

Helping People Meet God Every Day



scriptureunion 

ANNUAL REPORT 2021

## LETTER FROM THE PRESIDENT

# Put Out into Deep Water



I shared the Luke passage above with our SU USA Board of Directors during my first meeting with them as president in February 2020. We could not have imagined the huge challenges in the year that was set before us, but I have revisited and been encouraged by that Scripture many times since that meeting. When everything shut down during the pandemic, it was tempting to be anxious. But as we sought him for solutions, Jesus came and showed us where and how to find them. Jesus already knew where the abundance was, and as we followed His lead, we found Him trustworthy, leading us to those people, places, programs, and ministries for life-change that He had prepared for us.

As I reflect on 2020-2021, I am reminded of God's many blessings to SU USA and how He has provided abundantly for us. General contributions and Bible guide memberships are growing. Ministry outreach went forward virtually and is slowly returning to in-person. We have helped people to meet God every day through many different channels that you will read about in the following pages. I want us all to keep the testimony of God's many provisions in the forefront of our thinking.

As staff and board members, we are giving thanks. We are trusting God for abundant life in the deep waters as we follow where He leads us.

For His Glory,

Gail A. Martin  
*President, SU USA*

*When he had finished speaking, he said to Simon, "Put out into deep water, and let down the nets for a catch."*

- LUKE 5:4

## LETTER FROM THE BOARD CHAIR



I am very pleased to present the Scripture Union (SU) Annual Report for 2020-2021. SU has a rich history of helping people of all ages meet God through His Word. This year was no exception and, despite the impact of COVID-19 on the USA and the world, SU ministries continued to grow.

In this report you will find examples of the way SU ministries have been instrumental in nurturing faith in children, teens, and adults through participation in SU programs and the use of SU Bible resources.

I take this opportunity to thank all our volunteers, church partners, members, and the many donors who have so generously supported us. We give thanks to God for His sustaining power over the past year and look forward with anticipation to the coming year.

Mildred Webber Holmes  
*SU USA Board Chairperson*

# Helping People Meet God Every Day... *Through Ministry on the Beach*

## CSSM Beach Missions 2020 & 2021

CSSM (Children's Sand and Surf Mission) has a long tradition of providing fun and inclusive activities for children and young people during the summer months. Taking place on the beach, the program includes singing, games, quizzes, and many other elements found in a vacation Bible school. Special small groups, or *Bible Diggers*, help children dig deep into the Bible story and provide an opportunity for leaders to get to know the children on a more personal level.



## Summer 2020

The CSSM in Surf City, NJ was the only beach mission that took place in summer 2020 due to COVID-19 restrictions. While there were many familiar elements of the program, the environment differed greatly from previous years; children sat happily in the hula-hoops on the sand to provide for social distancing. Although the number of participants over the two-week mission was down, it was larger than one could have hoped for. After several months of uncertainty, isolation, and fear during this pandemic, it was encouraging to see children sitting in the sun together and enjoying the program called *Go for Jesus*. It again showed that many families are searching for a greater spiritual connection in their lives, with many new children hearing about the love of Jesus Christ for the very first time.

## Summer 2021

CSSM thrived again in summer 2021 in Surf City and Ship Bottom, New Jersey and Virginia Beach, Virginia. Children and young people were back in full force and were delighted to see their leaders again. The programs were packed with games like "Fight the Tide," and there was plenty of drama (the good kind) when the Bible story was presented. Parents brought their beach chairs to watch the program from a distance.

Most of the Virginia Beach CSSM participants are local children. CSSM provides a rare opportunity for them to enjoy the beach that is only a few miles from where they live. Through a generous donor, CSSM was able to provide lunch for the children and leaders each day, which they had in small groups as they explored the day's Bible story. Many of the team members live locally and maintain contact throughout the year.

At Ship Bottom CSSM, the team of volunteers go door to door in the town at the beginning of each of two weeks to invite children and young people to the program. It was encouraging to see the children running onto the beach each morning with eager anticipation. The leaders spoke of one mother who explained that she had come to CSSM as a child and now felt that her own child needed what she had experienced many years ago.

In Surf City CSSM, the hula-hoops that were used for social distancing were repurposed in 2021 for the Olympic games and other activities. Some of the current leaders of CSSM here have been personally involved in this ministry for more than 20 years; the beach ministry itself has been presented continuously on Long Beach Island, NJ for more than 60 years. We are grateful for this long-term commitment and for the impact it has had on the lives of children and young people, and on the communities where they have been held. We are also grateful for the churches that support the leaders and the ministry.



