



FROM INSIGHT FOR LIVING MINISTRIES

# INSIGHTS

OUR MINISTRY  
AT A GLANCE 2023

Check the Insight  
for Living Ministries  
website for the most  
current broadcast  
schedule.  
[www.insight.org](http://www.insight.org)



ON THE AIR

## God's Enduring Faithfulness

Reflecting on Sixty Years of Ministry

by Pastor Chuck Swindoll

*“Remember how the LORD your God led you through the wilderness for these forty years, humbling you and testing you to prove your character, and to find out whether or not you would obey his commands. . . . For all these forty years your clothes didn't wear out, and your feet didn't blister or swell.”*

(Deuteronomy 8:2, 4)

In May 1963, I graduated from Dallas Theological Seminary. It's been sixty years.

When you get to my age, be ready to receive piles of snarky birthday cards. For example, one of my all-time favorites had a cover with towering, majestic trees that reminded me of my years living in California. The front said, “I always enjoy walking through a forest filled with giant redwoods. I stopped recently while admiring them . . . and I thought of you.” “How nice,” I said to myself as I opened the card to read, “Thank you for planting them!”

[insight.org](http://insight.org)

*Continued inside*

A long obedience  
in the same  
direction requires  
trusting God, not  
your feelings.

— Pastor Charles R. Swindoll



INSIGHT FOR LIVING  
MINISTRIES

COMMITTED TO EXCELLENCE IN COMMUNICATING BIBLICAL TRUTH AND ITS APPLICATION



**Pastor Chuck's ministry has been marked by a love for Christ and devotion to proclaim His Word coupled with a love for fun and a ready laugh.**

Also, be ready for the retirement question. For years and years, now, I have often had to repeat that I have NO PLANS to retire. God can use people to make some of their most significant contributions when they reach my age.

Abraham was about my age when the Lord assured him of His blessing and protection. Then, his wife, Sarah, eventually bore Isaac, their firstborn son. Paul said, "Abraham never wavered in believing God's promise. In fact, his faith grew stronger, and in this he brought glory to God" (Romans 4:20). Moses was around my age when God called him to lead Israel out of Egypt. Caleb was around my age when he successfully fought the Anakim in the hill country of Hebron. The beloved apostle John was around my age when Rome exiled him to Patmos. There, he received visions from Jesus and went on to author the final book of the Bible, Revelation.

Through these people and others, God set a precedent showing that He can accomplish His will in surprising ways through folks in their 80s and 90s and beyond. By faith, then, I am moving forward and staying flexible—as best I can!—to accomplish all that God has planned for me until my final breath. Rather than retire at my sixty-year graduation anniversary, I'm choosing to reflect and to remember.

*“Remember how the LORD your God led you through the wilderness for these forty years, humbling you and testing you to prove your character, and to find out whether or not you would obey his commands.”*

**(Deuteronomy 8:2)**

Nobody is more surprised than me by the path God has taken me during my nearly ninety years of life. “Only God!” That's the best way to explain it.

The same goes for Insight for Living Ministries. Over the past forty years, He has raised up and used this ministry, and He continues to use us—in more ways than what any one person's gifting or effort or ingenuity can do. In fact, we wanted to complement my reflection on God's faithfulness with a snapshot of our outreach to celebrate how God is using the prayers and financial gifts of people just like you. Through the support of many, the truths of Scripture are finding their way to millions of people across the world, helping them journey with Jesus and fulfill their unique role as authentic Christians in a needy, hostile, and desperate world.

As I reflect and remember the way God led me in my journey, I can say with no reservation that the most significant gift and turning point in my life was marrying Cynthia in 1955. Her devotion to Christ and her love for spiritual things drew me to her like a magnet. Immediately, we grew closer as we dug deeper into God's Word together.

Before I met her, I wasn't much of a Christian. My parents weren't supportive, which created many insecurities in me. Thankfully, God faithfully brought teachers into my life when I was young. For example, Richard Niemi taught me how to speak without stuttering.

