

"Everyone wins  
when a leader gets better."  
—Bill Hybels





Dear Friend and Ministry Partner,

We are committed to the singular idea that inspired, encouraged and equipped Christian leaders transform their communities for Christ. The leaders we serve are **not just full-time ministry staff**, but Christians **in all sectors of society** committed to pursuing their God-inspired grander visions.



Thank you for joining us in this pursuit—we couldn't do this without partners like you. As you will discover in the pages that follow, your financial support and prayers are having a tremendous impact—great leadership really does matter!

Almost three years into my tenure as president, our board of directors, staff and volunteers remain passionately committed to our vision—**helping Christians grow their leadership to maximize Kingdom impact**. Through the creation of world-class leadership development experiences and resources, we are making measurable gains.

With focused attention, we continue our bold pursuit of the following strategic objectives:

1. Develop a strategy and infrastructure to **equip and inspire 500,000 leaders annually** at The Global Leadership Summit by 2020.
2. Develop leaders **year-round with value-added content** through an easily accessible digital platform.

In 2015 we made significant progress on these objectives:

-  Year-over-year global attendance at the Summit is up 20%
-  The GLSnext app launched in August and now has more than 90,000 users

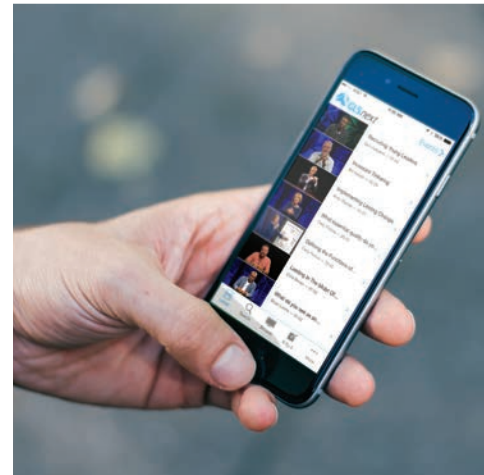
While these results are certainly due to the hard work of our staff and volunteers and the generosity of so many like you, we recognize that none of this would have been possible without the incredible favor of our great God. He deserves all of our praise and honor.

Together, with your continued partnership, we can help Christians grow their leadership to advance the Kingdom of God.



Blessings,

Gary Schwammlein  
President, Willow Creek Association




# THE GLOBAL LEADERSHIP SUMMIT

## 2015 SUMMIT HIGHLIGHTS

Global Attendees **274,000**    Global Sites **1,012**    Countries **118**

## 2015 FINANCIALS

### SOURCES OF REVENUE (U.S. ONLY) \*\$22.1 MILLION

51%	Conference Revenue
37%	Donor Revenue
12%	Resources & Membership Revenue

### USE OF FUNDS

41%	U.S. Operations
27%	International Operations
17%	Capital Reserves & New Initiatives Funds
11%	Corporate Overhead & Technology
4%	Development

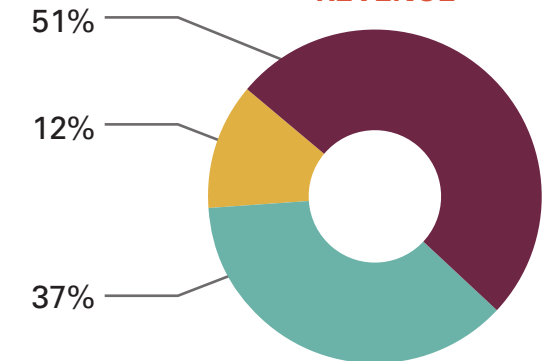
### GIFT CATEGORIES

42%	Individuals/Households
28%	Foundations
11%	Churches
8%	Business/Organizations
8%	Donor Advised Funds
3%	Partners

