

**TABLE OF** 











FROM THE PRESIDENT	04
THE BOARD OF TRUSTEES	05
2022 HIGHLIGHTS	06
AN OVERVIEW OF FORWARD	08
DEEPER	10
TOGETHER	14
INNOVATION	18
GROWTH	22
2022 FINANCIALS	26
WHY WE DO WHAT WE DO	28

**OUR MISSION** 



"But they who wait upon the Lord will get new strength. They will rise up with wings like eagles. They will run and not get tired. They will walk and not become weak."

— Isaiah 40:31. NLV

The very word suggests a "movement of improvement." Being in a place that is even greater than the one you inhabited before. The entire Christian faith is founded upon the fact of our Lord's rising from the grave (1 Corinthians 15:14). This same power is living in us through the power of the Holy Spirit (Romans 8:11). We who were dead have now risen to live in Christ by our Lord's initiative. Our God is a God who lifts us up and places us on even greater heights (Psalm 40:1-3). This is exactly where the mission of Young Life finds itself at the close of 2022.

Like everyone, we've had to find our way through a global pandemic. The long days, weeks and months of social distancing could have brought this relational ministry, where our whole goal is to be with adolescents, to our knees.

You could say it did — we went to our knees in prayer. And we found ways forward. We found new ways of going to kids. We became innovative in how we built relationships. Playing Tic-Tac-Toe through window panes, having heart-to-heart conversations over Zoom, even mailing handwritten letters (in the 21st century!) to our young friends, we continued to think outside the box to do whatever it takes to get kids to the feet of our Lord Jesus.

Throughout our five-year Forward movement, we have witnessed both progress and regress. As you can see throughout these pages, we have gone Deeper, we have gone Together, we have Innovated and we have Grown. Nevertheless, some of the goals we aimed for became unattainable as a result of COVID-19. Having said that, I am proud of our army of staff and volunteers who persevered spiritually, mentally, emotionally and physically through the challenges of the last few years.

We are indeed rising. Through our Lord's faithful kindness, we are moving upward and onward in our drive to introduce every adolescent to Jesus Christ and help them grow in their faith.

Thank you for rising with us! May God continue to lift us all up in the year to come.

In Christ for all kids.

**Newt Crenshaw** President/CEO

Watch more ways we're rising online.



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2022-2023 TRUSTEES

## AFEW HIGHER FROM 2022

We're more global than we've ever been in our 81-year history. With your help, we minister in over 100 countries, and to more adolescents outside of the U.S. than inside.

The Lord has led us to the i100 (international 100) — an outcome-based plan to develop the top 100 of our global staff to lead the international work to 2030 and beyond.

We have 106 men and women enrolled in our Developing Kingdom Leaders program, a two-year executive leadership development program (which can be applied to seminary credit and commissioning), ensuring our leaders reflect Jesus.

In 2022 we gave out more than 82,000 Bibles to kids in Africa and the Middle East, and printed over 42,000 more to give away in the coming months!

This year we're celebrating the 50th anniversary of adventure camping! Adolescents were made for adventures in God's marvelous creation, and even more, the ultimate adventure of following Jesus. This summer, kids and leaders from across the country experienced life-changing weeks in our various locations (Baja Mexico, Santa Cruz California, Wild Ridge West Virginia, Beyond Malibu BC, Pioneer Plunge North Carolina and at Wilderness Ranch Colorado). Throughout the school year Young Life staff and volunteers invited kids to camp, and we were proud to host 1,784 guests across our unique adventure camps.



"But one thing I do: forgetting what lies behind and straining forward to what lies ahead, I press on toward the goal for the prize of the upward call of God in Christ Jesus."

- Philippians 3:13b-14, ESV

## In 2017, we saw a new chapter in Young Life. Our mission to reach young people with the gospel and help them grow in their faith was 75 years old.

We sensed something new. And we simply called it Forward. It came from in-depth listening to our staff and friends of Young Life. We saw four main priorities emerge.



Going **Deeper in Christ**. Seeking the Lord first and helping kids grow in their faith.



Going **Together**. Building and equipping teams that reflect the worldwide body of Christ.



Going with **Innovation**. Creating new ways today to reach kids tomorrow.



And **Growing**. Impacting all kids within sight and just out of reach.



In the following pages you'll see initiatives and work that may have begun years ago, and has provided new fruit in 2022.

We have gone deeper over the past year. We've gone together. We have innovated in ways we never anticipated five years ago. And, while growth has not been as linear as we expected, we see both established roots and new buds emerging around the globe.

We have experienced moments when Forward did not always feel like it, but God's Spirit has been on the move the entire time. Because of our Lord and friends like you, Forward closes on a Rising note.



