

# The Power of HOPE



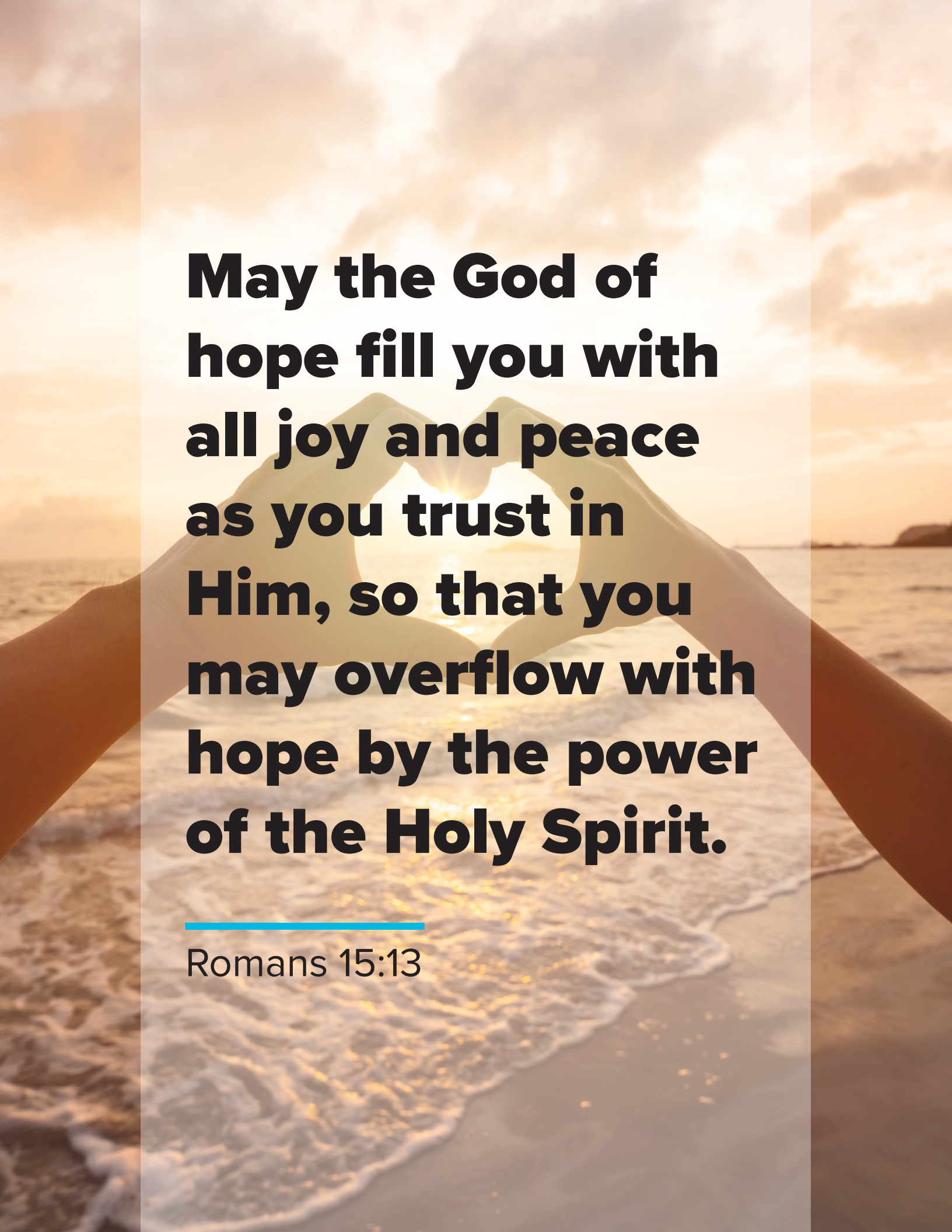
# 2025

**IMPACT ACROSS CANADA**

**UCB**  
RADIO

**NATIONAL MEDIA CENTRE:**

A-10 Dundas Street West, Belleville, Ontario K8P 1A1 | 1-888-407-4094



**May the God of  
hope fill you with  
all joy and peace  
as you trust in  
Him, so that you  
may overflow with  
hope by the power  
of the Holy Spirit.**

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Romans 15:13

# A Message of HOPE

## *Hope is a Powerful Thing*

It comforts the grieving, steadies the anxious, and gives strength to the weary. And in a world that often feels uncertain, I believe hope in Jesus is more needed—and more powerful—than ever before.

