

LEADING THE WAY 2020 ANNUAL REPORT

SPIRITUAL FIRST RESPONDERS

HOW GOSPEL MINISTRY MULTIPLIED IN AN UNPRECEDENTED YEAR

V I S I O N

2025: YEAR 2

THE LORD IS OUR STRONGHOLD IN TIMES OF TROUBLE.

SEE PSALM 9:9



OUR MINISTRY TOGETHER WAS NOT SHAKEN OR SHUTDOWN.
IT WAS MULTIPLIED!

To My Precious Partner in Ministry,

In the past 32 years at *Leading The Way*, I have experienced some very difficult days. But even in my darkest hours, I feared not, I worried not, I was anxious not. I was concerned and prayed fervently, but I was not worried. Because this ministry is God's idea.

When we launched Vision 2025 just two years ago, I had no idea all that God had in store for us. He has moved in ways I never could have foreseen at the time—accomplishing things we never could have planned. As we trust and obey, He continually positions us to meet the spiritual need of the moment.

But none of this would be possible without your partnership. God has drawn us together through our mutual love and faithfulness to Jesus Christ, and it is one of the great blessings of my life to link arms with you and passionately proclaim His Truth. Even now, God is using your obedience to bring in a harvest of souls.

You are a part of every page of this report—every broadcast, every international event, every *Navigator* gifted, and every testimony of a lost soul who has come home to Christ.

Thank you, and may God bless you,



Michael Youssef, Ph.D.

SPIRITUAL FIRST RESPONDERS: AN UNPRECEDENTED YEAR

“ This is something we’ve never experienced in our lifetime. ” - DR. MICHAEL YOUSSEF

NO ONE IN OUR WORLD COULD HAVE SEEN IT COMING.

Hospitals were overwhelmed. Stores were shuttered. Unemployment rates surged. Churches went online. Social tensions ignited. Despair mounted.

From the COVID-19 pandemic to race-related protests to the financial and mental health crises that marked 2020—God was yet there, working through your prayers and support to meet the desperate spiritual need.

As people searched for answers, media consumption reached an all-time high. Response to *Leading The Way* broadcasts surged, and our ministry teams from the West to the Middle East heard from more people than ever. Together, we became spiritual first responders in real-time—triaging those seeking answers with the hope of Christ alone. And today, the ministry continues.

None of this is possible without committed, Christ-honoring ministry partners like you. Through your support, you are advancing the Kingdom of God at this historic time for our nation and world.

Thank you for being God’s hands and feet to the hurting and searching.



“ I urgently want to get baptized... ”
— MOROCCO



“ How do I accept Jesus Christ as my Lord and Savior? ”
— UNITED STATES

A YEAR OF CRISIS AND CHAOS

A GLOBAL PANDEMIC

Roughly **2 billion people** on lockdown across **150 countries**

ECONOMIC TURMOIL

14.7% unemployment rate in the U.S., the worst since the Great Depression

A MENTAL HEALTH CRISIS

With some projecting **75,000 additional mental health-related deaths** in the U.S. following the pandemic

RACIAL TENSIONS HIGH

With protests taking place in **all 50 states**

BUT IN THE MIDST OF IT ALL ...



YOU WERE THERE WITH US.

This year, you served as spiritual first responders with us on the frontlines of national and global crisis.

You stood with Dr. Youssef as he proclaimed the undiluted Gospel message. You enabled us to minister God's love at just the right time to the weary, burdened, and searching. And you were there with us as God dismantled spiritual strongholds and transformed lives forever.



"Thank you for encouraging me to keep things in perspective."

— BARBARA, OREGON



"This is a loving and merciful awakening from our God!"

