



## GLOBAL IMPACT REPORT **2020**



# A Letter From Our President

## GOD DIRECTS OUR STEPS

There is a verse in Scripture that has been on my heart a lot lately:

*“We can make our plans, but the Lord determines our steps” (Proverbs 16:9 NLT).*

The longer I walk with God, the more I see this played out in my own life—I can make my plans, but He directs my steps. I can know this in my head, but my heart has to catch up sometimes. Surely, I’m not alone in this.

I’ve also seen this in the life and ministry of Walk Thru the Bible—we can carefully and prayerfully make our plans. Our team can gather around the white board, have strategy sessions, look at data, and more, but He directs our steps.

On July 1, 2019, we launched a God-given vision to double our global ministry impact in three years. For FY2018-19, Walk Thru the Bible

impacted 1.9 million people in nearly 130 countries. This doubling goal means we will be impacting almost 4 million people by FYE2022, and it centers around 7 growth initiatives: **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.**

Year 1 was a building year, a year to lay new foundations for success for reaching people with God’s Word. We built the infrastructure—a new website, new structure for global regions, new initiatives to position us for growth and impact. We prayed. We worked. We made our plans. You partnered with us in incredible ways, and we are grateful.

### Progress

We made significant progress toward our year 1 goals.

We launched new Bible engagement content initiatives—we launched our new website and blog to create and distribute Bible engagement content, developed streaming capability for our Biblical Character Series courses, launched the Daily Walk Devotional Podcast, and introduced our newest course *Chiseled*. We developed and held the first two classes of the pastor training model in Southern Africa. We formed 11 new global partnerships, as well as many new, informal partnerships. We developed and established a global training program for kids’ ministry instructors. (You can read more about what we’ve done in the following pages.)

The results showed that we would see substantial growth for FY2019-20—at least 10% through the end of December

2019. In January, we expected even more growth through June 30, 2020.

And then the coronavirus pandemic struck. As the world locked down, we wondered if we had misunderstood God—Did He really give us the vision to double global ministry impact in three years?

But no, we knew that we didn’t mishear Him. We had too many confirmations of His will, too many whispers of “this is the way; walk in it,” too many people hearing the same thing from God.

Here’s what we do know: God wasn’t caught by surprise by the pandemic. He is sovereign, after all. And He also wants His name and His Word known.

We also know the pandemic has been no respecter of persons. The toll of human suffering has been great; it seems that no one has been untouched. We are seeing an increased sense of urgency for the Word of God among millions of people around the world who are worried, anxious, afraid. They are more aware than ever of the frailty of our very human existence—and how quickly they can lose everything. They are less trusting in human governments and politicians, economic security and technology than they were even six months ago. They are searching for answers only found in God’s Word, and that is exactly the mission God has called and prepared Walk Thru the Bible to fulfill.

### The Road to Fulfillment

In Scripture, God gives someone a vision for their future, but the road to fulfillment of that vision takes some interesting turns. We can see this in the lives of many people in the Bible—Abraham, Abraham, Joseph, Moses, Mary, and others.

We can apply this same picture to Walk Thru the Bible. Doubling our global impact was a God-given vision, but the road to fulfillment hasn’t unfolded the way we thought it would.

When the lockdowns began, we felt God 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, but that wasn’t possible now. So we stepped out in faith and made our *otLIVE* event available as a video series on virtual platforms. Titled *Step Into the Story*, we reimaged the live event with applications for the pandemic, shortened it for a virtual audience, and made it available at no charge. As of this writing, more than 10,000 people have watched it on YouTube and Facebook in the U.S. Our regional directors are also making *Step Into the Story* available in their areas. In Siberia, Igor Kakushkin translated it and taught it to hundreds of people over his YouTube channel. In Romania, Beni Lup worked with Alfa Omega TV to get it on their cable channel and on nearly 40 local channels. We’ve had lots of engagement from people all over the world.

In May, we produced and distributed *Home Team: When Families Win Together* (an adaptation of our *Raise Up a Child*), and we streamed it on YouTube and Facebook Live—and thousands of people have watched it around the world. Alfa Omega TV is airing it in Europe.

Following *Home Team*, we produced and distributed *Step Into the Story NT*.

And the Story—God’s Story—continues.

We’ve heard stories of the amazing things God is doing around the world through Walk Thru’s digital/virtual efforts. He has taken our offerings and multiplied the results in ways we could

have never imagined ... or planned for. The point is, we didn’t put a pandemic into our 3-year plan to double our global impact. We couldn’t know that six months into year 1, there would be a virus wreaking havoc in every corner of the world.

