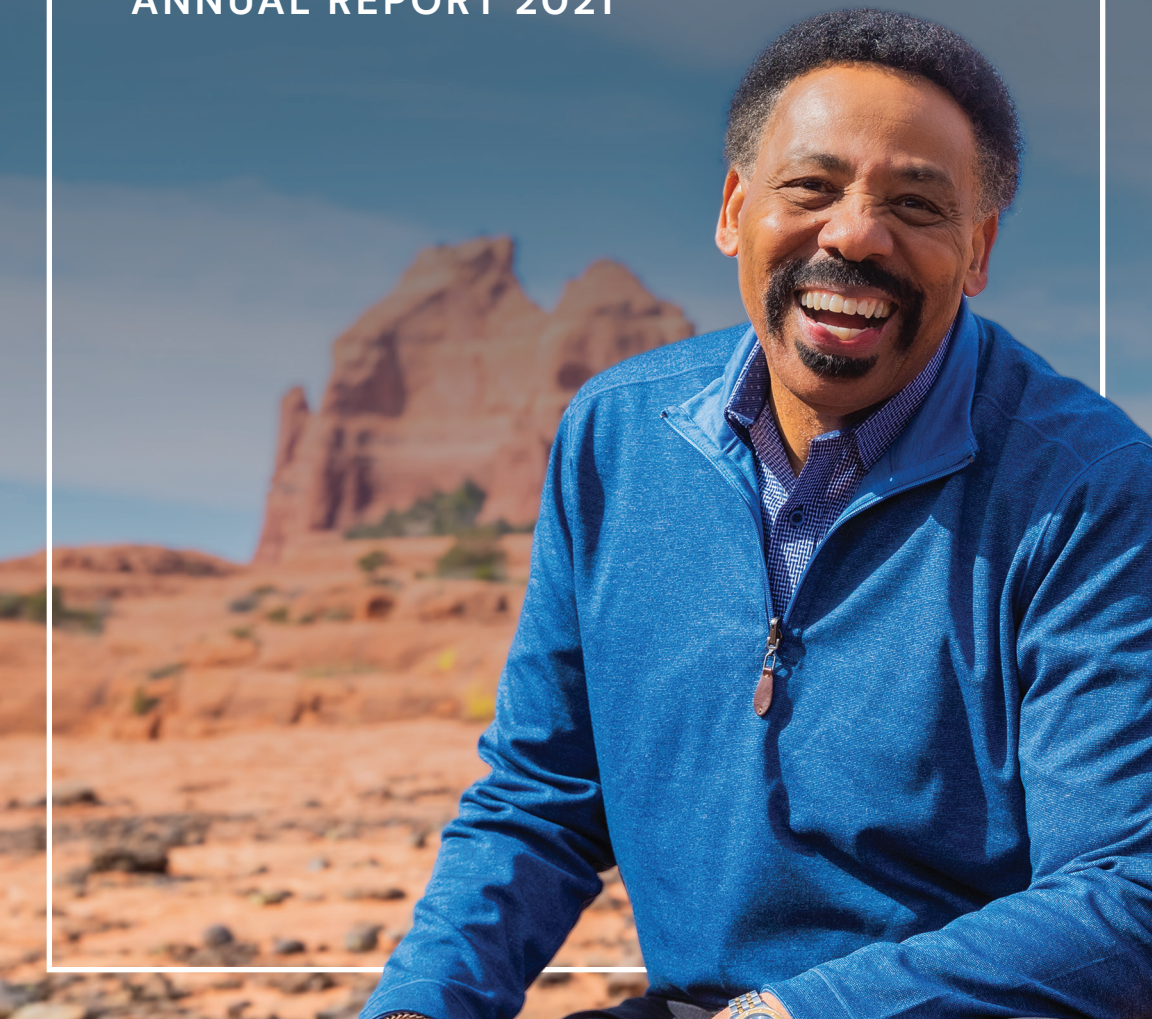


# The Urban Alternative

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ANNUAL REPORT 2021







— DISTINGUISHED —

## Board Members

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*

MEMBERS

**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

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In 2021 many people's lives continued to be disrupted by the lingering effects of the COVID-19 pandemic. Though the restrictions began to lift, many still struggled with a fear of the future. Would there be another surge? Would life ever return to normal again? When might we see the end of the negative effects of this epidemic? No one seemed to have clear answers, and frankly, a lot of questions still remain.

But one thing that isn't in question is that God is in control. He walks beside us through every question or struggle we face. And He walks before us to lead and guide us and help us grow into the people He intends us to be. As C.S. Lewis once wrote, "If you think of this world as a place simply intended for our happiness, you find it quite intolerable: think of it as a place for training and correction and it's not so bad." Yes, God has bigger plans for each of us. And He has plans for The Urban Alternative.

Through it all, 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 another challenging year. We've continued to focus on digital forms of communication and online means of reaching people with the good news. More and more people are using our YouTube channel, our apps and our website, taking courses through the Tony Evans Training Center, tuning in by radio and television, and reading my books.

