

SHINING THE LIGHT IN DARKNESS



*“Proclaim the praises of Him who called you out
of darkness into His marvelous light.”*

—1 PETER 2:9, NKJV

*“Continue in the faith, stable and steadfast,
not shifting from the hope of the gospel.”*

—COLOSSIANS 1:23, ESV

📍 LAREDO, TEXAS

A prayer volunteer embraces a young man who walked forward to make a decision for Jesus Christ at the God Loves You Frontera Tour event on Feb. 27, 2024.

MESSAGE FROM FRANKLIN GRAHAM

DEAR FRIEND,

Thank you for helping “*make known the mystery of the gospel*” (Ephesians 6:19, NKJV). I’m grateful for your faithful commitment to reaching others with the Good News of Jesus Christ.



It was a privilege to preach around the world in Mexico, Poland, England, Scotland, Vietnam, and Laos. God also provided many opportunities for us to minister in His Name to men, women, and children through other outreaches, including Billy Graham Rapid Response Team deployments, our Billy Graham 24/7 Prayer Line, Gospel TV spots, and *Search for Jesus* internet evangelism ministry.

Year after year, committed Christians like you make this Gospel ministry possible through your support and prayers. Will you join me in lifting our 2025 outreaches up to the Lord in prayer? Let’s ask Him to draw many more people to Himself—all for His glory!

May God richly bless you.

Sincerely,

A handwritten signature of Franklin Graham in black ink.

Franklin Graham
President & CEO

Proclaiming That Jesus Christ Reigns

Franklin Graham shared the salvation found in Jesus Christ alone through seven different outreaches on three continents.

FRANKLIN GRAHAM EVANGELISTIC EVENTS

Festival of Hope: Mexico City, Mexico

The year started strong with the two-day Esperanza CDMX in Mexico City, Mexico. Franklin returned to the city for the second year in a row to boldly preach the Gospel of Jesus Christ and encourage many more to surrender their lives to Him. More than 900 buses—organized with the help of 2,000 participating churches—brought in people from all over the region, and over 1,700 trained prayer counselors stood ready to pray with those who made decisions. For weeks ahead of the Festival, more than 18,000 local believers took the Christian Life and Witness Course (CLWC). This evangelism and discipleship course trained them to reach their neighbors with the Gospel—at the Festival and in their communities for years to come.

“God will forgive you,” Franklin said during the event, “but you have got to come to God through His Son, Jesus Christ.” More than 43,900 people heard that Good News and over 4,100 of them responded by surrendering their lives to the Lord.

God Loves You Frontera Tour Beginning in February 2024, Franklin embarked on a 10-stop tour along the U.S. southern border, preaching in seven cities in Texas: Brownsville, McAllen, Laredo, Eagle Pass, Del Rio, Presidio, and El Paso; two cities in Arizona: Tucson and Yuma; and in Chula Vista, California. Every night, David Ruiz translated Franklin’s sermon into Spanish. Thousands of people from all walks of life attended, despite wind, rain, heat, and cold.

Over 140 Christian Life and Witness classes were held in preparation for the Frontera Tour. Between October and February, when the tour began, over 6,300 people participated in CLWC. More than 2,800 of these believers served at the tour events. Some of these volunteers set up tents, greeted attendees, and handed out resources. Others prayed with those who responded to Franklin’s invitation to receive Jesus Christ.

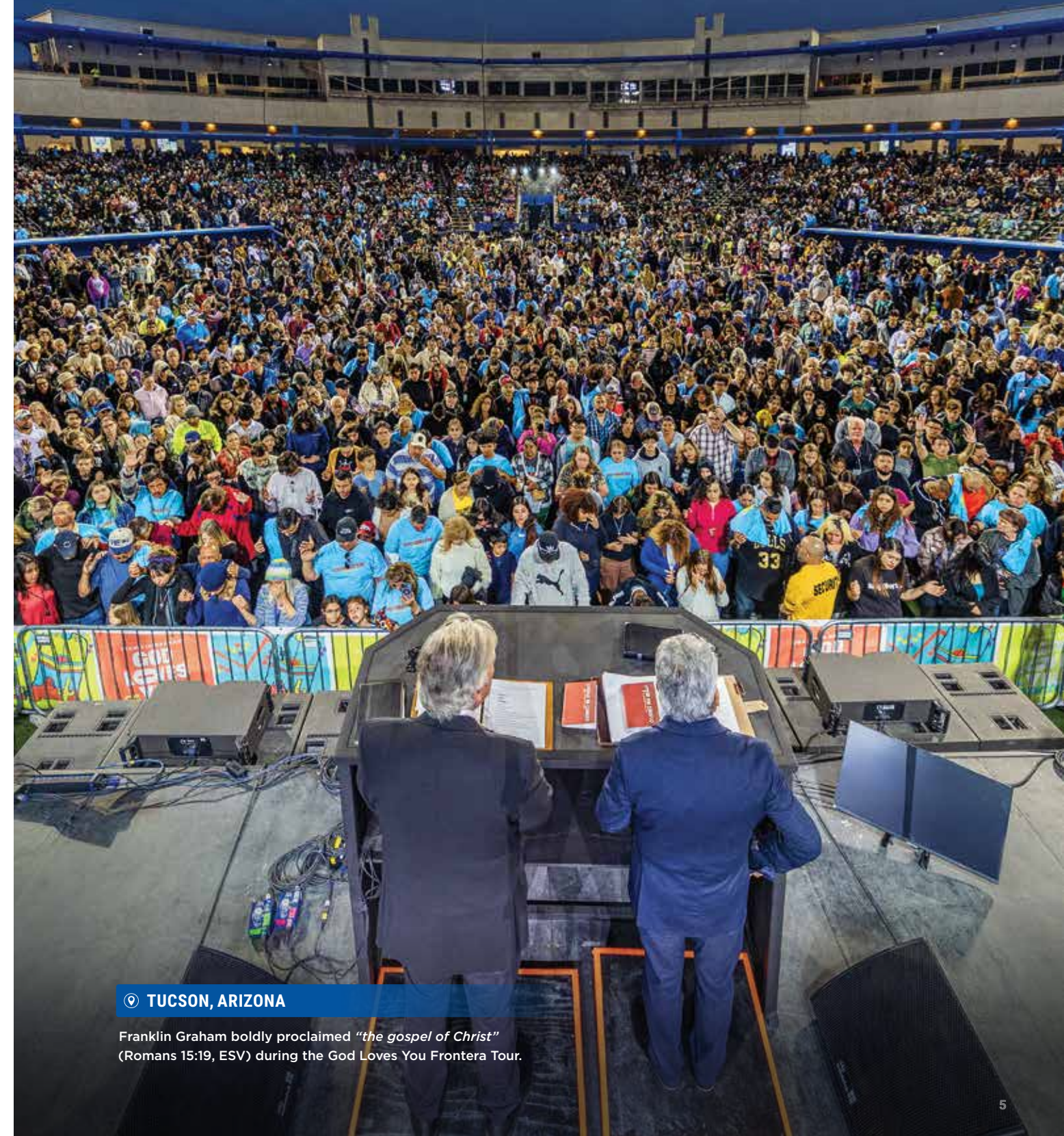
By the time the tour ended, more than 58,400 people had heard the Gospel—and over 5,200 made decisions for Jesus Christ.

