

IMPACT REPORT 2020/21



**ShareWord
Global**

Together we can tell the world

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FROM OUR BOARD CHAIR

The COVID-19 pandemic of this past year has challenged us in many ways. We have all faced isolation from family and loved ones, from corporate worship, and other social functions. Our work schedules have been disrupted and our routines altered. We have all had to adjust and adapt to this new reality.

Ministry has been no different. With travel non-existent and the office mostly closed, staff have been agile in adapting to our current situation. I am grateful for how they have worked to see ministry continue. Members and partners were mobilized and nearly two million Scriptures shared domestically and worldwide.

Revenues exceeded even our most optimistic projections—we are grateful for the generosity of our members and donors. Staff have continued to work developing strategic plans for the growth of our ministry and to prepare us for post COVID-19.

The focus of ShareWord Global is clearly centered on evangelism, Scripture, and partnership with the local church. I believe our ability to bring people and resources together for evangelism is our strength.

In this report you will see how much of our ministry cannot be attributed to human intelligence or effort, although both are very important. We must never take pride or be self-congratulatory when we experience God's blessing. May God be glorified through the opportunities and resources He has entrusted to us. We look to the future in faith, with confidence and assurance that God is our strength, and we will attempt great things for the sake of the gospel.

I hope your heart is encouraged as you read through this report and remember, "Together we can tell the world."



Garnet Wheaton
Board Chair

OUR STORY

OUR MISSION

“We ignite and fuel a passion in people’s hearts to share the gospel—training and equipping them, as a community of believers, to effectively introduce people to Jesus through God’s Word.”

The year was 1911. On a chilly Saturday morning in early March, The Gideons International In Canada was formed as an independent association with a two-fold mission: to win the lost for Christ, and to encourage others in their spiritual walk. Evangelism through sharing God’s Word has been our heartbeat from the very beginning.

Headquartered in the Confederation Life building in downtown Toronto, the small group was determined to place Bibles in hotel rooms. It wasn’t long before weary travelers across the country could open their bedside drawer to find a copy of God’s Word. Reading through the pages, they would find inspiration, hope, and an invitation to follow Christ.

As the ministry grew, members would see Scriptures placed wherever people gathered—hospitals, prisons, and public offices—and would personally share the gospel wherever and whenever they could. In the 1930s, Bibles were first provided to schools. And then in the 1940s, the distribution of Testaments to Grade 5 students began. Millions of Canadians can still recall the day they received their copy of Scripture.

Of course, times change. And so did The Gideons in Canada.

From those early days as a fledgling start-up, through the turn of the new millennium, the ministry grew and adapted to reach more and more people with the life-changing message of the gospel. Then, in 2011, with a fresh new vision of how the ministry could have even greater impact in Canada and around the world, the membership voted to become fully autonomous.

Since that time, we’ve invited women and men of all vocations to partner with us in sharing the Good News. Innovative new Scripture resources have been developed to connect with people where they are at. Scripture magazines, the NewLife app, GO Trips, and now our international broadcast ministry, are allowing us to reach farther than ever before.

Now, we stand at the beginning of the next exciting chapter of ministry. God has been incredibly faithful over the past 110 years. And there is no doubt He will walk with us as we boldly take the next steps together.

MINISTRY HIGHLIGHTS

As the scope of our efforts to share the gospel transitions to a more comprehensive focus on evangelism, Scripture, and partnerships, the key performance indicators (KPIs) we are now tracking reflect this expanded vision for the ministry.

The metrics highlighted below reflect our activity over the past fiscal year. However, we consider these to be primarily a baseline—a fixed starting point—from which we will continue to grow as our reach expands across Canada and around the world. They represent a specific moment in time when someone heard the gospel, maybe for the very first time.

