

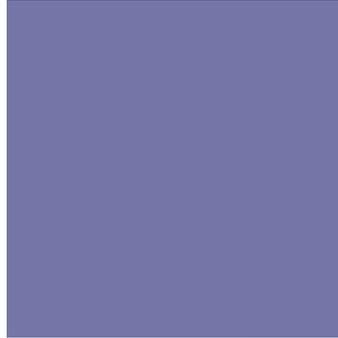


2011 & 2012

Annual Report



New Life Evangelistic Center
Extending Christ's hand to the homeless since 1972



How To Stand Firm

A Word from Rev. Larry Rice

I must admit that were it not for the power of prayer this past year, it would not have been possible for me or my courageous co-workers at New Life Evangelistic Center to remain firm in our advocacy for the homeless.

It's God's grace – in response to the prayers of so many caring people – which has enabled us to continue in spite of ever-increasing needs. There were times this past year when, to keep our homeless services going, we fell far behind on paying bills and even payroll!

To make matters worse, as this happened I saw increased hostility directed at the homeless. Local government and police departments worked to destroy the encampments of the homeless, while at the same time dropping off more and more homeless men, women and children at our 1411 Locust headquarters.

Time and again, I have discovered that the only way we can *stand firm* in the face of such turmoil is to stay anchored in God's word and love. At one point when the bills piled high, and I ached with concern over all the unmet needs of the homeless in the Midwest, India, Africa and Haiti, I listed all these needs and placed them in my Bible at Philippians 4:19. When doubt overwhelmed me I reminded myself that *these needs are covered*: "My God will meet all your needs

according to His glorious riches in Christ Jesus" (Phil. 4:19).

Indeed, when all hope appeared lost, one glorious day last month, a dear sister in the Lord shared a major gift with New Life Evangelistic Center. What an answer to prayer! Prayer, after all, is the language of the poor; as psalm 34:6 declares: "This poor man cried and the Lord heard him".

I am proud of our staff and volunteers, as well as our homeless guests, for standing firm in the face of such great uncertainty. Having seen God's faithfulness, now we can further encourage the single mothers who are trying to raise children on the street, or veterans who have served our country and now find themselves fighting for mere food and shelter. We know, and can share from the heart, that as the Scriptures tell us, "you know that your labor in the Lord is not in vain."

Today, in your own struggles, I encourage you too to *stand firm*, knowing you are not alone! By God's grace, let's continue not only to persevere, but to serve.

Yours in Christ,



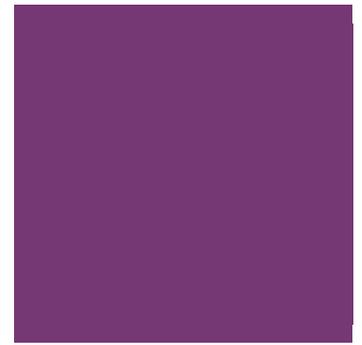
Larry Rice

TO SEE MORE FULL-LENGTH SERMONS FROM LARRY RICE, visit www.nlecstl.org, and click "Spiritual Growth"



NLEC 2011 and 2012

Just a Few of the Numbers



10 Homeless Shelters

... providing 100,000 nights of shelter.

10 Free Stores

... visited over 40,000 times.

100 Training Program Members at any given time,

...living, working and praying in 15 Locations.

300,000 sandwiches & meals.

1600 holiday dinner guests

200 Indian orphans housed, schooled & fed every day.

2 Christ-Centered Full-Power TV Stations

4 Low-Power TV Stations

and 12 Christian Radio Stations

...airing 400 wholesome movies, 6000 life-changing sermons, 20,000 clean family programs, and 100,000 Spirit-filled songs.

500+ Volunteers.

8000+ Donors.

Countless Prayers.

AND OUR INCALCULABLE

THANKS!





