

[a force for change]

# IN THE WORLD



# NOT OF THE WORLD



The biggest potential for world change lives in the hearts of tomorrow's leaders.

Currently, these leaders are predominantly located in one of eight universities in America. On these campuses, their ideas, opinions, knowledge, and understanding are being molded and influenced.

The change these young people will ignite upon graduation is currently up for grabs. Will they be just another "one" furthering the ideas of the postmodern secular masses? Or will they stand out...and stand for something different?

Christian Union recognizes the vital role these young people will play in shaping the future. But the potential we see in them is vastly different than the view of the current university system.

Our goal is to not only see them transformed by Christ, but fully equipped to boldly lead a world that does not know them, but is in desperate need of their influence.

Dear Friends of Christian Union,

We are on a mission...

The mission is to change the world and transform our culture by developing and mobilizing Godly leadership in all sectors of society. Your generous financial support is making the pursuit and achievement of this grand vision a reality.

Targeting eight specific campuses, we engage men and women of godly character, superior giftedness, and unquenchable determination who have the potential to shape the future of America.

This year alone 1,420 individual meetings with freshmen were held to tell them about the unconditional love of Jesus Christ and the resources available through Christian Union. As a result, scores of them got involved in Bible Courses and personal mentorship, putting them on a path over the next 4 years to become devout Christian leaders when they graduate.

Students are responding to God's call and our challenge to become the leaders God wants them to be ... rising above the crowd and fully devoting their lives to Christ. In 2009, 200 students actively participated in bible courses.

Additionally, individual coaching and mentorship programs instill a biblical worldview and train these students to become leaders who impact our culture with morality, civility, and godly vision.

Upon graduation, these leaders are released into the world as articulate ambassadors of righteousness, truth, and justice ... an army of corporate executives, judges, senators, representatives, presidents, and entrepreneurs from all walks of life, who have one ambition in common ... to glorify God in all that they do.

I pray your heart will be lifted and your spirit encouraged as you read about what God accomplished in 2009 as a result of your generous support.



May God Bless You,  
Matt Bennett  
President, Christian Union

112,000  
STUDENTS

49%  
OF AMERICA'S FUTURE LEADERS

8  
UNIVERSITIES

1  
MISSION

## Defining Vision

Christian Union seeks to advance the kingdom of God by equipping tomorrow's leaders to make lasting impact for Christ on the world around them.

The goal is a lofty one. But not unattainable. **It just takes being in the right place, with the right methods, and the right people.**

[the right place]

### Narrow In Our Focus

**Of our nation's 2,474 four-year colleges, just eight produce 49% of our most influential future leaders.** Whether in business, government, media, education, or the arts, alumni from these campuses are transforming our culture.

This is astounding when coupled with the reality that these institutions are also the most secular and institutionally biased against Christianity. In fact, **nine out of ten students on these campuses have no regular Christian influence in their lives.**

It is these students Christian Union seeks to not only reach with the love of Jesus Christ, but to provide a Christian worldview that will enable them to lead with purpose. We specifically equip leaders on these eight campuses, knowing the impact they have on the world will be enormous.

[the right methods]

### Strategic In All We Do

Each day, we are faced with a simple reality – a generation of future leaders is at stake and we have undertaken the responsibility to reach them. It's the motivating factor that causes us to be as strategic as possible in everything we do. The simple truth is, we can't afford not to be.

- We offer ministry and leadership development programs specific to the subculture on these eight campuses. **Blending the spiritual with academic rigor, Christian Union feeds students' intellectual hunger while stimulating their faith.**
- Tactical outreach programs ensure that students have an opportunity to become involved with Christian Union before their schedules are full or they become entrenched in secular activities or groups.
- Leadership Centers on the campuses of Brown, Cornell, and Princeton (with plans for Centers on all eight campuses) are a place of important resource and training. The Centers provide office, meeting and study space, as well as student libraries with reference materials, commentaries, and books written from a Christian worldview.
- Christian Union is committed to organizational effectiveness that is outcome based. Every program or effort is measured by a meticulous and arduous accountability structure.

[the right people]

### Excellence In Ministry Staff

A key characteristic of Christian Union is the caliber of our staff. **Each of our Ministry and Teaching Fellows is uniquely qualified to serve on these eight campuses, having attained degrees such as Masters of Divinity, Masters of Theology, and a PhD in New Testament.** Others have M.B.A.'s and years of experience in Fortune 500 companies.

Most importantly, they have made ministry with Christian Union their chosen career. As such, we empower them to focus solely on student leadership development by functioning as a centrally funded organization.

