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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 2017, God has provided tremendous opportunities for us to see His grace and love impact millions of people. For this, we are both thankful and humbled.

We are forever grateful to be part of what God is doing and how He has expanded this ministry over the years. Through increased staff and resources, we now reach more listeners, readers and online users than ever before with the truth of God’s Word and the promise of His grace and mercy through Jesus Christ. The Lord will continue to lead as we move forward as we seek to make His name and glory known throughout the country and around the world.

Letter from the President

Tony Evans
Dr Evans, today marks my 5 year wedding anniversary. Before meeting my wife I was skeptical about Christ, my life, and what my purpose on Earth was. My wife prayed for me. She introduced me to your teaching of the Word through VCY here in Milwaukee and it changed our life. I slowly got my questions answered. I received Christ back into my life. But without God’s grace, through your books and your sermon online, this marriage would not have lasted. So, we thank you. God Bless you Pastor.

Brian
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. 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 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 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:

COMMUNITY

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

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 and LoisEvans.org). We also freely provide pastors with resources to equip them both personally and professionally.

INDIVIDUAL

To strengthen believers 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.
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 and frequent social media posts, millions of people hear God’s Word every day.

**Individual**
16.6 million+ annual internet, app and podcasts
4 million+ weekly social media reach
575,000+ weekly radio and television reach

**Church**
112,000 pastors’ wives attending live web events
12,794 free sermon outlines distributed
389 pastors and church leaders at the Summit and Leadership Expo

**Family**
150,000 conference and web event attendees
114,736 free family resources requested
80,651 kingdom line family-based resources

**Community**
359 leaders trained in church-school strategy
Bloomfield, CT
Baton Rouge, LA
Olney, MD

Salem, VA
Dallas, TX
Good Evening Dr Tony Evans:

In February of 2017, my husband and I separated. A lot of things led to our separation. I moved back home, and it was the hardest thing that I’ve ever done. To make a long story short, I would receive emails or devotionals from your ministry. I had no job, so my main purpose was seeking the Lord. I needed direction and clarity into what God had in store for my life. I desperately wanted my marriage to work. So in this time of separation, I allowed God to work on me. I took my focus off of my husband and allowed the Spirit of God to work within me. One day, I was at my lowest, crying and just seeking the Lord when I received an email from your ministry. The first email I received was titled Alfreda, You Are Not Alone. It specifically said, “Alfreda, you are not alone.”

I immediately went from sad to rejoicing because God was telling me that I was not alone!!! Still seeking the Lord for answers because my emotions were everywhere, I received a second email, and it was titled Let God Use Your Detour... We serve an awesome God and He is able to do exceedingly and abundantly above all which we ask or think.

These two emails transformed me. After 6 months of separation and experiencing a detour and knowing that I was not alone. My husband and I are back together. Dr. Evans Thank You!!!! Just continue to teach and preach the uncompromised Word of our Lord.

Yours Truly,

Minister Alfreda R. Bryant
WHERE WE GO

ON THE WEB
TonyEvans.org
Visits – 4,597,689
Page views – 9,740,730

LoisEvans.org
Visits – 48,600
Page views – 129,467

ChurchAdoptaSchool.org
Visits – 16,064
Page views – 52,860

KAfellowship.org
Visits – 12,861
Page views – 22,232

OTHER DIGITAL PLATFORMS
OnePlace.com
Visits – 1,149,026
Page views – 2,840,728
Sermons streamed – 2,443,381
Sermon podcasts downloaded – 9,407,668

Social Media
Facebook – 2,133,357 average weekly reach
Twitter – 197,000 followers
YouTube – 3,303,198 Views in 2017,
40,225,363 Watch Time in 2017
8,430,484 Lifetime Views

Tony Evans App
4,092,661 app launches
88,114 new downloads
Free Resources Downloaded – 258,946

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 23 NEW OUTLETS IN 2017

Paid:
• KKL A / Los Angeles
• WGNZ / Dayton, OH

Share:
• KXEG / Phoenix, AZ
• KAJN / Lafayette, LA
• KCMH / Home, AR
• Christian Family Radio Network (3 outlets)
• The Light Radio Network (10 outlets)
• WBFJ / Winston-Salem
• KFCS / Colorado Springs
• WBGW / Evansville, IN

