# WALKING THE TEXT IMPACT REPORT 2023

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





This year concludes our 6th year of creating transformational resources and experiences to help people engage the Bible in its original context. It's been a year of massive growth at *Walking The Text*, and as you'll see, your support did far more than have an impact. It's been a catalyst for dramatic and lasting change.

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. Your support has impacted the lives of millions of people around the world whether through our film project, *The Sacred Thread*, our study trips to Bible Lands, or the growing reach of *The Teaching Series*.

In this short report, I'm excited to share with you some of the ways God is using *Walking The Text* to impact 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,





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. 2023 was a year of significant growth and engagement with The Teaching Series.







"As a Bible translation organization, Wycliffe's vision is for people from every language to understand the Bible and be transformed. As we engage our staff in their own spiritual transformation

and development, the teachings of Walking The Text provide an excellent resource that enriches our knowledge and understanding of Scripture, deepens our relationship with Jesus, and equips us to live out God's truth! We are deeply grateful for how God has used Walking The Text to shape our own ongoing transformational journey."

#### Kelly Chesnut

Director of Spiritual Content and Development Wycliffe Bible Translators USA

#### WALKING BACK **TO GOD**

"My faith journey has gone through many difficult seasons, and there have been times when I simply wanted to give up on Christianity entirely. A mixture of disheartening Christian bubble experiences led me down a road of deconstruction and doubt. I'd lost interest in God's Word and wondered if I was slowly losing my faith.

Then someone shared the Armor of God teachings with me, and I was hooked. I use The Teaching Series as part of my daily quiet time, and it's given me an invaluable toolkit for delving deeply into the life-giving truths of God's Word. It has changed the way I live out my faith, and all I can say is, 'Thank you! Thank you!'"

Joshua, 30 Orlando, FL











#### A DREAM COME TRUE

"My first trip to Israel was beyond anything I could've imagined. I've dreamed of connecting the stories from the Bible to the actual places since I was 16, and this trip made that dream come true in an incredible way. It was truly an amazing experience, like nothing I've ever experienced before.

Brad once quoted St. Jerome, saying, "Five gospels record the life of Jesus. Four you will find in books, and the one you will find in the land they call Holy." That quote rang true every day. Being able to see the places where these stories took place and dive into their rich history was truly special.

I genuinely believe that this trip deepened my relationship with Christ, challenged my faith, expanded my knowledge, and allowed me to build strong connections with others. I'm so grateful for this opportunity and my heart is still full from this trip. I'll be forever thankful for this incredible experience."

#### Iovan Ramos

Director of Development, Chicago Tabernacle Chicago, IL



## BRAD NELSON'S FIRST SOLO STUDY TRIP

In September 2023, Brad Nelson led his first solo-study trip to Israel doubling our capacity to provide transformational experiences in the lands of the Bible.



## REJUVENATING OUR PASSION FOR TEACHING

"Our trip with Walking The Text was an experience of a lifetime. It deepened our relationship with Christ, strengthened our friendship, and rejuvenated our passion for teaching God's Word. In our ministry context, having the tools and the experience to share refreshingly-alive and contextually-informed teaching from God's Word with the next generation is invaluable. Our trip with Walking The Text grew our capacity to do just that, and we are forever grateful!"

Pastor's Toran Scott and Austin Presnell
The Local Church
Grand Rapids, MI







## SHARED FAMILY EXPERIENCES IN ISRAEL

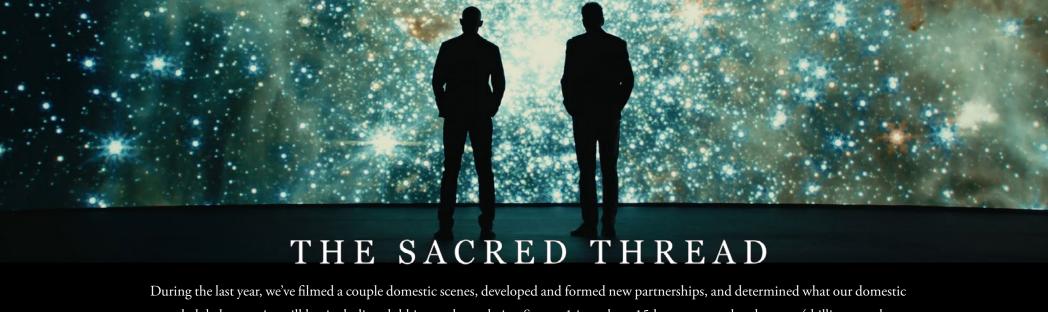
"The two weeks I spent in Israel have forever changed my life. I had no idea how to approach the Bible any differently than what I'd been taught for 34 years. Now, I'm hooked! I learned that being a Christian is not something that just "sounds nice." I've never been shy about my faith, but did I ever feel like I needed to actively go out and make disciples? Not so much. But, my biggest conviction coming home is to do the trip justice. So, here I am following the rabbi as the newest mentor for Young Lives, the teen mom program where I live. They just happened to have an information meeting the day after I reached out to them! Isn't that just like God?"