Credentialed and called, our own leaders are in a unique position to teach, disciple, and mentor students to be all that God has planned for them to be.

### Engagement: Getting Found

Christian Union makes every effort to connect with both Christian and non-Christian students. Our goal is that every student would have three to five opportunities a year to hear or read the Gospel and be able to take advantage of our leadership development track as soon as possible.

- Our Freshman Outreach Campaign is an aggressive and strategic effort to introduce incoming students to Christian Union before they even reach campus. Upperclassmen and faculty reach out to freshmen in friendship and through invitation to events and social gatherings.
- A “Tough Questions Course” is offered to those who have not yet made a commitment to Christ.
- Sponsored debates and speakers serve to stimulate thought and discussion about issues of faith.
- Media outreach programs ensure the Gospel is continually before students and that God is kept in campus dialogue.
- Several planned social activities allow relationships to begin and flourish in a safe, God honoring environment.
- Each year, two book giveaways are held to distribute compelling Christian resources from various renowned authors including C.S. Lewis, Dr. Armand Nicholi Jr., and John McDowell.

#### Recent Achievements

- 1,420 1-on-1 meetings with freshmen in the first 4 weeks of the fall semester
- 1,000 compelling Christian books distributed

### OUR LEADERSHIP MODEL



### Devotion: Pursuing God

Christian leaders must be fully devoted to God. Through Christian Union discipleship programs, students are taught to value spiritual disciplines such as reading the Bible, prayer, fasting, and walking by faith in the power of the Holy Spirit.

- Seminary level Bible courses are the core of our discipleship and leadership development programs. With curriculum written and led by one of our Ministry or Teaching Fellows, these courses offer a stimulating opportunity for students to learn in-depth biblical principles and how to integrate them into their lives as ambassadors for Christ.
- A weekly Christian Lecture Series features a variety of subjects pertinent to a Christian worldview.
- Spring break and Summer Missions Projects provide extraordinary opportunities for students to be trained in evangelism, service, and other ministry skills.

#### Recent Achievements

- Over 200 students were actively involved in a Bible course
- 307 active prayer partners

### Training: Instilling a Christian Worldview

What truly sets Christian Union apart is our emphasis on and dedication to leadership training from a Christian worldview. All of our efforts serve to equip students to take bold action in order to engage and impact the world around them.

- Students receive individual leadership training via one-on-one coaching and mentorship from Christian Union Ministry Fellows. Specialized material is developed and tailored to a particular student’s needs or interests, vocational discernment, and ministry gifting.
- The Ivy League Congress on Faith and Action brings students from all eight campuses to hear world-renowned Christian leaders as well as panel discussions and lectures.
- Conferences and retreats are planned throughout the year to promote student growth and development.
- Ministry Centers are available to provide office and meeting space for prayer groups, bible studies, fellowship meals, Christian speaker receptions, etc.
- Christian Union partners with other ministries and organizations with a common mission by offering assistance through grant money. Grants have been used for Christian conferences, events, seminars, and social action projects.

#### Recent Achievements

- 1,168 1-on-1 student discipleship meetings
- Active Ministry Centers on 3 campuses

### Experience: Honing the Leadership Gift

Students actively involved in Christian Union utilize their leadership development skills on campus through evangelism, discipleship, social action, and prayer ministry opportunities. They learn how to implement a Christian worldview to their existing secular environment by reaching out to non-Christians and offering them friendship, hope, and support. These relationships have a direct impact on students as they no longer feel lonely and isolated but encouraged through the love of Jesus Christ.

- Develop annual schedules, timelines, and deliverables to accomplish team objectives.
- Careful, thorough planning by team leaders and sub-team leaders who organize and hold planning meetings every two weeks.
- Develop and coordinate promotional and advertising campaigns to encourage people to attend respective events and exercise leadership by staying within all budgets given.
- Speak and connect with audiences of varying sizes demonstrating high levels of large group visibility and stage presence.

#### Recent Achievements

- 90+ students engaged in leadership roles
- 57 upperclassmen participated in freshman campaign



## Impacting Culture

Christian Union's mission is to develop Christian leaders to transform culture. This is achieved by identifying leaders and developing their leadership skills to incorporate a Christian worldview. City Christian Union develops leaders beyond the eight campuses by extending the reach to corporate America through social debates and leadership events that stimulate and educate spiritual perspectives, among business and civic leaders. A previous debate with Peter Singer and Dinesh D'Souza drew an audience of nearly 800.

