81% of the world’s population does not have clear and consistent exposure to God’s teaching and encouragement.

Guidelines International Ministries has been called to shine the light of the Gospel in places of spiritual darkness through audio messages that encourage, equip, and bring hope in Jesus to new believers, the unreached, and to those living under persecution.

This prospectus is presented, by faith, so that followers of Jesus Christ may also respond to His calling, and partner with us in this work.
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Executive Summary</td>
</tr>
<tr>
<td>7</td>
<td>The Vision and Mission</td>
</tr>
<tr>
<td>9</td>
<td>A Shining Light...</td>
</tr>
<tr>
<td></td>
<td>To the New Believer</td>
</tr>
<tr>
<td></td>
<td>To The Persecuted</td>
</tr>
<tr>
<td></td>
<td>To the Unreached</td>
</tr>
<tr>
<td>15</td>
<td>One Message, Multiple Methods</td>
</tr>
<tr>
<td>17</td>
<td>Strategic Stewardship</td>
</tr>
<tr>
<td>19</td>
<td>A Legacy of Faithfulness, Prayer and Dedication</td>
</tr>
<tr>
<td>24</td>
<td>Be The Voice of Hope: Kingdom Opportunities</td>
</tr>
</tbody>
</table>
The Problem
There are 3.2 billion people in the world who are considered Unreached by the gospel of Jesus Christ. (Source: The Joshua Project 2021) Representing over 40% of the world's population, these people live in remote areas that are geographically inaccessible, or live where persecution outlaws or inhibits faith in Christ. In addition, many of the remaining 4.5 billion people who may have heard the gospel do not have access to a local church or to teaching that would encourage or equip them to grow in the Christian life.

Our Vision: To Bring Glory to God From All Nations, Tribes, Peoples, and Languages

Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.” -Matthew 28:18-20

After this I looked, and behold, a great multitude that no one could number, from every nation, from all tribes and peoples and languages, standing before the throne and before the Lamb, clothed in white robes, with palm branches in their hands, and crying out with a loud voice, “Salvation belongs to our God who sits on the throne, and to the Lamb!” -Revelation 7:9-10

Our Mission
Guidelines International Ministries shines the light of the Gospel in places of spiritual darkness through audio messages that encourage, equip, and bring hope in Jesus to new believers, the unreached, and to those living under persecution.

Who We Serve

- New Believer
  Some Exposure to Christ but Thirsting For More

- Persecuted
  At Home, Community & Work

- Unreached
  Over 42% of Worldwide Population
What Sets Guidelines Apart?

Guidelines devotionals present the gospel in a uniquely effective way for the new believer, the unreached listener, or a listener living under persecution. Guidelines content is:

- **2-5 Minutes:** Short, simple, practical and biblical
- **Translated into the “Heart Language” of the Listener:** the language the listener first learned from his or her mother.
- **Contextualized:** The devotionals sound natural to the listener; illustrations are unique to where the listener lives and highly understandable.

What We Have Accomplished

Guidelines has been engaged in transforming lives with the message of Jesus since 1963, when Dr. Harold Sala first began broadcasting *Guidelines for Living*, a daily five-minute devotional which was the first radio program of its kind. Now 58 years later, Guidelines International Ministries is in its second generation, broadcasting on a global scale, led by Bonnie Sala, Harold and Darlene Sala’s daughter.

Through the support of missional Christ-followers, Guidelines has:

- Created and produced over 5,000 biblical, inspirational audio and video messages that are broadcast by radio networks and internet partners in the U.S. and around the world.
- Expanded distribution of audio and videos on social media, email and podcast subscription and made them available on seven global online streaming platforms.
- Translated the life-giving devotionals into 20 languages that are spoken by over 3.6 billion people.
- Partnered to establish five community radio stations in countries where the gospel is inaccessible to most people and distributed hundreds of solar powered radios/audio Bibles to those who could not afford them.
Where We Are Being Called

To further reach those who have yet to hear, Guidelines has embarked on a three-year plan to accomplish the following:

1. Expand its listening audience through nine new networks or broadcast platforms.
2. Create and distribute the new devotional, *Reset with Bonnie Sala*, produced in a two-minute format requested by broadcasters.
3. Translate devotional messages into at least six more languages that are spoken by unreached people groups.
4. Support the establishment of Community Radio Stations, as well as, provide funding to current partners who distribute radios and Christian resources.

