Friend, your gifts through Amazing Facts lit up the world!
Dear Friend,

Enclosed is your digital copy of our 2011 annual report!

In Revelation 1:3, Jesus says, "Blessed is he who reads and those who hear the words of this prophecy, and keep those things which are written in it; for the time is near." Last year, people around the world were blessed as they read and heard the messages of truth shining through Amazing Facts’ radio and TV programs, books, and websites!

Many of these dear souls don’t realize that a powerful part of the light is you—but I do. In fact, I know that if you didn’t do your part in 2011 to shine the light, Amazing Facts couldn't have done our part. Without you, our flashlight would lack the batteries.

That's why I hope you enjoy learning about the panorama of ways in which Amazing Facts reached souls in 2011. And as you consider partnering with us in 2012, I promise you that we'll be shining the breathtaking light of Jesus around the world every single day.

Thank you for making it possible!

[Signature]

Across North America and around the world, our team of evangelists presented more than 45 Bible prophecy seminars in 2011, leading to 677 baptisms, 19 professions of faith, and 56 rebaptisms. That's like planting 15 new churches with brand-new members of the faith.
GOD’S MESSAGE IS OUR MISSION
“This is the message which we have heard from Him and declare to you, that God is light and in Him is no darkness at all.”

—1 John 1:5
NE OF THE DARKEST PLACES ON EARTH CAN BE FOUND IN SCOTLAND.

Galloway Forest Park is thought to be the third darkest spot on land, a place where light pollution from the constant artificial glow of cities and suburbs is most absent. As a comparison, on the clearest night in London, you might be able to pick out 200 stars. But on a clear night in Galloway Forest Park, you will be able to see 7,000!

In much the same way, the devil has polluted the entire world with an ugly, artificial light. And most people simply don’t understand that this “light” is actually a terrible darkness that prevents them from seeing and experiencing the light of Christ shining like the sun in their hearts.

What a Light He is! Compared to the deceptive light cast by the devil, the light of Jesus is bright and warm and beautiful. All that He has asked of us is to share this light with the whole world, as if we were a shining city on a hill, beaconing those living in the darkness to come to the light and to the protection of His city of peace, the church.

And in 2011, that’s exactly what you helped Amazing Facts accomplish, as millions of souls were pointed to the true and everlasting Light. Whether it’s watching our evangelistic TV programs, browsing our prophecy websites, or getting a book or DVD from a neighbor, as people turned off the light of Satan and turned on to the light of Christ, their hearts changed for the better, their lives changed for the better, and their relationships changed for the better.

That’s what we did together in 2011, and that’s what this year’s annual report details for you. Every outreach ministry and testimony within represents thousands upon thousands of hearts guided to the light of salvation. We are so grateful for your partnership, and it is our joy and privilege to share this good news with you, even as we look forward to your continued support in 2012.

—Doug Batchelor

By the Numbers

46,207 New Bible School enrollments

1,000,000 Number of television viewers each month according to Nielsen ratings

9,341 Number of visits per day to amazingfacts.org

222 Countries from which we received visits at amazingfacts.org

5,043 Graduates from our Bible study courses

65,153 Contact responses to our media programs

677 Baptisms from local church Amazing Facts prophecy seminars
Television Events

Amazing Facts and Pastor Doug Batchelor presented two extraordinary Bible television events watched by tens of thousands around the world on television and online. *Doctrines That Divide* was filmed before a live audience at Pastor Doug’s church in Sacramento, where he covered five of the most contested beliefs that divide Christian denominations. Dressed in a unique half-black, half-white suit, Pastor Doug convincingly shared truth that provoked spiritual discussions and helped believers know where they stood with God’s Word.

The *Reclaim Your Faith* series was designed to reach the multitudes of Christians who had gone missing from their church homes. Filmed near the nation’s capital, support for this project included a new website (faithreclaimed.com), which featured free resources and powerful testimonies of reclaimed faith. Both series are already available on DVD for use as sharing and revival resources.

China

Praise God for His loving kindness, and thank you for giving us the opportunity to share the everlasting gospel with the wonderful people of this country in 2011. God truly blessed our efforts!

The Chinese-language website qimiaozhenxiang.com, now Amazing Facts’ second most active website, received 535,745 visits in 2011 from nations like China, Japan, Malaysia, South Korea, Taiwan, Thailand, and Indonesia. In fact, our websites grew by 2,100 percent from 2010, averaging more than 12,750 visits per week! And our online programs have been watched more than 1.3 million times.

Amazing Facts also translated *Most Amazing Prophecies* and the first six programs of *Most Important Questions* for physical and digital distribution throughout China. Our DVDs and other materials have been sent to all 23 provinces and a total of 266 cities in China.

