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20

24

1:1  
**Answers**  
IN GENESIS®

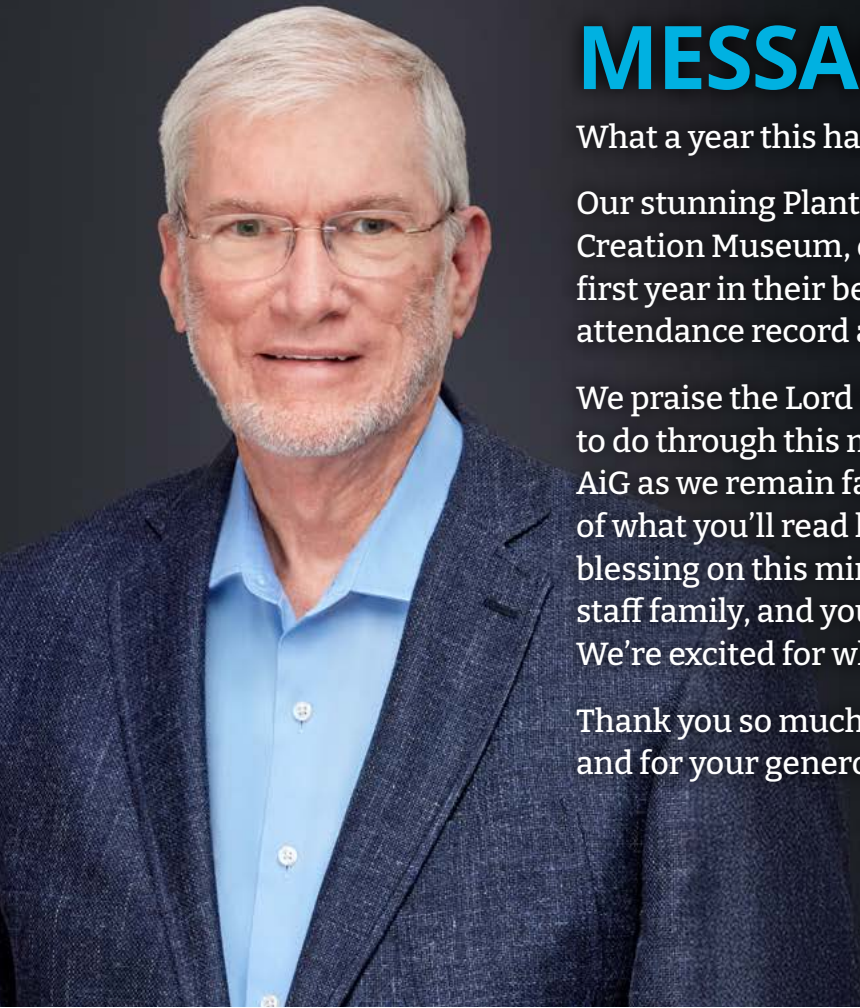
**ANNUAL  
REPORT**



CREATION  
MUSEUM.







## MESSAGE FROM KEN

What a year this has been!

Our stunning Plants of the Bible Conservatory opened at the Creation Museum, our Answers Academy students had their first year in their beautiful brand-new building, we set a new attendance record at the Ark Encounter, and so much more!

We praise the Lord for everything he's done and continues to do through this ministry. Yes, God continues to bless AiG as we remain faithful to his Word and his gospel. All of what you'll read here is only possible through the Lord's blessing on this ministry, our talented and dedicated staff family, and your consistent and dedicated giving. We're excited for what this year and beyond holds!

Thank you so much for your ongoing prayers and for your generous support!

*Ken Ham*

## MISSION STATEMENT

Answers in Genesis is an apologetics ministry, dedicated to enabling Christians to defend their faith and to proclaim the gospel of Jesus Christ effectively.

