

# THEM BEFORE US 2024

## Annual Report



**Them Before Us** is a global movement defending children's right to their mother and father. We seek to prioritize the rights of children in the culture and courtroom, the personal and the public. Our goals are to: educate the public on a child-centric perspective of marriage and family, represent the rights of children on policy matters, and translate core TBU messages into every language.

# Letter From the President

In 2024, Them Before Us grew.

A lot of organizations say that, but our plucky nonprofit expanded in every way an organization must if they are serious about protecting children across the globe.

*We grew our reach.* With our publishing, speaking, and presenting on over 100 platforms, the message of putting children before adults resonated on six continents. We fortified those who already agreed with us but struggled to speak effectively about our issues. We changed minds, receiving countless messages of marriages mended, child-victimizing technologies rejected, and child-protective positions embraced.

*We grew our staff.* In 2023, we had two full-time staff. We wrapped up 2024 with five. As I often say, those five do the work of ten. Despite living in three different time zones and rarely seeing one another in person, our cohesion and camaraderie makes for effective and joyous work.

*We grew our programs.* We crafted guidance for corporations, published a book that applied our child-first message to all national, economic, and cultural issues, launched a small group curriculum pairing scripture and natural law, and produced a weekly radio program on the second largest Christian broadcaster in the nation.

*We grew our support.* For the first time since I founded Them Before Us in 2018, we systematically invited fans and followers to financially partner with us. We held events in Seattle, Charlotte, and Austin, and met with hundreds of supporters at coffee shops or on Zoom throughout the year. The result was amazing and humbling, as we surpassed our revenue targets.

And that, my friends, makes for a very exciting 2025.

After a year of explosive growth, some non-profits might play it safe. We are not that non-profit. You are not giving sacrificially so we can coast. You're partnering with us so we can wage war on behalf of children. And that's exactly what we intend to do.



## Here's what we are working toward in 2025.

- A state-by-state children's rights database and rating system
- A targeted attack on the Human Rights Campaign's corporate equality index
- Legislative recommendations and support for state level policy makers
- The debut of our globally distributed documentary
- Targeting top-tier media with our child centric message

When your adversaries are child-destroying cultural, legal, and technological forces, growth is non-negotiable. I'm grateful that growth characterized our 2024 and look forward to even more in 2025.

*Katy Faust*



# Meet the Team



## Katy Faust

Katy Faust is the Founder and President of Them Before Us, a global movement dedicated to defending children's rights to their mother and father. A passionate advocate for marriage and family as matters of justice for children, Katy writes and speaks extensively, with her work featured in Newsweek, USA Today, The Federalist, Public Discourse, and more. She serves on the advisory board for the Alliance for Responsible Citizenship and co-authored *Raising Conservative Kids in a Woke City*, a guide to shaping worldviews in challenging environments. Katy also helped create the teen edition of CanaVox, which explores sex, marriage, and relationships through natural law. She and her Navy chaplain husband are raising their four children in Seattle.



## Josh Wood

Josh Wood is the Executive Director of Them Before Us, bringing a wealth of experience in nonprofit leadership and church ministry to his role. With a Master's in Humanitarian and Disaster Leadership from Wheaton College and a Bachelor's in Cross-Cultural Ministry from Messiah University, Josh has dedicated his career to serving others and tackling complex challenges. He lives in Charlotte, NC, with his wife, Corinne, and their three children, Savannah, Lincoln, and Gideon.



## Jennifer Friesen

Jennifer Friesen has been with Them Before Us since its inception in 2018 and now serves as the Director of Training while continuing to host the TBU Podcast. With a background in special education and over a decade of nonprofit administration and management experience, Jennifer is passionate about equipping advocates to champion children's rights. Through social media messaging, small groups, and training programs, she works to amplify the movement's mission to prioritize children's needs.



## Mary Kovach

Mary Kovach brings a dynamic blend of leadership and organizational expertise to her role as Administration Director at Them Before Us. With seven years of experience as a soccer coach and Operations Director supporting diverse church ministries, Mary has honed her project management and organizational skills to a fine art. At TBU, she is leveraging her talents to build a robust operational framework, laying the groundwork for the movement's ambitious vision of global impact.



