

# ANNUAL REPORT 2023



First Loved Ministries

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# A MESSAGE FROM MARK

Hello beloved First Loved family,

Throughout 2023 the Lord empowered us to accomplish so much more than we could have imagined, unlike anything I've experienced over the previous 17 years.

Don't get me wrong! God did amazing things during those years. I am beyond grateful to all of you who facilitated, administrated, counseled, edited, and produced things like the website, podcasts, CD's, and social media posts. The ministry wouldn't be where it is today without so much collaborative, faithful work by so many! And the Lord impacted many lives in truly life-changing ways!

But often over those years, I asked God, "Lord, why has scaling been so difficult, so slow, given the importance of your message and the millions who need to know?" What is so clear to me today is that God had an "appointed" time for scaling and that time is now! Since he brought Rachel to us in May of 2022, he has continued to bring more people with very specific gifts that have been so instrumental to the scaling accomplishments this year. Just in December, God brought a video producer to us who walked us through a very detailed budget to make the videos to go with our written resources so that a church could do the "Loving the Jesus Way" modules as a 6-8 month transformational intensive as we originally did in my church.

We have always understood that transformation is a process done alone and with others over time, guided by trained facilitators. In addition to the teaching videos, we are scheduled to finish our facilitator training resources this next year and offer consistent on-line support to the facilitators of participating churches.

We need funds and volunteers to see these dreams fulfilled in 2024. We know that if churches will engage in the Loving the Jesus Way modules over months, they will see their people develop new, "knee-jerk", Loving as Loved and Getting Along responses to people's needs and behaviors, so that their friends, family, neighbors, and co-workers will be drawn to Jesus by the way they love!

As we come to the end of 2023, would you help us continue our "scaling" momentum with your time, treasure, and talents, so that the scope and depth of our impact in lives and churches in 2024 would far exceed "all that we can ask or imagine." For the sake of his Bride and the world.

**Thank you!**

**Mark Gordon Fee**

FOUNDER OF FIRST LOVED MINISTRIES

# LOVING THE JESUS WAY

This year we have been working diligently with a scaling and sustainability coach. Part of that work included clarifying our message - specifically: 'What is it that First Loved Ministries does?'

"Loving the Jesus Way" has been part of the internal language of First Loved Ministries all along, and it has even been in our Vision statement for years. This year we realized that this phrase perfectly encapsulates what we offer through our events, teachings, and all our resources.

As modern Christians, we long to be as faithful as the first disciples, those who spent years with Jesus here on Earth. Faithful in a way that people would know us by our love and say of us that 'they are like Christ.'

This faithfulness is possible for us today, through being loved first. Jesus loved the first disciples the way he had always been loved. After loving them day in and day out, for 3 years, Jesus gave the first disciples his new command:

**"Love one another as I have loved you."**

To follow this new command today we have to be loved by Jesus first, in personal and profound ways by the power of the Holy Spirit. When we are loved like this first we can show the world what our God, who is Love, is truly like.

Below is the explanation of Loving the Jesus Way that we share in the first session of our first event:

**Loving the Jesus Way  
is Loving as Loved,  
by the Spirit  
to reveal God.**





Mark, Rachel, Jaiden, and a team of 8 volunteers were invited to Asbury Seminary to offer a Loving as Loved Intensive to the staff.

## MISSION

The mission of First Loved Ministries is to help you deepen your daily experience of being loved by God.

## VISION

We pursue our mission so that someday we will live in a world where all people are Loving the Jesus Way.

## MINISTRY

We accomplish our mission by offering teaching, training, and touchpoints to help people encounter and engage God's love.

