

LUTHERAN
MEN IN THE MISSION®

REACH *beyond*



ANNUAL CAMPAIGN 2023



BOLD GATHERING



PROJECT TWELVE



*"Come, follow me,"
Jesus said, "and I will send
you out to fish for people."
At once they left their nets
and followed him.*

Matthew 4:19-20 (NIV)

A Legacy of Boldness

Throughout our history, Lutheran Men in Mission has had one goal: **To intentionally disciple men to be bold, daring followers of Jesus Christ.** It's a simple but powerful mission that gets even more powerful as our reach out into the world grows, both within and outside traditional church walls.

Last year we embarked on a new journey to **Reach Beyond** in an ever-changing and challenging world. Lutheran Men in Mission must develop and grow to meet the spiritual needs of men today and into the future. It's an adventure we face with deep faith, fortitude and friendship. While we will continue to disciple the countless men who have helped us lay a strong foundation over the past 35 years, we must also engage and adapt so that we can intentionally disciple younger, more diverse men for whom the old, familiar ways of doing things doesn't work.



With God's guidance we have put in motion a strategic plan that will help us truly **Reach Beyond.** We **Reach Boldly** through our unique and distinctive mission. We **Reach More** by building participation in our experiences and expanding the use of our resources. And we **Reach Wide** by intentionally discipling younger, more diverse, and unreached men to be bold, daring followers of Christ.

The first year of this plan saw us witness God do some truly amazing things through Lutheran Men in Mission. A couple highlights:

Reach Boldly: Over 80 men came together for a powerful, memorable time of worship, service and fellowship at the National Bold Gathering in Ashland, Nebraska.

Reach More: We connected with men's groups at 56 congregations throughout America — hundreds of guys who now share and invest in our vision for every man to be a bold, daring follower of Jesus Christ.

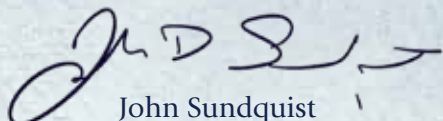
Reach Wide: A group of young men from a variety of backgrounds came together to lay the groundwork for new ways to reach this vital demographic for Christ.

We continue to open many doors to deeper faith, but there's one key that will truly widen that door — to **Reach Generously.** Your financial support assures that we will continue to intentionally disciple men to become bold, daring followers of Jesus Christ. This is vital, important, work: Transforming men into the strong, loving, faithful servants God intends them to be.

In this spirit, we ask you to partner with us to **Reach Generously.** Help us help all men become the hands and feet of Christ to their families, congregations and the communities to which God has called them.

Join me in supporting the work and ministry of Lutheran Men in Mission today!

In the power of the Spirit,
God bless!



John Sundquist
Executive Director

For every man to be a bold, daring follower of Jesus Christ.

The Disappearance of Christian Men in our World

Consider this...

- What would it be like if there were no men in the church today?
- What if husbands stopped loving their families?
- What if men continue on the path of putting their selfish interests ahead of the interests of others?
- What would become of our future, and the future of our world?

- Only **26%** of men in the US attend church, that number drops for men between the ages of 18-35¹
- Fewer than **10%** of U.S. churches are able to establish or maintain a vibrant men's ministry. ²
- **90 million** men ARE NOT involved in any kind of discipleship. ²
- Fewer than **1%** of churchgoing men participate in any sort of ongoing men's ministry program²
- Each week more than **5 million** wives worship without their husbands.³
- A report from NPR found that **65%** of men are lonely.



For every man to be a bold, daring follower of Jesus Christ.

What if...

- Men become bold, daring followers of Christ and loved and served their families, churches and communities?
- Men began to intentionally lead?
- Men found their strength in Christ?
- Men replaced loneliness with community?

How might that transform our world?

Lutheran Men in Mission (LMM) is walking alongside men to redeem the lost, heal the broken, and transform lives.

Intentionally Bold Disciples

Vision:

For every man to be a bold, daring follower of Jesus Christ.

Mission:

By God's grace, to intentionally disciple men by personally modeling the character of Jesus by living and leading a lifestyle intended to help transform them from having an inward focus to a culture of naturally loving and serving our neighbors.

Strategic Narrative:

Bathed in Spirit-led prayer, Lutheran Men in Mission (LMM) will disciple men across the spectrum of Lutheranism and the larger Christian church. These men will embody a rich and redemptive representation of the body of Christ in age, ethnicity, theology, and spiritual maturity. All are hungry for God's Word and engaged in an intentional relationship with Jesus Christ.

