



# THE TRANSFORMING **POWER** OF THE GOSPEL

“May the **GOD OF HOPE** fill you with all joy and peace in believing, so that by the **POWER** of the Holy Spirit you may abound in hope.”

—ROMANS 15:13, ESV



“[PRAY] also for me,  
that words may  
be given to me in  
opening my mouth  
boldly to proclaim  
the **MYSTERY OF THE  
GOSPEL.**”

—EPHESIANS 6:19, ESV



DEAR FRIEND,

**IN OUR DESPERATE WORLD**, people everywhere long for life-changing hope. The Billy Graham Evangelistic Association (BGEA) proclaims the Gospel, the only message that can transform their lives for eternity. I believe this is the greatest work we can be involved in—telling others about Jesus Christ and what He did on the cross.

As we continued to take the Good News around the world in 2013, BGEA launched *My Hope America with Billy Graham*—the largest evangelistic outreach we have ever undertaken in the United States. Whenever my father was asked to list the most important steps in preparing for such an evangelistic work, his reply was always the same: “Prayer ... prayer ... prayer.”

We are extremely grateful for the remarkable ways God answered the fervent prayers that paved the way for *My Hope America*. Thousands of churches partnered with us, and countless believers welcomed family and friends into their homes to share the Gospel. The response was overwhelming. The Bible says there is rejoicing in Heaven over every decision made for Christ, and we celebrate as well. “*The Lord is good; his steadfast love endures forever, and his faithfulness to all generations*” (Psalm 100:5, ESV).

This ministry report will give you a look at what God did through *My Hope America* and our work across the globe in 2013. On behalf of every person who found new life in Christ this past year through our ministries, we say thank you for your partnership in the Gospel. May God richly bless you.

SINCERELY,



FRANKLIN GRAHAM  
PRESIDENT

FRANKLIN GRAHAM  
preaches the Good News in  
Reykjavik, Iceland, during  
the Festival of Hope.



# REACHING OUR NEIGHBORS AND NATION WITH THE GOSPEL

→ *MY HOPE AMERICA WITH BILLY GRAHAM* WAS BASED ON A METHOD OF SPREADING THE GOSPEL THAT'S BEEN A CORNERSTONE IN THE CHURCH FOR CENTURIES—**FRIENDS INVITING FRIENDS** TO MEET THE SAVIOR JESUS CHRIST. INTENT ON SEEING RELATIONAL EVANGELISM FLOURISH IN THE UNITED STATES, BGEA PARTNERED WITH THOUSANDS OF LOCAL CHURCHES TO INTRODUCE LARGE NUMBERS OF FRIENDS, FAMILY MEMBERS, AND NEIGHBORS TO JESUS CHRIST. IN PREPARATION FOR THIS **NATIONWIDE EVENT**, WE WORKED WITH LOCAL PASTORS TO TRAIN THEIR CONGREGATIONS. **CHRISTIANS BEGAN PRAYING** FOR THOSE AROUND THEM WHO DID NOT KNOW CHRIST AND LEARNED HOW TO OPEN THEIR HOMES AND SHARE THEIR FAITH. *MY HOPE AMERICA* COMBINED THE PERSONAL APPEAL OF A FRIEND'S TESTIMONY WITH THE **BROAD REACH OF EVANGELISTIC PROGRAMS** AIRED ON TELEVISION AND DISTRIBUTED ON DVD AND THE INTERNET.



**A FAMILY** in Charlotte, North Carolina, hosts an open-air tent meeting for their *My Hope* gathering.



**MY HOPE**  
**AMERICA**  
WITH BILLY GRAHAM

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BILLY GRAHAM EVANGELISTIC ASSOCIATION

MY HOPE AMERICA WITH BILLY GRAHAM

# THE CROSS

A NATIONWIDE BROADCAST

“Far be it from me to boast except in **THE CROSS** of our Lord Jesus Christ.”

—GALATIANS 6:14, ESV

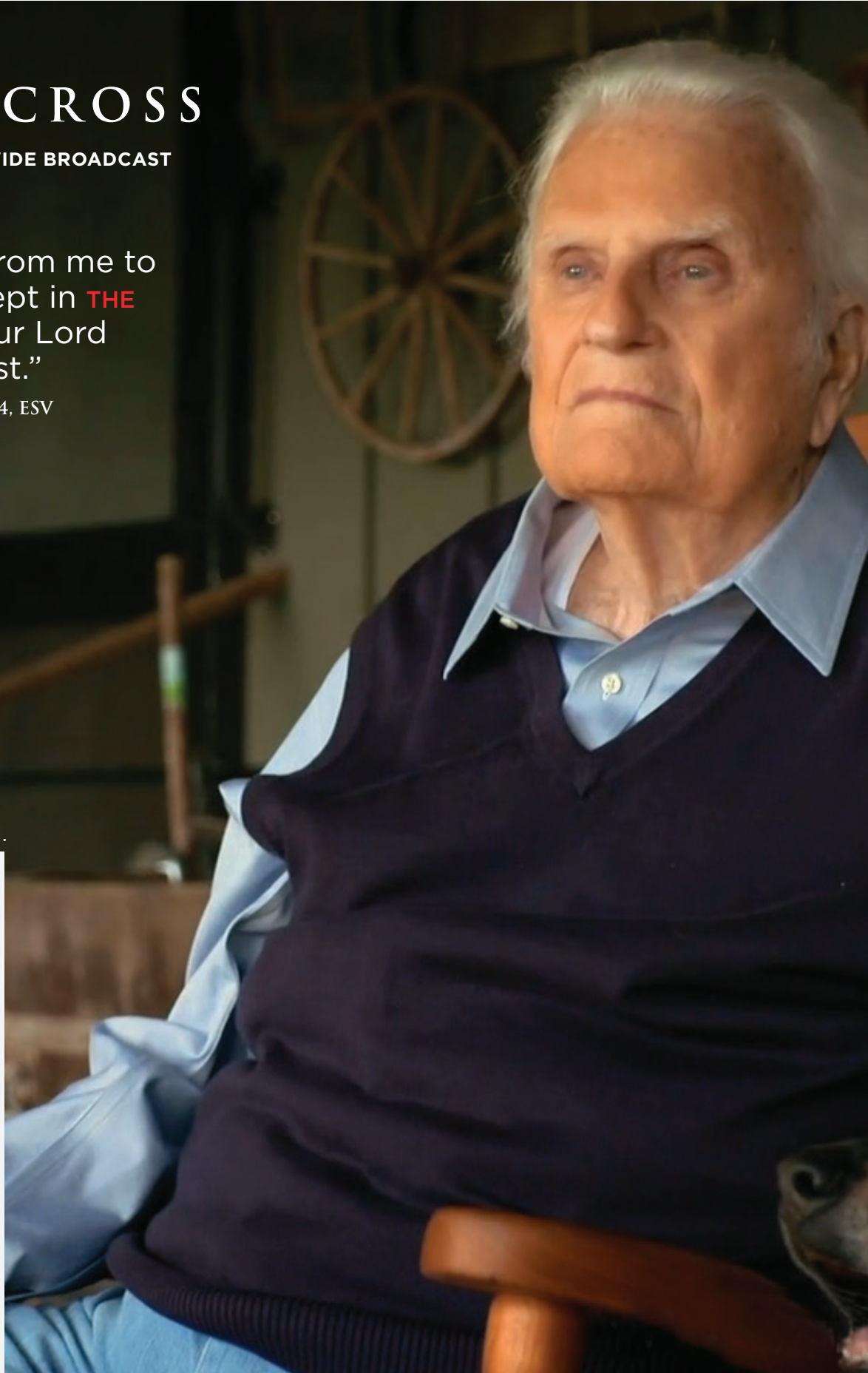
**4**

**MILLION**

HOUSEHOLDS  
WATCHED  
*THE CROSS*  
BROADCAST

**ANOTHER  
1,200,000**

PEOPLE  
WATCHED  
ONLINE





**THE CROSS**  
program also featured  
compelling testimonies  
by popular Christian  
recording artists Lecrae  
**(TOP)** and Lacey  
Sturm **(ABOVE)**.





More than 26,300 churches across the country participated in 2013's *My Hope America with Billy Graham*. The outreach culminated in November—the month of Billy Graham's 95<sup>th</sup> birthday—as more than 4 million households watched BGEA's powerful new Gospel presentation titled *The Cross*. This long-awaited broadcast featured a fresh, personal message of truth from Billy Graham, recorded at his home in the North Carolina mountains.

● **"WITH ALL MY HEART**, I want to remind Americans of God's amazing love," said Billy Graham, "and, as simply and clearly as I can, call people to 'a repentance that leads to salvation' (2 Corinthians 7:10, ESV). The program includes moving stories of real individuals, young Americans, whose lives have been completely transformed by the power of the Gospel. Woven around those stories is a message I believe God has given me for people in our nation today."

