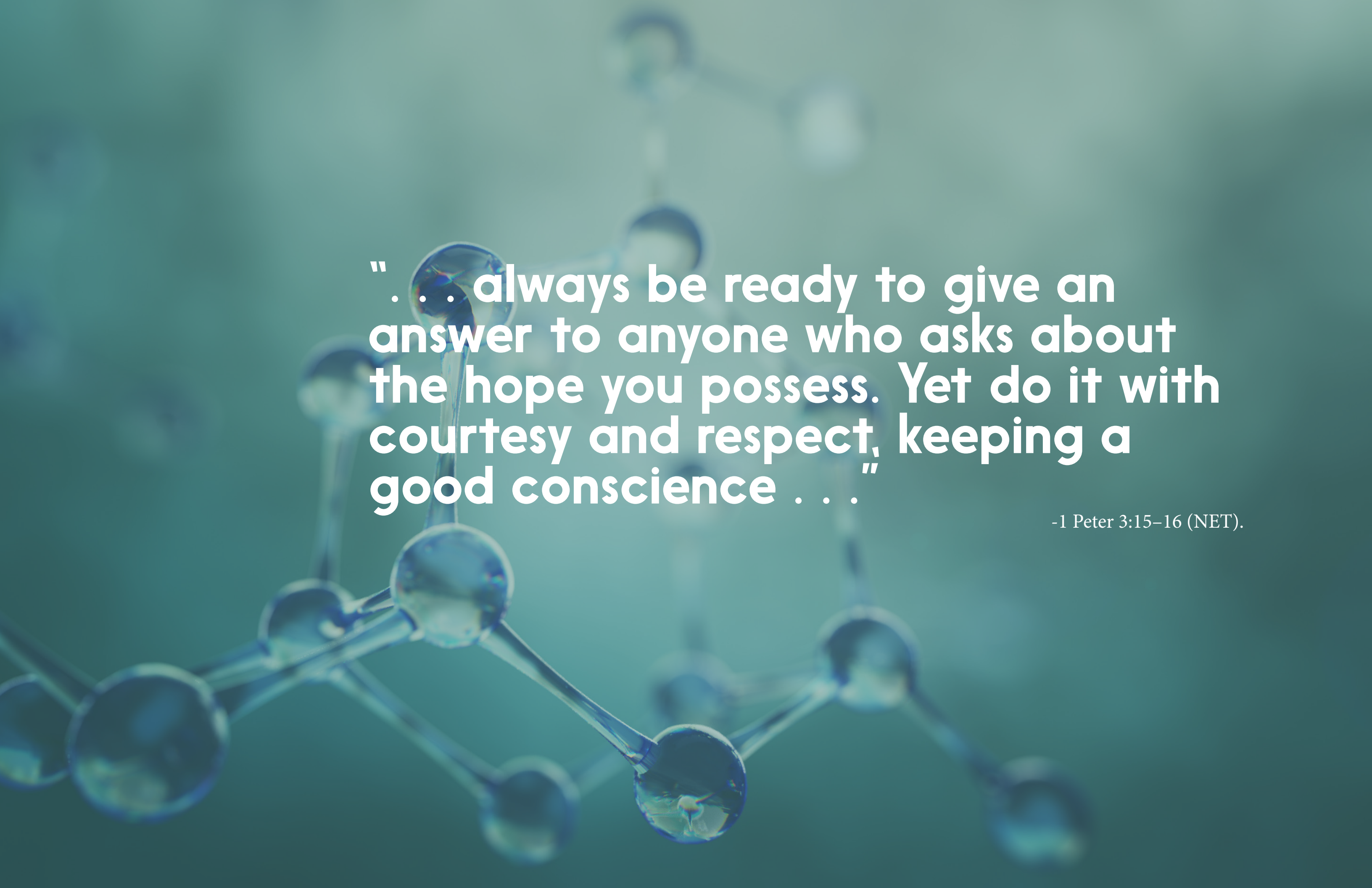


Because of YOU

REASONS TO BELIEVE
IMPACT REPORT
FY18



" . . . always be ready to give an answer to anyone who asks about the hope you possess. Yet do it with courtesy and respect, keeping a good conscience . . . "

-1 Peter 3:15–16 (NET).

Dear friend,

May these pages serve as a highlight reel, capturing just a few uplifting scenes from the great story you are helping to write in the script of eternity!

Because of you, miracles happened this past year. People stepped across the threshold from spiritual death to eternal life. People moved from dark despair to shining hope. People rose up from the sidelines and jumped into the action, experiencing the wonder and thrill of seeing God's Spirit bring life and light through them.

Just as our Creator crafted every detail of this vast universe to make our redemption possible, he uses every one of you to make this ministry and its redemptive outcomes possible.

Delight with us in God's amazing work. May this report make you want to dance for joy!

With gratitude beyond words,

Hugh and Kathy

Hugh and Kathy Ross
RTB founders



YOU *Equipped*

Because of you, fiscal year 2017–2018 was another year of growth in our online and media presence, allowing our faith-inspiring message to reach even more people searching for answers—and hope.

