

TRUTH

THAT RESONATES



PAGE 11

249 baptisms in one day
in an African rainforest

IN THIS ISSUE

- 3 Strategy for TWR's future
- 5 Impact highlights
- 9 Hope amid Middle East war
- 10 Biblical womanhood in Japan
- 11 New life in the rainforest
- 12 Resistance to redemption
- 14 Financial report

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PRESIDENT'S COLUMN



Andy Schick

TWR
President
and CEO

In the nearly 10 months that I have served as TWR's president, I've discovered so many encouraging realities about this multifaceted mission. For instance:

- Our dedicated staff is committed to helping us speak hope to the world day in and day out.
- Our trusted global network of national partners continues to be key to ministry growth.
- Our cooperating media ministries dependably provide biblically sound content, resulting in powerful feedback, like a recent text from a listener in Egypt who wrote, "What I found in your Bible is much more soul-quenching than what I know from the Quran. I want my heart changed."

I'm excited about what God is doing in and through TWR, and on the pages of this annual ministry impact report, you'll read about how lives around the globe are being touched and changed by truth that resonates in their hearts.

That truth is simply this: the glorious good news of Jesus Christ.

As you'll read on Page 11, God's truth resounded with an inquisitive group of Pygmies in the Central African Republic. His truth rang out to a lonely young man in rural Cuba (Page 12). It reverberated to discouraged middle-aged women in Japan (Page 10). And it echoed loud and clear to suffering souls in Iran (Page 9).

When it comes to how TWR consistently shares truth that resonates, I'm reminded of 1 Thessalonians 1:8, which reads, "The Lord's message rang out from you."

For more than 70 years, TWR has maintained its commitment to reach the world for Christ with a vision of seeing lasting fruit in people's lives. Throughout these decades, we have responded to emerging needs, remained agile, and shared the gospel with creativity, hope and grace.

As we look to the future, we are developing a new strategy that focuses our energy and resources on where we can make the greatest impact for Jesus. I encourage you to read more about our strategic journey starting on the next page.

Through your steadfast prayer and support, we can continue to help more people encounter resonating truth and follow the Savior.

I'm so grateful for your partnership in TWR's ministry!



In March, TWR's Global Leadership Team came together for an intensive time of prayer and collaboration.

A STRATEGIC FOUNDATION FOR THE FUTURE

BY DAVID MCCREARY

Fueled by an early-morning cup of robust coffee, Andy Schick winds through his 20-minute drive to TWR's newly rented South Pacific office near pristine Orewa Beach in Auckland, New Zealand. The commute provides time for him to consider the unique opportunities he faces as president and CEO of the world's most far-reaching Christian media organization.

"This is an important time in TWR's history, and we're embarking on a strategic journey that will help us develop a solid plan for the future," Schick said during a recent online conversation. "It's essential that we do this together, drawing on the wisdom and experience of TWR's staff, cooperating partners and other key stakeholders."

Schick remains keen on ensuring that TWR reaches people for Jesus in the most effective and efficient ways possible.

"It's critical that we make sure every cent of people's generosity is put to good use," he said. "We plan to continue using radio and any other means necessary to remain just as useful for the Lord in 2030 as we were in 1960."

Kicking off the strategic process, TWR's Global Leadership Team gathered in March for an intensive week of prayer, small-group workshops and focused collaboration in its Cary, North Carolina, office.

The group spent time considering the founding story of TWR, which reminded them of why the ministry began and what God originally called it to do.

"It's critical that we make sure every cent of people's generosity is put to good use," Schick said. "We plan to continue using radio and any other means necessary to remain just as useful for the Lord in 2030 as we were in 1960."

“It was important for us to reflect on the faithfulness of those who invested in the ministry at the beginning,” Schick said. “We were reminded of our vision statement, which involves making disciples of all people, and our mission statement, which defines what we are called to do and why it matters.”

