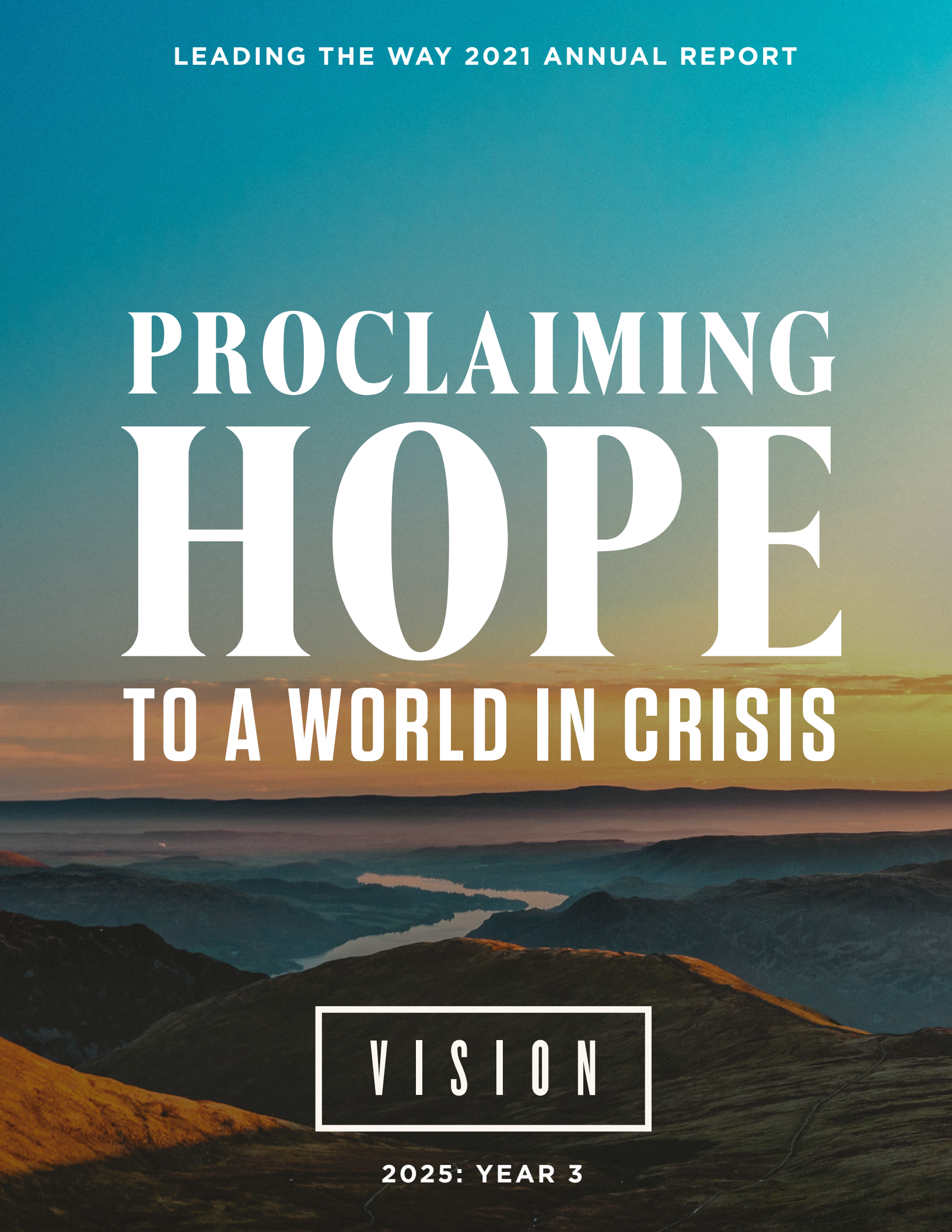
LEADING THE WAY 2021 ANNUAL REPORT

PROCLAIMING HOPE TO A WORLD IN CRISIS



VISION

2025: YEAR 3

“BE ON YOUR GUARD; STAND FIRM IN THE FAITH; BE COURAGEOUS; BE STRONG. DO EVERYTHING IN LOVE.”
1 CORINTHIANS 16:13

To my precious ministry partners,

There can be no doubt that we as a society are in crisis. This crisis is not primarily economic or educational, but spiritual. Simply put, it stems from the steep decline of Christianity in the West.

Christ-centered churches are emptying. Unbelief is spreading. An entire generation has seemingly turned away from God. Meanwhile, our political and racial divisions have deepened.

But hope remains. It endures. That's why now is the time for courageous faith. It is time to stand up and share the hope of Jesus with all who will hear. And this is what you are accomplishing right now through your partnership with *Leading The Way.*

Throughout the past year, God has used your gifts to make His name known—advancing the Gospel through both time-tested initiatives and the newest forms of technology. As many gave in to despair, we pressed on to tell them of the love of Christ, implored them to turn from their sins, and helped them find hope in the midst of global, national, and personal crises.

As a result, our ministry together is thriving. The Gospel alone can change individual lives and entire societies—and we are seeing evidence of this daily as men and women from around the world tell us their stories.

The love of Christ compelled us then, and it will propel us into a new year of ministry. What is at stake is nothing less than the future of our children, grandchildren, and all those who have yet to hear the Gospel. From the bottom of my heart, thank you for your faithfulness to God and your love for His Word. May this report serve to encourage you that your prayers and support are making an eternal difference in the lives of so many.

In Christ,

Michael Youssef, Ph.D.

SCAN ME

USING YOUR PHONE CAMERA OR QR CODE APP, SCAN THE QR CODES THROUGHOUT THIS REPORT FOR RELEVANT CONTENT.

PROCLAIMING HOPE TO A WORLD IN CRISIS

"A REVIVAL IS UNFOLDING BEFORE OUR EYES."

— INTERNATIONAL FIELD TEAM

When the pandemic ignited a global crisis, Dr. Youssef's short television commercials were interrupting frenzied news segments with a message of hope: *"You can find true peace in Christ."*

When political unrest ignited in the U.S., *Leading The Way*'s Awake America prayer movement was rallying believers to pray: *"God, heal our land."*

When national and global crises culminated in fear and despair, Dr. Youssef was encouraging believers through the message of his book: *"Hope is found in the changeless and immovable promises of God."*

This year, God used your partnership to once again reveal His perfect timing—opening doors for *Leading The Way* to share the Gospel message at just the right time, and using even the worst of circumstances to draw many to eternal life in Christ.

THE RESULT IS THE GREATEST HARVEST *LEADING THE WAY* HAS EVER SEEN IN 32 YEARS OF MINISTRY.

Turn the page to read some of their stories.

FY2021: MEETING THE NEED BEFORE US

With each crisis, *Leading The Way* adapted to meet the spiritual need, bringing Biblical clarity to trending issues and pointing the culture to Christ. These are just a few examples of God's faithfulness through your partnership.

2020

AUGUST

Pandemic Cases Peak
Dr. Youssef launches Finding True Peace **(see pp. 6-7)**

OCTOBER

Election Tensions Rise
Dr. Youssef releases a FREE digital resource, *A Biblical Worldview of Government*

candid.

