

'23



CAMPUS OUTREACH SERVE I M P A C T R E P O R T

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



LETTER FROM THE EXECUTIVE DIRECTOR



With each passing year, the Lord reminds us of His sovereignty and goodness. In the midst of our challenging cultural landscape, we hold on to the truth of Psalm 100:5 – “For the LORD is good; his steadfast love endures forever, and his faithfulness to all generations.” His faithfulness to advance His Kingdom over the last year was incredible to behold, and we are inspired by the work He is doing in the hearts of students worldwide. In 2023, God worked abundantly through the ministry to bring more to Himself, increase the passion for new ministry expansion across the movement, and strengthen leadership and staff in their work for Christ.

Campus Outreach SERVE (CO SERVE) exists to labor alongside every Campus Outreach location and partner church in its mission of “glorifying God by building laborers on the campus for the lost world.” It is a privilege to empower and expand CO teams across the globe as they passionately share their faith on campuses. By God’s providence, CO SERVE launched three new ministry locations in 2023: Edinburgh, Scotland; Lima, Peru; and Athens, Greece. In 2023, CO SERVE facilitated Network Conferences in six locations around the world, bringing staff from different regions together for further connection and collaboration. CO SERVE also offered over 100 world-class leadership assessments to equip and enable staff to find their best Kingdom contribution within the ministry. Our Member Care staff provided more than 2,000 hours of one-on-one guidance and support for staff across the movement. We were privileged to see God raise up 50 new missionaries in 2023 and are praying to see 30 more sent out in 2024. We are inspired and humbled by how God uses people like you to spread His name to all the nations.

Through your generosity in 2023, the Lord enabled CO SERVE to strengthen existing staff and equip new staff in their labor for the gospel. As more students accept Christ and are discipled to serve Him, more gospel leaders are sent out to multiply the Kingdom. As we press forward into 2024, your partnership and prayers allow CO SERVE to:

- Provide training and resources for every CO region, partner church, and staff member so they may serve in strength
- Equip CO ministries to reach more students around the world with the gospel
- Fill leadership pipelines in churches and campus movements worldwide with passionate young Christians who are eager to share their faith with those around them

Thank you for partnering with us in the work of the Lord through Campus Outreach. We are grateful to have you come alongside us in reaching the next generation for Christ.


Kent Bailey

HOLDING THE ROPE



“I will go down if you will hold the rope.”

William Carey - 1793

Carey spoke these words to his friend, Andrew Fuller, as he was considering leaving England to take the gospel to “the deep mines” of India. For the rest of Fuller’s life, he faithfully fulfilled his commitment to “never let go the rope” by recruiting, raising funds, solving challenges, and being a friend to Carey until his death.



Campus Outreach SERVE is a global ministry whose vision is to see the lost world reached by making and mobilizing lifelong disciples on university campuses under the leadership of local churches. CO SERVE’s role in the overall movement is to come alongside Campus Outreach ministries by serving and strengthening staff worldwide. Here at CO SERVE, we are joining you in holding the rope for these teams around the world.