THE ENTIRE FAMILY SAID YES

When Carlos* arrived at the Frontera Tour event in Chula Vista, California, he had never heard the Gospel before. He didn’t know that God loves him or that his sins could be forgiven—until he heard Franklin’s sermon. At the end of the message, he asked the crowd, “Tonight, will you put your faith in Christ?” Carlos, along with his young daughter Veronica,* answered yes to that question and walked forward to indicate their new faith in Jesus Christ. “I know this is what I need to do,” Carlos said to a prayer volunteer. Carlos’ two other young children and wife also responded—and another counselor ministered to them.

*Names and photos changed to protect privacy.

“See what kind of love the Father has given to us, that we should be called children of God; and so we are.” —1 JOHN 3:1, ESV



📍 TUCSON, ARIZONA

Franklin Graham boldly proclaimed “the gospel of Christ” (Romans 15:19, ESV) during the God Loves You Frontera Tour.



God Loves You Tour: Kraków, Poland In April, Franklin preached the Gospel during the one-day God Loves You Tour (Bóg Cię Kocha Tour) in Kraków, Poland. This city, like many others in the country, is now home to tens of thousands of Ukrainian refugees fleeing the conflict. In the weeks leading up to the tour, more than 3,100 people attended CLWC in the region. On the night of the event, more than 13,000 men, women, and children listened as Franklin boldly proclaimed that *“if you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved”* (Romans 10:9, ESV). His sermon was translated into Polish, sign language, and Ukrainian. By the end of the evening, over 700 people made life-changing decisions for Jesus Christ. More than 1,100 volunteers prayed with and ministered to those who responded.

Franklin Graham has preached the Gospel in the United Kingdom every year since 2021—and each time, he noted a deep yearning for God’s truth to be lived out there. In 2024, he held God Loves You Tour events in Birmingham, England, and Glasgow, Scotland.



📍 BIRMINGHAM, ENGLAND

God opened the door for Franklin to once again proclaim the Gospel in the United Kingdom. Thousands listened as he preached.

U.K. God Loves You Tour: Birmingham, England In the weeks leading up to the event in Birmingham, over 2,100 believers participated in CLWC and more than 530 served as counselors from over 540 churches. On the night of the event, more than 8,300 people crowded into the World Resorts Arena to hear the Good News of Jesus Christ. “[Jesus] will change you tonight, but you’ve got to be willing to accept Him,” Franklin said. “Is He calling you tonight?” More than 660 men, women, and children responded by walking forward to receive Jesus Christ as Lord and Savior.

U.K. God Loves You Tour: Glasgow, Scotland More than 360 churches helped prepare for the God Loves You Tour event in

Glasgow, Scotland, with 1,570 local believers participating in CLWC. Taya and Michael W. Smith led the crowd in high-energy, Christ-centered worship before Franklin shared a clear presentation of the Gospel. “You come to Jesus,” he said to the 7,650 people gathered at Glasgow’s OVO Hydro arena. “Let Him heal your heart—let Him set you free tonight.” Over 500 individuals surrendered their lives to Christ.

THE HOLY SPIRIT CHANGED HER HEART AND MIND

June* was invited to the God Loves You Tour event in Birmingham, England, by friends from church. She had just started attending, but when they invited her to ride with them on a bus, she agreed. June listened closely to the Gospel message that Franklin shared. As people on every side of her walked forward to surrender their lives to the Lord she remained at her seat. The Holy Spirit had started working in her heart as she heard the Good News that *“God shows his love for us in that while we were still sinners, Christ died for us”* (Romans 5:8, ESV) but she wasn’t ready to make a decision. The next morning she went back to church—and something changed. June freely prayed to embrace salvation in Jesus Christ.

*Names and photos changed to protect privacy.

“The Son of Man has come to seek and to save that which was lost.” —LUKE 19:10, NKJV



📍 NAPLES, ITALY

Tens of thousands listened as Franklin Graham preached in the Piazza del Plebiscito during the historic Noi Festival on Sept. 14, 2024.

Noi Festival: Naples, Italy In September, Franklin preached in Naples, Italy, during the Noi Festival in the iconic city center Piazza del Plebiscito. Scores of buses brought people from all over the region. Over 340 churches worked hard to prepare for this historic Gospel outreach, with well over 2,800 believers participating in CLWC. On the night of the Festival, an audience of 21,000 listened in the packed square as Franklin preached on the Prodigal Son—and another 32,000 online views were also recorded. “This young man had a choice,” said Franklin to all those listening. “You have a choice tonight. You can accept what Jesus Christ did on the cross. You can come home to your Father in Heaven.” Hundreds of men, women, and children in the piazza responded by choosing to embrace salvation. More than 740 trained volunteers prayed alongside these men and women.

