

**“GO THEREFORE..”**

**2024 MINISTRY IMPACT REPORT**  
**YOUTH FOR CHRIST USA**



“When they saw the courage of Peter and John and realized they were unschooled, ordinary men, they were astonished, and they took note that these men had been with Jesus.” –Acts 4:13 (NIV)



**YFC reaches young people everywhere.**

Working together with the local church and other like-minded partners, we journey with 11-19 year olds no matter their circumstances to raise up life-long followers of Jesus. These young people will reach the next generation as they lead with godliness in lifestyle, devotion to prayer and the Word of God, passion for sharing the love of Christ and a commitment to social involvement.



**FROM THE PRESIDENT**

Courage is at the heart of everything we do at Youth For Christ.



Daily we witness the courage of thousands of staff, volunteers, young leaders, and partners who **bravely step into the challenging and confusing situations that young people face**. I’m inspired and humbled by their unwavering commitment to represent Jesus to young people, wherever they are.

The Bible is full of stories of courage. People like Joshua, Daniel, Joseph and Esther, faced challenging circumstances, but found courage in God alone and their faithfulness impacted not only their own lives but the lives of countless others. The book of Acts also records how **“being with Jesus”** can remarkably transform a life that some might call “ordinary” or “not enough” into a life of **extraordinary courage, faithfulness and generational impact**.

Across the following pages, you’ll see **faces of courage and faithfulness**. You’ll hear stories from young people, volunteers and leaders that exemplify the transformative work that God is doing within communities through Youth For Christ.

We’re excited to share the impact of your partnership. Together, we celebrate another year of Spirit-led growth—an average increase of 10% across all ministry metrics. This growth is showcased in results from our 1,260+ ministry sites across the USA. This means:

- **More Decisions for Christ:** We’ve seen a **17% increase** in young people making a life-changing decision to follow Jesus.
- **More Discipleship:** Our discipleship programs are thriving as **11% more** youth plug into deeper spiritual growth.

- **More Teens Sharing their faith with their peers:** We saw **12% more** new believers willing to share their faith relationally with their friends who don’t yet know Jesus.

Yes, Gen Z and Gen Alpha are facing unprecedented challenges, **but there is hope** and your partnership is vital in changing their story.

Together, our courageous faithfulness in Christ can continue to shape generations and impact eternity.

Jake Bland  
President/CEO

# We Go to Kids... Wherever They Are



Youth For Christ engages young people ages 11-19 to share God's story of hope, sometimes in unlikely places. 112+ YFC Chapters across the nation collectively host 1,260+ ministry sites. Each site is specialized and responsive to the unique characteristics of their individual communities. The ministries outlined here do the important work of building meaningful relationships in which God can work in the life of young people who might otherwise feel overlooked.

We pursue these relationships through our six ministry models...

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

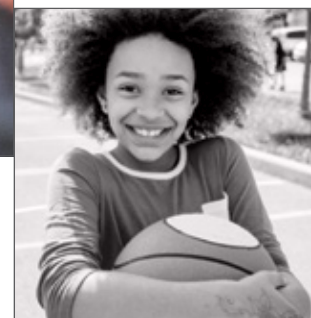


**Deaf Teen Quest**<sup>™</sup> seeks to break down language barriers by building relationships with deaf and hard of hearing young people.

**Juvenile Justice Ministry**<sup>®</sup> strives to respond to the needs of justice-involved youth and offers a hopeful future that is rooted in Christ.



**Parent Life**<sup>™</sup> connects pregnant and parenting young people with leaders that help them see God's Story in the middle of their story.



**Campus Life Military**<sup>®</sup> ministry reaches military-connected youth on and off military installations across the US and beyond.



**City Life**<sup>™</sup> is a relational, holistically based ministry that desires to see deep change in under-resourced neighborhoods by mentoring and raising up leaders from within that community.



# It's About Relationships

## 3Story® Relational Ministry

We courageously invite young people to follow Jesus through authentic, Christ-sharing relationships in our 3Story® Model.

