



Harvest Ministries

2025 ANNUAL REPORT

what you made possible last year!



Our Mission at Harvest

**KNOWING GOD AND
MAKING HIM KNOWN.**





A NOTE FROM PASTOR GREG LAURIE

When I look back on 2025, it's impossible to ignore the devastation, uncertainty, and unrest we witnessed in our world from the wildfire that ravaged Los Angeles to the tragic assassination of Charlie Kirk. Nevertheless, what the enemy meant for evil, God meant for good (Genesis 50:20).

Through your faithful partnership, we didn't just keep the fire of evangelism burning—we poured rocket fuel on it. Together, we brought the hope of Jesus Christ to over one billion people through television, radio, digital outreach, and large-scale events, such as the **Harvest Crusade** in Anaheim, the **3rd Annual Jesus Revolution Baptism**, and the **Harvest Crusade: Hope for America**, created for the community surrounding Utah Valley University. In total, we saw over 75,000 people make a profession of faith. To God be the glory!

Our world is desperate for truth and longing for hope, and we're ready to meet that hunger head-on in 2026. As we prepare to reach even more people with the message of salvation, I would like to pause and celebrate what God has already accomplished in 2025, **over 75,000 professions of faith**, all through your generosity and prayers.

In Christ,
Pastor Greg Laurie



ONE MOMENT IS ALL IT TAKES

For a person's eternal destiny to change

For over 50 years, Harvest has been working to create those moments—using radio, TV, events, and new media to invite people into a personal relationship with Jesus Christ.



2025 Ministry Impact Stats

OVER **1 BILLION** VIEWERS AND LISTENERS!

TOTAL AUDIENCE REACH IN 2025

75,000+

PROFESSIONS OF FAITH

171 MILLION

TOTAL DIGITAL REACH

35,000

TOTAL BIBLES DISTRIBUTED





HARVEST CRUSADE

JULY 19 ANGEL STADIUM
HARVEST.ORG

45K+

IN ATTENDANCE

200K+

ONLINE VIEWERS

6.5K+

PROFESSIONS OF FAITH

JESUS REVOLUTION
BAPTISM
3RD ANNUAL
AUGUST 16, 2025

10,000 BAPTISMS
SINCE 2023
PIRATE'S COVE



HARVEST CRUSADE

HOPE

★ ★ ★ FOR ★ ★ ★

AMERICA

NOVEMBER 16

UTAH VALLEY UNIVERSITY



**TO GOD BE
THE GLORY!**

7.8K
IN ATTENDANCE

210K
ONLINE VIEWERS

2.1K
PROFESSIONS OF FAITH

CRUSADE TESTIMONIES

- ☰ "My 16-year-old niece was one of those many people who came to Christ last night! Been praying for her for 2 years! We were just about to actually get on the field when the fire marshal cut it off. I told my niece it doesn't matter that we aren't standing on the actual field, that you can be anywhere when you repent and believe! It was amazing being down there in the aisle when Brooke was singing that final song. What a powerful night and seeing God answer my prayer of 2 years was amazing! God is SO GOOD!!!!"
- ☰ "I want to share a miracle that I witnessed that had me in tears. A young kid who was a believer had his dad bring him to the Harvest Crusade from Wyoming. It was apparent that the father, like myself and so many other believers had spent years living for "the world". When Pastor Greg offered the invitation for folks to come forward and publicly confess Jesus Christ as their Lord and Savior the kid brought his dad down to the stage and the dad accepted Jesus. It was amazing. The dad accepted the free gift of salvation, and you could see the pressure of life lifted from him as he shed tears of joy."
- ☰ "Tonight was awesome! God was in that place. I recommitted myself to Jesus and it felt like a rush of energy and love. Thank you for bringing this to Utah!"

