

'22



CAMPUS OUTREACH SERVE
ANNUAL REPORT



***EMPOWERING & EXPANDING
CAMPUS OUTREACH MINISTRIES
UNDER THE AUTHORITY
OF THE LOCAL CHURCH***

LETTER FROM THE EXECUTIVE DIRECTOR



As we come out of the hardships of the past few years, the importance of evangelism and life-on-life discipleship has never been greater. In this time of post-pandemic recovery, the goal of Campus Outreach SERVE (CO SERVE) remains the same – to assist every Campus Outreach location in glorifying God by building laborers on the campus for the lost world.

The need for devoted Christian leaders on campuses and in local churches has been elevated over the last year as relationships are re-engaged and re-cultivated. We are privileged to see God work by bringing more students to Him and equipping them to serve the Kingdom. For CO SERVE, 2022 was a season of fortifying our commitment to seeing God’s Kingdom advance to the ends of the earth. In addition to exhorting and strengthening current CO ministries, we also launched three new international campuses: Cape Town, South Africa; Guadalajara, Mexico; and Lima, Peru. We also bolstered our leader development processes and led multiple leadership assessments to encourage staff members all over the world. In 2022, CO SERVE facilitated the first Women’s Network Leader Development Retreat and hosted Network Conferences in four locations worldwide, enabling many international CO staff to come together for the first time ever. Through the Lord’s providence, we sent out 26 new missionaries in 2022 and are preparing to send out another 50 in 2023. God is working continuously through your generosity – you are making a lasting impact on the Kingdom by spreading the Gospel to the lost.

In 2022, God worked in and through CO SERVE to strengthen our faithful existing staff so we may export even more in the coming years. Supported by your prayers and partnership, we remain committed to:

- encouraging, equipping, and enabling every CO region, partner church, and staff member in the work God has called them to
- expanding to new campuses both internationally and domestically
- evangelizing to the next generation of students around the world

We are so grateful for your partnership and dedication to seeing the Gospel spread across the globe. Thank you for supporting the work of the Lord through Campus Outreach SERVE.

A handwritten signature in black ink that reads "Kent Bailey". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Kent Bailey



