THE URBAN ALTERNATIVE

ANNUAL REPORT 2025

RESTORATION



Welcome

Dear Friends,

Have you ever watched someone restore an old piece of furniture?

At first glance, all you see are the scratches, dents, faded finish and signs of wear. To the untrained eye, it may appear that its best days are behind it. Some might even wonder if it is worth keeping at all. But a skilled craftsman sees something different.

He sees what lies beneath the surface. He carefully removes what has been damaged, repairs what has been weakened, strengthens what remains and patiently restores the beauty and purpose that were there all along. What once appeared worn out is revealed to possess remarkable value and many years of usefulness still ahead. In many ways, restoration is one of God's favorite works.

Throughout Scripture, we see Him restoring people, families, communities and even entire nations. He specializes in taking what appears broken and breathing new life into it. What others see as an ending, God often sees as the beginning of a new season of purpose. As I reflect on 2025, the word that comes to mind is restoration.

This year has reminded us that God's work is never dependent on circumstances. His truth continues to change lives. His Word continues to transform hearts. His purposes continue to move forward. Through every season, He remains faithful.

Because of your partnership, The Urban Alternative continued to proclaim biblical truth through radio, television, digital media, discipleship resources, leadership training, language translation initiatives and the ongoing production of *Unbound: The Bible's Journey through History.* Together, we reached people across generations, cultures and continents with the unchanging message of God's kingdom.

We have also been encouraged by the ways God is opening new doors for future ministry. As we expand efforts to translate biblical teaching into additional languages, develop new discipleship resources, and continue telling the story of God's faithfulness through innovative platforms, we do so with confidence that the Lord is still writing the next chapter.

Restoration is rarely instant. It is often a process marked by patience, perseverance and trust. Yet when God is the One doing the restoring, we can be confident that every step serves a greater purpose.

Thank you for standing with us during this season. Your prayers, generosity and encouragement make it possible for us to continue sharing the life-changing truth of God's Word with people around the world.

As you review this report, I hope you will see evidence of God's faithfulness, not only in what has been accomplished, but in what is still ahead. The Master Craftsman is still at work, and the future remains full of opportunity.

Thank you for being part of this ministry and for helping us continue the work God has entrusted to us.

For His kingdom,





DISTINGUISHED

Board Members

CHAIRMAN OF THE BOARD

Dr. Tony Evans

President, The Urban Alternative

VICE PRESIDENT

Bill Collins

Vice President, The Urban Alternative

INTERIM TREASURER

JD McCaslin

President, McCaslin Development

SECRETARY

Dr. Martin E. Hawkins

President Emeritus, Southern Bible Institute

MEMBERS

Pastor Lee Jenkins, Jr.

President, Lee Jenkins Group
Senior Pastor, Eagles Nest Church

Pastor Jonathan Evans

Director of Special Projects,
The Urban Alternative

Thank You Mr. Norm Sonju

We are grateful for Norm Sonju's 42 years of service on the Board of Directors at *The Urban Alternative*. From 1983 through 2025, he gave generously of his time, experience and wisdom to help guide our ministry. He is also a faithful friend to Dr. Tony Evans, offering personal encouragement, prayer and support throughout the years. We deeply appreciate all that Mr. Sonju has meant to *The Urban Alternative* and the lasting contribution he has made to God's kingdom.

The Blueprint

"If we rebuild our youth, we rebuild families. If we rebuild families, we restore communities. And if we restore communities, we can transform a nation." – Dr. Tony Evans







In Honor of Mr. Bill Collins

A Life of Faith, Leadership and Encouragement

1948–2025

ALWAYS

Moving Forward

Mr. Bill Collins served the ministry of The Urban Alternative faithfully and consistently. In 2025, we lost a great team member and leader as he transitioned to glory. Dr. Evans and Mrs. Evans, as well as the staff at The Urban Alternative, will always remember him with gratitude and a smile.

Bill held his first job at age four delivering newspapers door to door for a quarter each. He also shared the story of how he purchased his first BB gun on his own by making pin cushions. The story goes that his art teacher showed the class how to make pin cushions. When his dad told him he couldn't buy him a BB gun, he had the really bright idea to make those pin cushions and go door to door to sell them. He wanted that BB gun and earned enough money to purchase it on his own. It was dear to him and that same BB gun sits on his closet shelf today.

