



LIVE THE LIFE

STRENGTHENING MARRIAGES AND FAMILIES SINCE 1998

2019

ANNUAL
REPORT



Dear Friends and Supporters:

To paraphrase Paul, the Lord has made me very grateful that you have thought of us once again. As we enter into our 23rd year in ministry, Elizabeth and I are so grateful to you for making everything in this Annual Report possible! Together we are making a difference and impacting tens of thousands of marriages and families across Florida, across America, and now across the oceans.

There are so many reasons to say thank you for your friendship and support. Where to begin? As you read through this high level overview of the work you make possible, we hope you will be very encouraged and inspired about the return on your investment:

- You are impacting thousands of military families! The results we are seeing both first hand and through our program evaluations are truly stunning. It is extremely gratifying to serve these warriors who are sacrificing to serve and protect all of our families.
- Your support allows us to offer the “True North” Project, a powerful Sexual Risk Avoidance program to middle and high school students in 3 Florida counties. We estimate we will be in more than 35 schools in 2020. It is almost impossible to believe we are providing this program in EVERY middle school and every high school in Gadsden County (both public and private schools). Gadsden County has the highest STD rates and Teen pregnancy rates in Florida.
- Because of you, our Adventures in Marriage program is becoming more and more recognized nationally as one of the premier relationship education programs in America.
- Live the Life’s “Date Night” brand is gaining traction and expanding our ability to impact more couples. Last year nearly 1,000 attended our Date Night with Gary Chapman, we hosted a “Great Gatsby” Date Night, and we also provided a Date Night simulcast with Francis Chan, Les and Leslie Parrot.

And we haven’t even mentioned Start Smart, Hope Weekends, or Family Frontiers! We want to keep this report brief and to the point, so we’ll just “cut to the chase” to say a heartfelt THANK YOU for allowing us to transform marriages and families so more children will grow up in happier, healthier homes.

With love and appreciation,
Richard and Elizabeth Albertson



LIVE THE LIFE'S STRATEGIC GOALS

The goals for each community we serve are bold and simple:

1. Reduce the Florida divorce rate by 50% by 2029
2. Increase the marriage rate
3. Reduce the teen pregnancy rate and the non-marital birth rate
4. Increase church attendance

LIVE THE LIFE'S CORE STRATEGIC PLAN TO TRANSFORM COMMUNITIES

Our strategic plan can be summed up in one sentence: We empower faith-based and community-based organizations to implement highly effective, self-sustaining, relationship and marriage (RME) programs across all ages and stages of the marital life cycle.

The key building blocks required to execute our strategic plan across Florida are:

1. Increase the SUPPLY of Relationship and Marriage Education (RME) programs based on a shared VISION for strong marriages and families
2. Increase the DEMAND for Relationship and Marriage Education
3. Provide a Website Clearinghouse of Relationship and Marriage Education tools and resources available in each community we serve. This is where INCREASED SUPPLY meets INCREASED DEMAND
4. Provide SUPPORT for individuals and couples through expanding "Circles of Care" including mentoring and coaching
5. Provide Consulting/Implementation Assistance to help faith-based and community-based organizations to implement RME program SKILLS in their environment
6. Provide Outcome Evaluation to measure the effectiveness of RME Programs
7. Develop and train strong and passionate local leadership teams to raise the funds needed to execute our Community Marriage Initiatives



Three key ingredients are essential to develop relationship and marriage education programs in partner organizations:



SOUTH FLORIDA

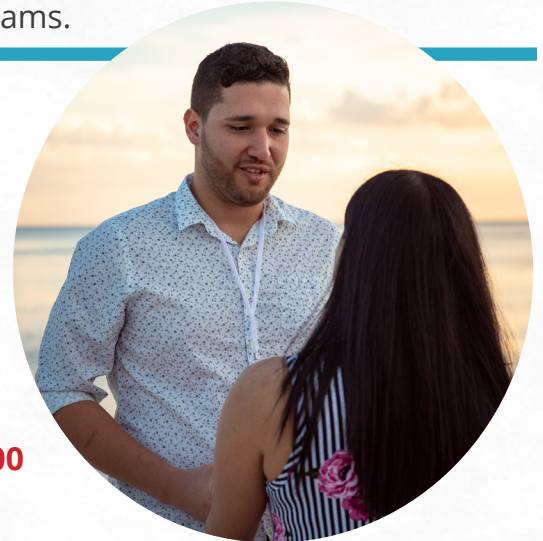
"Jennifer and I attended Adventures in Marriage back in February and as I have mentioned before, it is the best marriage resource we have experienced."

