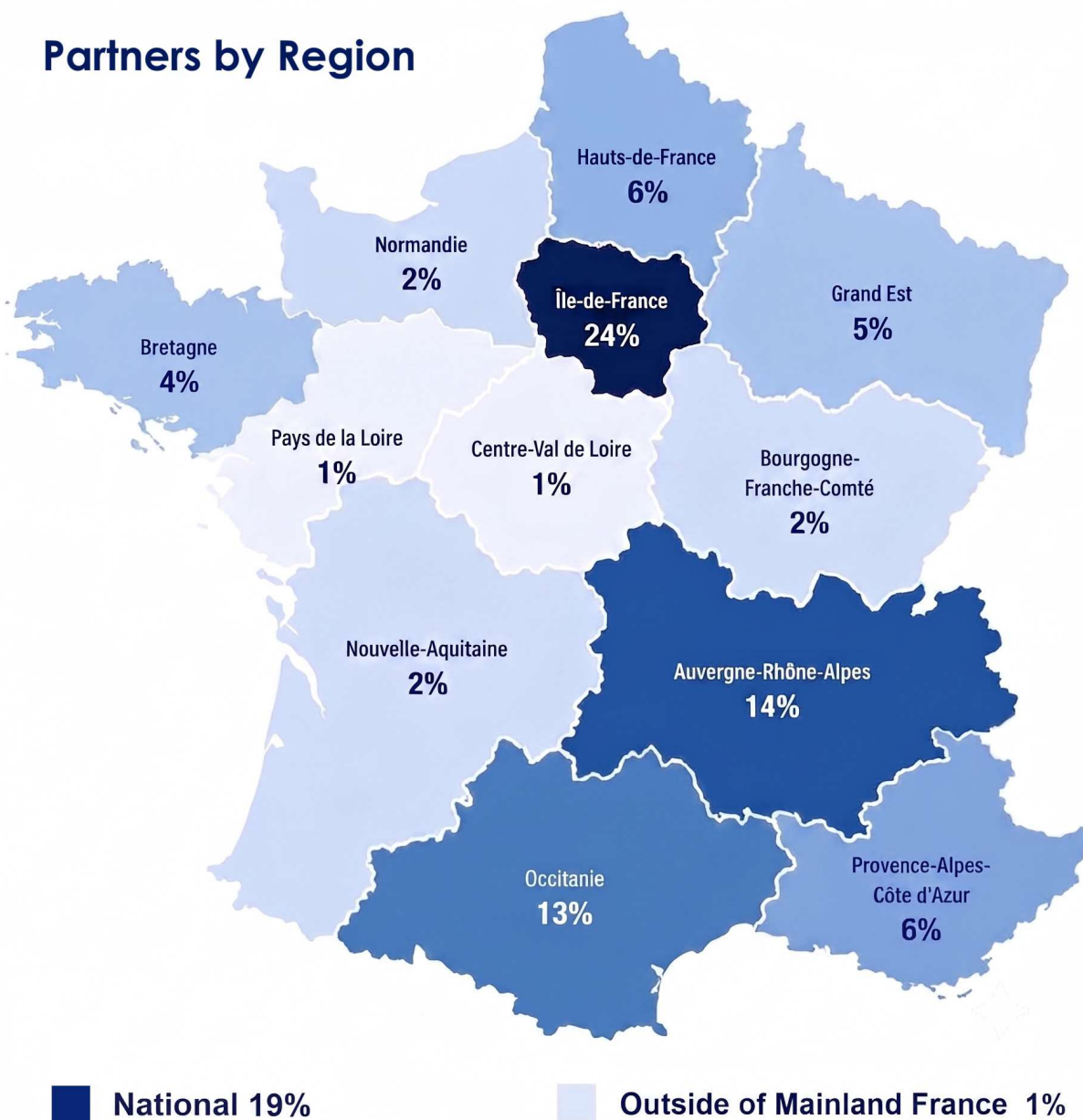


Visit our **Contact page** to sign up for the communications of your choice, and consider sharing a newsletter or post with a friend who might be interested!

