

# 2022

ANNUAL REPORT

**HELPING  
PEOPLE  
MEET GOD  
EVERY DAY**

scriptureunion 



## LETTER FROM THE PRESIDENT

I am pleased to present our 2022 Annual Report that highlights the many ways God has used our ministry to make a difference in the lives of people around the world. As President of Scripture Union, I am deeply grateful for the opportunity to serve this organization, and for the dedicated team of staff and volunteers who make our work possible. I count it a joy-filled privilege to serve in my role.

As I reflect on the past year, I am filled with thanksgiving for all that God has done through us. From the development of new curriculum materials and expansion of our digital marketing efforts to the successful beach outreach programs and establishment of new partnerships, it has been a year of significant growth and impact. I am also grateful for the generous support of our donors, without whom none of this would be possible.

Looking ahead to the new year, I am excited about the many opportunities that God has in store for us. We will continue to focus on developing high-quality bible engagement curricula and organizing training and outreach programs, while also seeking out new ways to collaborate with churches and ministry organizations. We believe that God has great plans for Scripture Union and are committed to being obedient to his call on our work.

I have been thinking about the passage of Scripture from Matthew 5:14, that says, ***“You are the light of the world. A city set on a hill cannot be hidden.”*** As I consider the plans and activities we will be making, I envision cities with ministries all across the United States that are supported by the resources of SU, being beacons of light for this and new generations.

I invite you to read through this annual report that provides more detail on our activities and accomplishments over the past year. I trust that it will encourage you, as it does me, to see the many ways that God is working through Scripture Union-USA, helping people engage with the Bible, grow in their faith, and discover how to make a difference in the world.

Every blessing,

**Gail A. Martin**

*President, Scripture Union-USA*



## NOTE FROM THE BOARD CHAIR

As Chair of the Board of Directors, I am honored to serve this organization and work alongside a talented team of staff and volunteers. I am continually impressed by the dedication and commitment of everyone involved with Scripture Union, and I am grateful for the many ways that God has used us to make a difference in the lives of others.

In 2022, we faced a number of challenges and opportunities, and I am proud of the way that the organization responded. Despite the continued effects of Covid-19 and the impact of inflation on our economy, it has been a year of growth and impact. I am confident that, with the continued support of our donors, partners, and volunteers, we will continue to make a difference in our nation for the glory of God.

Gratefully,

**Mildred Webber Holmes**



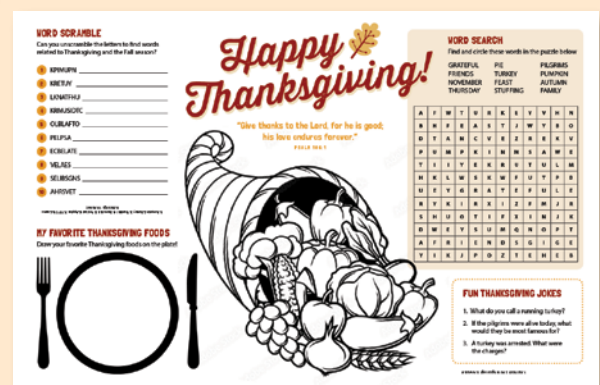
## NEW PARTNERSHIPS

We are always looking for ways to collaborate and partner with others who share our vision for helping people engage with the Bible and grow in their faith. In 2022, we established new partnerships with churches and ministry collaboratives, including Tenx10. These partnerships have provided valuable opportunities for mutual support and collaboration as we work together to reach more people with the message of the gospel.

This year, Scripture Union has been privileged to interact with church leaders in a variety of ways that include conference exhibits attended by over 5,000 ministry leaders. During these events, we interacted with and provided information for over 400 ministry leaders, and distributed copies of *Encounter with God* and/or *Discovery*.



Scripture Union also hosted our own events and invited leaders from over 150 regional churches to participate in these. We organized an *Encounter with God Evening* to inspire church leaders to engage in a churchwide Bible reading program. We also hosted a breakfast for church leaders to learn more about Generation Z and about new Scripture Union outreach resources for Gen Z.



Additional outreach to ministry leaders included informational webinars on our updated SuperKids® *Who is Jesus?* curriculum and our new *It's Your Move* workshop. Over 3,500 Thanksgiving placemats were granted to food banks and churches for outreach in 2022.

Several new churches are using PrimeTime® and PrimeTimePlus®, building on our goal to grow the afterschool program resource nationwide.





## DIGITAL REACH

In this age of the Internet, it is increasingly important to have a strong online presence, and in 2022, we made significant efforts in this area. We were fortunate to receive a Google Ad Grant that enabled us to increase our visibility on Google search results and reach more people with our message. We also continued to invest in our partnership with YouVersion by adding two new Bible engagement plans.



## ALL-AGE BIBLE ENGAGEMENT RESOURCES

One of our key areas of focus is the development of high-quality Bible engagement resources that can be used by individuals, families, churches, schools, and other organizations. We were thrilled to be able to offer families Bible engagement resources for Lent and Advent this year. Hundreds of families joined with us through daily Bible reading, prayer and meditation using the *Footsteps of Jesus (Lent)* and *God's Promise Kept (Easter)* kits.



## BEACH OUTREACH PROGRAMS

This year, Scripture Union was more than excited about SuperKids, our anywhere-anytime VBS program that helps churches bring the Gospel to children and young people wherever they are. Covid restrictions had been reduced markedly and life, for the most part, had returned to normal. Parks were open, beaches were full, and churches were ready and eager to use open air spaces for outreach again.

