



# LIFEWORDS

**RUNNING THE RACE** | Annual Review 2022

Let us run with  
endurance the race  
God has set before us.  
We do this by keeping  
our eyes on Jesus,  
the champion  
who initiates and  
perfects our faith.

HEBREWS 12:1-2 NLT



# WELCOME

I am delighted to introduce Lifewords Annual Review 2022. On behalf of myself and my fellow trustees, I want to thank you for your support – for your prayers, giving, and ongoing involvement with Lifewords.

After the tough times of recent years, we caught our breath in 2022. We still faced challenges and again had to be agile in our response to finances, world events, and the needs of Christians. This year opened with another sad chapter for the world – the Russian invasion of Ukraine shaped the year in many ways, and affected millions. Lives and communities experienced great devastation, trauma and sorrow, and Lifewords was called on to do its part to respond. Our team in Poland rallied to print and distribute Bible resources for churches and organisations in Poland and beyond who began to welcome Ukrainian refugees. We are thankful for the great response to our appeal that made this happen. We received close to £50,000 which enabled us to produce many resources in Ukrainian, Russian, and across a range of languages. It was also a privilege to resource organisations, like Hope Lebedyn in Ukraine, that work tirelessly to provide shelter, food, and hope to thousands that remain in the country as

the conflict continues. This ability to respond and adapt to the world around us, while being guided by the Holy Spirit, has been a great encouragement and inspiration as we continue to work with individuals, churches, and partners to share life words.

So, 2022 was a year of persevering, looking ahead, and responding to what was happening in our communities and wider world as we fixed our eyes on Jesus, the pioneer and perfecter of faith (Hebrews 12:2 NIV). We continued to offer Bible resources in print, in person, and online, as churches and ministries adjusted to a post-Covid world, together with the impact of a war in Europe and the geo-political, economic, and spiritual challenges that are prevalent around the world. We are grateful for your ongoing support as we run the race together.



Liz Heyburn  
Lifewords Chair



## RUNNING THE RACE IN PRINT, IN PERSON, AND ONLINE



Thanks to our faithful supporters, in 2022 we resourced churches and individuals in all walks of life to share the Bible, responding to a post-pandemic world thrown into new turmoil. Lifewords resources were a key part of church events, one-to-one relationships, and evangelistic outreach. Chaplains, church leaders, youth workers and mission workers helped women, men and children, families,

the elderly, and people with disability engage with the Bible in churches and on the streets, in hospitals and prisons, in drop-in centres and schools. Lifewords resources brought the Bible to at-risk children, refugees, those who are vulnerable and exploited, and those who are in prison. In a year of new challenges, we kept on going, responding, and reaching out to an ever-changing world.

# GLOBAL IN PRINT, IN PERSON, AND ONLINE

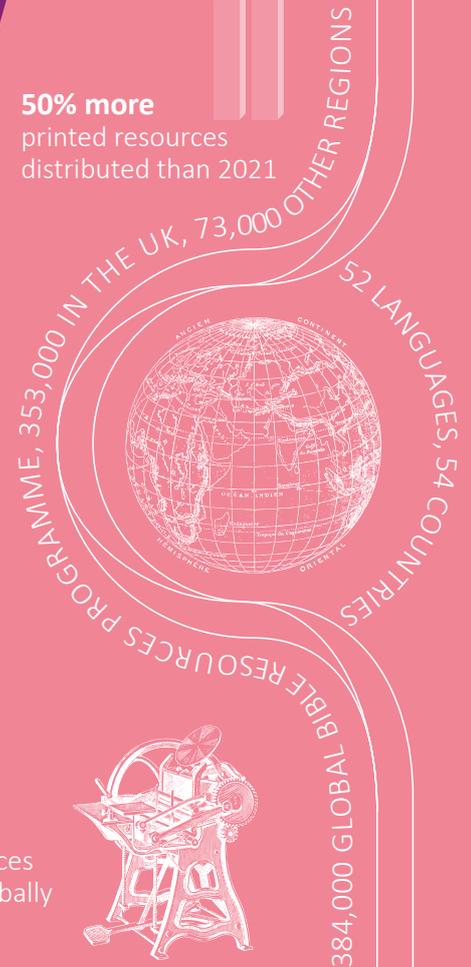
## Resourcing and distribution

In 2022, Lifeworlds freely provided a total of 810,000 printed resources (to individuals, churches, and organisations) around the world (in 2021 this was 540,000). This comprised 384,000 via our Global Bible Resources programme, 353,000 in the UK, and 73,000 for other regions.

