

# LIFEWORDS



**Building Bridges**  
2024 Annual Review

Jesus said, "Anyone who listens to my teaching and follows it is wise, like a person who builds a house on solid rock."

**Matthew 7:24 NLT**



## Welcome

I am delighted to introduce Lifewords Annual Review 2024. On behalf of myself and my fellow trustees, thank you for your prayers, giving, and ongoing involvement with Lifewords as we build bridges to God's Word.

2024 was a year of establishing strong foundations for our ongoing work, as well as building on both new and existing partnerships and connections with churches, organisations, chaplaincies, ministries and individuals.

Through printed booklets, digital resources, and Pavement Project, our colleagues in Brazil, Kenya, India, Indonesia, Australia and New Zealand, and the UK continued to hold out the Bible's words of life in their unique contexts. We enjoyed visiting many ministries, chaplaincies and churches in person, as well as introducing our resources to people at events and networks.

As ever, it was such a privilege to support Christians all over the world as they connected people with God's Word. We are grateful for your ongoing support as we build God's Kingdom together.



**Robin Baker**  
Lifewords Chair





## Building Bridges with Little Bricks

*"I love the idea of people being able to nominate other organisations and gift a brick to them for their work and ministry. A really great tool for people who are actively engaging in work in prisons and with young people in many contexts."*

**Marcia Dixon MBE**

Editor, Keep The Faith magazine

2024 saw the launch of the Little Brick of Little Books, as well as the release of both *Little Book of Joy* and *Little Book of Advent*. This provided a great opportunity to build new connections and strengthen partnerships with charities, churches, and chaplains in the UK and beyond.

Our Gift-a-Brick scheme enabled us to build bridges between supporters, churches, chaplains and ministries, introducing the idea of *Pay it Forward*, with individuals and churches donating so that others could receive the resource.

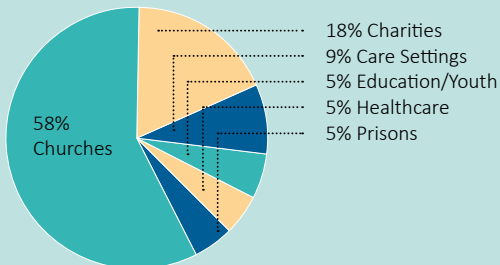
The Little Brick is now helping people engage with the Bible in prisons, schools, debt centres, supported housing, youth groups, rehabilitation centres, hospital wards, and in so many other contexts.



## Little Bricks and Little Books



Distributed 412 Little Brick of Little Books resources to ministries, charities, churches, chaplaincies, and individuals.



Total income received specifically from those who requested to gift or order a Little Brick of Little Books during 2024 was over £13,000.



Over 26,000 copies of *Little Book of Joy* were distributed following the launch at the end of February, with a further 3,000 received as part of the Little Brick of Little Books.



After an initial print run of 30,000 copies of *Little Book of Advent*, the popularity of the resource required a reprint in November.



*"The ripple effect of the individuals who gift these Little Bricks far outreaches your imagination. Our patients will return to their communities knowing that ... God did not leave them alone at a time when they felt the most vulnerable. So, on behalf of our patients and our non-funded department, we would say a very heartfelt thank you."*

**Melissa**  
Mental health chaplain, UK

*"Thank you for sending out your new Little Book of Advent. It had a profound impact on me, confirming things I felt God had already been speaking to me about. I'd even go so far as to say that the book changed the course of my life."*

**Sharon Lee**  
Junction 42, UK

## Creating Networks Across the World

*“From the beginning, our goal has been to build lasting relationships and support specific communities. Lifeworlds resources are an important part of this work – Bible resources are offered at the Good Centre and are included with every food bag that we distribute in Ukraine.”*

**Radek Gasza**

Good Works Mission director, Poland

In 2024, there was a continued focus on building partnerships with churches, charities, church networks, current and prospective partners, and individuals.

Lifeworlds resources were used by chaplains in hospitals, prisons, and schools; by churches, charities, food banks, and cafés; by evangelists, pastors, and youth workers, to bring comfort, hope and new life.

This was the first full year that we were able to offer a comprehensive range of at least two titles in 50 world languages, spoken by over five billion native speakers, through our Global Bible Resources website.



## Distributed via the Global Bible Resources website



### 2,062 orders in 54 languages

Most widely distributed languages: English, French, Hindi, Italian, Polish, Portuguese Brazilian, Portuguese European, Romanian, Spanish and Tamil.



### 66 countries

Top ten recipient countries: Brazil, Colombia, France, India, Italy, the Netherlands, Poland, Portugal and Spain.



