

**UCB** **RADIO**  
**2024**  
**IMPACT**  
*Report*



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# Our MISSION

## IGNITE HOPE IN JESUS ACROSS CANADA



# Message from: **LEADERSHIP**

**As I sit down to reflect on this past year, my heart is full of gratitude for all that God has done through UCB Radio—and for you, a faithful supporter who makes it all possible. Because of your generosity, countless lives have been touched by messages of hope, encouragement, and faith.**

Every day, we hear stories of people who have been uplifted at just the right moment—a song that spoke to their struggles, a devotional that brought peace, a testimony that reminded them they are never alone. These are not just coincidences; they are God-moments, orchestrated through your kindness and commitment to sharing His love.

In this impact report, you will see firsthand the difference your support has

made. You will meet individuals whose lives have been transformed, communities that have been strengthened, and new doors that have opened for UCB Radio to reach even more people with the message of Jesus.

Together, we are not just broadcasting—we are building a movement of hope across our nation. Thank you for standing with us, for believing in this ministry, and for being part of this incredible journey. As we look ahead, we do so with faith, knowing that God will continue to use UCB Radio to bring light into the darkness.

May you be encouraged by the impact of your generosity, and may God bless you abundantly for all that you do to advance His kingdom.

With deep appreciation,



James Hunt  
CEO | UCB Radio



# Advancing: CANADA

**We are thrilled to celebrate some extraordinary milestones with you in this year's Annual Impact Report!**

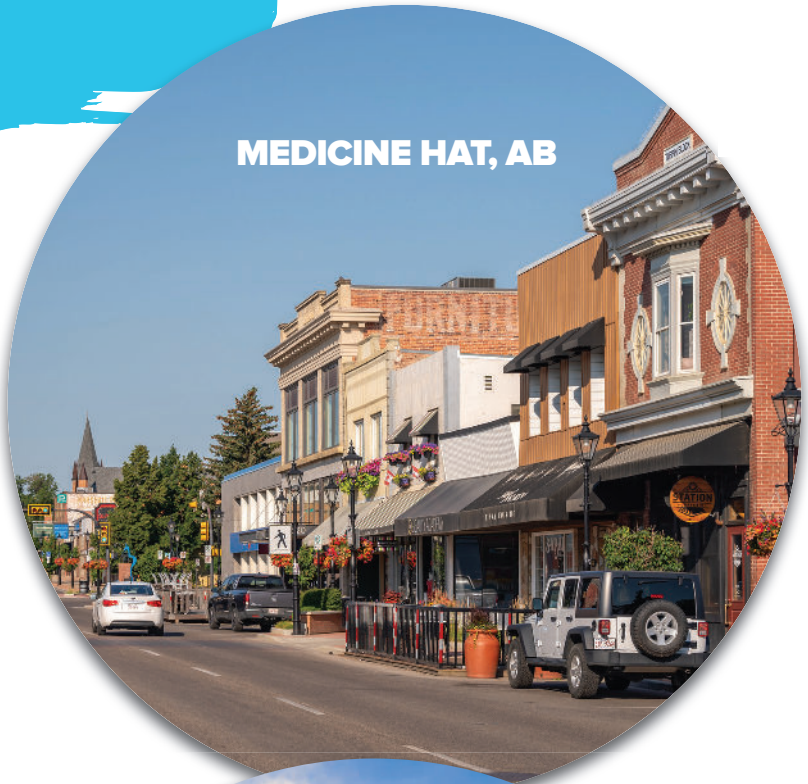
UCB Radio has taken a powerful leap forward, launching **two new stations**—one in Medicine Hat, Alberta, and another in Saskatoon, Saskatchewan. These stations are more than just frequencies; **they are lifelines of hope, faith, and encouragement to communities in need.**

Along with launching Regina in 2023, this expansion is a monumental step in our mission to spread the life-transforming message of Jesus across Canada. In a world that often feels chaotic and uncertain, the need for uplifting, Christ-centered content has never been greater. **Now, more than ever, we must press forward—to reach more hearts, to offer more encouragement, and to ensure no one is left without the truth of God's love.**

None of this would be possible without the unwavering generosity of our donors across Canada. Because of them—because of you—we are igniting a movement of light and encouragement, one station at a time.



