



## **Q&A** with Susie Pek

Susie Pek has been a broadcaster, English teacher, prison-ministry teacher, English-to-Portuguese interpreter and a nearly lifelong resident of São Paulo, the most populous city in the Americas. This winter, Pek took up another role: global ministry director of TWR Women of Hope, with which she has already served for 14 years.

She recently sat down for an interview about her life and new leadership role. We'd like to share a brief highlight from the interview and invite you enjoy the rest of it at twr.org/pek-chat.

Twenty years ago Pek was participating in a friend's wedding when she overheard another guest discussing Project Hannah, the original name for TWR Women of Hope. It was Marli Spieker, the ministry's founder.

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# Getting to know TWR Women of Hope's new leader

What was it about TWR Women of Hope that drew you to the ministry?

I overheard Marli talking to someone about Project Hannah. And she said the words "prayer and compassion for women." ... Immediately in my heart, I felt, "Well, one day, I'll work with that project. Not right now, because I'm not mature enough."

... [Years earlier, soon after I was saved,] I was already in love with the fact that I could talk to God in prayer. But then to think that I could pray for higher things and join the Lord in changing the world and transforming the world – I felt, "OK, I want to be part of that." So I started praying for higher things. And I prayed for the falling of the Berlin Wall. And months into praying for that, I see my parents are watching the news. And I see the news that the Berlin Wall had fallen. And, of course, in my mind, I go, "I brought down the Berlin Wall!"

I was so excited, and I was crying. I had read that [the prophet] Elijah was just a man. And he prayed and it rained. I said, "Well, he was just a man; I'm just a woman, so I'll pray." I started praying for bigger things and seeing the Lord at work. And when I heard the words "prayer and compassion" – because of seeing people hurting and wanting to change them, to transform them, to help them find hope in Christ and find transformation and find healing – those things are fascinating to me. When I heard those two words put together for women, that's what caught my interest in working with the ministry.

MORE AT TWR.ORG/PEK-CHAT



# president's column

by Lauren Libby, President/CEO

an Australian friend used to tell me, "And a good day to you!"

I trust this finds you rejoicing in the fact we are part of an unshakable, secure, lasting-forever kingdom. A kingdom where Jesus is King! Where there is no sin! No sorrow! And every tear is wiped away! That is the kingdom that we at TWR are inviting people to join globally.

Hebrews 11:1 says, "Now faith is the reality of what is hoped for, the proof of what is not seen" (HCSB). As a ministry, TWR many times moves forward with the assurance that God has called us and will therefore empower us, resource us and ultimately accomplish his purposes through us. We have the unique calling of being a global voice for Jesus.

So, would you join us in asking God to go before us, moving hearts and bringing into reality things that, many times, are humanly impossible? As a TWR family, we have seen God bring into reality: powerful programming; large broadcast and digital outlets reaching out to huge populations; animated productions; videos addressing key spiritual issues; and on-the-ground ministries coming together to engage over 47.5 million people last year. All that is the result of moving forward by faith! And God has used you, the TWR family, to bring into

"reality" the "unseen reality" of what is on God's heart!

Recently, the TWR Global Leader Team met in Wetzlar, Germany, to plan for the next three years. It is clear that God is opening doors globally for TWR to expose people to his good news through mass media. As the team interacted, the opportunities for broadcast, digital and video media are ever increasing. With the advent of artificial intelligence, or Al, new opportunities and efficiencies are on the nearby horizon. TWR is actively involved in utilizing new technology to increase our ability to reach people for Jesus and his kingdom.

As Christ-followers, we have the privilege to seek the Lord in prayer and move as his Spirit opens doors and sometimes closes them. Matthew 7:7-8 promises, "Keep asking, and it will be given to you. Keep searching, and you will find. Keep knocking, and the door will be opened to you. For everyone who asks receives, and the one who searches finds, and the one who knocks, the door will be opened."

What a promise! What are you and I asking for? May we invite you to come together with TWR and prayerfully believe God to increase kingdom impact across the globe!

