



# GLOBAL IMPACT REPORT **2021**





This year has been challenging and heart-breaking and difficult for all of us. And yet, you have been so faithful in your support, your encouragement, your prayers. Your partnership, as we work together to make an impact, has been so invaluable and has made such a difference around the world. Together, with you, we have seen God do some mighty things.

Lately, God has been bringing to my heart and mind one of the miracles of Jesus that we find in Luke 9:10-17—the story of a little boy’s lunch and what happens when this meager meal is placed in Jesus’ hands.

The story begins in a remote, desolate place. Jesus is surrounded by crowds of people, and He is teaching them about God’s Kingdom. Late in the afternoon, Scripture tells us, His disciples ask Him to send the crowds away so they could find food and a place to spend the night. Jesus told His disciples, “You give them something to eat” (Luke 9:13).

How overwhelmed they must have felt! Scripture tells us there were about 5,000 men there (not including wives and children). The

disciples knew that they couldn’t afford to buy dinner for all of these people, but they collected the little bit of food that could be found—a little boy’s lunch of five loaves of bread and two fish. They brought the food to Jesus and put it in His hands.

Jesus knew His disciples could not do what He asked of them—to feed 5,000+ people with a tiny bit of food—without His help, just as He knows that we often cannot do what He asks of us without His help. The disciples also knew that they could not do what He asked them to do. At the beginning of the story, they had barely enough food to feed one person. By the end of the story, after Jesus’ active involvement and after everyone had eaten their fill, each disciple was left holding a basket of leftovers. The miracle of the loaves and fish shows us that Jesus had done for them the very thing He had asked them to do: He gave them something to eat.

The longer the pandemic lasted this year, the more we had to rely on God working the miracle for us to achieve the goal.

As I walk on this journey with God, I see this happen in my own life, in the lives of other believers, and even in the life of Walk Thru

the Bible. God asks us to do something, we step out in obedience and in faith—bringing Him our tiny bits of effort—attempting to accomplish what He has asked us to do. We may worry about the outcome (thinking it’s not going to happen), or we may plan how we want to get there. But in His sovereignty and in His own time, He multiplies our efforts. He makes those efforts more than enough.

# A Letter From Our President

## OUR MIRACLE-WORKING GOD

Sometimes I think we anticipate the ordinary from God. We pray with realistic expectations, hoping He will answer us with obvious answers. Our minds confine Him to the predictable, with how we think He’s going to answer, forgetting that He is able to do infinitely more than we can ever imagine. We often underestimate Him.

### Our Loaves and Fish

On July 1, 2019, we launched a God-given vision to double our global ministry impact in three years. By June 30, 2022, our goal is that Walk Thru the Bible will impact at least 3.8 million lives each year around the world. Accomplishing the goal is centered around 7 growth strategies: Launch a global ministry for kids; leverage technology to expand our ministry reach; establish partnerships that deliver events and resources to new audiences; expand our live event ministry among U.S. churches; increase content creation that encourages Bible engagement globally; develop an intensive, intentional pastor training model; and broaden our ministry for the persecuted church.

God called us to this project, all the while knowing there would be a pandemic, that face-to-face ministry and live teaching would be shut down, that churches and schools would be closed, that the world as we know it would become so different.

### But God ...

Still, we knew we had not misheard God about the doubling goal. And He

knew we could not do what He had asked us to do without His help.

We began Year 2 with God’s leading us to do ministry in a different (for us) way. Walk Thru’s ministry model has been face-to-face, live events and teaching and training, but that wasn’t possible now. We had success in Year 1 with some virtual and digital ministry—reimagining our *otLIVE* as a streaming event titled *Step Into the Story*; our *Home Team* streaming event; Walk Thru Voices, and Daily Walk Podcast.

We began Year 2 with *Step Into the Story NT*, which is the adaptation of our *ntLIVE* event. We live streamed it on our

The fact that our lives-impacted number increased in a full year of pandemic is, in itself, a miracle.

YouTube channel and Facebook. Beni Lup, our Regional Director for Eastern Europe, worked with Alfa Omega TV to get it on their cable channel and 40 local channels in Romania, and on Moldova TV. Because we left the videos on our YouTube channel after the live stream, people from many countries were still able to watch them from home.

