




LEADING THE WAY 2023 ANNUAL REPORT

# BREAKING EVERY BARRIER

A MILESTONE YEAR OF MINISTRY





MACON COLISEUM



**“IS ANYTHING TOO  
HARD FOR THE  
LORD?”**

**GENESIS 18:14**



# MICHAEL A. YOUSSEF

PH.D.

To my precious ministry partners,

If there's one thing that has marked these 35 years of ministry together, it is the faithfulness of God. Time and again, He has intervened—opening doors no man can shut, overcoming forces that have sought to slow down His work, and enabling us to proclaim the message of Christ without compromise.

In God's kindness and through your generous partnership in the Gospel, this past fiscal year in particular (July 1, 2022 – June 30, 2023) has been a milestone year for *Leading The Way*. During a time of historic economic uncertainty, the Lord worked through your partnership to launch a bold, new outreach: Evangelistic Celebrations. During a time of rising religious restrictions around the world, He worked through your partnership to release two new solar-powered *Navigator* devices optimized to reach unreached people. During a time when many are seeking to discredit or dilute the Gospel, it is only going forth with greater intensity—and transforming lives on a level we have never seen before.

**My friend, the Gospel transcends every obstacle.** It breaks down every barrier. Nothing can stop it—for “it is the power of God that brings salvation to everyone who believes” (Romans 1:16). He is the God who makes a way. Is anything too hard for Him?

I believe our best days of ministry are ahead—for God is truly the one who is *leading the way* in all our efforts together. As you read this year's ministry report, I pray it serves as a memorial to our faithful God—the one who has helped us every step of the way and will continue to make a way where there is no way.

Thank you once again for your generous support. What a joy it will be to see the true magnitude of your impact in heaven!

For His glory,

Michael Youssef, Ph.D.



# A GROUNDBREAKING YEAR *OF* MINISTRY

**W**hen Dr. Michael Youssef first launched *Leading The Way's* Vision 2025 plan for ministry expansion back in 2018, it wasn't simply to grow a ministry but to seek a much more precious prize: *to see God draw many more families, communities, and individuals into His Kingdom.* Thanks to your partnership, the Vision 2025 infrastructure is rapidly accelerating. The reach of the ministry has doubled. And now, we are seeing the lasting fruit of our ministry together: a growing harvest of souls from every tribe, tongue, and nation.

Since the launch of Vision 2025, advancing the Gospel has not become easier. In fact, the barriers have only multiplied—with rising religious restrictions, historic economic uncertainty, political turmoil, and natural disasters rocking the globe.

***But against all odds, God is the one who makes a way.*** This past fiscal year, despite every imaginable obstacle, your partnership enabled *Leading The Way* to launch brand-new ministry endeavors and break new records, resulting in the greatest prize of all: ***the saving of souls.***

AUGUST '22



## A NEW PODCAST

*Leading The Way* launches NEW daily MY Devotional podcast

OCTOBER '22



## END-TIMES CLARITY

Dr. Youssef releases his compelling new book *Is the End Near?*, which becomes a bestseller (see p. 5)

OCTOBER '22



## LEADING THE WAY IN LONDON

*Leading The Way* celebrates 20 years of ministry in Europe (see p. 8)

# GOD IS USING YOUR PARTNERSHIP TO MAKE THE IMPOSSIBLE A REALITY.



"More than 40 Muslim families have been impacted through the *Navigator* device. We believe there are 120 more who could come to Christ if they had a *Navigator*."

– NAVIGATOR PARTNER, NIGERIA



"I was saved but didn't understand the Bible. Your sermons changed my life. When I longed for Truth, you guided me there."

– MICKI, USA



"While facing health challenges that left me in despair, I discovered Dr. Youssef's program. Thank you for encouraging my weary soul. Now I feel empowered to fight this battle."

– MATILDA, GERMANY



"I started questioning the Islamic faith. . . . Watching your channel affirmed my conclusion that Jesus is the true God. I became a believer in Him and shared my faith with my wife, who also believed."

