



**RW** REVELATION WELLNESS *ANNUAL REPORT*

**2023**

*"THE PROMISE IS GREATER THAN THE POWER"*



# CONTENT

- 3. LETTER FROM OUR FOUNDER
- 4. WHO WE ARE
- 6. TESTIMONIALS
- 7. LIVEWELL TRAINING
- 8. A MINISTRY OF GIVING
- 9. AMBASSADORS ACROSS THE GLOBE
- 12. 2023 HIGHLIGHTS/EVENTS
- 19. ANSWERING THE CALL: FINANCIALS
- 21. OUR TEAM/BOARD OF DIRECTORS

# LETTER FROM ALISA

*To our beloved Revelation Wellness community,*

I see the unmistakable fingerprints of God's faithfulness woven into every program, event, and resource we've created this year. Thousands of people from all around the world use Revelation Wellness, growing deeper in freedom as they learn to live healthy and whole in Christ!

The abundance of testimonies pouring out from this non-profit ministry paints a vivid picture of how God is at work through Revelation Wellness. It's a living illustration of our mission: helping people love God, get healthy, be whole, and love others. At the end of the day, it's all about people. People loving and being loved by Jesus into the fullness of life. This report is sprinkled with those stories. It is why Revelation Wellness exists.

Like Danielle, who came to a Rev on the Road event and experienced "dancing with Jesus" on page 12. Or Melissa, one of our RW Instructors, who says, "Being a part of Revelation Wellness has changed my life, my perspectives, and my faith" on page 6. We ended 2023 with more than 3,300

Certified Revelation Wellness Instructors teaching and leading all over the world! It is still hard for me to believe that my yes to what God was promising of this ministry 13 years ago has grown to a worldwide non-profit. God's Promise is truly greater than our power.

These stories breathe fresh life into our team, rekindling the joy that fuels the work God has called us to at Revelation Wellness. Trust is a verb, and it's a dynamic force for this team. With the exciting launch of our new RW+ Membership, which you'll read more about on page 16, we are eager to actively walk out this trust together as we "cut through the noise and go deeper into a wholehearted faith." We will NEVER grow tired or weary of sharing Jesus, and we anticipate this community becoming a profound blessing as we step into this exciting new season together.

2024 will not just be another year for Revelation Wellness. It will be a season of DOING new things, growing in a wholehearted faith, and falling in love with Jesus. Thirteen years of listening,

learning, and evolving have led us to this moment. There's an excitement and anticipation for what the Lord is doing, His promises in our sight. Change is on the horizon, and like the vibrant hues of a rainbow signaling His covenant, we greet it with smiles knowing the best is yet to come. Our revamped branding colors represent just that—a visual representation of our trust in God's promises and MORE JOY! Amidst all this, our vision stands unwavering: to spread the love of Jesus through physical and mental health practices for a wholehearted faith.

We are here to make Him known. His promises for you, me, and for this ministry are alive and well. We've never been more clear on our assignment. Thank you to our donors who support us in trusting the Lord with all our hearts, minds, and strength.

With His love,



Alisa Keaton  
CEO, Revelation Wellness



# WHO WE ARE

**RW REVELATION WELLNESS®**

## **VISION:**

Spreading the love of Jesus through physical and mental health practices for a whole-hearted faith.

## **MISSION:**

Love God. Get Healthy.  
Be Whole. Love Others.

## **VALUES:**

God First. No Gimmicks.  
Freedom Living.

**[CLICK TO LEARN MORE](#)**





# 3,487

## CERTIFIED REVELATION WELLNESS INSTRUCTORS ALL OVER THE WORLD!



LOVE GOD. GET HEALTHY.  
BE WHOLE. LOVE OTHERS.

We train people to use physical and mental health practices to spread the love of Jesus.

“GO AND MAKE DISCIPLES.”

Revelation Wellness Instructors are the hands and feet of our ministry, taking the message of hope and healing to the ends of the earth! In 2023, 299 men and women were trained to use physical and mental health practices to spread the love of Jesus through Revelation Wellness Instructor Training Programs.

**85%** of Revelation Wellness Instructors say they move their bodies more consistently with joy after completing our training program.

**84%** of Revelation Wellness Instructors say they have a deeper relationship with Christ after completing our training program.

