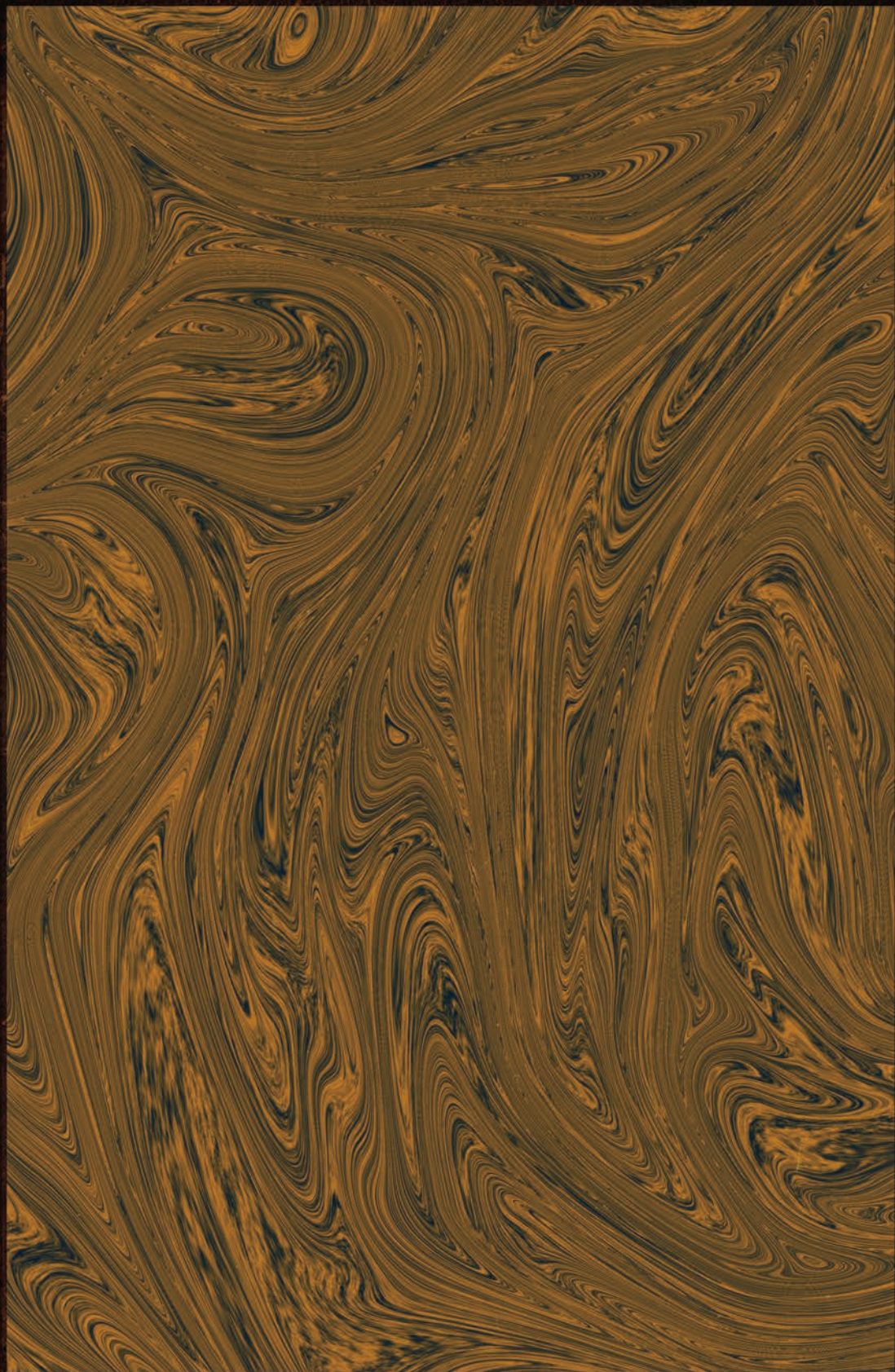


*Tony* EVANS  
THE URBAN ALTERNATIVE

Annual Report

❖ 2019 ❖







*Remembering*  
the Legacy of  
*Lois Evans*





**L**ois Evans lived her life in full expression of the Proverbs 31 woman. She was raised in a Christian home where she was taught the Word of God and the importance of living a life of integrity, strong character and excellence. Committing her life to ministry at the age of 15, Lois promised the Lord that she would live her life dedicated to His purposes. From that time forward, she devoted herself faithfully and wholeheartedly to serve her Savior in each season of her life.

