

'21



CAMPUS OUTREACH SERVE
ANNUAL REPORT

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

LETTER FROM THE EXECUTIVE DIRECTOR



What happened? As we have each experienced challenges and changes in our world over the past few years, this question has often come to mind. These seismic shifts have caused each of us to think about what God is doing in the world and how we can be involved.

Campus Outreach SERVE (CO SERVE) was launched amid this season of turmoil early in 2020. With everything that has changed around us, CO SERVE has sought to reestablish what will not change in the ministry. Our commitments to God's Word, the local church, and evangelizing and equipping today's students to be tomorrow's leaders have not wavered. In 2021, we saw great progress with expansions to new locations in the U.S. as well as to Cape Town, South Africa and London, England. We facilitated significant leader development across the movement through a women's development group, a minority leaders cohort, and numerous staff leadership assessments. While the overall global missionary force shrank by over 7%, CO SERVE was privileged to send out forty-two new missionaries, with another thirty currently in the preparation pipeline. Future ministry will be propelled forward by the Frank and Barbara Barker Founders Circle, established in 2021 to recognize the profound impact the Barkers had on Campus Outreach (CO) and to honor both of their recent homegoings. Their legacy and impact will be felt by future generations. Though there is turmoil, it is clear that God is still doing many things.

What is going to happen? We cannot answer completely, but we know what we are aiming for in the next 5 years. We believe that God's calling for us in this season is to strengthen every leader, every team, and every church with whom we partner. We are committed to working toward and long to see:

- every CO region and hub church around the world partnering together for the maximum mobilization of laborers
- strategic ministry expansion in response to the 35 invitations we have received from churches around the world to help them reach students on the campuses in their countries

These are works that only God can accomplish through your prayers and partnership as we work together to glorify Him. We are so thankful to be partnering with you.

A handwritten signature in black ink that reads "Kent Bailey".

Kent Bailey

CO SERVE IMPACT ON THE MOVEMENT

749 domestic & intl. staff served

42 missionaries sent

170 total intl. field staff

50% of intl. field staff are non-American



2

new intl. locations launched



2,474 hrs

of member care provided for domestic and intl. staff

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

120
total campuses

total churches requesting to launch a CO location

35

OVER
350
new believers

times the gospel was shared

OVER

3,100



OVER

25%

minority involvement of domestic staff and students



STATEMENTS OF FINANCIAL POSITION

December 31, 2021 and 2020

	<u>2021</u> <i>Unaudited</i>	<u>2020</u> <i>Audited</i>
ASSETS		
Cash and cash equivalents	\$ 4,894,648	\$ 4,001,674
Prepaid expenses	52,739	68,904
Deposit	6,700	-
Property and equipment, net	49,097	-
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TOTAL ASSETS	\$ 5,003,183	\$ 4,070,578
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LIABILITIES		
Accounts payable	\$ 14,059	\$ 23,687
Other liabilities	288,057	239,817
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Total liabilities	302,116	263,504
NET ASSETS		
Net assets without donor restrictions	4,534,692	3,601,365
Net assets with donor restrictions	166,375	205,709
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Total net assets	4,701,068	3,807,074
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TOTAL LIABILITIES AND NET ASSETS	\$ 5,003,183	\$ 4,070,578
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In excess of 70% of cash reserves are dedicated to individual missionary fund balances; missionaries are encouraged to maintain two months of expenses in reserve.

