



harvest at home  
CHURCH ONLINE

2  
0  
2  
0

HARVEST ANNUAL REPORT



**“THE DOOR OF  
OPPORTUNITY HAS  
BEEN FLUNG WIDE  
OPEN.”**

**—Pastor Greg Laurie**



## **WELCOME TO OUR ANNUAL REPORT**

### **A DEFINING YEAR FOR HARVEST MINISTRIES**

Welcome to the year that almost wasn't. An Annual Report sounds so "corporate," and while we want to elaborate on our many achievements this past year, our primary goal is to celebrate all that you have helped bring about in what has been a defining year for Harvest Ministries. Under the leadership of Pastor Greg Laurie and through your engagement and support, we have been able to meet the unprecedented challenges of 2020 head-on with new and innovative ways to fulfill the Great Commission. Despite a worldwide pandemic, social unrest, and a polarized political landscape, God was completely in control, turning a year defined by despair and turmoil into a

**YEAR OF HOPE.**



**2020**

**A YEAR OF HOPE**





## 2020 AT A GLANCE

### THE SINGLE LARGEST YEAR OF MINISTRY AT HARVEST

For over 30 years, Harvest Ministries has continued its ministry of knowing God and making Him known through media and large-scale evangelism. While the unique challenges of 2020 changed our methods, Jesus Christ

remained faithful, and His Great Commission was unchanged.

Through all our ministries combined, and over the last 12 months, we have been able to reach more than **260,000,000 people**, making 2020 our single largest year of ministry outreach.

REACHED MORE THAN  
**260,000,000 people**

“You shall be witnesses to Me in Jerusalem, and in all Judea and Samaria, and to the end of the earth.”

—Jesus, Acts 1:8 NKJV







TO THE ENDS OF THE EARTH . . .

## REACHING PEOPLE WHERE THEY ARE —ONLINE

With more than **31,000,000 page views on our website**, nearly **22,000,000 impressions on the Harvest App**, and over **200,000,000 views on various social platforms**, Harvest Ministries has seen the results of a strong digital strategy.

Additionally, Harvest at Home, our response to the changing circumstances this year, has been transformational, with more than **300,000 unique views every week**.

**YOU'VE HELPED  
REACH THE "END  
OF THE EARTH"  
WITH GOD'S HOPE!**



# OUR PLATFORMS



**Harvest.org**  
Website



Harvest at Home  
(Church Online)



Daily Devotions



Online Courses



Facebook



Instagram



Twitter

**Google**

Google Plus



YouTube



Harvest App



Apple TV

**Roku**

Roku

**firetv**

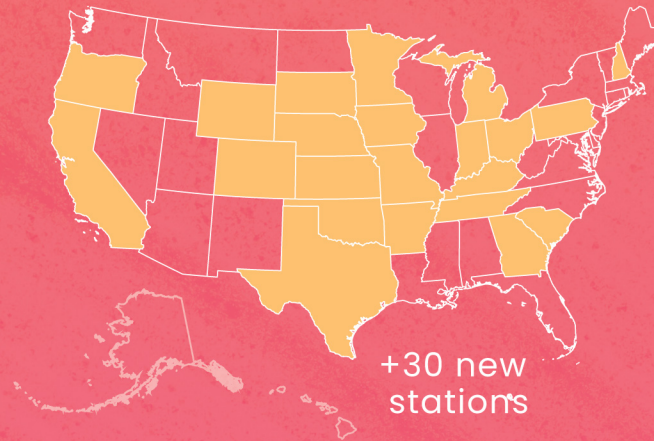
Amazon Fire



## RADIO MINISTRY: A NEW BEGINNING

From among our various ministries, radio stands firm as a strong and growing medium. Pastor Greg's program, *A New Beginning*, is in the middle of its most aggressive expansion, adding over 30 stations (from its 1,000 stations a short year ago) in some of the country's most populous demographic areas and **extending its reach by about 10%!**

Pastor Greg's messages are reaching people where they are daily with plainspoken teaching and clear gospel presentation. Whether heard in Portland, Oregon or Atlanta, Georgia, every broadcast is supported by local donors who believe in reaching their own communities with the gospel.



