LEADING THE WAY 2024 ANNUAL REPORT







To My Precious Ministry Partners,

When we see the godlessness and turmoil raging in our world, the enemy of our soul whispers to us, "You can't possibly make a difference." But as children of the living God, we know the Truth: No matter what is going on in the world, God is always faithful to His Word. He is always at work. And He always wins.

In these last days, when the world is gripped by such evil, your partnership with *Leading The Way* is making an enormous impact for the Kingdom. This past fiscal year (July 1, 2023 - June 30, 2024), God opened many doors for us—including the opportunity to proclaim Christ before nearly 18,000 people in my home country, evangelize thousands of people previously unreached by the Gospel, achieve an exciting milestone on the digital mission field, release two very important books, and so much more.

As you read about the many lives transformed this past fiscal year, I want to encourage you that your prayers, your giving, your serving, your obedience matter. Thank you for standing with me as we proclaim the Good News of our glorious Savior to a lost world. God is working through you to draw souls into His Kingdom!

In Christ.

Michael Youssef, Ph.D.

Michael

"The LORD has done great things for us, and we are filled with joy."

- Psalm 126:3

+

YOUR IMPACT AT A GLANCE:

13.4M

people reached on social media

641,567

Biblically-based resources distributed

43,553

individuals received personal counseling from trained teams

39,718

people heard the Gospel at Celebrations

GOD'S KINGDOM

Unreached people groups transformed by the Gospel. Lives delivered from Satan's grip. Churches revitalized. Communities revived. This year, your partnership enabled Leading The Way to reach more people than ever before—even in some of the most challenging places on earth.

SEPTEMBER

Hearts Awakened at Hope Ireland

Leading The Way mobilizes churches, equips believers, and leads the lost to Christ at two city-wide Evangelistic Celebrations



023

NOVEMBER

Leading The Way Makes History in Egypt

Thousands respond to the Gospel as Dr. Youssef returns to his home country for the first multi-denominational gathering in Egypt

A Life-Changing Journey Through Scripture

Dr. Youssef releases a compelling and comprehensive book outlining how to read the Bible



"On November 3rd, the Lord changed my life and gave me a new heart."

Caren, Age 12

MARCH

15 Years of THE **KINGDOM SAT**

Leading The Way celebrates a major milestone in reaching the Muslim world (see pp. 12-13)



APRIL

Insight into Israel

Dr. Youssef offers eye-opening insights into the Israel-Hamas War amid rising conflict (see p. 3)

A Significant Digital Milestone

Leading The Way's YouTube channel reaches 1 million subscribers, a key step in reaching a new generation (see p. 7)



JUNE

Revival in **New England**

Dr. Youssef returns to the birthplace of America's historic revivals to proclaim Christ (see p. 10)

The Truth About Heaven

Dr. Youssef's new book equips believers with the Truth about their ultimate home (see p. 2)





The Gospel. It's the driving force behind everything Leading The Way does, the reason Dr. Youssef has traveled the world 60 times over, and the reason you partner with Leading The Way. In FY24, God opened new doors for us to proclaim it boldly, with Dr. Youssef returning to his home country for a historic opportunity (see pp. 8-9), sharing Biblical insight on headlining topics through media appearances, and profoundly impacting readers around the world through two of his most foundational books to date.

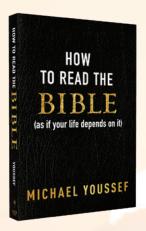
Drawing upon 50 years of preaching, Dr. Youssef's book *How to Read the Bible* quickly became a bestseller, opening readers' eyes to the overarching story of God's redemption woven throughout Scripture. Six months later, he released *Heaven Awaits*, bringing Biblical clarity to misconceptions about the path to heaven and encouraging believers to know as much as possible about their ultimate home.



"HOW TO READ THE BIBLE IS THE CULMINATION OF A LIFETIME OF PASSIONATELY PROCLAIMING UNCOMPROMISING TRUTH."

- DR. MICHAEL YOUSSEF

READERS SHARE THE IMPACT





"Reading this book was like hearing Dr. Youssef give you a one-on-one message straight from the pulpit."



"One of the most important books I've ever read. It came at exactly the right time and place in my life."





"Dr. Youssef paints a beautiful picture of heaven that will leave you yearning for more."