Then came a period of analysis to closely examine the internal and external realities that shape how the ministry will pursue its calling in the world as it is today.

According to Schick, the organization’s leadership is intentionally employing an inside-and-out approach with a thorough evaluation.

An internal review involves a close-up look at what the organization does well and where it can improve – whether that encompasses partnerships, processes, finances or overall operations.

“On the outside, we’re studying the world around us,” Schick further explained, “and that includes everything from political trends and the state of religious freedom to shifts in the global economy and how technology is changing the way people receive and engage with content. If we want to reach people effectively, we need to understand the world in which they are living.”

Beyond analysis, the strategic process framework comprises three key areas:

- **Choice mapping and development:** defining the strategic pillars that guide decision-making, ensuring resources are directed toward long-term impact.
- **Organization design:** bridging strategy and execution by structuring the organization to sustain focus.
- **Coordination:** ensuring continued momentum through established rhythms, ownership and learning processes that keep the global ministry aligned.

In addition to TWR’s leadership spending dedicated time talking strategy, a global survey went out to staff members, partners and ministry collaborators.

“Strategy shaped only from the top is weaker strategy,” Schick advised TWR staff in an email requesting participation in the survey. “You are closer to the work, the people we serve, and the real constraints on the ground than those of us at the center. That makes your experience and insight genuinely useful to this process, not just symbolically included.”



HEAR ANDY SCHICK'S HEART FOR MISSIONS

Get to know our president better by watching *Bold Calling, Willing Heart: Meet Andy Schick*. In this inspiring four-minute video, Andy describes his personal calling from God and his vision for the future of TWR’s global outreach. Please share this link with others who would love to hear Andy’s heart for missions.



[twr.org/
meet-andy](https://twr.org/meet-andy)

With the guidance of TWR’s international board of directors, who met in Germany in April, a multiyear strategic plan will emerge within the next few months.

During the current period of change and anticipation regarding the future, Schick was quick to share words of hope and affirmation.

“We serve a God who is not uncertain,” he said with fervor. “Because of that, we can move forward with confidence. And in the meantime, we keep going. We keep sharing the gospel. We keep serving people. We keep doing the work that God has called us to do, even as we prepare for what’s ahead. We’re asking God to provide us with wisdom, bravery and the willingness to clearly hear his voice as he leads us into the future.”

David McCreary serves as TWR’s Marketing and Communications director in North America.



PUTTING HOPE

WITHIN REACH

TWR has used the powerful, God-given tool of media for more than 70 years. As we celebrate the Lord's work over the past year and look to the future, we recognize that through media, we can continue to:

- Shine the light of Christ into the world's darkest corners through the gift of a radio, digital device or other Christian literature.
- Encourage a community of believers through personal connection.
- Provide doctrinally sound teaching for those without a church.
- Strengthen the persecuted through online programs that reach beyond barriers.

As faithful stewards of the resources provided by the Lord and supporters like you, we invite you to review this snapshot of TWR's global outreach throughout 2025. You play a crucial role in helping TWR in its mission to put hope within reach of every searching soul, which is ultimately what these numbers represent. Be encouraged that through your prayers and financial support, the Lord is using TWR to proclaim truth that resonates and reach the nations for Christ.

One mission. Many hands. Eternal results.

“How much joy I feel in my heart to listen to you night after night. My favorite radio station has been TWR for 15 years. I love listening to this Matthew study. It is helping me to grow more every day in the Scriptures of God. I hope to be a channel of blessing for those close to finding salvation through Jesus Christ. Continue planting the seed of God's Word.”

– A LISTENER IN CUBA

THROUGH

Physical
distribution

Community
building

Digital
access

Biblical
content



More TWR
engagement data
at [twr.org/impact](https://www.twr.org/impact)

PHYSICAL DISTRIBUTION

Delivering handheld HOPE

Among similar outreaches in Africa and Europe last year, TWR distributed rechargeable devices that combine a radio with an MP3 player, along with preloaded SD cards and an audio Bible, to about **1,500 people** across Central Asia.

