



2013 ANNUAL REPORT

EXPANDING

Our Reach and Our Impact



Dear Friend of *Unlocking the Bible*,

I am pleased to provide you with *Unlocking the Bible's* 2013 Annual Report. As you will see, through your partnership and God's rich blessings, this ministry we share together had an incredible year of impact for the Gospel.

The number of our radio listeners, book readers, and devotional users continues to grow like never before. But I want you to notice that it is the growth of our internet ministry that is multiplying the impact of our work for the Gospel. I am humbled to think of the way God is using, and will continue to use, *Unlocking the Bible* to touch lives all over the world.

Unlocking the Bible is really all about the impact of God's Word—the *Power of the Open Book*. Inside this report, you'll find testimonies of lives that have been touched by the ministry. I hope they will be as encouraging to you as they have been to our team. This kind of impact, literally around the world, is only possible through your faithful sharing of the resources that God has entrusted to you. Thank you once again.

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For the Gospel,

Colin S. Smith



The Power of the Open Book

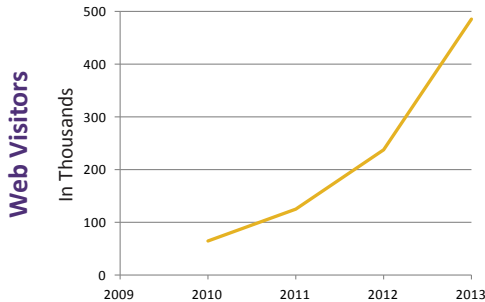


Expanding Our Reach

By Radio

Our daily radio programs continue to have exceptionally broad reach, ministering the Gospel to listeners at home, at work, and in the car.

- Nearly 100 stations air the 25-minute daily program.
- 600 stations play the daily 60-second *Today's Key*.
- A combined audience of more than 100,000 each day.
- Stations in 20 states and an array of countries.



Via the Website

Some drop by the website to read blog posts by Colin, while others seek audio or video teaching resources. Still others are looking for a product offered on the radio or online. Many are interested in the transcripts of sermons.

- More than 400,000 unique visitors.
- Viewing more than 1.2 million pages of content!
- Over 325,000 streams or downloads of daily programs.

A key web connection is the weekly *LifeKEYS* e-devotional.

- Distributed to over 10,000 people every week.
- Now synchronized with the printed *LifeKEYS*.

In Print

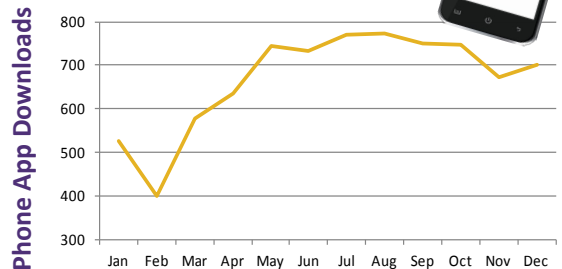
2013 saw the release of our regular ministry devotional *LifeKEYS Daily*. This insightful booklet, sent to all monthly donors, offers a Gospel-oriented thought for each day.

- Used by hundreds of partners to strengthen their walk.
- Used in prison ministry efforts.
- Approximately 15,000 copies distributed.
- Expected to increase to 25,000 for 2014.

Using the Mobile App

In late 2012, *Unlocking the Bible* launched a smart phone app that allows mobile phone users to listen to the daily radio programs and access past sermon series.

- App downloaded over 12,000 times.
- Launched more than 80,000 times.
- Page views are nearly 400,000.



With Video

As bandwidth has become more easily available, video has rapidly increased in its use on the web and (as a result) in its ability to effectively deliver Gospel teaching. In 2013, we made a significant commitment to increase the number

Stories of

IMPACT

“Pastor Colin’s program inspired me to make reading my Bible in one year my 2013 resolution. With the help of 145 of his online sermons I finally kept a New Year’s resolution, and the experience changed my life forever.”
Online & Radio Listener, Duluth, MN

“I have shared your app with many of my friends. For a long time, we have found it difficult to understand the Bible... It’s been wonderfully refreshing to learn how powerful the Bible is and how all the stories fit together.”
Mobile App User, New Zealand

“I really appreciate your podcasts. The drive is 35 minutes taking my kids to school and we listen every morning. When I told them this would be our routine, they were not excited... but they liked your accent. Now, they are really learning and truly enjoying it.”
Podcast Listener, North Judson, IN



and quality of videos we offer. Today, *Unlocking the Bible* has over 400 video resources available online, including sermons, brief answers to life questions, and dynamic small group series.

- Over 900 subscribers to the YouTube channel.
- 244,535 views on YouTube, Lightsource, and Godtube.



Viewers watched almost 1.5 million minutes of video

Through Events

One City One Gospel. In Spring 2013, *Unlocking the Bible* partnered with Moody Radio and radio teachers James Ford and Mark Jobe for an evening of worship. It was a moving display of multicultural diversity and yet unity in Christ. Nearly 1,000 people attended this powerful event.

The Gospel Coalition. In April, Pastor Colin ministered to over 4,000 pastors and leaders at this conference in Orlando. This event draws leaders of Gospel-centered ministries and provides a platform, encouragement, and resources for calling the church back to its Gospel roots.