### **CONNECT WITH TWR**











in twr.org/social

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TWR (Trans World Radio) is a member of Missio Nexus, National Religious Broadcasters, Evangelical Council for Financial Accountability, Association of Evangelical Relief and Development Organizations, and Evangelical Press Association.

TWR Magazine (ISSN 1093-0124) is published triannually by TWR, P.O. Box 8700, Cary, NC, 27512.

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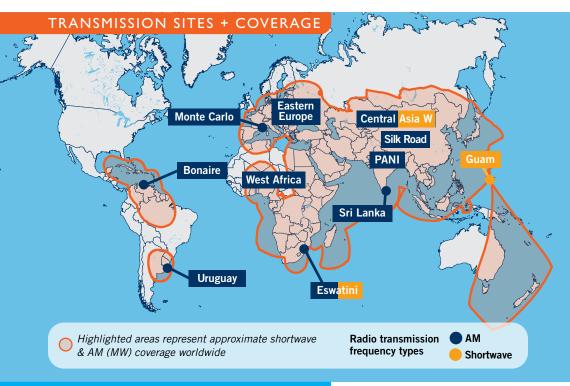
Postage: Periodicals postage paid at Cary, N.C., and additional mailing offices.

Subscription: This publication is sent without charge and is sustained by contributions from those who have chosen voluntarily to support this worldwide ministry. Names on TWR's mailing list are used exclusively by TWR and are not sold to or rented by any other organization.

Canadian address: Send Canadian address changes to TWR Canada, P.O. Box 25324, London, Ontario N6C 6B1.

Postmaster: Send U.S. address changes to TWR, P.O. Box 8700, Cary, NC 27512 • 919.460.3700

# around the world



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# A GLOBAL VIEW OF TWR MINISTRY

- Broadcasts and content distribution in 230+ languages and dialects to a potential audience of over 4 billion people.
- Partners, offices or working representatives in 80+ countries and regions.
- Audio, video and text available 24/7 for streaming and downloading in 140 languages at TWR360.org, visited over half a million times each month and accessible from any connected device.
- Broadcasts via 11 major transmitter sites as well as 1,300+ AM, FM, network, internet and satellite outlets.

France

<sup>\*</sup> Some countries remain unlisted for security purposes.









Base map by Graphics Factory CC; all maps are graphic approximations and may not be to scale.

SOUTH ASIA	71
EAST & SOUTHERN AFRICA	50
WEST & CENTRAL AFRICA	40
CAMENA	19
(Central Asia, Middle East, N. Africa)	
EUROPE	33
SOUTHEAST ASIA	19
NORTHEAST ASIA	11
LATIN AMERICA	
& CARIBBEAN	15
NORTH AMERICA	4





BY JOHN LUNDY • TWR MAGAZINE STAFF WRITER

People caught in a secular mindset need to hear why the Bible matters to them, Luiz Sayão says.

"We are trying to explain the biblical text in a way that people can really understand what is there and also apply in their lives," Sayão said, speaking of the Mission 66 audio Bible commentary he created in his native Brazil, "It was made in a way that people that are not religious or go to a church ... will be able to grasp the meaning."

Now, thanks to a partnership agreement with TWR, many more will be able to hear Sayão's doctrinally sound but contemporary approach – in many languages.

Sayão, 59, began developing the 613-episode program in 2006 in cooperation with TWR partner RTM\* Brazil. He named it *Route 66* or, in Portuguese, *Rota 66*. The title marries the 66 books of the Bible with the famous U.S. Route 66. It will be known as *Mission 66* in its wider TWR distribution.

He spent three years assembling all of the 30-minute episodes, Sayão said. He took care to make his teaching both accurate and relatable.

"Luiz is very kind with the listener," said Esteban Larrosa, TWR vice president for Latin America, the Caribbean and U.S. Hispanic ministries. "He speaks with the heart of a pastor who's trying to communicate with passion and emotion what he believes."

