

2025



ANNUAL REPORT



CREATION MUSEUM.



50

years

OF MIRACULOUS
MINISTRY



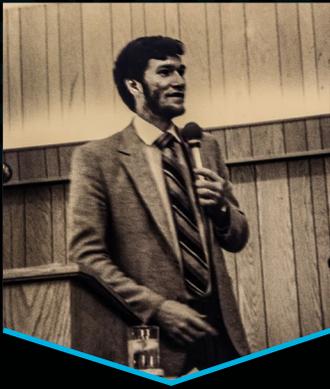
A LETTER FROM KEN

In 2025, we celebrated 50 years of ministry.

It was in 1975 that I gave my first creation apologetics presentation at a country church in Dalby, Queensland, Australia. Back then, Mally and I never would have dreamed of any of the exciting things you'll read about in this report—actually, much of the technology to make them possible hadn't even been invented yet! Yes, the Lord has grown this ministry beyond what we ever could have imagined.

God continues to bless AiG as we remain faithful to his Word and his gospel. All of what you are reading in this annual report 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!

Ken Ham



1975

First creation apologetics talk in Dalby, Australia

1979

Ken leaves teaching to go into ministry full-time



1993

• Creation Science Ministries is formed



1994

- Ken and family move to Kentucky
- Ministry name changes to Answers in Genesis



2014

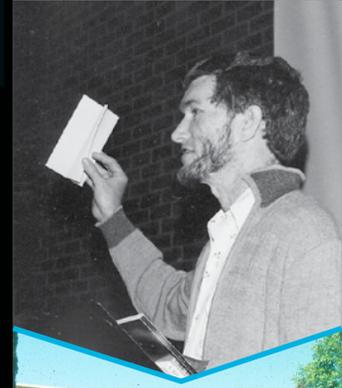
Ken debates Bill Nye (over 25 million views)

2025

Publication of *Miraculous!*—the history of Answers in Genesis

1977

- First creation apologetics conference in Australia
- Ken and Mally start a bookstore in their home in Australia



1987

- Ken's first book *The Lie* is published
- Movie of Ken's relevance message is produced, called *The Genesis Solution*
- Ken and family move to California



2007

Creation Museum opens



2016

Ark Encounter opens



2025

NUMBERS AT A GLANCE



206,000+

Kids Free at the Ark Encounter and Creation Museum in 2025

15,430

Record Number of Combined Ark and
Creation Museum Daily Guests Set
12/27/2025

33,705

40 Days of
Christian Music
Total Concert
Attendees



60,000,000+

Website Page
Views in 2025

261,100,000

Total Views on
Social Media for
2025 (Including
YouTube)



21,300+

Total Volunteer
Hours Served in
2025

IMPACT

OVER THE YEARS

15,000,000+

Total Ark/Museum Guests



1,289,000+

Kids Admitted Free Since 2020

1,000,000

Estimated
Children
Impacted by
Answers VBS
Content Annually



30,600,000

Total YouTube
Views in 2025



250+ Million

Total YouTube
Views

1.2 Million

Total YouTube
Subscribers

Ark Encounter



GetAnswers.org/annual-ark

2025 Highlights

- More interactive experiences, such as behind-the-scenes options and animal feeds, were added at Ararat Ridge Zoo.
- Guest elevator was installed in Emzara's Buffet to improve accessibility.
- Third annual K9 conference provided training to law enforcement and private sector K9 handlers.

8% of guests responding to our feedback survey indicated that they or someone in their group made a new decision to follow Christ.



"By far the most impactful visit to any attraction I have visited. The gospel message was so well presented from the beginning to the end and everywhere in between. We were privileged to witness the next generation learning and practicing apologetics while going through the exhibits as well. So look forward to going back again." — Guest



Twelve showings of *The Pilgrim's Progress* with over 6,500 total guests attending!



We updated our spectacular laser projection Christmas show on the side of the Ark.



New crane chick hatched at the Ararat Ridge Zoo.



Another successful 40 Days of Christian Music event.