CO SERVE IMPACT

ON THE MOVEMENT

660 domestic & intl. staff served

50 missionaries sent

222 total intl. field staff

32% of intl. field staff are non-American



2,100 hrs

of member care provided for domestic and intl. staff

3

new intl. locations launched

MOVEMENT-WIDE HIGHLIGHTS

99
total campuses

total churches requesting to launch a CO location

30

43%
increase in new believers since 2022

times the gospel was shared

OVER

10,465



OVER

29%

minority involvement of domestic staff and students



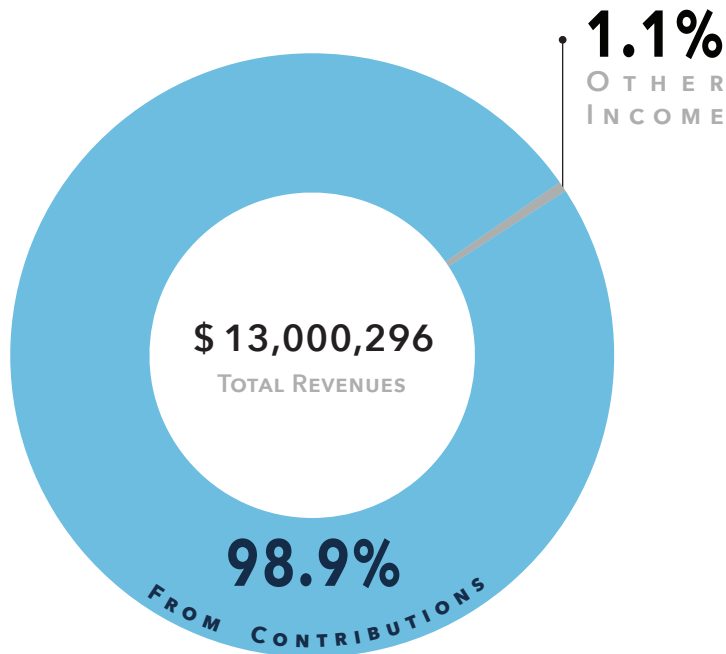
Lusaka, Zambia



Chiang Mai, Thailand

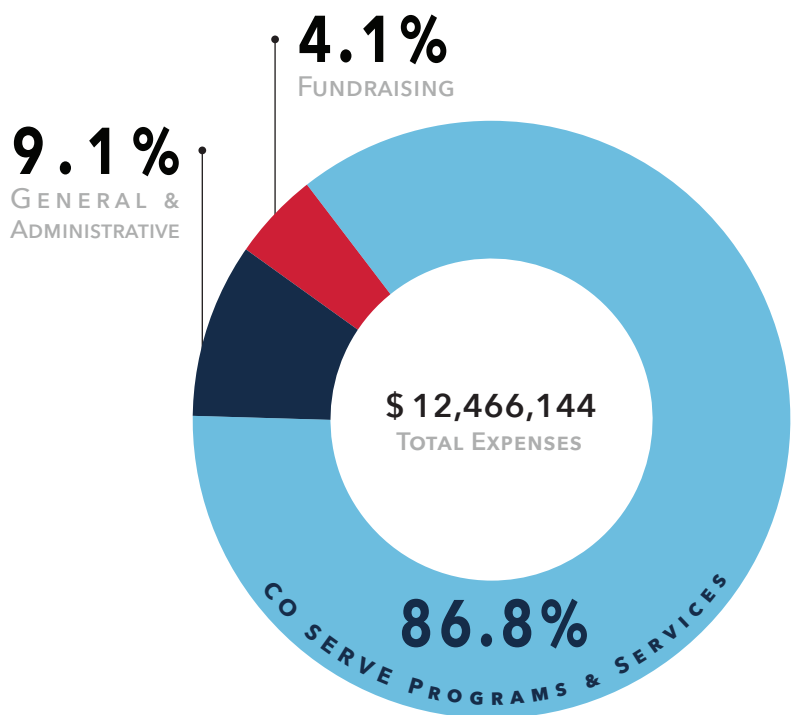
REVENUES & EXPENSES

Year Ended December 31, 2023 (Unaudited)



In 2023, 8,846 donors provided essential funding for 237 CO SERVE missionaries. Our additional investments in programming and services benefitted 396 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 8-10.



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.





Belo Horizonte, Brazil



Christchurch, New Zealand

STAFF SERVICES

MOBILIZATION

CO SERVE has the privilege of mobilizing missionaries to spread the gospel on campuses alongside local churches. Before prospective staff deploy to the field, we provide comprehensive training and one-on-one coaching to equip them for future ministry work. Our two staff training programs (SERVE Staff Orientation and Pre-Deploy Training) were offered three times throughout the year to prepare staff for their labor on campuses across the world. CO LEAD, our placement program for recent college graduates, provides opportunities for young gospel leaders to begin sharing their faith on campuses alongside local churches. CO Next, designed for seasoned staff, ensures placement opportunities for those who feel called to long-term commitments.



Predeploy Training

"I love seeing God's kingdom grow. It's a joy to help mobilize and develop the next generation of Christian leaders!"

Mary Kelly Cantrell, Mobilization Specialist

EXPANSION

At Campus Outreach, ministry expansion occurs alongside local churches. Every existing and new CO location is under the authority of a church that desires to reach local students with the hope of the gospel. As more students come to Christ, we pray to see God build up those churches and their communities with more gospel-centered leaders. Campus Outreach currently has 30 expansion requests from churches across the globe asking for help in reaching lost college students in their cities. CO SERVE encourages and facilitates collaboration between existing and new church partners to help fulfill these requests. In 2023, God worked to expand the ministry to three new international locations: Edinburgh, Scotland; Athens, Greece; and Lima, Peru.



Athens Expansion Team

"We are so excited to see new teams launched to minister alongside more churches."