We are committed to the hope-filled message of the kingdom agenda and to helping those who are struggling with uncertainty, doubt and fear. Even when it may not be apparent, we can rest assured that God has everything in His hands. That's a message that so many are crying out to hear.

Without you, our amazing supporters, we could not accomplish all that we are doing. Your giving, which I know is often sacrificial, makes it all possible. Even when finances were tight, you continued to give, and I am more grateful than I can say. We pledge to continue to be faithful to what you have entrusted to us. Our eyes will remain focused on the message of Christ and His kingdom, and we will continue to look for new ways of sharing that message with those who need it so much. God's blessing has been abundant. We thank Him, and we thank you.

For His kingdom,

*Tony Evans*



# Our Mission

*In 2021, The Urban Alternative celebrated 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, and we are always looking for new ways, but our goal remains the same. Our focus is 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.

## THE KINGDOM

# Agenda in Action

## INDIVIDUAL

We seek to strengthen the body of Christ by discipling individuals through our broadcasts and special events. And we 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, email devotions and social media channels. For those who want to take a deeper dive into the Bible and theology, we have a great 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.

## COMMUNITY

Dr. Evans' national strategy, based on his Kingdom Strategy for Community Transformation and his three-point plan, urges Christians to unite around community needs, partnering together for service and seeking the Lord in a joint solemn assembly. The National Church Adopt-a-School Initiative is one example of our commitment to connecting churches with the needs of their community through training churches to be agents of transformation. And going forward into 2022 we are launching a campaign to promote kindness in our culture.

## FAMILY

We believe that families are the centerpiece of culture. As the family goes, so goes the nation. So, we seek 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 Man Rising), our family-focused Bible studies, and through speaking appearances at family conferences all across the nation.

## CHURCH

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



### WEBSITE IMPACT

**tonyevans.org**

**3,441,994**

2021 site visits

**7,633,686**

2021 page views

**129,612**

2021 free resources  
downloaded



# Who We Reach —

Day in and day out, in so many different ways, people's lives are touched by the ministry of The Urban Alternative. We use every medium available to us to help people 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

**25,338,023**

*Reached Annually Through Internet, Apps and Podcasts*

**877,000**

*Reached Weekly Through Radio and Television*

## FAMILY

**45,000**

*Reached Through Conferences and Web Events*

**16,260**

*Reached Through Free Family Resources*

**6,065**

*Reached Through Kingdom Line Family-Based Resources*

## CHURCH

**38,146**

*Attendees at Pastors' Wives Live Online Events*

**20,287**

*Free Teaching Outlines Distributed*

**6,699**

*Pastors & Church Leaders at the Annual Leadership Summit*

## COMMUNITY

**180**

*Leaders Trained in Church School Strategy*

# Where People Find Us —

## ON THE WEB

Websites:	Visits:	Page Views:	Free Resources Downloaded:
tonyevans.org	3,441,994	7,633,686	129,612
loisevans.org	53,936	328,855	
churchadoptaschool.org	15,106	32,903	
kafellowship.org	2,512	4,363	

## APPS

Name:	Launches:	New App Downloads:
Tony Evans App	4,032,361	85,027
Motivational Moments App	9,006	64,844
churchadoptaschool.org	395	154

## OTHER DIGITAL PLATFORMS

### oneplace.com

Sermons Streamed:	2,090,562
Sermon Podcasts Downloaded:	17,782,713

### Social Media

Facebook Followers:	1,600,000
Twitter Followers:	243,600
YouTube Views:	20,760,435
YouTube Minutes Watched:	303,512,418

### YouVersion Reading Plans

Plan Subscriptions:	7,987,218
Completed Plans:	5,367,067

### Free Resources

Downloaded	129,612
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## RADIO

The Alternative with Dr. Tony Evans was broadcast on **1,400 radio and TV stations**.

We added **15** new radio and television outlets in 2021.

### Paid

Jamaica Gospel TV	The Dove Radio
TWR West Africa	BabbieMasonRadio
Fox Business Channel	The Answering Broadcast
KITV	Kingdom Purpose TV
TWR - Singapore	Kinship Radio Network
TWR Spanish	

In Christ TV-Kenya

Kingdom Satellite TV (KSAT TV)

### No Change

### Share

WAFT/WKWJ  
WPRZ 88.1 FM



# Our Ministries

## KINGDOM AGENDA PASTORS

One of the most powerful ways we can serve the Christian community is by serving pastors. We offer many personal and professional opportunities for them, including our full-color Kingdom Leaders Magazine, and our annual Kingdom Leaders Summit event in Dallas. After delaying due to COVID-19, we were excited to offer it again virtually in 2021.

*kafellowship.org* is our website dedicated to pastoral needs. In 2021 it received 2,512 visits and 4,363 page views.



## PASTORS' WIVES MINISTRY

*The legacy of Lois Evans continues 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 are keeping her vision alive, which is one of the greatest tributes we could offer to her.



