



BACK to
the **BIBLE**
Leading you forward.™

Impact Report

Helping People
Move Close To
Jesus For Over
Eighty Years.

FROM ARNIE TO YOU

2020 Is the Year of Bible Engagement

Dear Friend,

Back to the Bible is celebrating its 80th anniversary!

I'm proud to be part of what Theodore Epp began eight decades ago, and I'm honored to serve with you. Together we have been enabling a close walk with Jesus for over 80 years by rooting people in God's Word — the Bible.

What began as a Bible-teaching ministry has grown into a Bible engagement movement. Today, we can place God's Word into people's hands and hearts in a unique and personal way never before possible. We're providing daily personalized discipleship, helping them engage the Bible in a way that leads to life transformation.

You are helping people all over the world learn to feed themselves spiritually by getting engaged in the Scriptures. Together we are going into some of the darkest, most dangerous regions of the globe and transforming the lives of men, women, and children with the power of God's Word.

With your faithful partnership, we're meeting people where they are. And by avoiding one-size-fits-all plans, Christ-followers are free to grow exactly the way God wants them to grow. By combining the best in intuitive digital technology with a "human touch," there is a promising future for discipleship and for each engaged believer.

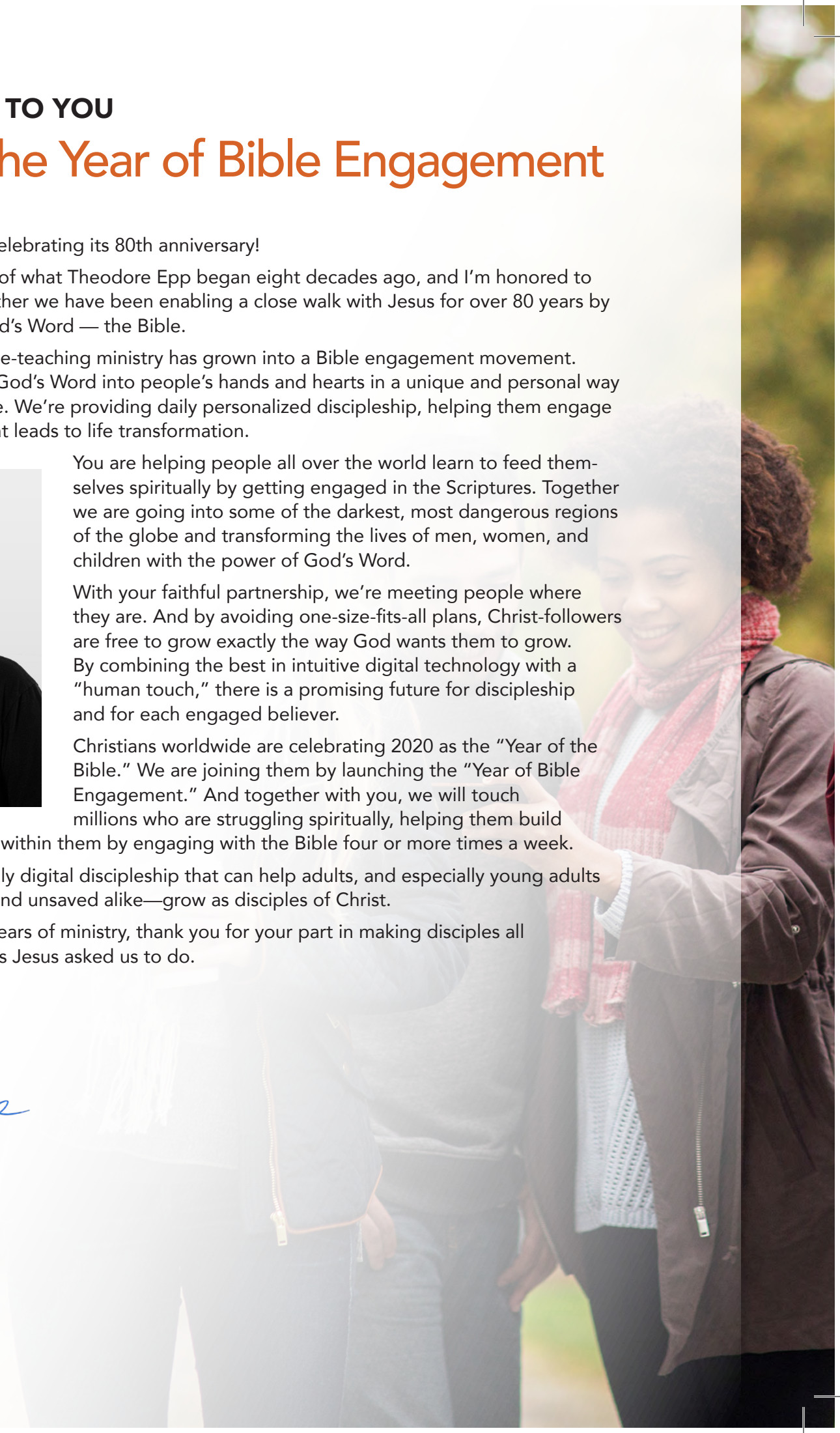
Christians worldwide are celebrating 2020 as the "Year of the Bible." We are joining them by launching the "Year of Bible Engagement." And together with you, we will touch millions who are struggling spiritually, helping them build

