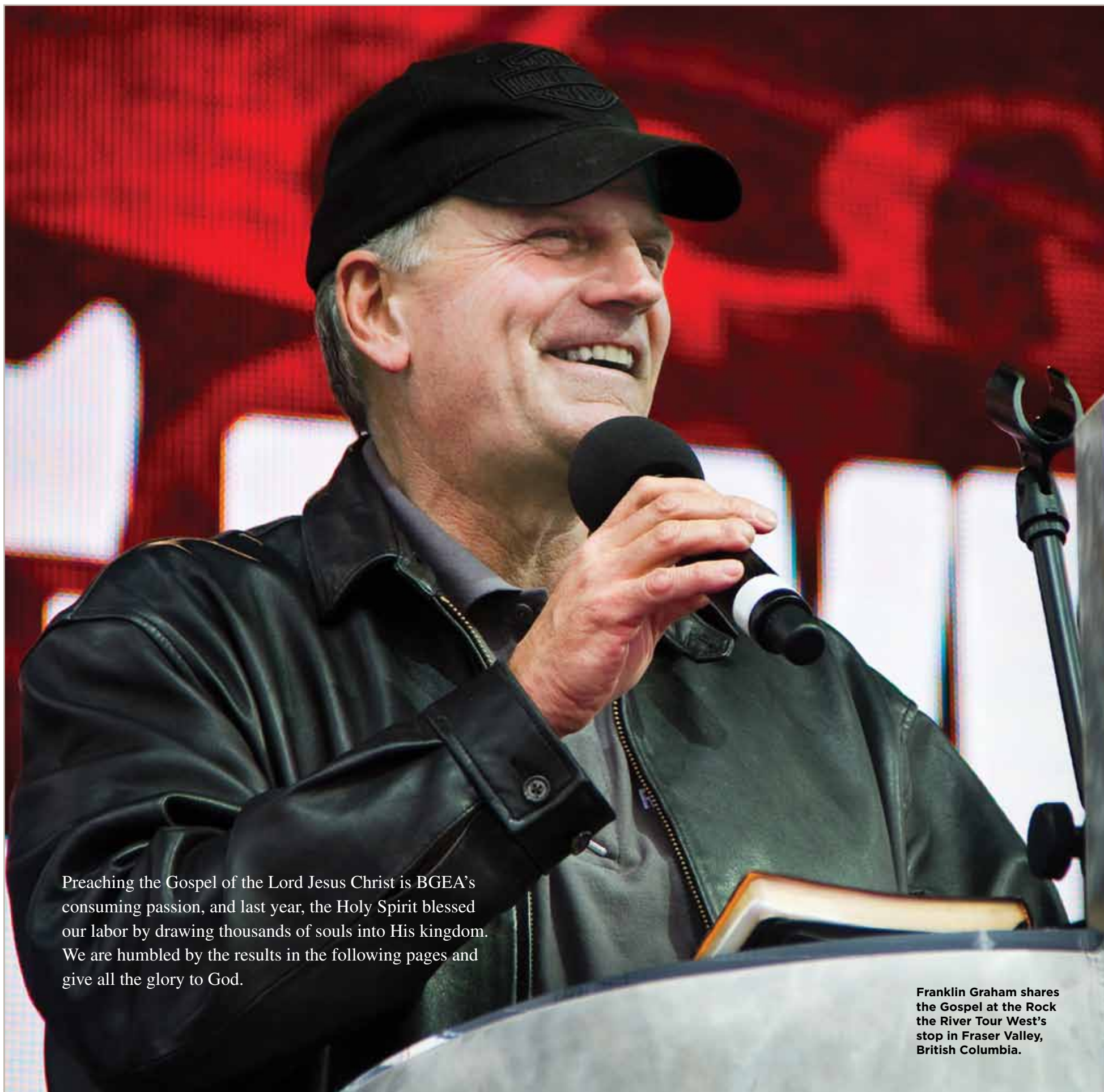


“I will make you as  
a light for the nations,  
that my salvation may  
reach to the end  
of the earth.”