Our 3Story® Model is a way of life that guides followers of Jesus to be good news to others as they share stories of the gospel in their lives. In YFC, 3Story® is the phrase we use to describe how we live in relationship with God and others. Three circles represent these stories: God's story, my story, and the stories of young people. Everyday volunteers courageously share their story and God's story with youth across the nation.

When the circles overlap, it means friendship is growing, trust is building, transformation is happening. The more the circles overlap, the deeper the relationships, the better the stories!



## Braden's Story | JUVENILE JUSTICE MINISTRY

### Sometimes, We Underestimate Young People

We first met Braden inside a juvenile detention center. We continued to visit him weekly, learn more of his story, and share the Gospel of Jesus with him. Several months ago, Braden gave his life to Christ inside the facility and our leaders have continued to visit him weekly and disciple him.

**Giving his life to Christ has been incredibly transformational.** His demeanor and behavior are markedly changed. He's excited about reading the Bible and he's leaning in wholeheartedly to his growing relationship with Jesus and what it means to follow Him. So much so, that when our YFC team walked in there a while back, one of the guards said:

"I've been watching Braden, and his changed life has moved me so much that I have recommitted my life to Christ, and I'm back in church".

A couple of weeks later, a female guard said almost the same thing:

"Braden's life is so changed that I've now gone back to church. And I've recommitted my life to Christ."

**Generational impact goes both ways.**



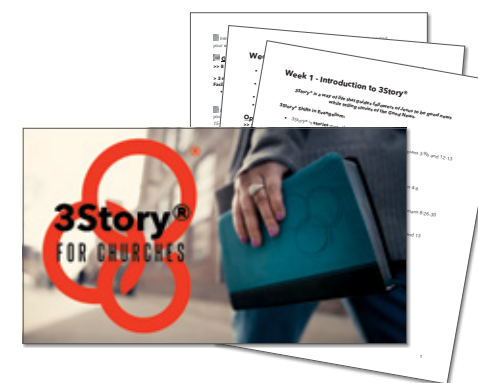
## 3Story® for the Whole Kingdom

Your investment helps YFC to produce an external version of our 3Story® evangelism and discipleship training, and to develop a world-class digital platform for sharing these effective resources with churches and ministries across the nation!

## 3Story® for Churches

A special version of our 3Story® training specifically geared toward church audiences was released in the spring. This 5-week training will also be translated into Spanish, so it's able 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.

Included are Facilitator Lesson Plans, PowerPoints, and Participant Guide Pages geared toward a group/class setting.



## Denise's Story | CAMPUS LIFE

### Sticking With Her through Middle and High School

"When I was in 6th grade, I started attending Campus Life. I was very shy, but the adults made me feel welcome, and part of the group. We would break out into junior high girls' small groups for discussions about the message that was shared that night

I attended every Wednesday for most of middle school with my friends. I also attended the YFC group outings like the baseball games, Sports All Nighter, Christian music concert and camping trips. I also loved the special outings with me and my friends where our leader, Jen took us to get our nails done or out to lunch.

I accepted Christ at the YFC Christian concert event. Then in my sophomore year, we moved to a different school district. But I still wanted to be part of this group. I'm so thankful that the YFC leaders offered to still come pick me up on Wednesdays, and for all the YFC events.

Then, in my senior year, my mom died and didn't see me graduate. **But my Campus Life leaders were still there for me even after I graduated.** Nanci even helped me open my first bank account, enrolled me in drivers ed, and helped me get my driver's license after I graduated. I now have a job and a car. I don't know where I'd be if they hadn't shown me the love of Jesus through all the ups and downs of life. **Thank you YFC."**

# Collective Impact: Multiplying Courageous Leaders



We believe every young person should have a chance to hear the good news of Jesus and experience the hope of the gospel.

## National Service Center (NSC)

The NSC exists to help grow healthy chapters, leaders, and Kingdom partnerships to multiply ministry to engage young people ages 11-19 across the United States. We equip and energize local leaders and volunteers as they reach young people everywhere to raise up lifelong followers of Jesus.