LMM will build on its distinctive discipleship approach to equipping men to be bold and daring followers of Jesus Christ. Primary funding will come from diverse and dedicated sources, ensuring LMM's sustainability and enabling it to flourish into a strong, God-led future.



"I am so grateful to LMM for establishing an organization that not only encourages but promotes equality, unity, and love no matter the race, ethnicity, gender, or religious background of a person."

Pastor Ron Waters, Freedom of The Met



"During my first year as pastor, I baptized an adult male. While he was enthused about being welcomed into the Body of Christ, as a new member, I sensed how essential it was for him to become active in the ministry. Having knowledge of the effectiveness of the One Year to Live (OYTL) retreat in the lives of men of the South Carolina LMM, I presented this new member with the opportunity to attend one of these retreats. When he showed interest in attending, I applied for a scholarship from LMM, which enabled him and his son to attend. After having attended the OYTL retreat, the father returned with a zeal to serve as needed in the church. From that time until now, 7 years later, I find him to be a most dedicated, faithful, and dependable servant within our congregation. I am grateful for his continued involvement with LMM and the initial impact that it has had in his life."

Rev. Jackie Utley, Ascension Lutheran Church.

For every man to be a bold, daring follower of Jesus Christ.

Core Values

1. To carry out this ministry in a Spirit-led, Christ-like manner
2. To intentionally disciple men
3. To love and serve our neighbors
4. To encourage collaborative and collegial relationships

Stories of Bold Transformation

- » **95%** of men who attend an LMM conference or event stated they have had a transformational, life-changing experience
- » **60%** who attend an experience get connected to a small group¹
- » **25%** make a first-time decision to follow Christ¹

¹ Washington Area Coalition of Men's Ministries

"The joy and pride I feel inside as I see my sons in leadership roles with LMM is indescribable. I do not take this gift for granted... Honestly, this simply started with a prayer that they would participate with the programs and ministry of LMM to experience the love, brotherhood, accountability, and true friendships that I have received as a result of my participation with LMM. It was my hope that they would see how much it means to me in my life and at least give it a try.

The second thing I did was to ask them to participate and attend a One Year to Live retreat.

LMM did the rest by drawing them closer to Christ and blessing them with lifelong relationships with other men who are bold and daring followers of Jesus Christ. I enjoy watching them grow into leaders who are called to be in ministry for the sake of the gospel."

— Sean Forde



"I came here looking for guidance.
I didn't know I needed peace.
I'm leaving with peace and guidance.
I've always been settling for a nominal
group of men to be a part of. After this
retreat, I now know what a band of
brothers truly looks like."

—Josh Stevenson



"My husband didn't know what to expect... That's what was kind of neat;
he just went on a leap of faith. When he got home, he was a different man...
getting more involved after this retreat; just the comradery that
he has now with all the men. They've become accountable to each other.
What he's trying to do is be a better man, ... a better father, ... a better husband."

—Debbie Gray



For every man to be a bold, daring follower of Jesus Christ.

Transformational Discipleship

LMM Bold Impact (as of March 2023)

- » 4,900+ active men, women and congregations
- » 68,500+ men have been reached by LMM's Bold Impact
- » 25,000+ volunteer hours per year

Bold Gatherings

YouTube: Lutheran Men in Mission

- » A Bold Gathering is an event where men come together to learn, network, and be equipped to BOLDLY live out their faith.
- » Each event features six speakers with varying topics.
- » These events remain available at boldgathering.com and on our YouTube channel.

Impact:

- » From 2017-2022, over 860 individuals have participated in a live or streamed event.
- » We have intentionally sought men of diverse racial and ethnic backgrounds as keynote speakers.
- » Since 2017, over 5,250 people have viewed the **Bold Gathering** once posted online after the event.