a "protective factor" within them by engaging with the Bible four or more times a week.

Our goal: Expand daily digital discipleship that can help adults, and especially young adults and tweens—saved and unsaved alike—grow as disciples of Christ.

As we celebrate 80 years of ministry, thank you for your part in making disciples all over the world, just as Jesus asked us to do.

In His grip,



A photograph of a man with dark hair, wearing a maroon jacket over a white hoodie, looking down at a smartphone in his hands. He is standing outdoors with a blurred green background. Another person's shoulder and arm are visible on the left side of the frame.

Impacting the World With God's Word

**NOTEWORTHY HERITAGE,
PROMISING FUTURE**

Award-winning radio and television broadcasts

Spiritual-growth resources

Groundbreaking research

Innovative Bible engagement apps

A proud legacy of noted authors, speakers, and Bible teachers

For more than 80 years the name Back to the Bible has stood for excellence. Our products and services have helped millions grow and thrive spiritually, earning us the reputation as one of the most trustworthy brands in the Christian marketplace. It all started in 1939 when our founder, Theodore Epp, aired his first radio broadcast from Lincoln, Nebraska.

His "let's-get-back-to-the-Bible" message struck a nerve in America's heartland, propelling us first to a national stage... and ultimately a global one.

YESTERDAY...

We impacted the culture with a radio Bible teacher:

- **1939**—Theodore H. Epp launches "Back to the Bible" on KFOR (AM) in Lincoln, Nebraska. The ministry supports missionaries around the world and reaches out to them with encouragement from God's Word.
- **1954**—Back to the Bible's first international Bible teaching ministry office opens in Canada.
- **1970**—Back to the Bible opens offices in Australia, Canada, Colombia, Costa Rica, Ecuador, England, France, India, Italy, Jamaica, Mexico, the Philippines, South Africa, Sri Lanka, and Venezuela.
- **1980**—Warren W. Wiersbe, former pastor of Moody Church in Chicago, takes the reigns as Bible teacher. Through the years, Dr. Wiersbe guides millions into a life-transforming encounter with God's Word.
- **1990**—Woodrow M. Kroll, pastor and former religion chair at Liberty University, becomes the third Bible teacher. Kroll becomes a prolific author, penning more than 50 books on faith and Christian living.

God's Word Brings A Heritage of Faith

A big grin stretches across Shelley's face as she dusts off an old family photo. It's a shot of her parents on their wedding day. "Mom was a beautiful bride," she tells herself. "And my dad—so handsome!"

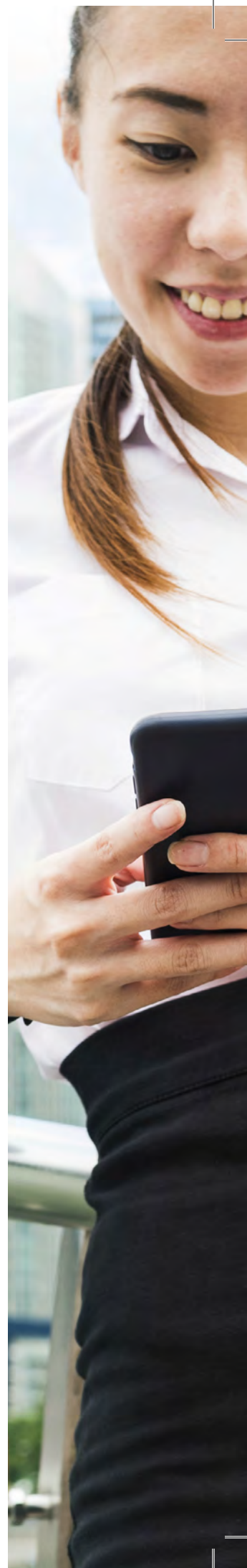
Shelley reaches into a box and pulls out another one. Her brothers and sisters are linked arm-in-arm outside her family's home. The image reminds Shelley of the greatest legacy her parents had left behind through a decision made 52 years ago: faith in Jesus Christ.