# Insight for Living Ministries *at a Glance*

*Insight for Living Ministries is committed to excellence in communicating the truths of Scripture and the person of Jesus Christ in an accurate, clear, and practical manner so that people will come to an understanding of God's plan for their lives, as well as their significant role as authentic Christians in a needy, hostile, and desperate world. That commitment has been our mission from our beginning in 1979. It drives all we do, and it will never change.*

## Bible-Teaching Ministries

Pastor Chuck Swindoll's sermons are heard across the world through radio, podcast, and the internet. These sermons are freely accessible on the Insight for Living Ministries mobile app and our website. Plus, we offer free, digital-yet-printable, in-depth Bible studies called *Searching the Scriptures* studies that accompany each broadcasted sermon. More are added every month!

### The Insight for Living Ministries Teaching Program

2022 Weekly Stations **1,566**

2022 Weekly Airings **12,737**

Available STS Studies **577**

### TESTIMONIAL

*The most profound spiritual truths are not flashy and don't require us to show off our brilliance. God gives us these simple, powerful, far-reaching principles that anyone can grasp. Thank you for building your ministry on sharing these wonderful, simple, truths!*

## Biblical Counseling Ministry

Insight for Living Ministries offers personalized, prayer-filled counseling through e-mails, letters, and phone calls to give people a deeper understanding of God's Word as well as biblical support and encouragement tailored to their specific situation.

### 2022 Correspondence

E-mails **700**

Letters **568**

Calls **238**

Inmates **267**



# Web Ministries



Through insight.org, social media, and our Insight for Living Ministries mobile app, we engage thousands of people each day with God's Word. Our web store offers spiritual-growth resources including Pastor Chuck's books.

## TESTIMONIAL

*I worked overnight in the ER for several years. I would listen on my way to work. It would always put me in the right frame of mind for whatever I faced that night.*



**In 2022, Insight.org was visited by people in 194 countries plus 41 additional territories!**

2022 Insight.org Pageviews **13,075,091**

2022 E-devotional Subscribers **53,267**

2022 Social Media Followers **881,599**



Colleen Swindoll Thompson, Pastor Chuck and Cynthia's daughter, encourages and equips caregivers and their families with biblical truth and tools to help people live well regardless of life's circumstances. Visit [reframingministries.com](http://reframingministries.com). Better yet, join Colleen in her private and free Facebook group, *Community of Family Care Givers*, for a weekly Facebook Live video and a monthly Coffee Connect with Colleen.

## TESTIMONIAL

*Colleen, because of your own pain, your words are so believable! Thank you for being real with your disappointment with God and with the ways that people have not reached out like they should have. I thank God for your dad, and I thank God for you!*



## Reframing Ministries

Not long after Cynthia and I married, I stopped apprenticing as a machinist in Houston to join the Marine Corps, which hurled me into what I deemed a “prison sentence”—sixteen months in 1957–1958 on the island of Okinawa, away from the love of my life. But I now count it a high honor to have served as a Marine, and God used that “prison sentence” to connect me with Bob Newkirk, a Navigators representative who lived on Okinawa while I was there. He mentored me spiritually, revealing and confirming what was to be my life’s major work: vocational ministry.

Cynthia was excited to hear about my calling because she had grown up dreaming of having a husband in ministry. When my time in the Marine Corps ended, we embarked for Dallas Theological Seminary where I studied from 1959 to 1963. Because I lacked prior academic qualifications, Dr. Don Campbell accepted me “on probation” meaning he would personally monitor all my grades. Cynthia and I rented apartment #9, and I made 75 cents an hour as one of the school’s “yard boys” before I began interning with Professor Dwight Pentecost at the Dallas church he pastored, Grace Bible Church. I absorbed all the mentoring, scholarship, and ministry insight I could get from godly men, like Howard Hendricks, whose lives stamped a lasting imprint upon mine.