But God knew it. And as He always does, He is making something new. We stepped out in faith, but the road to accomplishing His vision doesn’t look like we thought it would. We made our plans, but He is directing our steps.

And that’s the best place to be.

### A Report Card

In the pages that follow, we want to give you a status update on our 3-year plan. This is our year 1 report card. Some things we couldn’t do (yet) because of COVID19. Some things we did well. And there are a few failures, too.

At the end of it all, you’ll see that our lives impacted number is 1.85 million for FY2019-20. We don’t view this as a setback; instead, we know that God has been leading us every step of the way. He has also been using this time in Walk Thru’s life to deepen and strengthen our foundation to support what He wants us to do moving forward. When the lockdowns started, we knew we’d have to do things differently. And in God’s hands, “differently” has been good. When the doors open again for face-to-face ministry, we will run through them. But we will also continue to leverage technology and our momentum to increase the number of people we reach with God’s Word.

Thank you for joining us in this work with your prayers, encouragement, and partnership. I pray that you are deeply inspired by how God is working through Walk Thru the Bible all around the world. 🙌

# 2020 at a Glance



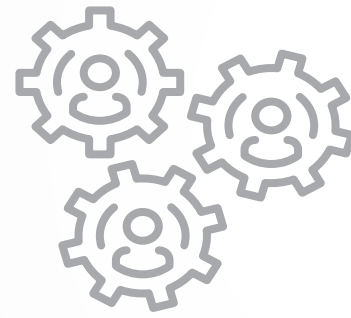
**7,445**  
pastors &  
Bible teachers **trained**



**23,300**  
live **events**



**1,694,550**  
live event **attendees**



**124,836**  
**resources** distributed



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



**1,850,131**  
**lives** impacted

## The Bible changes *everything*...

And today, Walk Thru the Bible has countless open doors and opportunities to share the truth of God's Word with a hurting, broken world. People of every nation, culture, language, and tribe are faced with the destruction and grief of a global pandemic accompanied by economic damage. But we can help. We can show people where to find the answers in Scripture. We can help ignite passion for God's Word in people's hearts. We know that when people truly, deeply engage with Scripture that lives are transformed, families are healed, communities are changed.

### 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 understand it and live out its truth.

#### PERSECUTED CHURCH

You bring encouragement 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.







# Being a Light

Pastor Matthews Vilakazi is a man with a vision and a man on a mission: “I want to be a light to people. I want to encourage them. I want to be able to share and teach even more,” he said.

And not even the tough restrictions imposed by South Africa’s strict COVID19 lockdown have deterred him.

Pastor of Mount of Olives Ministries based in Duduza, Pastor Vilakazi also ministers in KwaThema and Tsakane on Johannesburg’s East Rand. He is a busy man who balances his time between pastoring and teaching his congregation and working in steel work and maintenance. Pastor Vilakazi is one of the pastors who was equipped at Walk Thru the Bible’s Pastor’s Circle events.

Launched in 2019, Pastor’s Circle is a new initiative from Walk Thru the Bible Southern Africa which encourages Bible teaching by provid-

ing easy-to-use sermons and tools for pastors, as well as a network of support. The aim of Pastor’s Circle is to support the local church—recognizing that pastors face immense challenges that often include time constraints, and sometimes a lack of resources and training.

Prior to lockdown, Pastor Vilakazi had already been live teaching the Pastor’s Circle sermon series: *Choices that Change Your Life Forever* (based on our course *Crucible* and the life of David) and the sermon series *Finding Purpose When Life Doesn’t Make Sense* (based on

our course *Detour* and the life of Joseph). And before the lockdown, he had already reached more than 647 people with this material, doing live teaching for at least 10 different groups.

“But I believe God was preparing me to continue teaching this material using technology, even before the government imposed its restrictions,” he said. “Before the lockdowns, as I was teaching the various groups, I got into the habit of recording my teaching. That way, the messages could be used at our church plants in other areas like Tembisa and KwaZulu Natal. And I could also send the message to anyone in my home church who had missed the live teaching,” he said.

“Since the lockdown was imposed and we’re unable to meet together in person, I have arranged to send recorded teachings and sermons to various groups using WhatsApp. So, I have been able to teach the new sermon series *Finding Purpose When Life Doesn’t Make Sense* to 11 groups, a total of 798 people, since the lockdown started.” (WhatsApp is a popular messaging app in South Africa.)

