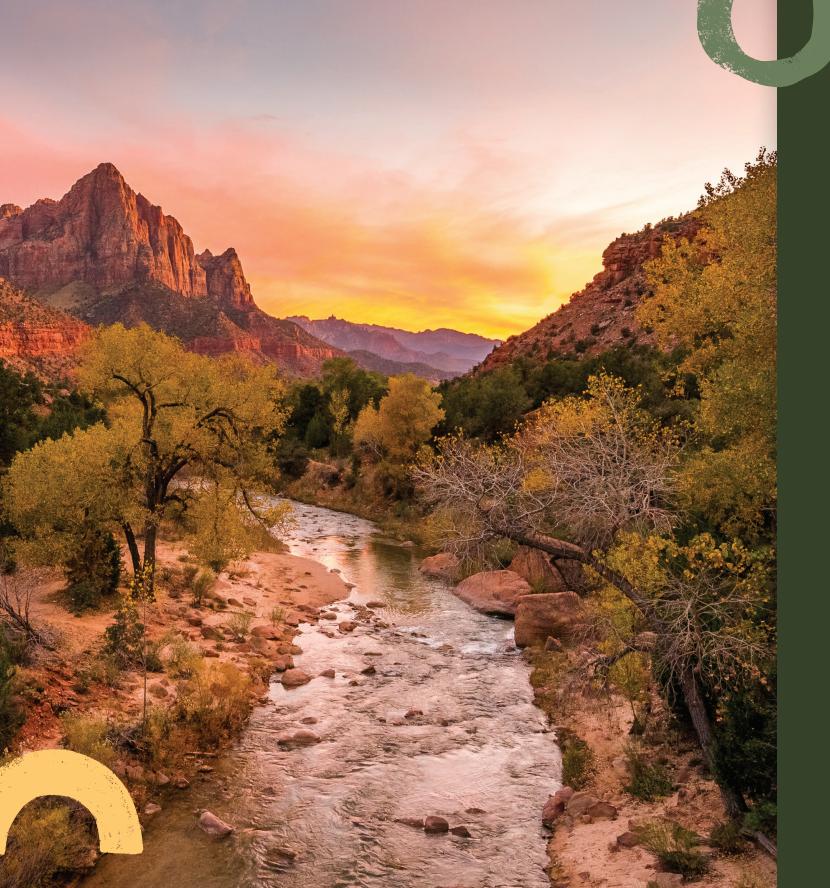
The Urban Alternative

ANNUAL REPORT 2023





- DISTINGUISHED

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Dr. Tony Evans

President, The Urban Alternative

SECRETARY

Dr. Martin E. Hawkins

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Retired Founder, President, Dallas Mavericks Chairman, Camp of the Woods

Pastor Jonathan Evans

Director of Special Projects, The Urban Alternative

Pastor Lee Jenkins, Jr.

President, Lee Jenkins Group Senior Pastor, Eagles Nest Church

Welcome

Dear Friends.

I want to take a moment to express my deepest gratitude for your continued support of The Urban Alternative. Your generosity in 2023 (and even up through now) has allowed us to carry forward the mission God has placed in our hearts—to spread His Word, strengthen families and empower communities through the transformative power of the gospel.

The year 2023 brought about many changes in my own life and ministry and has been a testament to God's faithfulness. It is only through His grace and your partnership that we've been able to make such an impact. From reaching thousands through our media ministry, to equipping pastors and leaders, to providing resources that disciple believers across the world—your contributions have made a difference. Because of you, lives are being changed, and communities are being restored in ways that reflect God's heart for His people.

I want to thank you personally for believing in this mission and for being a vital part of the work God is doing through The Urban Alternative. Every prayer, every donation, every word of encouragement reminds us that we are not in this alone, but that we stand together as the body of Christ.

As we look ahead, I remain filled with hope in God's promises. His Word assures us that He is working all things together for good for those who love Him and are called according to His purpose (Romans 8:28). My prayer for you, as faithful partners, is that God will continue to bless you abundantly, guide you in all your endeavors and draw you closer to Him each day.

Thank you for walking alongside us in this journey of faith. I look forward to all that God will accomplish in the coming year, and I invite you to continue praying for The Urban Alternative as we seek to fulfill His mission.

May the Lord's favor be upon you and your family, and may He keep you in His perfect peace.