Season of Love Festival:

Cần Thơ, Vietnam Franklin’s 2024 Festivals wrapped up in Asia, as he preached in Vietnam and Laos. On Dec. 3 and 4, he proclaimed the Gospel in Cần Thơ, Vietnam, a large city in the country’s southern Mekong River Delta. More than 3,100 had taken CLWC, and 1,000 of them stood ready to minister to those who wanted to make a decision for the Lord. This area which once saw so much hurt and bloodshed was transformed into a place of joy and peace as 24,000 people—from all across the sprawling city’s 13 provinces—heard the Good News of Jesus Christ. Despite driving rain, more than 2,100 people responded to the invitation to begin a relationship with the Savior.



📍 CẦN THƠ, VIETNAM

Despite pouring rain, hundreds of men, women, and children responded to the Good News of Jesus Christ during the Season of Love Festival on Dec. 3–4, 2024. Volunteers ministered to each of them, offering discipleship resources and prayer.

Christmas of Love Festival: Vientiane, Laos

Just days after the Season of Love Festival in Vietnam, the capital of Laos saw its largest-ever gathering of Christians for the Vientiane Christmas of Love Festival. Over 75 churches participated in preparations, and more than 2,100 took CLWC. More than 13,900 people heard Franklin share the Good News during this two-day evangelistic event, which was held at the invitation of local churches and with permission from the government. Over 790 trained volunteers prayed with those who made decisions for Jesus Christ.

‘I JUST BELIEVED!’

Mali* and her two young daughters—Sunya,* age 11, and Ying,* age 6—were among those who gathered at the front of Saint Phila Convention Hall when Franklin invited the audience to embrace salvation in Jesus Christ. “Many people have told me about the Gospel ... so that’s why I came,” Mali said, explaining that someone from a church near her home invited her to the Festival. “I know that Jesus Christ is God. I just believed!” Before the family left, she said she planned on sharing her newfound faith with her husband, who is not a believer.



PRAYER REQUEST Please pray for every Festival scheduled in 2025. Ask God to use these events to reach people far from Him with the Gospel and to strengthen new believers so they can share His love effectively in their communities.

*Names and photos changed to protect privacy.

Preaching a Message of Hope

In 2024, Will Graham carried the Good News of salvation across three continents, sharing the hope that is found only in Jesus Christ our Savior.

WILL GRAHAM EVANGELISTIC EVENTS

Celebration Of Hope: Porto, Portugal

In April, Will Graham preached the Gospel in the historic coastal city of Porto. His grandfather Billy Graham had planned to speak in Portugal in the 1970s, but was unable to because of political instability surrounding the nation's Carnation Revolution, a peaceful coup that freed the country from dictatorship. In God's timing, Will returned to Portugal exactly 50 years after the revolution. More than 290 churches worked together, sending more than 2,300 local believers to attend CLWC. More than 860 of them served as counselors during the one-night Celebration event. That night, Will spoke to over 6,100 people at the Super Bock Arena. "No other king died for you," he said, urging the crowd to turn to the Lord. "Allow Jesus to be the new King in your life." More than 475 responded to this message of hope by making life-changing decisions for Christ.

Gold Coast Look Up Celebration: Queensland, Australia Two months later, more than 4,600 people attended Will's Gold Coast Look Up Celebration in Australia. The Gold Coast is a vacation destination that is often referred to by

locals as Sin City. On June 29, Will shared the light of Christ with those living in spiritual darkness and brokenness. "There's only one way to God and that's through His Son, Jesus Christ, and what He did on the cross. Jesus bled and died to pay the debt so you and I can have a relationship with God," he said. By the end of the event, more than 270 people decided to surrender their heart to the Lord.

NoCo Look Up Celebration: Loveland, Colorado At the beginning of October, Will held the Northern Colorado Look Up Celebration in Loveland. The event took place not far from Longmont, where Will was born. "It had always been a dream of mine to return to the area and proclaim the hope of the Savior," Will said afterwards. A total of 5,500 people attended the two-day outreach which included KidzFest, a special Gospel-centered event for children. Will explained the Gospel message, saying, "We all come up with our own way God will accept us. The Bible says there's only one way to get to God." By the end of the weekend, more than 325 people repented and accepted Christ as their Savior.



📍 QUEENSLAND, AUSTRALIA

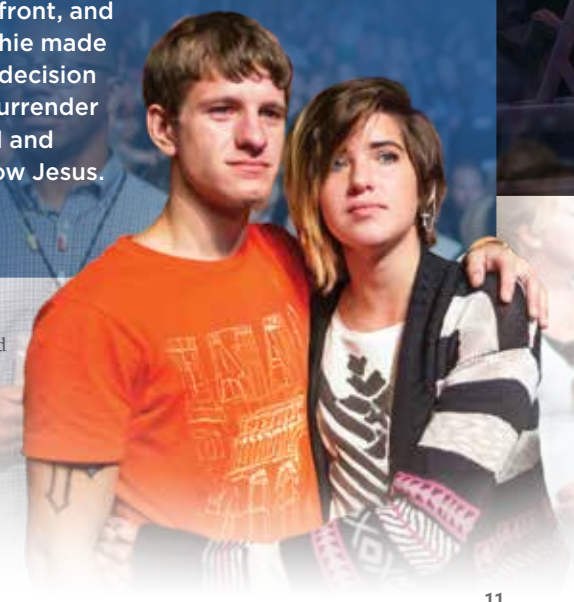
"Whoever believes in Him should not perish but have eternal life."

—JOHN 3:15, NKJV



A LONG-AWAITED ANSWER TO PRAYER

Luke* and Sophie,* a young married couple on vacation from France, attended Will Graham's Look Up Celebration in Gold Coast, Australia. Luke, an Australian, had surrendered his life to Jesus three years before. He was reading through a French Bible with Sophie and had been praying for her to come to Christ. That night, his prayer was answered. The Holy Spirit was working in Sophie's heart, and for the first time, she understood His love for her. Together, the couple walked to the front, and Sophie made the decision to surrender it all and follow Jesus.



📍 PORTO, PORTUGAL

Thousands heard the Good News of Jesus Christ during Will Graham's Celebration of Hope in Portugal.

*Names and photos changed to protect privacy.



GRANDE PRAIRIE, ALBERTA

With the help of 35 local churches, Will Graham shared the peace of God in one of the fastest-growing cities in Canada.

