



TRANSFORMING LIVES FOR CHRIST

MOODY BIBLE INSTITUTE • 2009-2010 ANNUAL REPORT



FROM THE OFFICE OF THE PRESIDENT

Dear Moody partner,

During our 125-year history, Moody's education and media ministries have always been driven by the conviction that the Spirit of God uses the Word of God to change the hearts and lives of people, for the glory of God. As you look through these pages, we hope the quotes and information we have highlighted will help you see how Christ has been working through Moody's ministries to transform people's lives during the past fiscal year: July 1, 2009–June 30, 2010.

We are eagerly looking forward to what God has for us in the days ahead. Today, more than ever, the world needs effective, relevant, and courageous people who are rooted deeply in the Word of God, fearlessly proclaiming its life-saving message. We are committed to meeting that need.

The generosity of partners like you makes all of Moody's ministries possible. Your continued support enables Moody to proclaim Christ and the transforming power of His Word through radio, publishing, and conferences, and through the worldwide ministry of our students and alumni.

Thank you for standing with us! Your partnership is crucial for Moody's ministries to continue sharing the hope of Christ in the years to come.

J. Paul Nyquist, Ph.D.

President

MISSION, VALUES, AND VISION

Our Purpose

As a higher education and media ministry, Moody exists to equip people with the truth of God's Word to be maturing followers of Christ who are making disciples around the world.

Our Values

The Authority of God's Word

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 Vision

Biblical Mission. Global Vision.

Drawing from our past, we are committed to our biblical mission, which means we will:

- Stay true to our 125-year legacy, remaining deeply rooted in God's Word in all our ministries
- Stand in the gap against the growing tide of biblical illiteracy in today's society
- Equip people with both the knowledge of God's Word and the skills to powerfully proclaim it

As we look to the future, we will pursue our global vision, which means we will:

- Train students to minister effectively in a multi-cultural, multi-lingual, increasingly urban world
- Establish a reciprocating relationship with the global church, learning from each other and helping each other to become more effective in fulfilling the Great Commission



Top: Student interaction on and off campus fosters spiritual growth and life change. *Bottom:* Hilliary Anderson went on a trip to Kigali, Rwanda, and, as a result, started Hope for Life, a ministry to street boys in the region.



UNDERGRADUATE EDUCATION

Moody Bible Institute in Chicago, founded in 1886, provides a Bible-based education and practical ministry training through more than 30 ministry-related undergraduate programs. In addition to classes on campus, students may take online, printed independent study, and regional classroom courses.

- The tuition-paid education program for undergraduate students at the Chicago campus grew from 1,528 students in Fall 2008 to 1,602 in Fall 2009. Moody relies on the continued generosity of our partners, so that students can receive the training they need to become tomorrow's pastors, missionaries, Bible teachers, and ministry leaders.
- The student body at the Chicago campus continues to display strong academic achievement and diverse representation. The average entering GPA for the Chicago campus is 3.52; the average ACT score is 25; and the average SAT score is 1118. Thirty-nine international students hail from 14 countries; 12 missionary kids come from 11 countries.
- Moody Bible Institute–Spokane, located in Washington State, increased its enrollment from 242 in Fall 2008 to 336 in Fall 2009. MBI–Spokane also added four new Bachelor of Arts degrees: Biblical Exposition, Biblical Studies, Intercultural Ministries, and Youth Ministry.

“You cannot live a semester at Moody without being fundamentally changed. It is impossible to spend time in class, the dorm, or the cafeteria without being pushed closer to the cross. Whatever God may be shaping you for, Moody is going to propel you further along that road.”

Kevin | Elizabeth, NJ | Bachelor of Arts in Pastoral Studies | Class of 2012

Top: Students deepen their knowledge of Christ in the classroom with ministry practitioner and professor Mike Milco. *Bottom:* Moody Aviation students serve people in countries around the world during their summer internships.