That same drive followed him to the University of Colorado. At 17, Bill left Houston for a school he had never seen, walking on to the football team with enough money for only one semester. He earned a full scholarship and eventually became the first African American captain of the Colorado football team.

It was a pattern that would define his life: ***Bill stepped forward, worked hard and led well.***

Over time, that determination became about far more than personal achievement. Bill devoted his gifts, experience and leadership to serving God and serving others.



Bill used what he had learned to help others lead well.

SUCCESS WAS

Something to Steward

After graduating in 1970, Bill began a long career with Xerox, rising from sales representative to senior leadership and becoming the first African American branch manager in the company's Southern Region.

But wherever his career took him, faith remained central.

Bill consistently sought out a church home for his family and continually served as a church leader. After returning to Texas, he joined Oak Cliff Bible Fellowship, where he served as an usher, deacon and lay elder.

Then, after retiring from Xerox in 2006, Bill began a second career as vice president of The Urban Alternative.

He brought decades of business experience with him along with a servant's heart and desire to invest in the lives of others.

HE MADE

Ministry Personal

At The Urban Alternative, Bill helped implement the National Church Adopt-A-School Initiative, traveling across the country to equip churches to serve schools and their communities.

He also became a trusted presence for pastors, leaders and the staff of The Urban Alternative.

For some, Bill was a mentor. For others, he was a listening ear or a source of practical wisdom. Sometimes his ministry happened in a training session. Other times it was a thoughtful email, a conversation or a quiet word of encouragement.

Bill brought the experience of an executive, but he carried it with humility.

Even as his health declined, he remained engaged in the ministry, joining meetings when he could and responding to others with the same gracious spirit that had characterized his years of service.

HE FINISHED

His Race Well

For all Bill accomplished, those who knew him remember the person behind the résumé.

He loved his family deeply. He remembered birthdays, treasured conversations with his children and grandchildren and prayed for his family members by name.

He loved road trips and telling a good story—often a story inside another story. And those who knew him can still hear his infectious laugh.

At The Urban Alternative, we remember Bill as a faithful leader, a joyful encourager and a source of strength.

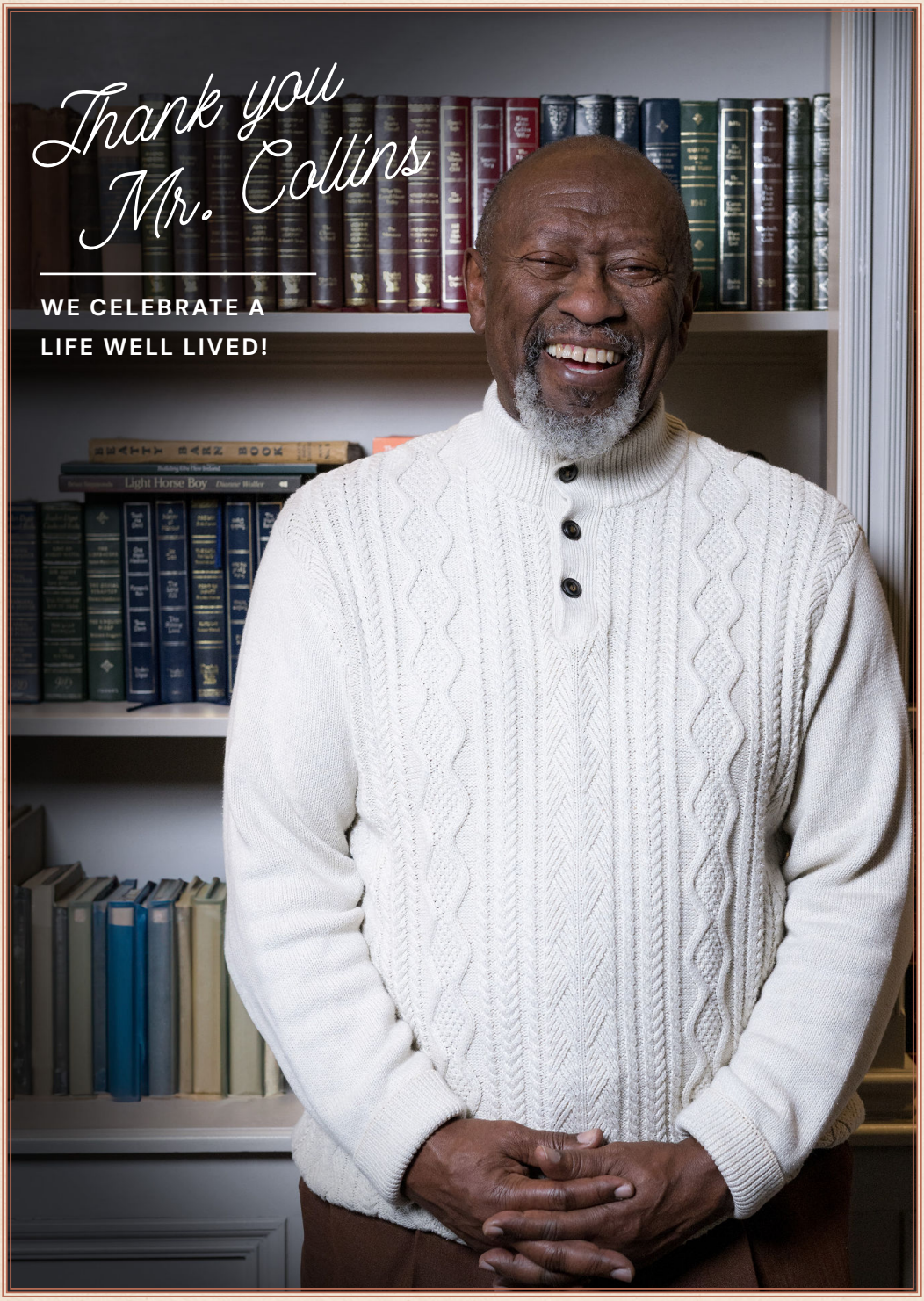
He championed hope in schools, uplifted pastors, mentored colleagues and led with integrity rooted in Christ.