—Isaiah 49:6, ESV





Preaching the Gospel of the Lord Jesus Christ is BGEA's consuming passion, and last year, the Holy Spirit blessed our labor by drawing thousands of souls into His kingdom. We are humbled by the results in the following pages and give all the glory to God.

Franklin Graham shares the Gospel at the Rock the River Tour West's stop in Fraser Valley, British Columbia.

"For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes" (Romans 1:16, NIV).


#### DEAR FRIEND,

In 2010, the Billy Graham Evangelistic Association marked 60 years of preaching the Gospel of Jesus Christ. Since our founding, we have taken this life-changing message in person to more than 220 million people in over 200 countries and territories—and with the help of people like you, we have reached countless more through television, film, radio, books, and the Internet.

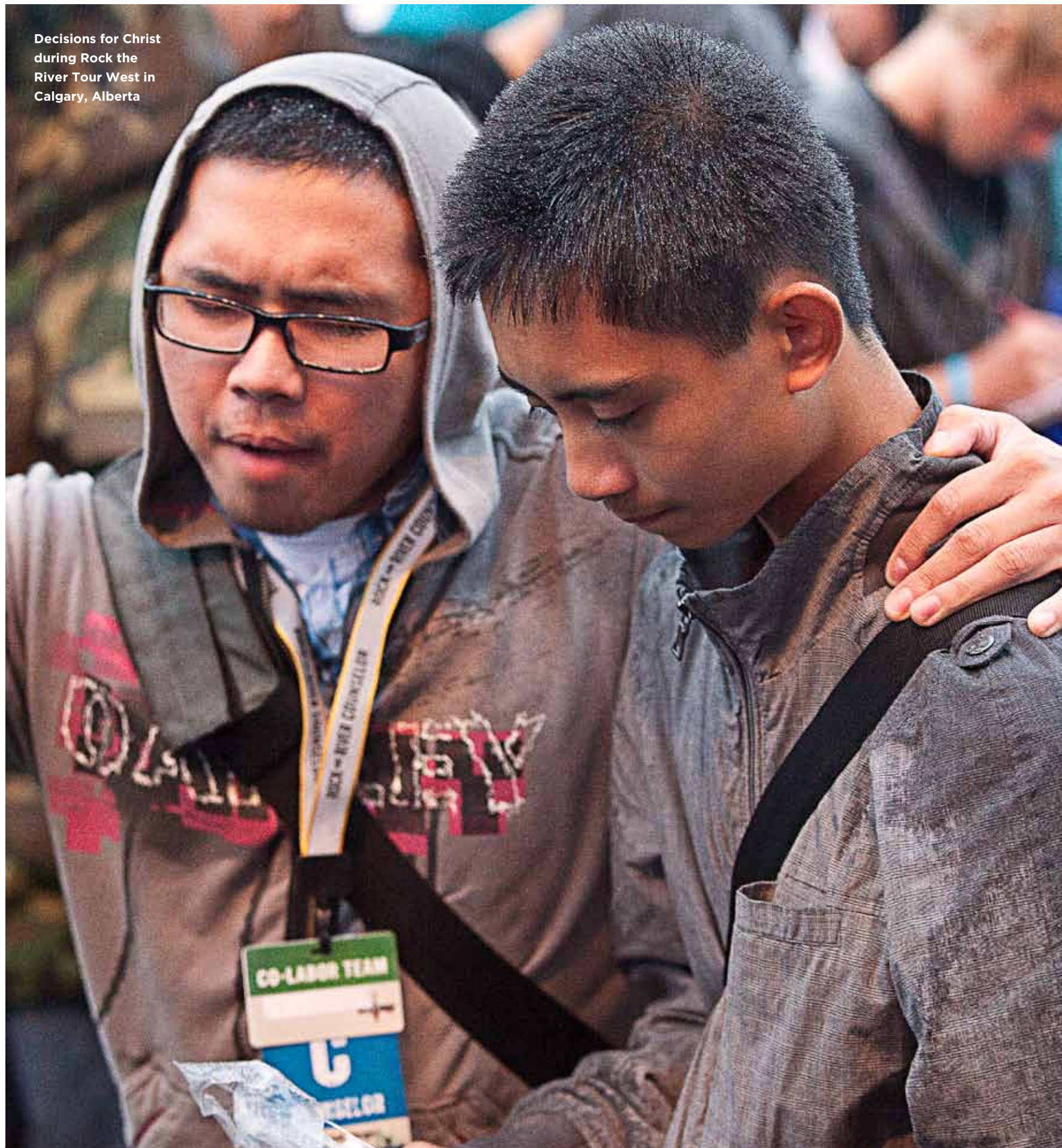
Sixty years later, there is no greater—or more urgent—task than taking the Good News to the ends of the earth. Jesus said, "*Go into all the world and preach the gospel to all creation*" (Mark 16:15, NIV). The world still needs to hear that eternal life is found in Him alone. In fact, more people are lost without Christ today than at any other time in history. Until He returns, this will remain our sole mission—to proclaim the Gospel for all to hear, so that God's power will be displayed for all to see.