Sayão, who was at the U.S. office of TWR in Cary, North Carolina, in March to finalize and sign the agreement for his program, said he strives to connect the culture to the biblical content. For example, when speaking of the creation, he refers to the rendition by jazz great Louis Armstrong of What a Wonderful World.

Sayão also includes humor in his teaching. "It's not a comedy," he said. "But there are some things there, like when you read Proverbs, you see the lazy guy. He says, 'No, no, I don't go outside. There is a lion out there.' It's a little bit funny."

Sayão came to this work with impeccable credentials and a compelling life story. His childhood was so traumatic that at age 10 he contemplated taking his own life. But at 12, influenced by a cousin, he surrendered his life to Christ and was baptized. At 13, he committed his life to the Lord's service.

He earned advanced degrees at the University of São Paulo and the Baptist Theological Seminary of São Paulo, which he now directs, and he speaks seven languages fluently. He led a team of scholars translating the New International Version of the Bible into Portuguese. Since 2009, Sayão has been leading tours of Bible lands, and he has been to Israel almost 60 times.

It was on one of those trips that he met the leader of a Chinese group. She was a Christian, he learned, but was not allowed to mention that to her group. She was able to attend his presentation one night but had to leave before it was over. They met each other again at breakfast on the last day of his tour. Sayão also includes humor in his teaching. "It's not a comedy," he said. "But there are some things there, like when you read Proverbs, you see the lazy guy. He says, 'No, no, I don't go outside. There is a lion out there.' It's a little bit funny."

"She said, 'Oh, professor, it's you,'" he recounted. "'I'm sorry, I cannot spend much time away from my group. But we need so much of biblical teaching in China. ... Can you help us somehow?""

That's why Mandarin, the primary language of China, became the first language into which *Mission 66* was translated from Portuguese.

The program also is heard in Portuguesespeaking Mozambique, where it has been broadcast on partner station Radio Capital since March 2021.

"How I have listened to *Mission 66* with keen interest as it helped me to follow the biblical narrative," one African listener wrote. "I had to relocate to another district for about four months and could not listen to it. I asked my family to record it during my absence. It is our Bible guide."

TWR President and CEO Lauren Libby, who signed the agreement along with Sayão on March 22, said the partnership helps fulfill TWR's mission.

"We're committed to a biblical overview for people, particularly globally, in some areas of the world (where) there is no opportunity to have that," Libby said.

The first phase of expanding the program will be to bring *Mission 66* to the world's 10 major languages, Larrosa said. Translations are already underway in several other languages, including English.

Sayão said he's excited to bring the truth of Scripture and therefore to find "new brothers and sisters all over the world."

"The Bible is alive," he said. "Even for me today, I can read the Bible in Hebrew, in Greek. ... Every time I find out things that I hadn't seen before. It's amazing, the power of the Bible."

\* RTM stands for Radio Trans Mundial, the Portuguese equivalent of Trans World Radio.



### BY JOHN LUNDY TWR MAGAZINE STAFF WRITER

In the primarily Buddhist country of Sri Lanka, groups gather regularly to sing, pray together and study the Bible.

To guide their study, they rely on a media device contained in a small black cylinder, programmed with teaching from TWR Lanka, TWR's partner on the island, which is off the southeast coast of India.

"[The leader] would put it in the middle of the group, turn it on, and it would start whatever program they were on that night," Clay Perry said. "And they'd all sit there in silence and just listen. ... Afterward, the leader leads a short discussion on the program."

Perry, a videographer with the TWR Global Marketing and Communications Video Team based in Cary, North Carolina, and his colleague Alex Lemus traveled to Sri Lanka in January. With members of the TWR Lanka team, they visited what are known as radio home groups on the southern half of the island. TWR Canada, which is celebrating its 50th anniversary this year, invited Lemus and Perry to document the home groups.

"[TWR Canada President] Dan Reese made it clear to us [that] the home group is not supposed to replace the local church," Perry said. "It's supposed to come alongside the local church."

