

2024



GLOBAL IMPACT REPORT



A Letter From Our President



A world of opportunity to share God's Word

Walk Thru the Bible is helping people everywhere live God's Word. In more than 140 countries, we serve the **biblically unengaged, the persecuted church, under-resourced pastors, and children.**

At Walk Thru the Bible, we know that the Bible changes everything—changes lives, changes families, changes communities, and most importantly, changes eternities. For nearly 50 years, we have worked to make eternal, Kingdom impact through our innovative live events and biblical resources. We work to ignite passion for the Bible in the lives and hearts of millions of people . . . everywhere.

God has opened up a world of opportunity for Walk Thru the Bible to share the hope and truth of His Word with children, families, pastors and church leaders, teachers, the persecuted, the displaced, and more. **In FY24, Walk Thru the Bible impacted 6,483,516 people around the world.** This is an increase of 39% over last year's lives-impacted number. A significant portion of this growth is attributable to digital and broadcast media, as well as training under-resourced pastors.

While we continue to impact people as a face-to-face ministry (and that impact grew by 12% in FY24), we've also experienced significant growth this year in reaching and impacting people through digital platforms and broadcast media.

DIGITAL MEDIA

This year, Walk Thru the Bible impacted more than 2.2 million people through digital media. Through broadcast TV in Eastern Europe, the Philippines, and portions of Africa, courses like *otPANORAMIC* (our Bible study on the big picture of the Old Testament from the vantage point of what happened on 7 important mountains in the Bible), *Refuge* (our Biblical Character Series course based on the life of Ruth), and *HomeTeam* (our parenting series based on the story of the Prodigal Son), Scripture was clearly presented to countless viewers.

Our digital media reach also included YouTube and Facebook video views; blog post engagement and downloads of free biblical content offerings from our website; *Daily Walk Podcast* listens and app downloads, and more.

We anticipate continued growth in the impact of our digital and broadcast media in the coming years.

FACE-TO-FACE MINISTRY

Walk Thru the Bible's face-to-face ministry grew this year, as well. Ministry to children in public schools in Ukraine, Nigeria, the Philippines, Malawi, and more, continues to increase. The depth of our children's ministry grew this year with the teacher training and launch of *otSTORIES* and *ntSTORIES* (our followup curriculum for children who have experienced our *otLIVE* or *ntLIVE* events).

Walk Thru the Bible's Pastors Institute continues to train under-resourced pastors, providing them with vital community and connection with other pastors as well as WTB tools. When we provide training and tools to pastors, they take it back to their congregations and communities.

THE BIBLE CHANGES EVERYTHING!

Wherever we work, our main goal is to help people read the Bible, understand it clearly, and live it out every day. We know that when people deeply engage with Scripture, their life will never be the same. Their families will never be the same. Their communities will never be the same. So we serve people around the world with quality biblical resources, innovative live events, and high-impact training.

THANK YOU!

Everything that is shared in this annual report is not possible without the grace of God and your faithful partnership, prayers, encouragement, and support. Every single day, you walk alongside us and it means the world to us and the people we serve. Together, we have accomplished much to ignite passion for God's Word around the world.

Walk Thru the Bible is also in an incredibly healthy financial place due to your generous partnership, God's grace, and the stewardship efforts by our global team.

So thank you. Thank you for believing with us that the Bible changes everything. Thank you for partnering with Walk Thru the Bible. And thank you from millions of people around the world who cannot thank you themselves. God has given us a world of opportunity to make an eternal impact for His Kingdom. Our prayer is that you will continue this journey with us.

Serving together with you,



In FY24, Walk Thru the Bible impacted **6,483,516** people around the world.



2024 at a Glance



21,852

pastors & Bible
teachers **trained**



55,064

events



2,545,448

adults taught



1,322,312

kids taught



2,362,028

digital consumers



231,876

resources distributed



6,483,516

lives impacted




141

countries where you
made a difference

Changing hearts, changing lives...



