

WALKING THE TEXT

IMPACT REPORT 2019



*Helping people learn, love, and live out the
Bible by understanding its original context.*



WALKING
THE TEXT

Most people have a hard time understanding the Bible. At *Walking The Text*, we create resources to help people understand the Bible in its original context so that they can learn, love, and live it out every day.

Biblical literacy in the US (and in many other parts of the world) is at an all-time low. And yet, according to the latest Barna research, 58% of people wish they read the Bible more often. But they struggle to do so because the Bible can be challenging to understand. This leaves people feeling confused, discouraged, and unmotivated to try.

The confusion occurs when they read the Bible through the lens of their own context without first understanding the Bible through the lens of *its* context. Context is everything, and yet most people haven't been taught how to engage the Bible in its original context.

This is why we launched *Walking The Text* two years ago. Once people begin to read the Bible the way it was intended, things change. Their understanding of the Bible grows. Their relationship with God deepens. And their passion for living a more impactful life surges.

It has been a remarkable year. I can't wait to share with you on the pages to follow how God has been using *Walking The Text* to impact people's lives all around the world.

With Immense Gratitude and Joy,

A handwritten signature in black ink, appearing to read "Fred Gosnell". The signature is stylized and fluid, with the first name "Fred" written in a smaller, more legible font above the larger, more decorative "Gosnell".

STORIES OF IMPACT

You are making an impact on thousands of people by your support of *Walking The Text*! We are amazed at what this year has meant in the lives of so many through *The Teaching Series*, the *Study Trips*, the *IBC Conference*, and more. We couldn't accomplish these things without you!



The Teaching Series are short, 15 to 20-minute teachings, available both as video and podcast. We created more than 45 episodes this year, bringing our total episode count to more than 90. Individuals, small groups, families, and pastors from all over the world are benefitting from these teachings.



AT THE HOLLAND RESCUE MISSION

Through Holland Rescue Mission's Gateway Program in Holland, Michigan, dozens of incredible men and women go through a 9-month journey to heal from drug or alcohol abuse, criminal histories, or homelessness. As part of their life skill classes, I've been utilizing *The Teaching Series* as a springboard to learning how to "Hagah" (meditate on) the Text and discuss how it is relevant for us. It has been amazing to see the impact this has had in each of their lives!

– *Linda,*
Education Director





“ WALKING THE TEXT IN PRISON



I am leading a Bible study in a local prison. Part of what we're working on is asking the prisoners to forgive others, as well as themselves. We found Brad's explanation as to what forgiveness "is and is not" extremely helpful and clear in one of *The Teaching Series*

episodes. Afterwards, I forwarded the video to about 120 people in our *Kairos* community, and I am strongly encouraging them to sign up for *The Teaching Series*. Thank you so much for your clear teachings—always to the point and easy to understand. May God bless you and your ministry, and I pray that you will continue to grow and reach as many as possible. ”

— *Steve*



PROTESTING IN HONG KONG



Your work has blessed our international Christian school in Hong Kong. Every Tuesday morning a group of us teachers from our Hong Kong international school gather to do a devotion using

The Teaching Series. It has been quite a blessing! The “Back to the Future” teaching has helped several of us make decisions about where we live and teach by looking back at what God has been doing, and the “Slave to Slave” teaching has caused us to discuss the importance of God’s rules in our lives, which leads to freedom.

As Hong Kong has fallen into turmoil from protests against the government, we are trying

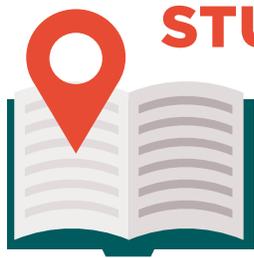
to think carefully about how to guide our students who are diverse: we have those who would protest violently, those who would protest peacefully, and those who would side with the government. Brad’s teaching on how Jesus taught the diverse disciples, a group who varied in much the same way, to love each other in unity has been powerful. The diversity of the disciples mirrors the diversity we are seeing in Hong Kong.

I have passed this teaching around to my home room students (high school seniors), my discipleship group of 16-year old boys, and to my principal and some fellow teachers.

Thank you for your teaching of the Bible and blessing our community in Hong Kong!

