

2020 Annual Report



2020
Annual
Report

Distinguished Board Members of The Urban Alternative

Chairman of the Board

Dr. Tony Evans

President, The Urban Alternative

Vice-Chairman & Acting Treasurer

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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

2020 was a challenging year for many of us. It started off like any normal year, the coronavirus began to spread, and we soon had a full-scale pandemic on our hands. Some lost loved ones and friends to the virus or other medical issues. Others were unable to see family members due to restrictions on travel. Some lost jobs or experienced layoffs or a cut in wages due to the lockdowns used to try to stop the spread. We all began taking necessary precautions and had to deal with shortages on some essential items, such as toilet paper and hand sanitizer. Many of us, at least for a time, were only able to attend church services through virtual means. We've never experienced anything quite like this.

Here at The Urban Alternative we are grateful that we've been able to keep doing what God has called us to do, and that we even experienced growth in many areas during this challenging year. We were able to pivot in response to the urgent need for digital forms of communication, and we put renewed focus on all our online avenues of ministry. Our video production increased by 200% as our online views skyrocketed. In just one year we produced and released more than 300 videos. Our website visits increased dramatically. People eagerly tuned into our radio and television programs, and I continued to do interviews, but now I did them by Zoom.

I think all of us at The Urban Alternative worked harder than ever this past year. It was a priority to continue to be there for people who were struggling with uncertainty and fear in face of all that was going on. Our message of hope founded on the kingdom agenda was needed more than ever.

Our amazing supporters kept giving—sometimes sacrificially—to allow us to keep all our ministries up and running. In all the tumult of 2020, the Lord has been faithful to us through your generosity. You continued to give, for which we are more grateful than I can possibly say. As other ministries laid people off, reduced salaries and spending, and halted new initiatives, we continued to grow and expand, doing the work God has called us to. God's blessing has been so abundant. We thank Him, and we thank you.

For His kingdom,





The Urban Alternative and its Mission

In 2021, The Urban Alternative will celebrate its 40th year in the ministry of touching lives with the hope and transformation that comes through Jesus Christ. We do this by focusing on the proclamation and the application of the Word of God. Over the years our methods of reaching people have changed and expanded, but the goal has always been the same. We focus on preaching and teaching the Bible with an emphasis on meeting people where they are. We want to make God's message come alive in a way that is easy for everyone to understand.

Our team at TUA is made up of more than thirty dedicated followers of Christ, all of whom consider it an honor to participate in this life-changing ministry. Together, we want to reach and impact the lives of individuals, families, churches and communities with the message of God's kingdom agenda.

Dr. Tony Evans teaches this holistic kingdom agenda approach to every sphere of life—a philosophy that reflects the values of the kingdom of God and results in transformed lives. Our strategy is to focus on four covenantal spheres, bringing this powerful understanding to each of them.

[TonyEvans.org](https://www.tonyevans.org)

2020 Site Visits: 4,977,126

2020 Page Views: 11,272,410

2020 Free Resources Downloaded: 380,398

The Kingdom Agenda in Action

Individual

To strengthen those in the body of Christ, we disciple individuals through our broadcasts and special events. We also provide materials to help Christians grow in their faith by means of our distribution of recorded sermons on CD, DVD and MP3, personal and group Bible studies, books, blogs, YouVersion reading plans and social media channels. For those who want to take a deeper dive into the Bible and theology, we have a variety of courses available through the Tony Evans Training Center, an online resource designed to be a portable, personal seminary for students of every level.

Family

We believe that families are the centerpiece of culture. As the family goes, so goes the nation. Our ministry works to strengthen the family through our radio and television broadcasts, our distribution of Dr. Evans' best-selling books (especially *Kingdom Man*, *Kingdom Woman*, *Raising Kingdom Kids*, and *Kingdom Men Rising*), our family-focused Bible studies, and through speaking appearances at family conferences all over the nation.

