



Catholic Answers

2024 ANNUAL REPORT

MISSION

A lot of people have misconceptions about the Catholic Church. Catholic Answers is a multi-media ministry that answers questions about what the Church really teaches and charitably engages those who challenge its teachings.

The world's largest organization focused on explaining and defending the Catholic faith, we serve Christ by helping Catholics grow in their faith, bringing former Catholics home, and leading non-Catholics into the fullness of the truth.

Our goal is to be the most trusted and accessible source for sharing, explaining, and defending the Catholic faith through as many media as possible, including the most personal contact and innovative means of mass communication.



Catholic Answers

Contents

Message from the President	4
A Year of Successes	6
2024 Highlights.....	12
Events and Milestones	14
Changed Lives.....	20
Staff Spotlight: Karlo Broussard.....	22
Leading Others to the Fullness of the Truth	24
Financials.....	26
The Year Ahead for Catholic Answers.....	27



Message from the President

Over 2.5 million unique souls a month visit catholic.com to get answers to their pressing questions about faith, and the entire website is now available in Spanish. The translations are impeccable.

Way back in 1979, a young San Diego attorney from Chicago named Karl Keating came out of Sunday Mass to find the car windshields of his fellow parishioners leafleted with an anti-Catholic tract attacking the Eucharist. The author was the pastor of a San Diego fundamentalist church. On his IBM Selectric, Karl typed up his own tract citing Sacred Scripture and the Church Fathers to refute the man's arguments. He then headed to Kinko's (remember Kinko's?), and on the following Sunday he paid a visit to the very same fundamentalist church and returned the favor, placing one leaflet beneath each wiper blade. He signed his tract, "Catholic Answers," and took out a post-office box to give his home-grown apologetics apostolate a veneer of authority. When he checked the box a fortnight later it was overflowing with mail asking questions. Catholic Answers was born.

The last 45 years would not have been possible without the support of donors who desire to spread the gospel far and wide through the practice of apologetics. Catholic Answers now moves in every form of media, from postal mail and radio to podcasts and TikTok. Over 2.5 million unique souls a month visit catholic.com to get answers to their pressing questions about faith, and that number is about to explode. Why? Go to es.catholic.com. That's right—the entire website is now in Spanish. The translations are impeccable.

The demand for printed apologetics works is also alive and well. Catholic Answers Press published its one hundredth book this

year, *The Saints Pray for You* by Karlo Broussard. It may not be the biggest Catholic press, but to quote the lioness in the Aesop fable who was asked by her fellow animals how large were her litters: “Each one is a lion!”

Because of dedicated financial support from donors, *Catholic Answers Magazine* is still in print and is sent to over 30,000 people who support Catholic Answers in ways small and large.

The *Counsel of Trent* channel has over 200,000 subscribers on YouTube and over 1,500 supporters on Patreon. When people ask me, “What is Catholic Answers doing for young adults?” I tell them the average age of Trent’s supporters is between 18 and 35 years old.

Catholic Answers Live, hosted by the great Cy Kellett, remains the number one program in Catholic radio. Donor support ensures it’s delivered over every available platform as more listeners tune in via Spotify, Pandora, Apple Podcasts, and other digital outlets.

All the good work you will read about in this annual report owes itself to the prayers and financial support of people across the globe. Whether it’s a college student maxing out his budget with a \$10 monthly donation or a couple offering a matching gift for a *Catholic Answers Live* fund drive, every gift increases the reach of Catholic Answers content, growing the potential for more souls to come to our Savior, Jesus Christ.

Catholic Answers may be approaching its fiftieth year, but we are also approaching a much more important jubilee. The year 2033 will mark 2,000 years of the Catholic Church. There are a lot of souls who still do not know the love and mercy of Jesus Christ, his Sacraments, or his Real Presence in the Eucharist. Partner with us in the next decade to get the good news to them!

With every good wish I remain
Faithfully Yours in Christ,



Christopher Check
President

All the good work you will read about in this annual report owes itself to the prayers and financial support of people across the globe.

A Year of Successes



Podcasts and Radio

Catholic Answers has achieved remarkable success in expanding the reach and impact of the *Catholic Answers Live* radio show—also available as a podcast—as well as the core CA podcasts, *Counsel of Trent* featuring Trent Horn and *Shameless Popery* with Joe Heschmeyer. And the list continues to grow.

Since its launch in 2018, *Counsel of Trent* has amassed over 17 million downloads, over 200,000 YouTube subscribers, and more than 1,500 supporting patrons. This success has been further bolstered by a recent rebranding effort and social media emphasis, spearheaded by a new podcast editor and a new social media coordinator.

Joe Heschmeyer's *Shameless Popery* has also seen impressive growth since its inception in 2022, garnering 500,000 downloads, over 40,000 YouTube subscribers, and over 150 supporting patrons. The majority of that growth began in the summer of 2024.

Catholic Answers Live, our long-standing call-in radio broadcast that has been a cornerstone of Catholic Answers since 1997, continues to thrive with over 40 million downloads and 200,000 YouTube subscribers. The ongoing expansion of the digital presence of CA Live, including dedicated production staff and enhanced accessibility, has been pivotal in reaching new milestones and broadening our audience.