A large, detailed wooden Noah's Ark structure is the central focus of the image. It is built from light-colored wood and is supported by several thick wooden pillars. The ark is set against a bright blue sky with a vibrant rainbow arching over it. The ark's hull is curved, and its deck is visible on the right side. The overall scene is bright and cheerful.

155,250+

Kids Admitted Free

40 Days of
Christian Music

33,705

Total 2025 Concert
Attendees

2,357

Commitments to
Christ During 40 Days
of Christian Music

“We love going to the Ark and Creation Museum. I feel like I always learn something new when I go. There are tons of things for our kids to do as well and I love that you keep adding new things.” — Guest

Creation Museum



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

2025 Highlights

- New Butterfly House opened in June.
- We started using the new Wonders of Creation Stage, presented by Cosequin Joint Health Supplement, for animal presentations.
- Construction began on the new restaurant.
- Our staff veterinarian was able to provide annual exams, vaccinations, and on-site care for the majority of our animals, allowing for effective stewardship of resources as we provide exceptional care for the animals.

6% of guests responding to our feedback survey indicated that they or someone in their group made a new decision to follow Christ.

"I thoroughly enjoyed my visit to the Creation Museum. It is a blessing to know that there is a museum that teaches history according to the truth of the Bible without wavering or compromising." — Guest



The Wallaby Walkabout opened in May, and the Butterfly House opened in early June.



Our K9 teams help protect our attraction guests and allow us to provide assistance to local law enforcement.



Hundreds of programs were conducted at the Creation Zoo and Ararat Ridge Zoo with thousands of participants.



The new Eden Teaching Center provided classroom space for Explore Camps.

Almost
51,000
Kids Admitted Free

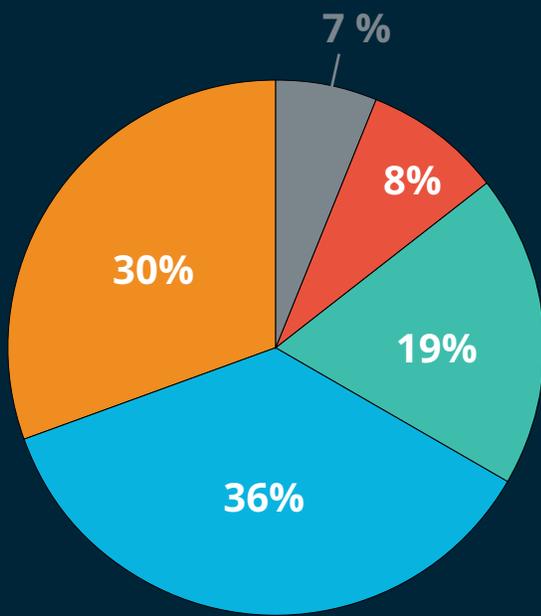
19,000+
Visitors to the New
Butterfly House



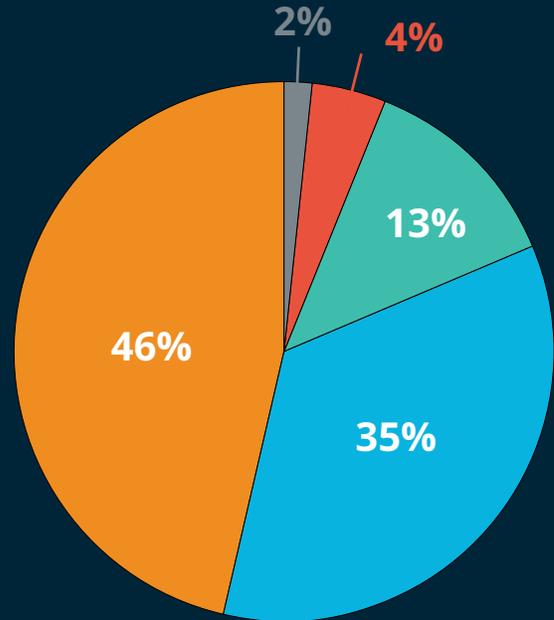
"So incredibly blessed by being able to come here. The exhibits are powerful and thought-provoking for all. Staff was beyond friendly, courteous, and respectful even at the end of the day. May God continue to bless you and these ministries." — Guest