No Charge:
• WAXT / Whitehill, MI
• Christi anVoiceRadio.com (online)
I am so pleased that I’ve taken this course! I totally underestimated the knowledge I would’ve gained from it. I’ve taken many online courses but none regarding the bible. I was so excited to enroll when the TETC started but then as I got into it I realized it was much more than I expected. I thought there were going to be some of Dr. Evan’s sermons and some questions. Nothing as intense and thought-provoking as this. I learned so much from how the bible writers knew what to write and how powerful the Holy Spirit is inside of us. The journaling is what took the most time because the questions and resources provided each led to an intense study. Thank you so much for developing such an amazing course!

Lillian
The Pastors’ Wives Ministry continues to provide crucial support for wives of pastors around the United States and in several foreign countries. In 2017, the Facebook group and online forum connected 1,400 pastors’ wives in their supportive and encouraging community. Mrs. Evans also hosted four webcasts reaching 112,000 people.

In 2017, The National Church Adopt-a-School Initiative held 2 trainings in Dallas hosting 112 pastors, church leaders and people passionate to serve the schools in their communities. Four other training sessions were hosted in Olney, MD, Baton Rouge, LA, Bloomfield, CT; Salem, VA and adding an additional 247 trained leaders.

In 2017, 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 389 pastors and ministry leaders from around the nation came to learn and grow from Dr. Evans, Mrs. Evans, Dr. Joel Gregory, and Kirbyjon Caldwell and draw upon the wisdom of the OCBF staff.

In 2017 we saw significant growth in our community of coaches in the iCoach app. We had 3,103 new downloads of the app and added 3,460 accounts. Through strategic partnerships and expansion beyond the state of Texas, we look forward to connecting even more coaches and helping them embrace their role as leaders and mentors in the lives of young athletes.

In July 2017 we launched our training center website with the aim of building kingdom disciples through an online discipleship program. We ended the year with around 350 students. In October we released an updated version of the website that featured a new conversations tool for making public comments in the courses, which also simplified the process for students to interact with one another and respond to comments. The update also included a dozen other fixes and tweaks to make navigating through the site smoother and more enjoyable for the user.

Throughout 2017 we worked with our partner Crowdhub to develop a TETC app for the iPhone and Android markets. We anticipate launching those apps in January 2018, making the courses even more accessible to the growing list of primarily mobile users interacting with our content.

During 2017 we wrote, edited, and launched 10 courses for our TETC platform: Theology of the Kingdom Agenda, One Life Under God, Kingdom Church, One Nation Under God, Theology Overview, Bibliology, Exposition of Ephesians, Kingdom Prayer, Evangelism, and Spiritual Warfare. So far, our Evangelism course has proved to be one of our most popular courses with over 130 students having signed up for the course. We continue to receive great feedback from our students on the quality of Dr. Evans’ teaching content, the solid curriculum supporting the courses, as well as the ease of use and navigation for our course structure.

Throughout the year we have been busy taping Dr. Evans for new courses and prepping the curriculum for the courses. Upcoming course releases in 2018 include Spiritual Growth, Exposition of Hebrews, Kingdom Marriage, Survey of the Bible courses, Kingdom Approach to Social Outreach course, and Exposition of Judges.

Lastly, our TETC Media Hub at the Hampton Estates property continued to undergo significant reconstruction and was nearing completion as the year closed. Final touches including painting and trim and furnishings are underway. We expect to be fully utilizing the hub for taping and course production by the first quarter of 2018.

Athlete’s Impact

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iCoach - 2017

Users: 3,503
New Downloads: 3,103
Sessions: 17,256
Screen Views: 93,067
Screens per session: 5.39
Average Session Duration: 0:2:41

iCoach - Lifetime Stats

Users: 5,160
New Downloads: 5,160
Sessions: 29,096
Screen Views: 176,769
Screens Per Session: 6.08
Average Session Duration: 0:3:23
2017 RESOURCES
To be continued...