Thank you for coming alongside us as we serve in this great work together as one. May God richly bless you.

Sincerely,

  
Franklin Graham  
PRESIDENT

Decisions for Christ during Rock the River Tour West in Calgary, Alberta



“For You are my hope, O Lord God; You are my trust from my youth. By You I have been upheld from birth; You are He who took me out of my mother’s womb. My praise shall be continually of You” (Psalm 71:5-6, NKJV).

## REACHING YOUTH

### ROCK THE RIVER TOUR

Franklin Graham’s burden for youth prompted BGEA to launch the Rock the River ministry that visited four cities in the United States in 2009. This ministry that invests almost 11 months of evangelistic training, discipling, and prayer into young people toured through Western Canada the following year—visiting Calgary, Edmonton, and BC’s Fraser Valley in 2010.

Rock the River culminates with a day-long concert featuring contemporary Christian musicians and evangelistic messages from Franklin Graham. In 2010, during the three tour stops in Canada, a combined total of 26,670 people of all ages heard a clear presentation of the Gospel. More than 2,500 people came to Christ or made rededications. Beyond this, 6,700 Christians of all ages were trained to share their faith in Jesus Christ—enabling them to help transform their communities for many years to come.

Rock the River is continuing in 2011—this time in Winnipeg, plus two stops in the U.S.—and there are plans to go to Central Canada in subsequent years.

### EPICENTRE

Epicentre is BGEA of Canada’s youth evangelism ministry especially designed for smaller Canadian cities. Like Rock the River, it features many months of training, discipleship, and prayer in partnership with local churches to help young people grow in their faith and share it with others—culminating with a concert featuring contemporary Christian musicians and an evangelistic message from Will Graham. Young Christians are encouraged to bring their non-Christian friends.

More than 3,000 people attended the Epicentre event in Lethbridge, AB, in 2010, and 140 of them made decisions for Christ.

In addition, 600 people were trained in evangelism, and Epicentre strengthened the unity of churches in southern Alberta. This sowed the seeds for future cooperative evangelistic outreaches and fulfilled the prayer of Jesus when He asked of the Father that “*They may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me*” (John 17:23, NIV).

While the impact of Epicentre continues to reverberate in Lethbridge, a new version of Epicentre is under way in the southern Ontario cities of Kitchener, Waterloo, Cambridge, and Guelph. Since its inception in 2004, Epicentre has given more than 1,700 Canadians the opportunity to commit their lives to Christ.

## REACHING CHILDREN

### DARE TO BE A DANIEL

Research shows that young people between the ages of nine and 14 are highly influenced by their peers. Knowing this, BGEA is partnering with teachers in Christian schools, vacation Bible camps, Sunday schools, and weekend retreats to train a generation of young evangelists using our D2BD (Dare to Be a Daniel) curriculum.

