

From the Word. To Life.

MOODY BIBLE INSTITUTE
2007–2008 Annual Report



>> EDUCATION



>> MOODY RADIO



>> PUBLISHING



NAME: STEVE TAKUSHI

POSITION: MANAGER OF COMPUTER SUPPORT

YEARS AT MOODY: 24

"I really appreciate that at Moody people can say, 'I'm struggling with something. Can we pray?' You can't put that on your calendar; you just have to be open to the Spirit when someone is asking for help. Professionally, it's my job to ensure that even though technology is always changing and costing more money, we remember that we are stewards of hard-earned resources. We give much thought to how we spend money and how we use the latest technology."





Dear friend,
Another year of ministry at Moody Bible Institute has drawn to a close—so what made our 122nd year stand out from the others?

What made 2008 unique and what makes 2009 such a riveting prospect of hope is the body of believers who make up the Moody family: students, faculty, staff, donors, musicians, dreamers, leaders, servants, writers, readers, preachers, fliers, thinkers, challengers, and especially those like you who pray and give.

That kind of sweeping variety of outstanding people devoted to a common cause is amazing to see.

At its heart, of course, Moody is a school. Every year we add hundreds of extremely qualified men and women to the mix. Our students have a passion for God and compassion for the world, and seeing that in action energizes me every day. As our friends come alongside and help us become more equipped to expand the student body, I realize what a privilege it is just to be involved as a volunteer here.

Moody is also a broadcaster and a publisher. In my opinion, our team of announcers, producers, editors, and authors is second to none when it comes to telling the story of God's Word. They keep it fresh. Their message is relevant. And their tone isn't just intelligent, it's also loving—that makes all the difference.

Moody is you and me. Every year, God assembles a diverse team, and He does extraordinary things through us. I'm privileged to serve on the board, and you are a praying and giving friend. From where I sit, I couldn't be more impressed with this year's results. I can't wait to see what comes next.

A handwritten signature in black ink, appearing to read 'Jerry Jenkins'.

Jerry Jenkins
Chairman, Board of Trustees

>> Top: Moody location in the heart of Chicago provides easy access to myriad ministry opportunities.

Bottom: Students enjoy worship during Homecoming activities.



NAME: JAN GIESLER

POSITION: MANAGER OF THE CUSTOMER SERVICE CENTER

YEARS AT MOODY: 36

"The Institute is always growing—it's never stagnant—so it gives me a challenge. I love being in service. I also appreciate the outreach, the ministry, the changed lives, and the training of students at Moody. I keep serving at Moody because of the need."



>Moody stands firm on biblical certainty, spiritual absolutes, and trust in Jesus Christ despite a growing acceptance of cultural relativism in the world.<

OUR MISSION

Under the authority of God and His Word and in commitment to Christ and His Church, Moody Bible Institute exists to equip and motivate people to advance the cause of Christ through ministries that educate, edify, and evangelize.

OUR VISION

To encourage and equip believers to:

Think Biblically

Live Christianly

Serve Effectively

Evangelize Consistently

OUR VALUES

The authority of the Word of God

The centrality of the Church

The worth and dignity of the individual

The priority of servanthood

The practice of integrity

The responsibility of stewardship

OUR OUTLOOK

Even in today's cultural and economic climate, Moody proclaims God's Word and trains His followers. We understand that in an age of relative truth and moral compromise, Moody's stance on issues of biblical certainty and spiritual absolutes takes on critical importance. But we're also sensitive to the need to make personal, loving connections—we must demonstrate that biblical mandates are compatible with compassion.

Moody also recognizes the opportunity of this technologically advanced era to be salt and light using revolutionary new methods. In times of economic uncertainty, we must maintain financial stability and continue to steward donor investments wisely. With that in mind, we are overjoyed that God has provided for expanded ministry. Total expenses have increased less than inflation over each of the past five years. We are committed to trimming expenses so that we can maximize the impact of every gift.