Perhaps the most rewarding aspect of these new KPIs is that they reflect, not only our work, but our partnership with *you*. Your efforts to share the Good News are integrated with ours as we seek to impact lives together.



of People mobilized to share the gospel: 4,914



of Gospel Presentations: 52,100



of Church Partners: 854



of Scriptures shared: 1,991,889

TOGETHER

The Christian life is meant to be lived *together*.

From the Garden of Eden where God said, “It is not good for the man to be alone,” to His special relationship with the nation of Israel, into the New Testament where the disciples were going out in twos and the early church were “united in heart and mind” sharing “everything they had,” God’s standard for human flourishing is that we get there *together*.

In a world that is increasingly divided, *together* stands as a beacon. It is a hope-giving encouragement to those of us whom Christ has called to go and share the gospel with a sin-fractured world.

The new tagline for ShareWord Global is: “*Together* we can tell the world.” But it’s more than just a tagline. *Together* is you and *together* is us—in partnership—with a shared passion to tell the world about the Good News of Jesus.

Above all, we do all things *together* with God, the author and perfecter of our faith. That truth humbles and inspires us as we go about the work that He has involved us in.



GETTING INVOLVED

As we begin this new journey together, there are several ways in which members can become involved and prepare for ministry:

- Reflect on this new calling to mobilization. Consider how you will mobilize others to share the gospel.
- Participate in an international GO Trip. Share your passion for evangelism with the world!
- Pray for the brand launch as it rolls out. Ask the Lord for His guidance on this new journey we're taking together.
- Attend a Spring Evangelism Conference. Learn how to talk about your faith!



EVANGELISM

Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age.

(Matthew 28:19-20)

Go. It's the first word in what's become known as the Great Commission, Jesus' final instructions to his disciples before ascending into heaven. The command is clear. Although the disciples sometimes struggled with the meaning of Jesus' teachings, there's no ambiguity about *go*.

But here's where it gets tricky. In the original Greek, *go* is a passive verb. "As you are going" would be a more accurate way of thinking about it. Jesus wasn't telling the disciples to rush home, pack their bags, and hit the road. No, he was commanding them to make disciples of all the nations *while they were going about their daily lives*.

Jesus modelled this *as you are going* life for us. Just think of all the lives that were changed because they encountered Jesus as he went about his day. Zacchaeus, Martha, the woman at the well, the Roman Centurion, the disciples themselves, all encountered Jesus, heard the Good News, and followed him *as he was going*.

Now, here's the amazing part. Jesus is with us—always. *As we are going*, we don't go alone. We go together with the Creator and Redeemer of the universe. That should build your confidence a bit when you're in the checkout line, chatting with a neighbour, or picking up a double-double.

Together. That's the promise. And that's how it's always been. Let's embrace that as we go about our daily lives. He is with us and we, the church, are with each other—going, baptizing, teaching, and making disciples as we share the message of God's Word.



of global evangelism trainings:
113



People mobilized:
4,914



Gospel conversations:
52,100



of digital GO Trips:
75

KENYA

In February, 35 pastors in Nairobi attended our evangelism training session over Zoom. At the close of the session, they were encouraged to go out with their churches and share the gospel along the streets. Equipped with Bibles and *Hope* magazines, they were ready to put into practice what they had learned.

One group noticed a Muslim lady, named Remiah, staring as they ministered at a nearby house. They could tell she was listening closely to what they were saying. Intrigued, Remiah walked over and urged the group, “Come over and talk to my neighbour! She is a Muslim too.”

They were confused. Remiah herself was not a Christian. But the group followed her across the street anyway. And after sharing the love of Jesus with her, the neighbour gave her life to Christ.

While they were witnessing, Remiah went and called others to come and hear the message. Two more people joined and accepted God’s message of love! Even though she is still searching, God used Remiah to invite others to hear the gospel.

*“Come over and talk to my neighbour!
She is a Muslim too.”
— Remiah*



SCRIPTURE

It is the same with my word.

I send it out, and it always produces fruit.

It will accomplish all I want it to,

and it will prosper everywhere I send it.