**While hesitant at first to pursue a broadcast ministry, Pastor Chuck soon sensed it was God’s calling. He then embraced it, which allowed him to proclaim the Word of God to people he would have never been able to reach otherwise.**



**While Chuck and Cynthia attended the same Billy Graham crusade in Houston, Texas in 1953, they did not meet until a friend introduced them afterward. The two were engaged one week after their first date, but Cynthia’s parents made them wait 18 months to get married because they wanted her to graduate high school first. They tied the knot in 1955 when Chuck was 21 and Cynthia was 18.**

After graduating, I stayed on at Grace Bible Church for two years. Then God led me into the pastorate, which has since taken me to four churches in four cities: Waltham, Massachusetts (1965–1967), Irving, Texas (1967–1971), Fullerton, California (1971–1994), and Frisco, Texas (1998–present).

I was bewildered when, in 1993, the board of Dallas Theological Seminary asked me to serve as its fourth president. Laughing, I thought, *You must have the wrong Chuck Swindoll*. I repeatedly said “N-O” until God made it clear—largely through Cynthia—that He wanted me to say yes. I served in that role from 1994 to 2001.

As I reflect on God’s faithfulness through the journey, I can honestly say each stage had its tests. Each humbled me. Each strengthened my character. Each sharpened me. Each prepared me for what came next even though, truthfully, I gave very little thought to what would come next. God also threw in some surprises along the way!

In 1977, He led me to begin a writing ministry, which I *didn’t seek*.

*Continued on back*

In 1998, He led us to help plant a church, which we had *never planned*.

In 1979, God led us to start Insight for Living Ministries, which frankly, I *didn't want*. But God wanted it, and that weekend when we had to choose whether to say yes or no, I told Cynthia the only way it would work would be if she led the ministry. Immediately after this discussion, I had to leave for a weekend retreat. She sat on the couch in tears representing her inner turmoil. Perhaps not the best move on my part. After deep soul-searching that weekend, she realized she, too, needed to say yes to God's call—which she did. Cynthia has faithfully and diligently led Insight for Living Ministries for these forty-four years, shaping the ministry into what it is today.

We never expected Christ to use this ministry the way He has, but He has graciously led us and continually expanded our reach. So, we at Insight for Living Ministries are working with all the diligence that His grace allows . . . all, of course, to bring glory to His Son.

After reflecting on my journey, I wanted to offer six lingering lessons that have emerged for me along the way:

1. *What initially seems like an irredeemable loss can lead to a remarkable blessing.*
2. *Patience is an essential virtue if you hope to be at peace and find contentment.*
3. *Stay open to surprises because they are a major part of God's leading . . . and He's full of them!*
4. *Being reluctant is not a sin, but it often comes from fear and we need to be willing to admit that.*
5. *Listen most closely to those who know you best and love you most.*
6. *A long obedience in the same direction requires trusting God, not your feelings.*

## The Book Shoppe & Coffee Ministry

Located at our international headquarters in Frisco, Texas, this bookstore and coffee shop serves as a local footprint of our global ministry. Now, it's a Frisco favorite with its extensive seating, old-world design and atmosphere, books specially selected for all seasons of life, and gourmet coffee and pastries. Visit [thebookshoppefrisco.com](http://thebookshoppefrisco.com).



### TESTIMONIAL

*The Book Shoppe & Coffee blends the universal need for Christ with the universal love for coffee and books. Our atmosphere is hospitable and spiritual. Staff do more than stock books and serve coffee. We foster meaningful conversations and extend the warmth of Christ to our guests during each encounter. We'd love for you to stop by next time you're in Frisco!*

**—Ulrich and Gabby, managers,  
The Book Shoppe & Coffee**



Throughout our history, God has opened doors for Insight for Living Ministries to share His Word within numerous countries and in a variety of languages. Finding inspiration in Christ's Great Commission, we consider this international outreach essential in our mission. We call this global pursuit **Vision 195**. Our eyes are set on offering Pastor Chuck Swindoll's Bible-teaching resources in *all* 195 countries . . . while our hearts are set on translating these resources into



CULTIVATING BIBLICAL KNOWLEDGE  
AND  
APPLICATION WORLDWIDE

every language. It's an audacious goal, but nothing is impossible with God! So, we press on in His mission while remaining sensitive to Christ's leading as He opens doors.

