



# Tough



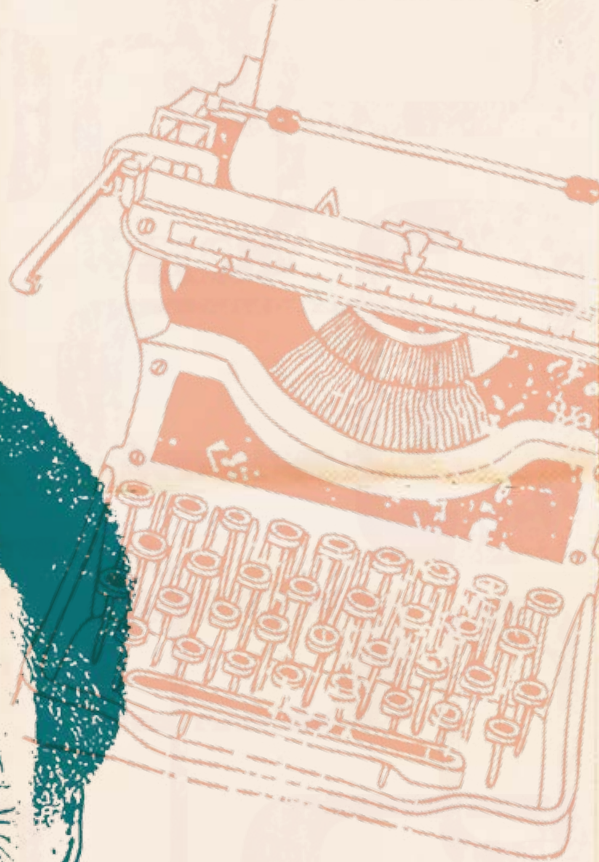
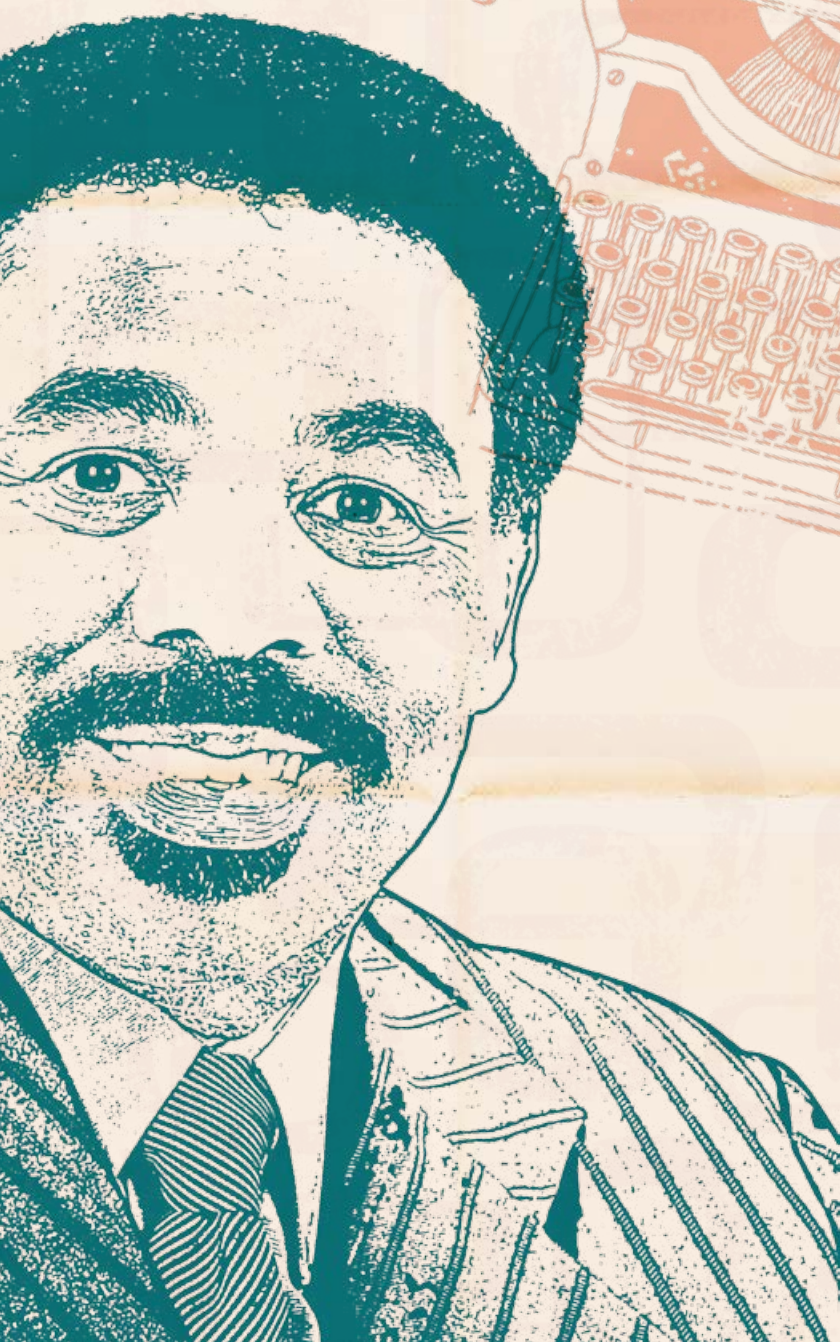
The Urban Alternative  
Annual Report 2014