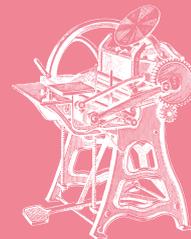
Through our Global Bible Resources programme, we responded to the needs of people around the world with resources in 52 key global languages – as well as in other languages with specific needs. We fulfilled 2,443 orders (2,324 in 2021) generating 384,000 physical resources for 54 countries. Our global distribution (from our Global Bible Resources programme and UK/other regions) saw a 50% increase on resources sent in 2021. This rise was largely due to a renewed freedom for sharing the gospel in communities as the world slowly recovered from the devastation and restrictions of Covid.



**50% more**  
printed resources  
distributed than 2021



**810,000**  
printed resources  
distributed globally





## Ukraine

When war broke out in Ukraine at the beginning of 2022, the demand for Ukrainian resources greatly increased and our stock reserves began to disappear quickly. Thanks to your financial support we were able to respond immediately by printing a new version of *Finding Hope* in Ukrainian (originally not planned for this year) – and within three weeks we had processed over 100 orders from all parts of Poland. The high demand continued as we were one of the few sources of Ukrainian Bible resources in that part of Europe and the only one to offer a resource that was specially created as a pastoral tool for crisis situations. Because of the conflict, we were unable to supply resources within Ukraine, but we reached the people there via the *Finding Hope* animation. Our Facebook campaign, which started immediately after the Russian invasion in February, was played 152,000 times in its first month providing a vital source of solace and connection for those who remained in Ukraine.

“During one of my shifts I met a woman. She saw the Lifewords resources in my box and asked for every one of them. She was from the occupied territory in the Kherson region in Ukraine ... it was dangerous for her to be in her village ... she decided to run away. She says she was scared to get through the roadblocks and had to lie to the Russian soldiers. All the way she prayed. She’s looking for hope for life. I hope that the words of the Scriptures from the brochures will serve her in her search for God.”

Maryna, Operation Mobilisation volunteer on the Polish-Ukrainian border

## Fifty languages project

2022 was the second year of our 50 languages project, where we translated and published 29 new print resources. We also translated the *Finding Hope* and *An Invitation* animations into 27 new languages – in total these two animations are now each available in 38 languages. Just like in 2021, some of these new resources were the first Lifeworlds products published in a particular language this century.



“One of our newly offered languages is Portuguese European. Demand for these materials exceeded our expectations – we printed a small volume to test the waters, and not even a month passed before we had to plan reprinting.”

Jarek Jankowski, Lifeworlds Global Bible Resources Director



## Life Changing Words Bible Verse App



17,000 new users  
(total now 84,000)

13,000 shares from  
the app



67,000 responses/  
votes from both  
the app and emails

Over 24,000 active  
email subscribers  
from 202 countries  
were receiving the  
LCW verses on a  
daily basis



DIGITAL

IN PRINT, IN PERSON, AND ONLINE

## Life Changing Words

At the end of the year, we completed final tests of the new app, ready for its launch in 2023 – a double anniversary year for the LCW project (20 years of the email service, 10 years of the app).

“I love receiving the beautiful gift of a verse of Scripture each day. Sometimes it is just encouraging and inspirational. Sometimes it is a verse or topic that God has been bringing to my attention ... Sometimes I immediately think of someone else and forward it to them to encourage them.”

LCW subscriber

## Animated resources

During 2022 we reached 8.8 million unique users via Facebook with animated versions of *Finding Hope* and *An Invitation*, each animation is available in 22 languages (44 animations in total). The animations were played 2.9 million times (44% more than in 2021) resulting in 1.1 million users' reactions. Ukrainian was the most popular language, representing 37% of the year's digital traffic.