Insight for Living Ministries has 12 international pastors with regional offices in Australia, Brazil, Canada, Guatemala, India, Lebanon, Poland, Romania, Russia, Spain, and the United Kingdom. In addition to the languages noted below, ministry is budding in Amharic, Ethiopia's national language, and Telugu.

## International Ministries 2022 *at a Glance*

Ministry	Airings per Week	Countries Reached	Website Pageviews	Mobile App Plays	Social Media Subscribers
Arabic	5	22	2,004	1,101	35,500
Chinese	5	58	13,582	521	-
Polish	6	9	28,400	22,056	16,015
Portuguese	175+	10+	115,000	9,844	16,833
Romanian	26	12	3,780	3,362	3,100
Russia	26	33	1,638	-	-
Spanish	7,000	22+	350,000	197,000	361,000
Australia	550	4+	77,150	74,693	614
Canada	450	20	713,021	-	4,933
United Kingdom	10	173	111,643	70,230	5,900

### International Pastor Training

Insight for Living Ministries trains international pastors across the globe as a part of our pursuit of **Vision 195**. We develop and teach curriculum based on Pastor Chuck's books to equip these pastors to better take care of their own souls and families as well as to effectively lead their flocks. **From 2019 to 2022, our international pastors trained approximately 1,000 church leaders in seven languages.**

Scan here to learn more about Insight for Living Ministries.



## Ministry Events

For more than 30 years, Pastor Chuck, Cynthia, and Insight for Living Ministries staff have had the privilege of joining a host of friends and family on cruises, tours, and other events—67 as of this year! From rubbing shoulders

on hiking adventures to sharing meals and worshipping together, it is our immense joy to spend special moments with those who depend upon our Bible-teaching resources and support the ministry.

## Paws & Tales Children's Ministry

Our children's program engages little hearts and minds to help them discover God's truth and know God's love. Access these creative programs using the Insight for Living Ministries mobile app or by visiting [pawsandtales.org](http://pawsandtales.org).

Paws & Tales Episodes	69
2022 Total Podcast Plays	487,859
2022 Pawsandtales.org Pageviews	350,093
2022 Weekly Airings	617

### TESTIMONIAL

*I just wanted to share how much my kids love the Paws & Tales paws-cast! We discovered them on Spotify, and they are on regular rotation around our house. Thank you!*



Insight for Living Ministries USA • Post Office Box 5000 • Frisco, Texas • 75034-0055 • USA • 1-800-772-8888 • Spanish-language materials, please call 469-535-8433 • Churches and bookstores, please call 1-800-641-5485 • International orders, please call +1-469-535-8436 • CANADA • Insight for Living Canada • PO Box 8 Stn A • Abbotsford BC V2T 6Z4 • CANADA • 1-800-663-7639 • [insightforliving.ca](http://insightforliving.ca) • AUSTRALIA, NEW ZEALAND, AND SOUTH PACIFIC • Insight for Living Australia • 2/280 Dorset Rd. • Boronia, VIC 3155 • AUSTRALIA • +61 3 9762 6613 • [ifl.org.au](http://ifl.org.au) • GUATEMALA • *Visión Para Vivir* • 6ta Av. 0-60, Gran Centro Comercial Zona 4 • Torre Profesional II, Of. 511 • Guatemala • (502) 2338-0027 • [visionparavivir.org](http://visionparavivir.org) • UK AND EUROPE • Insight for Living United Kingdom • PO Box 553 • Dorking RH4 9EU • UNITED KINGDOM • 0800 787 9364 • [insightforliving.org.uk](http://insightforliving.org.uk) • Copyright © 2023 Insight for Living Ministries. All rights reserved worldwide. No portion of this newsletter may be translated into any language or reproduced in any form without prior written permission from the publisher. *Insights* is published by Insight for Living Ministries, the Bible-teaching ministry of Charles R. Swindoll. Insight for Living Ministries is an autonomous ministry. Cover inset of Pastor Chuck Swindoll: Edmonson Photography. Printed in the United States of America.