



ANNUAL REPORT

— 2024 —



April 2024



"I will give you a new heart and put a new spirit in you; I will remove from you your heart of stone and give you a heart of flesh. And I will put my Spirit in you and move you to follow my decrees..."

-Ezekiel 36:26-27

FROM OUR PRESIDENT



Dear Friends,

From the beginning of time, God has always desired to breathe life and purpose into his creation. We see it first in Genesis when He breathed life into the first human, formed from the dust of the earth, to be in relationship with Him, walking closely, joining in His divine purposes, and caring for all His creation.

In Ezekiel 36-37, we see it again, but this time, God gave the prophet an astonishing vision of reconciliation and hope for His people who were far from him and found themselves harassed by enemies. They felt "dried up, without hope, cut off." God himself described their condition as ravaged, crushed from every side, desolate, deserted and plundered. He compared their heart condition to a valley of dry bones.

But He didn't leave them there. In His great mercy, He promised what seemed impossible—that if they turn to him, He would not only breathe life back into them and resurrect what was dead, but raise them up into an exceedingly great army; fruitful and walking intimately with their Lord.

"I will give you a new heart and put a new spirit in you; I will remove from you your heart of stone and give you a heart of flesh. And I will put my Spirit in you and move you to follow my decrees..."
- Ezekiel 36:26-27

Each week, Youth For Christ staff and volunteers engage 11-19 year olds through our 1,250 ministry sites on campuses, in communities, on military bases and in juvenile facilities. These are young people who often feel "dried up, without hope and cut off" from any positive relationships or caring adults. Many are experiencing an overwhelming amount of trauma and stress and feel completely alone.

In partnership with you, we're able to share the love and hope of Jesus with kids in pivotal moments. We do this through our 3Story® relational ministry built around the visual of three interlocking circles that represent how God's Story, My Story, and Their Story (our friends, family, or young people who don't yet know Jesus) can intersect and overlap through relationship. It's a model you can use in your relationships, too.

Across the pages of this annual report are stories of living proof that God can still breathe life and purpose into every story. Be encouraged. No soul is too crushed, and no story so hopeless, that Jesus can't resurrect it and breathe new life into it. That's Good News for all of us.



Thousands more kids are waiting for help. Join us in reaching the most vulnerable and raising them up as the next generation of young leaders, "an exceedingly great army", on mission, fruitful, walking closely with their God and inviting their friends to meet Him, too.

Until all have heard,


Jacob D. Bland
PRESIDENT/CEO



Our Mission

Youth For Christ reaches young people everywhere, working together with the local church and other like-minded partners to raise up lifelong followers of Jesus who lead by their godliness in lifestyle, devotion to the Word of God and prayer, passion for sharing the love of Christ, and commitment to social involvement.

Our History

Since 1944, we've had an unwavering commitment to meet 11-19 year olds in pivotal moments, and to introduce them to the hope of Christ. From holding rallies with Billy Graham in the 40's, to entering campuses to reach students in the 60's, to now empowering community leaders to build meaningful relationships with young people everywhere – it's our aim to walk with young people through their story, and to be the friend and mentor that we've longed for ourselves. When we welcome God into a pivotal moment, we invite Him to uncover His story of hope in our lives, and to give life to our story.

Who We Serve

We actively pursue 11-19 year olds walking through pivotal and story-shaping moments. A pivotal moment can be anything from navigating a new school, to becoming a teen parent, to being deaf or hard of hearing, to spending time in a juvenile institution. These young people can often feel overlooked, and it's our passion to make them feel seen, heard, and valued. Our aim is to be a steady voice and presence in their lives, intentionally postured as a humble and authentic mentor.

**FOR SUCH
A TIME AS
THIS...**

The Need and YFC's Response

A growing field of research is pointing to a generation in crisis around acceptance of the Christian faith, mental health issues, anxiety, and the inability to trust traditional organizational structures and models. As a result, both millennials and Generation Z are leaving the traditional church at over 1 million per year. The hard news is that both Gen Z and Gen Alpha are the first generation in our nation's history that are growing up in an almost entirely unbelieving and unchurched "post-Christian" society. Essentially, they are an unreached people group. Considering this sobering reality, we believe that new and innovative approaches for reaching this generation are needed.

