

# How Can They Hear?

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2008 MINISTRY REPORT



<sup>14</sup>How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And **how can they hear without someone preaching to them?**

<sup>15</sup>And how can they preach unless they are sent? As it is written, "How beautiful are the feet of those who bring good news!" But not all the Israelites accepted the good news

For Isaiah says, "Lord, who has believed our message?" Consequently, **faith comes from hearing the message, and the message is heard through the word of Christ.**

Romans 10:14-17

Our Mission: *Reaching and discipling people*  
for **Jesus Christ**  
*through the use of media*



#### LETTER FROM BRYANT

Dear Friends:

It's hard to believe that another year has gone by in the life and ministry of Right From The Heart, and, as always, we have seen God's hand at work in everything we do. I'd like to take just a minute of your time to give you a quick snapshot of our 2007-2008 fiscal year and to tell you how much your prayerful participation in our efforts to share Christ with the world has meant to us.

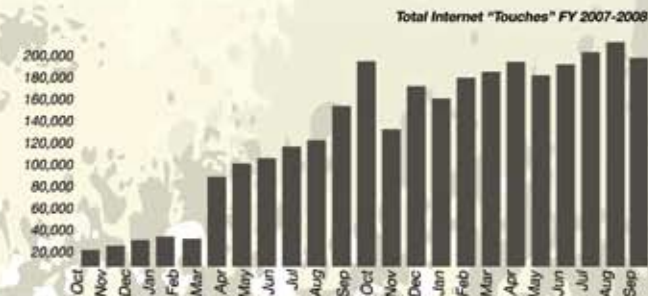
First, I would be remiss not to mention that because of a temporary shortfall in the financial resources of RFTH, we found it necessary to reduce some of our planned presence on the radio and television, as well as make expense reductions in other areas of the ministry. It is our prayer that this is a temporary cutback, and we are confident that the Lord will open those areas of communication back up in the near future.

Of course, we also focused on reaching people through the efficiencies offered by the internet. We saw significant growth in "touches" through the daily devotions and comment blogs, our new prayer ministry site, and the creation of RFTH web sites in other languages. As the graph below indicates, this tremendous growth in our internet touches has contributed to our ability to remain very effective in reaching people through various media outlets. In fact, during this past fiscal year, we have touched people over 48.6 million times with the message of Jesus Christ at an average cost of 2.8 cents per touch!

My friends, our world is in desperate need of a Savior. The words in the passage, "How then shall they call on Him in whom they have not believed? And how shall they hear without a preacher?" (Romans 10:14) have never been more important than they are today. All of us at Right From The Heart thank you for your Godly support, your prayers, and most of all, for your friendship.

In Christ,

Bryant Wright  
Founder





*"When you invest in the Kingdom of God, you generate heavenly dividends that you may not know anything about this side of eternity."*



**AIRING ON 184 RADIO STATIONS IN THE U.S.**

**HERE IS WHERE WE STAND**

Our September 2008 fiscal year-to-year close marks the first time in the ministry's history that we didn't have a growth in revenue from the previous year. We made adjustments to our budget and spending throughout the year with an eye towards maintaining our presence on radio and television in as many markets as possible. As always, we remain focused on cost effectiveness and will continue this commitment as we move forward. One of the ways we are able to make that happen is through the generosity of some of our radio stations, who have continuously given us bonus spots to help make up for the budget cuts. It's amazing to see God at work!

The tremendous exposure and reach of the various media outlets, especially the internet, provides the ministry an incredibly efficient model for reaching people for Christ. In fiscal 2008, every \$1000 donated to RFTH allowed us to present the Good News 35,340 times!

Once again, RFTH has achieved the coveted 4-Star rating for sound fiscal management from Charity Navigator. Approximately a quarter of the charities they evaluate receive this highest rating. This exceptional designation from Charity Navigator demonstrates that we are worthy of your trust.

**TV/Radio Evangelism**

Since its inception, Right From The Heart's mission has been to share Christ with the world through the use of media. Until the internet became such a large part of our media mix, radio and television were the major means of communicating our messages to the public.

