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INFORM • INSPIRE • ENGAGE

Cooperative Baptist Fellowship of North Carolina  
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Dear CBFNC Partnership Development Committee:

I am pleased on behalf of the Board of Directors and staff of the Associated Baptist Press to provide this annual letter outlining some of the ways in which our organizations' missional collaboration bore fruit during the 2012 year.

ABP was founded in 1990 as the first and only independent news service created by and for Baptists. During the past five years, ABP has reinvented itself in response to sweeping changes in religious journalism, denominational news organizations and communication technology, coupled with equally significant changes in American culture and religious life, including the Baptist movement. Our mission remains unchanged: *to serve Christ by providing credible and compelling information about matters of faith*. The ways we carry out that mission have changed dramatically.

ABP has transitioned from an independent news service that provided news stories to a network of Baptist state papers and to secular news media to an autonomous, nonprofit, religion news organization that provides news, features and opinion content every weekday directly to Baptist Christians and churches worldwide.

Our business model is daring. ABPnews provides its content *free of charge* through our primary website, [abpnews.com](http://abpnews.com), and our companion site, the ABPnews blog. In turn, we rely on our readers and ministry partners like CBFNC for the financial resources to produce that content. More than 90 percent of our annual operating budget comes from contributions from individuals, churches and organizations that believe a free and unfettered source of information is essential to the integrity of the gospel and to the health and vitality of the Baptist witness to the gospel.

ABPnews embraces and serves its missional collaboration with CBFNC by providing an autonomous and trustworthy source of information to the individuals and churches that are a part of the Cooperative Baptist Fellowship and CBFNC. Our work informs and enhances the ministries of CBFNC and CBFNC congregations by offering:

- free and responsible journalism that encourages accountability and transparency in Baptist life;
- inspiring stories about the ways CBFNC churches and individuals are making a difference in the world in the name of Christ;
- practical ideas about how to live faithfully at the intersections of life and faith;
- meaningful dialogue that is illumined by truthful and accurate information;
- ways to connect with others in the broader CBF network in the U.S. and globally;

- a diversity of viewpoints that help shed light rather than heat on the challenging moral and social issues of our day;
- insights and ideas from a new generation of Baptists, including emerging leaders who are bringing new energy and vitality to the Baptist movement; and
- a voice for the voiceless, including the poor, the disadvantaged and the marginalized people in our world.

During the past year, ABPnews produced feature stories on ministries and events of CBFNC and its churches. Our team of journalists reported on newsworthy developments in the life of CBF nationally and regionally. We covered issues of social justice, ethics, and public policy that were of importance to people of faith. We covered the response of Baptists to the devastation of natural disasters. We told stories of Baptist churches and organizations that are part of the Baptist World Alliance.

In 2012, ABPnews produced profiles of interesting CBF leaders, both clergy and laypersons. We informed members of the CBF network of the deaths of denominational leaders, teachers, pastors, missionaries and others who made important contributions to the Baptist witness. We highlighted effective models of ministry that may inspire other individuals and churches toward meaningful missional engagement in their communities and beyond. Through our news analyses, we interpreted important trends and issues for and among Baptists.

Through columns and commentaries on our website and articles posted to the ABPnews blog, ABPnews provided our CBFNC readers a rich diversity of thoughtful viewpoints on matters of faith. Two of our senior columnists are part of the CBFNC network: Bill Leonard, an internationally renowned church historian and retired dean of the Wake Forest University Divinity School, and Bill Wilson, president of the Center for Congregational Health and one of the nation's foremost experts on congregational life. Some of our most popular commentary writers and blog contributors are leaders in national CBF and CBFNC.

Associated Baptist Press, Inc. is governed by an independent board of directors, chaired in 2013 by Dr. Kyle Reese, pastor of Hendricks Avenue Baptist Church in Jacksonville, FL. Our North Carolina board members are Bill Wilson, president of the Center for Congregational Health, Winston-Salem; and Jayne Davis, minister of spiritual formation at First Baptist Church, Wilmington.

In 2012, ABPnews received a total of \$21,535 from allocations through the CBFNC's Mission Resource Plan. That total accounted for four percent of our 2012 operating budget of \$552,088. Additionally, we are grateful for the 10 CBFNC congregations who stepped forward as advocates for a free press for free Baptists to include ABPnews in their respective ministry budgets in 2012 as part of our board-sponsored Church Champions Initiative: FBC, Raleigh; FBC, Wilmington; Ardmore, Winston-Salem; Mount

Carmel, Chapel Hill; Snyder Memorial, Fayetteville; FBC, Shelby; FBC, Gastonia; Oakmont, Greenville; FBC, Lumberton; and Woodland, Wake Forest.

Contributions from CBFNC, our Church Champion congregations, and individual supporters in North Carolina helped undergird the costs of gathering, reporting, editing and publishing the news, features and opinion content provided every business day to Baptists and Christians worldwide. Our commitment is to be faithful, effective stewards of your financial support. ABPnews maximizes its financial resources by functioning as a virtual organization and keeping overhead expenses to a minimum. We have no indebtedness. We do not own buildings or lease office space for our staff.

We are grateful for our ministry partnership with CBFNC and eagerly look forward to ways we can strengthen our missional collaboration in future years.

With profound appreciation,

A handwritten signature in black ink that reads "David R. Wilkinson". The signature is written in a cursive, flowing style with a large initial "D".

David R. Wilkinson, Executive Director