

# THE 2018 ANNUAL REPORT

ANNUAL REPORT 2018 // [www.tonyevans.org](http://www.tonyevans.org)



Building Kingdom *Disciples!*





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# THE 2018 ANNUAL REPORT

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## DISTINGUISHED BOARD MEMBERS OF THE URBAN ALTERNATIVE

### **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. J.D. McCaslin**

President,  
McCaslin Development

### **Rev. Lee Jenkins, Jr.**

President,  
Lee Jenkins Group  
Senior Pastor,  
Eagles Nest Church

### **Mr. Norm Sonju**

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



## THE URBAN ALTERNATIVE EXECUTIVE TEAM

### **Mr. Bill Collins**

Vice President

*(Kingdom Agenda Pastors*

*National Church Adopt-a-School Initiative)*

### **Jonathan Evans**

Managing Director

### **Dr. Lois I. Evans**

Senior Vice President

*(Pastors' Wives Ministry)*

### **John Fortner**

Director of Course Development

### **Joy Glover**

Director of Operations

### **Heather Hair**

Director of Ministry Development

### **J. Daryl Lee**

Chief Financial Officer

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*\*Other photography provided courtesy of  
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LETTER FROM  
THE  
PRESIDENT

While our mission at The Urban Alternative to advance God's kingdom agenda hasn't changed, so many exciting things happened in 2018. The Tony Evans Training Center continued to grow and currently has over 1,200 subscribers actively studying the Word of God online. We continue to expand into new radio markets with over 1,400 radio outlets weekly bringing *The Alternative with Tony Evans* into more homes than ever before. Our ongoing releases of devotional content on the YouVersion Bible app impact over a million readers annually. We continue to provide over 20 million annual streams or downloads of sermons. In short, we continue to find new ways of reaching our world with the good news of Jesus our Lord.

The support we receive from people like you humbles me and reminds me of how important it is to build God's kingdom as a united body. Every day, God uses this ministry to transform lives and offer inspiration and hope to a lost world. I couldn't be more grateful for your willingness to come alongside us. 2018 opened a lot of doors for us, and it fills me with excitement about 2019 and the years yet to come. God bless you for being a part of it all through your giving.

For His kingdom,

*Tony Evans*



# WHO WE ARE AND WHAT WE DO

For almost 40 years, The Urban Alternative has been seeing hope restored and lives transformed through the proclamation and application of the Word of God. While the mediums have multiplied and changed, our core value has not: deliver the preaching, teaching and writing of God's Word to meet people where they are 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 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 Christians in the body of Christ, we disciple individuals through our broadcasts and events. 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*, *Kingdom Woman* and *Raising Kingdom Kids*, as well as 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](http://kafellowship.org) and [loisevans.org](http://loisevans.org)). We also freely provide pastors with resources to equip them both personally and professionally.

## COMMUNITY

Dr. Evans' national impact strategy, based on his 3-Point Plan for Impact, urges Christians to unite on community issues, partner together for good works, and seek the Lord in a joint solemn assembly. The National Church Adopt-a-School Initiative ([churchadoptaschool.org](http://churchadoptaschool.org)) also strategically trains churches to transform communities. In addition, we have established Athlete's Impact ([athletes-impact.org](http://athletes-impact.org)) in order to help coaches become strong and capable mentors to young athletes.





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# WHO WE REACH

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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 and frequent social media posts, millions of people hear God's Word every day.





## **INDIVIDUAL**

- 21,040,229 annual internet, app and podcasts
- 614,000 weekly radio and television reach

## **CHURCH**

- 88,800 pastors' wives attending live web events
- 21,804 free sermon outlines distributed
- 557 pastors and church leaders at the Summit and Leadership Expo

## **FAMILY**

- 90,000 conference and web event attendees
- 90,149 free family resources requested
- 6,488 kingdom line family-based resources

## **COMMUNITY**

654 leaders trained in church-school strategy:

- El Dorado, AR
- Rome, GA
- Tampa, FL
- Dallas, TX
- Greensboro, NC



# WHERE WE GO

## ON THE WEB

### **TonyEvans.org**

- Visits – 4,166,505
- Pageviews – 8,667,160

### **LoisEvans.org**

- Visits – 44,886
- Pageviews – 130,545

### **ChurchAdoptaSchool.org**

- Visits – 15,200
- Pageviews – 36,941

### **KAfellowship.org**

- Visits – 11,098
- Pageviews – 21,142

## OTHER DIGITAL PLATFORMS

### **OnePlace.com**

- Sermons streamed – 2,550,074
- Sermon podcasts downloaded – 12,735,997

### **Lightsource.com**

- Sermons streamed – 139,472
- Sermon podcasts downloaded – 7,869

### **Social Media**

- YouTube – 6,200,000 Views in 2018  
58.2 Million Minutes Watched in 2018  
20,466,887 Lifetime Views

