

Moody Bible Institute  
2011–2012 Annual Report

# ACROSS

THE GLOBE, CULTURES, AND GENERATIONS



**On the cover:** Sebastian Yip is a third-year student earning his M.Div. from Moody Theological Seminary in Chicago. He also serves as a youth pastor at Agape Presbyterian Church in Prospect Heights, Illinois.



Dear Moody partner,

In the last fiscal year, we unrolled an exciting new vision for Moody's future: "Across the globe, cultures, and generations, Moody will equip people with the truth of God's Word using new technology in an agile and innovative community."

As you will see from this report, our work to fulfill this vision is already under way! Across the organization, new initiatives are becoming reality. We have launched innovative degree programs, expanded our online study options, published books aimed at the growing number of millennial generation readers, and created radio programming for various ethnic audiences. Through these, and many more initiatives, we are seeing lives across the globe transformed by the power of the gospel.

God has graciously answered our prayers in many ways this year, including sending two outstanding individuals to complete Moody's leadership team. We've included brief biographies of Steven Mogck, our executive vice president and chief operating officer, and Jim Elliott, who joined Moody as vice president of Stewardship. We're grateful for the expertise and ministry heart they bring to these key roles.

Thank you for your support of God's work at Moody Bible Institute. We rejoice in the goodness of God for His provision of generous partners like you who so faithfully pray for and give to this ministry.

Your commitment is producing tangible results. Because of your prayers and gifts, we are able to communicate the hope of Christ in new ways, circling the globe, breaking cultural boundaries, and equipping the next generation to serve our Lord and Savior Jesus Christ.

J. Paul Nyquist, Ph.D.  
President



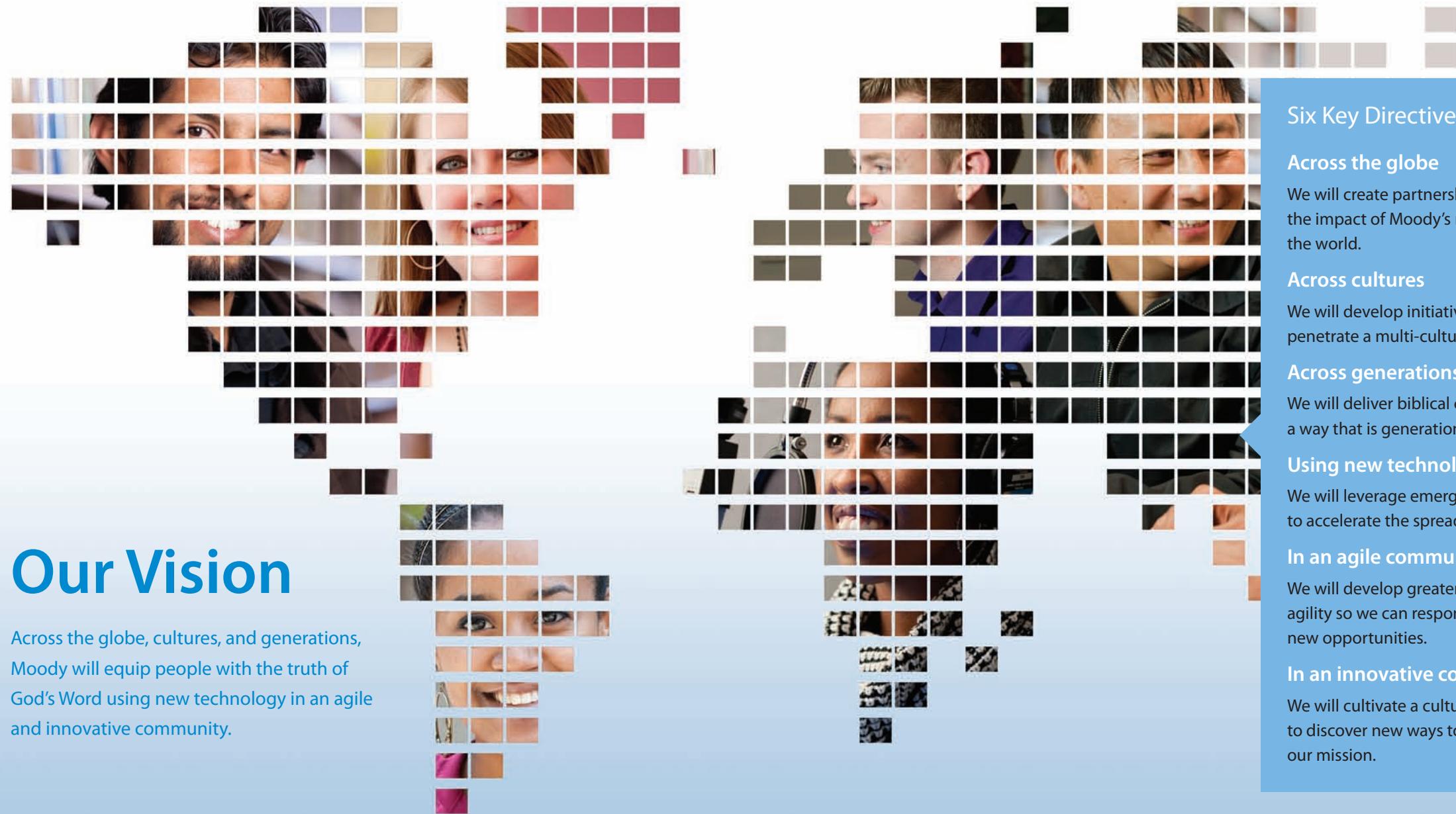
**Steven Mogck** was welcomed as Moody's executive vice president and chief operating officer on January 17, 2012. Steve served as executive vice president and chief operating officer at Carlson