In the UK we created an animated version of *The True Light* and a Makaton-signed version of the *OUTSIDE/IN* animation in collaboration with Count Everyone In and Makaton. We also released the EarthFirst animation, *Dance Lightly on the Earth*.

Below: from the animation, *An Invitation*

“While our Ukrainian printed resources were reaching war refugees in several countries, the digital materials were bringing hope also to those who stayed in Ukraine. The virtual products – unstoppable by borders or war zones – turned out to be a great tool for this difficult time.”

Jarek Jankowski,  
Lifeworlds Global Bible Resources Director



UK

## IN PRINT, IN PERSON, AND ONLINE

In the UK, we continued our work of resourcing churches and organisations, and in 2022 released new Easter and Christmas resources to equip them in their ministries. We also developed new partnerships, connecting with partners and supporters at exhibitions and events. This essential work enables and underpins the wider global ministry through fundraising, supporter engagement, and communications.

### New resources

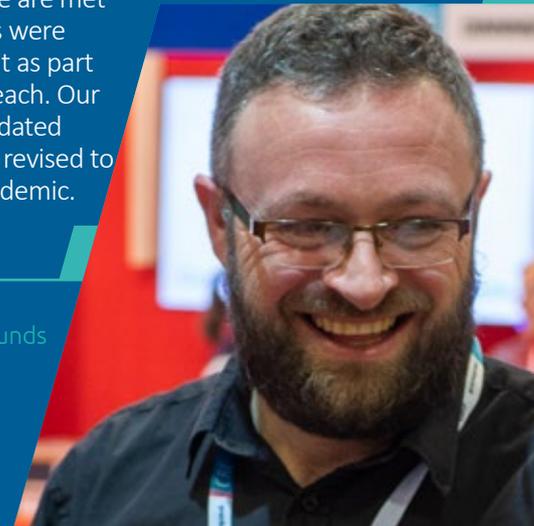
We were pleased to introduce a brand-new evangelistic booklet resource, *Follow Me* – an invitation to experience and walk the way of Jesus. We distributed 28,000 copies of the brand-new *Little Book of Prayer* (a reworking of *Inspiring Prayer*) – two print runs were required for this popular addition to the Little Book range.

For Easter, we published a new card, *Finished/Risen*, while on social media, VerseFirst's Easter campaign "Do you see this woman?"

featured a series of images and accompanying text. Our new Christmas booklet, *A Story for the Whole World*, used different cultural patterns to highlight how the common human yearning for meaning, hope, and love are met in Jesus' coming. Over 30,000 copies were sent out, with many churches using it as part of their Christmas services and outreach. Our Christmas range also included an updated version of *The True Light* which was revised to extend its relevance beyond the pandemic.

"The members of our church come from a whole range of different heritage backgrounds – *A Story for the Whole World* emphasises the inclusive nature of the gospel. Some of our members are refugees and this booklet captures the truth that the gospel has no hierarchy, no matter where you come from or what your documented status."

Rev Dr Anna Poulson, St John's Church, Southall



## Connecting with churches, partners, and supporters

Our ongoing church engagement work saw us attending conferences, events and exhibitions, and having some 25 meetings and conversations with a range of churches, networks, and organisations. Alongside many other relationships, we resourced Churches Together in Lymington & Pennington, Glendale, and Heaton for community-facing events during the summer months. These are just some of the ongoing and growing partnerships with churches who are working to benefit and contribute to their communities.

Through partnerships with Junction 42, Sixty-One, and The Message Trust over 28,000 copies of our resources were used in prisons across the country, often in partnership with prison chaplains. We are in conversation with these organisations and others about ongoing and future relationships for 2023 prison work and other ministry contexts.



“Thank you so much for your faithful ministry that provides us with such wonderful resources for our residents. I can’t tell you how much they are appreciated. Thank you and may God bless your ministry.”

Rev Gail Miller, chaplaincy team, HMP Preston

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

## Pavement Project

The online Pavement Project counselling that started in 2020 as an emergency alternative during the pandemic was released in August 2022 for ongoing use. The new Pavement Project app continued to be tested and rolled out, offering workers greater flexibility in how and where they connect with vulnerable young people and their families. We have 169 workers and 117 partner organisations with access to the new app in 15 languages.

