



MARTYN  
LLOYD-JONES

# 2024 Year End Newsletter

# The Word Advances: MLJ Trust's 2024 Year in Review

*Dear Friends of the MLJ Trust,*

As we approach the end of 2024, we are humbled and grateful to share how the Lord has continued to use Dr. Lloyd-Jones's ministry to reach souls worldwide. This year has been marked by extraordinary growth and several exciting discoveries that have expanded our ability to share these timeless sermons.

## 2024 Highlights

### New Sermon Discoveries

We are thrilled to report the discovery of 15 previously unheard sermons by Dr. Lloyd-Jones, which have been carefully restored and added to our collection. These precious messages, some dating back several decades, are now freely available on our website.

### Digital Ministry Growth

- Overall reach expanded by 30% to 850,000 users in the past 12 months
- Approaching 25 million total sermon downloads since 2013
- Over 3 million new downloads in 2024 alone



## **YouTube Ministry Expansion**

- Completely overhauled our YouTube presence with improved content and accessibility
- Added transcriptions in multiple languages
- 80% increase in YouTube traffic with over 1 million views
- Surpassed 30,000 YouTube subscribers



## **Social Media Impact**

- Approaching 100,000 combined followers across platforms
- Monthly reach exceeding 250,000 people
- Enhanced weekly content strategy across all channels



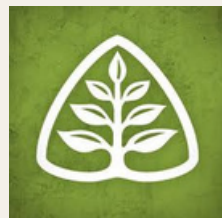
## MLJ App Improvements

We have made significant strides in enhancing the MLJ app this year. Our development team has been hard at work, releasing several updates and bug fixes to improve the user experience. We are excited about the app's progress and are committed to continually refining it to serve our users better.



## Conference Attendance

In 2024, we have been actively participating in conferences to spread the word about Dr. Lloyd-Jones's sermon library. Our team had the privilege of attending the Ligonier, G3, and Founders conferences, where we connected with many individuals eager to learn more about these valuable resources. We plan to continue this outreach in 2025, representing the MLJ Trust at various events and helping more people discover the wealth of biblical teaching available through Dr. Lloyd-Jones's sermons.





## Looking Ahead to 2025

As we move forward, we are pursuing several initiatives to further expand the reach of Dr. Lloyd-Jones's preaching:

- International Translation Initiative – Beginning with Spanish, we're working to make these sermons accessible to non-English speakers worldwide
- Enhanced Video Ministry – Expanding our YouTube presence with both long-form and short-form content
- Platform Improvements – Developing better user experiences across our website and app



## **Your Support Makes This Possible**

These initiatives continue solely through the generous support of God's people. We operate with no staff costs and direct over 90% of donations directly to ministry purposes. As we approach year-end, would you prayerfully consider supporting this work?

To make a tax-deductible donation, please visit:

**<https://donatenow.networkforgood.org/mljtrust>**

Thank you for partnering with us in making these treasured sermons freely available to all who seek them. May the Lord continue to use these messages for His glory and the advancement of His kingdom.

Yours faithfully,  
Greg Jones  
MLJ Trust

P.S. All donations made by December 31st, 2024, are tax-deductible for the current year.