Testimonials

Finding New Life at NLEC

New Life gave me and my son a new beginning 15 years ago. Rev. Rice came into our life and gave us hope. We were homeless, hungry, in great despair. Rev. Rice smiled and said, "God is in control." I've always grown up with a praying family, however, after the death of my mom and dad, I was lost. It was not until I joined the program that I found Jesus. I thank the Lord for saving me and my son. If it was not for New Life Evangelistic Center, I dread to think what would have become of us. So in closing, I want to say THANK YOU Rev. Rice for giving us a new beginning!

--Debbie Braggs (Former NLEC trainee)

NLEC's Vet Center has taught me that the world hasn't all been bad!

--David M. Henry (Day Center guest, Springfield Veterans Coming Home center)

This place has helped me be clean, dressed, often fed. I can stay in touch with faraway family and friends via Internet. I know, for a few hours, I'm safe. That means the world in this messed up life. Sometimes I meet people here, make friends. Living so poor ... is easier when you aren't alone.

--Steve Welch (Day Center guest, Springfield VCHC)

When I first came to Saint Louis I found myself homeless and my son was very young (2 or 3 years old). We slept in my car for a while and I worked full time but found it hard to get ahead. With having to spend money on food, car repair, daycare and just every day survival it was hard to save money. The reason why I volunteer [at NLEC] is not only due to personal experience but because I like to help people in need and always have.

--Cassandria (NLEC Volunteer)



People Helping People

NLEC is the active response of caring people saying YES to the poor and homeless in Mid-America: YES, we see you. YES, we acknowledge you as a child of God. YES, you are our neighbors. And YES, we're here to help, as donors, volunteers, supporters and prayer warriors!



Thank you for being one of the thousands who have taken up the cause with New Life Evangelistic Center, in 2011, 2012, and in the years to come!





MANY FACES OF SERVICE

NLEC's three-tiered approach



BASIC SERVICES

New Life Evangelistic Center takes very seriously Christ's call "to feed the hungry, clothe the naked, and welcome in the stranger" (Matthew 25). That's why for 40 years and counting, we've provided food, clothing, shelter and the Gospel of Jesus Christ as the *four* basic essentials homelessness and hopelessness. After all, there's nothing "basic" about sharing Christian hospitality with the least of these: it's the bedrock on which a true HOME can be built.

IN-DEPTH PROGRAMS

Beyond its daily mission to meet these basic needs, did you know that NLEC has around 100 homeless individuals in its full-time training programs at any given time? Making commitments from 30 days to two years, program members are welcomed into full-time, residential 24/7 ministry, where they gain valuable experience, contribute meaningfully to their local community, overcome personal obstacles and grow in the Lord.

MEDIA MINISTRY

New Life's third mission is to provide tens of thousands of mid-Americans with a wholesome and life-changing media ministry through its twelve radio stations and its famous, Saint Louis-based KNLC-DT Channel 24. All stations feature inspiring Christian programming and wholesome family entertainment, all while empowering local communities to love and serve the poor and downtrodden. Through its wide-ranging media ministry, NLEC proclaims from the rooftops, Jesus is Lord!