— MATTIE, SOUTH CAROLINA



Awake America Prayer Movement

Launched just before the COVID-19 crisis, Dr. Youssef mobilized believers around the nation to pray



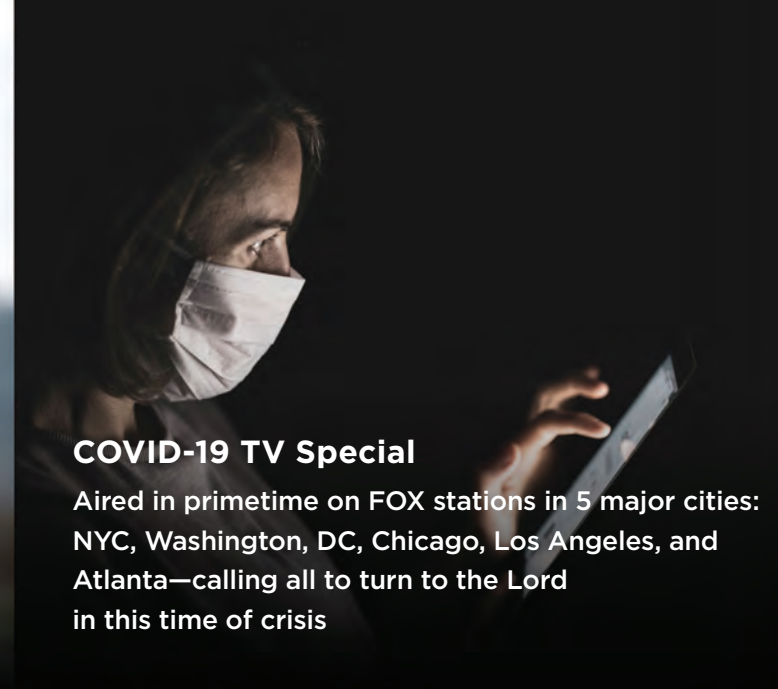
36 New Stations Added This Year

Reached hundreds of thousands more people in their homes during stay-at-home orders



Pastoral Counseling

Answered the deepest questions and spiritual needs of listeners and viewers in 84 countries



COVID-19 TV Special

Aired in primetime on FOX stations in 5 major cities: NYC, Washington, DC, Chicago, Los Angeles, and Atlanta—calling all to turn to the Lord in this time of crisis



LIVE Broadcasts Online

Launched *Leading The Way* LIVE at Apostles—video streaming to tens of thousands weekly



NEW Broadcast in Iran

Began airing Dr. Youssef's programs daily on Iranian television, reaching spiritually hungry viewers in a country hard-hit by COVID-19

SIGNS OF REVIVAL



SOULS SAVED

"Thank you for standing with me until I received Jesus Christ in my life."

— EGYPT



HEARTS AWAKENED

"God is working through you to lead me back to Christ."

— CANADA



PRAYER IGNITED

"The Lord used your sermon to re-charge me. I am committing to praying daily for revival in America."

— UNITED STATES



TRUTH EXALTED

"During the lockdown, everyone can hear Dr. Youssef's message echo down the streets!"