A miracle in the Amazon began for this couple with a single TWR radio broadcast.



156,000+

radios, media players, Bibles, discipleship materials, and other items distributed

49+ million video and audio streams

BUILDING COMMUNITY

Creating lasting CONNECTION

Four years of ongoing war between Russia and Ukraine continued to take a toll on the physical, emotional and spiritual endurance of residents in those countries. Strengthened by the Lord, TWR Ukraine maintained its production of programs and podcasts that share not only the hope of Christ but also real-life experiences to encourage their fellow citizens that they are not alone. In addition to Bible-study programs, podcasts like *Live On*, *Why Did We Make It* and *When He Left* created a sense of community where Ukrainians could come together and share their hurt and hope for the future.

“I heard a lot of valuable advice and cried throughout the entire program. ... Each of us has our own depth of sorrow from the loss of a loved one, but we must learn to live on, and you help us do that. I am grateful to God for your work!”

— A UKRAINIAN LISTENER
IN RESPONSE TO *LIVE ON*

189,000+

direct engagements with Ukrainians via letters, calls, emails and messaging apps

936,000+

Ukrainian podcast listens, as of April 2026
[68% Ukrainian podcast growth overall]

BIBLICAL CONTENT

Developing gospel-driven

MEDIA

TWR's global initiative to provide its systematic Bible-study series *Mission 66* in some of the world's most-spoken languages continued to have far-reaching impact throughout 2025. Each conversational, 30-minute program included theologically balanced Scripture teaching and culturally relevant life application, enabling listeners from all walks of life to grow in biblical understanding and intimacy with God. Airing or in production in multiple languages, including Portuguese, Mandarin, Japanese, Spanish, Indonesian, English and African French, *Mission 66* has also been made available as a podcast on TWR360, where more than **1 million users** listen to the content.

John Mathews (pictured above right), from Wales, co-hosts the English-language version of Mission 66 with Esther Sisulu, who is from South Africa.

DIGITAL ACCESS

REACHING beyond walls

Leveraging the use of digital media, TWR's Arabic Ministry continued to engage with people across the Middle East, especially the younger generation. Today's audience of *Ala's Diary*, which addresses the daily struggles of Arabic teens with biblical principles, were active on the *Ala's Diary* social media platforms. *The Way Companion* continued to walk alongside young Arab men facing life's deepest challenges through multiplatform outreach: online streaming, podcasts, social media, dedicated website, as well as radio.



73,000+

Mission 66 Indonesian listeners on TWR360

“God’s love is truly extraordinary, because his love is immeasurable for me. ... Praise God & thank you for the discussion of Matthew by *Mission 66*.”

– A LISTENER IN INDONESIA

342,000+

plays of Arabic video and audio streams

421K+ Arabic web and app engagements

75+ million Arabic social media interactions

Growing in faith can be difficult without access to a church, and that's where the *Talmatha* program stepped in, providing biblical discipleship where resources were scarce. Last year, *Talmatha* expanded its reach across multiple digital platforms, including personalized guidance on a new interactive website. Users expressed appreciation for the clarity, accessibility and personal nature of the teaching. “I love the new step-by-step lessons on the website,” shared a follower. “It keeps me motivated.”



Program languages per region

South Asia	47
East & Southern Africa	41
CAMENA <i>Central Asia, Middle East, N. Africa</i>	36
West & Central Africa	34
Europe	27
Northeast Asia	19
Latin America & Caribbean	17
Southeast Asia	10
North America	2

Partners, offices or working representatives in more than **80 countries & regions.**

“I felt unloved and thought no one could help. One day, I saw radios being handed out ...so I approached them and received a radio. I went home and started listening to *Women of Hope*. It said that God loves me. I realized Jesus Christ could change my life. I now know that I am a precious daughter of the loving King.”