GOD HAD PLANS FOR HIS ETERNITY

On Saturday night, Mark* and his two young children came to the Bonnetts Energy Centre in Grande Prairie expecting a hockey game. When Mark went to buy tickets, he learned their anticipated game was actually happening the following weekend. Although disappointed, when volunteers invited the family to stay and join the Look Up Celebration instead, they gave it a chance. Mark may have had plans for his night, but God had plans for his eternity. When Will invited the crowd to place their trust in the Lord, Mark was among those who came forward and surrendered his life to Jesus Christ.

*Name and photo changed to protect privacy.



“You were like sheep going astray, but have now returned to the Shepherd and Overseer of your souls.” —1 PETER 2:25, NKJV

Grande Prairie Look Up Celebration: Grande Prairie, Alberta Grande Prairie is a hub located on the wind-swept plains of a region called Peace River Country in Alberta. In preparation for the two-day Grande Prairie Look Up Celebration in November, more than 1,100 believers participated in CLWC, with more than 420 serving as counselors. Over 9,000 people attended the evangelistic event. This outreach also included a Saturday morning KidzFest program that shared the Gospel through family-friendly activities and music. During both nights of the event, Will Graham proclaimed the free gift of salvation. “Salvation is a person,” he said. “Jesus died for your sin because He loved us. He took all our junk and placed it on Himself so you and I could go free. In return, He gave us His righteousness and perfection.” Between the main events and children outreach, more than 390 people made decisions for the Lord.

PRAYER REQUEST Please pray for God to continue transforming lives as Will Graham shares the Good News around the world. Ask Him to draw thousands to faith in Jesus Christ through our upcoming evangelistic events.

Equipping Believers to Make Disciples of Jesus Christ

TRAINING MINISTRIES

CHINESE EVANGELISM CONFERENCE

April 6 marked the first Chinese Evangelism Conference by the Billy Graham Evangelistic Association of Canada (BGEAC). The event was held in Burnaby, British Columbia, and interpreted into three languages. We thank God for the over 700 believers who attended. Throughout the day, speakers, including Will Graham, encouraged those in attendance to share their faith with their communities and the world. "The way of evangelism is not always easy, but it's a way that you'll never regret," Will shared.

INDIGENOUS CHRISTIAN LEADERS CONFERENCE

Ministry leaders from six provinces gathered in September in Calgary, Alberta, for the first Indigenous Christian Leaders Conference hosted by BGEAC. Will Graham joined them alongside four Indigenous speakers to encourage the attendees in the Gospel. Over two days, the attendees worshiped and prayed together. They also shared solemn silence and tears as people told stories of the hurt and painful history that confronts our country. Over it all, they asked the Lord to heal their land. "My prayer is that every Native will know Jesus Christ through His Word," said John Greyeyes, who attended from Fort St. John, British Columbia.

CANADIAN LAW ENFORCEMENT RETREAT We thank God for more than 100 people who were encouraged and equipped at our Canadian Law Enforcement Retreat in Kananaskis, Alberta. The two-day event encouraged couples through expert speakers who discussed challenges faced by officers and their families, shared Biblical insights, and offered valuable guidance on living with hope in the law enforcement world. Chris* and Shauna* were among the couples who attended. Chris has worked as a RCMP officer for nearly 20 years and valued the opportunity to find fellowship with people who can share his experiences, offer new wisdom, or learn from Chris' own time on the force. Most of all, it's a chance to be spiritually uplifted and rejuvenated. "The things that we do and behold [as law enforcement officers], it's the clearest example of a broken world. But to have people exposed to hope? There's no dollar value to that," affirmed Chris.

*Names changed to protect privacy.



⑨ CALGARY, ALBERTA

First Nations members received encouragement and prayer for healing at the first BGEAC Indigenous Christian Leaders Conference.



⑨ BURNABY, BRITISH COLUMBIA

The encouragement and practical training was a blessing to the hundreds who attended the Chinese Evangelism Conference.

'ENCOURAGED THROUGH GOD'S WORD'

Florence (below left) drove eight hours from Prince Albert, Saskatchewan, to attend the Indigenous Christian Leaders Conference in Calgary. A member of the Anisininew Nation in Manitoba, Florence travels across Canada sharing the Good News of Jesus Christ. "We are all working to bring the Gospel to our First Nations people," she said. "It's encouraging to come together with other believers to be encouraged through God's Word. Even though the work can be daunting, we keep going."

"The things which you learned and received and heard and saw in me, these do, and the God of peace will be with you."

—PHILIPPIANS 4:9, NKJV

PRAYER REQUEST Pray for believers in First Nations and Chinese communities, that God will use them to share the Gospel boldly. Pray that the Lord will use every every law enforcement event in 2025 to draw more officers and their spouses to Himself.



Sharing Jesus Christ's Comfort with Grieving People

In 2024, Billy Graham Rapid Response Team (BG-RRT) chaplains provided a ministry of prayer and presence following 47 natural and man-made disasters in Canada, the United States, and abroad.[†] Chaplains shared the hope of Jesus Christ and prayed with more than 87,620 people. We give all glory to God that more than 1,730 people made life-changing decisions for Christ through this ministry.

BILLY GRAHAM RAPID RESPONSE TEAM

The crash of a small plane—just moments after takeoff—brought shock to the small Northwest Territories town of Fort Smith in January.

Of the seven community members onboard, only one survived the accident. In the aftermath, crisis-trained BG-RRT chaplains arrived to offer comfort and prayer for the community.

God opened doors for the chaplains to minister at the local library, college, prison, coffee shop, municipal office, and even the grocery store. As they became familiar faces around town, residents felt comfortable coming over to chat.

Joseph, one of our chaplains, already had relationships in the town from two previous deployments. The Holy Spirit worked through him to introduce Jake* to Jesus Christ.

[†]International deployments include ongoing war response in Ukraine and hurricane response in Acapulco, Mexico, and Carriacou, Grenada.



BOONE, NORTH CAROLINA

Crisis-trained chaplains share Christ's comfort with a homeowner deeply impacted by Hurricane Helene.

"Blessed be the God ... of all comfort, who comforts us in all our tribulation." —2 CORINTHIANS 1:3-4, NKJV

"We just started chatting about where he was at, what he believed, and what he thought about the plane crash," said Joseph.