Church

Because churches are at the heart of the kingdom agenda, they are a focal point for the ministry of The Urban Alternative. Our Kingdom Agenda Pastors Fellowship, the Kingdom Leaders Magazine, the Pastors' Wives Ministry and our annual Kingdom Leaders Summit are some of the ways we serve our pastors and their families. We also provide many free resources to equip them both personally and professionally.

Community

Dr. Evans' national strategy, based on his Kingdom Strategy for Community Transformation, urges Christians to unite around community needs, partner together for service and seek the Lord in a joint solemn assembly. The National Church Adopt-a-School Initiative is an example of our commitment to connecting churches with community needs by training churches to transform their communities.

Who We Reach

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

Individual

- 852,000 Reached Weekly Through Radio and Television

Church

- 11,280 Attendees at Pastors' Wives Live Online Events
- 26,343 Free Teaching Outlines Distributed

Family

- 27,070 Reached Through Free Family Resources
- 33,536 Reached Through Kingdom Line Family-Based Resources

Community

During 2020 we reached the community by filming a 3-point plan course and a Kingdom Strategy course for TETC. Dr. Evans also held multiple virtual trainings with pastors and leaders on community impact, race relations and unity.



Where People Find Us

On the Web

TonyEvans.org
Visits: 4,977,126
Page Views: 11,272,410

LoisEvans.org
Visits: 4,960
Page Views: 27,773

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

KAfellowship.org
Visits: 3,165
Page Views: 10,465

Radio

***The Alternative with Dr. Tony Evans* was broadcast on 1400 radio and TV stations.
We added 20 New Radio & TV Outlets in 2020.**

Paid:

TBN (National TV)
PURE Radio (4 total outlets): Palm Springs, CA and Louisville, KY
Radio One (2 outlets; WPRS-FM and WYCB-AM): Washington, DC
Pray.com Radio (online)

No Charge:

AMMMRadio.com (online)
Triumphant1media.com (online)
Heavenlyradio.net (online)
Christos Life Radio (online)
WIFA-FM (Knoxville, TN)

Other Digital Platforms

Oneplace.com
Sermons downloaded: 14,906,049

Social Media
Facebook Followers: 1,628,444
Instagram Followers: 615,000
Twitter Followers: 232,700
YouTube views (2020): 27,150,958
YouTube views (Lifetime): 70,000,000
YouTube minutes watched: 58,868,463

YouVersion Reading Plans
Plan Subscriptions: 5,624,218

Tony Evans app
4,353,372 app launches
101,002 new downloads in 2020

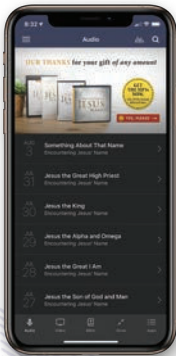
Free Resources downloaded: 380,398

Share:

WYKG-AM/FM (2 outlets): Atlanta, GA
Freedom Radio FM (660 AM): Amarillo, TX
KCRO-AM: Omaha, NE
The Well (2 outlets; KZXN-FM, KFRO-FM):
Tyler/Longview, TX

Apps

The Urban Alternative has found mobile apps to be an effective way of reaching people with our message. These apps, which are available on a variety of mobile devices, provide sermons, devotionals, prayer support, and inspiration. This virtual hands-on approach is ideal for meeting the individual needs of our followers. As this method grows in popularity, we can positively impact people with the good news about God's kingdom agenda.



Tony Evans App

2020 App Launches: 4,300,000+

2020 New App Downloads: 100,000+



Motivational Moments App

2020 New App Downloads: 25,000+



The Prayer App

2020 New App Downloads: 15,000+

Kingdom Agenda Pastors

The Urban Alternative is committed to serving pastors through our full-color magazine, Kingdom Leaders Magazine, which we publish several times a year, as well as through our annual Expo and Summit event in Dallas. Due to Covid-19, we were forced to cancel our annual summit, but we will be holding it again in 2021.