The groups that he sends the sermons to are carefully compiled. Some are Bible study groups that he had previously established. Others are groups of people that he has specifically targeted within his community and taught before. Still others are made up of people who hear about the sermons and ask to receive them.

“Many times, when I meet and interact with someone new and I tell them about what I’m doing, they ask to receive the sermons. I’ve also received requests for the sermons and teachings from people I didn’t know before.

“After listening to the sermons, the group participants will message me in response. Or I contact them to follow up. We have also been able to ‘meet’ afterwards on Facebook to discuss with the people what they have been learning.

“There are so many people who feel that life doesn’t make sense right now. These teachings based on *Detour* bring hope and are so relevant.”

“I have had so many encouraging messages in response to these sermons. There are so many people who feel that life doesn’t make sense right now. These teachings based on *Detour* bring hope and are so relevant. People in my community are facing many challenges with job losses and food security. Everything is worse during this COVID19 crisis, and people are dejected.

“*Detour* reminds us that just like with Joseph, when things don’t

always appear to make sense, God has not forgotten us. He is still at work. He will use the challenges and difficulties we go through for His glory. Just three weeks ago, I heard the testimony of a pastor who for the last two years had given up on Jesus and was demotivated. But now, because of these teachings on *Detour*, he is starting to develop a positivity again,” he said. “These same sermons have also appealed to non-believers. They tell me: ‘This teaching brings knowledge and light. All along I had been living without purpose.’

“My wife, Matilda, is together with me in this ministry. She has also been able to teach the sermons on *Finding Purpose When Life Doesn’t Make Sense* to her ‘Sisters for Life’ women’s groups, which reach out to women in our community.

“These same sermons on *Detour* have also spoken to me personally,” he said. “You cannot give what you do not have. Once I have received what is good, I have a passion to pass it on and bring encouragement to others.

“What I really appreciate about Walk Thru the Bible’s Pastor’s Circle is the ready and easy-to-use sermons. The sermons have really helped me as a pastor with my preparation and study. Every time I preach these sermons, they fill me up with new ideas and I learn more,” he said.

“I will continue to bring the hope and light of God’s Word to the people,” Pastor Vilakazi says. He is, indeed, a man with a vision. ✚

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

## A REPORT CARD ON YEAR 1

At Walk Thru the Bible, we believe that the Bible changes everything. You've seen it in your own life—how the Bible has given you guidance, helped you find peace in a storm, provided you comfort in grief, and more. You've seen it in the lives of others, too—a person's life changed leading to a family healed leading to an unbelieving world taking notice.

We have always worked to make the Bible understandable and applicable, not just accessible. We want people to engage with Scripture, not just read it occasionally or hear their pastor read a passage from it on Sundays. We want the Bible to impact lives, for now and for eternity.

Last summer, we launched a bold, God-given vision for Walk Thru the Bible. That vision is to double our global ministry impact in three years. Our starting point was 1.9 million lives impacted in FY2018-2019, so that means we'll be impacting almost 4 million lives at the fiscal year end in 2022.

Year 1 started off well. In fact, by December 31, 2019, we were on track to see at least 10% growth in lives impacted for FY2019-2020. We anticipated even more growth for the second half of the fiscal year—that growth continued into January and mid-February.

And then the pandemic hit and lockdowns and shelter-in-place orders began.

We could have never planned for a pandemic. But we also could have never planned for what God did next.

### THE 7 GROWTH STRATEGIES

#### Progress Report: Where we are at the end of Year 1

Due to the pandemic lockdowns, there are some plan items we haven't been able to launch yet. Here are some of the year-one goals as well as the progress we've made toward those goals at the end of the first year:

#### 1 | GLOBAL KIDS' MINISTRY YEAR-ONE GOALS:

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

This plan initiative involved face-to-face instructor training, which we weren't able to do because of COVID19. We pivoted and developed an online training model. So although the plan initiative to launch a kids' ministry in two countries has been delayed, we've now been able to train instructors in India and the East/West Africa region. And now that our instructors are trained, once the lockdowns have lifted, we'll be prepared to launch kids' ministry in those two areas.

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

At this point, we have identified, vetted, and trained 10 of 20 global trainers, who will train teachers to teach kids events, especially for launching the WTB Kids' Ministry in new countries. The standard for our global kids' ministry and the training manual and resource kits are complete.