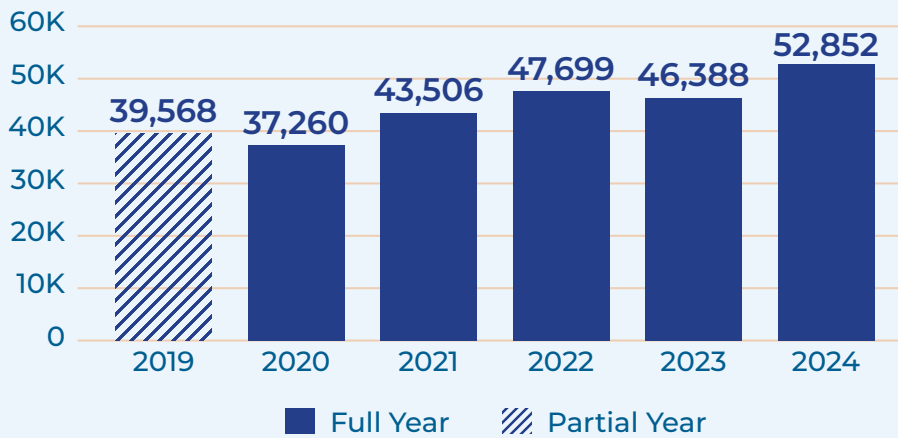
And as part of the fledgling Catholic Answers Spanish-language initiative, the new *Respuestas Católicas* YouTube channel ended 2024 with more than 3,000 subscribers from throughout the Spanish-speaking world and America.

Meanwhile, *The Jimmy Akin Podcast*, where Jimmy discusses “the mysteries of the Faith,” launched in September 2024 and explores fascinating, unique topics listeners will not find elsewhere, avoiding the standard arguments and pushing the boundaries of Catholic apologetics. Add to this Karlo Broussard’s *Sunday Catholic Word*, and it is easy to see the expansion of the apostolate’s global presence in such a wide variety of media.

“I was raised Hindu, and I would not be a Catholic today if it wasn’t for listening to *Catholic Answers Live* on the radio and watching the YouTube videos. Thank you, God, that I have been Catholic for six years, and I’m looking forward to the rest of time. Thank you, Lord Jesus, and thank you, Catholic Answers.”

— Anisha from California

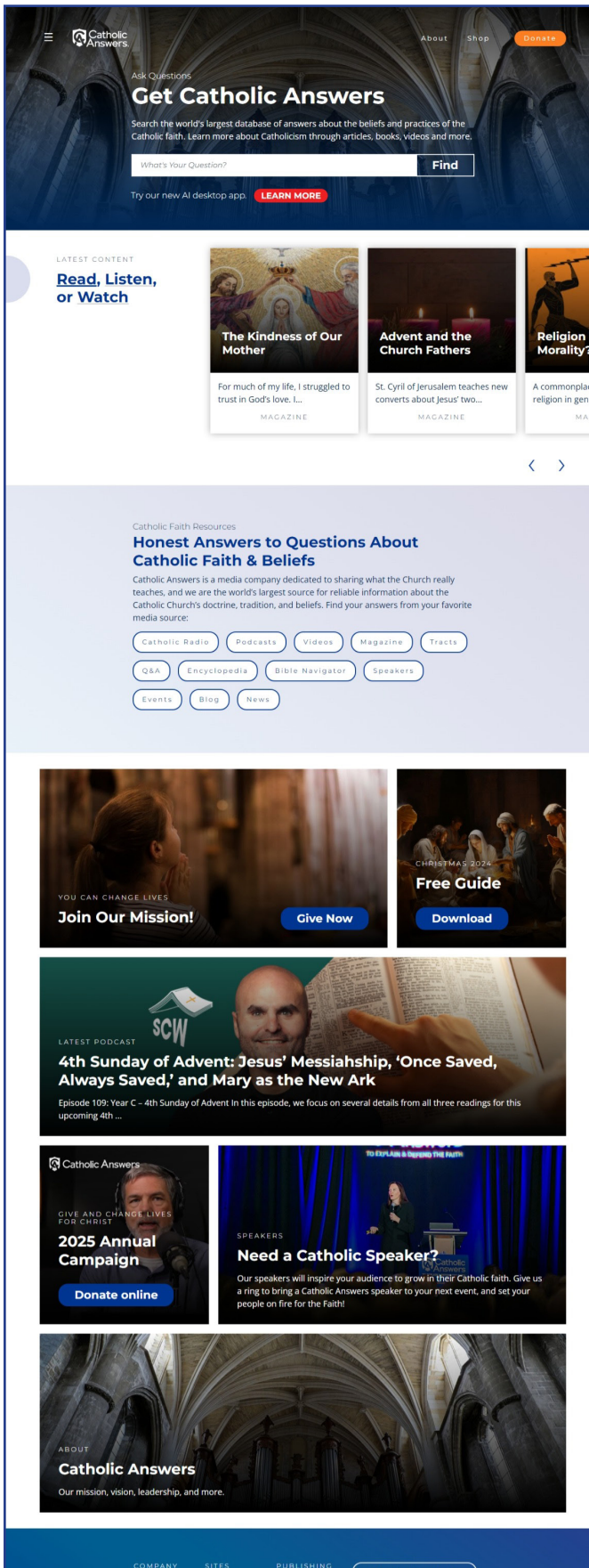
The Counsel of Trent Average Unique Monthly Audience



28 million
YouTube views

201K
YouTube subscribers

1,500
patrons
(Started 2018)



Catholic.com and Digital Outreach

The Catholic Answers website, catholic.com, now receives nearly 2.5 million page views per month, a growing number expected to truly explode with the recent launch of es.catholic.com—which makes all of the English-language catholic.com content fully available to Spanish speakers. Additionally, catholic.com ranks for more keywords and phrases than any other Catholic website in Google search.