In August of 1968, when Lois was 18, she was introduced to a young man by the name of Tony Evans. Tony spent a lot of time with her family, and as a result, Tony and Lois had the opportunity to meet, develop a friendship and discover their mutual commitment to serving the Lord in ministry. During the time, Tony also had the opportunity to taste Lois' cooking, and soon, he was absolutely certain that Lois was the woman he wanted to marry.



Lois and Tony continued to develop their relationship, and on June 27, 1970 they were wed. Lois joined Tony in Atlanta, Georgia as he was attending Carver Bible College. In addition to supporting Tony while he worked to complete his bachelor's degree, Lois worked for the Billy Graham Evangelistic Association as an administrative assistant. But it wouldn't be long before Tony would accept an invitation to study at Dallas Theological Seminary, and Lois would find new purpose in a new city.

Both Chrystal and Priscilla were born during Tony's years in seminary, and Lois devoted herself to being a full-time wife and mother. While Tony studied, Lois remained active with the DTS Wives Fellowship and with their home church, Community Bible Church. She also completed her own degree at Eastfield College in 1976.

This was also the year that Tony and Lois Evans founded Oak Cliff Bible Fellowship. Lois' gifts of music, hospitality and cooking came to bear in

blessing so many during these early years. By 1981, both Anthony Jr. and Jonathan were born, and the role of mother and wife grew to include not just pastor's wife but also founder of a nonprofit organization called The Urban Alternative, eventually becoming its executive vice-president in 1989 (see article on next page).

After receiving her bachelor's degree from Dallas Baptist University in 1991, Lois began to develop a passion for ministering to other pastors' wives and founded the Pastors' Wives Ministry (PWM). Since The Urban Alternative already hosted a conference designed for pastors, Lois spearheaded a track for pastor's wives to encourage them to continue growing and to encourage them in their role in the local church.

In 1996, she received an honorary Doctorate of Humane Letters from Eastern College. Shortly after this, Lois was approached by publishers to inquire about her interest in writing a book. *Seasons of a Woman's Life* was published in 2000 and captures the heart of Lois' approach to ministry. In 2006, she also authored *Stones of Remembrance: A Rock-Hard Faith for Rock-Hard Places*.

All of her children would go on to pursue active ministry in God's kingdom and also to start families of their own, giving her the pleasure of thirteen grandchildren and numerous great-grandchildren. Throughout all the busyness of her life, Lois never tired of catching a beautiful display of fire in the sky as the sun dipped below the horizon at the close of the day.

On December 30, 2019, Lois Evans entered her rest by joining Her Savior in eternity. She will be deeply missed by her family, friends and countless others all over the world. Her legacy of building a strong family and establishing a long-lasting public ministry will serve for generations of women to come as to the faithfulness of God in every season of life.





## Lois Evans and The Urban Alternative

Tony Evans' broadcast career began while attending Dallas Theological Seminary in 1974. As the popularity of that broadcast grew, Tony and Lois Evans founded The Urban Alternative seven years later in 1981 to help distribute this powerful teaching across the nation. Using the strength of her bachelor's degree in business administration, Lois Evans spearheaded the growth of that organization.

In the early years, she ran the fulfillment center, customer service operation and marketing department right out of the family garage. With Tony's invitation to preach at the National Religious Broadcasters annual conference in 1986 came enormous attention and interest in hearing more, which grew the number of radio stations requesting Tony's teaching. This growth demanded a new facility and a small staff. Lois assumed the role of Senior Vice-President of an ever-growing and ever-impactful nonprofit organization.

