



WALKING
THE TEXT

IMPACT REPORT
2022

*Transforming the way people experience the
Bible by understanding its original context.*

Sunrise from the Mt of Olives



This year we're celebrating 5 years of creating transformational resources and experiences that help people engage the Bible in its original context! It's been an exhilarating ride, and 2022 has been a milestone year. As you'll see, your support has helped to dramatically expand our reach over the last twelve months, both domestically and globally.

As people experience the original context of the Bible, it transforms their understanding of the Bible, and in turn, has a life-changing impact on their relationship with Jesus. And now, through our film project, *The Sacred Thread*, millions of lives all around the world will be impacted for years to come.

In this short report, I'm excited to share with you some of the ways *Walking The Text* is making an impact on others because of partnerships with people just like you. But more than anything, I want to thank you for helping us make a significant difference in the lives of so many. We couldn't do this work without your generosity and partnership.

With Gratitude & Joy,

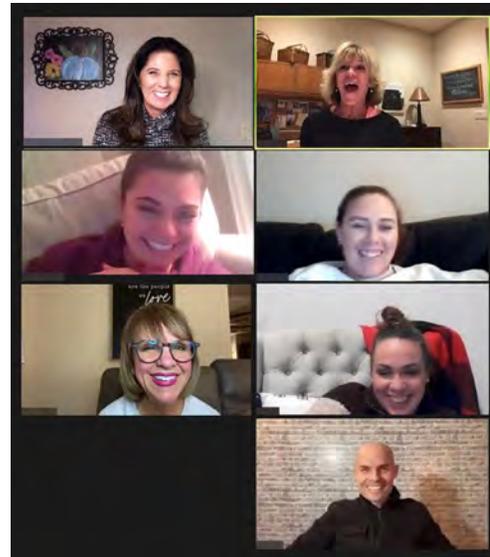


STORIES OF IMPACT

As a supporter of *Walking The Text*, you're making an impact on thousands of people. We're regularly blown away by what God is up to in people's lives through *The Teaching Series*, *Study Trips*, and *Infusion Bible Conference*.



These short, bi-weekly video teachings about 15-20 minutes in length (also available as a podcast) help others study the Bible and understand its original context. They're great for personal use, small group study, teams, family time, etc. Accompanying each teaching are discussion questions, and at times, additional resources for going deeper. 2022 was a year of deep engagement with *The Teaching Series*, especially our mini-series on Lenses of Context, David and Goliath, and Characters of Christmas.



MONDAY NIGHT ON ZOOM

“What began as an in-person Bible study with three young college coaches, transformed into seven women across the country who meet each Monday night on Zoom. *The Teaching Series* is a perfect way for us to draw closer to the heart of God while staying connected long distance—it's our favorite night of the week! We LOVE the way the Bible comes to life through the amazing contextual teaching available from *Walking The Text*. Each episode meets us

where we are at in our own faith journey and yet poses a depth to glean from. *The Teaching Series* has ignited in us all a passion to dig deeper into the Text and to follow Jesus well. It's the best thing to come out of Covid! Of course, a definite highlight was Brad's unexpected 'Zoom bomb.'”

– Terri McFarland Umlauf

Israel 2017, Turkey 2017 & 2018



“The context of the churches that are addressed in the beginning of Revelation came to life for me. I’d ignored the book because of how it’s so bantered about and used as proof text of the Lord’s “coming soon.” By addressing all aspects of the different contexts of the 7 churches, I was able to see that the letters—all of them—still apply to me, today. The Bible is alive, infinitely deep, and you never know what lesson the Lord will reveal to you as you listen to the excellent teaching. Thank you!”

– *Jeff Van Etten*



“This conference has become an annual commitment for our family. It is the jump start... the retreat... the reset... to get us rejuvenated for the year. We could not be more grateful for the work and investment these amazing instructors give to this event.

They essentially allow us to enjoy the fruits of their lifelong labors of studying the Word in context. Thank you most immensely.”



– *Julie Konkol*



INFUSION BIBLE CONFERENCE 2022: JOHN, HIS LIFE, LEGACY & LAST WORDS





“The *Infusion Bible Conference* was an eye-opening experience for me in a couple of ways. First, each presenter brought a depth of cultural knowledge that changed how I approach studying the scriptures. Another aspect of the conference I found really helpful was focusing solely on the apostle John. I feel like I know and understand all of John’s writings better having studied them side by side. It was a great conference, and I’m excited about the opportunity to learn more about studying the scriptures in their cultural context and sharing that knowledge with my church community.”

– *Wendell Stovall*



SPEAKING

Brad spoke at over 20 events this year, ranging from churches to conferences to professional teams to companies, both in-person and virtually. He also appeared as a guest on several different podcasts. Many of these speaking events were recorded and uploaded to our website. In all, over 50,000 people were impacted by these teachings.

STUDY TRIPS

We lead in-depth study trips to Israel and Turkey every year. The lingering impact of COVID-19 has subsided, and we've now added our Content Director, Brad Nelson, as a study trip leader, enabling more people to have a transformational experience in the Bible Lands.