Aura, from Ecuador, is a teenager who was very closed in her emotions, hardly expressing herself. During counselling with Pavement Project, she said how she felt guilty about her parents' separation – she believed she was responsible for her father leaving home. However, after being counselled, her self-esteem changed, understanding that God was not holding her responsible for that situation. The relationship between mother and daughter changed, and they grew closer.

“Empowering people to use the green bag represented a prayer answer for me. Venezuela is going through a very critical situation that prevents children from developing well, and Pavement Project has been an outstretched hand of help.”

Ruthmari, Pavement Project worker, Venezuela



30 TRAINING WORKSHOPS  
144 WORKERS TRAINED  
20 TRAINERS TRAINED  
FROM 91 PARTNER ORGANISATIONS  
IN 12 COUNTRIES  
IN 9 LANGUAGES  
over  
**93,000**  
children reached  
22 YEARS  
TOOK PLACE (ONLINE AND IN-PERSON)

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



### Brazil

One emerging group for Pavement Project is children who are “invisible” due to the violation of their rights – these include riverside dwellers, *sertanejos* (those living in semi-arid areas), *quilombolas* (those descended from African slaves), and adolescents in conflict with the law. Pavement Project trained 21 workers from 14 churches and projects to use the resources with these children.

Choose Life built on a successful pilot period with more organisations using the resource to educate, mentor, and support young people. Through our partners, nearly 500 children reflected on everyday topics such as resolving conflict, prioritising others, cultivating healthy friendships, deciding between right and wrong, and discovering more about God.

“The reality of poverty among children in the semi-arid region is cruel. But the work of our organisation, with Pavement Project, has been to help them recognise their emotions in the face of the suffering they experience. I have noticed a transformation in the lives of children counselled with the green bag – they are happier, they feel precious, and they are enjoying the new opportunities that our organisation offers.”

Camila Albuquerque, Pernambuco

## Australia

In 2022, chaplains, churches, and ministries got back to pre-Covid activity, and orders for our pastoral range increased. Most of the 15,380 resources that were distributed in Australia and New Zealand were shared by hospital chaplains, care facilities, and schools. We reconnected with many youth ministries via *Little Book of Help* and *Little Book of Chaos*. There was renewed interest in the WW1 Gospels, which were used at ANZAC Day and remembrance events.

Nearly 200 different people have participated in Ninefold Path “learning labs” and events in Australia over the past two years. Dozens of churches are now involved. We facilitated a retreat with a group of pastors where we shared the resources with them.

“... one small group ... had 20 people attend to work through ‘The Way of Trust’ and taking on ‘Worry/Anxiety’. People opened up like they’ve never seen before. The small group leader has been leading for nine years and said this was by far one of the most impactful weeks they’ve experienced.”

Daniel, participant

“The beatitudes are such a great theme for our church to rally around. I’ve been looking for ways to unify and boost our connectedness after two difficult years ... The Group Guide and individual Notebooks will really help us go deep and do the practices together.”

Philip, COC pastor, Sydney





## Kenya

In Kenya, we continued engaging people with the Bible through booklets, Pavement Project, and Choose Life. We also developed relationships with partners across Africa. Nearly 53,000 resources were distributed in English, Swahili, and local languages across 13 African countries. 52 new partnerships were fostered in 14 African countries.

### Choose Life

176 Sunday school teachers from 62 churches were equipped to implement the Choose Life programme in Kenya. We printed 5,000 copies of the Choose Life booklets and 2,000 children were introduced to the first module, Choose Others. In West Pokot, a region where the cultural practice of female genital mutilation (FGM) is rampant, school and Sunday school teachers used the curriculum as a mentorship tool to help girls and young women change their attitudes and make different choices.

“Many of the young women no longer think that FGM is something to be proud of and are making more informed choices concerning the rites of passage options in their culture. The women from the network are thankful to God for the opportunities to introduce the Choose Life programme to their community.”

