

THEN SAMUEL TOOK A STONE AND SET IT BETWEEN MIZPAH AND SHEN, AND NAMED IT EBENEZER, SAYING, "THUS FAR THE LORD HAS HELPED US."

**2 SAMUEL 7:12** 

NEW YORK PHILADELPHIA

- Called into the ministry

BALTIMORE

Birthplace

- First public sermon (The Apollo)



ATLANTA

- Bible college



SeminaryChurch & Ministry

DALLAS

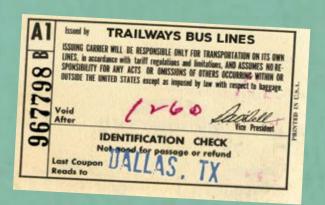


Wedding of the Century



# RETRACING THE ROUTE

A HISTORICAL MAP OF ONE OF OUR NATION'S GREATEST PREACHERS



# DR. TONY EVANS

aving earned his Master of Theology degree with honors in 1976, Tony Evans' path appeared planned. The culmination of eight years of consistent study at Carver Bible College and Dallas Theological Seminary had carved an opportunity. The seminary offered him a full-time teaching position.

**Twenty-seven-year-old Tony** relished the chance to use his God-given talents in teaching biblical truth. He desired the convenience the position would provide for him to pursue a Th.D. The assurance of a secure income for his young family contented him. Everything looked excellent.

## Except God had another plan.

With the offer still ringing in his ears, two men—a pastor and a seminary faculty member—confronted Tony about the vision of his soul. "Gene Getz challenged me about all these ideas I had," recalls Dr. Evans. "He challenged me to *take them out of theory and put them into practice*." In essence, the two men challenged Tony to turn down the teaching position and plant a Bible church in Oak Cliff, a suburb of Dallas, Texas.

This option included limited pay, fewer immediate opportunities, and no prestige.

## Tony accepted the challenge.

On June 6, 1976, he and his friend, Rev. Crawford Loritts, chartered Oak Cliff Bible Fellowship. The church began with ten members meeting in Pastor Evans' living room.

"I had battled back and forth, back and forth about this decision," Tony recalls with an undercurrent of genuine enthusiasm. "The turning point came when Lois and I were eating dinner at Dr. Charles Ryrie's home. As I shared with him my struggles, he said something that the Holy Spirit used to turn on a light in our heads. At that moment, my wife and I knew that the church plant was what God would have us do. In essence, he told me that the world did not need another ideologist. What the world needed was someone who could demonstrate the power of

theology as it worked out in the practice of the local church." The church that began with ten members has now grown to over 10,000 members. "It's funny," Tony muses, "but after I turned down the teaching position at the seminary and accepted the church-plant, the seminary called me back. They called me and offered me a part-time teaching position. So by choosing what God directed, I got both." Only five years after starting the church, requests for his sermons came in so frequently that Dr. Lois Evans began fulfilling these orders in the couples' own garage. Mrs. Evans later used business skills acquired while pursuing a Bachelor's Degree in Business to help launch and grow what is now *The Urban Alternative*, with its inception in 1981. Every day on stations in America and around the world, the sound teaching of Tony Evans now reaches millions of listening ears. What started as 10 people gathering in a living room for a "church plant" is now a thriving ministry that reaches beyond the church walls and into a world in desperate need of solid biblical teaching.

# BROADCASTS My God, Talking About My God



At the tender age of 24 (1973), Tony was contacted by a radio show producer from Houston (KHCB). This man had contacted DTS, where Tony was a junior in the Th.M. program, asking for great preaching content to put on his program for free. One of Tony's professor's recommended him. **Thus began the public broadcasting of Dr. Tony Evans.** Recorded in a tiny studio on the seminary campus, Tony spent the <u>next few years</u> faithfully preaching into a microphone for a crowd unseen in Houston.

**Nearly a decade later**, TUA was formed, and the broadcasts branched out from Houston to also include Dallas. In 1986, Tony was invited to preach at the *National Religious Broadcasters* annual conference. This drew enormous attention and encouragement to expand the ministry even further through getting on more radio stations. However, the 1980s in America was still a time of great racial divide. When Tony attempted to get on other stations as a broadcast preacher, the bulk of them turned him down due to not wanting to "offend" their white listeners. Yet although man may have a say, man doesn't have the final say. **God has the final say.** 

It was at that time, due to circumstances arranged by God, that Dr. James Dobson invited Dr. and Mrs. Evans out to visit with him and his wife at their ministry called Focus on the Family. The two couples immediately experienced a kindred spirit and a shared vision for impacting America for Christ.