A SABBATICAL IN ISRAEL & TURKEY

“During my sabbatical, I had the opportunity to go to both Israel and Turkey with *Walking The Text*. It’s hard to describe just how meaningful my experience was, and pictures don’t quite capture the depth of my experience. So, instead, here’s a picture of my shoes and of some of the places they carried me on these trips. These shoes took me to the Southern steps of the temple where Jesus himself walked and taught; the Mount of Olives, the Garden of Gethsemane where Jesus agonized on our behalf; the Pool of Siloam where he healed a blind man; the Church of the Holy Sepulcher where death was defeated. These shoes took me to the Garden tomb where I listened to groups from all nations raising their voices in worship; They took me on a long hike into the heat of the desert where the Israelites wandered; they took me to a hilltop overlooking the battlefield where David beat Goliath. They took me up to Masada, and to the living waters of Ein Gedi, and to Qumran, home of the Dead Sea Scrolls. Then they took me to Turkey where I walked amongst the seven churches of Revelation and was reminded of how much God loves his church and was convicted of my compromise. God met and ministered to me on these trips far beyond what my words and photos can convey.”

– *Melissa Holland*





TRUSTING GOD IN THE DESERT

“Being a Minister of the word of God from an African culture, *Walking The Text* helped facilitate a complete turn-around in my life and ministry. Throughout the trip, the Bible came to life for me. Brad is a teacher who teaches with passion, focus, and confidence. Walking out the Bible in the land and seeing what I read become real has changed everything in my day-to-day living. Each site was amazing, but the one that has led me to trust God the most was the desert. If you can’t trust God in the desert, then you can’t trust God anywhere because in the desert you completely depend on Him. This trip has made an incredible impact on my personal life, my teaching of the word, and the congregation I serve. I have become an ambassador of *Walking The Text* here in Kenya!”

– *Samuel Karimi*



THE SACRED THREAD

The Sacred Thread takes us through the ancient biblical world exploring famous locations, interviewing experts, and revealing never-before-seen cinematic visuals of maps, historical figures, and painted scenes of the Biblical world.

In Season 1, we're tackling The Lord's Prayer, the most well-known prayer in human history. Each episode guides you through a piece of the prayer, taking you on a worldwide journey of discovery revealing the depth of context that lives within these words.

If you're not familiar with the background and scope of *The Sacred Thread*, visit TheSacredThread.tv to watch the trailer and Episode 1.

VISIT [THESACREDTHREAD.TV](https://TheSacredThread.tv)

THE SACRED THREAD TIMELINE



JAN. 2022
Episode 1 Editing
begins



APR. 2022
Season 1 Pitch to
Evolve Studios



APR. 29, 2022
The Sacred Thread
Premiere, Franklin, TN



OCT. 2022
Season 1 Script
completed



END OF 2021
Episode 1 Filming in
Middle East



MAR. 2022
Reference Room Scenes
Filmed in Louisville, KY



APR. 27, 2022
Episode 1 Editing completed



JUN. 2022
Episode 1 released



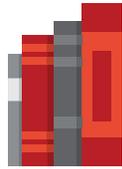
OCT.-DEC. 2022
Fundraising, Pre-production, &
Development for 2023 shooting

WHAT'S AHEAD

The first part of 2023 will be spent finalizing our fundraising and global distribution strategy, and we plan to begin filming in February. The goal is to film all the raw footage for Season 1 by July. Editing and finalizing Season 1 will continue throughout the remainder of the year so the show will be available for viewing either by the end of 2023 or the first quarter of 2024.

METRICS

2022 was a year of monumental growth! Here's a glimpse of what's happened this year.



THE TEACHING SERIES

Number of video views on YouTube and the website.

VIDEO VIEWS

2021: 113,400
2022: 250,000+

Growth: 121%

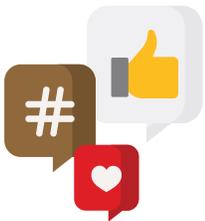


WEBSITE

Unique website visitors per year.

2021: 54,540
2022: 445,338

Growth: 717%



SOCIAL MEDIA

Engagement across Facebook, Instagram, and YouTube.

