

WALKING THE TEXT

IMPACT REPORT 2020



*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.

We believe the greatest threat to the Church today is Biblical illiteracy. And yet, according to the latest research, most people actually 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 created *Walking The Text*. We believe that once people begin to read the Bible the way it was intended, it changes things. They want to engage it more and more. Their relationship with God grows. And they become increasingly more passionate about living a more impactful life for the Kingdom.

2020 has been difficult for many reasons, but it has been remarkable nonetheless. I am blessed to share with you on the following pages how God has been using *Walking The Text* to change the way people engage His Word every day.

With Immense Gratitude and Joy,

A handwritten signature in black ink that reads "Fred Go". The signature is stylized and fluid.

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 *Speaking Events*, and more. We couldn't accomplish these things without you!



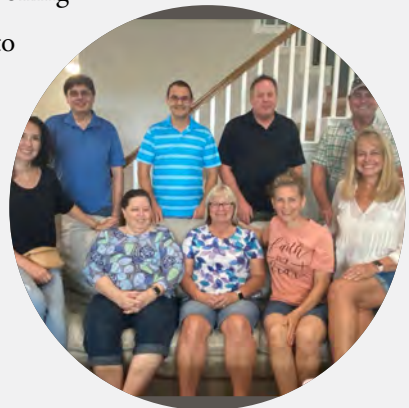
The Teaching Series are short, 15 to 20 minute teachings, available both as video and podcast. We created more than 26 episodes this year, bringing our total episode count to almost 120. Individuals, small groups, families, and pastors from all over the world are benefitting from these teachings.



HELPING SMALL GROUPS

I have to be honest. I have been so very bored with religion, church and Bible study. It is dumbed down, misquoted and taken out of context simply to modify behavior and teach us to be “Good Christians.” I have longed to learn the Bible in a real and meaningful way that will cause me to truly fall in love with the Jesus of Scripture and the Bible and transform my life. Back in February, our friends and the leaders of our Bible Study introduced us to *Walking The Text*. I started watching *The Teaching Series* and, as a group, we began using it for our Bible study. I have to tell you, it totally transformed our group overnight and became what I have been looking for over the last 20 years. Since then, my wife and I have continued to follow *Walking The Text* with our group, as well as on our own. I have been amazed at how much I didn't understand. I truly believe *Walking The Text* will transform the Church. Thank you for what you do — it has been a real benefit and has truly lit a fire.

— *Buddy S.*



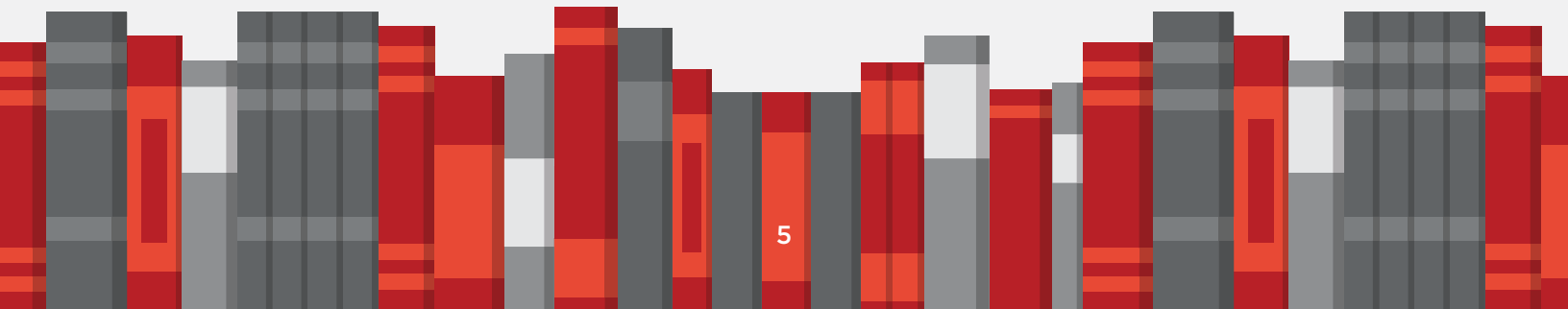


WALKING THE TEXT IN PRISON

I serve as a jail minister at Latah County Jail in Moscow, Idaho. The study techniques and lessons I have learned from *Walking The Text* have been incredibly helpful in regards to teaching the historical context of Scripture to the inmates here. When I teach the context of the Bible, not only are they more engaged in the lesson, it also helps them receive the right message in order to properly live out the text.



