

ANNUAL

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REPORT



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FROM THE FOUNDER

DEAR FRIENDS,

Together, we reached a few critical milestones in 2019: More than 1.9 billion Gospel presentations and over 200 million indicated decisions since our founding in 2004. Today, we join our 3,500+ Online Missionaries in thanking you for helping us reach this many people with the Good News.

These numbers are staggering to see, but they are simply evidence of the greatness of the God we serve. Inside this report, you'll see some of the steps we are taking to increase our Gospel impact and reach more of the world with the Good News of Jesus Christ. A major step forward to increase our efficiency and effectiveness in the spread of the Gospel is a major redesign of our core technologies. Additionally, we will be introducing virtual reality to make the message even more relevant to the digital world we now live in.

We've decided to make a concerted and focused effort to reach America, a country that is starving for truth and meaning, and saturate it with the Gospel. Our experimental 'Something Better' site is yielding a 20% indicated decision rate, indicating the significance of spiritual hunger among Americans. We've also increased

our focus on tracking the exact location and active interaction of each one of our millions of Gospel visits we receive each month. This new technology will increase our ability to connect seekers into Christian community around the world.

As we look to the future, we anticipate reaching our 2 billionth Gospel presentation sometime in 2020. Passing this milestone will undoubtedly be a fantastic moment and one worthy of praising our Lord – but there is still much work left to do. Even when we reach this milestone, there will be billions left in the world who desperately need a chance to put their trust in Him. Our vision remains that everyone on earth will have multiple opportunities to know Jesus.

You are making it possible for us to move forward toward reaching that vision. We believe our generation could be the one to finish the task Jesus gave us with the Great Commission. Without your prayers, investment and excitement for the ministry, we would fall short of the goal.

Thank you so much for your support. We're looking forward to our partnership increasing in the years ahead.

Praying for your every blessing,

Walt

Walt Wilson
Founder and Chairman

vision

GIVING EVERYONE
ON EARTH MULTIPLE
OPPORTUNITIES TO
KNOW JESUS.

IMPACT AROUND THE WORLD



NORTH AND SOUTH AMERICA

36,428,972 GOSPEL VISITS

Launched new, personalized Spanish discipleship website, attracting five million page views in four months.



AFRICA

23,255,510 GOSPEL VISITS

Portuguese team targeted Mozambique with response campaign addressing pain and relief following local disaster.



EUROPE

3,339,368 GOSPEL VISITS

Local response team increased indicated decision rate through culturally significant advertising outreach strategy.



INDIA

10,601,709 GOSPEL VISITS

Native outreach team efforts increased indicated decision rate by more than 40%.



MIDDLE EAST

13,176,596 GOSPEL VISITS

Indigenous team expanded outreach and response strategy to total of seven Middle Eastern language groups.



ASIA

39,085,251 GOSPEL VISITS

East Asian outreach and response continued, even with strict governmental opposition.

IMPACT AT HOME



something better

Launched the “Something Better” outreach campaign specifically targeting the U.S. The initiative reaches out to an increasingly secular culture and shows them that nothing the world has to offer can satisfy us like a relationship with Jesus.

U.S. Gospel Visits

669,107

U.S. Indicated Decisions

103,552

U.S. New Contacts

12,414

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RESULTS

200

million indicated
decisions

SINCE 2004

GLOBAL IMPACT

Gospel Visits

129,889,941



6%
increase

Indicated Decisions

20,952,454



29%
increase

New Contacts

1,587,805



4%
increase

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TECHNOLOGY

WHERE THEY ARE

Using the latest technology, we can track the precise location of those searching online for hope in Jesus. This technology provides data – not just on where seekers live, but on their behavior – which allows us to anticipate how they will respond to online messaging, discipleship resources and personal engagement. Through a strategic partnership that maintains and geolocates church connections globally, we can begin guiding these new believers to the last mile into Christian community.

NEW PATH, NEW LIFE

A groundbreaking Online Missionary response system is near completion and will be released in the next year. This highly secure customer relationship management system (CRM), named PATH, will track personal interactions between millions of seekers from every nation and their Online Missionaries, representing more than 40 languages. Through technology, we will be able to monitor our disciples' depth of engagement to ensure that they are growing well in their newfound faith.

YOUR SUPPORT AT WORK

TOTAL SUPPORT AND REVENUE	\$5,876,452
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EXPENSE DETAIL:

MINISTRY	\$5,828,690
GENERAL & ADMIN	\$361,201
FUNDRAISING	\$1,482,675
TOTAL EXPENSES:	\$7,672,666

Financial statements with independent auditor's report are available upon request

Make a special gift today to move us towards our 2 billionth Gospel Visit and our vision of reaching everyone earth with the Gospel message.

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“THEREFORE GO AND MAKE DISCIPLES OF ALL NATIONS...”

MATTHEW 28:19A

ROI Ministry

Global Media Outreach
has been named one of the
10 most impactful ministries
by ROI Ministry



Accredited by the
Evangelical Council for
Financial Accountability

GLOBAL MEDIA
OUTREACH
A Witness To All Nations

GlobalMediaOutreach.com