Brian Phillips, Director of Staff Development

LEADER DEVELOPMENT

Developing and equipping Christian leaders is vital for the stability and health of all CO ministries. The vision for every CO region is to build sustainable, laborer-producing, indigenous, multiplying movements (SLIMM). In 2023, CO SERVE provided 123 assessments for staff, helping develop indigenous leadership in each location. CO SERVE also facilitated six Network Conferences to bring staff from different regions together for training, fellowship, and collaboration opportunities. Hosting the 2023 Church Council meeting allowed pastors of all stateside CO partner churches to encourage and connect with one another. CO SERVE also organized the Women's Leader Development Retreat and Minority Leadership Conference to further develop these crucial staff segments.



Directors in Latin America Network

"The best way to have an impact on the lost world today is to develop Christ-centered leaders."

Aaron Webb, Deployment Coordinator

MEMBER CARE

Missionaries are most effective in their ministry efforts when they are spiritually and emotionally healthy. The CO SERVE Member Care team provides quality care, support, and encouragement for staff as they passionately share their faith. In 2023, the Member Care team dedicated 2,100 hours of one-on-one lay counseling and support for 222 international missionaries. The team also offered focused group training sessions on topics such as intercultural marriage, conflict resolution, and helping families with third-culture children. These resources are vital for staff overseas as they adapt to serving in new cities and cultures. We have found that continual encouragement has a transformative influence on the fruitfulness and longevity of field staff.



Member Care Staff

"The heart of member care is to help our laborers thrive. We shepherd, encourage, counsel, and challenge staff toward that end!"

John Hunt, Member Care Specialist

NETWORK CONFERENCES

The 39 CO locations are organized into eight geographic networks around the world. Each year, CO SERVE facilitates Network Conferences for these networks across the movement. These conferences enable staff serving within the same network to come together for fellowship, encouragement, and training. CO Network Conferences provide opportunities for team-building, ministry contextualization discussions, and sharing resources between teams to strengthen their local ministries. In 2023, CO SERVE held conferences for the South/Southwest, East Coast, and Midwest networks in the United States. We also hosted conferences for the Tasman (Australia, New Zealand), Latin America (Brazil, Mexico, Peru), and Africa networks (South Africa, Zambia).



Latin America Network Conference

"Network Conferences are great opportunities to worship together, develop new connections, and strengthen existing relationships."

Jeff Anderson, Chief Serving Officer

CHURCH COUNCIL

Because each CO location is under the authority of a local church, it's essential to give the pastors of those churches opportunities to collaborate and learn from each other, resulting in better support for their local CO team. The annual CO SERVE Church Council meeting brings these pastors together for vision casting, ministry updates, resources to improve ministry development, and fellowship with members of the CO SERVE Board. The 2023 Church Council meeting spotlighted the ministry in Africa, its impact on campuses and churches, and the need for ministry expansion throughout the continent. The meeting featured Conrad Mbewe (pastor of Kabwata Baptist Church in Lusaka, Zambia) and Tobie Meyer (Executive Director of City to City Africa) as the keynote speakers.



Church Council

"It has been an incredible joy to see leaders from the rest of the world accomplishing this gospel work on campuses in Africa."