– A LISTENER IN CENTRAL ASIA

GLOBAL REACH



2.4+
million

engagements with people via letters, calls, emails, text & messaging apps



65
million

website & app engagements



200+
languages & dialects



106+
million
social media interactions



44

teams in **74**
countries use
TWR MOTION
animated videos

Anniversary milestones

In the second half of 2026, we are honoring these colleagues who are celebrating service milestones of five or more years with TWR. Join us in praising the Lord for their faithful service.

45 YEARS

Harry Bettig

35 YEARS

Bonnie Keith;
Carol Witthun

10 YEARS

Laura Boyd; Lisa Hall

40 YEARS

Tim Klingbeil

15 YEARS

Dave and Mari Pedersen;
Gina Ennis

5 YEARS

Teresa Artis; Mark Pallant;
Clay Perry; Craig and Kris Slater;
Jim and Sue Walker;
Carl Willis



HOPE IN THE
MIDDLE EAST

'This is not the end'

BY **JON HILL**
TWR MAGAZINE CO-EDITOR

As *TWR Magazine* goes to press, on-and-off peace talks are being debated while families in Iran and other Middle Eastern countries seek hope amid the wartime deprivation and trauma.

Two TWR ministries in this region use various media to bring this hope to beleaguered residents in Iran, Israel, Gaza, Lebanon and beyond.

Along with other programs, the Farsi Ministry* produces a live, one-hour broadcast three days a week called *Challenge*. The hosts, transmitting from far-flung international locations, converse calmly about current events, God's Word, salvation, enduring daily crises – sometimes even relaying messages from Iranians living abroad to family and friends back home.

"This is the craziest war I have ever seen," said Iranian native and Farsi Ministry leader Farshid Seyed Mehdi, noting the peculiar reality that some Iranians have welcomed the fighting, viewing it as ushering in the end to decades of oppression. Yet that fragile hope is layered with despair, economic collapse and isolation as internet blackouts cut people off from the outside world.

One audience member wrote, "I used to be able to listen to your programs more easily, but the internet connection has become very weak, making it difficult. Yet even amid war and hardship, we believe that God's salvation will be revealed. This is not the end."

Seyed Mehdi said he's thankful this man and other followers of the ministry's highly effective online station, Persian World Radio (PWR), can also tune in to TWR's powerful AM (medium-wave) signal to keep receiving the gospel programs they thirst for. But responding to what they hear can be dangerous, as believers risk being labeled spies or traitors.

TWR's Arabic Ministry director – for security reasons, we don't name him publicly – reports that all his team members are safe but morale is understandably bruised. Still, they work devotedly to shape program content that reflects the realities listeners are encountering.

"Some of our team members live in countries where the situation remains tense," the director said. "In certain areas, skies have not been clear, rockets have passed overhead and local air-defense systems have been activated. On a few occasions, fragments have fallen in nearby areas."

The Arabic director expressed heartfelt gratitude for prayers by TWR colleagues and ministry supporters and asked that they continue.

Seyed Mehdi agreed and foresees a day when PWR will be able to set up FM stations inside a free Iran. "Many in Iran have come to hate religion altogether," he said. "They are looking for the true God. When we tell them Jesus wants a personal relationship with them, they accept it. They love the fact that this God loves them."

* *Farsi, also called Persian, is the official language of Iran.*



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hope-for-iran](https://www.twr.org/hope-for-iran)

WILL YOU
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THEM?

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hope-middle-east](https://www.twr.org/hope-middle-east)





Pursuing biblical womanhood in Japan

BY DAWN OVERMAN
TWR MAGAZINE CO-EDITOR

Like in countless homes across the world, many middle-aged Japanese women fill their days nurturing growing children and caring for aging parents. Others might have little time to spend with family while working long hours in their careers. For some, it can be a challenging and lonely time, and even more so if they also struggle with serious issues of domestic violence or harassment in the workplace.