### 362,614 printed booklets distributed

49 different Bible resources produced in 15 languages, including 5 new titles<sup>1</sup>, 12 revisions, and 32 high-demand reprints.

*“The quality and content of Lifewords booklets is unmatched. The youth that I meet like to read through the booklet and engage in discussions. One of my favourite booklets is You Matter. God bless Lifewords!”*

**Peter**  
Evangelist, India

<sup>1</sup> This includes new translations of existing titles.







## Distributed via local Lifeworlds offices



344,883 Bible print resources distributed, including 89,750 Christmas resources.



3,000 copies of literature in English, Hindi, Malayalam, Tamil and Kannada distributed.



40,847 booklets in English, Swahili and local languages to partners in Kenya, Liberia, Malawi, Nigeria, Tanzania, Uganda, Zambia and Zimbabwe.



Over 5,000 chaplaincy resources, 3,100 students received *Little Book of Help*, 2,800 WW1 Gospels were shared.

*"I know that lives have literally been saved because of Lifeworlds resources. I wouldn't be able to do my job without your resources. I can talk to people, but they need something to take back into their cells, to read when they are alone."*

**Revd Matt Martinson**  
HMP Humber, UK

*"I have a lot of spare time to read and learn as much as I can about my new faith in Jesus. I am so grateful for the Lifeworlds resources that are simple, and [which] encourage me to understand more."*

**Paul**  
Maryborough Correctional Centre, Australia



## Laying Foundations for Faith

Lifeworlds Life Kids ministry in Indonesia, which grew to 10 centres and 68 locations in 2024, shares the Bible and engages with local children, including those from Muslim communities. Life Kids shared the Bible's words of life using games, songs, and Bible stories, to invest in each child and their future.

Mobile missions connected us with different locations, and trained different communities in how to use The Visible Story, flipcards, and other Lifeworlds resources, and also how to train others to use the material. Local teams trained pastors, church leaders, Sunday school teachers and Bible college students, some from rural communities.

*"The children are full of life and have so much ahead of them. I love our motto: 'Children Today, Leaders Tomorrow' because I believe this is the impact we can make here. We also impact families as many parents will join our programmes. Some will even learn English with us, as we teach the children."*

**Ince, Life Kids leader**  
Indonesia



## Rebuilding Lives

*"Pavement Project has become invaluable, allowing children to share their stories in ways we never imagined. We used to struggle to understand and break deep-seated behavioural patterns, but now we no longer have to guess. Pavement Project helps us identify specific traumas, enabling us to support children's emotional healing more holistically. Thank you, Pavement Project team, for walking this journey with us."*

**Jean Watson**

Founder of Karunai Illam Trust, Tamil Nadu



### Pavement Project

Through Bible-based counselling sessions, Pavement Project continued to help restore the lives of vulnerable children and their families. 2024 saw 490 educators from over 400 partner organisations facilitating over 9,000 *Picture Me* sessions with children in 20 countries. This year, 195 new educators working with 75 new partner organisations started using Pavement Project as part of their work with young people.



## Pavement Project by region



- 1,680 children were counselled by our partner organisations.
- Active in 12 countries: Brazil, Bolivia, Colombia, Chile, Dominican Republic, Ecuador, El Salvador, Mexico, Panama, Paraguay, Peru and Venezuela through 164 trained workers from 299 partner organisations.



- 3,299 children were counselled by our partner organisations.
- Active in 5 countries: DRC, Kenya, Tanzania, Uganda and Zimbabwe through 147 trained workers from 46 partner organisations.
- Pavement Project is also active in Cape Verde (1 educator; 1 partner organisation) and Guinea Bissau (5 educators and 3 partner organisations) – these are coordinated by the Pavement Project team in Latin America.



- 3,989 children counselled by 172 educators working with 72 partner organisations.
- 4 new languages – Marathi, Odia, Kuki and Naga.

## Choose Life



Our interactive curriculum that empowers young people with skills to work out choices and consequences, was used in Brazil, DRC, Kenya, Tanzania, and Uganda.



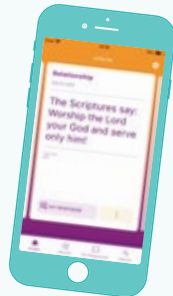
## New Connections

*"So excited about this @the\_ninefoldpath!! ...  
I want to take everyone I know through this material."*

**Matt Nash**  
Via Instagram

*"Each message is a teaching for me. I am encouraged  
to hear the voice of God through your messages."*

**Francisco**  
LCW subscriber, Mexico



NINE BEATS and Ninefold Path projects, and Lifewords digital resources, continued to offer new ways to discover the Bible.