### **Tony Evans App**

- 4,137,727 app launches
- 76,621 new downloads

**Free Resources Downloaded – 179,698**

## 2018-2019 Digital Expansion



iHeart Radio



Spotify



TuneIn



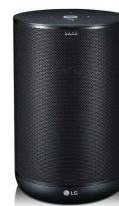
Stitcher



GooglePodcasts



Google Home Smart Speakers



Alexa





*Our daily 30-minute radio broadcasts have a reach of roughly half a million weekly.*

## ***The Alternative with Dr. Tony Evans Added 16 New Radio Outlets in 2018***

### **PAID**

- WCVX - Cincinnati, OH
- KNKT - Albuquerque, NM
- WTLR - State College, PA
- WMUZ - Detroit, MI
- WJIV - Albany, NY
- KTRW - Spokane, WA
- WYPZ - Macon, GA
- KGU - Honolulu, HI
- WBSN - New Orleans, LA
- WPEF - New Orleans, LA
- Premier - London, UK
- KDAR - Oxnard, CA

### **NO CHARGE**

- WCHB - Detroit, MI
- MyWalk247.com - Internet Station
- WTSB - Smithfield, NC

### **SHARE**

- WTLR - State College, PA



# THE AFFILIATES 2018

## TONY EVANS TRAINING CENTER

In March and April of this year, we launched our iOS and Android apps, making our courses and resources more accessible to students using mobile and tablet platforms. Our ministry development team put together a fantastic communication and promotional plan that launched in May, which included print ads, social media posts, and monthly update emails to our regular subscribers and potential subscribers. As a result, we saw an influx of over 300 new students with a total matriculation of 625 students.

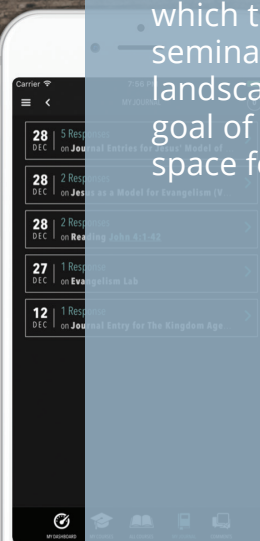
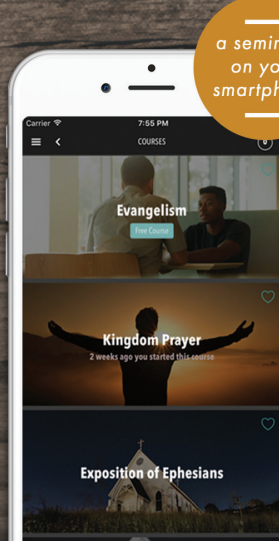
By the end of the year, we will have added 9 new courses, bringing our total on the TETC to 19 courses. Our most popular offering continues to be *Evangelism*, with 2,037 students having signed up for the course. One of the exciting things we do on a daily basis is to respond to discussion boards where our students post reflections and respond to questions as part of their course work. The conversations here are often both deeply theological and pastoral as we interact with the students and encourage them in their work. To date, there have been over 8,000 comments posted.

Throughout the year, we have been busy taping Dr. Evans for new courses and preparing the curriculum for the courses. Upcoming course releases include, *New Testament Survey*, *Kingdom Discipleship*, *The 3-Point Strategy*, *Exposition of Jude*, and *Exposition of Jonah*.

Lastly, the renovation of our TETC Media Hub at the Hampton Estates property was completed this past year. We now have a permanent and beautiful location in which to produce our courses and host seminars. Work continues on the exterior landscaping, fences and entrances with the goal of making the property a welcoming space for meetings and ministry events.

TONY EVANS  
TRAINING CENTER

a seminary  
on your  
smartphone





## PASTORS' WIVES MINISTRY

What an exciting year for Pastors' Wives Ministry. We had the opportunity to minister to the needs of pastors' wives and other women in ministry all over the globe. Over 88,000 women attended live webinar events in 2018, telling us that women are enthusiastic for the gospel, ministry growth and discipling women well. This includes the 90-minute *Concert of Prayer*, where over 18,000 women received powerful instruction live and online from Lois Evans and Rhoda Gonzalez. Additionally, over 70,000 women attended the live *Seasons Roundtable* (both live and simulcast). The reach and scope of Pastors' Wives Ministry continues to grow every day, as we trust the Lord to do a mighty work in the lives of women. Finally, [loisevans.org](http://loisevans.org) received over 130,000 pageviews during 2018.