*Tony* EVANS  
THE URBAN ALTERNATIVE

Teaching truth. Transforming lives.









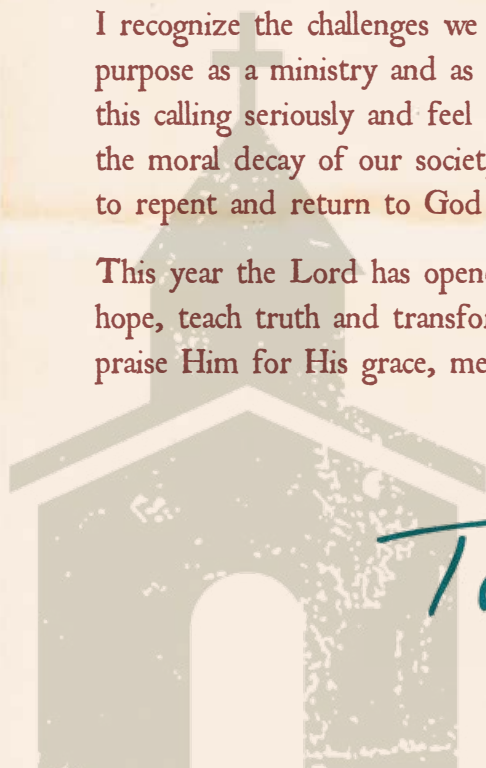
## From Our President



At The Urban Alternative, we know we are called to deliver the timeless teaching of God's Word beyond the church walls and into the world—on the streets, in schools, and in the marketplace. We want to be a strong and consistent voice of hope on the radio, a spiritual resource on the Internet, a training arm for spiritual leaders, and a catalyst for community impact initiatives.

I recognize the challenges we face in our nation, but our purpose as a ministry and as believers has not changed. We take this calling seriously and feel a sense of urgency because we see the moral decay of our society and know that our nation needs to repent and return to God before it is too late.

This year the Lord has opened many doors for us to provide hope, teach truth and transform lives for His kingdom. We praise Him for His grace, mercy, love and goodness!



*Tony Evans*



# Who We Are

For more than 30 years, The Urban Alternative has been seeing hope restored and lives transformed through the proclamation and application of the Word of God. Our core value involves delivering the preaching, teaching and writing of God's Word through a variety of means to meet people where they are and in ways they can easily understand.

Our team of over 30 dedicated believers in Christ consider it an honor to participate in this vision of impacting individuals, families, churches and communities with a kingdom agenda philosophy. We do this in a number of ways such as media, resource development and distribution, content disbursement, clergy ministries and community impact training.



*Tony* EVANS  
THE URBAN ALTERNATIVE

**The Urban Alternative** impacts local communities through the strategic training and equipping of pastors, pastors' wives and church lay leaders and nonprofit organizations. We do this through three affiliate divisions:



## Our Affiliates

### NATIONAL CHURCH ADOPT★A SCHOOL INITIATIVE



**National Church Adopt-A-School Initiative (NCAASI)** prepares churches across the country to impact communities by using public schools as the primary vehicle for effecting positive social change in urban youth and families. Leaders of churches, school districts, faith-based organizations, and other nonprofit organizations are equipped with the knowledge and tools to forge partnerships and build strong social service delivery systems.