Dr. Dobson took it upon himself to pen a letter to radio stations all across the country endorsing Tony as a preacher and calling on them to <u>step up to the plate</u> as brothers in Christ and embrace a call to **unity** by opening their previously all-white lineup to a black preacher. Not too long after that letter, radio stations began to air Tony's program. These broadcasts now air on <u>over 1,000 radio outlets</u> and in <u>over 130 countries</u>, reaching millions each week.



SENDING SUNSHINE TO A CFONDA

MORLD

# TOP10 MARKETS

New York Los Angeles Chicago San Francisco Dallas Houston Washington, DC Atlanta

Philadelphia

Boston

(WMCA) (KWVE) (WMBI) (KCBC) (KCBI) (KHCB) (WAVA) (WMVV)

(WFIL)

(WEZE)



Listeners in over 200 countries



And nearly 1,200 outlets across America

# Media Expansion 2015-2016

## Paid:

KCPZ-FM (Kansas City, MO) WMCA-AM (New York, NY) KCBC-AM (Northern California) American Family Radio Network

## No Charge:

KVNM-FM (Veguita, NM) WBFC-AM (Lexington, KY) WVMC-FM (Mansfield, OH) Wantok Radio Light 93.9 & 105.9 FM (Papua New Guinea) WRZN-AM / WTMN-AM (Gainesville-Ocala, FL) KVTS-FM (Republic, MO) WRBX-FM (Reidsville, GA) WLXM-FM (Lexington, SC) KAJC-FM (Salem, OR) Glory 93.9 FM (Nassau, Bahamas) WHJU-FM (Conyers, GA)

## Share:

WONS-AM (Huntington, WV) WEGB-FM (Napeague, NY) WLPL-FM (Dixon, IL) WAGI-FM (Kankakee, IL) Radio By Grace Network (10 affiliates across the Texas panhandle) WPMH-AM (Norfolk/Virginia Beach, VA) WKTO-FM (Daytona Beach, FL) WLYJ-FM (4 total affiliates in GA and AL) WYTR-FM (Bennett, NC) WFMO-AM (Fairmont, NC)

Joy Christian Radio (Tennessee) WLIH-FM (Westfield, PA) KCFO-AM (Tulsa, OK) WCFT-FM (Dover, NJ) WTRJ (Jacksonville, FL) KFLO-FM (Shreveport, LA)

WIGO-AM (Atlanta, GA)

# The Sermons Didn't God Blow Your Mind

Tony's very first official sermon was preached at **The Apollo Theater** in New York. A several day long crusade was being held at The Apollo when one of the main speakers suddenly had to fly to Jamaica for a family emergency. Tony was called on to "pinch hit"—preaching a salvation message on the Gospel to an enormous crowd.

Tony Evans App

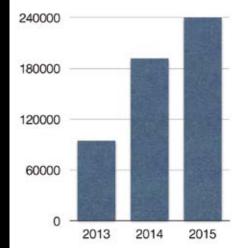
9 Million Launches

24 Million Views



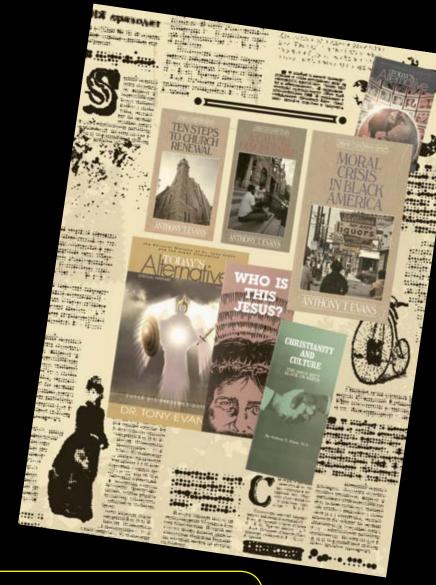
# The Communications get next to you!

Email list size >>



70,000,000+ e

70,000,000+ emails sent since 2012 15,000,000+ emails opened Average open rate 25% (Industry average 15%)





mail

1,000,000+ ministry pieces mailed in 2015

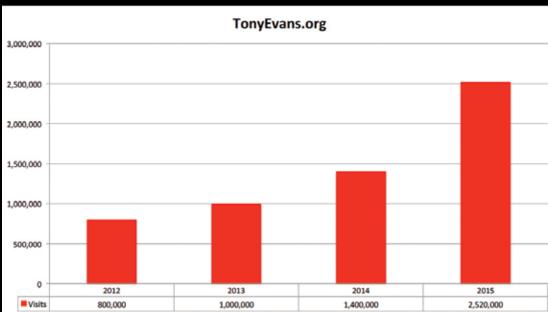


# Disital Ministry Ensasement

2,400,000+ E-books Downloaded 100,000+ Sermon Outlines Downloaded 100,000+ Participants in Online Prayer Initiatives