Her mom—a young wife of an air force corporal and mother of two small children—was spinning the dial on her radio one day to find something interesting to listen to and soothe her loneliness. One station grabbed her attention. Her own mother had regularly listened to "Back to the Bible."

As a child, she had thought that a talk-style program was boring, and would always try to persuade her mother to switch to the local country music station. But now, the familiar theme song "I Love To Tell The Story" reminded her of home. She kept listening to Dr. Theodore Epp and his "Back to the Bible" radio program. After a broadcast about sin and salvation, the young mother was convicted. She knew what she needed to do: repent and receive Jesus as her Lord and Savior.

"I grew up in the tiny lakeside town of Gimli in Manitoba, Canada," Shelley says. "It was a busy home with seven kids running around. I was child No. 4. We didn't have much money to spare, but we were happy. We had each other, and thanks to 'Back to the Bible,' we had God."

"That decision years ago impacted my family—forever!" Shelley says. "And the faithful work of 'Back to the Bible' has given my family the heritage of faith."





Back To The Bible: You Have Helped Move Us Forward

CENTER FOR BIBLE ENGAGEMENT (CBE): A RESEARCH AUTHORITY

You made it possible to begin the Center for Bible Engagement, often quoted by everyone from speakers, authors, and academics to media outlets. It is through the CBE that we were able to document and develop the spiritual roadmap to reach and disciple this generation. Now our ongoing research helps us refine the ways we deliver God's Word most effectively. Here are some key findings that have guided our journey:

THE BIBLE IS THE KEY

For more than a decade, Back to the Bible has conducted extensive research to determine the essential components to achieving real spiritual growth. Not surprisingly, we found that the Bible is not just a key, but the key.

MOST PEOPLE DON'T READ THE BIBLE

However, this same research has shown that the Bible's impact on the lives of those who desire spiritual growth has been severely diminished due to some alarming trends:

1. Among Americans, 71.3 percent do not read the Bible at all in a given week.
2. A majority of Christ-followers say they own a Bible but do not read it because they are "too busy" or have "no time."
3. Research shows no significant difference between the behaviors of a Christian who reads the Bible fewer than four days a week and the behaviors of a non-Christian.

PEOPLE DO WANT TO GROW SPIRITUALLY

Everyone is seeking a healthy, productive, victorious life, but most – even self-proclaimed followers of Jesus – don't know where to begin.

- 60 percent of all people want to grow spiritually but don't know how.
- 82 percent of all Christians say their own spiritual growth is very important to them.
- Studies reveal that very few actually know how to facilitate that growth.

THE POWER OF FOUR

Our lives are dramatically different when we set our minds on Scripture. There are significant differences in the moral behaviors and spiritual maturity of believers who read or listen to the Bible. Our research proves that the Bible changes our lives, but for the difference to be significant, **we must engage the Bible four or more times a week**—receiving Scripture, reflecting on it, and responding to God's Word. This finding alone is truly ground-breaking!

goTANDEM: A Tool That Is Transforming Lives

You have helped create a true labor of love, the culmination of more than a decade of research and development! Today, goTandem uses a variety of ways to deliver biblical content directly to individuals—so they can receive, reflect and respond to God's Word several times throughout their day.

This tool interrupts daily routines so that no matter where we may be in our spiritual walk, the more we receive and reflect upon God's Word, the more likely we are to respond in a manner that is more like Christ.

How Was This Powerful Ministry Tool Developed?

Let's go all the way back to the beginning and explore the steps you helped us take that led to the newest version of the "engine" that will take goTandem to a whole new level.