★ [CHURCHADOPTASCHOOL.ORG](http://CHURCHADOPTASCHOOL.ORG) ★

### KINGDOM AGENDA PASTORS

**The Kingdom Agenda Pastors (KAP)** provides a viable network for like-minded pastors who embrace the Kingdom Agenda philosophy. Pastors have the opportunity to go deeper with Dr. Tony Evans as they are given greater biblical knowledge, practical applications and resources to impact individuals, families, churches and communities.

★ [KAFELLOWSHIP.ORG](http://KAFELLOWSHIP.ORG) ★

### Lois EVANS PASTORS' WIVES MINISTRY

**Pastors' Wives Ministry** equips, encourages, and provides spiritual resources for pastors' wives as they serve in ministry. One of the primary focuses is the Pastors Wives web site and the Facebook Network Group. Also, at the yearly KAP Summit, we offer pastors' wives a safe place to reflect and be renewed along with training in personal development and spiritual growth. ★ [LOISEVANS.ORG](http://LOISEVANS.ORG) ★



# What We Do

Tony Evans teaches a holistic KINGDOM AGENDA philosophy resulting in transformed lives that reflect the values of the kingdom of God. This powerful approach targets four covenantal spheres:

## INDIVIDUAL

To strengthen believers in the body of Christ, we disciple individuals through our broadcasts and at radio rallies. We also provide spiritual growth materials through personal and group Bible studies, books, blogs, HopeWords, social media channels and both video and written devotionals.

## FAMILY

Families are the centerpiece of culture. As goes the family, so goes the nation. Our ministry strengthens the family through our broadcasts, distribution of Dr. Evans' best sellers Kingdom Man and Kingdom Woman line, family-focused Bible studies and speaking frequently at family conferences.





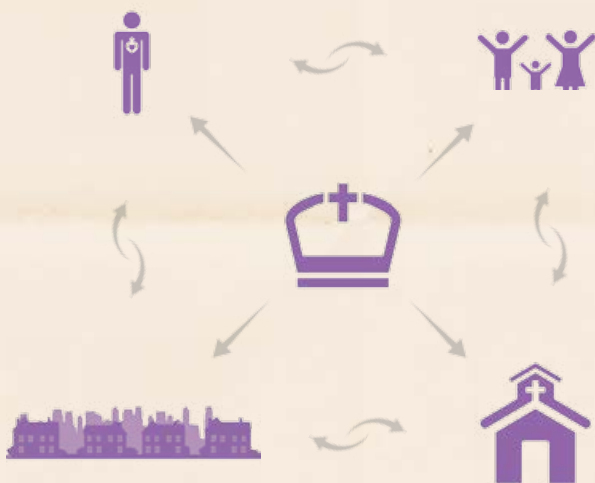
## CHURCH

Churches are at the heart of God's kingdom agenda and a focal point of TUA's ministry through both our Kingdom Agenda Pastors Fellowship and Pastors' Wives Ministry (KAFellowship.org and LoisEvans.org). We also freely provide pastors with resources such as sermon outlines and more.



## COMMUNITY

The National Church Adopt-a-School Initiative (ChurchAdoptaSchool.org) was formed in 2005 to strategically train churches to transform communities. This national strategy has been endorsed by former President George W. Bush, and was the impetus for his Faith-Based Initiative.





# Who We Reach



## Individuals

**200,000+**

weekly Internet, app & podcasts reach

**4 million+**

weekly social media reach

**5 million+**

potential weekly TV & radio reach

## Families

**20,000+**

free family resources requested

**360,000+**

Kingdom Man & Kingdom Woman resources







## Churches

**1,500+**

pastors' wives web event participants

**3,400+**

pastors at appreciation events

**20,000+**

free sermon outlines distributed



## Communities

**13**


on-site trainings held throughout the USA

**1,593**

National Church Adopt-a-School web event participants

**685+**

pastors and leaders trained in church-school strategy





# Where We Go

With listeners and viewers in over 150 countries, the average weekly reach for the United States alone is potentially over 5,000,000 through our daily 30-minute radio broadcast and weekly television program.