## KINGDOM AGENDA PASTORS

Since 2009, Kingdom Agenda Pastors has sought to be a leader in serving pastors and church leaders, assisting them in ministry with powerful resources and encouraging mentorship. In 2018, we had over 557 pastors, wives and church leaders attend our annual KAP Expo and Summit in Dallas, Texas. 21,000 sermon outlines were distributed to teachers of the gospel around the world, enabling them to reach their communities with sound biblical instruction. Finally, [kafellowship.org](http://kafellowship.org) received over 21,000 pageviews in 2018.





## NATIONAL CHURCH ADOPT-A-SCHOOL INITIATIVE

The National Church Adopt-a-School Initiative continues to provide proven instruction to churches and their leaders in connecting with public schools in their communities all over the nation. Our purpose from the beginning was to empower churches across America to develop a long-term relationship with local schools in their neighborhoods to establish a powerful system of support for educators, students and their families. 2018 was no exception; 654 church leaders attended our specialized training events in cities across the nation, such as El Dorado, AR, Tampa, FL, Greensboro, NC, Rome, GA and Dallas, TX. Finally, churchadoptaschool.org received over 3,000 unique pageviews in 2018.









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# THE TESTIMONIES

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## ON FIRE FOR THE LORD NOW

I am 31 years old with three kids. Lately I haven't really been on fire for the Lord.

For the past month or so I have been listening to Christian radio a lot more often than I normally do. I just took a trip and was listening to your sermon called Grace.

I was on fire! I even welled up with tears. What really got to me was

when you were talking about grace saying that it is the thing that is in us which allows us to say yes to the things that are trying to get us to say no and say no to the things that are trying to get us to say yes.

An hour prior to hearing this sermon, I was just talking to my friend about these things, and I couldn't believe that you were on the radio speaking of what was

going through my mind. God knew that I needed to hear this. He spoke through you right to me. I wanted you to know that I don't ever reach out like this, but I just had to let you know. I could not have been more thankful!

I was so thankful to hear your message that day.

Keep doing what you're doing!

Tatiana



## RECEIVING SPIRITUAL NOURISHMENT

Dr. Evans, I appreciate your encouraging emails. Very often, they come at a time when I need them the most. I was feeling quite despondent regarding a situation I was dealing with. I found myself enumerating all the reasons why I might fail again at achieving my


goals. Yet, I was also thinking of the promises of God mentioned in your email. I especially enjoyed reading about obedience and how it summarizes everything and is the means by which I obtain God's favor. Thank you so much for the spiritual nourishment. I needed this more

than I needed lunch today.

Thanks a million! May God continue to use you to feed the whole world! The spiritually-starved world needs people like you.

Emmanuel





IT IS MY GREAT JOY TO  
BE THE LIVING EXAMPLE  
TO THESE KIDDOS.

**Billy**

## DELIVERED FROM THE BELLY OF THE WHALE

I love you so much, brother Tony. I spent 22 years in prison here in Texas for the murder of a man and his uncle that molested and threw a pot of hot beans on my five-year-old daughter. I went to prison with so much bitterness and anger until 15 years later when I almost killed a guy inside. Well I had to suffer the consequences of my actions and went to administrative segregation in Huntsville for 7 years. My belly of the whale experience.

This is where I surrendered all and listened to you faithfully on

my radio daily along with others. Your ministering to my spirit assisted greatly in the supernatural transformation that took place in my life.

I was released on December 31, 2011. Within three months, I began managing Fertile Ground Christian Transformational Center in Third Ward, Houston. I came to your No More Excuses Men's Conference in 2012 and was blown away at the serious indictment and challenge against and for all men.