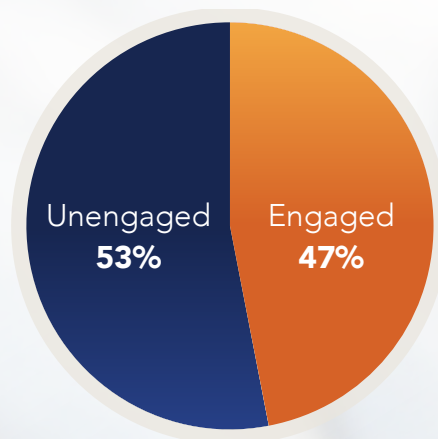
- 2003-2006** You helped fund research on the spiritual lives of more than 100,000 people that identified Bible engagement as the key to spiritual growth.
- 2007-2009** You funded research that documents temptation as a daily experience for everyone, and a roadblock to spiritual growth. Together we launched "411 God," a tool that delivers Scripture as one-minute audio messages daily.
- 2010** With your help, we created "See Me Change"—using the popularity of text messaging, especially among youth, to send daily Bible verses as text messages. Nearly all are read the same day.
- 2011** You provided the funding for research that demonstrates the effectiveness of our call, text, and email tools, and we combined these services into one. After surveying more than 10,000 people in 20 countries from all of the major religions, we confirmed the effectiveness of the Bible for life transformation.
- 2012-2013** Your support of years of research and testing led to the launch of the goTandem app. The goal: Get people connecting with God through His word in a way that leads to life transformation.
- 2014-2018** With your help, as our base of goTandem users grew, hundreds of churches and parachurch ministries signed up for customized versions of this daily discipleship tool.
- TODAY** Today, you are helping people all over the world engage with the Bible daily as new Scriptures are delivered right to them several times a day.

How goTANDEM is a Game Changer!

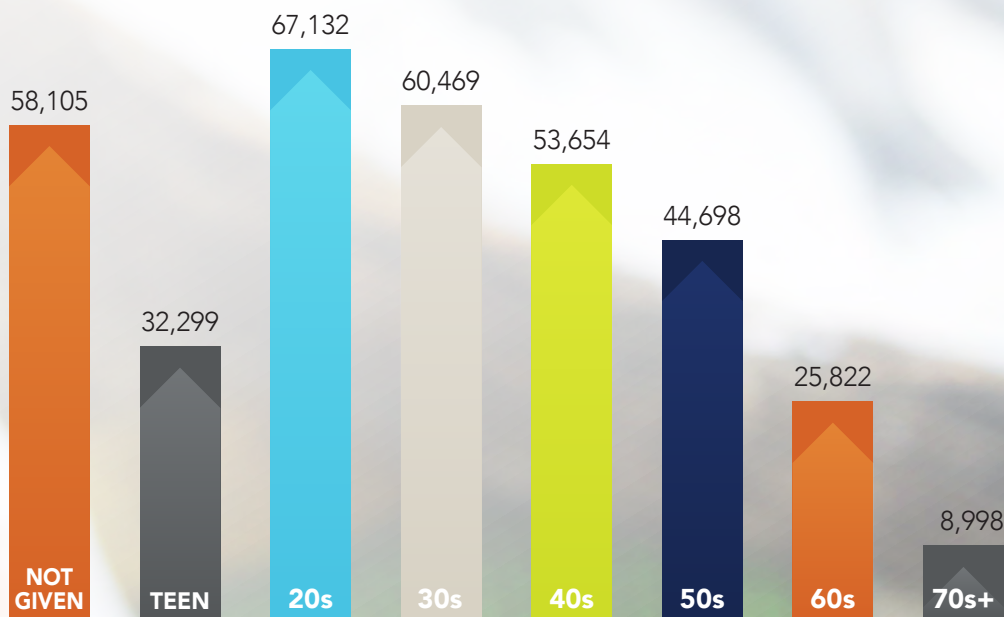
Because of you, men, women, and children throughout the world are finding hope and healing through God's Word. Here's what's making the difference: The goTandem Bible Engagement App.

- goTandem appeals to people who rarely, if ever, open the Bible.
- goTandem makes a difference. Within six months of using the app, 83 percent move from having zero interaction with the Bible to engaging with Scripture four or more times a week.
- goTandem delivers daily content that has eternal value.
- goTandem goes into the digital places where people live and work and strengthens them with customized spiritual help.

