

ANNUAL REPORT



HELPING PEOPLE MEET GOD EVERY DAY



LETTER FROM THE PRESIDENT



As we reflect on the accomplishments and blessings of the past year, I am filled with gratitude and excitement for the continued impact and growth of Scripture Union-USA. It is with great joy that I present to you our Annual Report for 2023.

Over the course of this past year, our ministry has experienced significant expansion in development and outreach that touched the lives of individuals and families across the nation. One of our highlights this year was a strategic focus on enhancing family Bible engagement. Research affirms that nurturing a deep and lasting connection with God's Word within families is crucial for spiritual growth. In response to the growing body of data, we are dedicating resources and effort toward the development of new ministry resources aimed at helping families and other adult faith guides foster meaningful Bible engagement with the next generation.

In 2023, a growing partnership between SU International's Leadership Lab International (LLI) and SU-USA developed. Now based out of Santa Ana, California LLI ran their two-week discipleship training program, Bridge, in the United States for the first time. Through Bridge, we were able to invest in the development of future ministry leaders and blend training with direct outreach experiences in California and Mexico.

I am thrilled to share the news of a Spanish-language SuperKids® curriculum to our inventory. This emerged in response to the Bridge training and outreach and the fruitful partnership that developed with a key Hispanic community in California. This new resource not only broadens our reach in the United States, but it also allows us to share it with other Scripture Union movements in Latin America.

SU's Advent kit was revised for 2023, improving it and making it more affordable. This year was the first time it was offered in Spanish. Both language offerings were well received. The Lenten Journeys kit was revised also and made more affordable for families. Our plan is to have it made available in Spanish for 2025.

In 2024, we anticipate building on the good work begun in 2023. We are in progress with a children's bible engagement magazine (yet to be titled) in partnership with other English-speaking SU movements, that I am so excited to unfold for you in the months to come. We expect to have a beta version in hand in May 2024. Let us know if you would like us to send you one!

As President of Scripture Union-USA, I am profoundly grateful for our working team, board, prayer, and financial partners who enable us to continue innovating for a new generation while sharing the timeless news of God's love and redemptive work in Jesus. I hope that you will be encouraged by the details provided in this report. With God's help and provision, the future is bright.

For the kingdom,

Gail A. Martin

President, Scripture Union-USA

LETTER FROM THE BOARD CHAIR



On behalf of the Board of Directors of Scripture Union-USA, I want to offer our heartfelt gratitude

for your partnership and generous support in advancing our ministry's mission. Your prayers and donations play a vital role in the impact and growth of SU-USA, and we are deeply grateful for your continued commitment to spreading the truth and love found in God's Word.

Throughout the past year, your contributions have enabled us to expand our footprint and reach, allowing us to touch the lives of a growing number of children, adults, and families across the nation. Your support has been instrumental in helping us develop new resources and initiatives aimed at fostering deeper engagement with the Bible and nurturing spiritual growth within households, with a growing number of offerings now in Spanish.

As we look toward the future, we are excited about the possibilities that lie ahead and the continued impact we can make together. Your support empowers us to accomplish our vision to see people of all ages coming to faith in Christ, committed to God and his Word, and living as salt and light.

Our partnership with those who pray and give is invaluable and we are more than grateful.

May God bless you abundantly,

Mildred Webber Holmes

Chair, Board of Directors

Scripture Union-USA

Young Leaders Discipleship Training and Outreach

IN CALIFORNIA AND MEXICO

How do you engage a community in considering how to offer a life-changing answer to this question: “Who is Jesus?”



Through Partnership

A local church, the SU International’s disciple maker training, and SU-USA’s outreach, VBS SuperKids®, were joined together this summer in a Great Commission ministry called BRIDGE. BRIDGE helps young leaders learn skills for serving on multicultural ministry teams and is conducted through SU’s global training center, Leadership Lab International (LLI). During the two-week experience, God molded these existing ministries into a newly shaped hands-on discipleship training program that changed the lives of all who served and reached out in their local community for Christ.



BRIDGES with neighbors who came with their children to the park. Participants in the training week expressed the transformation Jesus was doing in their own hearts as they grew as disciple makers and walked alongside the high schoolers they mentored during the second week.

Through Families

For the first time, we experienced a VBS for families where parents sat with their children and young teens, sang songs, memorized verses, and watched the



Bible stories acted out in the local park. Children and teens were guided through small group Bible Digger times and games tying directly into the Bible stories that were shared. Adults from the church connected with the neighbors who came to participate or see what their children were learning.