We focus particularly on providing answers to questions surrounding the book of Genesis, the most-attacked book of the Bible. We also desire to train others to develop a biblical worldview built on the authority of Scripture and seek to expose the bankruptcy of the evolutionary idea and its bedfellow, a "billions-of-years-old" earth.

With the Ark Encounter and Creation Museum attractions, domestic and international outreach, and countless resources, Answers in Genesis strives to spread the gospel, equip the church, and defend the faith.



# 2024 NUMBERS AT A GLANCE



**225,000+**

Kids Free at Ark Encounter and  
Creation Museum in 2024

**10,600+**

Record Number of Daily Guests  
at the Ark Set on Dec. 28, 2024

40 DAYS AND 40 NIGHTS  
OF CHRISTIAN MUSIC

**34,677**

Total Concert Attendees

Estimated

**1,000,000 Children**

Impacted in 2024 Through  
Answers VBS Content

**2,476**

Total Commitments  
to Christ

**47.3 Million**

Total 2024 YouTube Views

**Over  
20,000**

Total volunteer  
hours for 2024

## IMPACT OVER THE YEARS

**Over  
14,000,000**

Total Ark/Museum Guests

**Over  
1,082,000**

Kids Admitted Free  
Since 2020

**Over  
49,000,000**

Website Pages Viewed in 2024

Almost  
**1.1 Million**  
YouTube  
Subscribers

**Over  
217,000,000**  
Total YouTube Views

**Over  
23,000,000**  
Website Visitors in 2024





# 2024 NEW PRINTED RESOURCES

Answers in Genesis was involved in the publication of 10 books in 2024—some were published independently and some through Master Books. In addition, we also partnered with Three Sixteen Publishing to bring about the special Answers in Genesis edition of the Legacy Standard Bible (including Genesis, the full New Testament, Psalms, and Proverbs).

## ACCOMPLISHMENTS

- Formed Answers Press, a publishing imprint for AiG curricula and books
- Released *Behold the King*, a Christmas playscript developed by Answers Academy
- Published 6 books through Master Books
- Published 4 books independently
- Published a creation pop-up book

# 150

Individual Titles  
from AiG or  
AiG Authors  
Currently Listed  
on Our Web Store

# Over 934,400

Books, Tracts,  
and Booklets  
Distributed in 2024



*The Tower*  
Won the  
**Selah  
Award**

1:1

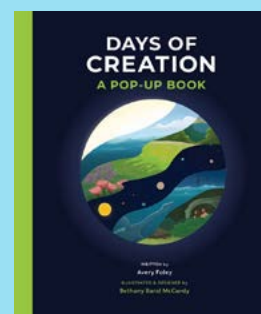
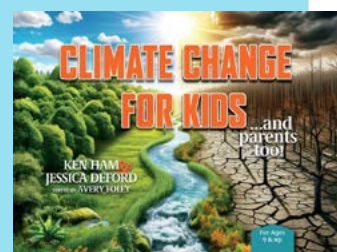
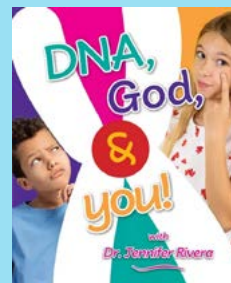
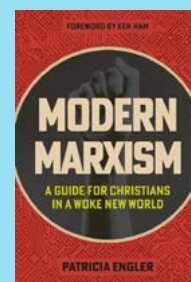
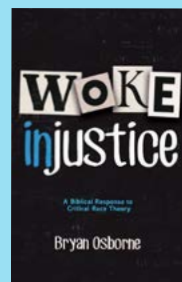
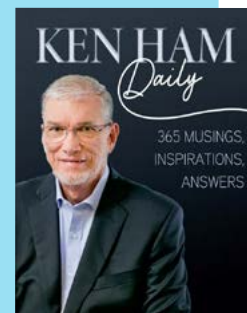
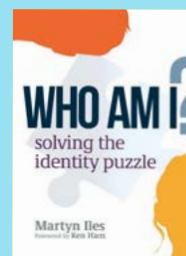
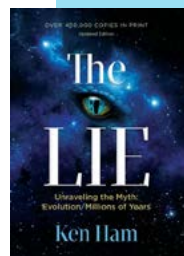
## Answers PRESS