# Helping People Meet God Every Day... *Through After School Clubs*

## PrimeTime® and PrimeTime®Plus

PrimeTime®, SU's faith-based after school programs for Grades 1-5 continued throughout 2020-2021. Organized by Sonia Dobson, Northeast Regional Director, church groups combined and met via Zoom. The children enthusiastically joined in the program which included Bible exploration, music, at-home crafts, and show and tell. Each week saw growth in the numbers of children joining as they invited their friends and family members to attend with them. Some of the parents who were unable to go to their workplaces joined in the program with their children. By December, the Zoom meetings included participants from the Northeast Region of the US, Florida, the Caribbean, and Central and South America. This was quite exciting for the children, as some leaders led the programs in Spanish. Group leaders were able to collaborate, and the children enjoyed getting to know one another and form new friendships.

In addition to the PrimeTime® program, despite the challenges of the pandemic, SU launched PrimeTime®Plus for young people who have 'aged out' of PrimeTime® but want to continue participating. This new program shares the same syllabus as PrimeTime® and has quickly become an integral part of the Zoom meetings with separate breakout Bible discussions for the older age group.

We thank God that this year's online PrimeTime® and PrimeTime®Plus programs have been helping people in these desperate times to meet God and that they have been such a blessing to so many children, youth, and families. SU is assisting churches to transition back to in-person meetings during the 2021-2022 school year and will still offer virtual gatherings to continue expanding outreach.



# Helping People Meet God Every Day... Through VBS Style Outreach



## SuperKids®

SuperKids® is an anywhere – anytime VBS program that helps churches bring the Gospel to children and young people wherever they are: in cities, in rural areas, in parks, and on beaches.

Summers are normally full of SuperKids® programs using the SU Curriculum specially designed for reaching children and youth who are not connected to a church. However, in 2020, due to COVID-19 restrictions, it became clear that it would not be a “normal” summer. The *Guardians of Ancora* SuperKids® material had been prepared for in-person meetings, so SU staff had to quickly prepare suggestions and guidelines for running an alternative “virtual” program. When completed, the guidelines were made freely available to any church for download. With so many confined to their homes and with children ‘home schooling’, SU also prepared a special *Guardians of Ancora* program for use at home that included Bible stories with introductory activities, a discussion and prayer guide, and ideas for crafts and games.

In addition to the guidelines, SU staff rallied PrimeTime® and SuperKids® churches and leaders for SU-run SuperKids® VBS programs via Zoom. This special *Guardians of Ancora* program included drama, quizzes, music, craft, and small group Bible study. It was a great opportunity for SU ministries to try this type of outreach.

A new 2021 curriculum, *Go for Jesus!*, was prepared and launched with hopes that churches would be back to in-person programs. However, as the pandemic continued, many churches were not able to run in-person programs. We were thankful that the CSSM beach programs were able to take place and use this creative curriculum. SU continues to make the curriculum available to churches and groups to use at any time.

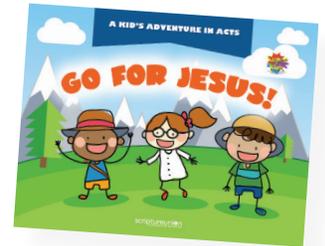


# Helping People Meet God Every Day... *Through Curriculum*

## SuperKids® VBS Curriculum

Scripture Union offers six SuperKids® programs for sharing the Gospel with children and young people. Four of them, based on the Gospels, have been available for many years.

**New for 2020 and 2021!** In 2020 and 2021 SU launched two new programs, *Guardians of Ancora* based on the award-winning app for kids and the other, *Go for Jesus!* based on the book of Acts. Each program includes a guide for leaders, materials for creative Bible exploration, and a variety of suggested games, crafts, or activities that can be adjusted for the needs of any community. The program can be conducted over a 5- or 10-day period and includes small group *Bible Digger* material for 4 different age groups – Pre-reader, Grades K-2, 3-5, and 6-8.



## PrimeTime® and PrimeTime®Plus Curriculum

Scripture Union offers three PrimeTime® programs for churches who want to reach children through after school activities. The first curriculum, *The Big Story*, takes children through the Bible from Genesis to Revelation. *Following Jesus* introduces Jesus to children and encourages them to be a follower. The third curriculum, *Heroes of the Faith* is based on both Bible and contemporary people of faith. Each curriculum has 40 lessons including those for special occasions such as Christmas, Easter, and Thanksgiving.



## New for Teens! PrimeTime®Plus

Many churches asked for material for youth who had “aged out” of PrimeTime® and wanted to keep coming. In 2020 work was begun on a parallel curriculum for young people aged 12 – 14. As it was developed, *Following Jesus* material was used for the young people who attended the virtual PrimeTime® sessions. In summer 2021 the full *Following Jesus* curriculum for PrimeTime®Plus was completed and is now available.