#### 2 | TECHNOLOGY YEAR-ONE GOALS:

- Launch a new Walk Thru the Bible website with online event registration, a new blog focused on Bible engagement, and digital distribution of Biblical Character Series courses.

The new Walk Thru the Bible website was launched in October 2019. At that time, the new blog, which focuses on Bible engagement themes and content, was deployed. Our Biblical Character Series courses are all available for

streaming now. In addition, we also developed, produced, and streamed three new events: *Step Into the Story OT*, *Home Team*, and *Step Into the Story NT*. These three events were streamed over digital platforms and digitally distributed to our global leaders. We also developed *Walk Thru Voices*, a weekly video devotion featuring Phil and Michael that is distributed through our website, Facebook, and YouTube.

- Launch a daily podcast to help people listen through the Bible in one year.

*The Daily Walk Devotional Podcast*, along with an audio Bible



recording, launched on January 1, 2020. Currently, several hundred people listen each day.

- **Launch a new Walk Thru the Bible podcast that focuses on Bible engagement themes.**

This podcast was delayed until the second half of 2020. The *Step Into the Story Podcast* with Phil Tuttle will launch the first of October 2020 and features an interview format. Guests talk about how God intersected their lives with His Story, the Bible, and how their lives have been impacted.

### 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.**

We have more than 11 of the 20 partnerships established so far. There have also been a number of smaller, informal partnerships that the regional directors are establishing for specific purposes. For example, Alejandro Oviedo (Regional Director for Central America) partnered with Our Daily Bread (Honduras) for a WTB virtual training he was holding with Alex Colombo (Regional Director for South America). Our Daily Bread (Honduras) emailed their invitation to their database, and they offered two free resources for the participants of the training.

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

Two of the four partnerships have been established. There are ongoing negotiations with other potential partners, which have been slowed down due to the pandemic.

- **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 having ongoing conversations with these types of organizations, but our progress has been severely hampered by the lockdowns. We have made inroads with a few smaller organizations who minister in local areas. One example is La Limonade, a ministry in Guatemala serving 700 children in poor areas of the capital city. In November (2019), 56 teachers in that organization were trained to teach *otLIVE* and *ntLIVE*. They had begun teaching *otLIVE* to the kids before the lockdowns. *otLIVE* and *ntLIVE* teaching will

be ongoing at La Limonade.

### 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 saw very encouraging results from our initial marketing efforts to increase sales of live events. In the first 8 months of the fiscal year, we taught as many people as we had in the previous 12 months. And since spring is our next peak in live events, we were very optimistic about hitting this goal. With the shelter-in-place orders, many churches asked to reschedule their live events. So while we can't report that increase in attendees at this point, we will be able to see that additional growth when churches are gathering regularly again.

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

We only trained 11 people of the 70 new AIs, we had three different training events that had to be cancelled because of COVID.

- **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.**

This is another item that has been slowed due to the pandemic lockdowns. However, we have built the engagement path and invited our *Step Into the Story* OT and NT participants to join. We also created and distributed a WTB resource catalog for our live event attendees.

### 5 | CONTENT CREATION AND DISTRIBUTION YEAR-ONE GOALS:

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

This project was delayed because of COVID restrictions, but we are scheduled to shoot the video at the end of September (2020) and will launch the course in December.

- **Launch *Chiseled* in the U.S. market in the fall 2019.**

Our newest resource in the Biblical Character Series, *Chiseled* (on the life of Simon Peter), was launched in September 2019. Through the FYE June 30, 2020, we achieved more than 70%

of our sales goal.

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

Our team has created the content for this new course, and it will be launched in FY2021 as planned.

### 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 have launched the pastor institute training in three regions instead of two. We conducted the first pastor institute training event in the Southern Africa region in September 2019, with more than 140 pastors trained. The second event in the Southern Africa region was held in early March 2020. Pastors had already begun preaching the content to their congregations and to others for Bible studies, home groups, etc. Even during the pandemic, they were being creative in how they taught the material from *Crucible* and from *Detour*. A similar model has been launched in the Philippines and in India, using virtual training.

### 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, 2020, we tested a teaching series focused on serving believers who are living in persecuted regions and are suffering for their faith in Jesus. We are currently in the process of refining the content and producing it in a format that we can release to our regional directors this fall.

- **Conduct an *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.**

This training had to be cancelled and rescheduled due to lockdowns and/or restrictions.