Learn more about Forward and this year's annual report online.

8 RISING RISING 9

# 7

out of camp was ...

"The only time I had to kick someone out of camp was in 2017," said Iván Peñafiel, national director of Young Life Ecuador. "Two guys were selling drugs and they hid them inside soap packets, passing them from room to room." Iván, who was running the camp week, spoke with the two boys, one of whom was named Joel. "They denied everything even though we had the evidence in our very hands. Yet, I didn't want to take them out of camp precisely because they needed Jesus."

Knowing he couldn't risk the other campers' safety, Iván gave the two boys a bag of snacks and two Bibles, each with a note that read:

"I love you and my story with you is not over." Jesus

Iván walked them to the taxi that would take them home. Far from a warm farewell, the pair left Iván with many "high-caliber" words.

"I can't deny that I cried when I saw the taxi leaving, I knew they needed Jesus and I had just taken them out of camp."

Iván encouraged Pablo, the kids' leader, to keep in touch with the boys. [Pablo and his wife were former leaders, now working in their local church.] As time passed, Iván saw on Facebook that Pablo was still reaching out to one of the boys, Joel, and that the young man had started attending church with Pablo. "I even saw a picture of Joel being baptized," Ivan said, "and I was glad to see him growing in his faith."

Iván didn't hear from Joel until this summer — five years after walking him out of camp. "Joel wanted to restart

his old club. The truth is I wasn't very excited because I know Joel and being a Young Life leader implies much more than just wanting to do it. You need to be very strong in your faith."

So Iván and Pablo met with Joel. Iván learned that Joel is married now, with a 3-year-old daughter, and a growing faith. "When I listened to Joel and saw his passion to go care for his friends I could not contain the lump in my throat. I remembered my note in his Bible: 'I love you and my story with you is not over." The three brothers in Christ are now in a time of prayer and talking about Joel's calling to serve in Young Life. Iván couldn't be more thrilled.

"I love this story and can't wait to see what Jesus is going to do in and through Joel's life." **1** 



The only time I had to kick someone

RISING DEEPER | 11 **10** RISING **DEEPER** 

## The Holy Scriptures. God's Word. The Good News.

The Bible may go by many names, but one thing's for sure — it's vital to a believer's growth. This year people like you helped us hand out more than 82,000 Bibles in the 24 African and Middle Eastern countries where we have ministry. Kids love getting their first Bible.

Andrew grew up in a Muslim household in Malawi, where he was primarily exposed to Islam. A Young Life leader, Bright, invited him to club and Campaigners, which Andrew loved. He often asked Bright deep questions about the Bible and life as a Christian. For most Muslims, it's easier to discuss the gospel than bring home a Bible, but Bright saw Andrew's desire to learn more about Jesus. He offered Andrew a Bible, unsure if he would accept.

Andrew said, "I've been waiting for this. I can't wait to study more of the Word of God!" Bright was excited, yet worried about Andrew's safety at home. Amazingly, his parents were supportive and Andrew has fully committed himself to following Jesus!

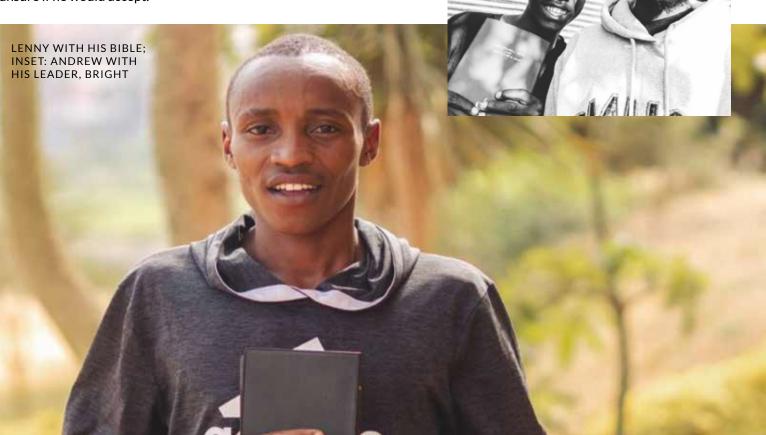
"I'm Lenny from Rwanda. One day, my friend Olivier invited me to hang out. What I didn't know was Olivier was a Young Life leader and inviting me to club! At the end of the meeting they shared a message about Jesus, and that's when I realized they talk about God at Young Life. I continued

coming to the club, and

to a leadership training.

eventually, Olivier invited me

"I began serving as a club leader in Olivier's neighborhood. That's when he gave me my first Bible. Although I grew up in a Christian family, I didn't have a Bible of my own. Having my own Bible meant I could read it at any time to strengthen my heart. I read it in the morning when I wake up, I read it in the afternoon, and in the evening before I sleep. I have grown so much spiritually because I now have my own Bible."