As they talked, God opened doors for Joseph to lead Jake through our "Steps to Peace With God" evangelistic booklet. Jake then prayed, declaring he needed the hope and eternal assurance of Jesus Christ.

"It was really stunning to see the transformation," said Joseph gratefully. "Jake realized his need to have hope with all the tragedies in Fort Smith."

Fort Smith's mayor also expressed appreciation for the chaplains' presence to support the community tragedy.

In September, Hurricane Helene devastated the southeast U.S. with historic damage across four states. Torrential rain in the Appalachian Mountains caused massive flooding, claiming over 200 lives and destroying entire communities. Canadian chaplains deployed alongside chaplains from the U.S. to share God's comfort with grieving residents in the Greater Tampa Bay area of Florida, where Hurricane Milton also struck in October.

PRAYER REQUEST

Pray for the men, women, and children who hear the Gospel and respond in faith through this global ministry.

FROM DESPERATE TO DAUGHTER OF THE LORD

Our chaplains met Sally* following widespread flooding caused by Hurricane Milton in Tampa, Florida. Through tears, she explained that her third marriage recently ended in divorce—and then the storm hit. She felt overwhelmed. Opening God's Word, the chaplains shared the Gospel, and Sally listened carefully. Recognizing she did not have a relationship with the One who created her—and loves her—Sally prayed in repentance and faith to receive Jesus Christ as Lord.

*Names and photos changed to protect privacy.



Global Impact, One Person at a Time

Search for Jesus is reaching countless lives with the hope of the Gospel.

SEARCH FOR JESUS

We praise God that thousands of people found new life in Him through *Search for Jesus* in 2024. Throughout the year, more than 8.2 million visitors came to our websites, and social media users engaged with our content 7.6 million times in seven languages, including American Sign Language (ASL), Arabic, Chinese, English, Portuguese, Russian, and Spanish. On our Canadian site, we had 140,192 website visitors and 11,425 indicated decisions for Christ. Through the Gospel invitation on our websites, 173,473 people responded and received discipleship material. Additionally, more than 567,000 indicated decisions were recorded, but these users did not provide contact information for discipleship materials.

Personal, one-on-one ministry continues to grow. Our 1,803 trained volunteers from 52 countries, including 232 Canadian volunteers, replied to more than 401,500 online inquiries through chat, email, and social messaging platforms that resulted in over 123,700 conversations. During conversations like these, 7,082 people made decisions for Christ this year. These volunteers also mentored more than 37,580 students, 1,192 among which were Canadian, who enrolled in our online discipleship courses. Visitors used our church locator tool to visit partner church websites over 24,000 times.



*“Everyone who thirsts,
come to the waters.”*
—ISAIAH 55:1, NKJV

The internet evangelism ministry *Search for Jesus* shares the Gospel in multiple languages and engages viewers through live chat, social media messaging, email, and online courses.

Search for Jesus expanded its reach through social media in 2024. Six new social media platforms were added among three languages and total social media followers across all languages grew 64% to 3,229,656. The Arabic YouTube channel alone increased to over 1.1 million subscribers. This platform has become a beacon of hope and truth across the Arabic-speaking world.

Each language experienced unique milestones and growth. Until this year, our Russian ministry primarily connected with Russian speakers living abroad. However, utilizing the Telegram messaging app, we began connecting to Russian residents in the last quarter of 2024. The Chinese and ASL ministries both added a translation of our *Beginning to Hear God’s Word* discipleship course, and the ASL team engaged with over 1,800 Deaf visitors. The Portuguese and Chinese volunteer teams each saw an increase of over 130% in total conversations. Our Spanish team exceeded over 1,200 churches on the Spanish church locator resource.

Current Search for Jesus Languages:	
• English	• Russian
• Spanish	• American
• Portuguese	Sign Language
• Chinese	(ASL)
• Arabic	
Developing:	
• Indonesian	• Japanese
• Urdu	• Vietnamese

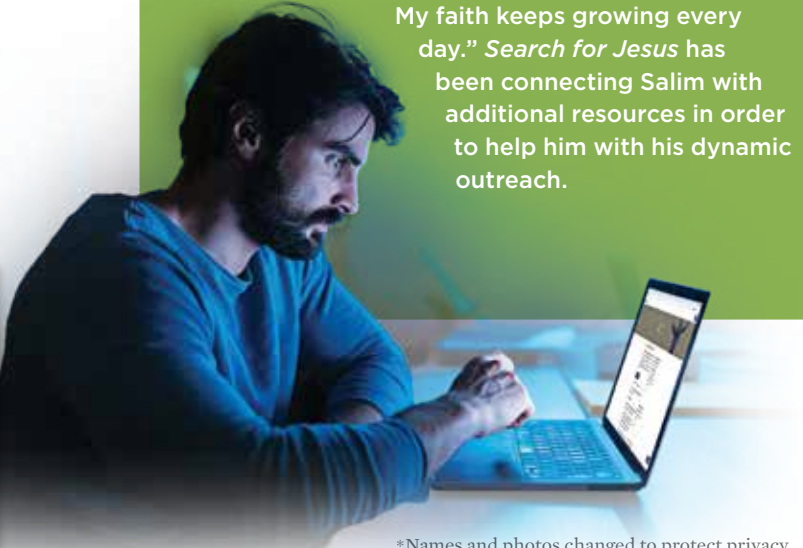
PRAYER REQUEST Pray for the volunteers who respond to people online with God’s Word. Ask God to work through these men and women with boldness and discernment.



Hundreds of trained volunteers share the Good News of Jesus Christ with visitors around the clock.

‘MY FAITH KEEPS GROWING EVERY DAY ...’

Salim,* a Middle Eastern man in his mid-30s, comes from a war-torn country and discovered our Arabic Facebook page, Salam Maa Allah. Our social media representative Manal warmly welcomed him. Salim asked, “Tell me about the Christian faith. I want to understand and know it accurately.” Manal opened the Scriptures, and the Holy Spirit worked in Salim’s heart. He trusted Jesus Christ as Lord and Savior, then enrolled in our digital discipleship course and was connected with a believer in his city. Four months later, Salim reconnected with us. Manal asked about his spiritual progress and his relationship with Jesus. He replied, “I am doing fine. My faith keeps growing every day.” *Search for Jesus* has been connecting Salim with additional resources in order to help him with his dynamic outreach.



