



LEADING THE WAY 2023 IMPACT REPORT

BREAKING EVERY BARRIER

A MILESTONE YEAR OF MINISTRY



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.

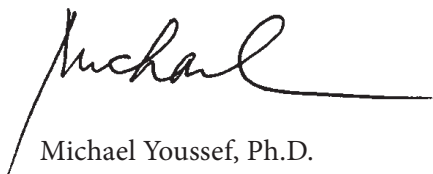
In God's kindness and through your generous partnership in the Gospel, this past fiscal year in particular (July 1, 2022 – June 30, 2023) has been a milestone year for *Leading The Way*. During a time of historic economic uncertainty, the Lord worked through your partnership to launch a bold, new outreach: 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.

FY 2023

A GROUNDBREAKING YEAR *OF* MINISTRY

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.

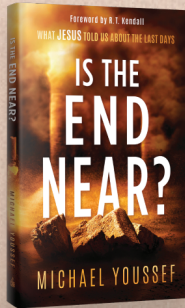
AUGUST '22



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

OCTOBER '22



LEADING THE WAY IN LONDON

Leading The Way celebrates 20 years of ministry in Europe

NOVEMBER '22



SOULS SAVED IN SYDNEY

Hundreds make decisions for Christ as Dr. Youssef shares the path to true peace in Christ

MARCH '23



A GROUNDBREAKING NEW OUTREACH

Twelve months of planning culminate in Dr. Youssef preaching at the ministry's first city-wide Evangelistic Celebration

APRIL '23



NEW NAVIGATORS LAUNCHED

Leading The Way releases two new devices to reach the unreached



EVANGELISTIC CELEBRATIONS

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 – and **he gave his life to the Lord**. The next 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? Jamie had just rededicated her life to Christ after hearing Dr. Michael Youssef preach at Hope for the Heart of Georgia, *Leading The Way*’s first city-wide Evangelistic Celebration.

On March 24-25, 2023, Jamie was one of hundreds who came forward to make a decision for Christ at Hope for the Heart of Georgia following a Gospel message and invitation from Dr. Youssef. In September 2023, hundreds more lives were transformed at Hope Ireland, the ministry’s Celebrations in Dublin and Belfast.

In the months following, *Leading The Way*’s team worked with church leaders to ensure that those who made decisions for Christ were brought into local churches for long-term discipleship – **and the impact continues today**.



LIVES TOUCHED

+



CHURCHES ENGAGED



SOULS SAVED



REACHING THE UNREACHED

Leading The Way launched two NEW *Navigator* devices – our solar-powered audio players featuring the New Testament and Dr. Youssef’s messages in one of **30 languages** – with enhanced features to reach the unreached. This year, we saw God transform lives in countries like **Bangladesh, Pakistan, and Nigeria**.

Despite rising religious restrictions, our reach in restricted regions also continues to grow through our 24/7 KINGDOM SAT TV channel in the Middle East. Due to expanding satellite coverage, **260 million households** now have access to the channel – a **30 percent increase** over the last year! Our field teams are also engaged in **39,258 unique conversations** with spiritually hungry viewers.



BUILDING UP THE CHURCH

Whether releasing **new books** like *Is the End Near?* and *How to Read the Bible*, sharing a Biblical perspective through dozens of **media appearances**, launching *Leading The Way* programs on **new stations**, providing complimentary **resources to pastors**, or investing in **ministry leaders** in advance of *Leading The Way*’s Evangelistic Celebrations, behind every program, resource, and ministry opportunity with Dr. Youssef this year was a pastor’s heart to shepherd and equip God’s people.

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



Watch Now



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.

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