-Cody D.





BRINGING REVELATION



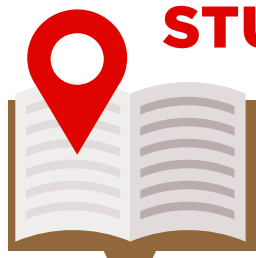
Never in a million years, would I have ever thought I'd be actively participating in anything close to *Walking The Text*. The Bible was always something that was so common and boring to me.

I thought it to be inapplicable to myself or any part of my life really. It was just an old book that I was either forced to memorize as a kid or I could pick little things out of to make me feel better about my life. Somehow, and I still don't know how, an email account that I never use got signed up to receive newsletters from *Walking The Text*. As I was

going through somewhat of a monumental change in my relationship with God about a year and a half ago, I happen to stumble upon one of *The Teaching Series* episodes in my junk mail. God has allowed the Bible to literally come to life ever since. I have gained a great deal of revelation and a lot of that has come through continually listening to *The Teaching Series* episodes. I am so grateful for the *Walking The Text* content and ultimately, our Father's continual work through this ministry. He's moving. Thank you!



– *Cory I.*



STUDY TRIPS

These are intense study trips to Israel and Turkey. Due to the pandemic, we could only lead one trip instead of our usual three. Additionally, we provided scholarships to pastors and leaders who wouldn't be able to go otherwise and are now transforming their respective communities based on their experience.



TRIP STORY

Going to Israel with Brad and *Walking The Text* was one of the most impactful experiences of my life. It put fresh wind in my sails personally, and has had a profound impact on the ministry I lead. Context really is a game changer, and Brad's teaching and passion for the Word and the land made all the difference. Having family, friends, and teammates on the trip deepened our



relationships and, most importantly, enriched our relationship with our Heavenly Father. I'm already planning another trip and looking forward to sharing this experience with others in the years to come.



– Len Vanden Bos, Team Chaplain & Head of Player Development for the Buffalo Bills



SPEAKING EVENTS

Brad spoke at more than 20 different events this year, ranging from churches to conferences to professional teams to companies, both in-person and virtually. Many of these speaking opportunities were recorded and uploaded to our website. In all, more than 25,000 people were impacted by these teachings.



SPEAKING STORY



What a joy it was to have Brad spend the weekend with our church family. His content is so rich and yet reachable. The whole weekend made the Bible come alive and inspired and encouraged each of us to move forward in our faith and the mission God has laid out for us all. Brad was attentive to our specific situation and worked really hard to have everything he said mesh into the journey we are already on. I cannot recommend him highly enough. Brad is a gift that God gave our church.



*– Aaron Couch, Lead Pastor,
Southeast Christian Church, Parker, CO*

THE YEAR OF COVID-19

COVID-19 changed life as we knew it this year. Together, we experienced school closings, working from home, kids learning online, cancelled events, and economic and job uncertainty. And how many times a week did you have to walk back to the car because you forgot your mask?

COVID has left a lot of people hurting, and even more people wondering, “When are things going to get back to normal?” *But the deeper we got into 2020, the more we realized the question wasn’t, “When will things get back to normal?” but “How do we embrace the new normal?”* Here are some of the critical adjustments we made:

Zoom Calls with Pastors

Lots of churches were searching for creative ways to stay engaged with their congregations despite not being able to meet. We offered Zoom calls with pastors so they could interview Brad, ask contextual questions about the Text, and more. Those recordings were made available to their congregations, and in some cases, were used for their Sunday services.



Small Group Study Guides

With more people spending time online and accessing digital content, we created more than 10 small group study guides based on past teaching series content.

Expanding Recommended Resources

Understanding the Bible in its original context is difficult without the right resources. That’s why we developed a comprehensive collection of resources from books and websites to drone footage from Bible Lands, all designed to help our audience maximize their study time. Now in an expanded video format, Brad shares a quick overview of each resource, along with how and where to get them.

Despite the difficult year, we’re incredibly grateful that more and more people are engaging with the content, growing in their understanding of the biblical context, and accelerating their faith.

GROWING OUR TEAM

With the amazing growth we have seen at *Walking The Text*, we were able to add our second, full-time staff member, Marc Naugler, as our new Creative Director.

