THIS IS ONLY THE BEGINNING.

Join us as we press on to see one million souls saved by 2025.
Dear Friend,

This year, so many of you gave sacrificially to see the Lord expand our impact through Vision 2025—and I am deeply grateful! Through your partnership, we saw God grow our ministry, draw lost souls to new life in Christ, and reach the next generation like never before. What an amazing first year of Vision 2025!

Now, He is calling us from one degree of glory to the next. He has given us the vision—one million souls for Christ. He has given us the resources—the experience and infrastructure necessary to blanket the globe with the Gospel. And He has given us the team—a worldwide network of committed disciples who live for Him alone.

Together, we will press on until His vision is fulfilled—and watch as He draws “all people to [himself]” (John 12:32). Thank you again for standing with me as we press on in this Kingdom work.

For the glory of God,

Michael Youssef, Ph.D.
This year, your partnership enabled Leading The Way to intensify our efforts to reach the lost. Through Vision 2025, we’re aggressively seeking opportunities to share the Gospel on national secular TV networks and show first-class care for each person who wants to know more about Christ. As a result, millions more people are hearing the Gospel as we sow seeds for eternity.

“I have been lukewarm for far too long. Your sermons are so honest, so true, and exactly what I have needed to hear!” — Linda, USA

“How Can I Know God?”
Dr. Michael Youssef shares a powerful invitation to salvation during a weekly TV program, viewed consistently by millions of people. This is just one way Leading The Way is providing more opportunities for viewers to respond to the Gospel.

“Your daily program helped me come back to the Lord when I was in a dark place. Thank you for helping me see the light again.” — Lee, UK

553,644 resources sent out this year

2019 Radio Program of the Year
This year Leading The Way received the prestigious NRB award for producing the most “compelling, relevant, informative, and personable” program on Christian radio.

“Every Person Matters
Every call, letter, and message matters. That’s why Leading The Way expanded its dedicated pastoral care team this year, enabling us to accommodate the growing spiritual needs of our viewers.
We are in the early stages of reaching three major U.S. cities with a high concentration of Arabic-speaking Muslims—expanding our Arabic broadcasts and field team presence in:

NEW YORK CITY

CHICAGO

DEARBORN

There are growing Muslim communities in every major city in America. The need is obvious.

– LTW Field Team Coordinator

Clearing the Way

“I grew up an Iranian Muslim. I was taught since I was a kid that God does not have a son, so that was one of my main questions. Leading The Way’s field team was able to answer my questions and clear the way for me [to come to Christ]. When I heard their answer, I could not believe how much believing in Jesus was important to me and my family.”

– Ali, CALIFORNIA, USA

You Are Equipping the Church

At 17 events across the nation, you helped us equip nearly 2,500 Americans with the truth about Islam—sending them out to minister to their Muslim friends and neighbors.

God-Appointed Rides

We are using every available means to reach every available person at every available time. For example, as one field team member traveled, he ministered to his Muslim Uber drivers—including men from Palestine, Bangladesh, Afghanistan, Nepal, and Morocco. And four gave their lives to Christ right there on the spot!
Sometimes their work involves a 7-8 hour bus ride, traveling 2 days to a remote desert town, or getting a call in the dead of night. In the Muslim world, where access to the Gospel—and local churches—can be limited, this is what it looks like for Leading The Way’s field teams as they disciple our viewers daily. Through your partnership, these committed teams are becoming the local church to those who don’t have one—and they are a critical lifeline for new believers who have no other support system or Christian fellowship in the region.

“Sometimes their work involves a 7-8 hour bus ride, traveling 2 days to a remote desert town, or getting a call in the dead of night. In the Muslim world, where access to the Gospel—and local churches—can be limited, this is what it looks like for Leading The Way’s field teams as they disciple our viewers daily. Through your partnership, these committed teams are becoming the local church to those who don’t have one—and they are a critical lifeline for new believers who have no other support system or Christian fellowship in the region.” – LTW Field Team Director

“We are willing to do whatever it takes to meet with somebody who seeks to know the Lord.”

– LTW Field Team Director

“‘You are my family who always answers my questions about Jesus so that I can know Him better.’ – SYRIA

“I need your help! I am a Muslim and I want to know more about Christianity. I would rather die searching for the Truth than live a lie invented by human beings. This is why I am contacting you.” – MOROCCO

Field Team Members Like Wahid Must Have:

- Mature Faith in Christ, Plus Biblical Training
- Heart for Muslims and Strong Understanding of Islamic Culture
- Passion to Share the Gospel

Online Churches
Through weekly video calls, our field teams are starting underground churches online—discipling new believers in closed countries.