*Pastor Rob Pacienza,
Coral Ridge Presbyterian Church, Ft. Lauderdale*

Live the Life South Florida experienced the glory of the Lord in 2019 and He granted us the desires of our heart. We firmly believe that a collaborative, dually aligned approach to strengthening marriages and families was necessary to implement, achieve, and sustain our long term, primary goals of reducing the divorce rate, increasing the marriage rate, increasing church attendance and decreasing non-marital childbirths.

Educating our students has been foundational in achieving these goals. If we focused solely on the already married without teaching our students, those cohabitating, and those choosing to single parent, then the progress we make statistically with those married will be eradicated by the others. Hence, our double-pronged approach of simultaneously educating the students, those considering marriage, and those already married. As the need and demand for social and emotional wellness continued to climb we responded with additional classes in 15 Broward County schools as well as expanding our marriage education workshops and HOPE Weekends.

Thanks to our generous supporters in South Florida, we served 3600 marriages and families in 2019, moved into permanent office space at the Stacy Foundation Building, developed a Live the Life South Florida app, launched a new marriage curriculum, "The Power of Us" and hired a Director of Marriage Programs.



Because of YOU - Top 5 Ways you made a difference for Families in South Florida:

1. Middle School/High School student graduates: **2672**
 2. Middle School/High School partners: **15**
 3. Marriage/relationship education program participants: **902**
 4. Total relationship/marriage education program graduates: **3600**
 5. Marriages saved: **26**
- Cost Savings to U.S. Taxpayers: **\$801,242**

SOUTH FLORIDA STAFF

Lisa May, Executive Director

Amanda May, Director of Student Programs

April Halleran, Administrative Assistant

Charlie Halleran, Director of Marriage Programs

Elliott Bartlett, Student Program Coordinator

NORTH FLORIDA

We are reaching every middle and high school in Gadsden County through the True North Project!

Our True North project provides 8 hours of Sexual Risk Avoidance curriculum to Middle and High school students in Gadsden County. We have 18 teachers trained in Real Essentials. Two school principals have commented to us this is one of the best trainings they had ever been a part of! In 2020 we plan to offer more Hope Weekends for troubled marriages, more Adventures in Marriage Classes, more Start Smart Classes, and expand our Date Night brand.

Because of YOU – Top 5 Ways you made a difference for Families in North Florida:

1. Middle School/High School student graduates: **2,443**
 2. Middle School/High School partners: **8**
 3. Marriage/relationship education adult program graduates: **6,955**
 4. Total program graduates: **9,398**
 5. Marriages saved: **136**
- Cost Savings to U.S. Taxpayers: **\$4,191,112**

What Students are saying about the Truth North Project:

"I learned about Relationship Red flags and toxic relationships and how to avoid them people"

"Someone who loves you will wait"

"I learned about the difference between love and infatuation"

"I learned that a relationship based off sex alone, is unhealthy and is unlikely to work out"

"This helps students like me make healthy choices and good decisions"

"I learned how to have a plan and set goals for my life, and to understand what's really important in life"

"This program helped me to say NO to sex"

What couples are saying about Adventures in Marriage:

"It was so helpful for getting emotional content from my husband who is generally very closed and hard to read. I did not expect such progress in a weekend!"

"I can honestly say, I feel like this is a breath of fresh air. I honestly didn't know where we were headed before coming here. Now I can truly say that we are better and stronger than before and headed in the right direction"