Racial Tension Builds in the U.S.
Jonathan Youssef discusses racial healing on the *Candid* podcast

Deadly Explosions in Lebanon
Field teams minister amid the rubble in Beirut

DECEMBER

Christmas Is Celebrated Worldwide
Dr. Youssef's LIVE Christmas message airs in the Middle East

2021

JANUARY

AWAKE AMERICA

Political Unrest Peaks in the U.S.
Awake America rallies believers to pray

APRIL

Northern Ireland Riots Break Out
Leading The Way launches Finding True Peace in the UK

MARCH

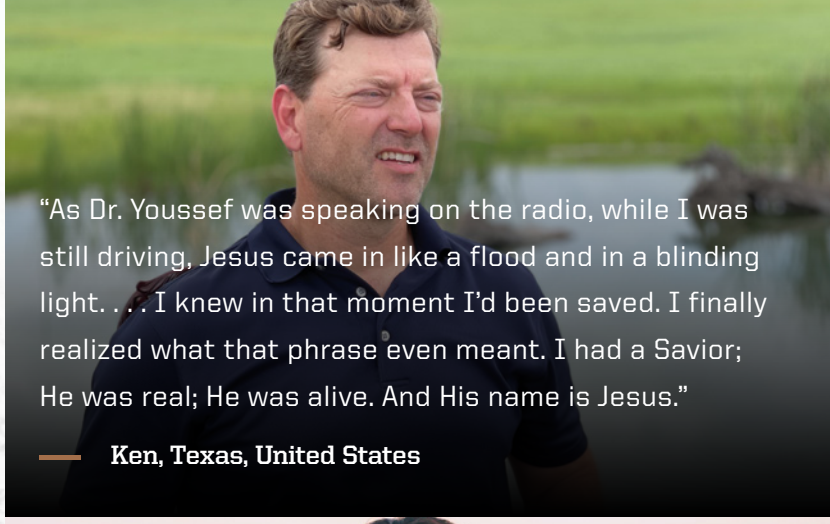
Pandemic Hits One-Year Mark
Dr. Youssef releases his new book *Hope for This Present Crisis* **(see pp. 16-17)**

MAY

India's COVID Crisis Peaks
Dr. Youssef's message *Biblical Response to the COVID-19 Crisis* airs in India

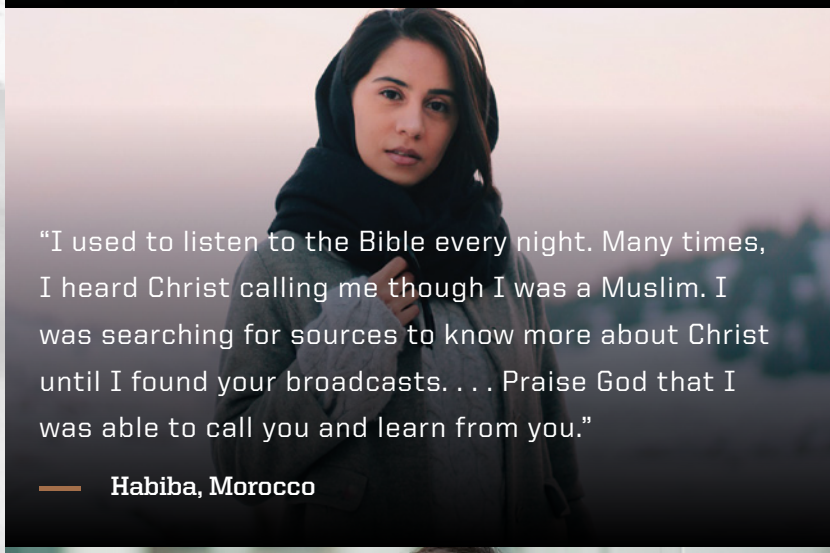
THROUGH YOUR PARTNERSHIP,

LOST SOULS ARE FINDING HOPE IN THE MIDST OF GLOBAL, NATIONAL, AND PERSONAL CRISES. BEHIND EVERY TESTIMONY IS AN ETERNAL SOUL, AN EXTENDED FAMILY, AN ENTIRE COMMUNITY IMPACTED FOREVER BY THE GOSPEL.



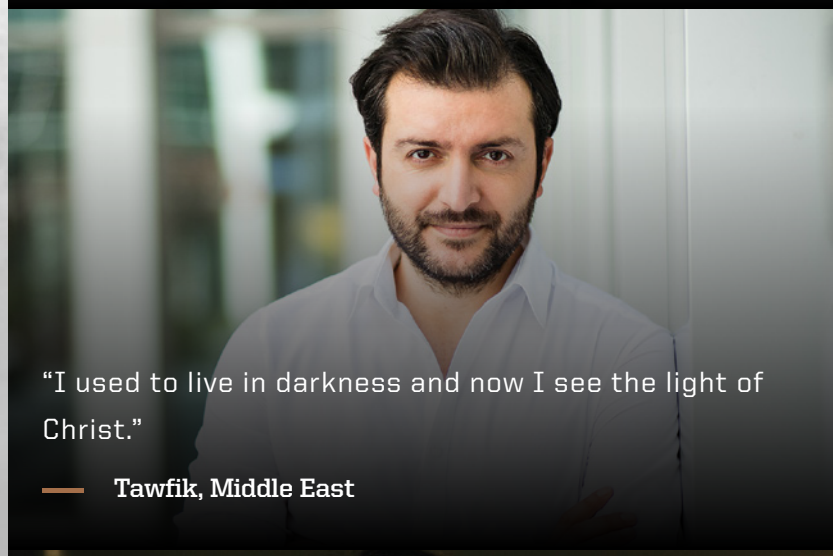
"As Dr. Youssef was speaking on the radio, while I was still driving, Jesus came in like a flood and in a blinding light. . . . I knew in that moment I'd been saved. I finally realized what that phrase even meant. I had a Savior; He was real; He was alive. And His name is Jesus."

— **Ken, Texas, United States**



"I used to listen to the Bible every night. Many times, I heard Christ calling me though I was a Muslim. I was searching for sources to know more about Christ until I found your broadcasts. . . . Praise God that I was able to call you and learn from you."

— **Habiba, Morocco**



"I used to live in darkness and now I see the light of Christ."

— **Tawfik, Middle East**

"When I watch your broadcasts on TV, I feel equipped for life. Your ministry is truly food to my soul!"

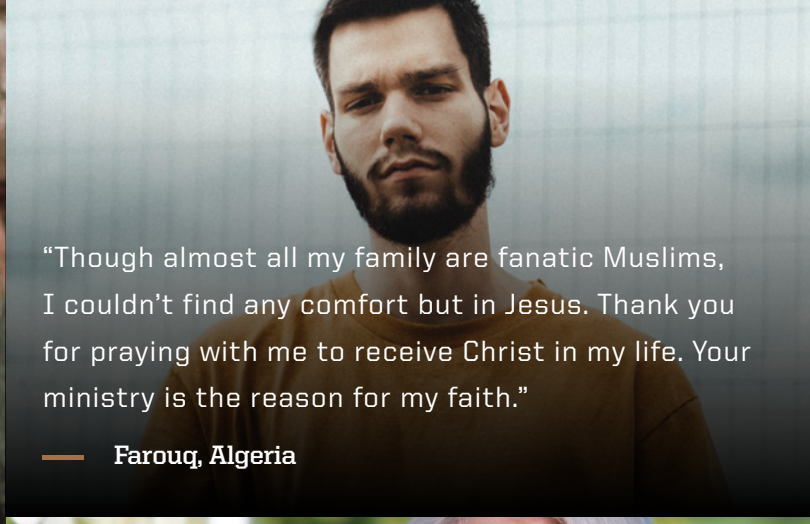
— **Rene, Australia**

“I CAME TO KNOW THE LORD THROUGH YOUR BROADCASTS AND LEARNED SO MUCH THROUGH YOUR DISCIPLESHIP COURSES.”