"This is what the LORD says, 'Stand at the crossroads and look; ask for the ancient paths, ask where **the good way** is, and walk in it, and you will find rest for your souls."

- Jeremiah 6:16, NIV

## **The Good Way**

is designed to address the desire of staff to go deeper in their own lives with Jesus so that they might lead out of a growing sense of abundance, expanded capacity, increased resilience and abiding rest.

In the first three years, 150 veteran staff participated in the three-retreat experience, and another 100 are currently engaged in a 2022/2023 cohort. Staff consistently report that The Good Way has a deep impact on their leadership and their lives.

A representative quote: "This was the most significant and helpful training I've had in my 19 years on staff. The work I was able to do internally helped not only me personally, but my marriage and my ministry. Thank you, thank you, thank you!"

## **Current Growth:**

- Expansion from two to four cohorts in 2022/2023
- Addition of a Good Way Alumni Leadership Cadre in 2022/2023 (an effort to organically integrate Good Way practices and principles throughout the mission)
- Continued offering of The Good Way Alumni Retreat every other year

12 RISING DEEPER RISING DEEPER 13



"God is giving us strength to serve and to pray. and is reassuring us that we are standing up for the right thing. So, we are not worried. We are strong, we are wise, we are persistent and we are bold in our work."

- Regional director in Chernivtsi, Ukraine

## Words cannot describe how much your prayers and your generous support have meant to our staff in Ukraine during this time.

Our leaders in Chernivtsi, Ivano-Frankivsk and Khmelnytskyi worked around the clock caring for refugees who were fleeing the eastern cities under heavy attack. Over 900 people passed through shelters offered by our Young Life leaders in those three cities. Most club rooms and homes were turned into shelters for hundreds in Chernivtsi. Several men on our staff drove back and forth to Kyiv evacuating those unable to get out on their own. They also distributed medications, humanitarian and military aid.

Three countries in the Europe Division share a border with Ukraine, and many of our staff took action to help as Ukrainians made their way into Europe. For example, our staff in the Czech Republic helped shuttle families at the border to safety. On weekends they filled the Young Life van and crossed into Ukraine to provide medicine, food, bulletproof vests and mattresses to a church housing displaced people.

You will almost never hear our international staff talk about "how hard" their work is. From reaching the next Muslim kid in the Middle East or Central Asia, to war-torn Venezuela, to drug-riddled gangs in Central America, to earthquakes and hurricanes in the Caribbean, to the hard soil of Japan and post-Christendom Europe, our people find a way to make a way! Their reliance on the power of the Holy Spirit to survive the hardships of life and help them find a way to get to the next kid, the next village, the next city and the next country is growing all of our ability to trust in Jesus for all things.



Learn more about Young Life in Ukraine!

14 | RISING TOGETHER | 15

# HR.



MIKE SLAUGHTER, FRONT RIGHT, AND CHARLOTTE YOUNG LIFE

## Young Life's commitment to reach every kid can be found in the hearts of so many men and women like Mike Slaughter ...

"I want to celebrate the amazing leaders doing hero work in inner-city Charlotte, North Carolina," said Mike Slaughter, area director. "We were able to take our area's biggest summer camp trip and make huge local impact this year because of them. Charlotte is a beautiful city with a not so beautiful history of racism and segregation, that is (overtly and covertly) deeply embedded into our laws, city design and access to upward mobility.

At one point, The Harvard Business
Review ranked Charlotte 50<sup>th</sup> out of 50
in upward mobility. That ranking says if
you were born poor in Charlotte, you are
likely going to die poor in Charlotte.

## Why is that important?

- 1. This most affects black and brown folks.
- 2. The lack of upward mobility means a lack of hope.
- 3. The lack of upward mobility and lack of hope usually leads to lower graduation rates, lower college attendance, higher crime rates, higher teen pregnancies, higher rates of mental illness and higher rates of suicide.
- 4. This is an issue that has had multigenerational impact.

Charlotte Urban leads ministry at four Title 1 high schools (schools with the most need), one HBCU (Historically Black Colleges and Universities) and with young adults not in college (Emerge). All of these are in majority black and brown communities. Heroes have said yes to the Christ-led mission of stepping into the lives of adolescents.



16 RISING TOGETHER RISING TOGETHER 17

"The Spirit of the Lord is on me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free, to proclaim the year of the Lord's favor."