- Moody students at both campuses engage in ministry not only in the surrounding metropolitan areas, but they also travel for short-term missions trips. In the last year, students served in Canada, England, Haiti, the Philippines, Vietnam, and the U.S.
- Since 1946, Moody Aviation has trained nearly half of all missionary pilots. During the summer, aviation students had missions internships in Papua New Guinea, Indonesia, Mexico, Mongolia, Kenya, and Alaska. Fifth-year students embarked on a 10-day cross-country flight in September.
- To help students lead where they are, Moody Distance Learning added the new Bachelor of Science in Ministry Leadership, which provides biblical and practical training for ministry by focusing on leadership, congregational dynamics, and ministry practices.
- Online courses are now offered in an eight-week accelerated format, to help students earn their degrees faster. This format helps students earn a Moody education and keep their commitments at work, home, and church. They apply what they learn immediately in their current ministries.
- Total undergraduate enrollment, which includes Chicago, Spokane, and distance learning students, grew from 2,406 to 2,629.

“My family and I are planning to start a Bible institute for training pastors and church planters in Colombia. I don’t know if I would have done this without my experience at Moody. We can now pursue greater dreams for the glory of God and the expansion of the gospel of Jesus Christ in our troubled nation. There are not enough words to describe the impact that Moody has made in our lives.”

José | Bogotá, Colombia | Bachelor of Science in Biblical Studies | Class of 2009



Practical Christian Ministries

Students ministering weekly in the Chicago community

1,545 undergraduate students

292 ministry sites

108,440 hours of service performed

281,733 people served

878 reported decisions for Christ

Student Lisa Collins ministered to children on a First Nation reservation in Canada during her summer missions trip.



MOODY THEOLOGICAL SEMINARY, Chicago Campus

Moody Theological Seminary provides students with a graduate-level education that is biblically sound, academically challenging, and practical for ministry. The Chicago campus offers five master's degrees and four graduate certificates.

- Chicago campus seminary enrollment for the 2009-2010 academic year was 443 students, including those enrolled in online and modular courses.
- The seminary relocated in May to Fitzwater Hall, giving it the significant advantage of a centralized, more accessible presence to foster increased enrollment.
- The Master of Divinity program added new emphases in ethics and pastoral counseling.
- A new Master of Arts in Ministry Leadership was created to equip students with biblical knowledge and practical leadership and management skills needed by pastors, missionaries, and administrators of Christian organizations.
- On February 27, 2010, more than 200 students served for a day in some of Chicago's most impoverished neighborhoods in the annual *Service in the City* outreach.
- African-American, Asian, Latino, and other nonwhite ethnicities account for 29% of the MTS student body. The incoming class included 14 international students from 11 countries.

"I am growing spiritually just from being in my classes. The homework doesn't feel like homework; it feels like part of my walk with Christ. I am learning from all the professors' walks with Christ. It's like having 10 different mentors all around you."

Heather | Montague, MI | Master of Arts in Intercultural and Urban Studies | Class of 2012

Top: Students grow spiritually through class discussions, assignments, and mentoring. Bottom: 71 students graduated from the Chicago and Michigan campuses ready to serve in ministry.

MOODY THEOLOGICAL SEMINARY–MICHIGAN

On January 1, 2010, Michigan Theological Seminary, located in Plymouth, Michigan, officially merged with Moody and is now named Moody Theological Seminary–Michigan. The merger of the two seminaries offers greater potential for future growth and has enabled a combination of resources, saving 20% in total operational expense.

- Enrollment for the 2009-2010 year was 175 students.
- A team of faculty members merged the curricula of the two schools. 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.
- The Master of Arts in Christian Education program added a new English Bible emphasis, which is ideal for people serving in a Bible-teaching context of a local church, parachurch organization, or school. The curriculum trains students in theology, professional competency, critical thinking, cultural sensitivity, and spiritual formation.

“Without the theological training we received at MTS–Michigan, my wife and I would not be able to do what we are doing now in church planting. I learned the discipline of research at the master’s level and developed skills in studying and exegeting the Word. These skills have been invaluable for ministry.”