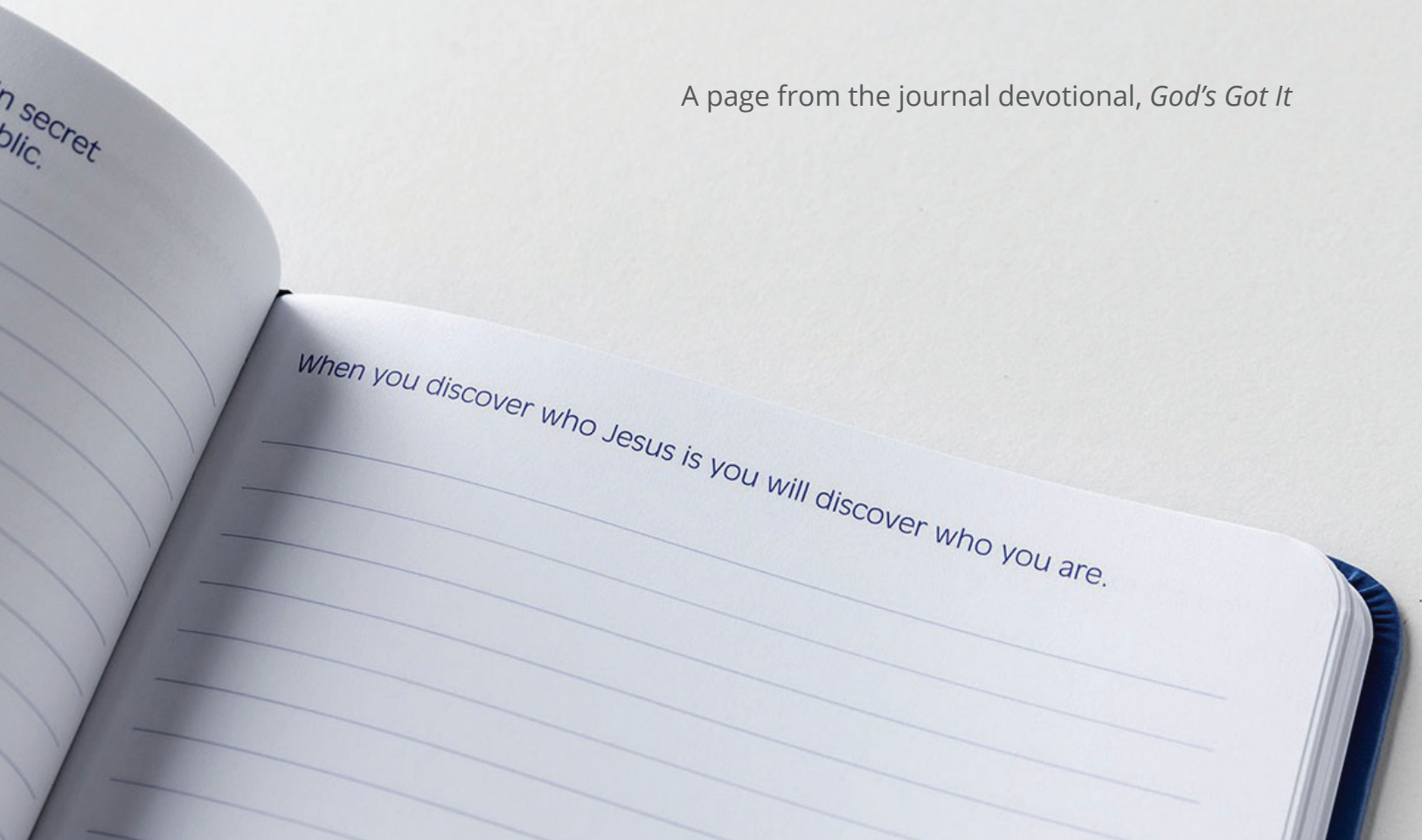
I am now married and gained nine stepchildren in the process. Their biological father passed away four months ago from cancer. After 20 years of marriage, he was never able (or willing) to be the husband and father that God intended him to be. It is my great joy to be the living example to these kiddos.

Just wanted to say thank you for giving to the Lord. I was a life that was changed.

God bless,  
Billy

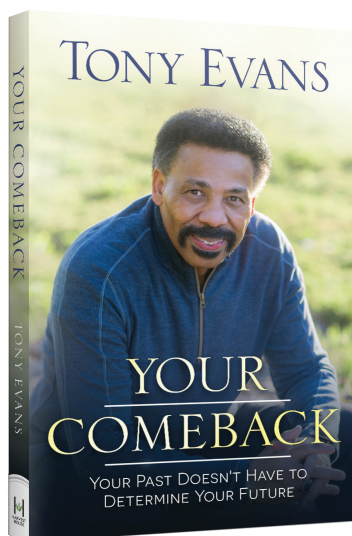


A page from the journal devotional, *God's Got It*

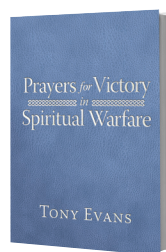


# 2018 RESOURCES

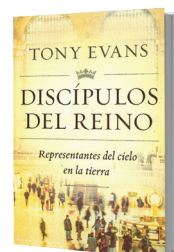
## BOOKS/BOOKLETS



YOUR COMEBACK



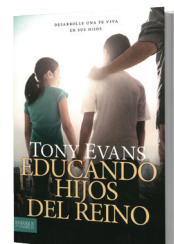
PRAYERS FOR VICTORY IN  
SPIRITUAL WARFARE