In September, we launched *Step Into the Story* Podcast. Every other week, I interview a guest and we explore their

story with God, as well as how Scripture has impacted their walk with Him. Guests have included Frank Tanana, Ellie Holcomb, Ellen Vaughn, Paul Gould, Dr. John Isch, and more.

In March 2021, we released the latest course in the Biblical Character Series titled *Refuge: Finding Home in a World of Change*. Based on the story of Ruth, Naomi, and Boaz, *Refuge* reminds us that we find our true home, our refuge, in God. *Refuge* has been launched globally, with hundreds of pastors trained to teach it to their congregations.

### A Report Card

In the pages that follow, we want to give you our Year 2 report card. There are some initiatives that we were not able to start (yet) because of COVID-19 restrictions. We have brought those tasks over into Year 3. There are some things we did well in Year 2, and other things that we did not do as well.

At the end of it all, you’ll see that, with your help and your partnership, Walk Thru the Bible impacted 2,319,966 lives; an increase of 469,835 lives over Year 1.

Thank you for your faithful partnership with us in this work. We are grateful for your prayers, your encouragement, your support. Be filled with hope, my friends. God is working around the world, and He is working through Walk Thru the Bible to impact many lives for His Kingdom.

Phil

# 2021 at a Glance



**16,063**  
pastors & Bible  
teachers **trained**

**13,448**  
**events**

**580**  
**kids** events

**1,180,372**  
event **attendees**

**367,079**  
**kids** attendees

**585,628**  
**digital** attendees

**170,824**  
**resources** distributed

**130**  
**countries** where you  
made a difference

**2,319,966**  
**lives** impacted

## Helping people everywhere live God's Word ...

### OUR MISSION



### OUR TOOLS



#### LIVE EVENTS

You help people learn  
the big picture of the  
Bible in a memorable,  
interactive way through  
attending innovative live  
events.



#### BIBLICAL RESOURCES

You provide biblical  
resources that invite people  
deeper into the Word of  
God and transform the  
way they apply it in  
their everyday  
lives.

### OUR AUDIENCE



#### BIBLICALLY UNENGAGED

You ignite passion for  
God's Word in people who  
have easy access to the  
Bible but struggle to un-  
derstand it and live  
out its truth.

#### PERSECUTED CHURCH

You bring encourage-  
ment and biblical food  
to believers who face  
intense persecution  
for their faith.

#### UNDER- RESOURCED PASTORS

You provide vital resources  
for church leaders who lack  
the biblical resources they  
need to teach God's  
Word and multiply  
their impact.



And love God's Word! God has given Walk Thru the Bible countless open doors to teach His Word to kids all around the world. Walk Thru the Bible's global children's ministry is helping kids everywhere understand Scripture and live it—kids in orphan centers in Peru, in Muslim-

dominated schools in Zanzibar, in feeding centers just outside Manila, in summer camps in Kiev, in home groups in Pakistan, and so much more, are learning the big picture of the Old and New Testament. And we know that when people truly, deeply engage with Scripture, lives are forever changed.



# otLIVE for Kids

## Nigeria's children's ministry launch

Francis Olubambi, Felix Fahuwa, and Piboere Okukulabe are on a mission: to teach children in Nigeria the Word of God, to impact and transform lives for God's Kingdom, to plant seeds of faith in the hearts of kids.

Despite pandemic lockdowns and restrictions over this past year, despite churches being closed

and schools being restricted, this team has been hard at work training teachers and teaching children our Old Testament Bible overview event, *otLIVE*. As part of Walk Thru the Bible's Year 2 initiative to launch a WTB global children's ministry, the team in Nigeria reached 265,636 children (from July 1, 2020 – June 30, 2021).

Because schools restricted visitors at the beginning of the school year, Francis (Walk Thru's Country Director for Nigeria), Felix (Walk Thru's Children's Ministry Coordinator in Nigeria), and Piboere

began this past fall by training the 24 main trainers to train others in *otLIVE*. Those trainers then recruited and trained more than 300 new *otLIVE* instructors in their various schools, churches, organizations, and communities during the first round of training.