Where We're At Work

Our active partners correspond mostly to where the overall population resides, but evangelical presence is also higher in and around larger cities such as Paris, Lyon, Grenoble, Toulouse, Marseille, and others compared to rural areas, giving those regions more concentration. In addition, 19% of partners have projects active throughout the country, and as such are labeled "National" but might be based in an underrepresented region. While we desire to establish more partnerships in parts of the country where they are lacking, we are following God's lead to best support the areas where He is moving.

Partners by Region



PRAY CONNECTING HEARTS FOR FRANCE WITH EACH OTHER AND GOD

Letting you know what is going on in France sets the stage for impactful intercession for the country – both to strengthen gospel workers, and to prepare hearts of the lost. Indeed, prayer is one of the great mysteries and privileges we have in our faith, a chance to align our hearts with God’s – which is why it will always be part of our core mission.

Throughout Impact France’s first 20 years, **Pray for France** solidified itself as a one-of-a-kind prayer campaign. Our hallmark became a detailed prayer guide, with testimonies and prayer topics written by French ministry leaders coming from a wide range of denominations and movements. We’ve been blessed to see English- and French-speaking people cultivate a heart to pray for France through these campaigns!



In 2025, we felt God calling us to go bigger, and by His help, we have!

- **Regularity:** Beyond the annual campaign, we started doing regular prayer posts on our website/social media, to complement our ongoing communications and help us pray more faithfully throughout the year: prayforfrance.org/keeppraying
- **Format:** We're now on YouVersion! We've got a seven-day "primer" prayer plan (English and French) people can try anytime as an intro to what praying for France is like. From now on, the annual campaign will also be put available as a reading plan, in addition to our smartphone-friendly and PDF/printable formats.
- **Timing:** Starting in 2026, the campaign moves from spring to fall, coinciding with the natural rhythm of back to work/school (*la rentrée*). As regular activity resumes after the summer, it's the perfect time to pray for the country and ministry leaders.
- **Content/Length:** We had enough feedback that the campaign content was a bit too ample, and we've listened! It will now run for two weeks instead of three, with streamlined content connected to daily Scripture passages.



Our next campaign starts September 20, 2026!

We'd love for you to join us and to help spread the word. We encourage you to use our [communications kit](#) to share the campaign with your church, small group, or other praying friends.



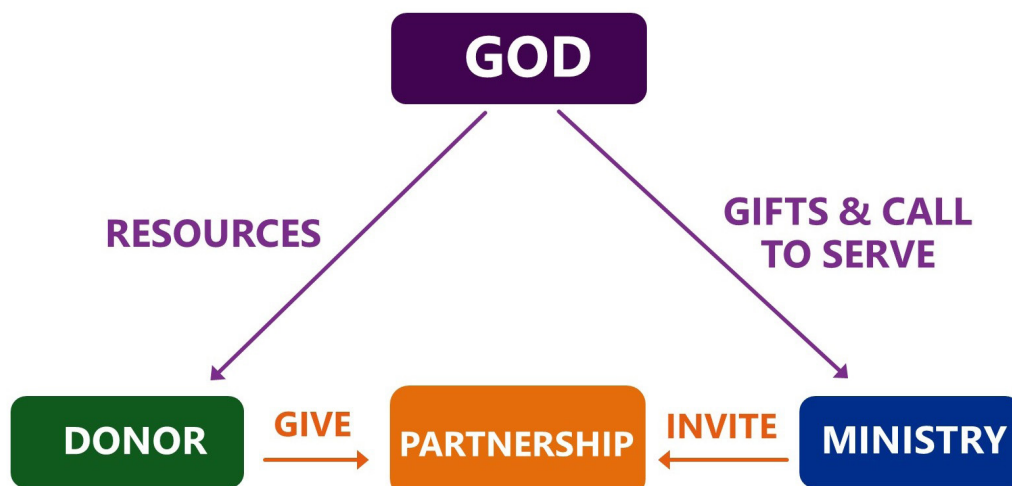
GIVE THE OVERFLOW OF GOD'S GENEROSITY THROUGH US

The Know, Pray, Give framework manifests how we can live out our faith holistically with our Head, Heart, and Hands. Many of our ministry partners are encouraged just to know that Christians all over the world are finding out about their work and praying with them, even if they don't donate. But it's clear that sharing God's resources among His people has tremendous impact in more ways than we might imagine.