With deep gratitude and prayerful hope,







Our Mission —

In 2023, The Urban Alternative reached more and more people around the world through new media partners and our expanded list of resources. Thousands of individuals, families, churches and communities are being transformed by the power of the God's Word.

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.

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.

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.

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.



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

19,310,004

Reached Annually Through Internet, Apps and Podcasts 920,000

Reached Weekly Through Radio and Television

FAMILY

41,753

Reached Through Conferences and Web Events 50,533

Reached Through Free Family Resources 5,482

Reached Through Kingdom Line Family-Based Resources

CHURCH

38,366

Attendees at Pastors' Wives Live Online Events 22,371

Free Teaching Outlines Distributed 619

Pastors & Church Leaders at the Annual Leadership Summit

COMMUNITY

76

Leaders Trained in Church School Strategy

Where People Find Us —

ON THE WEB

| Websites: | Visits: | Page Views: | Free Resources Downloaded: |
|------------------|-----------|-------------|----------------------------|
| tonyevans.org | 1,714,014 | 3,567,335 | 138,422 |
| loisevans.org | 14,029 | 24,406 | |
| kafellowship.org | 1,489 | 2,650 | |

APPS

| Name: | Launches: | New App Downloads: |
|----------------|-----------|--------------------|
| Tony Evans App | 3,901,897 | 81,938 |

OTHER DIGITAL PLATFORMS

oneplace.com

Sermons Streamed: 1,713,376 Sermon Podcasts Downloaded: 13,678,575

Social Media

Facebook Followers: 1,675,181
X (Twitter) Followers: 299,057
YouTube Views: 35,496,882
YouTube Minutes Watched: 2,040,000,000

YouVersion Reading Plans

Plan Subscriptions: 10,800,031 Completed Plans: 7,371,113

Free Resources

Downloaded 138,422

RADIO

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

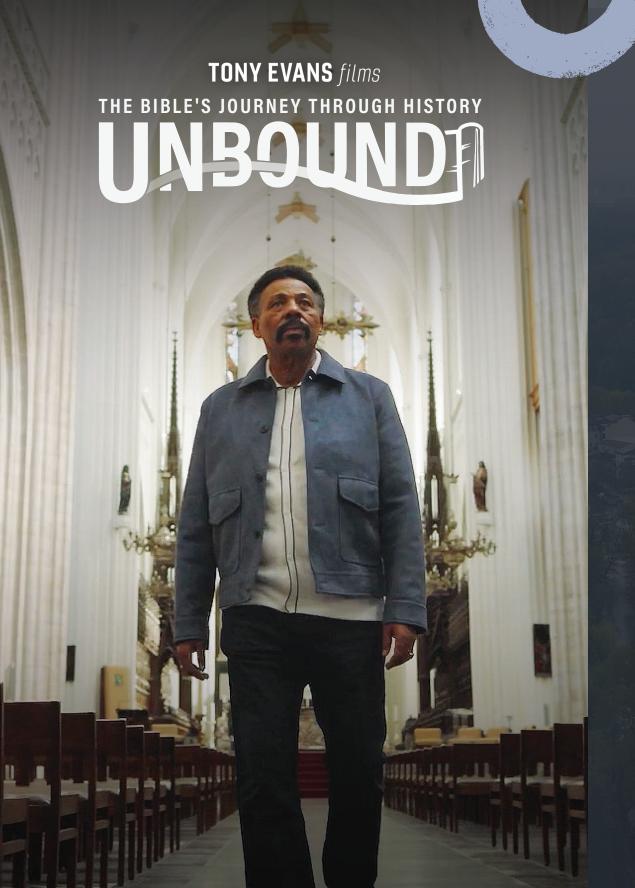
We added 6 new radio and television outlets in 2023.

Paid No Charge WXKG - Atlanta, GA Envision Radio KGGR - Dallas, TX Cornerstone Internet Radio WATC - Atlanta, GA

Share

KCTA - Corpus Christi, TX





2023 DOCUMENTARY FILMING

This year, our project *Unbound* has progressed significantly in filming its documentary series that explores the intricate and often overlooked story of the Bible's transmission through history. Aimed at educating and inspiring audiences, *Unbound* highlights the blend of intrigue, power and perseverance that shaped the journey of the Scriptures.

Hosted by Dr. Tony Evans, the series captures insights from experts in Bible history and showcases the cultural richness surrounding the Scriptures. As we enter the full swing of filming, our Emmy-winning team is dedicated to bringing this remarkable story to life, creating a compelling narrative that reflects God's work through imperfect people. We look forward to sharing this unique perspective with our audience.