In October, when public and private schools began to open, the instructors started small (many schools restricted outsiders), teaching *otLIVE* in just a few schools through December. In January, more schools began to open and more schools allowed outsiders to come in.

"We found that the schools are easy to penetrate if we show them we are bringing them a resource to enable them to pass on the 'religious national values' that they already want to teach the children," said Piboere. "The schools in Nigeria are a mix of public and private schools with Christian children, Muslim children, children from different races and different tribes, different backgrounds and different status. But the children love the *otLIVE* lessons and the hand signs," she said.

The trainers also focused on churches, other ministry organizations, as well as teaching *otLIVE* in community settings such as backyard Bible clubs and specific events like Nigeria's annual Children's Day. Held on May 27 every year in Nigeria, the nation comes together to celebrate children. More than 6,000 children were taught *otLIVE* in various venues and through various activities planned throughout Nigeria this year on Children's Day.

Francis says, "*otLIVE* is not just another school curriculum. It will reach children either in the school or in the street or in the church. The beauty of it is that some children have never heard the Old Testament story, have never been taught it, so hearing the lessons behind the Old Testament stories has developed in the children a desire to love God more and learn more about Him."

"*otLIVE* is a powerful, transformational tool," says Felix Fahuwa (Walk Thru the Bible's Children's Ministry Coordinator in Nigeria). "It's a whole new way of connecting with children to bring them into the knowledge of the Word of God. And what's interesting is the

instructors and parents are being impacted, too. An instructor told me recently, 'I've had to research and study the Bible more. I have a deeper understanding of the Bible now because of *otLIVE*,' he told me," said Felix.

Felix and his team have heard many, many stories of how *otLIVE* has impacted the kids. "The children are fascinated by how good God has been in His love and interest in the human race," he said, "as well as how much God loves us,

**"The children are fascinated by how good God has been in His love and interest in the human race."**

how He wants people to be reconciled to Him, how He wants our worship, how we must love one another, and more."

Their reports also included that 37 churches have adopted *otLIVE* for their children's Sunday School curriculum for this year; churches are also utilizing other Walk Thru the Bible resources for adult discipleship; and many churches and communities have requested *otLIVE* events for their people.

### What's next?

"We've started our second round of *otLIVE* in Nigeria," said Felix, "because the country is so big and there are so many places we haven't been to teach *otLIVE* yet."

Felix, Piboere, and their team also conducted a combination face-to-face and virtual *otLIVE* training in

Togo this spring. Felix and Piboere, along with interpreters (because Togo is French-speaking), were face to face with the 23 trainees, while the global training team—Mark Schaaf, Lynnette Stander, and Terry Seamon—led the training virtually. Since that initial training, 200 instructors have been trained to teach *otLIVE* in Togo. Because of COVID, Togo's new instructors are mostly teaching *otLIVE* in churches right now. "We also have some schools that will be opening to us soon," said Samuel Eklou, Walk Thru's Country Director for Togo. "And we are currently working through a strategic partnership with an international children's organization that will soon give us the approval to reach their children with *otLIVE*," he said.

Francis, Felix, and Piboere will also be launching *otLIVE* for children in Ivory Coast, Benin, Burkina Faso, and Niger. These countries are approximately 60% Muslim.

This team is also making long-range plans to start training the trainers in *ntLIVE*. "The instructors are asking us when they can have *ntLIVE*," said Francis. "Hopefully, that will be 2023."

"It is so easy to change the trajectory of anything by reaching the children," said Francis. "So we are building for the future. We are impacting lives, transforming lives. If we can plant the seeds of faith in the children, this gives me hope. We don't have a future if our children don't get to know our faith," he said. 🙌

# Doubling Our Global Impact in **3 Years**

## A REPORT CARD ON YEAR 2

At Walk Thru the Bible, we help people everywhere live God's Word. Every day, we serve the biblically unengaged through our innovative live events and our biblical resources—from otLIVE to the Biblical Character Series studies, from ntLIVE to the Jesus in the Old Testament Bible study stream, from the Daily Walk Podcast to Walk Thru Voices. Every day, we serve the persecuted church through our biblical resources that are used by individuals in secret churches, home groups, and more. And every day, we minister to under-resourced pastors by equipping them with our biblical tools and training.