Partnerships that Glorify God

For God's people, giving is meant to be more than a transaction – it is a way that the parts of Christ's body work together for our good and His glory. In partnership, there is a synergy as the giver takes an active part in the ministry of another believer. The ministry worker has a special gift and call to serve, but must humble himself and rely on help from others to carry it out. The giver also experiences humility, but through the release of resources, trusting that there will be provision anew. It is faith-building and joy-producing when both see the fruit of this work accomplished together, rather than if it were done alone. This type of unity makes the world take notice (cf John 17:23)!

*He who supplies seed to the sower and bread for food will supply and multiply your seed for sowing and increase the harvest of your righteousness.
You will be enriched in every way to be generous in every way, which through us will produce thanksgiving to God. For the ministry of this service is not only supplying the needs of the saints but is also overflowing in many thanksgivings to God. (2 Cor 9:10-12)*

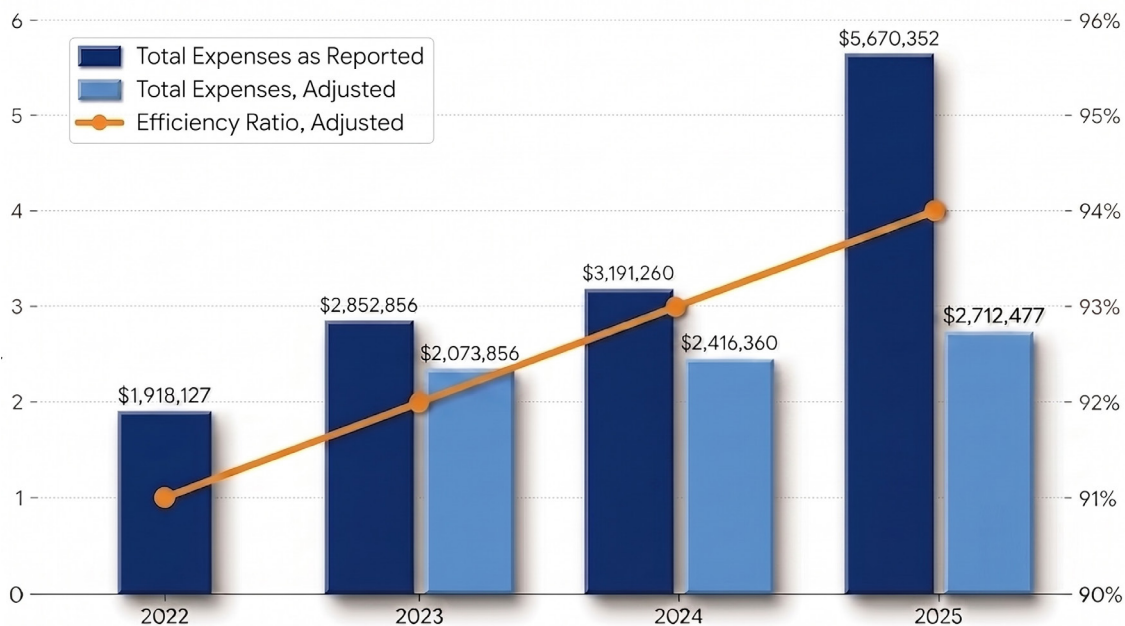


2025 by the Numbers (for full tables, see [Appendix](#))

Revenues (gifts received) hit a record in 2025 at nearly \$5.7 million, a continuation of the growth trajectory we have seen as more ministry partners and donors join our mission. For increased transparency, below we present revenues as reported, and adjusted to exclude exceptional support for one building project in particular, received during 2023-2025 which we do not anticipate going forward.