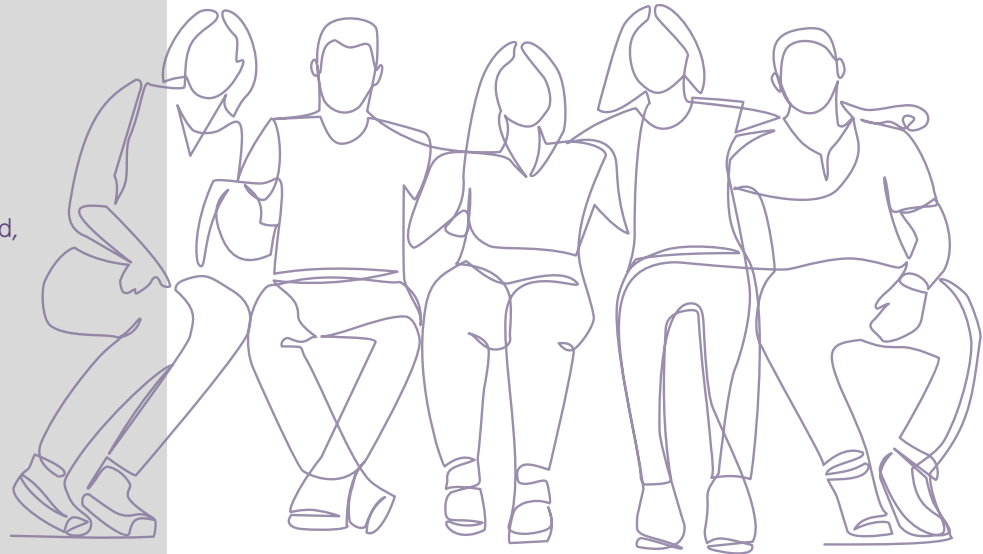
# 7,267 VIEWS

This is the number of times people watched or interacted with our resources on our social media platforms.



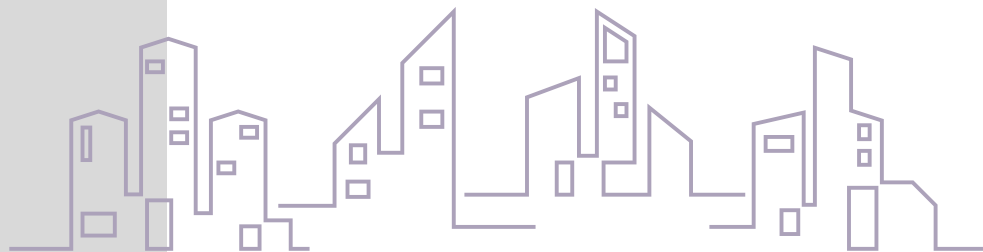
# 412 PEOPLE

This is the number of people we know heard the message of First Loved, first hand, at an event or speaking engagement.



# 17 EVENTS

This includes Zoom, in person, and sharing the message of First Loved at churches and schools.



# 15 STATES

With Zoom events we have been able to reach people across the country from the comfort of their homes.



# 4 CONTINENTS

The message of Loving the Jesus Way has been shared on 4 continents so far!

## MEASURABLE IMPACT

# “Faith is confidence in what we hope for and assurance about what we do not see.”

[Hebrews 11:1]

It is impossible to measure the depth of how much someone experiences God’s love. So it may be tough to show with figures and charts if we have “accomplished our mission” in any given year.

However, as people of faith, we recognize that much of what we do for God’s kingdom is not about what we can see, but what the Spirit of the living God does to the parts of our hearts and minds that remain unseen. We are in the ministry of healing and restoration and that doesn’t come with visible bandages or scars, but we get to witness broken hearts being mended and encouraged. We get to do life with people who are being set free!

Here is a testimony from our friend, Elizabeth, a participant turned volunteer that sums up this reality:

“I’ve heard God’s voice for a long time. And I know what He usually says to me, but I went through a really hard year, and even though I could hear what God was saying to me it wasn’t reaching my heart. It was like a wall had gone up, and he was speaking and I knew it was true and I knew it was Him, but I couldn’t receive it. Coming [to a First Loved event] broke through that wall... and actually enabled me to receive what God wanted me to hear.

That gave me hope!

...[God’s] giving me permission to stop, and just let Him take care of me and let Him love me. So instead of trying to serve Him out of my own strength, I could love other people out of His strength. That’s how First Loved has changed my life.”

After filming testimonies we caught this precious moment between Jaiden and Elizabeth.



**IMMEASURABLE  
IMPACT**

# TESTIMONIES

First Loved [events are] an immersive experience in reflecting on and encountering God's love (through simple practices), something that all of our souls need... a reminder that God really loves us! I would summarize it by saying that I experienced teaching, activities and exercises that helped me be aware of obstacles that get in the way of God's love and that really help me rest in that love.

