

**LIFEWAY CHRISTIAN RESOURCES**  
**One LifeWay Plaza, Nashville, Tennessee 37234**  
**Jimmy Scroggins, Chairman**  
**Ben Mandrell, President and CEO**

**Introduction**

Greetings from Nashville and LifeWay Christian Resources! It's a blessing to report to you for the first time on the state of LifeWay and the direction I see God leading this incredible organization into a new season.

As I began my tenure in August 2019 as the 10<sup>th</sup> president of this 129-year-old organization, I was struck by LifeWay's creation story—how its first president Dr. James Frost cast a vision for an organization that would fuel the ministry of local churches by creating doctrinally sound, easy to use materials.

Dr. Frost saw enormous potential in designing tools that make church ministry more effective. It's my desire to continue that vision and commitment.

For LifeWay, the year 2019 turned out to be a year of transitions. In March, LifeWay leaders made the difficult decision to close our brick-and-mortar bookstore chain. By the end of the year, LifeWay had shifted its retail strategy to other channels. I'm pleased to report LifeWay's reach and impact is not waning with the closure of the retail chain.

LifeWay continues to enhance its online experience at LifeWay.com, and we are exploring new partnerships to provide resources at affordable prices. LifeWay will continue to serve customers through multiple channels, including LifeWay.com, our Customer Service Center, a network of church partners, and partnerships with independent Christian bookstores and other retailers.

God has continued to bless the expansive ministries of LifeWay, as He allows the organization to serve churches in many places across this country and around the world. Throughout the past year, LifeWay has assisted tens of thousands of churches and millions of individuals with biblically faithful, relevant, and high-quality Christian resources.

You'll find many details within LifeWay's ministry report, but I want to take a moment and share with you some of the highlights.

LifeWay continues to see year-over-year growth in our publishing and events ministry. In 2019 we saw a 6% increase in revenue over the previous year through our direct channels. We are so thankful for how God continues to use LifeWay to meet the needs of churches.

Since June of last year, more than 400 independent bookstores across 46 states have signed up to have a dedicated section of their store containing LifeWay branded content. Through these authorized dealers, we're finding new shelf space to allow customers to touch and feel our products before they buy them. In addition to retail stores, we're also partnering with local churches who wish to carry an assortment of LifeWay resources. Together, we've extended our

ministry reach into more than 90 new markets (regions where LifeWay never had a brick-and-mortar storefront).

After a successful launch of the Christian Standard Bible in 2017, we continue to see the growth of the CSB as a leading Bible translation.

In 2019 LifeWay, in partnership with the ERLC and the SBC Sexual Abuse Advisory Study, released “Becoming a Church that Cares Well for the Abused,” a free multimedia resource geared toward church staff members, lay leaders, and volunteers. Available at ChurchCares.com, this comprehensive training curriculum combines a handbook with 12 video lessons from experts in the areas of social work, law enforcement, trauma counseling, abuse counseling, legal services and pastoral care.

More than 1,500 churches and organizations have registered and assigned this course to people in their churches. And more than 900 additional individuals have self-assigned the “Becoming a Church that Cares Well for the Abused” training.

Investing in the discipleship of the next generation is an important focus for LifeWay. Last summer, more than 122,000 kids and students attended one of LifeWay’s camps, including CentriKid, FUGE camps, Student Life, and World Changers.

Over the past year, LifeWay has distributed resources and developed on-the-ground relationships in more than 160 nations. And we’re making Vacation Bible School a global ministry to teach children throughout the world the good news about Jesus. In India alone, VBS reached more than 100,000 children. We praise the Lord for the opportunity to minister in these new ways.

LifeWay remains committed to coming alongside local churches in order to support the Great Commission. And LifeWay will continue to help believers and churches engage God’s Word, deepen their walk with Jesus Christ, and help them disciple others.

As we reflect on this past year, I am reminded how the Lord has provided and sustained LifeWay through a difficult season.

Thank you Southern Baptists for everything you are doing to fulfill the Great Commission by making disciples who make disciples. We are thrilled that we get to come alongside you in this tremendous work.

Gratefully,

Ben Mandrell  
President and CEO