



# ANNUAL REPORT 2020

It is my privilege and pleasure to greet you as the newly elected Board Chair of Scripture Union USA. Please join me in prayer as I ask God to give me the wisdom needed for this role. It was most helpful to work as a member of the (late) Gordon Haresign's leadership. He served over a decade on the Board and recently, as Chair through October 2020. We are grateful to God for the many years of service that Gordon gave to Scripture Union, and for his leading the way in the presidential search and transition.

2020 has been a challenge for everyone in the US and around the world. SU was able to quickly adapt many of our programs to digital presences and we are continually seeking ways to serve in that space. Spending time in God's Word during this year has been a comfort and encouragement for me. I hope this season has given you more time to spend with your family and in reflection and prayer.

Great thanks to our staff and volunteers and our partners who continue to make our ministry programs a priority. With God's help, we will continue to move forward, committed to helping people meet God every day.

Most Sincerely,

Mildred Webber Holmes  
*Board Chairman*

### Encounter With God and Discovery Bible Guides

The Bible Guides are used by people all over the US to deepen their walk with God. Additionally, Discovery is provided for men and women in a number of prisons throughout the US.



### Essential Products

Essential 100 and Essential Jesus, written by SU USA President Emeritus Whitney T. Kuniholm, was made available on 'The Bible App'. Already installed on over 425 million unique devices all over the world, users can now experience E100 and E-Jesus from their smartphones, tablets, and online at Bible.com.



Scripture Union USA produced 53,892 Bible Guides this fiscal year for distribution to individual members, churches, and the incarcerated, had almost 18,000 people participate via YouVersion, and over 11,500 online readers.

# A Fresh Expression of Ministry Is To Come

VALLEY FORGE, PA, (January 1, 2020) – After a prayerful and extensive search process, the Board of Directors of Scripture Union USA (SU-USA) named **Gail Martin** the next national ministry president, effective January 6, 2020. Ms. Martin brings nearly 30 years of non-profit Christian leadership experience to her role as SU-USA President. Having previously served as Associate U.S. Director for Arab World Ministries, and as Director of Brand Development for American Bible Society, she has had a life-long passion for sharing the good news of God’s Word and its power to transform hearts and minds.



“This was the most extensive executive search, outside of the Scripture Union movement, for a national president in more than 30 years” explained Gordon Haresign, Chairman of the SU Board of Directors. “The entire process was bathed in prayer by the staff and Board, and the decisions of our Search Committee were led by confirmations and a unanimity that could only have come from God.”

“I am very excited about the opportunity and privilege to build upon the 60 years of Scripture Union’s impact”, says Ms. Martin. “I look forward to working with the Board of Directors, the staff and our thousands of volunteers to create a fresh expression of ministry to reach a young world.”

It is a world that Ms. Martin is immersed in on a daily basis as she is the grateful mother of two beautiful children – a daughter, Phoebe, now 16, and a son, Asher, 12 years old. Both were adopted from the Democratic Republic of Congo. “I’m blessed to have young adults in the home that are active in church life. Between them, teaching Sunday School and helping lead a youth group, I get a firsthand look at the trends and felt needs of today’s generation,” shares Martin.

Ms. Martin holds a degree in Communications/Public Relations from Shippensburg University and a Certificate in Executive Administration from the University of Pennsylvania. In 2013, she launched her own brand consulting business, and most recently, has worked on developing content marketing strategies at LexisNexis IP. She is co-author of *The Desert is Alive: Streams of Living Water from Muscat to Marrakech* – a book that conveys a new appreciation for the power of Christ to transform lives in the most unlikely places.



## Sustained in Every Way

When the press release of my appointment (reprinted on the previous page) was issued in January, none of us could have imagined what the coming year would hold for us. 2020 was a challenging and turbulent time in our country and around the world. Many of the plans I had for my first year, like the plans of so many others, were curtailed or thwarted altogether.

And yet, while routines were disrupted around us daily, and our work shifted to new platforms, God was faithful to lead us to new plans, new dreams and revised programs with blessings all their own. Our mission and vision remained unchanged. We did not skip a beat in our efforts to provide opportunities for children, youth and adults to explore the Bible, respond to Jesus and grow in faith.