Susan, Chairperson, Women’s Network, Kacheliba

## Indonesia

“Mobile missions” were a continuing aspect of the work in Indonesia, with 650 pastors, church leaders, and seminary students trained in how to use The Visible Story (TVS), flipcards, and other Lifeworlds resources.

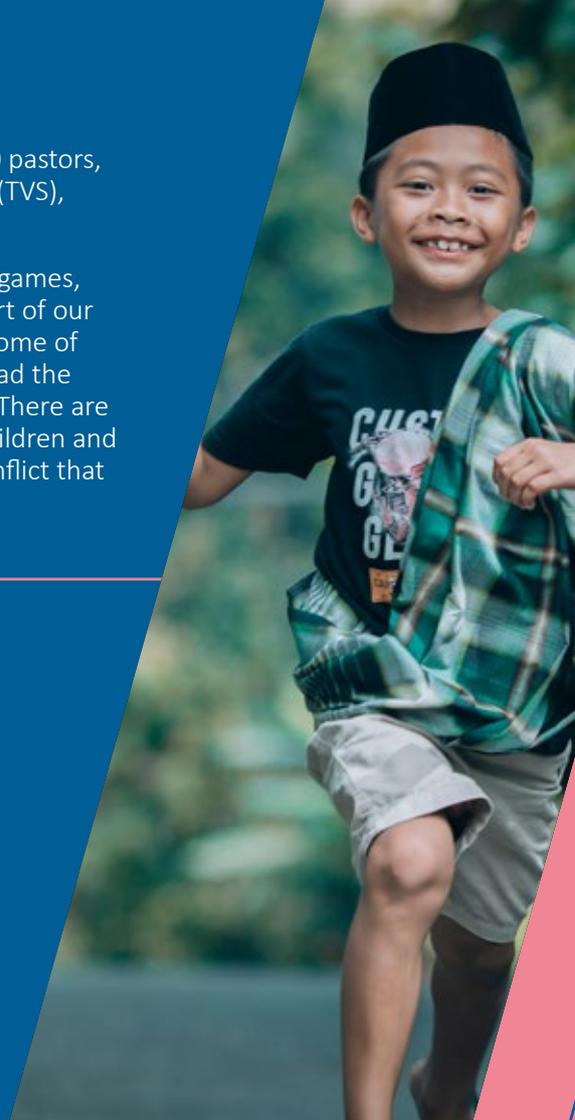
Lifeworlds Kids reached 4,500 children in 54 locations, engaging children using games, songs, and Bible stories, while also responding to local practical needs. This part of our ministry also opened Rainbow Kindergarten in Naibonat, East Timor to reach some of the many refugee children who have not had any formal education. Children had the opportunity to study in this school and now most of them can read and write. There are plans to train all teachers, pastors, and church leaders so that they can help children and their parents recover from their trauma and deal with the aftermath of the conflict that they have faced for many years.

“The first time I received TVS I was very happy because this is the material that I have been looking for. Very simple, colourful, easy to use, and it helps children to focus and listen to the Bible story. I use TVS for every moment: for Sunday school, for birthday parties, and to reach our children.”

**Jimmy, Sunday school teacher, Manado, North Sulawesi**

“It was wonderful to see all the children change. Two years ago almost every child did not go to school because for many of their parents education was not important. I have visited them every day and encouraged them to go to school, and now almost all children in Naibonat go to school.”

**Lifeworlds Kids volunteer, Naibonat**



## India

Bible resources continued to be used in India despite a climate where Christian witness is facing restrictions and even persecution. Christian Medical College in Tamil Nadu used resources to share the good news with their patients coming from all over India. Students from two Bible Colleges in Andhra Pradesh used resources for their outreach in 10 villages. NLAG Church in Chennai invited 100 non-Christian students from IIT, Chennai to hear the gospel – *You Matter*, *Finding Hope*, and *Little Book of Character* were shared with them. Evangelists in Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and West Bengal also used our resources regularly in sharing the good news.

Pavement Project ran 5 workshops to train 39 workers from the states of Kerala, Andhra Pradesh, Rajasthan, Gujarat, and Maharashtra; Biju Kannan was certified to train others. 10 couples who are children's home wardens from Gujarat and Maharashtra were trained in November. They will reach around 1,000 children who are mostly from tribal communities in rural areas of Gujarat.