**81%** of Revelation Wellness Instructors say they have learned to be kind to themselves, and therefore kinder to others, after completing our training program.

# TESTIMONIALS

"Revelation Wellness has truly been instrumental in transforming my life! God is the one who does the work, but RW has encouraged and supported me in so many ways, and I am so grateful!"

**Cheri, Platoon 21**

"Being a part of Revelation Wellness has changed my life, my perspectives, my faith. I'm no longer held captive by societal pressures to look a certain way and I feel so much freedom in being who God created me to be."

**Melissa, Platoon 29**

"I can't imagine where I would be if I never got involved with Revelation Wellness and RevWild. I have grown and healed so much in the past 4 years, and Revelation Wellness has been a big part of the process."

**Amy, Squad 2**

"I have been blessed to be a part of this ministry for the past 5 years. I can honestly say I am not the same person I was, and I continue to grow every year due to the support and training that are poured into me by our leadership. I have learned things that I have applied in my job and personal relationships...it's invaluable!"

**Sarah, Platoon 21**

"I continue to grow in my intimacy with God through being a part of the Rev family, and I am so grateful. So, I just want you to hear—YOU ARE DOING IT RIGHT! KEEP GOING! This is an impactful ministry that is drawing more people into the heart of God and His Kingdom."

**Abby, Platoon 27**

"I never knew that I wanted to be a Fitness Teacher Gospel Preacher. But my yes is blessing me by the women God is placing in my classes more than I could have ever imagined."

**Heather, Platoon 25**





INTRODUCING

# LIVEWELL

TRAINING



Our team has been working on a brand new track of training: LiveWell Training! This endeavor, a true labor of love, marks a new chapter for our ministry. We are stepping out in faith, aligning with God's promise. We ask for prayer as we trust God through this new season, and for those saying "YES!" to go through this one-of-a-kind Health Coach Training to live an embodied faith through our Christ-centered tools and education.

John 16:33 - In this world you will have trouble, but take heart, I have overcome the world.

[CLICK TO LEARN MORE](#)





# MINISTRY OF GIVING

Revelation Wellness is a ministry that believes in giving. Every program purchased supports other non-profits that align with our mission to Love God, Get Healthy, Be Whole, and Love Others.

**\$33K +**

\$33,977.81 was given to other charities from our faith & fitness programs!

**Paradise Valley Community Food Bank**  
**Back2Back Ministries**  
**Dream Center Lake Elsinore**

**\$65K +**

**Scholarships:** Thanks to our generous donors, Revelation Wellness offers several scholarship opportunities to those whose finances have kept them from pursuing our Instructor Training. Thanks to you, we are able to provide our Christ-centered training to those who otherwise wouldn't be able to enroll. You are helping us fulfill our call to Get Free, Stay Free, and Set Others Free!

**In 2023, Revelation Wellness provided:  
More than \$65,000 to 39 scholarship recipients.**



# AMBASSADORS ACROSS THE GLOBE

Our Ambassadors are the foot soldiers that work in vulnerable communities such as incarcerated facilities, at-risk and special needs youth centers, human trafficking and addiction centers and so many more. This is where our Ambassadors serve and spread the love of Jesus, fully supported by us as a ministry. Our partners help fund our Ambassadors through our scholarships to use fitness that brings health, hope, and healing to the world.



**YOUR SUPPORT IS EMPOWERING THE LOVE OF JESUS TO BE SHARED WITH OTHERS WORLDWIDE!**



# WORLDWIDE IMPACT



127

**AMBASSADORS SERVING ALL OVER THE WORLD...**

# NEW DOCUMENTARY



We premiered our first-ever short documentary this year! Brandy stands as one of our remarkable ambassadors, passionately sharing the love of Jesus. Her choice to embrace the role of a Revelation Wellness Ambassador has sparked a wave of discipleship in Southern England. It is your unwavering support that breathes life into these moments. Thank you for being instrumental in fulfilling God's promises through the work of Revelation Wellness.