Scripture Union is excited to provide this new curriculum that helps young people consider their relationship with Jesus, encourages them to meet Him regularly through the Bible and prayer, and to follow Him in service.

## New Curriculum Team

**Mary Sutton** writes and edits children and youth curriculum and other resources for ministry. Having served as a volunteer, Mary began her role in field ministry development in 2016 with a particular focus on Massachusetts. With her husband Charlie, Mary has 2 married children and 7 grandchildren.

**Andria Kaskey** joined the Scripture Union staff in 2020 to create the PrimeTime®Plus curriculum that extends the SU after-school program to young people ages 12 to 14. Andria also created the Thanksgiving placemat resource. Andria and her husband Michael have two school age daughters.

**Sharon Sacks** has been a part of the Scripture Union team since 2020 and writes the Bible Discovery Guide Extras. She also assists with editing children’s curricula and is now editor for the Discovery Bible guide. Sharon has three grown children, 13 grandchildren and a spunky three-year-old great granddaughter.

**Janet Morgan** is SU USA’s Executive Vice President. She leads the curriculum team and is involved in editing and writing. Formerly Janet was a leader in SU England & Wales, SU Australia and was the SU International Director until 2018. She is based in Oklahoma and has 47 nieces and nephews, including one great, great-nephew.

# Helping People Meet God Every Day... Through Bible Engagement Resources

## Guardians of Ancora Christmas and Easter Bible Comics

Based on the award-winning children's app, these comics are ideal for use by churches for Christmas and Easter outreach, and by families for their holiday activities.



## Thanksgiving Placemats

The *Road to Thanksgiving* placemat includes a brief background for Thanksgiving, a Bible reflection, and fun activities focused on celebrating God's goodness to us.

## Encounter with God and Discovery 'Extras'

The 'EXTRAS' discussion guides provide a set of weekly questions to dig deeper into the meaning of the Scripture passages you read during the week. In 2021 these excellent tools for small group or individual Bible study were revised and are freely available for download from the SU USA website.

## Celebrating our first year of Encounter with God Together

In July 2020, *Encounter with God Together* was launched. Each week, SU USA President, Gail Martin, hosts a special guest for discussion of selected readings from *Encounter with God*. More than 52 weeks of recordings are now available on the SU USA website and YouTube channel.



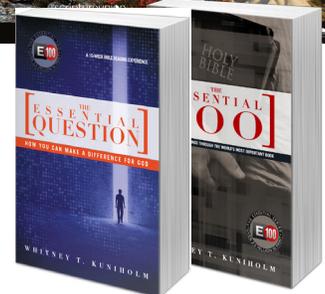
## Encounter With God and Discovery Bible Guides

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, were 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.



# Helping People Meet God Every Day... *Through Prison Outreach*



Prison Ministry is something Scripture Union is passionate about. Scripture Union donates more than 5,000 Bible guides annually from coast to coast. Our guides are used in prison Bible studies organized and presented by prison chaplains, as well as prisoners themselves. Sadly, many prisons do not have these biblical programs; we regularly fill complimentary requests from prisoners asking for our guides.

Scripture Union was humbled this past year when a local prison ministry reached out to ask that we partner with them in serving offenders in prisons as well as ex-offenders in the community. We happily agreed to print and discount 24,000 guides annually to be distributed within their network around the Philadelphia region. SU trusts that our guides will help to bring Grace, Hope and Transformation to those broken in incarceration, as well as those recently transformed.

**5,796 Bible Guides donated to prisoners last year**

*"Only by God's mercy, discipline and grace have I been rescued from this. He's given me new vision! Such a blessing you are to the people of God! Thank you for your ministry!" - JW, Inmate*

*"I cannot tell you how grateful I am to have received this wonderful tool for the past 2+ years. The women here at Federal Prison Camp share & copy sections to increase study and understanding in the Word. And some of those reflection questions really present a challenge to our daily walk with God - in a good way" - KK, MD*

*"As the year ends the Jesus Team Class would like to thank Scripture Union for supporting the class with our Discovery Devotionals. This year we celebrate 20 years of successful ministry in the Eastham Unit. Over the years more than 500 men have gained a deeper and more intimate relationship with Jesus Christ. Thanks to Scripture Union they have developed a good devotional habit of prayer, Bible study and a systematic Bible reading schedule." - Prison Chaplain, TX*

## *Through the Global Movement*

### **Global Snapshot - Responding during the pandemic**

Scripture Union USA is part of a worldwide fellowship of Scripture Union (SU) movements in over 120 countries. SU movements were quick to adapt their activities and resources to continue their work with children, young people, and families during the outbreak of the global pandemic. To read stories from various countries and download the SU International Annual Report, go to [www.scriptureunion.global](http://www.scriptureunion.global).

