

# LIFEWORDS

Staying the Course | Annual Review 2021



**“But whoever looks intently into the perfect law that gives freedom, and continues in it – not forgetting what they have heard, but doing it – they will be blessed in what they do.”**

James 1:25 NIV

# WELCOME

I am delighted to introduce Lifewords Annual Review of 2021. After 7 years as a trustee, I was pleased to become Chair of the organisation in March 2021. I wish to record my thanks and appreciation to David Morgan for his 11 years of leading the Board, and 14 years as a trustee. It has been a long association and I pray that David and his wife Jean enjoy a long and blessed retirement. Along with my fellow trustees, Robin Baker, Mark Hurley, Jo Jowett, and Bev Thomas, I will endeavour to build on the prayers and work of the generations, whilst also finding new expressions of ministry that are consistent with that heritage as we look to the future.

2021 was a real rollercoaster of a year! It moved from the depths of 2020's Covid lockdowns to the early, upbeat mood of churches meeting together in person again, the tentative easing of lockdowns and the slow return to a more familiar landscape. Such momentary promise was soon dashed, though, as we once again found ourselves responding to the challenges of new variants and more uncertainty. It was not the story anyone expected, as our initial plans and hopes were put back into flux.

This became a year, then, of staying the course, affirming our mission to be hearers and doers of life words; to point towards Jesus through Bible resources, programmes, projects, and missional activities; to invite people to follow where the Bible leads in their everyday lives, churches, and communities.

We continued to offer a mix of Bible resources in print, online, and where possible in person. It was not easy – as the impact of the pandemic deepened, finances tightened, and we adapted our work through the uncertainty we all faced. And yet, we are here and grateful to share encouragements with you; grateful once again to God for such steadfast support in prayer and finance; and grateful for encouragement as we stayed the course together with our friends, supporters, and colleagues.

May we all continue to live and share life words in these days.



Liz Heyburn  
Lifewords Chair



## A YEAR OF SHARING LIFE WORDS IN PRINT, IN PERSON, AND ONLINE

Thanks to you and all our faithful supporters, we resourced churches and individuals to share the Bible throughout the year's ups and downs. Partners continued to use Lifewords for church events, personal evangelism, and outreach. With families, refugees, and the elderly. With exploited women, men, at-risk children, and with people with disability. They were used by chaplains, youth workers and mission workers in hospitals and prisons, drop-in centres and schools; and amongst children, teens, young adults, and seniors – holding out the word of life, even in the midst of trauma.





**GLOBAL**  
**IN PRINT, IN PERSON, AND ONLINE**

### **Resourcing and distribution**

Overall, in 2021 Lifeworlds freely provided a total of 540,000 printed resources (individuals, churches, and organisations) around the world (2020: 553,000). This comprised 228,000 via our Global Bible Resources programme, 258,000 in the UK, and 54,000 in Australia, New Zealand, Indonesia, and Kenya. Overall, we reached 61 countries in 49 languages [2020: 52 countries in 44 languages].

Through our Global Bible Resources programme, we responded to the needs of people around the world with resources in 30 key global languages – as well as in other languages with specific needs. We fulfilled 2,324 orders (3,242 in 2020) generating 228,000 physical resources for 60 countries in 48 languages. Our global distribution (from Poland and UK / the rest of the world) grew as more postal services resumed, while the publication of new Bible resources saw an increase in languages covered. Our global ordering website attracted 87k unique visitors (314k page views) – the average age of new people ordering being 34.5 years, with women comprising 53%.



## A fruitful year

2021 was the most fruitful year since 2000 for product development, with 67 new global resources. Our Poland office printed 39 new global resources (including 26 new titles and 2 revisions) and produced 28 digital animations of booklet resources. Many new titles were the first Lifeworlds resources published in the languages in this century. Languages covered with printed resources included (New): Amharic, Bulgarian, Czech, Dari, German, Gujarati, Hausa, Bahasa Indonesian, Javanese, Sundanese Marathi, Pashto, Persian, and Swahili; (Revisions): Polish, Russian. There were reprints in English, French, Persian, Polish, Portuguese Brazilian, and Ukrainian.