Today, that organization reaches the globe with Tony's message on nearly 1,400 radio stations in over 130 countries. With an audience of millions, the work that Lois and her husband started over three decades ago touches lives and transforms hearts every day.



# 2019 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*

### **Mr. Bill Collins**

*Vice President, The Urban Alternative*

### **Mr. JD McCaslin**

*President, McCaslin Development*

### **Mr. Norm Sonju**

*Retired Founder, President, Dallas Mavericks*

*Chairman, Camp of the Woods*

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

*President, Lee Jenkins Group*

*Senior Pastor, Eagles Nest Church*

# Welcome

Dear Friend,

2019 was a year of growth for our ministry and that was due in no small way to the support, generosity and efforts of people like you. We were able to expand our reach and to spearhead new initiatives in many key ways. In all of it, we were able to see the steadfast love of Christ extend into the lives of many, families, churches and communities. God is good all the time!

The Urban Alternative remains committed to bringing Christ's message to a nation divided and a world in need. *The Alternative with Tony Evans* radio program reached millions every day on over 1,400 radio stations, delivering hope for the future. The Tony Evans Training Center has now trained over 1,300 men and women in biblical knowledge for ministry and service in the kingdom. Pastors' Wives Ministry continued to reach thousands every month with its webinar events and encouragement for women. Also of note in November 2019, we released the Tony Evans Study Bible and Commentary as powerful resources for Christians in their efforts to grow in their faith and knowledge of God. By continuing to share the love of Christ with people from all walks of life, we believe that we can turn things around and experience God's healing hand in 2020.

For His kingdom,

A handwritten signature in black ink that reads "Tony Evans". The signature is written in a cursive, flowing style with a large, prominent "T" and "E".





# Who we are

For almost 40 years, The Urban Alternative has seen 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.

## Early Staff Photo, TUA



**TonyEvans.org**

2019 Visits: 4,745,657

2019 Page Views: 10,866,210

2019 Free Resources Downloaded: 190378



# What we do

## •Individual

To strengthen Christians in the body of Christ, we disciple individuals through our broadcasts and events. We also provide spiritual growth materials through our distribution of recorded sermons on CD and DVD, personal and group Bible studies, books, blogs, YouVersion reading plans and social media channels. Additionally, the Tony Evans Training Center is an online resource 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 radio and TV broadcasts, distribution of Dr. Evans' best-selling books, *Kingdom Man*, *Kingdom Woman* and *Raising Kingdom Kids*, family-focused Bible studies and speaking appearances 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 many resources to equip them both personally and professionally.

## •Community

Dr. Evans' national impact strategy, based on his *Kingdom Strategy for Community Transformation: A 3-Point Plan* 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.

# Who we reach

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

## Individual

- 29,938,171 Annual Internet, App, and Podcasts
- 624,000 Weekly Radio & Television Reach

## Family

- 198,000 Conference and Web Attendees
- 44,248 Free Family Resources Requested
- 11,411 Kingdom Line Family-Based resources

## Church

- 197,000 Pastors' Wives Attending Live Web Events
- 17,063 Free Teaching Outlines Distributed
- 697 Pastors and Church Leaders at the Summit and Leadership Expo

## Community

- 209 Leaders Trained in Church-School Strategy
- Tallahassee, FL
- Hialeah, FL
- Mobile, Alabama
- Beaumont, Texas
- Dallas, TX





# Where we go

## On the Web

TonyEvans.org  
Visits: 474,5657  
Page Views: 1,086,6210  
Free Resources  
Downloaded: 190,378

LoisEvans.org  
Visits: 45,987  
Page Views: 131,570

ChurchAdoptaSchool.org  
Visits: 9,760  
Page Views: 25,371

KAfellowship.org  
Visits: 8,994  
Page Views: 35,695



## Other Digital Platforms

Oneplace.com  
Sermons Streamed: 2,367,272  
Sermon podcast downloaded:  
16,572,359

