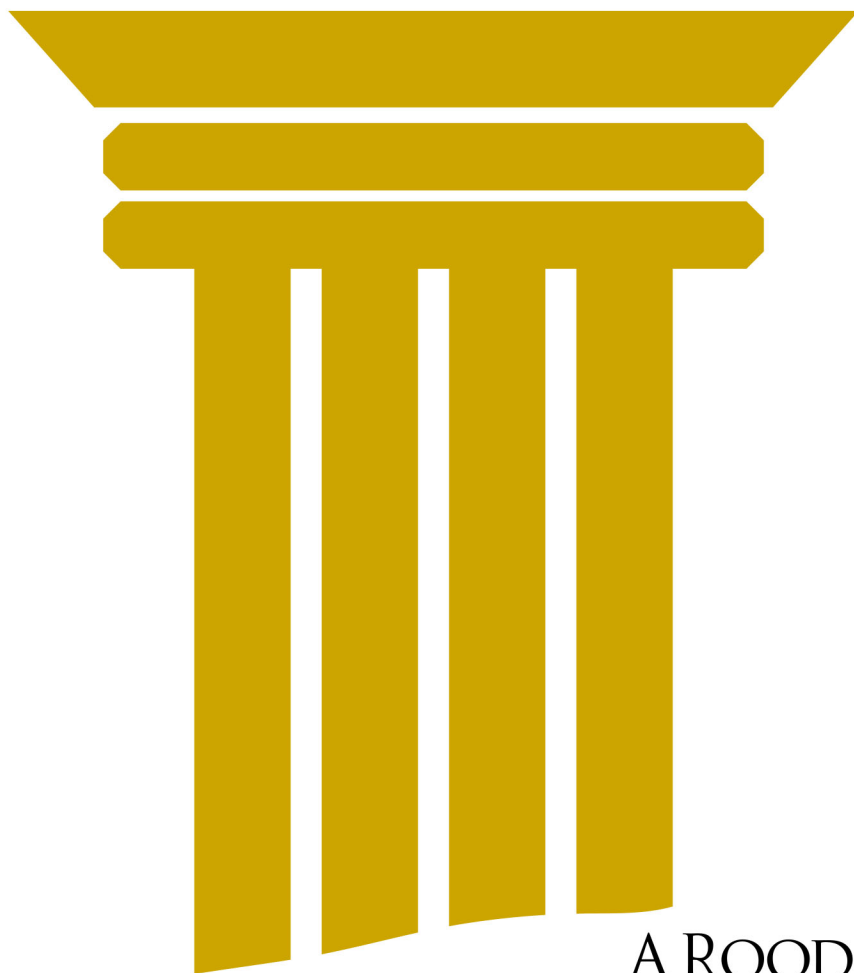


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A ROOD AWAKENING![®]
INTERNATIONAL

2023 Annual Report

Our Ministry

I got into ministry for one reason — it was my duty. The Almighty had given me a vital message about what I had been observing in Churchianity since I was a teen. Something wasn't quite right, and it was my job to teach the truth.

Thanks to your obedience to the Almighty, that truth is now reaching farther than ever! Your support is changing lives. You make it possible for people to finally understand what they've been missing. You are the reason for every "Rood Awakening."

We have had both success and challenges in 2023 and we have seen the hand of YeHoVaH guide us through every step. As we look ahead to 2024, I need you to think ahead with me. We can only reach so far and that's where you take over. Together, we can get the Truth to places we never thought possible.



See you when the smoke clears,

Michael J. Rood



In His service,

*Tedd Clayton
Chief Executive Officer*

Our Mission

Throughout the year, we have witnessed incredible transformations in the lives of countless individuals as they have come to understand the profound truths found in the Scriptures and the teachings of Yeshua (Jesus). Your generous contributions have made it possible for us to reach a global audience and share the message of redemption, restoration, and reconciliation.

We are humbled and grateful for your dedication to the ministry of A Rood Awakening! International. Your partnership allows us to continue our mission of making the truth of the Messiah known to all. May the coming year bring you abundant blessings and joy and may our shared journey in faith continue to grow and flourish.



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Your Team

When you contribute to spreading the truth of Yeshua through A Rood Awakening! International, you're more than a financial donor or a prayer warrior — you're our partner in ministry! That's why we call our front line staff members "Partner Services" and "Partner Relations." And since you'll be talking to these folks personally, we thought it would be good for you to know them a little better.



Angie Clark — Next year, Angie will celebrate 10 years with the Rood Crew! Her main focus is taking care of our Ambassador Club members, whom she considers family! Speaking of family, Angie is a proud grandma, she loves hiking the trails in the Carolinas, and she's an amazing set designer because she is a certified Interior Decorator! Her passion is the Land of Israel and seeing YeHoVaH move in prophetic levels never seen before — maranatha!