- Luke 4:18-19. NIV

## Young Life ONE

Mason Keller, our Incarceration Cohort lead and area director in Lewis County, Washington, met Alex in 2017. Detention had become a regular experience for Alex and his family. When Mason's team came into the facility for Young Life ONE club

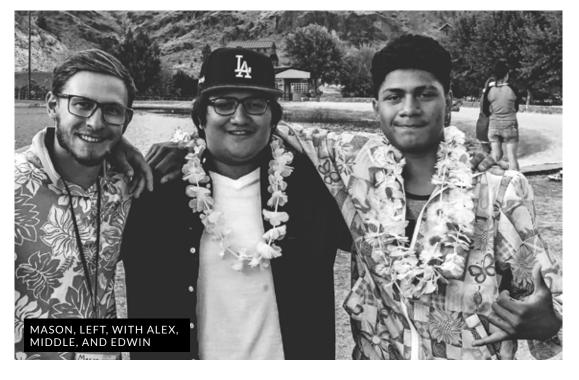
that night, Alex and two of his brothers were all in detention together. At club they played and laughed and heard about Jesus Christ - all the normal club activities – with the addition of orange iumpsuits. Alex and his brothers had lots of jokes to tell about their whole family being "locked up," but underneath the facade they felt hopeless and

abandoned. When

Alex looked at his future he saw prison or death, and he wasn't sure which would be better.

Mason invited Alex to a Halloween party and this was the first Young Life event Alex

attended outside of incarceration. After a while, his brothers started tagging along with him. That summer all three boys went to camp, and all three gave their lives over to Christ.



When Alex began his relationship with Jesus, he decided he needed to quit selling drugs. He asked Mason if he could help him find a job, because he needed to help pay the bills at home and buy school clothes for his little brothers. Alex started working at a

fast food restaurant, and student-leading with Young Life.

The next summer, Alex wanted his friends to come to camp with him but also wanted the opportunity to serve

others. So Alex served on work crew. He had the same life-changing opportunity to serve and live in community as all the other work crew, but his fellow workers would never have believed where Alex met Mason two years prior.

This summer Alex reached out to Mason and asked if he could go back to Young Life camp to serve again. In 2022 Alex worked on summer staff on the zip line. While serving at camp, he had the privilege to watch his younger brother stand up and proclaim he was giving his life over to Jesus. Alex's little brother, Edwin, is 16 now and Alex is so proud that, unlike all his older brothers, Edwin has

never been to the detention center. Christ is making a way. He is transforming the hearts and lives of Young Life ONE kids.

He is breaking cycles, impacting families and changing the future for the next

generation of kids. M

## **Young Life ONE**

program that works with local partnering agencies in an effort to love foster, incarcerated, homeless and trafficked youth holistically, with the love of Christ. We aim to help provide physical needs, while introducing them to Jesus Christ, helping them grow in their faith, providing them with the sense of family and leading them toward self-sustaining adulthood. With the help of gifts like yours, we are currently in 40 different cities throughout the United States.



WHAT CAN HOMELESS KIDS TEACH US ABOUT FAITH AND LIVING WELL?

18 RISING INNOVATION RISING INNOVATION 19



Across the U.S., 310 colleges and universities have launched programs for students with disabilities, intentionally including them in their academic and social communities.

At the same time, Young Life College and University is expanding and dreaming about how to reach every student on campus with the love of Jesus.

What happens when God begins to join these two movements together?

An exciting new work — Young Life College and Capernaum!

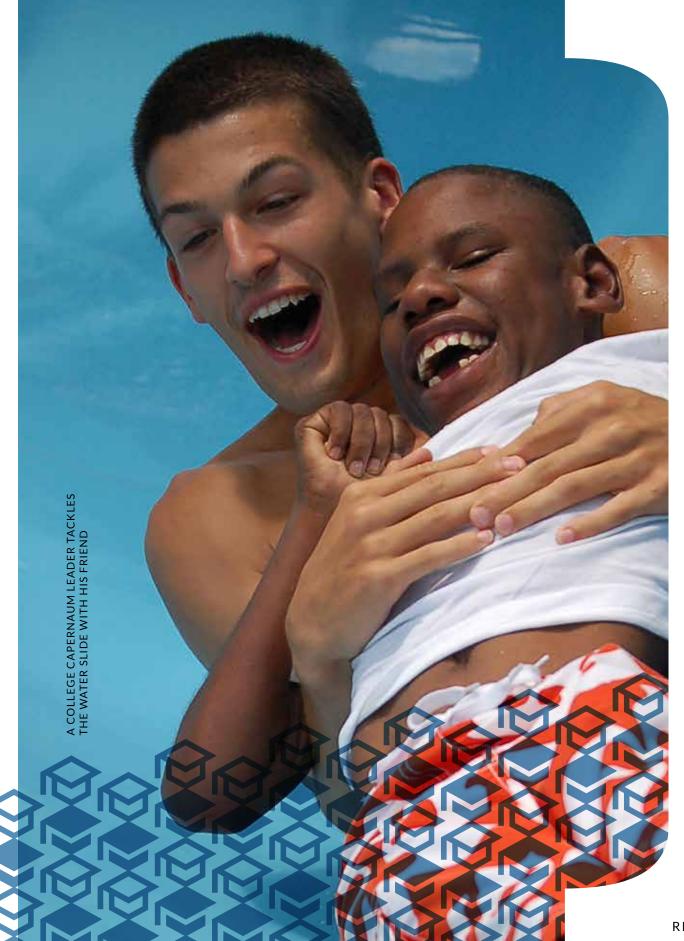
Leaders on Young Life College teams are specifically focusing on students with disabilities on campus, who were all in a program together. It's another one of Young Life's big dreams, so we're casting vision and training leaders to make it happen. Consider the difference it made for one student, Brodie ...