**DONATE**

*WHEN YOU GIVE TO REVELATION WELLNESS, INSTRUCTORS AND AMBASSADORS LIKE BRANDY, LIBBY, AND JESSICA ARE TRAINED AND SENT ACROSS THE GLOBE TO SHARE THE MESSAGE OF JESUS.*

# 2023 HIGHLIGHTS

1



Year after year, our Rev on the Road events stand as a resounding affirmation that we are designed to be in community and lasting transformation happens when we practice together! Dates and locations for 2024 have been announced, our confetti cannons are loaded and ready, and we are anticipating a joyful celebration of freedom!

**Attendees: 1,747**

**Baptisms: 8**

**Confetti cannons exploded: 552**

"I have been living in a constant state of stress and overwhelm lately and I knew that I just needed this time to refocus and recharge and to sit in the presence of Jesus. Friday night during worship, I could literally see and feel myself dancing with Jesus. I have been a believer most of my life, and that was the most tangible presence of Jesus I have ever felt! It was everything I needed!"

-Danielle, Pittsburg ROTR



## 2 REST + REBUILD

We saw and experienced the transformation and freedom that happens when we gather together to rebuild our hope in God's promises, truly rest, and move in His love. When participants wanted to get baptized at the event, our RW team began moving more than 1,200 gallons of hot water to make it happen. Did we mention it was 30 degrees outside?! This is the promise that God always provides a way when we say "yes!"

Attendees: **174**

Baptisms: **15**

“My eyes were opened to the love Jesus has for me personally. I went into R&R with a hopeful attitude that God would show up, and wow, did He! The first night the word left on my mat was whole, not broken. God is so good to me.”

-Misty



3

# RIM TO HIM

More than **1700** hours of training was completed to prepare **44** participants to hike the Grand Canyon in ONE day! Our Rim to Him event brings people from all over the world to experience God in one of the seven world wonders.

**12** years of RevWild Hikes with more than **500** hikers.



“Thank you, Revelation Wellness, for the opportunity to participate in Rim to Him 2023 and to meet God in the canyon! My dream was fulfilled!”

-Jean



## THE BODY REVELATION

Our team celebrated the launch of Alisa's newest book, *The Body Revelation*. To our delight, it earned a spot on Publisher Weekly's National Best Seller list! Revelation Wellness also made our national television debut on Good Morning America! A moment our team specifically placed on our 'dream board' for 2023 as we mapped out the year with expectancy. Only God!



"This book is foundational for every heart to understand how God sees our pain AND wants to heal and restore us. Alisa leads the reader through a deep process of healing past traumas and pains, then walking forward into the Truth of God's Word and more profound freedom!"