It can be especially difficult for the gospel to be heard in a country like Japan, which highly values tradition and is cautious of external cultural and religious influence. In fact, less than 1% of the population believes in Christ. But TWR Women of Hope is changing hearts, one woman at a time, among the country's 63-million-strong female population and enabling them to disciple a new generation of believers.

"In your program, I felt the good balance between the mothers' honest, free-flowing talk about their daily lives and teachings from the Holy Bible," commented one listener. "I think your atmosphere is great, like a cafe where mothers gather and talk about their true feelings. I wish more young mothers would listen to your program."

The program this woman referred to is the ministry's flagship broadcast, *Women of Hope*. The small, dedicated Japanese team

Pictured above: Sayaka Sugii and Grace Chonoki for TWR Women of Hope Japan



twr
WOMEN
OF HOPE
希望の女性たち



- Programs air on 16 local FM stations across Japan with a **potential reach of more than 7 million people**.
- On average, **800 prayer calendars** are distributed each month.
- Globally, the prayers of **115,000+ faithful intercessors in 125 countries** power this ministry. Prayer meetings online twice a month, four times a year in person.

Discover more about TWR Women of Hope at twrwomenofhope.org.

translated and culturally adapted scripts for the first couple of seasons, but recent airings included testimonies of well-known Christian Japanese women. These on-air guests from the entertainment industry, medical professions and the arts reach Japanese women from all walks of life so they can receive Jesus and pursue biblical womanhood. In addition to the radio broadcast, *Women of Hope* is uploaded to social media and streaming platforms, enabling women to more easily share links with others.

"I often miss the FM broadcast, but the good thing about online broadcasts is that you can go back and listen anytime, as often as you want," shared one listener in her 50s. "Sometimes, unexpectedly, [I hear] testimonies or words that I can apply to myself, and I think that this is no coincidence; I can feel God's presence on the broadcast."



Check out TWR Women of Hope Japan's YouTube channel (@twr_womenofhope_japan) You can turn on captions and auto-translate to English.



New life comes to the rainforest

BY **ABDOULAYE SANGHO**

It began with a simple device: a solar-powered radio.

Over three days, May 26-28, 2025, TWR personnel distributed radios among the Pygmy people in remote areas of the Central African Republic. These small radios carried voices in familiar languages speaking gently, clearly, respectfully. They communicated the message of Jesus Christ: his love, his sacrifice, his power to forgive and his call to a new life.

At first, people listened with curiosity.

Elders gathered under trees in the evenings. Families sat together after long days of hunting and gathering. The radio speakers told them of a God who knows every person by name, who is not distant, who entered human suffering, and who offers life that death cannot defeat. The message was unlike anything they had heard before, yet it resonated deeply.

Men and women began to ask questions.

Believers celebrate in the Central African Republic on Dec. 30, 2025, the day when 249 men and women were baptized.

PHOTO COURTESY OF PASTOR CLARENCE MBAKOSSI

Who is this Jesus who loves even the forgotten?

Why does his message bring peace to our hearts?

What does it mean to follow him?

At the river

Local believers and ministry partners traveled to these communities, answering questions patiently, teaching from the Bible, and respectfully explaining the meaning of repentance, faith and new life in Christ.

Then came the day: Dec. 30, 2025.

Near a river that had long sustained the community, people gathered – young and old, men and women. One by one, they stepped forward. Some with tears. Some with quiet smiles. Some holding hands with their children.

That day, 249 members of this Pygmy community publicly confessed their faith in Jesus Christ and were baptized.

As each person entered the water, the forest seemed to listen. Songs rose – not polished hymns, but heartfelt praise in local rhythms. The water that once symbolized daily survival now became a sign of new birth.

Ripple effect

For many, this was more than a religious event. It was a declaration of dignity, a proclamation that they are seen, loved and called by God.

The impact continues to ripple outward. Small Christian gatherings are forming. Radios are treasured not just as tools, but as lifelines of teaching, encouragement and prayer.