Social Media  
Facebook Likes: 1,482,126  
Twitter Followers: 195,000  
YouTube views: 9,970,000  
YouTube minutes watched:  
348,000,000

YouVersion Reading Plans  
Plan Subscriptions: 1,301,679  
Completion of Plans: 915,257

Tony Evans app  
4,210,000 app launches  
90,500 new downloads in 2019

Free Resources downloaded:  
190,378

## Radio

*The Alternative with Dr. Tony Evans* was broadcast on  
1100 radio and TV stations.

**We added 15 New Radio & TV Outlets in 2019.**

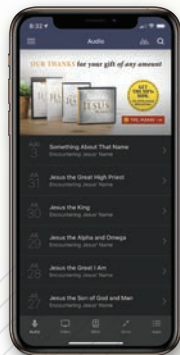
Paid:  
WYKG AM/FM, Atlanta, GA  
WDCX AM, Rochester, NY  
WDCX FM, Buffalo, NY  
WIWA, Orlando, FL  
WHKC, Columbus, OH  
KDRY, San Antonio, TX  
WRLZ AM, St. Cloud, FL

No Charge:  
KRGH, Harker Heights, TX  
KCGP, Grants Pass, OR  
Internet, Global7.tv  
Internet, BBG Network  
Internet, AMMRadio.com

Share:  
WMER - Maridian, MS  
WMIE - Cocoa, FL  
WWBC - Cocoa, FL

# Apps

The Urban Alternative continues to reach new people and new communities with our series of apps available on mobile devices, providing sermons, devotionals, prayer support, inspiration and training. As our reach grows every day, we believe that God will use us to impact more people with the good news about His kingdom agenda.



## Tony Evans App

2019 App Launches: 4,210,000  
2019 New App Downloads: 90,495

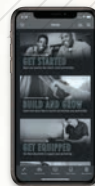
## Motivational Moments App

2019 App Launches: 292,325  
2019 New App Downloads: 21,951



## Adopt-a-School App

2019 App Launches: 517  
2019 New App Downloads: 260



## iCoach App

2019 App Launches: 3610  
2019 New App Downloads: 1,574



## The Prayer App

2019 App Launches: 14,581  
2019 New App Downloads: 6,183





# Kingdom Agenda Pastors

Kingdom Agenda Pastors (KAP) remains dedicated to serving the ministerial and spiritual needs of our nation's pastors and church leaders through our annual Expo and Summit event in Dallas, TX.



2019 Expo Attendees: 379

2019 Summit Attendees: 318

Sermon Outline Downloads: 17,063



[KAfellowship.org](http://KAfellowship.org)

2019 Visits: 8,994

2019 Page Views: 35,695

# Pastors' Wives Ministry

With a greater focus on social media presence and online webinars, Pastors' Wives Ministry (PWM) has reached a larger audience of pastors' wives and women in ministry.

Website Visitors: 3,388

Facebook Group Followers: 1,994

Webinar Attendees: 197,000



[LoisEvans.org](http://LoisEvans.org)

2019 Visits: 45,987

2019 Page Views: 131,570





# National Church Adopt-a-School

NCAASI provides churches and their leaders with the tools and experience necessary to impact their local communities through outreach in their public and private school systems. Through online and on-site training events, we have been able to properly equip 167 leaders in 5 different communities across the country.