Mr. Bill Collins finished his race well.

And we give thanks to God for every mile he walked with us.

We are grateful for the opportunity to capture these wonderful moments with Bill while filming the documentary series *Unbound: The Bible's Journey through History.*




Thank you
Mr. Collins
WE CELEBRATE A
LIFE WELL LIVED!
Light Horse Boy

Our Mission

In 2025, The Urban Alternative celebrated its 43rd year of ministry, touching lives with the hope and transformation that come through Jesus Christ. We do this by focusing on proclaiming and applying the Word of God to all the circumstances of life. Over the years, our methods of reaching people have continued to change and expand, and we are always looking for new approaches for reaching people, but our goal will always remain the same. We want to make God's message come alive in a way that is easy for everyone to understand.

Our focus will always be on preaching and teaching the Bible, with an emphasis on meeting people where they are. Our team at TUA is made up of many 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 emphasizes a 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: individual, family, church and community. Each sphere is a place where God's kingdom agenda should be operating.



WEBSITE IMPACT

tonyevans.org

1,370,715

2025 site visits

2,774,000

2025 page views

52,215

2025 free resources downloaded

THE KINGDOM

Agenda in Action

INDIVIDUAL

Our mission is to strengthen the body of Christ by discipling individuals through our broadcasts and special events. With that in mind, we provide materials to help Christians grow in their faith through the distribution of recorded sermons on CD, DVD and MP3, through personal and group Bible studies, and through books, blogs, email devotions and social media channels. For those who want to engage in a more intensive study of the Bible and theology, we have created a great variety of courses which are available through a subscription to the Tony Evans Training Center, an online resource designed to be a portable, personal seminary for students of every level.

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 Kingdom Leaders Summit are just 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.

FAMILY

We believe that families are the foundation and 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. Our 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. Another way we are impacting the community is through our campaign to promote kindness in our culture, which has been a special emphasis over the past two years.

Our Audience

Day in and day out, in countless ways, people's lives are being changed through the ministry of The Urban Alternative. We're committed to using every medium available to us to help people find the hope that comes through the gospel.

From our daily radio and weekly television broadcasts to frequent social media posts, millions of people have the opportunity to hear and apply God's Word every day.