Side by Side Dinner. In the fall, *Unlocking the Bible* hosted author and speaker Lee Strobel for a partnership celebration. Lee shared with nearly 500 ministry partners how the Lord changed him from an atheist to a devoted follower of Christ.

“I have enjoyed listening to Pastor Colin on my iPod at work most every day. We are part of a new church plant and are involved with discipling some new believers that have no former Christian teaching in their lives. It is messy and requires much patience. Your teachings have been very helpful in understanding these young people.”

Podcast Listener, Watertown, SD

“The *LifeKEYS* reading for November 3rd brought tears to my eyes, as the ‘eyes’ of my understanding have been opened to the meaning of purity of heart. I’m a widow of 14 years, and I’m hungry to have a better understanding of ALMIGHTY GOD and his love for me through the sacrifice of Christ. I believe I can only experience this through the Word.”

Online Listener, United Kingdom

“We wanted to thank Pastor Colin for the encouragement we’ve received from his exposition of the Word. We have been missionaries in Brazil for 16 years. Whenever we have internet capabilities, we listen. My husband recently started discipling one of our sons via Skype. They listen to Colin’s sermons separately, and Skype each other to discuss how to apply what they are learning.”

Online Listener, Brazil

2014 AND BEYOND:

Expanding Our Impact

Looking to 2014 and beyond, *Unlocking the Bible* has a bold vision for taking advantage of our greatly increased reach and **expanding the impact** we have for the Gospel. In 2014, our team will focus on these Key Objectives:

Expanding our impact on nominal Christians—Millions claim Jesus died for their sins, and yet they do not truly know “grace” or the life-transforming nature of accepting Jesus as their Savior. We will aggressively reach out to such people through intentional campaigns, including a new book based on the story of the thief crucified next to Christ. This story, perhaps more than any other in the Bible, reveals that we are saved by grace alone, rather than through proving we are worthy of God’s love.

Expanding our impact on the web—With hundreds of thousands already interacting with us on the web, the opportunity is clear. But our goals are not simply to share content with them. We want to minister to them. In 2014, we will continue to grow the quantity of people we touch with technology, but we will add a significant focus on the ministering quality of those interactions. A new website, aggressive use of blogging and social media, and a renewed focus on video will anchor these efforts.

Expanding our impact through radio—Radio continues to be a powerful tool for delivering edifying teaching to millions. While the number and quality of stations our program is aired on has steadily increased in the

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past years, we are praying for and will pursue significant expansion of those stations in 2014.

Expanding our impact through one-on-one interaction—

In 2012, we launched our Ministry Outreach Team, a dedicated group of volunteers who proactively reach out to constituents via phone to check in, to offer Gospel-centered resources, and most importantly to pray with them. The recipients are surprised and blessed, and the volunteers themselves are moved by what God is doing. In 2014, we will seek to increase our staff of volunteers by at least three times the current number.

Expanding our impact through print—

In March of 2013, we launched what has rapidly become one of the most widely used resources we offer—*LifeKEYS Daily*, our daily devotional distributed each month. In less than a year, these devotionals have found their way into thousands of

homes in dozens of states and in more than ten different countries. Increasing distribution will be a major focus for our team going forward. Its potential for helping people experience *the Power of the Open Book* is extraordinary.

In 2013, *Unlocking the Bible* may have impacted as many as 1 million lives. Who knows what the Lord may do in 2014!

Thank You for Your Partnership!

None of this ministry impact—*none of it*—would be possible without your faithful financial partnership. And the exciting vision for the future could not even be considered without you.

The long-term health and vitality of *Unlocking the Bible* requires a growing base of supporters from around the U.S. and across the world. 2013 saw a further increase in the donation income and partners that make ministry happen, as shown in the chart to the right. Thank you for your support of *Unlocking the Bible*!

We trust that this report serves to encourage you and helps you gain a perspective on the rapidly expanding ministry of the Gospel through *Unlocking the Bible*.

Growth in Donors in 2013

- Donations from 38 states and 5 foreign countries.
- A 35% increase in the number of partners.
- A 34% increase in revenue from donors.

Growth in Donors Over Five Years

Year	Donors	% Change	Income	% Change
2013	1200	35%	\$748,568	34%
2012	891	17%	\$559,543	10%
2011	760	33%	\$508,195	58%
2010	571	23%	\$321,054	11%
2009	463	--	\$289,221	--

More Stories of IMPACT

started discipling one of our sons via Skype. They listen to Colin's sermons separately, and Skype each other to discuss how to apply what they are learning."
Online Listener, Brazil

"I am born again BUT this is the first time I have heard the purpose of the Lord's resurrection explained in a simple and easily understood manner."
YouTube Video Viewer, Malaysia

"In this day and age of deception, it is so refreshing to hear God's truth

being proclaimed. I appreciate Pastor Colin's timely messages. He is able to explain clearly what the Bible has to say and I appreciate that. Thank you so much."
Radio Listener, Manitoba, Canada

"I am a 15 year old listener and your ministry has meant a lot to