**Previous Bible
engagement for new
goTANDEM users**




goTANDEM users by age



**goTANDEM
Languages**

- English
- Spanish
- Indonesian
- Dutch
- Lithuanian
- Arabic
- Hindi
- Amharic
- Chinese
- Portuguese
- Nepali
- Filipino
- Khmer
- Czech
- Bengali



"Back to the Bible and goTandem have been there, supporting me with prayer and God's Word when I have felt despondent and disappointed with life."

— Sheila, Isle of Man

"I appreciate goTandem lots. The app always provides an appropriate verse for the day. Thanks so much for this privilege, and for keeping me close to God throughout the day."

— Susan, Toronto

"Getting a quick message from the Bible every morning really helps me. I'm a public-school teacher, so the encouragement I receive helps me to do my job with love and compassion."

— Alex, Canada

"The Lord is restoring my broken life, and He's using goTandem to do it. It's like an IV drip of truth. Verse after verse is nudging me closer to Jesus...teaching me that He can redeem any mistake."

— Keith, Pennsylvania

"Happy 80th Birthday, Back to the Bible! I started listening to the radio program when I lived in Seattle. Today I listen in Southern California. Dr. Epp would be so pleased with the new Bible teacher!"

— Judy, California

"I've been using goTandem for 10 years now. It's the best way to get into the Bible consistently. It helps me to be stronger in my faith and to deal with daily trials and tribulations."

— Mert, Florida

"Thank you, goTandem, for the impact you've had on my life—as well as on the nations of the world in which you serve. I am encountering Jesus more and more each day."

— Loretta, Jamaica

"I'm undergoing chemo therapy for stage four pancreatic cancer, and Back to the Bible's daily devotions have been a true inspiration to me. I'm a newly baptized Christian, and I'm confident that I will remain steadfastly dependent on God and His plan for me."

— Linda, Colorado

"My faith is growing because of goTandem! The Scriptures and different devotional I receive are helping to build my spiritual life."

— John, Sierra Leone, Africa

"Thank you for such a great ministry too. I lead a men's ministry, and use the goTandem app as a way to reach the guys in my care. We are growing in the Christian life."

— Milton, El Salvador

Changing Lives in Somalia – BREAKING THROUGH THE DARKNESS

Imagine living in a country where it's dangerous to read your Bible or to express your faith as a Christian. That's what young Amanuel faces every day. He is a Christ-follower in Somalia, a nation that's 99.8 percent Muslim. This region in the Horn of Africa—bordered by Ethiopia to the west and flanked by the Somali Sea to the east—is plagued with violence and terrorism. The Christian community is small and under constant threat of attack.

Yet Amanuel and his Christian friends are receiving the hope of God's Word through the goTandem Bible app.

"I'm so very glad to join the goTandem community of believers," Amanuel told us. "This app is helping my

Your Partnership at Work

Impacting Lives Around The World

"I have PTSD from my role as an army medic. Thanks to therapy, prayer, and goTandem I'm finding peace again."

— John, Afghanistan

"Back to the Bible has impacted my life tremendously with God's Word. Instead of reading unnecessary opinions, I'd rather engage Scripture through goTandem. God bless you!"

— Solomon, Italy

"The goTandem app has been a blessing! During the early stages of my faith, it helped me grow closer to Jesus. I really appreciate all the efforts of your wonderful team."

— Richard, Chennai, India

"I'm so happy to be a part of the Back to the Bible community! You're helping me with so many aspects of my life, especially to know Jesus and to grow in my faith. Please remember Somaliland and its people."

— Amanuel, Somalia

"I really love the reminders to pray. It's so important, yet it is often put on the back burner. Prayer is a blessing from God for our benefit. When we don't pray, we miss the blessing."

— Heather, Australia

friends and me find God's direction for our lives and to grow our faith. So, I'd like to say thank you so very much for this Bible-based tool."

For three years now, Amanuel has lived in Hargeisa, Somaliland, a sovereign democratic state. While people there are free to practice their own faiths, Islam is still the official religion, and so it is forbidden to propagate any other religion. Regardless, Amanuel and his colleagues are committed to serving as "workers of the kingdom of God."

"Please, remember Somaliland and its people," Amanuel says. "People here are still in darkness."