## Our Approach



# Our Missional Vision and Strategy

Together with you, we move forward into exciting initiatives at the pace and provision that God provides, with a data informed, faith-filled approach. Our missional strategy is built around three goals: **simplify**, **multiply**, and **exemplify** our movement impact for the Kingdom of God. The main components include:

## Innovation

- Understanding today's changing youth landscape, we remain "geared to the times but anchored to the Rock".
- Utilizing piloted innovations to effectively serve today's youth.

## Young Leaders

- Investing in the next generation of leaders, and their ability to know, experience and share Jesus and His Word.

## Collaboration

- Sharing what we're learning about Gen Z and Gen Alpha with the whole Body of Christ.

## Growth

- Offering growth grants to chapters equipped to multiply ministry sites.



# Planning for the Future

## Strategic Plan

Throughout FY24/25, we will be writing our new 5-year Strategic Plan that will launch July 1, 2025. This will be a ministry growth plan that declares targeted multiplication and innovation goals.

## Technology Improvements

New systems will help us better track the outcomes and impact of ministry. The data, partnered with a faith-forward approach will help us scale only the most fruitful and effective ministry.

## Faithful Staff and Volunteers

YFC USA is focused on maintaining a healthy Christ-centered mission. We commit to raising up leaders who abide in Christ and share the gospel with others. We believe healthy leaders and a healthy culture will create the best ministry outcomes.

## Expand Ministry

Strategic expansion is planned for Campus Life, Juvenile Justice Ministry, and the 'Rebalance' mental health pilot.

# Ministry Outcomes



## Third consecutive year of growth!

God is doing something special in this generation through your faithful partnership. This year, we've seen an average increase of 10% across all ministry metrics.

We give the Holy Spirit full credit for the work that He has done in and among us. Christ alone gets the glory! —Jake Bland, President/CEO



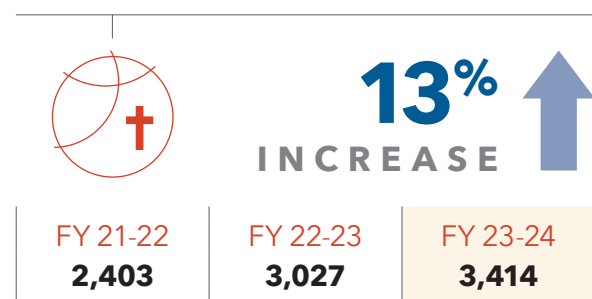
## Cole's Story | CAMPUS LIFE

Meet Cole, the early bird who shares how he convinced his friends to get up early and join him for small group every Friday at 7 AM.

[Click or Scan to Watch](#)

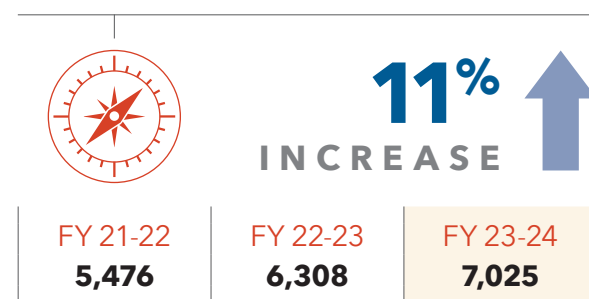
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### New Believing Kids Who Began 3Story® Relationships with Peers



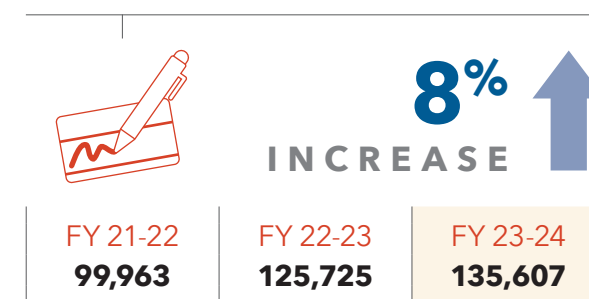
We love when kids who come to Christ ultimately begin to catch a vision for their lost friends.

