The Urban Alternative

ANNUAL REPORT 2024



DISTINGUISHED

Board Members

CHAIRMAN OF THE BOARD

Dr. Tony Evans

President, The Urban Alternative

VICE-CHAIRMAN & ACTING TREASURER

Mr. JD McCaslin

President, McCaslin Development

SECRETARY

Dr. Martin E. Hawkins

President Emeritus, Southern Bible Institute

MEMBERS

Mr. Bill Collins

Vice President, The Urban Alternative

Mr. Norm Sonju

Retired Founder, President, Dallas Mavericks
Retired 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

Rooted in Christ

Bill Collins was a faithful leader, a joyful encourager and a source of strength in our ministry at The Urban Alternative. With great humility and wisdom, he championed hope in schools, uplifted pastors, mentored colleagues and led us all with steadfast integrity rooted in Christ. His laughter was infectious, and his counsel was wise and generous. His life was a testimony to God's grace.

Bill Collins finished his race well. And we give thanks to God for every mile he walked with us.



Welcome

Dear Friends,

We live in contentious times, with divisive politics, the ever-present threat of political violence and a lot of animosity between those on each side of the political spectrum. Our national economy and our personal finances often seem unstable and insecure. There are many dying from wars, famine and disease. Though none of us really knows exactly what tomorrow will bring, we have the certainty of knowing that God does—and that His kingdom will prevail. It is only in Him that we can find a place of security, as He will never fail us.

In a world that needs the good news more than ever, The Urban Alternative is committed to spreading the hope found in God's kingdom agenda. Finding our place in His plan is the only source for finding meaning, purpose, hope and peace. We will always stay focused on the biblical message and how it can be applied to our lives today.

We are grateful for how God has sustained and blessed this ministry, even in times of financial challenges. We are committed to never losing sight of the fact that we should remain focused on His agenda and not our own. And we know that God has more big plans for this ministry in the years ahead if we trust in Him and remain faithful to His Word.

As a generous supporter of this ministry, we know that God has a special plan for you as well. We pray that God will guide us as we serve you in your personal mission of responding to His call on your life. At TUA, our mission will always be to serve God's people, God's church and God's kingdom agenda. That's our foundation and our purpose.

We are thankful for all the ways we've been able to share His message with people all over the world. Our digital forms of communication and online channels are one of the most exciting channels of ministry. More and more people are using our YouTube channel, our apps and our website, as well as taking courses through the Tony Evans Training Center. And, of course, many are tuning in by radio and television, reading my books or attending one of our conferences.

We want to use every tool available to reach out to those who need a message of grace and hope in these uncertain times. We want to help those who are struggling with doubt, fear and confusion, reminding them, even when it may not be apparent, 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 the things that we are doing. Your giving, which I know is often sacrificial, is what continues to make our work possible. Even during times when finances have been tight, you have continued to give, and I am more grateful than I can express. 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. God's blessing has been abundant. We thank Him, and we thank you.

For His kingdom,





Our Mission

In 2024, 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

2,143,450
2024 site visits

4,200,000
2024 page views

90,189
2024 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*, R*aising Kingdom Kids* and *Kingdom Man Rising*), our family-focused Bible studies and through speaking appearances at family conferences all across the nation.

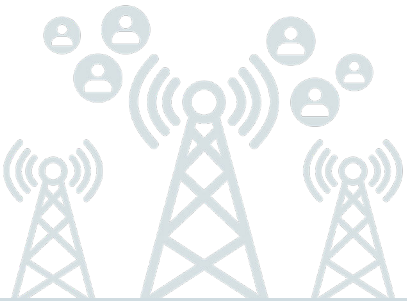
COMMUNITY

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

9,922,714

Reached Annually Through Internet, Apps and Podcasts

870,000

Reached Weekly Through Radio and Television

FAMILY

10,825

Reached Through Free Family Resources

5,223

Reached Through Kingdom Line Family-Based Resources

CHURCH

51,661

Attendees at Pastors' Wives Live Online Events

14,829

Free Teaching Outlines Distributed

Where People Find Us

ON THE WEB

Websites:	*Visits:*	*Page Views:*	*Free Resources Downloaded:*
tonyevans.org	2,143,450	4,200,000	90,189
loisevans.org	16,935	48,000	

APPS

Name:	*Launches:*	*New App Downloads:*
Tony Evans App	2,991,266	56,461

Spanish Language App:

We're excited about our ever-expanding ministry tools being made available in Spanish, which allow us to reach more effectively into the community of Spanish speakers.

This includes a dedicated Spanish app, to which we are regularly adding Spanish-dubbed videos, as well as multiple Spanish YouVersion devotionals.

