



# Called by Name

**2024 Annual Report**  
*Biblica Europe Edition*





“

Bring my sons from afar and my daughters from the ends of the earth – everyone who is called by my name, whom I created for my glory, whom I formed and made.”

— ISAIAH 43:6-7 (NIV UK)



Thank you for continuing to strengthen our brothers and sisters on the frontlines with the powerful Word of God. Your generosity is transforming lives in Ukraine and around the world.

## Dear Friend,

As always, we know our thanks is not the reason you give. Nevertheless, you should know how much your radical generosity is inspiring thanksgiving to God from the Biblica team and, more importantly, from those you're bringing out of Bible poverty. You are helping to fulfil the deepest need for God's Word in the most troubled regions of Central Asia, Europe, the Middle East and North Africa.

This year's Annual Report is thrilling to read and share with you. While we may never learn what God has accomplished in full, there is still plenty to share about what God is doing through your generosity in the most destitute environments on earth. In these places people are usually kept from hearing the Gospel due to hardship, poverty and persecution, but the Bible is now changing their lives.

In 2024, Biblica completed 10 Bible translation projects and saw 65.8 million new people engaging with God's Word. That's in regions where few people used to hear the Gospel. We launched one new translation in an area of East Africa that is currently 99.9% Muslim, a figure that can now begin to change due to the availability of Scripture. We've seen it before. For instance, one hostile section of India featured in this report has seen the growth of Christianity rise from 0.001% to 8%.

Behind those numbers, there are beloved individuals with very real stories. In these pages you'll hear from former Hindus and Muslims, as well as from teens who once had suicidal thoughts or didn't realise God had anything to say about identity, drugs or anger. You'll also hear journeys of transformation like Diana's. She fled an abusive home, discovered the Gospel in prison, and now wants to share God's Word with everyone she can, despite persecution.

While we have to protect so many of the identities of the people you are impacting, this Annual Report is an opportunity for you to get to know some of them. On behalf of the global family of Biblica, thank you for praying for them. Thank you for investing in their discovery of Jesus. Thank you for being a part of their story.

Yours with gratitude,



**Mark Finnie**  
Vice President,  
MENA Eurasia

P.S. You can read the digital version of this report at [biblicaeurope.com/annualreport](https://biblicaeurope.com/annualreport) or by scanning this QR code.



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# Celebrating

## Your Impact This Year

Your generosity shares Bibles with the Bibleless in strategic translations and formats.

You are giving more people around the world the opportunity to be transformed by Jesus Christ.

Just think — every number in the chart to the right represents a person or a language community that can now experience the life-changing message of God's Word in a way that speaks to their heart.

Thank you for answering God's call to redeem the lost, restore the broken, and bring hope to a hurting world.

As one of our partners in Asia Pacific shared this year:

**"You may not know them now, but in Heaven, people might step up to you and tell you: 'I received the Lord because I received a Bible from you.'"**



### AMERICAS

6

Total Bible Translations Now Deployed

14.0M

New Bible Engagers This Year

### AFRICA

26

Total Bible Translations Now Deployed

13.6M

New Bible Engagers This Year

### MENA/EURASIA

31

Total Bible Translations Now Deployed

14.5M

New Bible Engagers This Year

### ASIA PACIFIC

32

Total Bible Translations Now Deployed

23.6M

New Bible Engagers This Year

येशु ने उनकी ओर एकटक देखते हुए उन्हें उत्तर दिया, “मनुष्य के लिए तो यह असंभव है कंति परमेश्वर के लिए सब कुछ संभव है।

Matthew 19:26 (Hindi)

Jesus looked at them and said, “With man this is impossible, but with God all things are possible.”

Matthew 19:26 (English)

# Graves Into Gardens in

# India



## They call it the graveyard of Christian missions.

For generations, a spiritual darkness has gripped the massive mission field of India. Radical fanatics burn down Christian churches and homes in an attempt to stop the spread of the Gospel.

But when Biblica's partner Matthew\* gazes into this darkness, he sees a shining light.

"What is impossible for men is possible for God," Matthew declares. "Jesus can change any situation."

With these eyes of faith, Matthew labours to translate the Bible into minority languages and make disciples among the unreached people groups of India.

