Dear Friend:

It’s a bold claim: Giving Kids the Best. Yet we make that claim confidently in Young Life! In fact, it’s the theme for this year’s annual report. In the pages that follow, we share how we consistently offer kids the best night of the week at club, the best week of their lives at camp, and the best friends anyone could ask for in their leaders. I’d like to offer one caveat to our claim, however. The word “best” falls short when describing Jesus Christ.

Jesus Christ is not simply the best choice out there for a Savior — He is the One and Only, the Alpha and the Omega, the Firstborn from the Dead. Jesus said, “I am the Resurrection and the Life.” And because we believe His bold claims, we are compelled to offer kids our best efforts in Young Life.

I hope you will take a few moments to read this report and rejoice. God continues to extend grace and favor to this mission. We continue to have unprecedented access into the lives of kids across this country and around the world. And as we step into their lives, we continue to put our best foot forward in the name of Jesus. The King of Kings deserves nothing less than our very best.

It is a privilege to partner with you in Young Life.

In Christ,

Denny Rydberg

“When Jesus concluded his address, the crowd burst into applause. They had never heard teaching like this. It was apparent that he was living everything he was saying—quite a contrast to their religion teachers! This was the BEST teaching they had ever heard.”

— Matthew 7:28-29, The Message

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12 The Best Week
14 Reaching a World of Kids
16 The Best Ministry
18 The Best Finances
20 Corporate Officers and Board of Trustees
We believe that every kid deserves the greatest life possible, and because every kid is different, we tailor our ministries to reach them precisely where they are …

Contact work involves caring adults going to kids and building bridges of friendship. We call it “earning the right to be heard.”

Club is a high-energy celebration filled with humor, music and a message of hope. It’s a safe place where kids can process what a life with Jesus might mean for them.

Many kids call their time at camp “the greatest week of their lives.” In this fun-filled, beautiful setting they encounter the Gospel in a life-changing way.

Our Bible study, called Campaigners, is a regular time where we encourage kids in their faith. We also help them find their place in a local church.

A group of caring adults, a.k.a. the local Young Life committee, provides our staff and leaders with a firm foundation of financial, administrative and moral support.

 WyldLife is our outreach to middle school kids, Young Life for those in their high school years, and Young Life College is our program for college and university students.

Young Life has 6,414 ministries in 95 countries around the world. Our Multicultural/Urban ministry, focused on kids in diverse cultural communities and those in economically depressed areas, is arguably the largest of its kind in the United States.

Young Life Capernaum is the name of our ministry with kids with disabilities and YoungLives is what we call our work with teen moms.

In a partnership with Military Community Youth Ministries, Young Life reaches military teens through a program called Club Beyond. The Small Towns/Rural initiative brings Young Life to communities of fewer than 25,000 people, and Amicus is Young Life’s student exchange and hosting program for international kids.

For 73 years Young Life has refined its methods to ensure we continue reaching kids with excellence. Those methods are anchored by a set of best practices we call the Five C’s:

- **Contact** work involves caring adults going to kids and building bridges of friendship. We call it “earning the right to be heard.”

- **Club** is a high-energy celebration filled with humor, music and a message of hope. It’s a safe place where kids can process what a life with Jesus might mean for them.

- Many kids call their time at camp “the greatest week of their lives.” In this fun-filled, beautiful setting they encounter the Gospel in a life-changing way.

- Our Bible study, called Campaigners, is a regular time where we encourage kids in their faith. We also help them find their place in a local church.

- A group of caring adults, a.k.a. the local Young Life committee, provides our staff and leaders with a firm foundation of financial, administrative and moral support.
One of the most rewarding parts of being a Young Life leader is giving kids opportunities to experience true friendships. We introduce kids to adults who want the best for them, peers who care about them, and ultimately Jesus, who loves them and offers them the most amazing relationship possible — with Himself!

Garner Lesley spent most of her sophomore year avoiding Memphis Young Life leader Laura Timmons. But Timmons continued to pursue Garner, and in her junior year, Garner attended her first club.

There, Garner said, the leaders “talked about Jesus in a way I had never heard before that actually made sense to me.” That night, she signed up for Winter Camp at Windy Gap in North Carolina.

“God used Laura that weekend as a support system to me,” Garner said. “She held me when I cried, she reassured me that she’d be there every step of the way as we went home, and continued to help me grow in my relationship with Christ.”