- ▶ Almost **50,000** new COVID-19 Bible Engagement Resources were downloaded via YouVersion in **4 different languages**.
- ▶ More than **1,000** Scripture Union staff attended 16 SUI webinars from **75 countries**.
- ▶ SU international staff spent at least **70,000 hours** on Zoom supporting and encouraging national movements.
- ▶ In 2020, more than **\$317,100** worth of emergency relief funds and grants were distributed to **59** Scripture Union movements worldwide.



# Helping People Meet God Every Day...

## Through Our Members, Volunteers, Staff and Board

### Field Staff Spotlight



**Sonia Dobson**, the Northeast Regional Director for Scripture Union USA since 2004, has been involved with SU since her school days in Jamaica. When she emigrated to the US, there was no SU presence where she attended high school in Long Island. Sonia contacted Scripture Union, was trained, and then worked with friends as a volunteer doing Church Street and Sidewalk Mission (CSSM) in parks all over New York and other states during summer months.

As Northeast Regional Director, Sonia collaborates with churches to help them improve their Bible-reading ministry by using SU resources like the *Essential 100*, *Encounter with God* and *Discovery*. She also helps their children's ministry by engaging through SU curricula like SuperKids®, PrimeTime® and PrimeTime®Plus. Her focus is reaching children and youth outside of the church and then incorporating them into its ministry.

Sonia's biggest reward is seeing children come to faith in Jesus, grow in that faith, and then serve as SU volunteers as young adults. She feels her biggest challenge is to find someone to mentor in her current position so that she can expand into even more ministries through Scripture Union.

### Lamp Award Recipients - 2020 and 2021

The Scripture Union Lamp Award is given by the SU USA Board of Directors to individuals for faithful and sacrificial effort to advance the cause of Bible engagement in the United States.

In 2020, **Beverly Cook** was recognized with the Lamp Award for her contributions to SU. Beverly served as a member of SU Northeast Region Council before being appointed to the SU USA Board in 2018. We were saddened by Beverly's passing in 2020 due to cancer.

In 2021, **Gordon Haresign** was recognized with the Lamp Award for his contribution to SU. Gordon served on the Board and various committees for many years and was Chairman from 2019 - 2020. Gordon passed away suddenly and went to be with the Lord in February 2021. He is greatly missed by the SU family.

After a delay due to COVID-19, the official recognition of these Lamp Awards will take place at a special event in October 2021 with their families present.

#### BOARD MEMBERS

Mildred Webber Holmes  
(Chairperson)  
John Santiago (Treasurer)  
Gail Martin (President)  
Mike Benton  
Eliu Cornielle  
Robert Diaz  
Otto Helberg  
Sue King  
Bonnie Miller  
Janet Morgan  
Daniel Parmar  
Tom Riley

#### STAFF

Administrative Staff:  
Gail A. Martin, *President*  
Janet Morgan, *Executive Vice President*  
Blaine Bergey, *Business Manager*  
Cindy Cifelli, *Member Services*  
Jim Gerow, *Member Services*  
Trish McFillin, *Communications and Events*  
Beth Neikirk, *Partnership and Outreach*  
Donna Roulston, *Fund Development*

#### FIELD STAFF:

Sonia Dobson, *Northeast Regional Director*  
Jenifer Fisher, *Children's Outreach, NYC*  
Donna Prendergast, *Field Support*  
Mary Sutton, *Massachusetts Outreach*

#### CURRICULUM DEVELOPMENT:

Andria Kaskey  
Sharon Sacks  
Mary Sutton  
Janet Morgan

#### BIBLE GUIDE EDITORIAL PRODUCTION TEAM:

Blaine Bergey  
Karen Bergey  
Cindy Cifelli  
Dr. Rick McGovern  
Lisa Mendez  
Sharon Sacks  
April Stoudt  
Jeremy Stoudt

# Helping People Meet God Every Day... *Through Our Financial and Prayer Supporters*

## FINANCIAL OVERVIEW

2021 was another challenging year, but in spite of continued economic fallout from the pandemic, we were able to finish the year in the black with the ongoing loyalty and generosity of our donor base.