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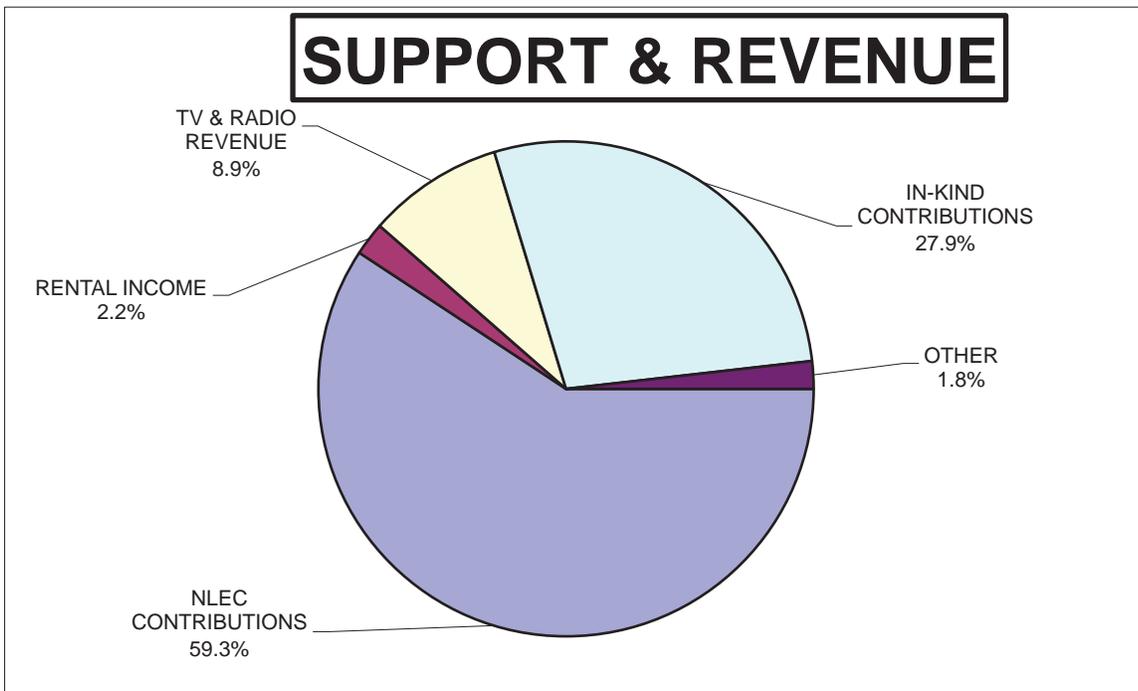
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Financial Summary, 2011

	TOTAL
ASSETS	
CASH	\$69,739
ACCOUNTS RECEIVABLE	15,612
PROPERTY & EQUIPMENT	13,357,019
LESS: ACCUMULATED DEPRECIATION	(10,363,220)
DUE FROM OTHER FUNDS	133,479
PREPAID INSURANCE	<u>13,104</u>
TOTAL ASSETS	<u><u>\$3,225,733</u></u>
LIABILITIES & FUND BALANCES	
BANK OVERDRAFT	\$31,113
ACCOUNTS PAYABLE	118,152
PAYROLL & PAYROLL TAXES PAYABLE	13,070
NOTE PAYABLE	15,000
DUE TO OTHER FUNDS	<u>133,479</u>
TOTAL LIABILITIES	<u>310,814</u>
FUND BALANCES	
UNRESTRICTED	2,854,331
TEMPORARILY RESTRICTED	60,588
PERMANENTLY RESTRICTED	<u>-</u>
TOTAL FUND BALANCES	<u>2,914,919</u>
TOTAL LIABILITIES & FUND BALANCES	<u><u>\$3,225,733</u></u>

SUPPORT & REVENUE, 2011

REVENUE		%
NLEC CONTRIBUTIONS	1,980,149	59.3%
RENTAL INCOME	72,482	2.2%
TV & RADIO REVENUE	296,604	8.9%
IN-KIND CONTRIBUTIONS	931,268	27.9%
OTHER	60,124	1.8%
TOTAL REVENUE	<u>3,340,627</u>	<u>100.0%</u>



EXPENSES, 2011

PROGRAM AND SERVICES:

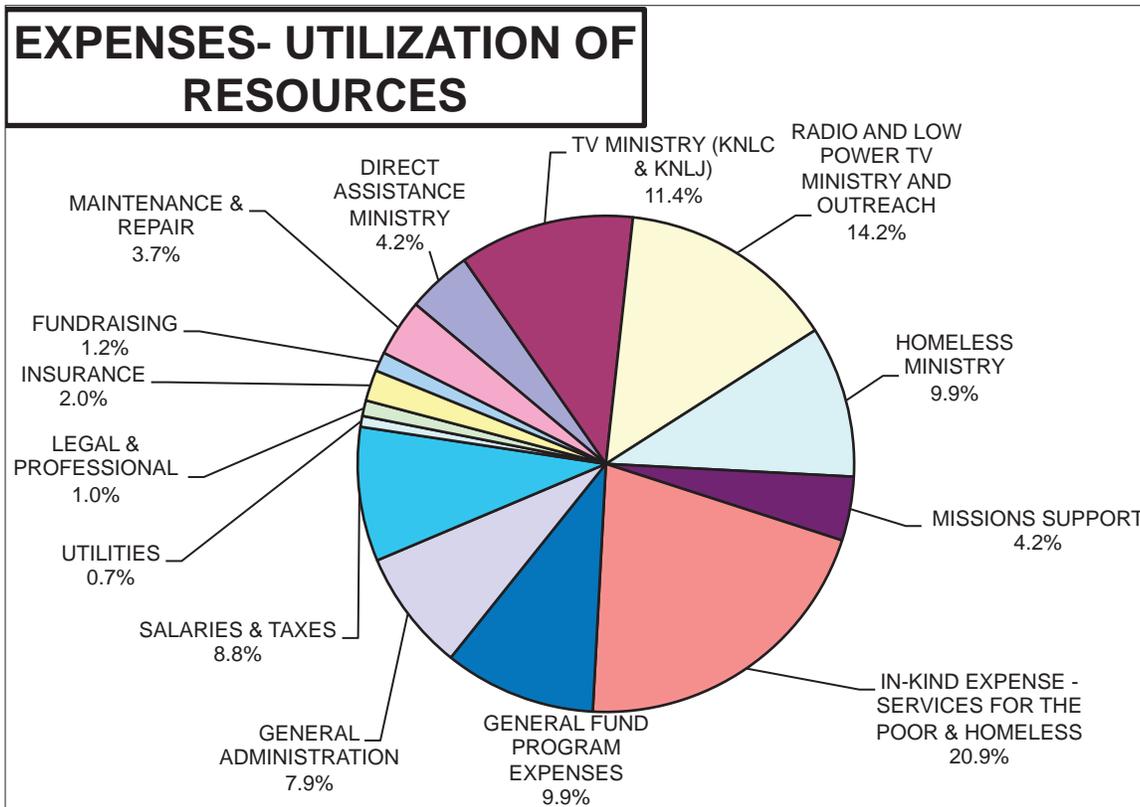
DIRECT ASSISTANCE MINISTRY	166,204	4.2%
TV MINISTRY (KNLC)	448,422	11.4%
RADIO AND LOW POWER TV MINISTRY AND OUTREACH	558,631	14.2%
NEEDY & HOMELESS MINISTRY	388,339	9.9%
MISSIONS SUPPORT	163,878	4.2%
IN-KIND EXPENSE - SERVICES FOR THE POOR & HOMELESS	820,003	20.9%
GENERAL FUND PROGRAM EXPENSES	389,104	9.9%
TOTAL PROGRAM EXPENSES	2,934,581	74.6%

SUPPORT SERVICES:

GENERAL ADMINISTRATION	310,707	7.9%
SALARIES & TAXES	344,111	8.8%
UTILITIES	27,809	0.7%
LEGAL & PROFESSIONAL	40,147	1.0%
INSURANCE	79,431	2.0%
FUNDRAISING	48,991	1.2%
MAINTENANCE & REPAIR	146,417	3.7%
TOTAL SUPPORT EXPENSES	997,613	25.4%