Al | Campden Park, St. Vincent | Master of Theological Studies | Class of 2009



MTS by the Numbers

618 enrolled at MTS in Chicago and Michigan

15 international students enrolled

200 participated in *Service in the City* in Chicago

MTS–Michigan alumni are proclaiming the life-changing power of God’s Word worldwide. Al Blake (above) and his wife, Debbie, recently launched a church in their homeland, St. Vincent Island in the Caribbean.



MOODY RADIO

Moody Radio provides programming filled with biblical insight and creative expressions of faith that help listeners take the next step in their personal relationship with Christ.

- More than one million listeners tune in to Moody Radio stations around the U.S. and Canada. The full line-up of Moody Radio programs is carried on 35 owned and operated stations, various programs are heard on 578 affiliate stations, and 1,217 media outlets offer Moody Radio content.
- Moody Radio is dedicated to impacting as many lives as possible with Christ's message of hope. That's why Moody Radio continues to expand its reach. Forty-nine affiliates and 159 outlets were added in the last year. Not only is there more content over the airwaves, but online streaming and podcasts also continue to be accessed globally, helping to transform peoples' lives.

"The more I shut God out, the worse my life became. I became addicted to drugs and alcohol and went to rehab. Some time later, I hit the scan button in my car, and the first station it came to was yours. I'm starting to learn the songs of praise you play. The talk portions are messages of hope and help me in my day-to-day living. Having God in my life has made all the difference, and I wanted to thank your radio station for giving me hope."

Brooke | Moody Radio listener

"I am a flight attendant with Air Jamaica. I discovered WMBI several years ago after getting into the hotel in Chicago one night. I needed to be ministered to, and it was just what my spirit needed. I listen online whenever I am in Jamaica or traveling."

Latoya | Moody Radio listener

Moody Radio programming encourages listeners on the road, at home, or wherever they are, to take the next step in their relationship with Christ.

- Now with Moody Radio's iPhone app, listeners can hear Moody Radio wherever they are. The iPhone app that launched in December 2009 has seen an enthusiastic listener response, with more than 15,000 downloads. The app has been downloaded in over 47 countries.
- *Midday Connection*, *Chris Fabry Live!*, and other programs continue to have a loyal listener base in the afternoon time slots. *In the Market with Janet Parshall* was added to the line-up in May 2010. In this fast-paced, caller-driven program, Parshall and her guests examine major news stories and issues from a biblical perspective, giving listeners insights to help them engage in "the marketplace of ideas."
- On January 25, *Today in the Word Radio* launched a new podcast series of Bible courses taught by professors of Moody Bible Institute, available free on the *Today in the Word Radio* Web site.
- Moody Radio Southeast, WMBW in Chattanooga, Tennessee, received the National Religious Broadcasters (NRB) 2010 Station of the Year Award (Medium/Small Market).
- From February through April, Moody Radio owned and operated stations across the country held Share events in 10 locations. Listeners gave more than 48,000 gifts, totaling \$9 million, which was 3% more than the 2009 Share total.

"Wow, this is incredible! What an ingenious, timely, and well-thought-out app. I thank God for Moody Radio."

Moody Radio iPhone app user



Impacting Lives

35 owned and operated stations

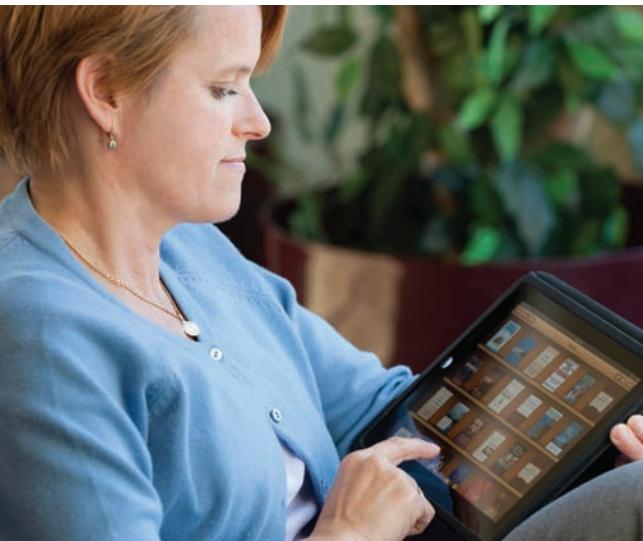
578 affiliate stations

1,217 other media outlets

15,000 iPhone app downloads

48,000 gifts given during Share

15,000 people in 47 countries have downloaded Moody Radio's new iPhone app.