(Isaiah 55:11)

Fruit. Is there a more appropriate term for what happens when someone receives a copy of Scripture, understands it, and decides to follow Jesus? It's like picking a fresh, crisp apple in the fall. Delicious, refreshing, and a good reminder of just how sweet it is to read Scripture with fresh eyes.

We've been providing copies of Scripture for 110 years. It's in our DNA. You would think by now that the stories of transformation would get old. But they never do. We know that when God's love letter to humanity goes out, it produces fruit.

We also know that not everyone who receives a copy of Scripture will receive it as the life-giving fruit that it is. Yet, God tells us that His Word will accomplish all He wants it to and that it will prosper everywhere He sends it.

So, what's really happening when someone rejects God's Word? Are His words left rotting on the ground, never to prosper? Well, yes. And no.

When the forgotten apples fall to the ground and nature takes its course, the flesh of those apples peels away to reveal what's at the very core of the fruit: seeds. Seeds with the ability to fall into fertile soil and produce a whole new crop. As someone has said, "anyone can count the seeds in an apple, but only God knows the number of apples in a seed." A whole new orchard can spring from that single, solitary seed.

As, together, we evangelize and put copies of Scripture into people's hands, remember this truth: we may or may not see the fruit of that action immediately, but rest assured in God's promise that His Word will prosper wherever He sends it. Whether fresh apples now or entire orchards later, it always produces fruit.



Full Bibles:
440,464*



New Testaments:
388,706*



Gospels of John:
139,490*



Scripture magazines:
1,018,479*



NewLife downloads:
4,750*

*Combined Domestic and International figures

CANADA

A simple request came to us in June: “Last year, you kindly sent us a box of *Hope* magazines to distribute to our Christian patients... We are down to our last magazine and are hoping you would be able to send us another box.” —Dianne Davies, Spiritual Care Assistant, Sinai Health | Bridgepoint Healthcare

After Scott, our warehouse manager, replied that he would ship more Scripture magazines out that same day, Dianne shared in more detail how they were having an impact during the pandemic. “The kindness and generosity of The Gideons International In Canada, through *Hope* magazine, has encouraged and supported our patients through a very difficult time where [they] have not been able to see their family, friends or pastors,” she told us.

We then heard from Father Andrade, an associate of Dianne’s: “I wanted to thank you and congratulate your ministry on giving hope to our patients here. I can personally witness that when patients receive a [Scripture] magazine, they immediately begin to turn the pages and read Psalms with a renewed hope, a smiling step to recovery.”

It’s thanks to your support that stories of God’s Word impacting lives and providing hope through ministry partnership, continue to fuel the mission we participate in together.

“The kindness and generosity of The Gideons International In Canada, through Hope magazine, has encouraged and supported our patients through a very difficult time...”

— Dianne



PARTNERSHIP

Together, we are his house, built on the foundation of the apostles and the prophets. And the cornerstone is Christ Jesus himself. We are carefully joined together in him, becoming a holy temple for the Lord.

(Ephesians 2:20-21)

Together. It's more than just a tagline or a conference theme. It's the very foundation upon which our faith and the Church are built. Consider the Trinity—Father, Son, and Holy Spirit—interacting in mysterious harmony *together* over all creation.

The old African proverb states, "If you want to run fast, run alone. If you want to run far, run together." We've seen that wisdom played out time and time again over the course of our history.

From the early days when three men with a vision gathered to form The Gideons, to the development of membership, to the establishment of regional chapters of committed members across the country, we've been doing this together for 110 years.

More recently, as our ministry has expanded around the globe, we continue to establish partnerships with individuals and local churches who have caught the vision to, as our mission statement says, "introduce people to Jesus through God's Word."

It's more than just lip service. Every aspect of our ministry is reliant upon our members, our ministry partners—domestic and international, and the thousands of people who support this work. Names and logos can change, but one thing is certain: working in tandem with this community of believers is how we've worked in the past, and it's how we'll work in the future.