Where We Need Your Prayer & Financial Partnership

In order to accomplish these objectives, Guidelines International Ministries will need to raise $3.2 million over the next three years. The ministry believes that God will provide these funds through the response of its current donor base, as well as, the involvement of new donors, who are led by the Holy Spirit to participate.

The following prospectus presents a more detailed explanation of the investment needed for the ministry, the mission and our methodology, history, impact of the ministry and proposed activities required to fulfill the objectives.
There are several reasons why we give to Guidelines. Taking the Word of God to the whole world is imperative, for untold millions have yet to be told. This is the reason Lori and I give monthly. I believe we will receive a 100% return on our investments. Heaven will tell! “His word shall not return void.” Isaiah 55:11

Scott & Lori, North Carolina, USA
THE VISION AND MISSION
Through the support of missional Christ-followers, Guidelines has:

- Created and produced over 5,000 biblical, inspirational audio and video messages that are broadcast by radio networks and internet partners in the U.S. and around the world.
- Expanded distribution of audio and videos on social media, email and podcast subscription and made them available on seven global online streaming platforms.
- Translated the life-giving devotionals into 20 languages that are spoken by over 3.6 billion people.
- Partnered to establish five community radio stations in countries where the gospel is inaccessible to most people and distributed hundreds of solar powered radios/audio Bibles to those who could not afford them.

Today, Guidelines devotional messages are shared in over 20 languages that are spoken by 3.6 billion people in the world. Many of these languages are those spoken in countries where **the Gospel is barred or where the church has no formal, visible presence.**

- Albanian
- Arabic (Classical)
- Arabic (Masri)
- Cambodian
- Chinese
- Indonesian
- Kazakh
- Kurmanji
- Kurdish
- Kyrgyz
- Macedonian
- Mongolian
- Romanian
- Russian
- Spanish
- Swahili
- Tagalog
- Turkish
- Ukrainian
- English
- French for West Africa

The local media partners that Guidelines works with in a targeted location translate Guidelines devotionals and, with the ministry’s financial partnership, produce the audio programs using local voices and music. Devotionals are then broadcast “on air,” via the best distribution methods available. Radio is an integral communication and powerful community-building tool around the world. As a conduit of the gospel, it is personal, safe and crosses geographical, literacy and political boundaries.
Hope For The New & Often Lonely Believer

Outside of the top ten countries where Christianity has a strong presence, only 6.3% of the world’s population are Christians (Source: Pew Research 2019). The Gospel is a minority faith in most parts of the world. All told, 81% of the world’s population does not have a clear and consistent avenue of exposure to God’s teaching and encouragement, making it difficult for a new believer to learn to live out their faith. Listeners to Guidelines devotionals who are new to faith in Christ constantly say that the programs are practical and easy to understand.

From Albania, a Muslim-majority country, Marjola wrote to us. She had heard about Jesus from some missionaries and accepted Jesus but said that she had no opportunity to attend a church. Marjola never met other believers after her encounter with the missionaries. She tuned in to Guidelines’ partner, Radio Emanuel, and shared:

“I have always kept Jesus in my heart during these years, but I had no opportunity to go to church. I’m the only Christian in my family and a new-born. I’m trying to teach my son to love Jesus. I’m so happy to listen every day to Guidelines programs. The Word of God is entering my home through these programs. I love to listen every day to these programs. I can’t go to church, but the Word of God is present in my life. I’m learning so much about family relationships, and I’m trying to win my husband for God’s Kingdom. I know I have to be very patient and praise the Lord everyday I’m learning godly principles that help me walk with Jesus.”
From Mongolia, where the gospel only arrived in the mid-1990s, Oktai wrote:

“I am one of first Christian people in Mongolia after communist regime. Christianity in Mongolia is very young. That’s why, while I listen to your radio and hear the Guidelines, I study the Word and God. Also, our young generation in Christ should improve and increase through the Word and Spirit much more. While I hear the programming, I am always encouraged and supported. Thank you.”

Ulzii, also a new believer in Mongolia, wrote:

“I download episodes of Guidelines into my mobile and learn about God and His relationship with me. My spirituality is still growing. I am learning about the Bible and about God and His relationship with me.”
Hope For The Persecuted

Around the world, more than 260 million Christians live in places where they experience high levels of persecution, just for following Jesus. That's 1 in 8 believers, worldwide (Source: Open Doors 2021). The map of the top 50 most dangerous places to be a Christian in the world, as ranked by Open Doors, reveals the great need for the Christian message to be delivered creatively and consistently. Some of these countries have no visible church. For countries in which there is a church, they are few and far between and are under constant threat of persecution.