Our goal is to make the Bible more than accessible; instead, to make it understandable and applicable, to help people discover the beauty and wonder and joy in its pages. Our goal is to help people engage with Scripture, to understand and apply it, to know why it's important, to deeply, reflectively study its pages. And our goal is to help people explore Scripture's depths of meaning, the oceans of truth in its pages.

We want the Bible to impact lives, for now and for eternity.

On July 1, 2019, we launched a 3-year vision: to double Walk Thru the Bible's global ministry impact. By June 30,

2022, this means Walk Thru the Bible will impact at least 3.8 million lives each year around the world.

Year 2 (July 1, 2020 – June 30, 2021) started off in the middle of global lockdowns and restrictions. Despite this worldwide crisis, we have continued our work to reach the goal, by God's grace. He is blessing the work of our hands.

In these pages, we will report on our Year 2 progress. As our Year 2 "report card," you'll see what we did well, what we did not do so well, and some things that we moved to Year 3 because of the global pandemic.

The men and women of the global Walk Thru the Bible family have taken up God's call to bring the hope of His Word to the world. They are working toward the goal, in spite of challenges and danger, shutdowns and variants. We did not plan for a pandemic, but we also could have never planned for what God has done!

### THE 7 GROWTH STRATEGIES

A Progress Report at the end of Year 2

Due to the pandemic shutdowns, there are some plan items we haven't been able to launch yet, especially in some regions of the world. Here are some of the Year 2 goals as well as the progress we've made toward them at the end of the second year.

#### 1 | GLOBAL KIDS' MINISTRY YEAR 2 GOALS:

- Expand kids' ministry in 3 regions (South Asia, East/West Africa, and Asia Pacific) resulting in ministry impact of 760,000 kids by June 30, 2021.



This plan initiative was based on launching the WTB global children's ministry with face-to-face live teaching in these 3 regions. However, schools and churches in the South Asia region and the Asia Pacific region have been shut down for most of the year because of COVID-19. We did reach more than 265,000 children in West Africa, though. In total, we taught more than 367,000 children with otLIVE this year.

- Recruit global kids' leadership and training team, including hiring a U.S.-based global kids' leader by November 1, 2020 and at least 3 in-country coordinators by December 1, 2020.

Terry Broberg was named as our U.S.-based global kids' coordinator. Terry is a long-time Walk Thru the Bible instructor, and has spent more than 37 years in Christian school ministry, both as a teacher and an administrator. He is leading the Global Children's Team, which consists of 10 children's coordinators and 3 global trainers.

- Recruit at least 25 Christian K-12 school teachers to be trained as otLIVE or ntLIVE instructors by 1.1.2021 who will each teach at least 50 kids by 6.30.21.

This initiative was moved to Year 3 due to extra pressure on Christian school teachers (virtual teaching, load and time

constraints, budget shortfalls, etc.) this year.

## 2 | TECHNOLOGY YEAR 2 GOALS:

- **Develop and launch WTB mobile application.**

The WTB mobile application will be launched this fall to coincide with a marketing campaign to churches for WTB live events. The largest audience for app downloads is live event attendees.

- **Create and launch Step Into the Story Podcast with 1,000 downloads by June 30, 2021.**

Step Into the Story Podcast launched in September 2020 and we reached our goal with more than 1,700 downloads as of June 30, 2021. The podcast is an interview-style podcast with Phil Tuttle.

- **Livestream 2 courses at no cost to at least 500 devices in FY2021.**

In July 2020, we filmed, produced, and streamed *Step Into the Story NT*, our *ntLIVE* event re-imagined for a digital audience. We had 5,213 viewers on our YouTube channel. After the U.S. live streams, Beni Lup in Romania worked with Alfa Omega TV, Moldova TV, and European TV to show the videos to 575,000 people in their audiences. Our second streaming course is titled *Jesus in the Old Testament*, which launched July 19, 2021.

## 3 | PARTNERSHIPS YEAR 2 GOALS:

- **Expand global partnerships by developing two new partnerships in each of the 10 regions by June 30, 2021, resulting in a 500-person ministry impact per partnership.**

In each of the 10 regions, the WTB regional directors have formalized at least 2 partnerships with organizations that will expand Walk Thru the Bible’s ministry reach through their channels. The majority of these organizations have not held a Walk Thru the Bible live event yet because of the pandemic. There have also been a number of smaller, informal partnerships established by our RDs for specific purposes.