2025

RADIO OUTREACH

A NEW BEGINNING

1,264
RADIO OUTLETS

REACHING 189
MAJOR METROPOLITAN
AREAS ACROSS THE USA



A New Beginning
with **Greg Laurie**



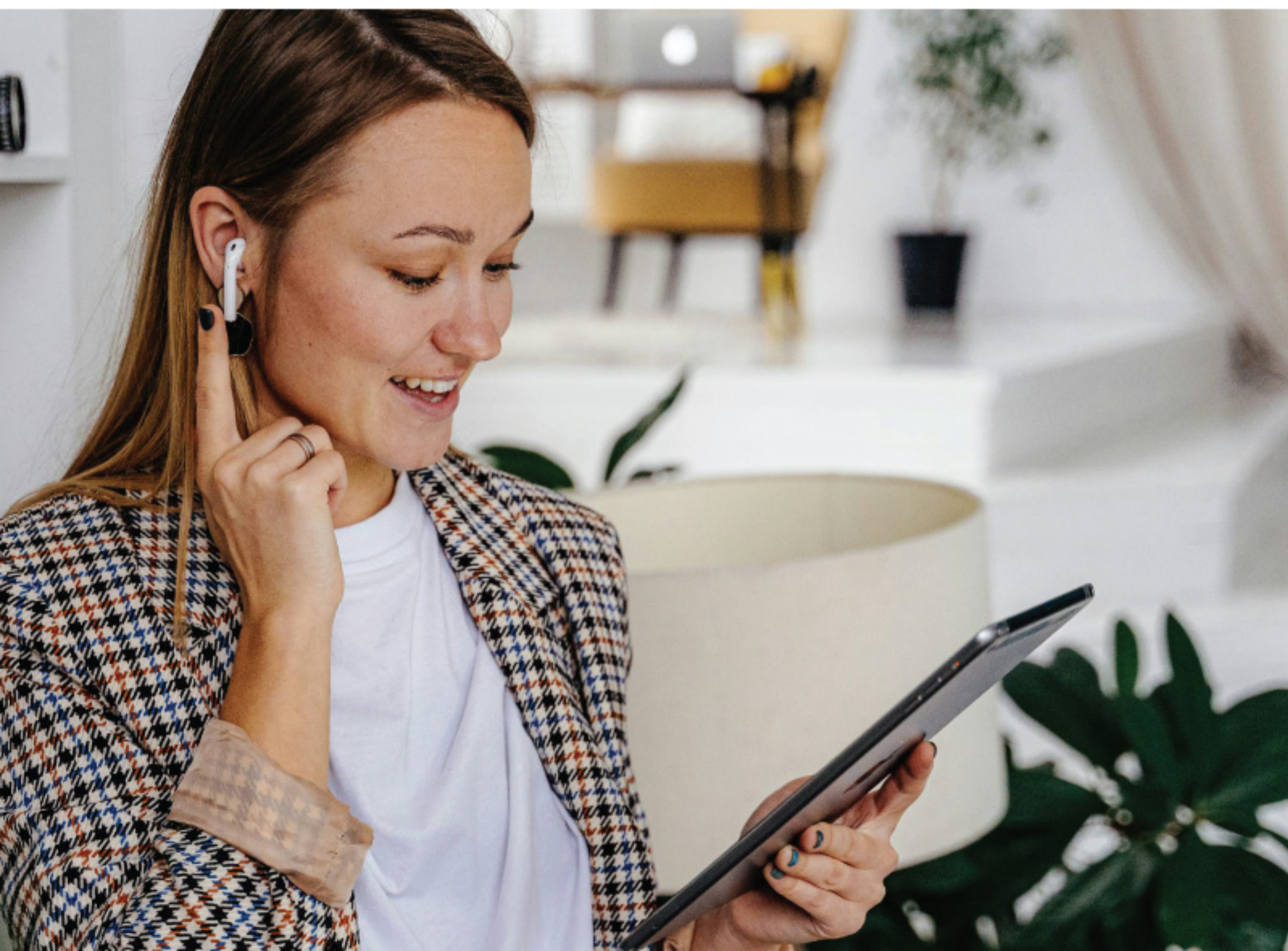
**MOODY
RADIO**

now heard on XX Stations.



