



February, 2016

Southern Baptist Convention,

LifeWay's vision statement is Biblical Solutions for Life. We are pleased to report that last year LifeWay was able to assist tens of thousands of churches and literally millions of individuals with Biblically faithful, trustworthy, relevant and high quality Christian resources. For example:

- LifeWay introduced a new 3-year study plan for The Gospel Project curriculum series. All age groups study the same Bible stories, a year-and-a-half each in the Old and New Testaments. Additionally, 99 biblical doctrines will be addressed during the cycle. The goal of a million people using The Gospel Project in the Fall 2015 quarter was reached.

- Vacation Bible School (VBS) continued to be one of the most effective evangelistic opportunities for churches. In 2015, 22,922 churches and missions conducted a VBS enrolling 2.6 million participants and leaders, recording 73,193 professions of faith, and discovering over 177,772 unchurched prospects.

- LifeWay Leadership released the first episode of the 5 Leadership Questions podcast which quickly rocketed to the top of iTunes' religion category and has drawn tens of thousands of listeners since.

- NewChurches.com launched in 2015 for church planters and pastors starting new campuses. It provides free content (blog and podcast) as well as a paid membership with premium resources to train these pastors.

- In partnership with award-winning songwriters Keith and Kristyn Getty, LifeWay Worship introduced the exclusive "Getty Music Series" of resources for church choirs and orchestras.

- LifeWay continues to partner with the North American Mission Board to provide and distribute *Life On Mission: A Simple Way to Share the Gospel*, a 5-session Bible study that invites believers to bring unbelievers to faith in Christ. Also, *My 8: Embrace and Engage the Wonder of Evangelism*, is an 8-session Bible study for students that deals with evangelism, and many churches continue to experience great success with *FAITH Evangelism*.

- Ridgecrest Conference Center hosted approximately 64,500 guests in 2015 and saw almost 2,500 attend Camp Ridgecrest for Boys and Camp Crestridge for Girls, with many making spiritual decisions for Christ.

- B&H books celebrated more than 30 titles being recognized in the Christian Retailer's Best Awards including: *Autopsy of a Deceased Church*, *Truth Matters*, *Recovering Redemption*, *The Love Dare*, *Portraits of Devotion*, and *The Insanity of Obedience*. 2015 was also marked by partnership with the film release of *War Room*, with which B&H released multiple products, including the New York Times' Bestsellers *The Battle Plan for Prayer* and *Audacious*.

- B&H Academic published 15 titles including *Baptist Foundations* and *The Baptist Story* for scholars, seminary students, pastors, church leaders, and interested laypeople.

- LifeWay's Retail division serviced millions of customers and tens of thousands of churches domestically and internationally through over 170 stores in 29 states and online. Ministry remains the division's primary purpose, emphasizing sensitivity to ongoing in-store ministry opportunities. LifeWay Stores partnered with customers to send over 200,000 Bibles to China while additional Bibles were distributed to thousands of women in crisis pregnancy centers. Stores also served as collection sites for contributions to the SBC Global Hunger Relief, with special emphasis on the Syrian Refugee Crises.

- LifeWay Research released a variety of significant research studies and articles about the views of pastors, Americans and/or churchgoers on prayer, racial diversity, Christian media, immigration reform, gay marriage, views of Islam, religious liberty, divorce, suicide, and abortion. The division partnered with significant ministries including CareNet, Focus on the Family, Moody Radio, the IMB and NAMB, the National Association of Religious Broadcasters, and the National Association of Evangelicals. The NAE partnership produced a new research-based definition of evangelical beliefs, and a partnership with The Billy Graham Center for Evangelism at Wheaton College will result in a national survey about the state of evangelism in America as well as a multidenominational conference on evangelism.

Jesus told him, "I am the way, the truth, and the life. No one comes to the Father except through Me." (John 14:6, HCSB)

In His service,

Thom S. Rainer
President and CEO