MOODY PUBLISHERS

For more than 115 years, Moody Publishers has provided books and other resources that address life's issues from a biblical perspective. Moody Publishers is dedicated to spreading the gospel in creative and powerful ways to impact the lives of readers so that they will become more devoted to following Christ.

- Moody Publishers released more than 70 new titles by authors like Nancy Leigh DeMoss, Erwin Lutzer, James MacDonald, Tony Evans, and John MacArthur.
- Among the bestselling titles were *Comfort for Troubled Christians*, *Lies Women Believe*, and *Choosing Gratitude* by Nancy Leigh DeMoss; *When Helping Hurts* by Brian Fikkert; and *Just Do Something* by Kevin DeYoung.
- Moody Publishers shipped more than 3.2 million books and resources, 90% of which were sold in the United States. The other 10% were shipped to almost 40 countries.
- Moody Publishers signed more than 130 licenses to translate dozens of titles into 30 languages.
- More than 650 Moody Publishers titles are available as e-books from retailers like Amazon, Barnes & Noble, Borders, and Christian Book Distributors.

"I am a senior in high school and I just finished reading your book. God's truth through this book is changing my life. He is setting me free. God has really been laying on my heart the need for His truth to be spread. We are so blind to the lies this world feeds us."

A reader of Lies Young Women Believe

Top: Readers learn from Moody Publishers' award-winning *The New Atlas of the Bible*. Bottom: E-book readers have immediate access to 650 Moody Publishers titles.

- Moody Publishers released a new edition of *The Five Love Languages* by Dr. Gary Chapman. More than 625,000 copies were sold during this fiscal year (now more than six million sold). The title has been on the *New York Times* bestseller list for more than 160 weeks. An iPhone app and a free love language online assessment are now available. Chapman is heard daily on his radio feature, *A Love Language Minute*, and weekly on his hour-long program, *Building Relationships*.
- *The New Moody Atlas of the Bible*, by Barry Beitzel, won the Evangelical Christian Publisher Association's Christian Book Award in the Bible reference and study category. It was also named the best in the book atlas category in the prestigious Cartography and Geographic Information Society's Map Design Competition.
- *Why We Love the Church*, by Kevin DeYoung and Ted Kluck, tied for first place in the church/pastoral leadership category of the 2010 Christianity Today Book Awards.
- More than 12,000 women attended three True Woman '10 events, co-sponsored by Moody Publishers in partnership with *Revive our Hearts*. Speakers included Moody Publishers authors Nancy Leigh DeMoss, Mary Kassian, James MacDonald, Crawford Loritts, and Dannah Gresh.

"I have read The Five Love Languages, The Five Languages of Apology, The Seasons of Marriage, and Hope for the Separated. These books have given me the strength to get through this terrible time in my life. I have found that I am not alone anymore. God is with me."

A reader in Alberta, Canada



Spreading the Gospel

3.2 million books shipped

130 translation licenses signed

650 titles available as e-books

625,000 copies of *The Five Love Languages* sold this year
(6,000,000 total sold)

Moody Publishers receives letters every week about readers' lives being transformed. Moody Publishers titles are even used as textbooks in classrooms.

CONFERENCES

Moody hosts conferences around the country for men, women, pastors, couples, families, and students. These events feature inspiring Bible teaching from some of today's most respected Christian leaders.