## Patience Sunne

Patience Sunne brings a wealth of experience in communications and advocacy to her role at Them Before Us. With a background that includes directing a high school leadership program for a state-level family policy council and serving as lead writer and project manager for a pro-life magazine reaching 400,000 college readers, Patience is a skilled communicator. At TBU, she has provided testimony before state legislatures and authored the organization's amicus brief in *J.T.H. v. Spring Cook*. When not championing children's rights, she enjoys reading, sipping tea, and tending (or attempting to) her houseplants.



# Year In Review

This year, Them Before Us continued to make significant strides in defending children's rights and ensuring their needs remain the focus of every conversation about marriage and family. The team delivered keynote addresses at events across the country, published articles in major outlets, and provided critical insights that influenced policymakers and cultural leaders. Engagement with media platforms and podcasts expanded the reach of the pro-child message, highlighting the harms of surrogacy, family breakdown, and the intentional severing of a child's connection to their biological parents. Thanks to the unwavering support of donors and advocates, Them Before Us remains committed to putting the needs of children first and advancing this movement into 2025 and beyond.

## Influence



**10,000+**

people inspired at live and virtual events across 15 states and 3 countries!



**1 Million +**

views engaging with the *Them Before Us* message in podcasts and videos.



**5 Million +**

people reached through articles and interviews.



# Programs

At Them Before Us, our mission is to prioritize children over adults through two key efforts: **changing hearts** and **changing laws**.

We change hearts by reshaping cultural attitudes: providing interviews, media content, and a church curriculum that highlight a child-centric perspective on marriage, family, and reproductive technologies.

To change laws, we educate about policies that protect children from exploitation and loss. Our book *Pro-Child Politics* and our Child-First HR Benefit program help equip policymakers and business owners with ethical frameworks and policy recommendations, ensuring children's needs are prioritized over adult desires.



## Changing Hearts

### Church Engagement

We have a 7-session video series and accompanying workbook for church small groups. This curriculum will educate Christians on why God's design for sex and marriage is critical to child protection.

### Them Before Us Radio & Podcast

Heard weekly across the multi-state American Family Radio network, Them Before Us radio offers one hour of child-centric Bible time, trending news, interviews, and Q & A.

Our Them Before Us podcast has been streamed in over 90 countries and features interviews with experts in the marriage & family space, highlights parallel pro-family organizations, and informs advocates of the latest legal challenges and projects.



## Changing Laws

### Pro-Child Politics

From porn to debt, energy to the environment, 19 experts detail a child-centric approach to policy. *Pro-Child Politics* tutors the electorate on a Them Before Us perspective to ensure the next generation will not only survive, but thrive.

### Child-First HR Benefits

Them Before Us has developed a Children-First Human Resources Package to guide companies in using their corporate influence to support, rather than violate, children's rights and well-being. Many corporate health plans harm children through policies that include abortion and unethical "family building" options. This initiative provides companies with actionable guidance to prioritize children's best interests in their benefits programs. Alongside the package, TBU has produced a high-quality short video exposing how corporate benefits often undermine children's rights.



# Coming Soon

## 2024 - 2025 | This is a Child Documentary

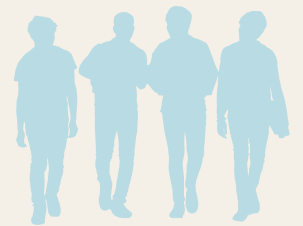


We've officially partnered with *Focus on the Family* to produce a mass-distributed film presenting the child-centric view of marriage and family.

- 60-90 min of gold-standard cinematography
- Testimonies of children from "modern" families
- Interviews with top sociologists and researchers
- Global distribution

## Children's Rights Database

Our Children's rights database will be an interactive platform enabling users to survey relevant laws, policies, and court rulings pertaining to marriage, IVF, parentage, surrogacy and donor conception, and divorce state-by-state. Each state will be scored in multiple categories, and users will be able to see how their state could improve through Them Before Us' proposed reforms.