Marc Naugler and his wife Tanya, have grown their family to 10 over the 24 years they have been married. Starting with their 4 boys, Brandon (pictured with his wife, Samantha), Noah, Gabriel, and Zachary, and most recently with their adopted children, Hannah, Naomi, D'Marcus, and Zoe. They are a sibling group and a perfect addition to their family. Marc and Tanya have been in ministry work in the local church for most of their lives. Marc was a pastor on staff at Real Life Christian Church in Clermont, Florida for almost 15 years as the church grew from 180 to over 5,000. Most recently, he was on staff at Discovery Church in

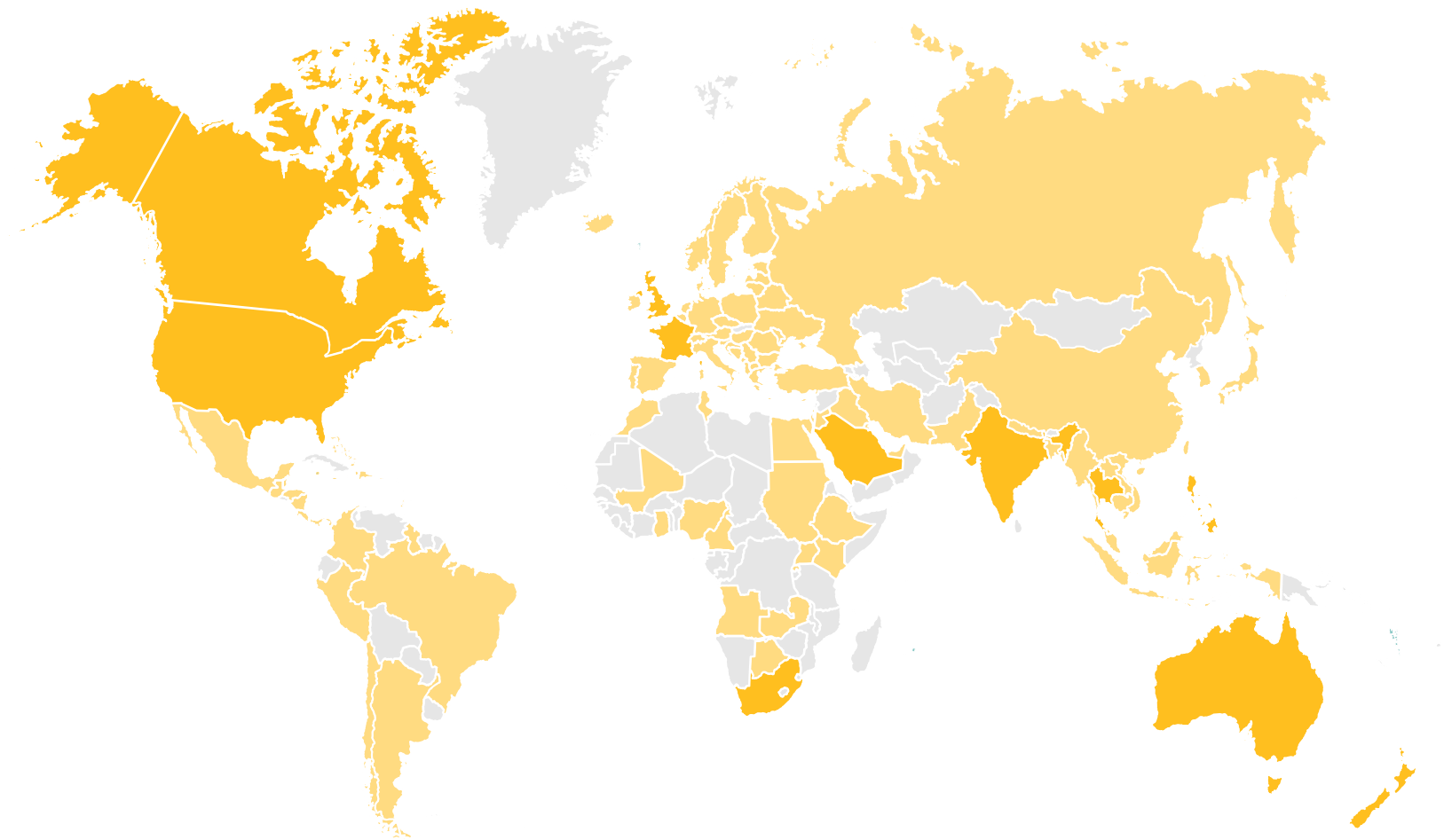
Orlando, Florida where he met Brad (who was leading a Turkey trip for many of Discovery's staff). Becoming fast friends, Marc helped Brad develop *The Teaching Series* and began editing the episodes while in Florida. Fast forward to the beginning of this year, Marc and Tanya discerned God's calling to make the decision to leave Discovery, move to the Nashville area, and join *Walking The Text*. They are extremely grateful to their church families and friends at both Real Life and Discovery for the support and relationships they have provided along the way.