*The Cross* aired on FOX News three times, Trinity Broadcasting Network and other Christian networks, and hundreds of affiliates. It was also prominently featured on YouTube's home page for the day, widely shared on Facebook, and distributed in mass on DVD. *The Cross* was shown in hundreds of thousands of homes, churches, prisons, rescue missions, auditoriums, and other venues across North America.

In preparation for the event, 50 *My Hope America* coordinators canvassed the nation, mobilizing Christians and church leaders, meeting with pastors one-on-one, and setting up large preparation meetings. More than 1,200 of these meetings took place across the United States. More than 91,300 church leaders and individuals registered to participate in the project. As a result of *My Hope America*, more than 112,200 individuals indicated they made life-changing commitments to Jesus Christ. "We will never be able to know all →

26,300  
CHURCHES

ACROSS THE  
COUNTRY  
PARTICIPATED

112,200

COMMITMENTS TO  
JESUS CHRIST

**THE GOSPEL**  
compels a response  
at The Rock Church in  
Provo, Utah.



**BILLY GRAHAM** shared *The Cross* during the party for his 95<sup>th</sup> birthday in Asheville, North Carolina (**ABOVE** and **RIGHT**, escorted by his grandson Army Maj. Edward Graham). Many of his friends and guests responded to the Good News by making professions of faith in Jesus Christ.





## FROM HERE TO ETERNITY

● A COUPLE LIVING in Florida owns an ice-cream shop that is usually closed on Sundays. They opened for an hour on a Sunday in November, giving away cookies and ice cream and showing *The Cross*. A total of 35 individuals attended, and 13 of them repented of their sins and committed their lives to Christ.

## COMING HOME

● A GROUP IN CALIFORNIA held a *My Hope America* event on a baseball field in their community. With 200 in attendance, the organizers were thrilled. “When the invitation was given, about 25 people walked across the field, all the way up to the stage,” explained one of the hosts. “I was in the outfield praying, and then when I looked up and saw all the people going forward to make that decision one by one, all I could do was weep.”

## NEW BEGINNINGS

● AN 80-YEAR-OLD man in Florida knocked on more than 70 doors in his condo complex, inviting neighbors to his *My Hope America* party. When the time came, 20 people showed up. After watching one of the programs, 10 people declared they had decided to follow Jesus. The host’s pastor reports that he has now received permission from the condo’s management to start a weekly Bible study birthed from the *My Hope America* event.



→ of the numbers, but we do know that God did a mighty work and that He changed hearts all over the country,” says Franklin Graham.

During the lead-up to *My Hope America*'s November culmination, BGEA produced two other evangelistic programs, titled *Defining Moments* and *Lose to Gain*. Both programs featured timeless messages from Billy Graham that had been edited from our archives, interwoven with stories of once-lost souls who found eternal hope in Christ.

In order to reach as many people as possible, BGEA created training materials in Spanish and English, as well as unique versions of those materials for prisons and rescue missions. Coordinators also led teams of volunteers that reached out to

Hispanic and Korean congregations. In all, the programs were subtitled into 12 different languages.

BGEA's ambitious media plan for *My Hope America* created even wider awareness of the event. We advertised Billy Graham's new message, *The Cross*, in all major U.S. markets, including a billboard in New York City's Times Square for the month of November. In response, individuals and pastors from 82 different nations reached out to BGEA requesting information on implementing *My Hope* in their own countries.

The Internet proved a vital method for reaching people with the Gospel through this project. More than 1 million unique visitors came to the *My Hope America* website during the month of November. According to Facebook

## THE GOSPEL'S GROWING FAMILY

● A CHURCH IN NEW YORK with an average Sunday attendance of 500 saw an additional 100-plus people begin attending the Sunday after their *My Hope America* outreach. The pastor reports he may plant a new church as a result of this effort.

## THE NEW LIFE STARTS HERE

● A CHAPLAIN AT a women's correctional facility showed *The Cross* to a group of inmates. "One woman was literally doubled over in her chair sobbing while the video was being shown, asking God to forgive and cleanse her," reports the chaplain. "I plan to keep the [*My Hope America*] DVD in my Bible and use it over and over again as new women rotate into the cellblock where I minister."

## PROMOTING THE GOSPEL

● A PASTOR IN TEXAS ran ads in two local newspapers for five weeks announcing his church's showing of *The Cross*. The congregation also went into neighborhoods and personally invited people to attend. They had 375 people—most of whom were visitors—come to the event. The pastor reports that 58 of them responded to the Gospel by surrendering their lives to Christ.



analytics, 25 million were reached through the social media site during the week of November 7 with information about *The Cross*. YouTube's highlight of *The Cross* that day resulted in more than 685,000 views.

“We praise the Lord for all He is doing in drawing hearts to Himself through *My Hope America*,” says Franklin. “Every soul is precious and eternal, and each decision for Christ is a great cause for thanksgiving! Our plan is to offer *My Hope America* each year for the next five years. We want to continue to produce powerful evangelistic programs and material that churches and individuals can use to reach the lost around them for Christ.” ●



**A MOTHER AND DAUGHTER** fill out response cards after watching *The Cross* in a *My Hope America* host home in El Cajon, California.

“Jesus said to him,  
‘Today salvation has  
come to this house ...  
For the Son of Man  
CAME TO SEEK AND TO  
SAVE THE LOST.’”

—LUKE 19:9-10, ESV



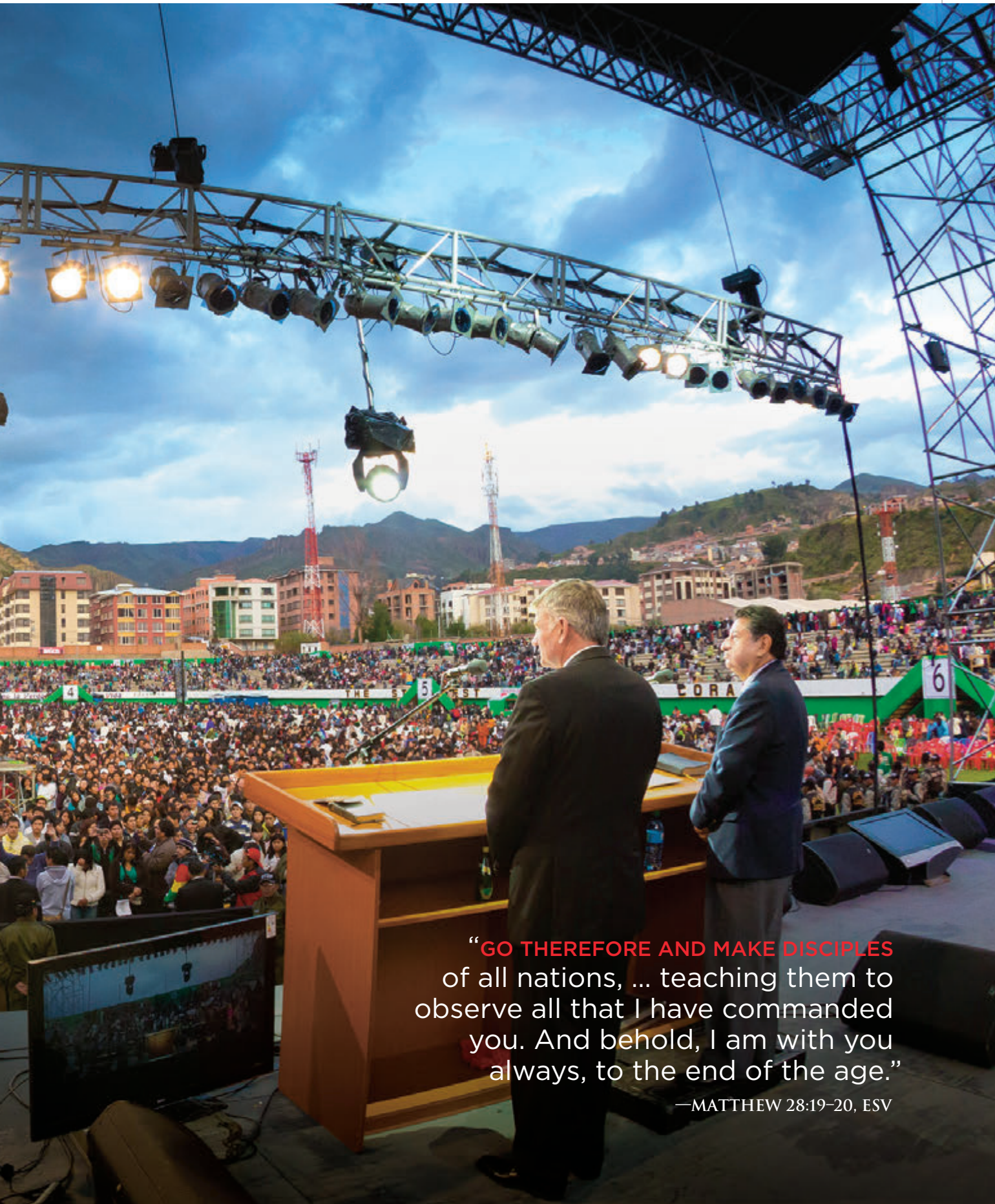
**90,000  
ATTENDED**

THE FESTIVAL  
OF HOPE WITH  
FRANKLIN  
GRAHAM IN  
LA PAZ, BOLIVIA

**4,700  
RESPONDED**

TO THE GOSPEL  
BY DECLARING  
FAITH IN  
JESUS CHRIST

NEARLY 5,000 people came forward  
in response to the Gospel during the  
three-day Franklin Graham Festival of Hope,  
La Paz, Bolivia.