**Daniel Hayner**  
Participant and Event Host

"I recommend this event to anyone looking to encounter the Father's love in a deeper way! It touched me in such a deep way that I feel resounding peace and knowledge of God's love. If you need tools and resources to help you, First Loved gets you equipped and allows you to be washed clean again in His love."

**Ashley Cook**  
Participant

The event showed me how much God loves Jesus and how much God loves me. I want to love like Jesus. I want to love like Jesus. Nothing less.

Because of the teachings from both [teachers] and Rachel's love as a facilitator, I am now able to understand why my parents could not love me as I needed to be loved — because they didn't love like Jesus, they were never taught to love like Jesus. They never understood how much God loves Jesus. I have the opportunity to change the lives of those I love and those I encounter daily in my life whether it is at church, work, at the library, at the store, driving — anyplace I am — if I just love like Jesus. I just need to love like Jesus. Nothing less.

**Diane Cestrone, Participant**

I absolutely recommend FL to friends, church members, etc., especially those with a history of trauma and/or brokenness. I say, "If you want concrete, do-able, BIBLICAL ways to undo the damage that failed human love has caused you, then come learn how to recognize and draw on God's UNFAILING love."

**Joanna Bergeron**  
Participant





# 18 SUSTAINING PARTNERS

Our Sustaining Partners donate monthly to support our Mission, Vision, and Ministry. They finance 1/4 of all that we do at First Loved Ministries, and we hope to increase this number in 2024!

We would not be able to do any of our ministry if it were not for the generosity of our loyal partners!

The people who offer their time, talents, and treasure to help us pursue our mission are the backbone of First Loved. This includes our facilitators, discernment and advisory teams, our financial partners, our board, and all those who faithfully pray with and for us in all we do.

## PARTNERS

**“I thank my God every time I remember you.**  
In all my prayers for all of you, I always pray with joy because of your **partnership** in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus.”  
[Phillipians 1:3-6]

### Why do you Partner with First Loved?

Tina Croteau

16 years of Partnership

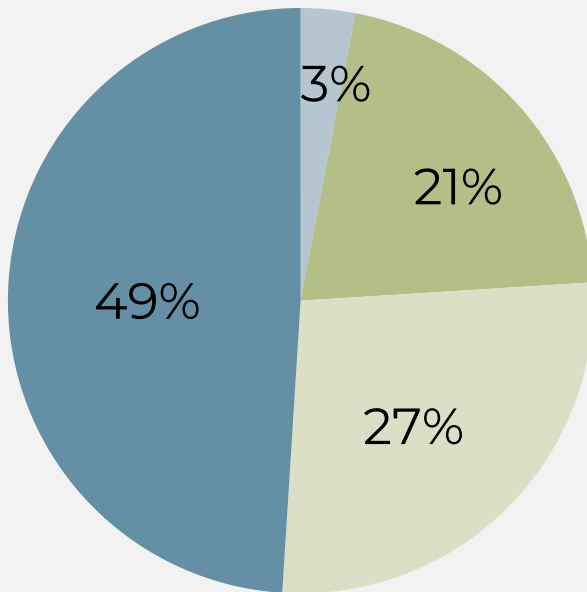
My husband and I have been involved in First Love Ministries in many ways, for many years. This ministry has changed my life, my husband's life and our children's lives and so on! I will always support this ministry! It not only changed our lives but it also changed the way we do church. As Pastors, we've seen, through this ministry, countless people truly understand the Love of the Father for themselves, which in turn brings real life change! It has given them a love for His Word as well.

I love this ministry with all my heart and believe that my contribution in any way is so worth it!!!