— ALBANIA

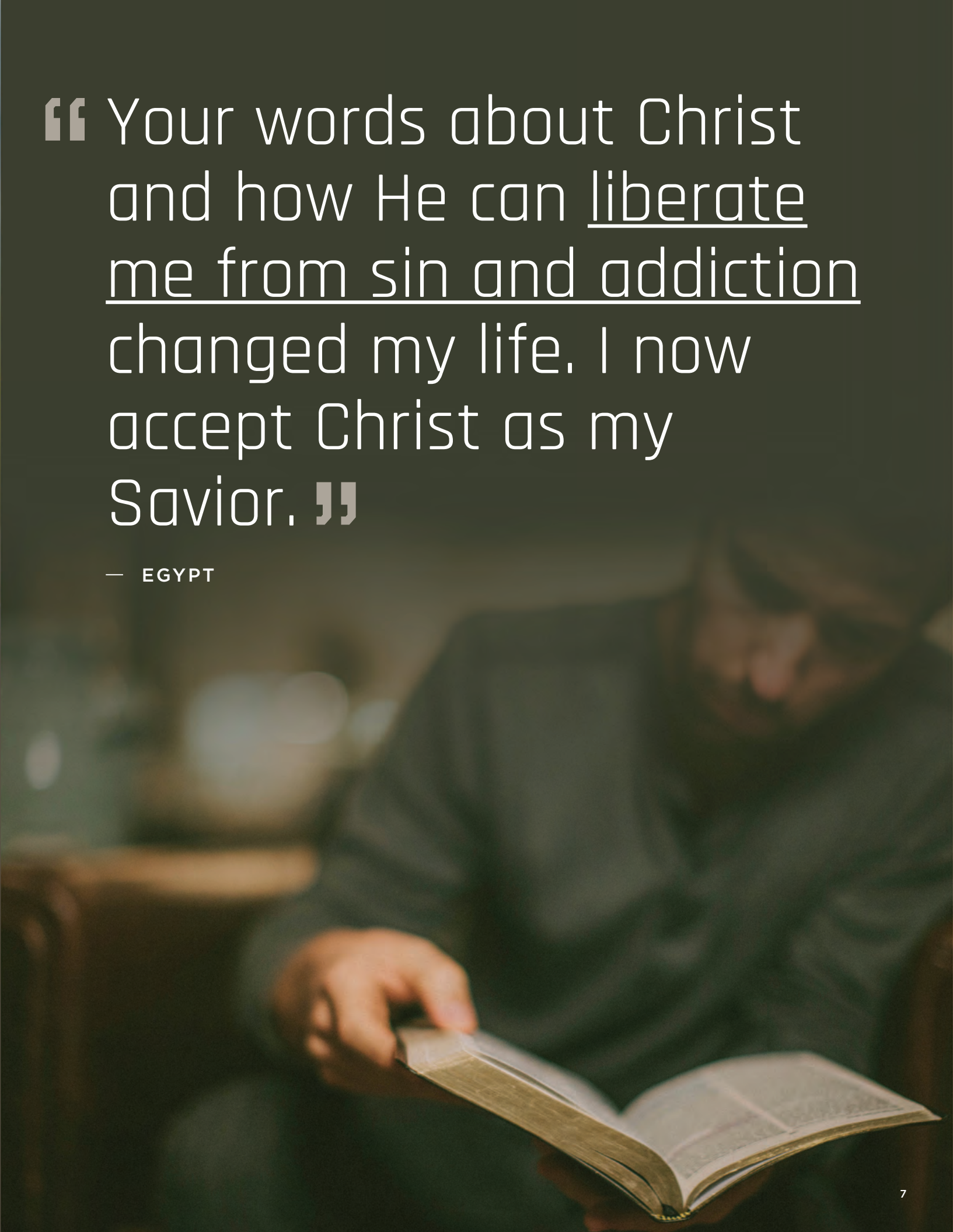


“ You’ve helped me define life’s meaning and lean closer to God than ever before. ”

— UNITED STATES

“ Your words about Christ and how He can liberate me from sin and addiction changed my life. I now accept Christ as my Savior. ”

— EGYPT

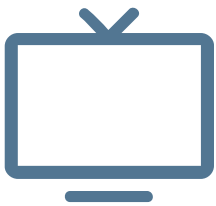


VISION

2025: YEAR 2

GOSPEL MULTIPLICATION AMID GLOBAL UPHEAVAL

Since the launch of **Vision 2025** in October 2018, our ministry together has thrived—even in uncertain times. We know this is a work of the Lord. Through His grace and your sacrificial support, we’re one step closer to our God-sized goal of seeing one million souls come to Christ through our seven **Vision 2025** initiatives.



I. DOUBLE MEDIA FOOTPRINT

- **36 new stations added since launch**—reaching unchurched audiences on major TV and radio outlets
- Online and TV viewership reached an **all-time high** this year



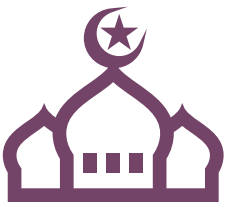
“I’ve not only accepted Jesus as my Savior, but know that He is Lord.”

— UNITED STATES



“I used to be a guardian of a mosque. Now I know the love of Christ. Thankful for the field team who is helping me.”