– BERJAS, JORDAN

NOVEMBER '22



## SOULS SAVED IN SYDNEY

Hundreds make decisions for Christ as Dr. Youssef shares the path to true peace in Christ (see p. 9)

MARCH '23



## A GROUNDBREAKING NEW OUTREACH

Twelve months of planning culminate in Dr. Youssef preaching at the ministry's first city-wide Evangelistic Celebration (see pp. 10-13)

APRIL '23



## NEW NAVIGATORS LAUNCHED

*Leading The Way* releases two new devices to reach the unreached (see pp. 14-15)



# BUILDING UP THE CHURCH

**W**hether releasing a new book, sharing a Biblical perspective during the dozens of media appearances he dedicated his time to in FY23, inspiring global ministry leaders in London, or investing in Middle Georgia pastors in advance of *Leading The Way's* first Evangelistic Celebration, behind every ministry opportunity with Dr. Youssef this year was a pastor's heart to shepherd and care for God's people.

**“As a pastor, my great privilege and desire is to build up the church of Jesus Christ.”**

**— DR. MICHAEL YOUSSEF**

## MEMORABLE CONVERSATIONS

### CANDID REFLECTIONS ON LIFE & MINISTRY



During a special profile interview on *Facing the Canon with J. John*, Dr. Youssef shared personal reflections about his miraculous birth, family upbringing, how he came to Christ, and what led him to America.

### WHAT IS THE GOSPEL?



Dr. Youssef appeared on *Takeaways with Kirk Cameron* to answer the question that has been the seminal focus of his entire ministry: What exactly is the Gospel—and why is it good news?



# SPIRITUAL ENCOURAGEMENT ON THE GO

This year your partnership enabled *Leading The Way* to launch a NEW podcast featuring the daily devotionals you know and love from Dr. Youssef! The *MY Devotional* podcast joins our growing family of podcasts designed to provide you with Biblical encouragement on the go.

## A BESTSELLING RELEASE

**W**hat did Jesus Himself say about the end of time? In October 2022, Dr. Youssef released a new book bringing much-needed Biblical clarity to one of the most misunderstood topics of Scripture. Within weeks, *Is the End Near?* was a bestseller, highlighting Jesus' own answers to our most pressing end-times questions. In March 2023, the release of the accompanying Study Guide allowed readers to go even deeper with a critical end-times passage of Scripture.



"This book gave me hope that my future is secure [in Christ]."

– K., USA



"A must-read for all who are looking for answers in today's troubled world."

– DAN, USA



"As a 'baby Christian' I found this very educational and easy to understand. This is something everyone should read."

– WHITNEY, USA

NEW!



Listen now on your favorite podcast platform.