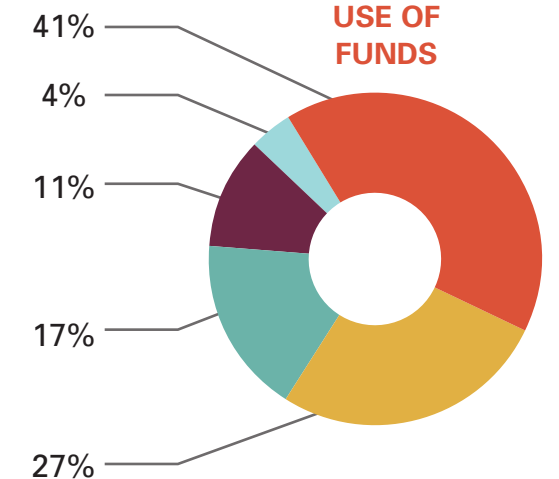
\* Income earned by WCA Affiliates (11 countries) and Partner Countries (107 countries) remain in each country to fund operations. This equates to about \$8 million. Financial shortfalls to meet country operating costs are provided by the WCA U.S. as shown above under international operations.



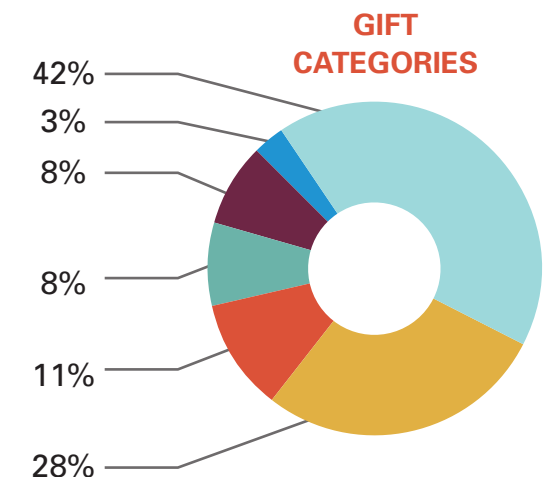
### SOURCES OF REVENUE



### USE OF FUNDS



### GIFT CATEGORIES







## MINISTRY SUCCESS FACTORS

Willow Creek Association is experiencing an incredible season of growth and impact. Since 2013, overall Summit attendance has grown 59% and for the first time in years, we are debt-free. Apart from God's obvious blessing, what are the contributing factors?

### EXCITING VISION & MISSION

Our staff and volunteers show up to work energized because we are deeply committed to helping Christians get better as leaders to maximize Kingdom impact. We really do believe that everyone wins when a leader gets better.

### RELIANCE ON PRAYER

Without prayer, none of our ministry impact would be possible. We meet two times each week to pray for this ministry and each other. It's become one of the most meaningful experiences we have together.

### CULTURE IMPROVEMENT

As a staff we have worked extremely hard to improve our culture so that every staff member is fully engaged. After three years of focused effort, in 2015 we became a certified Best Christian Workplaces company.

### LASER FOCUS

We have two goals: grow the Summit and develop leaders with year-round value-add content. If our work doesn't impact achievement of these two goals, we don't do it.

### GREAT SUMMIT RATINGS

We work tirelessly to deliver world-class speakers who engage our audience's mind and heart and do so with outstanding customer service. As a result, our Summit events ratings have never been higher.

### FINANCIAL STEWARDSHIP

Our board and staff are radically committed to effectively stewarding the resources God has entrusted to us. Budgets matter. Financial discipline has allowed us to invest in systems and initiatives that are helping us achieve our long-term goals.

## RESULTS THAT MATTER

Willow Creek Association contracted an independent research company to measure the outcomes of people attending the Summit over multiple years and the results\* suggest it's one of the most fruitful investments leaders can make.

- 10% Said they would have quit their leadership position without inspiration to persevere
- 23% Received inspiration to share the Gospel in the past 2 years and provided concrete data about the means, scope or results of their evangelistic efforts
- 61% Said that their organization is more effective because a clearer vision prioritized essential from non-essential activity

*I am very excited about the work of WCA with The Global Leadership Summit because I have witnessed many times the appreciation of the men and women who attend the conferences in Germany, Ecuador and Nicaragua.*

*Many of them serve in very difficult circumstances, frequently in under resourced parts of the world. It is an opportunity for them to get great teaching as well as the chance to meet with and encourage each other. Good leadership training is difficult to find in much of the world. That is why I support the Willow Creek Association.*

—JIM HOLBROOK

\* Independent research conduct by *Excellence in Giving*. 1,952 repeat participants reported how previous GLS experiences had impacted their lives and organizations. This sample size produces a 3% error margin with a 99% confidence level that the results reflect the average outcomes for all 2014 GLS participants.





