



Our Daily Bread
Ministries®

2025 IMPACT REPORT

The Next Chapter: Bible Engagement for Life

Jesus Christ
is the same
yesterday and
today and
forever.

HEBREWS 13:8





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Cover Photo: Sarah empowers young readers in Tanzania using the ODBM Literacy Program.

Letter from Our President



Matt Lucas, D.A.

President/CEO
Our Daily Bread Ministries

Dear Friend,

It is incredible to consider all the ways that Our Daily Bread Ministries (ODBM) has grown and continues to spread the life-changing love of Jesus since it began 87 years ago. This year, we reinforced our mission with a new tagline that communicates our unwavering commitment to Scripture and our desire to connect people in all walks of life to God's Word: "Bible Engagement for Life."

In these pages I hope you will see how God has allowed us to share His Word around the world. Through your generosity, we are making an impact:

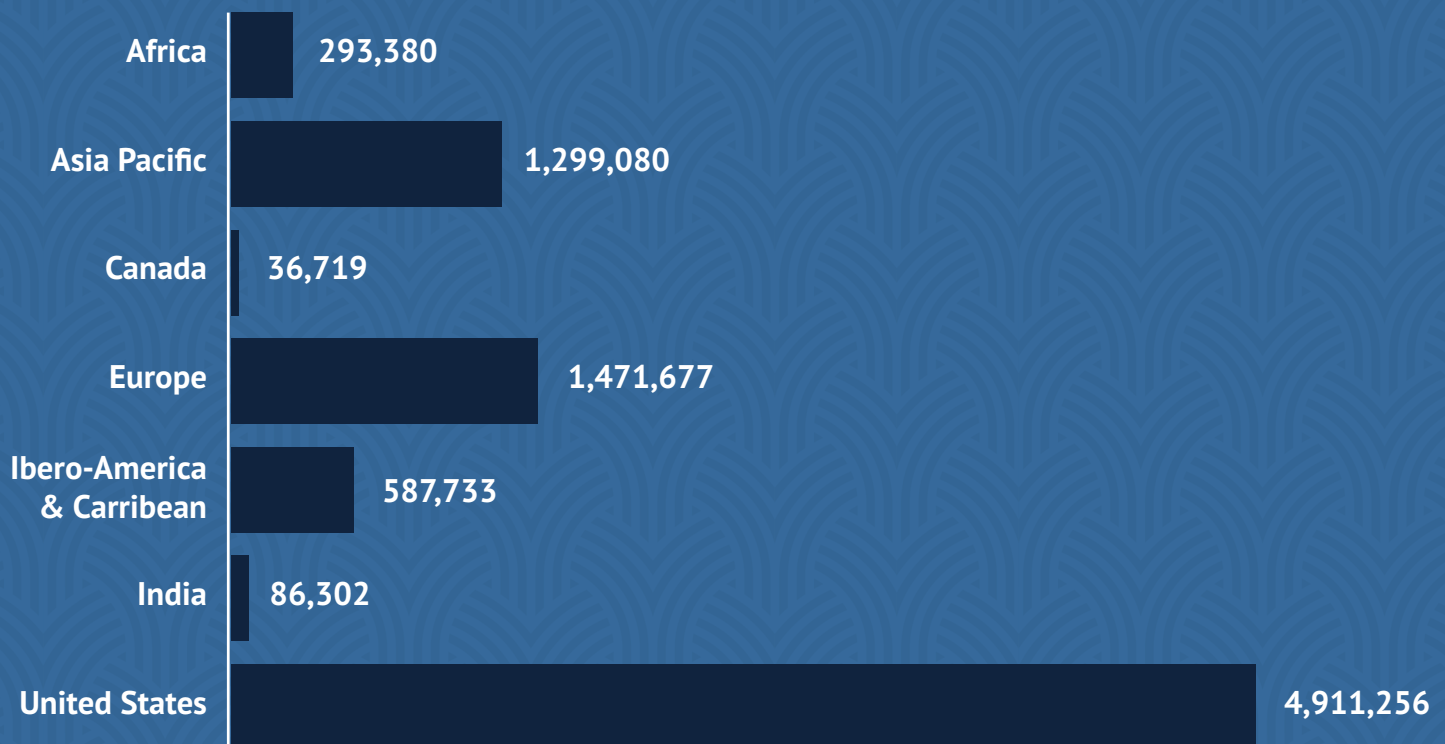
- By accessing ODBM resources on the Pando App (a free app for those who are incarcerated), more than 6,000 people have given a profession of faith in Christ.
- The ODBM Literacy Program in Africa has helped 14,500 students learn to read.
- Reclaim Today has engaged 1,207,027 people aged 18-35 with Jesus-centered content from April 1, 2024 through March 31, 2025.
- As of April 2025, more than 99,680 individuals have taken on the call to become Ambassadors by sharing *Our Daily Bread* throughout their communities.