For nearly 50 years, Walk Thru the Bible has been committed to helping people everywhere live God's Word. We know that when people truly, deeply engage with Scripture, their lives are forever changed. This year, by God's grace and your partnership and support, nearly 6.5 million people experienced

God's Word through our live events and biblical resources. That's nearly 6.5 million souls who had the opportunity to engage with the Word and its Author. And every day, that's nearly 6.5 million opportunities to make an impact and change a life. **Because the Bible changes everything.** 

Helping Kids in Honduras Live God's Word

Partnering with One Child

In the midst of Honduras' natural beauty lies a stark reality of deep poverty, especially affecting children. With 70% of the population living in impoverished conditions, with gang violence running rampant, and with plenty of natural disasters, Walk Thru the Bible is bringing hope to children and their families in Honduras.

In 2023, Walk Thru the Bible Honduras partnered with One Child—an organization that offers food, education, tutoring, medicine, and skills training, as well as teaching the Word of God to children (and their parents!) in three different locations in Honduras: Tegucigalpa, La Ceiba, and Choluteca.

In the fall of 2023, our regional director for Central America, Alejandro Oviedo, and Laura Oviedo, our children's coordinator for Central America, trained One Child's 60 teachers in *otLIVE* (our live event that teaches the big picture storyline of the Old Testament in a fun, interactive, and memorable way). In 2024, this team returned to train the teachers in our *ntLIVE*. One Child's teachers will teach *otLIVE* and *ntLIVE* to the 5,400 children they minister to in Honduras across their three areas each year.

"When I hear the testimonies of the children of One Child when they learn the big picture of Scripture through Walk Thru the Bible's *otLIVE*, I can tell you that the children's ministry of Walk

Thru the Bible is a successful program to reach the new generations with God's Word," says Alejandro Oviedo.

"Walk Thru the Bible's children's ministry in Central America in partnership with One Child has been able to impact not only the lives of children, but also their parents and their communities," says Laura Oviedo.

One Child partners with churches in Honduras to provide the ministry to the children and their parents. And since One Child's ministries are located in churches, One Child also provides ministry to local pastors. Alejandro and Laura recently traveled to a church in Tegucigalpa to train 80 pastors and church leaders, who are associated




Laura Oviedo (left) and the *otLIVE/ntLIVE* trainers who taught One Child teachers

