

# 2025

# CLC MINISTRIES INTERNATIONAL IMPACT REPORT

*SHAPING HEARTS,  
CHANGING LIVES*



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# Over 70 years of service!

Dear Friends and Partners,

One of the great privileges of serving with CLC is seeing how God uses ordinary believers, equipped with the right resources, to share His love in everyday life. At CLC USA, we are not simply distributing Bibles, books, and tracts—we are placing truth and Good News into people’s hands. Every book published, every order fulfilled, and every partnership strengthened becomes another opportunity for God’s Word to reach hearts. In a world full of noise and distraction, biblically faithful resources continue to guide believers toward deeper faith and introduce seekers to Christ.

This past year has been one of steady progress and renewed vision. Through our publishing efforts, distribution partnerships, and online outreach, we are seeing Christian resources reach readers across North America and beyond. We are especially grateful for the growing collaboration within the global CLC family, allowing us to share resources and serve the church more effectively together.

None of this happens without faithful partners like you. Your prayers, encouragement, and financial support enable this ministry to continue serving others by placing life-giving literature where it is most needed. As we look toward the year ahead, our prayer is simple: that God would continue using CLC to faithfully serve others by placing the right words in the right hands at the right moment.

Thank you for being part of His service.

—Jim Pitman, Charlie Hurd, and Marcia Hartman  
*CLC USA Leadership Team*



Charlie, Jim, & Marcia

## Why We Serve

“For even the Son of Man did not come to be served, but to serve...”

Mark 10:45

## Our Mission

The purpose of CLC is to honor God by making Christian literature and resources available to all nations, to help people come to faith and maturity in the Lord Jesus Christ.



43

COUNTRIES



125

BOOKSHOPS

CLC  
RESOURCES  
ARE NOW  
DISTRIBUTED  
IN...



>130

LANGUAGES



18

WHOLESALE  
DISTRIBUTION  
CENTERS



21

PUBLISHING  
HOUSES  
AROUND  
THE GLOBE

# MULTI-LANGUAGE MEDIA

## 25,000+ Bibles and New Testaments!

In 2025, we sent out over 25,000 Bibles and New Testaments in languages such as Lugandan, Italian, German, Hindi, Spanish, and 100+ more! French was our most distributed language, with many recipients as far away as Francophone West Africa, Haiti, and throughout the USA, as well as to our neighbors in Quebec, Canada.

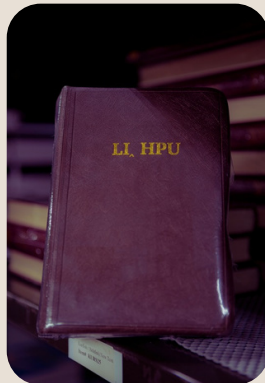
We continue to serve churches, ministry partners, and individuals around the United States and beyond as we distribute books and Bibles in over a hundred heart languages. Partnerships with friends like CityBible, Bible for the Nations, Arabic Bible Outreach Ministry, global Bible Societies, and more have been vital to this work. What a joy to see our shipping team distribute these precious books and Bibles daily!

We covet your prayers for our team as we strive to fulfill God's commission to us in this ministry.