At first, it was slow work. It took over 20 years to translate the Bible into two languages. Matthew says it was as though the challenge of translation kicked him "from corner to corner" of a fighting ring.

That's where you entered the story.

## Before and After in India

2 → 11

Languages Reached by Underground Church Translators

20 → 5

Years to Complete a Bible Translation Project

0.001% → 8%

Growth of Christianity in One Hostile Section of India



“

Jesus can change any situation. ...  
India was a graveyard of missions.  
But now it's a vineyard.”

— BIBLICA PARTNER IN INDIA

Your generosity freely releases Bible texts that accelerate the translation process. The results speak for themselves: After struggling for decades to reach two languages, Matthew and his team are on track to complete 11 new translations in five years — more projects reaching more people faster than ever.

“It's just mind-blowing!” exclaims Matthew, whose network of Jesus followers recently surpassed 25 million people. “You will see those souls in glory,” he adds with gratitude.

Bible translation is just the beginning. As God's Word comes to life in more and more heart languages across India, your investment with Biblica is delivering Bibles to longing hearts in a variety of creative formats — from audio Bibles to teen programmes to healing groups for women.

“As I listened to an audio Bible, I began to learn who the true God is,” shares one former Hindu in Southern India. “I could understand Jesus' love for me more and more. I experienced His forgiveness.”

So, the end of India's story is still being written. Matthew wants to see 100 million souls won to Christ in his lifetime. “If people don't laugh at your dream, then it's not from God!” he says with a smile.

But thanks to generous friends like you, Matthew and many other brave church leaders can declare with confidence:

**“India was a graveyard of missions.  
But now it's a vineyard.”**

*\*Name changed to protect our partner.*



Our partners share that when people hear the Gospel for the first time, they cry out: “Why hasn't anybody told me this before?” That's the eternal difference you are making by sharing God's Word in India.





Твоё слово – светильник  
для ног моих и свет, что  
освещает путь мой

Psalms 119:105 (Central Asian Russian)

Your word is a lamp for my feet,  
a light on my path.

Psalms 119:105 (English)

## Blacklist Believers in

# Central Asia



**Teen suicide rates in Central Asia are among the highest in the world. For a hopeless generation, Islam isn't working.**

Diana\* was a young vagabond running from an abusive home. Her story almost ended in disaster. But God grabbed hold of Diana's life in an unexpected way. After getting arrested, Diana encountered a group of Christian evangelists in prison.

"They explained to me that I can read the Bible and have a close relationship with Jesus," Diana says. With nowhere else to turn, she made a deal with God: "I will give

you one year. If you can change my life, I will tell everyone that you are God."

God's Word didn't come up empty.

"During that year, I fell in love with God," Diana says. "I started to read the Bible and understand the meaning. The Word of God changed my life — totally."

When Diana got out of prison, her mission for the youth of Central Asia was clear: "Give God's Word to everyone. Show them hope from the beginning of their life. Help them not to make the mistakes that we did."