Sarah Hancock
Columbus, GA

Kathy Mason West End, NC

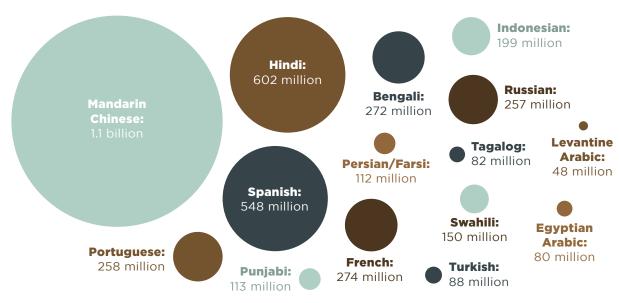
"Israel was transformational for me. At the beginning of the trip, I was hiding behind emotional walls that I'd built over the course of years. But this trip brought me home to myself after a chaotic and disorienting season of life. This experience opened a space in my heart for God to get through and for those walls to come down. I'm so grateful to have been able to go and walk the text, to soak up the context of the Bible, and I can't wait to see where God leads me next!"





and global strategies will be, including dubbing and translating Season 1 into these 15 languages spoken by over 4 billion people.

#### LANGUAGE TRANSLATION







"The Bible has to be rediscovered by each generation, and *The Sacred Thread* is helping the next generation do just that. John Quincy Adams said, "Whoever tells the best story wins." Thanks to *The Sacred Thread* for telling the most important story in history in such a compelling way!"

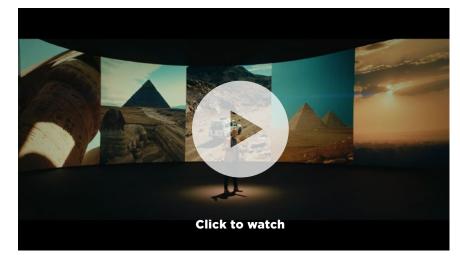
#### Mark Batterson

Pastor & NYT Best-selling author National Community Church, Washington D.C.

#### **NEW SEASON 1 VIDEO**

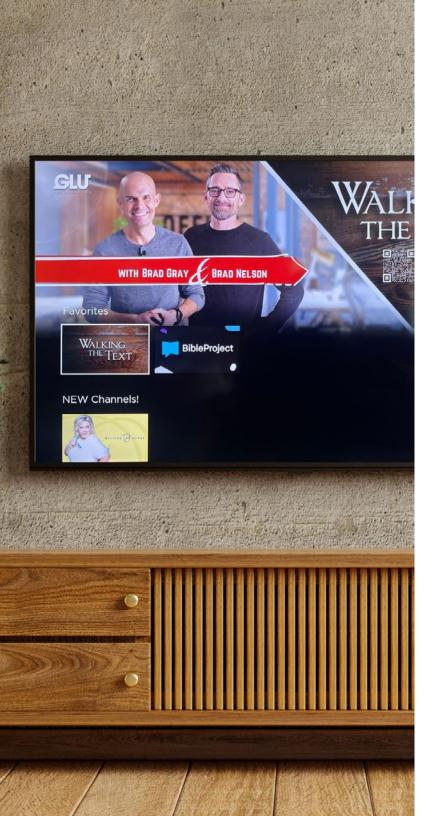
Check out our new Season 1 Sizzle video with a few surprises, including a sneak peek into our interview from Episode 2 with scientist and bestselling author Dr. Michael Guillen!

Our goal is to film the rest of Season 1 in the first half of 2024 and be ready to launch *The Sacred Thread* in early 2025.









## THE TEACHING SERIES NOW AVAILABLE ON YOUR SMART TV

There are currently 665 million homes with smart TVs. By 2026, that number is estimated to reach 1.1 billion.

The same team that created the TV app platforms for the NFL, NHL, and NASCAR is now poised to launch the highest quality, faith-based content into 500 million homes by 2024.

