

# 2023

## Impact Report



# A Message From Our Founder

2023 was an exciting year for Corelink Ministries (dba The Corelink Solution, dba Holy Culture). You made it count as you journeyed with us in our mission to Empower People to Reach Their Potential.

It was Holy Culture's 20th year, and how momentous it was. It was also the company's broadest-reaching year.

Our mission is grounded in Matthew 28:19: "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit." With your help, in 2023, we reached millions with messages of Faith, Arts, Vocation, and Education (FAVE).

Within this report, you will find highlights you helped bring to life.

As we head into 2024, we look forward to your continued support and partnership!

Grace and Peace  
James B. Rosseau, Sr. (Trig)





# OUR MISSION & VISION

**Our WHY:** We believe in God's unique plan and potential for each human being, as well as the right to pursue it through systems designed and available for their success.

**Our PURPOSE:** Revitalize communities by empowering individuals to reach their potential.

**Our VISION:** Drive the development and adoption of programs, policies, and practices that lead to increased high school graduation and career success rates.

**Our MISSION:** To help individuals link to their core (their unique gifts, talents, passion, and purpose) and pursue their potential.

**Our STRATEGY:** We are developing an ecosystem that envelops the person through education, inspiration, motivation, and practical application.



2023 Was an amazing year for Holy Culture, as it celebrated its 20 year anniversary.

Our DJs and Hosts were fixtures at the major events of the year, including Flavor Fest, The Stellar, Kingdom Choice and Dove Awards.

At the Dove Awards Holy Culture CEO and Founder James Rosseau, was featured as a panelist for the Future Legacy, where he lent his expertise on future media strategies.



The highlight of the fall, was in October when James, B.E.R.I.D.O.X and DJ Wade-O appeared in the Sway's Universe Wake-Up Show.

The trio spoke about all things CHH, a bit of its history, impact and the do's and don'ts of creating Christian music.





# Impactful Campaigns

## Women In CHH

As part of our celebration of Hip Hop's 50th Anniversary. We launched a campaign featuring 50 female artists in the CHH Space, both on our site and on social media. This campaign was to highlight their contribution to the genre and to amplify their amazing work.



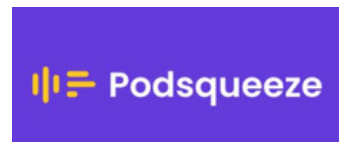
## B Plus 40 Days Of Prayer

B Plus, a wonderful addition to our Holy Culture Programing, featured a segment on his show "30 Days of Prayer." Where both listeners and artists were blessed by connecting power of prayer.



## Continued Partnership

In 2023 we were honored to serve and partner with organizations such as AARP, Covenant Eyes, Podsqueeze, Year Up, Zurich Insurance, and others to share their message on the air and beyond.



# TOP STATS FOR 2023



**Millions**      **Sirius XM Listeners Tune in To Holy Culture Radio**

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**283,000**      **Listeners Were Reached On Our Holy Culture App**

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**178,000**      **Visitors Consumed Content On HolyCulture.net  
and TheCorelinkSolution.com**

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**50,000**      **Podcast Episodes Were Downloaded**

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**47,000**      **Fans followed us on social media**

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**1,700**      **Artists Were Featured on Holy Culture Radio**

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**60+**      **Individual Donors Supported Us**

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# STORIES OF CHANGE

Here are some of the stories that inspire the work we do every day.



I'm a 45 year old minivan driving dad of 4 in Middle TN who didn't come to Christ until 2015. CHH has been a HUGE part of my walk. I've been able to hear from and read books from artists who speak about their struggles just as much as successes. THAT is the walk of a Christ follower. Found the station because of the interviews with Trip and Lecrae. Enjoying it and glad I found it!

Thank you for supporting independent artists like myself. Knowing that my voice is being heard is truly inspiring. Keep Going!

-Lana D.

I want to reach out and express how much of a blessing the XM channel has been to me. I have been in church my whole life... involved in musical ministry and several other aspects of church, but I also grew up in the late 80's/early 90's era and love hip hop. I currently pastor the home church I grew up in and it's a very small congregation... but what I have noticed is that the younger generation in the community seems to gravitate to me. I don't drink alcohol, don't cuss, drugs has never been my thing but I use to get drunk, party a lot among some other things.

I tried to mimic what I saw in "church" because I thought that was holiness, but I follow my gut feeling (spirit), and I never genuinely felt that I was that description. Music is more of a feeling to me than a sound, and I felt rnb and hip hop. Regardless the message, I felt it... a strong beat speaks to me.

For over 40 years growing in my walk of life, I have never grown as much over the past several months since I have been listening to Holy Culture Radio. I have truly realized REAL RELATIONSHIP with CHRIST JESUS and breaking strongholds that I thought I could never break. I decided on day that I am going to stop just "doing" JESUS on Sunday and truly have a relationship with HIM daily, but I have to have my everyday flow sound that picks me up, able to workout to, able to vibe to. And an internet search led me to you guys. I apologize for the long message... but I say all of this to simply say thank you, you have helped a lifelong churchgoer realize true salvation, justification and sanctification. God bless you guys!



# FUTURE GOALS

There is always room for growth, and in 2024, we'd like to set our eyes on achieving the following:

- Drive more listeners to Christ and to get “connected” to community for prayer, discipleship, etc. through GLOO.
  - Increase our mobile app listenership and website usage.
  - Reinstate our youth program, extending it to onsite mentorship and experiences.
  - Build collaborative partnerships with organizations aligned with our FAVE pillars.
  - Increase our analytical rigor and rationalize our work to ensure we deliver efficiently and effectively.
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# WE'D LIKE TO THANK EVERYONE FOR THEIR GENEROUS SUPPORT

We'd like to thank our donors for their on-going support.

To the artists, listeners, DJs and Hosts and the Advisory Board- thank all for all you do keep Holy Culture alive to spread the good news of the gospel.

And thank you to our Advisory Board: Mark Chassman, Chris Broussard, and Julien Cheng for the support, advice, and guidance.

May the Lord bless you and this Ministry for many years to come.

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