TV AND RADIO TESTIMONY

- ☰ “We as a family had been listening to your sermons on the radio for several years now. Your messages had helped my wife and I grow spiritually, enhanced our marriage, step up our game as parents, and most importantly, sharing the gospel with unbelievers. And now, your message is impacting our little girl and her faith in God!” –Frank and Ellie



NEW BELIEVER'S BIBLES

OVER 10 MILLION PRINTED

Total Free Bibles Distributed in 2025: 35,000+



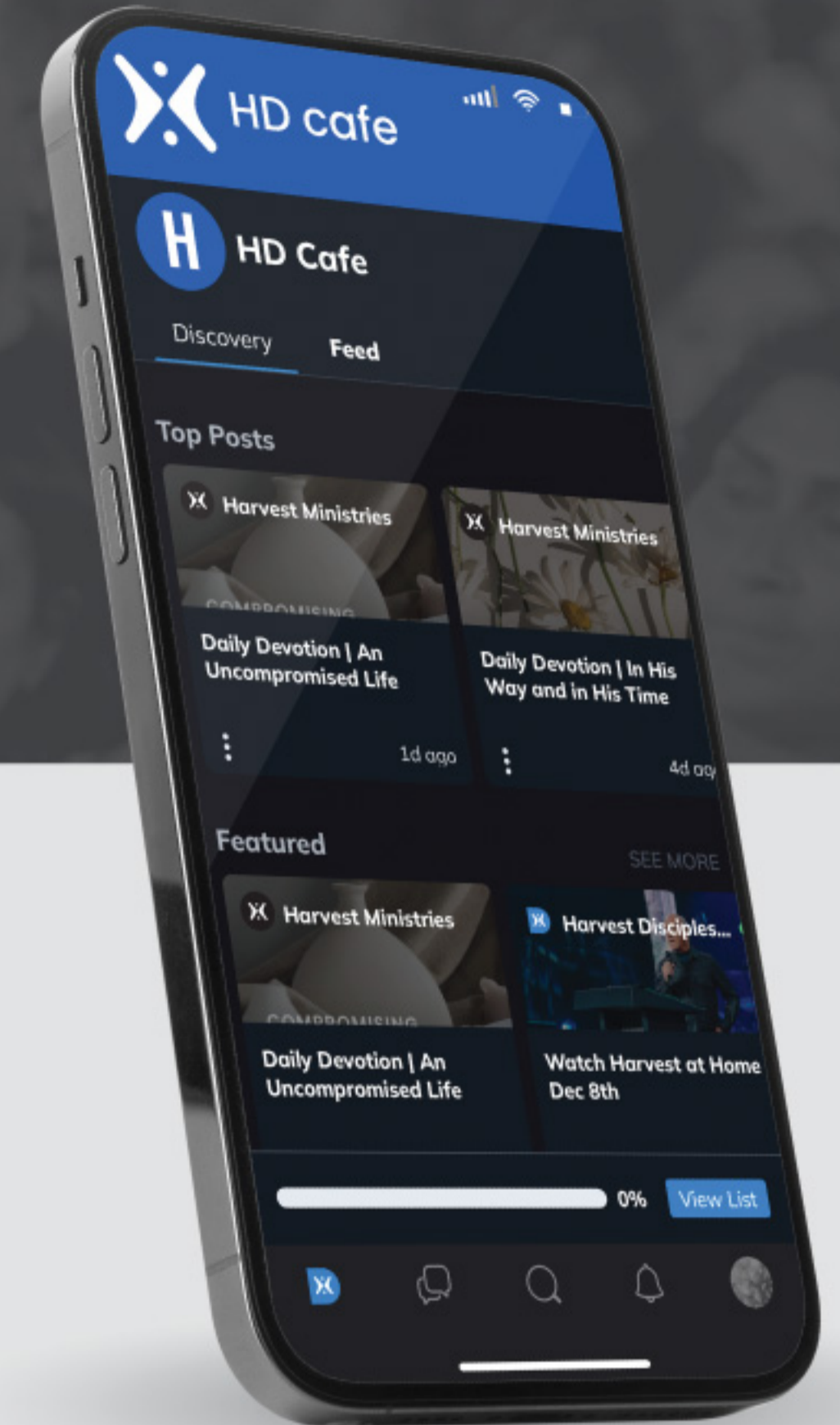
“Everyone who makes a profession of faith through a Harvest broadcast, a Harvest event, or online at Harvest.org is given a New Believer’s Bible free of charge to start them on their walk with Christ. Not only that, but everyone is also given an invitation to join our online community called Harvest Discipleship where there are resources and guided studies for fellow believers to learn and grow together in their faith.”