Most of all, we recognize our resources and efforts belong to God—all glory belongs to Him.

>> Top: Historic Crowell Hall in the center of campus.

Bottom: Students seek the Lord in prayer.



NAME: ROSALIE DE ROSSET
POSITION: PROFESSOR OF COMMUNICATIONS
YEARS AT MOODY: 39

"My greatest love is teaching, and it is a tremendous imperative for me to be alert to and aware of what my students' needs are to heal from past injuries, to understand the power of Christ to transform, to feel the urgency of Christian obedience, and to somehow use the classroom setting to catch their souls and minds. I feel called and have had a singular, unforgettable experience in the classroom."



>Donor generosity combined with a surge in student applications led to an enrollment increase of 25% from Fall 2007 to Fall 2008.<

PREPARING STUDENTS TO SERVE CHRIST

A Moody education is field training for the Great Commission. Moody offers several fields of study—pastoral, evangelism, and missions specializations that empower men and women to lead the next generation in Christ's service; communication training in radio and video that delivers God's timeless message in timely ways; sacred music studies that craft lives of godly worship into corporate expressions of God's glory. There are many majors, but there is one purpose. Our 122-year legacy of advancing the cause of Christ marches on undaunted. Moody confers more undergraduate ministry degrees than any other school in the nation—and it shows in the lives of our alumni. A survey showed that 76% of Moody graduates enter full-time ministry and 95% engage in volunteer or part-time service.

PROMISING NUMBERS AND NEW DEVELOPMENTS

- >> Total Moody enrollment increased by 25% from Fall 2007 to Fall 2008 across all programs and campuses.
- >> Moody Bible Institute–Spokane welcomed the largest incoming class in its history, 112 students in the Fall 2008 semester.
- >> Through weekly Practical Christian Ministry involvement, Moody students served more than 300 churches, Christian organizations, and community agencies—the student body logs more than 3,000 hours of community service every week, reaching over 9,000 people each week. Over 900 decisions for Christ have been reported as a result of these student ministries throughout the city.
- >> More than 250 upperclassmen are engaged in ministry internships, a key aspect of their practical ministry preparation.
- >> Moody applications increased 25% over the previous year, which will help us enroll the most qualified and diverse student body in Moody's history.
- >> Moody Distance Learning increased enrollment in independent studies courses by more than 500, including students from home schools and other colleges taking Moody courses as electives. To continue to provide more flexible education options, Moody Distance Learning added eight-week accelerated courses and continued to add more online course options.
- >> Modular classes brought Moody Graduate School courses to churches in Ann Arbor, MI. This new format reduced Moody expenditures while enhancing the kingdom benefit.

>> Top: Students study at Joe's, a student-run coffee shop.

Bottom: Students learn in smart classrooms equipped with modern technology.



>The student body logs more than 3,000 hours of ministry to the community each week, and serves more than 9,000 people.<

Numbers and summaries only begin to tell the story—the investments made by Moody friends and supporters bear fruit in changed lives and fulfilled needs—one student and one graduate at a time.

STUDENTS PARTICIPATING IN THE GREAT COMMISSION

As a student, Whitney Tunney collaborated with Moody Radio to produce *Manna*, a CD with the gospel message recorded in 15 languages for distribution to taxi drivers locally and nationwide. Out of the challenge of bridging the language gap to reach one driver with the gospel, Whitney was inspired to provide a resource that could communicate the truth of Christ in virtually any language.

Another example of our students' creativity and passion came from behind the lens of a camera. Communications students Luke Ewing and Samm Hodges launched Mothlight Media, a film production company that communicates biblical truth through powerful artistic narratives and images.

In cooperation with World Vision, students organized a group called *Acting on AIDS* to rally prayer support and awareness of the global AIDS pandemic, reaching out to its victims with the healing power of the gospel.