Hotels' midscale brands since 2006, and held several positions in Carlson's legal department before that. He has a Juris Doctor degree from the University of Iowa, a Master of Business Administration from DePaul University, and a Bachelor of Science in Business Administration from the University of Minnesota. Steve and his wife, Heidi, have been married 28 years and have three children.



**Jim Elliott** joined Moody as vice president of Stewardship on January 23, 2012. He has more than 25 years of service, most recently with Tabor College in Hillsboro, Kansas, where he

was vice president for advancement since 2002. Jim has an M.A. in Communications from Wheaton College Graduate School and is completing an Ed.D. program in Educational Leadership from Kansas State University. He and his wife, Karen, a graduate of Moody, have been married for 29 years and have a son and daughter.



## Our Vision

Across the globe, cultures, and generations, Moody will equip people with the truth of God's Word using new technology in an agile and innovative community.

### Six Key Directives

#### Across the globe

We will create partnerships to expand the impact of Moody's ministries around the world.

#### Across cultures

We will develop initiatives designed to penetrate a multi-cultural, urban society.

#### Across generations

We will deliver biblical content in a way that is generationally relevant.

#### Using new technology

We will leverage emerging technology to accelerate the spread of God's Word.

#### In an agile community

We will develop greater organizational agility so we can respond well to new opportunities.

#### In an innovative community

We will cultivate a culture of innovation to discover new ways to accomplish our mission.

## Undergraduate Education

Moody Bible Institute equips passionate students for a life of full-time Christian ministry. Moody offers more than 40 accredited undergraduate programs at two campuses in Chicago, Illinois, and Spokane, Washington, as well as online through Moody Distance Learning.

**Increased enrollment.** The total number of undergraduate students was 3,036, an increase of 20% over the last five years. The largest increases occurred in Spokane and online.

**Study abroad.** Moody offered a semester of academic study in Israel last spring and one in Germany in the summer of 2012.

**New programs developed:**

- B.A. in Ministry to Victims of Sexual Exploitation (including fourth-year agency internship)
- B.A. in Church Planting (including fourth-year church planting internship)
- B.A./M.A. in Pastoral Ministry (five-year program)

### Practical Christian Ministry

**1,565** students served more than **209,000** people in Chicago.

**Technical training.** MBI–Spokane now offers its Airframe and Powerplant program in a newly renovated 24,000-square-foot hangar owned by Moody’s ministry partner, Spokane Turbine Center. This space provides comprehensive, hands-on training to better equip students for FAA certification.