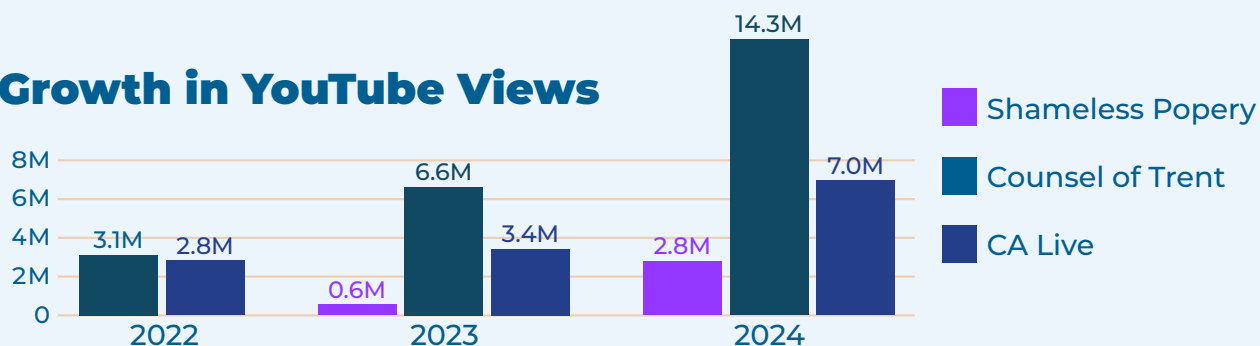
The latest digital marketing tools ensure searchers easily find all the orthodox and trustworthy Catholic Answers content. We create entry-level content optimized with keywords so that when people search for specific topics related to Catholicism, catholic.com is one of the first resources to appear in search engine results. This strategy, which includes optimizing titles, descriptions, videos, images, prayers, and downloads—as well as linking to other resources—has been instrumental in broadening our reach and ensuring the truth of Catholicism is easily accessible to anyone.

Social Media Engagement

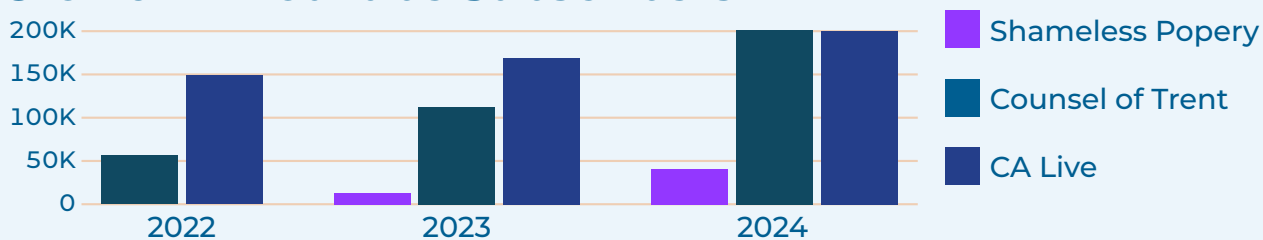
Catholic Answers experienced remarkable social media growth across all platforms in 2024. Our TikTok account saw a 9.5% increase in followers and a 42% surge in views, reflecting our expanding influence among younger audiences. Our presence on X (formerly Twitter) also grew with a 5.2% increase in followers and an impressive 368% spike in video views, driven by the strategic reposting of TikTok videos and reels.

Instagram reached a significant milestone in the summer of 2024, hitting 300,000 followers for the first time (a 14% increase)—while engagement on the platform soared by 179%. Meanwhile on Facebook, Catholic Answers achieved a record-breaking 612,000 followers alongside a 66% increase in page reach and a 74% rise in “post-reach.”