Average Growth: 47%



EMAIL SUBSCRIBERS

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

2021: 15,811
2022: 35K+

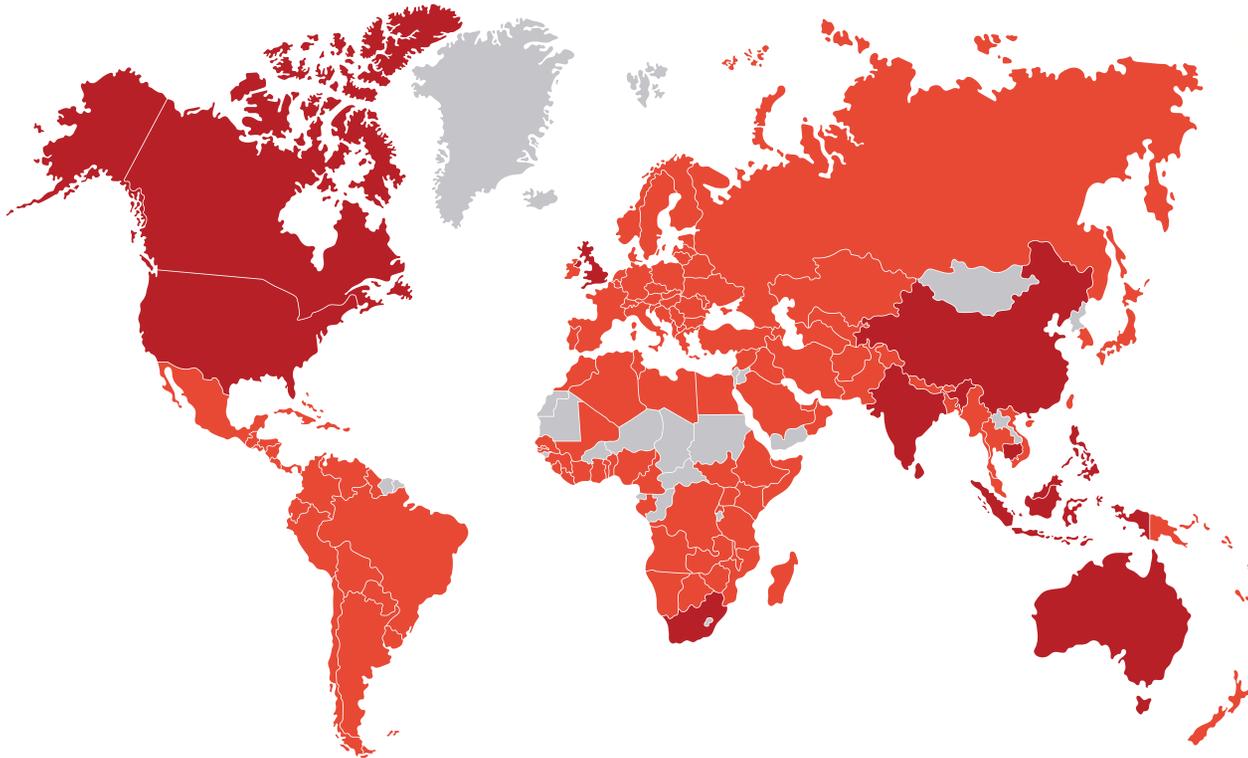
Growth: 126%



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 (red). These are our Top 10 (dark red):

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



THE TEAM

This is the team that keeps making it all happen.



BRAD GRAY
President & CEO



MARC NAUGLER
Creative Director



BRAD NELSON
Content Director



APRIL GADDIS
Executive Assistant



SHALLON GRAY
Finance Manager



JOSUE UTRERAS
Spanish Team Lead



YELLOW LIME
Marketing & Creative Support

THE BOARD

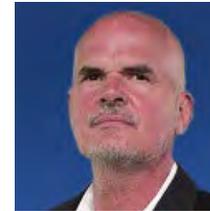
Our board keeps us accountable and pushes us forward.



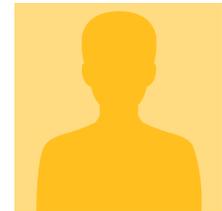
NATE YOUNG
Former Senior Vice President of Design & Ideation for Newell Brands



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



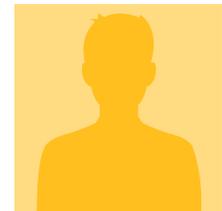
GARY GRAY
Founder & CEO of Gray Institute and the Free2Play Academy



NEW MEMBER
Coming Soon

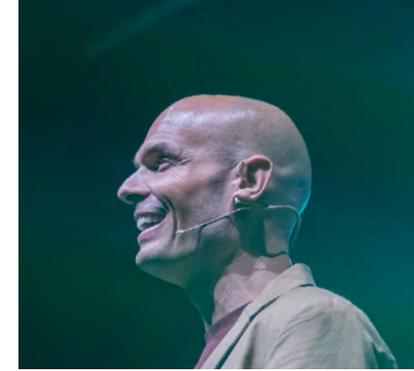


NEW MEMBER
Coming Soon



NEW MEMBER
Coming Soon

PARTNER WITH US



HOW YOU CAN HELP

As you've seen in this report, our reach has grown dramatically over the last 12 months. God's grace and provision, along with your partnership, have positioned us to have a life-changing impact on people's relationships with Jesus by helping them understand the Bible in its original context. And we're poised to grow that impact beyond anything we imagined.

From the beginning, we've operated as a small organization with a modest budget. But as our capacity to reach more people grows, we need your partnership to achieve the audacious goals God has given us. We're asking you to partner with us through prayer, sharing *WTT* with others, and financially. With your support, we can help even more people engage the Bible in deeper, transforming ways so they learn, love, and live it out in their lives.

We're beyond grateful for your partnership and support!

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

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



WALKING
THE TEXT

hello@walkingthetext.com

PO Box 1962

Spring Hill, TN 37174