## God is directing our steps

We made our plans, but we didn't plan for a pandemic. But God has directed our steps. There are some initiatives that we completed and had good results. There are many initiatives that we had to postpone or reschedule because of COVID19. Some initiatives were unsuccessful.

And there were many initiatives that we accomplished that weren't even in this plan, initiatives that were born out of a need to make our content and events available to people in a virtual format—like *Step Into the Story OT*, *Home Team*, *Step Into the Story NT*, *Walk Thru Voices*, and more. We do know that when everyone gets back to meeting regularly and normally, we will be able to accelerate and catch up very quickly. We've built the infrastructure, shifted to digital, and more, and these things will help us to quickly catch up and get back on track to do what we originally planned.

"I'm disappointed that more of our specific goals weren't achieved as planned because COVID19 caused a major interruption in the plan," said Michael Gunnin, Walk Thru's Chief Growth Officer (who is responsible for overseeing the 3-year plan). "However, our global team was able to build on the plan and find new ways to grow. We accomplished outcomes this year we could have never imagined writing in a plan before the pandemic."

We are so grateful for God's leadership and His grace that is continuing to bring us through an unprecedented time. We are grateful for your partnership, your prayers, and your support. We are grateful to our regional directors, country directors, instructors, staff—all of the men and women of the Walk Thru family that extends across our world. We are grateful for each person who faithfully, prayerfully, and passionately teaches God's Word through Walk Thru the Bible's events and resources.

We are committed to helping people everywhere live God's Word. We know that engaging with Scripture on a regular basis is the key to spiritual growth and impact in a person's relationship with God.

And we know the Bible changes everything. And by God's grace, Walk Thru is bringing His Word to the world. We pray that you'll continue to walk alongside us. 🕊

# Global Impact

July 1, 2019 - June 30, 2020



## Asia Pacific

**612** instructors trained

**185** live events

**15,090** live event attendees

**15,915** resources distributed

**31,802** total lives impacted

## Central America

**931** instructors trained

**477** live events

**34,622** live event attendees

**6,596** resources distributed

**42,626** total lives impacted

## East/West Africa

**42** instructors trained

**1,481** live events

**426,817** live event attendees

**2,045** resources distributed

**430,385** total lives impacted

## Eastern Europe

**1,761** instructors trained

**842** live events

**301,273** live event attendees

**30,433** resources distributed

**334,309** total lives impacted

## Middle East/North Africa

**1,085** instructors trained

**1,377** live events

**23,899** live event attendees

**3,142** resources distributed

**29,503** total lives impacted

## North America

**11** instructors trained

**135** live events

**32,862** live event attendees

**44,460** resources distributed

**77,468** total lives impacted

## Northern Eurasia

**1,689** instructors trained

**4,185** live events

**80,482** live event attendees

**7,603** resources distributed

**93,959** total lives impacted

## South America

**144** instructors trained

**50** live events

**4,486** live event attendees

**1,254** resources distributed

**5,934** total lives impacted

## South Asia

**945** instructors trained

**13,399** live events

**733,972** live event attendees

**0** resources distributed

**748,316** total lives impacted

## Southern Africa

**170** instructors trained

**701** live events

**24,814** live event attendees

**12,149** resources distributed

**37,834** total lives impacted

## Western Europe

**55** instructors trained

**468** live events

**16,233** live event attendees

**1,239** resources distributed

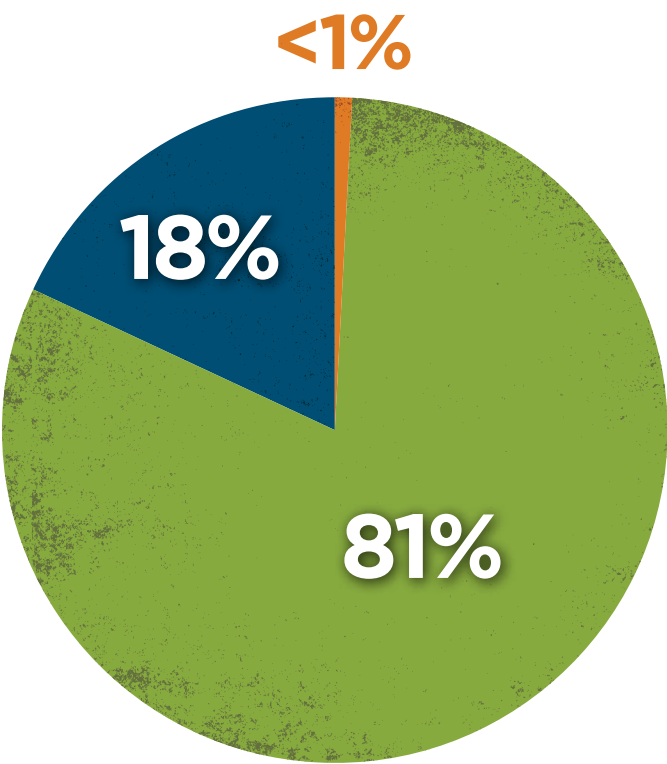
**17,995** total lives impacted

Total Lives  
Impacted  
Around the  
World:

