



2017 Annual Report



WILLOW CREEK
ASSOCIATION



 **THE GLOBAL
LEADERSHIP SUMMIT**

 **GLS***next*

 **THE GLOBAL
LEADERSHIP
SUMMIT PODCAST**

GrowthTracks



Dear Friend and Ministry Partner,

Everyone has influence. No matter where a person's influence is—in their family, school, work or church—Christ-centered leadership is changing our world!

As a supporter and ministry partner, your investment and partnership in the cause of Christian leadership development is making an eternal impact. On behalf of our entire staff and board of directors, thank you!

Since beginning my tenure as President & CEO of Willow Creek Association, my passion for our shared vision of helping Christians grow their leadership to maximize Kingdom impact has only deepened. Together we are accomplishing this by:

1. Developing a strategy and infrastructure to **equip and inspire 500,000 leaders annually** through The Global Leadership Summit by 2020.
2. Developing **year-round leadership resources** available through easily accessible platforms.

Because of your support and God's overwhelming blessing, 2017 was a fantastic year:

- Year-over-year **Summit** attendance grew to 400,000+ (13% ahead of plan)
- Year-over-year **GLSnext** downloads grew by 60% to 300,000+ users
- The **GLS Podcast** launched—averaging 18,000 downloads per episode
- **GrowthTracks** launched offering custom leadership development pathways

During my short time on staff, I have enjoyed meeting so many of you and have felt the prayers of many. Additionally, I am grateful for Gary Schwammlein remaining on as a trusted advisor, in addition to continuing to lead our international efforts.

As you will discover in the pages that follow, your investment and partnership is critical as we collectively pursue God's vision for this ministry.

Thank you for joining us in this pursuit!

Serving together,



Tom De Vries
President & CEO, Willow Creek Association



Aim Higher

Christ-centered leadership development for **every** neighborhood in our nation

God uses the influence of the servant leader. When encouraged and equipped to *Aim Higher*, servant leaders pour into others, expand their influence and inspire others to live with purpose. Everyone wins! Kingdom power is released, and the impact is felt from family rooms to boardrooms, and from pulpits to city halls.

Leaders from all walks of life in our nation need leadership development to live out their faith and increase their influence in every sector of society. With your help, we are expanding the Summit's impact here in the United States.

- Domestic Language Groups

Leaders use the same vocabulary, but not always the same language. We are expanding to reach new communities in the U.S. by translating the Summit in Chinese, Korean, Spanish and Portuguese languages.

- Under-resourced Communities

Many consistently say the Summit is the least expensive, highest value leadership development experience they attend. Yet, there are still communities across the U.S. where leaders cannot afford to attend—and together we are helping to bridge this divide.

Through your support and partnership, you are expanding the transformational impact of the Summit to under-served communities right here in the U.S.

Aim



Higher

Dig Deeper

Building **momentum** for year-round access to leadership resources

The Summit is just the beginning. Throughout the year, individuals and teams leverage next step resources to apply what they learned at the Summit. Growing leaders build stronger families, improve business performance and lead better churches.

New channels are increasing development opportunities. Expanding opportunities through technology and new platforms are opening up new ways for people to deepen their Summit experience—including streaming and year-round tools. Because of your vision, we are expanding new ways for people to grow.

- **GLSnext Expansion**

The GLSnext App and supporting resources are providing next steps for leadership growth year-round. In 2017, more than 300,000 people globally were using these resources. Through continued development of these scalable resources, we can ensure that leaders around the world have on-demand access to world-class resources.

- **Prison Growth**

Demand is high for life-changing leadership lessons within prison walls. In 2017, 60 prisons hosted the Summit for inmates. We want to help answer Christ's call to bring out from the dungeon those who sit in darkness.

Your vision to see beyond “what is” to “what could be” is dramatically expanding the Summit's impact.

Dig



Deeper

Reach Farther

Expanding access to Christ-centered leadership development **globally**

Wherever the desire for leadership development exists, we have the desire to serve.

The infrastructure is already in place for unparalleled global expansion as we work across denominational and cultural lines in 130+ countries.

Local leaders contextualize the content for the needs of their communities. This means that a session with leadership expert Jim Collins can be just as relatable to leaders in the Congo as it is to leaders in Chicago. Because of your global heart, you are empowering more indigenous leaders to become heroes in their own local churches and communities.

- **Regional Expansion**

The global infrastructure currently in place works well, but the ever-increasing growth of the Summit worldwide requires expansion of that infrastructure. This includes equipment needs as well as translation of sessions and materials currently in 60 languages.

- **International Summit Subsidies**

At nearly two-thirds of the 817 current Summit sites worldwide, there is a shortfall between expenses and what local Christians can afford to pay. Scholarships are needed for these struggling communities, in addition to resources for translation, safe event venues and technology training.

Your continued support, partnership and prayers will expand the Summit's impact globally to regions of the world that desperately need it.

Reach



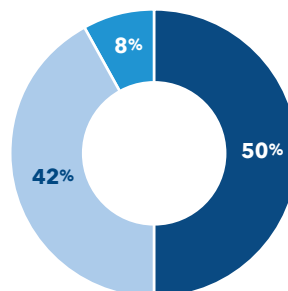
Farther→



2017 Financials

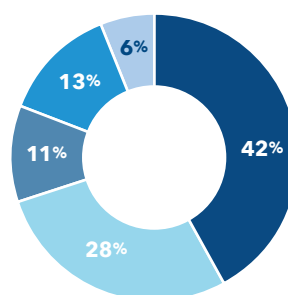
SOURCES OF REVENUE (\$33.9M) 2017

Conferences	50%
Donor	42%
Resources & Membership	8%
	100%



USE OF FUNDS 2017

U.S. Operations	42%
International Operations	28%
Capital Reserves & New Initiatives	11%
Corporate Overhead & Technology	13%
Development	6%
	100%



BOARD OF DIRECTORS

Bill Hybels
Dick DeVos
Tom De Vries
D. Mitch Barns
Bob Merritt
Sherri Miller
Terry Moore
Gary Schwammlein
Kimberly D. Simios
Bradford Whitmore

EXECUTIVE TEAM

Tom De Vries, *President & CEO*
Gary Schwammlein, *President Emeritus*
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*
Aliece Hendricks, *Vice President, International Conferences*
Doug Yonamine, *Vice President, Human Resources*



THE GLOBAL LEADERSHIP SUMMIT

**TRANSLATED INTO 60 LANGUAGES, IN 130+ COUNTRIES,*
817 CITIES, REPRESENTING MORE THAN 90 DENOMINATIONS.**

International GLS Events (September 2017 through March 2018)

AFRICA

Angola
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
Mozambique
Namibia
Niger
Nigeria
Rwanda
Senegal
Sierra Leone
South Africa
Swaziland
Tanzania
Togo
Uganda
Zambia
Zimbabwe

ASIA

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

OCEANIA

Australia
Fiji
New Zealand
Papua New Guinea

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 and Tobago

EUROPE

Albania
Belarus
Belgium
Bulgaria
Croatia
Czech Republic
Denmark
Estonia
Faroe Islands
Finland
Greece
Hungary
Iceland
Ireland
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Macedonia

Malta
Netherlands
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovakia
Spain
Sweden
Ukraine
United Kingdom

SOUTH AMERICA

Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Paraguay
Peru
Suriname
Uruguay
Venezuela

*Some countries undisclosed
due to persecution

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 9-10, 2018 | willowcreek.com/summit



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glspodcast.com



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