### about Sri Lanka

Population: 23.3 million

Languages: Sinhalese – 87%

Tamil – 28.5% English – 23.8% Religious groups: Buddhists – 70.2%

Hindus – 12.6% Muslims – 9.7% Evangelicals – 1.2%

(Many Sri Lankans speak more than one language.)

Sources: 2012 Sri Lanka Census; CIA World Factbook; Operation World

Daryl Renshaw, TWR vice president for Asia, said the groups help expand awareness about TWR Lanka's broadcast programs and provide essential feedback. The home groups are birthed in collaboration between TWR Lanka and local churches, where they exist, and the groups connect participants to churches for shepherding.

TWR Canada has been helping fund the start-up of radio home groups in South Asia, Renshaw said. After two years, TWR expects local sponsors, including churches, to sustain radio homes.

Read more about the eye-opening trip by Perry and Lemus and the radio home groups in Sri Lanka at twr.org/lanka-video. "Inspires, restores."

"Happy to have your videos in Ukrainian!" "Clearly, concretely, well-founded!"

# AS WAR RAGES, GOSPELTRAVELS DIGITAL ROADS

"Please help me, please. What is communion? What should I do to receive communion, please?"

# "Instructive. Thank you. Glory to the Savior!"

ike the Roman roads that enabled the apostle Paul and his co-workers to spread Christianity far and wide, the internet is facilitating crucial ministry in war-ravaged Ukraine.

TWR has long broadcast gospel radio programs into Ukraine and Russia, and the ministry expedited alternative transmission arrangements when the war between Russia and Ukraine began, disrupting normal broadcasting. Simultaneously, TWR360 and national partner TWR Ukraine have superbly complemented the broadcasts with internet-based ministry.

Ukrainian and Russian programs are among the abundant audio, text and video content available in 140 languages at twr360.org. Despite the destruction of war, international efforts were made to preserve internet access in Ukraine – most notably by Elon Musk's Starlink network. The availability of access has allowed Ukrainian visits to TWR360 to surge 111% since the start of war.

To put it another way, a half-million people struggling to get by in the Ukraine war zone have sought Bible-rich messages on TWR360. In February 2023, Kyiv city accounted for the highest number of visits to TWR360 among all regional areas of the world.

Brief responses from visitors to a variety of programs suggest that the access is having an impact: "Inspires, restores." "Happy to have your videos in Ukrainian!" "Please help me, please. What is communion? What should I do to receive communion, please?" "Clearly, concretely, well-founded!"

A response in Russian, widely spoken in Ukraine, said, "Instructive. Thank you. Glory to the Savior!"

Social media over the internet also enabled TWR Ukraine to boost its ministry to compatriots in a big way. A short video early in the war went viral and spurred subscriptions on various platforms by five to ten times. Views for some of the team's frequent videos range from hundreds of thousands to several million.

"We understand that this was God's leading and that he decided to use TWR Ukraine in the war to reach people's hearts through us," Director Alexander Chmut said.

As the war unfolded, anxious Ukrainians had questions: Why did this happen? Where is God in this? How should Christians respond?

"We tried to answer these questions, to give hope and to show that God can guide us through all these trials," Chmut said. "In simple terms, we created relevant content that people needed at the time."

### **CHECK IT OUT**

If you'd like to sample TVVR360's Ukrainian content, visit twr360. org/Ukraine. Then stick around to check out programs in your own language — or in the language of an acquaintance.



# BY RACHEL MEHLHAFF TWR MOTION MARKETING MANAGER

The Bible — the inerrant Word of God — speaks to every worldview that exists.

"There are always things we can find in God's Word that meet people where they are right now," said Andrew Haas, the adaptation coordinator for TWR MOTION.

Over the last several months, the TWR MOTION team in partnership with Antioch Ministries International (AMI) has been looking at Bible stories from the lens of a Buddhist worldview. Their goal is to develop a 20-episode animated video series to share the gospel with people coming from a Buddhist background.