At **UCB Radio**, we see this power at work every single day. We see it in a mom singing along with her children in the car. In an inmate who finds peace in a prison cell through The Word For You Today. In a listener who was ready to give up—until the right song came on at just the right moment.

And we see it in you.

Because your generosity, your prayers, and your faith have made these stories possible. You are part of a growing movement across Canada—a movement of believers saying: “We will not give up. We will not stay silent. We will hold out hope.”

That’s what this report is all about. It’s a celebration of how the hope of Christ is reaching lives from coast to coast, through every broadcast, every testimony, every prayer request, and every act of love. As you read through this year’s stories and milestones, I pray you’ll be encouraged. I pray you’ll see the fingerprints of God on every page. And above all, I pray you’ll be reminded that hope is still alive—and it’s changing lives, one heart at a time.

Thank you for standing with us.  
With a grateful heart,



**James Hunt**  
CEO | UCB Radio



**UCB**RADIO



FM Signals



PROVINCES



Million People  
(coverage)

UCBRADIO.COM

+334K Visits

+170K Listeners



2.1 Million Reach  
SOCIAL MEDIA



4 Read/MIN



MILLION  
Listening Hours  
APP/WEB/SMART SPEAKERS



## Hope That's Heard

**The light shines in the darkness,  
and the darkness has not overcome it.  
— John 1:5**

Hope spreads when it's heard—and in 2025, **UCB Radio** continued to reach homes, cars, phones, and hearts across Canada.

From FM towers to mobile apps, from emails to social media, the Gospel message is going out further than ever before. And every number below represents more than data—it represents a soul within reach of Jesus.

And behind every click, every frequency, every stat —there's a real person, with a real story of hope.



**UCB Radio** is more than a broadcast—it's a **family of voices, sharing truth, music, and encouragement every day**. Here, you'll meet some of the hosts behind the microphone and hear powerful stories from people whose lives have been transformed simply by tuning in.

**Frank Reed** has spent over 30 years in radio, but his true passion is encouraging people in their everyday lives. After years in mainstream broadcasting, he felt called to share hope and faith with listeners across Canada.

A devoted husband to Patti and proud dad to Ryan and Hope, Frank's heart is to remind people that God is present, faithful, and at work—even in life's ordinary moments.

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**Sarah Masters** brings a warm, authentic presence, finding joy in life's simple and quirky moments with her pets and her sister—who's also her best friend. Through honest, often funny stories, she reminds listeners that faith is about trusting God in every moment, not having it all together.

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For **Tracy Leek**, life centers on faith, family, and everyday joy. Married to her high school sweetheart, Dustin, she's raising two teenage daughters, Abigail and Liz. With warmth and humor, she connects like a trusted friend—reminding listeners that God is present in every season.

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**Brant Hansen** is known for his honest faith, thoughtful perspective, and unique humor. Alongside co-host Sherri Lynn, he creates conversations that are both lighthearted and meaningful—reminding listeners that following Jesus is about grace, not perfection, and finding joy along the way.

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**Mark + Rhonda** are a married couple blessed with grown children and grandchildren. Join them for genuine conversations, uplifting stories, and a touch of playful banter!.

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**But hope doesn't just travel over radio waves. It also flows through prayer—one person lifting up another. Let's look at how prayer has become a lifeline of hope.**



# Hope in Every Page

After spending 43 years behind prison walls, one man in a Canadian federal institution picked up a small devotional from a chapel table.

He hadn't come looking for it. He simply noticed it sitting there among the free literature. It was ***The Word For You Today***.

Curious, he flipped through the pages and noticed a note inside explaining that the devotional is provided free to prisons, recovery centres, hospitals, and families in need.

As he continued reading, something deeper began to happen.

**“Thank you for this gift of hope and prayer that points people to Jesus as our source of forgiveness, refuge, redemption, and hope for a better future.”**

Near the end of the devotional, he found a prayer. And there, inside a prison chapel, he prayed it—making a personal commitment to begin a relationship with Jesus Christ as his Lord and Savior.