We believe Youth For Christ has been called by God and is uniquely positioned to impact the next generation through our **3Story® relational ministry, developing young leaders and joining with other Kingdom partners** for greater impact than we can do alone.

In this pivotal moment of opportunity and challenge, we invite you to join us in making an eternal impact that transcends boundaries and transforms lives. Your support helps **multiply our efforts to innovate, empower our leaders, and boldly enter into the hard and confusing places our young people face every day.**





WE GO TO THEM...

Youth For Christ engages young people ages 11-19 wherever they are to uncover God's story of hope in their story through authentic relationships, shared experiences, outdoor adventure, mentoring, small groups, and more.

HOW WE SERVE

Our campus-based ministries reach 11-19 year olds on campuses throughout the country:

Campus Life® serves middle school and high school students on campuses throughout the United States. Campus Life is our largest ministry model.

Campus Life Military® ministry reaches young people on military bases.

Deaf Teen Quest™ seeks to break down language barriers by building relationships with deaf and hard of hearing young people.

Each of our 850 campus-based ministry sites reaches a diverse group of 11-19 year olds with very unique needs. No matter what the campus, we build meaningful relationships in which God can work in the life of a young person.

Our community-based ministries facilitate relational ministry rooted in Christ's call to those who feel overlooked.

City Life™ is a relational, holistically based ministry that desires to see deep change in urban neighborhoods by raising up leaders from within that community.

Parent Life™ connects pregnant and parenting young people with leaders that help these teens uncover God's Story.

Juvenile Justice Ministry® strives to respond to the needs of young people in the juvenile justice system with Spirit-infused empathy.

Together, our community-based ministries encompass over 400 ministry sites engaging relationships with thousands of young people across the country.

YFC's RESPONSE TO MENTAL HEALTH CRISIS

"Today's teens need to heal and belong before they can hear and believe."

Youth For Christ in Northern Colorado, emphasizes the need for a holistic approach to care for young people who have experienced trauma, as it impacts their bodies, brains, behaviors, and belief systems. YFC's Northern Colorado chapter has launched ReBalance, a program tailored to address the diverse needs of youth struggling with notable challenges and traumatic experiences. ReBalance utilizes Trust-Based Relational Intervention® (TBRI®) methods, drawing from research in attachment, sensory processing, and neuroscience. This approach underscores the importance of addressing the whole child, employing strategies that foster healing, belonging, and meaningful connection. Through ReBalance, YFC aims to create a safe space where young individuals can react to high-stress activities, with trained coaches intervening to guide and correct negative behaviors, ultimately fostering emotional growth and resilience.

"Because of their histories, young people who have experienced trauma have changes in their bodies, brains, behaviors and belief systems. As a result, their care requires a holistic approach."

- Jeff Neel
Northern Colorado YFC
Executive Director



Scan the QR code to READ more about ReBalance and how they are meeting the unique needs of young people struggling with traumatic experiences





MULTIPLYING MINISTRY SITES

The future of our communities hinges on the well-being of our young people.

Part of our focused strategy to help bridge the gap between the church and the younger generation is to ask the Lord to help us **simplify, multiply, and exemplify**.

Here are the first fruits we're seeing from our efforts to multiply ministry sites in neighborhoods, community centers, detention facilities, schools, and military bases:

IN 2023-24 FISCAL YEAR, SO FAR
128 NEW MINISTRY SITES HAVE BEEN OPENED

IN 2022-23 FISCAL YEAR
87 NEW MINISTRY SITES WERE OPENED

With each ministry site, we remain vigilant amidst a growing mental health crisis.

We believe the Gospel of Jesus is part of the solution to the mental health crisis. We're doing more to train YFC leaders and care for them as they reach kids in tough places and circumstances many others avoid. We're providing enhanced trauma-informed care services for both kids and leaders.

"At YFC's National Leadership Conference, on my way to the elevator, two of my staff urgently cornered me after a breakout session. They insisted, 'We need to talk to you! Our City Life Center must be open every day of the week! The demand among teens is too high. We need to do more to reach them.' I smiled and agreed. They were fired up and inspired to implement what they had learned from their breakouts and put it into practice at home."