Radio stations added in 2014:

**Paid:**

KWVE-FM (Riverside, CA)

WXJC-AM/FM (Birmingham, AL)

KDIS-FM (Little Rock, AR)

WHKC-FM (Columbus, OH)

WMVV/WMVW-FM (Atlanta, GA)





## Share:

WLFE-FM (Miami, FL)

Faith Radio Network (6 stations across the Midwest)

WCOQ-FM (Colquitt, GA)

KDAZ-AM (Albuquerque, NM)

WIOK-FM (Cincinnati, OH)

WJLN-FM (White Springs, FL)

WJLY-FM (Ramsey, IL)

## No Charge:

GloryFM 93.9 (Bahamas)

WCSE-FM (Uncansville, CT)

WNZN-FM (Lorain, OH)

KDJF-FM (Fairbanks, AK)

Family First Network (6 stations across the country)

WJGG-FM (Thomasville, GA)

KHAC-AM (Window Rock, AZ)

KBYO-FM (Monroe, LA)

ACTS Radio.com (online)

G3 Radio Network (Texas Prison System)

TheValleyStream.com (online station)





# TonyEvans.org

1,400,000+

visits

4,200,000+

page views

80,847+

downloads

(e-books, sermons, sermon notes, etc.)

# LoisEvans.org

40,000+

visits

87,000+

page views





# ChurchAdoptaSchool.org

**20,000+**

visits

**47,000+**

page views

# One Place.com/TonyEvans

**1,500,000+**

visits

**4,000,000+**

page views

**2,400,000+**

sermons streamed

**4,200,000+**

podcast sermon downloads



## What They Say

"Since I became a child of God back in 2002, Dr. Evans was the first preacher on TV that I stumbled across. I have learned so much and have been a faithful listener since then. I have really enjoyed your series on Kingdom Man and Woman, Angels, and Family. The message on the names of God was so powerful I can't explain it, but this series makes me think in a whole different way when praising and praying to Him. I can't tell you enough how this changed me...it brought me to tears. We serve an awesome GOD! It doesn't get any better than this." - Jane H.

"I couldn't thank you enough for sending me this message to download. As soon as I started listening, it just brought me to tears and down to my knees. I listened to the message when I came home from work, played it over and over while I was having my dinner, and until I fell asleep—then played it again when I woke up in the middle of the night." - Jessamine R.

"Thank you Dr. Evans for your wonderful sermon I heard today on Moody radio, Chicago. The sermon was "Immanuel, GOD With Us." The person of Jesus (GOD), really came alive through your words. I enjoy listening to you and appreciate the work, love and meaning you put into your sermons. I will share this with friends and family. I work with some "Jehovah's Witnesses" and this will be a communicable springboard to jump-start their real heart. Thank you!" - Jeff W.

"Thank you for sharing and being a precious vessel for God and his word. You have opened my eyes and my heart on so many subjects. Thank you for your awesome work!" - Kelly B.



"Pastor Tony Evans, I just wanted to let you know that I listen to you every day at work. I play Moody radio (softly) in my classroom, or course to ward off the devil and his homies. But I must say, you be going crazy on the radio preaching the Word. You be going off so much that I have to pray that I don't jump up in class in front of my students (5th graders) and shout Hallelujah....LOL. I especially enjoyed the one today when you were talking about how Jesus can tell us what He went through in this life. You also talked about how God holds the universe in place and you went on to say, "Don't tell me that God can't handle our problems!" Shout out to you and your ministry! May God continue to richly bless you and your ministry!" - Jackie M.

"I love Tony Evans. He is awesome! I love listening to him in the car. Thank God for him." - Wendy A.

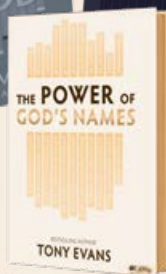
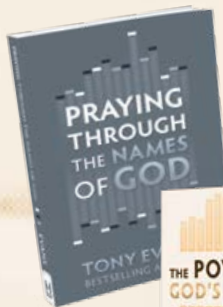
"Dear Dr. Evans, We are a Life Group from Gateway Church, composed of about thirty senior women. We chose your book, "The Power of God's Names" for our study this fall and also purchased "Praying Through the Names of God."

This has been one of the most rewarding and meaningful studies we have done. We have learned new meanings for so many of God's names and have learned so many more of His names from your book, "Praying Through the Names of God." We thank you so much for these two books.

We just want to let you know that not only have we learned new names of God, but in so doing, we have learned more of His character. It has been very helpful to know where each of these names occur in Scripture also."