## Understanding Central Asia

90%

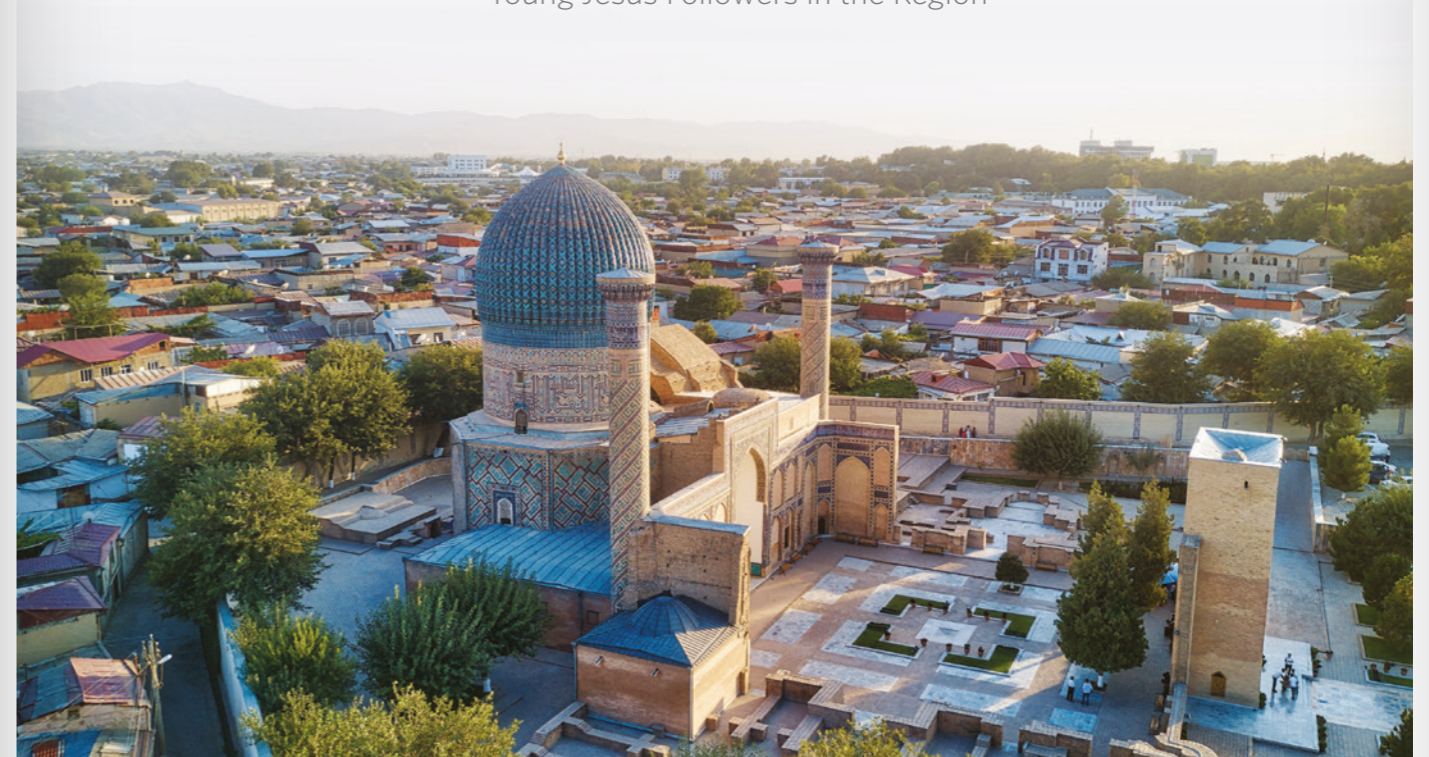
Of the Population is Muslim

40%

Of the Population is Under the Age of 25

<1% → 2%

Our Goal is to Double the Population % of Young Jesus Followers in the Region



“

## The Bibles given to us by Biblica investors bring hope to young people.”

— BIBLICA PARTNER IN CENTRAL ASIA

In Central Asia, sharing God’s hope with young people is easier said than done.

The secret police fight any threat to the prevailing political power. Christian leaders are on the top of the blacklist. While Diana is only human, her response echoes the resolution of the early Apostles:

“I will do what God called me to do. I will never stop. I gave God my life many years ago. I don’t want to turn back.”

She’s not alone in the fight.

Your support provides Christian leaders in Central Asia and throughout Eurasia with the Bibles and resources they need to share the Gospel and disciple young hearts.

From the battlegrounds of Ukraine to the streets of Central Asia, at-risk youth are coming to Christ in droves.

“The Gospel in simple, modern, and understandable language is great for reaching young people,” shares one teen in Ukraine. “It’s like a breath of fresh air!” says another Bible recipient in Turkey.