## THE GREG LAURIE PODCAST

Launched officially in March, the *Greg Laurie Podcast* is a place where people can listen to *A New Beginning*, enjoy special interviews, and get biblical perspective on current topics from Pastor Greg, on-demand. Since launch, this podcast has crossed over 11 million downloads and has consistently been ranked as one of the top 25 Christian podcasts in the nation!

With the help of supporters and listeners, this ministry has been able to reach a new generation with relevant, biblical content on rapidly growing platforms.

# ON AIR

RANKED AS ONE OF THE  
TOP 25 CHRISTIAN  
PODCASTS IN THE  
NATION!

*"Sometimes, the Bible can be a bit complicated, and Pastor Greg always explains it in a way that is easily understood and digested... There is a friendliness that emanates from his voice, and it feels like we have a friend speaking with us."*

—Louise S., British Columbia







# harvest at home

CHURCH ONLINE

**15.2 MILLION VIEWS** OF HARVEST AT HOME  
**WITH 300,000 PEOPLE** TUNING IN EVERY WEEK”



## BRINGING HOPE AND ENCOURAGEMENT INTO HOMES EVERYWHERE

With the onset of COVID-19 lockdowns, our already successful weekly church services became “Harvest at Home”—an exclusively online experience that brought worship, fellowship, and biblical teaching into homes all around the world.

Uniquely positioned to preach the gospel to as many people as possible, Harvest at Home received national attention on Palm Sunday as the President of the United States announced he was joining in for our online worship service. That weekend, 1.3 million people tuned in, and 11,000 made professions of faith in Jesus Christ.

Thanks to your support, and now with over **15.2 million views and 300,000** people joining every

week, Harvest at Home has reached people who otherwise would never have stepped into a church building!

*“Last year ended in darkness and gloom. My husband and I went far away from God, but this pandemic pulled me closer to Him than I could even imagine. We rededicated our lives back to God through Harvest at Home. We are returned prodigals and I thank God for your ministry.”*

*“Thank you, Pastor Greg. I have been an atheist for 15 years and lately I’ve been questioning everything. I saw on FB that the president said he was tuning into Greg Laurie so I decided to tune in and right when Greg said, ‘Someone is watching who is scared of death and doesn’t know if they’re right with God.’ I started to cry. I accepted Jesus into my heart. Thank you.”*





**4 Million  
People**

Viewed the Cinematic  
Crusade Online

**20,000+  
People**

Made a **Profession**  
of **Faith** in Jesus Christ

**HARVEST**

NOW PLAYING

**"A RUSH OF HOPE"**



**TONIGHT**



**GREG LAURIE**

for **KING & COUNTRY**

**MERCYME + JEREMY CAMP**

**DRIVE IN**



**TO GOD BE THE GLORY!**



# DISTRIBUTING HOPE WITH A FILM UNLIKE ANY OTHER

For the first time in 30 years, Harvest Ministries was unable to host the annual Harvest Crusades, which are large-scale evangelistic events attended in person by over 6 million people and at which over 500,000 have made professions of faith. Nevertheless, Pastor Greg sensed an urgent need to bring the message of the gospel in a completely new format.

This resulted in *A Rush of Hope*, our first-ever cinematic crusade, which premiered over Labor Day weekend. In partnership with Kingdom Story Company, Pastor Greg set out to create a cinematic experience that clearly proclaimed the gospel and illustrated it with real-life stories. To date, over **4 million people have experienced this film from all 50 states and 233 countries, and over 20,000 people have**

**responded with professions of faith in Jesus Christ!**

Completely funded by our faithful donors, this has been our single largest evangelistic event in the history of Harvest—all while social distancing, all online.

“What an inspiration and hope as we watch from Cannon Beach, Oregon where all our motels and restaurants are closed due to the corona virus and we are a tourist town. I shared it online so my prayer is that many who are home and/ or hopeless were given hope because you aired this tonight! God bless!”







# ENGAGEMENT

IT SEEMS THAT  
WHEN TIMES  
ARE DIFFICULT,  
GOD FINDS  
NEW AND  
UNSUSPECTED  
WAYS TO BE  
FAITHFUL.