OTHER DIGITAL PLATFORMS

oneplace.com

Sermons Streamed:	717,184
Sermon Podcasts Downloaded:	4,771,063

Social Media

Facebook Followers:	1,662,461
X (Twitter) Followers:	302515
YouTube Views:	15,782,709
YouTube Minutes Watched:	2,136,000,000

YouVersion Reading Plans

Plan Subscriptions:	11,897,255
Completed Plans:	8,148,016

Free Resources

Downloaded	90,189

ON RADIO AND TELEVISION

The Alternative with Dr. Tony Evans was broadcast on over 1,200 radio stations.

We added 8 new radio and television outlets in 2024.

Paid

EFM - Namibia

KRGC - Rio Grande City, TX

KZBI (KCBI Sister Station) - Waco, TX

Share

KBBW - Waco/Killeen/ Temple/Round Rock/ Austin, Texas

No Charge

The Awakening Radio (TMWT) - Internet

Glory in the Beat - Internet

WFAR Hope FM - Danbury, CT

WKMB - Tapon Radio

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.





NATIONAL CHURCH ADOPT-A-SCHOOL INITIATIVE

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), we have been able to equip leaders in many communities across the country.

And we are just getting started!



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

16,935	2,960	51,661
Website Visitors	*Facebook Group Followers*	*Webinar Attendees*

DESPERATE FOR JESUS 2024

We were excited to host this special annual event for women again in 2024, reaching thousands online or in-person 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.

3,018	176 Representing
Individual Registrations	*Church Registrations*

7,956	8,424
Total Participants	*Total Views*



TONY EVANS
Training Center

We are excited about the continued growth 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:

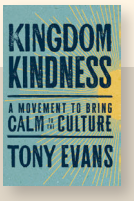
59	1,922	4,198
Total number of courses currently available	*Total number of subscribers*	*Total number of free course sign-up*

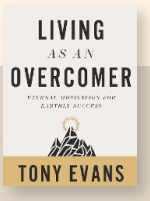
NEW COURSES LAUNCHED IN 2024:

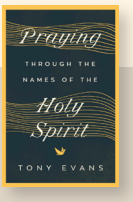
- Kingdom Encounters
- Kingdom Race Theology
- Christology
- Exposition of Ecclesiastes
- The Dead Sea Scrolls and the Bible
- The Gospel of John, Part 2

New Resources

In 2024, we released many brand-new resources that will inspire and impact the lives of people all 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 many aspects of the ministry of The Urban Alternative.



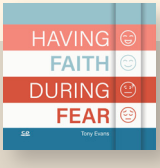


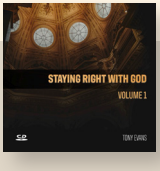




1. *Kingdom Kindness* - Book
2. *Living as an Overcomer* - Book
3. *Praying through the Names of the Holy Spirit* - Book
4. *Thy Kingdom Come* - Book
5. *Spiritual Warfare Special Edition (by Harvest House)* - Book
6. *Trusting God in Turbulent Times* - Book
7. *A Survey of the Black Church in America (Moody)* - Book
8. *Divorce and Remarriage* - Flash Drive
9. *Acts Volumes 1 & 2* - CD Series
10. *Discipleship for Every Day* (Jonathan Evans) - Sermon Series
11. *Having Faith During Fear* - CD Series
12. *Pressing on to Maturity* - CD Series
13. *Returning to God in Unity Compilation* - CD Series
14. *Staying Right with God Volumes 1 & 2* - CD Series
15. *Unleashing the Kingdom* - CD Series
16. *The Greatest Gift* (Anthony Evans) - Christmas Album
17. *Living as an Overcomer* - Study Guide
18. *Living as an Overcomer* - Bible Study DVD
19. *Kingdom Politics* - Bible Study
20. *2025 Calendar*









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)

Looking Ahead with *Tony & Carla*

As many of you know, my late wife and Carla's late husband were transitioned to heaven less than one week apart. Through God's providence, He connected us years later to continue His work of advancing His kingdom together. Carla is creative and vibrant with great ministry experience and skills. She loves people. She loves the Lord. And she is partnering with me in the next leg of the journey of advancing God's kingdom agenda. Together, we are looking forward to what God has for us and through us in this next chapter.

2024 was not without its challenges, but we continued to experience God's hand at work through The Urban Alternative. We're setting high goals for next year, and we're excited to see what new things the Lord has in store for this ministry.

I'm looking forward to the new opportunities that He will open up for our ministry next year. I'll continue preaching and teaching, writing books and appearing on radio and television. I'm also looking forward to seeing some of you at our 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 also 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.

And I'll be praying for you—that this will be a year in which God moves in your life in powerful and unexpected ways. In the midst of the confusion and uncertainties of our time, Jesus Christ remains the Rock on which we stand. I pray you'll experience His faithfulness to you in the coming year, for 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. I'm excited to see what God does for you in 2025.

For His kingdom,

Tony Evans



The Urban Alternative

ANNUAL REPORT 2024