— RIZAN, LEBANON

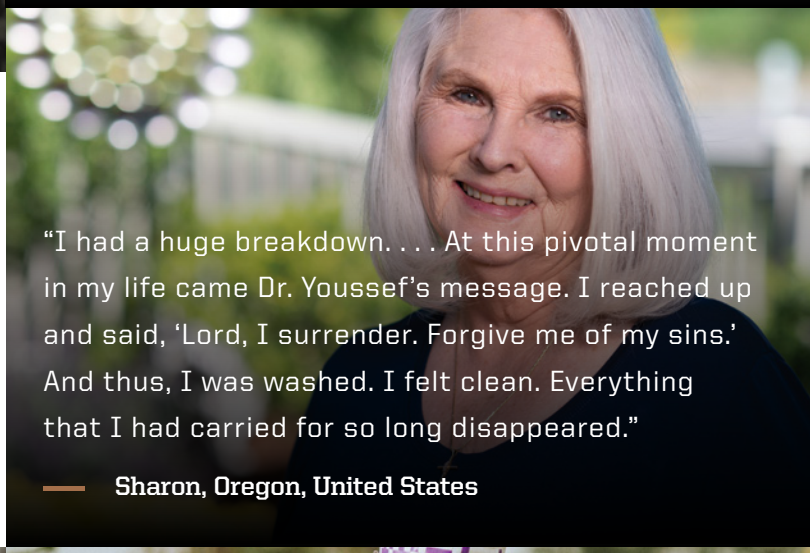
“THROUGH THE AFFLICTIONS I HAVE FACED OVER THE PAST TWO YEARS AND THE WORDS OF DR. YOUSSEF, I AM CLOSER TO GOD THAN I HAVE EVER BEEN.”

— NANCY, NEW JERSEY, UNITED STATES



“Though almost all my family are fanatic Muslims, I couldn’t find any comfort but in Jesus. Thank you for praying with me to receive Christ in my life. Your ministry is the reason for my faith.”

— **Farouq, Algeria**

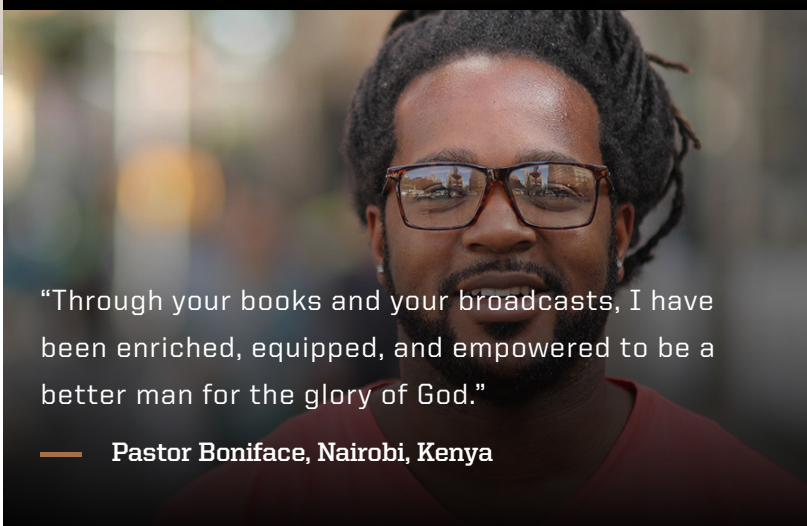


“I had a huge breakdown. . . . At this pivotal moment in my life came Dr. Youssef’s message. I reached up and said, ‘Lord, I surrender. Forgive me of my sins.’ And thus, I was washed. I felt clean. Everything that I had carried for so long disappeared.”

— **Sharon, Oregon, United States**

“I now want to leave everything behind and follow Jesus. . . . I love your ministry because it led me to know my Savior.”

— **Thiep, South Sudan**



“Through your books and your broadcasts, I have been enriched, equipped, and empowered to be a better man for the glory of God.”

— **Pastor Boniface, Nairobi, Kenya**

1. DOUBLE MEDIA FOOTPRINT

FINDING TRUE PEACE

IMAGINE 90,000 PEOPLE—THE CAPACITY OF AN ENTIRE FOOTBALL STADIUM—EAGER TO LEARN MORE ABOUT THE GOSPEL.

This year, at the height of the pandemic, with many on lockdown in their homes, Dr. Youssef launched his most ambitious and timely media outreach yet: Finding True Peace, a series of 60-second evangelistic commercials airing on the top cable television networks in the U.S., strategic radio stations in the UK following riots in Northern Ireland, and our KINGDOM SAT channel in the Middle East.

The response was overwhelming. More than 90,000 people visited our evangelistic website, and thousands gave their lives to Christ.

Veterans, single moms, new agers, Muslims, atheists, college students; all generations, races, and nationalities—in their moment of deepest need, God interrupted their lives and changed their eternal futures through the message of a simple television commercial from Dr. Michael Youssef:

"THE PANDEMIC, CIVIL UNREST, AND A HOST OF OTHER TRIALS HAVE UPENDED OUR WORLD. THANKFULLY, WE HAVE SOMEONE WHO SAYS TO US, 'IN THE WORLD YOU WILL HAVE TRIBULATION. BUT TAKE HEART; I HAVE OVERCOME THE WORLD.' THAT SOMEONE IS JESUS."

This is just the beginning as *Leading The Way* presses on to reach more people than ever before through Vision 2025.

COMMERCIALS BROADCAST ON:

Hallmark CHANNEL · ion TELEVISION · Lifetime · NEWSMAXTV · CNN.com · FOX BUSINESS · FOX NEWS · WGN AMERICA · fetv

& MORE!

WATCH THE COMMERCIALS NOW:

YOUR SUPPORT IS HELPING THE UNCHURCHED AND UNSAVED FIND ETERNAL PEACE IN JESUS.

"I've been having some health problems and I've been worried about what my ultimate fate will be, especially if I die. . . . I saw your ad on TV and I have prayed the prayer to follow Christ."

— JEFF

"I have been struggling lately with depression. . . . I saw your TV commercial and was captivated. I visited your website and prayed for Jesus to save me."

— GREG

"I want a true, personal relationship with Jesus Christ."

— CINDY

"I was trapped in a cult and now I am free."

— JANET

EXPANDING OUR BROADCAST MINISTRY

Thanks to your partnership, *Leading The Way* continues to expand its broadcast ministry to reach more viewers with Dr. Youssef's Biblically-based messages.

50+ NEW STATIONS ADDED SINCE THE LAUNCH OF VISION 2025

50% ARE SECULAR STATIONS

REACH OUR MUSLIM NEIGHBORS

The Arabic-speaking population of Muslims living in the West is surging—and this year, your partnership enabled us to expand our Gospel ministry to them in three fundamental ways.