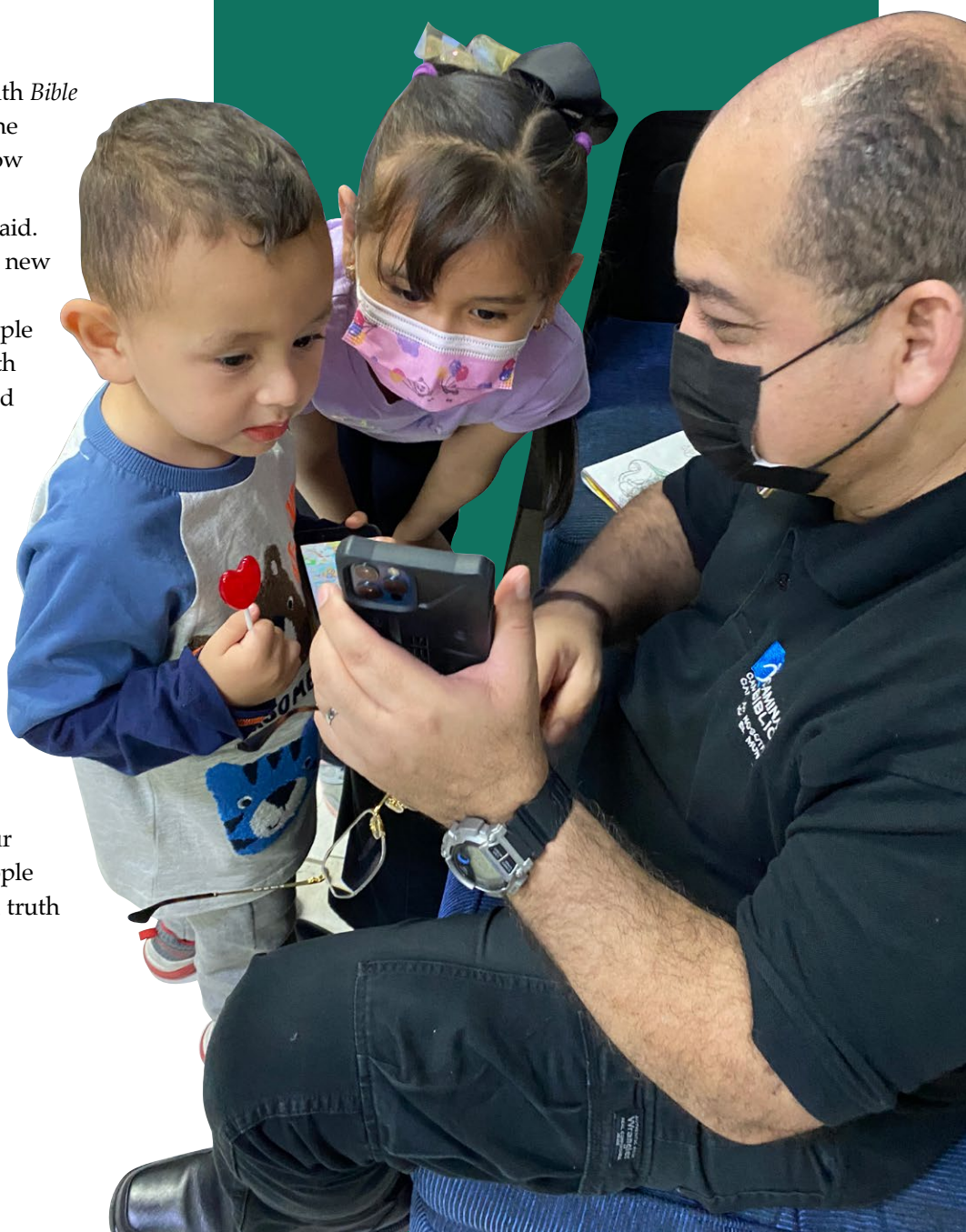


“Walk Thru the Bible’s children’s ministry in Central America in partnership with One Child has been able to impact not only the lives of children, but also their parents and their communities,” says Laura Oviedo.

with One Child, in our streaming video course *Bible Study Simplified*.

“The pastors were really engaged with *Bible Study Simplified*,” said Alejandro. “The material helps people understand how to deeply study the Bible, and trains pastors in sermon preparation,” he said. “The pastors will be able to take this new teaching back to their congregations and communities, teaching their people how to deeply study and engage with Scripture. And they were very excited that they could download the *Bible Study Simplified* guide and share it with their people as they study God’s Word together.”

Walk Thru the Bible helps kids everywhere, families everywhere, pastors everywhere, live God’s Word. Our ministry in Honduras is making an eternal, kingdom impact through God and His Word. And partnering together with other ministries like One Child doubles our efforts to impact more and more people around the world with the hope and truth of Scripture. 



FY2024: A Report

Key Growth Initiatives

At Walk Thru the Bible, we help people everywhere live God's Word. In more than 140 countries, we help people deeply engage with Scripture, to understand it and apply it to their lives as they journey with God, to know why it's important to their own lives and their own story. We make the Bible more than accessible; instead, we help people explore Scripture's depths; we help them discover the truth and hope in its pages; we help them understand God's grand Story of redemption and restoration of us to Himself.

Every day, we serve the **biblically unengaged** through our innovative live events and biblical resources—like *otLIVE* and *ntLIVE*, the Biblical Character Series and *Bible Study Simplified*, the *Daily Walk Bible* and the *Daily Walk Podcast*, and more. Every day, we minister to the **persecuted church** through our biblical resources that are used by believers in home groups, secret churches, and more. Every day, we serve **under-resourced pastors**, providing training, resources, and community, equipping them to serve their congregations and communities. And every day, we teach God's Word to **children**, who live in many types of environments, teaching them about their



heavenly Father who loves them and has a plan for their lives.

We know that when people truly, deeply engage with God's Word, everything changes.

In FY24, Walk Thru the Bible impacted 6,483,516 lives around the world. This is an increase of 39%—or more than 1.8 million lives over last year's lives-impacted number.

In FY24, we created 5 categories of strategic growth priorities. In these pages, we will report on our progress in a few key initiatives and growth strategies. We met our goals with many of our initiatives, but there were a few goals we did not meet.

1 1.5 MILLION KIDS TAUGHT

- Continue the growth of the WTB kids' ministry in at least 10 regions, resulting in ministry impact of 1.5 million kids by June 30, 2024.