- **Identify and secure 6 new partnerships with U.S.-based ministries with a 500-person impact each and 1 partnership resulting in a 5,000-person impact, by 6.30.21.**

This initiative was moved to Year 3. During Year 2, we had discovery conversations with several potential partners, who are interested in working with WTB but had COVID-19

concerns around training at that time.

## 4 | LIVE EVENTS YEAR 2 GOALS:

- **Expand Phil’s public presence as WTB’s president through at least 20 public speaking engagements with at least 4 specifically to church leaders, speaking to a total audience of 10,000.**

The foundational tasks to accomplish this initiative have been completed, and we’ll leverage this momentum in Year 3. While many events were cancelled, we’ve had some initial success with booking upcoming events for Phil to speak. We’ve also filmed and produced a few video teachings for virtual events where Phil was invited to speak.

- **Relaunch God’s Grand Story campaign with simpler pricing structures and enhanced marketing efforts resulting in 10 church-wide campaigns with an average of 150 people per campaign.**

This initiative was not completed. Since churches were closed for most of the year, we focused our priorities on other initiatives.

- **Develop comprehensive lead generation strategy resulting in 75 churches per quarter requesting information about hosting a live event.**

With churches shut down for most of 2020, our strategy was two-pronged: We still marketed to pastors and churches and Christian schools, but changed our messaging to one of “When you’re open, we are here.” We also tried some new marketing channels and continued with sales calls and email campaigns to pastors.

## 5 | CONTENT CREATION AND DISTRIBUTION YEAR 2 GOALS:

- **Produce the next course in the Biblical Character Series—titled Refuge—resulting in 400 products sold by June 30, 2021.**

*Refuge: Finding Home in a World of Change* launched in March, 2021, in the U.S. and around the world. As of June 30, 2021, 335 products have been sold. Many pastors in several of our regions have been trained to teach this course.

- **Leverage website and social media pages as platforms for new and expanded content offerings through (a) new Walk Thru Voices video content weekly, (b)) written blog content every 2 weeks, and (c) other free resources.**

This media strategy has resulted in more awareness of Walk Thru the Bible, increased engagement and following on our social media platforms, and downloads of free resources from our website. We’ve had more than 49,000 views of our Walk Thru Voices videos and more than 24,000 page views of our Walk Thru blog.

- **Finalize content development for new teacher training course by 9.1.2020 and produce all materials by 4.1.2021 for distribution through regional directors.**

Content creation for this course faced several setbacks due to COVID-19 challenges of our international partners who are collaborating with us on this project. Completion and distribution of this course has been moved to Year 3.

- **Develop and produce the course titled Fiery Trials by October 15, 2020, and make available to the regional directors for distribution.**

COVID-19 made this project very challenging, especially because of the global partners we are working with on this course. Much initial work has been done, but we moved this to Year 3 for completion.

## 6 | PASTOR INSTITUTE TRAINING YEAR 2 GOAL:

- **Expand our pastor institute in 4 regions in which 200 pastors are trained in each region who teach at least 100 people in FY2021.**

The pastor institute training launched in 5 regions, with a total of 535 pastors trained this year across those regions. Many of the pastors were trained in the complete Biblical Character Series.

## 7 | PERSECUTED CHURCH YEAR 2 GOALS:

- **Recruit and select an acting MENA regional director and have in place by March 1, 2021.**

On March 1, Hussam Fakhoury was named Lead WTB Teacher/Trainer for the MENA region.

- **Expand ministry in MENA region by training at least 10 instructors in 8 countries by December 1, 2020 and ensure that each instructor teaches 3 events in FY2021.**

1,525 instructors were trained over the year, 99 events were held, with more than 13,000 people impacted. More than 1,300 resources were distributed to persecuted believers in this region.

- **Develop and create a devotional resource on 52 passages that minister specifically to persecuted and/or suffering believers that is distributed to 10,000 people directly or through partnerships in 2021.**

The completion of this project has been moved into Year 3.