KINGDOM DISCIPLES (SPANISH)



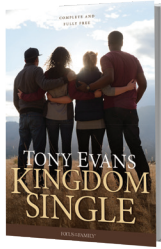
PRAYERS FOR VICTORY IN  
YOUR MARRIAGE (SPANISH)



RAISING KINGDOM KIDS  
(SPANISH)



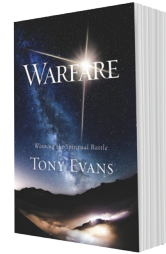
## BOOKS/BOOKLETS CONTINUED



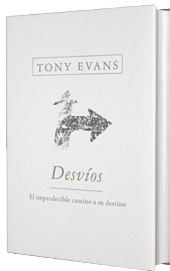
KINGDOM SINGLE



30 DAYS TO OVERCOMING  
ADDICTIVE BEHAVIOR (SPANISH)



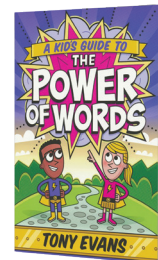
WARFARE: WINNING THE  
SPIRITUAL BATTLE



DETOURS (SPANISH)



WATCH YOUR MOUTH (SPANISH)

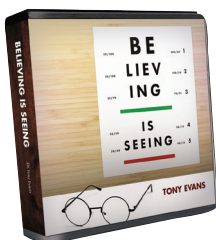


A KID'S GUIDE TO THE POWER  
OF WORDS

## CD SERIES



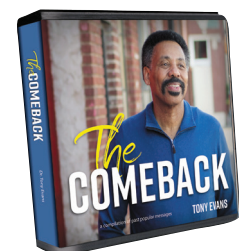
THE BEST OF TONY EVANS  
2018



BELIEVING IS SEEING



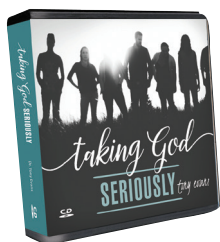