- Scott McCloughan
YFC Executive Director
Kalamazoo, MI

MULTIPLYING LEADERS

The Leadership Formation team serves all levels of Youth For Christ leaders by providing resources, relationships, and training experiences that nurture their personal relationships with Jesus and most effectively equip them to fulfill the mission of YFC.

2024 National Leadership Conference (NLC)

Over 880 leaders attended our National Leadership Conference in Orlando, FL that included a general session and breakout speakers handpicked to equip YFC USA to focus on every leader knowing, experiencing, and sharing God's Story.

New Leader Cohorts

Our New Leader Cohorts gathered at NLC for a time of connection and Ministry Model training. These cohorts will complete their final modules of online training by the beginning of 2025. Our next round of New Leader Cohorts will kick off July 2024.

YFC Board Training

We are currently training board members and Executive Directors from 10 chapters in 2024, followed by 10 additional chapters each year, for a total of 30. Our hope after that is to continue to train additional chapters until all YFC USA boards are fully equipped.

3Story® Training for Churches

A version of our 3Story® training specifically geared toward church audiences is being released this spring. This training will also be translated into Spanish, to reach even more people with the 3Story framework, teaching them to live a 3Story lifestyle as they encounter God's Story, their story, and others' stories.

Expanded 3Story® Course Released

An expanded online 3Story® course is being launched to help all leaders embrace and live out a 3Story lifestyle as they encounter God's Story, their story, and others' stories.



YOUNG LEADER INITIATIVE

Raising Up the Next Generation of Young Leaders

Young Leaders are our future and an essential (and proven) part of our growth strategy. Adult volunteerism is on the decline and yet “the Harvest is ripe.” We love when kids who have recently come to Christ ultimately catch a vision for relationally sharing their faith with their friends and their community – they are world changers!

Considering this, we launched a National Young Leader Initiative last year. We believe a young leader-equipping continuum will raise up a generation from middle school to high school to staff interns, to boldly share their faith and love their friends.

We’ve completed our Year One goals of listening, discovery and learning through in-depth interviews with both YFC and other like-minded youth and mission

organizations. We’ve established cohesive definitions and best practices for small groups, relational discipleship, and Young Leaders across our movement.

We’re now heading into Year Two which will establish an expansion strategy among our best YFC innovators. This initiative will send the first 500 young leaders through the first year of their training with innovative cohorts, creative learning, and practice of 3Story with their friends. Our vision is to prototype the best practices and then scale them across the mission of YFC.

Trauma Coaching will be an important part of this effort as we recognize that our young leaders often come from very challenging circumstances themselves.



EVERY LEADER KNOWS, EXPERIENCES, AND SHARES GOD’S STORY





The 3Story® Model and Way of Life

3Story® is a way of life that guides followers of Jesus to be good news as they share stories of The Good News. In YFC, it is how we live in relationships with God and others. The three circles represent God's story, my story, and the stories of young people. When the circles overlap, it means friendship is growing, trust is building, transformation is happening.

3Story for the Whole Kingdom

YFC continues to be invited to share our 3Story evangelism and discipleship training resources with churches and ministries across the nation. In response, we're developing a world-class digital platform for sharing these effective resources.

It's 3Story®, not 2Story

"We prioritize sharing God's Word, not just social services."

- Jake Bland
YFC President/CEO



Scan the QR code to WATCH a video about the 3Story® model and how we view relationships that allows us to share our faith naturally and intentionally. (2:47 watch time)

THEIR STORY

AJ's Story: Unlocking the Potential in Every Young Person

AJ was one of many in a large family. Despite the warmth of the family ties he was blessed with, AJ faced numerous challenges from a young age, including the profound impact of the crime-riddled neighborhood that he was raised in and witnessing family and friends falling into the justice system. **Street life became his unwelcome mentor**, guiding him down paths fraught with obstacles that led to his own incarceration.

It was during his incarceration that we met AJ. Initially reserved about mentorship and faith, AJ slowly began to open up through consistent interactions with YFC mentors who offered an unwavering source of support and understanding. These connections became the foundation upon which AJ started to rebuild his sense of self and purpose and ultimately, a profound sense of faith.