UNBOUND LOCATIONS

JOURNEY EXPERIENCED

Travel & Cultural Experiences

What makes *Unbound* unique from other documentaries is an engagement with local culture and cuisine. Just as any tourist would enjoy themselves while exploring and learning at various museums, Tony Evans invites companions on his journey to take part in the variety of experiences each culture has to offer. This gives the viewers a look into local food, activities and beauty, making *Unbound* the first hybrid history and travel documentary produced.















Dr. Evans' Engagement

This year, I have the joy of spending my first Christmas with my new bride, Carla. God has graciously carried us through our individual seasons of grief and allowed our paths to connect. In the midst of great loss, we have been given the gift of a new life together, and we are both looking forward to all that is to come.



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 2023, 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 2023 it received 1,489 visits and 2,650 page views.



I have been crucified with *Christ*; and it is no longer I who live, but Christ lives in me; and the *life* which I now live in the flesh I live by *faith* in the Son of God, who loved me and gave Himself up for me.

Galations 2:20

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. We are keeping the vision of our beloved Lois Evans alive, which is one of the greatest tributes we could offer to her.



IMPACT

14,029
Website Visitors

2,904

Facebook Group Followers

38,366



DESPERATE FOR JESUS 2023

We were excited to host this special event for women again in 2023, reaching thousands online or in-person for teaching, worship and inspiration.

2,699

69

Individual Registrations

Church Registrations

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 almost 30,000 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 reduced the subscription rate to \$12.99 and created a new profile and billing page that combined profile settings, payment data, and subscription info into one menu option. We also refreshed the look of the website and app adding easier navigation and better search capabilities for our content.

This year, we released six new courses: Kingdom Leaders Summit Main Stage, Leaders Summit Breakout 2023, Kindness in the Culture, Exposition of Galatians, Pathways: Lessons from the Life of Esther and Theology of the Cross.

NEW COURSES LAUNCHED IN 2023:

- Kingdom Leaders Summit Main Stage
- Leaders Summit Breakout 2023
- Kindness in the Culture
- Exposition of Galatians
- Theology of the Cross
- Pathways: Lessons from the Life of Esther

IMPACT OF OUR COURSES:

51

Total number of courses currently available

103,207
Total number of courses started since launch

29,509 Comments on the 2,617
Total number of subscribers

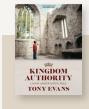
6,155

Total number of free course sign-up 234,509
Total Number of Comments Since

Launch

New Resources —

In 2023, we released **36** 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.











- Kingdom Authority Bible Study Book with Video Access
- 2. The Power of the Holy Spirit's Names
- Stories from the Storyteller (Jonathan Evans)
- 4. The Tony Evans Study Bible (NASB) Powder Blur Leathertouch
- 5. The Tony Evans Study Bible (NASB) -Genuine Leather
- 6. The Tony Evans Study Bible (NASB) Brown Leathertouch
- 7. The Tony Evans Study Bible (NASB) Hard Cover Jacketed
- 8. 100 Days of Cultivating Kindness
- 9. Kingdom Authority Teen Bible Study Book
- 10. My Biggest Questions about God
- 11. Kingdom Purpose
- Prayers to Share 100 Pass-Along Notes to Cultivate Kindness
- 13. Created for Compassion: Kindness in the Culture Devotional Guide
- 14. Kingdom Focus: Rethinking Today in Light of Eternity
- 15. Kingdom Authority
- 16. Kingdom Values Devotional

- 17. Growl: Trouble at the Kindness Zoo
- Tony Evans Kindness Zoo Prayer Box for Kids
- 19. Transformed by the Trinity
- 20. 2024 Calendar
- 21. TE Compassion Promise Box
- 22. TE Kind Mug (coffee cup)
- 23. TE Kind Words Desk Decor
- 24. TE 'Honey' Promise Jar
- 25. TE Colossians 3:12 Catch-All Try
- 26. TE Ephesians 4:32 Bible Cover
- 27. The Names of the Holy Spirit CD Series
- 28. Get Back What Satan Has Stolen From You
- 29. Living Real in a Fake Culture Volumes 1 & 2
- 30. The Return
- 31. Find the Faith You Need
- 32. The Authority of God Volumes 1 & 2
- 33. You are Stronger than You Think
- 34. Judgement Seat of Christ
- 35. The Best of Tony Evans 2023

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