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

### VerseFirst

VerseFirst saw increased development in how it reaches new audiences on social media, with a number of different strategies, including increased advertising of posts which meant it reached beyond its established followers. We also experimented with video content to keep up with the algorithm, conducted market research among teenagers at Big Church Day Out, and we ran a design competition to encourage young people in their engagement and presentation of the Bible.

As part of our VerseFirst project, EarthFirst connects with young people and encourages them to engage with the Bible around the vital subject of climate justice. In 2022, we added the animation, Dance Lightly on the Earth. Using powerful images that invite the viewer to reflect and meditate on Bible verses that speak to these issues, this resource was viewed by over 54,000 people on Facebook, YouTube, and Instagram.

“Thank you so much. I’m 14 and only started reading the Bible regularly recently. I needed this. Praise the Lord! I also think that this verse can help my friends a lot.”

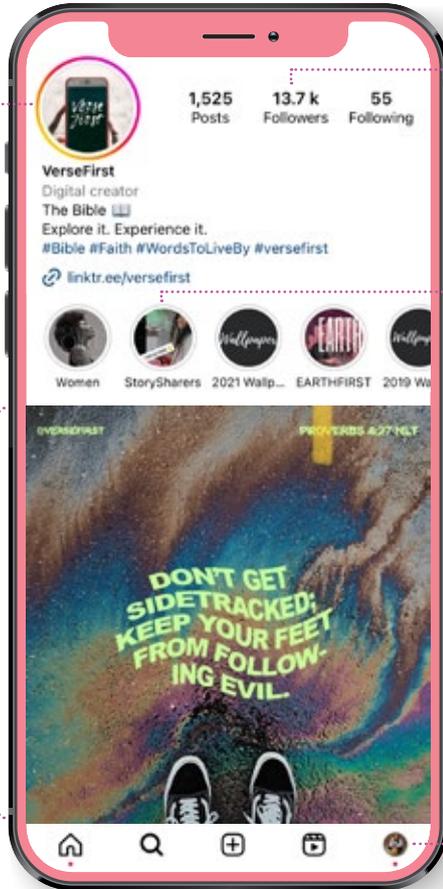


REFORMERS

epine  
Numbers 27:4

7,902 profile views, an increase of 44% from 2021

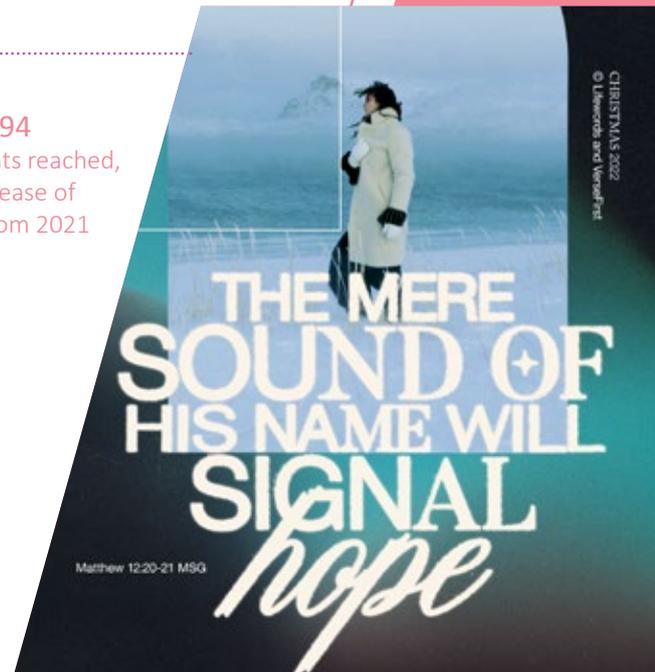
Top “liked” post liked by 1,068 people, 56% of which were in the target age range of 18–24



336 new followers

VerseFirst campaigns  
Easter – “Do you see this woman?”  
Summer – StorySharers competition  
Christmas – four specially designed posts and four reels

614,794 accounts reached, an increase of 84% from 2021





## NINE BEATS

Work on next steps for our beatitudes-based project, NINE BEATS, continued as live events slowly re-emerged. Through the year, we maintained presence online and in person, and explored how we might provide the best pathway for the project to thrive in the Church and beyond. Two live events (sponsored by Jerusalem Trust) were held in the autumn, where we shared the beatitudes with a mix of music, storytelling, liturgy, teaching, and spoken word.