After being involved in Young Life in high school, Brodie entered Mississippi State

University. His parents drove him to a new state, moved him into his dorm room and watched their child with a disability begin the college life. Fresh off serving on work crew over the summer, Brodie naturally found himself at Young Life College. He faithfully attended club, Campaigners and camp with his leaders and friends.

Then one day he and his leader started dreaming together about all the other students with disabilities on campus. Brodie wanted to host Campaigners and invited all the guys in the program. They started coming! Now, a new group of college students is hearing about Jesus because of Brodie's vision.

Imagine what this could look like if even one leader at each of these 310 schools discipled just one student with a disability. Then imagine each of these students turning around to disciple their peers. Only our Father could count the number — and measure the depth — of lives impacted for eternity!





In 2017, we set audacious goals. Throughout Forward, we planned on doubling our impact, by averaging 600,000 kids in club each week, and 300,000 young people meeting to deepen their spiritual growth (what we call Campaigners).

In the interim, we faced a global pandemic. We also adjusted how we measure impact — so we measure more regularly and can understand ministry health more accurately — and we came up with a new metric: kids known by name.

Each number behind kids known by name is a young person with a story, who knows a Young Life leader, and that Young Life leader is praying for them. Getting to know their story.

We did not meet all of our goals. Yet, we still celebrate today. We celebrate the way God is moving through Young Life. We celebrate how He brought us through the pandemic and we see growth again. We celebrate because kids — who desperately need it — are known by name. By their Young Life leader, and whether they realize it or not, by their Creator.

## KIDS KNOWN BY NAME

'21-'22 Ministry Year | **1,698,913** '20-'21 | **1,058,067** 

## AVERAGE WEEKLY CLUB ATTENDANCE

'21-'22 Ministry Year | **294,761** '20-'21 | **184,144** 

## AVERAGE WEEKLY CAMPAIGNERS ATTENDANCE

'21-'22 Ministry Year | **127,709** '20-'21 | **89,174** 

## KIDS AT CAMP

'21-'22 Ministry Year | **215,202** '20-'21 | **139,449** 

## **VOLUNTEERS**

'21-'22 Ministry Year | **46,340** '20-'21 | **44,952** 

## STATE

'21-'22 Ministry Year | **5,713** '20-'21 | **5,202** 

22 RISING GROWTH RISING GROWTH 23



WYLDLIFE LEADER AND CAMPER AT TIMBER WOLF LAKE

40-75-100

## One Dad's Vision

Across the U.S. 17,000 kids and leaders went to WyldLife summer camp in 2022. While most kids came from areas that had WyldLife before the pandemic, there are some who came from ministries started since 2020 — something that can only be explained by leaders who pray and plan, and a God who moves. One place He moved was in South Bend, Indiana.

In July, 40 kids from South Bend enjoyed their first summer camp experience at Timber Wolf Lake, but their story starts two years earlier when one dad began praying faithfully and planning strategically.

After decades of Young Life involvement, Bryan knew the value of caring adults stepping into the world of kids to point them to Jesus. As a parent of a soon-to-be middle schooler, that vision became more personal. Bryan and his wife, Cassidy, wanted their daughter's classmates to have adults in their lives who loved Jesus, but there was no WyldLife ministry at the school she would attend.

So two years before their daughter started middle school, Bryan began inviting people to learn about WyldLife. When the world shut down in March 2020, their teambuilding process went virtual. He invited neighborhood parents to a series of Zoom calls where they played games, heard

testimonies and learned how they could be involved. Over the next year, Bryan built a volunteer team of eight parent leaders and another 20 parents serving as boosters. One unique fact about this team? Most of these parents had no Young Life background.