UNIQUE INSIGHT INTO ISRAEL



"You come to a point where you can't just make peace at any price."

Drawing from his Middle Eastern background and expertise as a cultural anthropologist, Dr. Youssef appeared on *The Watchman with Erick*Stakelbeck to provide a Biblical framework for understanding the current unrest in Israel and Palestine.





"I want everyone everywhere to hear the Gospel of Jesus and be changed."

- Dr. Michael Youssef

FROM SEA to SHINING SEA

HEARTS REVIVED IN AMERICA

F or half her life, Melissa had been a drug addict. Her addiction landed her in prison, and soon after, she received the devastating news that her husband had died. In desperation, Melissa prayed—and God answered.

"Two days after my husband's death, I cried out to God, and He saved me," she says. "Shortly afterward, He led me to the Leading The Way LIVE service online."

For Melissa, Dr. Youssef's messages, livestreamed from The Church of The Apostles every Sunday (LTW.org/LIVE), become a spiritual lifeline within the confines of the local prison.

"Dr. Youssef's programs [on the tablets in the prison] were such an amazing tool God used to mold me into the faithful servant I so desired to be for Him," she says. "When I needed words of encouragement, God let me hear them. When I needed confirmation, He gave it to me."

It was your partnership that enabled Melissa to hear Biblical Truth in her time of need—and it is your partnership that is now enabling her to thrive as she prepares for life beyond incarceration.

"I can't even describe what *Leading The Way* has done for me and my relationship with my Lord. . . . Your broadcast is guiding me," she says. "I am so excited to see what big plans God has for me out in the world. Thank you for everything you are doing for the Lord. Please pray for God to use me in whatever way He sees fit for His Kingdom!"

"The Word of God is the means God uses to change hearts and transform lives. This is why I won't stop proclaiming it until God calls me home."

- DR. MICHAEL YOUSSEF



Melissa is one of <u>millions</u> you are reaching here at home through *Leading The Way*. As listeners and viewers tune in to Dr. Youssef's messages, from cars to homes and even in prison cells, God is redeeming hearts in Christ and raising up a new generation of disciples ready to trust and obey His leading.







POPULAR NEW TEACHING SERIES FROM DR. YOUSSEF

Dr. Youssef examined key Truths about God's character, eternity, and spiritual warfare, equipping viewers with eye-opening Biblical insight.

YOUR IMPACT

14,925

minutes of Biblical programming produced

"Your radio show pointed me to Jesus."

Lou, NE

24 hours

the response time to messages received through our Finding True Peace evangelistic website

> "I have always believed in God but never really had a true relationship with Him. Can you help me?"

> > Stacy, RI

641,567

resources distributed

"At 99 years old, MY Journal is like a gift to my mother. Each month, she tells me how much it means to her."

Kim, AL



FINDING TRUE PEACE



DR. YOUSSEF'S GOSPEL MESSAGES RECEIVE 112M VIEWS

During a 3-month campaign on major media outlets, including <u>Fox Business Network, CNBC, and more</u>, Dr. Youssef's evangelistic commercials received an estimated **112 million views**—driving viewers to find true peace in Christ alone.

"I want to grow spiritually.
Where do I begin?"

- KATHY, TX



PRAYER MOVEMENT REACHES 1,250 CONSECUTIVE DAYS OF PRAYER

Ahead of an embattled election season, Awake America has now mobilized **450,000 prayer** warriors to join together in prayer for our nation, empowering believers to keep their eyes fixed on eternity. Daily prayer prompts have engaged believers in prayer for more than **1,250** consecutive days.

HOPE IN THE MIDST OF WAR

Your support is reaching the world's most hostile regions with the peace and love of Christ.

Through indigenous programming, personal evangelism and discipleship, and connecting believers with underground churches, Leading The Way is bringing the hope of God's Word into war-torn areas across the globe.



"Your ministry has made a profound difference in my life."

- ISRAEL



"I felt something drawing me to Jesus—like a gravitational pull I had no control over. I believed in my heart and prayed to receive Jesus Christ as Savior. Since then, my heart has changed."

- IRAN



"I'm thanking God that I came across your video!"

- UKRAINE

THROUGH YOUR PARTNERSHIP, THE GOSPEL IS GOING FORTH IN:





YOU'RE HELPING US REACH RECORD NUMBERS AS WE EXPAND OUR DIGITAL MEDIA FOOTPRINT.