“The beginning of my senior year, the leaders had a meeting where they gave us a vision for impacting the school for Jesus,” Garner said. “The things they described sounded more fulfilling and exciting than the things I had been holding on to.

“I decided to stop my old ways and the typical high school life. I lost friends over it, but I wanted something different. I felt the Lord calling me to reach out. I wanted to try to open up my friends’ hearts as well. I watched the Lord strengthen and mold me into something completely different than I was.”

Jesus meets us at our point of need. Young Life Military staff and volunteers follow this example by daily entering the world of military teens and caring for them. One teen wrote on a survey at the end of a January 2014 Club Beyond outreach camp, also known as “Winter Blitz”:

“The impact of Club Beyond on me has been exponential. I have grown a stronger bond with my friends and leaders, and Winter Blitz has shown me that through my mistakes can come good things.”
Kids are bombarded with information all their waking hours, much of it discouraging. In a world where kids often encounter the negative, Young Life leaders share the amazing message of Jesus and His love. They do this through their lives, their words and, ultimately, God’s Word.

“BEFORE YOUNG LIFE, I THOUGHT OF JESUS AS A STIFF, RELIGIOUS, ARCANNE FIGURE.”

“I related to Him more as stained glass than a real person. But Jesus is personal. He wants to relate to me and me to Him. Following Him is not following a list of do’s and don’ts. It’s being led by a real person.

“Young Life takes Him off the shelf and out of the dusty theology books and makes Him somebody you want to follow. Young Life showed me what a captivating person Jesus really is. Young Life shattered that stained glass.”

— Joni Eareckson Tada
Founder and CEO,
Joni and Friends

“Suddenly, the bravado and independence disappeared. They said things like ‘lonely, afraid, jealous, hurt, ignored, confused’ and the list went on.”

Thirteen kids came to Carolina Point from St. Augustine’s Florida School of the Blind and Deaf; all 13 were blind. Before speaking about Jesus healing a blind man, Bartimaeus, I met with the kids and their leaders. I began by admitting none of us on the Assigned Team could fully understand what it’s like to be blind. I asked what would make this a great week for each of them. They wanted us to know: 1) they can do a lot more than we think they can, and 2) they don’t want to be treated like children. That air of confidence and desire to prove they’re adults was just like every other high school kid we know.

Something changed, however, when I asked them the next question. I told them I was planning to talk about Jesus healing a blind man and asked, “How do you think Bartimaeus felt sitting in the crowd that day?” Suddenly, the bravado and independence disappeared. They said things like “lonely, afraid, jealous, hurt, ignored, confused” and the list went on. Again, they were just like every other high school kid we know.

On night seven at the Say-So, five of the kids stood to say they were putting their trust in Jesus Christ. Afterward, two more pulled me aside to say they had trusted Christ, too, but were just too scared to stand up. While they all used their own words to describe their decision, I knew what they were saying. They had seen Jesus.

— John Vicary
Executive Vice President
U.S. Ministries

Joni and her husband, Ken.

“Suddenly, the bravado and independence disappeared. They said things like ‘lonely, afraid, jealous, hurt, ignored, confused’ and the list went on.”
At Young Life club, the meeting which we fondly refer to as “controlled chaos,” Young Life leaders offer kids the best night of their week. It’s a place where kids know they’re accepted, a place where they can come and laugh, sing, celebrate and explore what the abundant life is all about.

At the “Bigger or Better” club in Billings, Montana, where teams go door-to-door to trade an item like a paper clip, for something bigger or better, everyone went home a winner.

Especially Mitchel, a freshman at Skyview High School. Unbeknownst to any of the leaders, Mitchel had spotted a black leather Bible in the pile of miscellany they’d collected. This Bible, Mitchel claimed for himself.

A few weeks later Mitchel told his leader, Thomas Staffileno, he’d been learning more about God and spending more time with Him. “Why is that?” Staffileno asked. “Well, I’ve never really had a Bible of my own before, and I took a Bible home from Bigger or Better and it’s been really special to me. I’ve been reading it every morning. Having a special Bible has helped me develop a relationship with God because it’s fun to read and I’m understanding it more.”