Through leadership development events students develop a comprehensive commitment to biblical principles and connect off campus with successful Christian leaders who have a biblical worldview. These relationships provide encouragement and function as a catalyst for students to utilize the training and skills developed through Christian Union.

Christian Union publishes a quarterly magazine, The Ivy League Christian Observer, to keep the public informed regarding the spiritual obstacles and achievements on the eight campuses. Alumni, staff, and world leaders are among the recipients of the nearly 8,500 copies distributed.

"Although I'd grown up in a believing household, it wasn't until I got involved with Christian Union my freshman year that I learned some of the basic Christian disciplines, like having a daily quiet time and sharing my faith. I now know what real community looks like." –  
**B.G. (Class of 2010)**

"When I first encountered PFA [Princeton Faith and Action, Christian Union's Ministry on Princeton], what I noticed immediately is that Christians love people who aren't lovable. They reached out to me and were just amazing. I started going to church and meeting more Christians...It wasn't a sudden conversion experience. It was really a slow process really learning about Christianity. I treated it like a research project and learned all I could about it, and saw how it was changing my life." –  
**A.W. (Class of 2011)**

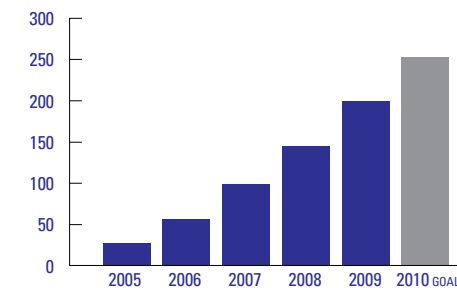
"Being involved with Christian Union has enabled me to keep my eyes on the Lord and to grow more deeply in love with Him everyday." –  
**V.F. (Class of 2010)**



## Rewarding Results

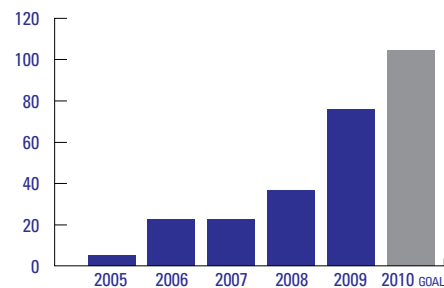
The accomplishment of a great vision needs to be documented in practical terms. Consistent growth over time reflects healthy trends and strong management of ministry resources. We are excited to present our key performance indicators over the past 5 years which show consistent growth and increasing impact.

Students in Bible Courses



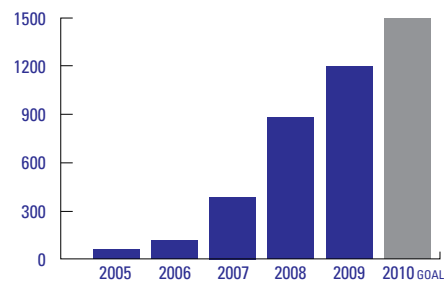
In 2005, 24 students were involved in Bible courses on campus. In 2009, we recorded 200 students actively involved, an increase of 733%, over 2005. This number also represents an increase of 42% over 2008.

Freshmen in Bible Courses



Freshman involved in targeted Bible courses increased from 7 students in 2005 to 37 students in 2008 and jumped to 76 students in 2009. An increase of over 986% since 2005 and an increase of 105% in the past year.

1-on-1 Discipleship Meetings



The 1-on-1 discipleship meetings are important to the development of students who have questions concerning their faith. 1,182 meetings were held in 2009 which is a 1588% increase from 2005, and an increase of 30% over the previous year.