Matthew Weimer — Our resident walking encyclopedia of Michael Rood teachings, Matt was raised on a cattle ranch in Colorado. After a taste of living in Washington, DC, he moved back to Colorado where he had a "Rood Awakening" at a Michael Rood event in 2013; Torah pursuance then became his passion! He began working for the ministry two years later and shortly thereafter met the love of his life, Laura, to whom he is now married and shares a beautifully blended family.



Tiffany Pennachio — Tiffany is a self-described "nerd" with a degree in Mathematical Physics and experience as a high school teacher. But on the day she began teaching evolution in biology class, she came to a crossroad when a student asked, "Why are you teaching lies?" Through prayer and massive doses of divine intervention, she began to reevaluate her life choices, eventually joining the Rood Crew and working alongside a man named Albert, who would become her husband!

Albert Pennachio — Before joining the Rood Crew, Albert was living and working in Long Island, New York where he and his twin brother had grown up skateboarding through Manhattan, riding dirt bikes in the woods, and surfing at the beach. The Father, through his grace and mercy, opened Albert's eyes and that of many of his friends who were baptized and became believers in Yeshua. He was set on fire for the Lord, and was even used to help plant a congregation in his hometown.



Aviyah Chaverim — If you've never had one of Aviyah's signature organic truffles (TovConfections.com), you're missing out! In addition to being our resident chocolatier, Aviyah has been an Estee Lauder cosmetology rep (our natural choice as makeup artist for video recordings), and was once a retail loss prevention auditor. She was born in Detroit, grew up in Washington, DC, began her Torah journey in 2014, and considers helping you in your journey her "dream job!"

Harold Calvo — Other than Michael Rood himself, Harold, our Spanish Partner Services go-to guy, has been a Rood Crew member longer than anyone else! He is a linguistic master, having translated books for several prominent Hebrew Roots authors. In fact, his first encounter with Michael Rood was translating "Mystery of Iniquity" and "The Pagan Christian Connection Exposed." Harold works from home in Costa Rica, where his number one roles are husband and daddy.



Accomplishments 2023



Outreach and humanitarian efforts

Your support has allowed us to extend our ministry's reach to those in need in the Land of Israel. Through partnerships and initiatives, we have been able to provide assistance and support to those who have been impacted by the brutal attacks of October 7th. We will continue, with your help, to provide much needed services.



The first-ever Spanish printed edition of The Chronological Gospels Bible

After intense translation and refining by our Spanish team, Michael's signature work is now in the hands of Spanish speaking believers across the globe. We also set up a special fund to sponsor shipping of the book to less fortunate countries, which can cost as much as the book itself.



The second edition of The Chronological Gospels in English

The Chronological Gospels Bible is now better than ever, featuring larger print in both the regular and larger print versions; new, easier-to-navigate event index; new Scripture index; new appendix of Hebrew names, words, and definitions; commentary updates, clarification, and additions; timing updates in the Book of the Revelation; and refinements to Hebrew word definitions.



Transformative in-house events

Our annual Passover and Yom Teruah events at A Rood Awakening! International headquarters in Charlotte brought together like-minded individuals to worship, study, and fellowship. These gatherings fostered a sense of community and a deeper understanding of our shared faith.



Expanded digital outreach

We have reached millions of people worldwide through our online resources, livestreamed events, and podcasts, helping believers connect with the roots of their faith and the timeless wisdom of the Bible.



Life-changing educational content

With the world changing so rapidly, we are striving to bring you the very best speakers on timely issues that affect us all. From end-time prophecy unfolding before our eyes to personal preparedness tips, we are producing more high-quality video teachings, articles, and publications than ever that explore the Messianic perspective on the Scriptures.

Impact

We've had quite a year online! — Both our English and Spanish ministry websites and social media platforms saw incredible success in 2023.

OVER
17 **MILLION**
Video Views

ENGLISH: More than 7 million
SPANISH: More than 10 million
Views in 2023 on YouTube and Facebook

More than
200 videos
published in 2023



1+
MILLION
Social Media
Subscriptions

SPANISH: 566,000
ENGLISH: 480,000
YouTube, Facebook, Instagram, TikTok



OVER
500 COPIES
SOLD in **30** days

NEW!
The Chronological Gospels
SPANISH EDITION

200%
INCREASE
on Facebook 

More than 2 million people reached on
our English version Facebook page in
2023 (200% increase vs 2022)

25%
Growth
on YouTube 
255,000 subscribers



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Celebration!

When Michael Rood first started hosting ministry events — it was an intimate gathering of friends at A Rood Awakening! International headquarters in Charlotte, NC. Each year, the events became more and more popular, eventually filling out entire ballrooms at major hotels.