1. LAUNCHED A NEW ON-THE-GROUND EVANGELISTIC OUTREACH.

Our first outreach took place in Dallas, Texas, where our team shared the Gospel one-on-one while distributing flyers about our English-Arabic broadcasts in Islamic neighborhoods. Our field team shared: "Seeds were planted and souls came to Christ." Similar outreaches will soon take place in targeted cities in Michigan, California, and New Jersey.

2. EXPANDED OUR DAILY ENGLISH-ARABIC RADIO BROADCASTS.

Dr. Youssef's messages are now airing in the Detriot/Dearborn area, with ten times the potential reach of our existing English-Arabic radio broadcasts in Dallas, Los Angeles, and the New York City area.

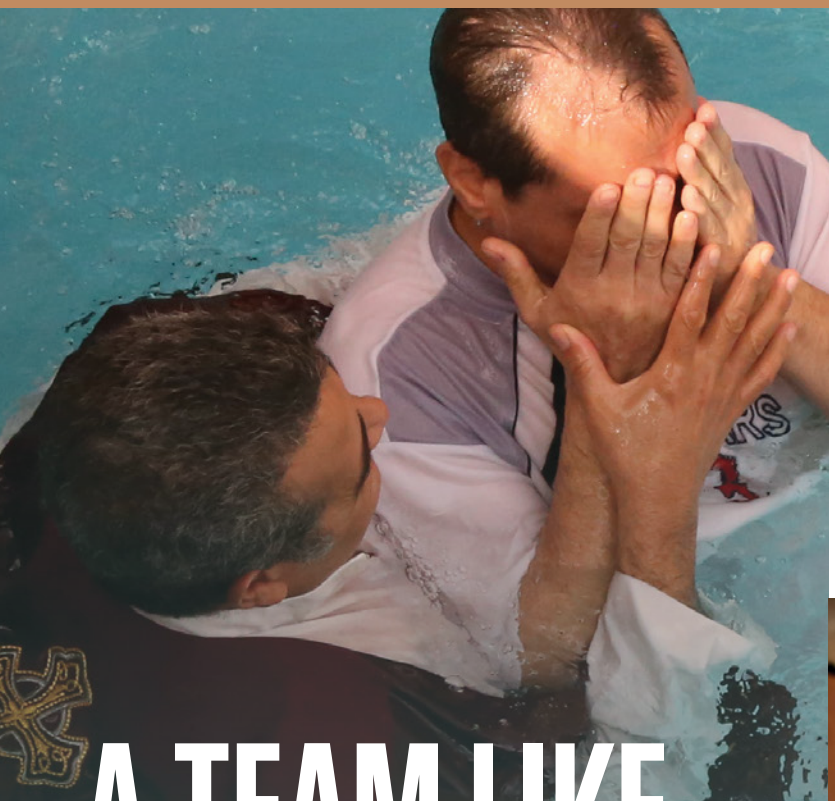
3. GREW OUR FIELD TEAMS.

Leading The Way recently added new field team members in North America and Australia to coordinate outreach opportunities and deepen our discipleship network on the ground.

"I grew up in a Muslim family. . . . But when I heard the Gospel on the radio constantly from Michael Youssef, it was a sign from God–and I became born again. "

— EMMANUEL, UNITED STATES

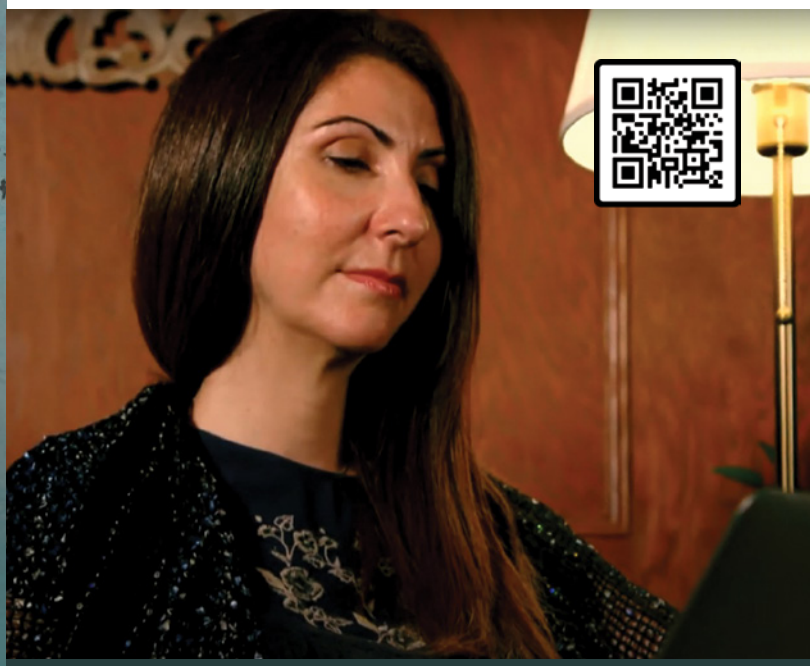
3. EXPAND DISCIPLESHIP NETWORK IN MUSLIM WORLD



A TEAM LIKE NO OTHER. A HARVEST WITH NO END.

When viewers in the Middle East respond to *Leading The Way*'s broadcasts, our unique on-the-ground field team is there to answer their spiritual questions, share the Gospel, engage in Bible studies, baptize new believers, connect them to local churches, provide discipleship materials, and support them when they suffer for their new faith.

This year, our field teams grew rapidly as we added new members in **France, Iran, Pakistan, the United States, and Australia.** As their reach grows, we are able to minister to more people like Salma—a former Muslim who was recently baptized:



"When I became a Christian, my husband shouted to our entire Islamic community, 'She has become a Christian. Whoever wants to kill her, let them do it.' During this time, your broadcasts and brother Akram, a member of your team, helped me so much."

— SALMA, EGYPT

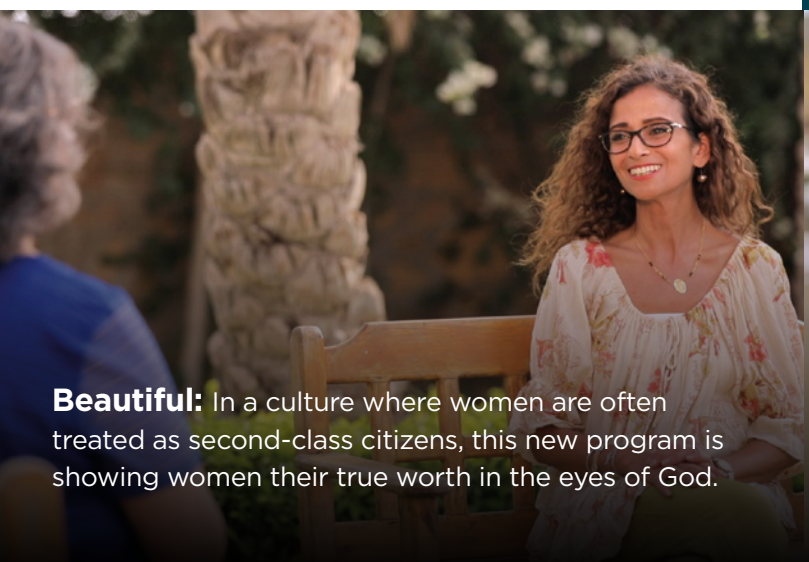
EVANGELIZING AND DISCIPLING THE MUSLIM WORLD—24/7

Over the last 12 years, our 24/7 KINGDOM SAT TV channel has focused on presenting evangelistic Bible teaching, preparing winsome apologetics programs, and providing discipleship opportunities for viewers in the Muslim world. This inspired content is fueling revival in this critical region. Each day, our team receives stories of salvation and encouraging praise reports from those who are watching our programs. These forever-changed souls are then going out and sharing the Gospel with others—embracing the call of God as they proclaim the Gospel to their communities.