“I work on the street, and I need to evangelize my clients with quality material. I've known you for years and I can't find anything similar with quality for individual evangelization.”

**Brazil**

“I am among the members of the biblical group of Madagascar, we did an evangelization with college, high school in our city, and after we will distribute the leaflets to the students.”

**Madagascar**

“Arabic-speaking people from the border with Belarus come to our country ... I have a family near the border with Belarus. Your booklets may be useful. I want to prepare myself for the possibility of sharing the Word of God and the Gospel, even if only by means of material help. Thank you for your help and the materials.”

**Polish person ordering Lifeworlds booklets for refugees**

## FIFTY LANGUAGES PROJECT

2021 was also the first year of our ‘50 languages’ project. The c.7.8 billion people living today speak over 7,000 languages – so, we want to offer the Bible to as many people as possible. Whilst there is high enthusiasm for digital resources, print is still in demand, and indispensable in many situations. ‘50 languages’ is a response to this need. Our Global Bible Resources range includes some 30 ‘main’ world languages. Now, we aim to increase this to 50 so that the 5 billion people who speak these languages could have access to literature in their first language – if second languages are also included then that covers almost everyone on earth. The plan is to produce (at least) 1 pastoral title and 1 evangelistic title in each of the 50 languages by 2023 – and in 2021, we made a good start!

UK

## IN PRINT, IN PERSON, AND ONLINE

As well as essential work in enabling and undergirding the wider global ministry through fundraising, supporter engagement and communications, there were the usual activities and resources released in the UK throughout 2021.

### Christmas

Christmas resources included *The True Light* (with supporting animation), *Meet the Cast* (our 'family favourite'), and *OUTSIDE/IN*, with font size increased to RNIB (Royal National Institute of Blind People) standards, and accompanying animations featured a British Sign Language version.

"There are so many for whom the Bible is simply not easily accessible. I'm delighted by Lifewords ambition to remove those barriers that prevent access – be they cost, readability, visuality, understanding or simply relating to everyday experience. I'm especially glad that we are doing more in the area of D/deaf accessibility, along with other specific areas of need."

Liz Heyburn, Lifewords Chair of Trustees



Across the full range, 74,902 Christmas resources were ordered in the UK (up from 66,695 in 2020). We were delighted that our partner, Junction 42, used 20,000 of these in their ministry to prisons.

1,400 prisoners in Bristol received *OUTSIDE/IN* from us through the organisation, Sixty-One.

Christ Church, Tunbridge Wells, reported, "We found it to be so inclusive. Everyone reading it, no matter what their background, life circumstances or understanding of faith, is welcomed into the Christmas story. There is no Christian jargon, the text is well spaced out with beautiful images. We looked at lots of other options and are really pleased to have chosen *OUTSIDE/IN*." Naomi Hutchison



## Easter

An Easter campaign re-promoted 4 resources covering print, digital and downloadable formats. We re-launched *Witness: Easter Voices* and *One Friday*. 5 new digital animations were added to our *Day Three: Believe the Women* resource (featured on Premier Radio), and we updated *The Easter Journey* to release it as a booklet for the first time. Even with churches largely in restricted mode, Easter distribution encouragingly reached 28k – up 4k on 2020.

“Thank you so much for sharing. I can’t express the amount of love that I have for the Saviour, and this Palm Sunday will definitely grow my love for Him only exponentially! Thank you!”

anon., UK




UK

## IN PRINT, IN PERSON, AND ONLINE

### Church engagement / networking

In the UK, as part of our re-connecting with churches, networks and groups to (re-)introduce our ministry and explore ways of serving and resourcing, we had 15 in-person meetings – making 40 new church contacts – including visits with churches and networks in Manchester, Malvern, Newcastle, and Oxford. We were encouraged by the positive reaction to our work. If you would like us to come to your church or network, or if there are ways in which we can help churches and networks that you are engaged with, do please contact us as we seek to grow this important aspect of our work.

