

The Urban Alternative

ANNUAL REPORT 2022





— 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

In 2022, many of us experienced great financial challenges as we dealt with inflation and higher prices. So many everyday items seemed to cost more than ever before. Our dollars just don't seem to go as far as they used to. That's why I'm so grateful that you've been so faithful in your giving to The Urban Alternative. I know that many of you made sacrifices to support us, and I am humbled and blessed by your continuing generosity.

2022 was an exciting year. We experienced growth in our outreach and effectiveness in many areas despite the all the financial challenges. During the year to come, we'll continue to focus on digital and online forms of communication, where we can reach people of all ages with the message of hope to be found in God's kingdom agenda. More people are using our YouTube channel, our apps, and our website than ever before. Thousands are taking courses through the Tony Evans Training Center, where we are offering an ever-expanding number of topics for personal study. And millions all over the world are being reached by radio and television, as well as by my books. It is a time for continued growth and expansion, but we rely on your help to keep all these ministries alive.

We remain committed to focusing on the hope-filled message of the kingdom agenda and reaching out to those who are struggling with uncertainty, doubt and fear. This is what God has called us to, and thanks to the generosity of people like you, we are reaching countless people everywhere.

We couldn't do what we do without you. Even when your own finances were tight, I know many of you dug deep to support our ministry. I can't even begin to express my gratitude for that. We pledge to continue to be faithful to what you have entrusted to us as we keep our focus on God's kingdom agenda. We are thankful to God and we are thankful for you as we move forward into a new year.

For His kingdom,

Tony Evans



Our Mission —

In 2022, The Urban Alternative was able to reach an ever-growing number of people through the variety of ministries we offer. We continue to be focused on 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 disciplining 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.

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.



3,203,410

2022 site visits

WEBSITE IMPACT

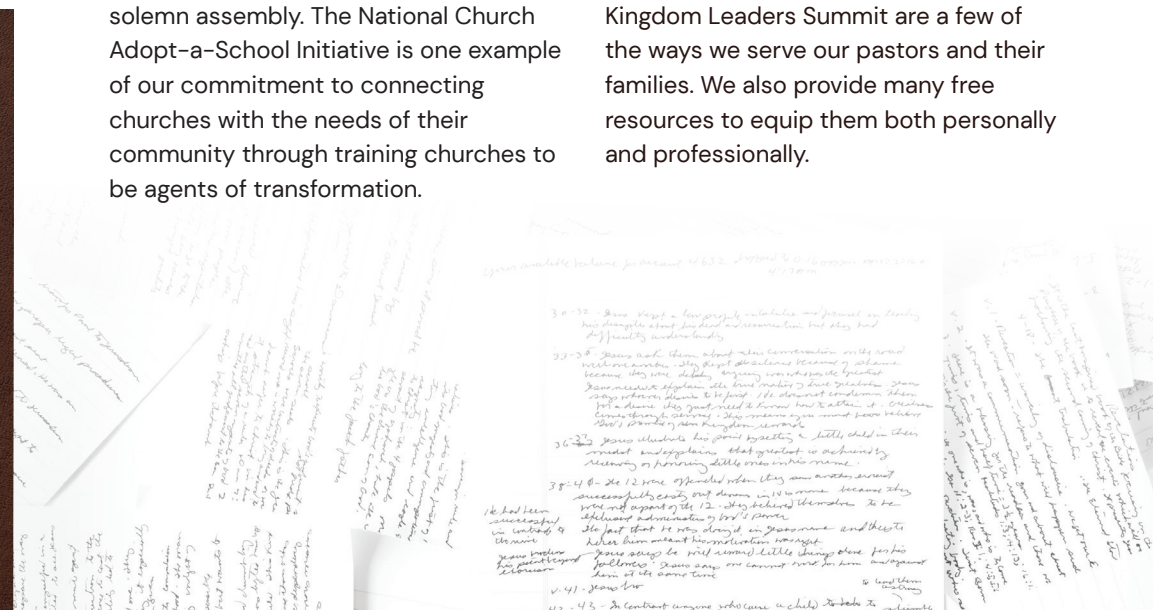
tonyevans.org

5,878,858

2022 page views

168,383

2022 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

24,671,862

Reached Annually Through Internet, Apps and Podcasts

920,000

Reached Weekly Through Radio and Television

FAMILY

76,230

Reached Through Conferences and Web Events

18,698

Reached Through Free Family Resources

13,386

Reached Through Kingdom Line Family-Based Resources

CHURCH

75,508

Attendees at Pastors' Wives Live Online Events

14,179

Free Teaching Outlines Distributed

722

Pastors & Church Leaders at the Annual Leadership Summit

COMMUNITY

184

Leaders Trained in Church School Strategy

Where People Find Us —

ON THE WEB

Websites:	Visits:	Page Views:	Free Resources Downloaded:
tonyevans.org	3,203,410	5,878,858	168,383
loisevans.org	27,764	52,836	
churchadoptaschool.org	—	—	
kafellowship.org	2,106	3,666	