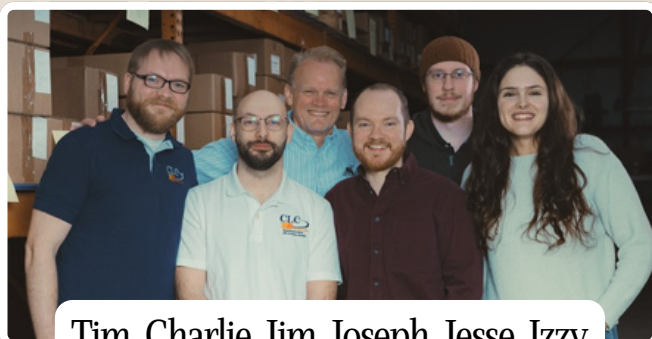


*Above:* Tim Hurd,  
Department Head

*Below:* Kurdish  
(Behdini) New  
Testament



## Our Team



Tim, Charlie, Jim, Joseph, Jesse, Izzy

## Did You Know...

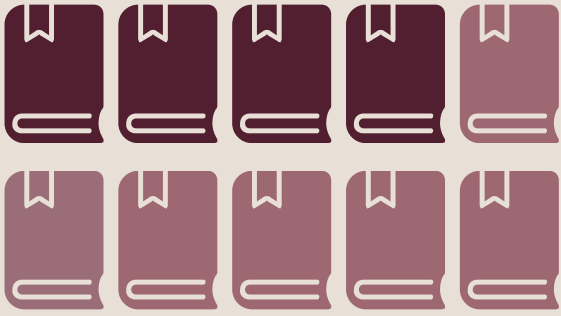


Our ministry center stocks Bibles, Christian books, and tracts in over 130 languages and provides materials for ESL groups, International Student ministries, and local church outreaches.

Visit [www.multilanguagemedia.org](http://www.multilanguagemedia.org)  
to browse our selection!

Email [info@multilanguagemedia.org](mailto:info@multilanguagemedia.org),  
or call 215-542-1026 to place an order.

# Our Impact

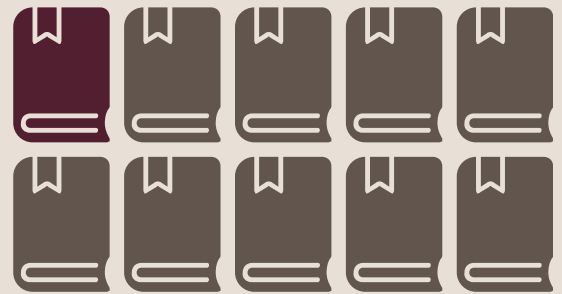


4 out of 10 Bibles sold are **French**

Charlie Ships MLM Products To Every State!



1 out of 10 Bibles sold are **Portuguese**



2500+ Haitian Creole Bibles distributed!



300+

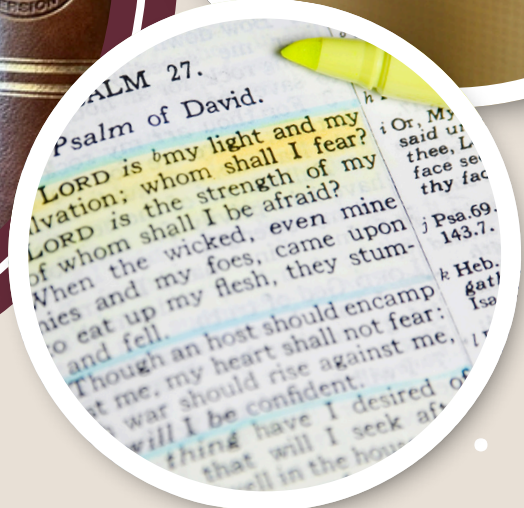
Churches Received MLM Products



25,000+

Bibles and New Testaments sold

# Evangelism Through Personalized Bibles

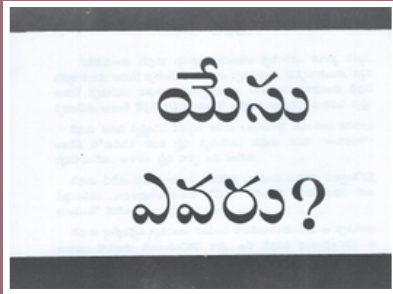


## *Read About Craig's Mission!*

One long-standing customer, Craig, regularly purchases Bibles in a variety of languages. As he travels and goes about daily life, he looks for opportunities to give these Bibles to people he meets. Before doing so, Craig carefully prepares each one, highlighting key passages, adding helpful study resources at the back, and praying for the person who will receive it. He then presents the Bible personally, making the gift both intentional and deeply meaningful. His thoughtful approach is a beautiful example of relational ministry through Scripture! How inspiring!

# Evangelism Takes Flight

*A Timely Telugu Tract...*



*Above: The Telugu tract, "Who is Jesus?", that Valerie providentially handed the person sitting next to her!*

*In 2025...*



**2000+**

tracts were distributed!

Christian literature continues to open doors for meaningful gospel encounters. The following story demonstrates how God accomplishes His eternal purposes through simple acts of obedience!