– *Keith*





STUDY TRIPS

These are intense, study trips to Israel and Turkey. This year we led three trips, with almost one hundred participants! Additionally, we provided a number of scholarships to pastors and leaders who wouldn't be able to go otherwise and are now transforming their respective communities based on their experience.



A COUPLE'S EXPERIENCE

The trip to Israel was a life-changing experience for my wife and me. The Bible came to life in a new way, and we will never forget this shared experience that helped us grow in our relationship. I have been able to share my experience with my students, who desire to read the Bible in a deeper way, but many of them have never been taught how. The Bible is a difficult text



to understand and it can sometimes be intimidating. The impact that my learning has already had on our students has been overwhelming. There is a buzz and excitement that they have about diving deeper into the Text, and I look forward to continuing to watch them grow!

– Josh, Pastor





IBC CONFERENCE



This is a three-day conference that teaches people how to study the Bible in its original context. It's for followers of Jesus, pastors, priests, Bible teachers and study leaders, as well as students (high school, college, and seminary). This was our third year and more than 300 people from 30 states and five countries grew in their ability to study the Bible in context.

“ THREE GENERATIONS ATTEND

I attended the first *IBC Conference* by my myself, and I loved it so much my daughter and two of my sisters came with me last year. This year my daughter and her 13-year-old daughter are coming with me — you must be doing something right to be able to hold the attention of three generations! I'm sure

anyone who comes to this event will never regret it. Thank you for all the work you put into it to make it a first-class conference. ”
— *Sandy*





SPEAKING EVENTS

Brad spoke at more than 15 different events this year, ranging from churches to conferences to professional teams to companies. Many of these speaking opportunities were recorded and uploaded to our website. In all, more than 25,000 people were impacted from these teachings.



FINDING CONFIDENCE IN GOD'S WORD

I had become so frustrated with some of the teachings I had received in the past. I couldn't figure out why what I was reading was not lining up with some of the common teaching that we receive today. Finding *Walking The Text* has eased my mind and given me even more confidence in the Word of God!

– *Zach*





SPANISH TRANSLATION

This year we began translating The Teaching Series videos into Spanish (via closed captioning) because we received many requests to do so. We've added an amazing team of Spanish translators to

help us in this endeavor, and we plan to have this available for all our Teaching Series videos by spring of 2020.



BREAKING THE SPANISH LANGUAGE BARRIER

We watched on of your videos today in Mexico, with our two adopted Spanish-speaking daughters, thanks to the closed captioning in Spanish. We had a good discussion following

the lesson. I'm glad I saw your post about this feature! God bless you!

