

The Power of the Gospel







Dear Friend,

The Apostle Paul said that in the eyes of the world, the Gospel message is foolishness. It offends the proud. It confounds the wise. It frustrates the strong. Yet Paul called this foolishness the very power of God.

“For the message of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God” (1 Corinthians 1:18, NKJV). All the wisdom in the world and all the strength on earth will never bridge the gap between God and man. Only the work of Jesus Christ on the cross can save us.

In 2009, the Billy Graham Evangelistic Association took this glorious message to the ends of the earth, and we saw God move in amazing ways to rescue the lost. The following pages give you a brief glimpse at what He has done, and we give Him all the glory. *“Not to us, O Lord, not to us but to your name be the glory, because of your love and faithfulness”* (Psalm 115:1, NIV).

“For the message of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God.”

—1 CORINTHIANS 1:18, NKJV

Thank you for partnering with us in this great work. May God richly bless you.

Sincerely,

A handwritten signature in black ink, appearing to be 'F. Graham', written in a cursive style. The signature is positioned above the printed name and title.

Franklin Graham
President



“I am not ashamed of the gospel, because it is the power of God for the salvation of everyone who believes” ROMANS 1:16.

All around the globe last year, men, women, and children of many tribes, tongues, and nations found new life as they responded to the Good News and put their faith in Jesus Christ through the outreaches of BGEA.



REACHING YOUTH ROCK THE RIVER TOUR

Franklin Graham has long had a burden for youth. In 2009, this concern prompted BGEA to launch a new outreach aimed at North America's next generation: the Rock the River Tour. These day-long events featured performances by contemporary Christian bands interspersed with evangelistic messages from Franklin Graham throughout the afternoon and evening.

The four-city Rock the River Tour began in July

in Baton Rouge, Louisiana, and proceeded up the Mississippi River to St. Louis, Missouri, then the Quad Cities of Iowa and Illinois before concluding in Minneapolis/St. Paul, Minnesota. In the end, more than 112,000 people, mostly youth, attended the events, and over 2,600 people made decisions for Jesus Christ.

The great turnout during the 2009 tour set the stage for future tours, beginning with one in Western Canada. In August 2010 the tour will include stops in Calgary, Edmonton, and British Columbia's Fraser Valley.

EPICENTRE

When Will Graham, speaking to a crowd of 4,200 at Saskatoon’s Credit Union Centre, invited people to publicly commit their lives to Jesus Christ, more than 470 came forward, including many who were running. It was the high point of Epicentre Saskatoon—the latest installment of BGEA of Canada’s Epicentre ministry, which focuses on one city at a time for almost a year, partnering with neighborhood churches to equip and encourage local young people to share their faith. Shortly after Epicentre Saskatoon ended, Epicentre Lethbridge (Alberta) began—continuing into 2010.

REACHING CHILDREN

DARE TO BE A DANIEL

The Bible has given us clear direction for raising children. Proverbs 22:6 tells us to “*train up a child in the way he should go, and when he is old he will*

not depart from it” (NKJV). Reaching the next generation for Christ is often most effective when it’s done by the children themselves. The BGEA’s “twens”-oriented Dare to be a Daniel ministry continues to motivate and equip young evangelists to do the work of the Gospel.

Using individual training kits and group materials—the original 13-session resource, plus the new five-session *Experience* that launched in December 2009—more than 3,700 children successfully completed the training last year. One graduate wrote, “Now I really know how to defend my faith and lead others to God. I am learning new things to help me all the time. Thanks!”

EASTERRIFIC

In 2009, BGEA of Canada helped organize what may have been the largest children’s evangelism initiative in the history of Quebec



Dare to Be a Daniel

when it partnered with Chelsey Road Productions, Crossroads Christian Communications, and about 250 churches throughout the province.

Together, they staged *Easterrific*, a unique family-oriented evangelism event that enabled Quebec's often-beleaguered churches to open their doors to thousands of local children and their families on Good Friday so they could watch Chelsey Road's award-winning animated film, "Rez—The Rock That Rolled!" The 30-minute film tells the story of Christ's death and resurrection from the perspective of Rez—the large, seemingly human stone covering the entrance to Christ's tomb. When Rez eventually rolls, it is because our Savior has risen in victory.

An average of 62 children were at each of the 250 churches where *Easterrific* was held—meaning more than 15,000 children in total, plus thousands of parents and guardians, heard the message of salvation. Approximately 3,000 publicly committed their lives to Christ.