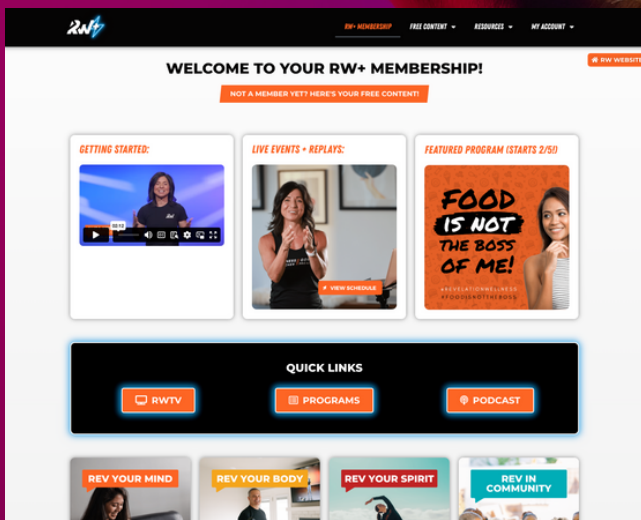
-Charles Johnson - GoodReads

5

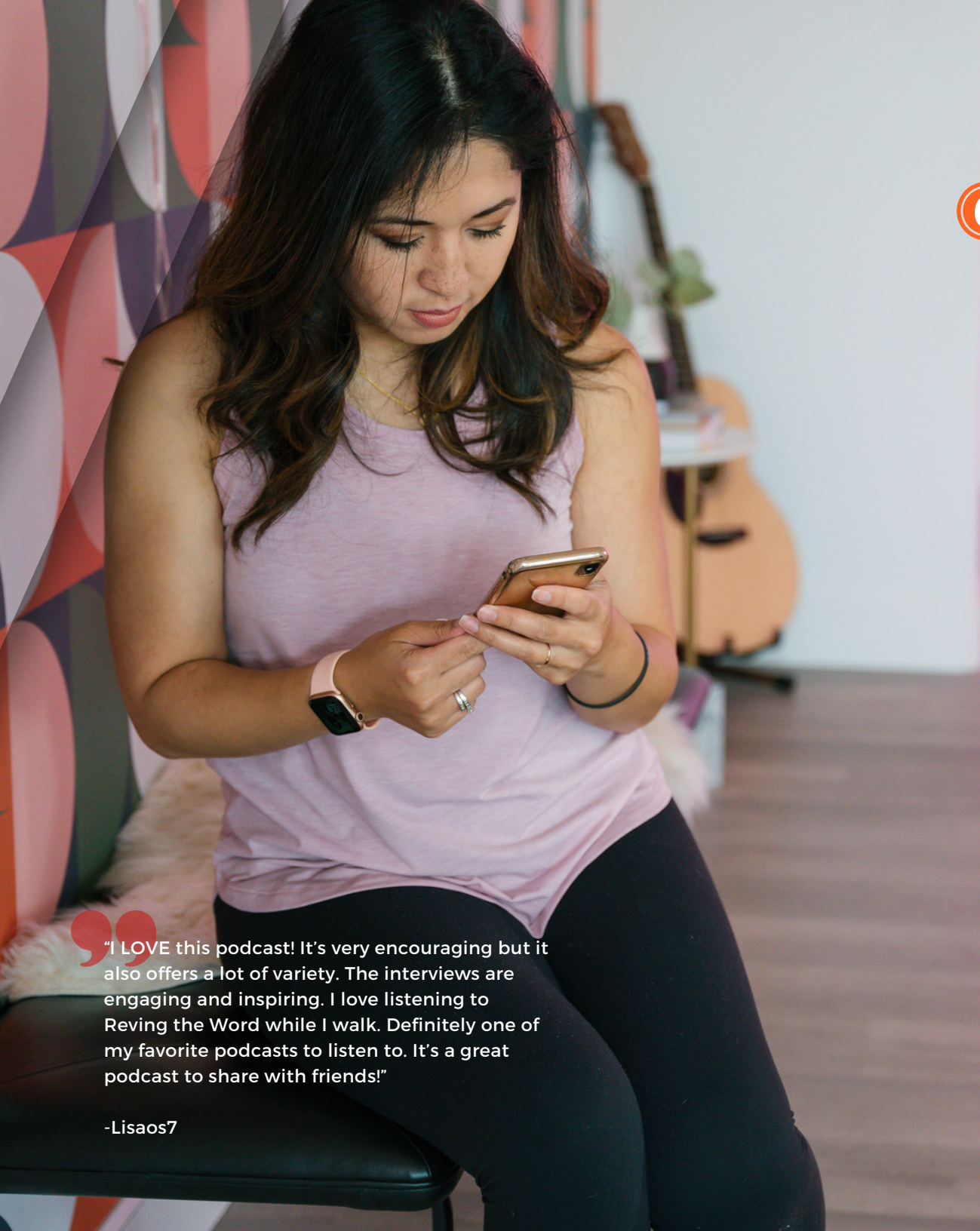
# RW+ MEMBERSHIP

## A NEW WAY TO REV.

The launch of our new RW+ Membership is a turning point for the ministry. This is where our community can access the thirteen years of RW content in a simple way that helps them go deeper and encounter God in a lasting way. We are made for connection and community and this membership is an invitation to PRACTICE walking out our faith together! Our team has worked hard to make this a place where true healing and connections happen, and we are excited to see the blessing that comes from this space!



MORE THAN 900 MEMBERS JOINED BY THE END OF DECEMBER FOLLOWING OUR LAUNCH ON DECEMBER 19TH, 2023



## ⑥ **PODCAST**

**8.5M** all time downloads  
in 2023

**155K** monthly downloads

**76** episodes produced in 2023

**109** countries listening



"I LOVE this podcast! It's very encouraging but it also offers a lot of variety. The interviews are engaging and inspiring. I love listening to Reving the Word while I walk. Definitely one of my favorite podcasts to listen to. It's a great podcast to share with friends!"