Right there in jail, AJ made the decision to get baptized, marking a spiritual rebirth and the beginning of a new chapter in his life. Embracing his newfound faith with zeal, AJ went on to preach his first sermon within the jail walls, sharing his story of change and hope with others who might see themselves in his journey. He also led his best friend in the jail to Christ and was

on hand to see his friend baptized as well - but it didn't stop there! AJ was so excited about what Jesus was doing in his life that he called home, ministering to his mother, brother, and sisters telling them to go to church. A few weeks later, his entire family made decisions for Jesus and were baptized too!

AJ's story is not just about the trials he faced but about his incredible resilience and the community that rallied around him.

AJ's story is a beacon of hope, showing us that with the right support, anyone can turn their life around and become a source of inspiration for others.

ALMA'S STORY



"FOR THE FIRST TIME IN MY LIFE, I'M FULL OF HOPE FOR THE FUTURE... FOR ME AND MY BABY."



Scan the QR code to READ more of Alma's Story.



Kids Lives Changed through Year-Round Camps

HELPING KIDS GET TO CAMP

\$131,359

in national scholarships distributed during last fiscal year (2022-23)

We're on track to distribute \$175,000 this fiscal year (2023-24)

SUMMER IN REVIEW

4,636

kids attended a YFC summer camp

2,100

scholarships were provided to reduce the cost of summer camp, enabling more under-resourced kids to attend

894

kids made first-time decisions to follow Jesus during summer camp

We created new critical resources and revamped trainings for cabin leaders, trip leaders and support staff to effectively serve today's youth in crisis.



TOP: Tito's Baptism at YFC Camp in Montana. BOTTOM: Takoda's Baptism at same camp the year before.

THEIR STORY

Tito's Story: Grit and Grace (in Tito's own words)

"At a very young age I saw my father beat my mom. The day he threw her down the stairs was the day my mom and dad split up. From then on my dad was in and out of my life. In 2009 my dad stopped seeing me and my sister, we wondered why, but we never got an answer. In 2010 my mom met a guy named Carlos* and ever since he was always in my life. Growing up, it was amazing to have a stepfather who showed me how to be a man and work hard.

Three years ago, my sister accused my stepfather of molesting her as a preteen. I didn't know what to think and who to believe, and of course as an older brother I believed my sister. But it was complicated because I wanted to believe my stepfather, so I was so confused. Ultimately, my stepfather got arrested and my sister went to live with our dad. My stepfather was in jail for a couple months, and afterwards deported back to Honduras. My mom became depressed and let herself go, I had to step up to be the man of the house—it was really difficult. **I dropped out of school to take care of my little brother,** make sure he went to school, fed him, washed his clothes, and took care of daily necessities.

It was a rough time for me, and I felt overwhelmed. I started smoking, drinking and going to parties because I thought it would help me with my depression and make me happier, but it didn't. So, I started hanging out with my friend Takoda and he began to tell me about God and how He can change my life. I started reading the Bible and truly believing in God. Takoda invited me to go to a YFC Camp. It was amazing! On that trip I **made a commitment to God and was baptized,** just like my friend Takoda had done the year before. That was the best decision of my life! Since that day I've been happiest I've ever been. **Now I just want to tell people about God and how He can change their life for the better."**

* name changed

THEIR STORY

Toby's Story: The Power of Surrender and Finding Hope in Unexpected Places

YFC Winter Camps provide young people an opportunity to step out of their normal environments, build positive relationships with mentors and experience God.

Toby signed up for Winter Camp last minute. We had known him for a while, but he hadn't attended many Campus Life events. Over the weekend of camp, Toby began opening up about where he was spiritually and a little about his home life. We learned that home has not been a supportive place. He refused to ask for help anymore because he never got any at home from his parents. **He felt like he had to carry life's challenges on his own.**

After the camp speaker presented the Gospel, we gathered in our cabin groups. The boys were sharing and responding to the cabin leader's question, "Are you ready to surrender your life to Jesus?" Two or three of the boys shared that honestly, they were not ready. When we got to Toby, he similarly shared that he was not ready and clearly stated: "I know that I need to ask God for help and surrender to Him, but I don't know if I can ask for help." **He had been too hurt from not having parents there to support him, and each time he would ask them for help, it would just bring on more anxiety.**