If you want to reach the next generation, you have to go where they are: on their smartphones. The average American spends **4.5 hours a day** on their mobile device. Through your partnership with Leading The Way, you are reaching this growing digital mission field for Christ—making Biblical Truth more accessible than ever through podcasts, YouTube, Leading The Way LIVE, digital resources, social media, Roku, Apple TV, and more.



YOUTUBE

Reached a record **1M subscribers,** approximately 58% of whom are **under 34 years old**

"Dr. Youssef's sermons feed my soul and help keep my eyes fixed on the Jesus of the Bible." - RONNY, YOUTUBE VIEWER



CANDID CONVERSATIONS PODCAST

Engaged listeners in **160 countries**

Popular New Episodes:

The Deconstruction of Christianity (#246) New Age to New Life (#238) Is God Real? with Lee Strobel (#235)

"This conversation answered questions I've always had about the new age. Thank you Leading The Way and Jonathan!"

- JOANNE, *CANDID* LISTENER



LEADING THE WAY LIVE

Leading The Way's

weekly livestreams

received approximately

440,000 views

"Your leadership in pioneering Jesus' love to a bleak world has reached me!" - RYAN. LIVESTREAM VIEWER



MY DEVOTIONAL

5.1M daily e-devotionals distributed to spiritually hungry readers

"I can trust your teachings knowing that you never compromise God's Word."

- DEBORAH. MY DEVOTIONAL READER



H ania was diagnosed with cancer at just 36 years old. In the wake of the darkest season of her life, she was abandoned by her family and friends. Her depression grew deeper with isolation.

Just as hope seemed farthest away, Hania was invited by a local church to *Leading The Way*'s Evangelistic Celebration in Cairo, Egypt. Sitting among thousands, Hania felt God speaking directly to her through Dr. Michael Youssef.

That night, Hania surrendered her life to Christ. Shortly thereafter, she became involved in a local church and is already impacting others around her—ministering God's love to those experiencing health challenges, just like she experienced.

"I felt the kindness and mercy of the Lord," she says. "I felt Him saying to me, 'You are not alone; I am with you."



Hania is one of <u>nearly 10,000 people</u> who gave their lives to Christ <u>this year alone</u> after hearing Dr. Michael Youssef preach in person at one of *Leading The Way*'s Evangelistic Celebrations.



Dr. Youssef Returns to His Home Country for Historic City-Wide Evangelistic Celebration



Cairo, Egypt — Born in Egypt and having fled a socialist dictatorship, Dr. Michael Youssef's prayer has always been for the people in his home country to know Christ. When the opportunity came for him to return and preach the Gospel before thousands, it was a door only God could have opened.

"In a country where Christians face extreme restrictions, this access to openly share the Gospel is a gift that could only come from the Lord," Dr. Youssef shared.

In the midst of turbulent wars and ongoing unrest in the region, thousands traveled from across the Middle East and North Africa to attend *Leading The Way*'s city-wide Evangelistic Celebration with Dr. Youssef on November 3, 2023.

The scale of the event was unprecedented, becoming the largest Christian event in Egypt's history as well as the very first multidenominational gathering.

Nearly 18,000 attendees flooded the 10,000-seat outdoor venue to hear the Word of God proclaimed as Dr. Youssef preached a dynamic message on the end times, urging listeners to surrender their lives to Christ while the door is still open: "When you put your whole trust in Jesus Christ, when you love Him with all your heart, He will protect you from the danger that awaits the world."

Nearly 8,000 people surrendered their lives to Christ, and 35% of those who made decisions for Christ were youth.



YOUR IMPACT

LIVES CHANGED



"It was the best day of my life being in God's presence."



"Once I heard Dr. Youssef's sermon and the invitation to surrender my life to Christ, I couldn't stop myself from standing up."



"After the Celebration, my life changed, and I became a new person."

"It has never happened in Egypt to have a Christian event with so many people and to see such a large number respond."

- REV. SAMEH MAURICE, CHURCH PARTNER



Springfield, Massachusetts — What was once the birthplace of the First Great Awakening has now become the least-churched region in America— and it's where God opened doors for Dr. Youssef to passionately proclaim the Gospel at *Leading The Way*'s Rise Up New England Celebration.