The World Watch List uses data from Open Doors fieldworkers and independent experts to track the deep structures of persecution. It measures the degree of freedom a Christian has to live out their faith in five spheres of life—private, family, community, national and church life—plus a sixth sphere measuring the degree of violence.

The data is translated into points and countries are ranked accordingly. The list is independently audited by the International Institute for Religious Freedom.

OpenDoorsUSA.org/WWL

* Representative names and photos used for security.
From a Muslim-majority country, a woman who listens to a secret Christian radio station that Guidelines helped to plant wrote:

I’m a believer in Christ that for years can’t go to church. I can’t keep a Bible in my home or any other Christian book. My husband is a Muslim and he is a very angry man. I’m so thankful for the programs on Christian radio. I can’t watch Christian TV [satellite] when my husband is home, but I can listen to the radio on my phone. These programs have encouraged me in moments of despair when I didn’t want to live. Through the programs the Lord has given me strength and wisdom to go through many storms of my life. I remember one day I was very concerned for my son’s life. My husband was very violent to both of us because of our faith in Christ. He kept us isolated for days. In those moments the messages from the radio programs gave my spirit hope and strength to pray for a miracle for my son and I. God answered our prayers and we are both safe and happy to continue to pray to God together. I thank God for brothers and sisters like you.
I come from a Muslim family and I used to follow Islam very fanatically together with some friends from our neighborhood. I was doing my best to be a devoted Muslim. I went into depression and I lost the desire to live after losing one of my close friends in an accident. I began to listen to Radio 7. I didn’t know it was a Christian radio station otherwise I would have not listened to it.

A sense of peace I could not understand filled my heart. I was in such a dark place and I was desperate to see light at the end of the tunnel. I searched for a Bible and I found one that I read secretly. Because of programs on Radio 7, I can understand better what I read in the Bible. I’m amazed at the picture of Jesus. He sounds unreal. I opened my heart and asked him to forgive my sins.

I have tried to open discussions in my family about faith and Christ, but it is very difficult. I want to share the truth I have with my friends and family but haven’t had the chance yet to do so. I still go to the mosque on Fridays because I do not want to be a scandal for my friends and family. I would love to visit a church in another town someday but I’m not ready yet.
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?

Romans 10:14
ONE MESSAGE, MULTIPLE METHODS

The revolution in communication technology has provided ministries with unprecedented access to people around the world. No longer bound by transportation or the burden of delivering printed material, ministries like Guidelines are able to share the Gospel with people who live without access because they live in remote areas or because they live under persecution. And, media distribution platforms beyond radio are engaging people globally with a powerful venue for sharing the hope and love of Christ.

Radio Networks

Radio is still a popular medium around the world. Outside the U.S., cell phones commonly have the ability to receive FM radio signals so people can listen even without a traditional radio receiver. Radio networks typically operate multiple stations and Guidelines devotionals are aired by all stations in a network. In the United States, Guidelines is currently aired on over 400 radio stations on various networks.

Website

More and more people are finding Guidelines on its website, www.guidelines.org as people seek inspiration through internet searches. The Guidelines website features current and past devotionals, searchable by topic, for those looking for specific guidance or encouragement.

Streaming

Guidelines devotionals are also hosted on many internet platforms hosted by partners such as Trans World Radio, Far Eastern Broadcasting Company, Salem Communications and the Bible Broadcasting Network. Visitors to the websites can find, listen and subscribe to Guidelines devotionals there.

Video Devotionals

New to the ministry, devotional audio paired with high-quality video images engage viewers in new and creative ways. Guidelines YouTube channel functions as a video library and videos are also shared by email and on Guidelines’ website.
**Podcasting**
Listeners can subscribe to Guidelines devotionals on Google Podcasts, iTunes, Pandora, Spotify, Stitcher, TuneIn and iHeartRADIO podcasting platforms as well as the Amazon Alexa devices.

**Email**
Email subscribers receive Guidelines devotionals on weekdays. The ministry currently has 14,000 subscribers received the devotionals via email.

**Community Radio Stations**
These radio stations are usually small, low-power stations that are typically established in hard-to-access regions. Guidelines works with Christian broadcast partners in these countries to fund and establish the radio stations who, in turn, also broadcast Guidelines devotionals. In addition to sharing the gospel, the stations have a powerful impact on the communities they reach, often providing practical programming related to health, education and livelihood.

