



At Walk Thru the Bible, our mission is to help people everywhere live God's Word. We've always worked to make the Bible understandable for people, not just accessible. We want to help people to not just know the Bible, to not just read it occasionally or to only hear it when they go to church on Sunday, but to help them engage with it and apply it to their lives. Daily.

We want more—more than just creating resources, more than just holding live events. We want more for people than just to be amazed with the beauty and glory of God's Word in a one-time encounter or event with us. We want people to fall in love with the Word and its Author. We want to create movements. We want to impact people's lives—for now and for eternity.

Last summer, I wrote to you about a bold, God-given vision for Walk Thru the Bible. I explained how God had been stirring my heart and spirit for a few years with a restlessness about the direction of Walk Thru the Bible. God gave me the freedom to dream again about Walk Thru's future. He was telling me, "I am doing a new thing," just as He told the children of Israel in the book of Isaiah. And He was simultaneously working in the hearts of others about this same vision of ministry.

That vision is to **double** our global ministry impact in **three years**.

So what does this mean practically? For the fiscal year ending June 30, 2019, Walk Thru the Bible impacted the lives of more than 1.9 million people in nearly 130 countries. To double that means we will be impacting almost 4 million people at the fiscal year end in 2022.

For year one, there were a lot of initiatives and items to accomplish in general, and we're just now beginning to see some results. The early indicators are very encouraging—**we're on track to see at least 10% growth in lives impacted for this fiscal year**.

And here, at our first six-month marker, we'd like to give you an update on our progress.



The 7 Growth Strategies



Progress: Where we are at the 6-month mark

Here are the year-one goals as well as the progress we've made toward those goals at the end of the first 6-month period:

1 | GLOBAL KIDS' MINISTRY YEAR-ONE GOALS:

- Launch new kids' ministry in two countries (India and Ukraine) with goal of impacting 15,000 kids and training 150 teachers in FY2020.

We are on target to launch the kids' ministry in India—teaching at least 10,000 children this year. The WTB

instructors for India's kids' ministry will be trained this Spring. We will be training kids' instructors in Ukraine in September 2020.

- Develop and equip a global team of 20 kids' trainers.

The standard for our global kids' ministry is complete, as well as the training manual and resource kits. So far, 5 of the 20 trainers have been identified, vetted, and trained.

- Launch a public school ministry in three new countries (Honduras, Philippines, and Ukraine) impacting at least 7,500 public school students.

We are facing a few delays in some of the countries because of the timing of the school schedule. Ukraine will launch in September 2020, and Honduras will launch February 2021. Philippines is training a team of instructors this Spring and will have the opportunity to teach 2,500 kids in school systems this school year.

2 | TECHNOLOGY YEAR-ONE GOALS:

- **Launch a new Walk Thru the Bible website with online event registration, new blog focused on Bible engagement to begin in October 2019, and digital distribution of Biblical Character Series courses available in October 2019.**

The new Walk Thru the Bible website launched in October 2019, including a new blog with posts that are focused on Bible engagement themes. The first events with online event registration begin in March 2020. And our newest course, Chiseled, will be available for streaming in February 2020.

- **The Daily Walk Devotional Podcast launches on January 1, 2020. Devotional content that was only available in print format will be available in podcast format along with an audio Bible recording—to help people listen through the Bible in one year.**

The Daily Walk Devotional Podcast launched on January 1, 2020, and several hundred people are already using the podcast for devotional and Bible engagement.

- **A new Walk Thru the Bible Podcast will launch February 1, 2020. This podcast will be in an interview format, and it will be focused on Bible engagement themes.**

This podcast has been delayed by two months and will launch in April 2020.

3 | PARTNERSHIPS YEAR-ONE GOALS:

- **Establish two new partnerships in each international region,**

resulting in 20,000 additional people that will experience WTB events and resources.

Our goal is 20 new global partnerships. We have eleven established so far and a number of others are being negotiated. The results of these partnerships are beginning now with more to report next quarter.

- **Develop four major partnerships in the U.S., resulting in 2,000 additional people that will experience WTB live events.**

Two of the four desired partnerships have been established. We are currently exploring partnerships with seven other organizations.

- **Develop a global partnership with a child sponsorship organization to launch ot/ntLIVE as discipleship materials in child sponsor ministry contexts, with the goal to reach 5,000 kids.**

We are continuing to have conversations with these types of organizations, but there's not much to report at this time.