### Kids Engaged in Discipleship



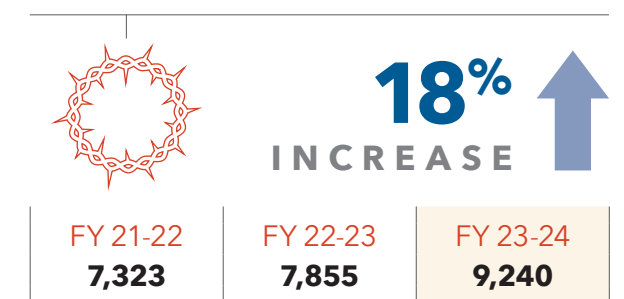
When kids come to Christ, we engage them in an ongoing discipleship relationship to help them learn how to follow Jesus faithfully.

### Kids Who Shared Their Name with a YFC Leader



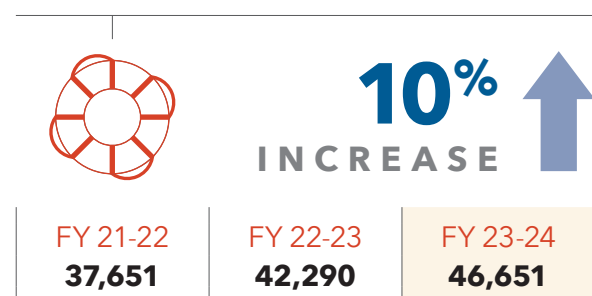
A concrete measure of the total number of kids connected to YFC ministry. This is the introductory metric that leads to conversations with kids.

### Kids Who Came to Christ



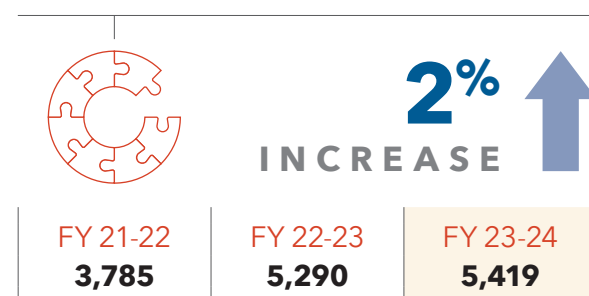
We believe that if we're faithful to put leaders in authentic, Christ-sharing relationships with lost kids, the Holy Spirit will do what only He can do. We give Him the glory for what He did. We also thank God for how He moved through your partnership.

### Lost Kids in Authentic Christ-Sharing Relationships



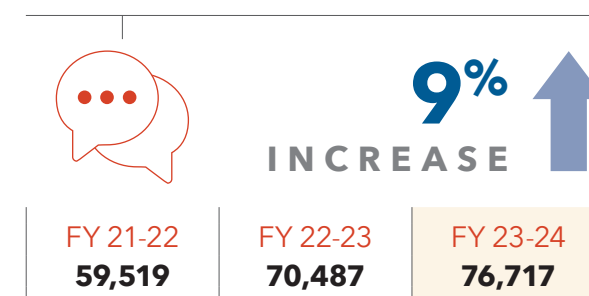
Our leaders initiate and sustain new faith-sharing relationships through the year. Our most important measurement: reaching lost kids.

### Kids Who 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.

### 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.

### Additional Highlights

God continues to provide leaders willing to exemplify courageous faithfulness, enabling YFC to expand its outreach to lost kids in hard places.

**7,050** adults served as staff and volunteers leaders

**178** new ministry sites were opened in areas of need



## Going to Kids in Hard Places

"Military connected kids are always saying goodbye... or the ones being left behind."

—Dale Mace, YFC Military Leader

Military families move to new duty locations on average every 1-3 years. As a result, military connected youth have few deep, long-lasting relationships with friends or adults. By the time they make close friends or fully integrate into a group at a new location, it's time to leave!