**\$1,412,781** Total revenue in the past fiscal year

**\$1,304,366**

from individual donors,  
foundations, and stimulus

**\$108,415**

from sales of Bible Guides,  
Essential - series books, and  
curriculum

### IN 2021, WE INVESTED

**\$1,067,219**

in Bible-based projects

**\$161,094**

to raise funds for future projects

**\$61,536**

to fund operating expenses

### NET ASSETS

2020: **\$378,898**

2021: **\$501,830**

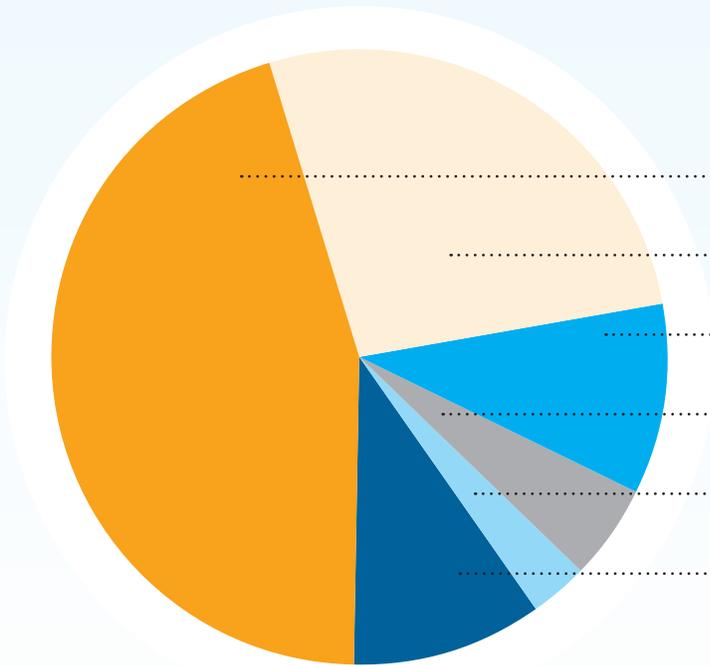




The organization is firmly committed to good stewardship of funds entrusted to us by our friends and donors. We promise to use your gifts wisely and effectively in Christ's name. To ensure our financial accountability to you, our donor, we are a member of the Evangelical Council for Financial Accountability. 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).

## ALLOCATION OF EXPENSES (1,289,849 TOTAL)



### OPERATIONAL SPENDING SUMMARY

- ..... 45% Staff Salaries & Benefits
- ..... 27% International movements
- ..... 10% Bible Guides and book production
- ..... 5% Occupancy
- ..... 3% Software & IT Maintenance
- ..... 10% Other

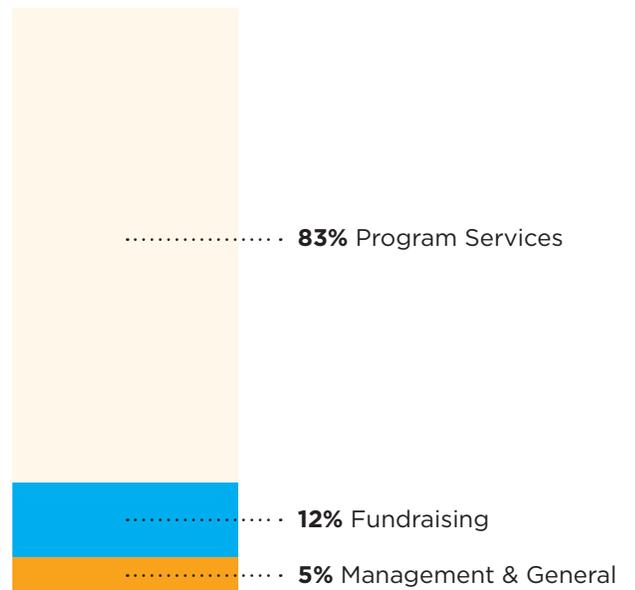
### Shining Light Award

MinistryWatch is an independent donor advocate that facilitates the information needs of donors. Each year they publish an annual list that they call "Shining Lights" and Scripture Union USA was named to the list this past year. In the announcement, they wrote: "The Bible says we are to let our lights shine so that others may see our good works and glorify our Father in heaven. (Matthew 5:16) These ministries do just that."

"To become a MinistryWatch "Shining Light", a ministry must have earned a 5-star rating on MinistryWatch's financial efficiency scale. Further, those ministries on this list have a Transparency Grade of "A." That's Ministry-Watch's highest transparency grade. Out of 700 ministries, only 13 meet this strict criteria.

We thank God for this prestigious recommendation. May He continue to illuminate His Word through our ministry.

### EXPENSES IN PROGRAM, FUNDRAISING, AND ADMINISTRATIVE CATEGORIES





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.

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