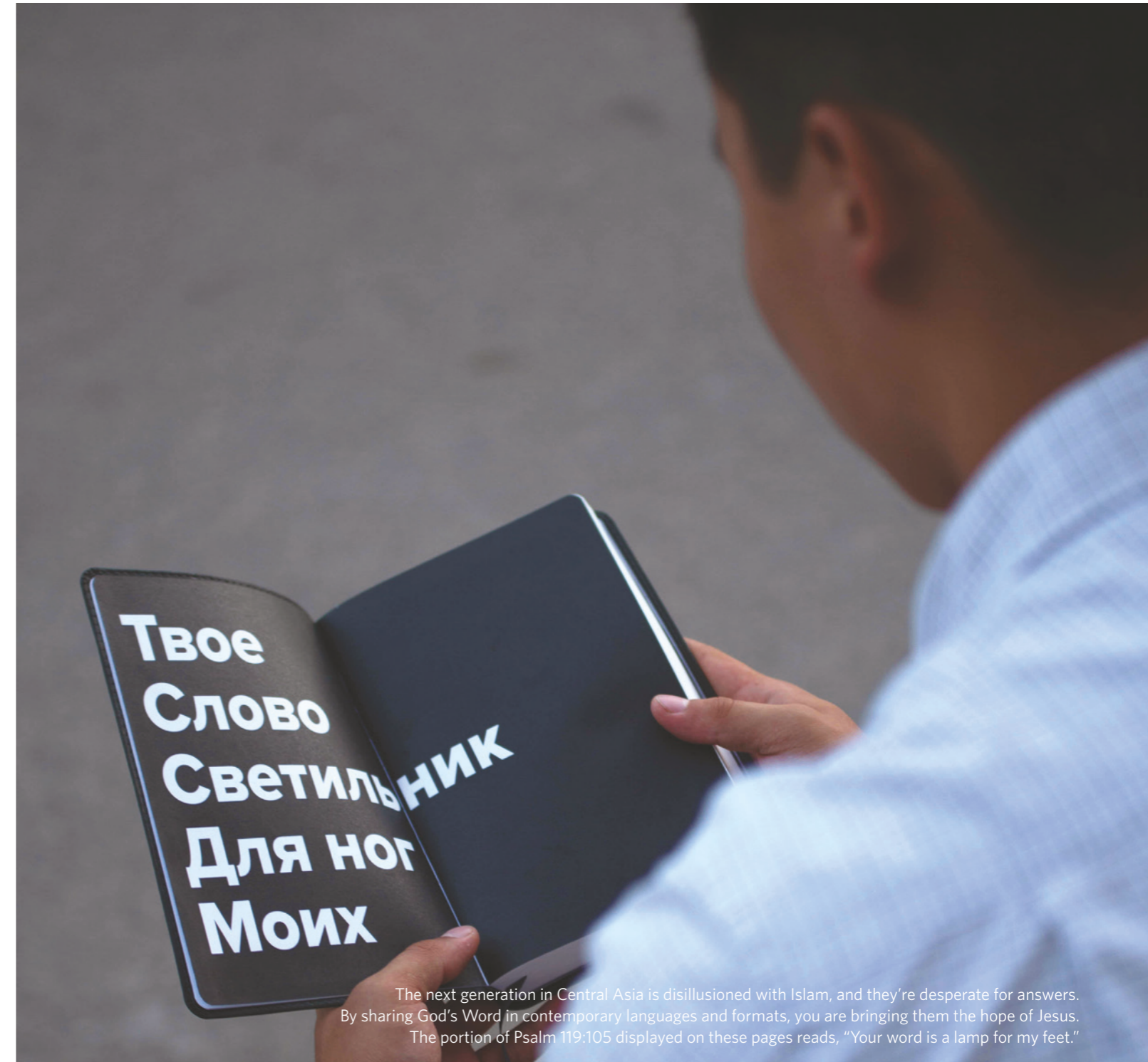
But teens who choose to follow Jesus in places like Central Asia often encounter pain and persecution. That’s what makes the lifeline of God’s Word so critical.

“We cannot live without the power of the Bible. The realities are too hard,” Diana says. “Your family can judge you, beat you, and physically abuse you. Your life could be turned upside down.”


So, Diana thanks you for standing with our younger brothers and sisters in the faith.

**“Biblica is more than a partner,” Diana says with a smile. “You’re family.”**

*\*Name changed to protect our partner.*



The next generation in Central Asia is disillusioned with Islam, and they're desperate for answers. By sharing God's Word in contemporary languages and formats, you are bringing them the hope of Jesus. The portion of Psalm 119:105 displayed on these pages reads, "Your word is a lamp for my feet."



“Kwa maana ninajua mipango niliyo nayo kwa ajili yenu,” asema Bwana, “ni mipango ya kuwafanikisha na wala si ya kuwadhuru, ni mipango ya kuwapa tumaini katika siku zijazo.”

