



A Year of Cultivation

Impact Report

2024 & Beyond!



Planting Seeds of Grace

Each year, we till the soil, plant seeds, and trust God to bring the growth. In 2024, Trueface cultivated rich ground for bold initiatives, deepened relationships, and prepared in hope for abundant fruitfulness in 2025!

Our goal remained clear: **to catalyze a movement where tens of thousands of communities of grace lead us to hearing 2,500 stories of people experiencing God's love and loving others in a noticeably different way.** Every effort, every resource, and every conversation has been aimed at cultivating these stories of lives changed.

Executive Summary



What a year. Between track meets (yes, several of our eight kids are officially faster than me now), family chaos, and ministry miracles, 2024 was full of growth, of challenge, and of joy.

One of the biggest joys continues to be doing ministry alongside the amazing Trueface team. I love these people. They're the real deal—deeply committed to grace, to one another, and to the mission. And this year, we saw that mission move forward in powerful ways.

I'm especially excited about The Path launching in early 2025 as a fresh invitation for the next generation to experience the original Good News with freedom and clarity. And our Discipleship Framework will help churches create thriving cultures of discipleship!

Emily and I are deeply grateful for the support of our incredible board, who not only believe in this mission but have championed our family personally every step of the way.

We believe we're just getting started, and we're so thankful you're with us in this!

*Gratefully,
Robby Angle
President, Trueface*

New Growth in 2024

This year, Trueface planted new initiatives, strengthened partnerships, and deepened our roots in communities worldwide. Some of the key highlights include:



- **Ambassador Training Launched.**

A first-of-its-kind training, offering a deeper connection with our tribe. This retreat immersed participants in the heart of the Trueface message.

- **RightNow Media Partnership Expanded.**

Trueface's impact reached even more churches and leaders through this deepened collaboration.

- **Trueface Retreat in Charlotte, NC.**

In the wake of Hurricane Helena, we pivoted last-minute to host the retreat in Charlotte, and it was nothing short of a God-ordained gathering!



- **Trueface Life App Community Growth.**

More people than ever joined our digital community, engaging with our grace-based resources and devotionals while fostering authentic conversations.

Preparing the Fields for 2025

Much of 2024 was spent tending the soil for what's to come. Two major initiatives are set to launch in 2025.

The Path & The Path Experience Guide

The Path is an immersive experience designed to help the next generation discover the peace and freedom of the original Good News. Accompanied by animation videos, an interactive guide, and a story that resonates deeply, this initiative invites readers to step into a journey of friendship, purpose, and identity.



Discipleship Framework

Launching in 2025, this grace-based framework helps churches build a discipleship strategy that actually fits their people—no more canned content, no more guessing. It provides a clear, step-by-step process for developing thriving discipleship cultures rooted in grace, identity, and high-trust community.

It answers three crucial questions:

1. Do they have an intentional plan for making disciples?
2. Is that plan working?
3. Do they have the leaders to make it happen?

With Discipleship Framework, churches will gain:

- A clear approach to viewing and doing discipleship
- Tools to develop leaders and multiply grace-filled communities
- A personalized roadmap for sustainable spiritual growth

Expanding Our Reach

In 2024, Trueface's reach continued to grow, bringing grace and authenticity to more communities around the globe.

- **In-Person Events & Locations**

In 2024, Trueface hosted in-person events across multiple locations, including retreats, conferences, and leadership trainings. These gatherings allowed us to reach new audiences and deepen relationships with existing partners.

- **Global Reach**

Trueface resources and events impacted individuals and communities worldwide, expanding our presence beyond the U.S. into new regions. Our growing international reach continues to equip people with grace-based discipleship tools

- **Impact in Prisons & Rescue Missions**

This year, Trueface deepened its work in prisons and rescue missions, providing transformational resources to those seeking hope and healing. Inmates and individuals in recovery engaged with Trueface materials, experiencing the power of grace and high-trust community.

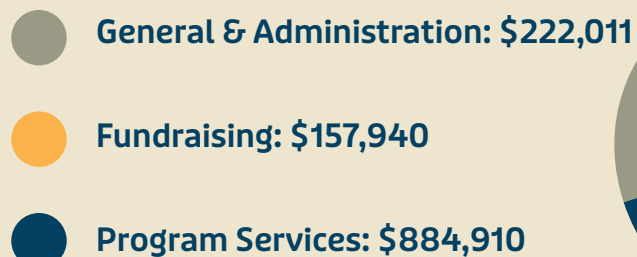
Stewarding Resources Wisely

At Trueface, we take stewardship seriously. In 2024, under the guidance of our board, we intentionally spent down reserves built in previous years to invest directly into mission-critical initiatives, rather than keeping funds idle in the bank. This strategic decision allowed us to expand our reach, equip more leaders, and prepare for a strong 2025 launch of both The Path and the Discipleship Framework.

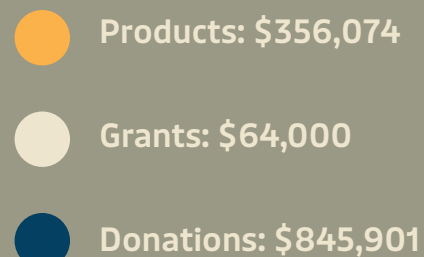
We remain committed to transparency and wise financial management, ensuring that every dollar given fuels the mission of expanding access to transformative resources and cultivating grace-filled communities.

2024 Financials

Expenses: \$1,264,861



Income: \$1,265,975



Partner With Us in the Growing Season

As we move into 2025, the soil has been prepared. Seeds have been planted, roots are taking hold, and something beautiful is growing. But growth takes time, and it takes all of us.

Your generosity fuels this work. Your prayers cover the leaders stepping into grace-filled discipleship. Your partnership allows us to reach more churches, more individuals, and more communities longing for freedom in Christ.



 GIVE NOW



Trueface is a 501(c)(3) nonprofit and nonpartisan organization, and all donations are tax-deductible to the fullest extent of US law.

Together, let's cultivate a world where grace takes root, trust grows, and lives are transformed!

 TRUEFACE