GLU (God Loves You) is a Connected Television Network delivering transformative content inspired by God's love directly into people's homes via these providers and more:











In August 2023, GLU identified *Walking The Text* and BibleProject as two organizations creating culture-shaping biblical content. That means *The Teaching Series* will now be featured on GLU and available on your smart TV.

This exciting partnership will make *The Teaching Series* accessible to a much larger audience and amplify our mission to teach people the original context of the Bible so they can learn, love, and live it out in their lives.

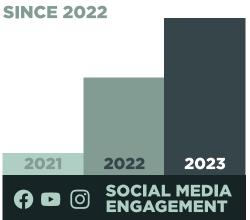
Click on **GetGLUnow.com** to add us on your smart TV!

### **METRICS**

Every year we continue to grow, advance, and reach more people with the power of the gospel. Here's a snapshot of some amazing things that have happened this year:



**60% GROWTH** 



"This episode was just packed with historical and cultural information that really helps to understand the text of the Bible. I love this

- @sshoe27



## 4.4 Million

**PEOPLE REACHED VIA FACEBOOK** 

#### **SOME OF OUR MOST POPULAR FACEBOOK POSTS:**









3.2 Million

**VIDEO VIEWS ON YOUTUBE** 

48.4K HOURS OF VIDEO WATCHED

"Thank you for taking the time to upload the teachings. They do help strengthen me and others to grow closer to God rather than relying on the world to help us get by in life."

- @JohnL9843

## **AROUND THE WORLD**

This year, *The Teaching Series* was viewed in *over 100 countries* (shown in light red)! Our top 10 are shown in dark red. (And if you know anyone in Greenland, send them *The Teaching Series*!)

- 1. United States
- 6. Philippines
- 2. Canada

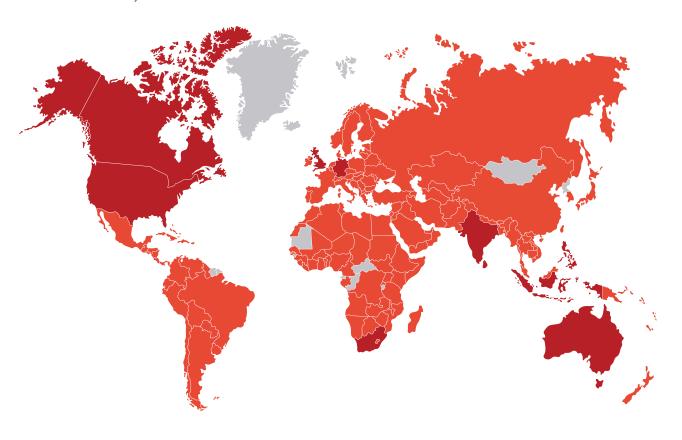
7. Indonesia

3. Australia

- 8. South Africa
- 4. United Kingdom
- 9. Singapore

5. Germany

10. India





#### **THE TEAM**

This is the team that keeps making it all happen.



BRAD GRAY
Board 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 CREATIVE
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



HALA SAAD
CEO of Vision Communications
International

Welcome our newest board member, Hala Saad! Hala is the Founder & CEO of Vision Communications International, a non-profit committed to producing and distributing educational and inspirational multi-media content for Arab audiences around the world. Hala has also produced several award-winning short films about, and for, Arab women.





WE'RE BEYOND GRATEFUL FOR YOUR PARTNERSHIP AND SUPPORT!

### **PARTNER WITH US**

As this report shows, your generosity is transforming people's relationship with Jesus by helping them experience the Bible in its original context. It's preventing the next generation from walking away from their faith. It's equipping leaders and renewing the faith of those participating in the *Study Trips*. And your generosity is funding faith-based media content that will meet millions right where they're at through *The Sacred Thread* and the partnership with GLU. In short, 2023 has been a year of life-altering impact, and none of this would've been possible apart from your partnership! The stories shared in this report are just the tip of the iceberg.

In order to continue maximizing the catalytic opportunities God's placing before us, we need your support! As a crowdfunded organization, none of this happens without your involvement.

Therefore, we invite you to partner with us [1] financially, [2] through sharing WTT with others, and [3] through prayer. With your support, more people will engage the living Word of God in its original context, and experience a more transformational relationship with Jesus Christ!

#### **CLICK HERE TO DONATE**

Walking The Text is a registered 501(c)3 non-profit organization.

All donations are tax-deductible.