TOTAL EXPENSES

3,932,194	100.0%
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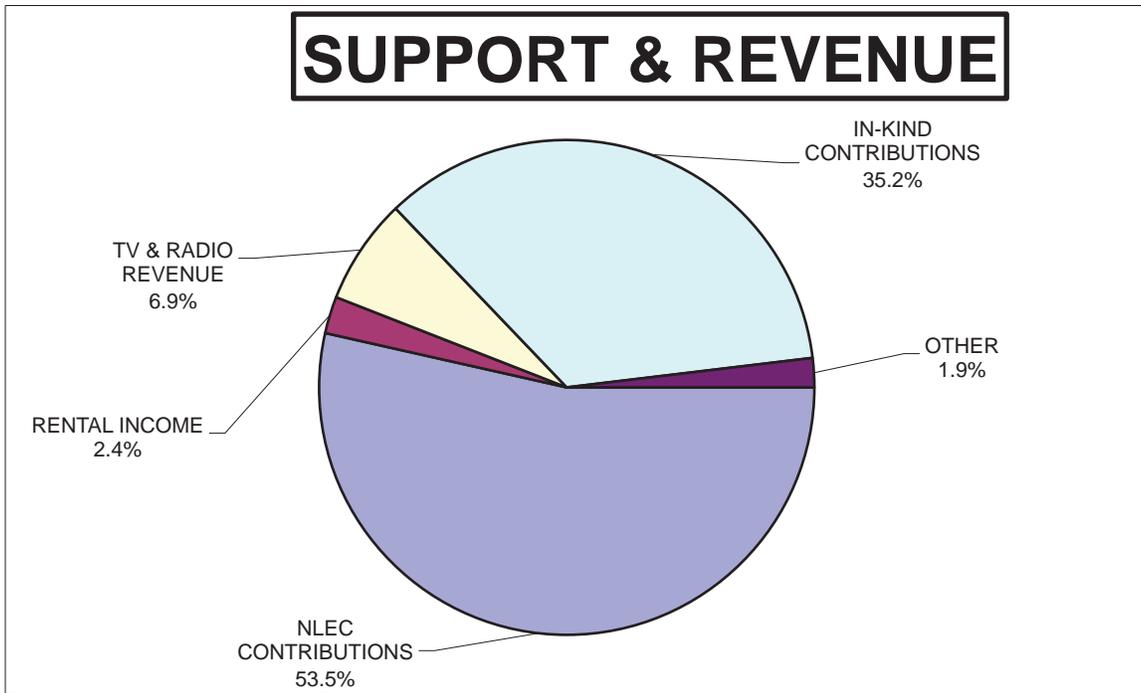


Financial Summary, 2012

ASSETS	TOTAL
CASH	\$76,701
ACCOUNTS RECEIVABLE	20,495
PROPERTY & EQUIPMENT	13,140,739
LESS: ACCUMULATED DEPRECIATION	(10,793,638)
DUE FROM OTHER FUNDS	139,199
PREPAID INSURANCE	<u>11,158</u>
TOTAL ASSETS	<u><u>\$2,594,654</u></u>
LIABILITIES & FUND BALANCES	
BANK OVERDRAFT	\$32,127
ACCOUNTS PAYABLE	176,955
PAYROLL & PAYROLL TAXES PAYABLE	12,221
NOTE PAYABLE	70,000
DUE TO OTHER FUNDS	<u>139,199</u>
TOTAL LIABILITIES	<u>430,502</u>
FUND BALANCES	
UNRESTRICTED	2,113,478
TEMPORARILY RESTRICTED	50,674
PERMANENTLY RESTRICTED	<u>-</u>
TOTAL FUND BALANCES	<u>2,164,152</u>
TOTAL LIABILITIES & FUND BALANCES	<u><u>\$2,594,654</u></u>