ALUMNI FAITH IN ACTION

Our grads exemplify the broad impact of a Moody education. Alumna Lisa DePalma serves in South Africa with STRAATWERK, an agency dedicated to ministering to women and children forced into prostitution. She administers the saving power of the Word of God to help them find new life in Him. She also helps them develop opportunities for economic growth.

Moody grads Jarod and Jennifer Ebenhack serve with Kids Alive Haiti, where Jarod is school director. In one of the world's poorest nations, orphans usually have little hope for survival. But Jarod and Jennifer and their five children—three of them adopted from Haiti—offer the hope and life found only in Jesus Christ. Their work with these children plants a seed of possibility for a better future and a growing church in the struggling nation of Haiti.

>> Top: Ryan Miller volunteers for Acting on Aids at a Zambia youth conference.

Middle: Students in Ministry—Whitney Tunney (left) shares the gospel with cab drivers; Alumna Kristi Swanson (center) serves as a missionary in Durango, Mexico, along with husband, Joe, who is a pilot for United Indian Mission; Luke Ewing and Samm Hodges in action (right) with their film production company, Mothlight Media.

Bottom: Moody's Symphonic Band performs at Founder's Week.



NAME: PIERRE CHESTANG

POSITION: STATION MANAGER AT WKES IN ST. PETERSBURG, FL

YEARS AT MOODY: 12

"A woman in her sixties came to us at a conference and told me she had been full of despair and thinking about suicide. Somehow the Lord told her to turn on Moody Radio. From the moment she began listening she began to feel hope, and the thoughts of suicide began to go away. She grabbed my hand and said, 'Pierre, Moody Radio saved my life.' When I think about testimonies of listeners, I think about that one."



>More than 1 million people tune in to Moody Radio each week through stations and affiliates across the U.S. and Canada.<

Moody Radio reaches listeners with solid biblical insight and uplifting music to help them take a step forward each day in their relationships with Jesus Christ. Moody's efforts have focused on continuing to develop relevant programming and harnessing the power of new technologies to reach more people for Christ.

PROGRAMMING AND EVENT HIGHLIGHTS

After the end of *Open Line*, because of Radio Pastor Donald Cole's retirement, Moody Radio introduced *Chris Fabry Live*, an interactive program that helps listeners deal with life's issues from a biblical perspective.

The popular *Middy Connection* won the National Religious Broadcasters' Program of the Year award in 2008, as it introduced new interactive content like over-the-air group Bible studies with online discussion forums and study archives.

BROADCASTING IMPACT

- >> Each week, over 1 million listeners tune in to Moody Radio.
- >> Moody Radio is heard over the airwaves across the U.S. and Canada. The full lineup of programs is carried on 35 owned and operated stations, various Moody Radio programs are heard on more than 450 affiliate partners, and more than 800 total media outlets offer some Moody Radio content.
- >> Moody Radio produces six radio programs.
- >> WCRF (Cleveland) and affiliates celebrated 50 years of ministry.
- >> WMBW (Chattanooga) celebrated its 35th anniversary.
- >> WMBV (Dixon's Mills, AL) celebrated its 20th anniversary and expanded its reach with new studios in Tuscaloosa.

TRANSFORMED LIVES

"I've had major challenges since my husband died suddenly 20 years ago. Moody was the rescue boat when I was recovering from my greatest life storm. I have a wonderful relationship with the Lord that has matured because of Moody." —Marie , Chicagoland

"The thought-provoking programs teach me and also make the time fly as I forget any 'busy work' that I might be doing. I just feast on God's Word, or on interesting presentations and interviews that keep me glued to the radio." —Joanna, Fort Pierce, FL

>> Top: Award-winning *Middy Connection* hosts Melinda Schmidt and Anita Lustrea enjoy serving the Lord in the broadcasting booth.

Bottom: Roger Basick in the studio at Moody Radio Chicago.