Expenses of nearly \$5.7 million were also a record in 2025 due to the increase in revenues (we have also shown expenses adjusted for the exceptional building project in 2023-2025 below). As we scale our organization, our **efficiency ratio** - the percent of expenses spent on **program services**, as opposed to general or fundraising costs - continues to climb as well, reaching 94% in 2025!



Program services consist largely of **grants** to French organizations, as we entrust our ministry partners to steward funds wisely for their projects. In 2025 we made grants of nearly \$5.3 million representing 173 different projects, spread across a variety of ministry sectors. In the chart below, we can see that support is roughly 50/50 between church-centric projects (the right side of the chart) and all other types of ministries on the left. Note that support for “project leaders” as indicated in our partner index has been shown in the corresponding area of their ministry for purposes of this report.



Category

Local Churches
 Multiplication & Church-planting
 Site/Hub Projects*
 General & Community Ministries
 Training & Development
 Media, Print, & Internet
 Reconciliation & Mercy
 Youth & Schools
 Arts, Culture, Music and Sports

Examples

Support for church operating budgets and leaders
 Networks, church unions, disciple-making programs
 Acquiring/developing physical locations/church and mixed-use
 Evangelism, cafés, outreach and other broad initiatives
 Seminaries, theological and leadership equipping
 Traditional/online media distributing Christian content
 Marginalized people and those from other-faith walks
 Children's, youth, and university ministries; schools
 Ministries based around creative content and activities

*adjusted to exclude the exceptional building project referenced on page 11.

EQUIP GOING FURTHER TO AMPLIFY FRENCH MINISTRIES

While making sure that you can Know, Pray, and Give more fully is at the core of what we do, we are blessed to be able to expand on the position God has entrusted us.

1 Connections that Last: We often use the image of a *pont* (bridge) when explaining Impact France because it is so accurate. For over 20 years we have connected those inside and outside of the country, even when it goes beyond our “official” role. Countless times we have connected people to French churches, volunteer or internship opportunities and other specific requests. We’ve also been able to do this in the other direction, helping to point French ministry leaders to the right places when they’re going to the US. More recently, ministries both in and out of France seeking to make their tools and resources more visible are also asking for our help to do so. We believe that these connections made across cultures have lasting, meaningful impact.



2 Capacity Development: From the moment Impact France starts onboarding a new ministry partner, we become a type of support system that they may have never had before. At a minimum, we help them communicate with a non-French speaking audience. But often, we go deeper - in some cases walking hand in hand to develop projects with them. Together we think through strategies to consider, objectives to measure, how to budget appropriately, navigate non-profit laws, and more. This not only impacts their fundraising work with us, but it makes them more competent leaders and stewards for their ministry overall. We also take time out of our schedules to engage with non-partners to freely share our God-given knowledge and expertise - even if we never officially work with them.

3 The Ministry of Fundraising: Because God has given us a seat at the table with key ministry leaders and hundreds of projects in France, we are a trusted voice in what it means to seek and discover His resources. The biblical principles and healthy processes we teach are not only relevant to seeking support from abroad - they are just as applicable within France. We can't change the fact that there is less money to give away in France than in the US. But fully helping partners see that fundraising is actually a ministry that can honor God and others, and equipping them to do it the right way, is part of the solution to the inherent challenges regarding local giving (see [Appendix](#)).



Just like the Apostle Paul, "I never stop giving thanks for you" (Ephesians 1:16). Our teams are infinitely grateful for the value you have added to our organization through your willingness to listen, your questions, your feedback, your advice, and your patience ... you have made an impact on me during these past weeks of discussions. Thank you from the bottom of my heart.