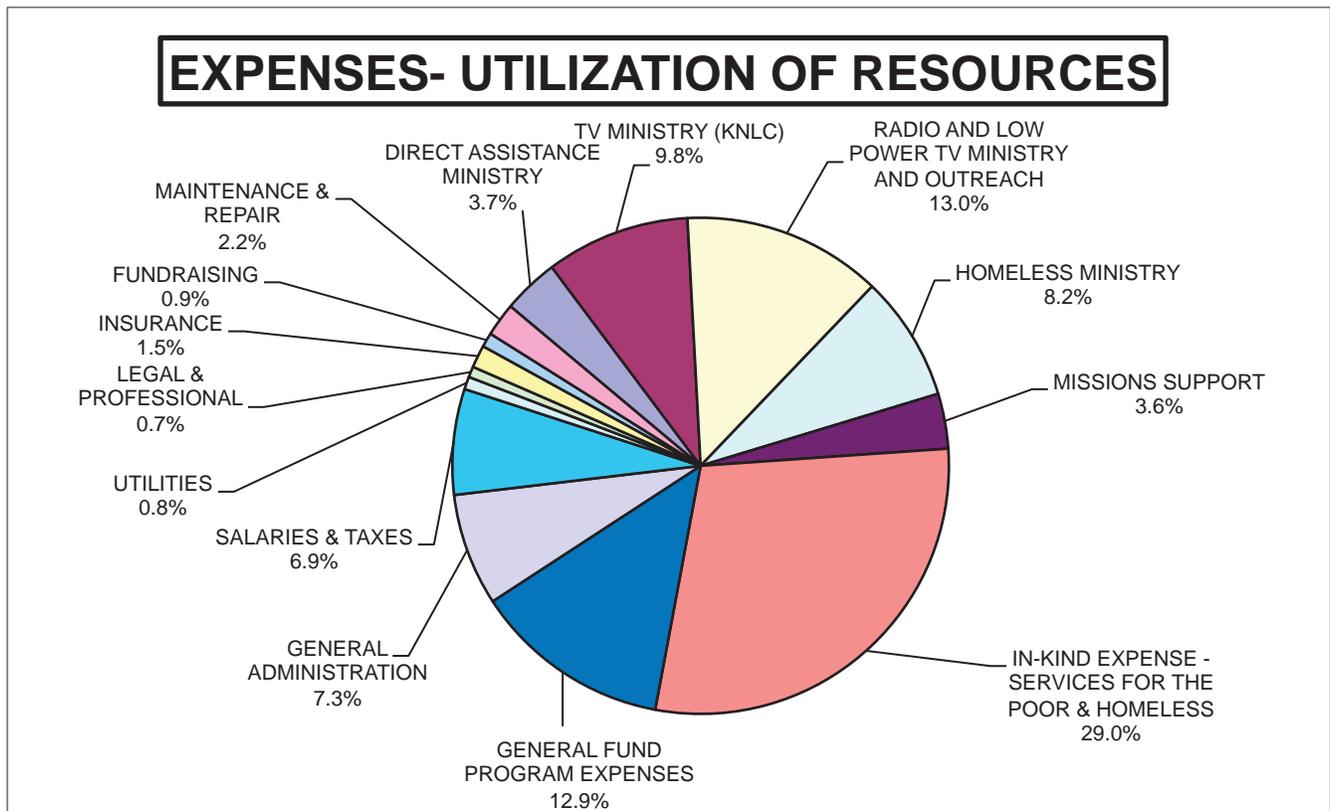
SUPPORT & REVENUE, 2012

REVENUE		%
NLEC CONTRIBUTIONS	1,952,337	53.5%
RENTAL INCOME	87,927	2.4%
TV & RADIO REVENUE	252,477	6.9%
IN-KIND CONTRIBUTIONS	1,285,242	35.2%
OTHER	69,411	1.9%
TOTAL REVENUE	3,647,394	100.0%



EXPENSES, 2012

EXPENSES:		%
PROGRAM AND SERVICES:		
DIRECT ASSISTANCE MINISTRY	161,282	3.7%
TV MINISTRY (KNLC)	413,235	9.4%
RADIO AND LOW POWER TV MINISTRY AND OUTREACH	571,993	13.0%
NEEDY & HOMELESS MINISTRY	360,016	8.2%
MISSIONS SUPPORT	158,000	3.6%
IN-KIND EXPENSE - SERVICES FOR THE POOR & HOMELESS	1,279,067	29.0%
GENERAL FUND PROGRAM EXPENSES	566,973	12.9%
TOTAL PROGRAM EXPENSES	3,510,566	79.7%
SUPPORT SERVICES:		
GENERAL ADMINISTRATION	322,471	7.3%
SALARIES & TAXES	303,461	6.9%
UTILITIES	36,318	0.8%
LEGAL & PROFESSIONAL	30,766	0.7%
INSURANCE	64,880	1.5%
FUNDRAISING	40,984	0.9%
MAINTENANCE & REPAIR	95,822	2.2%
TOTAL SUPPORT EXPENSES	894,702	20.3%
TOTAL EXPENSES	4,405,268	100.0%





Join NLEC:
Contact Us Today!

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www.nlecstl.org



New Life Evangelistic Center

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