# 2014 Resources



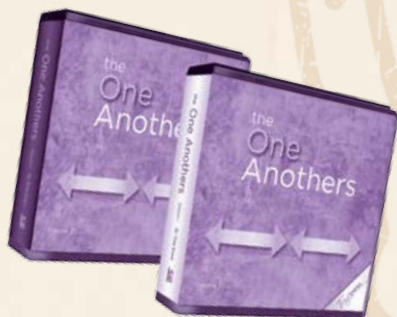
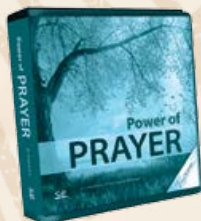
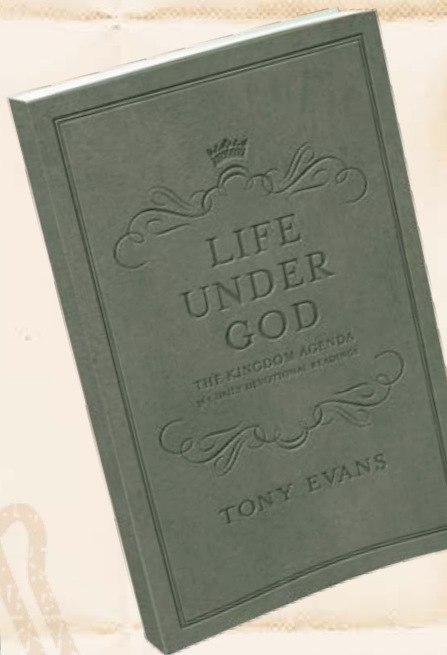
  
MOODY  
PUBLISHERS



LifeWay













# The Tony Evans Training Center

In 2014, twenty acres of prime real estate in the heart of Oak Cliff, a suburb of Dallas, Texas, along with a 5,400 square foot building, appraised at \$950,00 were purchased by The Urban Alternative for the future site of the Tony Evans Training Center (TETC). The Center will facilitate educational programming that embodies the ministry philosophy of Dr. Tony Evans as expressed through the kingdom agenda's five core subjects: Theology, Individual, Family, Church and Society.

The training program will be released over two phases, the collegiate partnership program and The Kingdom Agenda Certification courses. The focus will be on comprehensive discipleship through the resultant five tracks:

Bible and Theology

Individual Spiritual Development

Family and Relationships

Church Health and Leadership Development

Society and Community Impact Strategies

Completion of these courses will both equip and prepare students to serve through the church or non-profit setting in a spirit of excellence and accuracy. Course format at the TETC will include web-based, DVD-based and localized weekend or on-site workshops. The TETC will be both national and global in reach and scope.

Renovation of the building to be used as the TUA and TETC Media Hub for the recording of training center courses, hosting site for webinars, recording site of live Bible Studies, and broadcast portal will begin in 2015, dependent upon the raising of the additional funds needed to do so.





# Board Members



## Chairman of the Board

**Dr. Tony Evans**

President, The Urban Alternative

## Vice-Chairman & Acting Treasurer

**Mr. Bob P. Breunig**

President, Breunig Commercial

## Secretary

**Dr. Martin E. Hawkins**

President, Southern Bible Institute



**Dr. Lois I. Evans**

Senior Vice President, The Urban Alternative

**Mr. Bill Collins**

Vice President, The Urban Alternative

**Mr. Joe Grimaud**

Grimaud Enterprises, Inc.

**Mr. Lee Jenkins, Jr.**

President & CEO, Jenkins Wealth Advisors, LLC

**Mr. J.D. McCaslin**

President, McCaslin Development

**Mr. Norm Sonju**

Retired Founder, President/GM, Dallas Mavericks  
Chairman, Camp of the Woods



# Our Hope

is to see lives transformed through the teaching and training of God's Word.