“It was a beautiful afternoon. It really reflected our values as a community and what we’re trying to be here in this space ... it was a real thrill ... I am really, really grateful.”

“It was phenomenal, we could really experience God’s presence in many ways. The music and the band were awesome. It included everyone, it was inviting. It’s really good to be here.”

## Ninefold Path

We began to promote the Ninefold Path resources more towards churches and groups, starting in Australia and with a similar campaign planned for the UK at the start of 2023. This allowed us to widen the way NINE BEATS/ Ninefold Path is presented and perceived by audiences.

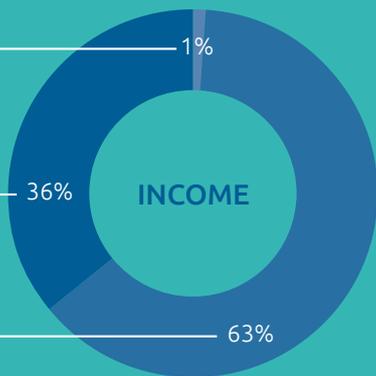
“It is amazing that meeting just once a week to look at the Ninefold Path and taking part in the labs actually embeds the teaching into everyday life. Very powerful learning too.”

“This is a beautiful opportunity to steep in the words of Jesus, allow them to do deep work in you, and move you from contemplation to action. This methodology is highly commendable and is causing me to re-evaluate some of the methods we use in ministry!”

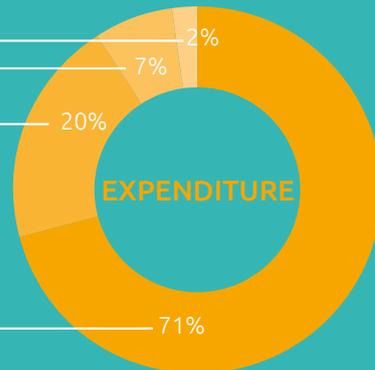


# 2022 IN NUMBERS

Lifeworlds Bible resources are designed to open ways into the Bible for you, your church, and your community. With over 135 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 Lifeworlds experience today!



	2022	2021
Donations and Grants	£ 922,387	879,973
Legacies	£ 1,640,689	494,866
Investment and Other	£ 32,723	44,878
<b>TOTAL</b>	<b>£ 2,595,799</b>	<b>1,419,717</b>



	2022	2021
Providing Bible Resources	£ 1,034,060	1,006,153
Programmes	£ 293,244	245,391
Raising Funds	£ 95,337	100,497
Support for Global Offices	£ 24,268	20,743
<b>TOTAL</b>	<b>£ 1,446,909</b>	<b>1,372,784</b>

These figures are taken from the full audited UK Annual Report and Accounts for 2022. Please contact us if you would like a copy.

As we look back at 2022, we thank God for the strength and provision to run the race – taking action to respond to the needs of our world. And we are grateful for those who run with us: our supporters, donors, partners, and users of the resources we so love creating and sharing. Your sustaining and encouraging prayers, financial support, and fellowship help us persevere.

The war in Ukraine still ravages and destroys. And more conflicts rise up across the globe. The world is reeling in the aftermath of the pandemic, and many are suffering from poverty, famine, conflict, and abuse. There is always much to respond to, to take action on; there are many waiting for that one person to reach out to them with the Word that brings life. It is our prayer that we will continue to run the race, fixing our eyes on Jesus – and being life words together in this world.



**LET US RUN WITH ENDURANCE THE RACE GOD HAS SET  
BEFORE US. WE DO THIS BY KEEPING OUR EYES ON JESUS,  
THE CHAMPION WHO INITIATES AND PERFECTS OUR FAITH.**

Hebrews 12:1-2 NLT

**LIFEWORDS**

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