In September 2021, their daughter started middle school, and the team hosted their first WyldLife club attended by more than 75 kids. The momentum continued all year with monthly club and Campaigners-style breakfasts at the school. One highlight? A turkey bowl club at Notre Dame's football stadium! More than 50 kids enjoyed a WyldLife weekend in February, and another group attended camp in July. They kicked off year two in September 2022 with 100 middle school kids and 16 leaders.

This story is still unfolding, but imagine the lives changed for eternity because one dad built a team to pray and plan for his daughter's middle school.

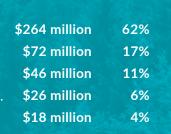
24 RISING GROWTH 25

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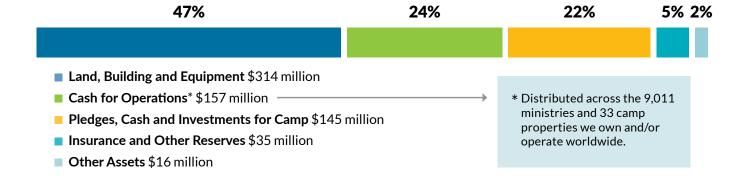


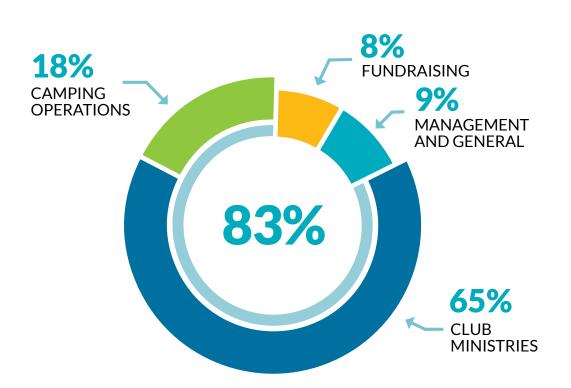
- Club and Camping Activities
- Property Expenses
- Travel, Training and Professional Svcs.\$26 million
- Events and Other





## Net Assets \$667 MILLION





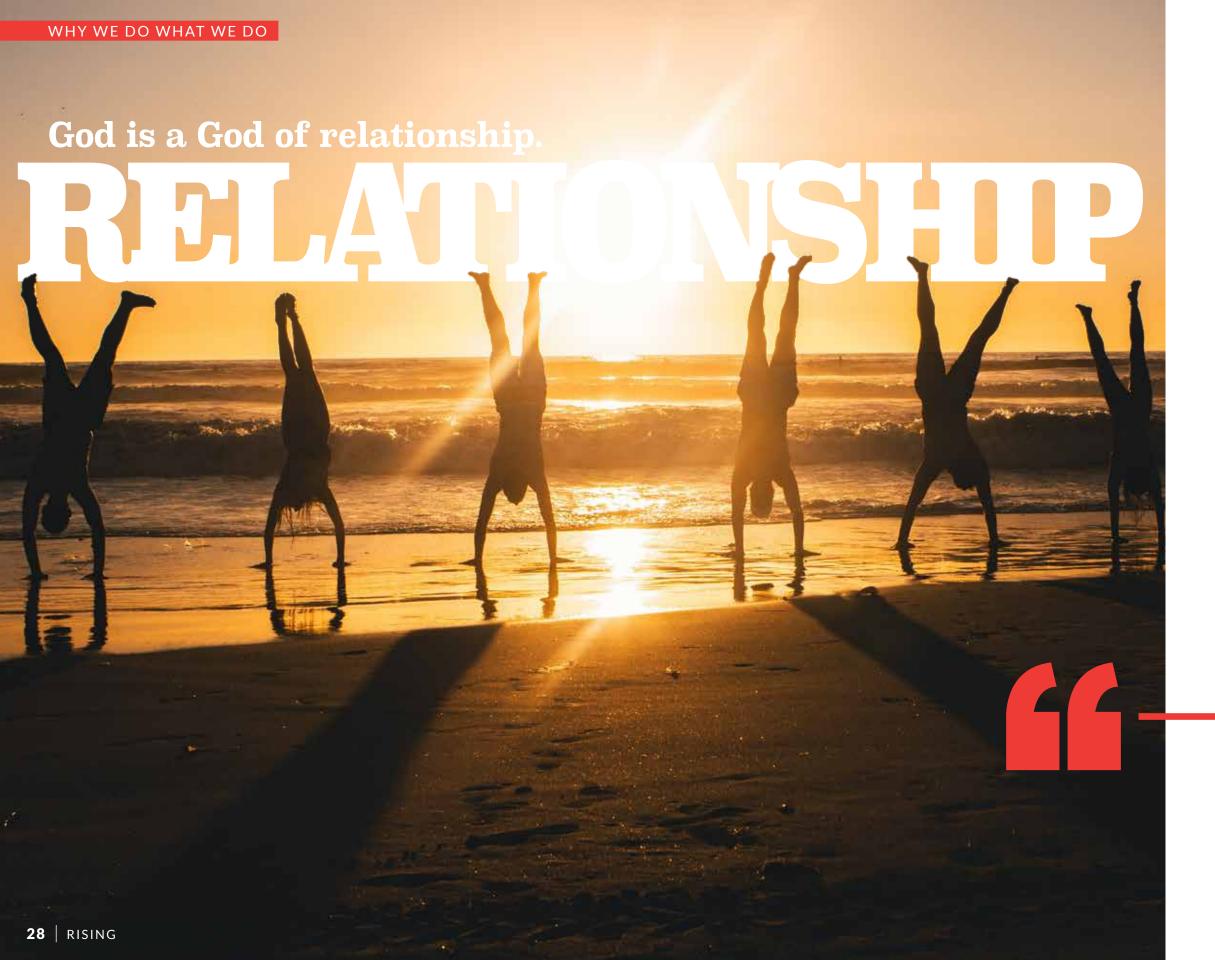
83 cents of each dollar spent by Young Life directly supports ministry with kids, either in the field or at camp.