## IMPACT

53,936

Website Visitors

2,622

Facebook Group Followers

38,146

Webinar Attendees

# JOURNEY WITH JESUS

## THEATRICAL RELEASE OF JOURNEY WITH JESUS

In the fall of 2021, Journey with Jesus, was released in over 800 theaters to sold-out audiences around the country. Thousands of people followed the footsteps of Jesus through the holy land with inspiring commentary from Tony Evans, Chrystal Evans Hurst, Priscilla Shirer and the narration of Anthony Evans.

## RELEASED IN

881

Theaters



## DESPERATE FOR JESUS 2021

We were excited to host this special event for women again in 2021, reaching thousands online or in-person for teaching, worship and inspiration.

397,234

Total Views



TONY EVANS

# Training Center

We are excited about the growth of the Tony Evans Training Center. For those who've always wanted a Bible college or seminary education, the TETC offers a great alternative—an affordable 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. All you need is a mobile device and a passion for God's Word. The best part is that you can take the courses at your own pace.

We've been excited to see the continued growth of TETC, and this year experienced a rapid rate of expansion—both in the 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 is growing, as are the number of subscribers.

## NEW COURSES LAUNCHED IN 2021:

- Kingdom Single
- Lessons from the Life of Elijah
- Church Adopt-a-School Training
- Overcomers
- Kingdom Leaders Summit (both main and breakout sessions)
- Discover Your Destiny
- Free at Last
- Exposition of Malachi
- And we have more exciting courses coming soon!

## IMPACT OF OUR COURSES:

42

Total number of courses currently available

2,204

Total number of subscribers

16,987

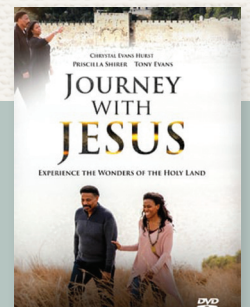
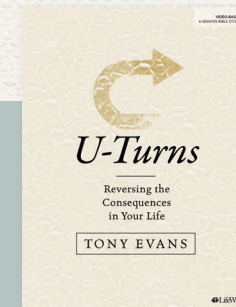
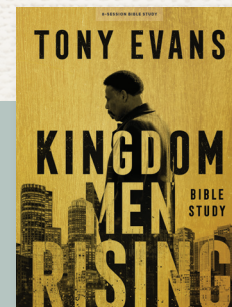
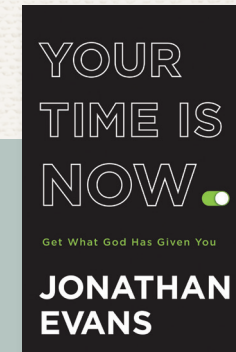
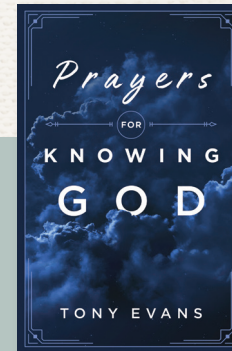
Total number of free course sign-up

88,000

Total number of courses started since launch

## New Resources

In 2021, we released **23** new resources 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.





## Testimonies —

“I grew up hearing you because of my father. Even as a kid I could understand the messages you shared. You...have always delivered the Word in both a scholarly and simple way. Your delivery pleases both the intellectual theologian and the layman. You have done so much for the kingdom. You and your whole family have been a blessing to many families. Thank you.”

— *Jonathan*

“I want to thank you for all you do. God has used you to bring me back, for I was like that one sheep that strolled away. One day I decided to hear one of your sermon CDs while on a long road trip—and it changed my life! How I thank God for you, for your life, for your work that is not in vain.”

— *Marlene*

“Thank you for your podcast. It is so encouraging and helpful to me in my Christian walk. Worry and lack of peace are things I've been struggling with lately, and your message (God's message) spoke loudly to my heart. May the Lord Jesus bless you and yours abundantly.”

— *Elizabeth*

## Looking Ahead —

It's been exciting to see things slowly returning to normal during 2021. But we are striving to go beyond normal, for normal is never an adequate goal for us here at The Urban Alternative. We want to continue to find new ways of bringing the hope of God's Word to people through communicating the message of His kingdom agenda.

I am eager to see what God will do in us and through us in 2022. I'm looking forward to the new opportunities that He will open up for our ministry. I'll continue preaching and teaching, writing books and appearing on radio and television. I'm looking forward to returning to more in-person events. 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. We'll keep a focus on the important task of ministering to pastors' wives. So, we are moving forward in advancing God's kingdom in every way we can.

I'll be praying that this will be a year in which God shows up in amazing ways in your life. In the midst of any uncertainties, He is the one certainty. He is faithful and He loves you. He has chosen you, called you and given you a place in fulfilling His kingdom agenda. Whatever is around the next corner, I know that He is prepared to meet you there. Thanks for walking this path alongside me.

For His kingdom,

*Tony Evans*