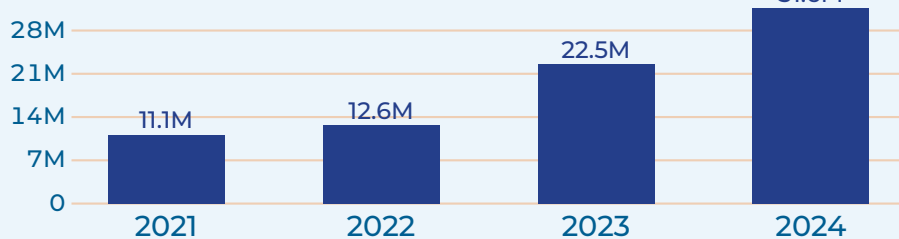
Growth in YouTube Views



Growth in YouTube Subscribers



Catholic.com Growth in Views

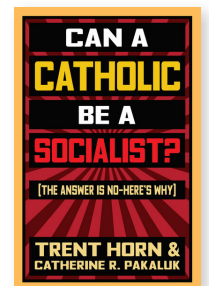
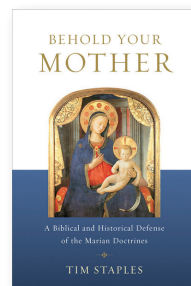
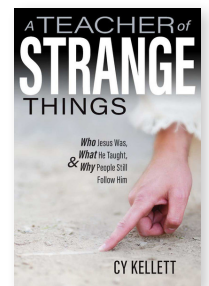
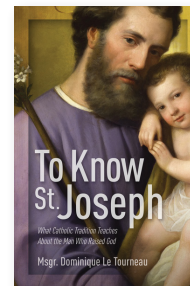
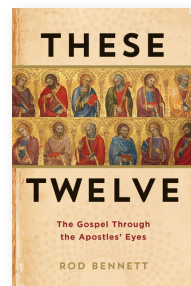
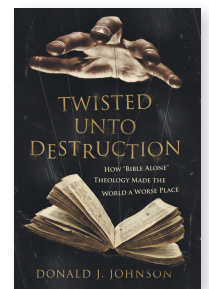
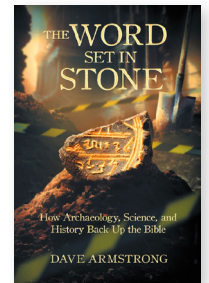
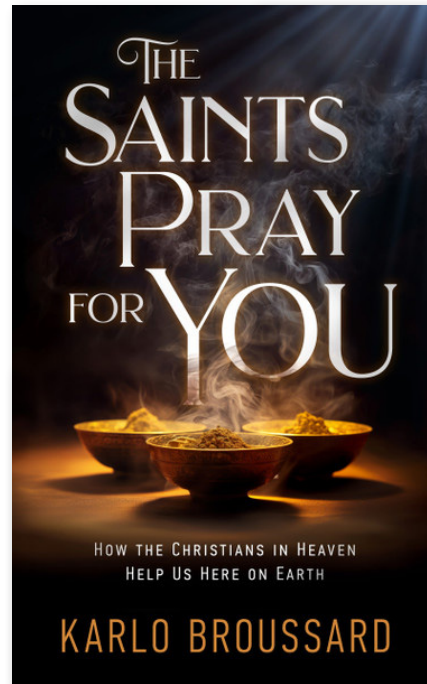


185% Increase
in pageviews
since 2021

The Written Word

Catholic Answers Press, the apostolate's publishing arm, reached a significant milestone near the end of 2024 with the publication of our one-hundredth title, *The Saints Pray for You* by Karlo Broussard. In the 2023–2024 fiscal year alone, CA Press published eight new books, contributing to a growing catalog. In addition, thirty-five more titles have been licensed for printing in various languages across fifteen different countries. Meanwhile, our audiobook offerings have expanded to twelve titles with the integration of artificial intelligence technology playing a key role in production, leading to a 50 percent increase in sales revenue for this increasingly popular format.

In addition to our book publishing achievements, *Catholic Answers Magazine* has successfully transitioned from a subscription-based model to a supporter-benefit model and now reaches 30,000 recipients with each quarterly issue. This shift has broadened our reach and deepened our engagement with supporters, providing valuable content to anyone who wants to receive the magazine. These accomplishments reflect our ongoing commitment to spreading the Catholic faith through a variety of easily accessible formats.