- Church planting/
revitalization ministry leader

We're investing more in these areas every year. Help us go farther in our mission by partnering with us today!

impactfrance.org/give

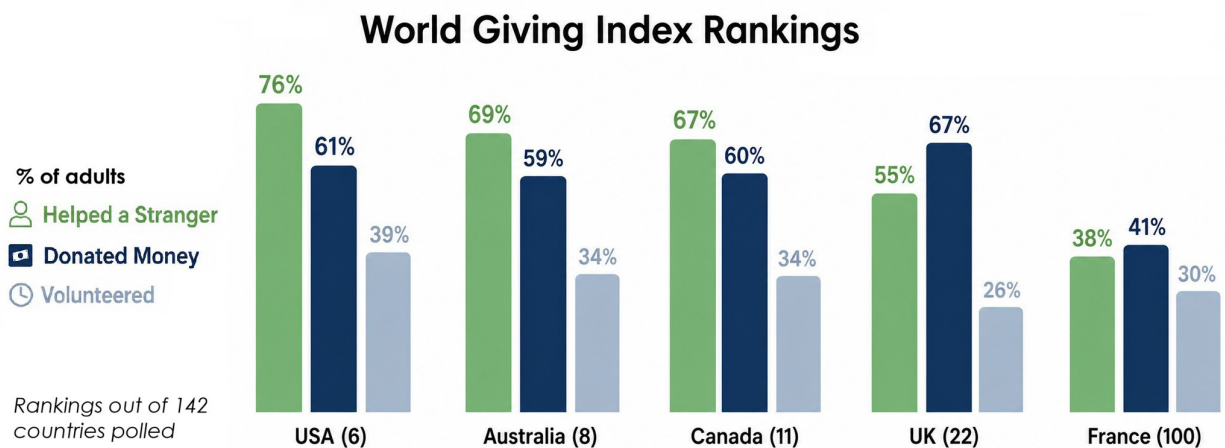


APPENDIX WHY GIVE TO FRANCE?

France is a first-world country, what exactly is the need? It's true that the nation isn't poor when it comes to the essentials for life. However, this masks an important reality: compared to other world-leading peers, **ministries in France are tremendously under-resourced**. Here's what is usually less obvious from the outside.

- **Overall Giving Capacity:** Annual charitable giving per person in France is only 10% of the US level, or 20-30% of countries like the UK and Canada. Many factors contribute to this, but two stand out. First, average disposable incomes in France are only about 60% of the US (even when adjusting for taxes and healthcare differences). Second, household wealth – such as home equity or investment holdings – is only about 50% of the US level. Clearly, there is less money being earned or saved in France to give away than in comparable countries. But that's only part of the story.

- **Cultural Differences:** Talking directly about finances is often seen as vulgar in France and unfortunately, this bleeds into Christian circles. Churches rarely teach on money or possessions even though Jesus spoke about them often. So, ministry fundraisers encounter major barriers, often failing to raise what is needed, or having to dilute or abandon their call to serve to find other work. Moreover, socialism creates an expectation that “the State should take care of most everything”, making individuals less likely to give in general: 41% of the adults donate in France, vs 60%+ in anglophone countries.
(cafonline.org/insights/research/world-giving-index)



- **Evangelical Socioeconomic Position:** Christians should and do often overcome this mindset, but incomes for Evangelicals in France are lower than the general population. This is due to the large percent of multicultural or immigrant believers who are at the bottom end of the income and wealth scales. Their ability to give is non-existent, or extremely limited. As such, Christian organizations in particular run on barebones budgets, often inadequate to fully support the number of people they're serving, let alone envision growth.

● **Restrictive Laws / Tax Code:** France has generous tax deductions for donations to churches. The problem is that for churches to stay compliant, they can only engage in a very narrow band of activities defined by the government - primarily worship services and paying ministers. Vital activities such as outreach or service must be carried out by other non-church ministries, which are often under-funded for two reasons. One is that local church tithing consumes most Christians’ giving capacity, and the other is that unless these ministries maintain a “general interest” profile by significantly downplaying or hiding their evangelistic goals, the donations they get are not tax-deductible.

What are Churches Allowed to do in France?