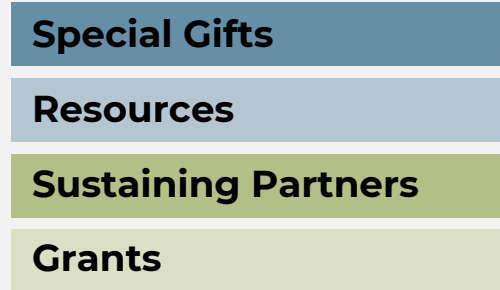
Paul Flemming

1 year of Partnership

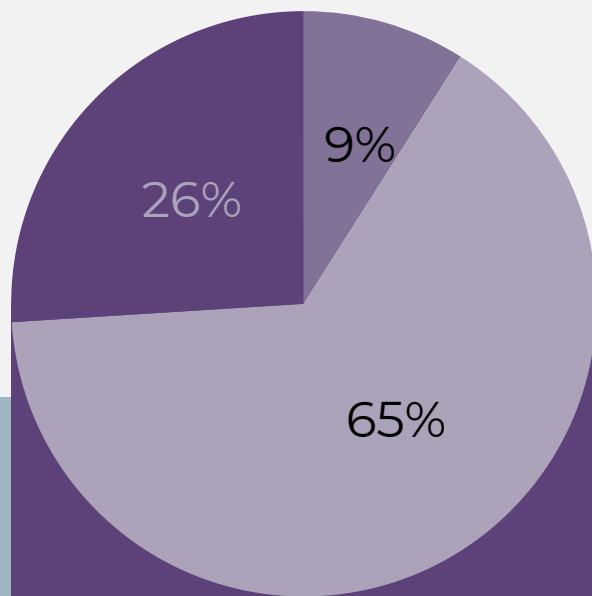
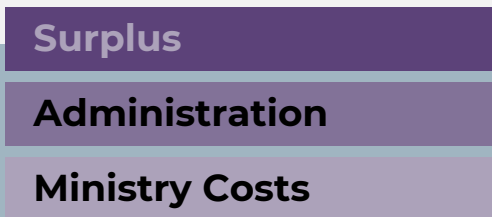
This ministry provides a laser focus on two of the most fundamental gospel issues, firstly, that we are lavishly loved by God and that we can receive and pour that same love out to others. Secondly, we can practice God's forgiveness to the benefit of our own hearts and to those around us. Over the past year I have become a touchpoint group facilitator. My interactions with the First Loved team as a facilitator and in other supporting roles have dramatically improved my understanding of God's love for me and how I can interact with others in compassion, understanding and love. I am eager and jealous for the body of Christ everywhere to receive the light and truths that are core to the FLM mission.



## INCOME



## EXPENSES



- Special Gifts include the love offerings we receive at the end of our events, funding received through direct asks for a fundraising campaign, and any financial gifts given to the ministry throughout the year. This came to \$94,242 in 2023.
- This year we increased our income streams to include our Merchandise Shop and our Amazon shop where we sell our guidebooks and activity books. Our Resources brought in \$6,161 in 2023
- Our Sustaining Partners are those people who have committed monthly donations to our ministry. Their contributions totaled \$40,275 in 2023.
- Building relationships with foundations and other major donors has been a focus this year. The total in Grants received was \$51,174 in 2023.

- There are restricted and unrestricted funds in our account, set aside to be used for future projects. This Surplus totaled \$51,598 in 2023.
- Administration includes the costs of printing, postage, office supplies, travel, and subscriptions. This cost \$16,838 in 2023.
- Ministry Costs cover events and resources, and primarily the salaries for Mark, Rachel, and Jaiden. As a small team, these salaries pay for material creation, development, and production; all teaching and event coordination; development and implementation of training materials; plus communications, promotions, and management of social media. This cost \$122,417 in 2023.

## FINANCES

# GETTING ALONG

We all know that we need to be loved and to love one another well. So what do we do when we have been unloving or have not been loved well? Our Getting Along Module is full of teaching, training, and practical resources to help each of us

Apologize Well and Forgive Well.

To Love the Jesus Way we all must learn how to recover from relational madness and misunderstandings.

In 2024 our plan is to finish the Guidebooks for both parts: Apologizing Well and Forgiving Well, plus create and publish two Getting Along activity books.

We also want to make these Events available on Zoom monthly.

To finish producing and then to be able to offer all of this **we need your help!**

# +10% PARTNERS

In 2023 our Sustaining Partners accounted for just over 20% of our budget, but we want to increase that to 30% in 2024.