STATS ARK ENCOUNTER

Extremely Very Moderately Slightly Not at All

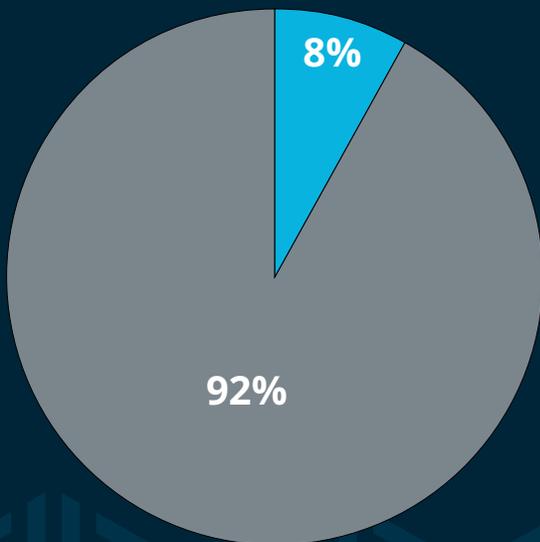


Did your visit to the Ark Encounter strengthen and better equip you to defend your faith?



Do you believe the Ark Encounter is impactful to guests and shares how they can become a Christian?

Yes No



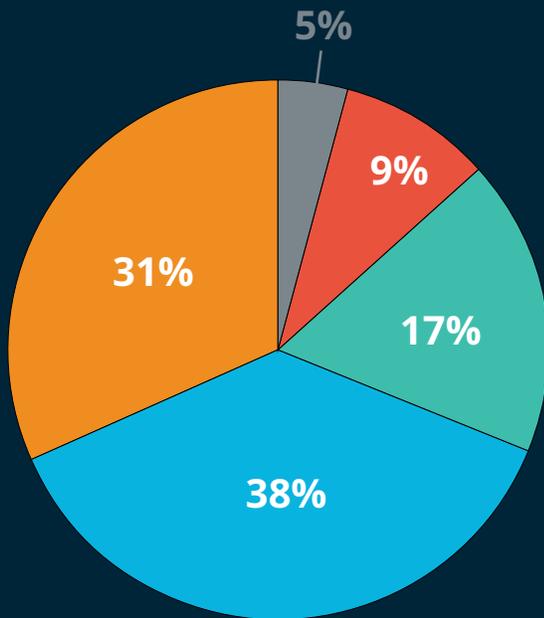
Did you or anyone in your group make a new decision to put your faith and trust in Jesus Christ for forgiveness of your sins?

If extrapolated to the 1 million+ Ark guests, this would be **80,000 saved annually!**

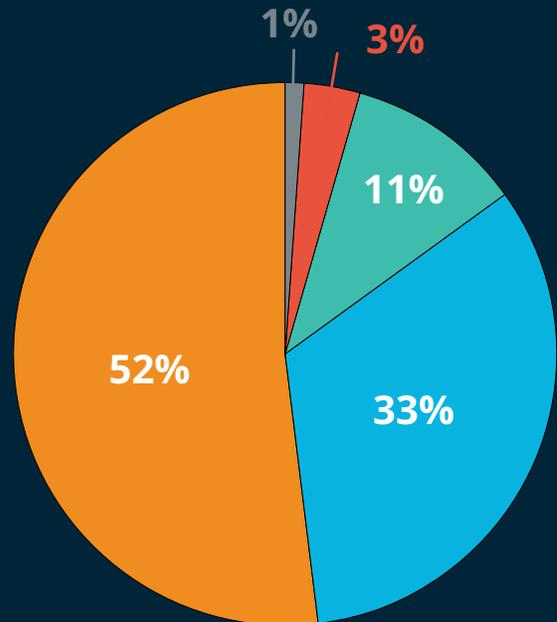
Data taken from completed guest surveys.