TWR MOTION is a video ministry of TWR that creates compelling videos to inspire people of all cultures to follow Jesus.

The team previously created an animated Bible series to share the gospel with people coming from a Muslim worldview. The series, called *Share the Story*, has been used throughout the Middle East and North Africa by church-planting teams as part of their digital outreach. *Share the Story* starts with the shared history of the prophets that both Muslims and Christians believe in, showing how the Old Testament stories point people ultimately to Jesus.

The AMI team saw *Share the Story* and requested MOTION create something similar for Thai people, who are mostly Buddhists.

Concept art and initial sketches developed by the art team for the Buddhist project.

During the COVID-19 pandemic, the team had to adjust its approach. They turned to Facebook and the internet to continue to share the truth of the gospel while the country was shut down.

And that's when they began looking for videos they could share.

"We are hoping to create easily consumed video sets of the stories of Jesus to serve as a digital discipleship and evangelism tool," Josh Terndrup, AMI team leader in Thailand, wrote in his request to MOTION. "In Thailand, the gospel is advancing everywhere it is being proclaimed, but there is no church presence in about 82% to 88% of Thai districts."

Candace Mackie, the director of MOTION, began working with Terndrup and his team to see what it would look like to develop a new series of animated Bible stories with the Buddhist worldview in mind.





# Every inmate a warrior in Kenya

### BY JOHN LUNDY TWR MAGAZINE STAFF WRITER

Imagine an evangelistic campaign in which 700 people professed faith in Christ within a year.

Would you be happy with that campaign?

What if all those who became Christians were men?

What if they were all prison inmates?

That's what happened in Kenya when EMAW went to prison.

EMAW stands for Every Man A Warrior, a ministry and curriculum that Lonnie Berger developed in 2011. It became the men's ministry of TWR in 2017, with a view toward bringing its teachings to a global audience.

It's certainly doing that. As of the end of 2022, men were studying the Bible together via EMAW in 24 languages and in 58 countries, 13 of which are in Africa. The biggest African presence, Berger said, is in Uganda and Kenya.

At last count, 1,433 men in 49 Kenyan prisons were enrolled in EMAW, according to Sterling Ottun, the ministry's deputy director. "And the Kenyan government has allowed us to train 125 Kenyan prison

chaplains thus far. These are government employees on Kenyan government payroll ... leading EMAW groups."

The impact more than 1,400 men could have on Kenyan prisons can be seen in light of the fact that all of the country's prisons house only about 56,000 male inmates. And yes, in 2022, 700 Kenyan inmates enrolled in EMAW prayed to receive Christ.

The numbers could grow. In fact, the supreme commander of prisons in Kenya has asked EMAW to set up discipleship programs in all 120 of his nation's prisons, Berger said.

Berger now spends much of his time in international ministry. In a 2022 talk at The Well Church in Nairobi, Kenya, he spoke of how praying women have fueled EMAW's growth in Kenya and elsewhere. The women understand what the culture needs, he said.

"Cultures begin to change when men become the men – the man, the husband, the father, the spiritual leader – God wants them to be," Berger said. "In God's plan, if we're going to change Africa for Christ, we've got to reach the men."



The ministry encompasses a global network of partnerships, radio broadcasting, online streaming, portable media, satellite delivery, publications and digital platforms.