Church Partnerships
Our field team is networking with trusted local church volunteers who meet with our viewers and report back on their spiritual growth.

MEET NEW FIELD TEAM MEMBER WAHID

- Country: Morocco
- Background: Former Muslim; came to Christ after the witness of a college lecturer led him to search for Truth.
- Education: Attended rigorous Bible training classes and spent more than a decade sharing the Gospel, discipling fellow Christians, and planting churches.
10 YEARS OF MIRACLES

THE KINGDOM SAT, our 24/7 satellite TV channel, celebrated 10 years of broadcasting the Gospel into the Middle East and North Africa this year. We thank God for all He has done and look to Him to build on this foundation over the next 10 years.

NEW CONTENT TO SERVE THE UNDERSERVED

In 2019, we began serving several underserved groups with new Christian programs:

FOR WOMEN:
Created a new show for Muslim women—giving voice to their deepest questions and concerns.

FOR YOUNG PEOPLE:
Broadcasted a youth service LIVE from Cairo, Egypt—showing young people pursuing God in real time.

FOR THE NATIONS:
Produced worship songs in Iraqi, Syrian, and Moroccan dialects—speaking to the lost in their heart language.

Antagonist
non-Christian, normally Muslim, who is against Christianity

“If you are raised Muslim [like I was], you grow up with rules that are deeply rooted in your mind. . . . But after meeting with the field team members in Cairo, I was convinced that Jesus is my Lord.” - EGYPT

Non-Religious
a secular Muslim, seeker, or someone disillusioned with Islam

“I need your help! I am Muslim and I want to know more about Christianity. I now see that Islam is controlled by people’s desires. This has pushed me to search.” - MOROCCO

Believer
a Christian in need of encouragement and discipleship

“I was new in my faith and needed somebody to hold my hand and feed me spiritually. I thank God for you.” - SYRIA

EXPONENTIAL INCREASE OF LIVE BROADCASTS:

LIVE broadcasts are vital in the Middle East because they demonstrate to a skeptical audience that this is real Christianity. No editing. No gimmicks. Just Gospel.

Above: Despite facing political unrest, our team filmed unique worship songs on the ground in Syria this year. We captured content in two distinct languages—Syrian Arabic and Assyrian (Aramaic). This is a big step as THE KINGDOM SAT pursues new audiences.
Brandy, Texas, United States

I don’t know when exactly my addiction began. I was first prescribed Vicodin for migraines. Over time, I became more dependent on Vicodin than I was on God, and this made me feel like a failure as a believer. It was like I was two different people: one who desired to live an authentic life for Christ and another who was trapped and living in bondage.

But then I heard Dr. Youssef’s message “Got Freedom?”, and I finally understood that it didn’t matter what I had done. I wasn’t saved by what I did or didn’t do. What saved me was what God had done for me.

I had grown up thinking that you could look at someone’s life and say, “Oh, they’re a Christian. They don’t do this; they don’t do that.” But we’re not justified by what we do or don’t do. What I was lacking was not God’s love but my liberty in Christ. As Dr. Youssef explained, Christian liberty means being free from restraint—and I was confined by my addiction.

Through Dr. Youssef, God spoke very clearly to me: “You are still getting that prescription filled, and you need to give that up. Trust Me with this. Don’t worry about tomorrow; don’t worry about next week. Call the doctor right now.”

It was at that moment of obedience, of complete surrender, that I felt so much peace. When I hung up the phone with the doctor, I knew that my supply of medication was now cut off. But I trusted God, and there was so much grace—and so much freedom.

The very next month, my family experienced the biggest storm of our lives. During that storm, I was alert, I was sober, and I was on my knees every day. Even though my heart was breaking into a million pieces, it was the most joyful time of my life. Today, I really believe that had I not heard Dr. Youssef’s message when I did, I probably would have overdosed. The timing of everything was crucial. That message was for me.

Amir, Lebanon

Because of the war, I left Syria and came to Lebanon. My fear drove me to be a fanatic for the god of Islam. He had limits and commands which made me feel safe. But something in my heart told me I needed something more.

My search started by reading the Gospel. I was scared because Muslims say that whoever reads the Bible gets bewitched. I was afraid that I would make God angry and my heart would lose connection with Him altogether.