Whether it's read in a prison cell, a hospital waiting room, or at a kitchen table, God's Word continues to reach hearts—bringing encouragement, truth, and the life-changing hope found in Jesus.

And behind every ministry effort is another kind of partnership  
— local businesses choosing to align their brand with a mission of hope.

**Hope also travels with us—in concerts, community gatherings, and live events where the presence of God can be felt and celebrated. Here's how...**



This year, hope filled the air through concerts and community events that brought people together in worship and joy. From rural towns to packed auditoriums, **UCB** partnered with events to create space for people to encounter God—and each other.

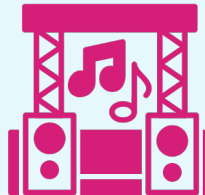
## We Promoted



**8 TOURS/  
CONCERTS**  
SUPPORTED ON AIR



**140+  
COMMUNITY  
EVENTS**  
FEATURED ON UCBRADIO.COM



**76+  
CONCERTS**  
PROMOTED ON UCBRADIO.COM

## Events UCB went to



**50  
CONCERTS**  
ATTENDED BY UCB TEAM



**30  
COMMUNITY  
EVENTS**  
ATTENDED BY UCB TEAM

## Christian Artists Promoted



**Those who hope in  
the Lord will renew  
their strength...  
— Isaiah 40:31**

Hope is more than a feeling—it's action. This year, **UCB** launched new ways to extend hope through local churches, camps for kids, and creative giving tools. Each of these programs exists to make sure hope goes farther, faster, and deeper.

And now, new doors are opening for hope to take root in even more hearts and homes. **Let's take a look at what's new in 2025.**

## *Hope That Changes Lives*

### *Better Together Church Spotlight*

**Better Together** highlights the incredible work local churches are doing in communities across Canada. Each month, **UCB Radio** partners with a different church and shares their story through short on-air features that introduce listeners to the people, ministries, and outreach happening right in their neighborhood. These one-minute segments celebrate how churches are serving others and spreading the love of Christ.

#### **HOPE IN EVERY PRAYER**

In times of joy and in seasons of grief, prayer reminds us we're never alone.

This year, **UCB Radio's prayer ministry** has grown in beautiful ways—from thousands of prayer requests to personal follow-up calls and an unforgettable national day of prayer and praise.



**+5000  
PEOPLE  
PRAYED FOR IN 2025**



**45 CHURCHES  
HIGHLIGHTED**

## The light shines in the darkness — John 1:5



### *Hope Together - Send a Kid to Camp*

**Hope Together: Send a Kid to Camp** gives children the opportunity to experience the life-changing impact of Christian camp. Through partnerships with camps, kids who might not otherwise have the chance can attend camp, build friendships, and grow in their faith. It's more than just a week away—it's a chance for young hearts to encounter God's love, discover their purpose, and return home filled with hope.

*"He came back from camp different... he smiles more... he couldn't stop talking about what he learned."* — **Parent (Wesley Acres)**

*"You gave me the chance to try new things, make friends, and create memories I will never forget."* — **Camper (Circle Square)**

### *Raise Hope - Community Fundraising*

**Raise Hope** is a new community fundraising initiative that invites individuals, churches, and groups to support **UCB Radio** in creative ways. From local events and personal challenges to church-led fundraisers, Raise Hope empowers supporters to turn their passions into impact.

**DIY FUNDRAISING**





## *Hope in Business*

Business owners across Canada are stepping up to say: “We believe in sharing hope too.” This year saw a wave of new and returning business partners joining **UCB** in spreading encouragement—and we are so thankful.

**62 NEW BUSINESS  
IMPACT PARTNERS  
JUMPED ON BOARD  
IN 2025**

## Testimonials

A blue square icon containing a white double quote symbol.

We were looking for a radio station that aligned with our values, and **UCB Radio** was a perfect fit. Expanding with **UCB** into Leamington and Windsor just made sense. The onboarding experience was excellent—professional, smooth, and filled with people who truly care. It's been a pleasure to work with **UCB**.