# 6

Books Published  
Through  
Master Books  
(AiG Authors)

# 4

Books  
Independently  
Released





**CHURCH**

## ANSWERS BIBLE CURRICULUM

- Available in ESV or KJV for Pre-K–Adult
- 255,858 ESV church classrooms
- 77,410 KJV church classrooms



**HOME**

## ANSWERS HOMESCHOOL BIBLE CURRICULUM

- Now available in grades K–5
- Curriculum used in 4,981 homes in 2024
- 6,570 students used the curriculum in 2024



**SCHOOL**

## CHRISTIAN SCHOOL BIBLE CURRICULUM

- New curriculum in 2024
- Now available in grades K–3

16 years of **AnswersVBS**



Estimated  
**1,000,000 Children**  
Impacted in 2024 Through  
Answers VBS Content

In 2024, Answers VBS Developed  
**Wonder Junction**  
a VBS for 2025 About the Life of Jesus

**15,000+**  
Churches Use Answers VBS Annually

**VBS Digital Is  
Used by 67%**  
of All Answers VBS Churches



[GetAnswers.org/25annual-vbswo](https://GetAnswers.org/25annual-vbswo)





**162 Issues**

of *Answers Magazine* and  
*Kids Answers* Since Inception

## ANSWERS MAGAZINE AND MORE

Answers in Genesis publishes a variety of print and digital periodicals. From our children's magazine, *Kids Answers*, to the technical journal *Answers Research Journal*, our quality periodicals seek to encourage and equip believers with answers from a biblical worldview.

### STATS

Almost 20,000 *Answers* magazine  
and *Kids Answers* subscriptions

4,038 stand-alone *Kids Answers* subscriptions

### ANSWERS INSIDER NEWSLETTER

130,000+ *Answers Insider*  
newsletters sent each month

## Several 1st Place Awards

from the Evangelical Press  
Association (EPA) in 2024

## *Answers Magazine* Is Delivered to **14 Countries**

Including Albania, Germany,  
Guam, Indonesia, Israel & More



# EDUCATIONAL PROGRAMS

Our educational programs offer a way to engage children, teens, and adults with hands-on learning in a variety of science and culture topics from a biblical worldview.

## ACCOMPLISHMENTS

- New programs offered in archaeology, genetics, and entomology
- Increased demand for on- and off-site programs for private groups
- Off-site programs included an excursion to the Galápagos Islands, a dinosaur dig in Montana, and hiking arches at Red River Gorge in Kentucky
- Over 10,000 impacted through educational staff presentations at off-site conferences
- Four Summer Camps hosted at the Creation Museum, including a forensic science camp and science camps for young children, older children, and teens
- First-ever STEM Challenge held at the Ark Encounter
- Over 600 students participated in special one-day science programs and high school labs at our attractions



Hosted Galápagos Islands Excursion

Nearly  
**800**  
Programs Taught



Nearly  
**40,000**  
Individuals Participated  
in Programs at the  
Creation Museum in 2024



[GetAnswers.org/25annual-edu](https://GetAnswers.org/25annual-edu)





# ANSWERS ACADEMY

Answers Academy is a K-12 nondenominational, biblical-worldview Christian school in Northern Kentucky. More than just a “local” school, we seek a global impact through our vision to develop biblical-worldview curricula, professional development for Christian teachers, and an online platform for homeschoolers and other students.

