

# EXPERIENCE ISRAEL NOW 2016 ANNUAL REPORT

*We're bringing the life-changing lessons from the land of the Bible to audiences everywhere.*

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## Attacking the Gates of Hades

*Reaching the 99 percent who'll never make it to Caesarea Philippi*



In the past 12 months, we've taken people to the "Gates of Hades" by airplane and by way of our virtual tours (inset photo).

## It's been a year ... now we know (more about) what we're doing!

When I left Shirley Hills Baptist Church in August, 2015, people often asked me, "What are you going to be doing?" My reply combined truth and humor. "Come back in a year," I would say, "and then I'll tell you what I'm going to do!"

Well, it's been a year.

Our first year of working full-time on the Experience Israel Now dream has shown us what works well, what isn't, and where we're going next.

One thing is obvious. The concept of "bringing Israel" to those who'll never be able to travel there is a powerful way

of communicating the great truths of the Bible!

It doesn't matter what age our audience has been. Children are engaged. College students love it. Church members young and old love seeing images from the land of the Bible. As one pastor put it, "We were spellbound!"

So we'll keep taking people to the Gates of Hades at Caesarea Philippi, whether we go there on an airplane or travel there in one of our virtual tours. The photos above are a perfect illustration of what we do. Both audiences were hearing the same message from Matthew 16 ... both audiences were visiting the "Gates of Hades!"

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EIN Founder Andy Cook

# Our first 12 months at a glance



**47**  
church  
presentations

Lizella Baptist Church  
Nov. 29, 2015



Mitchell County Prison Revival  
Oct. 13, 2015

**6**  
prison  
presentations

**8**

presentations  
to business  
groups

**5**

new 60-second spots  
for the Christian  
Television Network

**4**

presentations  
on college  
campuses

**1**

presentation  
to a children's  
home

**12,823**

2016  
total attendance  
for EIN presentations

## Founder's Message

And what a perfect picture of our ministry. In the past year, we took 43 people to Israel on two different trips. But nearly 13,000 people made virtual trips to Israel through our EIN presentations!

Thank you for whatever role you've played in helping us get this ministry started. Many of you have prayed for us. Many of you have supported us financially. Many of you have told your friends, pastors and out-of-town relatives about our ministry.

Our ministry partners are more than simply our "donors." We pray for specific needs our ministry partners have,

and they pray for us. Our ministry partners are EIN ambassadors. They help us find new places to speak, promote our products and recruit travelers.

Our biggest dream is to introduce pastors to the simple technique of using images from the lands of the Bible with their own audiences. One day soon, our ministry partners will be part of an amazing celebration as this teaching technique sweeps across America's pulpits!

Ephesians 3:20-21 says God is ready to do more than we can even imagine, as long as we do it for His glory. We're seeing this amazing promise being played out right now. Thank you for being a part of the story!

*Andy Cook/August, 2016*

# Only one percent of the people in your church will ever visit Jerusalem

We think it's critically important to bring the life-changing lessons from the land of the Bible to everyone! That's why we call it "Experience Israel NOW."

People believe what they see.

That's why news outlets all use a combination of Google Earth video clips in their broadcasts. That's why companies include photographs in their investment portfolios. And it's why people are overwhelmed when they return home from a tour of Israel.

"I never thought I could see the Bible in the way I do now," one of our travelers told us at the end of our 2016 hiking tour. "I've learned so much and I've seen some incredible sights!"

"I am leaving here with a better perception of the Bible," said another. "This has been a life-changing experience."

According to the Israeli Ministry of Tourism, only one percent of the people in the average church will ever be able to make the trip to Israel. Roughly 10 percent of the pastors have visited the land they talk about every week! What a pity that so few people engage with these life-changing lessons!

Experience Israel Now wants to change this reality. Instead of focusing on getting more people to Israel, this ministry seeks to bring the powerful lessons from a tour of Israel to audiences everywhere. We're reaching the 99 percent!

Just like major news outlets do with modern-day stories, we use Google Earth video clips to "fly" people to the site of great Bible stories. Once we arrive at a biblical site, we shift into "background video." This offers audiences in churches, prisons, schools and Bible studies a chance to see what they would normally see only on a tour of Israel!

We're not simply planning on sharing this teaching technique on a church-by-church basis. Our dream is to train pastors to use the same tools in their own messages! We believe thousands

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People believe what they see. Visual images are the most powerful teaching tool available to churches today ... and yet almost none of them are using these tools!