**New and innovative.** In a new program launched this year, students in cohorts experience cross-cultural ministry while living in one of Chicago’s ethnic neighborhoods.

### CW and Jacqueline Allen: Called to Serve the City

CW Allen ('13) and his wife, Jacqueline ('13), are devoting their lives to urban ministry. CW is on staff part-time at Sunshine Gospel Ministry, an organization bringing the gospel to underserved people in Chicago’s impoverished Woodlawn community. He serves as the high school ministry coordinator and Bible study teacher for teens. Married since June, CW and Jacqueline live in an apartment above the ministry to spend as much time as possible with the people they serve.

CW, a communications major, was a freshman when he started serving at Sunshine as his Practical Christian Ministry (PCM) assignment, a Moody program that connects students to local ministry opportunities. At Sunshine, he applies what he’s learned at Moody. “I was taught to make theology practical for people,” he says. “For example, from 9 a.m. to 3 p.m., I would help people with resumes. It wasn’t part of my job, but it’s what they needed.”

A pre-counseling major from Chicago, Jacqueline, who has served at Sunshine for two years, developed her passion to help people in her community know God through her counseling and Bible courses, PCMs, and Moody’s missions conference.

608

salvation decisions through Practical Christian Ministry assignments



CW and Jacqueline Allen are passionate about ministry in Chicago.

37

international students from  
20 countries enrolled at MTS



Romanian Andreea Plamada looks forward to ministering to internationals.

## Moody Theological Seminary

To increase Bible knowledge and ministry leadership skills, Moody Theological Seminary students pursue one of eight master's degree programs or four graduate certificates. Campuses are located in Chicago, Illinois, and Plymouth, Michigan.

### MTS Opens Doors for Andreea Plamada

Andreea Plamada, a Romanian MTS student who will graduate in December, says her training at Moody Theological Seminary is preparing her for her next role—ministering with her husband to international students at Chicagoland colleges through Intervarsity Christian Fellowship.

As she learned spiritual disciplines at MTS, such as fasting and prayer, Andreea took advantage of opportunities to serve at several ministries in Chicago, including a juvenile detention center and in Boys Town, a largely LGBT neighborhood. She also spent five weeks in Uganda, serving with an MTS graduate. "The professors taught us what it means to really minister to people in their brokenness, and we were able to experience that firsthand."

Andreea knows it was God's hand—and His plans for her—that led her to MTS in 2009. She was planning on returning to Romania when she heard an MTS ad on Moody Radio. She applied and received an international student scholarship and a difficult-to-obtain five-year visa.

Andreea is so thankful that God intervened and that she pursued her seminary degree at MTS. "My professors and everything I was studying in my classes went beyond my expectations."

**ATS accreditation.** Both Moody Theological Seminary (MTS) campuses in Chicago, Illinois, and Plymouth, Michigan, now have professional accreditation by the Association of Theological Schools. Accreditation allows for more grants and transfers of credits among ATS seminaries.

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**617** students enrolled in MTS in Chicago and MTS-Michigan (461 in Chicago, 156 in Michigan).

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**Online study options.** Twelve or more courses for each MTS master's degree program may be taken online through Moody Distance Learning. Biblical Studies graduate certificate courses may also be taken completely online. Modular courses, which combine one week of study on campus with online work, are also available.

**Service in the City.** More than 125 seminary students from MTS in Chicago took part in this tenth annual event on March 5, helping 15 local churches and ministries in 15 Chicago neighborhoods.

### Operation Next Keeps Moody Radio on the Air

Moody Radio's Operation Next campaign, held from September 26 to October 28, 2011, exceeded its goal, raising \$2.1 million to make critical upgrades to transmitters, generators, and other equipment, thus ensuring that Moody Radio fulfills its campaign promise of "always on, always here for you."