Five-lesson and 13-lesson kits—with website and social media support—are available in Canada and the U.S. through [billygraham.ca/D2BD](http://billygraham.ca/D2BD).

“It was a hit with our students, and they responded well to the weekly challenges from each lesson,” said Travis Wilkins, a student ministries pastor in Edmonton.

In 2011, a French-language version of D2BD will be offered online to churches in Quebec, a province where French discipleship materials are scarce.

### KIDZFEST

KidzFest is a vibrant, kid-friendly, and carnival-like evangelistic outreach ministry for children that includes the Christian performance group God Rocks! The name “God Rocks!” is based on Luke 19:40: “If the people fall silent, the stones will cry out.” BGEAC has organized KidzFest tours in Ontario and in Western Canada, and KidzFest will be a key part of Rock the River in 2011 in Winnipeg.

### THE GREATEST JOURNEY

To help children around the world grow as followers of Jesus, BGEA partnered with Samaritan’s Purse to develop a discipleship curriculum for children who receive gift-filled shoe boxes from Operation Christmas Child and accept the invitation to put their faith in Christ.

The curriculum, called *The Greatest Journey*, is a 12-lesson, child-oriented Bible study. It has been translated into 29 languages and, through Canadian efforts, shared with thousands of children in Latin America. More than 27,000 Latin American children completed the study in 2010, and over 25,000 committed their lives to Christ and are being disciplined. This year, *The Greatest Journey* is also being offered in Haiti and Africa, other areas where Operation Christmas Child shoe boxes from Canada are distributed.



*The Greatest Journey* graduates in Riga, Latvia



## REACHING ALL AGES

### EVANGELISTIC EVENTS

BGEA partnered with thousands of churches and community leaders in 2010 to hold Franklin Graham Festivals in four cities: Chennai, India; Belo Horizonte, Brazil; Osaka, Japan; and Riga, Latvia. When the Good News of Jesus Christ was proclaimed to the more than 352,500 total attendees, 23,125 people responded by professing faith in Him as Lord and Savior. The four-day festival in India drew more than 187,000 people and resulted in nearly 15,000 decisions for Christ.

Franklin's son, Will Graham, proclaimed the Gospel at Epicentre Lethbridge, in Ottawa ("Engage Your World" was held in partnership with local churches and resulted in 47 commitments to Christ), and at Celebrations in Chiang Rai, Thailand; Keorapukur, West Bengal; Auburn, Alabama; Fort Jackson, South Carolina; Tamworth, Gunnedah, and Moree, Australia; and Las Piedras, Uruguay. In total, more than 80,000 people attended these events, and 6,619 publicly committed their lives to Christ.

BGEA associate evangelists also delivered the Good News of Jesus Christ in 10 countries in 2010. Canadian Viktor Hamm proclaimed the Gospel in Russia, Australia, Estonia, Latvia, India, and the U.S. He also continued to develop ministry opportunities in Lithuania, Hungary, Poland, Armenia, Russia, Belarus, and other formerly restricted countries.

Robert Cunville preached to more than 108,000 people at 13 BGEA Festivals and evangelistic outreaches in India and Indonesia in 2010. More than 14,400 people made public professions of faith at these events. In Liberia, RV Brown preached 22 times with a combined attendance of more than 3,250. As the Holy Spirit moved, 1,877 people responded to invitations to know Christ.

David Ruiz held Celebrations of Hope in 2010 in two Mexican cities: Chetumal and Ciudad Mante. The people of Ciudad Mante have suffered through a brutal struggle between a drug cartel and one of Mexico's most violent criminal groups. Our evangelistic outreach was held in the midst of this dangerous atmosphere. A surprisingly large turnout of 24,100 attendees saw 2,386 people respond to the invitation for salvation through Christ.



