

Confidential Snapshot Summary

Prospect: Brad Layland

Location: St. Augustine, Florida

Brad Layland is an entrepreneurial fundraising leader, consultant, and real estate broker whose vocational and financial life is tightly woven into Christian ministry, philanthropy, and business. He is the CEO and owner of **THE FOCUS GROUP**, a fundraising consulting firm serving Christian ministries, schools, and nonprofits across the U.S. and globally, and the founder/owner of **Endless Summer Realty**, the largest residential real estate brokerage in St. Augustine, Florida. [The FOCUS Group+2](#)[The FOCUS Group+2](#)

Brad's career began with **Young Life**, where over roughly two decades he advanced into key development leadership, including service as **Chief Development Officer**, giving him deep familiarity with major donors, campaigns, and relational fundraising. [The FOCUS Group+1](#) He later acquired and scaled THE FOCUS GROUP, leading counsel on major campaigns (e.g., Dallas Theological Seminary, InterVarsity, The Bowery Mission and others) and launching **Taking Donors Seriously®** as a widely used major donor development framework. [The FOCUS Group+1](#)

He is also the author of **Turning Donors into Partners** (InterVarsity Press, 2023), a book that formalizes his donor-centric, relationship-driven philosophy of fundraising, positioning him as a thought leader with significant influence among Christian philanthropic networks. [InterVarsity Press+2](#)[Amazon+2](#)

Brad and his wife, Wendy, live in St. Augustine and have four children. His public profile—integrating theology training (MA, Fuller Theological Seminary), decades of ministry leadership, multiple successful businesses, and extensive real estate and travel experience—strongly suggests both **capacity and inclination** toward significant charitable giving, with a particular resonance for faith-based, discipleship, education, and global mission initiatives. [Brad Layland+1](#)

Given his role advising and funding ministries personally, Brad should be viewed as a **strategic partner-level prospect**: someone who thinks like a campaign architect, values clarity of vision and impact, and is comfortable making multi-year, leadership-level commitments when he is personally aligned with the mission.

Giving Capacity

Estimated Wealth Range (inferred):

- Likely: **\$5M – \$15M+**
 - Multiple income streams from consulting, real estate brokerage, rentals, and investments
 - Long-term equity built through privately held companies and real estate
 - Ongoing national-level consulting profile and intellectual property (book, training platforms)

Estimated Major Giving Capacity (to a single organization, assuming strong alignment):

- **Single gift capacity:** \$100K – \$500K+
- **Multi-year/aggregate capacity (5–7 years):** potentially **\$500K – \$1.5M+**

These figures are **estimates**, based on public information (business ownership, deal volume, leadership roles, and lifestyle indicators) and familiarity with similar profiles in Christian philanthropy; they are not confirmed financial disclosures.

Wealth Summary (High-Level, Estimated)

Real Estate

- Primary residence and additional properties in/around St. Augustine and other locations (including investment and vacation properties) are publicly and personally indicated; taken together, they likely represent **low- to mid-7-figure** total market value.
- Mix of personal-use and income-producing assets (vacation rentals, investments).

Privately Held Businesses

1. **THE FOCUS GROUP, Inc.** – Owner & CEO
 - National consulting firm specializing in major donor development and capital campaigns for Christian ministries and institutions.
 - Revenue model: professional fees, retainers, and training platforms.
 - As a scaled niche firm with strong brand recognition, Brad's equity stake likely represents a **meaningful 7-figure+ asset** (internal valuation dependent on revenue and margins).
2. **Endless Summer Realty** – Founder, Broker/Owner
 - Largest residential real estate brokerage in St. Augustine, Florida, with substantial annual transaction volume. [Endless Summer Realty+1](#)
 - Ownership likely yields both ongoing income and a saleable business value in the **mid- to high-7-figure** potential range (market-dependent).
3. **Related Ventures**
 - **Beach Rental Network / Endless Summer Vacation Rentals** and other real-estate-related activities bolster both income and net worth. [Endless Summer Vacation Rentals](#)

Investments / Securities

- Not publicly disclosed; assume diversified holdings appropriate to his income and stage of life.

Debt / Liabilities

- Not publicly disclosed.

Overall, Brad's wealth profile is characteristic of a seasoned Christian entrepreneur-consultant with substantial illiquid value (business + property) and demonstrated generosity.

Philanthropic Profile & Inclinations

Key Themes

- Long history in **Young Life** and student ministry; understands and values youth evangelism, discipleship, and leadership development.
- Deep alignment with **Christian higher education**, ministry training, and organizations that combine gospel proclamation with mercy/justice.
- Advocates for **relational, thoughtful major donor work**, suggesting he responds best to:
 - Clear vision and specificity of impact
 - Personal relationships and mutual trust
 - Opportunities to **co-create strategy**, not just “fund a need”
- Personally engaged in generosity and public advocacy for biblical stewardship and donor-partnering frameworks.

Ideal Engagement Approach

- Treat as a **peer and practitioner**, not just a prospect.
 - Invite feedback on strategy; share numbers and assumptions openly.
 - Frame opportunities as **investments in Kingdom outcomes** aligned with his expertise (campaigns, leadership formation, faith & work, global mission, etc.).
 - Recognize that any major commitment will likely be:
 - Prayerful
 - Mission-tied
 - Integrated with his broader giving/philanthropic plan.
-

Giving to My Organization

(To be customized)

- **Known Giving to [Your Organization]:** [Insert from internal records]
 - **Engagement to Date:** [Visits, consultative roles, speaking, past gifts, board connections, etc.]
 - **Next Step:** Consider invitation into a structured conversation about:
 - Vision and long-term impact
 - How his counsel + giving could shape a major initiative
 - Options for multi-year leadership commitments or challenge/match gifts
-

Nonprofit & Ministry Affiliations (Public / Representative)

- Former senior leadership (including Chief Development Officer) – **Young Life** [The FOCUS Group](#)
- CEO/Owner – **THE FOCUS GROUP** (serves numerous Christian ministries and schools)
- Founder/Owner – **Endless Summer Realty** (community-facing, with stated values of service and trust)
- Board/leadership roles and speaking/consulting engagements with Christian schools, ministries, and conferences (various; see sources).

These roles position Brad at the intersection of major donors, ministry CEOs, and philanthropic networks, increasing both his direct capacity and his influence as a **door-opener**.

Sources

(This report is based solely on publicly available information and first-person disclosures appropriate for internal prospect research.)

- THE FOCUS GROUP – About Us / Profile pages [The FOCUS Group+1](#)
- BradLayland.com (bio, speaking, writing) [Brad Layland+1](#)
- InterVarsity Press – Author page & *Turning Donors into Partners* listing [InterVarsity Press+2InterVarsity Press+2](#)
- Endless Summer Realty – Agent and company pages [Endless Summer Realty+1](#)
- Endless Summer Vacation Rentals / Beach Rental Network overview [Endless Summer Vacation Rentals](#)
- Additional retailer/press listings for *Turning Donors into Partners* (Amazon, Cokesbury, Barnes & Noble) [Amazon+2TaskString+2](#)

- LinkedIn public profile (role confirmations) [LinkedIn](#)
- This report follows the internal “Confidential Snapshot” style used in prior profiles.
Case, Thomas & Lynda - Confiden...