SINGLE: COMPLETE & FULLY FREE



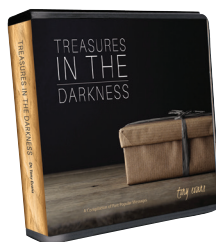
THE COMEBACK



## CD SERIES CONTINUED



TAKING GOD SERIOUSLY

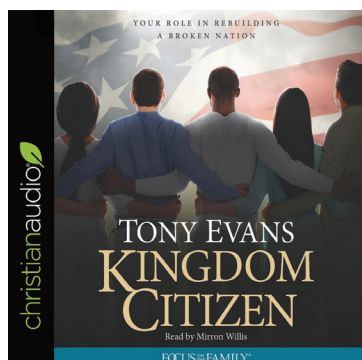


TREASURES IN THE DARKNESS

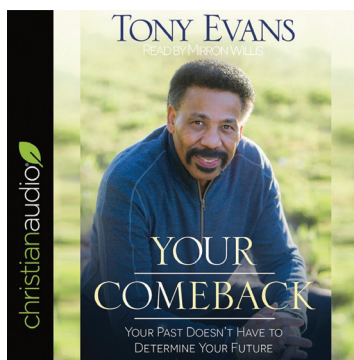


THE MAGNIFICENT GRACE OF GOD  
VOLUMES 1 & 2

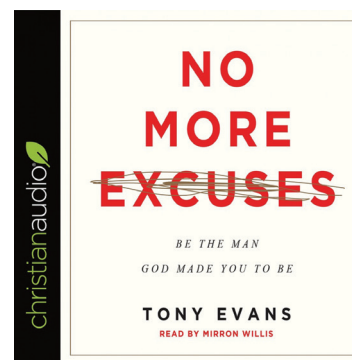
## AUDIOBOOKS



KINGDOM CITIZEN

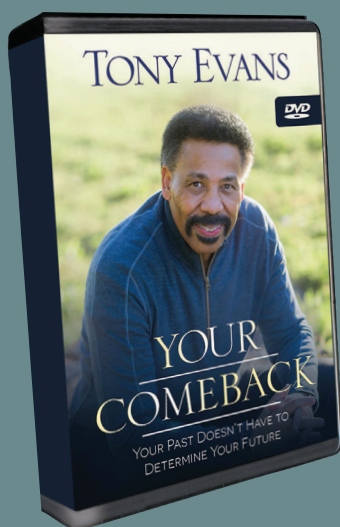


YOUR COMEBACK

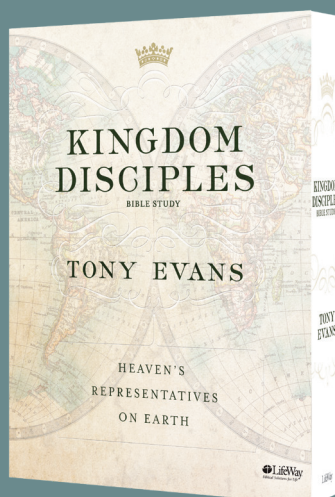


NO MORE EXCUSES

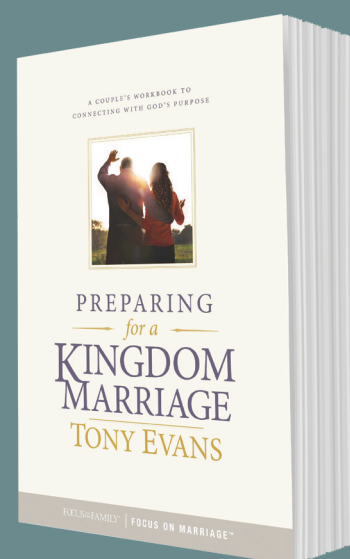
## BIBLE STUDIES



YOUR COMEBACK DVD



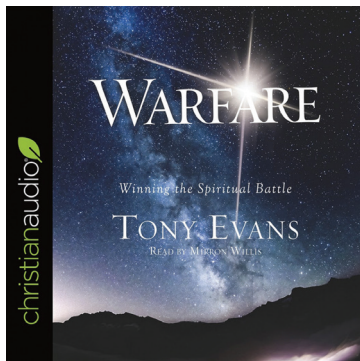
KINGDOM DISCIPLES  
LEADER KIT



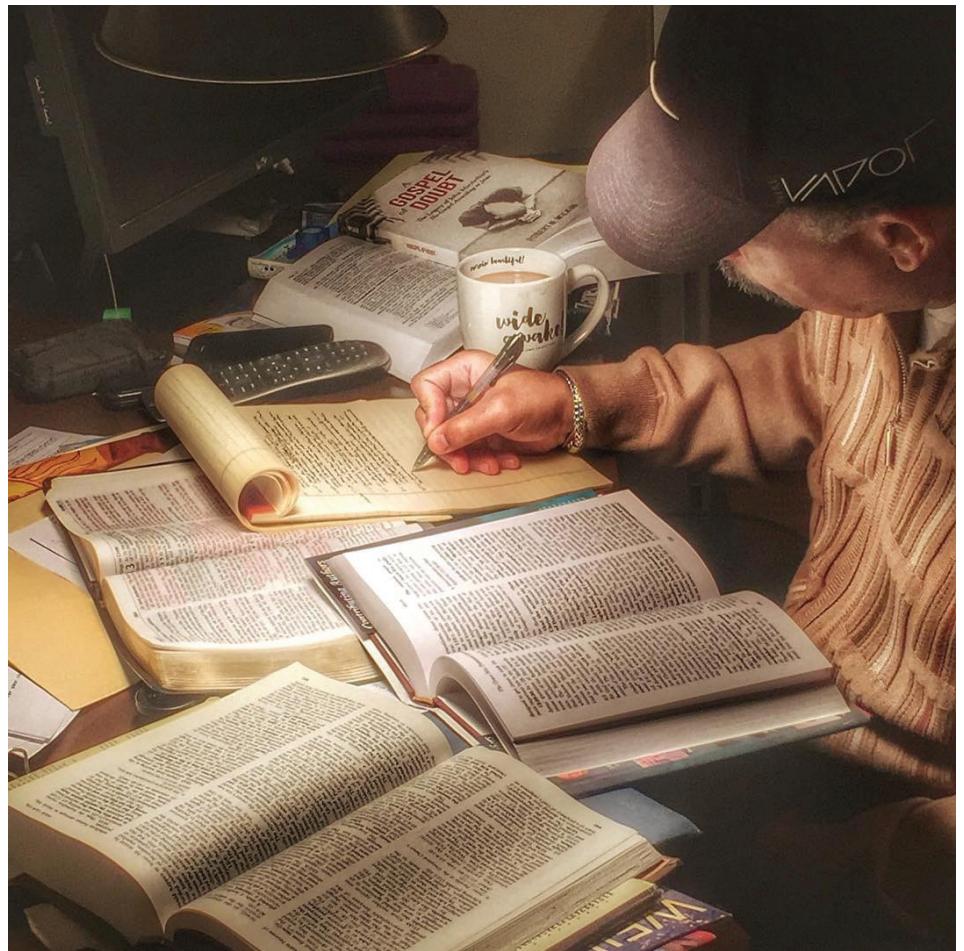
PREPARING FOR A KINGDOM  
MARRIAGE WORKBOOK