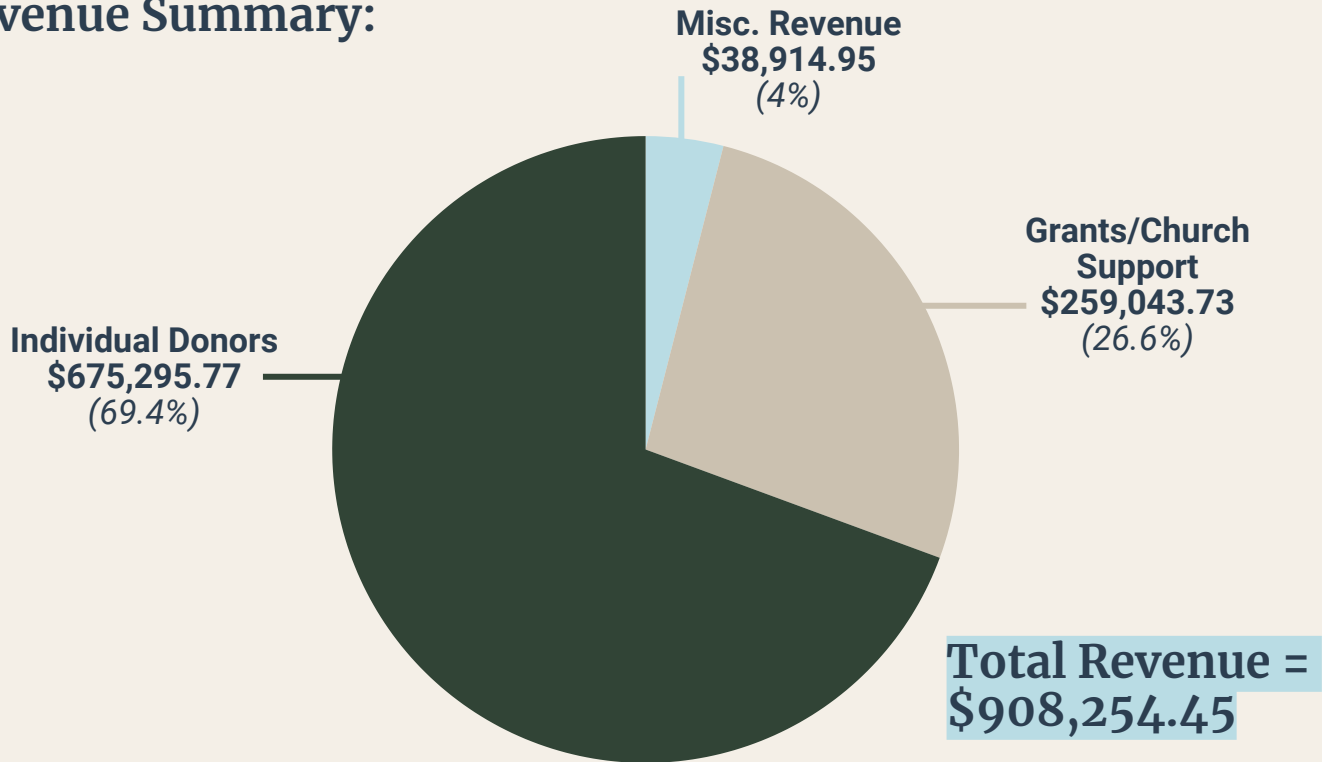
## Exposing "Corporate Equality"

We are developing a tool to provide information about the true cost of so-called "corporate equality" initiatives and how children are victimized by this agenda. Our platform will analyze the *Corporate Equality Index* criteria and examine how various elements prioritize adults over children.