“I have carried the New Believer’s Bible with me since I was 18. Without your references and sidebars, I’d be lost with my thoughts. Thank you for being a disciple of Christ...Thank you for being a father figure/mentor through your books. I have several others of your writings that have helped me daily with my marriage and my child rearing.”

HARVEST DISCIPLESHIP APP

**26,000
MEMBERS**

**HARVEST DISCIPLESHIP
DOUBLED IN SIZE IN 2025**



“This Discipleship has been life changing in my calling. This directed learning approach is so helpful, and because it is directed, it's a path –one I believe God directed me to. Knowing that I would most likely struggle on my own, He directed me here. With the help of our Host and testimonies from my Disciple mates, it has been incredible.”
–James



harvest +



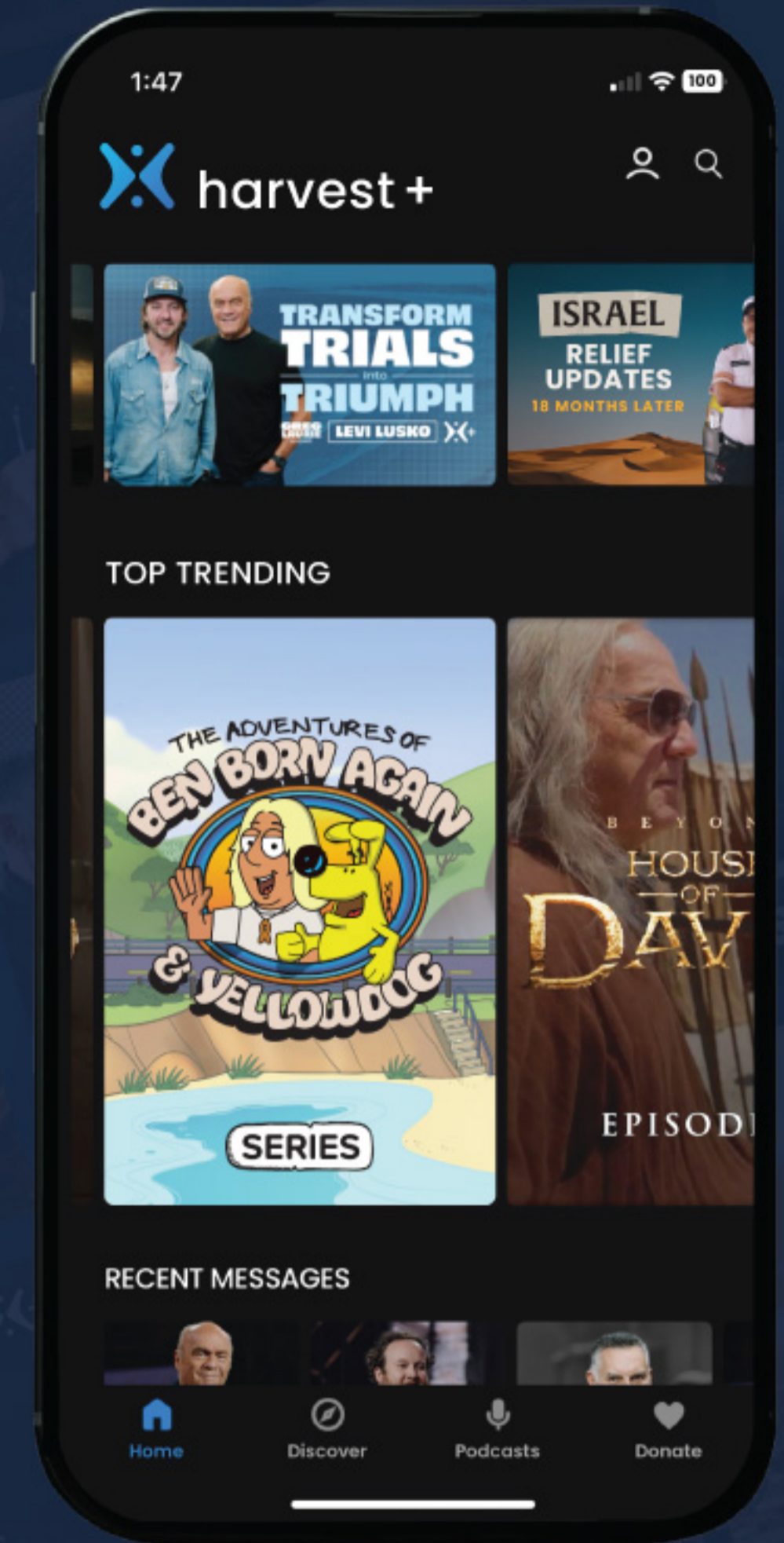
650+
VIDEOS

250K+
ACTIVE USERS

1 MILLION
HARVEST+ APP DOWNLOADS



"I'm a 60-year-old woman who just rededicated my life to Jesus through one of your sermons on Roku. A friend of mine told me about Greg Laurie years ago and said he is a very good teacher. I kept putting it off, I am so thankful that I listened, and I will be continuing to watch. I am going to be watching almost daily as part of my routine. God Bless you all." –Susan