Nevertheless, I began reading the Bible, . . . and I realized that there is a God who speaks to me. I made the decision to leave the one who scares me and follow the one who wants a relationship with me. Thank God, the Lord saved me from being pulled in by terrorists.

But my old mentality kept pulling me back. I was fearful that I wasn’t doing enough for God. I had heard of the Holy Spirit, and I kept asking to be filled by Him. But every time, I felt fear standing against me.

Then I started watching Dr. Michael Youssef on THE KINGDOM SAT TV channel. Dr. Youssef taught me how to accept a new lifestyle of growth in Jesus Christ. He taught me that the secret of living is not doing this or that. The most important thing is to surrender the steering wheel of my life to God. With Christ, there is no fear.

Sometimes, I don’t feel God’s presence and Satan tempts me to doubt. But I remember the compassion of Jesus. I have learned that He may allow temptations to come to us so that we can experience great victory. As Dr. Youssef says, “In Him, we are strong.”

To those who support Leading The Way, I want to tell you that you are helping get the message of Jesus Christ to millions of people around the world. You allow THE KINGDOM SAT to be the church to those who live in countries that have no churches. You allow them to hear His voice, open their heart, accept Him, and escape from hell. In this way, you are helping many like me to have the victory of Jesus Christ in the midst of war. And to Dr. Youssef, I want to say thank you for your encouragement. Your messages have helped me understand that the fear in my mind is not from me, but from Satan.

“...You are helping many like me to have the victory of Jesus Christ.”

Amir, Lebanon
As we pray and plan for upcoming evangelistic events, your partnership is helping us build relationships with new audiences—reaching more people through strategic speaking opportunities, book-related media appearances, new broadcast opportunities on secular TV networks, and more.

New stations *Leading The Way* began airing on this year are secular stations

Speaking engagements this year, with Dr. Youssef appearing on secular outlets, like Fox Business Network, the Hugh Hewitt Show, and more

Copies sold of Dr. Youssef’s book *The Third Jihad*, reaching a new audience among non-Christian readers with an interest in global politics

Below: Dr. Youssef preaches at a pastor’s event, and many respond to his call to commit their ministries completely to Jesus Christ.
A Muslim storekeeper in Iraq. A tribal villager in Guatemala. A budding evangelist in Tanzania. All have one thing in common—a Navigator in their hand and Christ in their heart. Though a simple device, our solar-powered Navigator continues to perform an extraordinary role in global evangelism and discipleship.

YEAR AT A GLANCE:

**13,708** Navigators distributed

**9** diverse countries impacted

—including Tanzania, Guatemala, Sri Lanka, Australia, Iraq, Jordan, USA, UK, and Pakistan

GUATEMALA — A woman hugs the missionary who just gave her a Navigator. After building homes for families in need, a missions team gave each household two Navigators—one for themselves and one to give to someone in need.

IRAQ: “After one distribution in a slum area, our partners returned to find many storekeepers listening to the Navigator.”

UNITED KINGDOM: “A former Muslim went into hiding. Now he is listening to his Navigator all day long, soaking up God’s Word.”

TANZANIA: “When I am in distress, I listen to the Word of God through the Navigator. . . . It has even helped me testify to other people.”
This year your partnership mobilized the launch of a brand-new podcast for the next generation.

Hosted by Dr. Youssef’s son Jonathan, a pastor of young adults in their 20s and 30s, Candid Conversations with Jonathan Youssef will answer the questions today’s young people are asking about the Bible, trending issues, and more.

NEW PODCAST | Candid Conversations with Jonathan Youssef

New Resources with Millennials in Mind

Through your partnership, we’re creating FREE online downloads like 4 Reasons You Can Trust the Bible—giving the next generation the tools they need to understand and defend their faith.

Reaching the Cord-Cutting Generation

Thanks to your support, we also launched new Bible teaching channels on Apple TV and Roku TV, available to over 50 million users who are exchanging cable TV for streaming devices.
## YOUR IMPACT THIS YEAR

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>full-time field team members hired</td>
</tr>
<tr>
<td>137,080</td>
<td>people in 9 countries through the Navigator</td>
</tr>
<tr>
<td>10</td>
<td>new stations</td>
</tr>
<tr>
<td>2,500</td>
<td>people to share Christ with their Muslim neighbors</td>
</tr>
<tr>
<td>553,644</td>
<td>Biblically-based resources distributed around the world</td>
</tr>
<tr>
<td>15</td>
<td>LIVE programs into the Middle East</td>
</tr>
</tbody>
</table>

Field teams ministered to people in 37 countries

### TOGETHER, WE SAW GOD SAVE THE LOST THROUGH:

- **Biblical teaching programs**
- **Field teams**
- **Solar-powered Navigators**
- **Online ministry**
- **Your prayers and support!**

---

“Dr. Michael, when you spoke, the words penetrated my heart... Without your channel, there was no other way for me to receive Christ and understand the Christian faith.”