— MUSLIM CONVERT, YEMEN



2. REACH MUSLIMS HERE AT HOME

Launched a strategic **three-part plan** to reach the **one million Muslims** living in the New York City area through:

1. Daily Broadcasts
2. Domestic Field Teams
3. Church Partnerships



3. EXPAND DISCIPLESHIP NETWORK IN MUSLIM WORLD

Nine new field team members hired since launch—covering the globe from the United States to the Middle East to Australia



“Your field team directed me to know the Truth in Jesus Christ.”

— MUSLIM CONVERT, MOROCCO



“

After I watched your channel, I prayed and decided to follow Christ. ”

— MUSLIM CONVERT, ALGERIA



5. HOST EVANGELISTIC EVENTS

- As the crisis began, **Leading The Way LIVE events** went online—to an overwhelming response
- Upcoming events planned for **New England** and **Australia**



“

These incredible solar-powered devices not only help teach young pastors the Word of God, but also equip them to reach their remote villages for Christ. ”

— DISTRIBUTION PARTNER, HONDURAS



7. TARGET A NEW GENERATION

- Launched *Candid Conversations with Jonathan Youssef*—producing **45 podcast episodes!**
- **Popular Topics:** Abortion, Suicide, Dating
- **Notable Guests:** Anne Graham Lotz, Paul David Tripp, Eric Metaxas
- Listeners in **55 countries** have downloaded the podcast



4. DOUBLE AUDIENCE OF THE KINGDOM SAT

- Increased audience by **27%** through **new mobile app**
- Began broadcasting into **Australia**
- Aired **64 LIVE broadcasts** this year
- Celebrated **10 years of broadcasting** into the Muslim world!



“

Dr. Youssef, I shared your service on Facebook and over 40 Facebook friends joined me. ”

— UNITED STATES



6. DISTRIBUTE 100,000 NEW NAVIGATORS

- Distributed *Navigators* in **19 countries** since launch
- Reached **immigrants** in the United States, Europe, Africa, and South America with the Gospel
- **New partnerships** forged around the globe



“

This week's episode really rang true with what I am going through. ”



AWAKE AMERICA

A TIMELY PRAYER MOVEMENT

JUST BEFORE THE COVID-19 CRISIS HIT THE UNITED STATES...

Dr. Michael Youssef launched a special prayer movement calling believers across the nation to join together in prayer for spiritual revival. Since then, **God has compelled more than 50,000 people to pray**—unifying families, stirring hearts to repentance, and influencing communities.



   @awakeusa2020

AwakeAmerica2020.com

THE MOVEMENT GOES GLOBAL

The prayer movement went global as *Leading The Way* partners in Australia, Canada, and the United Kingdom began praying for revival in their communities.



THE PRAYER THAT LAUNCHED IT ALL

“Father, we have two great awakenings in the history of this great country—will you send us a third?”

— DR. MICHAEL YOUSSEF

THE IMPACT



HEARTS TRANSFORMED

“Father, forgive me. I repent and pray You’ll teach me to love as Jesus did.”

— AURILEE, FLORIDA



COMMUNITIES IMPACTED

“I call for community prayer every Wednesday around a cross in our yard.”

— KIM, CALIFORNIA



FAMILIES UNIFIED

“The whole family is praying for our nation. We are so grateful for this movement!”

— ERICA AND THAD, MICHIGAN



YOUR IMPACT: “I AM AWAKE!”

— KERRINA, UNITED STATES

“Awake, O sleeper, rise up from the dead, and Christ will give you light.”

— EPHESIANS 5:14

“I found myself in a downward spiral with no end in sight. I didn’t want to live because it was just too hard. Yet I did not want to die because I was just too scared. I was afraid to live, afraid to die. I would lay there crying, ‘Help me Lord, please help me.’ But did I really want help?

“I decided I did not want to do this anymore, but something told me that I needed help. ‘Just try one more time,’ I sensed. And I did.

“April 13th was the day I call ‘Day One.’ I was away from my family for the first time in a long time at a recovery center. I felt lost, hopeless, helpless, and lifeless. And for a moment, that’s how I stayed—broken, closed off, and in denial.

“But on the third day I rose up from my bed and turned on the TV. I was not much of a believer at this point, yet something made me stop on a channel called Daystar.