Walk Thru the Bible's children's ministry is in 10 of our 11 regions now, with an impact in FY24 of 1,322,312 kids. While we did not reach our goal of 1.5 million, we did expand the depth of Walk Thru's children's ministry with some new initiatives, including creating the Biblical Character Series Stories Sets for kids and expanding the *ot/ntSTORIES* training. These tools are follow-up curriculum for teachers and instructors to go deeper into the biblical foundation of what the children learned at our live events.

- Conduct two E2 (Equip and Encourage) Children's Conferences in Africa, including training 20 *ntLIVE* instructors and 20 *ot/ntSTORIES* instructors, teaching 5,000 children by June 30, 2024.

Two E2 Conferences were held in Africa—in Nigeria and South Africa—and 20 *ntLIVE* for Kids instructors were trained to teach our *ntLIVE* (big picture overview event of the New Testament) to kids and 20 *ot/ntSTORIES* instructors were trained, with more than 5,000 children reached due to this initiative. Our *otSTORIES* and *ntSTORIES* are follow-up curriculum resources designed to provide more indepth study of what children learned at our *otLIVE* and *ntLIVE* for Kids events.

- **Develop 3 Biblical Character Series Story Sets and introduce them in 4 countries, with a total of 230 instructors trained, reaching 4,600 children by June 30, 2024.**

Walk Thru’s Biblical Character Series Story Sets is a curriculum created by our WTB Children’s Ministry that serves to take children deeper into what they’ve learned about God’s Word. Mirroring the adult version of the Biblical Character Series, this new resource was launched in FY24 with sets written about Ruth, Joseph, and Mary. Instructors were trained in the Philippines (10), Honduras (10), South Africa (10), and India (200) and they taught the resource to at least 4,600 children in FY24.

2 1 MILLION PEOPLE REACHED THROUGH DIGITAL MEDIA

- **Broadcast one WTB course on at least one new broadcast media platform, to reach at least 25,000 unique viewers by May 31, 2024.**

Walk Thru the Bible continued to reach more and more people through broadcast and digital media platforms around the world. The growth in this area has been phenomenal! We’ve done this through a variety of strategies and new-to-us distribution channels. This fiscal year, our Biblical Character Series courses *Chiseled* (based on the life of Simon Peter) and *Refuge* (based on the life of Ruth), as well as our parenting series *HomeTeam*, were broadcast on Alfa Omega TV (satellite TV



Walk Thru the Bible continued to reach more and more people through broadcast and digital media platforms around the world with videos such as *otPANORAMIC*.

broadcasting to Eastern Europe and Romania), reaching more than 1.5 million people. These numbers are actual viewers, not projected or estimated views. We counted people, and we counted them conservatively.

- **Broadcast and reach at least 20,000 viewers with *otPANORAMIC* worldwide through course video distribution and events, facilitated through WTB regions, by May 31, 2024.**

otPANORAMIC—Walk Thru the Bible’s Old Testament overview small-group study that teaches the storyline of the Old Testament from the vantage point of 7 important mountains in the Bible—was shown to 1,102,746 people on broadcast platforms in 4 of our regions in FY24. Specifically, the course was shown in these WTB regions: Southeast Asia/Pacific (the Philippines), Eastern Europe, Southern Africa, and West Africa. We offered *otPANORAMIC*’s Bible reading plans, course overviews, and discussion questions as free downloads, as well.

3 GROW EACH U.S. REVENUE AREA BY 10%

- **Implement strategies to drive traffic to our website for increased live event and product sales by 10% by June 30, 2024.**

In FY24, Walk Thru the Bible’s online presence and website traffic increased by 31% over last

year. Strategies to increase website traffic—from new social media strategies, additional content marketing and advertising, and more—resulted in a more-than 10% increase in product sales for FY24. We didn't reach that goal for live events, but we instituted some new strategies—attending/exhibiting at pastor conferences, a new small-church strategy, a focus on non-English speaking churches (especially Spanish-speaking churches), and more—that we believe will bear fruit in FY25.