100+

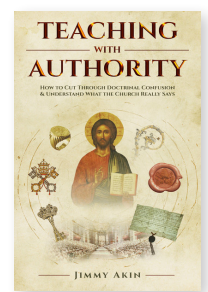
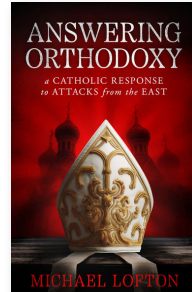
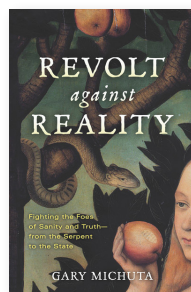
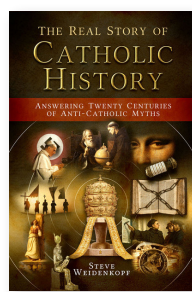
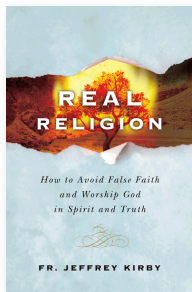
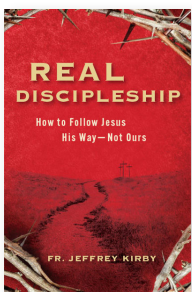
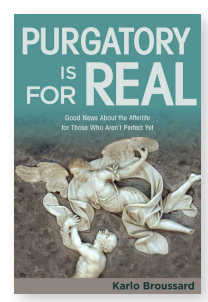
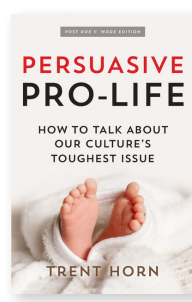
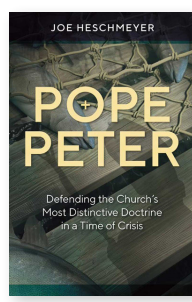
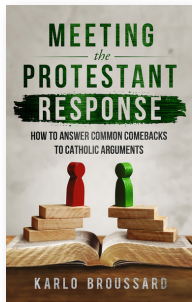
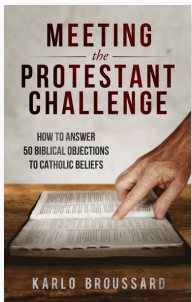
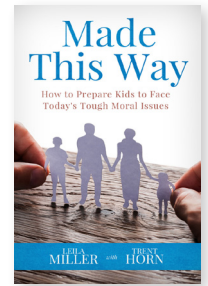
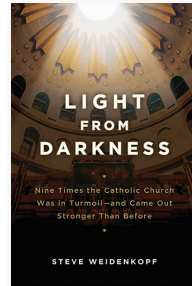
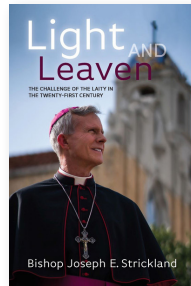
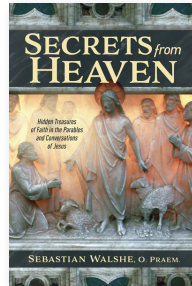
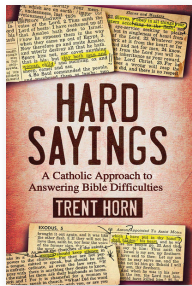
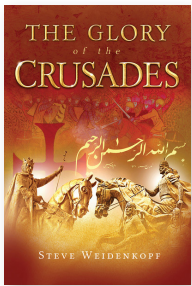
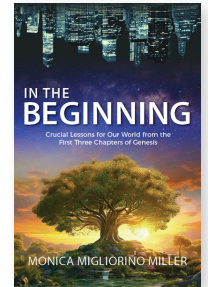
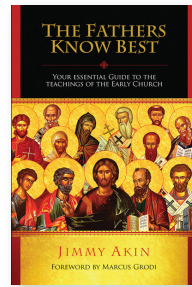
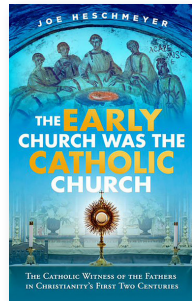
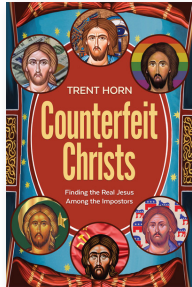
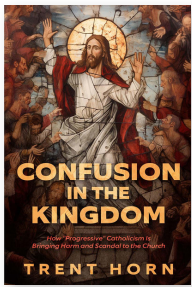
Catholic Answers Press titles
in our catalog

12

audiobooks
produced

15

countries where Catholic
Answers publications are printed
and distributed



2024 Highlights

Catholic Answers
Events & Milestones
in 2024

For the first time, thanks to the use of artificial intelligence, Catholic.com became **fully available in Spanish** in 2024.

In recognition of its forward thinking with regard to the prudent use of artificial intelligence (AI) in evangelization and apologetics, **Catholic Answers was invited to the Vatican's "Builders AI Forum" in Rome in October 2024.** President Christopher Check and chief operating officer Jon Sorensen represented CA at the conference, which was attended by entities ranging from the University of Notre Dame and the Catholic University of America to Microsoft and Google.

Catholic Answers started the fast-growing **Parish Partners program** in 2024, aligning the apostolate in a formal way with pastors and church staff to regularly provide CA content in support of education and evangelization efforts across the country. Parish Ambassadors—individuals who volunteer to promote Catholic Answers at their church—provide the initial connection between each parish and the apostolate.

Catholic Answers launched **The Jimmy Akin Podcast** and the **Respuestas Católicas** Spanish-language YouTube and social media channels in 2024. Add to these Cy Kellett's new long-form interviews on YouTube focused on living the Catholic faith, and it was a busy year for new media content!

15+

Official Catholic Answers Events

Including President's Circle Weekend, Cruises, National Conference, Local Talks, and Pilgrimages

61

Total Events

Hosted by parishes and other organizations worldwide using Catholic Answers speakers.

54

Small Events

with 100–999 attendees

7

Large Events

with 1,000+ attendees

4

Countries

Catholic Answers speakers spoke in four countries, including the U.S.

TYPES OF EVENTS

- Parish Missions
- Retreats
- Confirmation Talks
- Radio Network Banquets/Galas
- Men's Conferences
- In-Person Debates
- Adult Faith Formation

NOTABLE MOMENTS

- **On the Water Again** The St. Lawrence Seaway Cruise took place in June with more to come. Stay tuned!
- **Academic Achievement** Karlo earned his Doctorate in Philosophy from the Pontifical University St. Patrick's, Maynooth, Ireland. (See pp. 22–23.)
- **National Eucharistic Congress in Indianapolis** The largest conference in America this year was a significant event for Catholic Answers, with both Trent Horn and Joe Heschmeyer giving breakout talks.
- **San Diego Local Talks** This series brought nationally known Catholic speakers to the San Diego area.
- **Jimmy's Road Return** Jimmy Akin is once again available for in-person speaking engagements. If he can drive there, he will consider it!