With most equipment more than 20 years old, Moody Radio was well aware that upgrades were needed, but the impetus for Operation Next was a major tornado that ripped through Tuscaloosa, Alabama, in April 2011. The storm knocked out power at Moody Radio South for nearly two critical days. "When we needed to be on the air to tell people where to get food, water, shelter, and how to find missing people, we were off the air because we didn't have a generator," station manager Rob Moore recalls. With the installation of a new generator this fall, on-air outages will no longer occur.

The upgrades not only ensure that Moody Radio stays on the air but also help its stations run more efficiently. Dick Lee, station manager of Moody Radio Cleveland, is replacing three old transmitters and says the new equipment will provide "cost savings on an ongoing basis and a great deal more reliability."

**\$2.1 million**

given by Moody Radio listeners to Operation Next for state-of-the-art equipment to keep Moody on the air during storms and other critical times

Tornado damage in Tuscaloosa, Alabama, caused Moody Radio South to go off the air.

Moody Radio produces and delivers compelling programming filled with solid biblical teaching and creative expressions of faith that help listeners take the next step in their relationship with Christ.

**¡Hola, Radio Moody!** Spanish speakers now have Christian programming and music available in Spanish on AM 1110 in Chicago and worldwide online at [www.radiomoody.org](http://www.radiomoody.org).

**Soulful sounds.** A blend of contemporary gospel and urban music, heard on Moody Radio's new Urban Praise Internet station (online at [www.urbanpraiseradio.org](http://www.urbanpraiseradio.org)), inspires celebration, hope, and joy in urban communities.

**Virtual marathon.** In January 2012, 34,687 people from 98 countries participated in Moody Radio's online game, which familiarized people with Moody's ministries and featured daily questions and prizes.

**One Cry Prayer Summit.** Christian speakers, musicians, and listeners participated in an on-air nationwide prayer and worship summit, held on consecutive Thursday evenings beginning on the National Day of Prayer, May 3.

**Wise guide.** Listeners can tune in to *Treasured Truth*, a new Moody Radio teaching program, to hear powerful Bible preaching from Moody alumnus James Ford ('84), an urban pastor on the South Side of Chicago at Christ Bible Church.

**Radio scholarships.** Two international scholarship recipients began four-year programs in communications at Moody Bible Institute, thanks to funds raised by Moody Radio and international radio ministries.

**Moody Radio Network turns 30.** Many years after Moody Radio began broadcasting in 1925, its satellite network was launched in 1982. The network continues to innovate with new programs on more than 700 affiliate stations.

## Moody Publishers

Moody Publishers proclaims the gospel of Jesus Christ in creative and powerful ways so that individuals worldwide will live in increasing measure as His fully devoted followers.

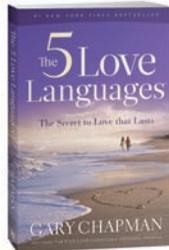
**Impacting generations.** Eight newly created publishing teams develop books and e-books (viewable on smart phones, tablets, and e-readers) to reach millennial, urban, and global audiences with the hope of Christ.

**Going global.** Moody Publishers shipped 3.28 million products last year, including books, Bibles, and video. Roughly 7% (236,783) went overseas.

**Bestselling titles.** *When Helping Hurts* by Brian Fikkert and Steve Corbett, *Worship* by John MacArthur, *Things I Wish I'd Known Before We Got Married* by Gary Chapman, and *The Five Love Languages of Children* by Ross Campbell and Gary Chapman.

**Reaching worldwide.** Gary Chapman's *The 5 Love Languages* has been in print for 20 years.

- Over seven million copies sold
- Translated into 49 languages
- On the *New York Times* best seller list for 268 weeks



**Interactive app for kids' book.** Moody Publishers developed a free, interactive app for the new children's book, *A Perfect Pet for Peyton* by Gary Chapman and Rick Osborne, which helps children discover their personal love language.