[ChurchAdoptaSchool.org](https://ChurchAdoptaSchool.org)

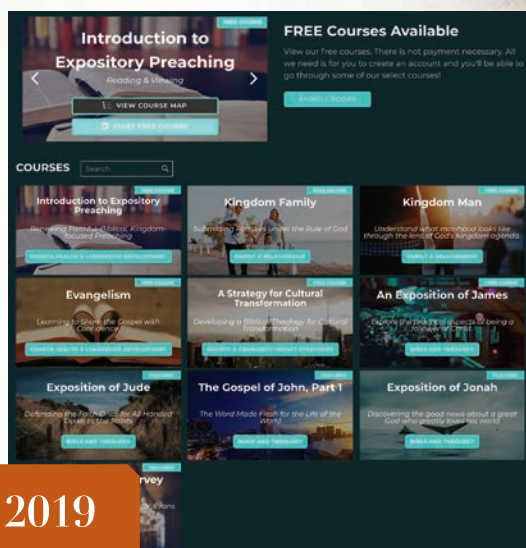
2019 Visits: 9,760

2019 Page Views: 25,371



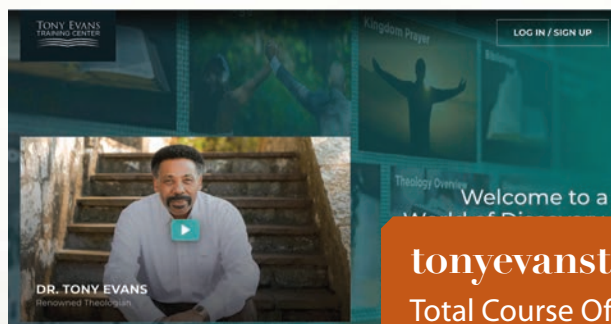
# Tony Evans Training Center

TETC continues to reach new people with its portable seminary training model. It grew in both course offerings and number of subscribers in 2019. Due to the increased traffic on our platform, we also built a new moderator forum to track student discussion boards to help facilitate community and answer questions from students.



## New Courses in 2019

- The Gospel of John
- Exposition of Jude
- Introduction to Expository Preaching
- Oneness Embraced
- How Should Christians Vote?



[tonyevanstraining.org](http://tonyevanstraining.org)

Total Course Offerings: 25

Total Subscribers: 1334

Free Course Sign-Ups: 4623

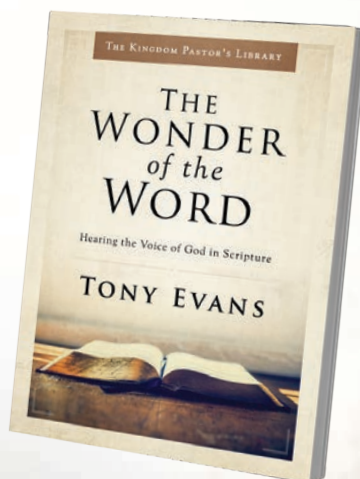
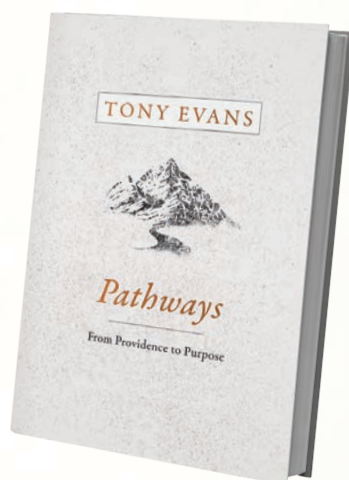
Course Completions: 823