Jeremiah 29:11 (Swahili)

“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”

Jeremiah 29:11 (English)

# God's Word Goes Viral in

# Africa



## Do you remember the colour of your first Bible?

Was it classic black? Bright pink? Maybe it was as vibrant as Joseph's technicolor coat.

For millions of families across Africa, the answer is simple: Their first Bible was bright red. That's because for millions of families across Africa, their first Bible arrived when their child brought home a glossy red *Reach4Life* youth Bible from Biblica.

This year, you faithfully brought these life-changing New Testaments to young hearts in Africa and around the globe.

Inside the bright red cover is *Reach4Life*, Biblica's flagship discipleship program for teens, which celebrated its 20th anniversary in 2024. Its 40 lessons reveal God's plan for identity, sexuality, and relationships — helping at-risk youth make wise choices and walk with Jesus.

The best part is that the Gospel goes viral through peer-to-peer Bible studies led by the teens themselves.

As Biblica leader Jesse Gathura (pictured above right) puts it, *Reach4Life* was created "with the mind of a young person" like Pius in Kenya (pictured above left).

## Life Transformation in *Reach4Life* Teens

87%

Of Participants Share Good News From *Reach4Life* With Friends

56%

More Likely to Believe the Bible is Relevant After *Reach4Life*

38%

More Likely to Believe They Can Have a Relationship With Jesus After *Reach4Life*

25%

More Likely to Choose Abstinence Until Marriage After *Reach4Life*



Source: 2024 Excellence in Giving Insights survey, deployed in partnership with World Vision.

“

# A hopeless person will always find hope in Christ through the Word of God.”

— PIUS IN KENYA

Growing up in the slums of Nairobi, Pius will never forget the glorious day he received his own copy of *Reach4Life*, or how desperately he needed it.

“When I was in high school, I struggled with depression, anxiety, and even had suicidal thoughts,” Pius says. “Missionaries came and spoke the Word of God to me. I gave my life to Christ! When I got born again, I got this *Reach4Life* Bible.”

Pius was surprised to discover that the answers to his hardest questions could be found inside his *Reach4Life* Bible.

“When I opened it, I thought, ‘Does the Bible really talk about drugs, sex, and anger?’” Pius recounts. “I didn’t know the Bible talks about such stuff!”

He couldn’t keep the Good News to himself.

“I went to school and started sharing the Gospel,” Pius says. “Seven guys came to the Lord and got born again. And I thought, ‘I think I need an extra Bible!’” So, he humbly asked for some new *Reach4Life* Bibles from a Biblica leader in Nairobi. “He gave me 20!” Pius remembers with a gigantic grin.

Those 20 Bibles were just the beginning. Pius and other Biblica partners have now brought *Reach4Life* to 840 schools in six East African nations. They’ve preached the Gospel to nearly 2 million teens and led at least 529,000 of them to faith in Christ.

That’s the power of one bright red Bible in the hands of one hopeless teen — a spiritual catalyst made possible through your generosity.

**“All of us were lost, but by the grace of God, we are found,” Pius says. “A hopeless person will always find hope in Christ through the Word of God.”**



“The *Reach4Life* app is very beautiful and convenient,” says one teen in Southern Africa named Blessing. “It answered questions I had that were considered taboo. Thank you for this wonderful resource!”



iOS



Android

Explore the *Reach4Life* App for Yourself

# More Ways You Changed Lives This Year

## Digital Innovation



### SD Cards

In many countries, it's nearly impossible for underground believers to own a physical Bible or access God's Word online. "If the authorities find your Bible, they may put you in prison. But without the Bible, it's impossible to build your Christian faith," explains one pastor in Asia. This year, your generosity pioneered a solution: digital Bibles smuggled into the country on SD cards. Each tiny card houses Bibles in a variety of languages and multimedia formats — all easily transferrable to computers and cell phones. In fact, a delivery of 300 cards in early 2024 has now provided 16,000+ individuals with Bibles. Praise God for the multiplication of His Word through these digital loaves and fishes.