And the most beautiful aspect of this community? It's Jesus, the very cornerstone on which the entire foundation is built. Our ministry is His ministry. All that has been accomplished in the past and all that will happen in the future is thanks to God's gracious partnership with all of us.

From our members across Canada who give of their time and resources, to our international ministry partners, to individual believers living in regions hostile to the gospel who put their personal safety on the line, God's Word continues to go forth because of partnership. God in partnership with the church. The church in partnership with each other. *Together.*



of Canadian members:
3,015



of ShareWord Partners:
1,966



of Canadian church partners:
277



of International church & ministry partners:
577

CHILE

In late 2020, Rodrigo Mora, President of the Chilean firemen's chaplaincy unit, contacted Juan Carlos, our representative in Latin America, requesting Bible resources and magazines to evangelize the community of firemen in Chile. A few months later, we entered into partnership to provide evangelism training and 50,000 *Hope* magazines—enough for every firefighter in Chile!

Juan Carlos shared, “We met with two Chilean pastors who also work as firefighters. These men have labored alongside one another, father and son, for over 25 years. They were overjoyed to receive a study Bible and *Hope* magazines and decided they wanted to help lead this initiative!”

Because of COVID-19 restrictions, local pastors do not have permission to enter fire stations. However, we are working with a strong team of fire station chaplains who understand that new believers need discipleship and the support of a nearby church. The initial shipment of 20,000 magazines will be labeled for local churches to follow-up with chaplains' ministries so the firefighters can connect and continue to grow in Christ.

“They were overjoyed to receive a study Bible and Hope magazines and decided they wanted to help lead this initiative!”
— Juan Carlos





FROM THE PRESIDENT

When I wrote “Lessons from COVID” in last year’s Impact Report, little did I realize we would still be dealing with limitations a year later because of the COVID-19 pandemic. Watching as the world slowly opens again, checking into what flights might even be available from Canada to other parts of the world, seeing many countries where we do ministry struggle significantly with illness and troubled economies, and recalling all those who have died this last year sobered me.

And yet, there is a seed of hope growing in me that nothing has been able to repress or inhibit. There are signs that God is just as good, just as powerful, just as able during this season as He has always been. The reports you have read in this Impact Report are only a few of the testimonies to God’s unfailing love and power in advancing His kingdom.

But that is not the end of the hope; there is more.

I’ve watched as members and donors and staff, as people who are hearing about us for the first time, and as people who have been with us for 50+ years, rise up to answer the call of God to this ministry. I see people girding themselves for the challenge before us, putting on their work boots to prepare for the gospel labour that is at hand. To continue to put Scripture into people’s hands, to give a testimony about the hope that we have within us because of the gospel and, even more, to start encouraging, inspiring, and empowering thousands, tens of thousands—100,000 people—to join us and go out to share the gospel.

Together, we can tell the world.

I see us ready to follow God and do that. We have just finished a challenging yet rewarding year. With you, I look forward to the challenges and the joy that is set before us for the year ahead.



Dr. Al Anderson
President

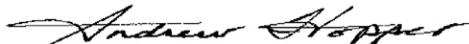
CONSOLIDATED FINANCIAL STATEMENT

	2021 \$	2020 \$
ASSETS		
Cash (note 4)	4,465,592	2,530,763
Accounts receivable	299,243	558,397
Inventory (note 3)	893,194	1,179,661
Prepaid expenses	221,711	100,469
Current assets	5,879,740	4,369,290
Investments (note 5)	17,406	15,323
Life insurance - cash surrender value	75,700	73,433
Capital assets (note 6)	1,014,289	1,051,879
Non-current assets	1,107,395	1,140,635
Total assets	6,987,135	5,509,925
LIABILITIES		
Accounts payable and accrued liabilities (note 7)	316,260	650,016
Deferred revenue	2,614,330	1,416,962
	2,930,590	2,066,978
FUND BALANCES		
Unrestricted, Operating Fund	3,806,957	3,218,359
Internally Restricted Fund (note 4)	249,588	224,588
	4,056,545	3,442,947
Total liabilities and fund balances	6,987,135	5,509,925