INDIVIDUAL

3,594,677

Reached Annually Through Internet, Apps and Podcasts

900,000

Reached Weekly Through Radio and Television

FAMILY

4,368

Reached Through Free Family Resources

1,979

Reached Through Kingdom Line Family-Based Resources

CHURCH

9,426

Attendees at Pastors' Wives Live Online Events

6,705

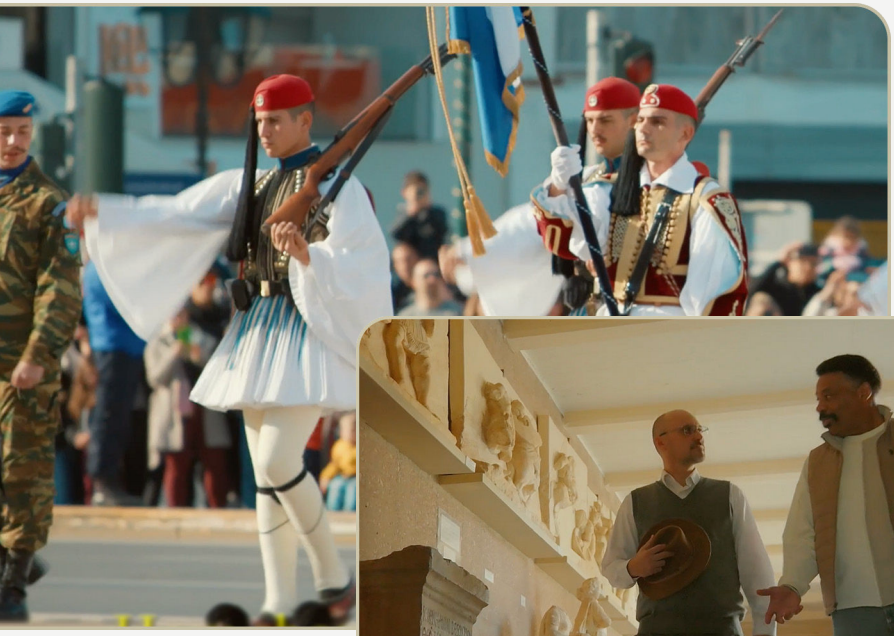
Free Teaching Outlines Distributed


TONY EVANS films
THE BIBLE'S JOURNEY THROUGH HISTORY
UNBOUND

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.





UNBOUND LOCATIONS













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 meeting the needs of pastors. They are on the frontline of the church's mission to the world, so we offer training and inspiration to those who are leading churches in the United States and around the world. We offer many opportunities for personal and professional growth, including our full-color *Kingdom Leaders Magazine*, and our Kingdom Leaders Summit event in Dallas.

kafellowship.org is our website dedicated to pastoral needs.









UNBOUND: THE BIBLE'S JOURNEY THROUGH HISTORY

In 2025, filming for *Unbound* continued across three continents, capturing pivotal moments in the Bible's journey through history.

In Spain, production focused on the Complutensian Polyglot and its significance in biblical scholarship and translation. In Türkiye, filming explored the cave churches of Cappadocia, the walls of Constantinople, and Ephesus, bringing the world of early Christianity and the preservation of Scripture to life alongside conversations with key experts.

Production also traveled to South Korea to explore the Bible's missional reach and the remarkable ways Scripture has crossed cultures, languages and borders. Together, these locations expanded the global scope of *Unbound* and captured important chapters spanning the early church through the Bible's continuing worldwide movement.



PASTORS' WIVES MINISTRY

The legacy of Lois Evans continues on through our Pastors' Wives Ministry.

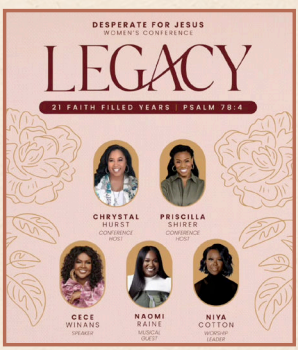
We are especially focusing on our social media presence and online webinars as a method for meeting the unique needs of the wives of pastors. We are working to keep Lois Evans' vision alive, which is one of the greatest tributes we could offer to her.

IMPACT

18,813	2,999	9,426
Website Visitors	*Facebook Group Followers*	*Webinar Attendees*

15,166	36,264
Instagram Followers	*YouTube Subscribers*

DESPERATE FOR JESUS 2025



We were excited to host this special annual simulcast event for women again in 2025, reaching thousands online for teaching, worship and inspiration.

The feedback we've received has been amazing and encouraging. We've seen lives transformed through this yearly event. It's making a difference in women's lives.

2,975	172
Individual/Small Group Simulcast Registrants	*Church Group Simulcasts*

6,088	363
Total Participants	*Pastors' Wives*



TONY EVANS

Training Center

We are excited about the continued impact of the Tony Evans Training Center. For those who've always wanted the benefits of 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.