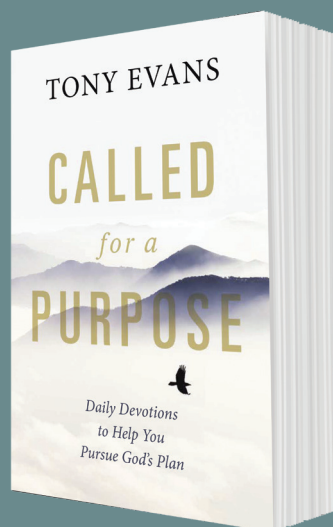
## AUDIOBOOKS CONTINUED



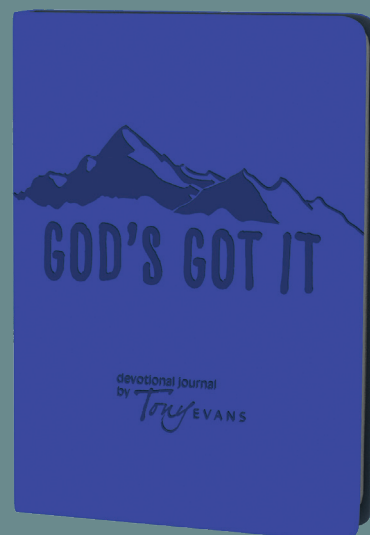
WARFARE: WINNING THE  
SPIRITUAL BATTLE



## DEVOTIONALS & JOURNALS



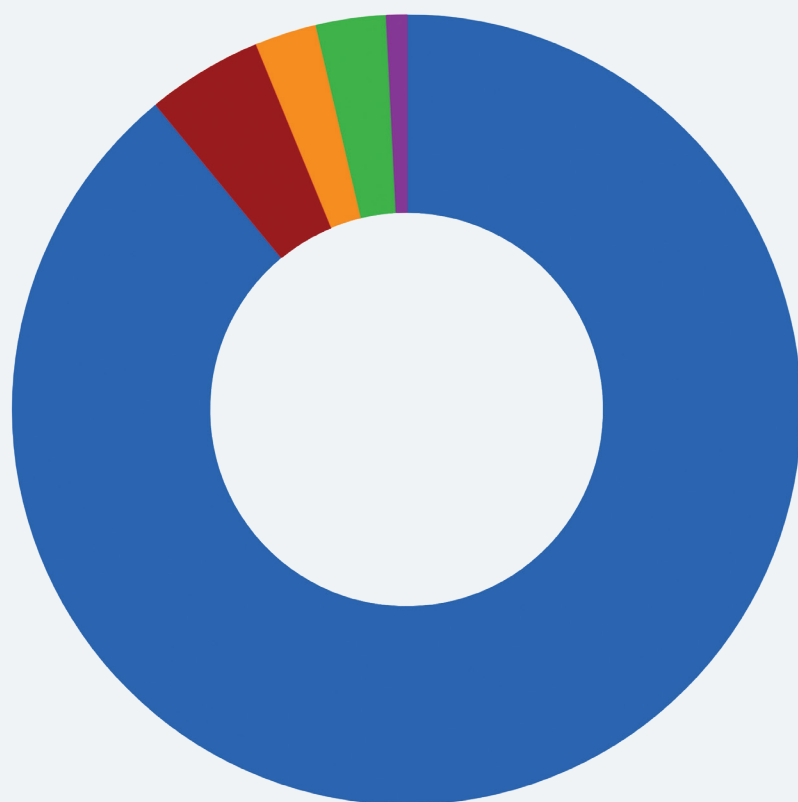
CALLED FOR A PURPOSE  
DEVOTIONAL



GOD'S GOT IT  
DEVOTIONAL JOURNAL



# 2018 FINANCIALS



INCOME:  
**\$15,222,717**

- CONTRIBUTION
- SALES (NET)
- DONATED AIRTIME
- EVENT & OTHER INCOME
- CONFERENCE FEES

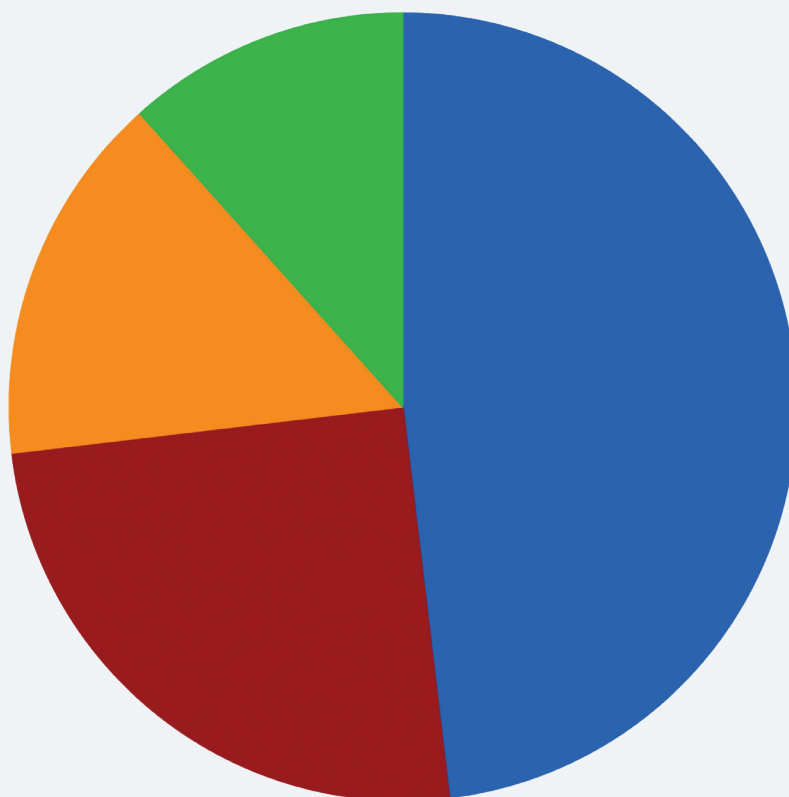
Income	
2016	\$10,938,913
2017	\$12,800,599
2018	\$15,222,717

Gifts	
2016	135,217
2017	173,277
2018	183,824



EXPENSES:  
**\$13,228,813**

- MEDIA (RADIO, TELEVISION, SOCIAL MEDIA)
- OUTREACH
- FUNDRAISING
- GENERAL & ADMINISTRATIVE



Expenses	
2016	\$10,191,929
2017	\$11,605,257
2018	\$13,228,813



# ISRAEL 2018



## AWESOME MINISTRY ADVENTURES

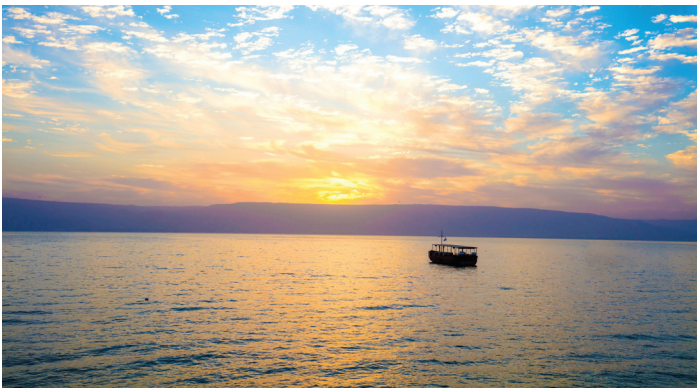
In 2018, we got to experience the blessings of God in a number of fun and exciting ways. In November, over 700 passengers and I set sail for the Holy Land. During our 10-day journey, we spent precious time in the land where Jesus lived, ministered, died on a cross, and then