NORTH FLORIDA STAFF

Doug Stephens, Division Manager

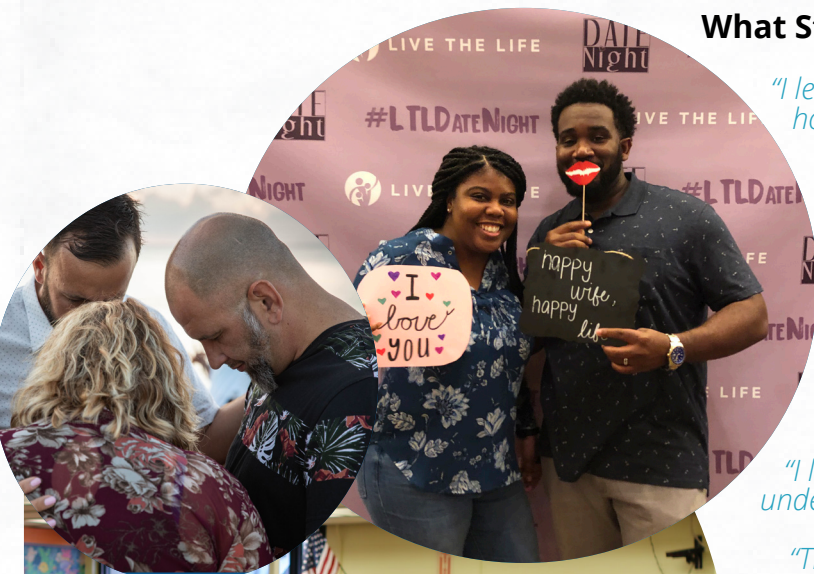
Bob Garment, Pastoral Counselor

Elizabeth Albertson, Administrative Assistant

Ashley Albertson, Communications Coordinator

Kaylyn Hudson, Executive Assistant

Zakiya Robinson, Program Assistant



NORTHEAST FLORIDA

We continue to receive national media attention for the stunning 28% reduction in the Duval county Divorce rate over a 3 year period. This exposure is providing countless leads across the country to expand Relationship Education in other communities.



Two separate, independent research evaluations documented the historic results achieved in Duval County, FL. W. Bradford Wilcox, Director, National Marriage Project, University of Virginia, Senior Fellow, Institute for Family Studies had this to say: "Our initial data analysis suggests that the COFI effort with Live the Life and a range of religious and civic partners has had an exceptional impact on marital stability in Duval County, FL. Since 2016, the county has witnessed a remarkable decline in divorce: from 2015 to 2017, the divorce rate fell 28%. **As family scholars, we have rarely seen changes of this size in family trends over such a short period of time.** Although it is possible that some other factor besides COFI's intervention also helped, we think this is unlikely. In our professional opinion, given the available evidence, the efforts undertaken by COFI in Jacksonville appear to have had a marked effect on the divorce rate in Duval County."



Because of YOU - Top 5 Ways you made a difference for Families in Northeast Florida:

1. Active Church partnerships: **37**
2. Middle School/High School partners: **2**
3. Marriage/relationship education program graduates: **3986**
4. Marriages saved: **47**
5. Cost Savings to U.S. Taxpayers: **\$1,448,399**

What people are saying about Hope Weekend:

"That Hope Weekend didn't just save our marriage, it changed our lives."

"The best couple's retreat I have ever attended, hands down"

"I feel as if my marriage has a fighting chance now that we have the tools to cope with the issues married couples go through."





CHRISTIANITY TODAY

a global media ministry

HOW BAPTISTS AND CATHOLICS TOGETHER HELPED SAVE THOUSANDS OF FLORIDA MARRIAGES

A faith-based marriage campaign in Jacksonville appears to have driven divorce rates down. Can the model be replicated?

OCTOBER 17, 2019

In 2017, something unprecedented took place in Jacksonville, Florida. The Jacksonville Baptist Association and local Catholic Diocese joined forces to co-sponsor a large marriage education and enrichment program for the Duval County area. What inspired local Catholics and evangelicals to come together was a privately funded community campaign to strengthen marriage.

Tommy and Sondra Davis are one of the Jacksonville couples whose floundering marriage was saved as a result of the campaign. Tommy says he was “99 percent out of his marriage” when a counselor with Live the Life, COFI’s main nonprofit partner, convinced him and his wife to attend an intensive marriage enrichment event called Hope Weekend.



Newsweek

THE INCREDIBLE SUCCESS STORY BEHIND ONE COUNTY'S PLUMMETING DIVORCE RATE SHOULD INSPIRE US ALL

July 26, 2019

...Divorce rates in Duval County, Florida—which includes the fourth-biggest city in the state, Jacksonville—experienced a stunning 28 percent plunge between 2015 and 2017... That's a number that should have prompted headlines nationwide, it's so big. And it's a story communities across the country should be studying, it's so important.

NORTHEAST FLORIDA STAFF

Rossi Wright, Division Manager

Raquel Tripp, Catholic Marriage-Building Liaison

Mieko Paige, Marriage Ministry Specialist

Angela Torres, Marketing/Administrative Assistant

NORTHWEST FLORIDA PANHANDLE

2019 marked the first full year for Live the Life's presence in Panama City/Bay County Florida which has been named "the divorce capital of the United States" by Huffington Post.