**Frank**

*Kindred Credit Union, Waterloo*

A blue square icon containing a white double quote symbol.

We started advertising with **UCB Radio** just to support Christian radio in our local community. But it turned into much more. Our customers often tell us they've heard our ads, and it's not uncommon to find their radios tuned to **UCB** when they bring in their vehicles. **UCB** is clearly making an impact—and helping us connect with people who share our values..

**Dwight & Lana Simon**

*Simon Auto Sales, Regina*

A blue square icon containing a white double quote symbol.

We see it as a true blessing to partner with **UCB Radio**. They bring hope, encouragement, and the gospel to our city—and we're proud to support that. We share their passion for Christ and their heart to help people find purpose and experience God's love. It's a natural partnership for us.

**Nina**

*Regina Christian School*

# Hope on the HORIZON

As we look ahead, we are filled with anticipation for the ways God will continue to expand the reach of hope across Canada.

One exciting step forward this year is the launch of **UCB Radio**'s brand-new website. Designed to make it easier than ever for people to listen, connect, and engage with the ministry, the new site brings together live streaming, prayer resources, ministry updates, and opportunities to get involved—all in one place. It's a powerful new tool that will help more people discover the encouragement and truth **UCB** shares every day.

At the same time, we are preparing for the launch of a new **UCB** mobile app, which will give listeners even greater access to music, messages, and ministry wherever they go.

And beyond technology, the mission continues to grow geographically as well. We are actively preparing for the next step in expanding **UCB Radio**'s reach into Kelowna, British Columbia. Through prayer, planning, and the generosity of supporters, we are working toward bringing uplifting Christian radio to even more communities in Western Canada.

The horizon is full of promise, and we're grateful to walk into the future together.

**For I know the plans I have for you...**  
**— Jeremiah 29:11**

From boardrooms to control rooms, it takes a dedicated team to carry the mission of hope forward. Let us introduce you to the people behind **UCB**.

# Meet the UCB TEAM

## *Hope Behind the Scenes*

Every broadcast, every call, every prayer is powered by people who believe in what **UCB** stands for. Here's your chance to meet the voices, visionaries, and volunteers who make hope happen every day.



**Rebekah Busby**  
**Care Team Coordinator**

**UCB Staffer:** 2.5 Years

**Favourite Moment:** When I speak to donors and know that our work has a purpose, that we are actually making a difference in people's lives.



**Dave Callan**  
**Chief Operating Officer**

**UCB Staffer:** 3 Years

**Favourite Moment:** The unveiling of the surprise gifts for the Roy Family Hope Together Christmas Miracle is tops.



**John Connor**  
**National Promotions Director**

**UCB Staffer:** 9 Years

**Favourite Moment:** Connecting with artists, churches, listeners and our team across Canada.



**Joseph Enverga**  
**Digital Development Coordinator**

**UCB Staffer:** 7 Years

**Favourite Moment:** I feel safe and excited to share my life events with my UCB Radio family. They're a steady source of care and encouragement for me and my growing family.



**Kathy Fowler**  
**Content Production Coordinator**

**UCB Staffer:** 2 Years

**Favourite Moment:** When Brooke Nicholls visited the UCB Radio studios and met the team—she was wonderful!



**James Hunt**  
**Chief Executive Officer**

**UCB Staffer:** 19 Years

**Favourite Moment:** Working with amazing people knowing we've been called by God for 'such a time' to bring hope to so many.



**Dwayne Jamieson**  
**Full-Stack Developer**

**UCB Staffer:** 7.5 Years

**Favourite Moment:** I enjoy hearing the listener responses to the Hope-filled messaging and communication that we send out every day.



**Dabria Karapita-Parker**  
**Community Promotions**

**UCB Staffer:** 3.5 Years

**Favourite Moment:** Every time I hear someone’s story about how UCB impacted their life, I’m reminded of the power of hope.



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

**UCB Staffer:** 12 Years

**Favourite Moment:** Showing donors the incredible impact they are having in lives all across Canada.



**Melanie Linn**  
**Donor Care Representative**

**UCB Staffer:** 1 Years

**Favourite Moment:** When I cold call donors and pray for them and they say, “that was just perfect -- great timing -- thank you.” And I know that was God’s words and timing.