STATS CREATION MUSEUM

■ Extremely
 ■ Very
 ■ Moderately
 ■ Slightly
 ■ Not at All

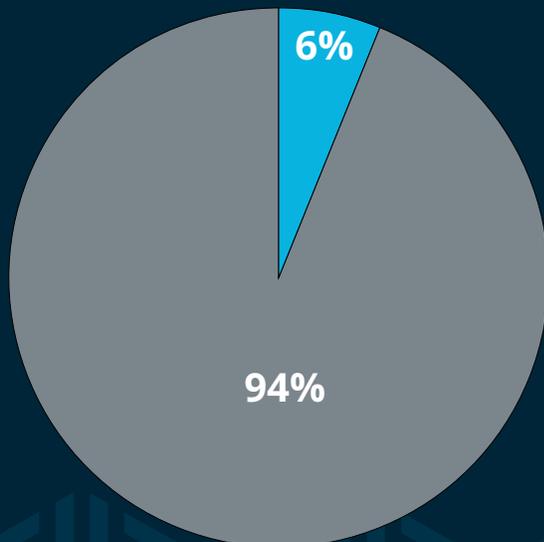


Did your visit to the Creation Museum strengthen and better equip you to defend your faith?



Do you believe the Creation Museum is impactful to guests and shares how they can become a Christian?

■ Yes
 ■ No



Did you or anyone in your group make a new decision to put your faith and trust in Jesus Christ for forgiveness of your sins?

If extrapolated to the 500K+ museum guests, this would be **30,000 saved annually!**

Data taken from completed guest surveys.

Answers Press



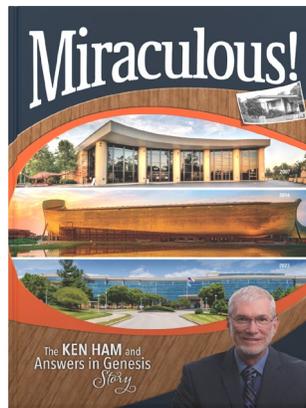
GetAnswers.org/annual-press

2025 Accomplishments

- Answers in Genesis was involved in the publication of 9 books in 2025, including 6 through our own Answers Press.
- *Miraculous!* was published.

The AiG Story

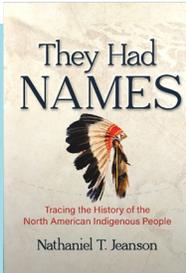
The incredible account of how God used a passionate Australian science teacher and his wife to launch a ministry defending the authority of Scripture from the very first verse. Discover the challenges, spiritual battles, and God's undeniable provision in bringing about Answers in Genesis and its attractions.



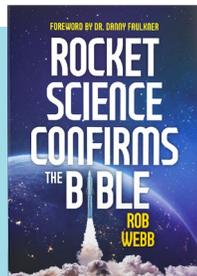
OVER
807,000
Books, Tracts, and Booklets
Distributed in 2025

200
Resources from AiG or AiG
Authors Currently Listed on
Our Web Store

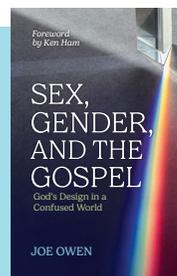
9
Books Published



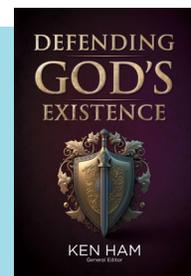
Indigenous History



Faith & Space



Sexuality & the Gospel



Debating & Apologetics



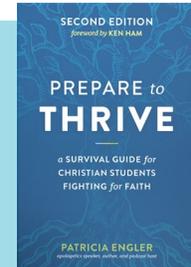
Children's Novel



Fun Fact Book



Bible Activity Book



College-Age Adults

Curricula



GetAnswers.org/annual-curricula

Answers Bible Curriculum

- Available in ESV or KJV for Pre-K–Adult
- 43,000+ ESV teacher books and kits sold in 2025
- 14,500+ KJV teacher books and kits sold in 2025