\*since 2012

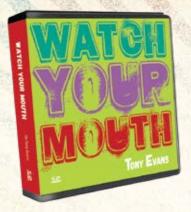
# Meh





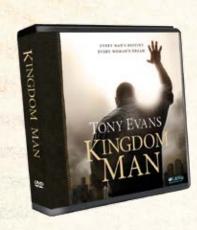




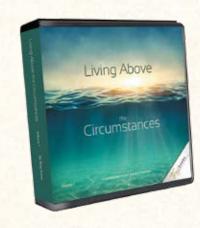




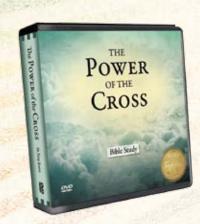


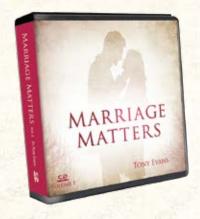








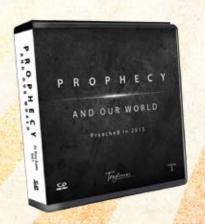




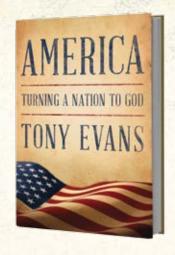


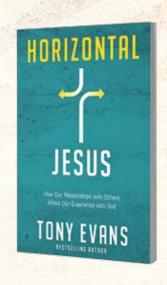


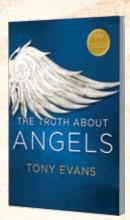


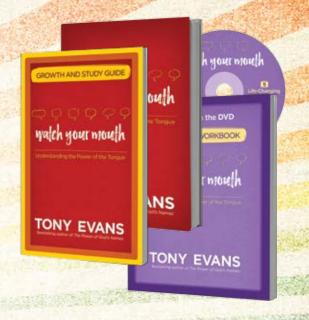


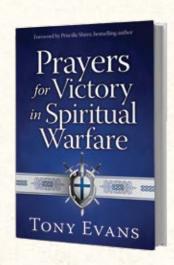
# HEW PRODUCTS



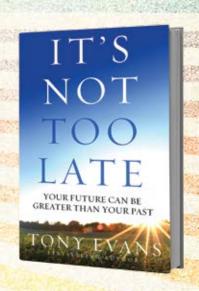


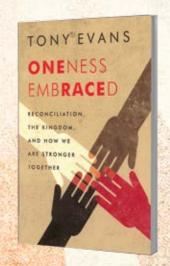


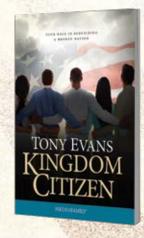


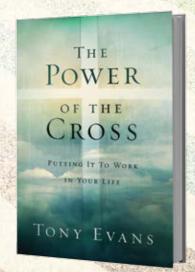


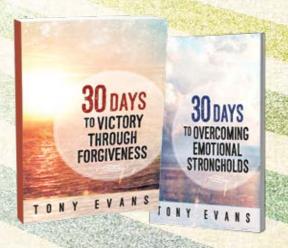












# what's going on

Over this past year, we experienced much to give us cause for concern in our culture. Fear, anger and confusion resulted from the forces of racism, political division and general unrest in our midst. Now more than ever, Tony's voice for unity, calm and a purely biblical perspective calmed the hearts and instructed the minds of many throughout our land. Remarkably, the secular newspaper, The Washington Post even went so far as to run a written transcript and link to Tony's sermon, which he preached on racial unity, in their digital edition.



on is trying to grapple with the shooting deaths of those officers and the deaths of two black men at the hands of police in just the past week.

out all of this. It is important, it is complex. The pessor of the Oak Cliff Bible Fellowship in Dallas, Pastor Tony Evans, is wit not only is your church in Dallas. The police chief, David Brown, is a member of your church. And I just have to ask you, on Sunday, as

ring your sermon for him and for all of your congregation on Sunday, what went through your mind? What was your message mber of things. First of all, we wanted to express

TON'T EVANS, PASION OF OAK CARE Affects of so many people: efforts to strengthen relationships with minority commit

We also had to affirm the fact that in any bunch of apples, you can have all, are doing a marvelous job. So, we wanted to affirm them. But we al country, and even our city is in the condition that it is in.