REACHING ALL AGES

EVANGELISTIC EVENTS

BGEA, in partnership with local churches, held Franklin Graham Festivals in three overseas cities throughout 2009—in Montevideo, Uruguay; Tallinn, Estonia; and Bogota, Colombia. In Estonia,



the Festival achieved the largest attendance of any outreach effort in the history of the former Soviet republic. Meanwhile, the child-oriented portion of the Bogotá Festival drew the largest attendance for a kids event in the history of Franklin Graham Festivals, with an overflow crowd of 80,000.

Total attendance at Franklin Graham Festivals and Franklin-led Rock the River events topped 371,400 in 2009, with more than 23,400 people making life-transforming commitments to Christ.

Will Graham, in addition to leading the final *ignition* stage of Epicentre Saskatoon, led Celebrations in Lucknow, India; Katmandu, Nepal; Mawryngkneng, Meghalaya, India; and Queensland and New South Wales, Australia. The

You will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.

—ACTS 1:8

total attendance at the Celebrations was more than 68,600, with over 2,400 making public decisions for Christ.

Associate evangelists proclaimed the power of the Gospel in India and central Europe during 2009. Dr. Robert Cunville held nine Crusades in India, often in smaller towns where many have never heard the Gospel and where other evangelists don't go. Over 134,000 people heard the Good News, and more than 19,000 made commitments to Christ. In Europe, Viktor Hamm led evangelism conferences in Russia and Latvia, as well as hosting 10 evangelistic events, seeing over 1,200 decisions for Christ.

In Mexico, David Ruiz conducted a Crusade in Comalcalco. This area in Tabasco had experienced flooding, and heavy rains persisted through much of the event. Despite the conditions, more than 10,000 people heard the Gospel—and more than

500 committed their lives to Jesus.

SOUL CHAT AND OTHER INTERNET INITIATIVES

Soul Chat is BGEA of Canada's ministry that combines the power of the Internet, local churches, and even radio and TV to reach out to non-believers. The soulchat.ca website features videos, articles, a blog, and email interactivity designed to help searching people begin their journey to Christian faith and into a personal relationship with Jesus Christ. When site visitors are ready to "take the next step" by connecting with a local church, they can choose from a list of churches whose members have undergone BGEA of Canada training to warmly welcome visitors and come alongside them in their faith journey.

To help Canadians become aware of the Soul Chat website, BGEA of Canada has run radio and television ads. The TV spots recently won an advertising industry award and a special citation.



*Will Graham Celebration,
Mawryngkneng, Meghalaya, India*

The BGEA of Canada is also reaching tens of thousands of people each year through its billygraham.ca website, including through the “Steps to Peace With God” Gospel presentation that is available to site visitors 24 hours a day. The billygraham.ca site attracted more than 40,000 visitors in 2009, or one every 13 minutes, as people sought spiritual help and encouragement, and information about BGEA ministries. This was almost twice the traffic that the site achieved in 2008.

The BGEA of Canada’s digital reach expanded beyond our own websites in 2009, thanks to the posting of several of our videos on the increasingly popular YouTube site, and through text messaging and social media initiatives such as Facebook “fan” pages and Twitter. We are relying on all of these technologies to help attract youth to our Rock the River Tour West events in August 2010.

TV TELEPHONE MINISTRY

BGEA’s TV Telephone Ministry (TVTM) continues to be an important avenue through which North Americans are coming to life-transforming faith in Jesus Christ. TVTM provides spiritual support and information to people who

watch BGEA telecasts and then respond to the toll-free number on the screen. In 2009, volunteers at call centers in Calgary, AB, and Winnipeg, MB, responded to calls. Their efforts helped callers come into a personal relationship with Jesus.

BILLY GRAHAM LIBRARY

The Billy Graham Library is an ongoing evangelistic Crusade that is uniquely designed to appeal to all ages and nationalities. The facility in Charlotte, NC, welcomed guests from across the United States and Canada and from 25 other countries and territories in 2009. Of the nearly 113,000 who visited, more than 8,000 made decisions for Christ.

RESPONSE CENTER AND CHRISTIAN GUIDANCE

BGEA’s Response Center replied to nearly 310,000 calls and emails in 2009. Lending a voice to the ministry, the center’s representatives provided individuals with a warm greeting, a word of encouragement, the love of Christ, and the latest information about BGEA activities. The center’s representatives regularly shared information about upcoming BGEA Festivals and other events, and responded to those listening to BGEA radio

Others, like seed sown on good soil, hear the word, accept it, and produce a crop—thirty, sixty or even a hundred times what was sown.