**MEDICINE HAT, AB**



**SASKATOON, SK**



# New beginnings: **SASKATOON**

**“UCB Radio really helped us to turn our lives around.”**

2024 allowed us to further expand our reach into Saskatchewan with the launch, in June, of UCB Radio in Saskatoon and the surrounding communities—and we received an overwhelming welcome!

With Saskatoon CIHX 103.1 now on the airwaves, we’ve been able to share uplifting music, inspiring messages, and a sense of community with even more people, enriching lives and providing a space for positivity throughout the city.

Stacey, a new listener, shares her love of UCB Radio with us:

***I was dealing with some addiction in the family and feeling discouraged, and one day I got into my car and this new radio station was on - UCB Radio. Nobody turned it to that station, it was just miraculously on the channel. We loved it as soon as we heard it. UCB Radio really helped us to turn our lives around. I’ve noticed that I’m more uplifted, and I feel more in love with Jesus than ever. The music really encourages me throughout the day, and whenever I’m feeling down or discouraged I turn on UCB Radio and start singing along!***

**Stacey**  
Saskatoon, SK



It’s as though the station found them at just the right moment, and from that day on, UCB Radio has become a gentle source of encouragement for Stacey and her family. Whenever people are feeling down or uncertain, they can find comfort in the songs and messages. Over time, they will feel lighter, more hopeful, and deeply in love with Jesus—more than ever before. UCB Radio has quietly become part of their journey, and on the darker days its offering light.

What a blessing it is to hear how UCB Radio is providing a positive impact in the lives of Canadians across our great country.



# New beginnings: MEDICINE HAT

One year ago, UCB Radio arrived in Medicine Hat, Alberta, and already, the impact has been profound. God is working through this station, touching lives, restoring hope, and bringing peace to hearts that need Him.

Every day, listeners tune in and find exactly what they need in that moment—whether it’s a song that speaks to their situation, a message of encouragement, or a reminder that they are never alone.



## “He is now in my heart 24/7.”

For Brian, UCB Radio has become more than just a station—it’s a daily reminder of God’s presence in his life.

*“He is now in my heart 24/7. The peace I have is unbelievable. UCB Radio is a reminder of what God can do and that He’s always with me!”*

Can you imagine the difference it makes to wake up every day with peace instead of anxiety? That’s the power of what God is doing through this station.

## “I’m getting through the struggles of life.”

For Samuel, life has been anything but easy. Challenges have weighed on him, but he has found strength through the positive, Christ-centered music and messages on UCB Radio.

*“I appreciate the positive music in a difficult time. I’m getting through the struggles of life with the help of God and UCB Radio.”*

Samuel’s story is one of so many—people who are facing uncertainty, loss, or hardship, yet find hope through the songs and words that fill their homes and hearts each day.



## **“Every morning, I feel encouraged.”**

For Justine, UCB Radio is the start of her day—the foundation that sets the tone for what’s ahead.

*“Every morning, I feel encouraged when I hear your songs and the Word. It’s a great start to my day. Thank you!”*

How amazing is it that something as simple as turning on the radio can bring renewed faith and encouragement before stepping into the challenges of the day?



## **“It’s like a shining light in a dark world.”**

For Lana, the world often feels overwhelming, but UCB Radio helps her stay centered in God’s truth.

*“It’s a blessing. I turn it on every morning after I do my prayer devotions. The world we live in is just so dark, and UCB Radio is like a shining light. I love to wake up to it every morning and bring God’s blessing into my heart.”*

In a time when fear and negativity dominate so much of the world, people like Lana are choosing to fill their lives with faith and hope.



## **“We NEED this encouragement every morning.”**

For Carrie, UCB Radio has become a lifeline in the midst of unexpected change.