CO SERVE IMPACT ON THE MOVEMENT

747 domestic & intl. staff served

26 missionaries sent

213 total intl. field staff

38% of intl. field staff are non-American



3

new intl. locations launched



2,530 hrs

of member care provided for domestic and intl. staff

MOVEMENT-WIDE H I G H L I G H T S

103
total campuses

total churches requesting to launch a CO location
32

OVER
545
new believers

times the gospel was shared

OVER

7,750



OVER

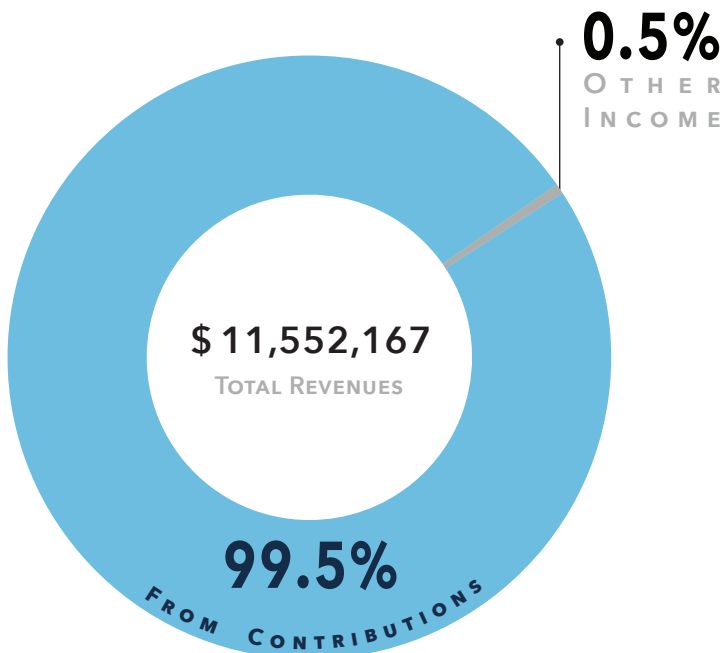
30%

minority involvement of domestic staff and students



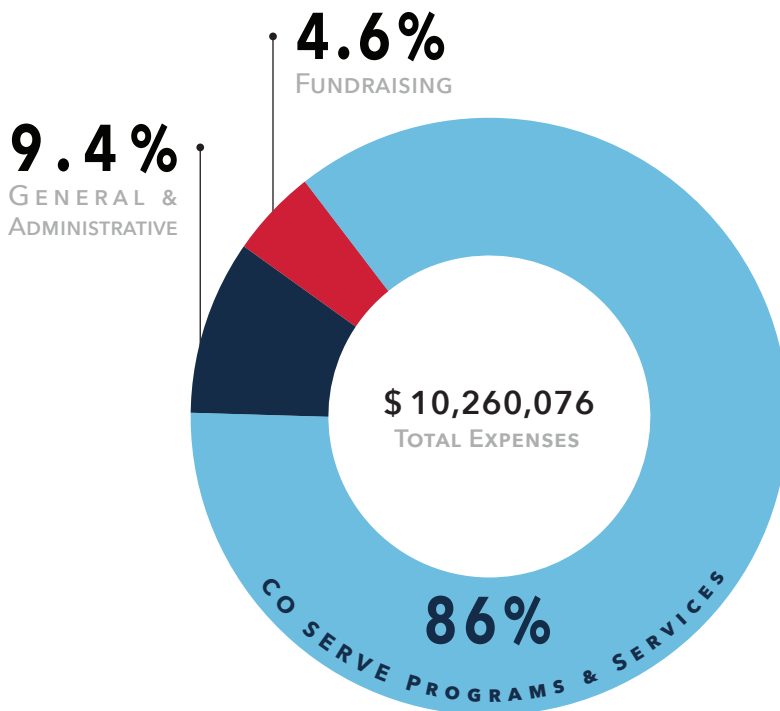
REVENUES & EXPENSES

Year Ended December 31, 2022



In 2022, 8,365 donors provided essential funding and services for 213 CO SERVE missionaries. Our additional investments in programming and services benefitted 534 Campus Outreach missionaries throughout the movement. Because of these funds, more laborers are being sent into the harvest, and more churches are being strengthened by dedicated gospel leaders.

CO SERVE ranks as exceptional in our expense ratios, with the grand majority of gifts going directly to missionary costs and essential programs throughout the movement, some of which are highlighted on pages 6-8.



Campus Outreach SERVE is firmly committed to the faithful stewardship of the resources God has entrusted to us. We adhere to the Evangelical Council for Financial Accountability's (ECFA) standards of responsible stewardship, including annual financial audits by an independent certified public accounting firm.





MOBILIZATION

At CO SERVE, we know that mobilization is vital in advancing the Kingdom. We send missionaries to campuses in strategic cities and countries worldwide in partnership with local churches. Our missionaries receive extensive training and one-on-one coaching to prepare them for their work in sharing the gospel. The SERVE Staff Orientation and Pre-Deploy Training equip and encourage our field staff before they begin sharing their faith on the campus. We offered each of these sessions three times in 2022. Our two field placement programs – CO LEAD and CO Next – invite recent graduates and seasoned staff to enter into the gospel work of building laborers on campuses for two-year or longer commitments.



"The best part about mobilization is seeing how God has been working long before us to bring laborers overseas."

Daniel Rimmereid, Mobilization Team Leader

EXPANSION

Every existing CO location is in partnership with and under the authority of a local church – and the same is true for every CO expansion. We believe that ministering to students alongside and through local churches is the most effective way to see them grow in their relationship with Christ and become lifelong members of His Church. This year, we received 32 formal expansion requests from churches that want CO to accompany them in reaching students in their cities! CO SERVE encourages and facilitates collaboration between existing and new church partners to fulfill these requests. In 2022, we expanded to three new locations: Guadalajara, Mexico; Lima, Peru; and Cape Town, South Africa.



"Seeing new locations reached by the Gospel is a great reminder that God is using you to impact the world."

Brian Phillips, Director of Staff Development

LEADER DEVELOPMENT



We are committed to developing passionate and mature Christian leaders globally. Our vision for every CO region outside the U.S. is to build sustainable, laborer-producing, indigenous, multiplying movements. To do this, we come alongside these regions and help them grow their national staff leadership. In 2022, we facilitated 124 leadership assessments for CO staff worldwide. Our four 2022 Network Conferences provided ample opportunities for multicultural leader development and encouragement, while the CO 2022 Church Council meeting enabled stateside pastors to connect and collaborate. In 2022, we facilitated several Minority Cohort sessions and Women's Development Team meetings. We also hosted our first Women's Network Leader Development Retreat.

"To labor is to lead. When we build laborers, we are building leaders for the church and a lost world."