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- 2021 was the best year in Lifeworlds history for our digital distribution.
  - 2 million people around the world watched our 31 booklet animations in 16 languages – more than doubling 2020 (885k).
  - Facebook posts reached over 8m people.
  - c.194k reactions and 9.5k shares – much more than expected.
  - Most popular language: Indonesian, closely followed by Hindi, and Swahili.
  - Apart from animations promoted on Facebook, 38 animations in 19 languages were played 4,517 times on YouTube.

**DIGITAL  
IN PRINT, IN PERSON, AND ONLINE**

## Life Changing Words

- Over 19.5k new users added to our daily verse app and email service – more than tripling our 2020 result (6,234).
- Total all-time installs grew from 47,329 in 2020 to 66,852.
- 18,967 shares.
- 74,844 responses / votes from both the app and emails.
- 25,633 active email subscribers in 202 countries.
- A new app, offering even more features, is planned for late in 2022.

“Lord, who can change my life story, only [you] Lord can help me. I accept you with all my heart.”

Eliana, Brazil

“It touches all the senses: God bless the people who made it available.”

Jadwiga, Poland

“I have accepted this invitation without a doubt.”

Modeste, Zambia



## UK digital

Growth in following and page likes across all platforms continued to steadily increase. Facebook now has c.2k page likes and follows, with page views rising by 62%. Page likes increased by 67%. Instagram following went up by 1.2% (310). Our next goal is to expand beyond our existing audience, where dynamic and interactive content will help to gain momentum for extended reach. We plan to invest in digital development and invite supporters to partner in a new initiative to produce new ‘digital-first’ engagement and innovation with Scripture with youth and teen content creators in 2022/3.



## UNIQUE MISSION OPPORTUNITIES IN PRINT, IN PERSON, AND ONLINE

“... an excellent convergence between psychological tools and the Word of God. I am so grateful to God that in learning to use this tool, I have had renewed hope of what we can do, even in the midst of the pandemic.”

**Fabiola Nogales, newly trained worker in Chile**

Online ministry continues to be effective, as children and trainers / workers report:

“God lights up my walk, He gives me [the] light of life.”  
“I am like a sunflower. The sunflower is always towards the sun, so am I now, always towards God and his care, I feel happy because I believe that God takes care of me and will always be for me.”

**from children counselled**

## Pavement Project

Though a challenging year, partners, trainers, workers and children encouraged us that we were still responding to their needs. We developed online training resources for workers, and tested these in Portuguese and Spanish, through 12 online sessions, involving 14 trainers from Brazil, Mozambique, Ecuador, Chile, and Paraguay. 46 workers participated, from 26 new organisations in 7 countries: Brazil, Bolivia, Chile, Ecuador, El Salvador, Mozambique, and Cape Verde. The workers' learning was successful (91% certified) and the 102 children counselled during the training showed an 85% increase in their self-esteem, with positive decisions around relationships, future and walking with Jesus. Portuguese and Spanish speaking trainers were trained in the new resources.

A Worker's Guide and resources for the new project app were finalised in 10 languages, including 4 Indian languages (Hindi, Malayalam, Tamil, and Kannada) plus English, Portuguese, Spanish, French, Bahasa, Arabic, Lingala, Wolof, Creole, Kechi, and Telegu.

The new, improved app will be released in 2022 in 10 languages and 5 extra languages for the children's resources – allowing us to reach more children-in-need in many territories worldwide.

In total, nearly 90k children have been counselled during 21 years of Pavement Project.