### SOUL CHAT AND OTHER INTERNET INITIATIVES

Soul Chat continues to use the power of the Internet, local churches, and social media to connect with non-believers in Canada and around the world.

In 2010, soulchat.ca, a BGEA of Canada initiative, had 6,300 website visits. Half of them were return visits, meaning people were coming back to the website repeatedly to engage with the content blogs, articles, and videos designed to answer questions and explain the basics of Christianity, often using current events and testimonials, with the goal of bringing people into a personal relationship with Jesus.

The website also has email interactivity to help searching people. We regularly answer emailed inquiries. When site visitors are ready to connect with a local church, they can choose from a list of churches which have been trained by BGEA of Canada to welcome visitors and guide them on their faith journey.

Social media initiatives such as Twitter and Facebook "fan" pages continued to grow in 2010 as methods for us to connect non-believers with Soul Chat and to attract youth to our Rock the River and Epicentre ministries. In 2011, Twitter and Facebook—along with cell phone text-messaging and videos posted on the popular YouTube website—are proving to be effective ways for us to raise public awareness of our Rock the River ministry in Winnipeg and Epicentre

ministry in Ontario's Waterloo-Wellington region. The billygraham.ca website continues to be a vital way for BGEA of Canada to reach tens of thousands of people each year. The site, which includes the "Steps to Peace With God" Gospel presentation, received almost 29,000 visitors in 2010 as people sought spiritual help or information about BGEA ministries. About 11,000 site visits have been recorded in the first four months of 2011.

### TV TELEPHONE MINISTRIES

For North Americans coming to faith in Jesus Christ, BGEA's TV Telephone Ministry (TVTM) continues to be an important connection point. TVTM provides spiritual support and information to people who watch BGEA telecasts and then call the toll-free number on the television screen.

In 2010, volunteers at call centers in Calgary, AB, and Winnipeg, MB, responded to more than 900 calls and prayed with more than 350 people as they made commitments or rededications to Christ.

### BILLY GRAHAM LIBRARY

The Billy Graham Library—an innovative multimedia center in Charlotte, NC, that shares the Gospel with thousands of visitors from around the world—experienced exciting changes and a growing audience in 2010. After closing in January 2010 for upgrades, the facility reopened in April 2010 with numerous additions that resulted in an even stronger presentation of the Good News.

After reopening, the Library attracted 13 per cent more visitors than the same nine-month period the year before, and December 2010 had the highest attendance of any month in the facility's history. Of the nearly 98,000 guests who visited in 2010, more than 1,000 made first-time decisions for Christ.

### RESPONSE CENTER

BGEA's Response Center answered more than 230,000 calls and emails during 2010. The center's representatives provided words of encouragement, the love of Christ, and the latest information about BGEA



Ruth's Attic, at the Billy Graham Library, displays Billy Graham's private collection of books and offers a wide selection of other books and gifts available for purchase.

activities. More than 49,000 prayer requests were received, and representatives prayed with over 600 people as they made commitments to Christ.

The Christian Guidance ministry answered spiritual questions and prayer requests in more than 70,000 letters and emails from around the world in 2010. Hundreds of needs, shared among staff members, were prayed for weekly. In addition, staff supplied follow-up information and discipleship materials to those who responded during BGEA's evangelistic outreaches.

**DECISION MAGAZINE**

*Decision* continued to faithfully blend evangelism, discipleship, and personal stories of God at work in people's lives in an engaging publication that challenged and inspired readers in Canada and more than 80 other countries in 2010.

BGEA distributed more than 3.7 million copies in 2010, and a *Decision* weekly email devotional was sent to 62,000 subscribers worldwide. A U.S.

edition of *Decision* is also available online with extra content including audio and video.

**REACHING THE WORLD**

**WORLD EVANGELISM THROUGH TELEVISION PROJECT, MY HOPE**

With the goal of penetrating every country of the world with culturally sensitive Gospel broadcasts, *My Hope* is partnering with thousands of churches worldwide to bring large numbers of friends, family members, and neighbors into a relationship with Jesus Christ.