They also must stay behind while one or both of their parents leave on military deployments. These deployments can last an average of 7-9 months, and military-connected youth have to step up and take on additional household responsibilities handled by their absent parent.

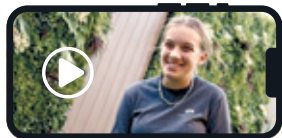
These courageous, resilient youth inspire us. It's a privilege to journey with them through life's ups and downs.

### Jordynn's Story

| CAMPUS LIFE MILITARY

Hear from Jordynn directly how her life was impacted through Campus Life Military.

Click or Scan to Watch



2:57

**Your partnership helps YFC Military leaders build relationships with military connected kids and introduce them to Jesus, who never leaves.**

## Breaking Generational Cycles



Parent Life seeks to connect with expectant and parenting teens and their children through intentional relationships with caring adults and community partnerships.

"The teen Dads we see that are able to be involved are amazing fathers that want to break generational cycles, provide for their children and love their children well."

— Alexandra Straughter,  
YFC Parent Life National Specialist

Parent Life's holistic approach is having a significant impact in the lives of teen parents. They experience a remarkable sense of community after encountering this program.

### Greg's Story | PARENT LIFE

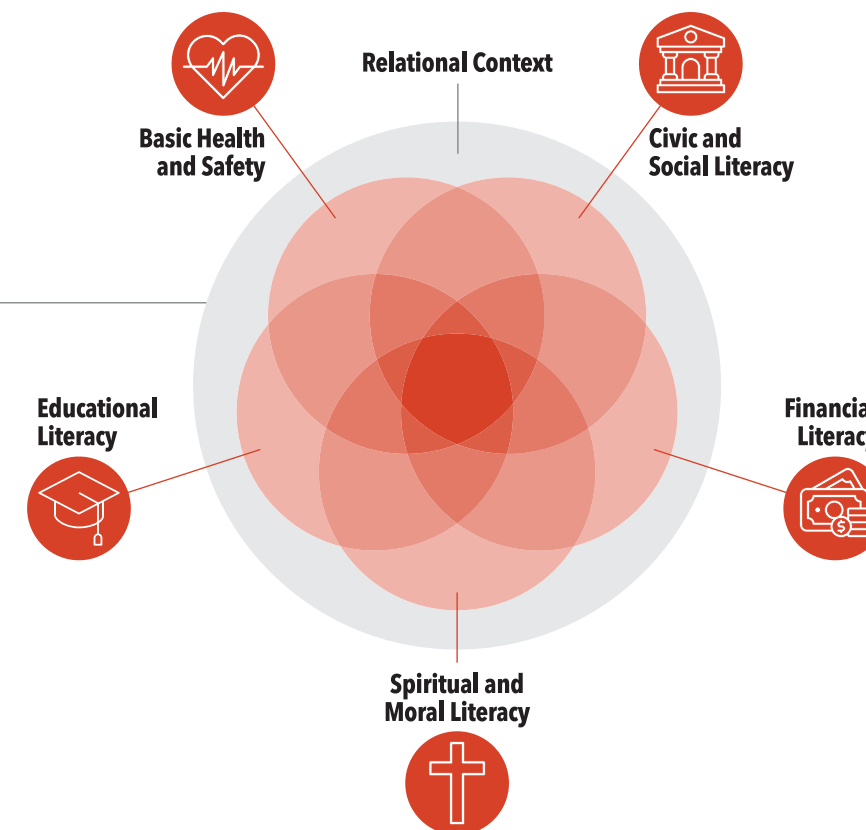
Read Greg's transformation story and how he is now making a difference in the lives of other young fathers.

Click or Scan to Read



### The Holistic Model

Holistic Ministry occurs within a relational context. Learning opportunities are provided by a person in relationship with young people or like-minded partners.





## You Helped Bring Jesus to Prison

In summer 2024, YFC Camp went to prison! Many of the 70 young people we met in this detention center have never experienced the freedom of childhood, forced to grow up way too fast. YFC Camp let them be kids again and brought hope inside the walls of prison.