### YouVersion

When the Apple App Store launched in 2008, Biblica freely released its Bible texts via the YouVersion Bible App. More than 16 years later, we couldn't ask for a more strategic innovation partner than YouVersion. They're breaking down barriers to digital Bible engagement all over the world. Today, we celebrate that more than 96 million users engaged with Biblica Scripture translations on the YouVersion Bible App this year. That's just one example of how your investment has exponential kingdom impact through our partners.



## Spiritual First Aid



### Theresa

As millions of refugees fled their homes in the Middle East this year, your compassionate support brought the *Survivors* Bible program to Arabic-speaking children in this region. This beautiful storybook teaches children that Jesus created them, loves them, and cares for them in their suffering. One Sudanese refugee named Theresa wanted to share this message of thanks with Biblica investors like you: "The people who made this book must know what we are going through, because it is so encouraging. This book will not change only my life but will change the lives of the people around me. Thank you for your love!"

### Daisy

Your generosity equips a global network of partners with the biblical resources they need to heal wounded hearts. "Going to a therapist can help a lot of traumatized people. But to reach the final stage of healing, God has to be there," shares Daisy, one of our trauma care partners in the Middle East. "Through the curriculum we are using from Biblica, a lot of children learned how to cope with their traumas and were introduced to the love of Christ." Thank you for coming alongside compassionate leaders like Daisy in this ministry of hope and healing.



### Some of the Life-Changing Resources You've Shared



**Survivors**  
For Suffering  
Children



**When Your  
Whole World  
Changes**  
For Disaster Response



**Asha**  
For Traumatized  
Women

## Powerful Partnerships



### Jana and Richard

This year, Biblica investors Richard and Jana traveled to the island of Zanzibar, where God's church is growing in the face of extreme persecution. Representing friends like you, Richard and Jana handed out Bibles and prayed over courageous church planters. "They live their faith out loud. They are not afraid!" Richard and Jana said of these pastors. "They told us, 'Don't send us money. Send us Bibles.'" That's just one reason Richard and Jana have concluded: "Biblica is one of the most strategic organizations we have ever encountered. There's no better place to put your money."

### Operation Christmas Child

Through our partnership with Samaritan's Purse this year, millions of children and families around the world received the gift of God's Word in their language through the Operation Christmas Child project. The Greatest Journey discipleship program uses Biblica Scripture texts to teach children about God's love for them. When you include the families of these children, an estimated 38 million people were reached with God's love through this partnership in 2024. Thank you for bringing the joy of Jesus to the ends of the earth.



## Translation Launches

### East African Language

In an area that is 99.9% Muslim, partners like you paved the way for the launch of a strategic New Testament in August 2024. For security reasons, we won't publish the name of the language group here, but it was a joy to see the Gospel come alive for the unreached. One local leader shared: "Our country is associated with terrorism and all manner of vices. But Jesus died for them too! I am so grateful that Biblica remembered that they too need Jesus."



### Brazilian Portuguese

In May 2024, Biblica investors and church leaders launched a new edition of the Brazilian Portuguese Bible. A multitude of joyful believers gathered in Rio de Janeiro to celebrate a contemporary Scripture version for the next generation. As ministry partners use this new text to engage hearts, please pray for the Spirit to move and transform millions of lives through His life-giving Word.

We're humbled to link arms with a global alliance committed to eradicating Bible poverty in this generation.

illumiNations





# Generosity

## Report

# Biblica Europe

## Leadership

To our faithful ministry investors,

I love delivering this Generosity Report to you every year. It's a chance for me to say thank you and to remind you once again that your investments are making Scripture available and accessible to Bibleless people all around the world.

Now in our 215th year of ministry, Biblica continues to invest in scalable technological systems, implement best practices, and professionally develop our staff to grow our capabilities, productivity, and ministry impact. These practices have enabled us to maintain an industry-high 83% investment in ministry resources as a percentage of total annual operating expenses.

We also remain fully committed to annual balanced budgets, zero debt, and finishing every year with a minimum five months of liquidity for organizational continuity. With a standard of full transparency, we publish the last three years of financial statements and tax returns online and seek the highest level of accountability and integrity with external auditing and accrediting agencies.

**And for yet another year, we're pleased to report that 100% of your giving went straight to ministry programs.**

Overhead expenses are covered by NIV Bible publishing royalties so that your investment with Biblica goes farther.