ONLINE



reasons.org

720,383 unique reasons.org users

2,963,245 unique page views

2,278 daily active users



Channel views:

302,000  **56%** MORE VIEWS

Subscribers:

12,000  **25%** MORE SUBSCRIBERS

Minutes watched: **1.75 million**



Page likes:

33,200  **15%** MORE LIKES

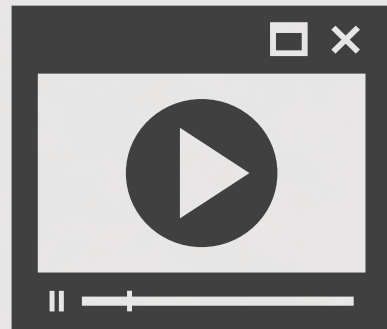


Followers:

45,500  **21%** MORE FOLLOWERS

IN MEDIA

218



**interviews on television,
radio, and in print**

Media: CBN News, *The Eric Metaxas Show*, *The Hugh Hewitt Show*, *Charisma* magazine, *The 700 Club*, *Unbelievable?* with Justin Brierley, and many more.

IN PRINT

3




**Three books
released by RTB Press**

Since its March 2018 release, 7,128 copies of *The Creator and the Cosmos*, 4th edition have gone out around the world, making it the best-selling RTB Press book to date.

“This organization has been a real blessing in my life. God led me to [RTB] on YouTube at a time when my faith was weakening. I asked the Lord to draw me closer to him and help me deal with my doubts. Shortly after, I found Hugh Ross and he answered all of the questions that had plagued me for years. God bless all of you at RTB.”

—Laura Hardeman



YOU *Empowered*

As your partner in evangelism, RTB offers events and resources to equip and encourage you to share your faith—whatever your age or experience. Thanks to your support, two key empowering ventures continue gaining momentum and are poised for significant impact.

AMP CONFERENCE

This two-day gathering gives participants the opportunity to learn from top speakers and authors among RTB's many ministry partners, as well as from our own scholar-evangelists. Attendees leave feeling empowered and ready to address some of the key issues in our current culture in a winsome way.

That's the great thing about AMP. . . It's focused on this idea that apologetics has to be a function of the heart—a function of care and concern for people, not just a matter of mastering information. So I greatly appreciate that, because that isn't always the focus for us as apologists. We get caught up in arguments we enjoy; rather than winning the person, we're looking to win the argument. So I think that is the flavor of AMP more than anything that makes it so unique and so distinct.

—Bob Umbreit

28:19 SHOW

RTB's new show, named 28:19 in reference to the Great Commission (Matthew 28:19), can be viewed on RTB's YouTube channel and in a prime-time slot on NRBTv. Because of your partnership—which allows new endeavors like this to happen—we're pleased to report that 28:19 has reached tens of thousands of viewers in over 120 countries, and it continues to gain momentum!

Just want to let you know how much we enjoy the 28:19 show! I have a small group that meets at my home on Tuesday mornings to watch and discuss videos on apologetics. We especially like those pertaining to science, so we really love the 28:19 show and look forward to watching another one each week.

—John Packard



YOU *Engaged*



Community is essential to our growth as witnesses for Christ. Because of you, RTB has a thriving community around the country (and the world) engaged in rich fellowship, equipped with apologetics training, and ready to extend our reach in their churches and workplaces. We are grateful to partner with these committed RTB field workers and faithful ambassadors of the gospel.

CHAPTERS

With the launch of four new RTB chapters in 2017–2018, we now have 53 groups that gather regularly to encourage and equip each other to be lights in their communities, in both North America and abroad!

4 new chapters creating opportunities for impact:

- St. Louis, Missouri
- Shillong, Meghalaya, India
- Mid-Ohio Valley, Ohio
- Chino Hills, California

REASONS INSTITUTE

With your support and commitment to learning, Reasons Institute has become the nation's premier provider of science apologetics courses. Our growing list of offerings includes classes for personal enrichment as well as for graduate credit via Southern Evangelical Seminary, Biola and Hope International universities, and Northern California Bible College.

In this past fiscal year, 151 Reasons Institute students became better equipped for personal outreach.

As a teenager, I fell in love with astronomy and this fueled my desire to pursue an education in space physics. It was only after taking the RTB Astronomy and Design courses did I really see how strongly modern astronomy discoveries bolsters the biblical creation account. With that same youthful passion, I enjoy teaching these courses now because it is a tremendous satisfaction to help others understand the connection, and it forces me to stay on the forefront of research to address very challenging questions from the students. Ultimately, this is a continuing education in astronomy and apologetics to prepare me to glorify God in my interactions with people I encounter at work and in public.

–Brandon Reddell, RI Instructor, Astronomy and Design

SCHOLAR COMMUNITY

Since our first visiting scholar came to RTB headquarters in 2010, more than 70 scholars in various disciplines of science and theology have come together to form a vibrant community of scholar-evangelists for Christ. Most are teaching and/or conducting research at universities and labs where their witness impacts tomorrow's leaders, both national and international. Their shared expertise deepens and widens our capacity to fulfill the primary outreach mission God has called us to.