— MARK 4:20



programs. As a personal, one-on-one ministry, these representatives were privileged to pray with more than 850 people as they made decisions to follow Jesus Christ.

BGEA's Christian Guidance ministry answered more than 114,000 letters and emails in 2009, assisting many people in their relationship with the Lord, and faithfully prayed for thousands of needs that were shared each week. Christian Guidance also supplied timely follow-up information and materials to those who responded to BGEA's many outreach initiatives.

REACHING THE WORLD

WORLD EVANGELISM THROUGH TELEVISION PROJECTS, MY HOPE

My Hope has become an essential element of BGEA's efforts—which also include Franklin Graham Festivals, Will Graham Celebrations, and other international outreach initiatives led by BGEA's associate evangelists—to reach out to the world with the life-saving message of Jesus Christ.

My Hope relies on what has been a cornerstone

of spreading the Gospel for centuries: friends inviting friends into their homes to share a meal and relate their personal testimonies. The ministry works through local churches and individual believers who have a burden to share the Good News with their community.

In 2009, more than 3,700 churches partnered with BGEA, and more than 49,200 believers underwent training to learn how to lead their friends, relatives, and neighbors into faith in Christ. We thank God for *My Hope's* impact in Asia, where over 12,500 men, women, and youths accepted Jesus as their Savior in Thailand. In another highly sensitive Asian country that cannot be named, more than 7,500 put their trust in the Lord; many more decisions were not officially reported to us.

In 2009, we also began *My Hope* projects in the Caribbean and in Asia. They will be held in the spring and fall of 2010 in partnership with thousands more churches and tens of thousands of believers.



*A living room Crusade
in Latin America
through My Hope*

REACHING PEOPLE IN CRISIS

BILLY GRAHAM RAPID RESPONSE TEAM

In the aftermath of man-made and natural disasters, the need for the Gospel is keenly felt. During such times, the power of the Gospel lifts people out of their despair, enabling them to find purpose and hope even in hardship. As victims of disasters in 2009 wondered where God was amidst their suffering, comfort appeared in the form of trained Billy Graham Rapid Response Team (RRT) volunteers. They were deployed to 23 locations—bringing emotional and spiritual care to victims, first-responders, pastors, and churches in disaster areas.

RRT's purpose is to demonstrate God's compassion and concern by sharing His hope and comfort in the midst of a crisis. Sometimes, that crisis is obvious because it is touching an entire community. Sometimes, the crisis is hidden because it is touching only a single individual. Knowing this, BGEA of Canada has begun deploying RRT volunteers into seemingly "non-crisis" environments, starting with the Operation Christmas Child shoe box processing centers in Calgary, AB, and Waterloo, ON.

Each year, thousands of volunteers with



BGEA's sister organization, Samaritan's Purse, arrive at the centers to help pack shoe boxes for shipment to children in the developing world. Some volunteers' spirits don't match the cheerful Christmas atmosphere. They arrive truly hurting. And so the RRT volunteers listen to them, pray with them, and offer the comfort of Jesus Christ. RRT volunteers fulfilled a similar function in early 2010 during the Winter Olympics in Vancouver—offering a hand of friendship and help while the West Coast city hosted millions of visitors from around the world.

The Lord your God is with you,
he is mighty to save. He will take
great delight in you, he will quiet
you with his love.

—ZEPHANIAH 3:17



DECISION MAGAZINE

Decision magazine blended evangelism, discipleship, and stories of transformed lives in a vibrant magazine that challenged and inspired readers in Canada and 79 other countries in 2009. BGEA distributed more than 4.2 million copies of the printed version of *Decision*, and subscribers can also access a new online edition featuring extra audio and video content, and links

to additional articles. The weekly *Decision* email devotional is also offering regular encouragement and inspiration to more than 63,000 readers, with more signing up all the time.

TRAINING

BILLY GRAHAM CENTER AT THE COVE

Following the guiding principles that Billy and Ruth Graham established for The Cove 21 years ago, the Billy Graham Training Center continues to challenge participants to seek a greater evangelistic vision and influence on a world that does not know Christ.

Through instruction, inspiration, and intercession, participants at The Cove experience the joy of meeting God through His Word, His Spirit, and His people. In 2009, more than 23,250 people took part in seminars, group events, and personal retreats at the facility in Asheville, NC.

