

As Pure Life Ministries completed our 25th year of ministry, we continued to meet our mission and remained the leading provider of biblically-based services to Christian individuals and organizations around the world dealing with the issue of sexual sin.

Pure Life Ministries received more than 4,100 phone calls in 2011 from individuals and organizations seeking biblical help and information about our counseling services, teaching materials and speaking engagements.

In order to further our ability to meet the growing needs of those affected by sexual sin, the Ministry moved forward with several initiatives in 2011, including the development and completion of the Ministry's new website, expansion of our presence at exhibitor events, the hiring of 7 employees to fill critical openings, and the purchase of video equipment and beginning construction of an in-house video production studio.

The Lord continued to draw us to prayer as a ministry on behalf of others, specifically regarding the needs of those churches and individuals who attended our A Call to Purity Weekends. We thank the Lord for His faithfulness!



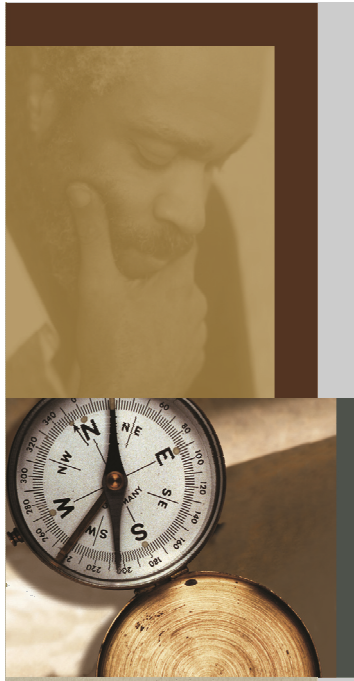
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**A summary of the work
of Pure Life Ministries
in 2011**



2011



Our Statement of Mission

Pure Life Ministries exists to serve Christian individuals and organizations dealing with sexual sin throughout the world by providing biblically-based counseling, teaching resources and a public speaking ministry with the goal of leading Christians to victory over sexual sin through a deeper life in God.

2011 Ministry Highlights

Live-In Program

Pure Life Ministries provided over 4,716 hours of biblical counseling to the 187 men who were enrolled in our *Live-In Program*. While the men were in residence, over 14,500 meals were served to them as they worked to complete a rigorous program of Bible study, counseling, prayer and worship—all focused on developing a personal relationship with Jesus.

Overcomers At-Home (OCAH) Program

Pure Life Ministries provided over 1,574 hours of biblical counseling to the 220 men and women who were enrolled in our *OCAH Program*. These men and women completed twelve weeks of Bible studies and weekly sessions with their counselors as they sought a deeper life in God.

Counseling Helpline

Pure Life Ministries provided over 124 hours of biblical counseling to the 165 men and women who contacted our *Counseling Helpline Program*. With each call, our counselors provided timely guidance for those needing to make biblical decisions in crisis situations.

Teaching Materials

Pure Life Ministries released two new products in 2011, including Steve Gallagher's new book *The Time of Your Life In Light of Eternity* and a 4-CD audio set by Jeff Colón, *The Heart of a Conqueror*. The Ministry also distributed over 29,000 books, DVDs and audio resources worldwide to men and women seeking freedom from bondage to sexual sin. Thousands of these resources were provided to organizations looking for reliable, biblically-based materials for small groups, counseling ministries and congregations.

Speaking Ministry

Pure Life Ministries provided speakers for 28 speaking engagements and exhibited Ministry

resources at 13 non-Pure Life Ministries events. These events, including the *A Call to Purity Weekend* events sponsored by local churches, challenged over 13,000 men and women (an increase of 145% over 2010) with a powerful call to live a life that is *pure in heart, pure in purpose and pure in passion*.

Prison Outreach

Pure Life Ministries continued to respond to the desperate need in prisons by corresponding with inmates in institutions around the country and by providing over 2,200 books to individuals and chaplains at no cost to them. Many new initiatives have started with the use of these resources.

Internet Outreach

Pure Life Ministries redeveloped the ministry website to better convey the Ministry's heart to those who come to us for help. The Ministry continued to develop biblical content online, serving the needs of over 125,000 new visitors (an increase of 6% over 2010) and receiving nearly 200,000 online visits. The website offers hundreds of free audio and printed resources, including the weekly *Purity for Life* podcast which is now reaching over 1,100 monthly subscribers and seeing over 8,100 monthly downloads. The Ministry also added 16 powerful video testimonies of God's transforming power to our website titled *UNCHAINED: THE STORIES*.

Facilities

Pure Life Ministries spent nearly \$35,000 to begin building an in-house video studio, \$16,000 on a new student center roof (valued at \$65,000) and \$40,000 on renovations to various buildings and housing units. In addition, the Ministry received a donation of over \$200,000 to payoff our Fairview Property mortgage. None of this would have been possible without the generous support of our ministry partners.