“I definitely did not normally spend my free time watching church on TV. But there was Dr. Michael Youssef—looking at me, welcoming me, and wishing me a Blessed Easter Sunday. I sat there listening to him, mesmerized by his words of Truth. How was it that he was speaking directly to me? How was he answering my questions? How did he know my fears and sorrows?

“He told me what God had been trying to tell me: that He died for me, He loves me. I wept, and my heart felt lighter.”

“Then Dr. Youssef told me how. It wasn’t him at all! It was God. He told me what God had been trying to tell me: that He died for me, He loves me. I wept, and my heart felt lighter.

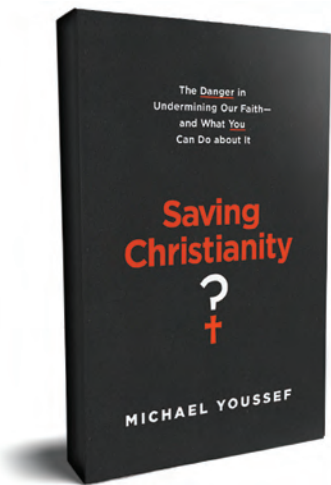
“I left detox that same day and went to my first 12-step meeting. Since then, life hasn’t been easy, simple, or perfect—but it’s a life I want to live. Life is so much better, so much brighter, and so much bigger. I am working towards building up my strength in God and trying to use His Word to guide me.

“Today, my daughter has the mom she deserves. She is also learning about how much God loves her. I have learned that God loves me, and He loves you. He has loved us the whole time. My life matters. I am awake!

“Thank you for helping save my life and bring me closer to God. May God bless all of you!”

THROUGH YOUR SUPPORT, YOU ARE REACHING, DISCIPLING, AND SUPPORTING BELIEVERS LIKE KERRINA ACROSS SIX CONTINENTS—24 HOURS A DAY, SEVEN DAYS A WEEK, 365 DAYS A YEAR. THANK YOU.

EQUIPPING THE CHURCH FOR SUCH A TIME AS THIS



“This book is my legacy.”

- DR. MICHAEL YOUSSEF

This year, Dr. Michael Youssef released his most important book to date, tackling one of the greatest threats believers face today: false teaching within the church. Within weeks, the book became a bestseller, empowering believers around the world to return to the pure and simple Gospel message.



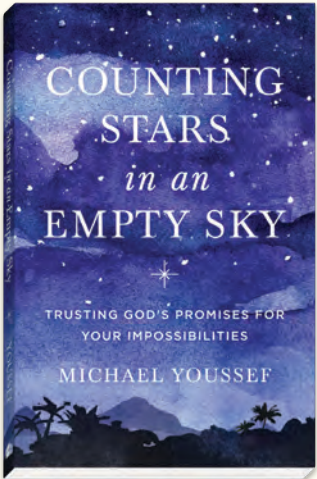
“This book answered some of my own questions I have struggled with.”

— UNITED STATES



“My prayer is that people will heed this message and seek the Truth.”

— AUSTRALIA



TRUSTING GOD WHEN LIFE GETS DIFFICULT

Released in Fall 2019—months before the COVID-19 crisis began—Dr. Youssef’s new book *Counting Stars in an Empty Sky* was another timely release, empowering believers to trust God in uncertain times.



“After my wife experienced a difficult health setback, *Counting Stars* helped us lean on God for help. God knew we needed to read it.”

— UNITED STATES



LOOKING FOR ANSWERS

The global health, economic, and social crises of 2020 left our nation and world in a heightened state of fear and anxiety. Through your support, *Leading The Way* produced free digital resources to minister to those looking for peace, hope, and clarity.