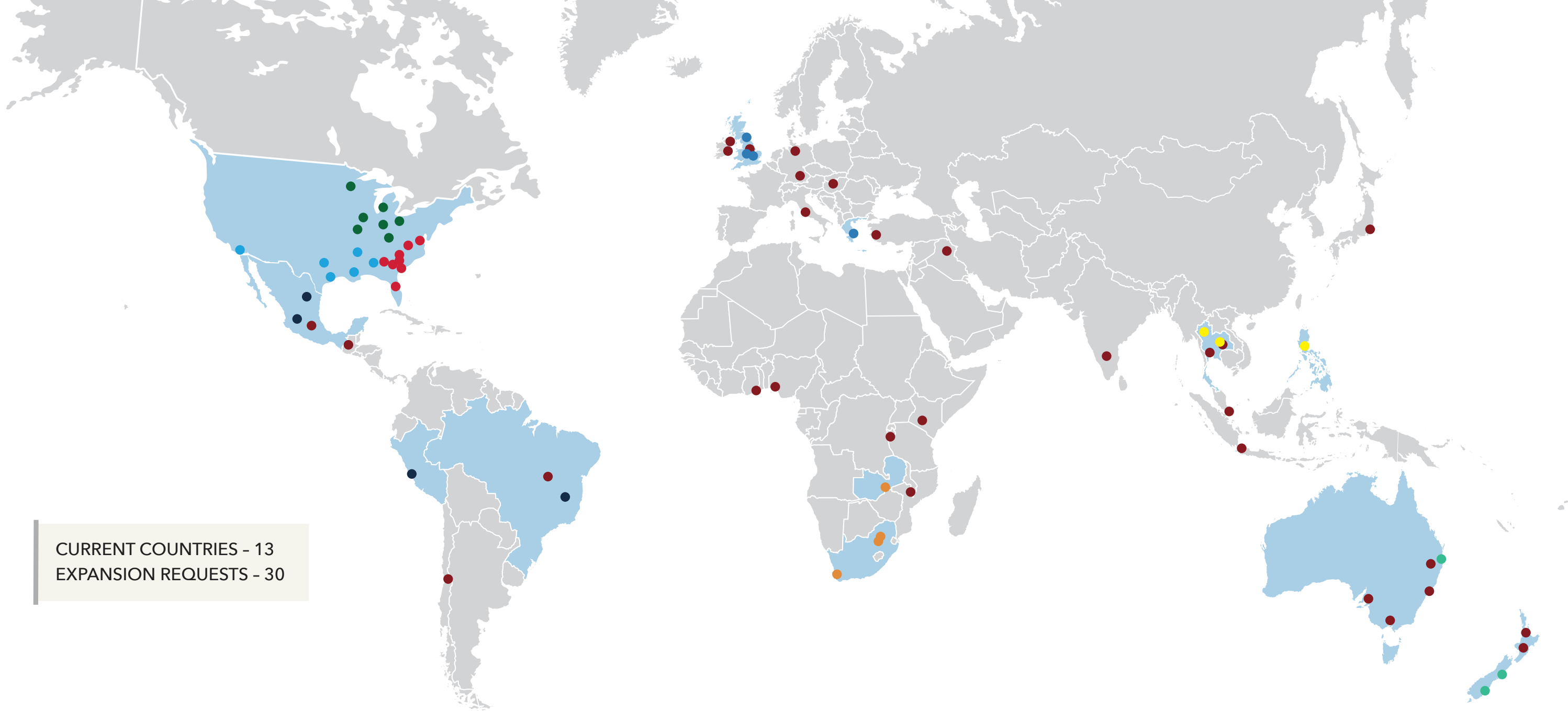
Tobie Meyer, Exec. Dir. of City to City Africa



Edinburgh, Scotland



Brisbane, Australia



CURRENT COUNTRIES - 13
EXPANSION REQUESTS - 30

EAST COAST NETWORK:

- ATLANTA
- AUGUSTA
- CHARLOTTE
- CHARLESTON
- COLUMBIA
- LYNCHBURG
- CENTRAL FLORIDA
- WASHINGTON, D.C.

SOUTH/WEST NETWORK:

- BATON ROUGE
- BIRMINGHAM
- DALLAS
- HOUSTON
- MEMPHIS
- SAN DIEGO

MIDWEST NETWORK:

- CENTRAL ILLINOIS
- COLUMBUS
- INDIANAPOLIS
- LEXINGTON
- MINNEAPOLIS
- ST. LOUIS
- WEST MICHIGAN

LATIN AMERICA NETWORK:

- BELO HORIZONTE
- GUADALAJARA
- LIMA
- MONTERREY

CO NETWORK

AND EXPANSION REQUESTS

EUROPE NETWORK:

- ATHENS
- BIRMINGHAM
- EDINBURGH
- LONDON

AFRICA NETWORK:

- CAPE TOWN
- LUSAKA
- JOHANNESBURG

SOUTHEAST ASIA NETWORK:

- KHON KAEN
- CHIANG MAI
- MANILA

TASMAN NETWORK:

- BRISBANE
- CHRISTCHURCH
- DUNEDIN

EXPANSION REQUESTS:

- ACCRA
- ADELAIDE
- AUCKLAND
- BANGALORE
- BANGKOK
- BELFAST
- BLANTYRE
- BUDAPEST
- BUJUMBURA
- DUBLIN
- ERBIL
- GOIANIA
- GUATEMALA CITY
- HAMBURG
- IZMIR
- JAKARTA
- LAGOS
- MAHA SAKHAM
- MANCHESTER
- MELBOURNE
- MEXICO CITY
- MUNICH
- NAIROBI
- PALMERSTON NORTH
- ROME
- SANTIAGO
- SINGAPORE
- TOOWOOMBA
- SYDNEY
- TOKYO

CO NETWORKS

2023 MOVEMENT OVERVIEW



As Campus Outreach has expanded, leadership needs have grown across countries instead of just neighboring campuses. Currently, there are 39 CO Regions worldwide divided into eight CO Networks. These Networks enable focused collaboration and growth for regions within the same geographical area, and CO SERVE exists to empower and expand every CO location within them. Throughout 2023, indigenous leadership grew in our international locations, and regions across the movement adapted to the rapidly changing cultural landscape. It has been thrilling to see the Lord bear fruit for His Kingdom through the labors of staff worldwide.