## AROUND THE WORLD IN PRINT, IN PERSON, AND ONLINE

### BRAZIL

2021 was a year of significant milestones – 21 years of Pavement Project (with an online celebration) and 25 years of Lifewords in Brazil. After nearly a century of working with partners, Lifewords established national representation in Brazil 25 years ago – opening access to quality publications and faithful biblical content, plus transformation programmes, not only for Brazil, but for several countries in Latin America.

Our office in Rio de Janeiro facilitates Lifewords wider ministry in the region and in 2021 launched Choose Life for the first time outside of Africa. Partners, the MEAP project in Piauí, have been using Choose Life to help children make good choices. The children understand well the concepts taught, for example in response to ‘The Good Samaritan’:

“We need to help and have compassion for others.”  
“When we love others, we will feel God’s love for us too.”

via Débora, missionary of MEAP Piauí

## AUSTRALIA

Churches, ministries, chaplains, and partners were all affected by more than 5 months of lockdown, but we still accomplished some key missional objectives:

### Printed Bible resources:

5,455 replica *WW1 Active Service Gospels* were shared at Cadet groups, schools, churches, war memorial locations, and events. 1,280 Christmas resources were distributed. 2,420 of the Little Book series were shared as prison chaplains and hospital chaplains were allowed to begin ministering again.

At Easter, *Day Three: Believe the Women* received positive feedback. "I've never seen a Bible product written from the perspective of 'Believe the Women'. This is unique and affirming, as God values women. We've been able to share this among women ... in our street ministries and even within our own church ..."

Lee-Anne, Mission Director



### The Ninefold Path:

98 church leaders and 120 other participants trained in online Ninefold Path Learning Labs. Over 30 pastors and ministry leaders participated in weekly 'Zooms' led by Mark Scandrette and Dan Hardie. Many went on to facilitate their own groups.

"These are perfect resources for our ministry. I was so excited to receive the package as I know there are people suffering and needing some hope and healing. These are the best quality we've found and will be used widely."

Marina, Chaplain at Royal Darwin and Palmerston Regional Hospitals

### Research and development:

Insight into Australia's Youth spiritual research: we worked with the Converge Oceania network on a research project on youth engagement with Scripture and Christianity. Although hampered by Covid, the research has now resumed and will provide useful data for partners.

### Bible for Indigenous peoples:

Working with Indigenous leaders on providing Scripture translations for tribal groups. Our booklet style has been requested as the format for the first products in certain language groups.



## KENYA

Tragedy occurred when staff member Judy Murugi died of Covid at just 29, leaving husband Nixon and two babies (see 'in memoriam'). This took a great toll, but by the grace of God, and support both locally and globally from Lifewords, the team was able to continue.

2021 saw a third wave of Covid-19 in Kenya. New lockdown measures meant online requests for digital resources increased, especially the Swahili animation of *Finding Hope*.

Bible Resources: 29,430 booklets were distributed in English, Swahili, and local languages.

"While in Lodwar, I shared *You Matter* and *Finding Hope* with children of Canopy School from class 6 to 8 of the boarding section. It was wonderful and a joyful time as they read together. There was a time of prayer, committing their lives to Jesus and a time of fellowship."

**Evangelist, Northern Kenya**

2,000 copies of *Little Book of Character* went to the Kenya Defense Force to equip soldiers on the Somalia / Kenya Border. An estimated 29,000 military in Kenya experience serious mental issues.

"The *Little Book of Character* has encouraged and equipped those on the Somali border to face challenges in the field with hope in the presence and intervention of God."

**Col. Lelei**

### Choose Life:

300 children from 10 churches in Western Kenya 'graduated' after going through Choose Life for a full year. 15,000 copies of Choose Others booklets were printed, and 500 Choose Life manuals.

### Pavement Project:

Counselling sessions continued despite the pandemic, with over 3,000 children counselled.