Today, we have come full circle, enjoying the best of both worlds — hosting our best events ever at the ministry's headquarters and streaming them across the world for thousands to join us without having to travel.

This year, our Passover and Yom Teruah events were a smashing success!

Passover



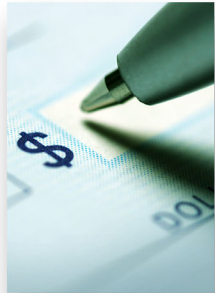
Yom Teruah



We look forward to hosting events again in 2024. Keep your eyes peeled for details and we'll see you soon!

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Give Creatively



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A Rood Awakening!
PO Box 1559
Fort Mill, SC 29716

Call Us

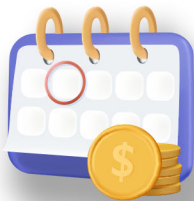
888.766.3610



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Give Online

ARoodAwakening.tv/Give



Automatic Giving

Set up an automatically recurring gift to ensure you meet the ministry's needs every month without having to think about it! Choose "ongoing" on the donation form: ARoodAwakening.tv/Give

AMBASSADOR CLUB



Join The Ambassador Club

Commit to \$100 a month or more and enjoy special perks while ensuring that the ministry's finances never miss a beat! ARoodAwakening.tv/Ambassador

Scan and shop now



Shop on amazon

Use our affiliate link and, at ZERO COST to you, A Rood Awakening! International will earn an affiliate commission if you click through the link and finalize a purchase.



Donate an Investment

Call 888.766.3610 and ask about these tax-savvy ways to give:

- Stock or cryptocurrency
- Donor-advised fund
- IRA charitable rollover



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Feedback

Seeing lives changed is why we do what we do! We get amazing stories from individuals all over the world, telling us how YeHoVaH used A Rood Awakening! International to open their eyes to biblical truths they've never considered. Here are some examples of wonderful testimonies we've received this year.

"I was a hopeless drug addict living in Kentucky with my husband. I found a teaching he had from Michael Rood and I listened to it several times (my parents had already began discovering their Hebrew Roots) — his powerful words from YeHoVaH changed my life!"
~ Keren W.

"My half-sister Allyson was raised in the Catholic Church and I was raised in the Episcopal Church. Over our lives and after the death of our parents, Allyson and I have built a long distance relationship. Recently, I sent Allyson two copies of The Chronological Gospels and we are reading it together every week and discussing it! Praise YeHoVaH for Michael, The Rood Crew, and your families that love and support your work! Shalom and mucho love!"
~ Hugh F.

"Matt and I have been married for 12 years, and we were both told we could not have children — we tried everything but nothing worked — until now. The birth of our daughter Olivia is a fulfillment of scripture that says if you are faithful then none will be barren (Deuteronomy 7:12-14). My pregnancy was truly remarkable, and a promise from YeHoVaH."
~ Amanda R.

"My twin sister Larisa decided that she needs more of Yeshua in her life; she told me that people keep saying that we are in the last days and she wants to do something right before it is too late. My heart is moved by this. I'm so thankful to YeHoVaH! He is listening to my prayers and has honored my fasting concerning my family. Praise YeHoVaH!"
~ Herson

"I remember the first time I encountered Michael Rood. I thought, 'This guy is nuts keeping the law of Moses.' Fast forward eight years later and I no longer hold to all the pagan holidays. I am overjoyed to have had the Spirit lead me and I am grateful for my Hebraic family and Michael's ministry for helping me to find the lost coin I'd been searching for so long."
~ Robert R.

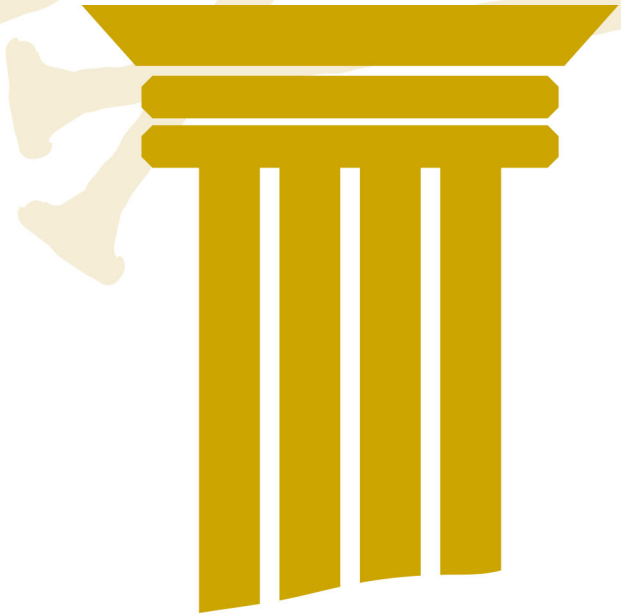


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