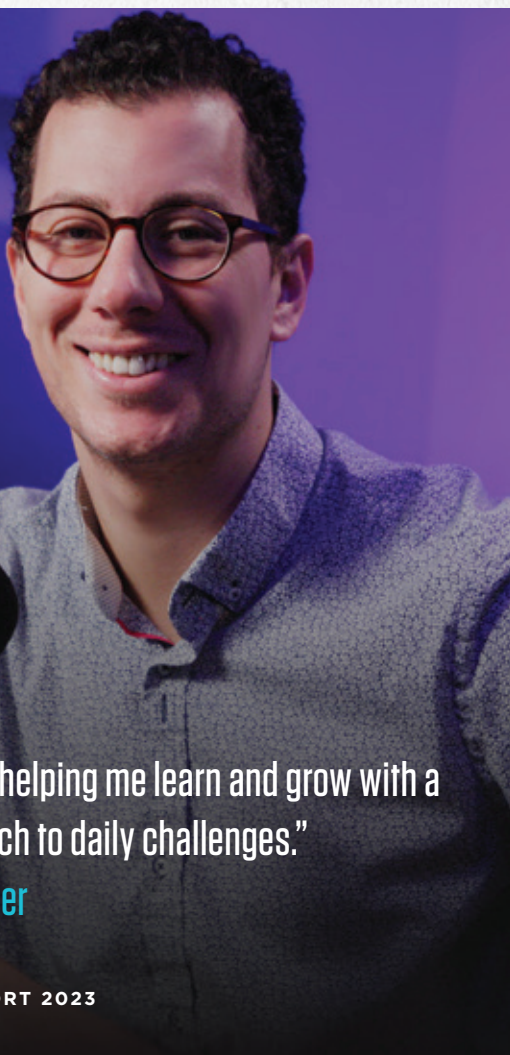






## 90 STATIONS ADDED

When Dr. Youssef launched our **Vision 2025** plan for ministry expansion, the first goal of the initiative was to double our media footprint. Through your generosity, since the launch of Vision 2025 we've been able to add **90 new stations** to our broadcast line-up—reaching millions more viewers with the Truth of the Gospel every week.



"Thank you for helping me learn and grow with a Biblical approach to daily challenges."

- *Candid Listener*



## 200 EPISODES OF CANDID

Our *Candid Conversations* podcast recently produced its 200th episode! As Jonathan Youssef brings a Biblical perspective to hot topics, this strategic outreach to the next generation is reaching millions of people. Since launch, the podcast has peaked at **#49 on top podcast charts**, landed in the **top 0.12% of podcasts globally**, reached **10 million people on social media**, and ministered to listeners in **130+ countries**.





## 350,000+ PRAYER WARRIORS MOBILIZED

Dr. Youssef's Awake America movement continues to unite believers in prayer for the next Great Awakening in America, with more than **350,000 prayer warriors** committing to pray for spiritual revival in our nation. Since its inception, Awake America has reached **13 million people** on social media and has engaged prayer warriors in **900+** continuous days of prayer.



"Each Awake America post is a nudge, reminding me to pray throughout the day." – **Barbara, USA**



DAYSTAR



NEWSMAX



RFD-TV

this



TCT



## 1 AWARD-WINNING MINISTRY

This year *Leading The Way* was grateful to have been awarded the **2023 Best Use of Multiple Media Award** from the National Religious Broadcasters Association (NRB) for demonstrating "exceptional creativity, innovation, and excellence in its use of at least three types of media, including television." Your partnership makes this possible!



# PRAYERS ANSWERED IN LONDON

## Celebrating 20 Years of Ministry in Europe

Queen Elizabeth II had just passed. Many public venues were still closed in observance of her death. Rail strikes were preventing easy travel to London. Though the circumstances were unexpected, it was straight into the heart of these challenging circumstances that God brought hope, encouragement, and even salvation through *Leading The Way LIVE in London*, a celebration of 20 years of *Leading The Way's* ministry in Europe.



*"Leading The Way LIVE in London  
brought me closer to God."*

— JANE

*"I am praying that all God has done in the United Kingdom these last 20 years would only be the beginning of another great spiritual awakening."*

— DR. MICHAEL YOUSSEF



LONDON OCTOBER 2022



Despite rail strikes on the evening of the event, the auditorium was packed with people eager to worship the Lord together and see friends and family impacted by a Gospel message.



Although the event was not primarily evangelistic, 50 people made decisions for Christ after Dr. Youssef's message—standing before thousands of people to declare their need for the Savior.

### LIVES CHANGED

*"This event gave us courage to  
persevere in troubling times."*





# SOULS SAVED IN SYDNEY

## Response Overwhelms the Altar at *Leading The Way LIVE* in Sydney

At a packed-out auditorium in the heart of Sydney, Australia—the city where the Lord established Dr. Youssef’s family and ministry—thousands gathered for a powerful time of worship and preaching at *Leading The Way LIVE in Sydney*. Nearly 350 people—that’s an astonishing 1 in 6 attendees—made decisions for Christ as Dr. Youssef shared Jesus’ invitation to weary souls: “Come to me, all you who are weary and burdened, and I will give you rest” (Matthew 11:28).



“What a night! My 12-year-old son gave his life to Christ.”