*“Thank you for this station! My family is going through a tough season, and we have adult children and grandkids in our house suddenly—we NEED to hear this positive encouragement every morning on our radio!”*

When life shifts unexpectedly, when burdens feel heavy, God meets us right where we are. For Carrie and her family, UCB Radio has been a steady voice of hope in the midst of uncertainty.



# Impact: YOUR REACH

UCB Radio is proud to be heard across Canada on 14 stations, both through the FM frequency and through online streaming. Our reach extends beyond traditional radio, allowing listeners to tune in wherever they are, whether at home, on the go, or at work. With our website and mobile app, we make it easy for people to connect with uplifting music, encouraging messages, and inspiring content wherever they may be.

This widespread availability helps us touch even more lives, offering hope and positivity to listeners from coast to coast, anytime and anywhere they need it. We have our sights set to the future on British Columbia, specifically Kamloops 99.1 FM and Kelowna 88.1 FM with targeted launch dates set for 2026.

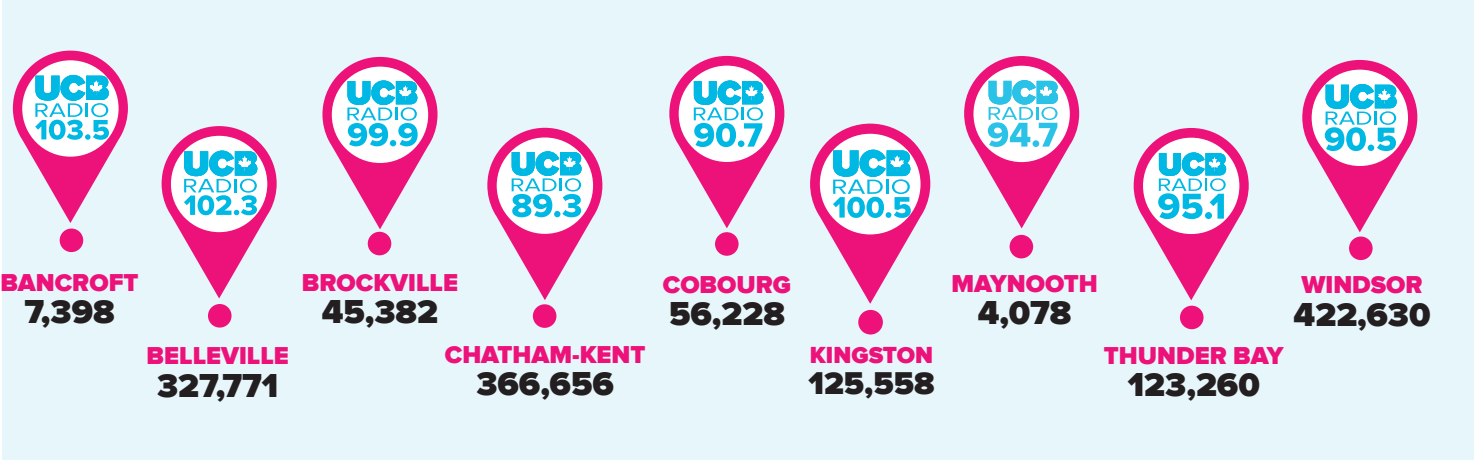


UCB Radio reaches **hundreds of thousands of people** across Canada because of your support!

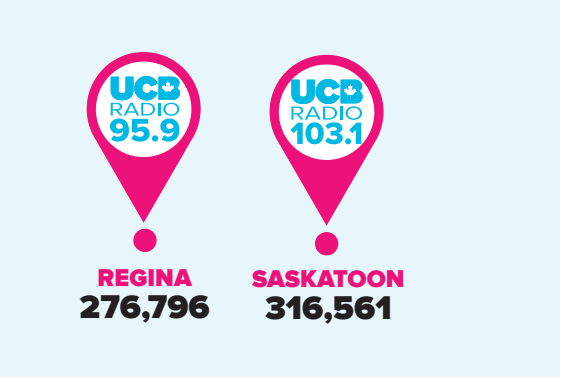
At UCB Radio, we believe in the power of radio to reach, engage, and inspire, offering a unique opportunity to connect with an audience that’s loyal, engaged, and ready to act.