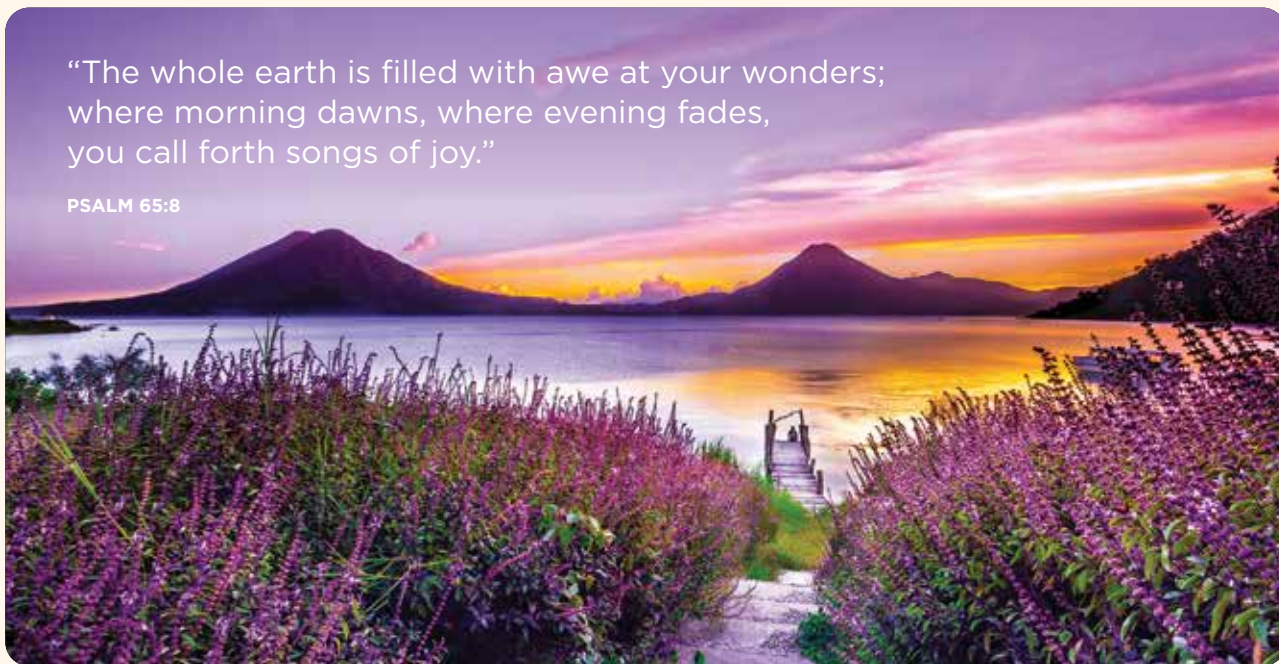
No doubt, through the gifts of faithful members and supporters and their constant prayers, God met and sustained us in every way. I give thanks for what he has done over this remarkable past year, and look forward with fresh hope and vision for the work of Scripture Union in 2021.

With prayer for every blessing,

Gail A. Martin  
*President*

“The whole earth is filled with awe at your wonders;  
where morning dawns, where evening fades,  
you call forth songs of joy.”

PSALM 65:8





# Recently, we launched an **online devotion and reflection** from the *Encounter with God and Discovery Bible Guides*.

Our new **weekly 10-15 minute recorded broadcast** is hosted by SU President Gail Martin and features special guests. Together, they discuss the selected readings of the week and share reflection and insights. Grab a cup of coffee or tea and join us for this special time of study as a community.