Young Life takes seriously its obligation to steward resources with the utmost integrity. We are pleased to report, once again, Charity Navigator has awarded us their highest rating for financial health, accountability and transparency.

Thank you to our 199,000 donors who have trusted us to invest their gifts to ensure the Forward movement of the gospel in the lives of kids worldwide.



## He created man and woman in His image to walk in relationship with Him.

Since the beginning, however, we have tried to live life on our own terms, which has led to disaster. The fallen state of this world was not of His making. As a result, we reside in a world filled with pain, sorrow and death; this is not the way it's supposed to be.

Our Lord has always known our need; He's seen our hurt, our brokenness, our struggle with sin. Because He loves us so, He sent His Son to earth. That's why Jesus left the comforts of heaven and put on flesh. He would identify with the very ones He created, and come and live among us.

During this time He demonstrated what life was meant to look like — dependent on the Father. The Son lived the ultimate human life, and died the death we each deserve. But Jesus was more than a martyr — He defeated death when the Father brought Him back to life again.

Jesus' love for us compelled Him to come to where we are. Jesus' love for kids, as well as our own, compels us to go to them in this same way. Leaving the comfort of our homes, schools and workplaces, we seek them out, on their turf.

We enter their world to build friendships with them. We long to share with them, not only the good news of God's love, but our lives as well.

This is why we go. 1

"The Word became flesh and blood, and moved into the neighborhood."