The use of radio and TV will continue to receive the majority share of our outreach efforts. This year, we were able to reach over 2 million people per month on domestic radio, and through our TV spots, we reached over 4 million people during the months that we ran.

**New Online Prayer Ministry**

[www.rightfromtheknees.org](http://www.rightfromtheknees.org)

In the spring of 2008, we launched a new web site devoted to prayer. **Right From The Knees** is a prayer community where you can sign up for free and share prayer requests and pray for others. It's an incredible opportunity for Christians to lift others up in prayer, offer encouragement, and witness the power of God in people's lives.

The traffic to Right From The Knees continues to grow, far surpassing our expectations. Since its inception in March, there have been over 1,500 prayer requests and 19,000 prayers left on this site. We hope you will participate in this vital part of the ministry.





**GLOBAL**

**India Broadcast**

In January 2004, the BBC began airing Right From The Heart sermons on the radio in India. Narendra Singh, the “Voice of Right From The Heart,” translates Bryant Wright’s sermons into Hindi and broadcasts them to a listening audience of millions. Despite persecution and threats from Hindu fundamentalists, the Gospel of Jesus Christ is taking root and blossoming. Narendra’s office receives dozens of letters each day from listeners who want to know more about Christianity.

**Poland Outreach**

To further the reach of the Good News of Jesus, we have partnered with Wojtek Kowalewski—a pastor, seminary professor, and leader in the evangelical movement in his region of Poland.

Wojtek, the “Voice of Right From The Heart” in Poland, is also translating and reproducing Bryant’s short, thought-provoking radio spots that we hope will begin airing on secular radio in Wroclaw, Poland, pending approval from the proper authorities.

Our daily devotions are now being translated into Polish, as well. These devotions and the radio spots are available on a new web site that we created called Prosto Z Serca (“Right From The Heart” in Polish).

We are excited to be partnering with Wojtek to bring the word of God to the Polish people.

**Spanish Translations**

It has been a long time coming, but we are in the process of making our daily devotions available in Spanish! There is such a large population of Spanish-speaking people in our communities, it was only natural that we would want to speak these words of encouragement and hope in the Spanish language. We have these translations completed and will have them available online soon.

In addition, we have a Spanish-speaking pastor in Texas, Ricardo Brambila, who is going to voice our RFTH radio spots into Spanish and run them on secular radio stations in South Texas and Northern Mexico. Ricardo, the “Spanish Voice of Right From The Heart,” recorded the spots in early November, and we plan to have them on the air by December 2008. What an exciting endeavor to be able to broadcast these short, quick-hitting messages to our Spanish friends!

**Daily Devotions**

A growing emphasis of Right From The Heart’s outreach efforts are our 1-Minute Daily Devotions that are sent via email each day. The quick-hitting, thought-provoking challenges of God’s truth contained in the devotions are designed to be a source of spiritual encouragement in a world looking for answers. Straightforward in style, they communicate the gospel in a manner that anyone can understand.

Each month, our devotions are seen over 100,000 times. In addition to reading the devotions, subscribers can add their own comments, initiating interesting conversations on topics such as the trustworthiness of Scripture, the effectiveness of prayer, or the resurrection of Christ. This only adds to the number of people who have access to read about Jesus Christ each day! We believe that now, more than ever, it is critical that we engage in dialogue and defend our beliefs in the authentic power of Jesus Christ.

**A few Comments from our Daily Devotions:**

*Thank you and thank you again! I look forward to my One-Minute Daily Devotion each day! They uplift my soul even more to know that another in the faith of Christ Jesus cares so deeply. I feel I have become happier and more peaceful. People tell me that I am always happy, but you have stirred a deeper Godly happiness for His sake since reading these Daily Devotions!*

*I heard Bryant Right on the radio, and I pulled this website up this morning because I like what he has to say. I signed up for the daily devotional. I will be coming back daily to this website. Thank you!*

**Total Devotions viewed October 2006 - September 2008**