**Brad Linnard**  
**Director of Content**

**UCB Staffer:** 23 Years

**Favourite Moment:** Our first test broadcast reached someone who gave their life to the Lord—before UCB had a station in Canada—a glimpse of all God would do.



**Jake McDonald**  
**Assistant Program Director**

**UCB Staffer:** 2.5 Years

**Favourite Moment:** The teamwork here is strong and natural—everyone is skilled, supportive, and driven by a true pioneer spirit.



**Rob Nowogorski**  
**Business Engagement  
Customer Service and  
Quality Assurance**

**UCB Staffer:** 3.5 Years

**Favourite Moment:** I value UCB’s culture of trust—it truly makes me want to give more of my time to this ministry.



**Adam Paul**  
**Business Partnership Specialist**

**UCB Staffer:** 10 Years

**Favourite Moment:** Connecting with new business partners and introducing them to the best audience in the world.





**Tyler Rody**  
**Promotions Lead**  
**Western Markets**

**UCB Staffer:** 2.5 Years

**Favourite Moment:** I love knowing I get to be a part of bringing UCB Radio to my community so my kids can enjoy it — and they do!



**John Roeper**  
**Director of Operations**

**UCB Staffer:** 13 Years

**Favourite Moment:** Being at the launches of 94.7 FM Maynooth, 91.1 FM Fort McMurray, and 95.9 FM Regina, and seeing the joy in those communities having Christian radio.



**Daniel Trudeau**  
**Operations Manager**

**UCB Staffer:** 7.5 Years

**Favourite Moment:** When I had the chance to talk with a field technician about his faith and struggle and pray in the middle of nowhere!



**Christian Victory**  
**Business Engagement**  
**Digital Marketing**  
**Specialist**

**UCB Staffer:** 1.5 Years

**Favourite Moment:** When I talk with listeners about how UCB impacts them, almost everyone says the same thing: they hear the right song and message at exactly the right time.



**Richard Wand**  
**Traffic and Content**  
**Coordinator**

**UCB Staffer:** 9 Years

**Favourite Moment:** Going on tour with The Color and seeing them do ministry along with us was cool,



**Jamie Wicklam**  
**Ministry Support &**  
**Engagement Specialist**

**UCB Staffer:** 5.5 Years

**Favourite Moment:** Being in the community for events like the UCB Hope Run.

*Together*  
**We Grow Hope**  
**UCB**  **RADIO**

# Faithful with Every Gift



Every dollar you give to **UCB** is handled with care and purpose—to multiply hope, not just manage it. Here, you'll find an honest look at how the resources entrusted to us are used to spread the Gospel across Canada.



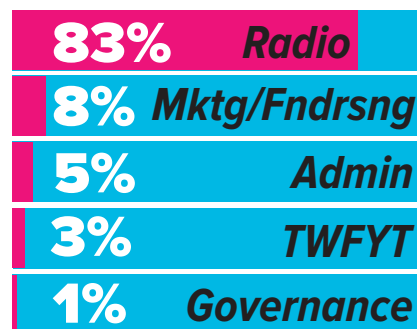
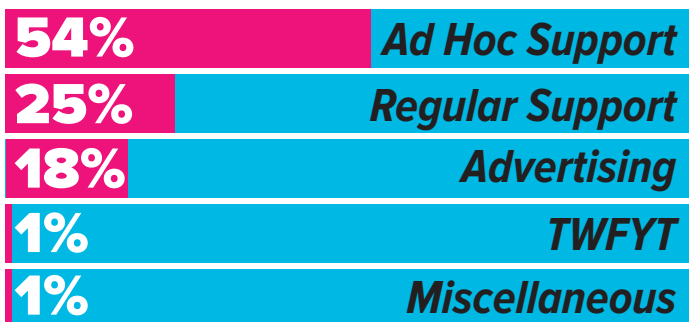
**Total Income**

**\$3,398,684.85**



**Total Expenses**

**\$3,513,300**



**You will be enriched in every way so that you can be generous on every occasion...  
— 2 Corinthians 9:11**

As we close this report, we want to leave you with a simple truth: the power of hope is real, and it's still changing lives—because of you.