Despite a community still reeling from Hurricane Michael, we were able to make significant progress in Bay County, our newest regional office. We are trusting God for even greater things as the community continues to rebuild. In 2020, as word of our vision and mission continues to spread, we plan to continue developing more church partners to grow their own marriage ministries, provide our first Date Night with Gary Chapman, and establish a local advisory board of "raving fans" who will help us spread the word and advance the cause of Live the Life in Panama City and Bay County. We would also like to start providing "Hope Weekends" for distressed couples on a regular basis, and raise enough funds to make our mission self-sustainable.

What people are saying about Adventures in Marriage:

"Extremely significant impact on our marriage! Adventures in Marriage showed up at the perfect time in our lives-perfect time to improve our relationship"

"I feel like I have the tools to use and a renewed sense of hope in the process"

"Huge Impact! It was amazing. Logan was super engaged and a great group cheerleader. He really wanted me to 'get it' and be successful"

Because of YOU - Top 5 ways you made a difference for families in Northwest Florida:

1. Through a strategic partnership with Family Life, we had 9 churches participate in our very first ever "Marriage Ministry Training Workshop" at St. Andrew Baptist Church
2. Three local churches began executing their strategy for full fledged marriage ministries
3. Generated local media attention with a TV story on local ABC affiliate, an article in the Panama City News Herald, and a feature article in "Go! Magazine"
4. Expanded Marriage Ministries in 6 new partner churches
5. Relationship and Marriage education program graduates: **113**

NORTHWEST FLORIDA STAFF

Logan Kirksey, Marriage Ministry Specialist



MILITARY

We continue to expand our Marriage and Family Resiliency Program for the U.S. Military. Your support helps Live the Life's team provide high quality, high impact, experiential programs that enhance relationship resilience for military warriors and their families. We believe a holistic approach is needed to address the enormous pressures placed upon our military warriors and their families. Those pressures include the burden of a high operations tempo, unique stressors created by extended periods of separation, loneliness and an ever-evolving societal landscape. In 2020 we will head overseas to provide our first Marriage and Family Resiliency Programs at Misawa Air Force Base in Japan.

The almost unbelievable results we are seeing continue to raise eyebrows in the military community.

Because of YOU – Top 5 Ways you made a difference for military families:

1. The number of couples in distressed marriages headed for divorce dropped from 400 down to 45. That is an **89% decrease in couples headed for divorce**. WOW!
2. We have had more than **700** adult participants in our Family Frontiers retreat. The number of participants who were NOT confident in their ability to resolve conflicts in a healthy way dropped from 166 down to 10. That is a 94% reduction.
3. In the past 3 years, more than **2,100** individuals from 4 different U.S. military Bases have gone through our Adventures in Marriage program
4. New independent research is coming out in 2020 from Florida State University on our military resiliency program. While we don't have these results yet, we have been told "preliminary paired t-test analyses of existing data produced statistically significant results from pre- to post-test across the board on all questions." Note significant results on ALL questions researchers asked. Not bad!
5. More than **1,000** military warriors have attended one of our Date Nights

What military couples are saying:

"This program did not just save my marriage...it saved my life."

"This changed the way I open up to my wife"

"The cards they have, like the dialogue guide gave me structure for my thoughts and made it feel safe for my wife to communicate with me. Normally I would get so angry before that I would have intense pressure in my head and chest. This has really made me feel better and probably extended my life. I'm not joking..."

"This program has brought us closer together as a family"

"This was an eye opener for me - made me have a sharper awareness that my time with my kids is short and we need to spend more time strengthening our family bond"



