

The Impact of One

It's hard to believe that **One** person can make a difference when you consider how many people still haven't heard the good news of Jesus Christ.

But wait. Remember our message: We proclaim that **One** man – Jesus Christ, God's Son – died for the sins of the world.

Are you ready to make a difference? God has given us great opportunities to share this good news. What will your

Impact of **One** be?

What is The Impact of One?

It's the idea that **one** person, **one** gift, **one** act, **one** word...even **one** dollar can change the world. It can result in an unbeliever hearing the Gospel for the first time and becoming a committed follower of Jesus Christ or a pastor being encouraged in his work in the local church.

At Truth For Life, \$1:

- Sends **500** daily e-mail devotionals
- Delivers **100** daily podcasts
- Pays for **88** free downloadable sermons
- Provides **11** visits to the website
- Purchases **2** minutes of radio airtime

At Truth For Life, our entire ministry is committed to spreading the Gospel. Where does a dollar go? Anywhere and everywhere that God leads.

95 cents out of every dollar funds ministry work.

2008 Annual Report

Truth For Life Statement of Activity

For the years ending December 31, 2008 and 2007

	2008	2007
REVENUES		
Contributions	\$4,913,785	\$4,848,797
Sales	807,484	650,833
Other	139,788	109,001
Total revenue	\$5,861,057	\$5,608,641
EXPENDITURES		
Program activities	\$6,155,308	\$5,490,360
General & administrative	282,752	178,169
Fundraising	32,720	182,642
Total expenditures	\$6,470,780	\$5,851,171
Decline in Net Assets	(\$609,723)	(\$242,530)

Financial Summary

Revenues from contributions in 2008 were \$4,913,785, an increase from 2007 of 1.4%. Revenues from resource sales in 2008 were \$807,484, an increase from 2007 of 24.0%. Total expenses for 2008 were \$6,470,780, an increase from 2007 of 10.6%. Ending the year 2008, expenses exceeded total revenues by \$609,723, whereas in 2007, expenses exceeded total revenues by \$242,530.

2008 Expenditures

2007 Expenditures



This report is based on the audited financial statement prepared by J.A. Doran & Associates.

The Year in Review

The good news of the resurrection of Jesus Christ may be 2,000 years old, but the ministry of Truth For Life has never been more relevant. We continue to find ways to proclaim the Gospel to people hungry for the Word of God.

Here are a few highlights of God's faithfulness in 2009:

Radio

- Expanded to 1,322 radio outlets
 - Expanded internationally to Europe, Asia, and Africa
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Internet

- 45 million daily e-mail devotionals delivered around the world
 - 1.5 million daily podcasts downloaded
 - 750,000 free messages downloaded
 - 1.5 million website visits
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Content

- **12 new teaching series:** **1** Gospel According to Luke, Volume 11
2 & 3 Faith that Works, Volumes 3 & 4 **4** The Road of Reconciliation
5 They Just Don't Get It, Do We? **6** Walking in the Truth **7** No Simple Answers
8 The Pastors' Study, Volume 5 **9** Basics 2009 **10** Truth For Life Weekend 2009 **11** When the Church was Young **12** Navigating the Nativity
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Infrastructure

- In-house call center added to improve customer service and control costs
- 1 full-time and 2 part-time staff positions added

The Impact of One in 2010

We remain committed to our mission: **To teach the Bible with clarity and relevance so that unbelievers will be converted, believers will be established, and local churches will be strengthened.** In order to fulfill this mission, we need the prayer and financial support of our listeners and friends. This need is the catalyst for Truth For Life's \$2.5 million Impact of One Challenge.

Continuing Ministry Opportunities

Produce content for 313 daily & weekend broadcasts **\$9,129** per month

Maintain a radio presence in the United States and internationally **\$400k** per month

Provide 1.5 million free downloads **\$1,000** per month

Host Listener Events in 5 cities **\$4,500**

New Ministry Opportunities

Expand online tools and resources (including exclusive web-only audio & video content) **\$75,000**

Develop mobile apps (iPhone) to make Truth For Life content available on the run **\$10,000**

Add a radio presence in 5 new markets, including Las Vegas and Charleston, SC **\$300k-\$600k**

Pursue writing projects **\$25,000**

Upgrade internal database systems to improve customer service and internal processes **\$100,000**

Add new staff positions **\$250,000**

Improve/develop new facilities **\$50,000-\$5 million**

What Will Your Impact Be?

- 1) **Make a year-end gift:** 30% of our ministry is funded by gifts we receive in November and December.
- 2) **Underwrite a project:** Partially or fully fund one of the projects listed above.
- 3) **Become a Truthpartner:** Provide dependable revenue with a gift of \$20 or more each month to help pay our monthly bills.