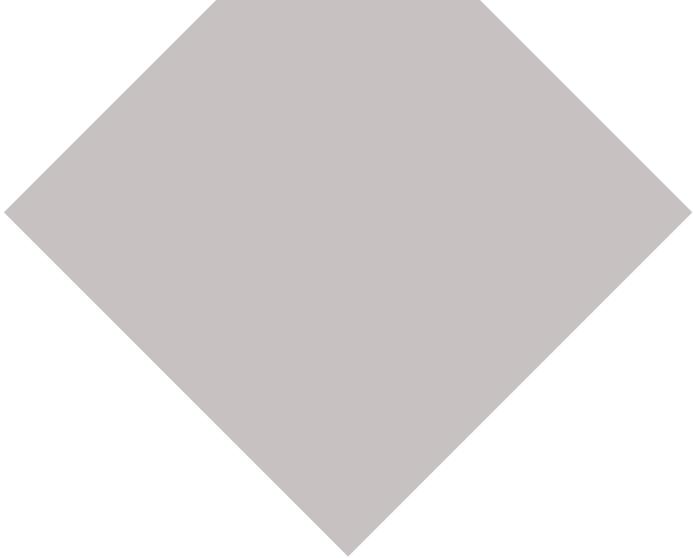


The Urban Alternative

2016 Annual Report



# OUR HOPE

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

Psalm 119:114

# LETTER FROM THE PRESIDENT

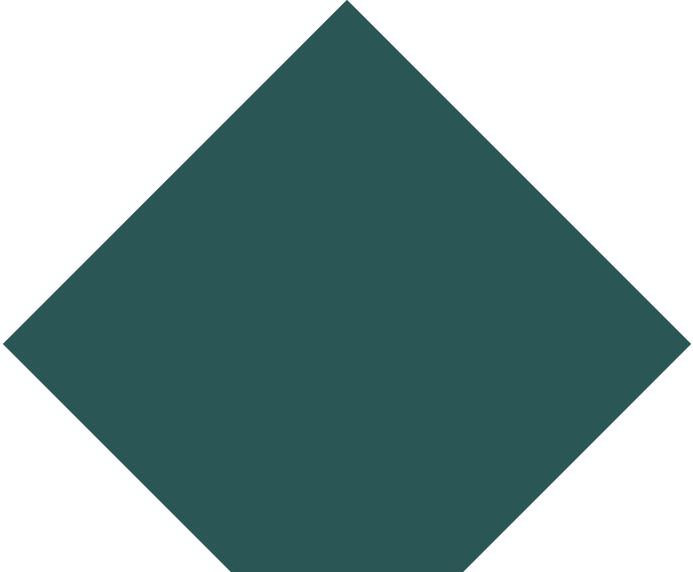
At The Urban Alternative, we desire to advance God's kingdom agenda through our daily radio broadcast, television program, speaking events, free online resources, Bible studies, social media and our new online training center. We also aim to transform lives, families, churches and communities through our various affiliate ministries. In 2016, we made great strides toward that advancement.

We are truly grateful to God for the exponential growth we have experienced over the last few years. We have expanded our staff, broadened our library of teaching resources, sought new

and innovative ways of communicating God's Word and paved the way for our 2017 launch of the Tony Evans Training Center.

Our King continues to guide us in all that we do, and it is our ongoing desire to see His name and His glory reach even more people than ever before.

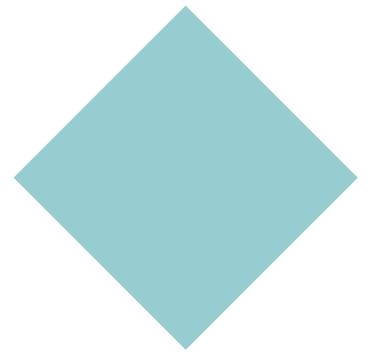
*Tony Evans*



The Urban Alternative



2016 Annual Report



# 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 the kingdom agenda philosophy.

*Tony* EVANS  
THE URBAN ALTERNATIVE



# 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. In addition, the Tony Evans Training Center is designed as a portable, personal seminary.



## 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 The Urban Alternative'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 to equip them both personally and professionally.



## Community

The National Church Adopt-a-School Initiative (ChurchAdoptaSchool.org) strategically trains churches to transform communities. Additionally, we have identified high school and college-level coaches as dominant role models in the lives of thousands of young people. Therefore, we have established Athlete's Impact (athletesimpact.net) in order to help coaches become strong and capable mentors to young athletes.





# WHO WE REACH

Every week millions of people benefit from the ministry of The Urban Alternative. We use every medium available to us to help others find the daily hope that the gospel provides. Through our daily radio and weekly television broadcasts to the more frequent social media posts, millions of people hear God's Word every day.