Andy Cheely, Director of Operations

MEMBER CARE



Investing in the emotional, physical, mental, and spiritual health of our missionaries and staff is very important to us. Healthy missionaries are effective missionaries, so our Member Care team embraces the biblical call to equip each one to face the challenges of ministry work. Proper care for our staff builds them up as mature, passionate followers of Christ who confidently share their faith. Our Member Care team is dedicated to the well-being of our missionaries and supports them with one-on-one lay counseling and personal encouragement. In 2022, we had numerous one-on-one conversations with all 209 of our international staff and provided 2,530 hours of coaching and lay counseling.

"Nothing gives us greater joy than assisting field staff so that they can labor to their fullest potential."

John Hunt, Member Care

NETWORK CONFERENCES

The CO SERVE Network Conferences allow every region to connect and cooperate on a large scale. These conferences are crucial in strengthening all regions across the movement, fostering staff relationships, and expanding the vision of Campus Outreach. We offer staff development courses, ministry contextualization sessions, team-building training, and support materials for missionary families in long-term field placements at each Network Conference. We also encourage each region in their ministry work and give them opportunities to share resources and tools with other regions in their network. In 2022, we hosted Network Conferences in Chiang Mai, Thailand; Johannesburg, South Africa; Birmingham, England; and Indianapolis, Indiana.



"What a great time of refreshment as we gathered to worship together, learn together, and encourage one another!"

Daniel Lewis, Director of CO Chiang Mai

CHURCH COUNCIL

Campus Outreach SERVE organizes annual Church Council meetings, where Campus Outreach board members and pastors from across the U.S. come together to deepen the vision of the ministry. Church Council meetings allow every partner church to influence the movement's advancement and to discuss the impact of Campus Outreach on their campuses and in their churches. These meetings not only support and celebrate Campus Outreach's longevity but also provide resources and materials for churches to maximize their local Campus Outreach ministries. During the 2022 CO Church Council meeting, attendees engaged in training sessions, received updates from each CO Network, encouraged one another, and discussed the future of Campus Outreach.



"CO's network of churches is committed to building laborers together, and this is the best space for them to collaborate."

Phil Sineath, Director of Advancement



ATLANTIC NETWORK

2022 SPOTLIGHT STORY



Wherever you find Campus Outreach (CO), the ministry process follows a consistent pattern. A staff member or student leader gets to know a student who doesn't follow Jesus. After building a relationship, they share the gospel with them. Then, the Holy Spirit moves through them to save the lost student. Through the impact of discipleship, that student then makes disciples themselves as they share the gospel with their unbelieving friends.

This is exactly what happened to Mitchell. He came to know Jesus at the University of South Alabama. Throughout the discipleship process, he learned how to study the Bible, pray, share his faith, be a part of a local church, and more. While

he was in Brazil on a summer mission project, God gave Mitchell a burden for lost people in other cultures. After graduation, he decided to go overseas with the CO SERVE 2-year LEAD program.

Mitchell arrived in Birmingham, England in 2021 and soon met a young man from a Muslim background. After investigating the Christian gospel, Willie (not his real name) placed his trust in Jesus. He then publicly professed his belief via baptism at the CO partner church. Shay (not her real name), a student from Iraq, was in the congregation that Sunday. Seeing Willie get baptized, she thought, "This is significant," and approached some CO staff with questions. These questions led to fellowship meals, investigative Bible studies, and finally, acceptance of Jesus as her Savior and Lord. She has already helped her sister and brother-in-law come to know Jesus through her testimony. When Shay was recently baptized, a young lady in the congregation told her Campus Outreach friend, "This is a big deal, and I have many questions."

"God is repeating this process of multiplying disciples of Jesus in the lives of hundreds of students worldwide."

Mitchell's initial 2-year commitment has ended, and he was recently back in Alabama for a debriefing time with fellow LEAD staff. However, the debriefing was focused on something different than re-entry – Mitchell has found the Lord calling him to renew his dedication to overseas missions. In a few months, he'll return to England for a new, multi-year commitment.

God is repeating this process of multiplying disciples of Jesus in the lives of hundreds of students worldwide. We have seen Him work in wonderful ways throughout the year, drawing students to Himself and reaching the lost on campuses that many would consider impossible to reach.

TASMAN NETWORK

"The Holy Spirit is moving, and I'm just trying to keep up," says Ashley Britton, a CO staff in Brisbane, Australia. Ashley attended an event at the local university where she befriended Lin. Ashley invited Lin to join the lacrosse team, and they began to meet weekly. Ashley introduced Lin to other believers. Spending time around the Christian community exposed Lin to the radical love of Jesus. Ashley invited Lin to a summer ministry project where she was given her first Bible. She couldn't put it down. On the last night of Project, Lin sat quietly, weeping. "He saved me," she said, smiling. Lin's story is one of many testimonies of the transforming love of Christ.