**“GO THEREFORE AND MAKE DISCIPLES**  
of all nations, ... teaching them to  
observe all that I have commanded  
you. And behold, I am with you  
always, to the end of the age.”

—MATTHEW 28:19–20, ESV



# SPANNING THE GLOBE TO PROCLAIM GOD'S LOVE

→ UNDERSTANDING THAT “*REPENTANCE AND FORGIVENESS OF SINS SHOULD BE PROCLAIMED IN [CHRIST'S] NAME TO ALL NATIONS*” (LUKE 24:46-47, ESV), **BGEA HAS MADE CRUSADES A PRIMARY FOCUS SINCE THE MINISTRY'S INCEPTION IN 1950.** EACH ONE BEGINS WITH LOCAL BELIEVERS WHO ARE BURDENED FOR THE SALVATION OF THEIR FRIENDS AND NEIGHBORS. AT THE INVITATION OF CHRISTIAN LEADERS IN A CITY, **WE PARTNER WITH LOCAL CHURCHES** FOR MONTHS OF PRAYER, PLANNING, AND TRAINING LEADING UP TO THE MULTI-DAY OUTREACH IN A STADIUM, ARENA, OR PARK. EACH EVENT FEATURES **PROCLAMATIONS OF THE GOSPEL**, COUPLED WITH ENERGETIC AND INSPIRATIONAL MUSIC. AFTERWARD, BGEA ASSISTS THE LOCAL BODY IN **FOLLOWING UP** WITH THOSE WHO MADE LIFE-CHANGING COMMITMENTS TO CHRIST.

## FRANKLIN GRAHAM FESTIVALS

● **BGEA CONTINUED TO PARTNER** with local churches and community leaders in 2013 to host Franklin Graham Festivals in Bolivia, Iceland, and Thailand. The Good News of Jesus Christ was preached to a combined audience of more than 170,000 people, and over 8,300 of them responded by professing faith in Him as their Lord and Savior.

In La Paz, Bolivia, more than 90,900 people attended the three-day Festival of Hope with Franklin Graham. Nearly 4,700 attendees responded to Franklin's invitations by declaring their faith in Jesus Christ. Alma and Francisco were two of them. When they made their way to the front, they

were in tears. “Neither one of them had really wanted to come to the Festival,” one of the counselors explained. “But something moved them to come. They said their lives were messy and were destroyed. They were both happy they came and they gave their life to Christ.”

When the first-ever BGEA outreach in Iceland occurred this year, nearly 6,000 people turned out. Franklin Graham's two-day Festival of Hope in the capital city of Reykjavik saw 385 people respond to his invitations to follow Christ.

“My wife was sobbing next to me, and I started to cry” said Skúli, a Christian who had just witnessed hundreds of his countrymen turn to Jesus Christ. →

THE GOSPEL pierces hearts in Reykjavik, Iceland, during the Festival of Hope with Franklin Graham.



“My heart’s desire  
and **PRAYER** to God  
for them is that they  
may be **SAVED.**”

—ROMANS 10:1, ESV





→ “It’s just amazing. ... In Iceland, people don’t show their feelings. So for Icelanders to come forward to receive Jesus ... This gives us hope.”

Chiang Mai, Thailand, may not have seemed like an obvious city to host the Abundant Life Festival with Franklin Graham because its churches have a long history of discord. Yet, once again, the Holy Spirit used a BGEA Crusade to bring unity among local Christian leaders and the congregations they serve. Believers who had given up on evangelism were invigorated and encouraged to live out their faith.

More than 73,100 people attended Chiang Mai’s three-day Festival. “Tonight you can come home to your Father in Heaven if you’re willing to put your faith and trust in Jesus Christ,” Franklin told the captive audience the final evening. “God will forgive your sins. ... You can have a new beginning and a new life. God loves you.” We give God all the glory for the over 3,300 people who prayed with him to receive Jesus as Lord and Savior.

### WILL GRAHAM CELEBRATIONS

● **WILL GRAHAM PROCLAIMED** the Gospel numerous times in Africa, Japan, Thailand, and the United States during 2013, often paraphrasing Pilate’s words from Matthew 27 as he exhorted audiences to make a decision: “What, then, will you do with Jesus, who is the Christ?” The total attendance at his Celebrations and events surpassed 46,300 people, with nearly 4,200 of them responding to Will’s invitations to eternal life by making public commitments to Christ.

A lot has changed in Kisumu, Kenya, since Will Graham’s grandfather Billy Graham led an evangelistic Crusade there in 1960. But one thing that has not is the enthusiastic response of local Kenyans to the Gospel. Every church in Kisumu participated in Will’s three-day Celebration of Peace, and as a result, approximately 21,000 people attended. Of those, more than 1,350 made decisions to follow Jesus.

One of them—a 31-year-old man named Benjamin—was, by his own

admission, a thief and rapist. He had wandered into the Festival each day, mixing with the crowd and presumably looking for opportunities to steal. By the last day, he was under such great conviction from repeatedly hearing the Gospel, he quietly slipped into the stream of people going forward at Will’s invitation. A volunteer counselor explained the importance of complete repentance and reiterated the truth of God’s love and forgiveness through Jesus Christ. Together, they prayed as Benjamin spoke to God, haltingly at first, confessing his sinfulness and asking God to cleanse his heart and change his life.



THE HOLY SPIRIT DRAWS people to new life during the Will Graham Celebration of Hope in Fukushima, Japan.



**ASSOCIATE EVANGELIST** Robert Curville preaches the Good News during the Festival of Peace in Bidar, India.

When Will Graham preached at the Celebration of Hope in Fukushima, Japan, he knew his audience was still living with anxiety and continuing danger from a nuclear reactor accident two years ago caused by a historic earthquake and tsunami. Amid this heavy atmosphere, the hope of Jesus Christ was shared with nearly 3,200 people who attended the two-day Celebration. We praise God for the 173 individuals who came forward to surrender their lives to Christ.

Following the Celebration of Hope, Will traveled south to Tokyo and shared the Gospel with a capacity crowd of 2,000 at a one-day event called the Celebration of Love. Fifty-six of those in attendance prayed for forgiveness of sin and committed their lives in faith to Jesus.

Will also visited two sensitive locations on evangelistic trips elsewhere and proclaimed the Good News during three separate events. More than 9,800 people heard his call to repentance, and over 1,800 of them prayed with Will to receive Jesus Christ into their hearts.

The final Will Graham outreach of 2013 took place in Udon Thani, Thailand. The three-day Celebration Abundant Life welcomed more than 12,300 people. “The abundant life you’re looking for cannot be obtained on your own,” Will told the audience. “That’s why God sent His Son on a rescue mission to save us. Some of you are looking for answers in life. Deep down you feel something is missing. Jesus is what’s missing. He’s the only One who can fill you.” When he gave the invitation, over 800 attendees made professions of faith in Jesus Christ.

#### **ASSOCIATE EVANGELISTS**

● **DURING 2013, BGEA** Associate Evangelist Robert Curville preached to nearly 330,200 people at 16 evangelistic outreaches in regions of India where many have never heard God’s Good

News. More than 25,400 people from various tribes, religious backgrounds, and economic groups made public professions of faith in Jesus Christ at these events. In some of the areas where Robert preached, it is extremely dangerous to become a Christian. We pray those who made the decision to follow Jesus will have the strength to face any opposition from family, friends, or their community in the days to come.

Associate Evangelist David Ruiz preached to almost 36,400 people at Festivals of Peace in Torreon Coahuila, Ciudad Victoria, and Ocosingo, Mexico. Nearly 2,600 of them responded in repentance of sin and pledged their lives to Jesus Christ.