NINE BEATS and Ninefold Path presented a series of new articles on the beatitudes on their websites and social media channels continuing their commitment to prioritise diversity of collaboration, both in terms of people and content. Lifewords Australia supported 18 churches through the Ninefold Path and 12 church leaders completed the Ninefold Path training.



VerseFirst ran "An Ordinary Life" – a series exploring what it means to be a Christian in the ordinary and mundane of the everyday. A five-month campaign leading up to Christmas to encourage people to engage with the beatitudes, and to create content of their own in response, was also a highlight.

Life Changing Words experienced record-breaking levels of engagement in 2024. The rise in installations, interactions, and shares underscores the app's growing role as both a personal devotional tool and an effective resource for sharing Scripture.

## VerseFirst: the beatitudes campaign

141,800

accounts reached

3,500

link clicks

539,000

views

500

content interactions

4,400

profile visits

(an increase of 653%)

1,300

new followers

(an increase of 724%)

## Life Changing Words (LCW)

129,568

new app installations (a record year).

72,945

interactions (tags assigned by users to Bible verses).

63,814

shares (text messages and images, all channels).

26,049

active users (in 202 countries) of the LCW email service.

*"The beatitudes series has been so moving and engaging for me. Thank you for the opportunity."*

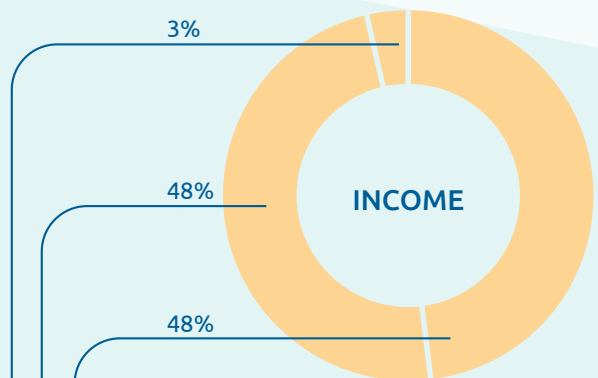
**John Steven**

Involved in creating designs for VerseFirst



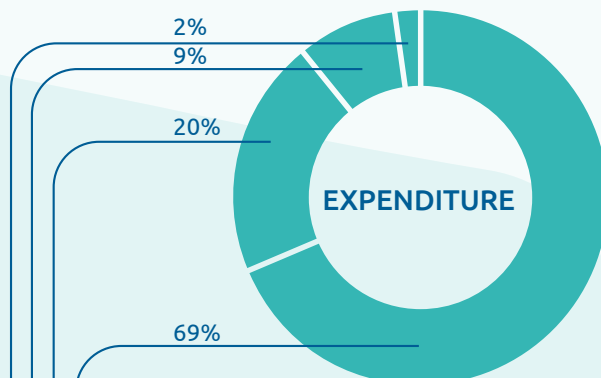
# 2024 in Numbers

Lifeworlds Bible resources are designed to open ways into the Bible for you, your church, and your community. We're proud of our long heritage and experience of sharing the Bible's life words with church and culture. Our resources help Christians 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!



	2024	2023
Donations and Grants	£ 735,901	804,434
Legacies	£ 735,725	493,478
Investment and Other	£ 51,365	33,982

**TOTAL £ 1,522,991 1,331,894**



	2024	2023
Providing Bible Resources	£ 1,069,444	1,081,283
Programmes	£ 318,671	301,972
Raising Funds	£ 138,146	132,970
Support for Global Offices	£ 30,338	28,100

**TOTAL £ 1,556,599 1,544,325**

These figures are taken from the full audited UK Annual Report and Accounts for 2024.

Visit [www.lifeworlds.global/annual-reports](http://www.lifeworlds.global/annual-reports) or contact us if you would like a copy.





As we look back at 2024, we thank God for the opportunity to build bridges that bring change to lives all over the world. We are mindful of and grateful for all those who help us build these bridges: 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 build God's Kingdom.

Looking to 2025, we are excited about new plans for partnership, sharing the Bible through real lives, real contexts, and a shared hope. We'll continue to collaborate with church leaders, chaplains, youth workers, volunteers, and everyone who is trying to live out their faith day-to-day. It is our prayer that we continue to work together as we seek to bring life wherever we are.



Jesus said, “Anyone who listens to my teaching and follows it is wise, like a person who builds a house on solid rock.”

**Matthew 7:24** NLT

## LIFEWORDS

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Lifewords is the operating name of *Scripture Gift Mission (Incorporated)*. A registered charity in England and Wales (Charity No. 219055). A company limited by guarantee (Company No. 145932), registered in England.

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