These are just some of the ways that ODBM has made an impact around the world to spread the good news of the gospel. As we look to the future, we hope God will continue to use us to impact even more people for Jesus Christ.



2025 Global Subscriptions

Overall Subscriptions Count by Region



EMAIL

4,620,937



PRINT

2,412,969

Digital Footprint



APP USERS

TOTAL: 2,434,166

224,312

Africa

487,593

Asia Pacific

110,015

Canada

180,089

Europe

276,076

Ibero-America
& Caribbean

84,347

India

1,061,734

United States



Our 10-Year Strategic Direction

By 2033, Our Daily Bread Ministries will lead people of every nation into personalized Bible engagement journeys in the major gateway languages. In these ten languages, we can immediately reach **OVER HALF** of the world's population (4.1 billion people) and help them go deeper into God's Word.

English

Chinese (Mandarin)

Spanish

Portuguese

Indonesian (Bahasa)

French

Russian

Hindi

Arabic

Swahili



Our 3-Year Strategic Direction

- 1** | Engage 30 million people with multimedia, multigenerational Bible engagement journeys in five gateway languages by 2028.
- 2** | Grow the number of partners by 25% by 2028.
- 3** | Establish the Center for Bible Engagement as a global authority in Bible engagement research by publishing influential studies, developing strategic research partnerships, and delivering actionable insights that shape ministry practices and spiritual growth worldwide by 2028.

“

I believe they are going to change the world because they love Jesus. When a person loves Jesus, she can walk like Jesus walked. She can preach the gospel. She can do great things.

SARAH

A teacher at Tumaini Jipya School for Girls in Tanzania



These four strategic outreach projects will serve as foundational pillars in advancing the ministry’s 10-year vision by strengthening critical literacy skills, expanding access to key resources, and building meaningful connections with additional ministry partners.

Artos Academy

For 30 years, Artos Academy (formerly Our Daily Bread University) has been providing accessible, affordable, high-quality biblical courses all over the world. Every month, 60,000 individuals from more than 200 countries access our online resources, which are available in eight languages to learners at every level—from new believers to experienced Christian leaders. This year, we’re expanding to offer a global ministry leadership program and a variety of professional development programs, including customized micro-credentials, to meet the global need for training ministry leaders.



SCAN TO READ MORE
go.odg.org/ir-artos

ODBM Literacy Project

In 2021, we created the ODBM Literacy Program, which teaches students to read English in just one year through biblical materials. Since the pilot of our first literacy classes in Tanzania, more than 10,000 students of all ages have learned English in the African countries of Burundi, Kenya, Nigeria, Rwanda, South Africa, South Sudan, Uganda, and Zimbabwe. This program is being used in schools, prisons, churches, and orphanages; with resources that include Bible stories and more than 400 *Our Daily Bread* devotions modified for different reading levels.



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go.odg.org/ir-literacy

Spiritual Journey Accelerator Initiative

In 2023, ODBM acquired the Center for Bible Engagement (CBE), whose mission is to provide research that fuels global Bible engagement. Together, we've been serving the global church with insights to foster spiritual transformation. CBE recently released a Spiritual Assessment Model to help individuals understand where they are on their journey of faith. Through questions about salvation, Bible engagement, and discipleship, participants are identified within one of four personas highlighting their need for evangelism, discipleship, activation, or connection. This model helps pastors, churches, and individuals visualize spiritual growth and set meaningful goals for deepening their walk with Christ.