— CHRISTINA

### MEETING THE SPIRITUAL NEED | AUSTRALIA

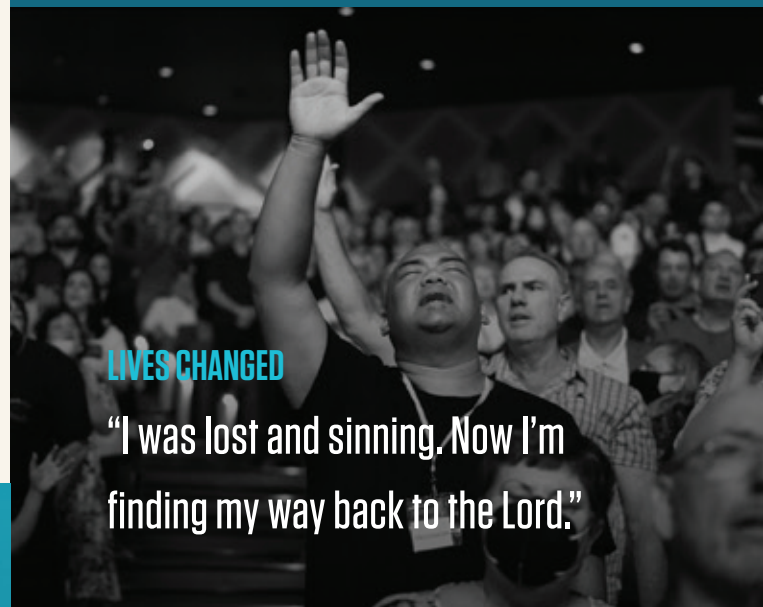
- 2 out of every 5 Australians consider themselves an atheist or agnostic.
- Only 10% of professing Christians regularly attend church.
- 1 in 5 Australians are affected by anxiety and other mental health issues.



SYDNEY NOVEMBER 2022



Following Dr. Youssef’s invitation, there was barely enough room at the altar for the flood of people who came down to surrender their lives to the Lord.



#### LIVES CHANGED

“I was lost and sinning. Now I’m finding my way back to the Lord.”



#### LIVES CHANGED

“The Lord used this event to set me back on the path I needed to be on.”

# THE POWER OF GOSPEL PROCLAMATION

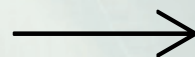
When Jamie showed up at church on Sunday, her pastor knew God was doing something special in her life. “She was on fire for the Lord!” he said.

The following week, Jamie brought her teenage son to church. He couldn’t help but notice the deep change in his mother’s life. After seeing firsthand how the love of Christ was transforming her from the inside out, he too gave his life to the Lord.

The following Sunday, when he returned to church with his mother, he brought his girlfriend, too—and she also surrendered her life to Christ!

What was the reason for the tangible change in Jamie’s life—a change that impacted one soul after another?

The truth is something significant had just happened. Jamie had just rededicated her life to Christ after hearing Dr. Michael Youssef preach at Hope for the Heart of the Georgia, *Leading The Way’s* first city-wide Evangelistic Celebration.





LEADING THE WAY

# LAUNCHES FIRST OFFICIAL CITY-WIDE EVANGELISTIC CELEBRATION

MIDDLE GEORGIA MARCH 2023

For months, prayer warriors gathered weekly to cry out for God to bring spiritual revival in Middle Georgia. College students heard about the Celebration and held their own prayer rally. One woman shared that she had been praying for her city for 40 years—and this event was God answering those decades-long prayers.

On both nights of Hope for the Heart of Georgia, the roar of prayer once again rose up, filling the backstage hallway—like fuel on the fire of prayer that had been raging for months and years in Middle Georgia.



“One of the things that immediately attracted us to come to Macon, Georgia, was how many people had been praying, and for how long,” Dr. Youssef said. “Some people said to me, ‘We’ve been praying for 10 years; we’ve been praying for 15 years. We’ve been praying for the Holy Spirit to bring the communities together.’”