This is what happens when the airwaves reach the margins.

This is the story of 249 lives changed – not by force, but by love.

The Rev. Sangho is international director for TWR's West and Central Africa region.



From
resistance to
redemption
in Cuba

BY MARALINA ALFONSO

Alone in the small storage room that had become his home, 14-year-old Juan Rodriguez felt the tears flow.

The place was rural Cuba, the time was the night of Oct. 2, 1982, and Juan's many heart questions had come down to this moment.

The message of the gospel on Juan's battery-powered radio deeply moved him. That night, he made a decision that would change his story: He gave his life to Christ.

Throughout his early years, Juan knew nothing of the gospel of Jesus Christ. But his older brother invited him to listen to Christian programs from Radio Trans Mundial (Spanish for Trans World Radio) on Bonaire. Although he resisted at first, Juan soon began listening to the sermons of Luis Palau and *Thru the Bible*. And something started to move in his heart.

As his parents were furious to discover their sons were listening to Christian programs, Juan eventually moved into that small storage room where he met Jesus.

Growing in Jesus

After that encounter, Juan longed to learn more. He had difficulty finding a Bible. But when he did, Juan read it more than seven times.

In time, Juan heard that someone in Martí, about 20 kilometers (12.4 miles) from where he lived, had written to TWR. He decided to

Juan Rodriguez (pictured) was able to start listening to broadcasts again earlier this year when he and his wife received a new radio.

PHOTO COURTESY OF THE RODRIGUEZ FAMILY

visit the man, who eventually guided Juan to a Baptist church he could attend.

To get there, Juan had to travel about 8 kilometers (5 miles) on horseback and the rest by bicycle. Yet he did it with joy.

He was baptized in that church on Aug. 17, 1983, less than a year after hearing the gospel on the radio for the first time.

New house, new church

Juan continued attending that church for several years. On Jan. 14, 1997, his life took a new direction when he moved to the town of Máximo Gómez. There was no church nearby, so he decided to begin holding meetings in his own home.

To this day, he continues serving the congregation that gathers there.

"Before, the church was very far away," Juan said. "But God was so good that now he has placed it right at the door of my home."

At the time this story was written, Juan was unable to listen to his beloved radio programs. His daughter, who lives in the United States, was striving to get a radio to him.

Before we went to press, he and his wife had received the radio and were tuning in again to Bonaire.

Maralina Alfonso serves as TWR's Latin America marketing & communications director



**Help keep the signal
strong in Cuba!**

twr.org/cuba-needs-jesus

TWR President
Andy Schick (right)
and COO Steve
Hippe (left) with
lead receptionist
Gina Ennis.



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To reach the
world for Christ
by mass media
so that lasting
fruit is produced.

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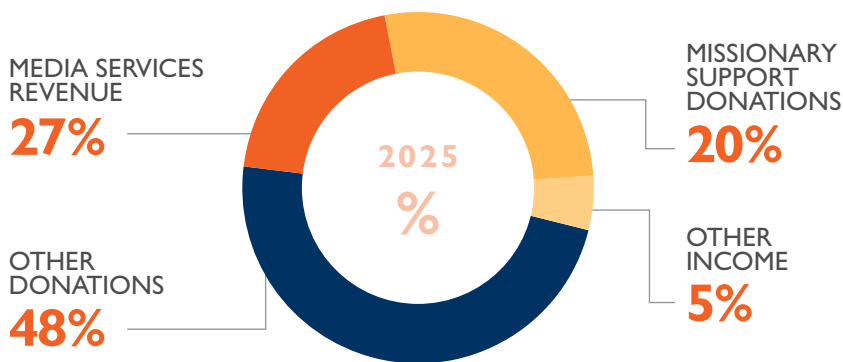
* Central Asia, Middle East, North Africa
VP = vice president; ID = international director

As a nonprofit ministry organization, TWR depends on God and the voluntary contributions of individuals and churches. To help assure our good stewardship of the funds entrusted to the ministry, TWR belongs to the Evangelical Council for Financial Accountability (ECFA) and adheres to its financial standards. An independent certified public accounting firm audits TWR's annual financial statements. Complete audited financial statements are available on TWR's website at twr.org/official-documents.