**Three-way partnership.** Moody Publishers worked with Moody Radio and Undergraduate Education to record one of the most popular semester courses, *A Biblical Theology of Suffering*. The course will air on *Today in the Word Radio* in 2013, and a corresponding book will be released.

### Reaching Out to Millennials

Last year Moody Publishers published seven books for millennials (people born between 1980 and 2000) in print and as e-books. One of the authors, Moody alumnus and millennial Kyle Tennant ('11), was a pastoral ministries student at Moody when Moody Publishers accepted his book proposal for *Unfriend Yourself*.

"We are seeking to reach people in that post-college age range who are trying to navigate the beginnings of adulthood and figure out what God has in store for them," says Randall Payleitner, associate publisher for the millennial generation team.

Moody Publishers' millennial generation team is one of eight new publishing teams created to reach specific audiences. The reorganization aligns with Moody Bible Institute's new strategic direction to share the truth of God's Word across the globe, cultures, and generations.

*Unfriend Yourself* evaluates the popular use of social media from a biblical perspective and cautions millennials in particular about social media's tendency to create false intimacy and encourage excessive self-promotion. "Christ is the one we are to boast about," Kyle says. Now a youth pastor in Bartlett, Illinois, he equips students with biblical principles to help them use social media wisely.

390,000

e-books sold (12% of total sales last year)



Kyle Tennant (center), Moody Publishers' author and Moody alumnus, ministers to millennials.

## Today in the Word

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

**Devotions with depth.** Last year, *Today in the Word's* devotional studies included the books of Leviticus and Colossians, as well as Scripture-centered topical studies of fear, the temple and the church, and the eyewitness accounts of Christ, among others.

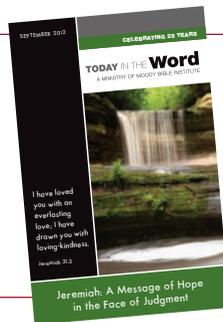
**He Is Born.** This new, illustrated 12-day devotional from the editors of *Today in the Word* encouraged readers at Christmastime.

**He Is Risen.** A companion book on Christ's resurrection was available at Easter.

### Readers around the world

Citizens of  
**68**  
countries

Inmates in  
**40**  
prisons



**New, user-friendly design.** *Today in the Word* re-launched its website with enhanced navigation and increased search capabilities.

**Electronic delivery.** An average of 24,092 people visit the *Today in the Word* website each month and more than 10,500 readers receive the devotional daily via e-mail.

**200,000+** print, website,  
and e-mail readers

### From Our Readers

"*Today in the Word* has helped me stay focused and grounded in Jesus these last four-plus years of my incarceration."

—William

"Each morning I glean something from *Today in the Word's* teaching, and then our faithful God underscores what He has given me all through the day! Isn't it amazing how He loves us?!"

—Deborah

"*Today in the Word* has inspired me to stay in God's Word every day and has helped me to understand the Bible better. I thank God for the technology that allows me to read *Today in the Word* online."

—Marilyn

"Any time I read *Today in the Word*, I become refreshed in the Spirit; it carries a great anointing."

—Pastor Joshua, Nigeria

"I keep a growing stack of my favorite issues of *Today in the Word* and have used them in our family Bible study times with the children (now teens) or given them away to friends to introduce them to what I have discovered is an excellent biblical study resource. Keep teaching!"

—Barbara

170

salvation decisions were made at Gary Chapman marriage conferences



## Moody Conferences

Moody Conferences provide experiences that equip people for a lifelong exploration of the Word and its relevance to every part of their lives.

### Conferences Change Lives

"Greetings from Tokyo, Japan! I am listening to Founder's Week via my iPhone, wishing I could be there. What a line-up of speakers and teachers! Praise God!"

—Diane Espejo Velasco

"Founder's Week is one of my favorite events of the entire year!"

—Scott Schollock

"So blessed to have been an undergrad student at Moody in 1959. I am listening to Founder's Week over KMBI–Spokane. Praise the Lord for the privilege."