She rolled through the bumpy dirt roads of Nairobi, over pieces of trash and around people who looked at her with scrutinizing eyes. They saw her as cursed, as one who didn’t belong, as one who wasn’t welcome. But her smile spoke differently. She had dignity, courage and a place to get to where she knew she belonged.

Her Young Life leaders greeted her with matching grins, hugs and extra boosts to get her wheelchair into the room where Young Life club would take place. They pushed her to the front of the room since the back corner, hidden from the rest of the kids, wasn’t an acceptable answer for any of those leaders. As kids piled in and songs were sung, leaders intentionally sought her out. They grabbed her hands and helped her dance. They spun her wheelchair and included her in the evening. And not once did she see the radiant smile leave her face.

Ruth’s 40-minute journey to Young Life club was worth every bit of it for the 90 minutes she spent safe, valued, encouraged and a part of the group.

— Suzanne Williams, Capernaum coordinator for the Southern Division

“Ruth’s 40-minute journey to Young Life club was worth every bit of it … .”
Approximately one-third of campers begin a relationship with Jesus at camp. This year marked more kids having the opportunity to consider that decision than ever before — in more places than ever before!

“It was the best week of my life. There was time where you go outside under the stars, with no lights in the whole camp. And that’s where it hit me. The whole story. That’s when I realized I wanted to become a Christian.”

— Emily, Lewisville, Texas

SOMETIMES CAMP CHANGES ADULTS’ LIVES TOO.

Meredith Cuddihy encouraged her father, Paul, to accompany her autistic brother to camp. Paul came away a new man, as Meredith shared:

“My plan was that Chris would enjoy a week at camp like other teenage boys and grow from his time there. What I couldn’t believe when I returned home was how much my dad had changed!

“After camp he was overfilled with joy. And my mom saw this, and said, ‘What in the heck did they put in the water at Lake Champion?!’”

NEW PROPERTY IN SCOTLAND
Outside of Crieff on the road to the Highlands, we are developing our newest Young Life camp. Beginning in the summer of 2015, kids from Ireland, Scotland, Wales and England will gather at this beautiful site to hear the Good News of Jesus.

NEW PROPERTY IN WEST VIRGINIA
Young Life has signed purchase options for a 1,000-acre property near Summersville, West Virginia. This camp will be built from the ground up and surrounded by an unspoiled natural beauty.

CAROLINA POINT
Our camp in Brevard, North Carolina, is now “Capernaum-capable” including all-new sidewalks and a zero-entry pool, offering accessibility and adventure for every kid.

BREAKING GROUND AT CLEARWATER COVE
Summer marked a major milestone at our camp in Lampe, Missouri, with breaking ground and laying foundations of The Landing (the dining hall / multipurpose building). We expect to open camp in the fall of 2015.
Reaching a World of Kids

Young Life continues to press toward the goal of making an impact on two million kids a year through our Reaching a World of Kids initiative. To do this, we’re looking to mobilize more than 80,000 leaders and establish 8,000 ministry locations.

A critical part of this growth movement is our work with Young Life College. As we close out 2014, we are making an impact on 63,915 college students per year. This has been a game-changer for Young Life. There are more than 170 Young Life College ministries. In all of Young Life there are 11,818 college-aged leaders serving. The impact one college can have on a local area and on a region is huge!

This year we started ministry on some great new campuses. We believe that in the next few years the middle schools and high schools around these campuses will have a greater touch with Young Life than they do today. Pray with us as we hope to see Young Life College grow at: Stanford, Oregon, Florida State, UNC Chapel Hill, Texas Tech, Jackson State, UTEP, Temple, Yale, Harvard/Boston University, the University of Illinois and many other campuses.

God has blessed us with incredible fuel for Reaching a World of Kids (94 percent of our goal has been provided — see chart). We’ll continue to strive, believe, pray, recruit, train and deploy as we mobilize 80,000 leaders. We also know Young Life College is one of our key strategies to help us achieve this goal!

