



BOLD LEGACY. DYNAMIC FUTURE.



CELEBRATING 125 YEARS

MOODY BIBLE INSTITUTE • 2010–2011 ANNUAL REPORT

FROM THE OFFICE OF THE PRESIDENT



Dear Moody partner,

Throughout our 125-year history, Moody Bible Institute has equipped people with the truth of God's Word, sending them out as mature followers of Christ who make disciples around the world. Our publishing and radio ministries joined that bold legacy, sharing the hope of Christ through printed materials as well as biblical teaching and inspiring music over the airwaves. As you look through this year's report, we hope you will get a sense of the impact that you helped make possible through Moody's ministries this past fiscal year (July 1, 2010–June 30, 2011). Our goal was and is to build on our rich heritage and move into an exciting future.

At Moody, we pursue ways to train students to minister more effectively in a multi-cultural, multi-lingual, urban world. We seek to establish strong reciprocal relationships with the global church, to equip people with the knowledge of God's Word, and to give them the skills to powerfully proclaim it.

Your generosity makes all this possible. Your prayers and gifts enable the training of students for global ministry and the proclamation of the transforming power of His Word through radio, publishing, and conferences.

Thank you for sharing in Moody's bold legacy and dynamic future. Because you stand with us, we are able to continue sharing Christ's love with the nations.

A handwritten signature in black ink that reads "J. Paul Nyquist". The signature is written in a cursive, flowing style.

J. Paul Nyquist, Ph.D.
President

CELEBRATING 125 YEARS OF GOD'S FAITHFULNESS

1886



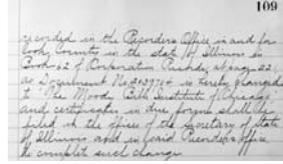
Chicago Evangelization Society founded

1894



Bible Institute Colportage Association (BICA) founded

1900



Moody Bible Institute named

1903



Moody Correspondence School begins



First Founder's Week conference held

1926



WMBI goes on the air

1941



BICA becomes Moody Press

1946



Moody Aviation begins

1982



Moody Radio launches satellite-fed programming

1985



Moody Graduate School started

1988



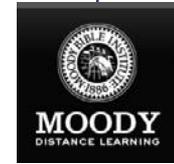
Today in the Word devotional launched

1993



Moody Northwest Center for External Studies begins

2002

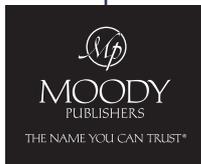


Moody Correspondence School becomes Moody Distance Learning

2003



Moody Aviation moves to Spokane, Washington



Moody Press becomes Moody Publishers

2006



Moody Northwest becomes Moody Bible Institute-Spokane



The Five Love Languages makes the New York Times bestseller list

2008



Moody Broadcasting Network becomes Moody Radio

2009



Moody Graduate School becomes Moody Theological Seminary

2010



Michigan Theological Seminary merges with MTS

UNDERGRADUATE EDUCATION

From the Word. To life. Since 1886, Moody Bible Institute has been equipping godly men and women for ministry with the Word of God. Though today's world is changing rapidly, the need for hope and meaning found in Christ remains the same.

Unparalleled opportunities for impact.

D. L. Moody's bold legacy continued this year with record enrollment at our Chicago and Spokane campuses. These students are eager to take advantage of unprecedented opportunities to bring Christ's love to unreached millions. At Moody, they prepare for that call with more than 200 hours of practical ministry training in nearby ministries.

Your generosity matters. Thanks to your ongoing financial support, Moody students at the Chicago campus receive the training they need for the future as pastors, missionaries, Bible teachers, and ministry leaders, unencumbered by tuition debt.

New degrees. To provide more types of ministry training, Moody now offers two new Bachelor of Arts degrees on the Chicago campus: *Church Planting and Renewal* and *Secondary Education (Bible)*.