While these courses are rich in content, they are also created for meeting the needs of any interested believer. 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 convenience and your own pace. All at an extremely affordable monthly subscription rate.

The TETC continues to grow, with new students and new courses. This year, we've filmed brand-new courses with world-renowned biblical scholars, experts on archaeology and esteemed church historians. These courses will help you better understand the Scriptures and the context in which they were written. We also have a program that allows people to get a free "test drive" of some of our popular courses, so they can experience what is offered through the TETC for themselves.

IMPACT OF OUR COURSES:

71	1,365	2,212	113,605
Total number of courses currently available	*Total number of subscribers*	*Total number of free course sign-ups*	*Total Course Enrollments since TETC Launched*

NEW COURSES LAUNCHED IN 2025:

- The Gospel of Mark
- Sacred Pathways
- Parables in Luke's Gospel
- Genesis 1-11, The Foundation of Everything

REVISED AND UPDATED COURSES

- Spiritual Growth
- Bibliology
- OT Survey
- NT Survey
- Theology Overview
- Theology of the Kingdom Agenda
- One Life under God
- Kingdom Family
- Kingdom Church

2024 DOCUMENTARY FILMING

During 2024, we have continued the filming of our spectacular *Unbound* documentary series, which will be released through a variety of channels once the filming and editing have finished. *Unbound* tells the story of the fascinating and life-transforming impact of the Bible down through the ages. We're tying together history, theology, culture and faith as we tell the story of the transmission of God's Word from the time of the early church down to our own time.

We've drawn upon the talents of some of the world's leading experts to help us tell this story and we've done filming at key sites in the Middle East, England, Germany, Belgium, South Korea, Italy and other important places around the globe. The result will be a professionally-produced, informative, and inspiring documentary series that we plan to release in both Christian and secular media spheres. Please continue to pray for us as it all takes shape. This is a big undertaking, but one we think will result in a big response.

Here are a few photos from our video shoots:



Testimonies

"On the days when we are unable to attend church we watch your services online, and throughout the week we watch your YouTube sermons. We enjoy the stories and jokes you use to grab the audience's attention. I'm always trying to remember them so I can tell others about them. And your messages are so powerful. I truly thank God for you."

(Angela)

"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 wanted you to know that your ministry was instrumental in changing my life. I had never seen someone put clothes on their faith and put it to work. I watched you do that, and God used it to work in my life. Thank you."

(Erica)

"Hello Dr. Tony! I want to thank you for writing the book, *Pathways*. I am in a season of my life where I've had many doubts, uncertainty and questions about my destiny. And by reading your book, and delving into Joseph's life, I gained a broader perspective on God's work. You have been a blessing to my life, and I didn't want to pass up the opportunity of letting you know. I'm seeking to live by biblical principles despite the circumstances of my life, and to remember that God does not waste any season, but uses them to transform me more into His image, and to be able to reflect Him in a better way wherever He leads me."

(Sughey)

TUA *Language Translation Initiative*

The Urban Alternative is expanding trusted biblical teaching to believers around the world through faithful, high-quality translation.

Each course is translated by qualified language specialists and reviewed for theological accuracy, cultural understanding and instructional clarity.

TETC *Translation Strategy*

The Tony Evans Training Center offers more than 70 discipleship courses and serves over 1,000 monthly subscribers worldwide.

Over the next decade, our goal is to translate approximately 50 courses into 7–10 priority languages. Foundational courses with the greatest value for pastors, church leaders and individual believers are translated first.

Translation Partners

Our translation team includes respected theologians and language specialists such as Dr. Sameh Hanna, Dr. Denis Salgado, Rosa Pugliese, Andrei Kmit and Daniel Mbuya.

Together, they help ensure each course communicates biblical truth clearly and accurately.

YouTube Expansion

Our Spanish-language YouTube channel has grown to more than 899,000 subscribers. In 2026, we launched a Swahili channel, with Portuguese planned next.

Beginning in 2027, we plan to launch approximately one new language channel each year. Future priorities include French, Russian and Dutch.

Current Translation Progress (As of July 2026)

Language	*Completed:*	*In Progress*
Swahili	32	4
Spanish	3	32
Dutch	6	–
Portuguese	1	17
Russian	–	30
Arabic	–	24
Korean	–	20



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