## INDIA

Lifeworlds joined other mission organisations to help families suffering from Covid and the loss of loved ones. *Finding Hope* and *Living with Loss* were used in sharing the love and hope of Christ. We served by providing provisions for needy families and children's homes, and by raising funds for meals for patients waiting in ambulances for hours to find beds in hospitals.

Through Covid, thousands of children have been orphaned and there were many messages on WhatsApp for adopting them. This, sadly, was also an opportunity for traffickers. Lifeworlds along with 2 child rights organisations, brought the issue to the notice of the Child Welfare Committee and helped stop the illegal adoption messages, thus protecting the children.

Our Christmas resources were again widely used to share the gospel, including with 400 engineering college students in Anantapur (Andhra Pradesh) and 200 students at an international school in Bangalore.

In partnership with Bible Education Services and Hope International School, we conducted 2 webinars (in Malayalam, and Tamil) for more than 200 teenagers and parents in response to a 66% increase in addiction to games, pornography and related mental health issues among children and youth. 5 Pavement Project workers were given special training to give counselling through a 24/7 helpline that we set up with partners.





## INDONESIA

Lifeworlds continued sharing good news in the world's largest Muslim nation. The work includes The Visible Story training for pastors, Sunday school teachers, Bible students and church leaders; training to use our 'flip card' Bible story resource with children; distribution of booklets (more than 10,000 in 2021 including *Why Me?*, *Who Cares About Me?*, Little Book series, *Finding Hope*, *An Invitation*); and 'mobile mission', bringing the Bible to unreached people groups, areas of low literacy and poverty, while training and equipping church pastors with vital resources. Also, the *Finding Hope* animation in Bahasa Indonesian was the top viewed language animation for 2021!

Lifeworlds 'Kids Ministry' re-opened, reaching several new places. In West Kalimantan, despite flooding, new children attended every week, typically listening to Bible stories from Lifeworlds booklets, playing games and other activities. Kalimantan churches and Pelita Dunia Seminary were very supportive with volunteers – the seminary delegated 1 fulltime worker.

To respond to serious social problems caused by the pandemic (closed businesses, lost jobs), we joined with Damaris Foundation to help many street children and homeless people. 500 people were reached in October alone. Besides food packages, people hear the Good News and receive Lifeworlds booklets.

Director, Gunar Sahari, was a featured speaker for the online International Mission Conference, discussing "How Asian missions can be modified after the indigenous principle" with 400 influential participants.

## REACHING NEW GENERATIONS IN PRINT, IN PERSON, AND ONLINE

### VerseFirst

On Instagram, our Easter designs were positively received. The official NIV Bible account reposted our 'It is finished' post on their social media and 'liked' all of our images. Our most popular Easter post ('It is finished') reached over 84.7k people, gaining 1.7k likes and almost 2k interactions (likes, saves, shares, comments). On Facebook, post engagement rose significantly, reaching 152.5k people. Post interaction increased by 76.7%, as did Facebook story engagement – an average of 80 people responding to our stories, in part due to a slight increase in the 25-34 age group following and new Facebook layouts.

Our following continued to shift towards a younger audience with our larger grouping now being 25-34 (up slightly from 39.9% in 2020 to 40.5% by end 2021). In 2022 we will do more to reach the younger end of the audience.



## NINE BEATS

Along with other international ministries, including, The Beatitudes Project, Danielle Strickland, 24/7 Prayer, and Common Hymnal, we provided contributions to a 'virtual celebration of the counter-cultural values of Jesus found in the beatitudes'. Engagement was good for the 3 items we contributed that reflected on the beatitudes through prayer, story, song, spoken word, and thought-provoking conversation / reflection.



“Thanks for inviting ‘strangers’ like me to join in your intimate sharing and be blessed.”

Dianne Wheeler

“I love it. I am crying out for the truth to be shared. For our loss to be mourned. For human trafficking to stop. For child abuse to end. For families to be repaired. For relationships to grow ... For the body of Christ which is arising.”

