



WILLOW CREEK  
ASSOCIATION

“Everyone  
wins when  
a leader  
gets better.”  
—Bill Hybels



2014 Annual Report

Dear Friends and Ministry Partners,

As a friend and ministry partner, I am pleased to report that we all had an outstanding year of ministry in 2014—in fact, it was our best year ever. I'm quite certain that if our goals at the beginning of last year had looked like the results we all achieved, many would have said it couldn't be done. Thank you!

While our results are certainly due to the hard work of our staff and volunteers and the generosity of so many like you, none of them would have been possible without the incredible favor of our great God. He deserves all of our praise and honor.

Almost two years into my tenure as president, I am sensing that our entire team is more energized and focused than ever before on achieving our vision—**helping Christians grow their leadership to maximize Kingdom impact**. We believe that the most effective way to do this is through the creation of world-class leadership development experiences and resources that inspire and equip all Christians.

This is why Willow Creek Association continues our bold pursuit of the following strategic objectives:

- 1. Develop a strategy and infrastructure** to equip and inspire 500,000 leaders annually at The Global Leadership Summit by 2020
- 2. Develop leaders year-round with value-add content** through an easily accessible digital platform—which will officially launch at the 2015 Summit

Finally, we have obviously felt God's favor on this ministry, but there are times when we still wonder if what we are doing matters. Can measurable impact and transformation be traced back to attending the Summit? This is difficult to determine, which is why we were thrilled when we came across a research organization that could help us answer this question—and the results blew us away! In the pages that follow, we are excited to show you some of the results that this research uncovered.

We thank you for your support and prayers. If you ever wonder if your support and partnership really matters, I hope that what you read in this report will put those concerns to rest once and for all.

**Together**, with your support and partnership and a focused effort on helping Christians grow their leadership, we can advance the Kingdom of God!



Blessings,

Gary Schwammlein  
President  
Willow Creek Association

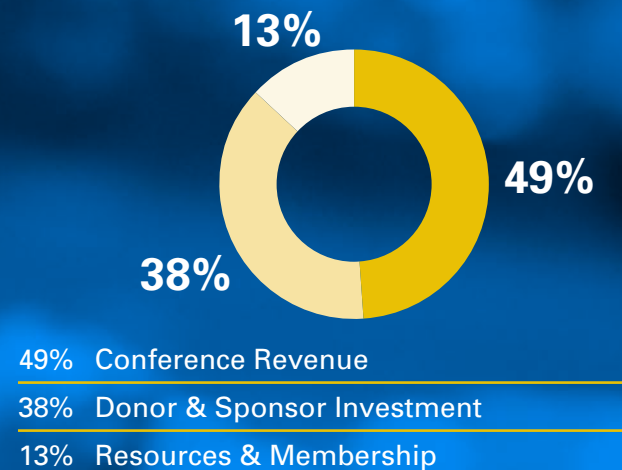
# THE GLOBAL LEADERSHIP SUMMIT

## 2014 SUMMIT HIGHLIGHTS

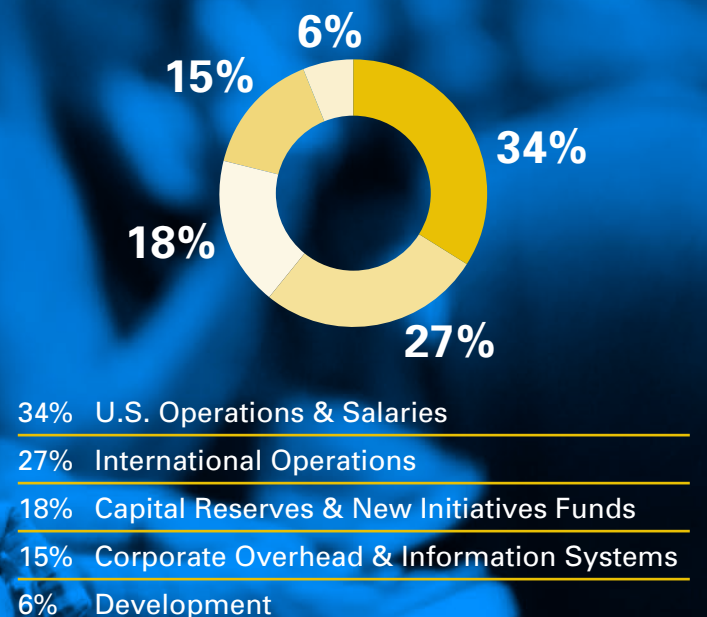
Global Attendees	Global Sites	Countries
<b>227,791</b>	<b>798</b>	<b>112</b>