On March 24-25, 2023, that’s exactly what God did. A massive crowd began to form outside the front doors of the Macon Coliseum. When they finally opened, people of all backgrounds streamed in—entire families, moms pushing strollers, teenagers with babies, older couples, people battling addiction, youth with tattoos on their arms, necks, and faces—all to hear Dr. Michael Youssef proclaim the eternal hope found in Christ Jesus alone. The spiritual hunger was palpable.



JUNE 2022

Local ministry leaders extend official invitation for Dr. Youssef to join them in reaching the Middle Georgia community.



“I have listened to Dr. Michael Youssef over the years, and I knew that if he was coming to Macon, **there was a move of God coming with him,**” one attendee shared.



6,000 LIVES TOUCHED

+



500 CHURCHES ENGAGED

+



HUNDREDS OF SOULS SAVED

On the first night—an evening for youth—Dr. Youssef shared his own personal testimony of teenage rebellion and restoration, emphasizing God’s extravagant forgiveness through the story of the Prodigal Son. On the second and final night, Dr. Youssef challenged false cultural Christianity, declaring, “Salvation is a personal experience! You cannot inherit, buy, or earn it.”

In all, following Dr. Youssef’s invitation, hundreds of people from all ages and backgrounds streamed to the front of the Coliseum to make decisions for Christ. Their ages spanned from 5 to 80—and half were 25 and younger.

By God’s grace and through your support, churches in Middle Georgia were ready to receive the harvest. In the months following, *Leading The Way*’s team worked with church leaders to ensure that at least 90 percent of those who made decisions for Christ were brought into local churches for long-term discipleship and spiritual care—and the impact continues today.

**Half of those who made decisions for Christ were age 25 and younger.**



# "This is the best thing to happen in [our city] in a long time."

— Hope for the Heart of Georgia Attendee

This is just a glimpse of the hundreds of lives touched at Hope for the Heart of Georgia—and thousands more who will be touched as *Leading The Way* continues this vital outreach in Ireland, Egypt, New England, Mexico, and many more strategic locations around the world.



LIVES CHANGED

"This event renewed my faith."



LIVES CHANGED

"I was encouraged spiritually and challenged to make sure I'm staying close to God."

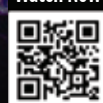


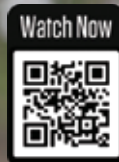
LIVES CHANGED

"I'm going through a personal battle and was questioning God's love for me.... At this event I recommitted my life to Christ."



Watch Now





# TWO NEW WORKERS IN GOD'S HARVEST FIELD

OPTIMIZED NAVIGATORS OVERCOME BARRIERS TO THE GOSPEL

**H**ow can you share the Gospel in the midst of war, sophisticated firewalls, and government suppression of the internet—getting God's Word deep into the heart of closed countries and remote regions? Enter the *Navigator: Leading The Way's* pocket missionary. As our ministry together has grown, so has our arsenal of these small but effective solar-powered devices, available in nearly 30 of the world's most spoken languages. Designed to overcome obstacles to the Gospel in hard-to-reach places and loaded with the New Testament and Dr. Youssef's messages, this year *Leading The Way* launched two NEW *Navigator* devices with enhanced features:



More discreet design, enabling easier transport and increased concealability



More powerful speaker, reaching larger groups of people



Stronger materials, ensuring maximum durability



150 sermons from Dr. Youssef—3x the content of previous devices

Through your partnership, God is breaking every barrier to the Gospel—making His name known in some of the most restricted regions on earth.





# 50 COUNTRIES REACHED

Since the Launch of Vision 2025



**Bangladesh** - A Sufi Muslim leader cradles his *Navigator*. After listening to its teachings, he decided to leave Islam behind to follow Jesus—and is teaching his followers to do the same.

## SOULS REDEEMED

FROM EVERY TRIBE, TONGUE, AND NATION



“God brought this *Navigator* at just the right time. My mother’s heart was ready to receive the Gospel. She now wants to be baptized.”

— ALBANIA



“Nobody had ever told me the Truth of Jesus Christ. After listening to the *Navigator*... my life has been changed. I am also guiding my friends and family to Jesus.”