**Social Media**
Guidelines content is available on social media platforms such as Facebook, Instagram, and Twitter. These platforms provide links to messages and encourage listeners to visit the Guidelines website.
Guidelines International Ministries is comprised of a dedicated Board and Team that stewards the resources that God has provided, for maximum effect. Objectives for the ministry over the coming three years are based on a realistic understanding of ministry capacity combined with faith that God will do above and beyond what we can imagine according to His will.

Therefore, the Guidelines Board believes that God has laid out a three-year plan to accomplish the following:

1. **Expand its listening audience through at least nine new networks or broadcast platforms.**
   
   Broadcast partners are individual radio stations or networks with multiple radio stations located in the U.S. and around the world. Guidelines is a member of the National Religious Broadcasters and has a long history of relationships with its members. Guidelines will use its longstanding relationships and excellent reputation to pursue partnership with members who are not currently broadcasting the devotionals.

2. **Create and launch the new devotional, *Reset with Bonnie Sala*, produced in a two-minute format requested by broadcasters.**
   
   Over the past 58 years, Guidelines has cultivated deep relationships with media partners in the U.S. and around the world. Guidelines will implement a marketing campaign to introduce *Reset with Bonnie Sala* for inclusion in broadcast schedule of at least ten (10) networks. Relationships with our broadcast/media partners will be expanded through continued personal contact with these partners, an outreach plan that includes newsletters, an annual report for international partners, and participation in media partners’ events such as Share-a-thons and anniversaries.

3. **Translate devotionals into at least six additional languages that are spoken by unreached people groups.**
   
   Guidelines, through its varied global connections, will identify those languages and countries most in need of the ministry’s content and work with partners to conduct translation, production, and broadcast. To fund these projects, Guidelines seeks support from both U.S. donors and international donors who want to sponsor a translation and broadcast project.
4 Utilize the existing Community Partnership Fund to support radio partners as they plant or expand Community Radio Stations.

To fulfill this objective, Guidelines will seek financial support for the Fund that provides grants to Christian broadcasters serving in locations that are not reached by Christian messages. In addition, Guidelines assists with the purchase and distribution of materials such as solar radios and Christian resources. The Fund needs a minimum of $50,000 donated each year to sustain the program.

5 Seek $3.2 million in contributions over the next three years to fund the annual budget and to implement the ministry’s growth plan.

Guidelines current annual expenditure to support operations is $900,000. The next three years will see an increase in ministry activity and correspondingly, a needed increase in donations. Desired growth in donations the first year will be at a modest level of 15% with the following years seeing a greater increase as ministry and funding activity increase.
In order to fulfill the objectives of our mission over the next three years, Guidelines International Ministries is seeking to raise a total of $3,200,000.

Current stewardship of funds is divided as follows:

- **Program Ministries**: 76%
- **General Administrative**: 16%
- **Fundraising**: 8%

Support will be sought from our existing donor base which includes individuals and organizations from around the world. We are encouraged by the trends in giving by our donors despite the pandemic context in which individuals and organizations are operating; giving year over year has been maintained at similar levels compared with previous years. We believe that God will provide these funds through new and current donors whom the Holy Spirit leads to give generously.

Guidelines exercises stewardship in line with GAAP (Generally Accepted Accounting Principles) and is audited annually. The ministry has been a member in good standing with the Evangelical Council for Financial Accountability since 2004.

Audited financial statements for the most recent fiscal year are available upon request.
Guidelines has been transforming lives with the message of Jesus since 1963, when Dr. Harold Sala first began broadcasting *Guidelines for Living*, a daily five-minute devotional which was the first radio program of its kind. The ministry is now in its second generation, broadcasting on a global scale, led by Bonnie Sala, Harold and Darlene Sala’s daughter.

The legacy has been championed by the Guidelines Board of Directors and Guidelines Team, and supported by generosity and involvement of God’s people. The ministry has been marked by three guiding principles:

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**Prayer**

The vision for Guidelines was given in 1963, in response to a simple prayer the Sala’s prayed together as a young couple. They asked God to show them how to use their lives as effectively as possible, for the Kingdom of God and God answered that prayer.

*Prayer is the work of mission,* for aside from communion with Jesus, we can do nothing (John 15:5). We know that God sees, He hears, and He answers prayer. Thus, prayer forms the foundation of all that we do. Every day at Guidelines has begun, and will always begin, with corporate prayer.