Record undergraduate enrollment

	Fall 2009	Fall 2010
Chicago:	1,602	1,636
Spokane:	336	450
Distance Learning:	691	753
Total:	2,629	2,839

Student body representation

International students:
187 from **47** countries

Missionary kids:
141 from **39** countries





"The classes at Moody equipped me for my calling. Every subject is part of that preparation process, so I can teach the people I meet."

—Lachello Armbrister, Nassau, Bahamas,
Interdisciplinary Biblical Studies, Class of 2011



Serving locally and globally*

1,558 students ministering

292 ministry sites

86,212 hours volunteering

225,767 people served

883 reported decisions for Christ

Countries served: China, the Philippines, Uganda, United Kingdom, U.S., and others

*Chicago campus data

MOODY THEOLOGICAL SEMINARY



Chicago campus. Building on the fruitful legacy of Moody Bible Institute, which started in 1886, Moody Theological Seminary was established 26 years ago to provide excellent biblical leadership training. Today, MTS offers students called into ministry a comprehensive seminary education, which includes in-depth theological training along with coursework and practical skills that build ministry expertise. Five master's degrees and five graduate certificates are available.

Part of D. L. Moody's bold legacy for Christ was sending people with biblical training to minister to those in need in Chicago. MTS students continue this legacy of ministry in several ways. Many students are already serving in ministry. If they are looking for new ministry opportunities, students have convenient access to hundreds of nearby ministries in churches, community centers, hospitals, and more.

Seminary degree programs include up to two internships for a total of six credit hours. In addition, faculty and student groups organize community ministry events that involve many students. The annual *Service in the City* day is one example. On March 5, 2011, more than 100 students served impoverished neighborhoods and helped renovate a church near campus.



Michigan campus. Located just outside Detroit, a city with half the number of evangelical Christians of Chicago, Moody Theological Seminary–Michigan offers its students a rigorous Bible-based curriculum and ample opportunity to minister in one of the world’s most needy cities. MTS–Michigan is training future pastors, teachers, counselors, and ministry leaders to take the life-giving Word of Christ to unreached people close to home and around the world.

Enrollment for the 2010–2011 academic year was 151 students. MTS–Michigan offers a Master of Divinity, Master of Theological Studies, Master of Arts in Christian Education, Master of Arts in Counseling Psychology, and a graduate certificate.

“I am passionate about church planting and leadership development, so after graduation I will be heading back to my country to plant a church in the city of Nairobi. I hope to develop a curriculum for training lay leaders and pastors who cannot afford seminary education in Kenya.”

—Daniel Njenga Maina, Nairobi, Kenya, Master of Arts in Spiritual Formation and Discipleship, Class of 2013

MTS enrollment

599 enrolled at MTS in Chicago and Michigan

42 international students enrolled from 11 countries

100 participated in *Service in the City* in Chicago

83 students graduated from the Chicago and Michigan campuses in 2011



MOODY RADIO

Encouragement on air, online, and on the go.

Moody Radio produces and airs programs centered on biblical truth and creative expressions of Christian faith that encourage listeners in their relationships with Christ. Moody's biblically rich programs bring the Word of God to more than one million listeners who tune in to stations throughout the U.S. and Canada. This year, Moody Radio expanded its ministry to 143 new affiliate stations, for a total of 405. An increasing number of non-traditional listeners are accessing Moody Radio content around the world online and on mobile devices, helping to transform many more lives with the hope found in Christ. *(See box on the far right for details.)*

Ministry partnerships extend hope. Moody Radio often has the privilege of ministering to listeners in practical ways. This year, the Global Partners Project provided funds for radio equipment in Guam and West Africa and for two four-year scholarships to Moody Bible Institute. In addition, the Moody Radio family responded to devastating tornadoes in Tuscaloosa, Alabama, by encouraging listeners to purchase gift cards that were then sent to Moody Radio's sister station in Tuscaloosa and used to minister to the community.



New media player developed for significantly improved online streaming and podcast content delivery.