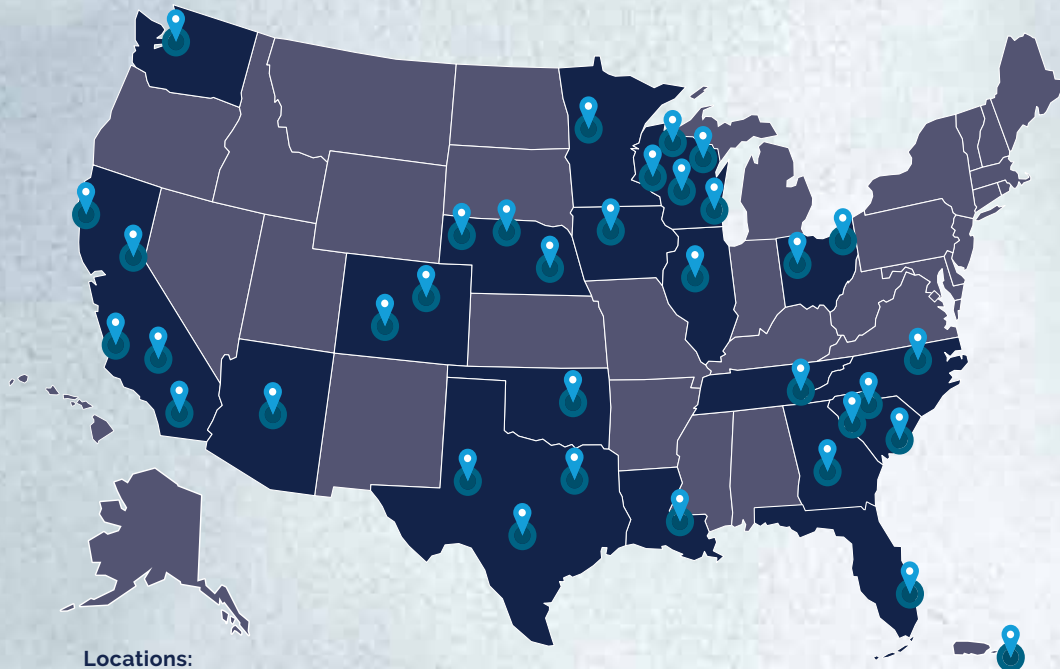
One Year To Live (OYTL)

- » 44-hour retreat for men with an average of 14 participants per weekend
- » Small Groups: Connection to other men, encouragement, new insights/key learnings
- » Sacred Space: Time in prayer, a time of healing, inner transformation, personal discoveries

Impact:

At year end 2022, over the past 16 years:

- » 2100+ men have attended One Year To Live Retreats
- » 125 attendees per year, on average
- » 170+ retreats have been held
- » The Noah's Fund, a scholarship for young adults (20-30 yrs) to attend a One Year To Live Retreat, was established in 2015. In 2022, an additional Scholarship Fund was established for men of all ages.



Locations:

Prescott, AZ
Frazier Park, CA
Oak Glen, CA
Portola, CA
Springville, CA
Tuolumne, CA
Buena Vista, CO
Grant, CO
Del Ray Beach, FL

Waycross, GA.
Strawberry Point, IA
Manteno, IL
Norwood, LA
New London, MN
Arden, NC
Ashland, NE
Fremont, NE
Louisville, NE

Gnadenhutten, OH
Rogers, OH
Tahlequah, OK
Charleston, SC
King's Mountain, SC
Pinewood, SC
Knoxville, TN
Argyle, TX
Kerrville, TX

La Grange, TX
St. Croix, USVI
Gold Bar, WA
Chetek, WI
Clintonville, WI
East Troy, WI
Poynette, WI
Waupaca, WI

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"When my marriage of 32 years devolved into separation and divorce, I fell into a downward spiral that gripped me for several years. At the depth of that gloom, a weekend in Dallas intervened. A handful of men had gathered for a One Year to Live retreat. My roommate, Norm, proved to be a God-provided blessing. At the close of the first day in the quiet of our room, Norm listened. Since my divorce I had turned inward, keeping my thoughts and emotions to myself. But Norm sensed my heaviness and understood. I wept tears of sorrow, and he listened. Norm sat quietly - and slowly began to share his story: of divorce; of emptiness; of loneliness; of hope."

– Larry Moeller

Project Twelve Initiative

A website where men can find faith-based resources to help answer life's questions.

- » Categories addressed: Growth in You, Growth of Others, Growth of Organization
- » **Project Twelve** seeks to create new and exciting resources for young men regardless of background to help them become the men God is calling them to be.

Impact:

- » In the first half of 2022, over 3,947 individuals accessed **Project Twelve** totaling over 10,653 visits.
- » Over 200 meaningful resources are currently available.
- » Collaborating with seven denominations and other faith groups to expand our resource library
- » 4,800 subscribers receive weekly resources from **Project Twelve: projecttwelve.net.**

- » **Lifelines**, a new series of group lessons, is inspired by the men's courses in the *Master Builders Bible for Men*. So far, two new original sets of 36 lessons each have been written and are available at no cost on **projecttwelve.net**. An additional 36 lessons will debut in the summer of 2023.