BGEA also continued its partnership with Associate Evangelist RV Brown in 2013. RV traveled to a sensitive location and preached the Gospel of Jesus Christ to approximately 2,000 people. As the Holy Spirit moved, 658 people responded to invitations to know Christ.

#### **COUNSELING AND FOLLOW-UP**

● **SINCE BGEA PLACES** an emphasis on discipleship after the moment of decision, we have used the Christian Life and Witness Course (CLWC) for more than 55 years to help people grow in their faith, learn to share it, and disciple others. We also provide its youth equivalent, FM419, which takes its name from Matthew 4:19: “*Follow me, and I will make you fishers of men*” (ESV).

During 2013, these courses were held in several locations internationally in the lead-up to Franklin Graham Festivals and Will Graham Celebrations. More than 12,000 people completed the training. As a result, over 3,000 of them volunteered as counselors to help inquirers begin their life-changing relationship with Jesus Christ during Festivals and Celebrations. CLWC and FM419 also reveal to some trainees their own personal need for new life in Christ, and more than 1,000 people expressed decisions for Him during the sessions. ●





# SPREADING THE HOPE OF JESUS CHRIST THROUGH OUR YOUTH

➔ THREE-FOURTHS OF THOSE WHO MAKE LASTING DECISIONS FOR CHRIST IN AMERICA DO SO **BEFORE THE AGE OF 21**. BUT TODAY'S YOUNG PEOPLE KNOW LESS ABOUT JESUS THAN ANY **GENERATION IN HISTORY**. BGEA IS ENGAGED IN A BOLD MISSION TO HELP CHURCH LEADERS MINISTER TO **CHILDREN AND YOUTH** WITH INNOVATIVE PROGRAMS THAT HELP YOUNG PEOPLE ENCOUNTER CHRIST THROUGH DISCIPLESHIP AND EVANGELISM TRAINING.

**DARE TO BE A DANIEL**

● **NO ONE INFLUENCES** children more than other children. So BGEA created the biblically based curriculum Dare to Be a Daniel (D2BD) to help Christian students ages 9–14 know what they believe and equip them with the life skills, tools, and confidence to share Jesus with their peers.

During the year, more than 220 different ministries used D2BD to train nearly 4,600 students in the United States. These ministries included churches, Christian camps and schools, backyard Bible clubs, missions groups, and other youth programs. BGEA also launched the program in Australia in 2013, where approximately 4,000 more children received the D2BD training. The Dare to Be a Daniel curriculum is being taught in French and Spanish and also being tested in Creole in Haiti.

More than 31,000 “Daniels” have graduated—completed the training—since the program’s inception five years ago, and 70 percent of them have indicated they have shared their faith as a result of D2BD training. We praise God that our Daniels led 408 of their friends and family members to Christ during 2013.

“I learned that God is the compass that guides my life,” wrote one young girl who completed the D2BD program. “I have



**220**  
MINISTRIES TRAINED  
**4,600**  
U.S. STUDENTS TO  
SHARE THEIR FAITH

been taught and given the courage to boldly tell others about Jesus. ... Every aspect of my life ... must be in line with the Word of God. What I preach with my mouth must reflect in my life.” We praise God for the young people like her who are standing up to be bold witnesses for Jesus Christ.

**THE GREATEST JOURNEY**

● **BGEA'S NEW VERSION** of *The Greatest Journey* is a 12-session Bible study designed to help children ages 6–10 become faithful followers of Jesus Christ by growing in Him and sharing their faith with their friends. This resource is designed for home use, Sunday school, or children’s outreach in developed nations. It was adapted from the Samaritan’s Purse curriculum by the same name, which is being used in impoverished nations around the world.

While BGEA completed development of the curriculum and finalized distribution channels during 2013, more than 250 teachers used *The Greatest Journey* prototype and pre-release versions to equip more than 3,200 children. *The Greatest Journey* will officially launch in the United States, the United Kingdom, and Australia in early 2014. ●

“From childhood you have been acquainted with the sacred writings, which are able to make you wise for salvation THROUGH FAITH IN CHRIST JESUS.”

—2 TIMOTHY 3:15, ESV





# BRINGING THE COMPASSION OF JESUS CHRIST INTO DEVASTATED COMMUNITIES

“Blessed are those who mourn, for  
they **SHALL BE COMFORTED.**”

—MATTHEW 5:4, ESV



➔ FROM THE ASHES OF 9/11, THE BILLY GRAHAM RAPID RESPONSE TEAM (RRT) WAS DEVELOPED TO SHARE CHRIST IN THE MIDST OF CRISIS AND TRAGEDIES—BRINGING PRAYER, ENCOURAGEMENT, AND HIS LOVE TO SURVIVORS, FIRST-RESPONDERS, AND LOCAL PASTORS AND CHURCHES. BGEA CURRENTLY HAS CHAPLAINS IN THE UNITED STATES, THE U.S. TERRITORY OF PUERTO RICO, AUSTRALIA, CANADA, AND THE UNITED KINGDOM. THESE VOLUNTEER CHAPLAINS ARE CAREFULLY SELECTED AND TRAINED TO DEMONSTRATE CHRIST'S COMPASSION AND APPROPRIATELY SHARE GOD'S HOPE THROUGH THE ONE WHO "HEALS THE BROKENHEARTED AND BINDS UP THEIR WOUNDS" (PSALM 147:3, ESV).

● BGEA DEPLOYED 315 RRT chaplains to 17 disaster locations during 2013 in response to numerous tornadoes, floods, fires, and the devastating fertilizer plant explosion in the town of West, Texas. By year's end, our chaplains assisted more than 74,100 victims and personally prayed with over 18,500 individuals. We give all thanks and praise to God for each ministry opportunity and especially for the 368 people who responded to the hope of the Gospel by committing their lives to Jesus Christ.

The Rapid Response Team continued to grow in 2013, recruiting 344 chaplains and equipping more than 2,200 people in nine regional seminars in the United States. BGEA also supported local churches in disaster areas by providing *Grief in Crisis* training sessions to help individuals appropriately share God's hope in their affected communities. This orientation was presented five times this year, equipping more than 1,000 individuals to bring comfort in Jesus' Name.

RRT also worked with its BGEA counterparts in Canada and Australia to train 76 individuals at five training sites. RRT-Australia, RRT-Canada, and RRT-United Kingdom deployed 110 chaplains to seven disaster locations. These chaplains personally prayed with more than 900 individuals, eight of whom surrendered their hearts and lives to Jesus Christ.

A woman named Judy, who lived in West, Texas, had been mourning the

passing of her mother for four months. Judy would often return to her mother's now unoccupied home to just sit in sadness, unable to bear parting with anything or even move things around. Then, on April 17, a large fertilizer plant just a few blocks away exploded, killing 11 firefighters and three other people who lived nearby and injuring hundreds. More than 150 homes and other buildings were destroyed or damaged.

In this town of only 2,800 people, grief was everywhere. Judy, deeply shaken, worked her way through chaotic scenes to check on her mother's house. She was relieved to find it undamaged, but utterly overwhelmed by all that had happened. The next day, she met a Rapid Response Team chaplain and began to pour out her heart. When conversation turned to Judy's desperate desire for inner peace, the chaplain explained how Jesus Christ could meet her deepest needs. Judy asked many questions. She then decided to pray and invite Jesus to become her Savior and Lord. Soon afterward, smiling for the first time, Judy said she wanted to offer her mother's home for a displaced family. ●



A BILLY GRAHAM RAPID RESPONSE TEAM CHAPLAIN prays with an F5 tornado victim in Moore, Oklahoma.



FRANKLIN GRAHAM prays with first-responders in Moore, Oklahoma.



# FREE ADMISSION. PRICELESS EXPERIENCE.



THE BILLY GRAHAM LIBRARY HAS USED **STATE-OF-THE-ART EXHIBITS** TO DRAW MORE THAN 800,000 VISITORS FROM ALL 50 STATES AND 82 COUNTRIES SINCE ITS 2007

OPENING. DESIGNED TO **REFLECT BILLY GRAHAM'S JOURNEY** FROM A HUMBLE FARM BOY TO AN INTERNATIONAL AMBASSADOR OF GOD'S LOVE, THE BARN-SHAPED BUILDING IS SITUATED ON 20 LANDSCAPED ACRES, ONLY FOUR MILES FROM WHERE HE GREW UP IN CHARLOTTE, NORTH CAROLINA. IN LINE WITH HIS WISHES, THE LIBRARY'S CORE EXPERIENCE IS **THE GOSPEL AND THE TRANSFORMING POWER IT HAS** ON A LIFE THAT SAYS YES TO JESUS CHRIST.