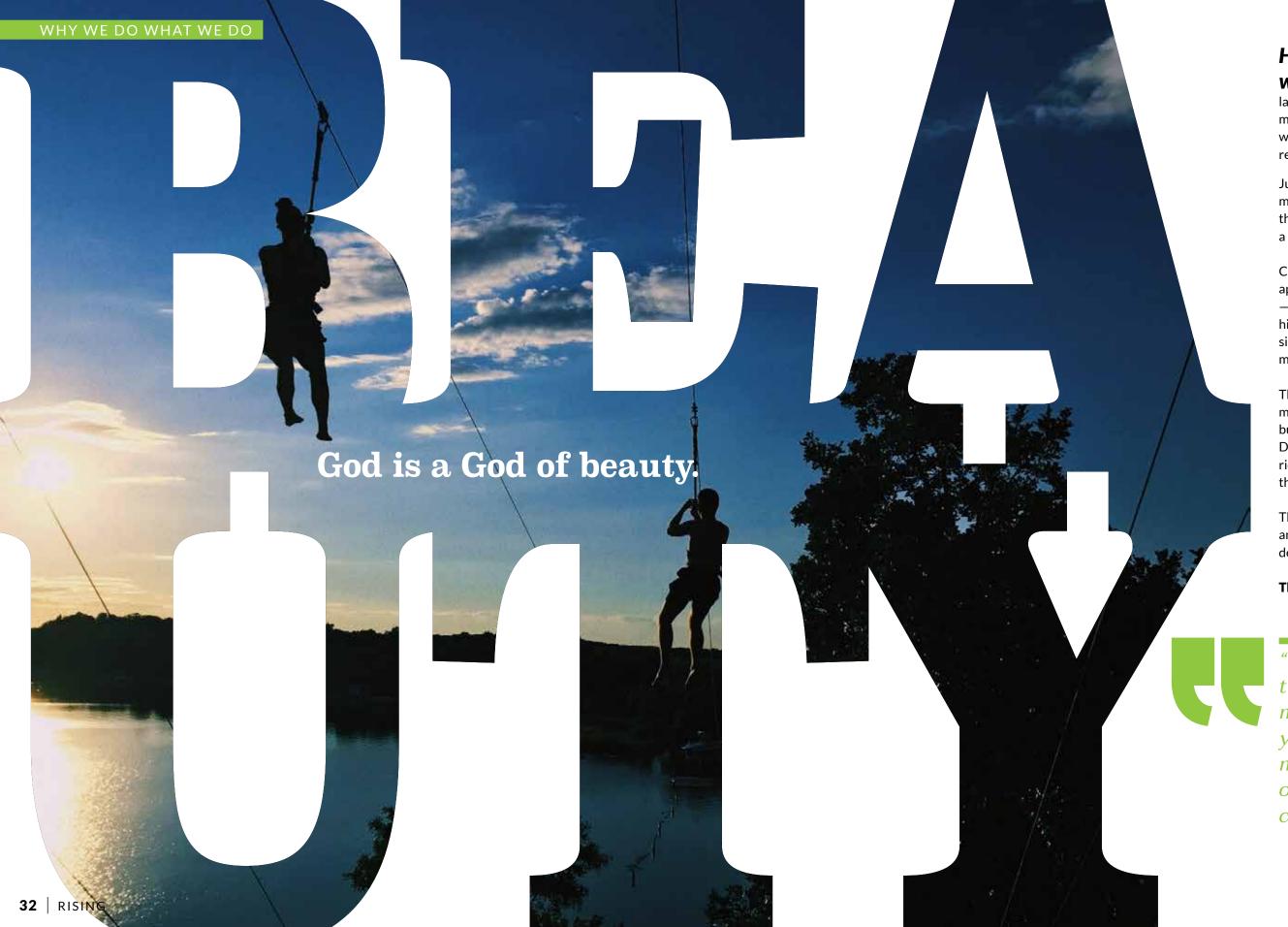
- John 1:14, The Message

"The thief comes only to steal and kill and destroy; I have come that they may have life, and have it to the full."

- John 10:10, NIV







## He has created for us a breathtaking

**World** filled with sunsets, mountain vistas, tranquil lakes and wooded sanctuaries, all under a canopy of sun, moon and stars. He invites us into grand adventures, with the greatest adventure of all being a life in relationship with Him.

Just as God has made the world for us to enjoy, we've made camps for kids. Camp is constructed in such a way that when our young friends arrive, they recognize it as a place made with them in mind.

Camps are showcases of God's beautiful creation — set apart from the noise and distraction found back home — with opportunities to engage with creation, whether hiking to mountaintop views, swimming in a lake or simply enjoying forest tranquility. They provide space to meet the Creator.

They're places of fun and laughter, of depth and meaning. From the moment young people step off the bus until they climb back on board, we serve them. Delicious and bountiful helpings of food, assistance on rides, clean facilities are all signs of how much we want this week to be the most meaningful one in their lives.

The ultimate service? Bringing them to the feet of Jesus and providing them the freedom to make their own decisions about the life He offers them.

This is why we've made places just for them.

"When I consider your heavens, the work of your fingers, the moon and the stars, which you have set in place, what is mankind that you are mindful of them, human beings that you care for them?"

- Psalm 8:3-4, NIV

God is a God of calling.

# CALLING

## He invites us to follow Him daily, knowing in this way we'll grow in our relationship with Him and better grasp His direction for our lives.

This life of faith is a life of gradual transformation, where He makes us more and more into the image of His Son, who loves us and gave Himself for us.

But the Father does not ask us to do this by ourselves. He lovingly brings us into community with other like-minded Christ followers so we might together care for the needs of the group. As brothers and sisters in Jesus' family, we are all on this journey together, and our Lord knows how greatly we need Him and each other to navigate the challenges of this world.

We delight in inviting kids into a new family, one where they can belong and explore and question and think on what the Christian faith is about. It's a safe space of reading God's Word, praying and listening to the Spirit of God.

It's also a space of vision and mission, where kids can learn how to better

love their friends who have yet to hear the good news, and introduce them to the Savior.

Finally, it's an opportunity to invite them to participate in the larger body of believers, the church.

This is why we gather. lacktrleam







"'Come,
follow me,'
Jesus said,
'and I will
send you out
to fish for
people."

- Matthew 4:19, NIV

34 RISING RISING

## **1L** younglife.

annualreport.younglife.org