## 2014 FINANCIALS

### SOURCES OF REVENUE (U.S. ONLY) \*\$19.5 MILLION



### USE OF FUNDS



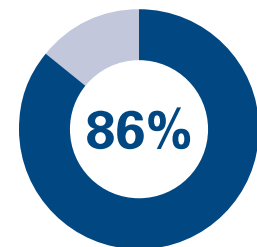
\*Income earned by WCA Affiliates (11 countries) and Partner Countries (101 countries) remain in each country to fund operations. This equates to about \$8 million. Financial shortfalls to meet country operating costs are provided by the WCA U.S., as shown above under international operations.



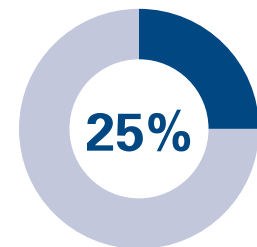
# The Results of Your Investment and Partnership

Willow Creek Association contracted an independent research company to measure the outcomes of people attending the Summit over multiple years and the results suggest it's one of the most fruitful investments leaders can make\*.

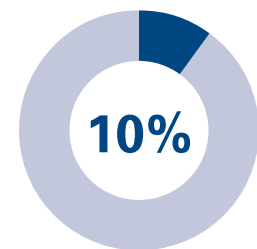
## INDIVIDUAL OUTCOMES



Learned team-building skills that have increased job satisfaction and productivity



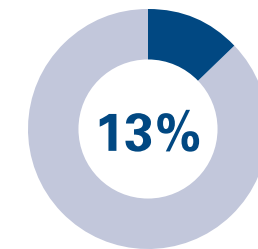
Experienced a revitalized personal relationship with God



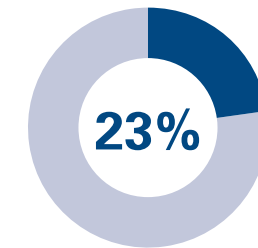
Said they would have quit their leadership position without inspiration to persevere

\* Independent research conducted by *Excellence in Giving*. 1,952 Repeat participants reported how previous GLS experiences had impacted their lives and organizations. This sample size produces a 3% error margin with a 99% confidence level that the results reflect the average outcomes for all 2014 GLS participants.

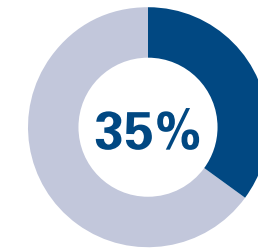
## CHURCH OUTCOMES



Volunteered for a NEW church leadership position

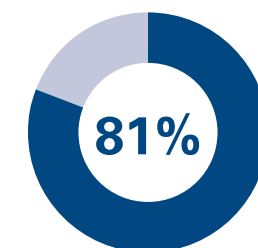


Received inspiration to share the Gospel in the past 2 years *and* provided concrete data about the means, scope or results of their evangelistic efforts

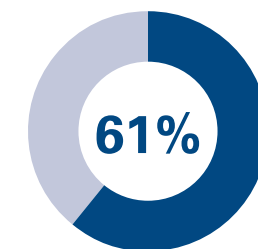


Reported that their church has grown larger because of leadership skills, vision or inspiration

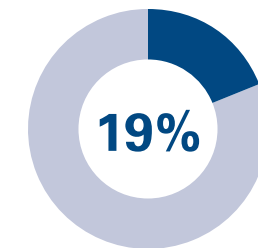
## ORGANIZATIONAL OUTCOMES



Of the 55% of participants who reported a superior attending in the past, 81% reported concrete ways their supervisor or organization's top leader improved as a result of attending



Said that their organization is more effective because a clearer vision prioritized essential from non-essential activity



Reported the size of their organization has grown larger because of leadership skills, vision or inspiration

*"In the four or five years that I've been inviting folks, at least three have given their lives to Christ as a result of attending the Summit. Thanks for giving me an outlet to be bold about my faith and influence in my work world."*

—Summit Attendee



## NORTH AMERICA

3  
Countries  
406  
Cities  
109,704  
Attendees



### LOVE GOD. LOVE PEOPLE. DO STUFF.

During Bob Goff's Summit session, he challenged attendees to ask themselves where God's people are hurting in the world... and what they could do about it. Ten year-old Michael Eckert from Temple, Texas listened. And he took the challenge to heart.