STATEMENTS OF ACTIVITIES

Years Ended December 31, 2021 and 2020

	Without donor restrictions	With donor restrictions	2021 <i>Unaudited</i>	2020 <i>Audited</i>
REVENUE AND SUPPORT				
Contributions	\$ 9,765,559	\$ 317,042	\$ 10,082,601	\$ 7,934,066
Grant income	-	-	-	301,672
Other revenue	38,940	-	38,940	32,416
Net assets released from restrictions	356,375	(356,375)	-	-
Total revenue and support	10,160,875	(39,333)	10,121,541	8,268,154
EXPENSES				
Missionary development expenses	6,562,579	-	6,562,579	4,561,137
Fundraising expenses	442,395	-	442,395	300,444
Grants awarded	1,564,405	-	1,564,405	1,066,935
General and administrative expenses	658,169	-	658,169	639,355
Total expenses	9,227,548	-	9,227,548	6,567,871
CHANGE IN NET ASSETS	933,327	(39,333)	893,994	1,700,283
NET ASSETS - BEGINNING OF YEAR	3,601,365	205,709	3,807,074	2,106,791
NET ASSETS - END OF YEAR	\$ 4,534,692	\$ 166,375	\$ 4,701,068	\$ 3,807,074

88.1% of CO SERVE's 2021 expenses were programmatic and 11.9% were administrative and fundraising.



MOBILIZATION

CO SERVE believes that mobilization is crucial to advancing the gospel of Christ. We send missionaries to campuses in strategic cities and countries in partnership with key churches. We provide extensive **training** and personal **coaching** for missionaries. **SERVE Staff Orientation** provides training and equipping to missionaries preparing to deploy. Orientation was offered 3 times in 2021. Through the **CO NEXT** program, we send missionary families and individuals for long-term, cross-cultural field placements. Through the **CO LEAD** program, we train and send recent college graduates for 2-year, cross-cultural field placements. As part of their ministry placement, LEAD staff are also given opportunities to grow as leaders.



"We seek to build relationships with people on their turf rather than just passing out flyers or holding big events to draw people in."

Andrew Harris, Director of Birmingham, UK

EXPANSION

We always expand to new campuses in **partnership with local churches**. Currently, we have received 35 formal expansion requests from churches who want CO to come alongside them in reaching students in their cities! To fulfill these requests, CO SERVE **facilitates collaboration** between churches requesting a CO team and churches already in the CO network. We are committed to ministering to students alongside and through local churches because it is the most effective way to see students encounter Christ holistically, and become lifelong members of His Church! In 2021, we were able to expand to two new locations: Cape Town, South Africa and London, UK.



"The U.S. is not the center of the universe; Jesus is. We're unapologetically pushing the 'outside of the American border' expansion goal."

Andy Cheely, Director of Operations

LEADER DEVELOPMENT



Christian leaders are catalysts for change in every generation in every sphere of influence. Our commitment remains focused on developing Christian leaders. Because our vision and strategy are for sustainable, laborer-producing, indigenous, multiplying movements (SLIMM), we come alongside CO regions outside the U.S. to build **national staff** leadership. In addition, we are facilitating the development of **women leaders**, both domestically and abroad, with key staff serving full-time towards this end. We are deeply invested in the development of **minority-culture leaders**. The 2021 **Bridge Builders Conference** was one expression of developing minority-culture leaders.

"Because of our commitment to the Scriptures, we consider it a privilege to be a part of building Kingdom leaders."

Byron Johnson, Diversity Development

MEMBER CARE



We believe that healthy missionaries are effective missionaries. We embrace the biblical call to equip each missionary to face the challenges of ministry and life from a position of emotional, physical, and spiritual health. We intentionally invest time and resources into CO staff through **one-on-one counseling** to best serve their emotional and spiritual needs. We facilitate **leadership assessments** that evaluate CO staff's health holistically and identify areas for growth and development. In 2021, our Member Care team facilitated 114 of these leadership assessments for CO staff, and provided 2,474 hours of coaching and lay counseling. This promotes longevity in ministry for domestic and international staff, making it possible for more students to hear the gospel.

"Member care is vital for long-term health because of the amount of stress that comes with the mission field and ministry."

John Hunt, Member Care



FIVE-YEAR T A R G E T S

Send 150 new missionaries

Increase number of campuses served by 15%

Empower national member care staff

Expand to 5 new international locations

Thank You
from CO SERVE





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



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