



www.cru.org/innercity
innercity@cru.org

Creation options together™



2023 Strategic Direction

- 1 Our Mission and Context
- 2 Executive Summary
- 7 Our Goals
- 12 Our Key Contributions
- 16 Our Strategy
- 18 Our Biblical Foundations



“You shall love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind, and your neighbor as yourself.”

Luke 10:27



Our Mission

Cru Inner City serves and mobilizes the church to live out God's heart for the poor so all can grow in Christ to build spiritual movements everywhere.

Our Context

American cities continue to grow, but not everyone is benefiting equally. Marginalized communities are struggling with the economic, physical, and spiritual effects of poverty. The inner-city church, highly effective but often under-resourced, is addressing these needs through the transformative power of the gospel in words and deeds. And they are looking for partners.

Our Goals

Through 2023

Goal 1

1,000,000 gospel engagements

Goal 2

8,000 people in whole-person discipleship relationships

Goal 3

12,000 believers trained and mobilized for ministry among people in poverty

Goal 4

90 new staff recruited to expand ministry impact

Our Key Contributions

What Makes Us Unique

Serving Churches

We build partnerships with and serve local urban churches.

Empowering Leaders

We encourage, coach, and connect pastors and leaders.

Whole-Person Ministry

We train believers to love the poor through compassionate evangelism and whole-person discipleship.

Our Strategy

The Circle of Hope



Connect

We provide resources that create entry points into the lives of those facing poverty in order to connect them to God and to the body of Christ.

Empower

We increase our church partners' capacity for effective evangelism and discipleship through training, coaching, and volunteers.

Develop

We equip churches to construct whole-person discipleship programs for children and adults that minister to their spiritual and physical needs.

Our Biblical Foundations

What Fuels Us

The Three Cs

We are Christ-centered, Church-based and Compassion-driven.

The Three GCs

We are driven by the Great Commission to share the good news, the Great Commandment to love our neighbor, and the Great Concern to foster justice.

Win, Build, Send Ministry

We create multiplying disciples and evangelize non-believers, invest in their discipleship, and send them back into the harvest field to share what God has done in their lives.

Our Goals

Through 2023

GOAL 1

1,000,000 gospel engagements

Heart

Through compassionate evangelism, churches can engage with community needs in a way that opens the door for gospel proclamation in both word and deed.

Practice

We facilitate gospel engagements by providing Compassionate Products™ and evangelism training to our church partners.

Measured

We measure this goal based on the number of gospel encounters, between a trained believer and non-believer, that are connected to a Cru Inner City product or program.

**GOAL 2**

8,000 people in whole-person discipleship relationships

Heart

By addressing the spiritual, emotional, physical, and social needs of the whole person through Christ-centered relationships and programs, churches create pathways for people experiencing poverty to flourish as God intended.

Practice

We facilitate these whole-person discipleship relationships by providing adult and youth development tools, resources, and transferable discipleship concepts to our church partners.

Measured

We measure this goal based on the number of people receiving training, mentorship, or discipleship through a Cru Inner City program in a partner church.



**GOAL 3**

12,000 believers trained and mobilized for ministry among people in poverty

Heart

Effective inner-city ministry happens as more and more believers are sent into the urban mission field with the skills, posture, and passion required to navigate the complexities of inner-city evangelism.

Practice

We train our church partners for evangelism, cross-cultural ministry, discipleship, and ministry to those facing poverty. We mobilize our partners by providing the resources, programs, and opportunities to put their training into practice.

Measured

We measure this goal based on the number of people we equip and send to engage in evangelism, outreach, and discipleship.

**GOAL 4**

90 new staff recruited to expand ministry impact

Heart

With more staff, we can multiply the number of urban churches we equip and support and can exponentially increase their ministry impact in the inner city.

Practice

We are uniquely positioned to expand our staff by recruiting and equipping male and female leaders who are ethnically diverse and bring a wide variety of skills and experiences to our Cru Inner City team.