By the end of 2011, we personally know of eight precious souls who were baptized as a direct result of learning Bible truth for the first time through our websites and DVDs.
Jakarta and Dubai

Amazing Facts poured the oil of the Holy Spirit on the hearts of people in the United Arab Emirates and Indonesia, where Islam is the primary religion. On his visit to Dubai, Pastor Doug met a young Muslim man who had found our website and began to study the Bible. He recognized the truth and was convicted but knew it would anger his family. But the day Pastor Doug made an appeal for people to invite Jesus into their hearts and choose baptism, among many hundreds, the young man came forward.

And on the final Sabbath during our series in Jakarta, Pastor Doug spoke in the largest Christian church in Indonesia. About 9,000 attended from over 120 congregations. He showed them a few minutes of the Cosmic Conflict DVD, and they were thrilled to watch it in their native language.

Amazing Facts is not a ministry just for North America. It truly is global and touching the world for Christ. Your support in 2011 made this possible!

"Because our supporters are so faithful and so committed to the cause of Christ, Amazing Facts was able to shine more light, in more places, to more people than ever before in 2011. We can know beyond any shadow of doubt that God’s kingdom grew powerfully as a result of our partnership."

—Doug Batchelor
**Ministry Highlights**

**TV and Radio**

Amazing Facts media experienced a healthy dose of expansion in 2011. Nielson ratings reveal that up to one million people tune in to Amazing Facts television programming every single month!

We also launched *Bible Answers Live* on SiriusXM satellite radio, increasing our potential audience by 20 million. Plus, we’re also now seen in Seattle, Washington, for the first time and we’re broadcasting again on the BET network, reaching 90 million homes.

AFTV also experienced a steady increase of program support and viewership. We even began offering it on the Roku Internet TV service and have more than 8,700 subscribers. Plus, the AFTV streaming website received 532,745 visits.

“Thank you for your wonderful program airing on *The Family Channel*. I love to study the Word and ... watching your program opens my mind to thoughts and ideas that take me back to the Bible to search out confirmation and encouragement. Thank you for the time you spend with the Lord and your willingness to share your understanding with others through TV.”

—Nancy

**Global Evangelism**

Across North America and around the world, our team of evangelists presented more than 45 Bible prophecy seminars in 2011, leading to 677 baptisms, 19 professions of faith, and 56 rebaptisms. That’s like planting 15 new churches with brand-new members of the faith.
The Internet

Did you know that by the end of 2011, Amazing Facts had 32 active websites, including social networking sites like Facebook (53,146 fans), Twitter (5,442 followers), and YouTube (6,254 subscribers and 1,647,717 video views)?

Our websites received more than 6.2 million visits—an average of 500,000 every month—and streamed 306,872 gigabytes of audio and video in 2011. These visits came from 222 different countries, including war-torn Afghanistan, Pakistan, Congo, Somalia, and Haiti.

New and revamped websites in 2011 include afbookstore.com, helltruth.com, aftermay21.com, faithreclaimed.com, truthaboutdeath.com, ghostruth.com, afcoe.org, and prophecyseminars.com. Our ability to expand our Internet outreach in 2011—reaching more people and shining the light where they are most likely to be—is a direct result of your partnership!
AMAZING FACTS

Media Recognized

Our creative productions team received recognition for our 2011 media projects during the 33rd annual Telly Awards. We received a first-place award for our “Reclaim Your Faith” commercial and two second-place finishes for our heltruth.com and “After May 21” video ads. This recognition helps to increase the number of seekers who discover Amazing Facts! Praise the Lord!

AFCOE

The purpose of the Amazing Facts Center of Evangelism (AFCOE) is to train God’s people to become an army of passionate outreach-minded men and women. And 2011 was our most successful year ever! We trained 105 people at our U.S. AFCOE four-month program, and 560 were trained at AFCOE to Go programs in Las Vegas and other locations. These programs led directly to 81 baptisms and hundreds more as these graduates have utilized their training when they returned home.

Another 250 were trained abroad in AFCOE Global programs, including locations in England, Ukraine, and India. A new training center was also opened in the Philippines at the end of the year. As a result of these programs, more than 235 were baptized.
Special Projects: After May 21

It seemed like hopelessness for thousands of Christians when May 21, 2011, came and went without the appearing of Jesus. But Amazing Facts transitioned this disappointment into opportunity for planting seeds of truth in those longing to have their questions answered. We produced a special website (aftermay21.com), articles, and videos to reach those hurt by this false prophecy. Pastor Doug also appeared on national radio programs, on a local Fox News affiliate, and recorded a special nonjudgmental message to bring hope to these seekers. During the four days leading up to the date, more than 250,000 unique individuals visited the website, watched the video, and over 1,600 enrolled in our Bible school.