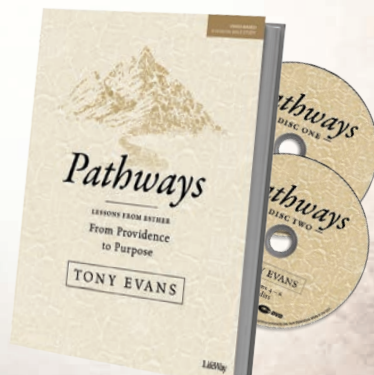
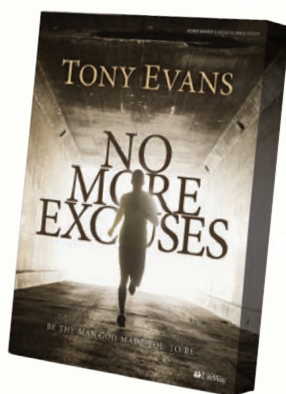
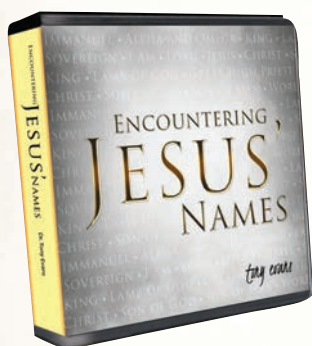
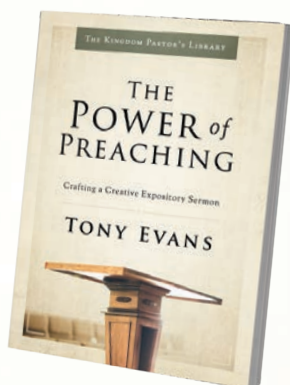
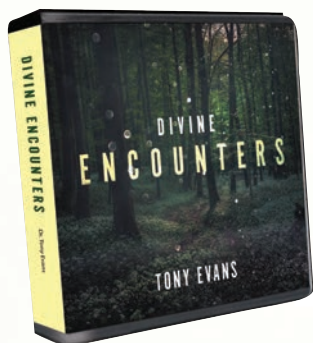
Comments Received: 49,555



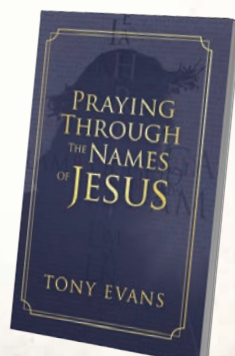
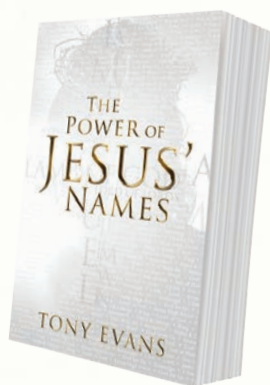
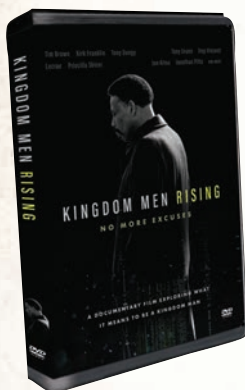
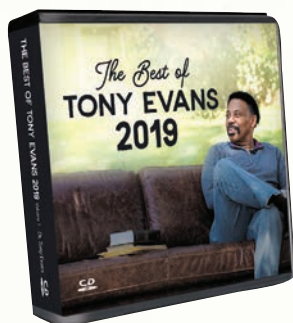
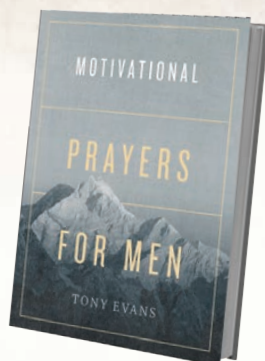
# 2019 resources

In 2019, we released 21 separate resources to provide inspiration and impact in the lives of many, both in America and across the world.









And we went from  
this...