## Let's Encounter God's Word...Together!



Look for the link at [www.ScriptureUnion.org](http://www.ScriptureUnion.org)

scriptureunion  
HELPING PEOPLE MEET GOD EVERY DAY

# Successful SuperKids Via Zoom

## NOT DETERRED BY PANDEMIC

*By Mary Sutton, SU New England Regional Field Representative*

“We cannot leave our children behind. We must go to the next level in our children’s ministry”, proclaims Pastor Eliud Mwangi, rector of St. John’s Anglican Church in Sutton, Massachusetts. Pastor Mwangi reached out early in 2020 to see if Scripture Union could help St. John’s reach higher in strengthening their children in their knowledge of God and His Word. The teachers met with me, we developed a plan for teacher training, and then—COVID hit. Many churches decided to offer pre-recorded VBS programs, however Pastor Mwangi, undeterred, encouraged the continuation of live children’s programs.

St. John’s was an ideal place to hold a SuperKids® program because they are committed to reaching out into the community with the Gospel of Jesus Christ. Given the restrictions of COVID, plans changed a number of times, including the dates and length of the program. As of late July we were still hopeful to have an in-person event, but ultimately the parents felt it was too risky. So we quickly prepared for live programming via Zoom. Our New York area field director had already held a successful virtual SuperKids® program, so we knew we could too. God’s provisions never cease to amaze us as the NYC technology volunteer was available and willing to assist us as well! Not only does this young man handle behind the scenes media, he also communicates the love of Jesus to the children and volunteers!

On the evenings of August 17-21, we had 53 children and 21 volunteers experiencing SU SuperKids® Guardians of Ancora curriculum via Zoom. True to our Scripture Union roots, we organized our SuperKids® to include our regular Bible Diggers groups enabling children to interact with each other, with their leaders and most importantly, with the Bible directly! The kids were overjoyed to see their church friends and learn Bible stories and they offered up prayers of thanks for several weeks following it. On the last night, we had a very special guest, Bishop Andrew Williams of the Anglican Diocese of New England.



**SU USA is part of a world-wide family of Scripture Union movements in over 120 countries. Last year more than 8.5 million children and young people took part in Scripture Union activities supported by more than 42,000 volunteers. More than 18.5 million ministry and Bible resources were produced for distribution.**



# PrimeTime® Extended Day Program



## Pilot Launched

If you're a parent or a teacher, you've probably experienced the challenge of trying to participate in a parent-teacher conference while siblings are brought along. Attending multiple parent conferences with siblings along only makes it more challenging! In Northbridge, Massachusetts, the PrimeTime® team was trying to figure out what to do on these early release days, since they always fell on our regular PrimeTime® day. Instead of thinking of the schedule as a problem, we felt it was God's opportunity to serve families in our community. The pilot PrimeTime extended day program was launched. On early release days we offer free childcare with programming, for kids pre-K through 6th grade.

Parents have been extremely appreciative of this service, and they've also been surprised that their kids don't want to leave!

Since most of the families served in Massachusetts are unfamiliar with church, we do what we can to make it a meaningful and enjoyable experience.

Whether it's parent-teacher conferences, professional development or other programs, early release days can be a struggle for families. It's not hard to open your doors and spend time with kids, and the return of relationships for Christ is worth it!



Scripture Union was busy this year developing resources for children and families impacted by Covid-19 and during times of civil unrest. Here are a few:

## Families Together

A series of five devotions that have been specifically written for families confined to their homes during the COVID-19 pandemic.

## God's Word for Times Like These

A series of 10 inspirational Bible reading notes produced by Scripture Union International as the world tries to cope with the immediacy and the urgency of Covid-19.

## Praying at Times Like These

A series of prayer resources that include suggested prayers and specific requests from SU movements around the world whose work has been impacted.

## Stand up for Justice

This prayer resource for children offers an easy way to teach children how to pray about the injustice we see in the world.





# Guardians of Ancora

**Family material:** Guardians of Ancora is a world-class digital game developed by Scripture Union England & Wales. Based on stories of Jesus, the game is an amazing virtual world that 8 to 11 year-olds can enter and a place where the Bible stories come alive. Children enter the wonderful world of Ancora. Guardians of Ancora was developed from the app to a downloadable ten-day curriculum for use during the summer or other school holidays. Due to Covid-19, outreach programs were restricted during the summer holidays. In response, SU adapted the material so it can be used at anytime during the year, at home with the family or with a small group of children.