The 396 staff spread over 71 U.S. campuses are growing more effective in their evangelism efforts. They are learning to share in a way that connects with students, and the Lord is moving and changing hearts. In 2023, there were 7,546 gospel conversations, and 676 students came to Christ. This means that 12 out of every 100 students our staff share the gospel with came to faith. Each staff member has, on average, 18 people they are sharing their faith with. Additionally, 28.8% of students being disciplined by staff came to faith in college. Over 1,100 students attended summer ministry events, and more than 2,000 students attended New Year's conferences.

"I remember not too long ago praying and longing for God to save just one person through our ministry. I'm humbled by God answering that prayer and doing far more than I hoped or believed He could."

Sam Miller - Director of CO Brisbane

Outside the United States, staff labor in five networks on 28 campuses, each with unique challenges and blessings. Staff in Europe met 600 new students and shared the gospel 603 times. In Africa, the staff shared their faith in ten different languages and saw 48 students come to faith. In the Latin America Network (LATAM), 19 discipleship groups met consistently. Fifteen students accepted Christ in the Tasman Network after several years of spiritual drought. The Southeast Asia Network saw 32 conversions, with ten being student-led.

Campus Outreach is committed to ministering in partnership with local churches. More than 1,700 students regularly attend one of 79 campus churches, and over 700 are local church members. As you read the following pages, you will see the numbers transformed into actual faces and hear the stories of young men and women who were exposed to the gospel, attended critical campus events, and now attend the local church – not as onlookers, but as brothers and sisters in Christ.

EUROPE NETWORK



Roy (center) joined Adam (right) to celebrate a traditional Thanksgiving. Cultural celebrations often present opportunities for staff to discuss deeper matters.

Adam met Roy at the Aston University gym, and they bonded over their love of Indian food. Roy mentioned a friend having trouble, and Adam committed to praying for them. Roy shared that as an atheist, he didn't believe in that. Nevertheless, their friendship grew during visits to the gym. Adam persisted in prayer and invited Roy to attend the ministry's Thanksgiving dinner. This was a turning point for him. Roy began hanging out with Adam and other staff outside the gym and joined them at church, where he consistently heard the gospel. Roy recently shared that learning about Jesus, watching Christians, and seeing Adam's prayers answered had made him want to convert to Christianity. Adam shared the gospel, and Roy professed faith in Jesus!

LATAM NETWORK



Valeria, Regina, Christine and Bety gather for a group photo. Intentional discipleship groups often form naturally from authentic friendships.

The ministry in Monterrey, Mexico, collaborated with San Pedro Church and the City-to-City Network to plant a church near Monterrey Tech called Iglesia Núcleo. Many who had never stepped into a Christian church are now regular attendees, including Bety, a second-year transfer student who grew up in a nominally Catholic home. She attended a few Campus Outreach events and found the community loving, but she wasn't willing to read the Bible with staff. Once Iglesia Núcleo opened, she attended church weekly. She observed the life change in students around her and desired to experience it for herself. After months of reading the Bible and hearing the gospel every Sunday, she became a Christian! Bety made a public profession of faith through baptism this fall and continues to grow in her small group.

TASMAN NETWORK

During the Summer Beach Project, Jack realized he had never put his trust in Jesus. "I expected to come to SBP and to grow a bit in my faith. I was not expecting to become a Christian, that's for sure," Will said. After professing faith on Monday, Jack went to do beach evangelism with Austin, a LEAD staff. Austin modeled evangelism, and then Jack initiated a conversation with Kai. After Jack shared his faith, Kai explained that one of his friends had recently shared the gospel with him and that he had been considering accepting Christ. Austin then asked if Kai wanted to commit to trusting in Christ, and he responded, "Absolutely!" The very first person Jack ever shared with made a profession of faith; such a vision-building experience.



Sam Miller (far right) stands with students at the Summer Beach Project. These large group events are great for deepening gospel-focused relationships.