APPS

Name:	Launches:	New App Downloads:
Tony Evans App	4,277,430	84,246
churchadoptaschool.org	267	105

OTHER DIGITAL PLATFORMS

oneplace.com

Sermons Streamed:	1,899,791
Sermon Podcasts Downloaded:	17,160,885

Social Media

Facebook Followers:	1,667,642
Twitter Followers:	288,500
YouTube Views:	27,492,523
YouTube Minutes Watched:	1,694,236,770

YouVersion Reading Plans

Plan Subscriptions:	9,725,987
Completed Plans:	6,630,912

Free Resources

Downloaded	168,383
------------	---------

RADIO

The Alternative with Dr. Tony Evans was broadcast on over 2,000 radio stations.

We added 3 new radio and television outlets in 2022.

Paid

In Christ TV-Kenya

No Change

Kinship Radio Network
Kingdom Purpose TV

From Garage to the Globe —



KHCB Radio in Houston, Texas contacts Dallas Theological Seminary asking for great sermon content they can air on their station to disciple the masses for free. DTS recommends Tony Evans, a junior in the ThM program. Tony went on to record these sermons in a studio on campus.

The Tony Evans Training Center launches its first class, serving lay leaders and believers with accessible, affordable yet comprehensive biblical training—"a seminary in your smartphone."



Tony Evans marks history as becoming the first African American to write a full-Bible commentary and study Bible, also joining only one other contemporary author of any ethnicity to have a full-Bible commentary released.

Lois Evans lovingly begins duplicating cassettes of Tony's sermons when requests for copies start pouring in from Houston. **She does this in their very own garage.** She then takes them in bags, along with the help of her four small children, to the post office to deliver them.

The Urban Alternative hosts its first Church Development Conference (later named: *Kingdom Agenda Pastors Summit*).

Lois Evans hosts the inaugural *First Lady Conference* in Dallas (later developing into the official *Pastors' Wives Ministry*).

The National Church Adopt-a-School Initiative is established training churches to impact schools through support services.

Dr. Evans speaks at his first Promise Keepers in Denton, Texas.

The first official radio program, *The Alternative* with Dr. Tony Evans, is broadcast in the United States.

1973

1982

1989

1994

1999

2005

2017

2019

1981

1986

1995

2001

2008

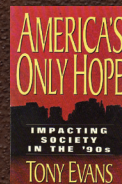
2018

2022



Tony and Lois establish *Tony Evans Ministries*, a national ministry promoting changes in urban communities through the church. (This ministry is later named: *The Urban Alternative* in 1984.)

Tony speaks at the National Religious Broadcasters convention, receiving a passionate response which opened the doors for the radio broadcast to expand in reach exponentially.



Tony publishes his first book, *America's Only Hope*, with Moody Publishers (He has later gone on to publish over 100 books, Bible studies and devotionals.)

The *Alternative* with Dr. Tony Evans first TV broadcast airs to a potential 20 million viewers worldwide.

The Kingdom Agenda Fellowship of Churches offers a network for spiritual covering and insight.

Tony Evans Films breaks into the cinema space with its first theatrical release, *Kingdom Men Rising*, opening to well over 100,000 viewers in theaters nationwide.



The *Alternative* with Dr. Tony Evans reaches over 2,000 radio outlets around the world in English, Spanish and Arabic.

From the Man to the Masses

Over the past five years, we've been blessed to have the following reach:



Added over **375** radio outlets to now broadcast on over **2,000** outlets in the USA



Partnered in releasing over **70** books, Bible studies and devotionals



Trained over **5,000** church leaders & **18,000** community impact leaders



Entered the film space through producing 1 theatrical release, *Kingdom Men Rising*



Produced over **25** original online training courses reaching over **5,000** students



Shared over **154,000** sermon notes with pastors and Bible teachers



Broadcasted over **1,500** sermons around the world



Given away over **2,000,000** free downloadable resources



Shared video teaching & inspiration over **20,000,000** times



Faithfully delivered the Tony Evans app content for over **14,000,000** app opens



Had over **65,000,000** sermons streamed or downloaded



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. In 2022, we were excited to welcome hundreds of pastors and leaders from all over the country to this event focused on encouraging them and strengthening their ministry skills.

kafellowship.org is our website dedicated to pastoral needs. In 2022 it received 2,106 visits and 3,666 page views.