Answers Bible Curriculum for Homeschool

- Available in grades K–5
- 3,000+ purchasers of ABCH products in 2025
- 8,000+ student books purchased in 2025

Christian School Bible Curriculum

- Grade 3 released

Answers VBS

- In 2025, Answers VBS developed *Emerald Crossing*, our 2026 VBS about Psalm 23.
- 17 years of Answers VBS

Estimated
1,000,000
Children Impacted in
2025 Through Answers
VBS Content

~15,000
Churches Use Answers
VBS Annually

71%
Of VBS Kit Purchasers
Also Used Digital Pro



VBS Showcase saw a record number of attendees in 2025.



Educational Programs



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

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.

2025 Highlights

- New programs were offered in anatomy, logic and apologetics, and dinosaurs and the Bible.
- The Mount St. Helens Excursion provided unique teaching relating massive volcanic eruptions to the catastrophism seen in Noah's flood.
- Thousands were impacted by educational staff presentations and programs at off-site conferences as well as the on-site Answers for Educators conference and Answers Homeschool Experience.
- Sold-out summer camps hosted at the Creation Museum engaged children and teens with hands-on science from a biblical worldview.
- Hundreds of students participated in one-day Explore science programs and High School Labs at the Creation Museum.
- The second annual STEM Challenge at the Ark Encounter saw students from seven states build balsa bridges and learn the value of engineering from a biblical perspective.



Thousands of individuals participated in programs at the Creation Museum in 2025.



Mount St. Helens Excursion



Explore Jr. Camp

Websites



GetAnswers.org/annual-web

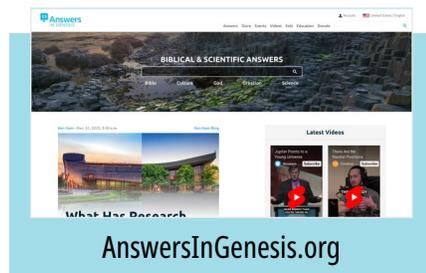
Answers in Genesis hosts several websites that provide faith-affirming, God-honoring articles, blogs, media resources, event information, and more.

2025 Highlights

- 60+ million page views across our sites
- More than 1,000 new blogs and articles published in English
- 46,000+ page views in other languages
- Over half a million non-US website visitors from 31 countries
- A major redesign of the Kids Answers site, making it easier than ever for kids to get answers and have lots of fun—all on a safe site!

8.5 Million
Visitors to Main AiG Website
in 2025

AnswersInGenesis.org
Received the
EPA Award
of Excellence
from the Evangelical Press
Association in 2025



AnswersInGenesis.org



ArkEncounter.com



CreationMuseum.org



AnswersResearchJournal.org



myAnswers.com



KidsAnswers.org

“Appreciate how you explain it in your talks and on the channel Answers in Genesis. I grew up always skeptical of the earth being millions of years old and glad there are people who don't think that either and believe the Bible front to back. God bless you and keep doing what you're doing, this fight is worth fighting for. You definitely saved my faith and I'm 21 years old I'm trying my best to preach the gospel to my siblings and family.”

Answers Academy



GetAnswers.org/annual-aa

Answers Academy continues to witness God's faithful provision as we disciple students through a rigorous, joyful, biblical-worldview education. In 2025, the Lord expanded our reach, strengthened our programs, and allowed us to serve more families, churches, and educators than ever before.

2025 Highlights

- Our student body continues to grow each year at a 15–20% rate.
- Our students continue to excel on the Iowa Standardized Test, scoring 20–40 percentile points ABOVE the national average across nearly every grade level.
- We can now offer hot lunch options, thanks to our refurbished cafeteria.
- We celebrated our second senior class, commissioning students who are grounded in Scripture and ready to engage the world with truth and grace.
- Our sixth original Christmas play, *The Zealot's Fight*, was performed live by Answers Academy students during Christmas at the Ark Encounter.