Due to the rich generosity and faithfulness of donors like you, gifts and support to Walk Thru the Bible grew by 23% in FY24. We are overwhelmed and deeply grateful with the support that all of you have shown this ministry over the past fiscal year. The Advancement team also deployed some new initiatives for continued growth, including reaching younger partners, soft-launching a planned giving program, and increased outreach to Christian foundations for new partnerships that will ensure Walk Thru the Bible's continued growth in ministry capacity and impact.

4 20,000 PASTORS OR TEACHERS TRAINED WITH A WTB RESOURCE

- Expand Pastors Institute in four existing regions (Central America, Southern Africa, South Asia, and Southeast Asia/Pacific) that enrolls 1,000 new pastors in FY2024.

Walk Thru the Bible continues to impact pastors (and their congregations!) around the world. In FY24, Walk Thru trained 21,852 pastors and Bible



teachers. The Pastors Institute model was refined to provide increased focus on the community aspect—in other words, how Pastors Institute equippers come alongside a pastor to walk the road together. Not only do they receive Walk Thru the Bible resources and the training to preach and teach those resources, but they also are provided a place to belong. Pastors Institute was expanded into the four regions above, with a total of 1,800 pastors enrolled. These WTB-trained pastors will take that training and those resources to their congregations and communities.

5 100,000 PEOPLE ENGAGE WITH A "BIBLE FOUNDATIONS" RESOURCE

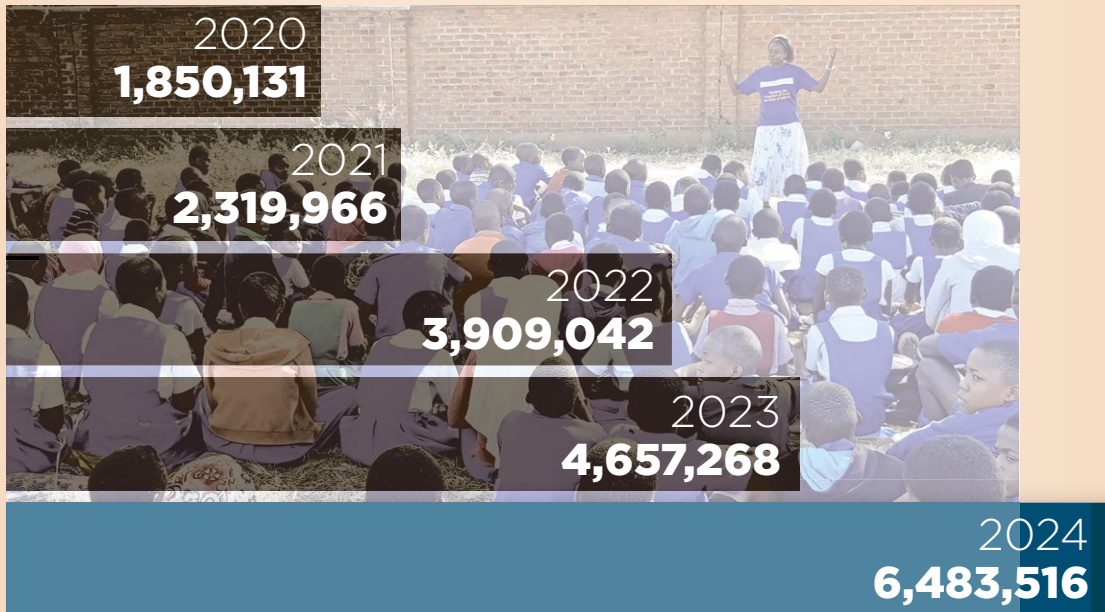
- Increase Walk Thru the Bible's online presence through new social media strategies, online video content, website articles, other digital platforms, etc. to increase engagement and following by 15% in FY24.

Walk Thru the Bible increased our online presence by at least 15% in FY24 through a number of strategies—including a new free streaming course by Michael Gunnin titled *More Than a Book*; by offering new downloadable resources and studies; by marketing our WTB mobile application resulting in more than 3,000 new subscribers; by offering our devotional magazines (*Daily Walk*, *Closer Walk*, and *indeed*) on our app; by creating new types of social media posts and creating a Pinterest account, and more. Due to these strategies and more, over 177,000 people engaged with a Bible Foundations Resource. Our following and engagement has grown across many platforms through Bible Foundations content.