Men's Ministry Leadership Guide and *Master Builders Bible for Men*

The *Master Builders Bible for Men* is a unique version of the Serendipity Bible designed for men. Going beyond the traditional group courses, this version is filled with everything one needs to start a men's ministry, including:

- » A step-by-step leader's guide to starting a Men's Ministry,
- » 200 Bible studies with questions for all levels of study.
- » A how-to guide for building a Men's Ministry program is in the first 32 pages of the *Master Builders Bible for Men* and is available in English and Spanish at lutheranmeninmission.org.
- » The Guide mentioned above was created by translating the original into culturally relevant Spanish in November 2019.

Impact:

- » Shared with 290 Spanish-speaking congregations in the ELCA.
- » 68,000+ *Master Builders Bible for Men* and 25,000 Spanish New Testament Bibles have been distributed.



"As a young African American man, I have wrestled with various systemic issues and questions that often get swept under the rug. The birth of Project Twelve allowed for our men's group to come together and hammer out some of these issues. We are creating a level of trust that allows us to start breaking down barriers."

– Louis Tillman

For every man to be a bold, daring follower of Jesus Christ.



I'm so thankful I joined the [LMM] Zoom Bible Study during the pandemic. It's been a complete honor meeting 30 men in Christ that I would have never met if wasn't for Zoom. Lutheran Men In Mission helped me get out of my comfort zone. This group of men is always praying for us although we're all from across the country. What really hit me was one Thursday night the men virtually lifted their hands and prayed over me. I hope to be able to meet some of these men and brothers in Christ in person one day and hug each of them!

– Terry Styka

From the Board President

As a fellow Christian, and as a fellow man who strives daily to follow in Jesus' ways, I'd like to personally thank you for your continued dedication to and support for Lutheran Men in Mission. Or, if I'm greeting you for the first time, thank you for your willingness to take the time to read and hear about our great work, and how you can join us in our faithful quest to help men become bold, daring followers of Jesus Christ.

Our three-year strategic plan is in high gear and gaining momentum. Across the country, we continue to **Reach Boldly** through live and virtual events like soul-charging One Year To Live retreats and powerful Bold Gathering. We **Reach More** men in the congregations and communities of the Evangelical Lutheran Church in America through our Ambassadors and Netcasters. We work hard to **Reach Wide** to welcome more men from other walks of life and faith — men who simply seek to live in the light of love rather than the darkness of fear or despair — through initiatives like Project XII. And, we **Reach Generously** through the "glad sacrifice" of dollars, time, and talent.

In the years since I was invited into the bold brotherhood of Lutheran Men in Mission, I've learned just how bright the light of Christ can and does shine among us. I've learned that I have friends who truly care about me, guys who are my shepherds here on earth. They've helped me build a foundation of faith I couldn't find anywhere else.

Indeed, LMM is growing by leaps of faith and bounds of brotherhood, and with your partnership, we will continue to grow and thrive in God's name.

Your Brother in Christ,

A handwritten signature in black ink that reads "Vic Williams".

Vic Williams
Board President





2023 Strategic Goals

with Key Deliverables

Reach Boldly:

LMM will capitalize on our unique, distinctive mission.

Outcome: In 2023, LMM will create and implement a marketing/branding plan across all platforms to better reach our audience.

Reach More:

LMM will increase participation in our experiences and use of our resources from our traditional audience.

Outcome: In 2023, LMM will identify, recruit, and equip 50 new volunteers to serve as leaders and/or congregational contacts. Assuming success, this will mean that through these volunteers LMM will reach approximately 350 men who have previously not been part of our ministry.

Reach Wide:

LMM will intentionally reach and disciple younger, more diverse, and unreached men to be bold, daring followers of Jesus Christ.

Outcome: In 2023, LMM will identify, recruit, and equip at least 10 leaders and/or congregational contacts from and for this audience as we intentionally seek to minister to this important demographic.

Reach Generously:

LMM will achieve financial sustainability.

