



WILLOW CREEK
ASSOCIATION

2016 Annual Report

25
YEARS

25
YEARS

Dear Friend and Ministry Partner,

This year we celebrate 25 years of ministry impact at Willow Creek Association! As I reflect on all that God has done, I am overcome with gratitude for His guidance and provision.

Furthermore, I am keenly aware of the significant impact financial supporters and ministry partners like you have played in this accomplishment. Your belief in our vision and mission inspires me and the entire WCA staff. Thank you!

At a time like this, it would be easy to focus on past ministry wins, but because of you and our amazing staff, we have never been better positioned to meet our future goals and strategic objectives.

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

In 2016 we continued to make significant progress and are well ahead of plan:

- Year-over-year global attendance at the Summit grew by 30% to 351,000
- Year-over-year GLSnext APP downloads grew by 125% to 187,000
- Membership was relaunched with exclusive, value-add content and services to serve churches better

As I survey our world, it has never been clearer to me that every single Christ-follower, no matter his or her role, needs to lead better to expand Kingdom impact—and together, that's what we are seeing happen.

Thank you for joining us in this pursuit! As you will discover in the pages that follow, your financial support, partnership and prayers are having a tremendous impact.



Blessings,

Gary Schwammlein
President, Willow Creek Association



THE GLOBAL LEADERSHIP SUMMIT

2016 SUMMIT HIGHLIGHTS

Global Attendees	Global Sites	Countries
351,000	1,200	125

2016 FINANCIALS

SOURCES OF REVENUE (U.S. ONLY) *\$26.9 MILLION

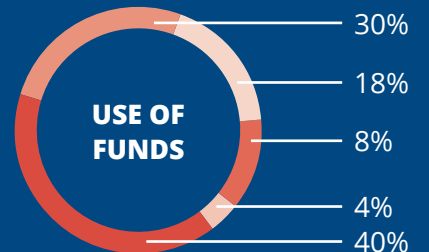
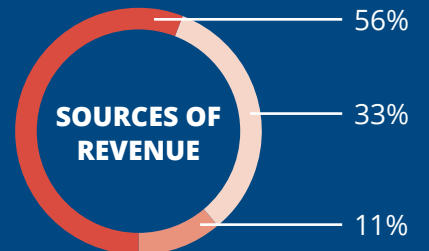
56%	Conference Revenue
33%	Donor Revenue
11%	Resources & Membership Revenue

USE OF FUNDS

40%	U.S. Operations
30%	International Operations
18%	Capital Reserves & New Initiatives Funds
8%	Corporate Overhead & Technology
4%	Development

GIFT CATEGORIES

68%	Individuals/Households
18%	Foundations
3%	Churches
4%	Business/Organizations
7%	Partners



BOARD OF DIRECTORS

Bill Hybels
Dick DeVos
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Bob Merritt
Sherri Miller
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Gary Schwammlein
Kimberly D. Simios
Bradford Whitmore

EXECUTIVE TEAM

Gary Schwammlein, *President*
Steve Bell, *Executive Vice President, Events, Church Relations, Publishing*
Scott Cochrane, *Vice President, International*
Sue Elworth, *Vice President, Marketing & Development*
Mike Gogis, *Chief Financial Officer*
Alicie Hendricks, *Vice President, International Conferences*
Doug Yonamine, *Vice President, Human Resources*



* Income earned by WCA Affiliates (11 countries) and Partner Countries (114 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.

CREATING WORLD-CLASS LEADERSHIP DEVELOPMENT TOOLS AND SERVICES TO ENERGIZE CHRISTIANS AND MOBILIZE CHURCHES GLOBALLY

IT ALL STARTS AT THE SUMMIT

The Global Leadership Summit

More than an event, the Summit is a catalyst for change and a resource to be leveraged for church and community impact. It is the kick-off for a year-round leadership development process to help Christians grow their leadership.



WCA Membership

With nearly 4,200 WCA Member churches worldwide, churches have access to exclusive tools and services designed to serve their unique needs. Additionally, Members can leverage the power of the network by sharing ideas and asking questions of each other.



GLSnext

With 187,000+ installs, the GLSnext APP provides on-demand access to hundreds of leadership videos and daily quote images all designed to meet user's daily leadership questions and needs.



Follow the GLS

With nearly 200,000 annual visitors to followthegls.com, readers receive weekly leadership insights from world-class leadership practitioners and access to stories of transformation from leaders around the world.



Facebook, Twitter, Instagram and LinkedIn

More than 200,000 followers engage on these platforms for carefully curated, daily on-demand leadership inspiration and skill development.





GLS Session Saves a Life in Pakistan

"I was ready to give up."