● **THE LIBRARY SHARED** the Good News with a growing audience in 2013, welcoming more than 140,000 people—approximately 5,000 more than the previous year. We continued to welcome diverse audiences by hosting several special events. Book signings during the year included the Duggar family from TLC's *19 Kids and Counting*; Stormie Omartian, author of *The Power of Praying* series; former Alaska Gov. Sarah Palin; Jonathan Cahn, author of *The Harbinger*; and the Army's first blind active-duty officer, Major Scotty Smiley, among others. The Library's many annual events included the second Easter celebration for children, sixth *Bikers With Boxes*, and the year's most attended one, *Christmas at the Library*—which alone drew nearly 33,900 guests. We also introduced new events such as *Ladies Night Out* with author and speaker Casey Schutrop, and a children's story time.

Most of the Library's visitors experienced the *Journey of Faith* tour, and we give all honor and praise to God for the more than 1,760 of them who made various commitments to Jesus Christ

as a result. A 12-year-old girl who came through the final theater approached one of our volunteers and said, "I just prayed with Billy Graham and invited Jesus into my heart. My friends here think that I was a Christian and will think that I am crazy—but Jesus is for real." The tears poured down her face as she spoke.

On another occasion, a couple had traveled to Charlotte on a business trip. The wife, a Christian, persuaded her husband to tour the Library during their free time. When the time came to leave the final theater, she walked through the illuminated crosses which light the way, while he remained there to take her picture. The theater doors automatically shut, the lights went off, and the man fumbled around in the dark trying to find his way out. After the doors were opened, he told a volunteer that while he was shut inside, his eyes were opened. God showed him that at the end of this life, his wife would enter through the cross but he would end up in darkness—unless he accepted Jesus as his Lord and Savior. The man then prayed with the volunteer and gave his life to Christ. ●



"We are **AMBASSADORS FOR CHRIST**, God making his appeal through us. We implore you on behalf of Christ, be reconciled to God."

— 2 CORINTHIANS 5:20, ESV



**THE JOURNEY OF FAITH** tour starts in the Library's lobby (RIGHT) and guides visitors through galleries, theaters, and exhibits like "Piercing the Wall" (LEFT).



**140,000**  
VISITORS IN 2013





BILLY GRAHAM EVANGELISTIC ASSOCIATION

THE BILLY GRAHAM TRAINING CENTER AT THE COVE

“Come ... and  
listen to the  
words of the  
Lord your God.”  
—JOSHUA 3:9, ESV



# GET AWAY, RELAX, AND HEAR GOD'S VOICE.

➔ THE BILLY GRAHAM TRAINING CENTER CHALLENGES PARTICIPANTS TO **GROW IN THEIR FAITH** AND HAVE A GREATER EVANGELISTIC VISION AND INFLUENCE ON A WORLD THAT DOES NOT KNOW CHRIST. GUIDED BY BILLY AND RUTH GRAHAM'S FOUNDING PRINCIPLES, THE COVE ENCOURAGES **PERSONAL TRANSFORMATION** THROUGH BIBLICAL INSTRUCTION, INSPIRATION, INTERCESSION, AND IMPACT AND CREATES AN ENVIRONMENT WHERE PARTICIPANTS CAN EXPERIENCE RETREAT, REST, RELAXATION, AND RENEWAL.

● **CELEBRATING ITS 25<sup>TH</sup> ANNIVERSARY** in 2013, The Cove experienced another unprecedented year of ministry. We give God thanks for the work that was done in the hearts of the 29,300 attendees who took part in 376 Seminar, Guest Group, and Personal Spiritual Retreat ministry events.

During the year, the Chatlos Memorial Chapel welcomed almost 59,100 event participants and visitors—an increase of almost 10,000 people compared to 2012.

The Cove also hosted six Seminar webcast sessions in 2013, which were transmitted live, with 4,250 home viewers in 116 countries. The Cove witnessed almost 4,000 recorded life-changing commitments in 2013. These ranged from decisions for Christ to new ministry, career, and family commitments. ●

## 59,000

PROGRAM  
PARTICIPANTS  
AND VISITORS

“I can unreservedly say that this past week has been the most **REFRESHING, HUMBLING, SIN-BREAKING, GRACE-DRENCHING TIME** away with the Lord I've had since I came to trust Him in 1990.”

—COVE GUEST



“You will seek  
me and find me,  
when you seek  
me with all  
your heart.”

—JEREMIAH 29:13, ESV



# HELPING MILLIONS FIND THE ANSWER

➔ FROM THE VERY BEGINNING, THE BAR FOR INNOVATION WAS SET HIGH FOR THE BILLY GRAHAM EVANGELISTIC ASSOCIATION. **OUR FOUNDER WAS A PIONEER** IN THE WORLDS OF BOTH NATIONAL TELEVISION EVANGELISM AND CHRISTIAN MOTION PICTURES. NOW, IN TODAY'S MEDIA-SATURATED, TRUTH-STARVED WORLD, WE **ARE USING THE INTERNET** AND MULTIMEDIA OUTLETS TO MAKE OUR BIGGEST STRIDES YET IN REACHING EVERY LANGUAGE ON EARTH WITH THE GOOD NEWS OF JESUS CHRIST.

**SEARCH FOR JESUS**

● **PEOPLE TODAY GO TO** the Internet with the deepest cry of their hearts. Millions of them search online for answers to desperate questions such as “Will God forgive me?” or “What happens when I die?” On Google alone, there are 5 million queries each month on the topic of loneliness. Through BGEA’s *Search for Jesus* Internet evangelism ministry, we are connecting with millions of these people while they are looking for answers and invite them to discover real hope and surrender their lives to Jesus Christ.

During 2013, nearly 10.5 million people visited the *Search for Jesus* evangelistic site PeaceWithGod.net. In response to our Gospel presentations, approximately 2 million of them indicated they had prayed to receive Jesus Christ as their Lord and Savior. We give all honor, glory, and praise to God for this overwhelming response to His Good News. Of those who made decisions for Christ, more than 234,000 gave us their contact information for follow-up and discipleship. In addition to equipping new believers with God’s Word and BGEA’s spiritual growth materials, *Search for Jesus* works to connect people with local churches.

*Search for Jesus* has 317 trained volunteers who each serve in one of three capacities. E-counselors chat with visitors on PeaceWithGod.net, discipleship coaches mentor new believers through the sister site KnowJesus.net, and email responders correspond with people who leave questions on PeaceWithGod.net.

On one occasion, a Filipina woman working in a Chinese home consulted with a *Search for Jesus* online volunteer based in Virginia. “I read mostly about salvation and being saved even [though] we are sinners,” she wrote. “Is there any way you can tell me how I can ... repent for my sins?” The discipleship coach responded by sharing the Gospel with the woman, who then asked Christ to come into her heart and be Lord of her life.

In another instance, a *Search for Jesus* e-counselor based in Indiana woke up early one morning and decided to chat with PeaceWithGod.net visitors online.

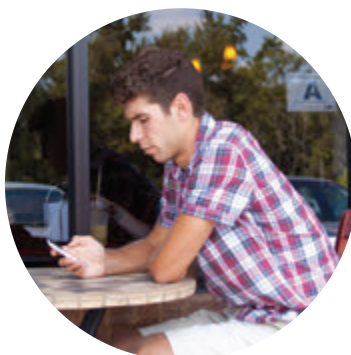
A man in his 30s had been on YouTube looking for pornography, when he saw a link that took him to PeaceWithGod.net—and to our e-counselor, who shared the Good News of Jesus Christ with him. As the man became repentant of his sin, our volunteer showed him how to pray to receive Jesus Christ as his Lord and Savior, which he did. The e-counselor then directed him to follow-up resources and encouraged him to begin attending a local church.

*Search for Jesus* has four other evangelistic websites as well: PazConDios.net for Spanish speakers in the U.S., which has hosted more than 509,000 visitors and welcomed over 94,000 commitments to Jesus Christ; PazComDeus.net for Portugal, with more than 185,000 visitors and over 25,000 decisions for Christ; HopeKayGod.net for the Philippines, with more than 56,000 visitors and approximately 2,000 committing their lives to Christ; and PazConDios.mx for Mexico, with over 125,000 visitors and more than 13,000 recorded decisions for Christ.

More than 70,200 people follow *Search for Jesus* and its online ministries through Facebook. We continue to invite visitors to watch real-time decisions online or to get involved by visiting SearchforJesus.net.