- Moved into new facility at the AiG Headquarters
- Answers for Educators conference—annual event to equip Christian school educators in 89 schools, 28 states, 3 countries
- Developing online platform and biblical-worldview curricula
- Many events are hosted throughout the year, including Grandparents’ Day, Donuts with Dad, Muffins with Mom, Veterans Day program, family art night, Drama Dinner Theatre, Christmas program *Bethlehem’s Cry* that reached thousands of people
- Standardized test scores continue to be up to 30% above average

Consistently  
Growing  
Student Body  
**20%**  
Increase in 2024

## First Graduating Class in 2024



[GetAnswers.org/25annual-aa](https://GetAnswers.org/25annual-aa)







# RESEARCH

AiG scientists on staff are experts in their fields and are accomplished in secular and creation science circles. *Answers in Genesis* stresses that a belief in evolution or millions of years is not a prerequisite to performing solid scientific research.

*Answers Research Journal* is a professional, peer-reviewed technical journal for the publication of interdisciplinary, scientific, and other relevant research from the perspective of the recent creation and the global flood—all within a biblical framework.

- The Creation Research Society held their conference at the Ark with researchers from AiG presenting their research in geology, paleontology, and biology
- Research done in paleontology, biology, archaeology, genetics, geology, theology, astronomy, and more
- Geneticist Dr. Nathaniel Jeanson continued his Y chromosome research tracing human history from the time of Noah

## 17th Year

of *Answers Research Journal*

ARJ Received the  
(Evangelical Press  
Association)

## EPA Award of Merit

## 42 New Papers

Published by *Answers Research Journal*  
in 2024

Paleontological research done at the Skull Creek  
property owned by AiG in Dinosaur, CO.



[GetAnswers.org/25annual-research](https://GetAnswers.org/25annual-research)



# MEDIA

From radio to streaming to social media, Answers in Genesis employs various forms of media to spread the message of the gospel and biblical authority while equipping Christians in the faith. More than just streaming, Answers TV brings a seamless blend of entertainment, education, and media resources infused with a biblical worldview to inspire and equip believers around the world.

## ANSWERS TV

- 7,000 videos currently available
- 24,500 subscribers
- Debuted new series, *Creation Cooking*
- Aired Christmas special series, *The Creation of Christmas*
- New seasons of *Tilt Shift*, *Unlocking Science*, *Behind the Experience*, *Kashtan's Wildlife in the Zoo*, and *Hike & Seek*

*Tilt Shift* Awarded  
**ICVM Gold Crown  
Award for Best  
Christian Talk Show**



*Kashtan's Wildlife  
in the Zoo* Awarded  
**ICFF Angel  
Award for  
Best TV Show**

## ANSWERS WITH KEN HAM RADIO SHOW

- English version airs on 400+ stations daily
- Also produced in Spanish as *Respuestas Hoy*

**New Studio**



[GetAnswers.org/25annual-a.tv](https://GetAnswers.org/25annual-a.tv)



# 47,300,000

Total 2024 YouTube Views



"*Hike & Seek* is entertaining, educational, and fun. There are not many shows that we can trust for our children these days, but we trust *Hike & Seek*. The content is great, and we love how God is honored and lifted high on the show."

**M. and E. S. (parents to 5)**



## YOUTUBE

- 1.1 Million Total Subscribers
- Eight Primary Channels
  - Answers in Genesis channel
  - Answers in Genesis–Canada channel
  - Answers TV
  - Answers VBS
  - Ark Encounter
  - Creation Museum
  - Ken Ham channel (highest viewed 2024 video with well over 500K views)
  - *Zero Compromise* podcast

# 20,000,000

Total Website Visits in 2024

## WEBSITES

The various Answers in Genesis websites are major ministry resources—providing valuable content in the form of articles, blogs, attractions and event info, and more. In 2024, we saw over 14 million visitors on our main site alone!