HIGHLIGHTS

FROM A DYNAMIC YEAR OF MINISTRY:

- AWARDED NRB'S 2021 TELEVISION CHANNEL OF THE YEAR AWARD
- VIEWER RESPONSE DOUBLED IN THE SECOND QUARTER OF 2021
- AIRED 100+ LIVE BROADCASTS, INCLUDING 2 LIVE EVENTS IN THE MIDDLE EAST WITH DR. YOUSSEF



Beautiful: In a culture where women are often treated as second-class citizens, this new program is showing women their true worth in the eyes of God.

Hear from the Christians: In this apologetics program, Christian leaders answer Muslim viewers' questions about Christianity.

"I am indebted to THE KINGDOM SAT. . . . It was an incredible day when I got baptized by your team. When the water covered me, I died with Christ and lived again."

— ADAM, EGYPT

YOUR PARTNERSHIP IS REACHING THE UNREACHED.

50% OF KINGDOM SAT VIEWERS ARE NON-CHRISTIANS SEEKING TRUTH

195M HOUSEHOLDS REACHED IN THE MUSLIM WORLD VIA SATELLITE (with many more tuning in online)

5. DISTRIBUTE 100,000 NEW *NAVIGATORS*

SMALL NEW DEVICE. MASSIVE ETERNAL IMPACT.

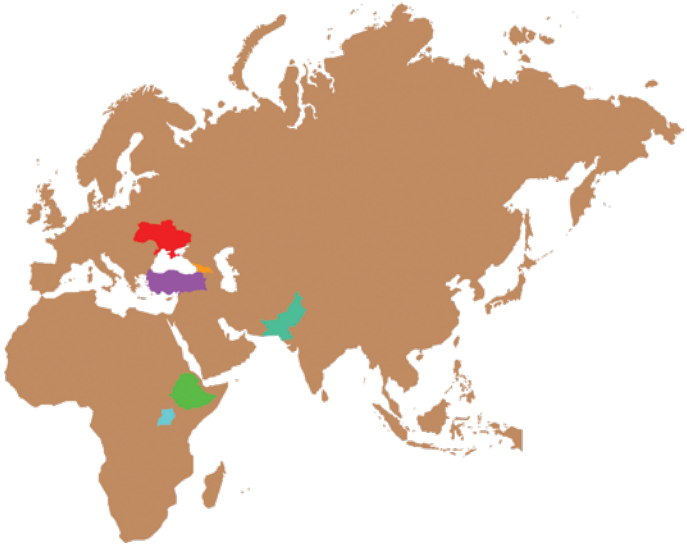
Unreached peoples in urban areas now have a new way to hear the Gospel in their heart language. In addition to our original *Navigator*, *Leading The Way* developed a NEW *Navigator* device this year. With a high-powered speaker and other enhanced features, this device is already making an impact for Christ around the world.

DISTRIBUTION COMPLETED:

- **ETHIOPIA:** The new *Navigator* was recently given to men and women living in the middle of a war zone, proclaiming hope to weary souls.
- **TURKEY:** Smaller "secret" shipments in 3 strategic languages—Turkish, Farsi, and Arabic—have been successfully distributed to Turkey, where 99% of the population is Muslim.

DISTRIBUTION IN PROGRESS:

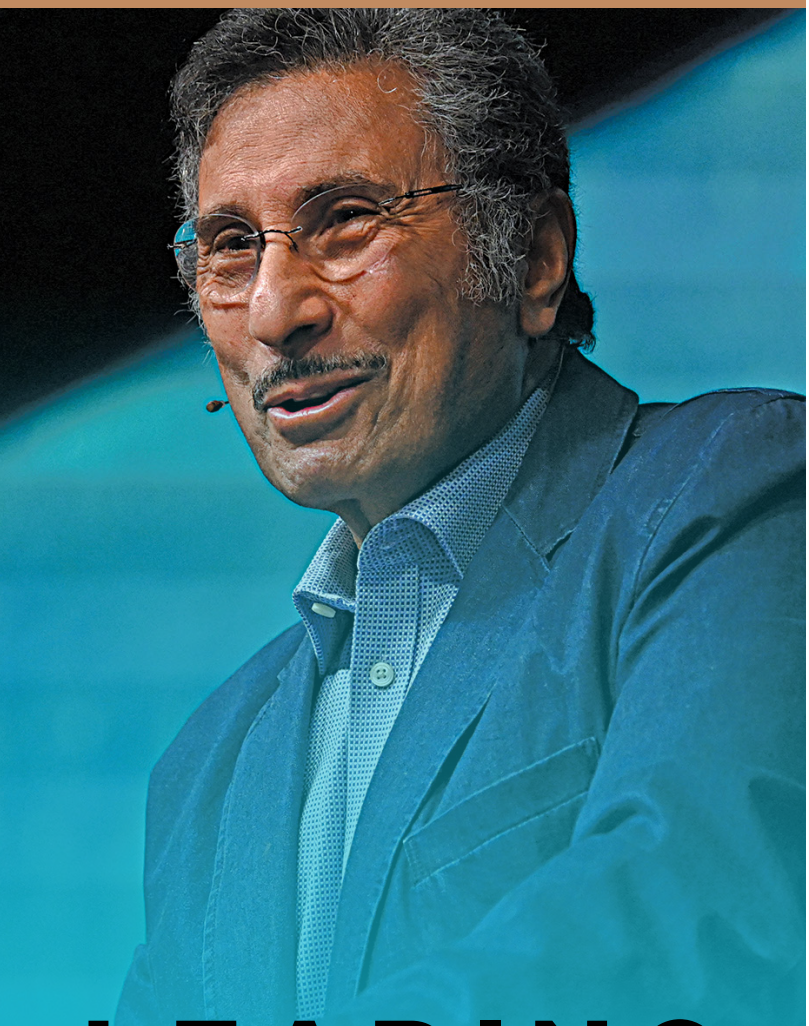
- **UGANDA:** Swahili and Arabic *Navigators* will soon be reaching the lost—including many Muslims.
- **PAKISTAN:** Urdu *Navigators* are now ready to reach the lost in one of the hardest-to-reach countries on earth.
- **UKRAINE:** A missionary contact will use *Navigators* to make disciples in this embattled nation.
- **GEORGIA:** Thai and Hindi *Navigators* will soon reach immigrant women in the notorious red-light district in this Eurasian nation.



"[We gave the *Navigator* to] a former prostitute who had been blinded by HIV. She had never read the Bible, never heard a sermon. But when she heard the Word of God through the *Navigator*, she was so happy. After listening to the Scriptures for a few minutes, she said, 'Wow, God really loves me.' The staff at the shelter said it was the first time they had ever seen her smile."