Through Prayer

Prayer and an emphasis on dependence on God marked the heartbeat of this new endeavor. In the month of May, members of the church went on a 5k prayer walk and prayed for the hospital and businesses in the community, the families and residents in the neighborhood, and for God to use them to demonstrate his love to those in need. God answered prayers as a permit was granted for the church to use a local park for five evenings in July. Young adults, both local and international, signed up for the training.

None of us could have imagined all that happened, but we praise God, who put these pieces together and shaped them into a Great Commission training ground. Children, young people, and families were encouraged to meet God daily through the Bible and prayer and were invited to embrace personal faith in our Lord Jesus Christ, grow in Christian maturity, and become both committed church members and servants to a world in need.

Through Discipleship



This discipleship-focused VBS became a catalyst that mobilized God’s people to GO—to be disciples, and to train young Christians in

discipling. Members of Calvary Hispano (the Spanish speaking part of CALVARY CHURCH) prepared meals, while others helped lead music, prayed for the outreach, provided security, hosted students and LLI trainers, translated SuperKids into Spanish, and built Gospel

Watch our video of the BRIDGE training and outreach here



FROM CALIFORNIA TO ENSENADA, MEXICO

The pastor of Calvary Hispano, Armando Reyes, shared how the team fared taking the outreach to Mexico:

One of the beautiful things about the SuperKids curriculum is how reproducible and adaptable it is. After

presenting the outreach in the park in Ensenada, the student team from Calvary Hispano was eager to take the program to Mexico to share in Spanish.

Our team taught 5 of the 10 SuperKids lessons in a 3-day VBS to a community of very poor children in Ensenada. We did 2 lessons every day, and one on the last day. Since they are very poor children, we offered them breakfast and lunch every day.

The result was that 7 of the children have received Christ. Some of them as old as in grades 6 and 7 are going to be baptized. The Bible Digger booklets included in the curriculum for investigation in small groups helped us a lot because the children understood very well who Jesus is with the different witnesses that we presented to them, such as Nicodemus, the healed blind man, the paralytic, etc.

Our youth are looking forward to coming back and using the other 5 lessons next year. Thank you very much!!



BRIDGE TRAINING breathes hope and vision

I was introduced to Scripture Union's Leadership Lab International (LLI) training for disciple makers. Their two-week training called BRIDGE articulated exactly what I was looking for to train others.

As I learned more, I knew in my heart that BRIDGE provided the road map and structure we needed to prepare a new generation of Christ followers to go and make disciples.

Seminary didn't equip me for training others in this life-giving style of disciple making where dependence on God and our relationship with others was in focus.

Because of our partnership with SU's training ministry BRIDGE, our church is beginning to see a lifestyle change in a new generation of young leaders. It has breathed hope into the vision of transformed disciple makers and provided exactly what we needed to provide a safe, mentored environment where these young leaders could be transformed from the inside out."

Associate Pastor, **VÍCTOR MILLÁN**

EXPANDING INTO SPANISH



Armando Reyes and his team of translators translated the SuperKids *Who is Jesus?* curriculum into Spanish. They

also translated the Advent kits.

"First of all, I want to thank you for allowing us to translate the "Super Kids" material. It was a great blessing that our young adolescents were trained to use it and that there is flexibility in its implementation. It has been a great blessing!"

–**Armando Reyes,**
Pastor del Ministerio Hispano Calvary Church of Santa Ana.



God's Promise Kept

This past year we were thrilled to offer *God's Promise Kept*, an Advent celebration kit for the whole family, in Spanish as well as English. The kits provide children and families a memorable way to celebrate Advent with 25 Scripture passages and daily reflections pointing to Jesus. The kit also includes a sticker to put on a Christmas tree poster each day and a candle to light as you count down the days until Christmas.



FAMILY BIBLE ENGAGEMENT

With increasingly busy schedules, finding moments for meaningful connections within the family can be challenging. Yet, the importance of these connections cannot be overstated. Research indicates that families intentionally engaging in shared times of prayer and reading the Bible often report deeper faith, stronger bonds, and greater resilience in the face of life's challenges.

One study shows that most parents spend less than 2 hours each day with their children. Limited family time impacts more than your relationships with each other; it also affects mental, physical, and spiritual health.

CONNECT:



Our newest family resource is perfect for family time! Set aside time as a family each week and explore the Bible and pray together. Cultivate a habit of shared reflection on Scripture and prayer, foster growth in faith, and strengthen family bonds.

Each issue of *CONNECT* contains 13 weeks of content that help families catch up with each other, explore a Bible passage, and pray together. Created to hang like a calendar, each week offers lots of opportunities for input and interaction

Your time together will be directed with segments that give opportunity for:

- Family members to connect with each other and share about their past week
- Reading, reflecting, and exploring the Bible together
- Praying together
- Talking about the coming week's activities
- Thinking about who and what needs prayer, and writing them down
- Continuing to connect throughout the week with ways to make your family's time together special.