ALASKA CRUISE

There are few places in the world as beautiful as Alaska, and it was our pleasure to host a cruise experience for a large group of travelers. It was an opportunity for worship in the glory of God's great outdoors, feed our hearts with teaching from God's Word, eat great food and meet great people and take a few days to rest our minds and bodies. These cruise opportunities are a way to get to know some of you personally, which is such a joy.

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

27,764
Website Visitors

2,821
Facebook Group Followers

75,508
Webinar Attendees



DESPERATE FOR JESUS 2022

We were excited to host this special event for women again in 2022, reaching thousands online or in-person for teaching, worship and inspiration.

8,162
Total Attendees

TONY EVANS

Training Center

This year we saw continued growth in the training center in our number of students and courses. We are also excited about the level of engagement of our students within TETC courses. This year alone there were over 37,000 comments on our platform. This has been an ongoing goal of the training center that our courses provide an active ecosystem for learning, where students know that our team will respond to their posts and give them guidance and feedback as they work through our courses. Our dedicated team of TETC moderators, all with advanced theological and ministry training, respond to hundreds of comments each day from our students.

We made a number of exciting enhancements to our platform this year to add value to our subscribers' investment in the training center. We refreshed the look of the website and app adding easier navigation and better search capabilities for our content. We also launched several new features like our Conversation tab, where students can more easily engage with other students across the platform, and our TETC blog, where students can receive updates on new courses and resources in the training center. Our students also now benefit from an online TETC Library, where they can access ebooks, articles, and biblical and theological dictionaries to deepen their research and studies in our TETC courses.

NEW COURSES LAUNCHED IN 2022:

- The Power of Jesus' Names
- Kingdom Stewardship
- Doctrine of God
- Experiencing God Together
- Kingdom Parenting
- Kingdom Leaders Summit 2022
- Theology of the Cross

IMPACT OF OUR COURSES:

46	92,900
<i>Total number of courses currently available</i>	<i>Total number of courses started since launch</i>
37,000	2,204
<i>Comments on the platform</i>	<i>Total number of subscribers</i>
11,000	205,000
<i>Total number of free course sign-up</i>	<i>Total Number of Comments Since Launch</i>

New Resources

In 2022, 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.



1. Coming to the Comforter CD Series
2. Hope for the Hurting Book
3. Hope for the Hurting Bible Study DVD
4. Hope for the Hurting Study guide
5. Oneness Embraced (Re-Release)
6. Bold Belief CD Series
7. Returning to the Truth CD Series
8. Kingdom Values Book
9. Survivor CD Series (Jonathan Evans)
10. Fighting Your Battles Book (Jonathan Evans)
11. Fighting Your Battles DVD (Jonathan Evans)
12. Fighting Your Battles Bible Study Guide (Jonathan Evans)
13. Kingdom Politics Book
14. The Best of Tony Evans 2022
15. Kingdom Living (Re-Release of Life Essentials)
16. Praying Like a Kingdom Hero
17. Your Time is Now Devotional (Jonathan Evans)
18. Kingdom Men Rising Teen Guys Bible Study
19. Kingdom Heroes for Kids
20. Stones of Remembrance Bible Study Guide
21. Stones of Remembrance Video Bible Study
22. Kindness Cards (Pre-packaged and Customizable)
23. Motivational Prayers for Men (milano binding)

Looking Back —

As I look back on 2022, I get more excited about our opportunities for the future. We're also looking for new and creative ways to reach more people and offer them the hope that can be found in God's Word.

I am eager to see what God has in store for us in the year to come—what He will do in us and through us. My focus will remain, as always, on preaching and teaching, writing books and appearing on radio and television. I'm looking forward to the in-person events targeted at men, women, young people, and church leaders. 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. And we'll maintain a focus on the important task of ministering to pastor's wives. Yes, we are moving forward in advancing God's kingdom in every way we can.

I'll be praying for you this year, that it will be a year where God shows up in amazing ways in your life. In the midst of all our personal and cultural challenges, we must remember that He is the one certainty in an uncertain world. Remember that He loves you. He has chosen you, called you, equipped you and has given you a place in fulfilling His kingdom agenda. Whatever is around the next corner, I know that God will meet us there. Thanks for walking this path alongside me.

For His kingdom,

Tony Evans