- *The Marriage You've Always Wanted* conference with Dr. Gary Chapman, author of the bestselling *The Five Love Languages*, was held in twelve cities around the country, and at least 33 participants came to faith in Christ. Between 500 and 800 people attended each event.
- More than 1,700 men attended the *Walk Worthy Conference for Men* on February 27 in Chagrin Falls, Ohio. The event included teaching from Charlie Dyer, James MacDonald, Crawford Loritts, and Paul Nyquist.
- *From Grace to Growth*, a women's conference, was held on April 24, at Parkside Church in Chagrin Falls, Ohio. This year's event featured speakers Susie Larson and Liz Curtis Higgs. More than 1,100 women attended.
- On May 17–20, more than 900 pastors gathered on Moody's Chicago campus and were taught by Erwin Lutzer, H. B. London, James MacDonald, and Paul Nyquist at the 35th annual *reFOCUS Pastors' Conference*.

"I love everything going on at Moody's Pastors' Conference—the music, preaching, and teaching. The best part is the in-depth teaching of the Bible, because you don't get that everywhere."

Ellis | Cleveland, OH | eleven-time Pastors' Conference attendee

Students, alumni, and guests from around the U.S. attend Moody's Founder's Week for compelling biblical teaching and inspirational worship.

TODAY IN THE WORD

Today in the Word, Moody's monthly devotional, helps readers experience the life-changing ministry of God's Word one day at a time.

- Every month, *Today in the Word* has more than 200,000 readers.
- The devotional is read in 41 prisons, distributed in other Christian ministries, and read in homes in 64 countries around the world.
- This year's issues explored a wide range of Bible books and topics, including *1 & 2 Peter*, *Ezekiel*, *Joy*, and *Crime and Punishment in the Bible*.
- An average of 4,100 people visit the *Today in the Word* Web site each day.
- 9,000 readers receive the devotional by e-mail.

"Your Today in the Word devotional is a God-send. It lifts up my spirit every day and shows me that the Scriptures are a vital source of spiritual strength. I know that gradually, day by day, I will change through reading God's Word. I know now that God is with me; He never forgets me. He watches me and cares for me. So thank you for helping me find my path again."

Noel | Florida State Penitentiary | inmate

"I read Today in the Word every single day during my quiet time with the Lord. It is always by my side in my 'prayer corner.' Next to my Bible, it is my most prized gift of God's Word. Thank you! May God bless you all greatly for this tremendous ministry."

Dwayne | Elburn, IL



Studying the Word

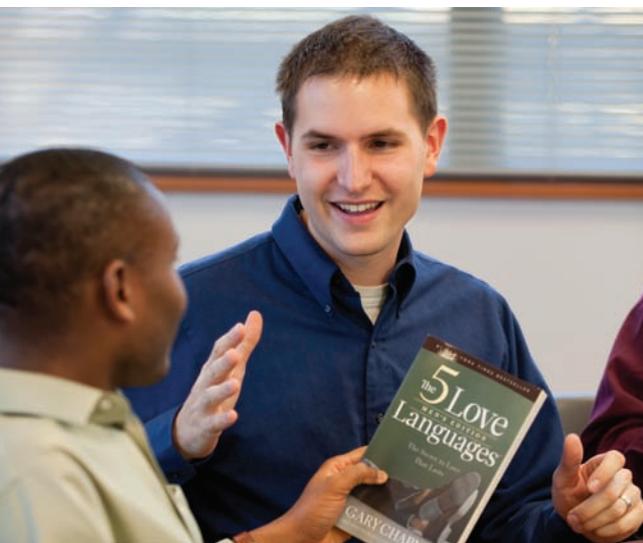
200,000 readers each month

64 countries

4,100 daily Web site visits

9,000 devotions e-mailed daily

Readers use *Today in the Word* in personal devotions and in small groups.



2009–2010

The economic crisis which began in the fall of 2008 continued to have a negative impact on our financial results for the second year in a row. Moody depends on contributions for more than 40% of its revenue. We continued to receive support from more than 100,000 of our partners, but the average gift decreased because of the recession. Total unrestricted contributions for 2009-2010 were about \$10 million less than in the years leading up to the recession.

Moody was well prepared for difficult years because of determined cost discipline and savings during the strong economic years of 2003-2007. We entered the crisis with a healthy cash reserve and no debt. But due to the lower level of contributions, we had an operating loss of \$8.6 million in 2009-2010, with revenue of \$85 million and expense of \$93.6 million. These expenses were about 2% less than a year ago. Remarkably, total expense is at the same level as six years ago, even with a growing student body. In the current year, we are committed to achieving a balanced operating budget. This may require us to make some ministry reductions, though we are still seeing strong student growth in most of our programs.

