

## Young Life at a Glance

- Young Life is a non-profit, non-denominational ministry founded in 1941.
- We have more than **8,100 ministries** in schools and other outreach locations in over **100 countries**.
- Young Life reaches over **2.6 million kids** annually.
- We minister to an average of **348,000 kids** at club each week and disciple nearly **154,000 teens** at weekly Campaigners (Bible study).
- More than **260,000 campers** attend a Young Life weekend or summer camp worldwide annually.
- We have **32 resort-quality camps** worldwide.
- We depend on the dedication of over **80,000 volunteers** and more than **5,400 staff** worldwide.

*\*based on the 2018 school year*



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YL-236006 • Printed in USA • 0119

# Speaking of Young Life

**Key Messages for Communicating our Promise**

## Mission Statement

Introducing adolescents to Jesus Christ and helping them grow in their faith.

## Speaking of Young Life

When people talk about their Young Life experience, they tend to talk about leaders who care, outrageous fun and a life-changing encounter with Jesus Christ. We call that “The Promise” of Young Life. For those who don’t know about Young Life, we want to find the right words to give them a glimpse of the purpose, personality and impact of our mission. “Speaking of Young Life” provides a few key words, phrases and paragraphs for telling the Young Life story.

### The Promise of Young Life

As followers of **JESUS CHRIST** ...

We are **OUT THERE** in the world of kids.

We are **INVITING** in all that we do.

We witness **CHANGED LIVES** as kids meet Christ.

We stand on a **FIRM FOUNDATION**.

## Young Life – who we are in 30 seconds or less.

Young Life is a world-class organization for adolescents. Our staff and volunteers enter the world of kids, focusing on what matters to them — fun, adventure, friendship and a sense of significance. In doing so, we earn the privilege of talking to them about something that we believe matters most of all — the truth about God and His love for them.



## Out There

Young Life goes into the world of kids, crossing barriers to build bridges of authentic friendship. We enter their world with no expectation of who kids should be, but with every hope for who they can become.

- Young Life leaders are followers of Christ, called to kids.
- Young Life goes to kids; we don't ask them to come to us.
- Young Life is at home in the world of kids.
- Young Life thinks kids are great, and we want the best for each of them.

## Inviting

Young Life is like one big celebration, where all are welcome and treated like honored guests. It may be club — the best night of the kids' week; or camp — the best week of their lives; or just the invitation to spend time with a leader who has become their friend. But before the fun is over, we share a simple message about God's love for them.

- Young Life is about relationships.
- Young Life is an experience of fun, adventure, grace and truth.
- In Young Life, we strive for excellence and exceed expectations.
- Young Life is for every kid, regardless of ability, circumstance, race or culture.

## Changed Lives

Young Life believes that every adolescent deserves a chance to consider the Christian faith in terms they understand from people they trust. We encourage those who want to grow in their faith to explore it in study, deepen it in service, share it in leadership and celebrate it in a church of their choosing. And we respectfully continue to share our lives and message with those who choose otherwise, because our friendship and love in Christ come without conditions.

- Young Life is for lost kids.
- Young Life shares the gospel in an attractive way.
- In Young Life, we see kids' lives changed as they encounter Jesus Christ.
- Young Life walks with kids as they grow in their faith.

## Firm Foundation

Young Life is making a difference in the lives of kids around the world, because we are supported by adults who care about kids in their community. Our staff and volunteer leaders are trained in time-tested methods of relating with adolescents, and we are equipped by a world-class organization dedicated to effective ministry.

- Young Life has a long legacy of effective work with kids.
- Young Life has a wide reach around the world and in every kind of community.
- Young Life has a reputation for excellence among adults who care about kids.
- Young Life is positioned for ongoing growth.