Along with Franklin Graham Festivals, Will Graham Celebrations, and international outreach initiatives led by BGEA's associate evangelists, *My Hope* is an essential element in BGEA's international evangelism ministry.

Christians learn how to open their homes and share their faith with family members, friends, neighbors,

and co-workers through translated and dubbed Billy Graham and Franklin Graham messages, which are combined with local testimonies and music, then broadcast on nationwide TV or distributed on DVDs.

During 2010, nearly 225,000 people recorded decisions to follow Jesus Christ through *My Hope* in five countries and the U.S. territory of Puerto Rico. The Holy Spirit reaped an especially bountiful harvest in Malawi as our 5,366 partner churches welcomed more than 116,800 new believers.

In three sensitive countries where people follow a prophet or many gods, BGEA discreetly partnered with local Christians to reach the lost. Many believers risked their lives as they defied threats of persecution to ensure friends and loved ones heard the Gospel and had the chance to know Jesus.



*My Hope* literature reaching Puerto Rico



Friends and family gather to watch a *My Hope* program in the village of Mbamba in Malawi.



While many relief agencies respond to necessary *physical* needs after a disaster, BGEA Rapid Response Team chaplains come alongside to minister to the *emotional* and *spiritual* needs of hurting people. Chaplains encourage, counsel, and pray with people in distress, including both victims and first-responders.

Representing the God of all comfort in Haiti

“Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort we ourselves receive from God” (2 Corinthians 1:3-4, NIV).

## REACHING PEOPLE IN CRISIS

### BILLY GRAHAM RAPID RESPONSE TEAM

The Billy Graham Rapid Response Team (RRT) of specially trained volunteer chaplains exists to respond to community-wide disasters or personal crises—serving as the hands and feet of Jesus to those who wonder where God is in the midst of their troubles.

The ultimate purpose of our RRT ministry is to share the eternal hope of Christ with hurting people.

2010 was the busiest year yet for BGEA of Canada’s RRT. God put it on our hearts to be part of a large-scale evangelistic outreach at the Winter Olympic Games in Vancouver. The result was more than 60 volunteer chaplains spread out around the city, sharing the Gospel with commuters on buses and skytrains, praying with people, and having spiritual conversations with residents and tourists.

RRT chaplains also served in Medicine Hat, AB, after June floods there; and in Leamington, ON, in the aftermath of a tornado. A few months later, our chaplains helped Newfoundland residents deal with the devastation caused by Hurricane Igor. And in December, RRT provided a listening ear and prayerful support to thousands of volunteers who helped sort gift-filled shoe boxes at Samaritan’s Purse Canada’s Operation Christmas Child processing centers in Kitchener, ON, and Calgary, AB.

So far in 2011, RRT chaplains have offered Christ’s hope to disheartened homeowners in response to spring floods in Quebec and to forest fires that destroyed large parts of Slave Lake, AB. The chaplains will also be returning to Operation Christmas Child processing centers in December.



Rapid Response Team praying at the Vancouver Winter Olympics

## TRAINING

### BILLY GRAHAM TRAINING CENTER AT THE COVE

For 22 years, The Cove has continued to follow the guiding principles set by Billy and Ruth Graham—to challenge and instruct participants to seek a greater evangelistic vision and influence on a world that does not know Christ.

During 2010, more than 23,100 individuals participated in seminars, group events, and retreats. We praise God for the more than 2,000 life-changing commitments recorded by our guests in 2010; these ranged from decisions for Christ to new ministry, career, and family commitments.

### CONFERENCES AND SEMINARS

Equipping and inspiring Christians to proclaim the Gospel continues to be a vital part of our mission. During 2010, BGEA of Canada held its annual *Cross the Street* training conference, teaching one-on-one evangelism skills in the Greater Toronto Area.

In September and October, we organized REconneXion workshops in four Manitoba communities in preparation for Rock the River in 2011 in Winnipeg. These training events equipped church leaders to make evangelism a prime focus for their congregations in an ever-changing culture.