“I have grown so much during my time here. Moody is not just preparing me to be a minister, but my character is being transformed to be more like Christ. I am learning from professors, friends, and ministry experiences. It is all making my heart humble and more sensitive to people’s needs.”

Joseph | Hyderabad, India | Master of Divinity | Class of 2012

“My Moody education was invaluable. It was not just an intellectual exercise, but it revived my soul. It taught me how to handle the Word accurately, grounded me more in my faith, ignited my heart for the lost, and, most of all, deepened my awareness of who God is.”

Lourdes | Annandale, VA | Bachelor of Science in Biblical Studies | Class of 2009

Moody’s education and media ministries depend upon partner support to continue equipping people worldwide with the life-transforming power of God’s Word.

As the diagram illustrates, contributions comprised 43% of revenue. Revenue from student fees, tuition, and room and board was 26% of the total. This percentage has grown over the past years with sustained student growth. However, education expenses and other student costs represent 47% of the expense budget. The shortfall in education revenue reflects our Chicago undergraduate tuition-paid education model and modest tuition levels in other programs. Our goal is to allow Moody students to graduate debt-free so they have no impediments to moving directly into Christian ministry. Your faithful support makes this possible. Moody Publishers generated 20% of revenue and returned to profitability while much of the publishing industry continued to suffer significant losses. Radio and Publishing together comprise about 39% of total expense. Management, general, and fundraising expenses remain at 13%.

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

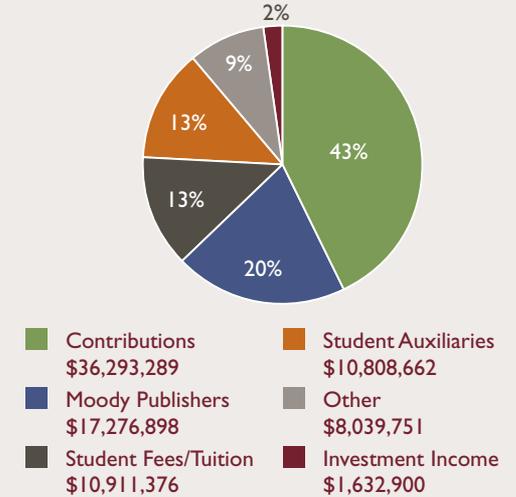
"I am a 26-year-old married mother of two. Moody Radio has changed my life. I have felt for a while now that I needed to stretch myself further in my relationship with God and with my husband, and Moody Radio is certainly giving me the tools to do so."

Lauren | Moody Radio listener

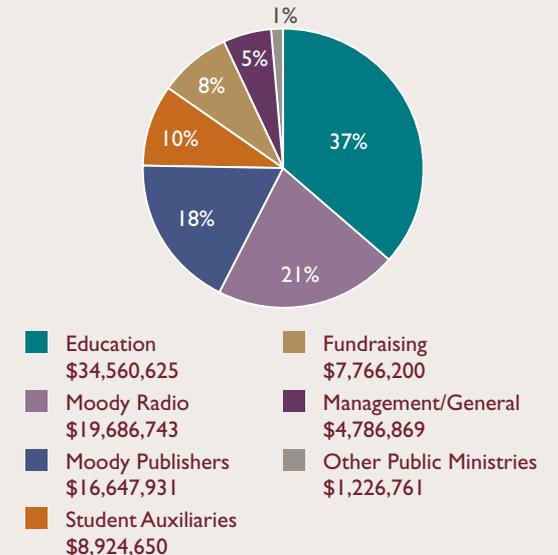
"I find the Moody Radio app to be a wonderful blessing. It is with me at work, as I commute, when I work around my home, and as I lay down to sleep for the night. There is always something that I find uplifting and that I need."

Moody Radio iPhone app user

Revenue from Operations (\$84,962,876)



Operating Expenses (\$93,599,779)





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