We kept going to the next student who said "Yes" I'm ready. I asked some follow-up questions and it was clear he was ready to make Jesus the Lord of his life. Another student shortly after also said he was ready to take the plunge into trusting his life to Jesus. While these two students were standing, we shared that we were going to take time to pray together and lay hands on them. As we were speaking, **Toby stood up. With a tear in his eye, he said, "I'm ready." I looked at him and gently asked, "Are you sure?" He replied, "Yes, I've thought about it, and I do need to ask God for help."**

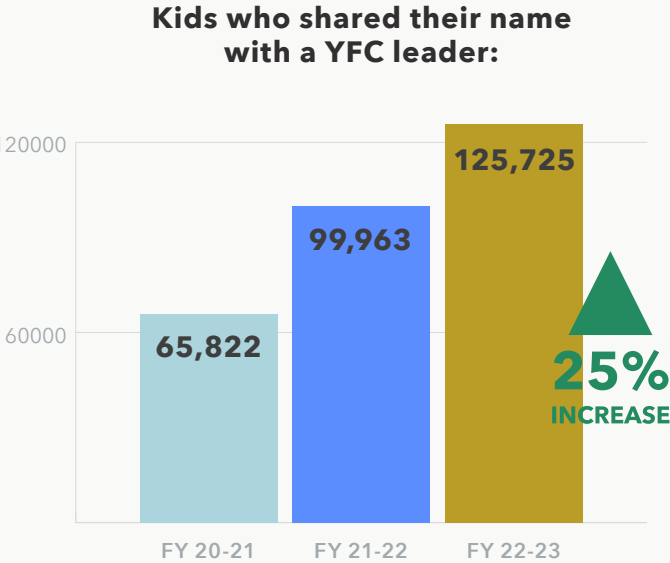
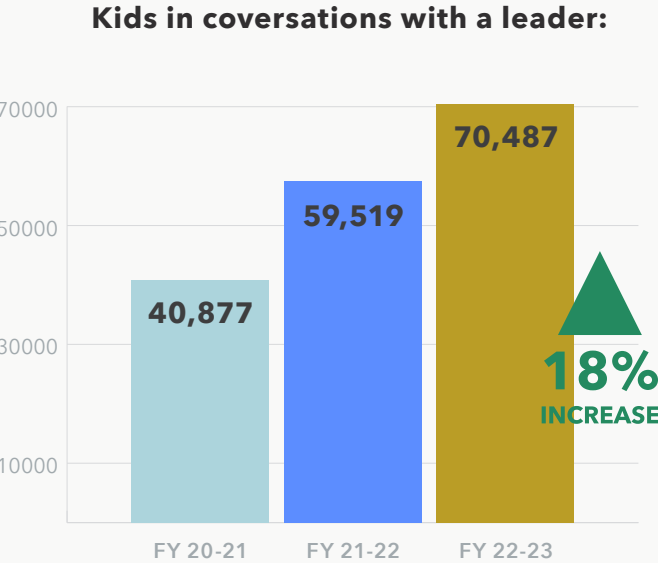
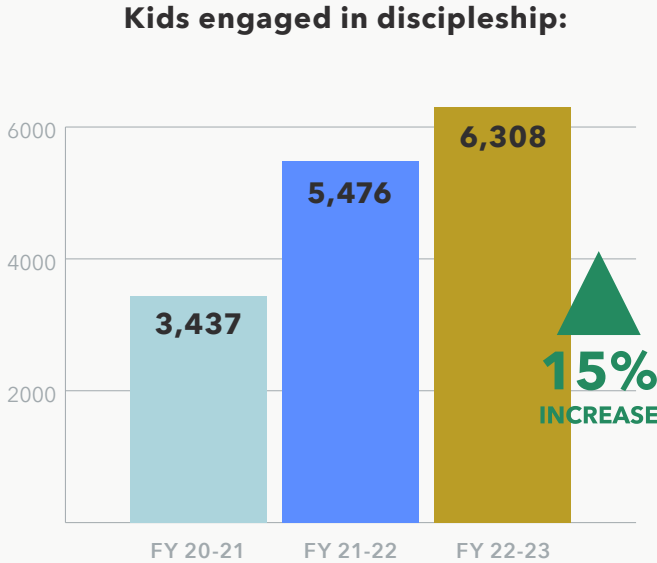
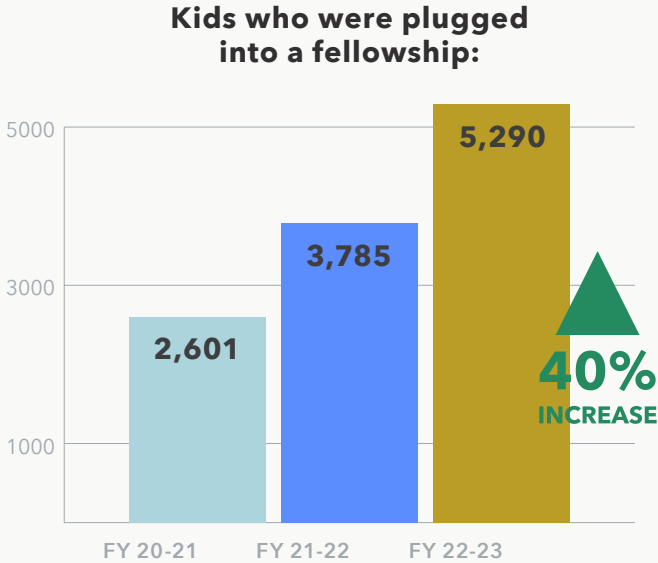
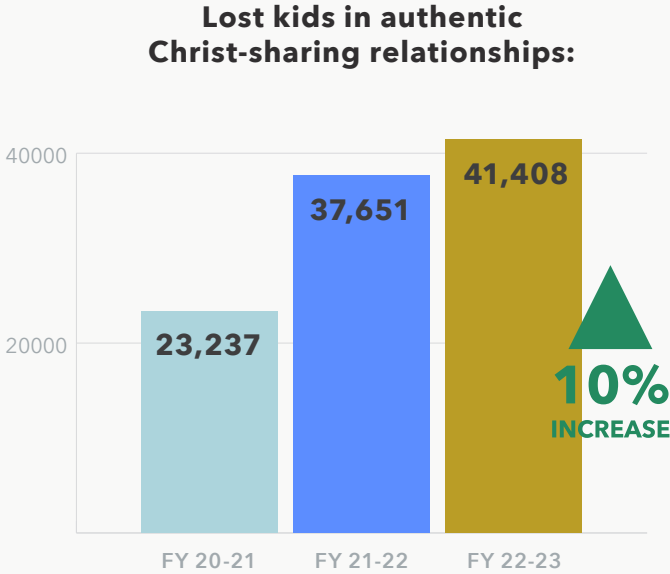
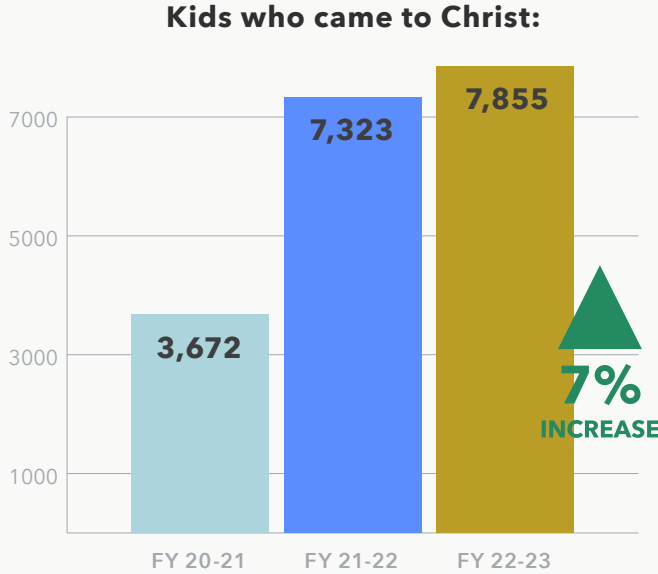
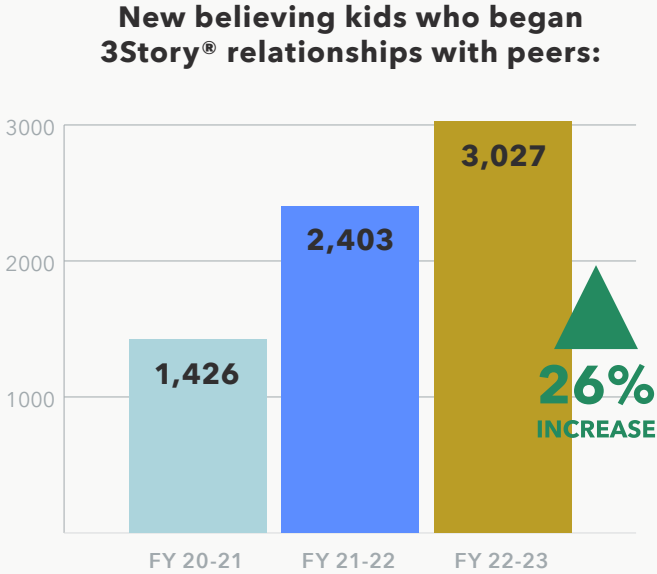
We stood there with three boys and prayed. They all surrendered their lives to Jesus, and each boy shared individually afterward how they felt God's presence in that moment and experienced a peace they hadn't known before. **They no longer felt alone.**