— FIELD TEAM, ETHIOPIA

6. HOST EVANGELISTIC EVENTS



LEADING THE WAY *LIVE*

REACHING THE LOST WHERE THEY ARE

When the pandemic began, *Leading The Way* shifted its evangelism strategy for maximum spiritual impact.

Dr. Youssef's LIVE Sunday messages went online, reaching a peak monthly audience of **330,000 viewers** at the height of the pandemic, with people tuning in from **60+ countries.** The spiritual impact was overwhelming, reaching the lost and building up weary believers:

"Thank you for this message during these trying times."

— ANGELA, NEW JERSEY, USA

"[Through] *Leading The Way* . . . I'm growing stronger in the Lord."

— KASOZI, UGANDA

"I grew up in a very legalistic church. . . . Thank you for helping me let that go."

— PJ, KANSAS, USA

"I repent of my sins unto You, Lord Jesus. Have mercy on me."

— JACQUELINE, CANADA

Following God's lead, Dr. Youssef is now re-launching ***Leading The Way LIVE***—in-person evangelistic events crucial to our Vision 2025 plan to reach the unsaved and unchurched. Stay tuned for upcoming events in the U.S., the UK, Australia, and more.

candid.

DISCIPLING A SOCIAL MEDIA DRIVEN CULTURE

This year, if you saw it on the news, Jonathan Youssef was probably talking about it on the *Candid* podcast.

As believers became weary of the never-ending social media debates surrounding faith, politics, race, and sexuality, many found refreshing clarity through Jonathan's respectful, Christ-centered, Biblically-based conversations.

Launched in 2019 with Dr. Youssef's Vision 2025 goal of reaching millennials, *Candid Conversations with Jonathan Youssef* is already in the **top 5% of all podcasts,** has a **5-star rating,** and is reaching listeners from **95 countries**—becoming a weekly staple for those in search of Biblical clarity on popular issues.

THE IMPACT

"Thank you for not being afraid to address the hard stuff."

— LESLIE

"Your recent episode has helped us with our 26-year old, who shows all the signs of [believing] progressive Christianity. Thanks to your podcast, we are on a journey . . . to lovingly minister to our son."

— LANE

POPULAR EPISODES

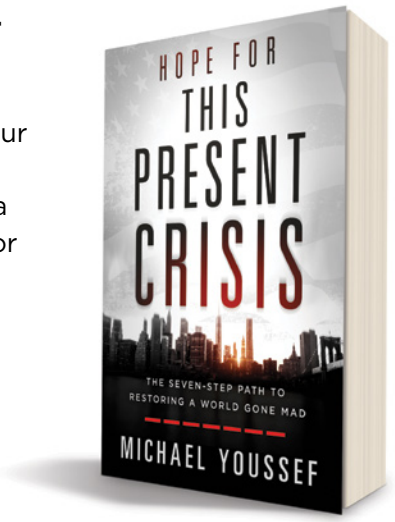
1. **Redeemed Sexuality (Ep. 95)**
2. **What Is Progressive Christianity? (Ep. 84)**
3. **The Church's Role in Fighting Racism (Ep. 50)**
4. **The Tragedy of Ravi Zacharias (Ep. 80)**

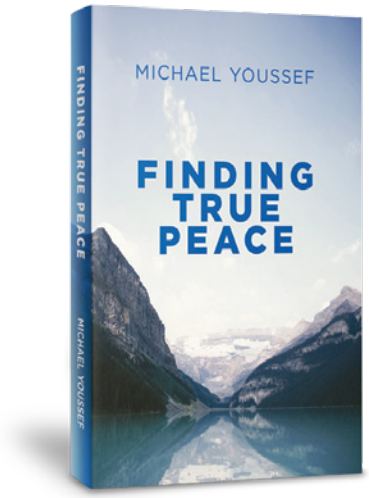
TIMELY NEW RELEASES

A Message for Our Time — As the pandemic, political polarization, and racial unrest threatened to tear our nation apart, Dr. Youssef's timely new book revealed a concise seven-point plan for spiritual renewal here at home.

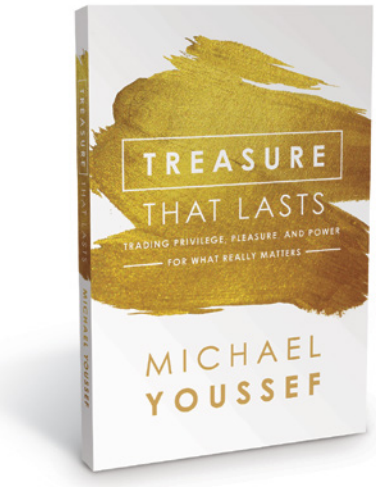
Featured On:

THE CHRISTIAN POST · FOX BUSINESS · NEWSMAXTV · Washington Examiner · THE DAILY WIRE · **& More**





A Concise Gospel Presentation — As many searched for peace, Dr. Youssef released a concise and compelling presentation of the Gospel message—a book 40 years in the making, which *Leading The Way* now freely distributes to seekers and new believers.



An Eternal Perspective — During a tumultuous year, Dr. Youssef reminded readers where their true treasure lies.

"I don't just want to curse the darkness. I want to light a candle."

— DR. MICHAEL YOUSSEF ON DAYSTAR, JUNE 2021

Amid one of the most turbulent periods in our lifetime, *hope* was the message that rang out from Dr. Youssef's sermons, books, international visits, and media appearances as he pointed believers and non-believers alike to look to Christ.

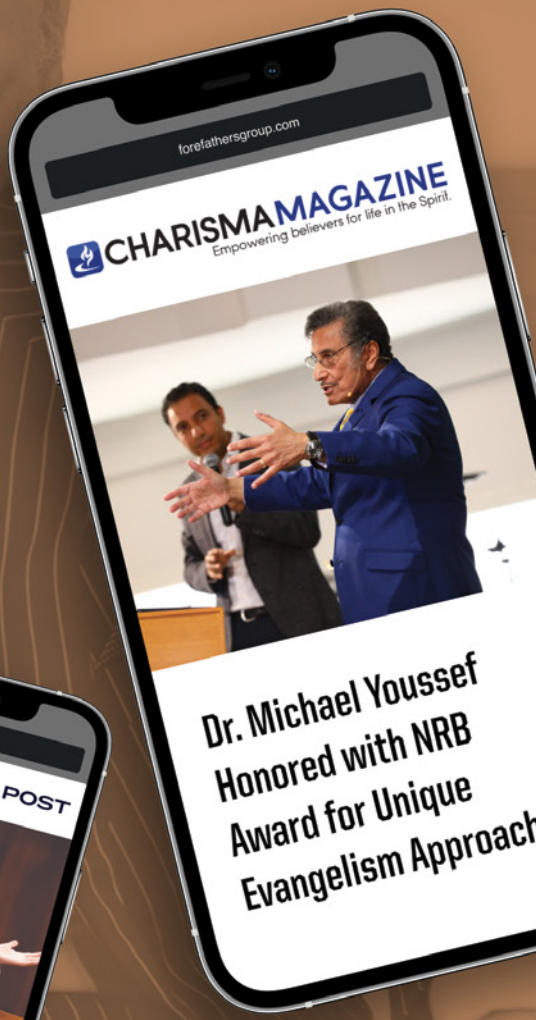
DR. YOUSSEF ON THE FRONTLINES:

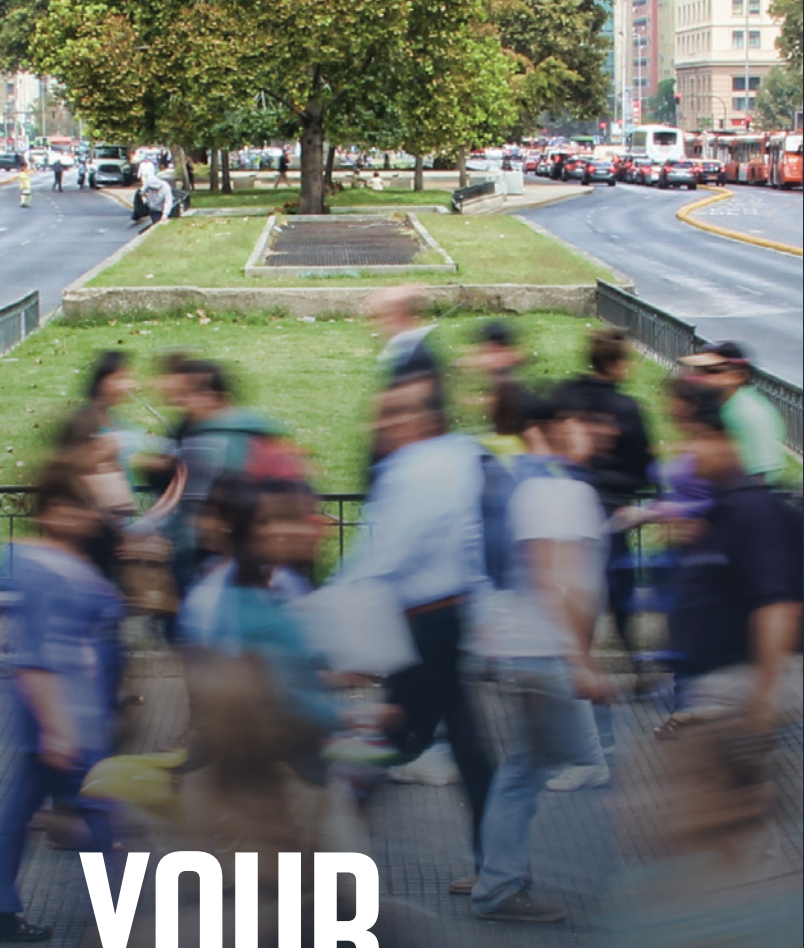
MESSAGE TO LEBANON, AUGUST 2020 — "We stand with you and see your valiant stand for Jesus in the midst of this difficult situation."

CAIRO, CHRISTMAS 2020 — "I pray today that not a single person at the sound of my voice would miss the real Christmas."

DUBAI, PALM SUNDAY 2021 — "King Jesus is able to give hope to the hopeless, courage to the fearful, victory to the anxious."

DR. YOUSSEF IN THE NEWS:





YOUR IMPACT THIS YEAR— BY THE NUMBERS

YOUR IMPACT

1

New Language Launched with Dr. Youssef's Messages: Hebrew

100+

LIVE Programs Broadcast Into the Middle East

90,000+

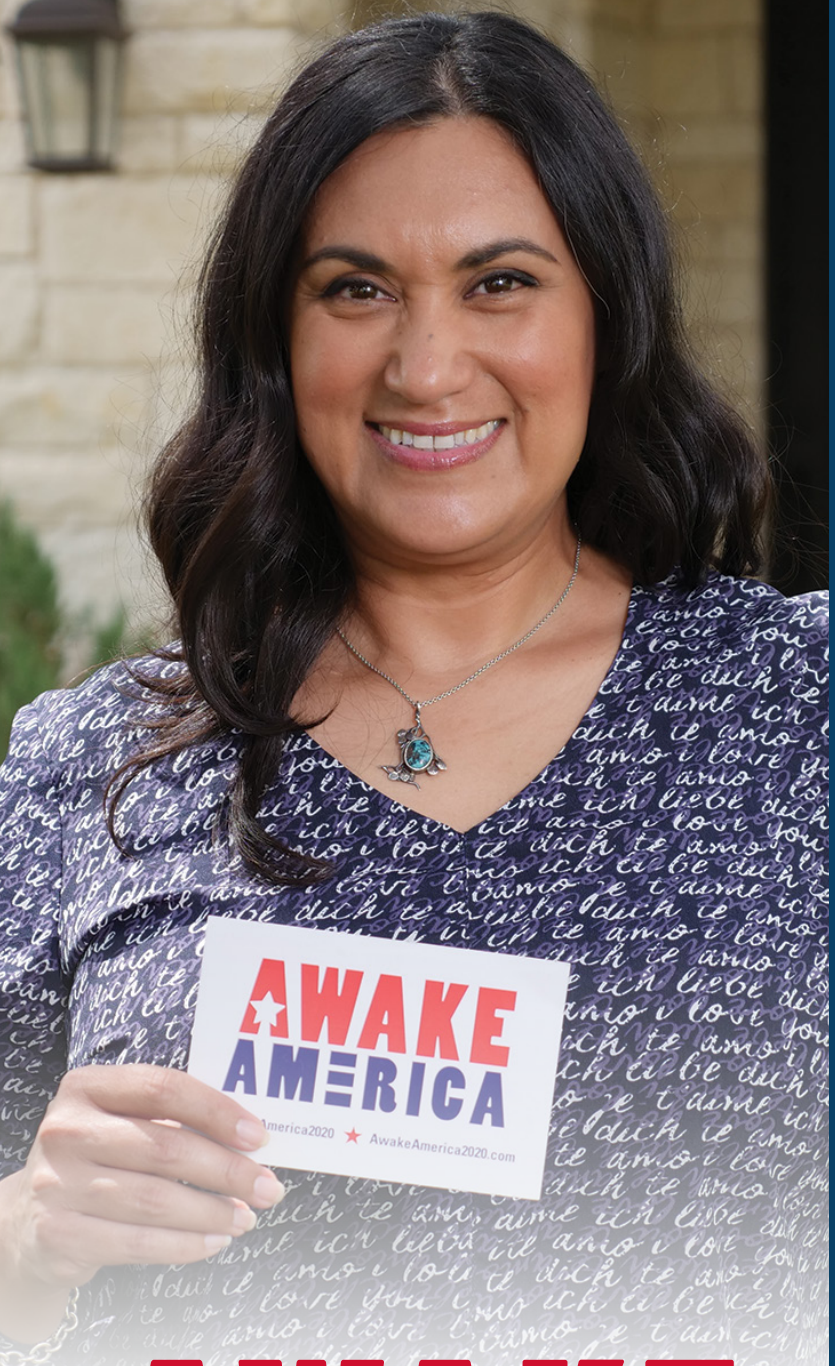
Visitors to our Evangelistic Website

330,000+

Peak monthly viewers reached by *Leading The Way LIVE*

560,000+

Biblically-based resources distributed around the world



AWAKE AMERICA

MORE THAN 120,000 STRONG

This year, we continued seeking God for spiritual revival through Awake America—

a special prayer movement on social media calling believers to join together in prayer for spiritual revival. More than **120,000 people** have joined the movement! Through Awake America, God is reviving stagnant prayer lives and igniting spiritual awakening in homes and communities.