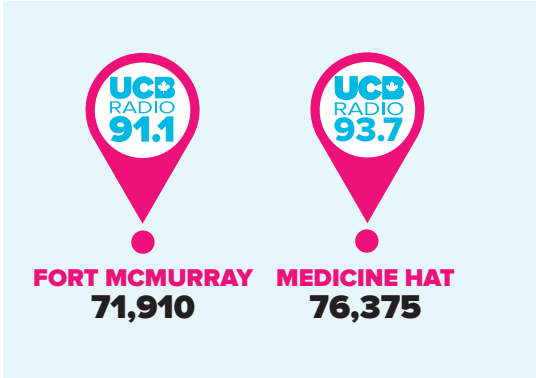
Ontario



Saskatchewan



Alberta



Because of **YOU** we are reaching over **2.2 million people!**

# Kelowna & Kamloops: COMING SOON

We are overjoyed to share an update on the progress of bringing UCB Radio to Kelowna—and possibly Kamloops! Since announcing this exciting expansion, we have been encouraged by the interest from the community.

People in Kelowna have expressed how much they are looking forward to having access to uplifting, faith-based radio right in their city. And the excitement doesn't stop there—conversations are continuing about the possibility of launching in Kamloops as well!

However, we're not there yet. While momentum is growing, we still need financial support to make this vision a reality. Every dollar given helps us take another step toward getting on the air in these cities. The good news? We're closer than ever!

KELOWNA, BC

KAMLOOPS, BC



# God's Word in PRISONS

**“I heard this song on UCB Radio and it brought encouragement and hope to me”**

Our Impact is strongly felt within the prison system with over 12,500 copies of **The Word For You Today** reaching inmates across Canada in 2024. Imagine the impact of opening these pages and finding hope in God's promises.

We receive many stories from people in prisons receiving God's word. A prison chaplain shares his story with us:



***“I have the privilege of being the chaplain in one of the Federal prisons in Ontario and several inmates come to me through the week and they say ‘hey, I heard this song on UCB Radio and it brought encouragement and hope to me.’ I’m grateful that I’m able to partner in the lives of broken people, such as mine, and journey together with great Christian music.”***



Sherry, an inmate in another Canadian institution shares how much **The Word For You Today** has meant to her.

Here's what she had to say:

***“The chaplaincy department hasn’t restocked your publication for a while. Yours is my absolute favourite and I feel lost without my daily devotions from The Word For You Today. I miss it so much and I’ve been re-reading the last two books in lieu of having it.”***

What an incredible reminder of how God's grace touches our hearts and shapes the lives of those who seek Him! Each page is a testament to the unfailing love and guidance God offers us. It's a source of spiritual nourishment.

Stories such as these only serve as proof of our continued need to spread this message of Hope and renewal through **The Word For You Today**—a beacon of light in the lives of so many.

# Working TOGETHER

**952 people  
joined the  
giving family in  
2024.**

**121 joined the  
Hope Team  
of monthly  
partners!**

**Over 4960  
people helped  
fund UCB  
Radio in 2024.**

**Our incredible donors are the heart of UCB Radio, making it possible to share hope and encouragement with communities across Canada.**

This past year, we've been blessed by the generosity of so many—longtime supporters who continue to stand with us, new donors who have joined the mission, and those who have committed to ongoing monthly support.

Each gift, whether large or small, represents a step toward transforming lives through faith-filled content. It is because of your generosity that we are expanding into new cities, reaching more hearts, and ensuring that UCB Radio remains a trusted source of biblical truth and uplifting music.

***Thank you* for being part of this incredible journey—we  
couldn't do it without you!**



# Community Impact PARTNERS

One of the many ways the community supports UCB Radio is through advertising their businesses on our station. Local businesses, organizations, and ministries partner with us not only to reach a faith-based audience but also to invest in a mission that uplifts and inspires people daily. By choosing to advertise with UCB Radio, they are aligning their business with positive, family-friendly values while also ensuring that our station remains strong and continues to grow.