This is a common theme we heard in comments from attendees at The Global Leadership Summit in Pakistan, one of the most difficult places to do ministry in our world today. Thanks to partners like you, the GLS encouraged hundreds of Christians in Pakistan to continue with renewed passion and vigor.

This is the amazing testimony of one of those attendees: "As a pastor, watching my church die was really painful. I recently had a stroke, and my family was suffering due to my health condition and my low self-esteem. I was at the edge of giving up on God. I even tried suicide. I had been praying for the last two years, expecting that God would do something supernatural in return for my prayers and revive me. But nothing had happened.

I was given a brochure about the GLS by one of my pastor friends who comes to pray with me often. My travel and lodgings were sponsored for me, and that was a great help in my decision to attend. I thank my heavenly Father so much that through the GLS, and especially through one session in particular, the spirit of the Lord spoke to me.

During Albert Tate's session, tears started rolling down my cheeks. I watched the entire session with blurred focus, because I was crying the whole time.

A pastor sitting beside me, who I didn't know, held my hand to comfort me. And in that moment, God did something supernatural in me. Before God does something supernatural, I have to surrender whatever I have, no matter how small it may be. I am amazed by God's plan for my life.

I came back to my church changed, and I preached again that Sunday. After the service a Muslim lady who had moved next door to my church (while I was away for the GLS) met me and asked me to pray for her. After two days, she came back to our service and asked for prayer again... she was healed. Before she left that day, she gave me an envelope that had the exact amount of money needed to run the church and provide salary to the church staff for a whole year! Praise God! She is a regular visitor to our service now, and we are praying for her salvation.

I look at myself, and I look at what God has done, and I can only say with a full heart, thanks to God for working in mysterious ways. And thank you to the GLS."

Political Enemies Connect at the GLS in El Salvador

In 2016, the GLS team in El Salvador decided to extend invitations to two groups of people who were the most unlikely to gather together under one roof. They were members of the Salvadoran army and the Salvadoran guerillas—both groups said yes!

Not only did both groups attend the GLS, they also shared lunch together. This is something that does not occur under normal circumstances in this country with a history of civil war. What happened next was God at work.

The GLS Regional Leader for Latin America, Luis Pinto, took this opportunity to talk to both groups about Jesus Christ. Even though the guerrilla group members are atheists, they were respectful to Luis while he talked about Jesus and the values of the Summit. "When I was sharing our values, they were most impacted by the significance we placed on collaboration versus competition," Luis reported. "They said that this would be a good value to bring to bear on the relationship between the government army and the guerrillas."

Only God could ordain such a meeting. Imagine what might happen if these two groups began to collaborate for the betterment of their society, rather than fight against each other, inciting divisiveness and violence.

Who knows what God might do from this gathering? Thank you for supporting and praying for the GLS in El Salvador. Please continue to pray for restoration between these two groups!

In the picture below from left to right:

Felipe (one of the principal leaders in the guerrilla group), Alfredo (Guerrilla Lieutenant), Francisco (2nd in charge of the Guerrillas), Carlos (Minister of Defense, Salvadoran Army), Luis Pinto, Mauricio Leucel (member of the Steering committee), Lizandro Bojorquez (Chairman of the Steering Committee).



A Young Leader's Call to Transform His City

Josh Dotzler is CEO of a non-profit called Abide and lead pastor at Bridge Church in the inner-city of Omaha, Nebraska. Though Josh never intended to become a leader, God had other plans. **He has been attending the Summit every year since the 6th grade!**

Through exposure to great leaders and learning opportunities, along with heartbreaking experiences and responding to God's call on his life, Josh is in a position he never could have envisioned for himself—being used by God to transform his city.

His journey is inspiring, both to those who want to develop their own leadership and those who want to call out leadership in others. Josh shared his story with us in 2016:

Although my dad and others told me I was a leader at a young age, I didn't want to hear it. Sometimes it's easier for someone else to see in you what you don't see in yourself.

I was surrounded by great leaders at a young age because of the work my dad did in ministry. Attending the Summit with him, I was fascinated

by how leaders lived. As my parents encouraged me to take on leadership roles around me—school plays, basketball team captain, etc.—my passion to learn about leadership grew.

Living in the inner-city where my dad was called, we experienced a lot of brokenness. Two girls in our neighborhood were murdered, and my heart began to break at the funeral of a friend at age 16. When I won a scholarship for basketball at Creighton University, I was glad for a ticket out of the city.

After an injury in college, God began to redirect my path. When I married, my wife and I felt called to return to the city. We engaged in ministry there strictly out of obedience. But as we look back, we see how God was preparing us and giving us a heart for the city all along.

We started a church with 12 people, and it has grown in size and impact. Our motto is "out of our seats and into the streets." By God's grace we have seen incredible life change. A lead pastor who spent seven years in prison is now playing a powerful role. We have seen murderers made whole in Jesus. We partner with many other churches, and we really believe the church is the hope of the world.