Our annual Answers for Educators conference hosted 300 educators representing 130 schools, 30 states, and 3 countries.



Research



GetAnswers.org/annual-research

Answers in Genesis scientists are actively involved in research in a variety of fields. In addition, the research department publishes *Answers Research Journal*, a professional, peer-reviewed technical journal for the publication of interdisciplinary research from a recent-creation perspective.

2025 Highlights

- Staff research uncovered new anatomical, chemical, and biomechanical evidence countering feathered dinosaur assumptions, reinforcing clear distinctions between birds and dinosaurs consistent with the biblical concept of kinds.
- Geologist Dr. Andrew Snelling’s research advanced understanding of radiohalos in the Grand Canyon, providing fresh evidence for rapid geologic processes consistent with Noah’s flood.
- Geneticist Dr. Nathaniel Jeanson discovered missing ancient Native American lineages in mitochondrial DNA, publishing his findings in *ARJ*.
- Dr. Jeanson also released several Native American research videos on YouTube, which amassed more than 2.2 million views in 2025.

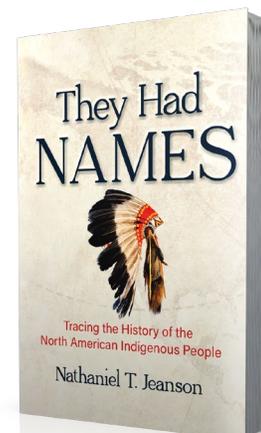
Research Spotlight

They Had Names by Dr. Nathaniel Jeanson uncovers the pre-Columbian history of North America—weaving genetics, archaeology, linguistics, and indigenous histories into a cohesive whole that clearly supports the creationist position.

33
New Papers
Published by *Answers Research Journal* in 2025

18th
Year
of *Answers Research Journal*

ARJ Received the
EPA Award
of Excellence
from the Evangelical Press Association in 2025



Outreach



GetAnswers.org/annual-outreach

2025 Highlights: Domestic

- Total of 141 events (on- and off-site)
- Answers for Women conferences—over 2,800 women registered
- Answers Homeschool Experience—almost 2,500 in attendance
- First-ever Astronaut Encounter—almost 1,500 in attendance
- Second Annual Pastors Brunch—over 500 participated
- Answers for Pastors—almost 1,100 participated
- Creation College Expo—over 1,610 participated
- Almost 54,000 people reached across the country (and Calgary, Canada) at 38 locations

26,900+

Registrants for On-Site,
Ticketed AiG Events in 2025

17

Major On-Site, Ticketed
Conferences & Events
Hosted in 2025



Three astronauts gave their testimony of the glory of God at the Astronaut Encounter.



Ken Ham gave eight of his core talks during the Legacy Conference celebrating his 50 years of ministry.



The first-ever Answers for Men conference sold out!



Brazil



Asunción, Paraguay

2025 Highlights: International

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.

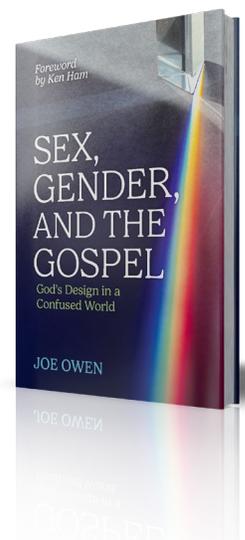
- 50 total trips
- 19 countries
- 84+ churches, universities, seminaries, and camps
- Largest audience: 9,000+
- Online teaching through various universities, seminaries, radio stations and podcasts

Standout Opportunities

- First European AiG teaching tour held, providing teaching in six countries over the span of several weeks.
- Joe Owen had the opportunity to teach at a secular university in Kraków, Poland, discussing creation apologetics and sharing the gospel with students—some of whom were atheists.
- Joe Owen and Arturo Valdebenito participated in a public forum in Lima, Peru, with a Christian congressman, and then in a four-hour debate at a public university with the president of Peru's atheist association.
- Astronauts Captain Barry Wilmore and Colonel Jeffrey Williams joined AiG for a speaking tour in Brazil, visiting multiple venues and drawing over 10,000 attendees total.