Events and Milestones



CATHOLIC ANSWERS CONFERENCE

Each year in September, hundreds of Catholics (and a few non-Catholics!) come together in San Diego for the Catholic Answers National Conference. These four days of education and fellowship feature talks from both outside experts and our own staff apologists, always leaving attendees better prepared to spread the gospel and defend the Catholic faith.





CATHOLIC ANSWERS SPEAKERS

Even with all the wonderful technological advances allowing for easier and wider digital distribution of Catholic Answers content, face-to-face interactions are as important as ever. Traveling the world speaking at hundreds of parishes, conferences, and other events each year, Catholic Answers apologists bring the work of Catholic Answers right to people's doorsteps in a way unlike any other.





PRESIDENT'S CIRCLE WEEKEND

Alternating annually between Southern California and other locations around the country, President's Circle Weekend is a fun and fruitful gathering of Catholic Answers apologists and other staff with our most dedicated supporters. Engaging talks, updates on the impact of donors' generosity, spiritual growth opportunities, and time for fellowship always make for an event not to be missed!





CATHOLIC ANSWERS CRUISES AND PILGRIMAGES

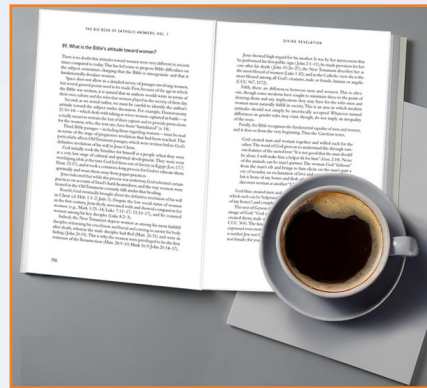
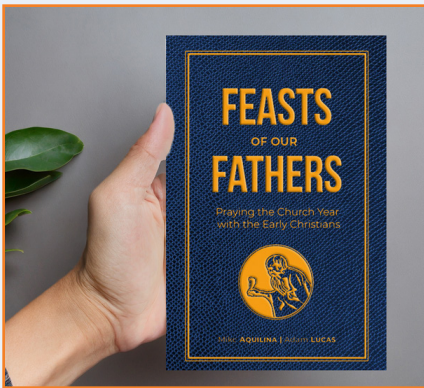
Over the past couple of years, Catholic Answers has returned to its tradition of offering regular opportunities to travel with both friends of the apostolate and our own staff to visit famous Catholic sites in America and around the world. From Rome to Canada's St. Lawrence seaway, such trips provide a unique chance to not only get to know Catholic Answers more intimately but also make new friends who have also been impacted by our work.





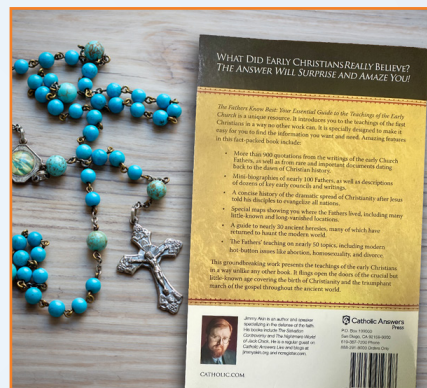
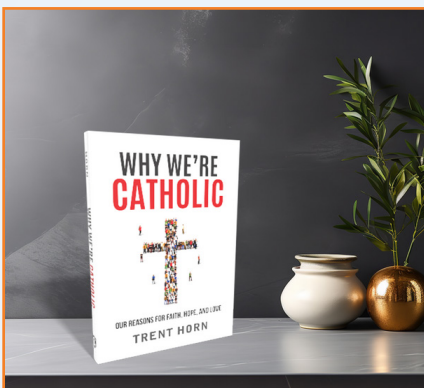
CATHOLIC ANSWERS LIVE

For more than twenty-five years, the *Catholic Answers Live* radio show has come into the automobiles, living rooms, and earbuds of people around the world to answer questions and clear up misconceptions about the Catholic faith. Hosted since 2017 by Cy Kellett, CA Live is also available today as a podcast and on YouTube, and we regularly hear of lives that have been changed—and conversions to Catholicism that have occurred—due at least in part to the show's impact.



CATHOLIC ANSWERS PRESS

The publishing arm of Catholic Answers—Catholic Answers Press—published its one-hundredth title in 2024, a significant milestone for an effort which has significantly picked up steam the past few years. Publishing books by our own prolific staff apologists, those written by popular outside authors, and first efforts by newly discovered writers, Catholic Answers Press is well positioned to continue to grow its portfolio of works. And with licensed translations of CA publications in fifteen countries around the world, the impact is truly global.





CATHOLIC ANSWERS PODCASTS AND OTHER VIDEO

As a vehicle for media consumption, the podcast format is more popular than ever, and Catholic Answers is at the forefront with Trent Horn's *Counsel of Trent*, Joe Heschmeyer's *Shameless Popery*, The Jimmy Akin Podcast, Karlo Broussard's *Sunday Catholic Word*, and *Catholic Answers Live*. We are also producing regular video shorts in Spanish for *Respuestas Católicas* on both YouTube and social media. Keep an eye out for more to come in the near future!