— Eric Scofield
Chief Development Officer

Total giving to RWOK as of Sept. 30, 2014
$244,696,432
94% of our goal

$60,686,430   Pledges
$21,528,813   Commitments Outstanding
$100,523,189   Cash and Commitment Payments
$61,958,000   Bequests

“In all of Young Life there are 11,818 college-aged leaders serving. The impact one college can have on a local area and on a region is huge!”
### Ministries and Kids Impacted

#### RWOK Begins
<table>
<thead>
<tr>
<th>Kids Involved Weekly in Club</th>
<th>08/09</th>
<th>09/10</th>
<th>10/11</th>
<th>11/12</th>
<th>12/13</th>
<th>13/14</th>
<th>Growth Since Base Year</th>
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<tbody>
<tr>
<td>U.S.</td>
<td>113,352</td>
<td>119,456</td>
<td>129,890</td>
<td>135,557</td>
<td>138,257</td>
<td>145,316</td>
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<td>International</td>
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<td>37,785</td>
<td>46,833</td>
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<th>09/10</th>
<th>10/11</th>
<th>11/12</th>
<th>12/13</th>
<th>13/14</th>
<th>Growth Since Base Year</th>
</tr>
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<tbody>
<tr>
<td>U.S.</td>
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<td>45,224</td>
<td>49,555</td>
<td>53,144</td>
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<tr>
<td>International</td>
<td>8,978</td>
<td>10,269</td>
<td>12,393</td>
<td>14,947</td>
<td>22,023</td>
<td>29,963</td>
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#### RWOK Begins
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<th>Kids Impacted by Young Life</th>
<th>Base Year</th>
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<th>113,352</th>
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<th>129,890</th>
<th>135,557</th>
<th>138,257</th>
<th>145,316</th>
<th>28.20%</th>
<th>209,411</th>
<th>226,867</th>
<th>247,396</th>
<th>266,304</th>
<th>283,211</th>
<th>306,362</th>
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#### RWOK Begins
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<th>3,769</th>
<th>3,818</th>
<th>4,039</th>
<th>4,297</th>
<th>4,500</th>
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<td>High School</td>
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<td>2,611</td>
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<td>2,911</td>
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<td>3,179</td>
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<td>Jr./High/Middle School College</td>
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<td>1,208</td>
<td>1,281</td>
<td>1,328</td>
<td>1,438</td>
<td>28.62%</td>
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#### RWOK Begins
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<th>U.S. Focused Ministries</th>
<th>08/09</th>
<th>125</th>
<th>148</th>
<th>167</th>
<th>173</th>
<th>210</th>
<th>249</th>
<th>99.20%</th>
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<td>165</td>
<td>218</td>
<td>236</td>
<td>258</td>
<td>189.89%</td>
<td></td>
</tr>
<tr>
<td>Young Lives</td>
<td>644</td>
<td>620</td>
<td>622</td>
<td>673</td>
<td>753</td>
<td>844</td>
<td>31.06%</td>
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<tr>
<td>Multicultural/Urban</td>
<td>796</td>
<td>830</td>
<td>902</td>
<td>965</td>
<td>1,009</td>
<td>1,053</td>
<td>32.23%</td>
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<tr>
<td>Small Towns/Rural</td>
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<td>15</td>
<td>17</td>
<td>22</td>
<td>17</td>
<td>19</td>
<td>171.43%</td>
<td></td>
</tr>
<tr>
<td>Military</td>
<td>57</td>
<td>48</td>
<td>41</td>
<td>41</td>
<td>39</td>
<td>39</td>
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#### RWOK Begins
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<th>International Schools/Ministries</th>
<th>08/09</th>
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<th>829</th>
<th>969</th>
<th>1,171</th>
<th>1,437</th>
<th>1,627</th>
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<td>International Military</td>
<td>48</td>
<td>44</td>
<td>46</td>
<td>42</td>
<td>62</td>
<td>54</td>
<td>12.50%</td>
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</table>