AROUND THE WORLD

In the beginning of our journey, we were only reaching a few countries. Currently, we're impacting people from countries all around the world (light yellow). These are our Top 10 (dark yellow):

- | | |
|-------------------|-----------------|
| 1. United States | 6. South Africa |
| 2. Philippines | 7. India |
| 3. United Kingdom | 8. Thailand |
| 4. Australia | 9. Saudi Arabia |
| 5. Canada | 10. New Zealand |



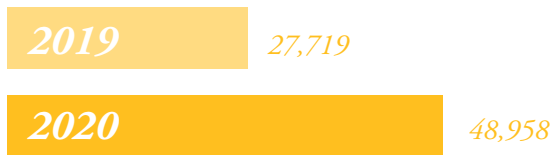
THE NUMBERS

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 SUBSCRIBERS

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 what we've been doing, we have 2 big areas of focus going forward.

1 INFUSION BIBLE CONFERENCE

Despite postponing this year's gathering due to COVID-19, we couldn't be more excited about the future of the IBC. After having the conference in West Michigan for the last three years, we felt we needed to relocate to a more centralized location. Through God's provision, we not only landed a fabulous location in Franklin, Tennessee, but also a fabulous partnership with Church of the City (COTC). COTC is a family of seven churches in the greater Nashville area (and New York) who understand the importance of context and are passionate followers of Jesus. In addition to being an outstanding community, the



Franklin location itself is a stunning venue with state-of-the-art technology.

One of the many benefits of this is that we'll be offering something we've never offered before – a virtual livestream option for those unable to attend in person. Through this new partnership and location, our ability to raise the profile of the conference, increase attendance, and create a stellar, one-of-a-kind experience is now significantly enhanced. To learn more about our next conference on "Paul and His Roman World," visit infusionbibleconference.com.

2 A NEW ADVENTURE VIDEO SERIES

Last year we shared the idea we had around a new video series designed to bring the adventure of the Bible in its original context to life. We have seen the younger generation struggle with the Bible because they are not able to see its relevance to their lives.

Our goal is to change that perspective through a content-rich, adventure-based show that uncovers biblical truths in fun, thrilling, and meaningful ways. We are excited to say that through some amazing conversations and connections with the right people, this project has been gaining serious momentum.

We currently have a pilot episode undergoing revisions with our production team. While it's still the early stages of creative development, we have



partnered with one of the top production companies in the nation to help bring this to life. Their credits range from ESPN to Nat Geo and History Channel to name a few. Their competency is off the charts, and what's more, they are passionate followers of

Jesus as well. We couldn't be more excited!

While we're still developing this pilot, we believe that this series will be something that you're able to participate in both financially and strategically. Your partnership will make this series one that engages the next generation for years to come and helps them fall in love with the Bible all over again. We'll keep you updated!

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
Creative Director



SHALLON GRAY
Bookkeeper



CAMILLE HERNAN
Web Developer



ALEX TILLARD
Graphic Designer



JOSUE UTRERAS
Spanish Team Lead

THE BOARD

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



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

Mother Teresa said, “None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful.” We truly believe that anything significant we can accomplish will be because of the partnerships and relationships we make along the way.

Walking The Text is having an increasing impact in the space of biblical context, and we’re seeing even more opportunity in the months and years ahead. Our goals are more ambitious and exciting than ever, but in order to accomplish them, we need your partnership.

Since our inception, we’ve operated with a relatively small budget. With a growing team, and the phenomenal opportunities in front of us, we will need a budget that is capable of reaching those goals with the excellence that we believe we’re called to pursue.

In order to make this happen, we’re asking you to partner with us. You can do that through prayer or financial resources. Together we can impact the lives of people with the truth and beauty of the Biblical story. We can help change the way people engage, understand, and live out the text every day.

Thank You!

[**CLICK HERE TO DONATE**](#)

Walking The Text is a registered 501(c)3 non-profit organization.
All donations are tax-deductible.