---

**Provision**

When new ministry opportunities arise, we pray. We pray for wisdom and discernment, and we count the cost. Then, we pray for provision. Our founder, Harold Sala, has been known to quote, “What God orders, God pays for... and until He pays for it, we don’t go forward.” God’s provision is one of the indications of His will and we have no desire to do any work outside of His will. In all instances we have seen, in Dr. Sala’s words, that “*God is seldom early, but He is never late.*”

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**Partnership**

The Church is one body, with many members (I Cor. 12:12-27) who have differing gifts but one calling. Only through what the Apostle Paul referred to as the “partnership of the Gospel,” (Philippians 1:5) will the Great Commission of Matthew 18:28-- the task of going, discipling, baptizing and teaching to obey--be accomplished. We highly value working in Kingdom partnership with our brothers and sisters in Christ around the world.
A LEGACY OF FAITHFULNESS, PRAYER AND DEDICATION

Board of Directors

Dr. Harold Sala, Founder
Chairman-Emeritus
Director

Darlene Sala, Founder
Director

Jan Anwyl
Director,
KKXX, WCHP

Tony Beringer
Director
Baker Rentals, Inc.

Richard Henderson
Director, Secretary
Great American Real Estate

Jane-Jane Ong
Director, International Representative
Leona’s Cakes and Pastries, Philippines

Bonnie Sala
Director
Guidelines International Ministries

Paul Talanian
Director
Aslan Enterprises, Inc.

Donald Thompson
Chairman
Torrance Fire Department, Retired

Cookie Walden
Director
Walden Wealth Management, LLC

Sherry Worel
Director
Chaplain, Stoneybrooke Christian School

Guidelines Team

Bonnie Sala
President & CEO

Luisa Collopy
Director of Media

Christi Haukebo
Ministry Advancement

Tracy Van Denburg
Vice President of Finance

Steven Ma
Director of Marketing

Terry Wedel
Audio Engineering
Darlene and I could not be more grateful and excited to see the way God is using Guidelines in this second generation of ministry to move forward in finishing the task of reaching every tongue, tribe and nation with the light of the gospel.

Dr. Harold Sala, Founder
Believers from around the world support the work of Guidelines. The next three years of ministry will see unprecedented opportunities to bring the voice of hope to more and more people. You can join this movement by becoming a Guidelines partner at any of the following levels:

<table>
<thead>
<tr>
<th>MINISTRY LEAD</th>
<th>Major investments in the ministry enable the team to create and produce audio and video messages throughout the year.</th>
<th>$50,000 One-Time Gift</th>
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<tbody>
<tr>
<td>LANGUAGE AMBASSADOR</td>
<td>Today, Guidelines messages are translated into 20 different languages spoken by 3.6 billion people. Each year we seek to add new languages to reach more people with the Gospel.</td>
<td>$10,000 One-Time Gift or $1,000 Per Month</td>
</tr>
<tr>
<td>BROADCAST ADVOCATE</td>
<td>Your support helps Guidelines sustain and expand its ministry through broadcast partners such as radio networks and streaming platforms.</td>
<td>$5,000 One-Time Gift or $500 Per Month</td>
</tr>
<tr>
<td>COMMUNITY RADIO STATION</td>
<td>You can partner with us to help our Christian broadcast partners establish and maintain small, low-power stations in hard-to-access regions.</td>
<td>$2,500 One-Time Gift or $250 Per Month</td>
</tr>
<tr>
<td>DEVOTIONAL VIDEOS</td>
<td>Support our newest ministry activity in which we create engaging video devotionals that are posted on YouTube and distributed by email and posted on our website.</td>
<td>$500 Per Video</td>
</tr>
<tr>
<td>RADIO DISTRIBUTION</td>
<td>Giving a solar powered radio to someone without access to technology can be a lifeline of encouragement and God’s word.</td>
<td>$30 Per Radio</td>
</tr>
<tr>
<td>DIGITAL PLATFORMS</td>
<td>Influence the next generation with the voice of hope. Posted on platforms like Facebook and Instagram, the Gospel reaches out to multiple generations everywhere.</td>
<td>$200 Per Month</td>
</tr>
<tr>
<td>RURAL RADIO</td>
<td>Make it possible for rural radio stations around the world who do not have internet access to receive a monthly mailing of a CD of Guidelines devotionals to air on their radio stations.</td>
<td>$235 Per Month</td>
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