More than anything, we want you to know that your giving through Biblica is unlike any other earthly investment. Because the only investment that cannot fail — now and for eternity — is to introduce others to the life-changing message of Jesus Christ.

So, thank you for your friendship, trust, and partnership in this eternal endeavor. It's an honour to serve with you,



**Bruce Trowbridge**  
*Senior Vice President, Finance / CFO*

### Board of Directors

**John Preston, Board Chair**  
*Secretary for the CoE Diocese of Chichester*  
England

**Daria Novikova**  
*National Director, EEM*  
Ukraine

**Theresa Stone**  
*Training and Development Manager*  
Jersey Road PR  
England

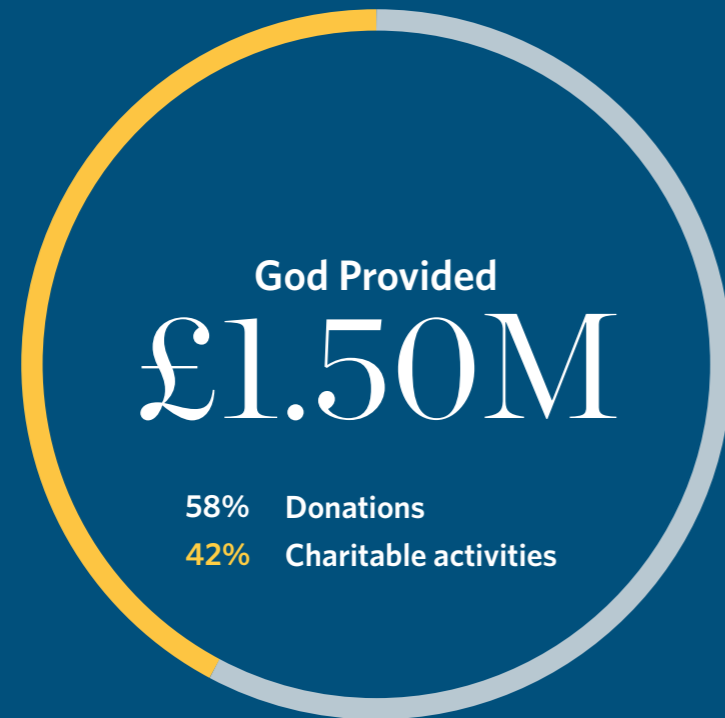
**Mark Pugh**  
*Lead Pastor*  
General Superintendent of the Elim Pentecostal Church in the UK  
England

“

A good name is more desirable than great riches; to be esteemed is better than silver or gold.”

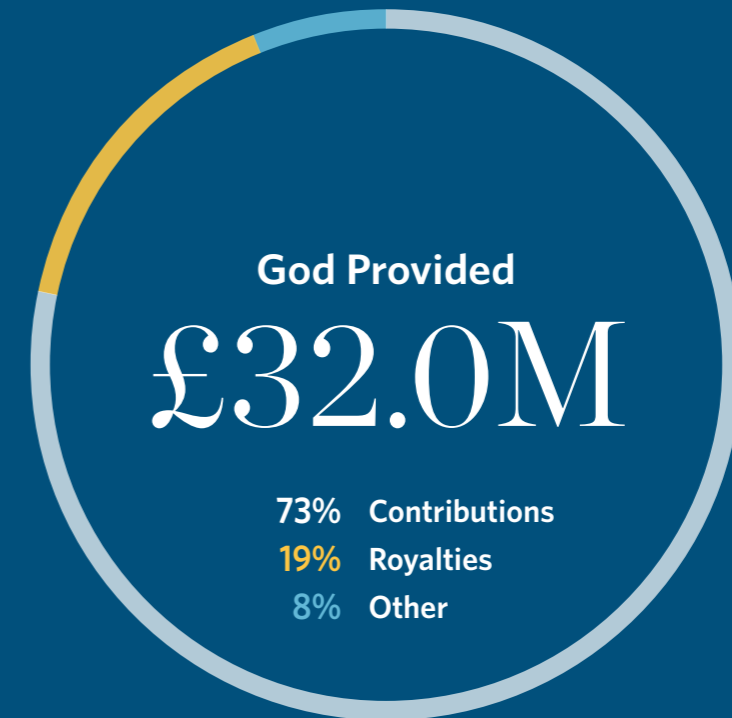
— PROVERBS 22:1 (NIV UK)

## Financial Overview - Europe



Funds from prior years' surpluses covered the shortfall.