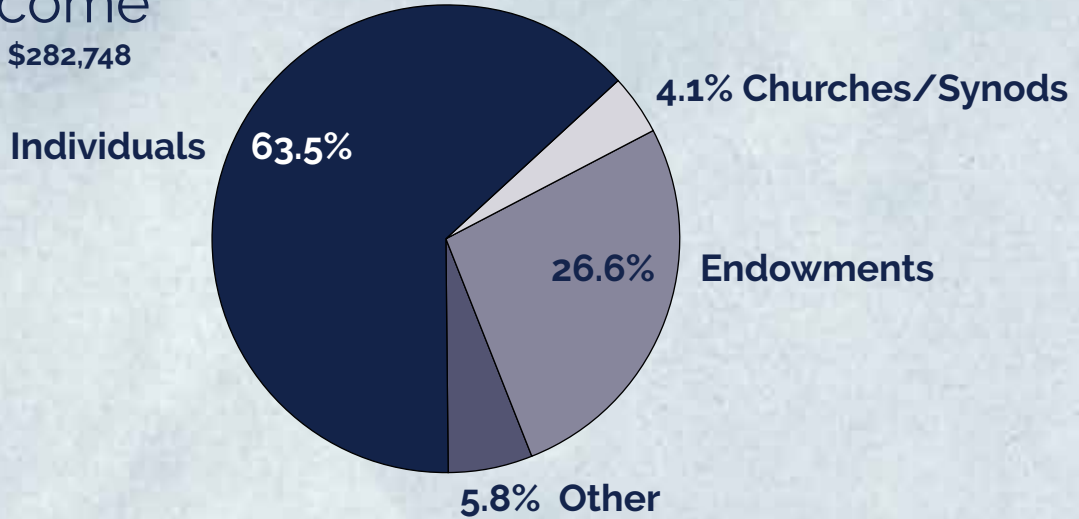
Outcome: In 2023, LMM will grow support for LMM through regular giving, implementation of an enhanced major gifts program, and planned giving strategy, with the goal of securing \$250,000 for the fiscal year.

For every man to be a bold, daring follower of Jesus Christ.