## “I WAS IN PRISON AND YOU VISITED ME.” —MATTHEW 25:36

John Wade leads the prison ministry for La Croix United Methodist Church in Cape Girardeau, MO, and is also a professor of Criminal Justice at Southeast Missouri State University.

Since the first time John attended the GLS and heard Chuck Colson, Catherine Rohr and Gary Haugen speak, he’s had a dream to bring the GLS to the maximum security institution of Southeast Correctional Center in Charleston, MO, and build up servant leaders within the prison walls.

John believes that the messages of the GLS and other programs build self-confidence and unleash potential that the offenders often didn’t realize they had. His vision is to change the culture of prison from the inside out, using the GLS as one of the tools to make that a reality. “We hope to do this by reaching offenders, modeling Christ-like behavior and equipping them to reach their fellow inmates by modeling those same characteristics. In turn, each new Christ-follower has the potential to impact others and so on. The GLS gives potential leaders the skills and confidence to make a difference inside the prison walls.”

This year, with God’s help, John’s dream to bring the GLS to the prison became a reality. Forty offenders, twelve volunteers, and three prison staff members participated in the first GLS at Southeast Correctional Center.

“Our dream is that they will become equipped and empowered to impact the values and lifestyles of other offenders to the point where good dominates inside the prison walls.”

It’s believed that developing servant leaders and transforming followers into leaders may strengthen resistance to temptation and deter participants from reoffending. “Patrick Lencioni said it best in his 2014 GLS presentation,” Wade said. “He talked about how there is no other kind of leadership, true leadership anyway. Servant Leadership, coined by Robert Greenleaf in the 1970s, is a philosophy and a set of practices where one is a servant first and makes the needs of others the highest priority. It is people serving people, often those less fortunate.”

*The GLS has been a highlight of our year for my wife and me since we started attending at our local church in 2014. The quality of the content, the thoughtfulness and the intention of team, and the way the WCA leverages its platform to reach the global church has made it a privilege to be both a participant in and a partner of what God is doing.*

—CHRIS GANDY

## MY GRANDER VISION FOR NIGER—BRINGING CHANGE THROUGH LEADERSHIP

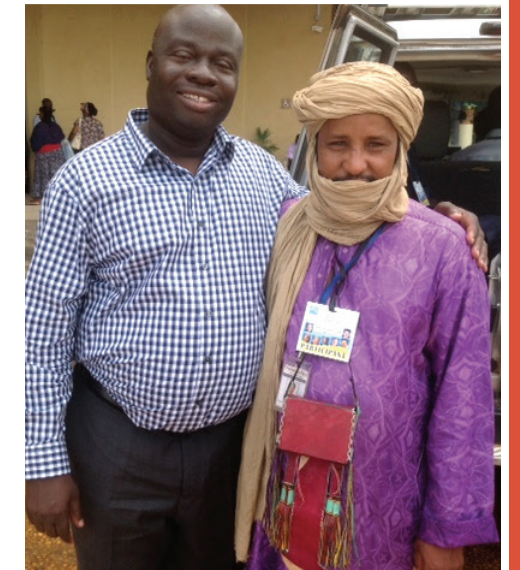
Moctar is a pastor in Niger, Africa, a country that is 80-85 percent desert and the people are approximately 95 percent Muslim. “The people are good people, but it is difficult to be a Christian leader here,” says Moctar. “We have a responsibility to provide spiritually and physically for the people and talk about the Bible. And we also must take care of the new believers, especially with the persecution of Christians in this country. After the attack we experienced on our churches in January, our prayer is that the church would have a great voice in the nation. We don’t want fear to keep us down. We want the church to come together, give a hand to one another, and be strong with one another, winning the nation for Christ.”