Measured

We measure this goal based on the number of staff that are fully funded and engaged in ministry.



Our Key Contributions

What Makes Us Unique



KEY CONTRIBUTION 1

We build partnerships with and serve local urban churches

Heart

The Church is at the center of God's strategy for proclaiming and demonstrating His kingdom here on earth. We are called to build up that which Christ has shed His blood to create. Partnering with the church is biblical.

Practice

It's also strategic. Local urban churches are the focal point for reaching into communities of need. They have the leaders, locations, and leverage that no singular ministry could ever duplicate. Working together multiplies our gifts and theirs to create new, effective, and creative opportunities for the proclamation of the gospel in word and deed.



KEY CONTRIBUTION 2

We encourage, coach, and connect pastors and leaders

Heart

Churches are at the center of our strategy, which is why we primarily partner with the shepherds and overseers of those flocks. We are called to support these leaders, knowing that inner-city ministry can be daunting, lonely, and at times discouraging.

Practice

Our relationships with pastors and leaders is mutually edifying. We provide a critical support and lifeline for their important work, and their expertise and wisdom help shape our tools and strategies so we remain effective in our ministry.



KEY CONTRIBUTION 3

We train believers to love the poor through compassionate evangelism and whole-person discipleship

Compassionate Evangelism

We must engage in merciful and loving evangelism to reflect God's heart for the immediate physical needs, issues of justice, and the complexities of life in poverty. This is the best way to acknowledge people's suffering and give hope.

Whole-Person Discipleship

Helping people flourish in all areas of life is a part of spiritual maturation. Effective discipleship must address the physical and spiritual barriers that people face.

Our Strategy

The Circle of Hope is our church-based ministry model. It brings together our gifts with those of the inner-city church to reach more non-believers and create real change through whole-person discipleship.



Connect

We offer products and programs which address the needs of the poor. Our church partners use these tools as entry points for evangelism and discipleship in their neighborhoods, with the goal of folding people into the body of Christ.

Connecting Programs:

- Boxes of Love®
- Homeless Care Kits
- Holiday Care Boxes
- Easter Bags
- PowerPacks®
- Heart and Sole®

Empower

We increase our church partners' capacity for effective evangelism and whole-person discipleship through training, coaching, volunteers, and resources. They use these to serve men, women, and children in need.

Empowering Programs:

Short-term mission opportunities:

- Summer in the City®
- Urban Immersion™
- Volunteering

Training in:

- Evangelism
- Discipleship
- Bible study curricula

Develop

We equip churches to construct whole-person discipleship and developmental programs that minister to the spiritual and physical needs of children and adults. Our biblically-based tools are geared toward at-risk populations and the working poor and focus on character, life skills, financial wisdom, career development, and job search readiness.

Developing Programs:

- S.A.Y. Yes! Centers for Youth Development®
- Life-on-Life Mentoring
- WorkNet
- Holistic Hardware
- Reaching Prison Populations
- Money Management

Our Biblical Foundations

What Fuels Us



FOUNDATION 1

Win, Build, Send Ministry

Win

This is our evangelistic heartbeat. Everyone should hear the good news of Jesus Christ.

Matthew 28:18–20

Build

It takes time and intentionality to develop believers into maturity so they can learn to walk with Jesus, be like Jesus, and live for Jesus.

Colossians 2:6–7

Send

In order for the mission to be fulfilled, believers must continually be sent into the harvest field as multiplying disciples.

Matthew 9:38



**FOUNDATION 2****The Three Cs****Christ-Centered**

Everything we do starts and ends with the life, teachings, cross, and resurrection of Jesus Christ.