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of pastors and Bible study leaders will soon be using the same technology to prove to their audiences that the Bible's story is true. Much of our work in the coming year will focus on exposing pastors to EIN tools. With the help of new ministry partners, we'll focus on this area of our work in 2017, traveling far and wide to pastor conferences across America.

People believe what they see. Visual images are the most powerful teaching tool available to churches today ... and yet almost none of them are using those tools.

We want you to dream with us. We can't spread this message without your help.

Imagine a day when thousands of pastors are showing their people short video clips of locations their Bibles have mentioned. Imagine the impact when those audiences slowly absorb what every traveler to Israel learns on one of our tours: "*The Bible's message ... is true!*"

Want to know more about becoming a ministry partner with EIN? Contact us, and we'll help you become part of our team!

# Here's how EIN creates income ...

Experience Israel Now is in a unique position as a non-profit ministry. This ministry can generate significant income in addition to any tax-deductible donations it receives.

Our income comes from four major areas.

**Trips to Israel.** When our trips have enough travelers, EIN makes a profit on its biblical study tours in Israel. We offered two trips in 2016, generating \$18,200 for the ministry. In 2017, we believe we'll create more than \$50,000 in income through three trips to Israel.

**Presentations to churches.** When Pastor Andy Cook speaks in churches, those churches provide either an honorarium or love offering for EIN. We also sell books and other resources at those churches.

EIN does not charge schools, prisons or businesses for the honor of "bringing Israel" to those audiences. However, it's not uncommon for some of these organizations to provide honorariums or even generous gifts to the ministry.

**Books and other resources.** In our first year, more than \$12,000 has been generated through the sales of books and video-driven resources designed for pastors and Bible study leaders. More books will be released in 2017.

**Gifts to the ministry.** EIN is a registered 501(c)3 ministry,



EIN is known for its "hiking" tours. This group was about to descend into Wadi Zohar for a dramatic look at the Judean Wilderness.

meaning all gifts to the ministry are tax deductible. More than \$29,000 was given to EIN in 2015, and an additional \$10,000 was provided for Israel-trip scholarships. More than \$24,000 has been given to EIN through the first six months of 2016.

One of the most important gifts came from Shirley Hills Baptist Church, which continued to pay Pastor Andy's salary for six months after he left the church in August, 2015. This gave the ministry a priceless head start in its critical first year.

## ... And here's what we do with it.

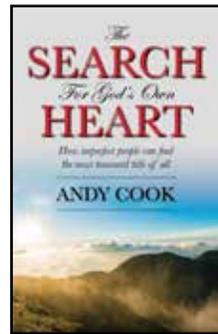
In our first 12 months, Experience Israel Now operated on a \$114,000 budget.

About \$43,000 went to personnel expenses. Again, the amazing generosity of Shirley Hills Baptist Church allowed us to skip all salary and salary-related tax issues for half of our first year!

In order to create resources like books and our video library, we encounter publishing and manufacturing expenses. In the long-run, we'll make a profit from the sales of books and video resources.

But first, those resources have to be created. It cost more than \$6,500, for instance, to publish the second edition of "The Search for God's Own Heart."

We have a great deal of travel expenses as we traverse the country trying to share the



EIN concept. We are also experimenting with advertising sources and vendor opportunities at pastors' conferences in an effort to find the best way to get our products in front of our target audience.

We also have offered scholarships to students and ministry personnel for many years, even before the official creation of EIN. Since 2000, we've given away more than \$100,000 in trips to students and pastors! In 2016, we provided three full trip scholarships.

## Want to become a ministry partner?

We have a growing team of ministry partners. These like-minded believers pray for the work EIN is doing, and they provide the financial support we need to accomplish our mission.

Our most valuable ministry partners send us monthly support, helping us plan our work on a long-term basis. Others give

one-time gifts, or even gifts for a specific project. Some will include EIN in their estate planning.

We have on-line giving options at [experienceisraelnow.com](http://experienceisraelnow.com). We can also help you set up an automatic giving plan through your bank.

Or you can simply send gifts to:

Experience Israel Now (or "EIN")  
164 Old South Way  
Ft. Valley, GA 31030

Contact us directly for more information:

Phone: 478-954-3885  
email: [pastorandyc Cook@gmail.com](mailto:pastorandyc Cook@gmail.com)  
[experienceisraelnow.com](http://experienceisraelnow.com)