**INTERNET**

● **BGEA** is privileged to offer truth, comfort, and spiritual help through each of our websites, email communication, and social media. Once again, BillyGraham.org had a record year as we reported on BGEA’s work around the world, hosting approximately 7.5 million visits in 2013—up 30 percent over the prior year—with visitors coming from more than 230 countries and territories. Other BGEA websites, including sites for the Billy Graham Library, The Cove, and *My Hope America with Billy Graham*, hosted approximately 3 million additional visits during the year. Nearly 40 percent of our Web visits came via mobile device, as on-the-go users consumed Scripture, BGEA news articles, spiritual help resources, →





→ and multimedia on their smartphones and tablets. Of our 10.5 million total visitors, almost 100,000 clicked through to see presentations of the Gospel on BGEA's *Search for Jesus* site PeaceWithGod.net.

In support of 2013's historic *My Hope America with Billy Graham* outreach, we hosted more than 1 million visitors in November alone on our MyHopeWithBillyGraham.org site—including more than 650,000 online views of *The Cross*. "Earlier this week I wanted to kill myself, but thanks to Lacey, Lecrae, and Dr. Graham's message, I realized God has a plan for me and loves me," one person commented on our site. "When he said the cross is offensive, it's like a light went off in my head. I'm guilty, and [Jesus] was convicted for my crimes," another viewer said on our YouTube page.

By year's end, more than 4 million people followed at least one BGEA ministry through social media, doubling the previous year's numbers, with most of those staying connected via Facebook, Twitter, and YouTube. Our videos garnered over 2.5 million YouTube views, and we sent nearly 28 million emails to subscribers of ministry updates.

#### RANSOM

● **TODAY, THERE'S A PLACE** on the Internet where youth and young adults can find freedom through telling others what they've experienced with Jesus Christ—and discover their stories have the power to change and encourage the lives of others. It's a place where visitors can ask difficult questions and find answers for life issues through the Gospel. This site, which features numerous resources for spiritual help and also hosts live events such as evangelistic concerts, is BGEA's online evangelism and discipleship outreach Ransom.tv.

During 2013, Ransom offered evangelistic and discipleship materials to nearly 90,000 inquirers and believers. Tens of thousands of others found Ransom's topical evangelistic videos on YouTube and through social media as well. Approximately 1,200 of our visitors

clicked through to see presentations of the Gospel on the *Search for Jesus* site PeaceWithGod.net.

Ransom also partnered with professional skateboarder Brian Sumner to do an outreach to skateboarders, many of whom had never been inside a church, let alone heard the story of salvation through faith in Jesus Christ. More than 100 watched the *My Hope America* program *Lose to Gain*, and 23 of them prayed to receive Jesus as their Savior and Lord.

#### ONLINE EVANGELISM TRAINING

● **FOR OVER 60 YEARS** of global ministry, God has blessed BGEA with practical and effective strategies for evangelism. Today, pastors and others interested in sharing their faith can study these time-tested principles through Online Evangelism Training. These courses include access to a video vault of more than 20 well-respected evangelism teachers, including Billy Graham, Franklin Graham, Will Graham, Anne Graham Lotz, Ravi Zacharias, John Stott, J.I. Packer, Bill and Vonette Bright, and many others.

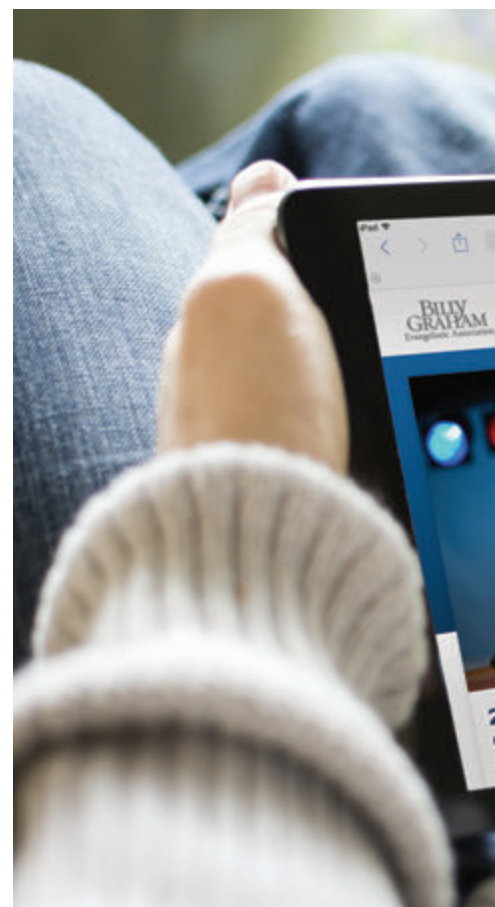
In 2013—its second year—BGEA's Online Evangelism Training continued to give participants a chance to study the biblical and practical principles of proclamation evangelism, historically embodied in the ministry of Billy Graham, so that the priority of proclamation evangelism is advanced, resulting in an even greater, ongoing worldwide harvest.

Without the constraints of geography and the high cost of travel and lodging, the four-session online course is far more accessible to pastors who want to sharpen their evangelistic messages. In 2013, our Online Evangelism Training saw 362 new enrollments from eight new countries, bringing the total participants to 812 from 30 countries around the globe.

Responded one participant, "It was all strong, but I think I got the most out of 'The Fall of Man' (Session 2). It fueled my burden for those who are lost. The sermon about Hell was a grim reminder to me just what all is at stake for those who are not saved and why it is so important that Christians strive to share

7.5  
MILLION

VISITS TO  
BILLYGRAHAM.ORG  
IN 2013



the Gospel message everywhere we go and in everything we do.”

**TELEVISION & VIDEO**

● **BGEA PRODUCED** more than 525 TV programs, website features, and ministry videos during 2013—most notably, three half-hour evangelistic programs for the *My Hope America with Billy Graham* outreach. The *My Hope America* productions culminated with *The Cross*. This long-awaited message from Billy Graham was broadcast all across the U.S.

The series of *My Hope America* programs was also distributed through Netflix and to nationwide retailers including Target, Walmart, LifeWay, and Family Christian Stores.

Four new episodes of the nationally televised *Always Good News* were produced. This monthly half-hour program vividly portrays the power of God’s Word to change people’s lives worldwide and reveals the breadth of BGEA’s ministries. Episodes of *Always Good News* were shown on predominantly Christian cable networks and select local affiliates.



**BGEA’S TELEVISION PRODUCERS** film Billy Graham’s historic message for *The Cross* broadcast.

BGEA continued to source Christian networks TBN and The Church Channel with updated Billy Graham Classics programs. We also produced a DVD to commemorate the life and legacy of George Beverly Shea and released 10 new DVDs from BGEA’s World Wide Pictures catalog.

During the year, BGEA’s call centers—including two in Canada funded by BGEA’s Canadian subsidiary—handled more than 35,200 spiritual inquiries in response to our television programs. Over 14,100 of the callers prayed for forgiveness of sin and committed their lives to Jesus Christ. To assist with these calls, we trained more than 900 new volunteers to help us make Christ known to each person.

**CHRISTIAN RESPONSE & GUIDANCE**

● **THE CHRISTIAN RESPONSE TEAM** works in tandem with our Christian Guidance ministry. Together, they are a primary voice of the Billy Graham Evangelistic Association. People looking for spiritual answers and simple words of comfort call and speak one-on-one with trained operators who share the love of Christ through God’s Word. Whether fielding prayer requests, leading people to salvation, or answering questions about outreach events, compassionate representatives responded to more than 219,100 phone calls and emails in 2013.

The team also provided words of encouragement, spiritual guidance, and the latest information on BGEA’s ministries—such as upcoming Festivals, the *Search for Jesus* outreach, and *My Hope America with Billy Graham*. Incoming calls were primarily from viewers of *Always Good News* and Billy Graham Classics programs and listeners to BGEA’s radio broadcasts. Our representatives had the privilege of praying with more than 22,800 callers. We give thanks to God that over 1,200 of them dedicated their lives to Jesus Christ in repentance, gratitude, and faith.

During the year, a *My Hope America* call center was added to encourage →





→ and equip pastors interested in participating in the *My Hope America with Billy Graham* outreach. In support of this event, approximately 296,000 additional outbound calls were made and 24,700 additional inbound calls were received. About 660 Spanish inbound calls were also received.

### DECISION MAGAZINE

● **IN 2013**, the award-winning publication *Decision* magazine continued to challenge and inspire readers in more than 75 countries.

*Decision* printed over 3.5 million copies of the magazine during the year, an average of nearly 325,000 copies per month. Approximately 16,000 copies were sent at no charge to prison chaplains each month for distribution in more than 200 correctional institutions. Hundreds of blind and sight-impaired people received *Decision* either in Braille or on audiotape, and the *Decision* email devotional was read by more than 78,000 subscribers each week. *Decision's* digital edition, available at a reduced subscription price, includes rich content such as audio and video, in addition to what appears in the print version. *Decision* also publishes an iPad edition, which can be purchased from the iTunes newsstand store and contains extra stories, photos, and multimedia content.