*Names and photos changed to protect privacy.

Proclaiming the Good News

Every day, BGEA's media ministry broadcasts the message of salvation and reaches people around the world through a variety of platforms.

MEDIA MINISTRY

TV AND VIDEO In 2024, BGEA continued to share God's truth through television and online videos featured on Christian cable networks, national TV affiliates, and digital platforms such as Amazon, Roku, iTunes, Fox Nation, and many other digital platforms. Many of these productions have been made available in 22 languages. On Amazon alone, users streamed more than 36 million minutes of content. Franklin Graham Gospel TV spots, which share the Gospel and invite people to call our Billy Graham 24/7 prayer line, were shared over 980 times across Canadian stations including Citytv, CTV News Channel, CTV Drama Channel, Global News, and in Cineplex theaters in Regina, Saskatchewan. A total of 785 calls were made to the prayer line from Canada.

BGEA premiered *Franklin Graham's Easter Message from Israel* on Fox News at noon on March 31. Filmed in Jerusalem and translated into Spanish and ASL, the program featured the Gospel message shared by Franklin Graham and original music from Michael W. Smith. The TV special was also broadcasted on 143 stations and received 125,000 views online within the first 48 hours. A total of 217 viewers indicated decisions for Jesus Christ.

"Faith comes by hearing, and hearing by the word of God." —ROMANS 10:17, NKJV



ABOVE: Featuring over 1,000 sermons, the Billy Graham Classics continue to share the timeless Gospel message.

BELOW: Franklin Graham preached the Easter message in Jerusalem, next to the garden tomb many believe once held Jesus' body.



In December, we posted the 30-minute *Christmas with Will Graham: Peace on Earth* online that featured music from Cochren & Co. and a message of hope from Will Graham. More than 590 viewers indicated spiritual decisions after watching the program, which was also made available in ASL. With over a thousand sermons, Billy Graham Classics continued to run online and on Canada's YES TV network.

DIGITAL MEDIA More than 477,000 thousand users from 255 countries visited at least one of BGEAC's ministry websites in 2024. Over 64% of the users accessed these websites on their mobile devices. Billy Graham's daily devotion and *My Answer* columns drew more than 239,000 users to **BillyGraham.ca**, with 'Where does our soul go when we die?', 'What does the Bible mean when it calls Satan angel of light?', and 'Did Jesus have a sense of humor?' among the top-searched topics.

DECISION MAGAZINE *Decision* magazine features evangelistic articles that call people to follow Christ and boldly stand for His truth. The magazine printed more than 4.1 million copies in 2024, reaching people in more than 60 countries. In Canada, more than 5,000 copies were distributed monthly. Each issue of *Decision* features articles on current events and cultural issues from respected Christian leaders and Bible teachers, as well as devotional content to help readers grow closer to the Lord.



Will Graham gives a Christmas message inside the Graham family homeplace at the Billy Graham Library in Charlotte, North Carolina.

Every issue of *Decision* magazine helps readers to deepen their walk with the Lord and share their faith with others.

PRAYER REQUEST

Pray for our multifaceted media ministry to continue growing and to introduce new viewers to the life-changing message of "eternal life in Christ Jesus our Lord" (Romans 6:23, ESV).



WHAT WE BELIEVE

WE BELIEVE the Bible to be the inspired, the only infallible, authoritative Word of God revealing the love of God to the world. (1 Thessalonians 2:13; 2 Timothy 3:15-17; John 3:16.)

WE BELIEVE that there is one God, eternally existent in three persons: Father, Son, and Holy Spirit. (Matthew 28:19; John 10:30; Ephesians 4:4-6.)

WE BELIEVE in the deity of the Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood on the cross, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory. (Matthew 1:23; John 1:1-4 and 1:29; Acts 1:11 and 2:22-24; Romans 8:34; 1 Corinthians 15:3-4; 2 Corinthians 5:21; Philippians 2:5-11; Hebrews 1:1-4 and 4:15.)

WE BELIEVE that all men everywhere are lost and face the judgment of God, that Jesus Christ is the only way of salvation, and that for the salvation of lost and sinful man, repentance of sin and faith in Jesus Christ results in regeneration by the Holy Spirit. Furthermore, we believe that God will reward the righteous with eternal life in Heaven, and that He will banish the unrighteous to everlasting punishment in Hell. (Luke 24:46-47; John 14:6; Acts 4:12; Romans 3:23; 2 Corinthians 5:10-11; Ephesians 1:7 and 2:8-9; Titus 3:4-7.)

WE BELIEVE in the present ministry of the Holy Spirit, whose indwelling enables the Christian to live a godly life. (John 3:5-8; Acts 1:8 and 4:31; Romans 8:9; 1 Corinthians 2:14; Galatians 5:16-18; Ephesians 6:12; Colossians 2:6-10.)

WE BELIEVE in the resurrection of both the saved and the lost; the saved unto the resurrection of eternal life and the lost unto the resurrection of damnation and eternal punishment. (1 Corinthians 15:51-57; Revelation 20:11-15.)

WE BELIEVE in the spiritual unity of believers in the Lord Jesus Christ and that all true believers are members of His body, the church. (1 Corinthians 12:12, 27; Ephesians 1:22-23.)

WE BELIEVE that the ministry of evangelism (sharing and proclaiming the message of salvation only possible by grace through faith in Jesus Christ) and discipleship (helping followers of Christ grow up into maturity in Christ) is a responsibility of all followers of Jesus Christ. (Matthew 28:18-20; Acts 1:8; Romans 10:9-15; 1 Peter 3:15.)

WE BELIEVE God’s plan for human sexuality is to be expressed only within the context of marriage, that God created man and woman as unique biological persons made for each other. God instituted monogamous marriage between male and female as the foundation of the family and the basic structure of human society. For this reason, we believe that marriage is exclusively the union of one genetic male and one genetic female. (Genesis 2:24; Matthew 19:5-6; Mark 10:6-9; Romans 1:26-27; 1 Corinthians 6:9.)