rose again. We had a chance to visit Jerusalem, including the Western Wall, the Via Dolorosa and the Church of the Holy Sepulchre. We laid eyes on the Dead Sea Scrolls at the Israel



Museum. We wandered in the Judean wilderness and saw the mighty fortress of Masada.

Since then, I have heard from many of those who joined us on this trip, and about how grateful they were, and I pass all that gratitude on to our mighty and generous God, who delights in blessing all His children. We look forward to having experiences like this again in November 2021. In short, it was a life-changing experience, and I will always treasure the time we spent together.







EVANGELISM MUST BE PRIORITIZED IF PEOPLE ARE  
EVER TO GET THE GOOD NEWS OF THE GOSPEL.

**Tony Evans**







**TUA BUS SHEPHERDS:** (TOP ROW) Bill Collins, Rhonda Bellamy, Leighton Smith, John Fortner, Elizabeth Cannings  
 (MIDDLE) Cherawn Childress, Sylvia Stewart, Cecilia Murillo  
 (BOTTOM) Kameron Mitchell, J.W. Burkey  
 (INSERT) Jenetra Jackson, Daryl Lee, Doug Stamps







**GO INTO  
ALL THE  
WORLD AND  
PREACH THE  
GOSPEL...**





THE 2018  
ANNUAL  
REPORT