>Listeners are increasingly tuning in online, with more than 250,000 average users connecting to Moody Internet streams.<

NEW TECHNOLOGIES EXPAND REACH

More than 250,000 online users connect to Moody Radio's Internet streams, which offer three specialized channels. In addition to listening online to Moody Radio, which is also broadcast over the airwaves and focuses on biblical teaching, listeners can link to a channel dedicated to playing inspirational worship music and to channel featuring sacred music. They can also connect to another channel offering conference addresses and sermons from Moody's illustrious historical archives.

Listeners can also download podcasts to listen to several Moody Radio programs at their convenience on iPods or MP3 players. Moody Radio stations and Internet channels can also be accessed from a Moody Wi-Fi Family Radio or from hybrid digital (HD) radios in some markets. For more information and updates about technology advances, please visit www.moodyradio.org.

A REFINED IDENTITY

Last year Moody Radio underwent a branding effort, not only to reposition ourselves to the radio industry and our listeners, but more importantly, to refocus ourselves on the core components of our mission. In that effort, we identified six primary functions and aspects that make the ministry of Moody Radio truly unique:

Moody Radio . . .

- >> Proclaims the Word
- >> Helps listeners take the next step in their journeys with Christ
- >> Is a trusted voice and friend
- >> Unpacks present day issues from a biblical perspective
- >> Is about partnership and relationship
- >> Is marked by creativity and innovation that connects with people

Armed with a newly honed understanding of its role, Moody Radio unveiled a new visual identity and a simple, powerful slogan: Moody Radio—Where you turn. For life.

COLLABORATIVE BUSINESS PRACTICES

Moody Radio introduced a new offer for stations airing Moody programming: free content in exchange for airing promotions of Moody programs and ministries on their stations. The policy reflects the Institute's belief that advancing ministry and partnership opportunities is of greater value than collecting broadcasting fees.

>> Top left: Diana Barryman broadcasts traffic and news on Moody Radio.

Top right: Moody Radio listeners can download podcasts to iPods or mobile devices.

Middle left: Moody Radio's new logo, introduced in Fall 2008.

Bottom left: A hybrid digital (HD) radio, one of many new technologies that listeners can use to access multiple Moody Radio channels in select markets.

Bottom right: In Fall 2008, during election season, Moody hosted and broadcast an event for Chicago professionals featuring John Maxwell, entitled "How to Choose a Leader."



NAME: JOHN HINKLEY
POSITION: DIRECTOR OF MARKETING
YEARS AT MOODY: 20

"Moody has such a rich and solid history, and we have not deviated from the scriptural standard that was set over 100 years ago. I take pride that we've been labeled 'The Name You Can Trust.' I hear all the time from people in the Christian bookselling industry that they don't need to read Moody books to make sure they're okay for their customers."



>Moody Publishers hit a record high in sales, exceeding monthly sales of \$2.4 million in August 2008. <

TEACHES, ENCOURAGES, AND INSPIRES COVER TO COVER

Moody Publishers has long been known as “The Name You Can Trust.” This year, Moody has once again proved that the trust is well placed—and with that trust comes excitement, growth, and dramatic changes in people’s lives. In the past fiscal year, Moody Publishers introduced 60 new titles to help millions experience the power and amazement of a fresh encounter with Jesus Christ.

Our dedication to collaboration and innovation led us to co-sponsor True Woman ‘08, a women’s conference attended by 6,000 participants. It featured Moody Publishers authors—Nancy Leigh DeMoss, Dannah Gresh, and Carolyn McCulley, who spoke on the penetrating truth of Christ and biblical womanhood.

Perhaps the most revolutionary development has surfaced in the way we can deliver our content. With more than 100 titles currently available for digital download, unlimited opportunities abound to complement traditional print ministry.