WE BELIEVE that we must dedicate ourselves to prayer, to the service of our Lord, to His authority over our lives, and to the ministry of evangelism. (Matthew 9:35-38; 22:37-39; and 28:18-20; Acts 1:8; Romans 10:9-15 and 12:20-21; Galatians 6:10; Colossians 2:6-10; 1 Peter 3:15.)

WE BELIEVE that human life is sacred from conception to its natural end; and that we must have concern for the physical and spiritual needs of our fellowmen. (Psalm 139:13; Isaiah 49:1; Jeremiah 1:5; Matthew 22:37-39; Romans 12:20-21; Galatians 6:10.)

WE BELIEVE God wonderfully and immutably creates each person biological male or female. These two distinct but complementary sexes together reflect the image and likeness of God. Rejection of one’s biological sex is a rejection of God’s merciful design and creative order. (Genesis 1:26-27; Deuteronomy 22:5, Mark 10:6; 1 Corinthians 6:9.)

“All Scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness, that the man of God may be complete, thoroughly equipped for every good work.” —2 TIMOTHY 3:16-17, NKJV

Statement of Financial Position

BILLY GRAHAM EVANGELISTIC ASSOCIATION OF CANADA
FOR THE YEAR ENDED DECEMBER 31, 2024

	2024	PRIOR YEAR 2023
ASSETS		
Current assets		
Cash and cash equivalents	\$ 1,596,051	\$ 1,365,372
Short-term investments	4,347,417	4,053,928
Accounts receivable	57,719	53,509
Due from related parties	293,440	111,581
Prepaid expenses	142,405	107,859
	6,437,032	5,692,249
Investments	4,417,322	5,459,834
Capital assets	3,676,284	3,732,132
	14,530,638	14,884,215
LIABILITIES		
Current liabilities		
Accounts payable & accrued liabilities	\$ 437,602	\$ 268,151
Unearned revenue on subscriptions to <i>Decision</i> magazine	10,683	23,987
Payable to related parties	117,021	53,963
	565,306	346,101
Deferred contributions	\$ 376,747	\$ 561,327
	942,053	907,428
FUND BALANCES		
Unrestricted	9,187,150	9,519,504
Internally restricted —invested in capital assets	3,676,284	3,732,132
Endowments	725,151	725,151
	\$ 13,588,585	\$ 13,976,787
	14,530,638	14,884,215

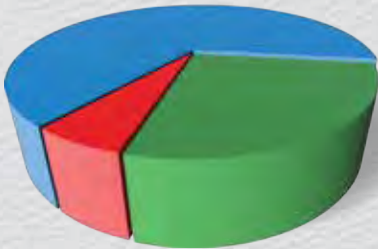
To see the complete version of the Billy Graham Evangelistic Association of Canada 2024 audited financial statements, please go to BillyGraham.ca.

Statement of Operations and Changes in Fund Balances

BILLY GRAHAM EVANGELISTIC ASSOCIATION OF CANADA
FOR THE YEAR ENDED DECEMBER 31, 2024

	OPERATING FUND	CAPITAL FUND	ENDOWMENT FUND	2024 TOTAL	PRIOR YEAR 2023 TOTAL
REVENUE					
Contributions—general	\$ 2,449,285	\$ –	\$ –	\$ 2,449,285	\$ 2,694,295
Recognition of deferred ministry contributions	1,911,701	–	–	1,911,701	1,521,056
Bequests	1,700,336	–	–	1,700,336	1,599,880
Investment and other income	352,010	–	–	352,010	325,147
Decision magazine subscriptions	41,863	–	–	41,863	38,547
	6,455,195	–	–	6,455,195	6,178,925
EXPENDITURES					
Evangelistic ministries:					
Evangelism Crusades	1,906,264	–	–	1,906,264	1,583,351
Search for Jesus	660,384	–	–	660,384	752,611
Billy Graham Rapid Response Team	573,312	–	–	573,312	620,798
Church ministries	274,037	–	–	274,037	397,302
Print and internet	466,999	–	–	466,999	396,392
Decision magazine	149,245	–	–	149,245	161,730
International ministries	163,344	–	–	163,344	149,636
Television and radio	180,432	–	–	180,432	127,661
Other ministry	1,444,312	150,825	–	1,595,137	1,444,387
	5,818,329	150,825	–	5,969,154	5,633,868
General & administrative	685,372	31,532	–	716,904	613,415
Fundraising	157,339	–	–	157,339	192,151
	6,661,040	182,357	–	6,843,397	6,439,434
Deficiency of revenue over expenditures	(205,845)	(182,357)	–	(388,202)	(260,509)
Fund balance—beginning of year	9,519,504	3,732,132	725,151	13,976,787	14,237,296
Interfund transfer—capital asset additions	(126,509)	126,509	–	–	–
Fund balance—end of year	\$ 9,187,150	\$ 3,676,284	\$ 725,151	\$ 13,588,585	\$ 13,976,787

2024
REVENUE



- CONTRIBUTIONS 67.6%
- BEQUESTS 26.3%
- INVESTMENTS AND OTHER . . . 6.1%

2024
EXPENDITURES



- MINISTRY 87.2%
- GENERAL AND ADMINISTRATIVE 10.5%
- FUNDRAISING 2.3%

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Board Members

Continuing the lifelong work of Billy Graham, the Billy Graham Evangelistic Association exists to support and extend the evangelistic calling and ministry of Franklin Graham by proclaiming the Gospel of the Lord Jesus Christ to all we can by every effective means available to us and by equipping the church and others to do the same.