MINISTRY OUTCOMES

2022-2023



Kids who were plugged into a fellowship:
Fellowship most often means a local church. Because the body of Christ spans multiple generations, a fellowship will sustain them through life -- in a special way beyond YFC.

New believing kids who began 3Story® relationships with peers:
We love when kids who come to Christ ultimately begin to catch a vision for their lost friends. These Young Leaders are the future and a proven part of our growth strategy!

Kids engaged in discipleship:
When kids come to Christ, we engage them in an ongoing discipleship relationship to help them learn how to follow Jesus faithfully.

Kids who came to Christ:
We believe that if we're faithful to put leaders in authentic, Christ-sharing relationships with lost kids, the Holy Spirit will do what only He can do.

Kids in conversations with a leader:
Leaders and kids initiate conversations with each other throughout the year. Conversations help leaders identify lost kids and create opportunities to share Christ.

Lost kids in authentic Christ-sharing relationships:
Our leaders initiate and sustain new 3Story® relationships through the year. Our most important measurement: leaders with lost kids.

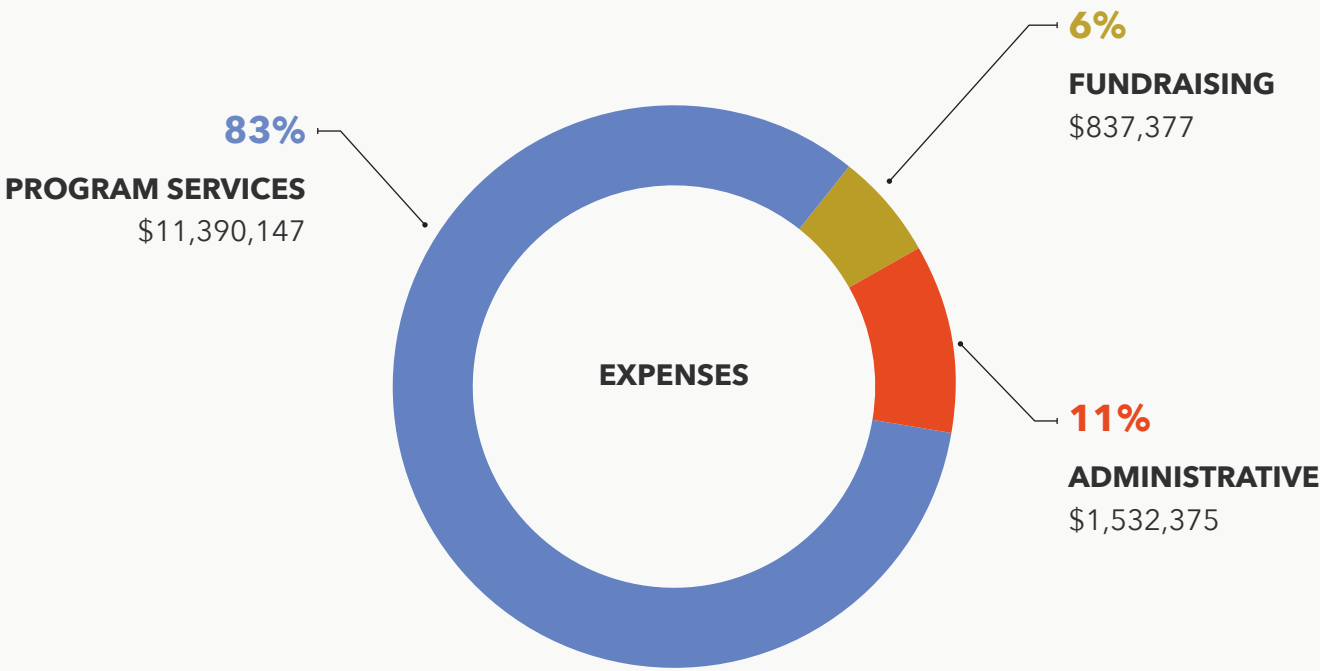
Kids who shared their name with a YFC leader:
A concrete measure of the total number of kids connected to YFC ministry.