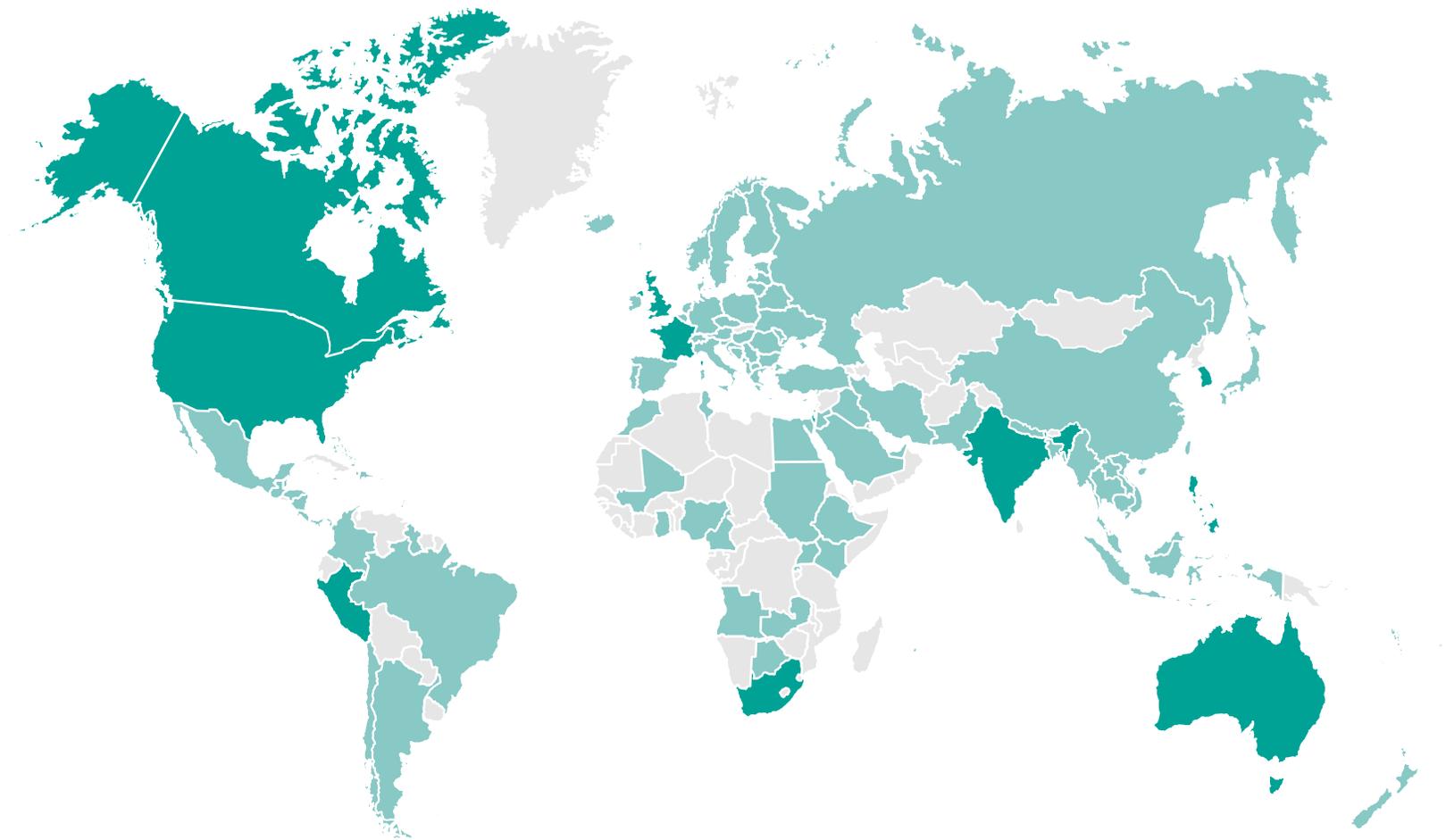
– *Cori*



AROUND THE WORLD

In the beginning of our journey, we were only reaching a few countries. But currently, we're impacting people from countries all around the world (light teal). And these are our Top 10 (dark teal):

- | | |
|-------------------|------------------|
| 1. United States | 6. India |
| 2. Canada | 7. Philippines |
| 3. United Kingdom | 8. South Korea |
| 4. Australia | 9. Israel |
| 5. Singapore | 10. South Africa |



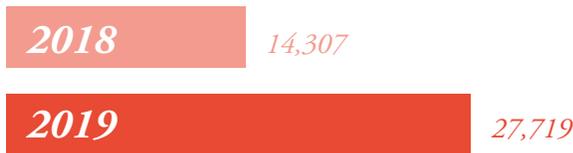
THE NUMBERS

We have grown quite a bit over the last year, and we're excited for what's to come! Below are a few highlights of our growth that we want to share with you.



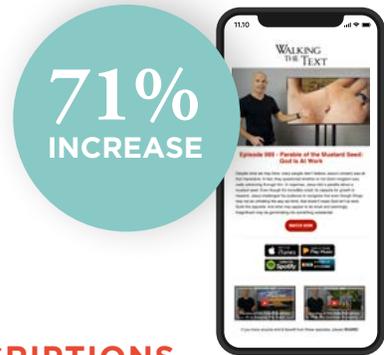
THE TEACHING SERIES

Number of video views.



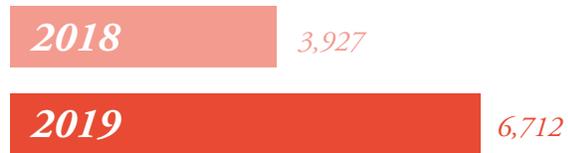
SOCIAL MEDIA

Engagement across Facebook, Instagram, YouTube, and Twitter.