10 million+ annual internet, app and podcasts  
7 million+ weekly social media reach  
500,000+ weekly radio and television reach



2,900 conference and web event attendees  
125,000 free family resources requested  
300,000 kingdom line family-based resources



1,700 pastors' wives attending live web events  
10,000 free sermon outlines distributed  
345 pastors and church leaders at the Summit and Leadership Expo



200+ leaders trained in church-school strategy  
14,000+ joined The Gathering  
21 – seminary students attending Dallas Theological Seminary church-school partnership class

# WHERE WE GO

Our daily 30-minute radio and weekly television broadcasts have a reach of over half a million weekly.

## The Alternative with Dr. Tony Evans Added 109 New Outlets in 2016

### ◆ Paid:

- WMCA / New York
- KCBC / San Francisco, Sacramento, Santa Rosa, San Jose, Salinas, Monterey, Fresno
- AFR Talk/Inspirational/Urban Family Network (roughly 75 stations)
- Faith Radio Network (10 total outlets)
  - Minneapolis, MN
  - Fargo, ND
  - Waterloo, IA
  - Sioux Falls, SD
  - Madison, WI
  - Hartford, CT
  - Duluth, MN
- WEMM / Huntington, WV
- KBHN / Ft. Smith, AR
- KPRZ / San Diego, CA

### ◆ Share:

- WCFT / Dover, NJ
- WTRJ/WAYL/WATY / Jacksonville, FL
- KFLO / Shreveport, LA
- WPCG / Canton, GA
- Intentional Living Radio (KFLB / KFLT) / Odessa, TX / Tucson, AZ
- KLHT / Honolulu
- WBGW / Evansville, IN
- WGZO / Hartford, CT

### ◆ No Charge:

- WHJU / Conyers, GA
- Refugeonthemountain.com /online station
- Harvestradionetwork.org /online station
- Thejesusshowonline.com /online station
- WTIJ / Bryson City, NC
- WCIF / Melbourne, FL
- WCSE / Uncasville, CT

## On the Web

- ◆ TonyEvans.org  
Visits – 2.6 million  
Page views – 6.4 million
- ◆ LoisEvans.org  
Visits – 35,300  
Page views – 73,800
- ◆ ChurchAdoptaSchool.org  
Visits – 12,700  
Page views – 46,800
- ◆ KAfellowship.org  
Visits – 13,800  
Page views – 27,500

## Other Digital Platforms

- ◆ OnePlace.com  
Visits – 1.3 million  
Page views – 2.5 million  
Sermons streamed – 2 million  
Sermon podcasts downloaded – 7.7 million
- ◆ Social Media  
Facebook - 6 million average weekly reach  
Twitter – 175,000 followers  
YouTube – 7 million views
- ◆ 170,000 Free resources downloaded
- ◆ Tony Evans App  
900,000 app launches  
85,000 new downloads

# THE AFFILIATES 2016

## Pastors' Wives Ministry

The Pastors' Wives Ministry continues to provide crucial support for wives of pastors around the country. In 2016, the Facebook group and online forum connected 1,000 pastors' wives in their supportive and encouraging community. Mrs. Evans also hosted three webcasts reaching 1,700 pastors' wives.



## Kingdom Agenda Pastors

In 2016, Kingdom Agenda Pastors included 127 pastors from around the country. The ministry hosted the annual Summit and Leadership Expo at Oak Cliff Bible Fellowship where 345 pastors and ministry leaders from around the nation came to learn and grow from Dr. Evans, Mrs. Evans and James Robison and draw upon the wisdom of the OCBF staff.



## National Church Adopt-a-School Initiative

The National Church Adopt-a-School Initiative held 2 trainings in Dallas this year hosting 183 pastors, church leaders and people passionate to serve the schools in their communities. Dr. Evans, along with the NCAASI team, also taught a semester-long course at Dallas Theological Seminary that provided in-depth and practical training on establishing church-school partnerships.



## Athlete's Impact

In 2016, Athlete's Impact held the first ever weCoach Conference at AT&T Stadium in Arlington, Texas. We hosted 670 coaches who joined us on-site and online for the event where they learned coaching and mentoring strategies. We also released the iCoach app where coaches can learn from coaches of every level and connect with other coaches as they lead their athletes to success both on and off the field. To help with this, we published The Playbook—a strategy guide for coaches to use with their players.

**iCoach app downloads – 2,000**  
**weCoach Conference – 670**  
**Playbooks distributed – 500**



## Tony Evans Training Center

The Tony Evans Training Center took some major steps in 2016 toward becoming a reality. With a release date set for 2017, we were able to start development on the online platform that will be the Tony Evans Training Center. Final designs were approved for both the app and the website. The initial launch will include 5 courses that have already been developed, and we have 5 more courses that are in development and should be released throughout the remainder of 2017.