"Thank you for your dedication to prayer. . . . I look forward to your daily posts on social media."

— JULIE, LOCATION UNKNOWN

"The Awake America movement has given me new encouragement to call on people to engage in prayer. . . for a Jesus-centered revival in this land."

— MICHAEL, MASSACHUSETTS

"I have a never-ending list of prayer requests. . . . It can be overwhelming. The prompts and reflections you share help me focus."

— EVONNE, WISCONSIN

THIS GROWING MINISTRY IS THE RESULT OF GOD'S GRACE WORKING THROUGH YOUR FAITHFUL PRAYERS AND SUPPORT. THANK YOU.

WE ARE SO GRATEFUL TO BE ON MISSION WITH PARTNERS LIKE YOU.

This is why every dollar you give is utilized efficiently and effectively to reach souls for Christ, and why our President and CEO, Dr. Michael Youssef, receives no financial compensation for his work with this ministry. It is his labor of love!

"With all the chaos going on in America, I have been very troubled. . . . I needed to know that there are others who are using their unique God-given gifts to reach people for Christ."

— MARCIA, USA

"We love Michael Youssef's messages and the focus on reaching the world for Christ. You have our full support!"

— NEIL AND ELISABETH, AUSTRALIA

"Through your ministry, I have come to love and pray for Muslims who have not yet heard of the love Jesus has for them. I am thankful that through your ministry I get to help in a Spirit-filled mission."

— KATHY, USA

FY21 ANNUAL REPORT FINANCIAL SUMMARY

Leading The Way With Dr. Michael Youssef, Inc. And Affiliates

UNITED STATES OFFICE	2021	2020
Revenues, Gains & Support		
Total Support	$28,124,201	$22,362,352
Total Other Revenues & Gains	$491,695	$509,181
Total Revenues, Gains & Support	**$28,615,896**	**$22,871,533**
Expenses & Losses		
Program Services	$20,924,329	$17,023,024
Management & General	$1,037,769	$896,297
Fundraising	$2,172,076	$1,892,570
Total Expenses & Losses	**$24,134,174**	**$19,811,891**
Change in Net Assets	**$4,481,722[1]**	**$3,059,642**

INTERNATIONAL AFFILIATE OFFICES	2021	2020
Australia (Currency Shown in AUD)		
Total Revenues & Support	$2,554,110	$2,345,272
Total Expenses, Losses & Transfers	$2,489,137	$2,256,532
Change in Net Assets	**$64,973[1]**	**$88,740**
Canada (Currency Shown in CAD)		
Total Revenues & Support	$966,985	$794,037
Total Expenses, Losses & Transfers	$886,757	$700,077
Change in Net Assets	**$80,228[1]**	**$93,960[1]**
United Kingdom[2] (Currency Shown in GBP)		
Total Revenues & Support	£446,976	£293,882
Total Expenses, Losses & Transfers	£340,384	£344,104
Change in Net Assets	**£106,592[1]**	**(£50,222)[1]**

[1] Unaudited financial results.

[2] 2021 and 2020 columns report the fiscal years ended 31 Oct 2020 and 31 Oct 2019, respectively.

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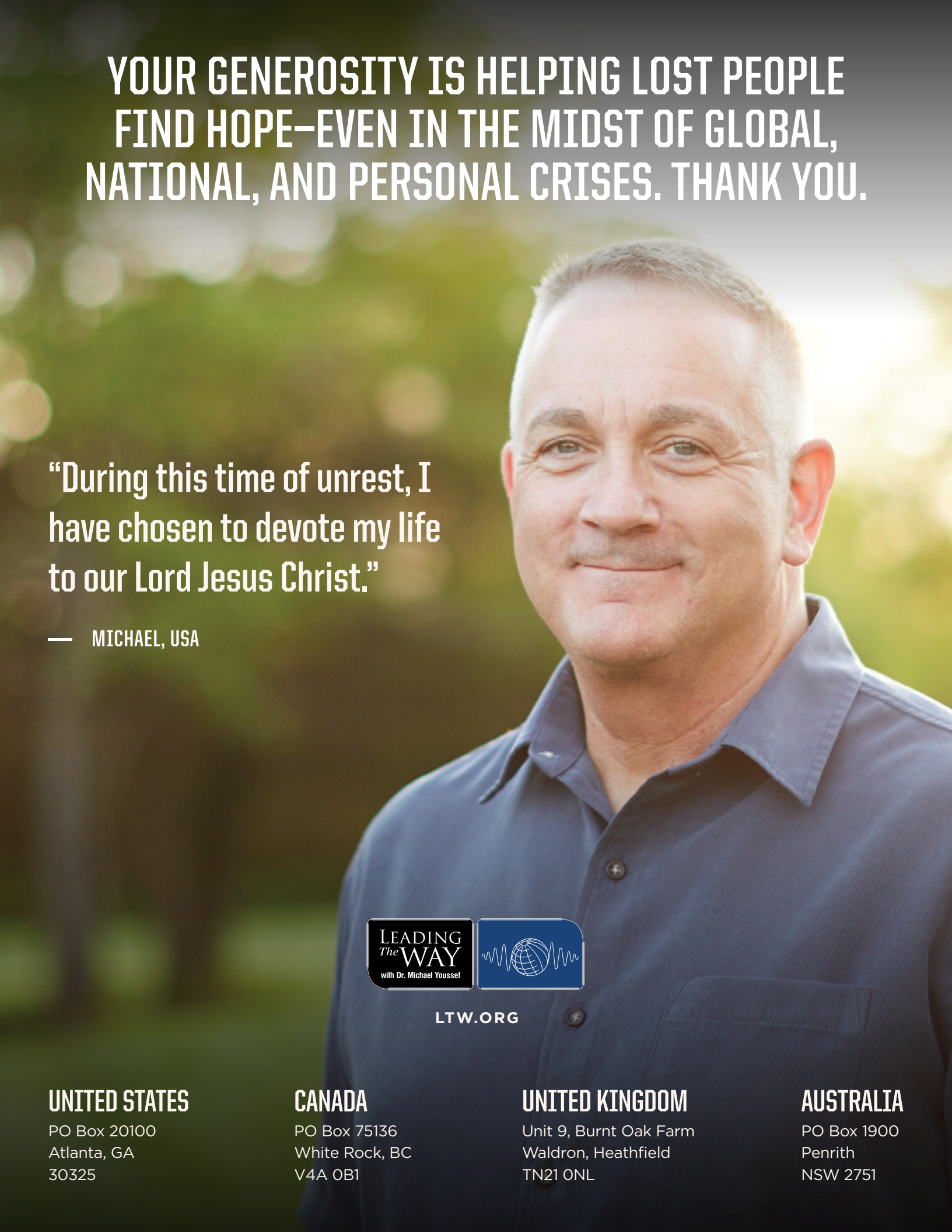
Leading The Way U.S. is a member of the Evangelical Council for Financial Accountability (ECFA).

YOUR GENEROSITY IS HELPING LOST PEOPLE FIND HOPE—EVEN IN THE MIDST OF GLOBAL, NATIONAL, AND PERSONAL CRISES. THANK YOU.



"During this time of unrest, I have chosen to devote my life to our Lord Jesus Christ."

— MICHAEL, USA

LEADING The WAY with Dr. Michael Youssef

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