Advertising revenue currently makes up approximately 20% of our total funding, making it a vital source of support that helps sustain and expand our ministry. These partnerships enable us to keep broadcasting messages of hope, encouragement, and biblical truth across Canada, reaching listeners exactly when they need it most.

We are deeply grateful for the businesses and organizations that choose to support UCB Radio in this way, knowing that their investment is making a meaningful impact in communities nationwide.



Lana Siman, one of the owners of Siman Auto sales in Regina, SK told us “We are proud promoters of UCB Radio for the past year and a half. We originally started advertising with UCB simply to provide financial support for Christian radio in the local community.”



Dwight Siman continued “It became much more than that. Since they first began, we’ve had our customers coming to tell us that they’ve heard our ads on UCB Radio. I’m always pleasantly surprised whenever I go out to assess a vehicle being traded in or consigned to find their radio was tuned to UCB 95.9. I think people are being led and fed by UCB’s efforts to reach out with the message of hope and encouragement”



**86 businesses became community impact partners in 2024, helping to ensure Hope in Jesus is spread all across Canada!**



# In The COMMUNITY

At UCB Radio, we believe that being present in our communities is an essential part of our mission to share the hope of Jesus. Whether it's supporting local events, partnering with charities, or working alongside ministries, we are committed to being a source of encouragement and light. We understand that people need to see and experience the love of Christ in tangible ways, and that's why we actively engage with those around us—bringing positive, uplifting messages and practical support where it's needed most. Together with our listeners and supporters, we are making a difference, pointing people to the One who offers true and lasting hope.



**UCB Radio  
was able to  
promote over  
370 concerts &  
events in 2024**



**Through our Community Connections segments, we highlight local charities and ministries with dedicated 60-second on-air spots, sharing their mission and impact with our listeners.**



"UCB Radio's Community Connection is more than a resource—it's a lifeline for local charities making a difference. Through heartfelt promotional segments aired throughout the year, this initiative has shone a spotlight on our Northumberland Youth Unlimited ministry, introducing it to countless new hearts and homes.

Because of these segments, we've seen incredible growth: more people engaging with our mission, increased recognition for our work, new donors stepping in to support, and a surge of volunteers eager to join us." - Tony Posthumus | Executive Director, YFC Northumberland

# Hope At CHRISTMAS



In December 2024, UCB Radio launched the "Hope Together This Christmas" campaign, aiming to spread compassion and build community during the holiday season. Listeners were invited to nominate individuals or families in need of encouragement, resulting in hundreds of heartfelt submissions. Through this initiative, UCB Radio blessed families like Robyn and Gus, as well as the Hunter family and also Darwyn's family, providing them with support and hope. This campaign exemplified the true spirit of Christmas by fostering unity and sharing the love of Jesus within the community.

Robin, her husband Gus, and their 8-year-old daughter have faced incredible challenges. Over the past two years, Gus has been courageously battling cancer, and Christmas 2024 will be their last Christmas together as a family. With the generous support of listeners like you, along with our Miracle Partners, UCB Radio was thrilled to bless the Watson family with a special Christmas they will never forget.



The community came together to bless Darwyn and his family with a Christmas Miracle—one where he could deeply feel seen, loved, and protected. Hope Together

"This Christmas was an awesome opportunity for me as a YFC worker, to connect deeper with a family I have worked with for years. It was a chance to show the beauty of the body of Christ to a family that needed it both physically & spiritually. It was an honour to work with UCB Radio to uplift a single father who has been through so much!" Tyler, YFC



Kory was diagnosed with a brain tumor that doctors cannot operate on. Natalie, his wife, has stepped in as his full-time caregiver, and they are facing mounting expenses, all while the kids navigate this difficult new chapter. However, we were able to bring a Christmas Blessing to the family.