New audiences. Thousands of Moody radio listeners examine major news stories and other issues from a biblical perspective by tuning in to *In the Market with Janet Parshall*, released this year on 150 new outlets, for a total of 473. Janet Parshall was awarded the 2011 National Religious Broadcasters' (NRB) Radio Air Personality of the Year (Talk Format). Moody Radio listeners learn about the great complexities of events in the Middle East on *The Land and the Book with Dr. Charlie Dyer*, which was launched in October 2010 and has already expanded to 108 new outlets, for a total of 322.



Reaching further

- 1,000,000+** listeners over the airwaves
- 30,000** iPhone app downloads in 73 countries (an increase of nearly 50% in one year)
- 36** owned and operated stations
- 689** affiliate stations, 143 of them new this year
- 1502** total media outlets
- \$32,000** in gift cards distributed to tornado-ravaged areas in Alabama

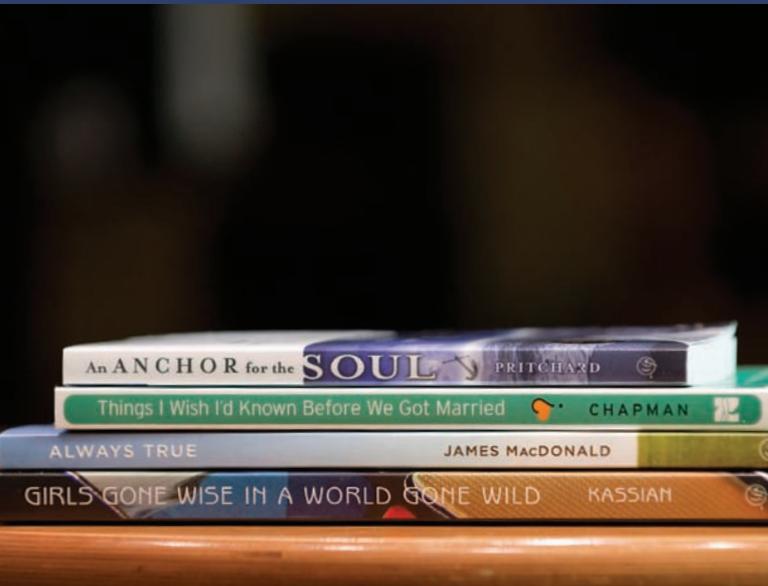
"I truly appreciate your programming and am blessed to have found it. It's only been a year that I've been listening, but you have truly taught me so much. Your wealth of knowledge and your no-nonsense approach to the truth about Christ just fills my heart." —Vasilia, Moody Radio listener

MOODY PUBLISHERS



Trusted resources. Since its inception 117 years ago, Moody Publishers has produced trustworthy Christian books and other materials to encourage readers in their walk with God. Moody Publishers continues to build on that legacy, spreading the gospel in creative and powerful ways so readers around the world may know, love, and serve Jesus Christ.

Reaching readers with today's technology. One way Moody Publishers is sharing the hope of Christ with more readers than ever before is by utilizing new technology. At the time of this printing, more than 900 Moody Publishers titles are available as e-books. Also in the past year, Moody Publishers released its first two “enhanced e-books”—*The Lights of Marfa* by Doyle Dykes and *The Privilege of Persecution* by Carl Moeller and David Hegg—which include embedded video. The work to bring biblical content to readers who prefer e-books has paid off, with sales of Moody Publishers e-books increasing from 2% to 10% of total unit sales in the first quarter of 2011.



Sharing the hope of Christ

Bestsellers. Among the bestselling titles this year were *An Anchor for the Soul* by Ray Pritchard, *Girls Gone Wise* by Mary Kassian, *Always True* by James MacDonald, and *Things I Wish I'd Known Before We Got Married* by Gary Chapman.

900+ Moody Publishers' titles are available as e-books.

3,200,000 books shipped; 10% overseas.

New titles. More than 70 new titles this fiscal year by authors like Tessa Afshar, Nancy Leigh DeMoss, Erwin Lutzer, Tim and Joy Downs, Tony Evans, John MacArthur, and Josh McDowell.