SE ASIA NETWORK

Chris Drinkard, Regional Director of CO Philippines, met Eugene during a weekly breakfast with members of the university football team. These meals were spent sharing the gospel with a discouraging lack of response. Months later, while Chris was visiting the States, Eugene wrote, "I want to begin reading the Bible. Where should I start?" Chris directed him to the book of John. When Eugene soon wrote again, Chris directed him to Matthew and next to Luke. In the fall, Chris returned to Manila, and Eugene shared about a surprise surgery he had that summer. He referenced the team breakfasts from two semesters prior and shared his desire for true joy. As Eugene studies the gospel with Chris, the life-changing power of the gospel is evident.



Eugene (far right) came to Christ through an evangelistic Bible study. As students accept Christ, staff regularly meet to disciple and encourage them.

AFRICA NETWORK



Leadership events foster connection and growth for students and staff. The Lord uses believers like Katalina to speak the gospel into the lives of others.

Katalina accepted Christ last year at CO Lusaka's Leadership Project (LP). After being disciplined all year, Katalina committed to a leadership role on this summer's LP, a position previously only filled by staff. Katalina's leadership began even before she arrived. She prayed throughout the school year, asking God to work in her friend Chimuka's heart, and bravely invited her to the Leadership Project. Chimuka agreed to attend. While there, Chimuka realized she was not a Christian and gained a new understanding of her need to repent of sin. Katalina saw God answer her prayers: He worked in Chimuka's heart, and she surrendered her life. Katalina shared, "This LP taught me to serve people wholeheartedly and trust God to do what He is needed."

EAST COAST NETWORK



Chris and Elijah (middle) attended their first New Year's Conference this year. These events encourage and strengthen students in their walks with the Lord.

Campus Outreach DC expanded to the University of Maryland this fall. When the team arrived on campus in August, a local pastor contacted Matthew, the new campus director. He asked if CO would follow up with a junior baseball player named Elijah, who had emailed his entire baseball team to invite them to a Bible study. His message claimed, "If you have spiritual questions, come! We have answers!" Matthew agreed to help, and weekly attendance at the five-week study varied between six and 10 baseball players. One freshman player became a Christian and joined Elijah in attending the New Year's Conference. Both young men were encouraged by what they experienced there and gained a vision of what God could do on UMD's campus.

SOUTH/WEST NETWORK



The Lord worked in Justus' heart to lead him to the baseball Bible study. Now, Justus is living his life for Christ.

Max asked the members of the UNA baseball team Bible study, "What in your spiritual background caused you to be here today?" A sophomore named Justus answered, "I have no spiritual background. I don't know why I'm here." In a follow-up conversation, Justus shared, "I can't explain it. I recently wanted to read the Bible, so I bought one at Walmart. I don't understand what I'm reading. Can you help me?" Max explained the redemptive story of scripture, and Justus gave his life to Christ right there. Over the semester, these two men have continued meeting. Justus is studying his Bible, sharing his new faith, and committed to involvement with the Christian community.

MIDWEST NETWORK



Rahsaan and Lincoln welcome students back to campus and invite them to join weekly CO meetings. Welcoming students with giveaways is a great way to establish new relationships.

Rahsaan's roommates often prayed and studied the Bible at home. While he declined their invitations to participate, Rahsaan would frequently listen in. One night, his roommates prayed for him and his salvation, and Rahsaan accepted Christ later that night. Though not a student, Rahsaan loved the Campus Outreach community and grew through the campus meetings, Bible studies, and two summer projects he attended. He approached the BGSU Campus Director, Lincoln, and shared that he felt called to full-time campus ministry. Despite Rahsaan's unorthodox path, Lincoln committed to discussing options with their Board. They suggested an internship under Lincoln's supervision. Rahsaan's gift for evangelism quickly became evident, and his passion for ministry encouraged the team. After attending training in January, Rahsaan plans to join the BGSU staff team.



Manila, Philippines



Guadalajara, Mexico



Lusaka, Zambia



London, England

FIVE-YEAR T A R G E T S

2022 - 2027

Serve 900+ missionaries across 44 global ministry teams

Progress: 660 missionaries across 39 global ministry teams

Share Christ over 30,000 times across 120 campuses

Progress: 18,215 times across 99 campuses

Strengthen 44 hub churches with full pipelines of devoted leaders

Progress: Strengthening 39 hub churches with growing pipelines of devoted leaders

The CO SERVE team consists of 45 staff serving over 600 missionaries in 13 countries. When you partner with CO SERVE, you significantly impact what God is doing globally.



Thank You
from CO SERVE



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



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