Scripture Union is known for its beach outreach programs that provide an opportunity for children and youth to have fun and make new friends while also hearing about the love of God. This year, teams used SU's curriculum *Who is Jesus?* and offered beach outreach programs in Virginia Beach, Ship Bottom and Surf City. Exploring with Detective Shorty Sherlock and his assistant Wallaby Watson, several hundred children and young people uncovered evidence given by eyewitnesses to discover who Jesus is. Clues were found in the Gospel of John by studying Scripture, and through dramas and storytelling. The gatherings were fun as well as meaningful; gospel truths were enforced in small groups with discussion and prayer and with games and music. We are grateful for the communities that welcomed these ministries and for the many volunteers who helped make them a success.

In answer to the prayers of many, young people committed themselves to Christ, and we trust their lives have been forever changed. Remarkably, many teens who served as volunteers found the program's ministry life changing for them and sensed God's calling them to greater commitment for his kingdom work. Plans are underway to launch a new team and location in 2023.



Watch this video to learn more about the impact of our beach ministry



## NFL COACH SERIES ON *ENCOUNTER WITH GOD TOGETHER*

For nearly a decade, a group of NFL coaches from across the US gather twice a month to share and reflect on God's Word using Scripture Union's daily Bible reading guide, *Encounter with God*. This year, just before training camp kicked off their season, four of these coaches joined Gail on SU's weekly video podcast, *Encounter with God Together*.

**Subscribe to our YouTube channel, Scripture Union-USA to watch these and other guests.**



# YOUTH LEADERSHIP TRAINING PROGRAM

**N.Y.C.**  
NEW YORK CITY

NOVEMBER 2022 JUNE 2023

## YOUTH TRAINING EVENT IN NEW YORK CITY

This year we welcomed Steve Meeker, Director of Leadership Lab International, to the SU-USA team. Steve serves this global training arm of Scripture Union International and has been allocated to serve the US movement for 20% of his time; it has been a tremendous blessing. In partnership with churches in the New York City area, Steve is helping with a training program for mentors and teen leaders. This time of intentional discipleship will enable participants to serve in SU-resourced ministries within their church community and beyond.

## FINANCIAL OVERVIEW

We are grateful for the generous support of our donors, which is critical to the ongoing work of Scripture Union. One of the key priorities for Scripture Union in 2022 was building up our program and development infrastructure. This included investing in new curriculum materials, expanding our digital marketing efforts, and establishing new partnerships with individuals, churches, and ministry organizations. While these investments have resulted in a short-term deficit for the year, we believe that they will pay off in the long run as they enable us to reach more people with the message of the gospel and to better serve those who are already part of our community. In 2023, we plan to return to a healthier bottom line as we continue to grow and expand our outreach.

**\$1,420,657**

from individual donors,  
foundations, and stimulus

**\$127,119**

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

**\$1,547,776**

TOTAL REVENUE IN THE PAST FISCAL YEAR

### IN 2022, WE INVESTED

**\$1,481,323**

in Bible-based projects

**\$214,358**

to raise funds for future projects

**\$68,818**

to fund operating expenses



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](https://scriptureunion.org)

### NET ASSETS

2021: **\$501,830**

2022: **\$285,107**



## LAMP AWARD 2022



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 2022, **Betty Purchase** was recognized with the Lamp Award for her contributions to SU. Betty first heard about Scripture Union when she was working as the Director of

Youth Ministry, Camping and Conferencing, for the American Baptist Churches in around 1995.

Reflecting on the organization's strengths she said, *"Discipleship has been of extreme importance to me. One of the appeals of SU was that, as a child, my parents became followers of Christ and tried to do 'what was right', however, no one had ever disciplined them. Scripture Union became the help I needed to focus our family."*

Betty served on the Scripture Union USA Board of Directors for a span of 35+ years. She also served as Chair of the Americas Region Council and as a member of the SU Global Council. She continues to serve the ministry of Scripture Union through faithful and focused prayer.



### IN MEMORIAM: **BONNIE MILLER, BOARD MEMBER**

It is with heavy hearts that we announce the loss in 2022 of Bonnie Miller, a beloved board member and member of our SU community. Bonnie, a retired art teacher from Lewes, Delaware, dedicated much of her life to serving others through beach ministry in Fenwick Island,

Delaware. Using Scripture Union's SuperKids® materials, she touched the lives of countless children and families, sharing the love of God with all who crossed her path.

In addition to her work in ministry, Bonnie also served faithfully on the U.S. Board of Directors, bringing her unique insights and passion for children's ministry to bear in important discussions. She will be deeply missed by all who knew her.

## BOARD MEMBERS

**Mildred Webber Holmes** Chairperson  
**Robert Powers** Treasurer  
**Gail Martin** President  
**Mike Benton** Vice Chair  
**Eliu Cornielle, Robert Diaz,**  
**Richard Hesselbach, Sue King,**  
**Janet Morgan, Council Nedd II,**  
**Daniel Parmar, Bob Powers,**  
**John Santiago,**

## STAFF

### Administrative Staff:

**Gail A. Martin** President  
**Janet Morgan** Executive Vice President  
**Blaine Bergey** Business Manager  
**Skylar Brown,** Digital Marketing  
**Cindy Cifelli** Member Services  
**Laurel Hicks Curry** Fund Development  
**Wanda Durrett** Member Services  
**Tracy Frederick** Member Services  
**Trish McFillin** Communications and Events  
**Beth Neikirk** Partnership and Outreach

### Field Staff:

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

### Curriculum Development:

**Amy Knorr, Sharon Sacks,**  
**Mary Sutton, Janet Morgan**

### Bible Guide Production Team:

**Blaine Bergey, Karen Bergey,**  
**Cindy Cifelli, Sharon Sacks,**  
**April Stoudt, Jeremy Stoudt**



**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**  
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