- More than 1,000 blogs and articles published
- Revamp of main web page
- 3,475,701 non-US website visitors from 240 countries

Answers in Genesis  
Website Won the

## EPA Award of Merit

Kids Answers Website Won the

## EPA Award of Excellence

(Evangelical Press Association)



# DOMESTIC OUTREACH

AiG speakers span the US and the globe to speak in hundreds of venues each year. Each of our speakers is passionate about sharing the essential message of biblical authority and the gospel of Jesus Christ. The presentations challenge and equip attendees by showing that God's Word is true from the very first verse and relevant to our world today.

## 29,495

Reached Through  
Conferences Around  
the United States

Sold-out Answers  
for Women Conference

## 11,041

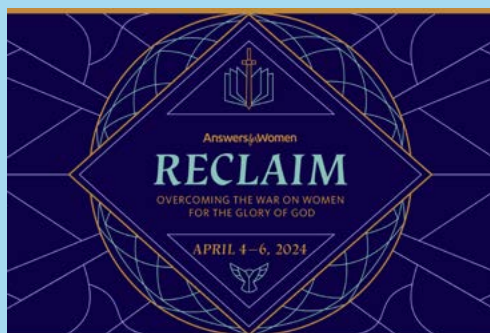
Attendees at Major  
AiG Events in 2024



[GetAnswers.org/25annual-event](https://GetAnswers.org/25annual-event)

## 20

Major AiG Events Hosted







# INTERNATIONAL OUTREACH

Answers in Genesis also works with international Christians and missionaries in over 100 countries. In addition to translating AiG books, DVDs, and other resources into more than 70 languages, AiG holds numerous speaking events, equipping people with materials to enable them to impact their culture for Christ.

- 39 trips
- 14 countries
- 60+ churches, universities, seminaries, and camps
- AiG resources printed in Ecuador and Paraguay



Online teaching was provided through various private and public universities, seminaries, radio stations, and podcasts throughout Spanish- and Portuguese-speaking countries.

Largest Audience  
**7,000+**

Joe Owen served as keynote and main speaker during the Congreso Iberoamericano para la Familia y la Vida in Santa Cruz, Bolivia—an annual conference that hosts ~500 legislators from all over Latin America.



AiG Hosted the  
Living in Babylon  
Tour in Four Major  
Australian Cities



[GetAnswers.org/25annual-international](https://GetAnswers.org/25annual-international)



# ARK ENCOUNTER

- Broke its daily attendance record three times in 2024, with a final record of more than 10,600 guests on December 28
- Added several animals to the Ararat Ridge Zoo: a bald eagle, a giant anteater, marabou storks, a northern caiman lizard, a green anaconda, a great horned owl, guinea pigs, and more
- Launched two new behind-the-scenes animal experiences



Families love the Journey of the Animals Carousel ride—free for Ark guests

**168,000+**  
Kids Admitted Free

"We just got back from the Ark Encounter and the Creation Museum. Both places were awesome. As a new Christian, the information presented at both, as well as attending [Ken Ham's] talk on Sept. 7 helped answer some final questions I had regarding coming to faith."

**Rob B. via Facebook**

**New bald eagle and giant anteater arrived at Ararat Ridge Zoo**



[GetAnswers.org/25annual-ark](https://getanswers.org/25annual-ark)



40 DAYS AND 40 NIGHTS  
OF CHRISTIAN MUSIC

**34,677**

Total 2024 Concert Attendees

**2,476**

Total 2024 Commitments to Christ



Spectacular Christmas laser projection  
show on the side of the Ark—new in 2024

"[The Ark Encounter] is a tiny  
slice of heaven on this earth.  
I could be there for any vacation."