New Resources

- AiG published *Sex, Gender, and the Gospel* by Joe Owen (translated from Spanish to English).
- HarperCollins published *El evangelio según Marx* (Spanish) by Joe Owen.
- Cántaro Institute published *The Gospel According to Marx* by Joe Owen.



Truth Traveler



GetAnswers.org/annual-tt

Pigeon Forge, TN

- Truth Traveler attraction, featuring a virtual reality experience and planetarium, opened in Pigeon Forge, Tennessee.
- Pastor Preview and Meet & Greet with Ken Ham events drew hundreds to line up at the doors in anticipation.
- Attraction also had visits from 40 Days artists—Karen Peck, Triumphant, Jeff Whisnant, and Lauren Talley.



Both locations opened in 2025.

Branson, MO

- Truth Traveler attraction, featuring a virtual reality experience and theater, opened in Branson, Missouri.
- The 1,200-seat theater can host live productions or provide an immersive experience through the short film *Fear Not*.



Take off on an extraordinary 5D adventure that transports you to pivotal moments in biblical history.

“We enjoyed our time there. It was a 5D journey through creation, Noah’s ark, and Christ’s miracles. The visuals and motion seats made the experience realistic. There were so many details, even down to the scent of the flowers in the garden of Eden. The staff are friendly, and Rae’s Stargazer Planetarium was also good and we couldn’t leave without some of the yummy treats on the way out!” — Guest



The Pigeon Forge location features a planetarium with a 30-foot tilted dome that immerses you in the wonders of the universe.

Answers TV



GetAnswers.org/annual-atv

2025 Highlights

- Added more new content, including: *Tilt Shift* Season 4, *Schus Off: The Movie*, *Hike & Seek: Short Treks*, and more films, shorts, and documentaries that expanded the library.
- Released *Woke Injustice* by Bryan Osborne, based on his book by the same title.
- Completed Season 2 of *Lily's Lab*, helping children find biblical answers to tough questions.
- Produced additional episodes of *Behind the Experience*, featuring the filming of *Hike & Seek*.
- Celebrated the series finale of *Kashtan's Wildlife in the Zoo* after three beloved seasons.



Kashtan's Wildlife in the Zoo



Tilt Shift



Behind the Experience



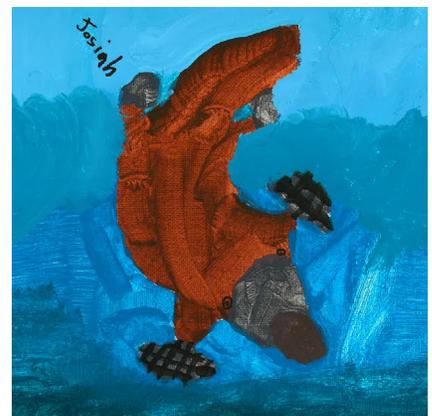
KIDS

IN THEIR OWN WORDS



I've always loved watching AiG teachings on YouTube since I was 6. I have completed the CAP 101 and 102 courses with AiG and I'm going on to CAP 103. I have learnt so much and I want to say thank you. — Anna

I really like your books, I love to learn about God's amazing creation. I also like to look for fossils and have a pretty big collection but I have never found anything dinosaur related. I have a few questions for you. What book do you think best describes creation [besides the bible]? Why don't we find two layers together such as a trilobite with a stegosaurus or a mastodon with a plesiosaur? What is your favorite place to go fossil hunting if you have one? Keep up the good work. — Eli (11 years old)



DEAR KEN HAM, I WAS
AT THE CONFERENCE
IN DAYTONA BEACH
AND I MET YOU!
YOU? I LOVED
YOUR
TEACHING!
LOVE TYNDALE



KEN HAM



Billions of dead things buried in rock layers, laid down by water, all over the earth now what do you think of that?