When Michael found out about Restore International and their school in Gulu, Uganda, he knew God was calling him to raise money to build a classroom there. The \$30,000 price tag didn't discourage him. He called Goff, founder and president of Restore International and Goff offered to put up half the money if Michael could raise the rest.

So Michael mowed lawns. He washed windows. He organized a silent auction. For his birthday, he asked for donations for the classroom instead of gifts.

Nine months later, Michael had raised \$30,000.

## CENTRAL AMERICA, SOUTH AMERICA & CARIBBEAN

23  
Countries  
91  
Cities  
23,647  
Attendees



### WINDOWS OF FREEDOM

Last June, more than 100 Cuban pastors and leaders attended our first Global Leadership Summit in Havana, Cuba—a country that was officially atheist for 30 years. What touched me the most is the pastors' deep hunger. Hunger to learn. Hunger to be free. Hunger to be more prepared to share the message of Jesus Christ with everyone in the country. These beautiful people know that in seizing opportunities for training, they are strengthening themselves as leaders.

—Carlos Arroyo, GLS Regional Leader

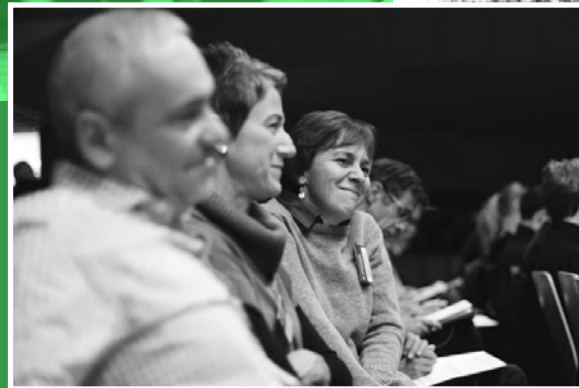
For more stories of impact, please visit [followthegls.com](http://followthegls.com)

## WESTERN & EASTERN EUROPE

32  
Countries

92  
Cities

18,281  
Attendees

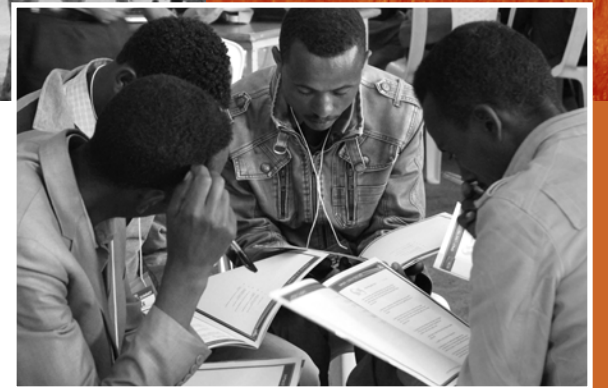


## AFRICA

29  
Countries

115  
Cities

47,524  
Attendees



### IT HAPPENED IN UGANDA. IT CAN HAPPEN IN UKRAINE.

In *Ukraine*, where corruption has infiltrated most of the country, the GLS created a platform to discuss reform that is built on moral principles. Leaders were inspired by Allen Katherine Kagina's story of how she took a stand to resist and ultimately reform Uganda's corrupt system of government.

"It happened in Uganda. It can happen in your country," said Kagina.

Following Kagina's session, a successful Christian businessman and the former advisor to Ukraine's president tackled the importance of moral values. They pointed to the church as the right candidate to impact morality, and emphasized that it is people living out upright moral values who have the influence to bring about a reform in values.

### A PATH TO TRANSFORMATION

Our church has dreamed of embarking on projects to serve our community, but we didn't know how to go about it until after we experienced the GLS. The event, held in our church in Nigeria, fired us up to take on the challenges of a grander vision.

We are now working on projects to build a classroom; construct and supply a health care facility; provide school uniforms, textbooks, stationery and food to children who lost their parents in the religious riots in northern Nigeria.

Thank God for the GLS that helped our church find our path in the grander vision.