Six Ways You Are Making A Difference

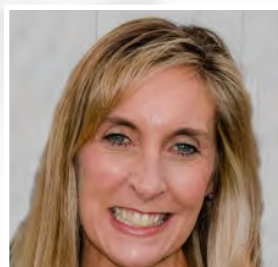
- You are helping people get engaged in the Bible in more than 180 countries earlier this year. (At one point, 88 countries were added in just a two-week period!) We've launched daily discipleship worldwide.
- Through goTandem, you are reaching more than 350,000 users—over 25 percent non-believers and over 53 percent notional believers—individuals who are not engaged in the Bible and are under age 35.
- As we've partnered with more than 1,000 churches, you have been impacting more than 156,000 congregants.
- You have helped people receive goTandem in 11 different strategic languages.
- You are helping develop a Bible engagement app for children.
- You are making it possible to develop an app that will minister to individuals battling addictions.

What Ministry Leaders Using goTandem Are Saying...



"goTandem has been the perfect answer for getting my country's Millennials into the Bible every day. The best example is a church in Guayaquil, which is located on a very dangerous neighborhood. A pastor there had no clue how to reach younger generations who were constantly tempted by gangs and drug dealers. After customizing a goTandem app for his congregation, the pastor was able to launch several home Bible studies. Most of his users are people between 15- to 25-years-old. The technology is reaching new generations in a language they understand. It's delivering the unshakable and everlasting truths from the Word of God."

—Pablo Logacho, Director, Ministerios La Biblia Dice, Ecuador



"As a leader of a women's ministry, the Word of God shared through our Bible engagement app allows us to minister to the unique and wonderfully complex way women are created. Users can choose a track that fits their spiritual urgencies. As a leader, I dream of a world where the first text message a woman reads in the morning is from God's word. The app is a revolutionary way to help make this happen more often. Even if they don't seek after God's Word on their own, Scripture will come to them every single day!"

—Kalyn Vogelmann, Women's Ministry Director Southwest Ohio, THRiVE Women's Ministry



"Our custom app has been life changing for our church. We have been able to involve more than 10,000 of our congregation in God's Word on a daily basis. The app has allowed our church to break into the lives of our people all week long—not just on Sunday's. It has also been a wonderful evangelistic tool."

—Dale Sutherland, former McLean Bible Church Executive Pastor



"Back to the Bible's goTandem app has enabled us to disciple and mentor those in our care. Here's what one young woman who uses the FCA - Life Trainer app told me: 'You're going to be so proud of me! I feel like Jesus is growing up inside of me!' She recently accepted Christ in her life! Thank you for helping to connect this next generation to Jesus."

—T. Ray Grandstaff, Director, Fellowship of Christian Athletes



"Today's churches need relevant discipleship tools, and goTandem is meeting that need. Knowing that several hundred of our churches have a discipleship app that is backed by research is assuring. When the pastor of a church that has 50 to 100 members can offer an app of this caliber to the congregation and real transformation is experienced, it breathes life and vitality into that church. This collaboration with Back to the Bible has been refreshing!"

—Rev. John Comstock, Church of the Nazarene

Impacting The World In New Ways

REACHING INDIVIDUALS WHERE THEY LIVE

When Back to the Bible first began, radio was cutting-edge, not to mention the center of communication. It successfully reached families at home and in the car at a specific time and on a specific station. Today, the center of communication has shifted, and most people carry their communication with them. So our focus is to help people engage with God's Word in the way that they communicate daily.

Smart phones and social networking have opened all kinds of exciting possibilities for ministry. We've found a way to meet people at their own spiritual level, walk with them daily, and connect to help them receive Scripture multiple times a day. Really, what we've developed is a discipleship tool—and it all boils down to friends helping friends to know God intimately and to follow Him passionately.

BUILDING A DISCIPLESHIP PLATFORM

We call it an Intuitive Learner Centered Discipleship Platform. But what does that really mean? When someone begins in goTandem, we ask them questions, and they tell us about what they struggle with and the areas where they need to grow spiritually. The Scripture they receive daily is different than what someone who may be more mature spiritually, or have other needs, may receive. So God can speak to the heart need expressed by each individual through his Word.



THE KEY IS BIBLE ENGAGEMENT

We've all heard good Bible teaching. But how does it become life-transforming? As James tells us: "But don't just listen to God's Word. You must do what it says." (James 1:22).