**1,850,131**

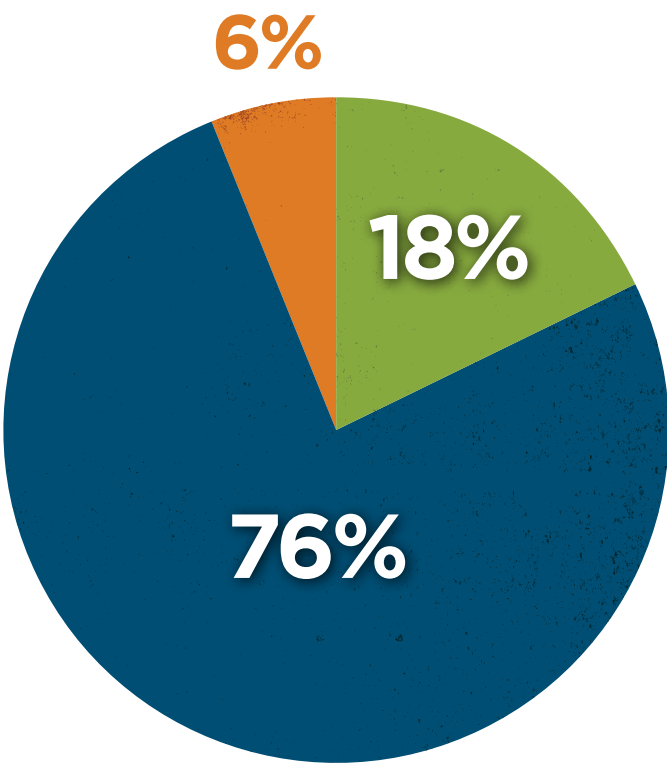


# Fiscal Year 2020



Revenue Sources

Contributions	2,939,660
Program	643,541
Administration	32,468



Operating Expenses

Fundraising	606,805
Program	2,616,256
Administration	207,500

TOTAL REVENUE: \$3,615,669

TOTAL EXPENSES: \$3,430,561



# Letter from the Chairman



In today’s world, we hear such terms as “unprecedented,” “troubling,” “uncertain,” and more. These adjectives, and others, are descriptive of what the world is facing and living through right now. In our lifetimes, we’ve never seen anything like it.

But here’s the good news: God is still on His throne. He is still in the miracle-working business, still healing, still comforting, still loving us. He is still sending out His Word,

and no matter what’s going on in the world, His Word will not return to Him void.

God knew all about 2020 before He created the foundations of the world. Truly, it is “for such a time as this” that Walk Thru the Bible has been called to this work for His Kingdom, to share His Word that changes everything. He has given Walk Thru great gifts—talented Christ-following leaders who are full of integrity and creativity and commitment, a global team of godly men and women who are giving their lives to the call of Christ, a diligent staff that works hard every day, and amazing friends who partner and pray and uplift Walk Thru the Bible through the best and worst of times.

As you’ve seen in this report, Walk Thru’s global team of men and women have shared the Word of God with people around the world. This global team has been using technology in innovative ways to share the Bible as people cry out for answers. And they are all pulling together to help meet the spiritual and physical needs of people in their cities, villages, and communities.

God has given Walk Thru the Bible great privilege and great responsibility. As we continue to work together for God’s Kingdom, we want to thank you for your ongoing prayers, your wisdom, and your faithful financial partnership. We are confident and continue to trust that God has prepared and positioned Walk Thru according to His sovereign plan to help people everywhere live His Word.

God Bless,  
  
Dr. John Isch

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## About Us:

At Walk Thru the Bible, we have more than 40 years of helping people everywhere live God's Word. Millions of people in nearly 130 countries have experienced the Bible in a whole new way—and their lives have never been the same...

***because the Bible changes everything.***

## Contact Us:

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