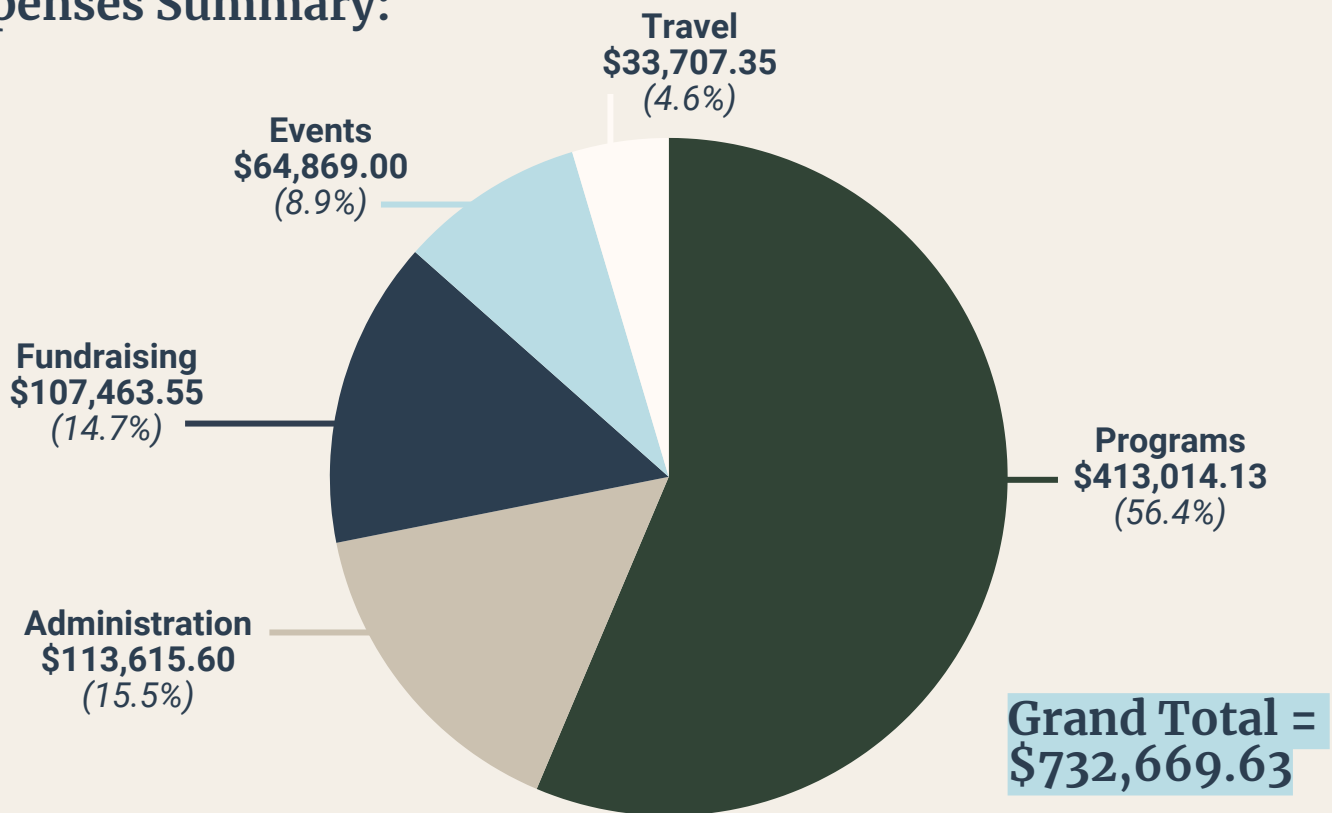


# 2024 Financial Review

## Revenue Summary:

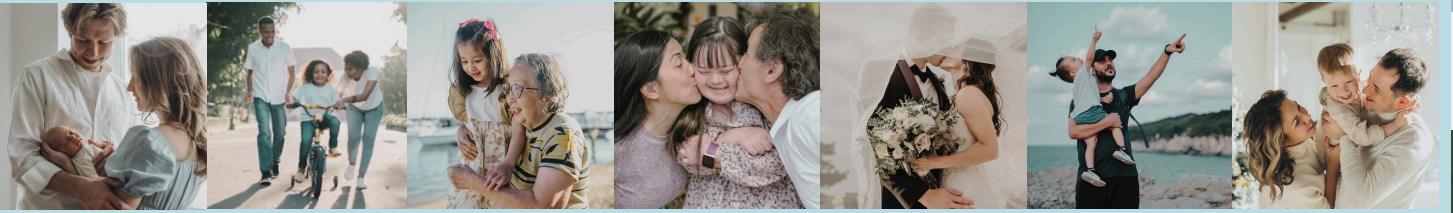


## Expenses Summary:



Amount dedicated toward financial reserves and expansion: \$175,584.81





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Pro-Child Politics require every adult to prioritize the rights and well-being of children above their self-interest...

Our first question on every topic should be, 'What about the child?'

For years, we have insisted that children sacrifice for adults. That has to change. It's time to put them before us.

-Katy Faust

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