“When I first meet with incarcerated kids, I ask them: ‘Where do you see yourself in the future?’ The majority of them say: ‘I don’t see myself living to be 25. I see myself either in jail or living on the streets.’” –Carlos, JJM Leader and Camp Director

Jesus wants more for these young people, He wants to set captives free from sin, fear and brokenness in their hearts, souls, and minds.

**“It’s one of the few times you’ll ever see a camp where there’s an inflatable water slide surrounded by a barbed wire fence.”**

–Karly, YFC National JJM Leader

The daily themes were: I am loved, I am worthy, I am enough. Whether on a water slide or dunk tank, creating vision boards or in small group discussions, each camper was introduced to the relentless grace, mercy and acceptance of Jesus inside this jail. All were reminded that we all fall short and are afflicted by sin, but sin doesn’t have the final word. Grace does.

- The love of Jesus broke through 70 stories of pain, regret, loss and yes, bad choices.
- We collected 160 prayer cards expressing raw, honest emotions about their new seeds of faith in a God that loves them, sees them and knows their story.
- Mentoring relationships were formed and deepened for ongoing follow up.
- 28 kids made a first-time decision to follow Christ!

“I’ve never been to a camp before and this truly made me feel like I am loved and it made me think differently. It inspired me to want to do better.” –C - 15 year old

“All the staff were reassuring and positive. They made me feel closer to God and made sure I felt enough, even though it’s hard to feel okay while you’re in here.” –T - 13 year old

“...I was in prison and you came to me.” –Jesus, (Matthew 25:36, ESV)

## Trips and Camps Change Lives

### Scholarships Help Kids Get To Camp

**48 chapters** participated

**120 trips** had kids who received financial help to attend

**4,387 students** attended a YFC Camp in the scholarship program

**568 kids** made first time decisions to follow Jesus at one of these camps

### Innovative YFC Camp Experiences

- Science, Technology, Engineering, Arts, Math (STEAM) camp in inner city
- Camp on a Native American Indian Reservation
- Deaf Teen Quest (DTQ) Camp - one of the few in the country that exclusively focuses on deaf or hard of hearing 11-19 year olds
- All with a Gospel focus!



### Chase’s Story | YFC CAMP

Read about the impact of camp on a young person’s life.

Check out what Chase posted on social media sharing what God had done in his life at Camp.

Click or Scan to Read



### Sampson’s Story | YFC CAMP

## “Can God love me when my own father rejected me?”

Sampson was twelve when his dad first tried to give up his parental right of him and his brother. He struggled, wondering how the God of the universe could love or accept him when his own parent had rejected him. He had been coming to Campus Life for the past few years, but his heart had remained hard when it came to faith things. This year he was invited to YFC Camp by a friend. It was at camp in the quietness of the

night with tears in his eyes that he heard the Gospel and had an experience with Jesus that he has yet been able to fully describe. He said ‘yes’ to Jesus that night and is looking forward to meeting with his leaders to learn more about God’s love for him.

**Pray for Sampson as he begins to experience the love of his Heavenly Father...**

# Innovation in Youth Ministry

A YFC leadership group went to Atlanta, GA to see the Chick-fil-A innovation lab, "The Hatch". The visit and follow-up were instrumental to informing the design and creation of our next steps in youth ministry.