2 Corinthians 5:14-15

Church-Based

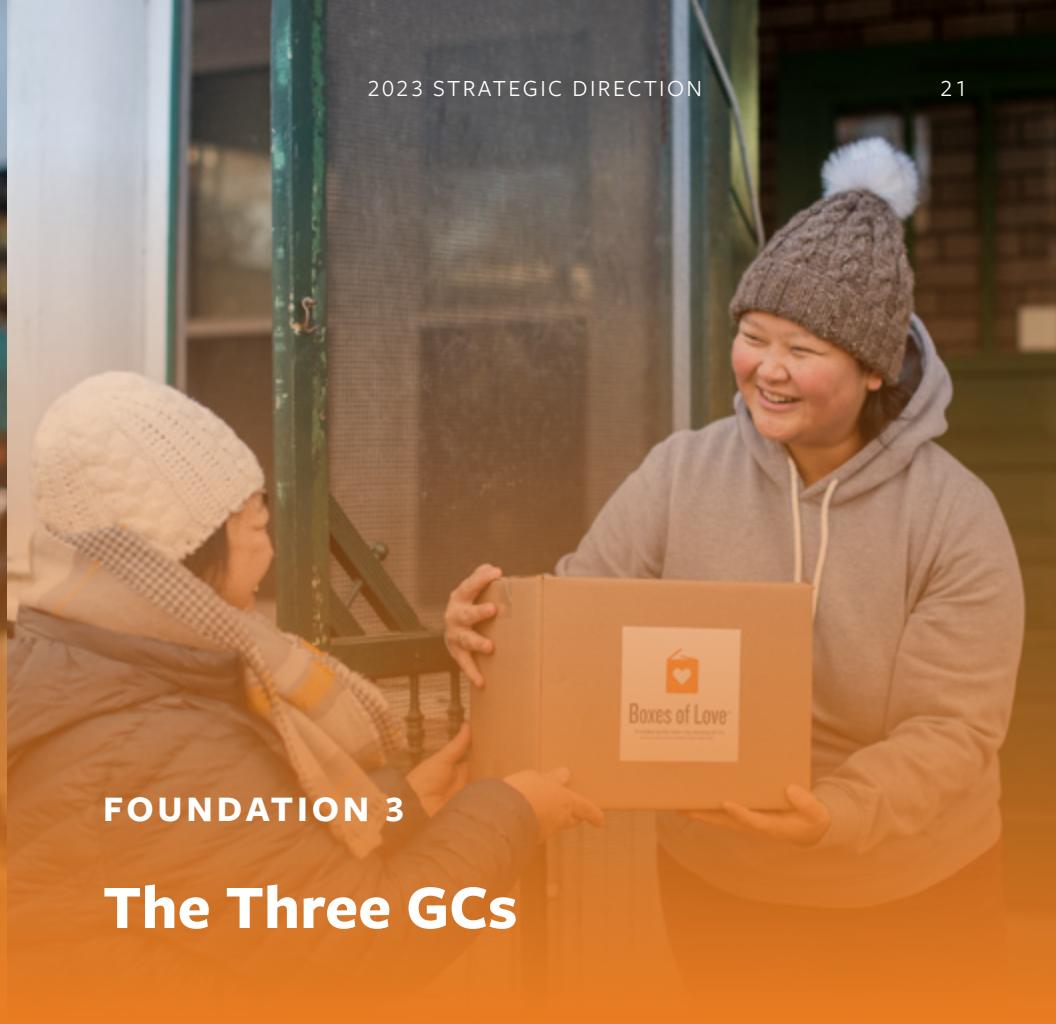
The church is at the center of God's strategy for proclaiming and demonstrating His kingdom. We serve and support churches.

Matthew 16:18

Compassion-Driven

Jesus represents God's compassionate heart, especially toward the marginalized. As followers of Jesus, our posture towards others will always be driven by that same compassion.

James 2:14-17

**FOUNDATION 3****The Three GCs****The Great Commission**

God has called His people to go about bringing the good news of His kingdom to every tribe and tongue and nation.

Matthew 28:18-20

The Great Commandment

We are to love God with all our heart, soul, mind, and strength, and our neighbors as ourselves.

Mark 12:30-31

The Great Concern

Proverbs 29:7 tells us: "The righteous care about justice for the poor, but the wicked have no such concern."