ROKU

Google TV



SAMSUNG

harvest.org



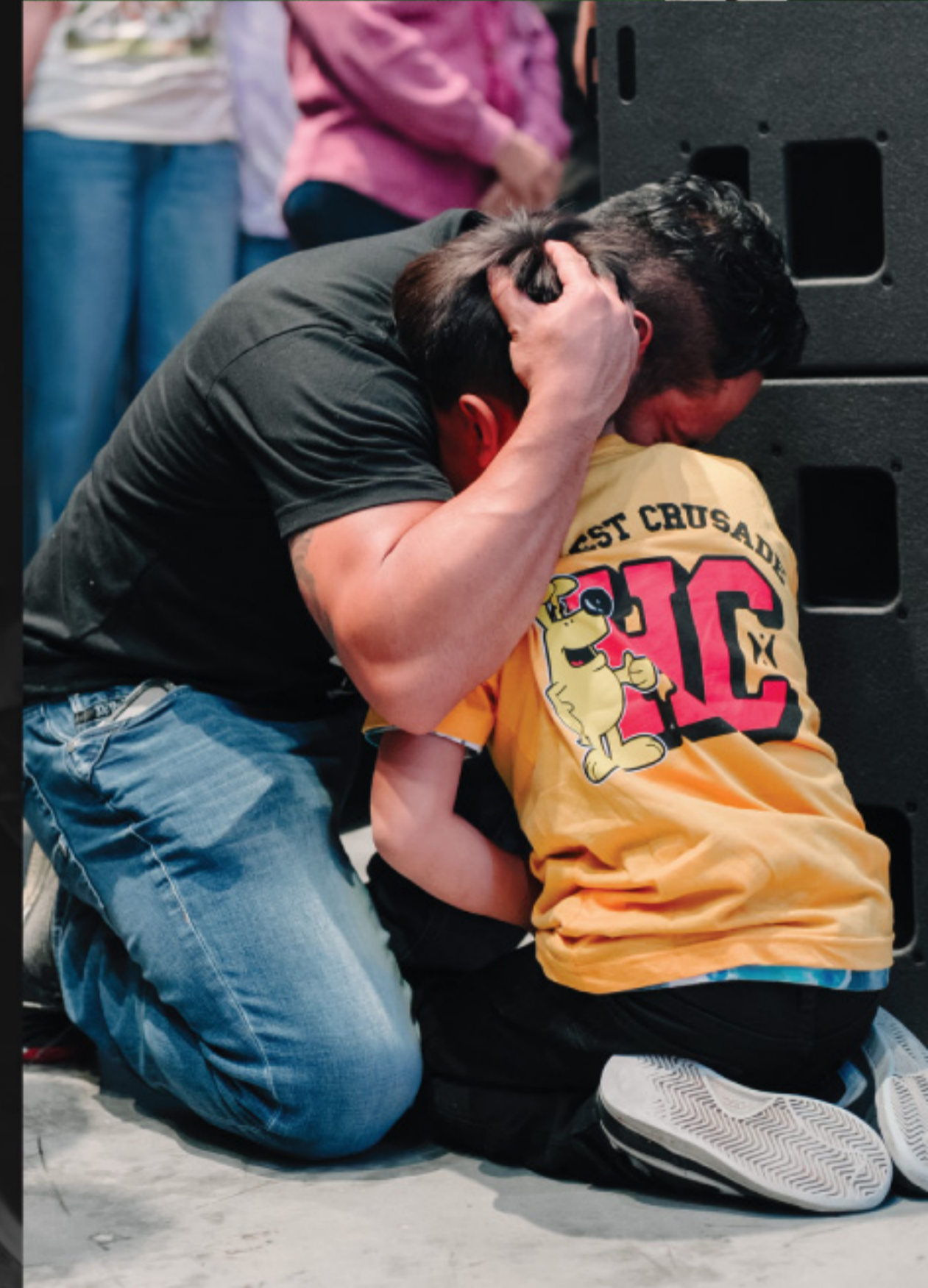
LOS ANGELES FIRE RELIEF PACIFIC PALISADES

We were shocked and devastated to hear of the raging wildfires consuming businesses, land, and even lives—right in our own backyard. Because of your generosity, Harvest was ready to bring help and hope to those left in need. In the name of Jesus, we distributed hundreds of generators, delivered multiple pallets of food, and worked alongside Samaritan's Purse to clean up the areas of devastation. Your giving also enabled us to set up prayer stations and distribute Bibles to churches as well as those living in temporary housing.



When you partner with Harvest Ministries, you help us deliver the life-transforming gospel message into new places through media, live events, and powerful films. In the coming months, we have bold plans to present the gospel in unique ways in places and venues we've never been. Let's see what the Lord will do when we work together on mission!

☰ "I'm a 54-year-old widow with two children who have been raised with Pastor Greg Laurie! I wrote you almost 20 years ago to tell you that you played a part in saving my life. I wanted to die after my husband and son were killed in an accident. You and my brother who was a Christian saved my life all those years ago. I hung on every word you preached! And you are still blessing me daily with A New Beginning and your podcasts! I wanted to let you know that I have been a monthly supporter for a long long time and will continue to do so." –Cindy



FREEWILL 

HARVEST LEGACY GIVING

In partnership with FreeWill, Harvest Ministries has helped over 600 families with free estate planning tools.

Discover these tools for yourself, and learn how you can support evangelism through planned giving.

Learn more at [HARVEST.MYGIFTLEGACY.ORG](https://harvest.mygiftlegacy.org)



WAYS YOU CAN HELP SUPPORT HARVEST

When you give to Harvest Ministries, you are participating in our mission to *Know God and Make Him Known* in your community and throughout the country.

Giving to Harvest Ministries online is simple, just go to harvest.org/donate. We have a team dedicated to helping make the process as easy as possible. Contact our Donor Relations team by emailing info1@harvest.org, or calling 1-800-821-3300.