“The Summit caused a big change in my life, in my family and even the ministry. When people who knew me from years back come to our church, they see something different. All our programs, messages—everything has totally changed.”

They didn’t know how many people would end up attending. “We knew we had to find a place that would hold 500 people,” said Moctar. “At the beginning, I thought if we could get 200 people to attend, that would be good, but to our great surprise, 700 people attended the Summit.” It is evident how hungry leaders are for this kind of training and encouragement.

“Leaders are out doing things and bringing change. Christian organizations have seen great changes in the lives of their staff. I have a great vision for Niger. We want to bring change. The GLS is helping us bring training to other cities in Niger and we see how we can change the leadership.”

“I want to thank all the partners and donors for the program in Niger. It is a great blessing that has brought fruit already. We are looking forward to seeing great things moving in Niger.”



*When we give to WCA, we know that we are giving to an organization that will not only do what they say they will do (with great compassion and integrity) but they will represent our shared values in the process. We believe WCA will use the resources we are blessed to give in ways that will greatly multiply the effect of the gift. The connections, expertise and partnerships of WCA allow our charitable dollars to go much further and do greater good for our King and His Kingdom.*

—JAMES MCCARTNEY  
SENIOR PASTOR, MISSION POINT CHURCH



## SWAZILAND—BUILDING IN THE COMMUNITY, BY THE COMMUNITY

Stan Tharp, lead pastor at Christian Life Center in Dayton, Ohio, and a Summit host site pastor, attended The Global Leadership Summit in 2006 when he and his team heard Bill Hybels interview Bono about the plight of the poor and the AIDS pandemic ravaging Africa. “It cleaned our clocks!” said Stan.

After a lot of prayer and research, they decided to get involved in Swaziland.

Stan and his team have realized that some of the core issues in Swaziland revolve around leadership. Good leadership is hard to come by, and the culture has centuries-old characteristics that pose problems.

“I remember on one of my early trips there, riding through the countryside, and feeling so hopeless and overwhelmed,” said Stan. “I felt God whisper to me, *You’re not called here to turn this into a suburb of brick homes. You’re called here to make sure the people in these homes hear the hope of Christ, that the widows and orphans are cared for and can get their homes repaired by a caring church, and that people learn to live productive, righteous lives in those huts within the context of this centuries-old culture.*”

Stan and his team, in partnership with the local communities in Swaziland, have been able to build four “In the Community, By the Community (ICBC)” communities in Swaziland, and have seen transformational change as a result. Orphans are being cared for, health is improving, funerals are decreasing, churches are growing, crops are being planted, leadership is developing.

“Our involvement in Swaziland—our God-sized vision—has literally transformed our church,” he said. “Opening our hearts to Africa, investing countless hours, millions of dollars and loads of prayer has changed us as a church. We all believe it is a change for the better—much better.”

There is so much potential in the emerging leaders in Swaziland, and once they’re introduced to Jesus, and transformed by his love, the potential is even greater. Stan has had a vision to bring the GLS to Swaziland for some time. “I’ve gone to Summit debriefs with this on my agenda: How can we get a GLS in Swaziland. For the past several years in Dayton, we have designated our Summit GLS offerings to Africa.”

This can be *hugely catalytic* in Swaziland!

## THE GLS IN NAGPUR, INDIA—FIRST GENERATION CHRISTIANS EXPERIENCE THE GLS IN HINDI

Did you know that it costs about \$15,000 to translate one GLS event with subtitles into a single language? But because of the support of faithful donors like you, we were able to expand the languages this year into Serbian, Italian, Tamil (Indian), Kannada, Nepali, Ukrainian and Hindi.

We’re excited to expand into places like Nagpur, India, where they experienced the GLS for the first time in their native language.

More than 600 people packed into the auditorium in Nagpur, waiting in anticipation for The Global Leadership Summit to begin. At the door stood 70 more people who were told there was no room left. The hunger for learning was evident. Babitai, a leader of a local non-profit, was not willing to leave without attending the GLS. He and 25 other leaders like him waited for over an hour, begging to be let inside, even if it meant sitting on the floor for two days.