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go.odb.org/ir-spiritual-journey



Immerse Bible

Immerse: The Reading Bible was created by the Institute for Bible Reading (IFBR) to help people read and understand the Bible better by removing some of the biggest barriers that get in the way (reading in fragments, in isolation, and out of context). Now a part of ODBM, this innovative resource is changing how churches, universities, schools, groups, and individuals engage with God's Word. The New Living Translation (NLT) is presented without chapter and verse breaks, in a more historical order, in six volumes that follow the natural segments of the Bible, and with reflection questions. This allows an easier flow when reading God's Word and invites readers to commune with Him and each other through it.



We're halfway through Genesis and I've learned more about the Bible in two weeks than in all my years growing up in church and attending Christian school.

HIGH SCHOOL STUDENT



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go.odb.org/ir-immersed

Our 2024 - 2025 Outreach Efforts

Prison Ministry

Reaching those shut out from society—like the incarcerated—is one of the biggest challenges in making the Bible accessible. Many prisoners feel hopeless, ashamed, and forgotten. But God hasn't overlooked them. Through the Spirit's power and our team's faithful work, inmates are not only reading the Bible—they're being transformed by it. Some are encountering God for the first time, learning how to read Scripture, and discovering His love and forgiveness. Many have started a lifelong relationship with Jesus and are committed to honoring Him, no matter what their future holds.



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go.oddb.org/impact-pm

Nurturing Young Disciples

We are grateful to have been awarded a \$1.25 million grant from Lilly Endowment Inc. in support of our Nurturing Young Disciples Initiative. This program will help churches and families engage children in meaningful, cross-generational worship and prayer. Funded through Lilly Endowment's Nurturing Children Through Worship and Prayer Initiative, the project aims to deepen children's faith by enriching Bible storytelling, worship, and prayer. These resources will be integrated into both church settings and the everyday lives of families, creating faith-building experiences that shape children's spiritual growth and connect them more deeply to God's Word and presence.





Reclaim Today

Reclaim Today helps young adults engage with the Bible in ways that connect faith to everyday life. In October 2024, they partnered with Dr. Todd Hall of Biola University and the Harvard Human Flourishing Program to launch the Wellbeing Report, a national study on the well-being of 18- to 36-year-olds. One key finding: Young adults are experiencing deep loneliness. In response, Reclaim Today created a new devotional Bible study, *7 Bible Stories to Deepen Your Friendships*, offering fresh, practical ways to help young adults build stronger, more meaningful relationships rooted in biblical truth.

Myanmar Earthquake Support

In March 2025, a devastating earthquake struck Myanmar, bringing great loss to the Mandalay and Sagaing regions. Thousands lost their lives, and many more were injured and left without homes or electricity. Thanks to your support, we responded quickly, bringing both physical and spiritual light. In partnership with Discovery House Distributors Singapore, we provided solar light devices to those in need. Our Myanmar team also printed 20,000 copies of *A Story of Hope*, a booklet sharing the good news of Christ. Thanks to our supporters, more than 13,000 care packages were distributed.

Biblical Literacy in Germany

Pew Research reports that nearly half of Germans say that religion is “not important to their lives,” only nine percent pray daily, and 53 percent say they “seldom or never” attend religious services. Seeing the nation’s growing need for the transformational power of the gospel, ODBM’s German office is committed to reaching readers with God’s Word by printing and distributing nearly 2,000 copies of *Our Daily Bread* each year. Still, they wish to do more. We invite you to partner with us and pray that ODBM Germany would have the means to create and share more devotionals and inspire the nation with the life-changing wisdom of the Bible.



