“Everyone wins when a leader gets better.”
—Bill Hybels
Dear Friends and Ministry Partners,

As a friend and ministry partner, I am pleased to report that we all had an outstanding year of ministry in 2014—in fact, it was our best year ever. I’m quite certain that if our goals at the beginning of last year had looked like the results we all achieved, many would have said it couldn’t be done. Thank you!

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

Almost two years into my tenure as president, I am sensing that our entire team is more energized and focused than ever before on achieving our vision—helping Christians grow their leadership to maximize Kingdom impact. We believe that the most effective way to do this is through the creation of world-class leadership development experiences and resources that inspire and equip all Christians.

This is why Willow Creek Association continues 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-add content** through an easily accessible digital platform—which will officially launch at the 2015 Summit

Finally, we have obviously felt God’s favor on this ministry, but there are times when we still wonder if what we are doing matters. Can measurable impact and transformation be traced back to attending the Summit? This is difficult to determine, which is why we were thrilled when we came across a research organization that could help us answer this question—and the results blew us away! In the pages that follow, we are excited to show you some of the results that this research uncovered.

We thank you for your support and prayers. If you ever wonder if your support and partnership really matters, I hope that what you read in this report will put those concerns to rest once and for all.

Together, with your support and partnership and a focused effort on helping Christians grow their leadership, we can advance the Kingdom of God!

Blessings,

Gary Schwammelein
President
Willow Creek Association

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**2014 SUMMIT HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Global Attendees</th>
<th>Global Sites</th>
<th>Countries</th>
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</thead>
<tbody>
<tr>
<td>227,791</td>
<td>798</td>
<td>112</td>
</tr>
</tbody>
</table>

**2014 FINANCIALS**

<table>
<thead>
<tr>
<th>Use of Funds</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Revenue</td>
<td>49%</td>
</tr>
<tr>
<td>Donor &amp; Sponsor Investment</td>
<td>38%</td>
</tr>
<tr>
<td>Resources &amp; Membership</td>
<td>13%</td>
</tr>
<tr>
<td>U.S. Operations &amp; Salaries</td>
<td>34%</td>
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<tr>
<td>International Operations</td>
<td>27%</td>
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<tr>
<td>Capital Reserves &amp; New Initiatives Funds</td>
<td>18%</td>
</tr>
<tr>
<td>Corporate Overhead &amp; Information Systems</td>
<td>15%</td>
</tr>
<tr>
<td>Development</td>
<td>6%</td>
</tr>
</tbody>
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*Income earned by WCA Affiliates (11 countries) and Partner Countries (101 countries) remain in each country to fund operations. This equates to about $8 million. Financial shortfalls to cover country operating costs are provided by the WCA U.S., as shown above under international operations.*
The Results of
Your Investment
and Partnership

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*.

**INDIVIDUAL OUTCOMES**

- **Learned team-building skills that have increased job satisfaction and productivity** (86%)
- **Experienced a revitalized personal relationship with God** (25%)
- **Said they would have quit their leadership position without inspiration to persevere** (10%)

**CHURCH OUTCOMES**

- **Volunteered for a NEW church leadership position** (13%)
- **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** (23%)
- **Reported that their church has grown larger because of leadership skills, vision or inspiration** (35%)

**ORGANIZATIONAL OUTCOMES**

- **Of the 55% of participants who reported a superior attending in the past, 81% reported concrete ways their supervisor or organization’s top leader improved as a result of attending** (81%)
- **Said that their organization is more effective because a clearer vision prioritized essential from non-essential activity** (61%)
- **Reported the size of their organization has grown larger because of leadership skills, vision or inspiration** (19%)

* Independent research conducted 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.

“In the four or five years that I’ve been inviting folks, at least three have given their lives to Christ as a result of attending the Summit. Thanks for giving me an outlet to be bold about my faith and influence in my work world.”

—Summit Attendee
LOVE GOD. LOVE PEOPLE. DO STUFF.

During Bob Goff’s Summit session, he challenged attendees to ask themselves where God’s people are hurting in the world…and what they could do about it. Ten year-old Michael Eckert from Temple, Texas listened. And he took the challenge to heart.

When Michael found out about Restore International and their school in Gulu, Uganda, he knew God was calling him to raise money to build a classroom there. The $30,000 price tag didn’t discourage him. He called Goff, founder and president of Restore International and Goff offered to put up half the money if Michael could raise the rest.

So Michael mowed lawns. He washed windows. He organized a silent auction. For his birthday, he asked for donations for the classroom instead of gifts.

Nine months later, Michael had raised $30,000.

Last June, more than 100 Cuban pastors and leaders attended our first Global Leadership Summit in Havana, Cuba—a country that was officially atheist for 30 years. What touched me the most is the pastors’ deep hunger. Hunger to learn. Hunger to be free. Hunger to be more prepared to share the message of Jesus Christ with everyone in the country. These beautiful people know that in seizing opportunities for training, they are strengthening themselves as leaders.

—Carlos Arroyo, GLS Regional Leader

For more stories of impact, please visit followthegls.com
Our church has dreamed of embarking on projects to serve our community, but we didn’t know how to go about it until after we experienced the GLS. The event, held in our church in Nigeria, fired us up to take on the challenges of a grander vision.

We are now working on projects to build a classroom; construct and supply a health care facility; provide school uniforms, textbooks, stationery and food to children who lost their parents in the religious riots in northern Nigeria.

Thank God for the GLS that helped our church find our path in the grander vision.

—Niyi Eboda, Pastor, Nigeria
STRENGTHENING YOUR TOUGH CALLING

“I was down in my spirit,” said a doctor working in a government hospital in Pakistan. “I was told I would be transferred to Thar—a desert where everyday, children die from stomach diseases and a lack of clean drinking water. I did not want to go.” Five days before he had to leave for Thar, he decided to attend the GLS in Pakistan.

When Dr. Brené Brown’s session ended, the host asked, “Are you running from yourself? Do you think injustice has been done to you? Do you feel like grumbling and yelling and saying no to things that are not of your desire? God is calling you to take on the tough task, and He will help you.”

Those words were spoken for me,” he said. “Since I’ve been in Thar, I have saved eight newborn babies and 28 other children—just because I took a bold step of faith in Jesus. Thank you for the GLS in Pakistan. Thank you for strengthening me in my calling.”

—GLS Attendee, Pakistan

A STEP TOWARD RECONCILIATION IN THE MIDDLE EAST

In the birthplace of Christianity where peace often seems out of reach, people have a great need for humble, Christ-centered leadership. The GLS made history last year in the Middle East when it held inaugural events in Jerusalem and Bethlehem. While separated by only a few miles, the two cities are worlds apart. The GLS served more than 200 Jewish Christians in Jerusalem followed by 120 Arab Christians in Bethlehem.

The message of Jesus is as important here today as it was more than 2000 years ago and the divides among the people are no less deep. Many attendees from both events expressed a desire for peace and reconciliation that can only come from the message of the Gospel.

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