TRUTH IN BLACK AND WHITE

- >> August 2008 set the high-water mark for sales, exceeding \$2.4 million. It also helped establish a record-setting quarter in which Moody Publishers hit \$5.3 million in sales.
- >> Erwin Lutzer’s *Is God on America’s Side?* helped give believers the appropriate biblical mindset not only heading into the presidential election but also moving forward and determining our own personal involvement as salt and light in the world.
- >> *Why We’re Not Emergent*, by Kevin DeYoung and Ted Kluck was a finalist for a *Christianity Today* Book Award.
- >> Lisa McKay’s *My Hands Came Away Red* earned a nomination for the Christy Fiction Award.
- >> *The Five Love Languages* continued its stay on the *New York Times* best sellers list, eclipsing the 5-million-copies-sold mark. Gary Chapman’s groundbreaking book has increased in sales every year for 16 consecutive years.
- >> *Lift Every Voice*, the joint imprint of Moody Publishers and the Institute for Black Family Development, topped 500,000 units sold.
- >> 2008 marked the 25th anniversary of the bestselling MacArthur *New Testament Commentary* series, selling over 1.3 million copies at that time.

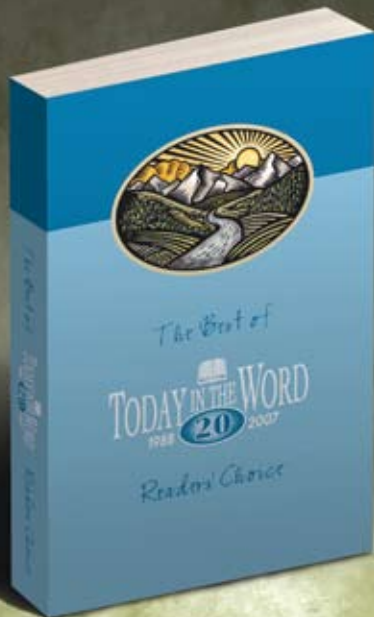
>> Top: The devotional for women, *Daily Seeds*, resulted from a collaborative partnership between Moody Radio’s *Midday Connection* and Moody Publishers.

Bottom: *The Ryrie Study Bible* gives readers useful tools to dig deeper into God’s Word.



NAME: MIKE KELLOGG
POSITION: HOST, MUSIC THRU THE NIGHT
DEPARTMENT: MOODY RADIO
YEARS AT MOODY: 36

"I love the Word of God, and I love when it's honored and doctrine is supreme; that's why I love Moody and *Today in the Word*. We don't have an uncertain trumpet; we teach God's Word authentically. That really excites me."



> *Today in the Word* in print reaches more than 115,000 around the world. More and more users are also reading the devotional online.<

TRANSFORMED BY THE WORD

Moody's daily devotional, *Today in the Word*, helps our readers to experience the transforming power of God's Word one day at a time.

This past year, we've covered topics like stewardship, the life of Moses, and book studies in Acts and Psalms. We also finished celebrating our 20th year of publishing by producing the readers' choice, *Best of Today in the Word*, a book requested by more than 8,000 individuals. We're following up that book with a four-volume compilation featuring past *Today in the Word* studies of every book in the Bible.

I just wanted to e-mail and let you know how much I appreciate your devotional Today in the Word. I am struggling with a newly diagnosed, life-threatening illness, and fear has been very real to me. Today's devotional was so exactly what I needed to hear. I trust my Savior and I cling to His promises of grace and redemption, and I know that His plan and love for me are far greater than I can imagine. Thank you for helping those promises feel so real and personal today.—Spring, Nashville, TN

I have been studying the Word of God with the help of your devotional for almost ten years already. Today in the Word is a real help to keep me focused on a certain theme or book of the Bible that we study every month. Thank you for a Bible devotional guide that goes deeper in God's teachings and allows us readers to have a rich spiritual meal to our souls.—Jackeline, Hudson, FL

My wife and I are devoted readers of your wonderful Bible study. In such a busy world in which we all live, it is a pleasure to start our days in the Word. May God bless you all. You have a godly touch on this world.—Noel, Indianapolis, IN

We praise God that He is using *Today in the Word* to encourage others! Through the generosity of our supporters, we are able to provide *Today in the Word* each month to prisons, homeless shelters, and ministries across America and around the world. We pray that 2009 will bring many more opportunities to share the transforming power of Scripture.