So, as I was working on my thoughts, giving that theological for

TONY EVANS, PASTOR OF OAK CLIFF BIBLE FELLOWSHIP IN D

Dallas Police Chief David Brown is African-American and is widely praised for his efforts to strengthen policies.



"That's why the [police complaint] statistics have been so low here." said Dallas clergyman Tony Evans of Oak Cliff Bible Fellowship, who is Brown's pastor

"But in many places," Evans said, "things can blow up very quickly" because of a history of tensions and reports of police misconduct.

The minister said churches can play a mediating role, as they did in the civil

# The Washington Post

e horrific shootings over the past few days, in Louisiana, Minnesota and now hometown of Dallas, have shaken all of us. Tragically, this is even more true the families of Philando Castile, Alton Sterling and now Dallas police officers.

The events are shocking and revolting. Our prayers go out to the families and friends affected most closely by these events, and to those fighting for their lives

moment in Dallas. But we must do more than pray.

cles 15:3-6, it says that society was falling apart, and God troubled very kind of distress because they continued to reject the knowledge se recent spates of violence – like all our worldly problems — have ecause Christians have failed to advance God's kingdom, to spread I to do so in a loving, unified way.

## newsletter

about faith and values.

Sign up

e the days of only pointing fingers at others to fix what they may r nation's ills are not merely the result of corruption or racism, se are evil. Our troubles can also be traced directly to ineffective

# The Washington Post



A Biblical Response on Race



# THE offices



PASTORS





ADOPT\*A SCHOOL



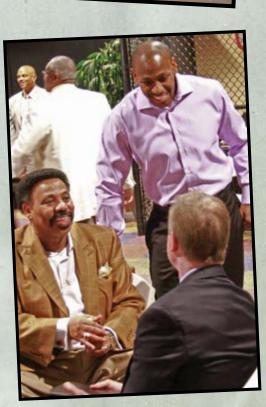


# PASTORS

Over two decades ago, Dr. Evans began hosting an annual training event called the Church Development Conference (CDC), in which church staff, elders, laypeople, deacons and other volunteers from across the country would come together and receive biblical training based on Kingdom Agenda principles. These

highly successful conferences took place on-site at Oak Cliff Bible Fellowship (OCBF), and for many years, ministers gathered together to invest in each other's lives. In addition to meeting the high demand for solid education, these large-scale events uncovered a specific need for ministry to lead and senior pastors and the unique challenges they face.











For many years, The Urban Alternative offered a training event called the Church Development Conference, where pastors and their wives gathered to encourage one another and receive leadership training to assist them in being more effective as church leaders.

Lois Evans saw a need to come alongside the wives of pastors in a more meaningful way and the Pastors' Wives Ministry (PWM) was born in 1999. She poured her years of experience as the wife of Pastor Tony Evans into serving the needs of other pastors' wives throughout the country. For 12 years, she hosted The First Lady Conference, where pastors' wives came together to be equipped and to encourage one another in regards to the unique challenges that they faced every day.

In 2011, PWM transitioned from being a yearly conference into an online resource for women. The website was structured to equip, encourage and empower them with much of the teaching and encouragement that had been offered during the conferences.



ADOPT\*A SCHOOL

10,000 people trained since 2005!

A national ministry offering online and in-person training to lay leaders and pastors on how to impact communities through local churches partnering with public schools.





PLUS taught in four Bible colleges and seminaries!



In 1985, Oak Cliff Bible Fellowship developed Project Turn Around (later renamed as Turn Around Agenda, or TTA) to address the many needs they identified within their community, such as literacy, poverty and hunger. They partnered with a local school, who asked the church for help in providing academic mentorship and moral leadership to students who were struggling. Soon, church members were assisting students in after-school programs by nurturing superior reading skills, improving math scores and encouraging marginal students to stay in school. Family issues, such as poor living conditions, family literacy and hunger were dealt with. The end result was a major improvement in the overall education of students, as well as the health of family and community dynamics. The success of that partnership, led to over seventy schools entering into partnership with TTA.