Partnership Spotlight

Tenx10

Young people are leaving the Church at a rate of 1 million every year. The goal of this movement is to help faith matter more to 10 million young people over the next ten years. This movement is being undertaken through the following priorities: offering the resources faith communities need to prioritize youth discipleship, sparking an ecumenical movement that supports and equips youth leaders on the frontlines of cultivating the faith of the next generation, and seeing and centering leaders of color as well as bi-vocational, volunteer, and under-resourced leaders.

Scripture Union has joined this movement of more than 100 organizations that launched in the fall of 2023.



Gail Martin, SU-USA president and Raymond Chang, president of the Tenx10 movement attending the launch.

The movement is collaborating by changing the conversation, creating, and curating resources, convening leaders, and catalyzing a movement to change the landscape of youth discipleship with leading organizations throughout the country.



Galilee Gospel Chapel, NYC

We give thanks for the PrimeTime® afterschool team at Galilee who has been using Scripture Union's afterschool curriculum each week to bring God's Word and practical homework help to children. This year, SU-USA provided gifts for their celebration Christmas party.

The pastor of Galilee, Clive Williamson wrote: *"The gifts have arrived and they are beautiful and much appreciated! They will certainly help to put a smile on the kids' faces this Christmas - which you will see when we send pictures."*



FINANCIAL OVERVIEW

We thank God for each gift that Scripture Union received in 2023 from individual donors, churches, and foundations. We were thrilled to be able to invest even more resources this fiscal year into Bible-based projects that serve to help us accomplish our vision of seeing people of all ages coming to faith in Christ, committed to God and his Word, and living as salt and light.

\$1,788,935

from individual donors, foundations, and stimulus

\$139,341

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

IN 2023, WE INVESTED

\$1,594,004

in Bible-based projects

\$249,423

to raise funds for future projects

\$105,355

to fund operating expenses

NET ASSETS

2022:

\$285,107

2023:

\$264,621

\$1,843,427

Total Revenue in the past Fiscal Year



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

LAMP AWARD 2023

The Lamp Award is given to individuals for their faithful and sacrificial effort to advance the cause of Bible engagement in the United States. This past fall, our 2023 Lamp Award was given to two honorees: Ryan Baitzel and Lou Gauvain. Ryan and Lou have both served as team members for Scripture Union's CSSM beach missions since the early 1990's. Just one town down the island from one another, they now lead ministry outreaches in Ship Bottom and Surf City. Their wives and children serve and participate alongside them each year and share in this award. We thank them and are grateful for their service!



Ryan Baitzel, "Takeout," is married to Rochelle, and has five children.



Lou Gauvain, "Sparky," is married to Valerie and has four children.



**IN MEMORIAM:
ROGER GREEN**

In the 1960's, Roger Green helped to pioneer the beach ministry for Scripture Union-USA that continues to this day.

Here is an excerpt from Roger's autobiography, written by his daughter, Ruth to give you a glimpse of this remarkable ministry:

"This is the story of Kiwi. Because my dad was from New Zealand, as children, my brother and I would sit in the sand with our sunburned noses, watching as dad would stomp across the top of the sand pulpit early in the morning, preparing for the morning service. It was more of a show, with children coming and sitting in the sand "bleachers" to watch and participate. Guitar music, quizzes, puppets (rather hard to pull off in the sand), skits filled with humor and rich meaning, and finally the "sermon." Kiwi was a master storyteller. He could raise his voice over the pounding waves and noise of the beach activities, and then lower it into almost a whisper so that each child strained to hear the rest of the story. He always spoke to children with great respect, expecting them to listen. And they did!

"Thousands of children up and down the eastern seaboard heard the Good News of Jesus. Roger Green's passion was to tell that story in a way that would grip the hearts of children (and often the odd adult or two that happened to listen, as well). As my husband and I traveled in our own ministry, many people came up and asked me if I was Kiwi's daughter. They would then share how they came to Christ while attending a beach mission. Or maybe they would tell me about how they learned to work with children themselves, and that it was an important part of their church work today.

"I know the Lord has walked with Dad over many years. He had a calling, and the Lord gave him a job. I hope his story inspires you. Give your talents to the Lord and watch what he does!"



**IN MEMORIAM:
DAVID MELVILLE**

We give thanks for the life of David Melville. David was a pillar piece of SU's ministry in the late 90's/early 2000's and continued to support our ministry for the rest of his life, making a significant contribution to accomplishing our mission. David was awarded the SU Lamp

Award in 2005 for his faithfulness to the ministry and vision of Scripture Union. He was a lifelong reader of *Encounter with God*.



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**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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