**David A. via X**



**10,600+**

Record Number of Daily Guests  
at the Ark Set on Dec. 28, 2024





# CREATION MUSEUM

- Continues to welcome hundreds of thousands of guests per year
- Museum grounds underwent major construction in 2024, resulting in a massive conservatory, expanded zoo, new outdoor stage for animal presentations, and more
- Held the Beyond Bones conference in September

**57,157**

Kids Admitted Free in 2024



The four glass greenhouses that are part of the museum's new conservatory

## CREATION ZOO

- Opened to guests this fall
- Residents include alpacas, donkeys, goats, pigs, chickens, doves, a king vulture, a giant anteater, Aldabra tortoises, and Bennett's wallabies
- Special experiences for guests include the farmyard (a contact yard where guests can interact with goats), wallaby walkabout, and the Wonders of Creation stage



Crowds when the Plants of the Bible Conservatory opened in November 2024

## K9 Unit Serving the Attractions and the Community



AiG DPS K9s are trained in a variety of disciplines and the highest level of obedience. They participate in K9 Encounters at both attractions and use their unique skills to clearly present the gospel.

Our K9s serve all AiG locations and assist outside law enforcement agencies when needed. One of our K9 teams also shared a demonstration and faith message at the 2024 Westminster Dog Show.



"My favorite exhibit is the *Biblical Authority Room*. I love the history, the archaeological information, the timeline, and the presentation. One of the best exhibits. Also love the *Borderland* exhibit room for the very same reasons."

**Heidi R. via Instagram**



One of our favorite additions to the Creation Zoo—a giant anteater



New exhibit on rapid fossilization of dinos



Kids enjoying a Creation Zoo program



[GetAnswers.org/25annual-museum](https://www.getanswers.org/25annual-museum)







# COMING SOON . . .

Thanks to God's favor and your help, we are continuing to expand with new and exciting outreaches and projects that help reach, engage, and impact people with the gospel and equip them to defend God's Word. Here are just a few things that we are already working on.

## HIGHLIGHTS

### Creation Museum

- ① Creation Museum upgrade and expansion
- ② Creation Museum Butterfly House

### Ark Encounter

- ③ Welcome Center at Ark Encounter
- ④ Jerusalem model

### Truth Traveler Pigeon Forge ⑤

### Truth Traveler Branson ⑥







# WHAT PEOPLE ARE SAYING . . .



Dear Mr. Ken Ham the ARK was amazing! I loved learning about all the cool things on the ARK, especially the animal kinds. And I loved the VR thing I had a great time! I also loved the zoo tour, my favorite part was feeding the camel!

Sincerely,  
Lexi!   


"Your finished product is always more grand than I can imagine! Your team does THE BEST presentations I've ever seen in any museum."

– Donna Y. via Instagram

"Thank you [for a VBS] curriculum that follows Jesus' life . . . so often [we] see kids not connecting that baby Jesus at Christmas is the same Jesus from Easter who died for their sins."

– Tia S. via Facebook



Dear Ken  
I've read the great dinosaur mystery solved! In it, it referenced a pterosaur book. Could you make one? Could you also make one on other extinct reptiles? They will be Awesome!!

Sincerely Caela 

"We read every issue [of Answers magazine] cover to cover!" – Becky C. via Instagram

According to thousands of recent Ark Encounter guest surveys, 7% indicated that they or someone in their group "put their faith and trust in Jesus Christ for forgiveness of their sins (became a Christian)." **If extrapolated to the over 1 million Ark guests a year, this would be 70,000 souls saved every year!**





Thank You!  
Kent Mally

## GET INVOLVED

**WOULD YOU LIKE TO HELP ANSWERS IN GENESIS? THERE ARE MANY WAYS TO GET INVOLVED WHEREVER YOU ARE LOCATED!**

- Pray for us
- Volunteer
- Donate
- Include Answers in Genesis in your legacy plans
- Give *Answers* magazine gift subscriptions
- Talk to your church about using our Sunday school curriculum
- Talk to your church about using our VBS curriculum
- Donate materials to your local library
- Send others to the Creation Museum and Ark Encounter by purchasing tickets for them
- Submit a research paper to Answers in Genesis



**Get Involved**

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**Donate**

[GetAnswers.org/25annual-donate](https://GetAnswers.org/25annual-donate)