harvest.org/donate



WHAT YOUR GIFT SUPPORTS

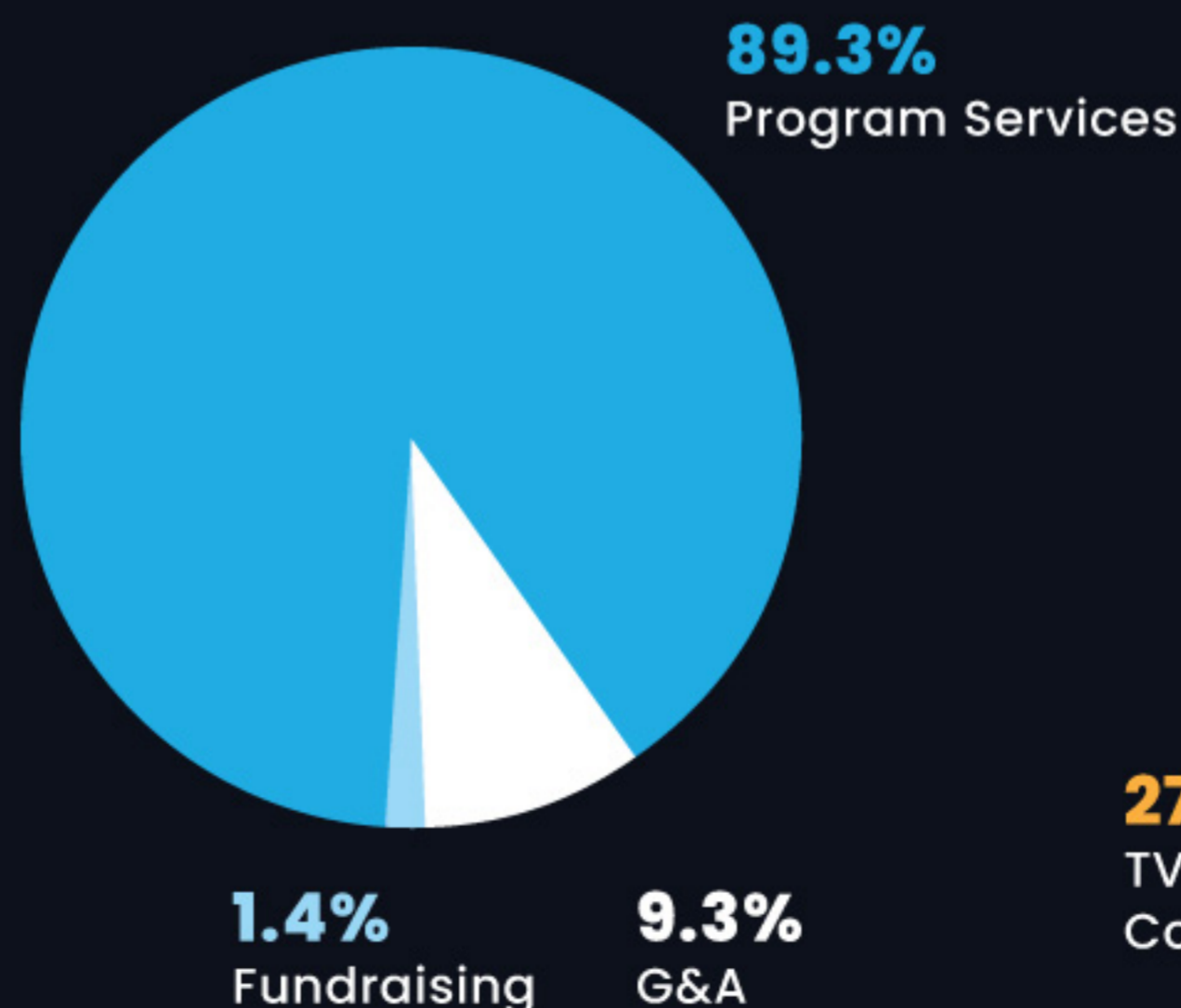


When you give to Harvest Ministries, you can rest assured that your gift is stewarded prayerfully and efficiently. We are proud to share that 89.3% of our total expenses directly support program services, which include outreach efforts and community events. 9.3% fund general and administrative functions (keeping the lights on), and 1.4% support fundraising efforts. This means almost 90% of your faithful support is directed specifically toward fulfilling our mission of knowing God and making Him known—through media, evangelistic events, discipleship resources, and more!