Just miles away from where the revivalist
Jonathan Edwards preached the message that
ignited America's First Great Awakening,
Dr. Youssef emphasized the saving love of Christ:

"No religious system can save you or assure you of eternal life in heaven. Only Jesus can! No matter how many times you've rejected His invitation in the past, He's extending an invitation to you tonight. Come and be assured of eternity in heaven."

By God's grace and through your support, within a week, approximately 80% of those who made decisions for Christ had already received personal follow-up and been connected with local churches. For local pastors, the Celebration was an answer to their prayers for God to once again spark revival in New England—an area not typically sought out by most ministries.



LIVES CHANGED

"The simple message of John 3:16 and the explosion of worship onstage gave me a new fire and more hope than ever before."



LIVES CHANGED

"I was encouraged to see many come forward to give their lives to the Lord. God is on the move!"

MINISTERING in Spiritually Dry Places

Through Rise Up New England, your partnership made a lasting spiritual impact in the most post-Christian city in America:



Strategically positioned between the three most unchurched cities in America



Within a 25-mile radius of 25 universities, some of them the most influential in our nation



Where roughly 40% of the population consider themselves non-religious

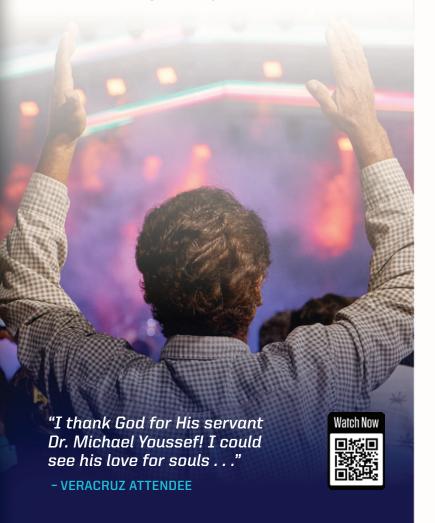
HEARTS AWAKENED

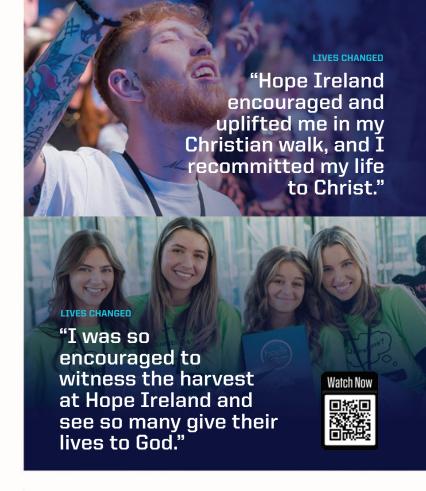
in Dublin and Belfast

Dublin & Belfast, Ireland — "The Bible tells us that the door of salvation will not stay open forever," Dr. Michael Youssef proclaimed to the people of Ireland. "The opportunity to respond to God's loving invitation is now."

In September 2023, Dr. Michael Youssef stood before thousands at *Leading The Way*'s Hope Ireland Evangelistic Celebrations to share the simple Truth spoken by Jesus in John 3: *You must be born again!* In a spiritually dry nation, lives were transformed as many came to the altar to surrender their lives to the Lord.

Seven months after the Celebration, the *Leading The Way* team continued to hear from ministry leaders on the ground about the impact of Hope Ireland. One pastor shared, "Our church is still riding the wave of blessing and seeing fruit from all *Leading The Way* has done in Ireland."





MORE THAN 16,000 PEOPLE HEAR THE GOSPEL IN MEXICO

9

Veracruz, Mexico — On April 27, 2024, a police officer was working security at *Leading The Way*'s 'Come and See' Evangelistic Celebration. As he was patrolling the venue that night, he heard the uncompromising Truth of the Gospel—and was moved to tears.

S ensing that God was doing something in the man's life, a trained volunteer from the event approached him and asked him if he would like to surrender his life to the Lord. God had already prepared his heart, and he said yes! That very night, the police officer was saved from spiritual death to eternal life in Christ.

This man was one of 1,439 who responded to the Gospel invitation and put their faith in Jesus.

This is the power of the Gospel! Thank you for your partnership in making these strategic city-wide outreaches possible.

