



Kids around
the world
are waiting...

THE CASE
FOR YOUNG LIFE



For relationships
with caring adults

For fun, adventure and
a sense of significance

To Experience and
respond to Jesus Christ

Kids around
the world
are waiting ...
for Young Life

Young Life is ...

Uniquely Positioned

- More than 60 countries around the world
- Distinctive and proven principles
- Effective across geographic and cultural boundaries for 68 years



Going to kids, accepting them as they are and respectfully sharing God's vision for who they can become has worked in small towns and urban centers from Idaho to India for decades.

We've yet to discover a group of kids who aren't hungry for Good News in the great way Young Life delivers it.

and Prepared

- Urging of the Holy Spirit
- Equipped with time-tested methods
- Applied in innovative ways

We are called,
positioned and
prepared to do
what Young Life
does best to
experience
unprecedented
growth.

Young Life is on the move ...

We're Reaching a World of Kids

We plan to impact two million kids every year by:

- Mobilizing more than 80,000 leaders
- Establishing 8,000 ministry locations



All for the
purpose of
introducing them
to Jesus Christ
and helping
them to grow
in their faith

Responding with Three Strategies for Growth

Applying what is distinctively Young Life through three growth strategies. Based on our core attributes, these strategies will extend Young Life's reach while increasing capacity for extraordinary results.

1. Leadership development
2. Sustaining and starting ministries
3. Camp impact

In the last 16 years, we've doubled the number of leaders, ministry locations and kids we've impacted. In less than half the time, we want to double our impact again.

Leadership Development

Leveraging the power of volunteers

Expanding capacity to reach a world of kids
will not happen with staff alone

- Empowering staff to be “player-coaches”
Recruiting and equipping a growing force of volunteers
- Inviting the involvement of millions who love Young Life
College students, alumni, friends
- Building a diverse, global leadership team
Staff and volunteers



Leadership Development

Mobilizing 80,000 volunteers

Initiatives include:

- Young Life College
- Latino Student Staff Initiative
- Volunteer Leader Development Program
- Teachers in Mission Project
- Developing Global Leaders Program
- Alumni and Friends

Developing Global Leaders Program

At the end of year seven:

- ♦ 11,000 leaders
- ♦ 285,000 kids impacted

At end of year 12:

- ♦ 21,000 leaders
- ♦ 535,000 kids impacted



Sustaining & Starting Ministries

*Doing what we do best for
more kids in more places*

Reaching a World of Kids begins and ultimately succeeds at the local level. We will thrive where we are and extend our reach to new places by:

- Keeping areas and staff healthy and growing
Stabilize and build strong foundations
- Pursuing every kid
Tailor-made ministries for special populations of kids
- Going to kids
New schools, communities and countries
Tried-and-true Young Life practices



Sustaining & Starting Ministries

Establishing 8,000 ministry locations

Initiatives include:

- Area Help Fund
- Small Town Jumpstart
- Capernaum Initiative
- YoungLives Initiative
- Texas Latino Initiative
- Multicultural/Urban Regional Initiatives

The Texas Latino Initiative

Responding to the exploding Latino youth population in key Texas cities.

In just seven years:

- 80 new ministries introducing
- 50,000 kids to Christ annually



Camp Impact

*World-class, worldwide
camping for every kid*

Initiatives include:

- Developing and expanding camps
Preparing for historic numbers of campers
- Going global
Adapting camping strategies to new countries and cultures
- Increasing campership funds
Every kid with a seat on the bus



Camp Impact

*World-class, worldwide
camping for every kid*

Initiatives include:

- Washington Family Ranch
- Carolina Point
- Camp expansion at seven existing North American camps
- Fill the Bus Scholarships
- Campership Legacy Scholarships
- Young Life Camp on Wheels, using equipped trailers to take camp to kids in Africa
- International North camps in Armenia, Ukraine and Europe.

In seven years, when we open five camps worldwide plus provide a “Camp on Wheels” for the continent of Africa, more than 100,000 kids will experience the lavish, adventurous and abundant love of Christ at a Young Life summer camp.



Expected Impact

*How do we reach
two million kids every year?*

We do more of what Young Life does best.
We go into their world.

- Reaching middle school students with WyldLife
- Giving Capernaum kids a camp adventure they never imagined
- Equipping young teachers to lead club – and kids to Christ
- Building relationships with students on campus through Young Life College
- Reconnecting with alumni who love Young Life ...



Learning Swahili
if that's what it takes
to share Jesus in
terms Kenyan kids
can understand





It's nothing new and yet completely fresh.

It's a vision we can fulfill.

Young Life was made for this.

Investing in a World of Kids

Strategies	Funding Goals
Leadership Development	\$ 33,000,000
Sustaining and Starting Ministries	\$ 48,000,000
Camp Impact	
Camp Capital	\$ 100,000,000
Campership*	\$ 79,000,000
TOTALS	\$ 260,000,000

*includes \$50,000,000 in deferred giving through the Legacy Campership Fund.



Reaching a World of Kids *Together*

Number of Gifts	Amounts	Sub-totals
Tier One		
20	\$2,500,000-\$30,000,000	\$105,000,000
Tier Two		
70	\$ 500,000-\$2,499,999	\$ 84,000,000
Tier Three		
150	\$ 100,000-\$499,999	\$ 21,000,000
Deferred Giving		\$ 50,000,000
Grand Total		\$260,000,000

Kids around
the world
are waiting...



And we can't wait to meet them.

*Every kid has the right to know
the truth about Jesus Christ.*

“I hope ...
that you people will get up with
new determination and go back to
the Big Dream and make it come true
in millions of lives. Young people have a right to
know Jesus Christ. We’re not gonna wait and hope
somebody gets around to taking Him.
We’re going ourselves. We’re going harder
and faster and finer than we ever went before.”

— Jim Rayburn’s final staff message, 1970

Come with us.



reaching a
younglife world of kids