UPDATES

COMING SOON



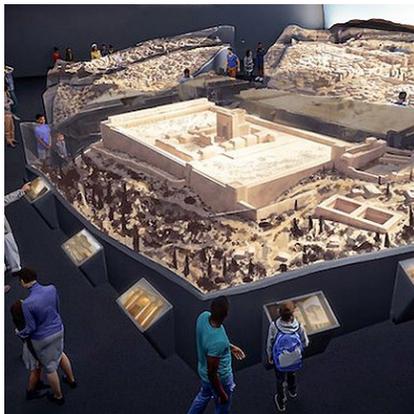
Welcome Center | Ark Encounter



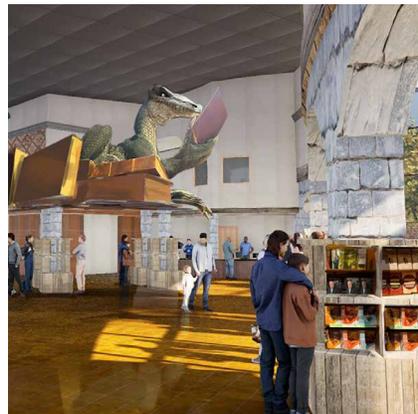
Megiddo Mosaic | Ark Encounter



Israel Antiquities Authority Artifact Room | Ark Encounter



Jerusalem Model | Ark Encounter



Bookstore Update | Creation Museum

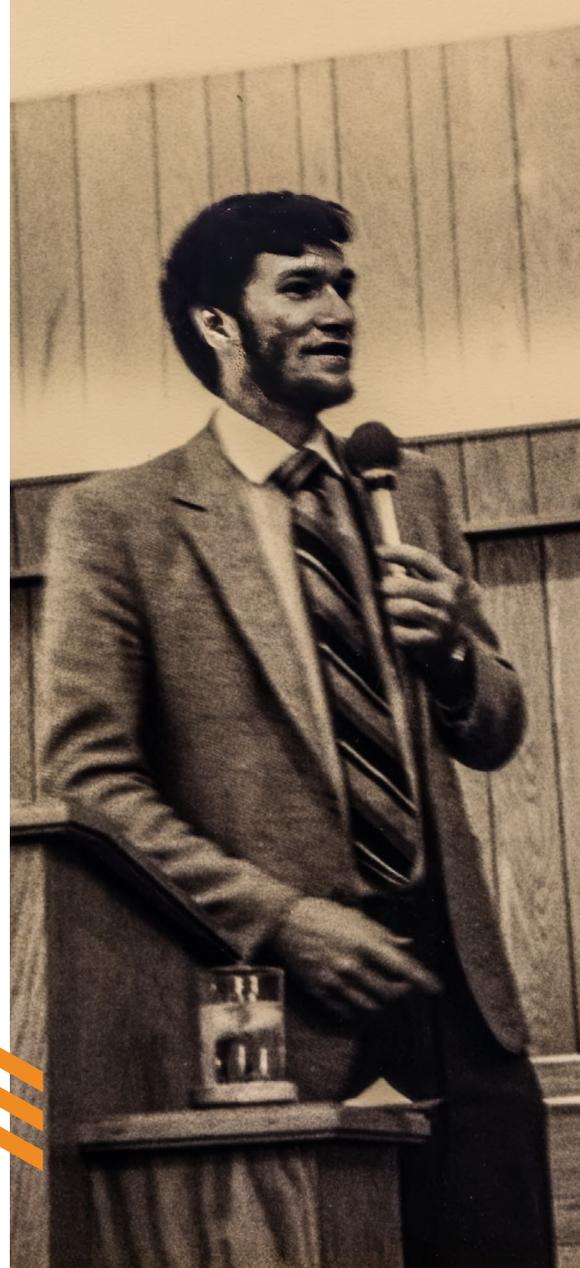


Restaurant | Creation Museum

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 TV 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



Who We Are

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.

MID: 3001157



Get Involved

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



Donate

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