BILLY GRAHAM SCHOOL OF EVANGELISM

BGEA continues to host Schools of Evangelism at The Cove that offer pastors and others practical training to help reach people for Christ in and through the local church. The schools also offer a respite from the pressures of ministry, plus spiritual refreshment that often



OUR FINANCIAL COMMITMENT TO YOU

- We subscribe to a written statement of faith clearly affirming our commitment to the evangelical Christian doctrine. Advancing the Gospel of Jesus Christ is the singular objective of our financial conduct.
- We are governed by a Board of Directors, the majority of whom are not staff members or their relatives. Our full Board meets at least two times annually to establish policies, set budgets, oversee operations, and review ministry accomplishments.
- Our financial statements are prepared in accordance with generally accepted accounting principles. We obtain an annual audit in accordance with generally accepted auditing standards by an independent public accounting firm, PricewaterhouseCoopers LLP.
- Our Board appoints an audit committee, none of whom are staff members or their relatives, to review the annual audit and report its findings to the Board.
- We seek to conduct our activities with the highest standards of integrity and to avoid conflicts of interest. Because we believe that it is God's place to prompt a



re-energizes pastors in their calling. many of denominations were represented among the 1,000 participants at the schools in 2009.

OTHER TRAINING INITIATIVES

For over 50 years, BGEA has used the Christian Life and Witness Course to help individuals, young and old, grow in their faith and learn to share it with others. In recent years, BGEA of Canada has developed additional training initiatives, designed

to spur individuals and churches to become even more passionate about, and successful in, reaching the lost. These initiatives — *Cross the Street* and *Ignite the Light* conferences, plus Intercultural Symposiums and “REconneXion” workshops— resulted in more than 18,000 Canadians becoming equipped and trained in 2009 to share Christ with those around them.

BGEA also trains Rapid Response Team volunteers, and Soul Chat church volunteers.

response to our fundraising appeals, we shun high-pressure or manipulative fundraising tactics.

- Our fundraising appeals clearly identify the purpose and programs to which donations will be applied, and we ensure that donations are used for the purposes for which they were raised. Occasionally, we receive more contributions for a given project than can be wisely applied to that project. When that happens, we use these funds to meet a similar pressing need. Our policy is to meet the needs God lays before us, so that Christ is lifted up and the Gospel advanced.

- Contributions to the ministry are tax-deductible to the full extent allowed by law.
- We will not operate this ministry with indebtedness that dishonors the cause of Christ and hinders the work of the Gospel.
- Our Board of Directors appoints an investment committee to oversee the investment policies and activities of the ministry. Our investment goals are to preserve principal and optimize investment returns while providing for the Association’s current and long-term ministry needs.



FM
live it.

**"Come, follow me
and I will make you**

disciples."
Matthew 4:19



CLWC AND FM419

Training is at the heart of BGEA's ministry because it is founded on the Great Commission: "*Go and make disciples of all nations*" (Matthew 28:19).

In 2009, nearly 37,000 people were trained through BGEA's Christian Life and Witness Course (CLWC) for adults and FM419—the youth version of the training named for Jesus' command to "Follow Me" in Matthew 4:19. The training enables participants to become effective witnesses for Christ, and gives them the opportunity to serve as counselors at BGEA Festivals, Celebrations, and Rock the River. In preparation for Rock the River Tour West in Alberta and BC, more than 6,000 Canadians have undergone CLWC or FM419 training so far.

2009 BOARD OF DIRECTORS



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Listen Up TV
Burlington, ON
Elected 2007



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Honorary Chairman
Billy Graham Evangelistic
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President & CEO
Samaritan's Purse—U.S.
Boone, NC
Elected 1995



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Associates
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Elected 2007



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Elected 2007

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● Audit Review Committee

ADVISORY COMMITTEE

Frederick A. Lang
Elected 1968
Emeritus 1992

Donovan A. McCarthy
Elected 1968
Emeritus 2003

The Billy Graham Evangelistic Association exists to support and extend the evangelistic calling and ministries of Billy Graham and Franklin Graham by proclaiming the Gospel of the Lord Jesus Christ to all we can by every effective means available to us and by equipping others to do the same.