New instructors in Choluteca, Honduras



LIVES IMPACTED BY WTB




These strategies and initiatives, including more that are not listed here, have supported the continued growth of Walk Thru the Bible's global impact in FY2024. By God's grace and your partnership with us, Walk Thru the Bible ministered to and impacted 6,483,516 lives in FY24.

Thank you!

God continues to surprise and awe us with the amazing things He has done in and through Walk Thru the Bible. He continues to uphold and inspire us through challenges and persecution. He continues to lead us and guide us, giving us creativity and inspiration to think in new ways while not forgetting our past. He continues to open doors of ministry, helping us to build on the momentum of the past few years. Because of Him, and because of you, we continue to impact more and more people around the world.

We are so grateful for God's leadership and His grace as we work to fulfill His calling for Walk Thru the Bible. We are so grateful for our Walk Thru the Bible family—men and women and students who work tirelessly to ignite passion for God's Word in the hearts and lives of people around the world.

And we are especially grateful for you, for your partnership, support, and encouragement. Thank you for walking with us as we serve the Kingdom together. 



Global Impact

July 1, **2023** - June 30, **2024**

Central America

763 people trained
30,602 live event attendees
353 live events
8,753 resources distributed

40,118 total lives impacted

East/West Africa

4,275 people trained
1,558,226 live event attendees
4,052 live events
72,516 resources distributed

1,635,017 total lives impacted

Eastern Europe

4,227 people trained
1,745,264 live event attendees
1,368 live events
1,145 resources distributed

1,750,636 total lives impacted

Middle East/N. Africa

3,559 people trained
16,329 live event attendees
142 live events
4,817 resources distributed

24,705 total lives impacted

North America

34 people trained
20,068 live event attendees
165 live events
166,615 resources distributed

186,717 total lives impacted

Northern Eurasia

3,223 people trained
34,840 live event attendees
20,511 live events
20,652 resources distributed

58,715 total lives impacted

South America

255 instructors trained
6,013 live event attendees
129 live events
87 resources distributed

6,355 total lives impacted

South Asia

1,784 people trained
1,965,837 live event attendees
23,898 live events
0 resources distributed

1,967,621 total lives impacted

Southeast Asia/Pacific

3,172 people trained
351,981 live event attendees
1,433 live events
52,978 resources distributed

408,131 total lives impacted

Southern Africa

304 people trained
289,029 live events attendees
1,297 live events
12,964 resources distributed

302,297 total lives impacted

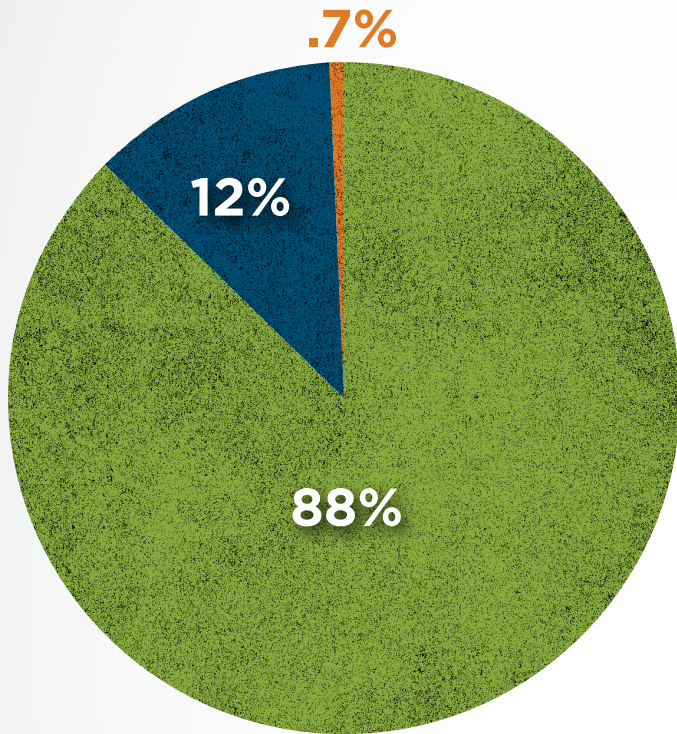
Western Europe

256 people trained
59,505 live event attendees
2,203 live events
43,443 resources distributed