## HARVEST OUTREACH MINISTRIES

### LARGEST YEAR OF GROWTH

It seems that when times are difficult, God finds new and unsuspected ways to be faithful. It's, therefore, no coincidence that in 2020 we've experienced the single largest year of growth in the history of our ministry. One of the reasons for this growth is constant communication with you! And the increased engagement of our supporters demonstrates that Harvest Ministries is an effective organization for discipleship and spiritual growth.

MAKING DISCIPLES AND  
TRAINING THEM UP





# NUMBERS TO TELL THE **STORY**

**Website Traffic**

**Up 130% over 2019**

**Email List Growth**

**34% growth**

**Daily Devotion**

**Over half a million**

people receive Pastor Greg's Daily Devotion each morning

**Donations**

**90% of Donations**

Are Invested Directly into Ministry  
(Not Overhead)

**Harvest Partners  
(Recurring Donors)**

**16% Growth over 2019**

**Harvest YouTube**

**20 million** views!

**6.4 Million** hours watched!

**150,000** new subscribers!

**150%** growth over 2019!



# HARVEST PARTNER STORIES

Trying to summarize 2020 without stories of lives changed would do our ministry a grave injustice. We give glory to God, and we give thanks to you, our faithful Harvest Partners. Changed people change the world, and our Harvest Partners have been instrumental in extending our reach in 2020. These are friends of our ministry who believe strongly in the work of the gospel because they themselves have experienced its power.

**The Great Commission is a team effort, and we couldn't do it without your help!**

**“Our area is very poor . . . and very dark. Our world needs Jesus, and I hope that Harvest Ministries will continue to broadcast in our area. Thank you for your obedience to the Lord. I am a devoted listener . . . as well as a financial partner.”**

**—Mark W., New York**



“I have been receiving your daily devotions for a couple of months now. They are my favorite devotionals, and I look forward to getting them every day. . . In addition, about one month ago, I started tuning to your live sermons on Harvest at Home. You inspire me. And I get all your quips and jokes. Thank you for your ministry and all it does to bring people to a relationship with God. I am happy to partner with you in your mission. I pray God continues to bless you exceedingly, abundantly more than you could ask or think.”

—Barb C., Illinois

“My wife and I have listened to you on the radio for over 10 years and I download your messages through the Harvest App weekly. We have been committed Harvest Partners for about a year now and are so thankful we can share in your ministry (in a small way of course). I love that you give an invitation to accept Jesus at the end of every message . . . I'm so thankful so many people come to saving faith each week.”

—Christopher M., California

LEARN MORE ABOUT BECOMING A HARVEST PARTNER AT  
**[HARVEST.ORG/PARTNER.](https://www.harvest.org/partner)**



## WHY WE DO WHAT WE DO

"Because no one is beyond the reach of God."

—Greg Laurie

For Harvest Ministries, the year that could have been a setback has turned into an opportunity to advance like never before. The door for gospel proclamation remains wide open, and many around the world took advantage of this opportunity to bring hope to others through our outreach.

Writing from Arizona, one man told us how he reached his parents in an assisted living facility:

"With COVID-19, I started watching Harvest at Home seriously, and I was able to visit my 92-year-old parents during lockdown. . . I've gotten my dad to

watch regularly. And during the second Sunday, he said, 'When I say my prayers tonight, I'll pray what Pastor Greg asked me to pray.'"

Today? "Every Sunday, he is thrilled to watch Harvest at Home." And what started as an outreach to his family has turned into an evangelistic opportunity as the whole facility began tuning in to Harvest at Home weekly.