The most impressive aspect of being a part of the Visiting Scholar Program is the spiritual and intellectual support. . . . I said to myself, "No wonder RTB has changed the landscape of American Christianity in the last 30 years." I am so proud to be associated with RTB and partner with them in the evangelization of the world for Christ!

–Dr. Kenny Rhodes

Because of YOU

AUDITED FINANCIALS / JULY 2017–JUNE 2018

Total revenue: **\$4,561,599**
Total expenses: **\$4,842,105**

NET ASSETS

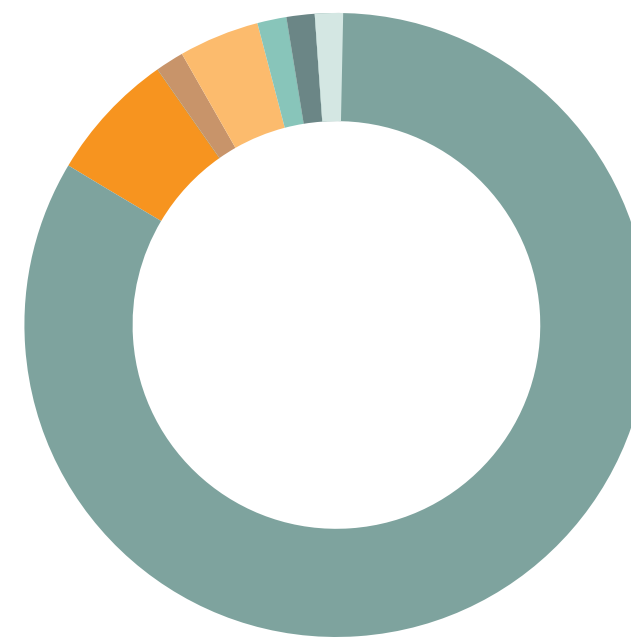
Endowment: **\$186,027**
Investments: **\$1,359,605**
Fixed assets: **\$5,187,773**



Reasons to Believe is a long-standing member with ECFA, which has the highest requirements for nonprofit accountability.

Reasons to Believe is a registered 501(c)(3) charity. A complete, audited financial statement is available upon request.

WHERE DOES OUR REVENUE COME FROM?



Donations: **86%**

Net Sales:* **6%**

Fees and Investments: **1%**

Conference Income: **4%**

Honoraria Income:** **1%**

Teaching Income: **1%**

Other Income: **1%**

*All revenue generated from RTB authors' book sales goes directly to Reasons to Believe.

**All revenue generated from speaking events/honoraria goes directly to Reasons to Believe.

“Twenty-five years ago, Reasons to Believe helped me understand God and the Bible. I want to pay it back and make sure this ministry continues so it can help others understand God and the Bible.”

—Cynthia Erickson

Partner with RTB through your giving to help more people discover reasons for our faith.

reasons.org/donate

PREVIEW OF WHAT'S AHEAD

Together with you, we have the opportunity to build on the successes God has made possible. We envision even more people coming to Christ through new and growing initiatives like Reasons Forum, a new show from the scholar team, and the RTB Speakers Bureau.

Launched in September 2018, Reasons Forum is one outreach we've dreamed of starting since moving into our Covina headquarters. With the help of technology and friends like you, this monthly event is open to seekers around the globe. We're counting on you and the entire RTB community to spread the word and invite nonbelievers to participate!

Coming soon is a new show featuring the RTB scholar team. They'll be discussing some of the latest scientific research and its relevance to our faith. This 27-minute program will aim to bring our scholars' reasons for faith to skeptics and seekers, meeting them where they are—online!

The RTB Speakers Bureau, another recently launched outreach, is a collection of speakers committed to building relationships with church audiences by equipping them for evangelistic conversations with skeptics. With your help, churches will utilize Bureau speakers—who are prepped and ready with introductory presentations on science-faith topics—to open the door for evangelistic conversations within their communities.

Through these new initiatives and strategic plans—and the generous, sustained efforts of partners like you—we are counting on our almighty, all-loving God to fulfill his plans and purposes through us. Thank you for standing with us as together we lead even more hearts and minds toward a life-giving relationship with our Creator and Savior.

Because of you, people all over the world are discovering that sound reason and scientific research consistently support our faith in a personal, transcendent God. They're learning that combining the latest research with the timeless truths of the Bible is not only possible, but also exciting! And they're being equipped as confident witnesses for Christ in a skeptical, science-minded world. Thank you!

–Your RTB Scholar Team

Dr. Hugh Ross



Astronomer-President & founder

Dr. Fazale Rana



Biochemist & Vice President

Kenneth Samples



Philosopher & Theologian

Dr. Anjeanette Roberts



Molecular Biologist & Research Scholar

Dr. Jeff Zweerink



Astrophysicist & Research Scholar

Krista Bontrager



Theologian & Scholar Community Director



REASONS TO BELIEVE

818 S. Oak Park Rd., Covina, CA 91724 | (855) 732-7667 | reasons.org