## YFC's New Kingdom Innovation Lab

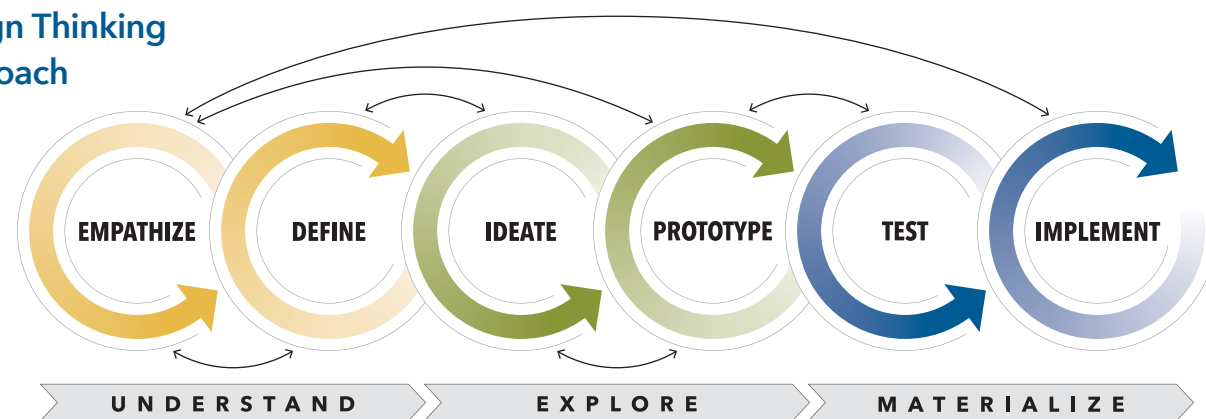
Our new Kingdom Innovation Lab utilizes the best of what we're learning in the **design-thinking approach**, combined with prayer and Spirit-led discernment throughout each stage. All leaders engaged in the Innovation Lab (especially young leaders) will also be disciplined, while being taught the innovation methodology.

"We believe that the innovation lab model has tremendous potential for YFC to help catalyze a youth movement. It will be a powerful tool for change across the Body of Christ." –Ali King, COO, YFC USA

## Design Team 1: Young Leaders

Now in the second year of our Young Leader Initiative, we're involving YFC's highest potential young leaders in the innovation process itself. This group of world-changers are being directly involved in the re-imagining of YFC's ministries for Generation Z and Generation Alpha.

## Design Thinking Approach



## Design Team 2: Rebalance Program Addresses Youth Mental Health Crisis

Recognizing this mission-critical need, we're enhancing our Young Leader Initiative to include the multiplication of our ministry model "Rebalance". YFC's Northern Colorado chapter piloted this program for five years, and we're now scaling Rebalance to 16 YFC chapters.

Early results show not just improved mental health among young people, but it's also been a pathway to build trusting relationships where young people are coming to know Jesus in remarkable numbers. Last year alone, Northern Colorado YFC had:

- 489 students in the Rebalance program on a school campus.
- 53% of those students became involved in one of their off-campus YFC programs where Christ is shared, and the Scriptures are taught.
- Over 20% of those students accepted Jesus.
- 64 of those students were baptized.



# Rebalance Program Tackles Mental Health Crisis

A significant number of teens are experiencing increasing levels of trauma. As a pioneer in student ministry for 80 years, YFC is uniquely positioned to meet this mental health crisis.

"We want to prepare a student's heart to hear the Gospel."  
–Jeff Neel, Executive Director of YFC Northern Colorado

Rebalance is a unique program created to help young people struggling with traumatic mental health issues, such as stress, anxiety, behavioral problems and general distress. Rebalance is designed for young individuals who have encountered notable challenges in their lives. We developed the program to simulate real-life emotional reactions to higher-stress activities. This provides a safe environment for young people to react, and coaches can then intervene and provide positive solutions.

According to the Springtide Research Institute, nearly half or more of the young people surveyed said they are moderately or extremely depressed (47%), anxious (55%), stressed (57%) or lonely (45%).<sup>1</sup>

Among Gen Z, there's a strong connection between spiritual health and all other areas of health.<sup>2</sup>

**Gen Z respondents with good spiritual health were:**

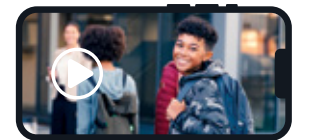
**3.8X**  
more likely to have  
**good mental health**

**2.3X**  
more likely to have  
**good social health**

**1.9X**  
more likely to have  
**good physical health**

## Rebalance Promo

Click or Scan to Watch



4:27

<sup>1</sup> Springtide Research Institute · *Gen Z's Mental Health: Everything You Need to Know* · 2022 · Article

<sup>2</sup> McKinsey Health Institute · *In Search of Self and Something Bigger: A Spiritual Health Exploration* · May 13, 2024 · Article

# Developing Courageous Faithful Leaders



## New Ministry Cohorts

These new cohorts are designed to connect, develop, and disciple ministry supervisors across YFC chapters. Our goal is to provide ongoing support and training to leaders responsible for nurturing their ministry teams. They in turn, will help more young people say yes to faith in Jesus and experience growth as His followers.