Our customer, Valerie, frequently orders tracts and New Testaments to share with people she encounters through her work and daily life. As a landlord, she often gives them to her tenants, and she also keeps them with her wherever she goes. On a recent flight, Valerie found herself seated next to a man whose first language was Telugu. To her amazement – and by God's providence – she discovered she had a single Telugu tract in her bag, which she had received through CLC. She joyfully shared it with him and later told us how deeply this moment encouraged her own faith. She will never forget the look on his face when she placed the tract in his hands!

# CLC PUBLICATIONS

## *YouVersion, Audiobooks, and More!*

God has been faithful to the CLC Publications in 2025! Along with our regular book sales, we celebrated our partnership with YouVersion that allowed us to reach tens of thousands of people through our highly rated devotionals. We also partnered with ServeNow ministries, collaborating on over 30 discipleship resources for distribution. Along with new partnerships, we praise God for nearly 50 new audiobooks, 13 eBooks, and 16 new titles published.

As we continue publishing Christian books, we ask you to pray with us that God will continue sending authors that write theologically rich, Spirit-inspired literature. Pray also that God will transform the lives of those who read our books.

## Our Team



*In 2025, we had...*

700

PRODUCT  
TITLES

49

NEW  
AUDIOBOOKS

13

NEW  
EBOOKS

16

NEW TITLES  
PUBLISHED

# 40,000 Books For Missions!

Recently, our author, Tom Elliff, was honored by having a missions center named after him at Carson-Newman University. Scan the QR code on the right to read more. We printed a record 40,000 copies of his book, *Passion for Prayer*, which are being given away in 9 locations to inspire students to pursue missions!



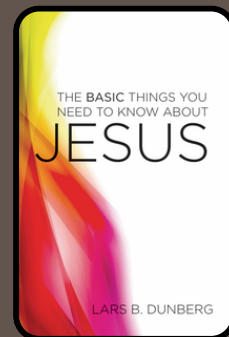
“If our Lord made prayer such a priority in word and deed, shouldn't we?”

– Tom Elliff, *A Passion for Prayer*

## ServeNow, Procrastinate Later!

CLC Publications is partnering with ServeNow to publish their series of 33 booklets called *The Basic Things You Need to Know*. These affordable discipleship resources help new believers grasp the essentials of the Christian faith and are an essential tool for national churches and leaders as they share the Good News of Jesus Christ.

This series is perfect for pastors looking for resources, new believers looking for answers, or seasoned believers looking for assistance in evangelizing. They will soon be available in over 60 languages!



CLC USA uses YouVersion to connect with readers through devotional plans derived from our books. Across our 18 plans, including 4 new ones in 2025, we reached 146,000 new YouVersion users and have a total of 579,303 all-time plan subscriptions across 207 countries and territories! Through the Bible app, we're able to expand our impact and encourage readers with excerpts from our classic Christian authors. Join us in prayer that those reading our devos will flourish in their relationship with God!

# Digital Discipleship: Deeper Life Devos on the Bible App!

18

YouVersion Plans

207

countries & territories reached on YouVersion

146,000

New YouVersion Users

579,303

All-time plan subscriptions

## Our Top YouVersion Devos!

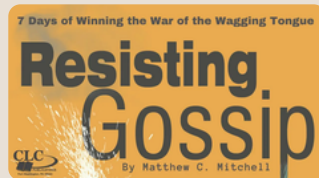
1



2



3



## How to Find Us On YouVersion

1. Open your YouVersion Bible app.
2. Type "CLC Publications" in the Discover search bar.
3. Select the profile with our logo and follow to get updates when we release new plans!



# CLC BOOKCENTER

*The Christian Bookstore with a Worldwide Mission*



*Judy*

The CLC Bookcenter is part of CLC Ministries International, a ministry that serves people around the world. We provide literature so that people may

come to faith and maturity in the Lord Jesus Christ. Most of our customers are older adults, English speakers, and city-dwellers. As for ethnicity and national origin, the majority of our customers are African-American, along with significant numbers of Jamaicans, Haitians, other Caribbean islanders, Africans, Latinos, and Asians. We are experiencing increasing language diversity with more French-speaking and Portuguese-speaking customers. We are a bookstore, but our customers also come to buy greeting cards, Bibles, devotionals, tracts, Sunday School materials, church supplies, clergy apparel, and gifts. We love encouraging Christians to support CLC Bookcenter instead of boosting the revenues of secular booksellers. By shopping with us, our customers are helping to fulfill the Great Commission!