Publishing

Our publishing department made huge gains for the cause of Christ. In 2011, we distributed more than 1.3 million products to 72 different countries, including 250,000 Study Guides!

We debuted a totally revamped, user-friendly retail website at afbookstore.com, which is already attracting more Christians and seekers not yet familiar with our message. The publishing work is vital to the great mission, and we’re already seeing improved sales as a result.

We also translated our Bible Study Guides into Indonesian, as well as the Cosmic Conflict DVD and enabled the church in Indonesia to copy and freely distribute these materials. Brand-new products for 2011 include Moving Mountains: A Daily Devotional, Faith Reclaimed, and the sharing book Who Are the Sons of God?, among many other new DVDs, books, and other resources.

Amazing Facts implemented a targeted campaign to get our resources into 67 non-denominational Christian bookstores, including Barnes & Noble, increasing our ability to reach an entirely new audience.
Through your faithful giving and loving prayers, Amazing Facts reached millions of people around the world with the light of Jesus Christ in 2011 ... through television, radio, publishing, the Internet, satellite, local Bible prophecy seminars, and other outreaches.

**Map Info**

- **2150480 Number of Visits**
- **No Data Available**
- **Global AFCOE Campuses**
- **Places We’ve Been in 2011**

**Total Visits 2011**

6,181,408

**Unique Visitors**

2,664,836
“Thank you so much, Jason Morgan, for being like Moses to me and showing me where Jesus Christ really is! I was a Sabbath-keeper all my life but never was able to feel the Holy Spirit or show Him to others. I learned so much and made my decision to get baptized! Thank you so much!”

—Shana, Ellicott City
Prophecy Seminar Event
IN 2011, the Amazing Facts Bible schools—comprising of mail-based and online study courses—were an evangelism dynamo, bringing light, love, and peace to thousands upon thousands. Hundreds of these dear souls requested baptism, asked about nearby churches, or requested visits from local churches.

**Mail-Based Course**
- 29,786 new enrollments
- 109,951 lessons graded
- 3,266 graduates
- 210,490 lessons mailed
- 176 known baptisms
- 822 church and pastoral referral

**Online Courses**
- 16,421 new enrollments
- 62,143 lessons graded
- 1,381 graduates
- 25 known baptisms
- 180 church and pastoral referrals
“When I first came into the church, a friend I was working with referred me to your site. I started reading almost everything in the online free library. Then I started reading your Study Guides; this laid a very strong foundation for my faith. When I went for vacation I downloaded all the guides and read them over the holidays. After I read the one about baptism, I went to the church leaders and requested baptism. I thank God for this ministry!”
—Tumo, Botswana

“I emailed you a few months ago about sending some of your Study Guides into the facility that houses my daughter as an inmate. They refused to give her the ones you sent. How devastated we were, because the studies were not only for her benefit, but they also could have been passed to other women who were ready to receive the Lord in their lives. I called one of your team members and asked her to please partner with me in prayer and try once more. Well, I praise God for His goodness. My daughter received the packet! Not only will she study these precious truth-filled materials, but when she is released, she will leave them there. They have your address on them so that perhaps someone else will want to know more about what God has in store for their lives.”
—Beth

“I’ve been a Sabbath Christian my whole life but never understood much. Since I have been on the Amazing Facts website, I have been learning so much and understand things I never understood before. Now I’m teaching three elderly ladies at my job about God; you would be surprised how much they don’t know about the Bible! I’ve given them your Broken Chains book, and they love it. Thank you so much for your help, and keep doing what you’re doing because it’s a blessing.”
—Florida

“I’ve experienced a closer and deeper relationship with Him since I studied the course. It is indeed amazing!”

“Through studying this course, I realized that I haven’t repented deeply enough to the Lord. One night after watching a presentation for this course, I cried for hours because I knew how much my worldly lifestyle hurt the Lord. Since then, by God’s grace, I’ve been keeping the Sabbath holy. Praise the Lord that He changes my life, giving me peace and joy. I’ve experienced a closer and deeper relationship with Him since I studied the course. It is indeed amazing!”
—China
How your donations were used in 2011

Outreach Programs 73%

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<th>Category</th>
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<tr>
<td>Media</td>
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“Amazing Facts was our missionary that brought us back to God and saved us from the luring snares of the New Age movement. One-and-a-half years later, we got baptized and our faith keeps growing stronger through multiple challenges that we have faced leaving our past far behind. Thank you, and may our Heavenly Father continue to bestow His blessings on this ministry.”

— Natasha, Australia