—Niyi Eboda, *Pastor, Nigeria*

For more stories of impact, please visit [followthegls.com](http://followthegls.com)

## ASIA

20  
Countries

88  
Cities

26,400  
Attendees



## MIDDLE EAST

5  
Countries

6  
Cities

2,235  
Attendees



### STRENGTHENING YOUR TOUGH CALLING

“I was down in my spirit,” said a doctor working in a government hospital in Pakistan. “I was told I would be transferred to Thar—a desert where everyday, children die from stomach diseases and a lack of clean drinking water. I did not want to go.” Five days before he had to leave for Thar, he decided to attend the GLS in Pakistan.

When Dr. Brené Brown’s session ended, the host asked, “Are you running from yourself? Do you think injustice has been done to you? Do you feel like grumbling and yelling and saying no to things that are not of your desire? God is calling you to take on the tough task, and He will help you.”

“Those words were spoken for me,” he said. “Since I’ve been in Thar, I have saved eight newborn babies and 28 other children—just because I took a bold step of faith in Jesus. Thank you for the GLS in Pakistan. Thank you for strengthening me in my calling.”

—GLS Attendee, Pakistan

### A STEP TOWARD RECONCILIATION IN THE MIDDLE EAST

**In the birthplace of Christianity** where peace often seems out of reach, people have a great need for humble, Christ-centered leadership. The GLS made history last year in the Middle East when it held inaugural events in Jerusalem and Bethlehem. While separated by only a few miles, the two cities are worlds apart. The GLS served more than 200 Jewish Christians in Jerusalem followed by 120 Arab Christians in Bethlehem.

The message of Jesus is as important here today as it was more than 2000 years ago and the divides among the people are no less deep. Many attendees from both events expressed a desire for peace and reconciliation that can only come from the message of the Gospel.

For more stories of impact, please visit [followthegls.com](http://followthegls.com)



# THE GLOBAL LEADERSHIP SUMMIT

August 6-7, 2015 | [willowcreek.com/summit](http://willowcreek.com/summit)

TRANSLATED INTO 55 LANGUAGES, IN 120 COUNTRIES,  
500+ CITIES, REPRESENTING MORE THAN 90 DENOMINATIONS.\*

**AFRICA/MIDDLE EAST** Ouagadougou, Burkina Faso | Yaounde, Cameroon | Kinshasa, Congo | Dubai, United Arab Emirates | Addis Abba, Ethiopia | Malabo, Equatorial Guinea | Amman, Jordan | Banjul, Gambia | Ghana: Kumasi, Accra, Ho, Tamale | Abidjan, Ivory Coast | Kenya: Eldoret, Nairobi | Liberia: Kakata, Monrovia | Malawi: Blantyre, Lilongwe, Zomba | Namibia: Walvis Bay, Windhoek, Ongwediva | Nigeria: Abeokuta, Asokoro, Calabar, Gofamint-Ibadan, Gombe, Owerri, Kaduna, Lekki Lagos, Lokoja, Trem Abuja, Term Ejigbo, Trem Apapa, Ado Ekiti, Portharcort, Lagos, Sango/Ota, Wuse, Apapa Lagos, Jos, Makurdi, Uyo | Kigali, Rwanda | Sierra Leone: Freetown, Bo | South Africa: Cape Town, Durban, East London, Johannesburg, Port Elizabeth, Secunda, Vanderbijlpark | Kaijo Keiji, South Sudan | Dar es Salaam, Tanzania | Lome, Togo | Kampala, Uganda | Zambia: Lusaka, Ndola | Zimbabwe: Bulawayo, Harare, Mutare

**ASIA/OCEANIA** Australia: Adelaide, Brisbane, Canberra, Darwin, Geelong, Gold Coast, Launceston, Melbourne, Newcastle, Perth, Sydney, Toowoomba | Phnom Penh, Cambodia | China: Shanghai, Beijing | Hong Kong | India: Bangalore, Chennai, Dimapur, Hyderabad, Goa, Kolkata | Jakarta, Indonesia | Japan: Kyushu, Osaka, Tokyo | Korea: Busan, Choonchun, Daegu, Dangjin, Incheon, Kwangjoo/Gwangju, Seoul | Malaysia: Kota Kinabalu, Seremban | Ulaanbaatar, Mongolia | Myanmar: Mandalay, Myitkyina, Yangon | Kathmandu, Nepal | New Zealand: Auckland, Christchurch, Dunedin, Hamilton, Tauranga, Tertiary College, Wellington, Whangarei | Pakistan | Manila, Philippines | Singapore, Singapore | Sri Lanka: Colombo, Jaffna, Kandy | Taiwan: H Sin-Chu, Hualien, Kaohsiung, Taichung, Tainan, Taipei | Bangkok, Thailand