APPROVED BY THE BOARD:



Garnet Wheaton, Board Chair



Andrew Hopper, Treasurer

	2021 \$	2020 \$
Revenue (page 12)		
Member donations	1,523,449	1,594,676
Non-member donations	5,105,606	4,721,016
Bequests and major gifts	4,683,633	3,837,474
Chapter fund donations	49,784	219,617
Other income	56,329	22,404
Government subsidy	348,540	423,994
	11,767,341	10,819,181
Expenses		
Evangelism mobilization	1,390,641	2,072,890
GO! ministry through churches	1,154,302	1,882,509
Direct Scripture costs	4,907,564	3,122,671
Charitable programs: operations	1,255,490	1,100,976
Awareness & communications	478,683	645,936
Fundraising	1,178,942	1,341,562
Administration	388,121	503,537
Gift to Qualified Donee (note 12)	400,000	
	11,153,743	10,670,081
Excess of revenue over expenses for year	613,598	149,100
Fund balances, beginning of year	3,442,947	3,293,847
Fund balances, end of year	4,056,545	3,442,947

MANAGEMENT REPORT

The Audit Committee and the Board of Directors review and approve the annual consolidated financial statements. In addition, the Audit Committee meets with financial officers of ShareWord Global and the external auditors, and reports to the Board of Directors thereon. The Audit Committee and the Board of Directors also review the annual report in its entirety.

One item to note is that we deferred approximately \$2.6M worth of restricted donations received toward Scriptures and evangelism campaigns that will occur in the subsequent fiscal year. These donations will hit revenue in the 2021-22 financial year, and thus be matched to their corresponding expenditures.

A CALL FROM HOME

In a small, unassuming building in a Cambridge, Ontario industrial park, something remarkable is taking place. Programming for television and radio is being recorded in multiple languages for broadcast around the world. But it's no time-wasting sitcom or reality TV show that's being produced. No, the programs being recorded will carry the gospel message into some of the world's most dangerous places.

One of the key members of the ShareWord Global broadcast team is Pastor Dankha Koshaba. Pastor Dankha, who has filmed at the studio location for years, also serves two Ontario churches. He is associate pastor at an Assyrian church in Mississauga, as well as senior pastor at an Arabic church in Kitchener. He spends hours in the studio, recording sermons in the main Assyrian and Arabic languages.

Those sermons are then broadcast directly into people's homes in regions where sharing the gospel can be extremely risky. With a simple set-top device and an internet connection, people can hear the Good News of Jesus in their own language. As the face of those broadcasts, Pastor Dankha often receives phone calls from viewers around the globe who have come to Christ through his preaching programs.

And sometimes, he receives calls from closer to home.

After seeing Pastor Dankha's contact information appear on his TV screen, a young man called the phone number. He explained that his mother was quite sick and requested ongoing prayer support. Partway through the conversation, Pastor Dankha realized the man's phone number began with an Ontario area code and decided to pay the family a visit.

The man shared his home address in Toronto and, without hesitation, Pastor Dankha drove from Kitchener to pray with the family. Pastor Dankha sat with the man's mother and spoke to her about the hope and healing we have in Jesus. By the time they parted, the whole family had made the decision to follow Christ.

With renewed strength, the man's mother expressed that it was a wonder Pastor Dankha lived so close. After all, they had seen his program on the Middle East Broadcasting Network! And now, he was humbly sitting in their home. This was a sign that the one true God was near to them and able to protect their family through every earthly tribulation.

Indeed, when we are obedient to God's calling and share His Word, He may lead us to the other side of the world. Or just down the highway.





ShareWord Global

Together we can tell the world