your available balance for account 4632 dropped to 0.16 on 2/22/16 at 4:17 AM

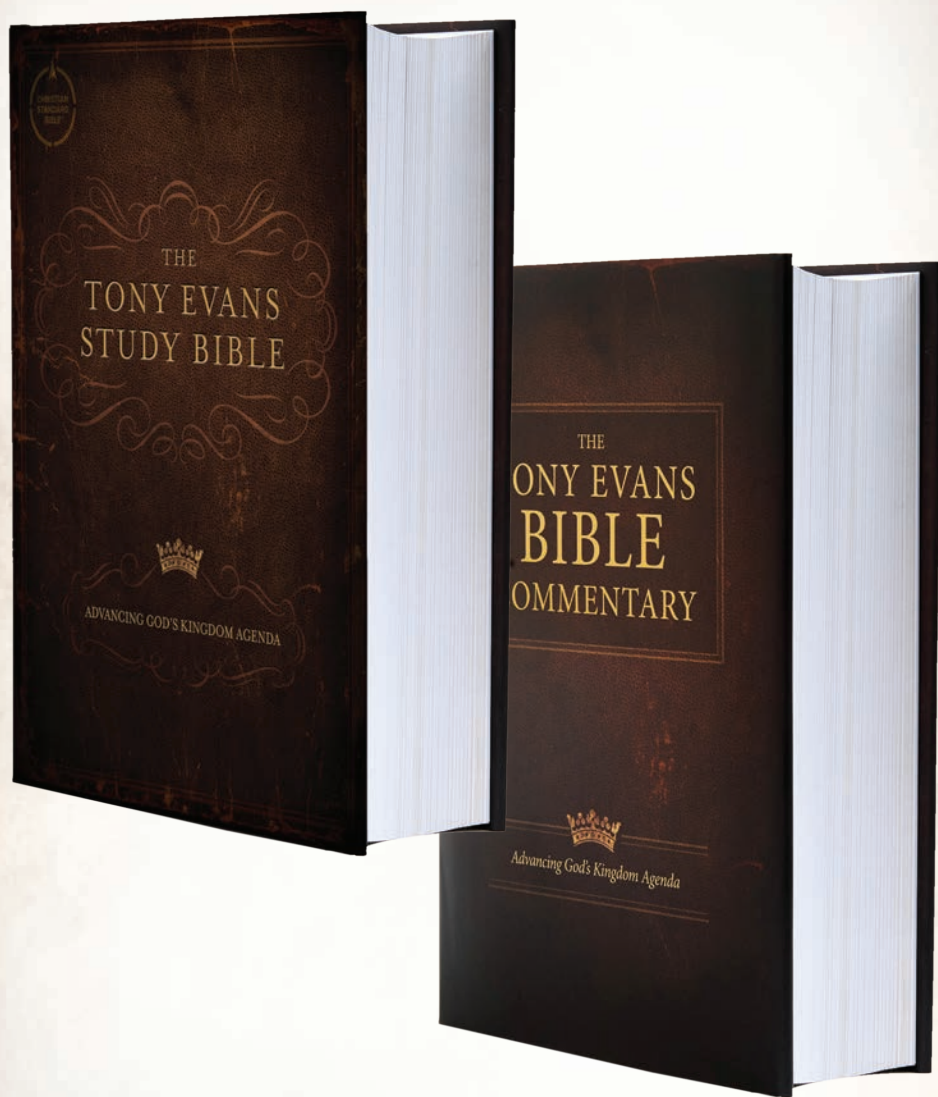
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5) Least there  
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to these.



In November 2019, we released the *Tony Evans Study Bible* and *Tony Evans Bible Commentary*. With advancing God's kingdom agenda as their focus, these powerful resources became the first study Bible and commentary written by an African American theologian. The study Bible is filled with notes and articles by Dr. Evans throughout. With over 200,000 in circulation, the study Bible and commentary are strengthening faith and changing lives.

# Testimonies

## Global Impact

Dear Dr. Evans,

I just had to write to thank you for your moving, meaningful message today. I love so much all you are teaching about the many issues we face. You, dear brother, are so in tune with God that many people like me are helped. It was so special to visit your church back in September. Thank you again so much for your dedication to what God teaches you from the Word.

Every Blessing,

John

Queensland, Australia



## New Study Bible

Dear Dr. Evans,

I am so thankful and excited to finally get a new Bible! Here are some pictures of my old one. I have gone many miles together with you and your family.

Fondly,

Claire



## Words of Comfort

Dear Dr. Evans,

I absolutely love your ministry. I have been going through a deep walk of sorrow when I found out you had lost your wife. I had found out just about a day before I almost lost my husband. I pray for the arms of God to be wrapped around you and your family. I love this ministry, and I am so grateful for all the teaching. I have grown so much and have been able to weather the storms with more grace than I thought possible because of you and Lois. I will continue to pray for you, and I will continue to support this ministry.