— PAKISTAN



**Nigeria** - In a region where the radical group Boko Haram seeks to outlaw their education, young girls receive the teachings of the *Navigator* with joy.



**Pakistan** - *Navigators* bring encouragement to the underground church and equip believers to discreetly share their faith in a hostile country.

# RESTRICTED REGIONS ARE NOT RESTRICTED TO GOD

In 2005, God gave Dr. Youssef the vision for a 24/7 satellite television channel in the Muslim world. In 2009, it became a reality with the launch of THE KINGDOM SAT—despite a once-in-a-lifetime recession. Now, fourteen years later, our ministry in the Middle East only continues to grow—despite growing restrictions.

For those seeking Truth in the Muslim world, following Christ is only becoming more difficult. Yet, as government-mandated church closures, growing censorship, and hostility toward believers all reach new levels of intensity, the Gospel is only going further—thanks to your partnership.



## HOPE FOR TURKEY

In February 2023, following devastating earthquakes in Turkey and Syria, your partnership allowed us to expand our Turkish-language radio programming and Field Team coverage in the region at just the right time—proclaiming the hope and comfort of Jesus to those who had lost everything.



**39,258**

Number of unique conversations that took place between Field Teams and spiritually hungry viewers



**10M**

Number of views THE KINGDOM SAT surpassed on YouTube this year



**66%**

of viewers were Muslim



**260M**

households now have access to THE KINGDOM SAT TV channel due to expanding satellite coverage—a 30 percent increase over last year!



# YOUR IMPACT

## LIVES CHANGED



“After watching *THE KINGDOM SAT*, my eyes were opened to see the beauty of Jesus Christ—and I chose to follow Him as the true Savior of my life.”

— AHMED, PALESTINE



“I grew up Muslim in a fanatic environment. After finding your channel, I am calling to learn more about the Christian religion.”

— SAMIR, MOROCCO



“It is amazing to know that the Lord has chosen me. I am leaving behind the religion of Islam. Thank you so much for helping me take this step.”

— FATO, EGYPT

## NEW SIGNATURE PROGRAMMING

### SAID ABOUT HER



In a culture where women are often looked upon as second-class citizens, your partnership is enabling *Leading The Way* to equip them with the Truth of their identity as God’s own creation—made in His image and deeply loved by Him.

### YOU WILL KNOW THE TRUTH



Wearing traditional Middle Eastern dress, Christians from across the Muslim world share incredible testimonies of God’s work in their lives and exalt the name of Jesus through indigenous songs—emboldening viewers in restricted regions to know Christ.



# YOUR PARTNERSHIP MAKES IT POSSIBLE!

SINCE THE LAUNCH OF

VISION

2025:



**70 MILLION**

Additional Households  
Now Have Access to  
THE KINGDOM SAT



**196,000+**

People Reached by  
*Navigators*



**26 MILLION**

People Reached on  
Social Media



**70,000+**

People Received  
Spiritual Counseling  
from Field Teams in  
the Muslim World



**2.8 MILLION**

Biblically-based  
Resources Distributed



**90+**

New TV & Radio  
Stations Added

**ESTIMATED REACH =**  
**TENS OF MILLIONS MORE LIVES**  
**CHANGED THROUGH YOUR PARTNERSHIP**



# IT'S ALL TO SEE LIVES TRANSFORMED IN CHRIST.



## FROM RESTRICTED NATIONS:

"I've been following your programs for a long time. My desire to learn more about the Christian faith is what led me to your Facebook page. I now want to leave Islam and follow Christ. For twenty years, I was lost in sin. Now I am a new creation in Jesus."

— ABOOD, YEMEN

## TO REMOTE VILLAGES:

"I live in a village where I help my parents work the land. My life is lonely and I feel hopeless about the future. Your radio programs have been a faithful companion to me. Thank you for speaking to my soul and reminding me that God is working for my good."

— LAVDIE, ALBANIA



## TO HERE IN THE WEST:

"Dr. Youssef's books had a profound effect on me as a baby Christian. They helped me connect the dots between the wonderful Truths I'd been taught my whole life and what that looked like for me as a [new believer]. ... I've now served in ministry for many years, and it is my great privilege to tell other people about Jesus."