After reading articles in *Decision*, subscribers often request additional copies to distribute among friends, family, and other groups. “I have been reading the message in the October 2013 issue,” wrote a reader in Illinois. “How can I purchase copies to distribute to our Bible study and Sunday school classes? I would like 40–50 copies. God bless your work!” Another reader emailed, “Our entire family reads [*Decision*]. ... As a home educator, I like that the articles keep our girls aware of current events but also teach them how to respond to events and issues from a godly perspective.”

### RADIO & BLUE RIDGE BROADCASTING

● **RADIO CONTINUES** to be the most globally accessible media choice for the Gospel, and BGEA continues to

strategically utilize it to reach people in need of the hope and purpose found in Jesus Christ.

In addition to our standard programming in 2013, BGEA produced a half-hour *My Hope America with Billy Graham* radio special specifically to target listeners who hadn't heard of *My Hope America* or hadn't been invited to a *My Hope America* host home. All 593 of the *Hour of Decision* partner stations aired the program in November. More than 185 of them aired the program at least twice. In addition, over a dozen all-music Christian stations—including some in major markets—put aside playlists and donated airtime to share the radio special with their listeners.

The weekly program *The Hour of Decision*, now in its 63<sup>rd</sup> year, continued to build connection with listeners through its timeless presentations of Billy Graham's messages. By year's end, nearly 6,000 people had called us in response to something they heard on the program. The *Hour of Decision* broadcast in mid-November featured Mr. Graham's message from the *My Hope America* television program, *The Cross*. As a result, we received the most one-day responses for an airing of *The Hour of Decision* that we have had in over



#### DECISION MAGAZINE

faithfully blends evangelism, discipleship, and stories of transformed lives, while providing biblical insight into news and current events.



“We will devote ourselves to PRAYER and to the MINISTRY OF THE WORD.”

—ACTS 6:4, ESV

five years.

*Decision Minute*, which offers 15 real-life illustrations each month that show people's need for Jesus Christ, aired on more than 609 stations in the United States, including seven of America's 10 largest cities. Also in 2013, the Billy Graham Audio Archives hosted over 37,500 individual visitors who accessed Mr. Graham's messages on demand at [BillyGraham.org](http://BillyGraham.org).

Blue Ridge Broadcasting (BRB), BGEA's listener-supported radio ministry, continued to proclaim Christ's love through Bible teaching and Christian music this year. BRB operates 106.9 the Light, covering a region of some 5.3 million people from an antenna near the summit of North Carolina's Mount Mitchell. 106.7 the Light ministers to listeners in and around Knoxville, Tennessee. During the year, more than 388,000 listeners each week turned to BRB's radio stations and webstreams for inspiration and encouragement.

In mid-February, both of our BRB stations committed a day to sharing the purpose behind *My Hope America*. Listeners responded generously, giving enough support to provide training and materials for nearly 2,000 *My Hope America* host homes.

During the year, the radio ministry welcomed responses like this one from a BRB listener named Cindi: "I just wanted to encourage and thank you this morning," she wrote. "On the way to school, a song came on about Jesus' scarred hands, which started a conversation about why His hands were scarred and how sinners can go to Heaven. To make a long story short, our son prayed to receive Christ this morning. Thank you for being the catalyst to make that happen!" ●

"Of all the things that I have seen and heard, there is only **ONE MESSAGE THAT CAN CHANGE PEOPLE'S LIVES AND HEARTS**. I want to tell people about the meaning of the cross. Not the cross that hangs on the wall or around someone's neck. But the **REAL CROSS OF CHRIST**. It's scarred and blood stained. His was a rugged cross. I know that many will react to this message, but it is the truth. And with all my heart, **I WANT TO LEAVE YOU WITH THE TRUTH**. That He loves you—willing to forgive you of all your sins."

—BILLY GRAHAM, FROM THE  
*MY HOPE AMERICA PROGRAM, THE CROSS*



# BOARD OF DIRECTORS 2013

## BOARD MEMBERS



**George E. Battle, Jr.**  
Senior Bishop  
AME Zion Church  
Davidson, North Carolina  
Elected 2003



**David P. Bruce**  
Executive Assistant  
to Billy Graham  
Montreat, North Carolina  
Elected 2002



**Billy Graham**  
Evangelist & Chairman  
Billy Graham Evangelistic  
Association  
Montreat, North Carolina  
Elected 1950



**Melvin F. Graham ▲**  
President & Owner  
Graham Enterprises  
Charlotte, North Carolina  
Elected 2001



**Wm. Franklin Graham, III ▲**  
First Vice Chairman, President &  
Chief Executive Officer  
Billy Graham Evangelistic  
Association  
Chairman, President & Chief  
Executive Officer  
Samaritan's Purse—U.S.A.  
Boone, North Carolina  
Elected 1979



**Wm. Franklin Graham, IV**  
Vice President  
Billy Graham Evangelistic  
Association  
Asheville, North Carolina  
Elected 2005



**J. Frank Harrison, III**  
Chairman & Chief Executive  
Officer  
Coca-Cola Bottling Co.  
Consolidated  
Charlotte, North Carolina  
Elected 2002



**Greg Laurie**  
Senior Pastor  
Harvest Christian Fellowship  
Evangelist for Harvest  
Crusades  
Riverside, California  
Elected 1994



**Anne Graham Lotz**  
President  
AnGeL Ministries  
Raleigh, North Carolina  
Elected 1994



**Denton Lotz**  
General Secretary Emeritus  
Baptist World Alliance  
Pastor of Tremont Temple  
Baptist Church  
Forestdale, Massachusetts  
Elected 1999



**Hon. Stephen E. Merrill ●**  
Former Governor of  
New Hampshire  
Chairman, Bingham  
Consulting at  
Bingham McCutchen LLP  
Boston, Massachusetts  
Elected 1997



**Charles O. Morgan, Jr. ●▲**  
Attorney  
Miami, Florida  
Elected 1983

**KEY:**  
▲ Executive Committee  
● Audit Committee



**William B. Pauls ▲**  
Chairman  
The Pauls Corporation  
Denver, Colorado  
Elected 1997



**Paul T. Saber ▲**  
President and Chief  
Executive Officer  
Manna Development Group  
Encinitas, California  
Elected 2006



**Joseph M. Stowell, III ▲**  
President  
Cornerstone University  
Grand Rapids, Michigan  
Elected 1999

**BOARD MEMBERS EMERITI**



**Clifford B. Barrows**  
Vice Chairman  
Billy Graham Evangelistic Association  
Charlotte, North Carolina  
Elected 1950  
Emeritus 2000



**George F. Bennett**  
Chairman Emeritus  
State Street Investment Trust  
Hingham, Massachusetts  
Elected 1973  
Emeritus 1999



**Wallace E. Berg**  
Retired Consultant  
Eden Prairie, Minnesota  
Elected 1973  
Emeritus 1997



**David L. Burnham**  
Chairman  
Burnham Ministries International  
Boca Raton, Florida  
Elected 1985  
Emeritus 1998



**Richard G. Capen, Jr.**  
Former U.S. Ambassador to Spain  
Corporate Director & Author  
La Jolla, California  
Elected 1990  
Emeritus 2009



**Melvin L. Cheatham, MD ▲**  
Clinical Professor of Neurosurgery  
UCLA Medical Center  
Ventura, California  
Elected 1997  
Emeritus 2008



**Michael E. Haynes**  
Pastor Emeritus  
Twelfth Baptist Church  
Roxbury, Massachusetts  
Elected 1987  
Emeritus 2002



**Herbert P. Hess ▲ ●**  
President Emeritus  
North American Management  
Hingham, Massachusetts  
Elected 1979  
Emeritus 2012



**C. Howard Kast**  
Retired Business & Financial Consultant  
Westminster, Colorado  
Elected 1987  
Emeritus 1999



**Graeme M. Keith ▲**  
Chairman  
The Keith Corporation  
Charlotte, North Carolina  
Elected 1990  
Emeritus 2008



**C. William Pollard ▲ ●**  
Chairman  
Fairwyn Investment Company  
Wheaton, Illinois  
Elected 1986  
Emeritus 2013



**Ruth Shanahan**  
President  
Crowley Shanahan Foundation  
Dallas, Texas  
Elected 1992  
Emeritus 2010

**OFFICERS**

**Billy Graham**  
Chairman

**Wm. Franklin Graham, III**  
First Vice Chairman

**Clifford B. Barrows**  
Vice Chairman

**Melvin F. Graham**  
Chairman of Executive Committee

**Daniel C. Allen**  
Secretary

**William B. Pauls**  
Treasurer

**Graeme M. Keith**  
Assistant Treasurer

**KEY:**  
▲ Executive Committee  
● Audit Committee

**BOARD COMMITTEE CHAIRPERSONS**

**Melvin F. Graham**  
Executive Committee

**Charles O. Morgan, Jr.**  
Audit Committee

**C. William Pollard**  
Compensation Committee

**Graeme M. Keith**  
Development Committee

**J. Frank Harrison, III**  
Field Ministry Committee

**William B. Pauls**  
Finance Committee

**Hon. Stephen E. Merrill**  
Insurance Committee

**Herbert P. Hess**  
Investment Committee

**Billy Graham**  
Nominating Committee

**Herbert P. Hess**  
Retirement Plan Committee

**William B. Pauls**  
Security Risk Committee

→ The Billy Graham Evangelistic Association exists to support and extend the evangelistic calling and ministries of Billy Graham and Franklin Graham by proclaiming the Gospel of the Lord Jesus Christ to all we can by every effective means available to us and by equipping others to do the same.