Annual Fund Budget

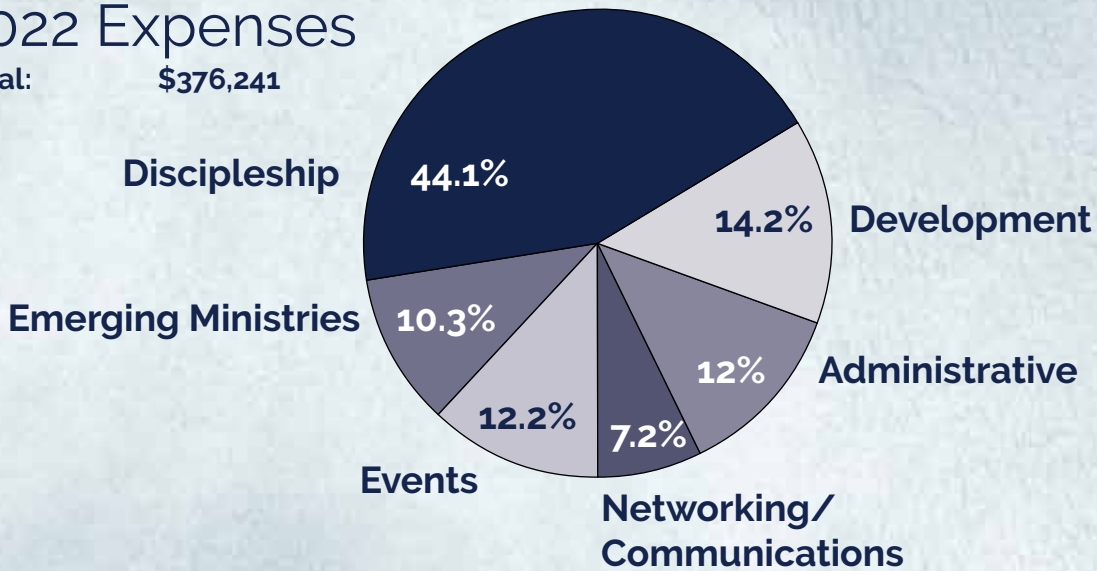
2022 Income

Total: \$282,748



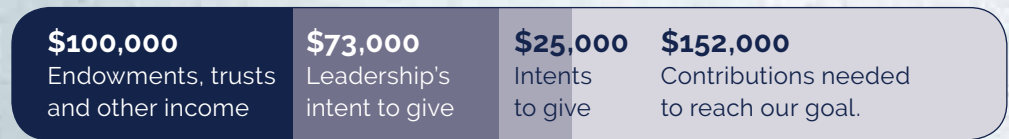
2022 Expenses

Total: \$376,241



2023 Goal:

\$350,000





Reach Generously

# of DONORS	MONTHLY	ONE-TIME GIFT	TOTAL
4 Donors	\$250/month	\$3,000	\$12,000
6 Donors	\$200/month	\$2,400	\$14,400
9 Donors	\$150/month	\$1,800	\$16,200
			\$42,600
18 Donors	\$100/month	\$1,200	\$21,600
20 Donors	\$75/month	\$900	\$18,000
22 Donors	\$50/month	\$600	\$13,200
			\$52,800
25 Donors	\$25/month	\$300	\$7,500
28 Donors	\$15/month	\$180	\$5,040
32 Donors	\$10/month	\$120	\$3,840
Additional Gifts			\$13,220
			\$29,600
Total			\$125,000

For every man to be a bold, daring follower of Jesus Christ.

- Where do you see yourself?
- Can you see yourself joining our faithful givers?

A Legacy of Impact

As you make planned giving decisions, we encourage you to consider a gift to Lutheran Men in Mission. We will make your gift giving experience as simple and as direct as possible. Gifts provide the donor with tax benefits and LMM with critical resources to fulfill our mission.

Ways to Give

Bequests can be arranged through your WILL or LIVING TRUST. They may be for a particular amount, for a specific asset, or for all or a percentage of the residue of your estate. These gifts are deductible for estate tax purposes.

Life insurance policies may be transferred to LMM. You will receive current tax benefits while providing for LMM's future. Often the value of this type of gift will be larger than the amount invested. Leaving retirement plan assets upon death may avoid both income and estate taxes.

A **Charitable Remainder Trust** can be designed to suit a variety of donor situations. The trust distributes funds to LMM only after providing income to you and/or others for life or a term of years. You also receive current tax benefits when the trust is established.

LMM is open to discussing other deferred gift options that might meet your financial needs.

Presidents Legacy Circle

The Presidents Legacy Circle has been established to

- Honor the men who have faithfully led and served Lutheran Men in Mission as its presidents,
- Highlight the men and women who have remembered Lutheran Men in Mission in their Estates and Planned gifts
- Raise awareness to the financial requirements of Lutheran Men in Mission ministry and to generate funding to meet their needs now and into the future
- Lutheran Men in Mission have set an initial goal of \$1 million for declared Estate and Planned gifts.

For more information, please contact development@lutheranmeninmission.org



Hal Derrick Legacy Initiative

Throughout his service to Lutheran Men in Mission, Hal Derrick worked tirelessly to ensure the financial stability of the ministry. During his presidency, Hal sought to establish and develop a legacy giving program. So it is in his memory that Lutheran Men in Mission has launched the Hal Derrick Legacy Initiative. For the next two years we will strive to see his vision become a reality as we intentionally seek estate and planned gifts to meet the financial needs of LMM today and into the future.

Profile of Leadership

Board of Directors



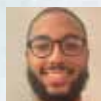
Vic Williams, President
Reno, Nevada



Matthew Love, Events Director
Aptos, CA



Jason Adams, Vice President
Las Vegas, Nevada



Joshua Forde, Discipleship Director
Boynton Beach, Florida



Jim Schieble, Secretary
Columbus, Wisconsin



David Newman, Networking and
Communications, San Antonio, Texas



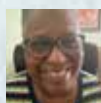
Jeff Kuchenbecker, Treasurer
Madison, Wisconsin



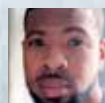
Bishop Erik Gronberg,
Conference of Bishops Representative



Rich White, Development Dir.
South Riding, Virginia



Lynette Todd, Women of ELCA
Representative, Baltimore, Maryland



Elvaughn Riley, Emerging
Ministries Director
Milwaukee, WI

Ben Vaughan, Rockford, IL
LMM Webmaster

Jim Monkman, Castroville, TX/Golden, CO
National OYTL Team Leader

Doug Haugen, Tumwater, WA
Project Twelve Creation/
Curation Coordinator

LMM Ambassador List: Available at
[www.lutheranmeninmission.org/contact/
synod-leaders-ambassadors/](http://www.lutheranmeninmission.org/contact/synod-leaders-ambassadors/)

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Mason Cook, Project Twelve Webmaster
Beloit, Wisconsin

Donations can be mailed to:

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Chicago, IL 60631-4101

Donate online:

lutheranmeninmission.org
projecttwelve.net
boldgathering.com

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