Bô Kim

“It is very exciting and stimulating to see people – some with a faith background and some without – discovering for themselves what God is like and how they can live well. Thank you for starting us off on this path!”

Judith Layzell, Wellspring, Aldershot

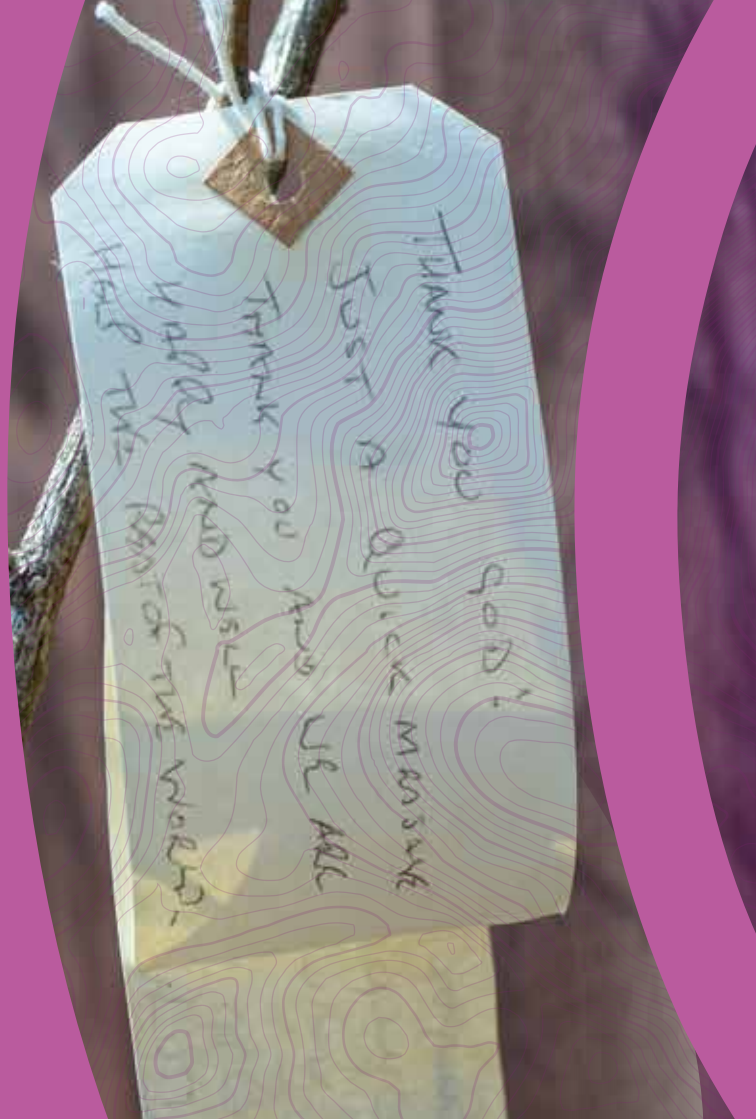
“The sense of creative conversation ... is palpable ... To watch the Collective at work is to see something more than inspiring musicians and writers in impressive collaboration, though there’s certainly that; it’s also to glimpse a joyful Christian exploration where every emotion and every individual has their place.”

Extract: URC Reform magazine by Laurence Wakeling

Collective collaborator, Mark Scandrette released his book ‘The Ninefold Path – Hidden wisdom of the beatitudes’ (IVP). Mark wrote our Ninefold Path Notebook (with Danielle Welch) and Learning Lab Leader’s Guide, and his new book has links to and extracts from our original resources’ themes.

As 2021 came to a close, we once again stood at the gates of a new year. As we looked back, we thank God for the strength and provision to stay the course. We remember, lament, and give thanks for all we have experienced together. We are grateful to God for the sustaining and encouraging prayers, support, and fellowship of all our supporters, donors, partners, and users of the resources we so love creating and sharing.