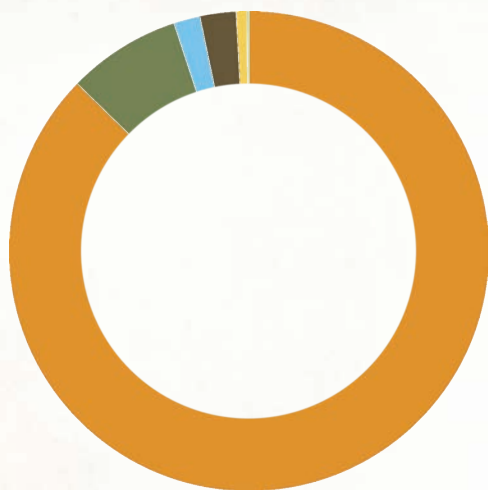
Love always,

Lynda





# 2019 financials



## Total Income

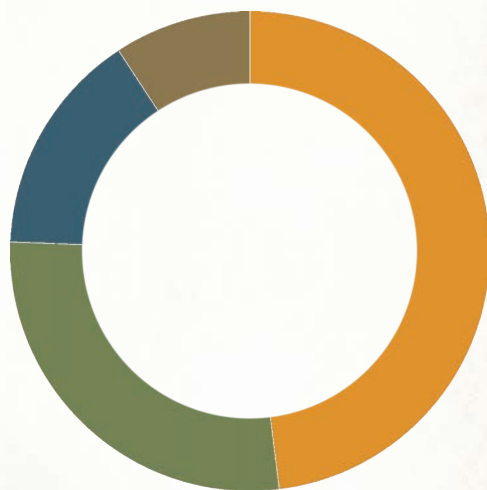
**17,547,900**

- Contributions excluding restricted 15,317,883
- Sales (Net) 1,341,166
- Donated Airtime 312,855
- Event and Other Income 424,530
- Conference Fees 126,266
- Restricted 25,200

## Total Expenses

**15,360,132**

- Media (Radio, Television, Social Media) 7,380,165
- Outreach and training (Conferences) 4,232,325
- Fundraising 2,330,503
- General & Administrative 1,417,139



**Total number of Gifts 180,299**

## The way forward

2019 was a remarkable year both for our ministry and for me personally. As for the ministry, we saw growth and we saw impact. The *Tony Evans Study Bible* and *Tony Evans Bible Commentary* was released by Holman Christian Publishers. The first of its kind released by an African American theologian, I am humbled to be a part of such history. Already, thousands have been inspired by these resources and now have the privilege of digging into God's powerful Word in a fresh and relevant way every day.

It was a year of loss. I had to say goodbye to both my father, Arthur Evans, and my beautiful wife, Lois Evans. Together as a family, we are weathering that storm. I am beyond grateful for all your prayers, letters and words of encouragement in a particularly difficult season. One blessing to come out of it all is the opportunity to reflect on the many lives that both my father and Lois have touched. They were lives well lived. I saw the kingdom in them, and I count myself privileged for that.

2020 lies ahead, and I am eager to see what God intends to do. I look forward to seeing the new opportunities He opens up for our ministry. The Tony Evans Training Center adds new courses every month, and the number of people getting a powerful education in biblical teaching grows with it. Kingdom Agenda Pastors remains determined in its mission to come alongside the pastors and leaders as a support and encouragement for all they do. Pastors' Wives Ministry will flourish in the year ahead under the leadership of my daughter and published author, Chrystal Evans Hurst. National Church Adopt-a-School continues to help churches partner with schools all across America to provide an advantage to students and their families. It is a year we dedicate to God and the advancing of His glorious kingdom.

Most importantly, 2020 is a year I believe that God will do amazing things in your life. He has called you by name and has given you a hope and a future. You may not know the road ahead, but you can always hold firm to the knowledge that we do serve a big and powerful God. His plans are always good, and His mercies are really new every morning.