# WHAT WE BELIEVE



## **THE BILLY GRAHAM EVANGELISTIC ASSOCIATION BELIEVES:**

The Bible to be the infallible Word of God, that it is His holy and inspired Word, and that it is of supreme and final authority

In one God, eternally existing in three persons—Father, Son, and Holy Spirit

Jesus Christ was conceived by the Holy Spirit, born of the Virgin Mary

He led a sinless life, took on Himself all our sins, died and rose again, and is seated at the right hand of the Father as our mediator and advocate

That all men everywhere are lost and face the judgment of God, and need to come to a saving knowledge of Jesus Christ through His shed blood on the cross

That Christ rose from the dead and is coming soon

In holy Christian living, and that we must have concern for the hurts and social needs of our fellowmen

We must dedicate ourselves anew to the service of our Lord and to His authority over our lives

In using every modern means of communication available to us to spread the Gospel of Jesus Christ throughout the world

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

YEAR ENDED DECEMBER 31, 2013 WITH COMPARATIVE TOTALS FOR 2012

	2013	2012
<b>ASSETS</b>		
Cash and cash equivalents	\$ 34,743,865	\$ 22,448,773
Accounts receivable, net	1,038,484	786,206
Pledges and other contributions receivable, net	466,902	2,448,355
Inventories	894,694	836,548
Prepaid expenses and other current assets	819,735	1,407,279
	<u>37,963,680</u>	<u>27,927,161</u>
Property and equipment, net of accumulated depreciation	64,470,469	71,443,304
Investments:		
Investments functioning as endowments	155,063,887	145,460,431
Other long-term investments	6,336,041	7,750,158
Deferred giving program	93,558,184	91,220,823
	<u>254,958,112</u>	<u>244,431,412</u>
Beneficial interest in remainder trusts	2,706,851	1,986,028
Other assets	1,915,570	2,023,123
Total assets	<u>\$ 362,014,682</u>	<u>\$ 347,811,028</u>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Accounts payable	\$ 4,077,421	\$ 2,493,044
Accrued expenses	1,800,677	1,781,853
Deferred revenue	963,405	1,098,530
Deferred giving program	70,644,918	71,644,121
Total liabilities	<u>77,486,421</u>	<u>77,017,548</u>
Net assets:		
Unrestricted:		
Designated by governing board	146,997,750	138,209,795
Represented by property and equipment	64,470,469	71,443,304
General	43,660,751	35,137,951
Total unrestricted net assets	<u>255,128,970</u>	<u>244,791,050</u>
Temporarily restricted	18,228,327	15,406,433
Permanently restricted	11,170,964	10,595,997
Total net assets	<u>284,528,261</u>	<u>270,793,480</u>
Total liabilities and net assets	<u>\$ 362,014,682</u>	<u>\$ 347,811,028</u>

**CONSOLIDATED STATEMENT OF ACTIVITIES**

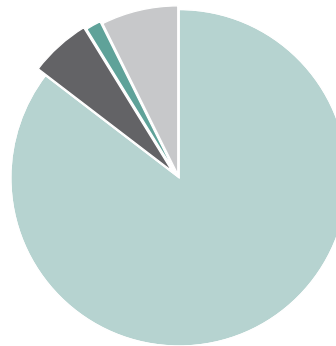
FOR THE YEAR ENDED DECEMBER 31, 2013 WITH SUMMARIZED TOTALS FOR 2012

	2013		
	Unrestricted	Temporarily Restricted	Permanently Restricted
<b>Operating activities</b>			
Support and revenue:			
Contributions	\$ 64,359,827	\$ 23,580,446	\$ 582,833
Billy Graham Training Center	6,035,262	-	-
<i>Decision</i> magazine and other evangelistic materials	1,486,451	-	-
Other income	7,618,414	-	-
Net assets released from restrictions	22,476,179	(22,476,179)	-
Total support and revenue	101,976,133	1,104,267	582,833
Operating expenses:			
Ministry expenses:			
Evangelistic crusades	16,168,081	-	-
<i>My Hope America with Billy Graham</i>	17,705,430	-	-
Radio, television, and film	10,997,277	-	-
Print and Internet	7,788,296	-	-
Billy Graham Library	6,769,101	-	-
Billy Graham Training Center	13,541,779	-	-
Evangelism training	512,517	-	-
Dare to Be a Daniel	887,907	-	-
Rapid Response Team and World Emergency Fund	1,347,554	-	-
<i>Decision</i> magazine	3,375,431	-	-
SearchforJesus.net	3,866,732	-	-
Other evangelistic ministry	4,085,912	-	-
Total ministry expenses	87,046,017	-	-
Support activities:			
Fund-raising	5,703,622	-	-
General and administrative	9,914,179	-	-
Total operating expenses	102,663,818	-	-
Change in net assets from operations	(687,685)	1,104,267	582,833
<b>Nonoperating activities</b>			
Investment income	2,272,216	711,365	26,434
Net (loss) on sale of fixed assets	(557,337)	-	-
Realized gains on sale of investments	7,000,785	1,286,187	93,378
Unrealized investment gains	4,082,499	127,758	2,598
Change in value of annuities and trusts	(1,772,558)	(407,683)	(130,276)
Total nonoperating activities	11,025,605	1,717,627	(7,866)
Change in net assets	10,337,920	2,821,894	574,967
Net assets at beginning of year	244,791,050	15,406,433	10,595,997
Net assets at end of year	\$ 255,128,970	\$ 18,228,327	\$ 11,170,964

To see the complete version of the Billy Graham Evangelistic Association 2013 audited financial statements, please go to [BillyGraham.org/financial](http://BillyGraham.org/financial).

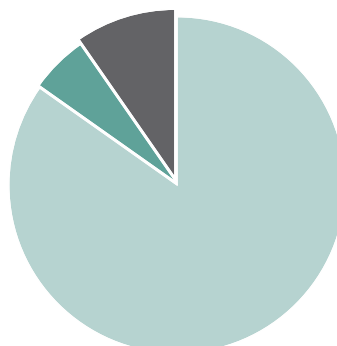
Total	2012 Total
\$ 88,523,106	\$ 85,660,694
6,035,262	5,789,378
1,486,451	1,450,706
7,618,414	5,546,070
-	-
103,663,233	98,446,848
16,168,081	21,158,551
17,705,430	4,433,905
10,997,277	11,180,629
7,788,296	13,573,270
6,769,101	6,079,818
13,541,779	10,386,623
512,517	287,693
887,907	879,481
1,347,554	1,146,366
3,375,431	3,080,912
3,866,732	3,835,610
4,085,912	4,126,120
87,046,017	80,168,978
5,703,622	6,081,828
9,914,179	9,748,523
102,663,818	95,999,329
999,415	2,447,519
3,010,015	3,061,909
(557,337)	(32,189)
8,380,350	3,209,078
4,212,855	7,928,894
(2,310,517)	(4,359,320)
12,735,366	9,808,372
13,734,781	12,255,891
270,793,480	258,537,589
\$ 284,528,261	\$ 270,793,480

### 2013 OPERATING SUPPORT AND REVENUE



- Contributions, 85.4%
- Billy Graham Training Center, 5.8%
- Decision magazine & other evangelistic materials, 1.4%
- Other income, 7.4%

### 2013 OPERATING EXPENSES



- Ministry expenses, 84.8%
- Fund-raising, 5.5%
- General and administrative, 9.7%



THE GOSPEL changes hearts at  
the Franklin Graham Festival of  
Hope in La Paz, Bolivia.

For the fourth consecutive year, BGEA's headquarters received an Energy Star commendation in 2013 for superior energy performance and a commitment to using resources responsibly. Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy.

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A higher purpose.*

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