We engage with the Bible when we receive the words of the Bible, reflect on their meaning, and respond in our own lives. And when God's Word is provided daily to meet the need of each person, we have been able to demonstrate that they respond by engaging with His Word.





An Exciting Vision for 2020 and Beyond

OUR FOUR PRIORITIES

Moving forward, we have established the priorities that fuel our vision. Everything we do is focused on doing these four things:

GOING TO SEEKERS:

We're committed to helping those who aren't yet believers discover new life in Christ. We also want to disciple young believers and help them grow in their faith.

GOING TO YOUTH:

As we look to the future, we're convinced we must focus on helping youth throughout the world—our current and next generations— to engage with Scripture. While many young people distrust institutions and choose to connect through social media, we want to help them experience the difference between being connected and belonging. We want to help today's youth find true connection through Christ and God's Word.

GOING GLOBAL:

While we are already connecting with a number of international groups, we want to accelerate partnerships with like-minded Christian organizations to reach seekers and young believers on every continent and every country, putting the Scriptures into their hands through goTandem in their own language.

GOING TOGETHER:

We will focus on partnerships that will enable us to expand our role in serving the body of Christ through helping churches and Christian organizations use the power of goTandem to increase their one on one and group discipleship. Through these partnerships, we're making Bible engagement available to everyone.



MOVING YOU FORWARD IN 2020

Back To The Bible Is Launching A Movement

Christians worldwide are celebrating 2020 as the “Year of the Bible.” We are joining the celebration with the “Year of Bible Engagement.” Not only are we telling the world about the power of God’s Word, we are kicking off a Bible engagement movement. Our goal: Get those who are not yet believers, and those who need to grow in their faith engaging in Scripture four or more days a week so that they will experience true life transformation through Jesus Christ.

OUR BIBLE ENGAGEMENT GOAL

Throughout 2020, our priority is reaching individuals who are not yet believers or who are brand new in their faith. We want them to know Christ intimately and to experience the power of the Bible. Our goal is to bring 100,000 new believers into the goTandem app.

HOW WE WILL MEASURE SUCCESS

Because we are able to track individuals coming into goTandem, including their engagement and growth, we can follow the increase of not-yet believers and new Christians as they come into the platform. We can also measure their engagement and growth through their ongoing interaction with God’s Word.

How We Will Achieve Our Goal

Our movement has a two-pronged approach. One will appeal to Christian audiences, while the other will focus on reaching secular audiences.

A CAMPAIGN FOR CHRISTIAN AUDIENCES: “RESIST THE DARKNESS —A BIBLE ENGAGEMENT MOVEMENT”

As we communicate with Christian audiences, we will help them understand how to respond Biblically to the darkness in today’s culture.

We will raise awareness of the importance of Bible engagement among church leaders through webinars with custom app organizations, email campaigns with mega churches, as well as sharing the movement on websites, Twitter, Facebook, and YouTube. We’ll work with evangelistic ministries to use goTandem as part of their post-event follow up.

We’ll create a series of videos with various individuals talking about the darkness they experience, how they resist it, and how goTandem is helping them. We’ll also conduct targeted Facebook campaigns to encourage people interested in topics/pages that suggest they are struggling with darkness (e.g., depression, anxiety, etc.).

A CAMPAIGN FOR SECULAR AUDIENCES: “RESIST THE DARKNESS —ENGAGE THE LIGHT”

We will offer positive, encouraging messages of hope in the face of darkness to those who need the light. We’ll work with spokespeople who will encourage seekers to engage the light through goTandem and develop innovative ways to reach those needing evangelism. We’ll also identify low-cost ways to promote goTandem at various events.

Let's Continue The Journey Together

The Bible is God's message of salvation; the ultimate story of restoration, of hope, of eternal life through Jesus Christ. And our Lord is calling us to take His story to heart—living it, working it out in our daily lives, and sharing it with everyone.

Back to the Bible has come a long way in 80 years—from Bible teaching on radio to Bible engagement online. We've always used the best ways available to help people understand and live by the truth of God's message of salvation. And today we celebrate together what God has done through your partnership with us.

As we move into 2020 and beyond, we're inviting you to be part of the journey ahead—the continuing challenge of helping people everywhere engage with God's Word—taking His story to heart—at any time and in any place, in a personal and meaningful way.