Preparations are under way to hold our 2011 version of *Cross the Street* in the Ottawa region and to hold some of our REconneXion training workshops in several southern Ontario cities.

### CLWC AND FM419

The Christian Life and Witness Course (CLWC) has long been a cornerstone of BGEA's training initiatives. Starting in 2009, it has been augmented by FM419, a youth-oriented version named for Jesus' command to "Follow Me" in Matthew 4:19.

Last year, CLWC and FM419 were key elements of Rock the River in Calgary, Edmonton, and BC's Fraser Valley. The training enabled participants to become better witnesses for Christ, and gave them the opportunity to be counselors at Rock the River and at future BGEA Festivals and Celebrations. More than 6,700 Christians of all ages took one course or the other—leaving an evangelistic legacy that will make a difference in their communities for years to come.

In 2011, CLWC and FM419 are an integral part of Rock the River in Winnipeg. FM419 has also become a key training element in BGEA of Canada's Epicentre youth discipleship and evangelism ministry.



A young woman being mentored and prayed for at an FM419 event

## 2010 BOARD OF DIRECTORS



**Lorna Dueck**  
Executive Producer  
Listen Up TV  
Burlington, ON  
Elected 2007



**Dennis Glubish** ▲  
MD, CCFP, FCFP  
Vice Chairman  
St. Albert, AB  
Elected 1999



**Billy Graham**  
Honorary Chairman  
Billy Graham Evangelistic  
Association  
Montreat, NC  
Elected 1968



**Wm. Franklin Graham,  
III** ▲  
Chairman, President & CEO  
Billy Graham Evangelistic  
Association  
President & CEO  
Samaritan's Purse—U.S.  
Boone, NC  
Elected 1995



**Geoffrey L. Moore** ▲ ●  
President  
Geoffrey L. Moore &  
Associates  
Thornhill, ON  
Elected 1995



**Barrie J. Smith** CA ●  
Retired Marketing  
Consultant  
Elected 1993



**Donald Neufeld** ●  
President  
J & H Builder's Warehouse  
Saskatoon, SK  
Elected 1999



**Jack Neufeld** ▲  
President & CEO  
WORX Environmental  
Products, Inc.  
Calgary, AB  
Elected 2004



**The Honourable  
E. Darrell Riemer**  
Judge of the Provincial  
Court of Alberta  
Red Deer, AB  
Elected 2007



**Paul Saber**  
President & CEO  
Manna Development Group, LLC  
Encinitas, CA  
Elected 2007

### OFFICERS

**Billy Graham**  
Honorary Chairman

**Wm. Franklin Graham, III**  
Chairman

**Dennis Glubish**  
Vice Chairman

**Geoffrey L. Moore**  
Secretary

**Donald Neufeld**  
Treasurer

- ▲ Executive Committee
- Audit Committee

### DIRECTORS EMERITI

**Frederick A. Lang**  
Elected 1968  
Emeritus 1992

**Donovan A. McCarthy**  
Elected 1968  
Emeritus 2003

## Statement of Financial Position

As at December 31, 2010

	2010	2009
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash and cash equivalents	\$ 1,661,901	\$ 1,719,173
Short-term investments	1,516,485	1,010,268
Accounts receivable	48,257	26,551
Prepaid expenses	15,507	77,478
Receivable from related parties	64,516	26,272
	<b>3,306,666</b>	<b>2,859,742</b>
<b>INVESTMENTS</b>	1,166,089	2,182,650
<b>CAPITAL ASSETS</b>	3,421,170	3,481,941
	<b>7,893,925</b>	<b>8,524,333</b>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	154,400	245,372
Unearned revenue on subscriptions to <i>Decision</i> magazine	61,994	68,529
	<b>216,394</b>	<b>313,901</b>
<b>DEFERRED CONTRIBUTIONS</b>	130,453	126,792
<b>FUND BALANCES</b>		
Unrestricted	3,400,757	3,876,548
Internally restricted—invested capital assets	3,421,170	3,481,941
Endowments	725,151	725,151
	<b>7,547,078</b>	<b>8,083,640</b>
	<b>7,893,925</b>	<b>8,524,333</b>

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.