Changed Lives

Notes from Our Supporters

"*The Counsel of Trent* and Trent Horn's work in general has had the greatest influence on my theological development. I went through a period of doubt in high school and considered myself agnostic for a time. Watching *The Counsel of Trent* as well as *Catholic Answers Live* brought me back into the faith and allowed me to better appreciate Mass, the Bible, and Church teaching."

— Luke

"I enjoy thinking about how we can effectively discuss Catholic doctrine with other Christian communities in a way that doesn't get lost in the weeds or muddled by shared vocabulary. That's why I enjoy *Shameless Popery*. It seems like Joe is always looking for unique ways to approach apologetics, and the episodes tie together in a satisfying way that keeps me clicking. If we're talking about John 6 for example, I know I'm not going to hear the same stuff as I would on any other podcast."

— Daniel

"I'm a cradle Catholic, raised by a Catholic mother and non-Catholic father who did not practice any religion. I attended public school through eighth grade and then attended Catholic high school. I went to college, moved out, and started adulting. In the process, I began slowly slipping away from the church and over time, I attended Mass less and less until I wasn't going at all. Driving home from my stressful job one day and lamenting over my life, I said out loud, 'It's like God has forgotten about me.' Immediately, a thought popped into my head: 'Maybe you forgot about Him.' I started going back to Mass, went to confession for the first time in 30 years, and became involved in my parish community. Since, I've developed a healthy obsession with learning more and more about the Catholic faith and scripture, and Catholic Answers and *Shameless Popery* have increased my knowledge so much. I won't be forgetting Him again."

— Michelle

"Catholic Answers and *Shameless Popery* have helped me engage my Protestant family in a nuanced but charitable fashion to the point that, although they are all still staunch Protestants, they now acknowledge that their presuppositions were wrong, they all deny sola scriptura, and are at least one step closer to the fullness of the Faith."

— Christian

"When I began my journey back to God in 2022, I was watching a lot of apologetics on YouTube and hearing arguments for the first time against Catholicism. I had grown up surrounded by Catholics, but I had not been well educated on the 'why' of it all. I was seeking the why and was suddenly hearing things that shook my understanding. Catholic Answers in general, and *Shameless Popery* in particular, were really reassuring. It was good to see solid defense of Catholic teaching while I was in a place where I could have been pushed away from the faith out of ignorance."

— Megan



DR. KARLO BROUSSARD



In mid-2023, Catholic Answers apologist Karlo Broussard embarked on an exciting new chapter, beginning a formal partnership between Catholic Answers and the Diocese of Tulsa and marking the first time Catholic Answers has had a direct presence in a diocese.

Continuing in 2024, Karlo worked alongside local leaders to offer apologetical, catechetical, and evangelization training throughout eastern Oklahoma. Catholic Answers President Christopher Check expressed his joy at the partnership, noting the “renaissance of spiritual, cultural, and intellectual life” in Tulsa.

Also in 2024, Karlo achieved a significant academic milestone, successfully earning his Doctor of Philosophy degree. His dissertation, *Divine Immutability and the Variability of Creation: A Thomistic Reconciliation*, has allowed him to contribute to important theological discussions, and with this advanced training, Karlo has now positioned himself to represent Catholic Answers at academic venues, bringing the fullness of the Catholic faith to new audiences.

Adding to his work with Catholic Answers and the Diocese of Tulsa, Karlo launched a teen



Dr. Karlo Broussard with his advisor at St Patrick's Pontifical University, Maynooth in Ireland.



Left to Right: Academic Registrar & Lecturer in Philosophy, Dr. Gaven Kerr; Dr. Karlo Broussard; Chancellor, Archbishop Eamon Martin; Acting President, Rev Dr Michael Shortfall

apologetics program called “Teen NACHOS” (New Apologetics Catholic House of Studies). The initiative invites high school students and their parents to his home for evenings of apologetics instruction, offering them access to college-level Catholic teachings. Running once a month, dozens of students are welcomed into the Broussard home for nachos (you guessed it), fellowship, and education. In 2024, Karlo added an adults-only version of the program, building out this overall initiative that inspires

the next generation of Catholic apologists and deepens young people’s devotion to the Church, while also forming adults—Catholic and non-Catholic—in a friendly and welcoming community environment.

Dr. Broussard’s tireless apologetics and evangelization efforts are bearing great fruit for the Kingdom of God. Please keep him and his endeavors in your prayers.



Where Does Catholic Answers Have a Presence?

We have employees in the following locations:

- Washington, DC
- Fayetteville, AR
- Charlotte, NC
- Las Vegas, NV
- Charleston, SC
- Newport Beach, CA
- Tulsa, OK
- San Diego, CA (Catholic Answers HQ)
- Houston, TX
- Fort Worth, TX
- Kansas City, MO

Leading Others to the Fullness of Truth

Gabe's Story



I have been a practicing Catholic all my life, fortunate enough to have faithful parents who made my Catholic education a priority. I was able to become solidified in my faith, being confident in God's existence and the validity of the Catholic Church as the one Church instituted by Christ. Yet, I was somewhat in a Catholic bubble; most of the people around me shared my beliefs and I did not find myself sharing my faith with any non-Catholics.