FINANCIAL STEWARDSHIP

INCOME

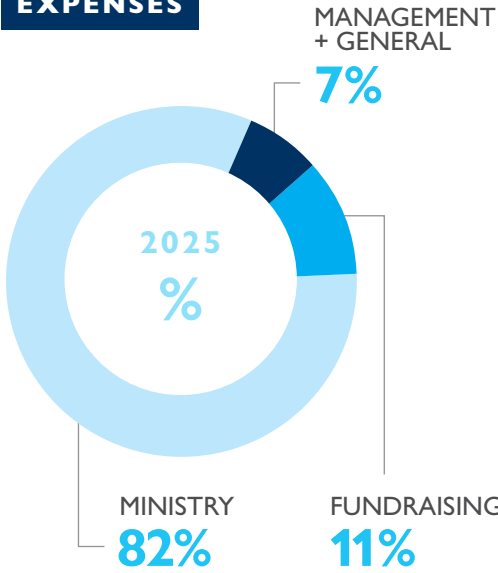


INCOME TYPE	2025	2024
Donations ¹	\$25,565,916	\$24,661,232
Media services revenue	\$10,282,272	\$11,511,640
Other ²	\$2,007,876	\$4,753,404
TOTAL INCOME	\$37,856,064	\$40,926,276

¹ Donations include gifts received in the current year for use in subsequent years due to temporary restrictions imposed by the donors.

² Other income includes investment income and loss; change in value of split-interest agreements such as trusts and gift annuities; gains and losses on the sale of assets; and other items.

EXPENSES



EXPENSE TYPE	2025	2024
Ministry	\$33,190,823	\$32,112,013
Management & general	\$2,784,357	\$2,473,688
Fundraising	\$4,470,977	\$4,111,169
TOTAL EXPENSES	\$40,446,157	\$38,696,870

Bottom line

	2025	2024
TOTAL INCOME	\$37,856,064	\$40,926,276
TOTAL EXPENSES	(\$40,446,157)	(\$38,696,870)
Currency translation adjustment	\$145,613	\$277,124
TOTAL NET ACTIVITY*	(\$2,444,480)	\$2,506,530

* Comprises activity from operations, translation adjustment and gifts for future ministry. The significant loss in 2025 is largely attributable to accelerated depreciation charges related to closing the shortwave station on Guam.



Use the QR code for a PDF of TWR's full audited financial statement or visit twr.org/official-documents

“I’ve been listening to your programs from morning till noon without moving. [The host] speaks, and I’m completely captivated.

“It’s not just a voice – it’s a divine radio wave straight to our hearts. Thankful for you and our Lord.”

– A LISTENER IN IRAN



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YOUR LEGACY

CONSIDER USING YOUR IRA TO ETERNALLY CHANGE LIVES

So, you are finally retired and can now enjoy that IRA income you worked hard to accumulate. Perhaps you're still working but need to take required minimum distributions (RMDs) from that IRA.

Would you consider using some of that income to eternally change lives? You can, by gifting your IRA distribution as a charitable gift that will help TWR continue bringing God's words of hope to millions.

You may be thinking, "How do I do that?" If you are 70½ or older, you can ask your IRA custodian to help you make a charitable gift to TWR.



Reduce your taxable income even if you do not itemize deductions.



Make a gift that is not subject to the deduction limits on charitable gifts.



Use your rollover to make a gift to a missionary or project of your choice.



If you'd like to know more about how you can create your legacy by making an IRA charitable rollover gift to TWR this year, scan the QR code or visit twr.org/rollover. Ready to talk now? Reach out to Tim McElhane at 330.647.1789 or tmcelhan@twr.org.