103,204 total lives impacted

Total Lives
Impacted
Around the
World:
6,483,516

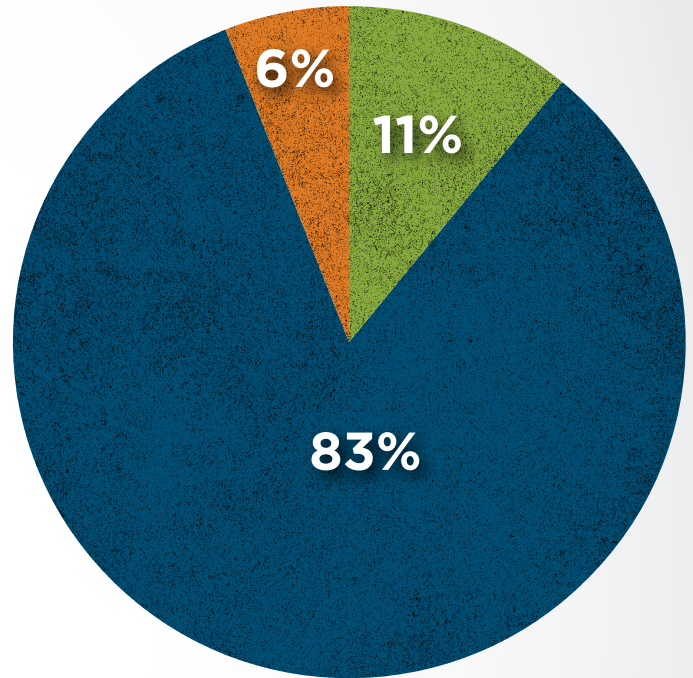
Fiscal Year 2024



Revenue Sources

Contributions	4,408,236
Program	591,800
Administration	32,826

TOTAL REVENUE \$5,032,862



Operating Expenses

Fundraising	546,435
Program	4,067,044
Administration	277,113

TOTAL EXPENSES \$4,890,593

PROFIT/LOSS \$142,269



Letter from the Chairman



In reflecting on this past year at Walk Thru the Bible, I am both truly amazed and exceedingly grateful for God's work around the world through this ministry. In FY2023-2024, nearly 6.5 million people encountered the Lord through Walk Thru's ministry, whether they attended a live event, engaged with a resource, or received training.

More than 21,000 pastors, church leaders, and instructors were trained in Walk Thru courses and events. These pastors and leaders then took the biblical teaching and content back to their congrega-

tions and communities, where spiritual growth inevitably results. More than 1.3 million kids learned the big picture storyline of Scripture. Even better, they learned about the God who loves them with an everlasting love. Persecuted believers were encouraged and inspired by the ministry. The biblically unengaged were stimulated to deeply engage with God's Word and were provided the tools and training to do so. Exponential growth in engagement with WTB digital resources—TV and satellite broadcasts, digital resources, free downloads, and more—continues.

The Lord continues to give Walk Thru the Bible a world of ministry opportunities, with impact in 141 countries. The mission of helping people everywhere live God's Word is focused in four areas: helping the biblically unengaged understand and engage with the Scriptures; encouraging and supporting persecuted believers in some of the darkest places in the world; providing resources and training to under-resourced pastors; and teaching children the Bible.

Walk Thru the Bible is truly igniting passion for God's Word for millions of people around the world for His glory and Kingdom impact. Because of God's grace, your faithful and generous partnership and support, and the tireless work of the Walk Thru the Bible global family, people everywhere are being forever changed.

As the Lord opens more and more doors of ministry opportunity, will you continue this journey with us? We are confident that God has placed Walk Thru the Bible exactly where He wants us with the exact mission He has entrusted to us: to help people everywhere live His Word.

Thank you for your prayers, your encouragement, and your support, as together, with you, we do this work God has called us to do.

God bless,

A handwritten signature in cursive script that reads "Carter".

Dr. Carter Harsh

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About Us:

At Walk Thru the Bible, we have nearly 50 years of helping people everywhere live God's Word. Millions of people in more than 140 countries have experienced the Bible in a whole new way—and their lives have never been the same... ***because the Bible changes everything.***

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