This changed once I attended college. It was the first time I had been exposed to the many forms of Protestantism, and I found myself unable to adequately explain why people ought to be Catholic rather than join a different branch of Christianity. This is when Catholic Answers entered my life. I had in my possession a copy of Trent Horn's *The Case for Catholicism*, which I had never taken the time to finish. When I discovered the book again, I was amazed at all the evidence—Biblical and non-Biblical—that addressed many of the assertions I was hearing from my Protestant friends in a rational way. This led to a greater hunger for understanding Catholicism, fueled by a desire to address the many misconceptions I was hearing and to plant the seeds in my friends' minds to lead them home.

I was delighted to discover that catholic.com was full of articles addressing hundreds of topics. I quickly began listening to *The Counsel of Trent* podcast, picking up Joe Heschmeyer's *Shameless Popery* and Jimmy Akin's *A Daily Defense* along the way.

“I can only imagine the good Catholic Answers can do for those who have not yet fully embraced the Church. I am happy to give what I have to support the noble mission of leading others to the fullness of the truth.”



Their charitable and well-thought-out responses on their shows have enabled me to explore the richness of Catholic history, perspectives, and traditions, while simultaneously learning about the other forms of Christianity I have come across. This has given me the courage to engage in more theological discussions with others on my campus and has contributed to my involvement in leading Bible studies, assisting in the formation of students receiving Confirmation, and speaking at my Knights of Columbus council. It has also led to my family taking their faith even more seriously, as their prayer lives and knowledge of Church teaching have grown since my introduction of Catholic Answers to them. I visit the Catholic Answers website regularly and always recommend their resources when people have further questions on a topic.

The impact Catholic Answers has made on me is why I decided to join SOCIETY 315. If Catholic Answers has been able to aid me in my faith life this radically, I can only imagine the good it can do for those who have not yet fully embraced the Church. I am happy to give what I have to support the noble mission of leading others to the fullness of the truth.



Our Lord needs articulate defenders of the truth to show the world the joy of the Catholic faith.

Join **SOCIETY 315** at casociety315.com or scan the code below.

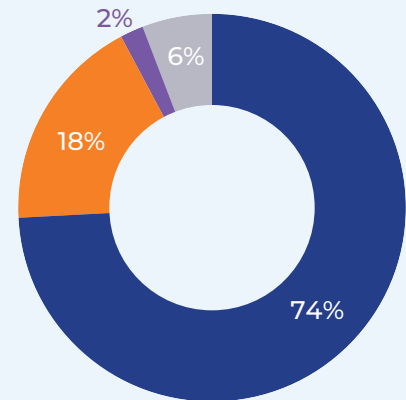


Financials

For Fiscal Year 2024

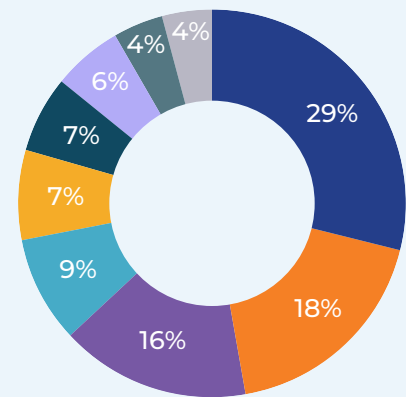
What We Received

● Contributions	\$7.63 million
● Product Sales	\$1.83 million
● Events	\$0.21 million
● Other Revenue	\$0.58 million
Total Revenue	\$10.25 million



How We Used It

● Product Development & Sales	\$2.85 million
● Radio and Studios	\$1.79 million
● Fundraising	\$1.54 million
● Catholic.com	\$0.88 million
● Events	\$0.72 million
● Apologetics & Evangelization	\$0.64 million
● Management and General	\$0.56 million
● Special Projects	\$0.41 million
● Other Expenses	\$0.40 million
Total Expenses	\$9.79 million



Independently audited statements are available at catholic.com/support-us.

The Year Ahead for Catholic Answers

It was a big year for Catholic Answers in 2024 with more visitors to catholic.com, more followers on social media, and more listeners and subscribers to the apostolate's podcasts and YouTube channel than ever before. And that was just a part of the dramatically increased impact on the hearts and minds—and lives—of so many people around the world.

More is yet to come, of course. Looking ahead, for example, we are excited for the planned expansion of both *The Counsel of Trent* and *Shameless Popery* podcasts and a steady stream of long-form interviews by *Catholic Answers Live* host Cy Kellett with well-known and newly discovered Catholic personalities. Add to that another full slate of apologetics and evangelization books and booklets from Catholic Answers Press, multi-faceted upgrades to both catholic.com and the Catholic Answers mobile app, and more Spanish-language resources than ever ... and it is easy to see why we are eagerly anticipating what is next for Catholic Answers in the months and years ahead.

And we hope you are, too! Because it is due to your financial and spiritual support of this apostolate that all these efforts are possible.



 Catholic Answers

[catholic.com](https://www.catholic.com)

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