*Leadership Team: Ian, Judy, & Beatrice*



*Bookcenter Team: Ian, Milton, JoAnne, Beatrice, Angie, Brigita, & Judy*





# Bookcenter Bestsellers!

01

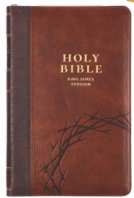


## 22,823

SUNDAY SCHOOL CURRICULUM BOOKS



02



900  
KJV

286  
NLT

## 2,000+

BIBLES



03



## 5,717

ASSORTED GIFTS



## Our Impact

# 200+ Churches!



Over 200 churches received our Sunday School materials!

# 13,410 Tracts!



Over 13,000 Gospel and topic tracts were sold in 2025!

# Our International Impact



**\$8k**

to publish and print Children's Bibles in countries where they are needed



Learn more!

04.



**\$20k**

for Myanmar Bible Project



Learn more!

03.



**\$3k**

Hurricane Insurance for CLC Barbados



Learn more!

02.



New Generator for CLC Sierra Leone plus ongoing monthly staff support



Learn more!

01.

*Your Giving Changes Lives!*

We praise God for the way your giving enabled CLC USA to participate in meeting global needs in 2025.

Above and on the facing pages are some of the projects we sponsored!

# Make a Global Difference



Drilling a well with CLC Kenya for our new ministry center



Emergency medical expenses for a CLC worker in Southeast Asia



Shipping costs to send 1000s of Spanish Bibles to a needy country in South America



Learn more!

05.

06.

07.

## Join Our Mission

Commit to making an international spiritual impact in 2025!  
Scan the QR code to designate a gift to one of the following places:

- Missionary in Need Fund
- Bible Printing Project
- Where Most Needed
- Multi-Language Media
- Overseas Literature and Projects
- Children's Bible Project
- CLC Panama Building Project
- ELS/CLC India Chennai Building Project

SCAN TO GIVE!

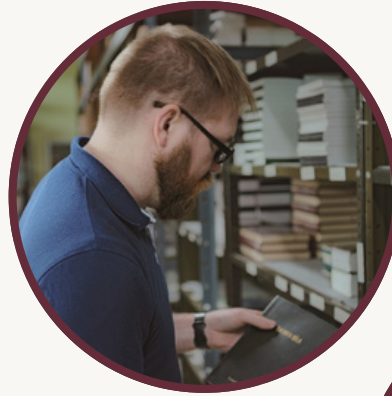


# Our Ministry Depends on You!

## 01. Getting Involved

Find out more about who we are, what we believe, and how you can be a part of our ministry. We invite you to pray, give, and/or join our team! Explore our careers and volunteer opportunities – and join us in reaching the world. Scan the QR code to learn more and get involved today!

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Get to Know Us!

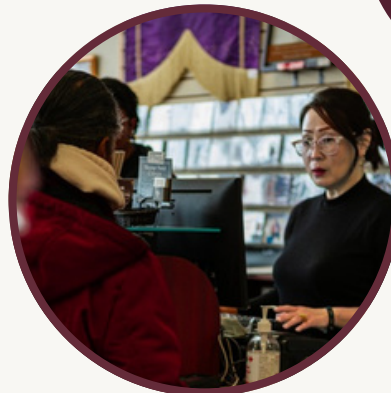


## 02. Investing in our Ministry

Every purchase from CLC Publications, MLM, or the Bookcenter helps spread the Gospel. Buying our books and Bibles supports our mission to make Christian literature and resources available to all nations, helping people come to faith and maturity in the Lord Jesus Christ. Read quality Christian literature, grow in faith, and help others do the same!



Buy Our Books & Bibles!



# PRAISE

## ~50 Translation Licenses!

We praise God that last year we signed almost 50 licenses to translate and publish our books in other languages, including Bengali, Chinese, Portuguese, Korean, Telugu, Spanish, Samoan, and more! It's wonderful to know that God is using our efforts to help reach "every nation, tribe, people, and language" (Rev. 7:9).

## 10 Pallets Donated!

We praise God for his abundant provision. A significant example was the donation of ten pallets of returned Bibles and Christian resources from a major publisher. These materials have been used in our own bookshop and will also support other CLC fields around the world!