All of these strategies and initiatives are to support the growth of Walk Thru the Bible’s global ministry impact. Even in the middle of a full 12 months of a global pandemic, by God’s grace and your support, we were still able to increase the number of lives impacted to 2,319,966. This is a 25% increase over last year’s lives-impacted number.

### OPEN DOORS

As you’ve seen, there are some initiatives that we completed this year, some we did not complete, and some we’ve postponed and moved into Year 3 because of COVID-19. But what we’ve seen is this: God is opening new doors of ministry for Walk Thru the Bible all around the world. We’ve made the pivot to virtual ministry while keeping our face-to-face ministry in place; established new ways to deliver content to reach new

audiences; built new infrastructure and technical capabilities. Because of these shifts, we’ve still been able to minister to people with the Word of God even during COVID-19.

We are so grateful for God’s leadership and His grace that continues to bring us through a global crisis. We are also grateful to our faithful Walk Thru the Bible global family who are working tirelessly to ignite passion for God’s Word in the hearts and lives of people around the world.

And we are especially grateful for your partnership and support. You’ve been there every step of the way with us, and you’ve shown us your faithfulness and given us your encouragement during this crisis. Thank you for walking with us, especially now, to help people everywhere live God’s Word. ܐܡܝܢ

This is a **25% increase** over last year’s lives-impacted number.



# Global Impact

July 1, 2020 - June 30, 2021

## Asia Pacific

1,591 instructors trained  
533 live events  
28,196 live event attendees  
17,426 resources distributed

47,213 total lives impacted

## Central America

772 instructors trained  
217 live events  
13,641 live event attendees  
4,199 resources distributed

18,612 total lives impacted

## East/West Africa

6,122 instructors trained  
1,595 live events  
625,297 live event attendees  
81,291 resources distributed

712,710 total lives impacted

## Eastern Europe

2,325 instructors trained  
187 live events  
596,168 live event attendees  
15,406 resources distributed

613,899 total lives impacted

## Middle East/North Africa

1,525 instructors trained  
99 live events  
13,497 live event attendees  
3,048 resources distributed

18,070 total lives impacted

## North America

56 instructors trained  
65 live events  
17,492 live event attendees  
38,213 resources distributed

55,761 total lives impacted

## Northern Eurasia

1,782 instructors trained  
217 live events  
14,619 live event attendees  
6,188 resources distributed

22,589 total lives impacted

## South America

189 instructors trained  
31 live events  
2,718 live event attendees  
397 resources distributed

3,304 total lives impacted

## South Asia

1,618 instructors trained  
10,753 live events  
735,114 live event attendees  
0 resources distributed

736,732 total lives impacted

## Southern Africa

72 instructors trained  
172 live events  
20,540 live event attendees  
3,897 resources distributed