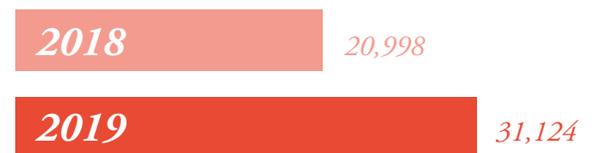
EMAIL SUBSCRIPTIONS

Number of people subscribed to our email list, have downloaded our eBook, and receive The Teaching Series episodes.



WEBSITE

Unique visitors to our website.



SO, WHAT'S NEXT?

In addition to continuing what we've been doing, we have **3 big areas of focus** going forward.

1 EXPANDING THE INFUSION BIBLE CONFERENCE

We launched the *Institute of Biblical Context (IBC) Conference* three years ago with Doug Greenwold of *Preserving Bible Times (PBT)*.

Sadly, in June Doug passed away from cancer. After some helpful conversations with the *PBT* board, we decided that the conference needed to come under the umbrella of *Walking The Text*.

We also decided it was time to rebrand the conference and clarify its purpose. It's now the



Infusion Bible Conference (still *IBC*) with a new website that's almost completed at the time of this writing.

With a new name, new website, new clarified message, and new strategies, we will be scaling this conference in the years to come. Adding Live Stream capabilities alone will enable us to provide this one-of-a-kind three-day event to people all over the world.

2

TRAINING PASTORS & BIBLE TEACHERS TO COMMUNICATE MORE EFFECTIVELY

Most pastors and Bible teachers haven't been taught how to study the Bible in its original context or trained in the art of effective communication. Therefore, their teachings aren't always as powerful as they could be. To be an impactful teacher, one must have great content *and* great communication skills. With the resources we're creating at *WTT*, we're already helping pastors and Bible teachers create



better content through their understanding of context. What we now need to add is the communication component. Going forward, we will be creating resources to train and grow Bible communicators in their ability to teach God's Word with greater clarity, inspiration, and impact. In doing so, we believe we can begin changing the way the Bible is taught in churches today.

3 A VIDEO SERIES TO REACH THE YOUNGER GENERATIONS

Recent data shows that younger generations are struggling with the Bible. They're walking away from the Church in droves because they don't see how the Bible could be relevant to their lives. There is vibrant, exciting truth and adventure within the Bible that we believe



has been watered down by many other distractions. We're in the beginning stages of creating a pilot for an adventure-based, context-rich television series that uncovers biblical truths in fun, meaningful, and thrilling ways! With your help, this series has great potential to reach today's generation and the masses.

THE TEAM

This is the team that keeps us all together, organized, and keeps our story clear and compelling.



BRAD GRAY
Executive Director



APRIL GADDIS
Executive Assistant



MARC NAUGLER
Video Editor



SHALLON GRAY
Bookkeeper



CAMILLE HERNAN
Web Developer



JAMEY ROBSON
Digital Marketer



ALEX TILLARD
Graphic Designer



JOSUE UTRERAS
Spanish Team Lead

THE BOARD

Our board keeps us accountable and pushes us to move forward.



DON COUSINS
Senior Pastor of Discovery Church, President of Team Development, Inc.



GARY GRAY
Founder & CEO of Gray Institute and the Free2Play Academy



RICK LYONS
President of Kintsugi Advisors, former Executive VP of MasterCard



NATE YOUNG
Senior Vice President of Design & Ideation for Newell Brands



PARTNER WITH US

We're all wired for significance, and we all want to have an impact in the world. At times we achieve this through our own work. At other times, we achieve this through our partnerships with others.

Walking The Text is having an impact, and we're uniquely positioned to scale that impact. Our goals are ambitious, but achievable. But in order to accomplish them, we need your partnership.

Over these last two years, we've operated with a relatively small budget. But to achieve what's

on the horizon, we need to nearly double it for next year. Our team is growing, and so are the opportunities (shared in the "What's Next?" section) that we believe we're called to pursue with excellence.

In order to make this happen, we're asking you to partner with us. You can do that through prayer. You can do that through financial resources. And together, we can impact the lives of people for the advancement of God's kingdom.

Thank You!

[CLICK HERE TO DONATE](#)

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All donations are tax-deductible.

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