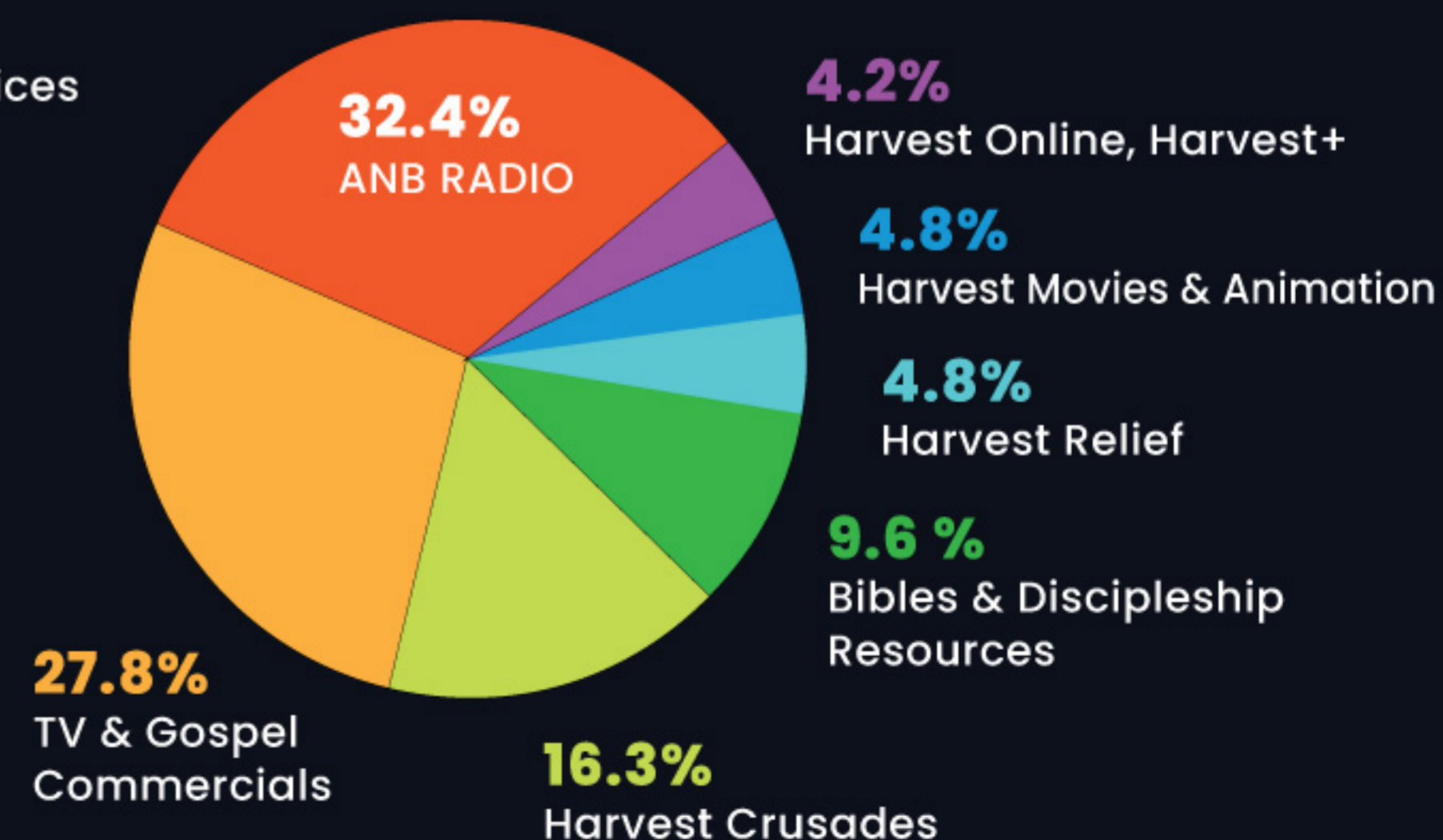
Independent nonprofit standards recognize strong financial stewardship when an organization directs approximately 70% of total expenses to program services (not overhead).*

*Benchmark derived from nonprofit financial stewardship standards published by Charity Navigator, a leading U.S. nonprofit evaluation organization.

Total Functional Expenses



Asset allocation Ratios



FUTURE PROJECTS

We have an exciting lineup of future projects in the pipeline, and we want to give you a small sneak peek.

- **Harvest Crusade at SoFi Stadium**
- **2 Brand-New Evangelistic Movies**
- **Season 2 of *The Adventures of Ben Born Again and YellowDog***
- **1-Minute Messages on National Television**
- **New Believer's Bible: Kid's Edition!**
- ***Jesus Revolution* Graphic Novel Release**



HOW YOU CAN HELP SHARE THE GOSPEL

Over the past few years, we have seen record turnouts in attendance at the Harvest Crusades. The venues have been filled to capacity, and we have unfortunately had to turn people away due to the high demand. We are excited to be exploring potential crusade events in Washington, D.C., New York, and Florida in the near future. We also want to continue sharing the gospel on

TV through our 1-minute messages and new episodes of Ben Born Again. Opportunity is knocking for us through so many avenues, and we don't want to delay our response! We do not want to turn a single person away or miss out on reaching more people through TV, but we need your help to make that happen.



THANK YOU

FOR ALL YOUR SUPPORT

WHAT IS THE SECRET TO HARVEST'S LONGEVITY?

It's those who have supported Harvest over the many decades of ministry. We are not slowing down and we will take every opportunity to preach the gospel. But we can't go anywhere without your support.

harvest.org/donate

Support evangelism in your world