—Gordon Carpenter

"I honestly came alone to Pastors' Conference with the thought, 'How do I get out of the ministry without hurting others?' But after my experience this week, I have a renewed zeal to fight on! I thank God for Moody!"

—Anonymous

"Thank you for the marriage conference! Today is our five-year anniversary, and we hope to use what we learned to build a stronger marriage that will last a lifetime."

—Bethany

**125th anniversary.** The grand celebration of Moody Bible Institute's bold legacy featured numerous events including a Vespers service, prayer walk around the Chicago campus, and luncheon with speaker Chuck Swindoll and more than 3,000 guests.



Chuck Swindoll



Francis Chan

**A night to remember.** On February 8, 2012, Founder's Week attracted nearly 6,000 people to hear pastor and bestselling author Francis Chan. Many more listened on radio stations across the country and online around the world.

**Pastors served.** The 37th annual reFOCUS Pastors' Conference at Moody's Chicago campus hosted more than 900 pastors from around the world May 21–24.

**Men's prayer conference.** More than 1,700 men learned about prayer, prayed together, and worshiped the Lord at Moody's Walk Worthy conferences in Boca Raton, Florida, and Chagrin Falls, Ohio.

**Growing interest in great marriages.** With 7,510 people attending events in 11 cities, The Marriage You've Always Wanted conference, featuring bestselling author Dr. Gary Chapman, more than doubled in attendance from last year.

## Financial Overview

Thank you for your prayer and financial support of God's work at Moody! Because of you, our undergraduate students can go directly into gospel ministry around the world without debt. The life-changing ministry of Moody Radio is reaching listeners worldwide. And more than three million books sold by Moody Publishers proclaimed the gospel and a biblical worldview in creative, soul-enriching ways.

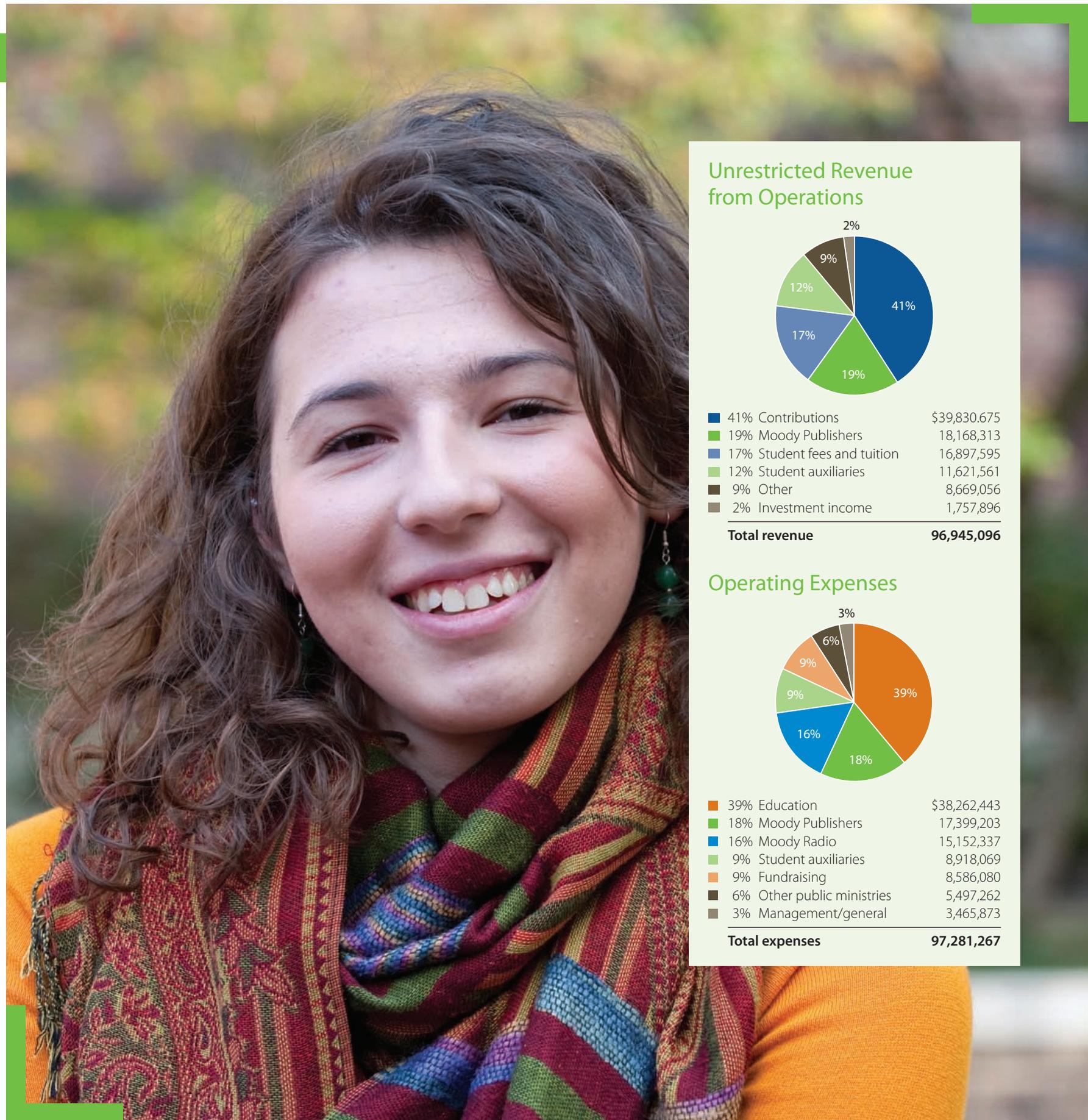
We are thankful for this year's encouraging financial results. More than 100,000 Moody partners provided generously in 2011–2012 with contributions of \$39.8 million. This number represents a slight decrease from the previous fiscal year. However, this year saw a high level of restricted donations which is not included in the overall results.