KAfellowship.org

is our website dedicated to pastoral needs.

Pastors' Wives Ministry

The legacy of Lois Evans is carried on through our Pastors' Wives Ministry. We have an ever-greater focus on our social media presence and online webinars as a method of meeting the unique needs of the wives of pastors. With the passing of our beloved Lois Evans, we intend to keep her vision alive, for that is one of the greatest tributes we could offer to her.

loisevans.org

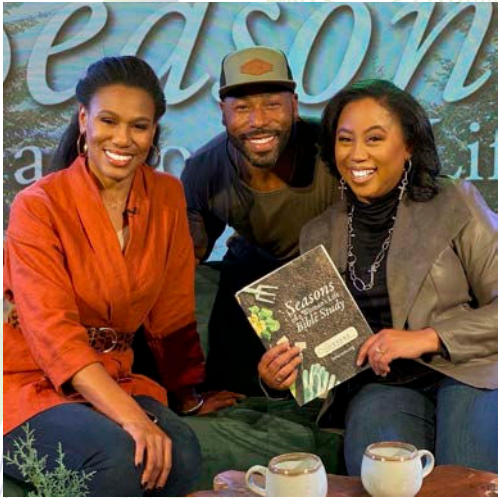
Website Visitors: 4,960

Facebook Group

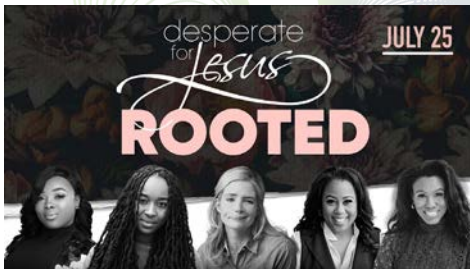
Followers: 2,400

Webinar Attendees:
11,280

Over **3,400** copies of the
Seasons of a Woman's Life
Bible Study have been shipped!



Desperate for Jesus 2020



Day 1 Views: 270,410

Day 2 Views: 353,535

Total Views: 623,945

National Church Adopt-a-School

Our innovative program for connecting local churches with the schools in their area continues to reap powerful fruit. NCAASI provides churches and their leaders with the tools and experience needed to impact their local communities through outreach in their public and private school systems. Through online instruction (including a dedicated TETC course) and on-site training events, we have been able to equip leaders in different communities across the country.

And we are just getting started!



Tony Evans Training Center

Many people desire advanced study of the Bible, theology, and Christian leadership but don't have the time or money to enroll in a Bible college or seminary. Many pastors and leaders want to expand their biblical and theological knowledge. For all of them we have designed the Tony Evans Training Center, an online educational experience that will deepen their understanding of God's kingdom agenda and allow them to take a deeper dive into the riches of Scripture. It is portable, affordable, and open to anyone who wants to study at their own pace.

We've been excited to see the continued growth of TETC, and this year experienced a rapid rate of expansion—both in number of students and in new courses. The number of people who gave a test drive to the courses through our free course sign-ups increased from 4,623 in 2019 to over 29,000 in 2020!

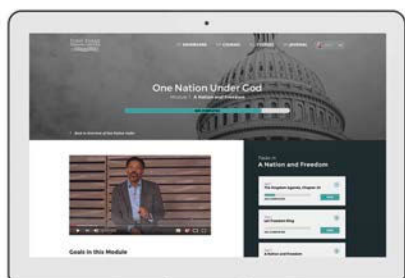
New Courses in 2020

- Kingdom Woman
- Kingdom Disciples
- Kingdom Singles
- Oneness Embraced
- A Kingdom Strategy for Community Transformation



tonyevanstraining.org

Total Course Offerings: 35
Total Subscribers: 1,868
Free Course Sign-Ups: 29,196
Total Courses Started
(since launch): 63,197



2020 Resources

In 2020, we released 15 new resources (including the new study Bible & commentary) to inspire and impact the lives of many people in the United States and around the world. And we know that many of these books, CDs, DVDs and Bible studies are reaching people who have yet to discover the ministry of The Urban Alternative.