**Easter Comic distribution:** In April of this year, Scripture Union received a request from the Philadelphia Gospel Movement, (a movement linking a network of churches across the Philadelphia region in collaborative outreach) for children’s literature to add to their program that delivered thousands of meals to needy families across the region. They wanted to add a spiritual component which would also have a literacy benefit to these families. Scripture Union was able to grant them 5,000 copies of an Easter comic created by SU International that we adapted for the U.S. It features characters from our popular Guardians of Ancora Bible App and includes an introduction to Bible passages in Luke. In addition, it has an invitation to explore more of the Bible through the Guardians of Ancora game app. The ministry outreach was a wonderful way to introduce unchurched children to the Gospel message as we collaborated with churches to meet a real physical and spiritual need.

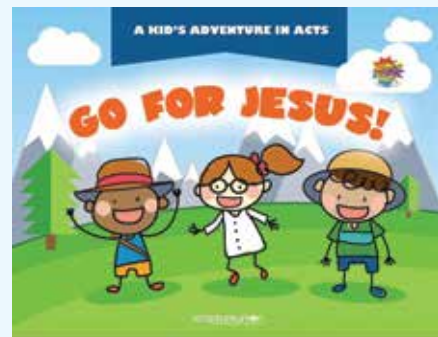
## On the Horizon

**PrimeTime Plus:** SU will be extending our PrimeTime™ afterschool program to ages 12-14 through development of a PrimeTime Plus curriculum. Churches in New York City are already responding positively as they add this age group to the virtual PrimeTime programs.

**Guardian’s of Ancora Christmas Comic and Easter Comic:** In these comics, children will join the characters from Scripture Union’s ground-breaking tablet game, Guardians of Ancora, as they rediscover the Christmas and Easter stories.

**Its Your Move:** This Bible-based tool and accompanying program helps children make the transition from Elementary School to Middle School. Its Your Move includes activities and a student journal and will come with free downloadable guidelines for use in youth group, family and other settings.

**Summer Outreach curriculum based on the book of Acts:** This 10-day curriculum is ideal for churches running a summer program for 5-11 year olds. It also includes extra material for younger and older children.