Ashely and Lin posing for a photo after a tough lacrosse match. Sports events often lead to the formation of genuine relationships with students.

S.E. ASIA NETWORK

Tdoon was first exposed to CO during his first year at Chiang Mai University, and his interest in the Gospel was immediate. He took every opportunity to be involved. His draw toward truth remained consistent even when the campus shut down during the COVID-19 pandemic. Strong ties with his family and the pressures of Thai culture made it hard for him to commit to following Jesus. During a Thai Summer Project in 2022, Tdoon decided to be all in for Christ. He then went home and told his family about his new commitment. Tdoon is now a post-grad but continues to meet weekly with CO staff Dan Lewis for discipleship. He desires to talk with his parents and friends about his faith in Christ. He also remains very involved with the ministry and the local church, where he regularly plays the cajón with the praise team and faithfully serves his community.



Dan and Tdoon attending the 2019 Thai Summer Project. Life-on-life discipleship, exemplified in Tdoon and Dan's relationship, is at the core of CO SERVE's mission strategy.

AFRICA NETWORK



"To be Zambian is to be Christian." According to its 1996 constitution, Zambia is officially a Christian nation. For a Zambian, admitting they are not Christian would make them feel alienated from their nation. One young Zambian student, Pius, said he was a Christian because his mother is Christian. Chase, a CO LEAD staff, asked Pius, "Who or what is on the throne of your life?" His response: "I know it should be God, but it is not." This question led Pius to miraculously admit, "I am *not* a Christian." Later, Pius joined Chase's discipleship group. Three Zambian men in the group shared with Pius their relationships with Jesus and how they became Christians by grace through faith. That night, Pius surrendered and became a Christ-follower.

God is using discipleship groups to reach students like Pius (second from the right) all around the world. This group gathers regularly for Scripture reading, prayer, and discipleship.

EAST COAST NETWORK



Years ago, Carley Naramore committed to investing her life in others for the sake of the Gospel at Georgia College. After going off staff, Carley navigated significant health issues while working as an interior designer. In January 2022, Carley began to mentor the staff women at the University of South Florida. She later told her husband Joe, the CO East Coast Network Director, "I didn't survive a heart transplant to drive I-4 to help people decorate their homes! I want to give my time to things that matter for eternity." Joe responded, "Let's make that happen!" Because of her desire to live intentionally, Carley now shepherds the three staff women in the region and is helping three more through the hiring process. Her commitment to investing her life in others continues to make an impact.

Joe and Carley have led the East Coast Network for years to serve its teams, churches, and students.

MIDWEST NETWORK



After teaching for five years, Billy Kor joined the CO staff at St. Thomas University in Minnesota. In 2019, only one student attended the New Year's Conference. This past year 17 students attended. Having started from scratch as the only campus staff, Billy intentionally engaged with students at the gym, the dorms, or around lunch tables. Several young men have developed into leaders through focused discipleship in the last three years. In the fall of 2022, Ellie joined the CO team at St. Thomas to reach lost women on campus. The Lord is already using her to bring female students into the Kingdom. One freshman woman shared, "Meeting you has changed my life. I want to be baptized and follow Jesus."

St. Thomas University students come together at the 2022 New Year's Conference to study Scripture, receive teaching, pray, and engage with their discipleship groups.

SOUTH/WEST NETWORK



Melodee came from a spiritually diverse background of Buddhism and Christianity and was confused about where she belonged. When she arrived at UC San Diego, she strived to be the best and felt she never measured up. A friend invited her to church and a CO retreat. Many staff members intentionally pursued a relationship with her to ensure she felt part of the community. Sea Choi, a CO staff woman, asked Melodee what was holding her back from following Jesus. She confessed her fear of being a disappointment and wanted to wait until 'she was better.' Sea Choi shared Jesus offers unconditional love; it's not about what she can offer Him but what He has already offered her. That night, Melodee surrendered to Christ. She recounted that God displayed His love to her even before she believed through the sense of belonging she felt in the community.

Clara, Melodee, and Sea Choi gather for a group photo. Intentional discipleship groups often form naturally from authentic friendships.



FIVE-YEAR T A R G E T S

Serve 900+ missionaries across 44 global ministry teams

Share Christ over 30,000 times across 120 campuses

Strengthen 70+ hub churches with full pipelines of devoted leaders





Want to see where Campus Outreach ministries are located? Visit coserve.org/locations.



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