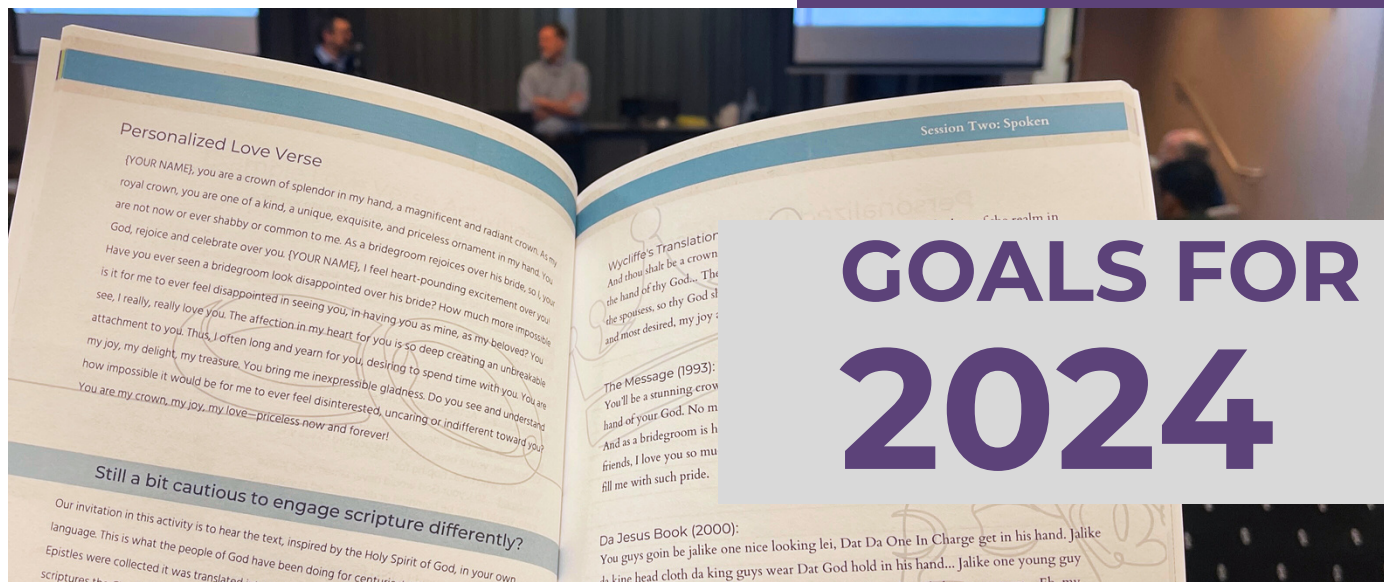
# HYBRID EVENTS

In 2023 we expanded our Loving as Loved Module to include two events. In 2024 we are offering one of the events on Zoom every month, so your group can gather in person and zoom in for the teaching, then break away for the individual and group touchpoints!

# +4 NEW ACTIVITY BOOKS

In 2023 we published our first Love Verse and God Sighting activity books. In 2024 we are releasing two new Love Verse Activity Books: Joy and Peace. Plus the Getting Along Activity books: A Look Book and Memory Healing Prayer Activity Book

# GOALS FOR 2024





# GETTING INVOLVED

A snap shot from our Volunteer Appreciation event in June.

## PARTNER

Our Sustaining Partners, who give a monthly gift, ensure that we reach and surpass our goals. Plus they get annual Thank You Gifts! Set up a recurring gift today on our Give page or by scanning the QR code below.

## VOLUNTEER

Everything we do is made possible by our volunteers. We will train and equip you for any of the roles we have open, or we can collaborate on a new role that best suits you! Check out our Volunteers page on our website for more information and next steps.

## HOST

If you would like First Loved to come to your church or organization you can contact us today at [info@firstlovedministries.org](mailto:info@firstlovedministries.org)

# GIVE A SPECIAL GIFT

Up to 35% of our annual budget is covered by gifts given by generous people like you, who have experienced being loved by God through the teaching, training, or touchpoints offered by First Loved Ministries.

Give today at  
[FirstLovedMinistries.org/give](https://FirstLovedMinistries.org/give)  
or scan the QR code