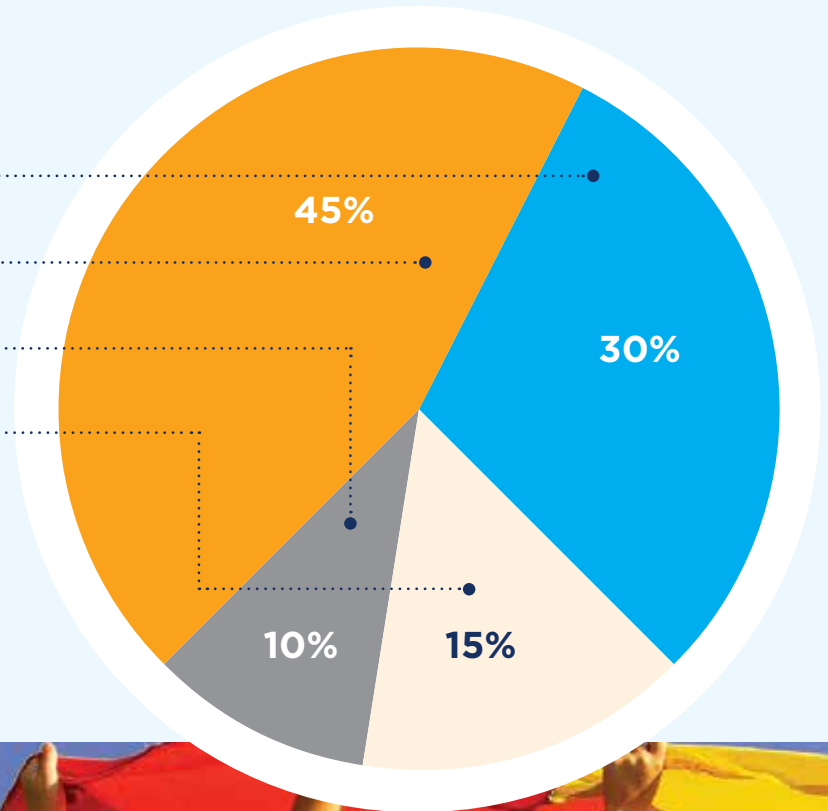


# Financial Overview

The Covid pandemic turned 2020 into a challenging year fiscally for most nonprofits, Scripture Union included. The economic fallout clearly had an impact on our finances, although through the loyalty of our donor base and the federal stimulus we were able to offset the loss of income enough to finish the year debt free (other than a small portion of the federal loan that was subsequently forgiven in 2021).

## INCOME

International	<b>\$375,401</b>
Constituent and Member Gifts	<b>\$561,561</b>
Bible and Program Sales	<b>\$130,838</b>
Field	<b>\$182,903</b>
<b>TOTAL INCOME</b>	<b>\$1,250,703</b>





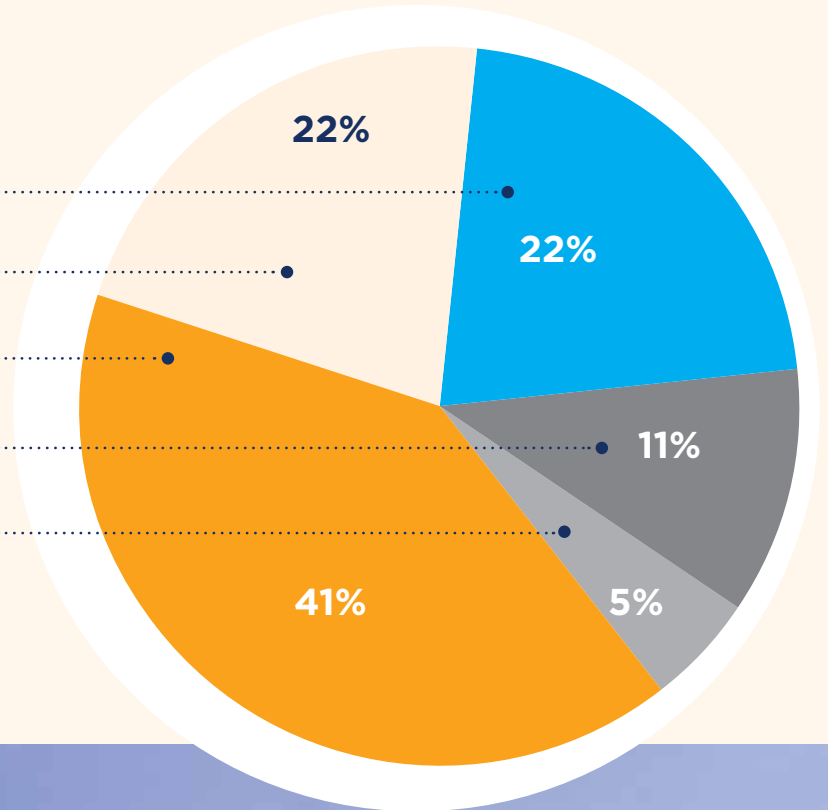
Enhancing Trust

This organization is firmly committed to good stewardship of funds entrusted to us by our friends and donors. We promise to use your gifts wisely and effectively in Christ's name. To ensure our financial accountability to you, our donor, we are a member of the Evangelical Council for Financial Accountability. We fully support the purpose and goals of ECFA and display its seal proudly to reflect compliance with its membership standards.

Audited financial statements and 990 are available online at [scriptureunion.org](http://scriptureunion.org)

## EXPENSES

Bible Engagement	<b>\$283,459</b>
Field	<b>\$281,692</b>
International	<b>\$527,959</b>
Fundraising	<b>\$138,681</b>
General and Administrative	<b>\$63,316</b>
<b>TOTAL EXPENSES</b>	<b>\$1,295,107</b>





Our vision is to see people  
of all ages coming to faith in Christ,  
committed to God and His Word  
and living as salt and light.

scriptureunion   
HELPING PEOPLE MEET GOD EVERY DAY

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