The Tony Evans Study Bible & The Tony Evans Bible Commentary

We continue to be very excited about the reception of two legacy projects from Dr. Tony Evans: *The Tony Evans Study Bible* and *The Tony Evans Bible Commentary*. Both of these projects have wildly exceeded the publisher's expectations for sales and distribution and continue to make their mark with over **300,000 sold**.

With advancing God's kingdom agenda as their focus, these powerful resources are the first study Bible and commentary written by an African American theologian. They are the result of careful scholarship but written so that they can be understood by any reader. We are excited about the impact these are making to change people's lives through the Word of God.





Due to the historic nature of the study Bible and commentary, the Museum of the Bible in Washington, D.C., has placed the publications on display.



Testimony

Dr. Evans,

You are, have been, and will continue to be a blessing to so many. About 24 years ago, My father heard you preach on the radio for the first time. He used to listen to another pastor preach on the radio while on his way to work and dropping me off to school. One day the station announced that they would be replacing that pastor's broadcast with yours. At first my father was disappointed because he liked listening to that pastor every day. It was part of his routine. He had never heard of you at that time. He decided to listen to your broadcast and see if he would like it. After he listened to the message you delivered once, he was HOOKED! My dad could not get enough of listening to your teachings.

He would listen and study his Bible together. He bought so many of your sermons on cassette. He would always be excited to share your messages with the family and others. He even used some of your teachings and examples in his early sermons. He went to the Promise Keepers event in Washington to hear you speak. I remember he came home so blessed from that event. He met you once and told you how he used some of your sermons and was happy when you encouraged him to continue. I grew up hearing you because of my father. Even as a kid I could understand the messages you shared. You are and have always delivered the word in both a scholarly and simple way. Your delivery pleases both the intellectual theologian and the layman.

My father moved to Nevada last year, and in the move he gave me all the tapes and books he had of yours. My father hadn't kept up with technology, and it had been some time since my father heard newer messages from you. I showed him how he could get new messages via the website, YouTube and Apple Podcast. My father was so excited all over again. He sends me messages every now and then starting with "Did you hear this sermon by Tony?" You taught my dad and I a lot through the years through your sermons and books. You taught my dad. My dad would then teach me. As I've gotten older I have listened to you more for myself as well. I recently started to preach myself, and I too have used some of your examples/ explanations. You have done so much for the kingdom. Thank you and your family. You have blessed my family and continue to bless many other families everyday. Being part of a pastoral family (by marriage) myself, I have a little understanding that it's not always, if ever, easy to be in ministry. You and your whole family have been a blessing to many families. Thank you. Continue pushing the kingdom agenda.

Blessings,
Jonathan B.

Looking Ahead

With a challenging year behind us, I know we are all looking for things to return to normal. But normal is not an adequate goal for us here at The Urban Alternative. We want to continue to explore new ways of bringing the hope of God's Word to people through communicating the message of His kingdom agenda.

2021 lies ahead of us, and I am eager to see what God intends to do in us and through us. I look forward to the new opportunities He opens up for our ministry. I'll be preaching and teaching, writing books and appearing on radio and television. And we are preparing more in-person events as soon as safely possible. We'll continue to provide excellent and innovative study opportunities through the Tony Evans Training Center and come alongside pastors and leaders through our Kingdom Agenda Pastors ministry. My daughter, Chrystal Evans Hurst will lead our ministry to pastors' wives, and we will work toward community renewal and growth through the National Church Adopt-a-School Initiative. We dedicate the year ahead to moving forward in the advancement of God's kingdom in every way we can.

I'm praying that this will be a year in which God does some amazing things in your life. He has chosen you, called you and given you a future and a hope. Whatever is around the next corner, I know that He is prepared to meet you there. We serve a powerful God who has a good plan for your life, and His mercies are new every morning.

For His kingdom,

Tony Evans