DENNIS GLUBISH ▲
MD, CCFP, FCFP
St. Albert, Alberta
Elected 1999



EDWARD GRAHAM
Chief Operating Officer
Samaritan's Purse—U.S.A.
Boone, North Carolina
Elected 2020



WM. FRANKLIN GRAHAM, III ▲
Chairman, President, & CEO
Billy Graham Evangelistic
Association
Chairman, President, & CEO
Samaritan's Purse—U.S.A.
Boone, North Carolina
Elected 1995



WM. FRANKLIN GRAHAM, IV
Executive Vice President
Billy Graham Evangelistic
Association
Asheville, North Carolina
Elected 2016



PETER CHUNG ●
Chairman & CEO
Primacorp Ventures Inc.
Vancouver, British Columbia
Elected 2020



GIULIO LOREFICE GABELI ●
President
Association of Christian
Ministries Vancouver
Lead Pastor
Westwood Community
Church
Coquitlam, British Columbia
Elected 2022



JACK NEUFELD
President & CEO
WORX Environmental
Products, Inc.
Calgary, Alberta
Elected 2004



BRIAN PAULS ●
President
PAULS Corporation, LLC
CEO
Dream Industrial REIT
Denver, Colorado
Elected 2013



THE HONORABLE
E. DARRELL RIEMER ▲●
Judge of the Provincial
Court of Alberta
Red Deer, Alberta
Elected 2007



RUTH A.M. ROSS
BA, LLB
Special Advisor
Christian Legal Fellowship
London, Ontario
Elected 2012



PAUL SABER
President & CEO
Manna Development
Group, LLC
Encinitas, California
Elected 2007



KEN STANKIEVECH ▲●
President & CEO
Technovita
Technologies Corp.
Calgary, Alberta
Elected 2013

OFFICERS

WM. FRANKLIN GRAHAM, III
Chairman

DENNIS GLUBISH
Vice Chairman

RUTH A.M. ROSS
Secretary

KEN STANKIEVECH
Treasurer

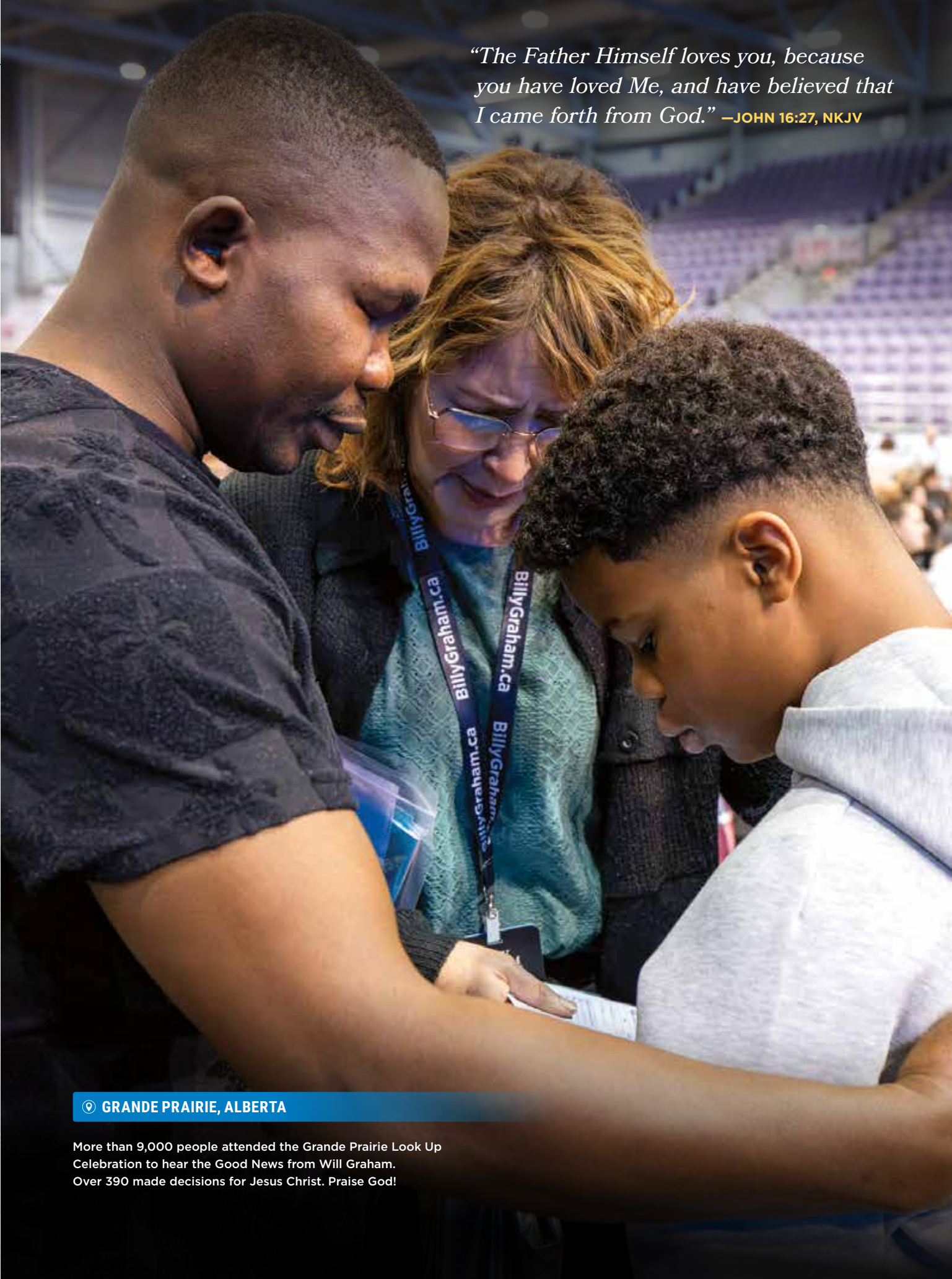
*“The counsel of the
Lord stands forever,
the plans of His heart
to all generations.”*

—PSALM 33:11, NKJV

KEY:

- ▲ Executive Committee
- Audit Committee

*“The Father Himself loves you, because
you have loved Me, and have believed that
I came forth from God.” —JOHN 16:27, NKJV*



GRANDE PRAIRIE, ALBERTA

More than 9,000 people attended the Grande Prairie Look Up Celebration to hear the Good News from Will Graham. Over 390 made decisions for Jesus Christ. Praise God!



BILLY GRAHAM

Evangelistic Association of Canada

Always Good News.

FRANKLIN GRAHAM, PRESIDENT & CEO
20 HOPEWELL WAY NE
CALGARY, AB T3J 5H5
1-800-293-3717
BILLYGRAHAM.CA

Cover photo: Tens of thousands listened as Franklin Graham preached at the Piazza del Plebiscito in Naples, Italy, during the historic Noi Festival on Sept. 14, 2024.

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