# WHAT THEY SAY

"Thank you so much for your radio show. I am actually suffering and your ministry keeps me going every day. Sometimes, I wake up not wanting to live, so your messages are inspiring. I listen to it first thing in the morning, every morning. I just thank God for the message."  
— Ariel



"I have been reading Oneness Embraced and believe it addresses THE most critical need of the Lord's church in America. To say it has been eye-opening would be a huge understatement. As an anglo elder in an anglo church and a leader of a small group, I am at a loss for a way to lead my fellow church members through the process of desegregating their heart attitudes and beliefs. I would really like to see Dr. Evans develop a small group study for oneness embraced that could be used to help start the process. The Lord of the 'one new man' be exalted."  
— Alan

"Hi Tony; Thank you for your letter, 'YOU Are Not Alone.' I really needed to hear that message today. Tony, I'm one of those people you have been talking to, and you have reached me. You have encouraged me to keep going in the right direction."  
— Steve



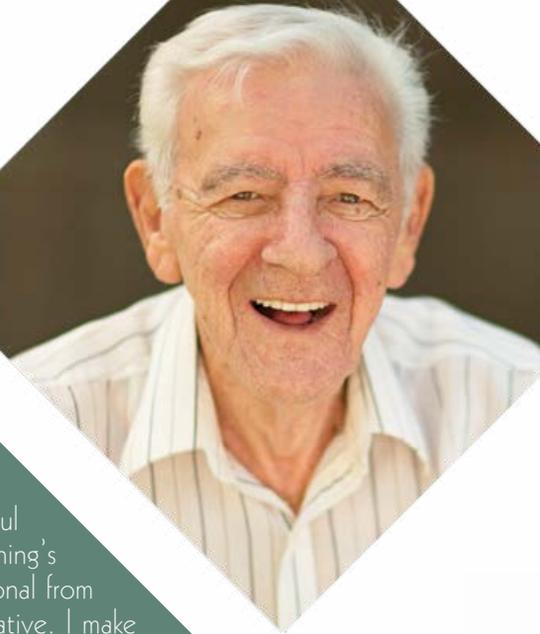
"May God continue to bless the work of your hands and bring forth more and more souls for His glory."  
— Carolyn

"I have been studying Dr. Evans' book, Victory in Spiritual Warfare along with the Field Guide for Battle, and it has been life changing! I have been listening to every sermon I can find on YouTube and found one called, 'Getting Through the Enemy's Line with Prayer.' I have listened to the sermon numerous times and have shared the link with everyone I know! This is probably the most powerful sermon I have ever listened to! Are there sermon notes for this wonderful sermon? If so, is there any way that I could PLEASE get a copy? I would be so grateful. I am about to begin a Bible study with some ladies from my church and want to begin with this sermon!"

May God richly bless you and the entire team at The Urban Alternative."  
— Stephanie



"Hello pastor. I received your devotion "Don't Lose Heart." God has promised me wonderful blessings and great favors for my life today. But when I look at the present circumstances, I feel down, and it seems hopeless. But thank you so very much. I believe God knew what I'm feeling and has you to send me this devotion which has lifted up my spirit and helps me to continue trusting and believing in God's holy Word to bless me greatly this year. Hallelujah to his holy name. And may God bless the ministry. Keep us in your prayers."  
- Norbert



"I am so grateful for this morning's weekly devotional from The Urban Alternative. I make it a habit not to leave the house until I have heard from God. I am about to enter into a business venture, and I have asked my Father God and His Son Jesus to anoint this venture and give me His guidance, because I have to seek the advice of some investors and present to them my business plan. With that said, I have listened to the Detours sermon that Dr. Evans gave, and a sermon about debt and worry. I was blessed to be at the service in February and I spoke with Dr. Evans and thanked him, because I am from Beaumont, Texas, and the Lord guided me to OCBF during the month of February just to personally hear Dr. Evans speak. Not only did I hear, but I wrote down the sermon. Thanks for all your concern, and I will be making a contribution soon. But for now, I am planting a "faith seed" and requesting prayer concerning this business venture. Thank you and God bless."  
- Randy