Education has been the most dynamic area at Moody in the past five years. The number of students in on-campus and distance learning programs has increased about 25% over this period. This academic year, we conferred more than 700 academic 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 37%. Overall expenses of \$97.3 million were up about 2.4% from 2010–2011, but were below 2002–2003 levels.

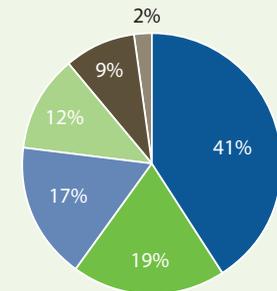
During this fiscal year, contributions represented 41% of revenue. Student tuition, fees, and room and board represented 29% (this percentage is rising with sustained student growth). Moody Publishers generated 19% of revenue, continuing its track record of profitability.

Moody Publishers and Moody Radio together represent about 34% of total expenses. Management/general and fundraising expenses decreased to 12% of the total compared to 13% in the previous fiscal year. We ended the year with a \$300,000 loss in the unrestricted operations account.

Your contributions enable Moody's ministries to reach across the globe, cultures, and generations in the name of Christ.



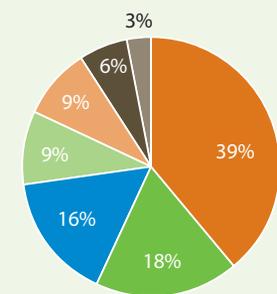
### Unrestricted Revenue from Operations



41% Contributions	\$39,830,675
19% Moody Publishers	18,168,313
17% Student fees and tuition	16,897,595
12% Student auxiliaries	11,621,561
9% Other	8,669,056
2% Investment income	1,757,896

**Total revenue** **96,945,096**

### Operating Expenses



39% Education	\$38,262,443
18% Moody Publishers	17,399,203
16% Moody Radio	15,152,337
9% Student auxiliaries	8,918,069
9% Fundraising	8,586,080
6% Other public ministries	5,497,262
3% Management/general	3,465,873

**Total expenses** **97,281,267**



## MOODY BIBLE INSTITUTE

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