— DAVE, AUSTRALIA

# THIS IS THE POWER OF THE GOSPEL.

# PARTNERS LIKE YOU ARE FUELING THE MISSION.

Thank you for giving so generously to make Christ known in our world.



“[It is our joy] to pray, intercede, and give what we can to those who are laboring to bring souls into the Kingdom.”

—ANNETTE, MINISTRY PARTNER



“I am very thankful for your Field Teams. I can’t go into the nations where they are serving, but I can help send them. God bless you.”

—MAYRA, MINISTRY PARTNER



## A SPECIAL WORD OF THANKS TO OUR VOLUNTEERS

*Leading The Way* is blessed by **countless** volunteers who give so graciously of their time and talent, sacrificing hundreds of collective hours to serve the Lord through this ministry—including **Dr. Michael Youssef!** Unlike many other ministries, where CEOs receive hundreds of thousands of dollars annually, our President and CEO receives **absolutely no financial compensation** for his work at *Leading The Way*. Thank you to Dr. Youssef and all our generous volunteers, *whose service to the ministry is a labor of love!*



“We are increasing our monthly gift . . . so we can help put *Navigators* into more hands. Thank you for being the hands and feet that will make this happen!”

—ROB AND LINDA, MINISTRY PARTNERS



# FY23 ANNUAL REPORT FINANCIAL SUMMARY

## UNITED STATES OFFICE

2023

2022

### Revenues, Gains & Support

Total Support	\$23,355,381	\$30,697,537
Total Other Revenues & Gains	\$591,748	\$457,678

<b>Total Revenues, Gains &amp; Support</b>	<b>\$23,947,129</b>	<b>\$31,155,215</b>
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### Expenses

Program Services	\$25,792,410	\$24,050,295
Management & General	\$999,706	\$928,453
Fundraising	\$1,770,908	\$1,658,529

<b>Total Expenses</b>	<b>\$28,563,024</b>	<b>\$26,637,277</b>
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<b>Change in Net Assets</b>	<b>(\$4,615,895)<sup>1</sup></b>	<b>\$4,517,938</b>
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## INTERNATIONAL AFFILIATE OFFICES

2023

2022



### Australia (Currency Shown in AUD)

Total Revenues & Support	\$3,382,240	\$3,025,755
Total Expenses	\$3,477,260	\$2,902,940

<b>Change in Net Assets</b>	<b>(\$95,020)<sup>1</sup></b>	<b>\$122,815</b>
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### Canada (Currency Shown in CAD)

Total Revenues & Support	\$972,565	\$986,700
Total Expenses	\$993,566	\$885,159

<b>Change in Net Assets</b>	<b>(\$21,001)<sup>1</sup></b>	<b>\$101,541<sup>1</sup></b>
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### United Kingdom<sup>2</sup> (Currency Shown in GBP)

Total Revenues & Support	£596,228	£584,369
Total Expenses	£732,561	£443,597

<b>Change in Net Assets</b>	<b>(£136,333)<sup>1</sup></b>	<b>£140,772<sup>1</sup></b>
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## U.S. BOARD OF DIRECTORS

Dennis Chorba, *Chairman*

Roe Frazer

Eric Graham

Tommy Green, Jr.

Dave Hangsleben, *Secretary*

John Morris, *Treasurer*

Sonny Perdue

Alfred Sams

Richard Swanson

Elizabeth Youssef

Michael Youssef, Ph.D., *President*



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

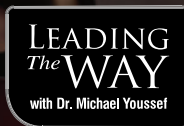
<sup>1</sup> Unaudited financial results.

<sup>2</sup> 2023 and 2022 columns report the fiscal years ended 31 Oct 2022 and 31 Oct 2021, respectively.



**"I HAVE DECIDED TO FOLLOW JESUS,  
WHO LIBERATED ME."**

*— LEADING THE WAY VIEWER*



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