

LEADING THE WAY 2024 IMPACT REPORT

# OUR GOD ALWAYS WINS



CELEBRATING HIS FAITHFULNESS  
THROUGH YOUR PARTNERSHIP

# THANK YOU FOR PROCLAIMING THE GOOD NEWS WITH ME!

A MESSAGE FROM DR. MICHAEL YOUSSEF

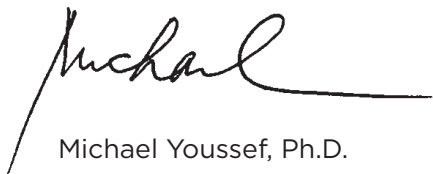
To My Precious Ministry Partners,

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 matters. 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.

## YOUR IMPACT:



“You have **opened my eyes to the Truth**. . . Thank you for making the Word of God easier to understand.” - **USA**



“We had distributed the *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**



“How can I thank you enough? **Your channel was the reason I left Islam** and accepted Christ as my Lord and Savior.”  
- **Morocco**



FY2024

# ADVANCING 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



### A Life-Changing Journey Through Scripture

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



## MARCH

### 15 Years of THE KINGDOM SAT

*Leading The Way* celebrates a major milestone in reaching the Muslim world



### A Significant Digital Milestone

*Leading The Way's* YouTube channel reaches 1 million subscribers, a key step in reaching a new generation



### The Truth About Heaven

Dr. Youssef's new book equips believers with the Truth about their ultimate home



2023

2024

## 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



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

—  
Caren, Age 12

## APRIL

### Insight into Israel

Dr. Youssef offers eye-opening insights into the Israel-Hamas War amid rising conflict



## JUNE

### Revival in New England

Dr. Youssef returns to the birthplace of America's historic revivals to proclaim Christ



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

—  
Stacy, RI



## EVANGELISTIC CELEBRATIONS: 40,000 PEOPLE HEAR THE GOSPEL

📍 **Cairo, Egypt** — Dr. Youssef's heart cry 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! Among a crowd of 18,000 attendees, nearly 8,000 people gave their lives to Christ. The event made history, becoming the largest multi-denominational gathering in Egypt's history, and 35% of those who made decisions for Christ were youth.

📍 **Dublin & Belfast, Ireland** — In a region where only 1.5% of the population are evangelical Christians, Dr. Youssef proclaimed the uncompromising Truth of Christ.

📍 **Veracruz, Mexico** — More than 16,000 people heard the Gospel in a country where only 10% of the population are evangelical Christians.


📍 **Springfield, Massachusetts** — In the most post-Christian city in America, God opened doors for Dr. Youssef to proclaim the Gospel and pour into the local church.

## UNIQUE INSIGHT INTO ISRAEL

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.



## A REMARKABLE YEAR FOR NAVIGATORS



Rural villages. Blind communities. Underground churches. Persecuted believers confined to their homes. This past year, you reached them all through your partnership with *Leading The Way*, thanks to our Navigator "pocket missionaries."

### YOUR IMPACT THIS PAST FISCAL YEAR:

- 📍 Delivered *Navigators* to 26 Countries
- 👥 Gained Countless Trusted Partners
- 📱 Distributed 46,420 *Navigators* Worldwide



MICHAEL YOUSSEF  
LTW.ORG



# FROM SEA *to* SHINING SEA

HEARTS REVIVED IN AMERICA



## DR. YOUSSEF'S GOSPEL MESSAGES RECEIVE 112M VIEWS

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

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

— KATHY, TX

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## AWAKE AMERICA

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**.

## CELEBRATING THE IMPACT: 15 YEARS OF THE KINGDOM SAT



**"Do you confess that you have been saved by the blood of Jesus?"** For those leaving Islam to follow Christ, answering "yes" to this question can be dangerous. But that's the power of the Gospel—and that's why a former Muslim named Walid from Iraq, along with his wife and three children, responded "yes" at their baptism. That day, they 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 Christian, 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. After coming across the Arabic teaching videos of *Leading The Way's* KINGDOM SAT TV channel, Walid connected with our Field Team and gave his life to Christ. But he couldn't keep his faith to himself! Soon after, he led his entire family to the Lord.

**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.

*Thank you for making it possible to proclaim Jesus—and see spiritual revival—in one of the most restricted regions on earth.*

# THANK YOU FOR HELPING US REACH THEM.



"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

## THE OPEN DOOR CAMPAIGN

Reaching the Unreached, Unsaved, & Unengaged  
with One Message: the Gospel of Jesus Christ



*Will you walk through these open doors with us?*



North America



The Middle East



Remote Villages