



January 2018

Southern Baptist Convention,

This past year was a remarkable one for LifeWay Christian Resources. We are thankful for how God provided for us and worked through LifeWay in 2017.

In November, we moved from our former campus of 1.1 million square feet to a brand-new, 277,000-square-foot campus. God has chosen since 1891 to make LifeWay a place where people around the world will be touched, moved, empowered, equipped, and evangelized by our resources. We have not only changed locations but also transformed how we work to better serve individual believers and churches. You could say we have reinvented ourselves, but we remain faithful to Him who has called us. And in our new location, we will serve our customers with a new and heightened energy and enthusiasm to move forward.

Faithful stewardship of God's Word has been critical in Southern Baptist history. In 2017, LifeWay had the privilege of releasing the newly revised Christian Standard Bible. The CSB gives Southern Baptists an unparalleled opportunity to uphold the fidelity of God's Word. As a denomination, we have the opportunity to steward a translation of the original manuscripts that is both precise and clear. We want to see more people engaged in God's Word.

We thank Southern Baptists for holding us accountable and being loyal to us throughout our history. Above all, thank you for being a people of the Word. Thank you for standing on the infallible, inerrant Word of God.

Last year LifeWay assisted tens of thousands of churches and millions of individuals with biblically faithful, trustworthy, relevant, and high-quality Christian resources. For example:

- In January 2017, many churches launched a year of discipleship emphasis by employing LifeWay's new curriculum series *Disciples Path: The Journey*.
- The LifeWay Leadership team launched Leadership Pipeline coaching days to help churches with leadership development. More than 2,200 church leaders attended coaching days, which were hosted in regional locations around the United States. LifeWay Leadership's *5 Leadership Questions* podcast crossed a milestone in August by reaching more than 1 million downloads.
- LifeWay Worship began producing custom albums for sale exclusively in LifeWay Christian Stores, including the Point of Grace Christmas album *Sing Noël*. To date, each new album released has placed in the top 10 for CD sales.
- LifeWay Research released a number of significant studies in 2017. A large study published in the book *Nothing Less: Engaging Kids in a Lifetime of Faith* showed the role of parents and the church in bringing up children who follow Christ as young adults. LifeWay Research also released a major study on pastors' spouses.
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- B&H Publishing received 11 Christian Retailing Awards and LifeWay Global/B&H Español won two SEPA awards, which is a reflection of God working through our authors, churches, and

denominational partners. Additionally, *This is Our Time* by Trevin Wax won the Christian Living Book Award from The Gospel Coalition and received the Award of Merit for *Christianity Today's* Book of the Year.

- LifeWay continues to support and produce a variety of evangelism books and resources to support and train believers in evangelism. In 2017, LifeWay partnered with the North American Mission Board to launch EvangelismRenewal.com, a tool to help churches become more evangelistic.

- LifeWay welcomed Dr. Josh Straub as the new Marriage and Family Strategist. LifeWay partnered with Straub to create a new online subscription service for parents called 22:6 Parenting, which provides monthly discipleship tools for raising kids who love Jesus.

- LifeWay Global expanded its commitment to Hispanic churches with the release of *Disciples Path*, *Armor of God*, *Fisher of Men*, and *Explore the Bible* in Spanish. We also partnered with Buena Vista Publishing on the launch of the BKJV text in Brazil. More than 50,000 lives were impacted through LifeWay's training ministry in China. LifeWay distributed life-changing content to 164 countries through print and digital content.

- Ridgecrest Conference Center hosted more than 69,000 guests and 438 events in 2017, resulting in many spiritual decisions. Summer 2017 saw 3,080 campers attend Camp Ridgecrest for Boys and Camp Crestridge for Girls.

-LifeWay served millions of individuals and tens of thousands of churches, both domestically and internationally, through more than 170 stores in 31 states and through LifeWay.com.

- Providing resources to pastors and church staff remains an emphasis for LifeWay. The "Rainer on Leadership" podcast is reaching 1.3 million listeners a year, and ThomRainer.com receives more than 7 million views per year. LifeWay launched the Revitalize & Replant podcast featuring Thom Rainer, Jonathan Howe, and Mark Clifton talking about church revitalization and replanting.

As we move forward into 2018 and beyond, you can be assured of this: we will do everything in our power, and in God's power, to make a difference for God's kingdom. We do not take LifeWay's ministry for granted. Instead, we remain dedicated to the mission of creating resources to serve Christ's Church and providing biblical solutions for life.

In His service,

Thom S. Rainer
President and CEO