ORGANIZATIONAL FINANCIALS

NATIONAL AND LOCAL | FISCAL YEAR 2022-2023

FY 2022-23	REVENUE	EXPENSES
YFC National Service Center and Launch Chapters	\$15,803,271	\$13,759,899
Chartered Chapters*	\$81,846,244	\$72,464,488
TOTAL	\$97,649,515**	\$86,224,387



Administrative costs are down and program services to kids, leaders, and ministry sites are up!

*Chartered Chapters include estimates.

AUDITED FINANCIALS

YFC NATIONAL SERVICE CENTER & LAUNCH CHAPTERS

	FY 2020-21	FY 2021-22	FY 2022-23
ASSETS			
Cash & Equivalent	\$9,890,614	\$10,571,530	\$6,256,241
Receivables	\$2,057,666	\$1,780,509	\$1,404,669
Property & Investments	\$4,315,622	\$4,631,385	\$11,124,032
Misc Assets	\$458,070	\$545,589	\$578,208
Total	\$16,721,972	\$17,529,013	\$19,363,150
LIABILITIES			
Accounts Payable	\$195,613	\$348,658	\$255,474
Accrued Liabilities	\$304,719	\$245,590	\$199,730
Deferred Income	\$1,469,182	\$1,797,635	\$1,727,444
Debts	\$ 0	\$ 0	\$ 0
Total	\$1,969,514	\$2,391,883	\$2,182,648
NET ASSETS			
Unrestricted Net Assets	\$11,732,522	\$12,661,808	\$14,296,609
Restricted Net Assets	\$3,019,936	\$2,475,322	\$2,883,893
Total	\$14,752,458	\$15,137,130	\$17,180,502
SUPPORT IN REVENUE			
Contributions	\$9,310,475	\$9,629,998	\$10,307,436
Service Income	\$3,801,955	\$4,685,365	\$4,935,283
Gain/Loss on Investments	(\$18,459)	(\$865,892)	\$560,522
Other Income	\$654,066	\$659,728	\$0
Total	\$13,789,037	\$14,109,199	\$15,803,271



**A Note about Surplus: Occasionally YFC receives generous, one-time estate gifts. Our National Board has wise fiscal policies in place to initiate multi-year mission expansion. Your continued monthly and annual support is needed to sustain these new ministries. We are overwhelmed with gratitude, and commit to fierce stewardship of your trust. Praise God for the growth He is bringing through your generosity!



FIND A CHAPTER

Scan the QR code or visit us online at yfc.net/find-a-chapter



Youth For Christ/USA, Inc is a tax exempt 501(c)(3) organization in the USA, a charter member of Youth for Christ International, and one of over 100 Youth For Christ national programs around the world.



Local chapters are governed by boards of various sizes and are held to high standards of transparency and accountability. Launch Chapters are staff of YFC USA and are guided by local advisory boards.

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