"I was talking with Natalie and Kory and I wanted you to know how much UCB's Hope Together has given fresh breath into their home. The kids are happily distracted and looking forward to going to the globetrotters with dad, compared to counting down the days left with dad. This is So huge." Tim (Nominator)



# Coming In 2025

2025 will be a pivotal year for UCB Radio—a time to strengthen our foundation for lasting impact. This year, we are focused on securing financial stability to sustain and expand our ministry in the years ahead. At the same time, we are returning to our roots with a new initiative dedicated to equipping and uplifting the local Church. By developing strong systems and refining our processes, we aim to enhance efficiency and provide even greater customer service to our listeners and partners. With God’s guidance and the support of our community, we are preparing for a future of growth and greater Kingdom impact. Here’s just a few of the initiatives for 2025:

## Gearing up for Kelowna

As we step into this incredible opportunity to expand into British Columbia, we are preparing for an exciting journey—one that includes purchasing and installing broadcasting equipment in a unique mountaintop location! Beyond the technical work, we are deeply committed to connecting with the local community, listening to their needs, and discovering how UCB Radio can be a source of hope and encouragement.

**When the Body  
of Christ unites,  
we are truly  
Better Together.**

## We are “Better Together”

Better Together is a UCB Radio initiative designed to bless and support the local church by amplifying its mission, vision, and impact within the community. Each month, UCB will feature a church on-air, sharing its story and highlighting its role in the community. Church leaders will have the opportunity to clearly communicate their message, ensuring both their congregation and the wider audience understand their purpose.

This initiative provides valuable exposure while inviting UCB listeners to pray for, support, and engage with these churches—because when the Body of Christ unites, we are truly Better Together.



## Hope Together - Sending a Kid to Camp

This year, we're expanding our mission of spreading hope by partnering with local summer camps to give children the opportunity to experience camp—especially those who might not have the chance otherwise. Building on the success of our Hope Together This Christmas campaign, Hope Together – Send a Kid to Camp will allow families facing difficult circumstances to nominate children for a life-changing camp experience. Through this initiative, multiple kids will have the chance to enjoy fun, faith-building moments in a supportive environment. It's a wonderful way to bless the community while also sharing the heart of UCB Radio with even more families.



## Reaching out at Christmas

Every December, UCB Radio switches to 100% Christmas music, and while some may miss their usual favorites, there's a powerful reason behind this change. Think of it like an open house—a welcoming invitation for people who might not otherwise tune in. Just like a beautifully staged home draws in potential buyers, familiar Christmas songs create an open door for new listeners to discover the heart of UCB Radio.

Many across Canada have never heard of us, but during this season, they'll stop by for the music and stay for the message—one filled with hope, encouragement, and the true meaning of Christmas—Jesus. They'll hear childhood favorites, stunning renditions by Christian artists, and uplifting songs that point to the Gospel. And our prayer is that once they step inside, they'll continue listening long after December 26. If you have something good, why hide it? This Christmas, we invite you to share UCB Radio with friends, family, and coworkers—you never know who might be touched by what they hear!



“Last Christmas, I discovered your station while looking for holiday music, and I noticed you were playing Christmas songs for the entire month. It was a new station to me, but I loved how you shared the season's spirit. We always strive to be a blessing to others, and UCB Radio helps us do that.” - Lois, Earl Grey, SK



# How You Can Get INVOLVED

## PRAYER

Prayer is the foundation of everything we do. Your prayer support is vital as we work to bring the message of Hope in Jesus to our nation.

Monthly donors are the backbone of UCB Radio, providing stability and allowing us to plan and operate effectively. To sustain and grow our ministry, we need more monthly supporters to ensure this vital work continues.

## JOIN THE HOPE TEAM

## GENERAL SUPPORT

With each donation Hope is shared. We can't bring daily encouragement to you or your community without the financial support of our listeners and friends of the ministry. There are many areas that need support. Give us a call to find out how you can help transform our nation for Jesus.

If you own a business and want to support UCB Radio while increasing your visibility, join our Community Impact Partners. Our expert team will help create a tailored advertising campaign for maximum impact.