– **EGYPT**

“Since I began listening to your messages, I have found a new desire to connect with my God... I have asked the Lord to forgive me of my sins and come into my heart!”

– **USA**

“I want to ask for a Bible because I have accepted the Lord through your channel.”

– **ALGERIA**
“Let’s believe God for more great years ahead. I’m standing with you for the sake of reaching the lost.”
– AUSTRALIA

“We just became monthly partners—wanting to help spread the Good News to the whole world through Leading The Way!”
– USA

“One million souls for Jesus Christ—that’s what I hope to see. Can I join you Dr. Youssef?”
– UK

“This is why 90 cents of every dollar you give:
1. Fuels Gospel ministry
2. Funds critical projects
3. Impacts lives everywhere

This is why Dr. Youssef receives no salary or commissions from Leading The Way—it is his labor of love.

“This is why Dr. Youssef receives no salary or commissions from Leading The Way—it is his labor of love.

“Many churches here are losing their message and identity in Christ. We need more of Dr. Youssef’s programs to wake up the nation.”
– CANADA

U.S. BOARD OF DIRECTORS

Jack Alexander
Dennis Chorba Chairman
Doug Craft
Roe Frazer
Eric Graham Secretary
Dave Hangsleben
Tommy Green, Jr.
Craig Lemasters
Richard Swanson
John Morris Treasurer
Elizabeth Youssef
Michael Youssef, Ph.D. President

2019 ANNUAL REPORT FINANCIAL SUMMARY

Leading The Way with Dr. Michael Youssef, Inc. and Affiliates

UNITED STATES OFFICE

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues, Gains &amp; Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Support</td>
<td>$19,271,771</td>
<td>$17,631,139</td>
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<tr>
<td>Total Other Revenues &amp; Gains</td>
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<td>$422,761</td>
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<tr>
<td>Total Revenues &amp; Support</td>
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<td>$18,053,920</td>
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<tr>
<td>Expenses &amp; Losses</td>
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<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>$15,985,569</td>
<td>$16,363,599</td>
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<tr>
<td>Management &amp; General</td>
<td>$718,453</td>
<td>$739,050</td>
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<tr>
<td>Fundraising</td>
<td>$1,257,292</td>
<td>$1,180,446</td>
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<tr>
<td>Total Expenses &amp; Losses</td>
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<td>$18,283,095</td>
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<tr>
<td>Change in Net Assets</td>
<td>$1,814,961$1</td>
<td>($229,175)</td>
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</table>

INTERNATIONAL AFFILIATE OFFICES

AUSTRIA (Currency Shown in AUD)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues &amp; Support</td>
<td>$2,928,089</td>
<td>$2,353,064</td>
</tr>
</tbody>
</table>
| Total Expenses, Losses & Transfers | $2,468,346 | $2,191,788 |$2
| Change in Net Assets | $460,543$1 | $49,033$1 |

CANADA (Currency Shown in CAD)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues &amp; Support</td>
<td>$831,591</td>
<td>$692,832</td>
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<tr>
<td>Total Expenses, Losses &amp; Transfers</td>
<td>$578,317</td>
<td>$578,317</td>
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<tr>
<td>Change in Net Assets</td>
<td>$253,274$1</td>
<td>$49,033$1</td>
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UNITED KINGDOM (Currency Shown in GBP)

<table>
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<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Total Revenues &amp; Support</td>
<td>£297,997</td>
<td>£297,997</td>
</tr>
</tbody>
</table>
| Total Expenses, Losses & Transfers | £292,292 | £292,292 |£
| Change in Net Assets | £45,496$1 | £47,176$1 |

1 Unaudited financial results.
2 2019 and 2018 columns report the fiscal years ended 31 Oct 2018 and 31 Oct 2017, respectively.
THIS IS ONLY THE BEGINNING.

Join us as we press on to see one million souls saved by 2025.

LEADING THE WAY 2019 ANNUAL REPORT

GOD’S PLAN.
GOD’S PEOPLE.
GOD’S TIME.

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VISION
2025: YEAR 1

LTW.org