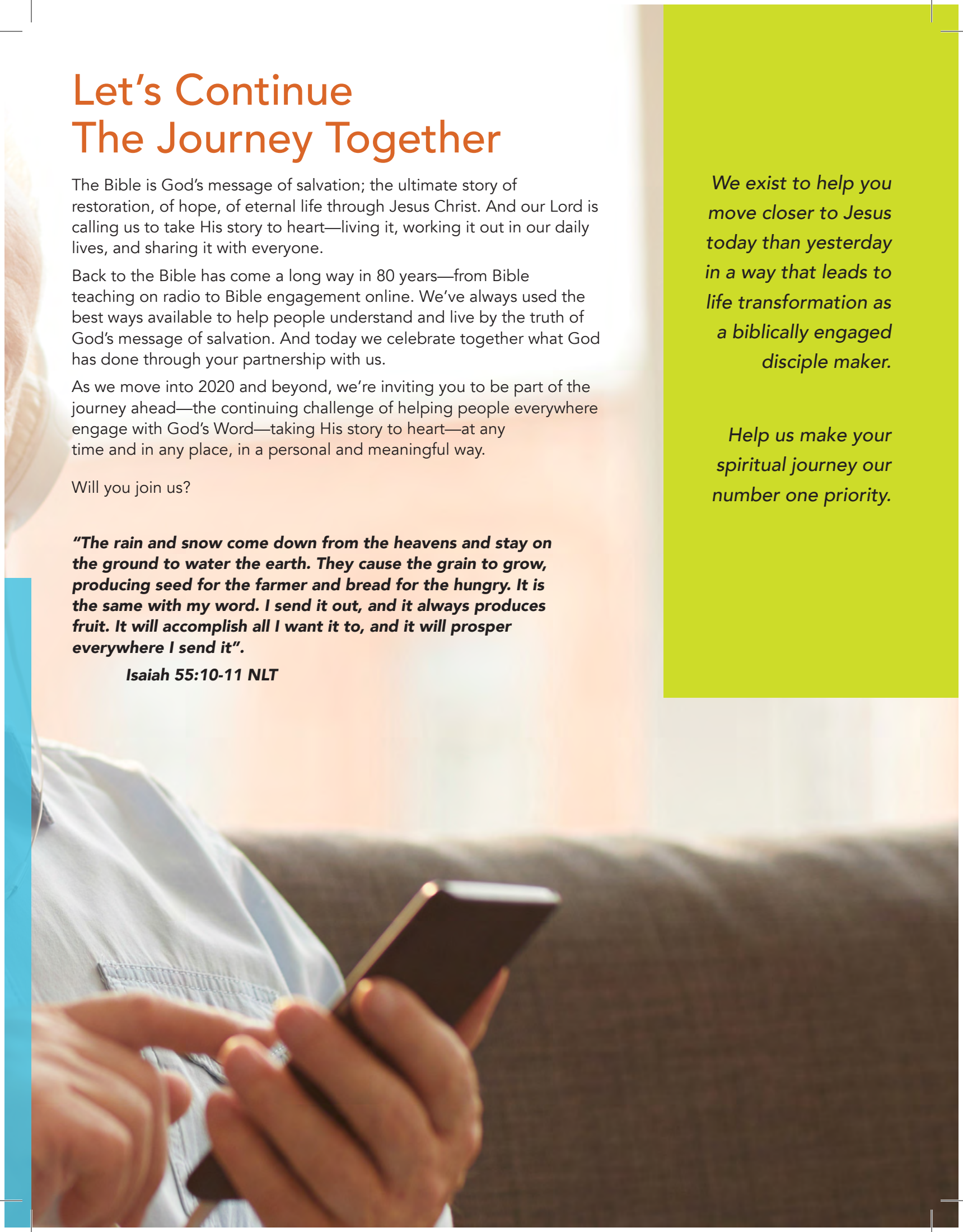
Will you join us?

"The rain and snow come down from the heavens and stay on the ground to water the earth. They cause the grain to grow, producing seed for the farmer and bread for the hungry. It is the same with my word. I send it out, and it always produces fruit. It will accomplish all I want it to, and it will prosper everywhere I send it".

Isaiah 55:10-11 NLT

We exist to help you move closer to Jesus today than yesterday in a way that leads to life transformation as a biblically engaged disciple maker.

Help us make your spiritual journey our number one priority.



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