## COMMUNITY IMPACT PARTNERS

## CHARITY UNDERWRITING

If you're passionate about a local charity and want to help raise awareness, you can underwrite their advertising campaign on UCB Radio. Your will amplify their message, reaching more people and making a greater impact in the community.

After seeing the impact of last year's Hope Together This Christmas, you're inspired to get your business involved this year. Join us as a Miracle Partner and help bring hope to deserving families this Christmas season. Get in touch to make a difference!

## HOPE TOGETHER THIS CHRISTMAS SPONSOR

# Our FINANCES

## Honouring God Through Stewardship

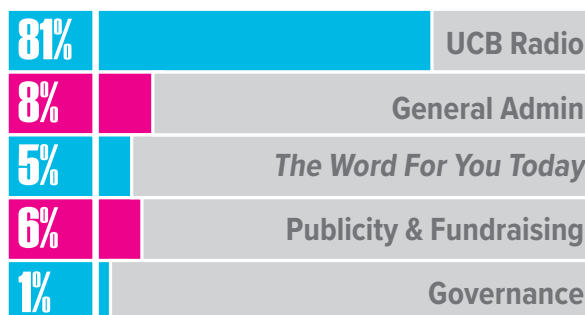
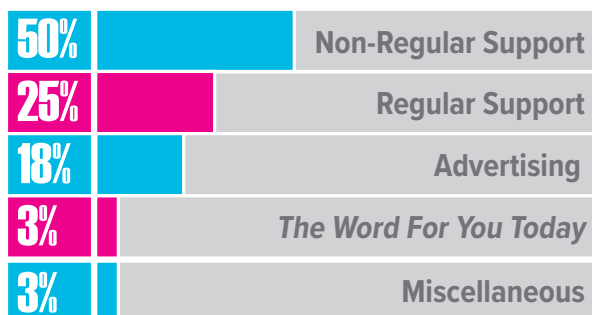
Our faith in Jesus Christ is the centre of all we do, and that includes our Godly stewardship of all generous gifts that were given sacrificially. Every dollar is used wisely and efficiently with maximum total contributions going directly toward ministry.



**\$3,135,424**  
**Total Dollars Received**  
**in 2024\***



**\$3,444,629**  
**Spent bringing Hope**  
**to Canadians\*\***



We hold ourselves to a high standard of integrity and accountability, this includes having an **Ethical Fundraising and Financial Accountability Code** as well as being a certified member of the **Canadian Centre for Christian Charities (CCCC)**. We undertake all reasonable efforts to use your gift as designated. All gifts will be distributed as directed. If that need has already been met, it will be attributed to a similar part of the ministry.

# Our TEAM

UCB Radio is powered by the Holy Spirit and a dedicated team of 21 staff members, guided by experienced and passionate leaders who are committed to our mission. Their vision and leadership drive our efforts to ignite hope in Jesus across Canada, using Christian media to inspire, uplift, and transform lives.



**James Hunt**  
Chief Executive Officer



**Dave Callan**  
Chief Operating Officer,



**Brad Linnard**  
Director of Content,



**Liz Latchford**  
Director of Development & Marketing,



**John Roeper**  
Director of Operations

## Our GOVERNANCE

UCB Radio operates under the guidance of a Board of Directors who follow best practices in board governance and strategic oversight. Our talented board of directors is a group of 6 individuals with unique backgrounds and experience who work together to provide the leadership and direction needed for the ministry of UCB Radio Canada to continue moving forward and growing.

**Philip Wild**  
Chairperson,  
Independent  
Financial Advisor

**Linda Korgemets**  
Treasurer  
Retired, CPA

**Dango Gogo**  
Director,  
Lawyer

**Roshani Morton**  
Director,  
CRCNA - Director  
of Advancement  
(Canada)

**Peter Lammers**  
Director  
Business Owner

**Rev. Bob Beasley**  
Director  
Senior Vice President,  
Bible League of Canada





UCB Media Canada, the parent organization of UCB Radio and *The Word For You Today*, is registered as a Charitable Organization with the Canada Revenue Agency (CRA), registration number 877730713RR0001.

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