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go.oddb.org/impact-de

Canada

More than 39 million people live in Canada, from British Columbia to Newfoundland, and according to Canada’s 2021 census, 53.3% of these citizens identify as Christian. Yet, like many countries, biblical literacy is declining. In May of 2024, ODBM’s Canadian team collaborated with church contacts—Ambassadors—to order, display, and distribute Discovery Series booklets in their congregations. ODBM’s Canada office has a goal of signing up 1,000 Ambassadors and distributing French resources as part of this program. Whether Canadians dig into *Our Daily Bread* devotional booklets or longer *Our Daily Bread* Publishing books, the goal is to encourage people to engage with Scripture.



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go.oddb.org/impact-ca

For the word of God is alive
and active. Sharper than
any double-edged sword, it
penetrates even to dividing
soul and spirit, joints and
marrow; it judges the thoughts
and attitudes of the heart.

HEBREWS 4:12



Our Mission, Vision, and Values

Mission:

Our mission is to make the life-changing wisdom of the Bible understandable and accessible to all.

Vision:

Our vision is to see people of all nations experiencing a personal relationship with Christ, growing to be more like Him, and serving in a local body of His family.

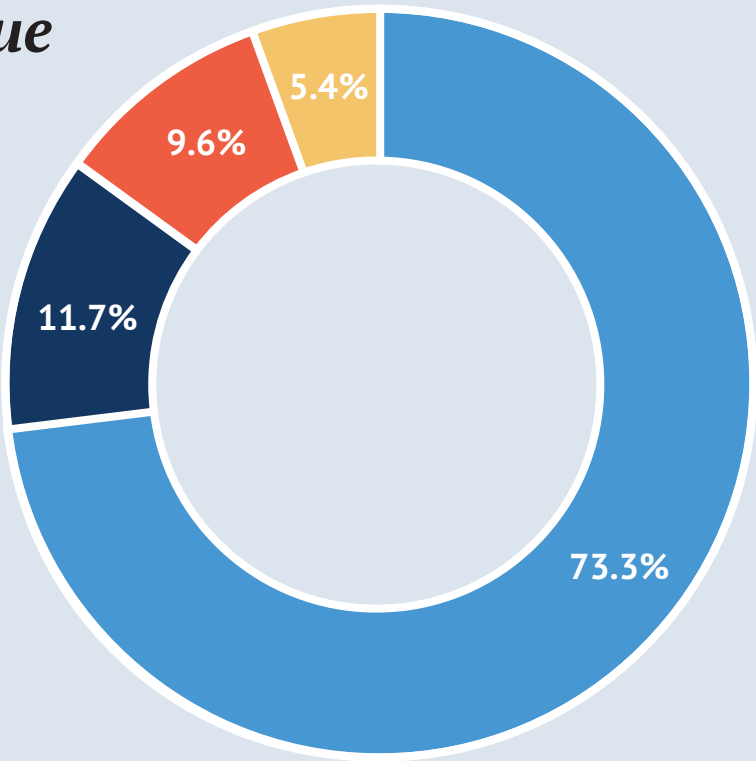
Bible Engagement for Life:

We strive to live a life consistent with biblical principles, engage with the Bible on a consistent basis, and demonstrate continued growth and spiritual development.