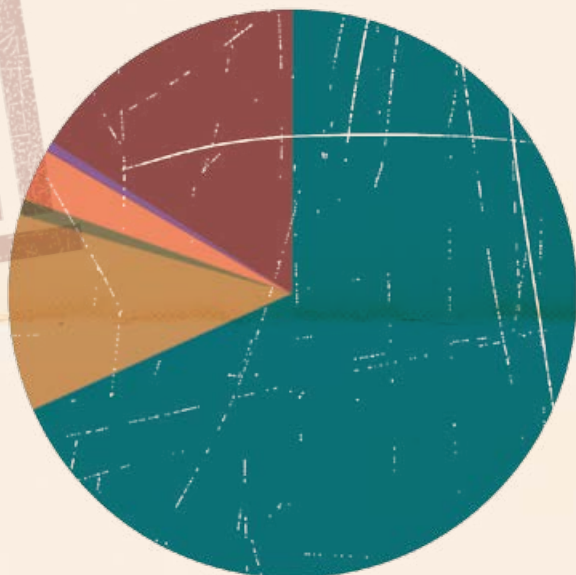
*And do not be conformed to this world, but be transformed by the renewing of your mind, so that you may prove what the will of God is, that which is good and acceptable and perfect. - Romans 12:2*











# Finances

Income: \$8,971,167









	Contributions.....	\$6,125,571
	Sales.....	\$1,005,701
	Conference Fees.....	\$77,071
	Donated Airtime.....	\$271,170
	Other Income.....	\$50,486
	TETC(restricted)...	\$1,441,168





## Expenses: \$7,362,472

	Radio.....	\$3,474,425
	Conferences.....	\$323,145
	Outreach.....	\$1,490,949
	Television.....	\$475,134
	General & Administrative....	\$848,305
	Fundraising.....	\$750,514





How blessed is everyone who fears the Lord,  
Who walks in His ways.

When you shall eat of the fruit of your hands,  
You will be happy and it will be well with you.

Your wife shall be like a fruitful vine  
Within your house,  
Your children like olive plants  
Around your table.

Behold, for thus shall the man be blessed  
Who fears the Lord.

The Lord bless you from Zion,  
And may you see the prosperity of Jerusalem all the days of your life.

Indeed, may you see your children's children.  
Peace be upon Israel!



Reclaiming Your Spiritual Authority • Help and Hope for the Single Parent • Returning to the Cross • Strengthening Your Marriage • Process of Spiritual Transformation • America Turning a Nation to God • Kingdom Man • Followers Not Fans • Praying Through the Names of God • The Kingdom Agenda • God With Us • Destiny • Let God Use You Like He Made You • Like No Other: The Life of Christ • Return on Investment • Kingdom Woman • Victory in Spiritual Warfare • Angels: Good Bad and Ugly • A Moment for Your Soul • Where Is God When It Hurts? • Oneness Embraced Through New Eyes • God's Unlikely Path To Success • Activating the Power of the Cross • Life Under God • Heroes of the Faith • Living Single • Joseph: Detours to Destiny • Parenting On Purpose • Meaningful Manhood • Liberated by Grace • Without Doubt • Why In the World Are You Here? • The Best is Yet to Come • The Ten Commandments • You Were Saved for Service • The Afterlife: Glimpses of Heaven and Hell • Revive Us Again • Secure Forever • Heavenly Living in a Hellish World • Six Lies of Satan • Purity • How to be Truly Blessed • Single and Satisfied • Free At Last • The Caring Christian • Strength For the Journey • James: Time to Grow Up • Principles of Christian Stewardship • The Christian Mind • It's Not Too Late • Lessons From the Life of Solomon • The Seed Principle • Koinonia: Biblical Principles of Fellowship • Life in the Spirit • God is More Than Enough • Magnificent Grace of God • Wonderful Womanhood • Living by Faith • Messages of Hope • Our God Reigns • No More Excuses • Winning Back Your Mate • Biblical Expository Teaching • The Liberated Christian • Spiritual Warfare • Nehemiah: Rebuilding Our Community • Can God Be Trusted in Our Trials? • Living For the Kingdom • Theology You Can Count On • Poison In the Pot • The Power of Prayer • Principles of Spiritual Multiplication • Why is this King of Glory? • The Christian Family • Principles of Biblical Evangelism • Intimate Fellowship with God • Fasting: The Key to Spiritual Victory • Great Expectations • God is More Than Able • Heavenly Living in a Hellish World • Essentials of Spiritual Growth • Our Great Salvation • Authority of Christ • Building God a House • Come Worship The King • Jonah: Discovering God • Disciplining the Church To Impact The World • Comforting the Afflicted • Divorce and Remarriage • Knowing God's Names • The Armor of God • The Benefits of Experiencing God • Called for a Purpose