4 | LIVE EVENTS YEAR-ONE GOALS:

- **Launch an aggressive marketing campaign to increase sales of live events to U.S. churches, resulting in 12,000 additional live event attendees.**

We are seeing encouraging results from our marketing efforts. We are currently on pace to see an additional 6,000 live event attendees through December, and we have several large events scheduled in the next few months that will result in additional growth toward the goal.

- **Leverage Phil's public teaching**

among conferences, especially with pastors, to increase sales of events and instructor recruitment.

Phil's travel and teaching has been limited because of his hip replacement surgery in December. The surgery was successful, and he's well ahead of physical therapy goals.

- **Increase recruiting efforts of new instructors and train at least 70 new associate instructors.**

Recruitment efforts have been slow. We have trained nine new instructors in several small training events. Our major training event for the year is in March. We are actively recruiting for that training now.

- **Develop an engagement path beyond the live event where 20% of event participants engage with a WTB resource or give within 12 months of the event.**

We have developed a post-event engagement path to inform and involve live event attendees in the ministry of WTB. We have also developed and begun distribution of a WTB resource catalog (including meaningful, relevant content) to our live event attendees.

5 | CONTENT CREATION AND DISTRIBUTION YEAR-ONE GOALS:

- **Produce new Biblical Character Series course *Refuge* (the life of Ruth) by April 2020.**

This project has been delayed and will likely be available by June 2020 instead of April.

- **Launch *Chiseled* in the U.S. market in the fall of 2019 with 1,000 products sold in FY2020.**

Our newest resource in the Biblical Character Series, *Chiseled (on the life of Simon Peter)*, was launched in September. Through December, we have achieved more than 60% of our sales goal for the fiscal year (ending June 30).

- **We are creating a brand-new teacher training course. Content will be created in FY2020 with production and the global launch in FY2021.**

Our team is actively working on the content for this new teacher training course. We are on target to have this course ready for launch as planned in the 2020-21 fiscal year.

- **Launch a marketing effort to distribute *Chosen* as an Advent/Christmas resource to U.S. churches.**

We completed this initiative, but we were unsuccessful in hitting our sales goals. The team is reviewing what worked and what didn't work in order to improve the content and packaging as well as messaging and marketing efforts in order to market it for Christmas/Advent 2020.

6 | PASTOR INSTITUTE TRAINING YEAR-ONE GOAL:

- **Develop and launch a prototype of an intentional pastor training model in two regions that enrolls at least 100 pastors.**

We anticipate being able to launch the Pastor Institute in three regions instead of two. We have conducted the first Pastor Institute training event in the Southern Africa region, with more than 150 pastors trained. We will have events in the South Asia and Southeast Asia-Pacific regions in May 2020, where we anticipate training another 200 pastors.

7 | PERSECUTED CHURCH YEAR-ONE GOALS :

- **Develop and launch a repackaging of existing resources that is distributed to at least 5,000 persecuted believers in FY2020.**

In January, we tested a teaching series focused on serving believers who are living in persecuted regions and are suffering for their faith in Jesus. We will continue to refine the course and then release it to all of our regional directors.

- **Conduct *otLIVE* training event in the Middle East in which we train 20 trainers from at least 10 countries, resulting in 2,000 people attending events.**

The *otLIVE* training is scheduled for May 2020, and we are actively recruiting trainers.

“I am doing a **new thing**”

This fiscal year has been a year of laying new foundations for Walk Thru the Bible. We have accomplished a lot, but there is much still to be done. We are grateful for your partnership and your prayers. We are grateful for the hard work of our regional directors and our country directors. And we are grateful to all of the men and women who faithfully, prayerfully, and passionately teach God's Word through Walk Thru the Bible's live events and biblical resources to people all around the world—to children who come from families of other faiths; to believers who are suffering for their faith; to married couples whose marriages are struggling; to people who don't understand the Bible or know how to apply it to their lives, and so much more.

And why do we do all of this?

Because we are committed to helping people everywhere live God's Word. Because we know that engaging with Scripture on a regular basis is the biggest factor in spiritual growth. Because we know that the Bible changes everything.

God's Word is a gift; a precious gift that through His grace, Walk Thru is bringing to the world. We hope that you will continue to walk alongside us.

Serving together with you,



Phil Tuttle
President