#### RWOK Begins
| Schools/Ministries Total | 08/09 | 4,490 | 4,647 | 5,008 | 5,468 | 5,937 | 6,414 | 42.85% |

### Ministries and Kids Impacted

#### RWOK Begins
<table>
<thead>
<tr>
<th>Growth Since Base Year</th>
</tr>
</thead>
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#### RWOK Begins
<table>
<thead>
<tr>
<th>Young Life Staff</th>
<th>08/09</th>
<th>3,228</th>
<th>3,136</th>
<th>3,290</th>
<th>3,415</th>
<th>3,477</th>
<th>3,792</th>
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<td>iStaff</td>
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<td>367</td>
<td>387</td>
<td>403</td>
<td>528</td>
<td>585</td>
<td>59.40%</td>
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#### RWOK Begins
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<th>U.S. Volunteers Total</th>
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<th>29,827</th>
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<th>39,245</th>
<th>44,414</th>
<th>48,205</th>
<th>70.03%</th>
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<td>Leaders</td>
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<td>18,650</td>
<td>20,125</td>
<td>25,452</td>
<td>26,050</td>
<td>30,197</td>
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<td>Committee and Ministry Support</td>
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<td>11,177</td>
<td>11,141</td>
<td>13,793</td>
<td>16,364</td>
<td>18,008</td>
<td>63.66%</td>
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#### RWOK Begins
| International Volunteers (Leaders Only) | 08/09 | 4,016 | 4,566 | 5,273 | 6,347 | 8,425 | 9,554 | 137.90% |

#### RWOK Begins
<table>
<thead>
<tr>
<th>U.S. Camping High School Summer Outreach Campers</th>
<th>08/09</th>
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<th>38,018</th>
<th>38,539</th>
<th>39,073</th>
<th>40,060</th>
<th>42,105</th>
<th>13.65%</th>
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<td>Young Life</td>
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<td>12,679</td>
<td>12,938</td>
<td>12,793</td>
<td>13,723</td>
<td>14,929</td>
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<td>Total Summer Guests</td>
<td>75,855</td>
<td>81,303</td>
<td>81,549</td>
<td>82,982</td>
<td>84,662</td>
<td>88,502</td>
<td>16.52%</td>
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<td>19</td>
<td>171.43%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>57</td>
<td>48</td>
<td>41</td>
<td>41</td>
<td>39</td>
<td>39</td>
<td>-31.58%</td>
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#### RWOK Begins
| International Schools/Ministries Total | 08/09 | 4,490 | 4,647 | 5,008 | 5,468 | 5,937 | 6,414 | 42.85% |

#### RWOK Begins
| Growth Since Base Year |

1. Estimated, based on “club cards” collected by each Young Life mission unit.
2. Young Life ministry in unique, non-school settings.
3. This figure is included in the International Ministries Total.
4. Staff numbers were not available prior to 2010.
5. Includes all campers, leaders and adult guests who attended an Adult, Wilderness/Adventure, Campaigners, Family, High School Outreach, Middle School Outreach, Leadership or Work Week camp at a Young Life-owned property during the summer.
6. Includes all campers, leaders and adult guests who attended an Adult, Wilderness/Adventure, Campaigners, Family, High School Outreach, Middle School Outreach, Leadership, School or Work Week camp at a Young Life-owned property during the school season.
7. Includes leaders accompanying campers, Young Life Expeditions participants and other campers.
2014 was a year of superlatives in finances, as well as in ministry. Friends continue to rally around the vision of RWOK through prayer, volunteering and giving sacrificially to allow more kids to hear about Jesus. Essentially all financial metrics are improved over FY13 and reflect the exciting ministry growth described in this report. To our almost 200,000 friends who this year supported God’s work at Young Life, on behalf of all Young Life staff, I thank you!

Cynthia Koerner, Chief Financial Officer

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**Revenue**

- Donations to Local Ministry: $207 million (66%)
- Camp Fees: $73 million (24%)
- Donations to Future Camps: $23 million (7%)
- Investment Gains: $5 million (2%)
- Other: $3 million (1%)

**Expenses**

- Salaries and Benefits: $157 million (57%)
- Club and Camping Activities: $57 million (20%)
- Property Expenses: $36 million (13%)
- Travel, Training and Professional: $16 million (5%)
- Events and Other: $13 million (5%)

**Net Assets**

- Land, Building and Equipment: $214 million (60%)
- Cash for Operations: $68 million (19%)
- Pledges, Cash and Investment for Camp: $39 million (11%)
- Insurance and Other Reserves: $26 million (7%)
- Other Assets: $9 million (3%)

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Comment: Our complete audited financial statements, along with the Independent Auditors’ Report, are available at younglife.org. Simply type “audit” in the search feature.

86 cents of every dollar goes directly to helping more kids meet Jesus!
Want to Be a Part of Reaching a World of Kids?

There are millions of kids out there waiting to hear the Good News. We are well on our way toward reaching the next million, but we still need your help. Check out rwok.younglife.org to see how you can be a part of this movement.