The majority of Christians here are first-generation believers who only speak the Hindi language. In a city like Nagpur, where Christian leadership resources are limited, especially for Hindi speakers, the GLS was an incredible blessing, and an answer to prayer. This year marked the first ever GLS event held in Hindi.

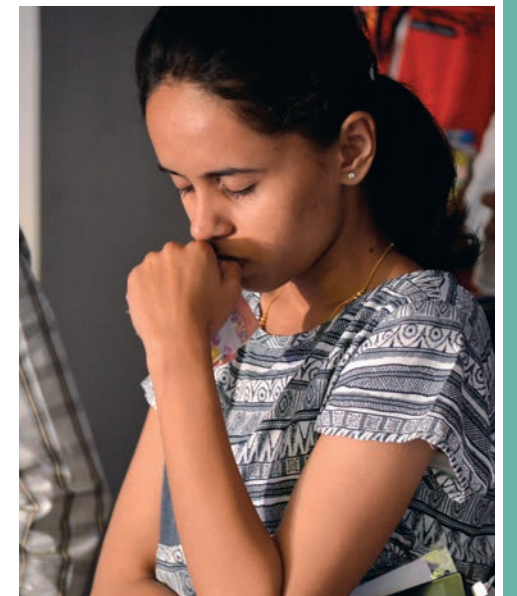
The local team in India decided to let the 25 leaders into the room, even though they didn’t have enough seats for them. The leaders were elated.

*“I am deeply impacted by the messages. I have been in the social service for years. The Summit has helped me to improve my leadership and gave me a determination to do more for the community” —Babitai, GLS attendee, Nagpur, India*

In northern India, where the majority of the population speaks the Hindi language, the prospect for expanding and reaching more leaders like Babitai is high. So many people in Nagpur expressed the need for an event like this, sharing that they’ve never experienced anything like it. Please continue to pray for the GLS in places like India, where the hunger for leadership development tools is great.

*My wife and I support several charities and outstanding causes, but nothing, in our opinion, can impact the world more than a bunch of fired up leaders working throughout the world doing God’s will. The WCA does that better than anyone and we are very happy to be a very, very small part of a very large story—His Story.*

—TERRY ELSTON







## **THE GLOBAL LEADERSHIP SUMMIT**

### GREAT LEADERSHIP TRANSFORMS LIVES

Invest in and pray for leaders around the world. Together we can equip them with the training and inspiration they need to pursue their God-inspired grander visions.

### YOUR GIFT PROVIDES

- Translation of GLS and year-round materials into 59 languages
- Scholarships for leaders with limited resources
- Investment in international staff to fuel expansion
- Start-up costs to hold GLS events in new countries

### WAYS TO GIVE

- Check
- Online ([willowcreek.com/give](http://willowcreek.com/give))
- Stock
- Donor Advised Fund
- Bequest
- Corporate matching gift

**FOR MORE STORIES OF IMPACT,  
PLEASE VISIT [FOLLOWTHEGLS.COM](http://FOLLOWTHEGLS.COM)**

TRANSLATED INTO 59 LANGUAGES, IN 128\* COUNTRIES,  
675+ CITIES, REPRESENTING MORE THAN 90 DENOMINATIONS.

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Cameroon  
Chad  
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Democratic Republic of Congo  
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Gambia  
Ghana  
Guinea  
Guinea Bissau  
Guinea Conakry  
Ivory Coast  
Kenya  
Lesotho  
Liberia  
Madagascar  
Malawi  
Mali  
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Namibia  
Niger  
Nigeria  
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South Sudan  
Swaziland  
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Estonia  
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Finland  
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Suriname  
Uruguay  
Venezuela

\* Some Countries Undisclosed

## VISION

Helping Christians grow their leadership  
to maximize Kingdom impact.

## MISSION

To create world-class leadership  
development to energize Christians  
and mobilize churches globally.



## THE GLOBAL LEADERSHIP SUMMIT

August 11-12, 2016 | [willowcreek.com/summit](http://willowcreek.com/summit)



WILLOW CREEK ASSOCIATION

P.O. Box 3188  
Barrington, IL 60011-3188  
[willowcreek.com](http://willowcreek.com)