STATEMENT OF FINANCIAL POSITION

As at December 31, 2009

	Note	2009	2008
ASSETS			
CURRENT			
Cash and cash equivalents		\$ 1,719,173	\$ 1,041,001
Accounts receivable		26,551	54,492
Prepaid expenses		77,478	40,701
Receivable from related parties	7	26,272	-
		1,849,474	1,136,194
LONG-TERM INVESTMENTS	4	3,192,918	3,635,200
CAPITAL ASSETS	5	3,481,941	3,609,631
		\$ 8,524,333	\$ 8,381,025
LIABILITIES			
CURRENT			
Accounts payable and accrued liabilities		\$ 245,372	\$ 515,832
Payable to related parties	9	-	50,912
Unearned revenue on subscriptions to <i>Decision</i> magazine		68,529	75,846
		313,901	642,590
FUND BALANCES	2		
Unrestricted		3,876,548	3,095,896
Internally restricted—invested capital assets		3,481,941	3,609,631
Externally restricted—Ministry Fund		126,792	307,757
Endowments		725,151	725,151
		8,210,432	7,738,435
		\$ 8,524,333	\$ 8,381,025



Billy Graham Evangelistic Association of Canada is audited annually by an independent public accounting firm, and our financial statement is available upon request. Occasionally we receive more contributions for a given project than can wisely be applied to that project. When this happens, we use these funds to meet a similar pressing need as directed by our Board.

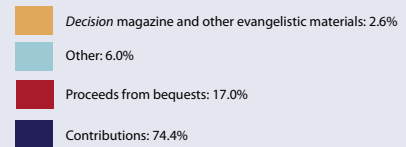
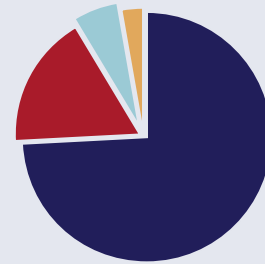
STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES

For the year ended December 31, 2009

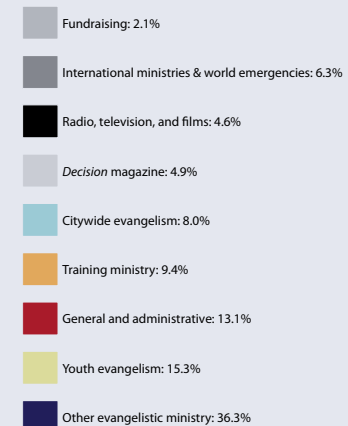
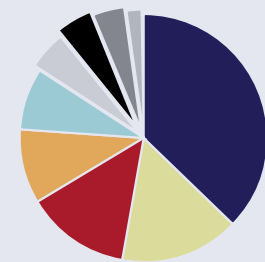
	General fund	Capital fund	Ministry fund
REVENUE		REVENUE	
Contributions	3,624,987	-	852,435
Bequests	1,019,852	-	-
Investment & other income	357,987	-	-
<i>Decision</i> magazine subscriptions	111,515	-	-
Book & film sales	47,811	-	-
	5,162,152	-	852,435
EXPENDITURES			
Evangelistic ministries:			
Youth evangelism	541,500	-	308,700
Training	352,171	-	171,428
Citywide evangelism	204,020	-	239,849
International ministries and world emergencies	111,122	-	239,738
<i>Decision</i> magazine	270,607	-	-
Radio, television, and films	181,007	-	-
Other	1,906,751	103,813	72,332
	3,567,178	103,813	1,353
			1,033,400
General and administrative	697,914	26,627	-
Fundraising	113,658	-	-
	4,378,750	130,440	1,033,400
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES	783,402	(130,440)	(180,965)
FUND BALANCE—BEGINNING OF YEAR	3,095,896	3,609,631	307,757
Inter fund transfer—capital asset additions	(2,750)	2,750	-
Transitional adjustment on adoption of new accounting policy	-	-	-
FUND BALANCE—END OF YEAR	3,876,548	3,481,941	126,792

	2009	2008
Endowment fund	Total	Total
-	4,477,422	4,968,895
-	1,019,852	746,158
-	357,987	221,795
-	111,515	165,603
-	47,811	52,727
-	6,014,587	6,155,178
-	850,200	949,494
-	523,599	292,898
-	443,869	322,195
-	350,860	979,966
-	270,607	319,457
-	253,339	1,000,656
-	2,011,917	2,119,573
-	4,704,391	5,984,239
-	724,541	746,349
-	113,658	109,341
-	5,542,590	6,839,929
-	471,997	(684,751)
725,151	7,738,435	8,433,551
-	-	-
-	-	[10,365]
725,151	8,210,432	7,738,435

2009 REVENUE



2009 EXPENSES



BILLY
GRAHAM
Evangelistic Association of Canada

20 Hopewell Way NE, Calgary, AB T3J 5H5
Telephone: 1.800.293.3717 | 1.403.219.2300 | Web site: billygraham.ca