**THE YEAR THAT COULD HAVE BEEN A SETBACK HAS TURNED INTO AN OPPORTUNITY TO ADVANCE LIKE NEVER BEFORE.**





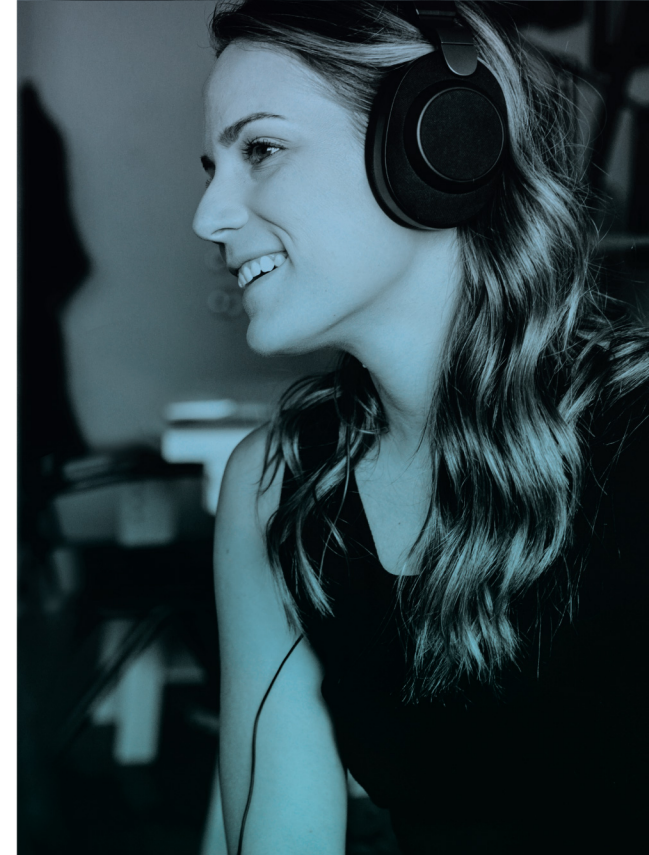
**IN AN UNPREDICTABLE YEAR, YOUR SUPPORT HAS HELPED SHINE THE LIGHT OF GOD'S HOPE IN THE MIDST OF DARKNESS.**

Every single day, these outreaches are changing lives and bringing hope to the hopeless. One woman wrote to describe how she experienced this hope through Harvest Ministries this year:

"My world, as I knew it, seemed to turn upside-down. I felt completely alone, and it felt like I had no one to turn to. Even now, just thinking about it, tears flow down my cheeks. In my absolute determination to stay out of my own head and the negative thoughts that seemed to be flooding it, I turned on the radio . . . and began listening to your show. It was as the Lord was speaking directly to me, through you guys. Your words were quenching a thirst I didn't even know I had.

**"Absolute beauty and perfection beamed through my radio, giving me hope and strength and courage sermon by sermon. . . . I really believe that you all played a huge role in saving my life and bringing me closer than I ever could have imagined to the Lord."**

**THANK YOU FOR MAKING 2020 A YEAR OF HOPE!**





# 2020 RECAP

TOTAL PEOPLE THAT HEARD THE GOSPEL

**260,000,000+**

TOTAL PROFESSIONS OF FAITH

**150,000+**

TOTAL BIBLES SENT OUT

**30,000**

**ALL BECAUSE OF YOUR SUPPORT.  
TO GOD BE THE GLORY!**





**WHEN YOU PARTNER WITH  
HARVEST YOU GIVE HOPE  
TO THE LOST.**

## **WHAT'S NEXT? 2021 AND BEYOND**

2020 has been a banner year for Harvest Ministries. With the single largest year of growth in the history of the ministry, we now look to the future and how to reach even more people in the coming year.

Moreover, 2020 has positioned Harvest to make strategic and aggressive growth plans in this coming year. Harvest Ministries wants to step into unparalleled opportunities to reach as many people as possible, but we can't do it without your help. Partner with us now to continue proclaiming the hope of the gospel to a lost and dying world:

[harvest.org/partner](https://harvest.org/partner)



# 2021 EXPANSION PROJECTS

A stylized world map is visible in the background, rendered in a light blue/purple color against a dark blue gradient background. The map shows the outlines of continents and major landmasses.

- Two New Cinematic Crusade Experiences
- New Television Markets
- Radio Expansion
- Harvest at Home Growth
- YouTube Growth
- *Greg Laurie Podcast Growth*

**“To the end of the earth . . .”**