LIVES CHANGED. FAMILIES BAPTIZED. AN ENTIRE REGION TRANSFORMED.

CELEBRATING THE IMPACT OF 15 YEARS
OF THE KINGDOM SAT



"Do you believe the Bible is God's infallible Word? Do you accept Jesus' death and resurrection? Do you confess that you have been saved by the blood of Jesus?"

F or those leaving Islam to follow Christ, answering "yes" to these questions is one of the most dangerous decisions they'll make. But that's the power of the Gospel—and that's why, just months ago, a former Muslim named Walid from Iraq responded to those exact questions at his baptism, along with his wife and three children. His answer? Not just "Yes," but "Absolutely. Without a doubt." That day, he and his entire family all went under the water together—declaring absolute trust in Jesus.

In a nation like Iraq, where only 0.28% of the population are evangelical Christians, how did Walid and his family hear the Gospel?



"It was THE KINGDOM SAT team member who inspired me, through the Holy Spirit, to live for Christ and give my life to Him," Walid shared. His journey began when he came across the Arabic teaching videos of *Leading The Way*'s KINGDOM SAT TV channel. He then connected with one of our Biblically-trained counselors—also a former Muslim—who helped lead him to Christ. But Walid couldn't keep his faith to himself. So, he told his wife and children—and they, too, were saved.

FY24 HIGHLIGHTS



ON FACEBOOK ALONE



45,653 UNIQUE CONVERSATIONS

BETWEEN FIELD TEAMS AND SPIRITUALLY HUNGRY VIEWERS



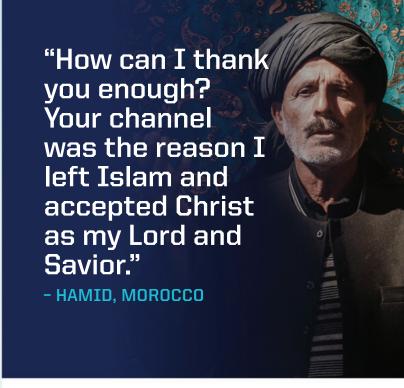
TOP COUNTRIES ENGAGED:

ALGERIA, EGYPT, MOROCCO, YEMEN

This is the domino effect of your partnership: entire families transformed by the Gospel as one changed life leads to another. This year, *Leading The Way*'s KINGDOM SAT TV channel celebrated 15 years of broadcasting the Gospel 24/7 into the Muslim world—15 years of lives changed, families transformed, and the Truth of Christ going forth into restricted areas.

THE KINGDOM SAT's unique programming has made it one of the top three Christian channels in the Middle East, attracting a loyal following among young viewers. The channel has even earned the National Religious Broadcasters' prestigious Television Channel of the Year Award. Its 15-year streak of 24/7 programming has also enabled it to broadcast Biblical Truth amid some of the most significant events in modern Middle Eastern history—from the Arab Spring to the Israel-Palestine conflict.

This is the impact of your partnership: 15 years of continuous 24/7 broadcasting into the Muslim world. You've reached thousands of people like Walid, who has already led over a dozen people to Christ. Thank you for making it possible to proclaim Jesus—and see spiritual revival—in one of the most restricted regions on earth.



NEW PROGRAMMING



A REMARKABLE YEAR FOR NAVIGATORS

26 COUNTRIES, ONE GOSPEL MESSAGE

Rural villages. Blind communities. Underground churches. Persecuted believers confined to their homes. All reached through your partnership.

S corching temperatures, copious rainfall, rising hostility toward the Gospel—none of this could stop our work together. Despite significant obstacles and great risks, with the help of trusted partners, Leading The Way successfully transported 10,000 Navigators to unreached people groups in Bangladesh—where 99% of the population is either Muslim, Hindu, or Buddhist.

After receiving the *Navigators—Leading The Way*'s solar-powered audio devices—thousands heard the Gospel for the first time in their native tongue of Bengali. As a result, **5 new churches were planted with more than 400 people** surrendering their lives to Christ!

And that was just the beginning. Your impact in Bangladesh continued when, after traveling to areas where *Navigators* had been distributed—places without access to electricity, internet, and traditional broadcast media—one of our partners heard something amazing: the messages on the *Navigators* playing faintly in the village.