A VOICE FOR OUR TIME

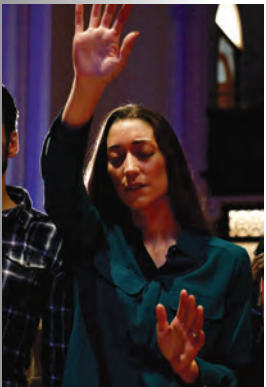
In Fall 2019, Dr. Youssef spent time exercising one of his greatest passions: equipping and exhorting the global church. After COVID-19 brought travels to a halt, ministry opportunities did not diminish but instead grew, with God opening many doors to share timely Truth on major media outlets. Dr. Youssef made multiple media appearances this year, providing a Biblical perspective on today's issues.



CAIRO: A CELEBRATION OF MINISTRY

OCTOBER 2019

International leaders and viewers from all over the world joined Dr. Youssef in giving God the glory for 10 years of ministry through our 24/7 satellite TV channel THE KINGDOM SAT.



LONDON: A CHALLENGE TO WITNESS

OCTOBER 2019

At a special gathering, Dr. Youssef encouraged *Leading The Way* partners in the UK to advance the Gospel in their communities with renewed vigor.



DUBAI: A CALL FOR UNITY

NOVEMBER 2019

In a nation where conversion from Islam is forbidden, Dr. Youssef exhorted believers to be unified and emboldened in their ministry to others.

DR. YOUSSEF IN THE NEWS:



PARTNERS LIKE YOU ARE THE BACKBONE OF THIS MINISTRY

THIS IS WHY EVERY DOLLAR YOU GIVE IS:

1. **Utilized efficiently and effectively** – with the highest level of financial accountability.
2. **Used by God** to see eternal futures changed in Christ.
3. **Not received by Dr. Michael Youssef** – our President and CEO receives no financial compensation for his work with *Leading The Way*. It is his labor of love!

In FY2020, the stewardship of your financial gifts was once again recognized when *Leading The Way* received its 4th consecutive 4-star rating from Charity Navigator.



"Leading The Way shares the Truth found in the Bible – not some watered down, socially acceptable message. This simple fact is why I support this ministry."

— SA, AUSTRALIA



"As we face pay cuts due to the overall economic impact of the virus, we believe giving to the ministry is even more important."

— CYNTHIA, UNITED STATES



"Where do I start? Your influence on my walk with Christ is immense. I listen to you every day, and your words help guide my words and teaching."

— MARK, UNITED KINGDOM




"You encourage and challenge me to seek God and His Word—making Jesus Lord of ALL my life."


— JUDY, CANADA

2020 ANNUAL REPORT FINANCIAL SUMMARY

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

UNITED STATES OFFICE	2020	2019
Revenues, Gains & Support		
Total Support	\$22,370,832	\$19,271,771
Total Other Revenues & Gains	\$282,298	\$491,137
Total Revenues, Gains & Support	\$22,653,130	\$19,762,908
Expenses & Losses		
Program Services	\$16,775,312	\$16,229,000
Management & General	\$891,784	\$775,992
Fundraising	\$1,879,729	\$1,961,826
Total Expenses & Losses	\$19,546,825	\$18,966,818
Change in Net Assets	\$3,106,305¹	\$796,090

INTERNATIONAL AFFILIATE OFFICES	2020	2019
 Australia (Currency Shown in AUD)		
Total Revenues & Support	\$2,217,629	\$2,955,277
Total Expenses, Losses & Transfers	\$2,118,706	\$2,496,840
Change in Net Assets	\$98,923¹	\$458,437

 United Kingdom² (Currency Shown in GBP)		
Total Revenues & Support	£293,882	£297,397
Total Expenses, Losses & Transfers	£344,104	£252,348
Change in Net Assets	(£50,222)¹	£45,049¹



Financials not available at press time.

¹ Unaudited financial results.

² 2020 and 2019 columns report the fiscal years ended 31 Oct 2019 and 31 Oct 2018, respectively.



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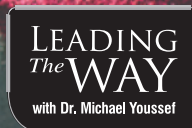


Leading The Way U.S. is a member of the Evangelical Council for Financial Accountability (ECFA).

OUR WORLD HAS BEEN SHAKEN. MANY ARE SEARCHING. TOGETHER, WE ARE REACHING THEM.

“ I discovered Christianity through your ministry. I have found that Truth belongs to Christ. ”

— IRAN



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