# 20% BY 2020

## Determining Goals

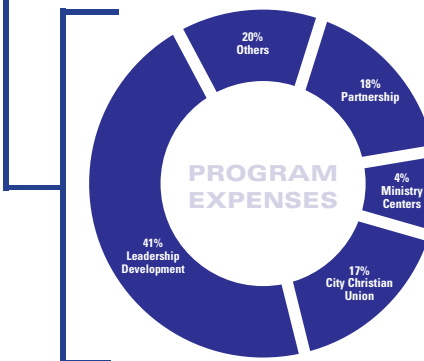
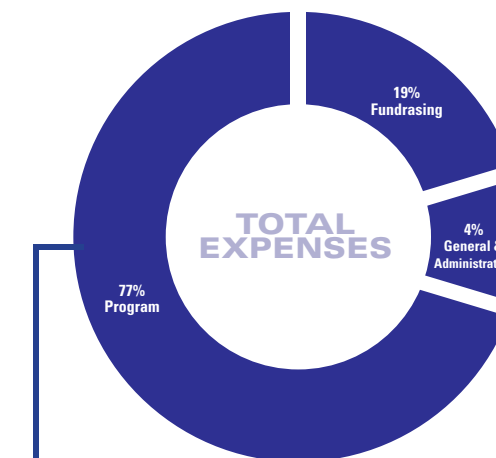
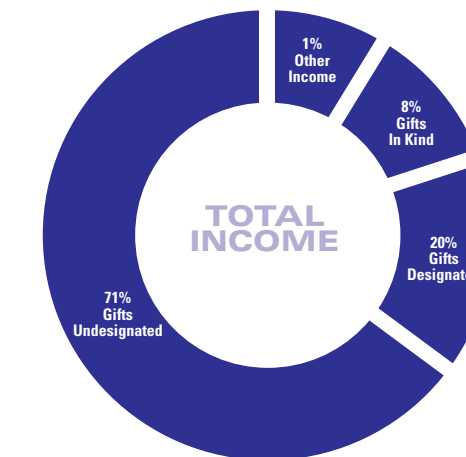
Without clear goals, it is impossible to measure the effectiveness of our efforts. We have set a long-term goal that 20% of all staff and students on the eight campuses will have an active Christian influence by 2020. This will be accomplished through our efforts and through our partnerships with other ministries on campus. Approximately 7% of the staff and students currently have a Christian influence in their lives, so the challenge is great!

In order to reach such a lofty goal we plan on expanding our efforts by:

- Establishing 5 Ministry Centers on the additional 5 campuses
- Expanding our Bible Courses and Course Offerings to more students and to alumni
- Adding additional ministry fellows and teaching fellows to increase our reach to the students and staff
- Increasing our outreach programs on campus to ensure that everyone, both students and staff, hear the message of Jesus Christ at least 3 times during the academic year.

## Summarizing Financials

Income	2007 Actual	2008 Actual	2009 Actual	2010 Budget
Donations				
Gifts – Undesignated	\$ 1,482,884	\$ 2,297,343	\$ 1,970,451	\$ 2,082,000
Gifts – Designated	\$ 200,000	\$ 437,686	\$ 234,878	\$ 984,996
Gifts – In Kind	\$ -	\$ -	\$ 550,000	\$ -
Other Income	\$ 18,158	\$ 33,029	\$ 11,995	\$ -
<b>Total Income</b>	<b>\$ 1,701,042</b>	<b>\$ 2,768,058</b>	<b>\$ 2,767,324</b>	<b>\$ 3,066,996</b>
Expense				
General & Administrative	\$ 105,201	\$ 106,360	\$ 108,256	\$ 115,000
Fundraising	\$ 111,039	\$ 272,419	\$ 520,530	\$ 534,348
Programs				
City Christian Union	\$ 86,143	\$ 220,298	\$ 351,146	\$ 360,468
Leadership Development				
Princeton	\$ 287,426	\$ 393,488	\$ 634,278	\$ 633,872
Harvard	\$ -	\$ -	\$ 225,478	\$ 250,527
Partnership				
Ivy League Christian Observer	\$ 113,282	\$ 200,362	\$ 188,987	\$ 213,418
Prayer For The Ivy League	\$ 54,856	\$ 53,760	\$ 56,424	\$ 55,106
Conferences	\$ 28,407	\$ 144,584	\$ 33,657	\$ 30,000
Grants	\$ 142,701	\$ 116,117	\$ 107,954	\$ 180,000
Ministry Centers				
Princeton (Wilson House)	\$ 43,441	\$ 47,204	\$ 41,382	\$ 41,900
Cornell (Mott House)	\$ 33,457	\$ 17,910	\$ 29,121	\$ 7,813
Brown (Judson House)	\$ (7,801)	\$ (955)	\$ 9,849	\$ (749)
Other	\$ 263,035	\$ 351,487	\$ 421,835	\$ 360,646
<b>Total Expense</b>	<b>\$ 1,261,187</b>	<b>\$ 1,923,034</b>	<b>\$ 2,728,897</b>	<b>\$ 2,782,349</b>



Thank you for your generous support of the work of Christian Union. Your generosity and faithfulness make this world-changing ministry possible. Because of you, the hearts and minds of many of our future leaders will be transformed but the truth of God's Word. As you continue to partner with us, we will educate and motivate tomorrow's leaders to be **in the world ... not of the world.**

To speak with our VP of CCU (Development) about a financial contribution or for more information, contact us at 570-326-3102 or email [info@christian-union.org](mailto:info@christian-union.org).



***Developing Christian Leaders  
to Transform Culture***