### Global Leader Team

### Lauren Libby

President/CEO

### Joe Barker

Chief Technical Officer

### Lonnie Berger

Men's Ministry Director

### Branko Bjelajac

International Ministry VP for Africa & Europe

### Jon Fugler

Chief Content Officer

### **Steve Hippe**

Chief Financial Officer

### Peter Jung

Regional Ministry ID for South Asia

### Tim Klingbeil

Chief Development Officer

### Ethan Koh

Regional Ministry ID for Northeast Asia

### Esteban Larrosa

International Ministry VP for Latin America/Caribbean

### Candace Mackie

TWR MOTION Ministry Director VP = Vice President ID = International Director

### **Dirk Mueller**

Regional Ministry ID for Europe

### **Bernard Oosterhoff**

Regional Ministry ID for CAMENA

### Susie Pek

TWR Women of Hope Global Director

### **Daryl Renshaw**

International Ministry VP for Asia

### **Abdoulage Sangho**

Regional Ministry ID for West & Central Africa

### **Daniel Saputra**

Regional Ministry ID for Southeast Asia

### **Steve Shantz**

VP of Digital Ministry

### **Craig Slater**

Deputy to the President

### **Ralf Stores**

Director, Global Media Services

### **Annabel Torrealba**

Regional Ministry ID for Latin America/Caribbean

### Rick Weston

Chief Personnel Officer

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Sai Sucilia

Claudia Schmidt

**Craig Stenberg** 

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



A SAMPLE OF 2022 DATA

47,508,778

### **TOTAL ENGAGEMENTS**

Includes letters, emails, texts, social media interactions, web sessions, in-person visits, correspondence courses and more

10,181,436

web sessions

4,424,640

livestreaming audio sessions

13,439,905

social media interactions

# TWR broadcasts can potentially reach 4 billion people,

but no ratings systems quantify how many people globally tune in to our programs. To be good stewards, we collect available data to determine how well we engage audiences with the resources entrusted to us. An "engagement," in this sense, is an impressionistic snapshot of our contact with an individual - from an inperson visit to a phone call or a web session. We want to hear from listeners like this woman who wrote to us from Aghanistan: "I learned about Christ as a result of the Women of Hope program. I am relieved that I am on the right track now."







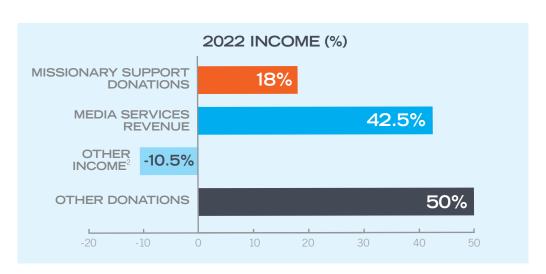
# TWR financial report

a nonprofit ministry organization,
TWR depends on God and the
voluntary contributions of ministry partners,
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.



### INCOME

TOTAL INCOME	\$38,360,739	\$46,242,428
Other <sup>2</sup>	(\$4,014,835)	\$5,168,131
Media services revenue	\$16,304,480	\$15,907,716
Donations <sup>1</sup>	\$26,071,094	\$25,166,581
Income type	2022	2021



<sup>&</sup>lt;sup>1</sup> Donations include gifts received in the current year for use in subsequent years due to temporary restrictions imposed by the donors.

# DOWNLOAD A PDF OF TWR'S FULL AUDITED FINANCIAL STATEMENT AT TWR.ORG/OFFICIAL-DOCUMENTS.

<sup>&</sup>lt;sup>2</sup> 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**

TOTAL EXPENSES	\$41,179,278	\$38,387,411
Fundraising	\$3,760,981	\$3,490,933
Management & general	\$2,360,093	\$2,311,870
Ministry	\$35,058,204	\$32,584,608
Expense type	2022	2021



### **BOTTOM LINE**

translation adjustment and gifts for

future ministry

	2022	2021
TOTAL INCOME	\$38,360,739	\$46,242,428
TOTAL EXPENSES	\$41,179,278	\$38,387,411
Currency translation adjustment	(\$935,915)	\$214,190
TOTAL NET ACTIVITY  Comprises activity from operations	(\$3,754,454)	\$8,069,207

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Offering rates up to 9.7%

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  - A charitable deduction
- A legacy gift to TWR, taking the gospel to millions day after day

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Commission ministry. Rates are based on your age and range from 4.1% to 9.7%. Underperforming assets (think of today's CDs!) or highly appreciated assets such as securities can be used to fund a TWR Gift Annuity. As the annuitant, you will receive fixed income for life and have an ongoing impact through TWR's Great