Church Associations	General Interest Associations - examples
Public Worship & Ceremonies Sunday services, baptisms, communion, prayer meetings	Social & Humanitarian Work Food/clothing distribution, disaster aid, refugee support
Pastoral Support & Training Pay/housing for ministers; seminary or other training	Extracurricular Youth Programs Camps, youth clubs, sports leagues, scouting groups
Venues & Facilities Buying, renting, building, maintaining sites strictly for worship	Cafés & Community Centers Café, bookstore, community center, coworking space
Internal Religious Education Sunday school held during worship functions	Formal Education & Schools Private school, daycare, tutoring center, kindergarten
Denominational Affiliation Dues/contributions to church unions, federations, etc	Cultural & Artistic Events Non-worship concerts, plays, art exhibitions, festivals

● **Pastors’ Work Status:** Religious workers in France are excluded from the national labor code. This means that pastors do not have the same status as typical workers: no unemployment protections, poor retirement savings, and difficulty in qualifying for home loans. In addition, medical & retirement charges are a flat rate for pastors. This is great if their gross pay hits a certain level, but the average evangelical church can’t pay that much, meaning a pastor’s take-home pay is even lower than a secular worker with the same gross salary.

We can’t change systemic issues in France such as lower wages or tax codes limiting ministries’ funding. Rather, we know that God’s people working together - across cultures and continents - does make a difference. That’s why Impact France exists!

APPENDIX

FINANCIAL DATA

Reported Revenues & Expenses	2022	2023	2024	2025
Total Revenues	\$1,923,414	\$2,908,139	\$3,419,819	\$5,687,324
Grants	\$1,718,973	\$2,657,113	\$2,970,966	\$5,269,578
Other Program Expenses	\$24,467	\$19,589	\$46,594	\$44,646
<u>Events Collaborations</u>	<u>\$0</u>	<u>\$0</u>	<u>\$15,317</u>	<u>\$203,500</u>
Program Services	\$1,743,440	\$2,676,702	\$3,032,877	\$5,517,724
General & Admin	\$126,336	\$127,822	\$112,693	\$131,782
<u>Fundraising</u>	<u>\$48,351</u>	<u>\$48,332</u>	<u>\$45,690</u>	<u>\$20,775</u>
Total Expenses	\$1,918,127	\$2,852,856	\$3,191,260	\$5,670,281

As % of Total Expenses

<i>Program Services</i>	91%	94%	95%	97%
<i>General & Admin</i>	7%	4%	4%	2%
<i>Fundraising</i>	2%	2%	1%	1%

Adjusted Revenues & Expenses	2022	2023	2024	2025
Total Revenues	\$1,923,414	\$2,108,139	\$2,619,819	\$2,887,324
Grants	\$1,718,973	\$1,878,113	\$2,196,066	\$2,517,078
Other Program Expenses	\$24,467	\$19,589	\$46,594	\$44,646
<u>Events Collaborations</u>	<u>\$0</u>	<u>\$0</u>	<u>\$15,317</u>	<u>\$203,500</u>
Program Services	\$1,743,440	\$1,897,702	\$2,257,977	\$2,559,920
General & Admin	\$126,336	\$127,822	\$112,693	\$131,782
<u>Fundraising</u>	<u>\$48,351</u>	<u>\$48,332</u>	<u>\$45,690</u>	<u>\$20,775</u>
Total Expenses	\$1,918,127	\$2,073,856	\$2,416,360	\$2,712,477

As % of Total Expenses

<i>Program Services</i>	91%	92%	93%	94%
<i>General & Admin</i>	7%	6%	5%	5%
<i>Fundraising</i>	2%	2%	2%	1%

Reported figures are from Impact France's Form 990 public tax filings, and financial statements prepared by Mersereau, Lazenby & Rockas, LLC (MLR) in accordance with US Generally Accepted Auditing Standards (Reviewed in 2022 and 2023; Audited in 2024 and 2025). **Adjusted** figures have not been prepared by MLR, but by management, who believes they are more representative of typical ongoing activity, excluding exceptional support and related expenses for a major building project in 2023-2025 that are not anticipated going forward.

Note: We endeavor to quickly release support into France, but project timing can vary. Expenses which correspond to revenues are not always deployed within the same timeframe year to year, resulting in the appearance of a larger surplus or deficit in a given year than is actually the case.