## Financial Overview - Global



# Biblica Global Leadership

## Senior Leadership Team

*Biblica's global leaders relentlessly follow Christ and give their all to see lives changed by God's Word.*



**Geof Morin**  
*President & Chief Executive Officer*



**Bruce Trowbridge**  
*Senior Vice President Finance / Chief Financial Officer*



**Jonathan Call**  
*Senior Vice President Translation, Publishing, & Digital Innovation*



**Dana Hunter**  
*Senior Vice President Advancement*



**Marius Brand**  
*Senior Vice President Mobilisation, Impact, & Global Programmes*

## Global Leadership Team

**LaReau Anderson**  
*Senior Director Global Partnerships*

**Hans Combrink**  
*Vice President Training & QA*

**Ioan Giosanu**  
*Senior Director Global Translation*

**Gina VonEye**  
*Senior Director Global Marketing*

**Enrique Baldeon**  
*Vice President Americas*

**Ted Draper**  
*Vice President Strategic Engagement*

**Lydia Munene**  
*Vice President Africa*

**Alan White**  
*Senior Director Global Partnerships*

**Michelle Cardenas**  
*Vice President Global Fundraising*

**Mark Finnie**  
*Vice President MENA/Eurasia*

**Noeline Neumann**  
*Senior Director Global Publishing*

**Identity Withheld**  
*Global Vice President Programs & Asia Pacific*

**Lavon Coles, Jr.**  
*Vice President Human Resources*

**Mark Finzel**  
*Vice President Digital Innovation*

**Marius Roetz**  
*Senior Director Rights & Permissions*

## Board of Directors

**Jim Bridges**  
**(Chair)**  
*Managing Director Bridges Capital Partners Prosper, TX*

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**Shadrack Ramosa**  
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**Gareth Russell**  
*Co-Founder/CEO Jersey Road PR London, United Kingdom*

**Haley Scully**  
*Senior Vice President Hope for the Heart Dallas, TX*

**Dr. Felecia Thompson**  
*Professor of Formation Northern Seminary Chicago, IL*

## Board Members Emeritus

**Mike Richards, Sr.**  
*Partner Bethesda Capital, LLC Sugar Land, TX*

**Roger Quy**  
*Partner Global Neurohealth Ventures Scottsdale, AZ*



In 2024, Geof Morin and a group of Biblica investors delivered boxes of first Bibles to Jesus followers on the Muslim island of Zanzibar. Here they are praying over the Bibles and the island's courageous Christian pastors. You can read more about the impact of this special trip on page 30.

# Dear Friend,

The Bible is so much more than a book.

It's a love letter from your Creator. It's the only roadmap to salvation. It's a personal invitation into God's rescue party for the nations.

In the Bible, we hear Jesus calling: "Follow me."

That's why I'm thankful for your commitment to share God's Word with so many still awaiting the hope of the Gospel. Just look at the impact you made possible this year:

- **10** Bible Translation Projects Completed
- **4** New Bible Engagement Resources Launched
- **65.8M** New People Engaging With God's Word
- **112.8M** Total People Engaging With God's Word

The people you're serving, however, are more than a number. God knows them by name. We want you to know them too — even when we can't publish all their names for security reasons.

In this report, you'll meet some of the heroes serving on the frontlines of our mission. They're laying down their lives to spread God's Word and win souls for Christ in some of the toughest places on earth.

You are connected to these unsung heroes — in faith, prayer, and generosity. Like them, you might not get fame and glory this side of eternity. But I'm here to tell you: God sees your faithfulness. He honors your sacrificial giving. He's using you to advance His kingdom.

So, thank you for allowing Biblica to connect you to the incredible things God is doing around the world. Let's press on until all people can hear the call of Jesus.

Yours Gratefully,



*Geof Morin*

**Geof Morin**  
President / CEO

The mission of Biblica is to provide the Bible in accurate, contemporary translations and formats so that more people around the world will have the opportunity to be transformed by Jesus Christ.

**[biblicaeurope.com](http://biblicaeurope.com)**

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