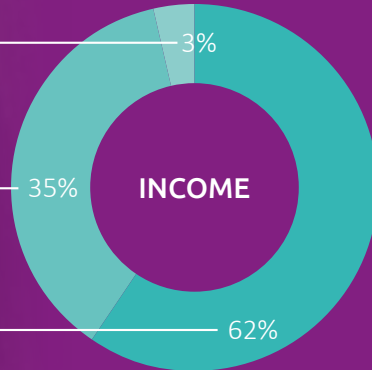
But even in writing this review of 2021, we already know 2022 has written a sad new chapter on the world. The war in Ukraine has already shaped the year and affected millions. Our hearts and prayers go out to all those who have had to leave their homes, whose families and lives have been devastated. For the loss of life and livelihood. For the trauma and sorrow. Of course, it has also re-shaped our work and our next annual review will share stories of how we have endeavoured to respond to the situation. Lord, have mercy.



# 2021 IN NUMBERS

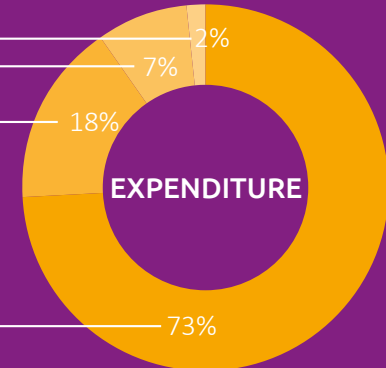
Please feel free to share this review with others and contact us if you would like more copies – or to view and share online, go to [lifeworlds.global/annualreview](https://lifeworlds.global/annualreview).

Visit our website to explore more ways that Lifeworlds resources can “make a change for life” where you are.



	2021	2020
Donations and Grants	£ 879,973	919,323
Legacies	£ 494,866	568,617
Investment and Other	£ 44,878	53,128

TOTAL £ 1,419,717 1,541,068



	2021	2020
Providing Bible Resources	£ 1,006,153	1,108,298
Programmes	£ 245,391	241,707
Raising Funds	£ 100,497	122,623
Support for Global Offices	£ 20,743	21,206

TOTAL £ 1,372,784 1,493,834

These figures are taken from the full audited UK Annual Report and Accounts for 2021. Please contact us if you would like a copy.

## In memoriam

We lament the passing of staff and workers around the world: Judy Murugi, Kenya – a tragic loss at just 29 years of age, leaving behind husband Nixon and two babies, 2-year-old Sifa and 3-month-old Nissi; Vivian Subramoney, ex-Chair of SGM Lifeworlds South Africa and Pavement Project Coordinator there; Pavement Project workers Martha Hernandez and Fabiola Ruiz (Puebla, Mexico), and Marcia de Janon (Colombia); Dennis, typesetter in India; and Choose Life Trainer Jane Wamaitha from Nyumbani children's home.

We thank God for the lives of those workers and friends around the world who were called Home in 2021: translators, partners, leaders, volunteers, so many whose contribution to the ministry will have eternal impact.

We remember and honour the lives of those members and former staff members who went to be with the Lord this past year.





Lifewords Bible resources are designed to open ways into the Bible for you, your church, and your community. With 134 years' experience of sharing the Bible's life words with Church and Culture, these resources are provided free, and supported by donations, to help you reach out through ministry of all shapes and sizes, in multiple languages, contexts, and countries around the world. Join us and be part of the Lifewords experience today!

**“BUT WHOEVER LOOKS INTENTLY INTO THE PERFECT LAW THAT GIVES FREEDOM, AND CONTINUES IN IT – NOT FORGETTING WHAT THEY HAVE HEARD, BUT DOING IT – THEY WILL BE BLESSED IN WHAT THEY DO.”**

James 1:25 NIV

## LIFEWORDS

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Lifeworlds is the operating name of *Scripture Gift Mission (Incorporated)*.

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