## Board Leader Cohorts

Through a generous grant from the M.J. Murdock Charitable Trust, Board Leader Cohort partnership is underway. Last spring, Executive Directors and Board Members from ten chapters met for an in-person training. They then received additional follow-up coaching for their top five action steps. The second year of Board Leader Cohorts will train ten additional chapters as well as our YFC USA national board. Watch the video below to hear directly from event participants.

### Board Leader Testimonies

Click or Scan to Watch

© 2:15



“Be strong and courageous... for the Lord your God is with you wherever you go.” –Joshua 1:9 (ESV)

## Kingdom Partnerships

Collaboration is at the heart of everything we do because we can't do it alone. Kingdom Partnerships help us reach more youth together. We are grateful for each of our amazing partners.

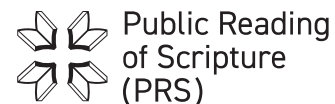
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Christ Centered  
 Enduring Humility  
 Relentless Trust  
 Joyful Camaraderie  
 Courageous Faithfulness  
 Kingdom Inspired Diversity

# Together, We Can Reach More Kids

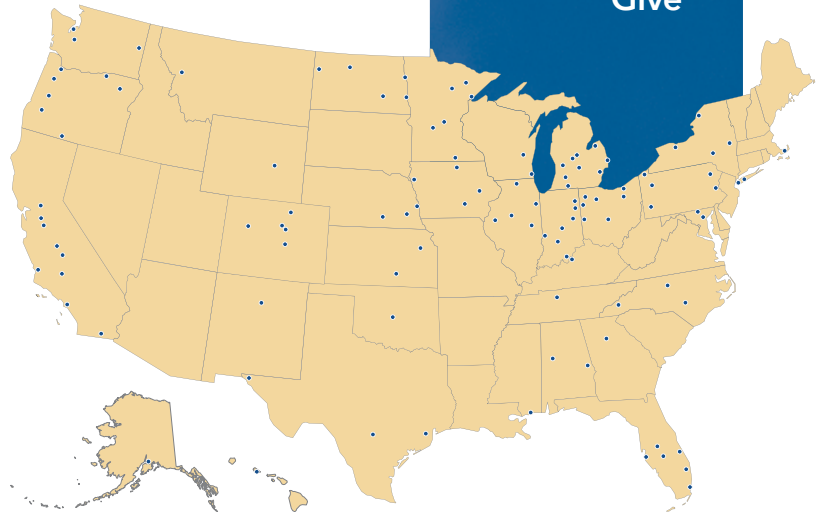
Pray  
Volunteer  
Be an Ambassador  
Give

**112+** Chapters

## 6 Ministry Models

- Campus Life® | 835
- Campus Life Military® | 30
- Deaf Teen Quest™ | 12
- City Life™ | 182
- Parent Life™ | 44
- Juvenile Justice Ministry® | 163

**1,260+** Ministry Sites



## Volunteer and watch how God changes lives – including yours!

“I owe Campus Life everything. My leader led me to Christ in junior high. Now I just want to help him any way I can. I especially love showing up at JV games to support the kids in our group. I remember one kid in particular who seemed especially emotional... he said ‘You don’t understand. Nobody comes to our JV games.’ That really struck me how just showing up is a big deal. Volunteering with YFC continues to be my favorite thing I do in life.” –Mike W., Campus Life Volunteer

Click or Scan to Watch



2:15



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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.



Enhancing Trust