**NORTH AMERICA** ON, Canada: Burlington, Cambridge, Ottawa, Richmond Hill, London, Mississauga, St. Catherines, Tecumseh (Windsor) | AB, Canada: Grande Prairie, Calgary, Edmonton, Fort McMurray | NL, Canada: St. John's | BC Canada: Kelowna, Surrey, Duncan, Vancouver | MB, Canada: Winnipeg | NS, Canada: Lower Sackville | NB, Canada: Moncton | SK, Canada: Saskatoon | Mexico: Cancun, Cordoba, Guadalajara, Leon, Mazatlan, Merida, Mexicali, Mexico City, Puebla, San Luis Potosi, Toluca | US: 371 Sites

**EASTERN EUROPE** Albania: Erseka, Tirana | Minsk, Belarus | Sophia, Bulgaria | Czech Republic: Hradec Kralove, Prague | Zagreb, Croatia | Tallinn, Estonia | Kazakhstan: Almaty, Karaganda, Uralsk | Pristina, Kosovo | Bishek, Kyrgyzstan | Riga, Latvia | Lithuania: Klaipeda, Vilnius | Skopje, Macedonia | Krakow, Poland | Romania: Bucharest, Cluj-Napoca, Craiova, Deva, Oradea, Timosoara | Russia: Irkutsk, Krasnoyarsk, Novorossisk, Omsk, St. Petersburg, Volgograd, Volzhskiy Bratislava, Slovakia | Kiev, Ukraine

**WESTERN EUROPE** Brussels, Belgium | Copenhagen, Denmark | Torshavn, Faroe Islands | Finland: Helsinki, Jyvaskyla, Tampere | Strasbourg, France | Reykjavik, Iceland | Dublin, Ireland | Netherlands: Drachten, Ede | Norway: Kristiansand, Oslo, Sandnes, Trondheim | Portugal: Algarve, Lisbon, Porto | Sweden: Falun, Gothenburg, Linkoping, Stockholm | United Kingdom: Belfast, Bolton, Bracknell, Bristol, Coventry, Edinburgh, Gerrards Cross, London Battersea, London Denmark, New Bridge, Co Kildare, Newcastle, Poole, Scunthrope, Southampton, St. Albans, Stafford, Swansea, York, Stockton-on-Tees, Wakefield

**LATIN AMERICA** Argentina: Adroque, Buenos Aires, Rosario, Santa Rosa | Bolivia: Cochabamba, La Paz, Riberalta, Santa Cruz, Sucre, Tarija | Brazil: Alphaville, Barueri, Belem, Brasilia, Belo Horizonte, Campinas, Campo Grande, Curitiba, Cuiaba, Fortaleza, Goiania, Itabuna, Itajai, Itu, Joao Pessoa, Juiz de Fora, Manaus, Maringa, Natal, Porto Alegre, Recife, Ribeirao Preto, Rio de Janeiro, Sao Joao Do Meriti, Salvador, Sao Luis, Sao Miguel, Sao Paulo, Uberlandia, Varzea Grande, Vitoria da Conquista, Vitoria, Brazil | Chile: Santiago, Talca | San Jose, Costa Rica | Havana, Cuba | Bogatá, Colombia | Dominican Republic: San Juan de Maguana, Santo Domingo | Ecuador: Cuenca, Guayaquil, Quito, Riobamba | San Salvador, El Salvador | Guatemala: Chiquimula, Coban, Villa, Nueva, Escuintla, Guatemala City, Puerto Barrios, Quetzaltenango | Haiti: Cap-Haitien, Les Cayes, Port-au-Prince | Honduras: San Pedro Sula, Tegucigalpa | Montego Bay, Jamaica | Panama: Panama City, Paraguay, Santiago de Veraguas | Peru: Chiclayo, Lima | Manati, Puerto Rico | Venezuela: Barquisimeto, Caracas, Maracaibo, Maturin, San Cristobal, Valencia

**ADDING IN 2015/2016** Angola | Benin | Botswana | Burundi | Congo: Brazzaville | Fiji | Guinea-Bissau | Italy | Moldova | Mozambique | Papua New Guinea | Serbia | Uruguay \*CITIES/COUNTRIES SUBJECT TO CHANGE