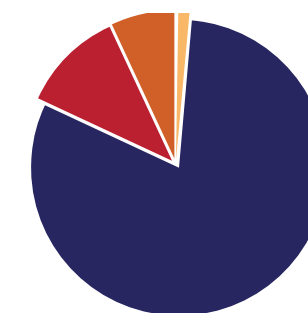
Billy Graham Evangelistic Association of Canada is audited annually by an independent public accounting firm, and our financial statement is available upon request. Occasionally we receive more contributions for a given project than can wisely be applied to that project. When this happens, we use these 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, 2010

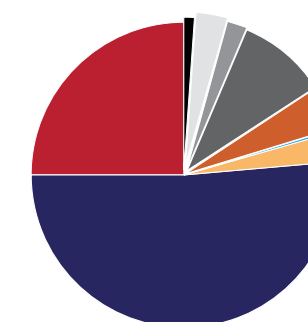
	Operating fund	Capital fund	Endowment fund	2010 Total	2009 Total
<b>REVENUE</b>					
Contributions - general	3,438,961	-	-	3,438,961	3,624,987
Recognition of deferred ministry contributions	1,428,662	-	-	1,428,662	1,033,400
Bequests	666,573	-	-	666,573	1,019,852
Investments & other income	413,191	-	-	413,191	405,798
Decision magazine subscriptions	93,905	-	-	93,905	111,515
	6,041,292	-	-	6,041,292	6,195,552
<b>EXPENDITURES</b>					
Evangelistic ministries:					
Youth evangelism	3,377,321	-	-	3,377,321	850,200
Training	193,664	-	-	193,664	523,599
City-wide evangelism	85,583	-	-	85,583	443,869
International ministries and world emergencies	304,966	-	-	304,966	350,860
Decision magazine	219,550	-	-	219,550	270,607
Radio, television, and films	19,206	-	-	19,206	253,339
Other	1,525,343	111,334	-	1,636,677	2,011,917
	5,725,633	111,334	-	5,836,967	4,704,391
General and administrative	589,295	27,204	-	616,499	724,541
Fund-raising	124,388	-	-	124,388	113,658
	6,439,316	138,538	-	6,577,854	5,542,590
<b>(DEFICIENCY) EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>(398,024)</b>	<b>(138,538)</b>	<b>-</b>	<b>(536,562)</b>	<b>652,962</b>
<b>FUND BALANCE—BEGINNING OF YEAR AS RESTATED</b>	<b>3,876,548</b>	<b>3,481,941</b>	<b>725,151</b>	<b>8,083,640</b>	<b>7,430,678</b>
Inter-fund transfer—capital asset additions	(77,767)	77,767	-	-	-
<b>FUND BALANCE—END OF YEAR</b>	<b>3,400,757</b>	<b>3,421,170</b>	<b>725,151</b>	<b>7,547,078</b>	<b>8,083,640</b>

2010 REVENUE



- Contributions: 80.6%
- Proceeds from bequests: 11.0%
- Decision magazine subscriptions: 1.6%
- Other: 6.8%

2010 EXPENSES



- Youth evangelism: 51.3%
- General and administrative: 9.4%
- International ministries & world emergencies: 4.6%
- Decision magazine: 3.3%
- Training ministries: 3.0%
- Fund-raising: 1.9%
- City-wide evangelism: 1.3%
- Radio, television, and films: 0.3%
- Other ministry support & implementation: 24.9%

To see the complete version of Billy Graham Evangelistic Association of Canada's 2010 audited financial statements, please go to [billygraham.ca/about-us/annual-reports.aspx](http://billygraham.ca/about-us/annual-reports.aspx).