>> Top: *Today in the Word* studies a book of the Bible or focuses on a particular theme each month.

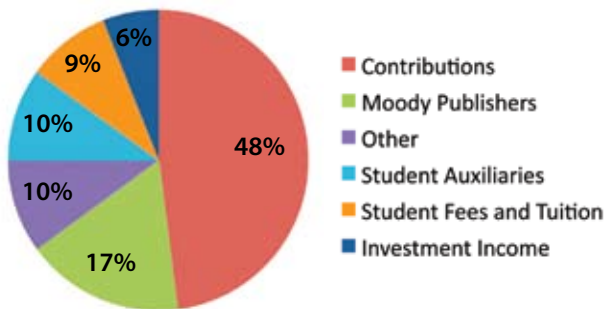
Bottom: Readers may enjoy their favorite issues from the archives, in *The Best of Today in the Word*. Readers may order this resource, access *Today in the Word* online, or sign up to receive it via e-mail, at www.todayintheword.com.



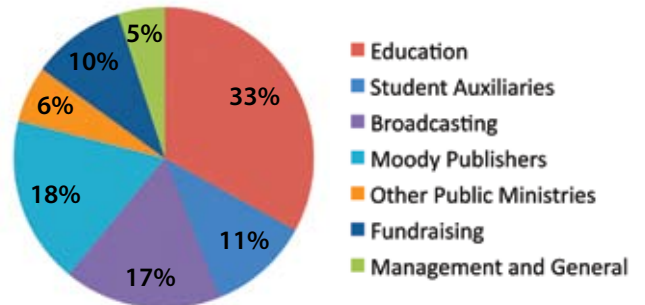
NAME: CHUCK MOERI
POSITION: INVESTMENTS ADMINISTRATOR
YEARS AT MOODY: 30

"I think we are making disciples at Moody, and I'm here because I feel like I'm part of that process. We sometimes forget that our on-campus undergraduate program is tuition-paid. Many students come here because they can't afford to pay a large tuition bill. If it wasn't for Moody, I probably wouldn't have been able to get a Bible education and wouldn't have been able to pastor a small church."

REVENUE FROM OPERATIONS



OPERATING EXPENSES



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We are thankful to report another year of strong financial results. MBI had operating income of \$1.3 million on revenue of \$93.0 million and expenses of \$91.7 million. This was the fourth year in a row with positive operating income. During this period the Chicago campus student body has grown from 1527 to 1735 undergraduate and graduate students, while education costs have been unchanged. The cost of education per student has dropped over the past 4 years from \$20,000 to \$18,000—an amazing record compared to most of higher education.

We know that these have been tumultuous months financially for all of us. We are reminded that “God is our refuge and strength. . . though the earth give way and the mountains fall into the heart of the sea”. Moody entered this stormy period in a very stable position with significant cash reserves. We have had to utilize a portion of these since September. Giving to MBI started to decline in November 2008 as the economic crisis took hold. Our supporters were very faithful in the last recession of 2000-01, when we experienced no drop in giving. We know that this is a more difficult recession, and we plan to continue to use our resources very carefully. We appreciate your faithful giving to Moody, even when it is challenging.

We do depend upon our faithful partners in ministry. As you can see from the chart to the left, 48% of our revenue was from contributions. This reflects both current donations (37%) and planned giving realized (11%). Education remains our largest area of expense at 33%, and with auxiliary charges such as dorms and food service added, it comes to a grand total of 44%. Both Management and General, and Fundraising expenses have fallen as a percentage of total expense. These costs have remained very consistent over the last four years.

Moody Publishers had a challenging year but maintained a positive bottom line, subsidizing the ministry \$0.7 million in 2008.

To view MBI’s full financial reports, visit www.moodyministries.net, and click on the “giving” tab.



MOODY BIBLE INSTITUTE
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