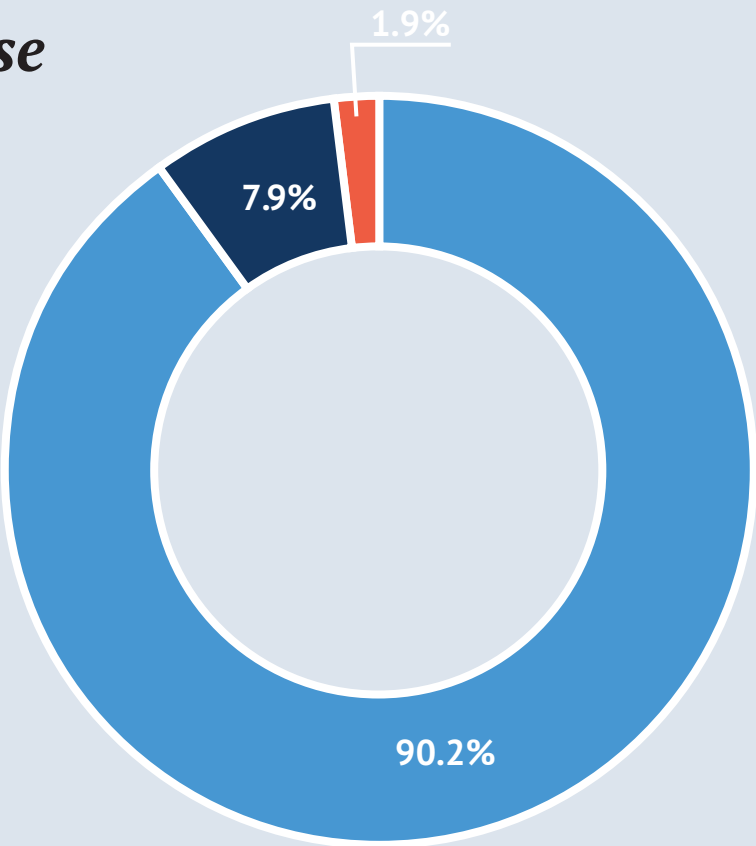
Combined Revenue

- CONTRIBUTIONS
- SALES
- BEQUESTS
- OTHER



Combined Expense

- PROGRAM EXPENSE
- MANAGEMENT
- FUNDRAISING



OUR DAILY BREAD MINISTRIES & AFFILIATES

Statement of Operations

For the fiscal year ended	3/31/2025	3/31/2024
Support & Revenue		
Contributions	\$ 70,684,461	\$ 65,565,866
Sales	10,006,934	10,008,124
Investment Income	1,654,529	3,846,603
Other Income	2,944,002	2,862,784
Total Support and Revenue	85,289,926	82,283,377
Operating Expenses		
Program Services		
Print Ministry	50,875,982	48,403,415
Video Ministry	3,452,747	3,346,202
Audio Ministry	2,795,637	2,775,977
Online Learning	1,512,475	1,472,789
International Ministry	17,540,916	16,835,772
Total Program Services	76,177,757	72,834,155
Supporting Services		
Management and general	6,751,122	6,624,224
Fundraising	1,559,800	1,367,045
Total Supporting Services	8,310,922	7,991,269
Total Expenses	84,488,679	80,825,424
Foreign Currency Translation	(1,445,636)	641,349
Excess of Support and Revenue over Expenses	(644,389)	2,099,302

Leadership



MATT LUCAS
President/
Chief Executive Officer



**NANCY
SCHOONMAKER**
Chief Financial and
Operating Officer



**CHRISTOPHER
BARRON**
Chief Digital and
Technology Officer



STEPHEN HARBRIDGE
Executive Director of Canada



TIM LANIAK
Senior Vice President
of Global Content



STEVE MITCHELL
Senior Vice President
of Europe



WILL OECHSLER
Senior Vice President
of US



LUIS SEOANE
Senior Vice President
of Africa, IberoAmericas,
and Caribbean Regions



NETTY SUSANTO
Senior Vice President
of Asia Pacific

Board of Directors



MATT LUCAS
President/Chief Executive Officer
Our Daily Bread Ministries
USA



DIANE MAHER
Board Chair
President/Chief Executive Officer
Retail Automotive Holding Company
USA



PETER AMEADAJI
Lawyer
Nigeria



STEVE APTED
Businessman
United Kingdom



DEBBYE TURNER BELL
Author/Speaker/
Consultant/Pastor
USA



BILL BONTEKOE
Business Owner
USA



CARLSON CHOI
Chief Executive Officer
Cyber Security Company
USA



RICK DEHAAN
Former President
USA



JENNIE DIMKOFF
Author/Speaker
USA



MARTY DOORN
Radio Business Owner
USA



JEFF LAMBERT
Businessman
USA



L. ROBERTO SILVADO
Pastor
Brazil



QUEK JIN WEE
Consultant
Malaysia



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