So many were coming to Christ that a large group of Islamic leaders rallied together to confront our trusted partners, seeking to confiscate the *Navigators*. Though the boxes were stored in plain sight, the leaders could not see them and gave up their search. The rest of the *Navigators* were then sent to another hiding place and are ready to be transported to more Bangladeshi people this year.





unrest, and the imprisonment of Christians have resulted in widespread tension among the Bangladeshi people this year.
The country, home to nearly 300 unreached people groups, is now hearing the Word of God

in their native Bengali language.

Thanks to your partnership, illiteracy,
technological limitations, and isolation are no
longer barriers to sharing the Gospel in far-off lands.

"I believe that God is starting a revival in Bangladesh, and it may even be the beginning of a movement in that nation."

- CHURCH PLANTER

REACHING THE UNREACHED

ONE DEVICE AT A TIME



"The audio Bible has been a great comfort to me. I lost everything in the fire, including my Bible. But now, I can listen to the Bible whenever I want! It helps me to remember God's love and promises."

- PAKISTAN



"The Navigator devices are a great tool for us in reaching people with the Gospel here. The messages given by Dr. Youssef are so inspiring and solid in the Word."

- TANZANIA



"Now that we have Navigators, children at the school of the blind can finally hear the Word of God. This will change lives."

- KENYA



"We had distributed Navigators to the lost people of Sumba.... When we returned, nearly every person in the village said their life had changed and they had faith in Jesus."

- INDONESIA

YOUR IMPACT THIS PAST FISCAL YEAR:



Delivered *Navigators* to 26 Countries

including shipments sent to the Dominican Republic, Haiti, Senegal, and Switzerland for the first time.



Gained Countless Trusted Partners

enabling *Leading The Way* to transport *Navigators* into restricted areas.



Distributed 46,420 Navigators Worldwide

with the potential to reach nearly half a million people.

THANK YOU FOR HELPING US REACH THEM.



"I found Christ last year while incarcerated.... I haven't found a local church yet, but I've been streaming your services. When you speak, it's like you're speaking to me."

- LUKE, AUSTRALIA



"At 71, I'm finally coming to Jesus. He is moving in my heart."

- DOUG, USA



"Your programs led me to Jesus Christ.... I started evangelizing, and 40 people accepted Christ."

- SELAH, YEMEN



"I am not able to read well, but because of you, I can listen to the Bible whenever I want. This will help me grow in my faith."

- SUNDAR, PAKISTAN



"You have opened my eyes to the Truth....
Thank you for making the Word of God easier to understand."

- BONNIE, USA

FY24 FINANCIAL OVERVIEW

TOGETHER, WE INVESTED

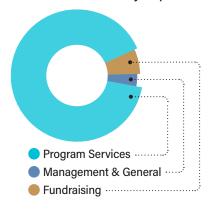
\$26,514,166





90%

of total expenses went directly to program services, which means your gifts were stewarded efficiently and with maximum ministry impact



117,821

gifts were received from generous partners like you

"It's an honor to participate as a partner in your ministry."

- LINDA, MINISTRY PARTNER





U.S. BOARD OF DIRECTORS

Dennis Chorba, Chairman

Eric Graham, M.D.

John Morris, Treasurer

The Honorable Sonny Perdue

Alfred Sams, Secretary

Margaret Young

Elizabeth Youssef

Michael Youssef, Ph.D., President

DID YOU

KNOW?



This past fiscal year, *Leading The Way* received **12 generous estate gift commitments** from faithful ministry partners whose Gospel legacy will continue for many years to come.



WHAT'S NEXT?



A 5-Year Plan to Passionately Proclaim Uncompromising Truth in 3 Strategic Areas







LEARN MORE

Dr. Youssef receives no compensation from Leading The Way, making him the ministry's #1 volunteer!



Leading The Way is a debtfree ministry committed to stewarding your gifts as unto the Lord.



Leading The Way U.S. is a member of the Evangelical Council for Financial Accountability (ECFA).

Your ongoing support will help us reach the unreached, unsaved, and unengaged for Christ.





LTW.ORG

UNITED STATES

PO Box 20100 Atlanta, GA 30325

CANADA

PO Box 18033 Delta BC V4L 2B0

UNITED KINGDOM

Unit 9, Burnt Oak Farm Waldron, Heathfield TN21 0NL

AUSTRALIA

PO Box 1900 Penrith NSW 2751