-Lisaos7





7



RevWell TV is an online library of Christian workouts filled with Truth to train your hope and move you in God's love. Every time you press play, you'll experience something you can't get just anywhere - a message of freedom. We're not interested in skinny and ripped. We want you healthy, whole, and free!

**12.5K** total subscribers

**82.9K** total hours watched

**12** countries moving with us



# ANSWERING THE CALL

It has been a year of laying bare the condition of the mission, both its triumphs and challenges. Your unwavering commitment and support have truly made a significant impact on the trajectory of Revelation Wellness. The response was nothing short of miraculous. Our donors, you, our invaluable partners, showed up with generosity and commitment. Your response exemplified the heart of Revelation Wellness – a community rallying together to support a mission dedicated to helping individuals grow deeper in freedom, and living healthy and whole in Christ. Thank you for being a part of the battle plan as we continue to walk out in faith.

Fall Fundraising: \$101,689.72  
Giving Tuesday: \$20,638.55  
End of Year Giving: \$64,176.30



## 2023 EXPENSES:

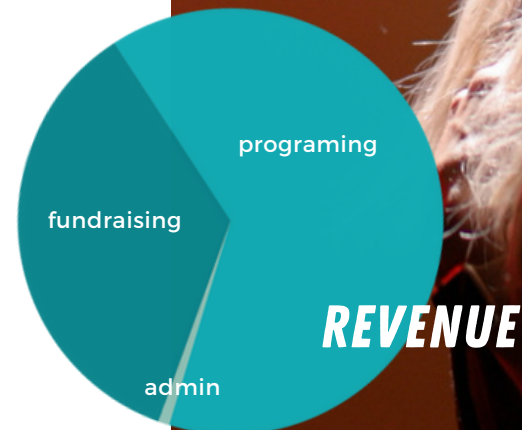
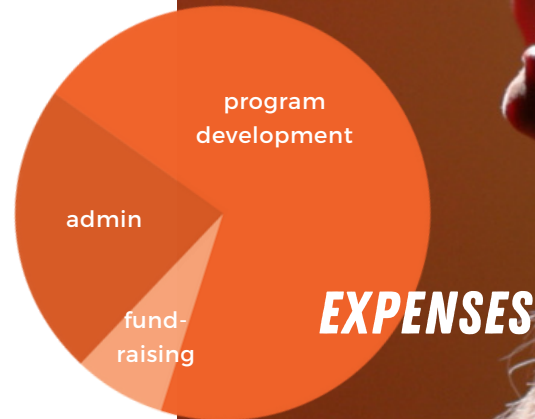
70% of total expenses went to **program development** of Revelation Wellness services

23% of total expenses went to **administration** to spread the love of Jesus through physical and mental health practices

7% of total expenses went to **fundraising** to spread the word

## 2023 REVENUE:

63% from **programming**  
35% from **fundraising**  
1% from **admin**



# WAYS TO GIVE



**PLANNED GIVING** ✨

**PARTNERSHIP OPPORTUNITIES** ✨

**GIVE FROM YOUR DONOR FUND** ✨

**SCHOLARSHIP PARTNERS** ✨

[RevelationWellness.org/donate](https://RevelationWellness.org/donate)



# OUR LEADERS



**ALISA KEETON**  
FOUNDER, CHIEF  
EXECUTIVE OFFICER



**MATT GOLZ**  
CHIEF OPERATING  
OFFICER



**TRACY EAST**  
CHIEF MARKETING  
OFFICER



**KRISTEN ULIN**  
EXECUTIVE DIRECTOR OF  
EVENTS & PROGRAMS



**FRAN PATOSKIE**  
EXECUTIVE DIRECTOR  
OF ADMINISTRATION



**KATRINA CANFIELD**  
EXECUTIVE DIRECTOR  
OF COMMUNICATIONS



**BROOKE DENNIS**  
EXECUTIVE DIRECTOR  
OF FINANCE



**HEATHER JOHNSON**  
EXECUTIVE DIRECTOR  
OF CULTURE

See our full team and board at [RevelationWellness.org/about-leadership/](https://RevelationWellness.org/about-leadership/)