## Workplace Prayer

Praise God that staff at both our headquarters and the bookshop are committed to beginning each workday with prayer! We start the day by bringing personal and wider CLC needs before the Lord. This daily practice has encouraged unity and dependence on God, and we have been grateful to see many prayers answered.



*Marcia*

## *Decades of Devotion!*

We praise the Lord for our repeat customers! They rediscover a book or two from CLC Publications on a shelf and wonder if we're still in ministry. When I answer their phone calls in the customer service department, they're often surprised to have reached a live person and delighted to hear that CLC is still publishing and distributing great Christian literature!

Customers often tell me about books that they purchased 10 or 20 years ago, and the spiritual impact those books had on their faith. When they find out that we still publish many of those titles, they're often eager to purchase a new copy for themselves ("My old copy is so worn!"), as well as additional copies to give to others.

We are so grateful for customers who read, rediscover, and repurchase!



# PRAYER

## *Your Support Transforms Lives*

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Thank you for your continued support of CLC Ministries. Across the globe, we're committed to creating resources for people to access Christian books and Bibles in their heart language. When you buy our products, you participate in an effort to transform lives and deepen faith through Christian literature and Bibles.

God has blessed our ministry for over 70 years, and we're excited to see what He will do next!

If you would like to receive updates to continue praying for our ministry, sign up for our emails by scanning the QR code!



## Ministry Workers Needed!

Pray with us for God to supply the next generation of workers in CLC Publications. Pray specifically that God will send Spirit-led people who desire to dedicate a career of service to CLC, those who are both called and prepared to serve our ministry. Pray also that God will send authors who write theologically rich literature, and that God will continue changing the lives of those who read our classic Christian authors.

## Expanding Our Impact

Pray that our store is a welcoming place for all people to gather and discover the materials that they need. Pray that we would be able to stock Christian resources specifically for English, French, and Spanish speakers in the area. Pray for the unity and effectiveness of our bookstore team as they serve together under new management, each one learning and taking on increased responsibilities.

## Unity in Ministry

Pray for our CLC USA team as we strive to serve our customers and each other while supporting the global ministry efforts of CLC. Pray also for recent grant applications, that God would inspire generous giving to support the spread of the Gospel!

# FINANCIALS: FISCAL YEAR 2025

## STATEMENT OF ACTIVITIES

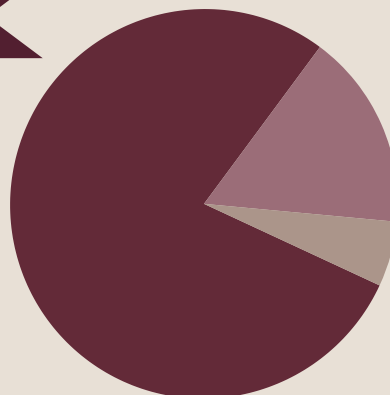
SOURCES OF INCOME	
Contribution Revenue	617,000
Operations Revenue	1,690,000
Net Other Income	131,000
<b>TOTAL INCOME</b>	<b>2,438,000</b>
EXPENSES	
Literature Distribution Program Expenses	923,000
Personnel Expenses	800,000
Operational Expenses	369,000
Overseas Expenses	122,000
Other Expenses	42,000
<b>TOTAL EXPENSES</b>	<b>2,256,000</b>
<b>CHANGE IN NET ASSETS</b>	<b>182,000</b>

## STATEMENT OF POSITION

ASSETS	
Cash & Cash Equivalents	1,615,000
Current Assets	904,000
Net Property and Equipment	419,000
Other Assets	60,000
<b>TOTAL ASSETS</b>	<b>2,998,000</b>
<b>TOTAL LIABILITIES</b>	<b>683,000</b>
NET ASSETS	
Unrestricted	1,839,000
Restricted	476,000
<b>TOTAL NET ASSETS</b>	<b>2,315,000</b>
<b>TOTAL NET ASSETS &amp; LIABILITIES</b>	<b>2,998,000</b>

## EXPENSES BY %

*Program Expenses*  
78.2%



*Operational Expenses*  
16.4%

*Overseas Program Expenses*  
5.4%

“...So is my word that goes  
out from my mouth:  
It will not return to me  
empty, but will  
accomplish what I desire  
and achieve the purpose  
for which I sent it”  
Isaiah 55:11