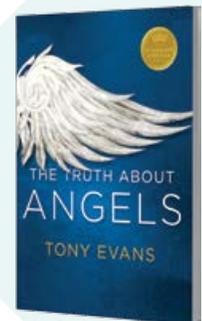
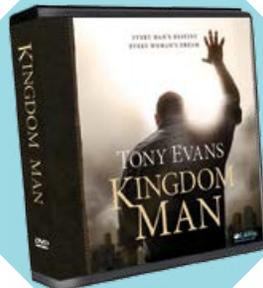
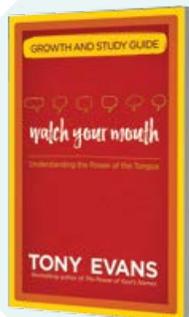
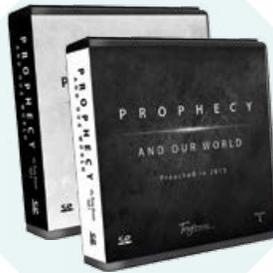
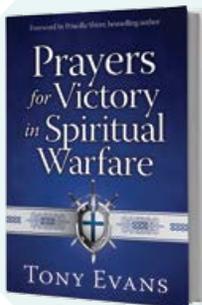
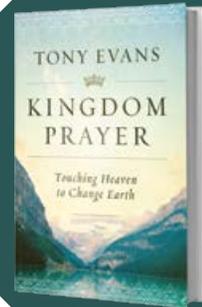
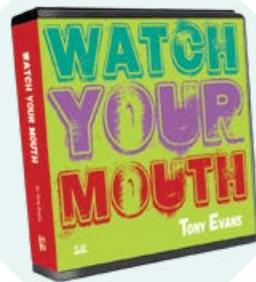
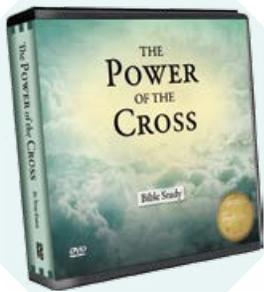
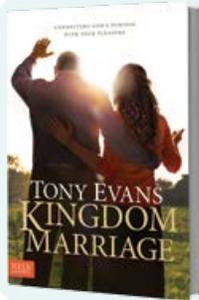


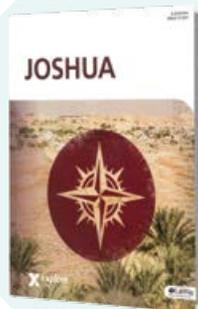
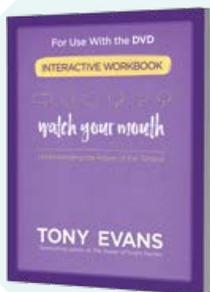
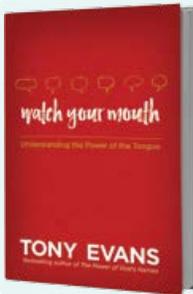
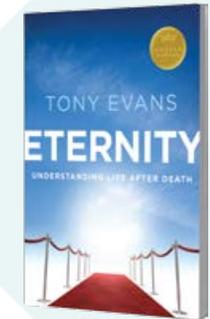
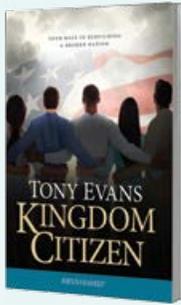
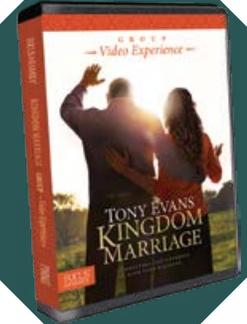
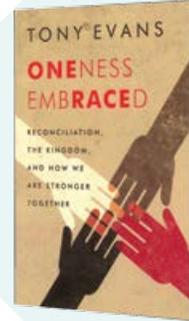
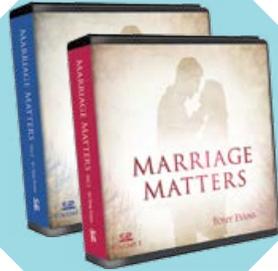
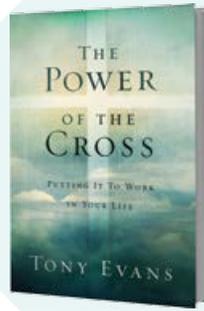
"I've never written in before, but I just wanted to say that I thank God for you, your family and your ministry. Thankful for your team that helps you and your family to do what you do for God's kingdom. Your ministry has been a great blessing in my life. Thank you for the dedication and love of God in your life that inspires and compels you to be the great teacher you've been to countless souls. You are truly one of a kind. I appreciate that you teach the Word of our Lord through education, understanding, love, your life experiences and NO compromise. Keep up the amazing teaching and work you do for the kingdom of God. I pray for you and your family's health, strength and endurance. The world needs people like you, and I'm thankful that you are raising up more sons and daughters to come to Christ and to walk in the faith with firm footing and greater understanding through your labor and thorough study and teaching. Words can't fully express my gratitude."  
- Carolyn

"I want to thank you so much for your radio ministry. It has helped me in my walk with Christ and also with reaching my 11-year-old grandson with life lessons. The acorn story helped me teach him about reaching his full potential in life and the part his parents, teachers and I play in helping him achieve this goal. He was able to understand what I was saying because of you. His parent will not allow him to go to church, so I have roadblocks in teaching him about God. You are a big help!! Thank you so much!!"  
- Kathy



# 2016 RESOURCES





## Psalm 128

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!