The test of time. While thousands of readers have embraced e-books, many continue to prefer print resources from Moody Publishers. Dr. Gary Chapman's *The 5 Love Languages*, for example, sold more than 627,000 copies this year (total sales are more than seven million copies) and has been on the *New York Times* bestseller list for 210 weeks.

Worldwide distribution. This year, 10% of the 3.2 million books and resources that were shipped went overseas to nearly 40 different countries, and dozens of titles were translated into more than 37 languages.

The MBI Story. To celebrate Moody's bold legacy, Moody Publishers re-released *The MBI Story—The Vision and Worldwide Impact of Moody Bible Institute* on Tuesday, February 1, at Moody's annual Founder's Week conference.

Expansion in fiction. Moody Publishers developed a new label, River North Fiction, named for the Chicago neighborhood where Moody Publishers is located. It will expand Moody's presence in the fiction market with novels that speak to the hearts of readers using redemptive stories of encouragement and hope.

New audience-based publishing. Moody Publishers established eight self-sustaining publishing teams that serve specific audiences.

*"My husband and I have been married for thirteen years, and had not realized that we never really talk; we've merely existed in the same house. Discovering our love languages opened up our expression to start really communicating with each other. As my husband said, 'Your book literally has saved our marriage.'" —A reader of *The 5 Love Languages**

MOODY CONFERENCES

A historic Founder's Week. A Moody tradition since 1901, Founder's Week is the largest of Moody's conferences, welcoming thousands of students, alumni, and other friends of Moody to experience biblical teaching and inspirational worship. Founder's Week 2011 kicked off on January 31. On February 1, Chicago was hit with one of the largest snowstorms in its history, requiring emergency relocation of the conference to campus and around-the-clock snow removal. God was gracious, and with the tireless work of staff, the conference was held with only a few session speaker replacements. This conference marked the beginning of Moody Bible Institute's public 125th anniversary celebration. Five documentary videos were unveiled summarizing the bold legacy of Moody's ministry.

Conferences draw thousands. Moody holds conferences for pastors, men, women, couples, families, and students around the country. The 36th annual reFOCUS Pastors' Conference at Moody Bible Institute's Chicago campus hosted 1,000 pastors from all over the world May 23–26. Dr. Gary Chapman, author of the bestselling book *The 5 Love Languages*, shared practical tips to build healthy marriages with 3,623 people in nine cities at The Marriage You've Always Wanted conference. More than 3,000 men attended the Walk Worthy conference in Boca Raton, Florida and Chagrin Falls, Ohio. The From Grace to Growth conference on April 30, held in Chagrin Falls, Ohio, drew more than 1,200 women.



**Known
salvation
decisions**

130+ at nine
Gary Chapman
events

50+ at the
From Grace to
Growth conference

**Today in
the Word**

150,000+
printed devotional
readers

24,000+
Web site readers

9,000+
e-mail readers

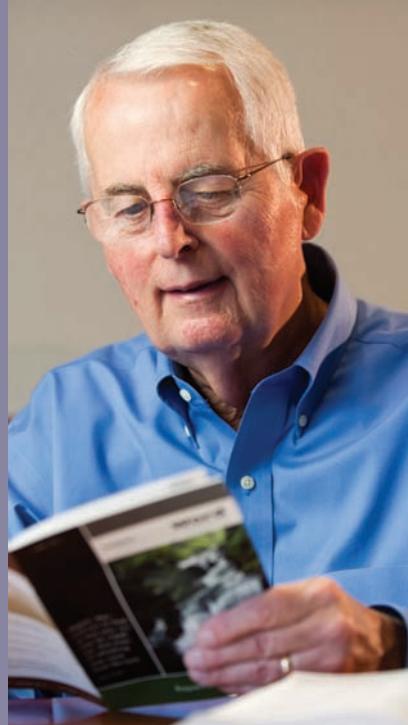
68 countries

TODAY IN THE WORD

Each month, Moody's daily devotional, *Today in the Word*, guides more than 200,000 readers through Scripture reading, biblical insights, and personal applications of God's timeless, eternal Word.