24,509 total lives impacted

## Western Europe

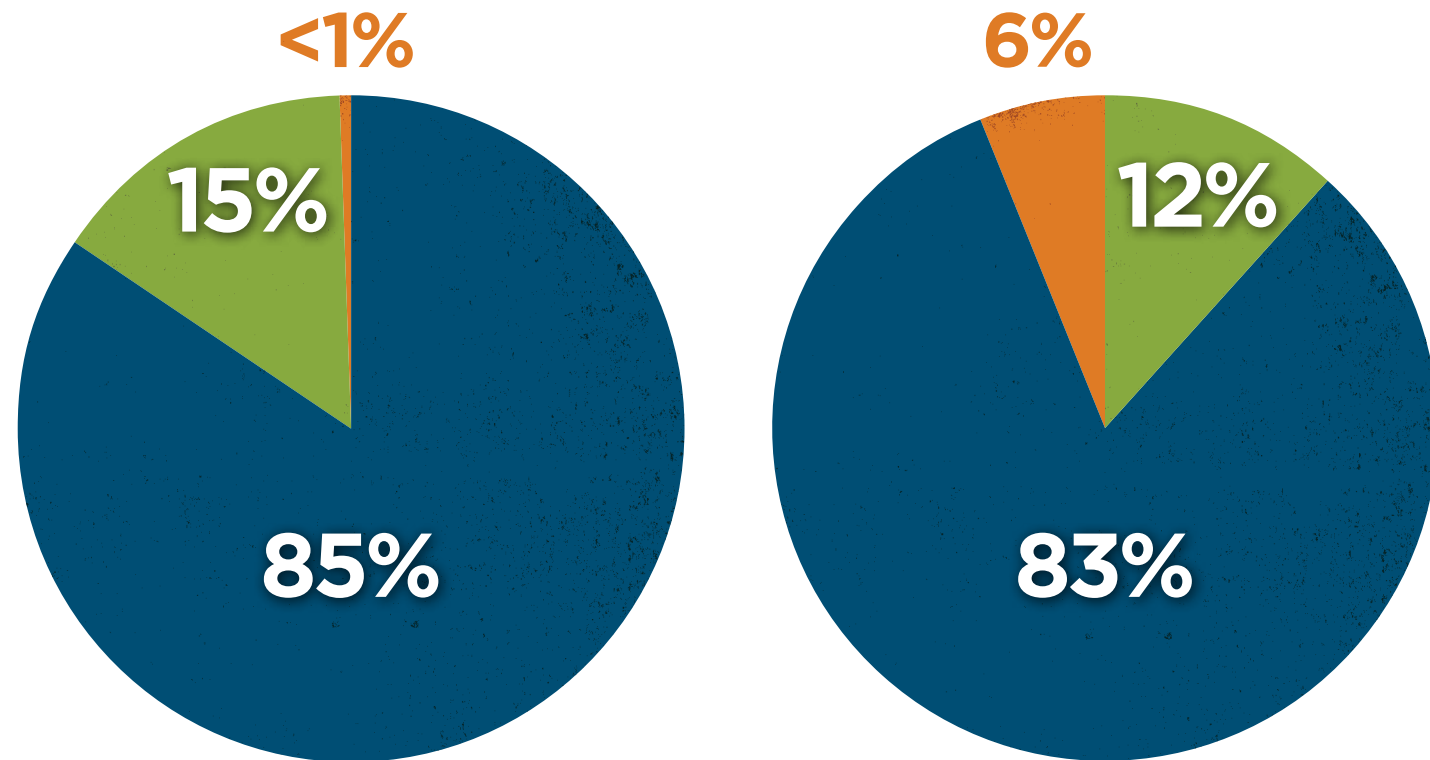
11 instructors trained  
225 live events  
65,797 live event attendees  
759 resources distributed

66,567 total lives impacted

Total Lives Impacted Around the World:

2,319,966

# Fiscal Year 2021



## Revenue Sources

Contributions	2,951,632
Program	518,197
Administration	8,770

## Operating Expenses

Fundraising	391,399
Program	2,806,593
Administration	189,728

**TOTAL REVENUE: \$3,478,599**

**TOTAL EXPENSES: \$3,387,720**



# Letter from the Chairman



As I look at the pages of this Global Impact Report, I am awed at how much the faithful men and women of our Walk Thru the Bible global family were able to accomplish this year—many of them in very challenging situations due to COVID-19. And I'm just so appreciative and humbled by all they've done to continue to pivot, innovate, and be creative during this global crisis. My friends, God is truly at work through Walk Thru the Bible's global ministry.

In Year 2, our impact was greater than Year 1's impact, even though much of the world has been locked down or is still in some phase of lockdown. That we could have that kind of impact in this kind of environment is truly a work of the Lord.

God has given us the great privilege and responsibility of ministering to people in 130 countries. But the reality is this: at the end of every Biblical Character Series course that we produce, at the end of every event that we hold (whether virtually or in person), at the end of every devotional or blog post that we write, at the end of everything we do is a person with an eternal soul who needs to know God and His Word.

As we reflect on all that was accomplished this year through your partnership and God's leadership, we know that He is doing something eternal here. And we can't wait to see the fulfillment of that vision as we continue to help people everywhere live God's Word.

Thank you for your prayers, encouragement, and faithful financial partnership as together, with you, we do this work God has called us to do.

God Bless,

Dr. John Isch

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## About Us:

At Walk Thru the Bible, we have 45 years of helping people everywhere live God's Word. Millions of people in 130 countries have experienced the Bible in a whole new way—and their lives have never been the same... ***because the Bible changes everything.***

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