No Age Limit for Leadership

As the Summit grows around the world, more people are realizing that radical change in their communities starts with building up and empowering the next generation. It's becoming evident that there is no age limit in leadership. Emerging leaders are coming up behind us, and we need to prepare them for the future.

We are seeing a surge in youth GLS events. They are popping up all around the globe. Currently, the youth GLS movement has expanded into more than 20 countries. Here is just a small glimpse of what took place last year:

TANZANIA

"We planned for 550 youth leaders, but on Friday night November 25th, we had 796 youth leaders from over 25 universities and colleges; and 30 volunteers."

MEXICO

Puebla, Mexico, had a great response with 410 attendees. Due to the incredible turnout, they made the decision to create an additional event to meet the demand of youth wanting to learn more about leadership.

MALAWI

"It was great to hear the visions young people have of building schools, helping orphans,

championing girls' education, advocating for youth on the streets, working with people with disabilities and setting up agro processing industries. The list goes on!"

TRINIDAD AND TOBAGO

There were 212 attendees, and 54 made decisions to put their faith in Christ!

"I was reminded that everyone has untapped, limitless potential waiting to be unlocked. Young leaders were inspired to imagine futures that previously seemed impossible and change the order of things."

CUBA

"For us, it is like a dream to be able to do something like this!"

2017 AND BEYOND

Our goal for 2017 is to have 75 youth GLS sites around the world! Countries committed to this effort so far include: Belarus, Burkina Faso, China, Cuba, Ecuador, Egypt, Finland, Guatemala, India, Indonesia, Malawi, Malaysia, Mexico, Nigeria, Sri Lanka, Taiwan, Tanzania, Trinidad & Tobago, Venezuela, Vietnam, Zambia and Zimbabwe.

Are you interested in supporting this movement? Learn more by contacting us at together@willowcreek.com.



**TRANSLATED INTO 59 LANGUAGES, IN 125+ COUNTRIES,*
675+ CITIES, REPRESENTING MORE THAN 90 DENOMINATIONS.**

Expanding the Kingdom of God, Together

Through your financial support, partnership and prayer, churches are getting stronger, people are growing closer to God, people are growing their leadership and organizations are impacting their communities. Thank you!

We clearly sensed God's favor, and we are humbled by what He did because of you this year.

The Summit's Global Impact

- 1,200 host sites, including 43 prisons
- 125 countries, including Guinea Bissau, Madagascar and Greece
- 351,000 leaders impacted; 47,000 above our goal!

Year-Round Impact

- 187,000+ GLSnext APP installs, a year-over-year increase of 104,000
- 200,000 followers engaging on Facebook, Twitter, Instagram and LinkedIn
- 193,000 visitors to the leadership blog followthegls.com

**Learn more about the impact of your partnership
by visiting followthegls.com.**

AFRICA

Benin
Botswana
Burkina Faso
Burundi
Cameroon
Chad
Republic of the Congo
Democratic Republic
of Congo
Ethiopia
Gabon
Gambia
Ghana
Guinea
Guinea Bissau
Ivory Coast
Kenya
Liberia
Madagascar
Malawi
Mali
Mauritius
Mozambique
Namibia
Niger
Nigeria
Rwanda
Senegal
Sierra Leone
South Africa
South Sudan
Swaziland
Tanzania
Togo
Uganda
Zambia
Zimbabwe

ASIA

Cambodia
China
Hong Kong
India
Indonesia
Japan
Korea
Malaysia
Mongolia
Myanmar
Nepal
Pakistan
Philippines
Singapore
Sri Lanka
Taiwan
Thailand
Vietnam

OCEANIA

Australia
Fiji
New Zealand
Timor-Leste

MIDDLE EAST

Egypt
Israel
Jordan
Palestine
United Arab Emirates

NORTH AMERICA

Canada
Mexico
United States

CENTRAL AMERICA/ CARIBBEAN

Bahamas
Barbados
Costa Rica
Cuba
Dominican Republic
El Salvador
Guatemala
Haiti
Honduras
Jamaica
Nicaragua
Panama
Trinidad & Tobago

EUROPE

Albania
Belarus
Belgium
Bulgaria
Croatia
Czech Republic
Denmark
Estonia
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Finland
France
Greece
Hungary
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Moldova
Netherlands
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovakia
Spain
Sweden
Ukraine
United Kingdom

* Some Countries Undisclosed

VISION

Helping Christians grow their leadership
to maximize Kingdom impact.

MISSION

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



THE GLOBAL LEADERSHIP SUMMIT

August 10-11, 2017 | willowcreek.com/summit



WILLOW CREEK ASSOCIATION

P.O. Box 3188
Barrington, IL 60011-3188
willowcreek.com