This year's issues focused on a variety of Bible books and topics that allowed readers to deepen their relationship with Christ by enriching their daily devotions. Topics included studies of 2 Kings and Hebrews, as well as Scripture-centered topical studies of Animals in the Bible, Repentance, and Money and Godliness.

Readers of *Today in the Word* include inmates in 41 prisons, workers at Christian ministries, and citizens of 68 countries around the world. An average of 24,092 people visit the *Today in the Word* Web site each month and 9,000 readers receive the devotional daily via e-mail.



"I've been receiving Today in the Word for well over 10 years. I could not go one day without it. It has taken me through many trials and new beginnings." —Barb, *Today in the Word* reader



FINANCIAL OVERVIEW

The generous support of Moody Bible Institute's partners makes our global vision possible. Thanks to you, we can provide students with a biblically sound education so they can take the gospel of Christ to the nations. Your gifts also enable us to provide that education while helping keep our undergraduate students at the Chicago campus free of tuition debt, to follow God's call to ministry as quickly as possible. And your financial support enables Moody Radio to share biblical messages and inspiring music that encourage believers around the world.

That's why we are happy to report this year's encouraging financial results. More than 100,000 Moody partners provided generously in 2010–2011 with unrestricted contributions of \$42.6 million, an increase of more than \$6 million from 2009–2010.

Moody weathered two economically challenging recession years with Institute-wide cost-cutting measures and the use of our operating reserve. In 2010–2011, we replenished some of the reserve and expanded our educational ministries. This academic year, we conferred more than 600 degrees on undergraduate and seminary students, more than a 50% increase from five years before. Over the same period, education costs per graduate declined by 33%, a stunning contrast to the rising costs at most colleges. Overall expenses of \$95 million were up about 1.5% from 2009–2010, but were below 2002–2003 levels.

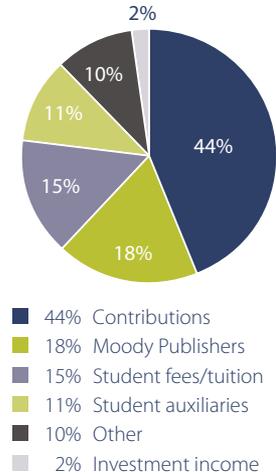
To view Moody's complete financial statements, visit www.moodyministries.net and click on the "Giving" tab.

During this fiscal year, contributions represented 44% of revenue; student fees, tuition, and room and board represented 26% (this percentage is rising with sustained student growth); Moody Publishers generated 18% of revenue and was profitable for the 10th year out of the past 11 years.

Moody Radio and Publishers together represent about 34% of total expenses. Management/general and fundraising expenses remain at 13%. Education and other student expenses represent 48% of the expense budget. The relatively high student-expense-to-student-income ratio reflects our Chicago undergraduate tuition-paid education model and our modest tuition levels in other programs.

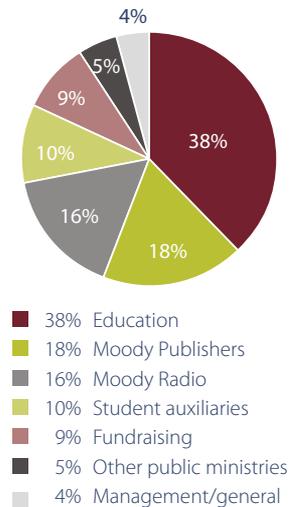
Revenue from operations

Contributions	\$42,632,206
Moody Publishers	17,589,816
Student fees and tuition	14,773,003
Student auxiliaries	11,293,931
Other	9,829,439
Investment income	1,750,350
Total revenue	\$97,868,745



Operating expenses

Education	\$36,080,771
Moody Publishers	16,795,235
Moody Radio	15,093,257
Student auxiliaries	9,773,130
Fundraising	8,255,005
Other public ministries	4,781,397
Management/general	4,233,163
Total expenses	\$95,011,958





MOODY BIBLE INSTITUTE

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