In 2005, Dr. Evans launched the National Church Adopt-a-School Initiative (NCAASI), a replication of TTA on the national stage. Ministry teams began visiting local churches across the country and training pastors and laypeople how to adopt a school in their community and to implement similar initiatives within that school. While the success of TTA is used as a model for demonstrating the success of the initiative, NCAASI focuses on customizing the scope of outreach to the needs of individual churches and schools. The hope is to significantly impact the world for the kingdom of God by focusing on its future by bringing Christ's love into the hallways of our schools.



helpine Repla





During the early years that Turn Around Agenda was impacting the community of Oak Cliff, the work being done in the schools produced an outcropping of interest in sports. The work of mentoring students looked similar to the work of coaching athletes, and the opportunity to reach kids for the gospel through high school sporting programs became evident. OCBF began partnering with coaches, seeking to assist them in making stronger connections with their athletes, many of whom lacked basic life skills, such as proper nutrition, personal hygiene and making responsible decisions in life. Coaches proved to be the best medium for reaching these young people. It was also during this time that Dr. Evans was serving the spiritual needs of professional athletes and coaches in his role as chaplain for the Dallas Cowboys and Dallas Mavericks. He envisioned a ministry that sought to help college and professional coaches across the country impact the lives of athletes, using the Turn Around Agenda as the model.











670 coaches from 62 schools in 10 states







1,582 app downloads

8,988 sessions

66,102 screen views



In 2011, Jonathan Evans joined his father in launching Athlete's Impact, using their collective experience to partner with high school, college and professional coaches by helping them build strong mentoring relationships with high school athletes.









10,933 sessions 7,967 unique users 2.42 pages/session



# I WISH IT WOULD NOT RAIN

# TETC MEDIA HUB



We are not called to adapt the Bible to our culture but to adapt our culture to the Bible.

TongEvana

Twenty years ago, Dr. Evans had a vision of starting a biblical training center that would address the educational needs of those who minister to the local church.

While seminaries were producing scholarly pastors with a foundation in Greek and Hebrew, the typical pastor was too busy serving the needs of his local church to find the time to pursue such an education. Dr. Evans wanted to bring a more practical and relevant education to those who were already serving in ministry. At the beginning, the idea was to build an on-site training



facility that offered classes teaching Kingdom Agenda principles to pastors and laypeople interested in implementing positive change in their churches.



The ministry bought a 22 acre plot of land, inclusive of a stately home called the Hampton House in 2015. This purchase was made with plans to renovate the property to accommodate the needs of the Tony Evans Training Center.

The facility will be used as a place to capture video and audio recordings, host Bible studies and ministry-related events. The vision of the Tony Evans Training Center is to offer affordable, quality Biblical

studies and life-skills training to those who cannot afford or have the time to attend full-time seminary. The platform for course distribution

will be online. TETC will launch its first five courses



in early 2017, with an aim of creating an additional eight to ten courses annually thereafter.



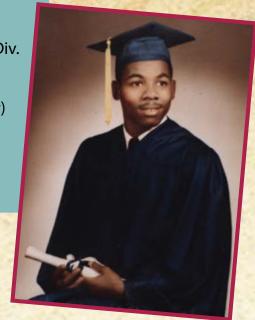


John Fortner, Director Of Course Development, M.Div. (Beeson Divinity School); M.A. (Miami University)

Philip E. Rawley, Th.M. (Dallas Theological Seminary)

Scott Cyre, Th.M. (Dallas Theological Seminary)

Gabe Smith, Th.M. (Dallas Theological Seminary)







# **TETC Launch Courses**

# THEOLOGY OF THE KINGDOM

This course explores in six sessions the theological foundations that shape the comprehensive worldview of the kingdom agenda.

## ONE LIFE UNDER GOD

This course addresses in six sessions the impact that a vision for God's kingdom agenda should have on one's individual spiritual growth, including one's spiritual priorities, one's calling in life, and the stewardship of one's resources for God's kingdom.

## KINGDOM CHURCH

This course explores the theological foundation for the relationship between the kingdom of God and the church. What does a church look like that takes up its role as an outpost for the in-breaking kingdom of God?

# KINGDOM FAMILY

This course addresses the relational sphere of the family in light of God's kingdom agenda. It will look at how to build strong marriages and families who acknowledge and operate under the rule of God.





## ONE NATION UNDER GOD

This course defines the relationship between the kingdom of God and the wider sphere of the community and the nation. It will look at how a theology of the kingdom of God addresses persistent, national issues such as freedom, justice, economics, racism, education and politics.

# A KINGDOM APPROACH TO SOCIAL OUTREACH

This course will put our current live training event for our National Church Adopt-a-School Initiative into an online course format, extending the reach of this ministry to a wider audience.

# Introduction to Theology/Theology Overview

This course will be drawn from Dr. Evans' book Theology You Can Count On, providing a solid, biblical foundation on the major topics of systematic theology.

## **EPHESIANS**

This course will be the first in a series of courses that cover full books of the Bible. The course will give students the opportunity to walk verse by verse through a whole book accompanied by Dr. Evans' expositional teaching.

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