2019 BY THE NUMBERS



2,818.5

Total hours volunteers donated



5,141

Total Student Program Graduates



\$6,101,766

Cost Savings to Taxpayers from marriages saved in 2019



11,956

Total Adult Program Graduates

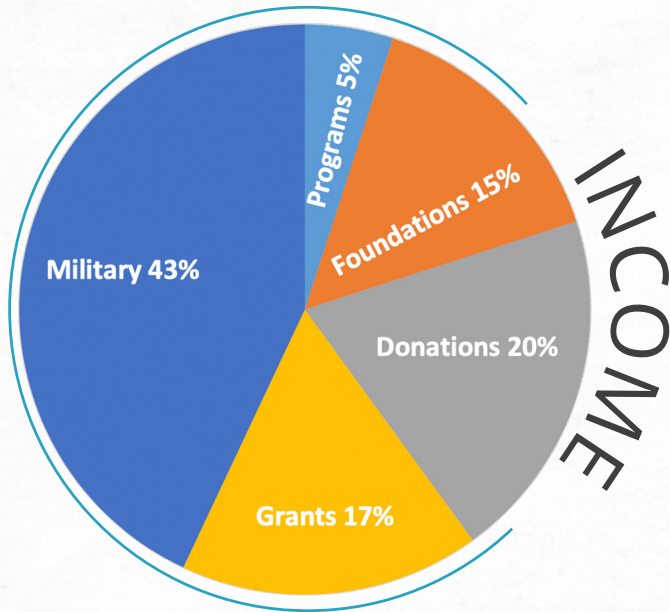


OTHER IMPACTS OF YOUR SUPPORT IN 2019:

Middle School/High School partners: **25**

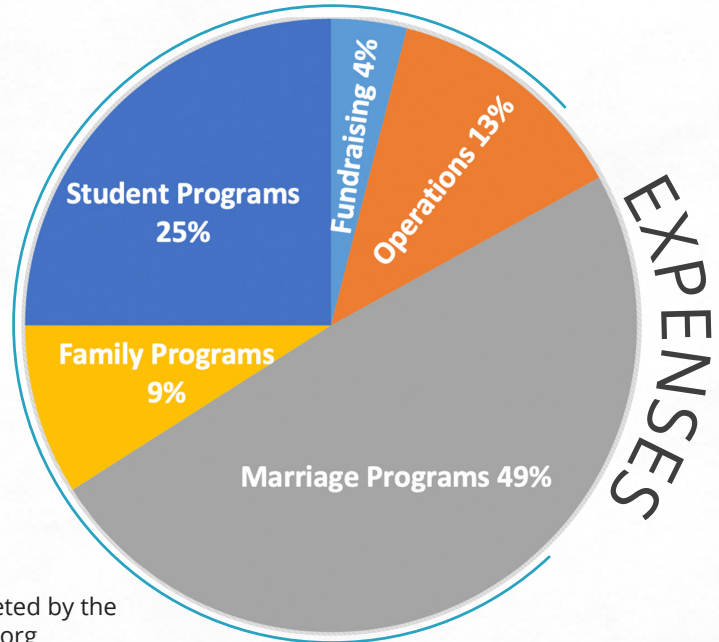
Number of marriages saved: **198**

Average program dosage: **6.72 hours**



2019 INCOME
\$2,290,056

2019 EXPENSES
\$2,059,736



For a copy of Live the Life's most recent Financial Review completed by the James Moore Company, please email richard@livethelife.org

A Love Story 20 years in the Making:

Brian and Amy Johnston -

Start Smart premarital program graduates from 1999



"I was trying to be all nostalgic and find an old pic of us but since we are officially an OLD MARRIED couple I couldn't. 67,000 pics on my phone. This is what 20 years looks like when you party like it's 1999 every single day!! We have our routines, like now for example... it's 2am and she's asleep and I'm awake. I like looking at her when she's asleep. Doing it right now.

Marriage isn't for the weak. We have had rough patches, incredible highs, some sad lows, 5 kids, 3 homes, 2 states, lots of animals, lots of animals who eat our other animals, some crying, some arguing, some regrets, some challenges but the one consistent has been a wonderful church home. Without the people God put in our life our marriage wouldn't have stood a chance.

Your counsel, love and support is what 20 years of marriage is built on. Thank you for being who you needed to be exactly when we needed you to be it. Here's to another 20 years of her not being able to control herself. I can't wait!!

Thank you Richard and Elizabeth Albertson and Live the Life!!



LIVE THE LIFE

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John and Margie Stewart Tallahassee, FL

LIVE THE LIFE CORE PROGRAMS



Adventures in Marriage: Highly interactive, internationally acclaimed marriage education program provides practical skills for healthy, happy, and successful relationships.



True North Project: Provides relationship education to students to help them learn how to live and love well, and set clear goals for a successful future.



Start Smart: Comprehensive premarital program for dating and engaged couples. When it comes to your most valuable relationships, an ounce of prevention really is worth a pound of cure.



Hope Weekends: Intensive weekend program has saved 80% of troubled marriages since 2003. It transforms good marriages into great marriages, and helps troubled marriages become healed and restored.



Family Frontiers: Parents and children are more stressed, tired, and rushed than ever. Family Frontiers provides the strategies, tips and practical tools to work through the everyday challenges of raising a modern family.



Date Nights: Bringing the community together for fun, food and marriage enrichment

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