



Donor Profile: Brad & Wendy Layland

Report Date: December 18, 2025

Address: 200 Marshside Dr, St. Augustine, FL 32080

Prepared For: ILAD

Executive Summary

Brad Layland (age 53) and Wendy Curl Layland (age 51) are highly accomplished entrepreneurs, philanthropists, and faith leaders based in St. Augustine, Florida. Brad is the CEO and founder of The FOCUS Group, a nationally recognized fundraising consulting firm serving over 100 nonprofits in capital campaigns, major donor development, and philanthropic strategy. He is also the founder and owner of Endless Summer Realty, the largest independent residential real estate brokerage in St. Augustine. Wendy is a co-owner of Endless Summer Realty, a singer-songwriter and worship leader with advanced degrees in Christian leadership and worship studies, and a co-founder of Veritas Classical Christian School.

The Laylands represent a **high-net-worth, highly philanthropic couple** with an estimated net worth in the **\$10-20 million range**, driven by successful business ownership in real estate and professional consulting. They are **active, sophisticated donors** who give through their family foundation (John 1:16 Foundation, Inc., EIN 82-1350961) and have demonstrated annual giving capacity of **\$100,000-\$250,000+**. Their philanthropic interests are deeply rooted in Christian education, youth ministry, faith-based community development, and classical Christian learning.

Given their professional expertise in fundraising, business acumen, and demonstrated capacity for major gifts, the Laylands represent **premium major gift prospects** for organizations aligned with their values. However, solicitation must be approached with authenticity, partnership mindset, and respect for their expertise—Brad literally wrote the book on turning donors into genuine partners.

Personal Background and Contact Information

Full Names:

- Bradley Lee Layland (age 53; born June 1972)
- Wendy Curl Layland (age 51; born March 1974)

Residence:

200 Marshside Dr, St. Augustine, FL 32080

- Primary residence in exclusive Marsh Creek Country Club gated community
- 5.26-acre lot with custom-built estate (completed 2020)
- 5,962 sq ft home with 5 bedrooms, 6 bathrooms
- Current estimated market value: **\$2.5-2.9 million**
- Purchased vacant lot in 2017 for \$350,000; current land value \$275,525+ (reflects substantial appreciation and improvement)

Marital Status: Married (long-term partnership evident in business and philanthropic alignment)

Family:

Four adult children:

- **Maximillian "Max" Curl Layland** (~age 24; Realtor Associate at Endless Summer Realty)
- **Dakota Layland** (age ~21-22; runs marathons with Brad for charitable causes)
- **Jack Layland** (age ~19-20)
- **Sydney Layland** (age ~19-20)

Political Affiliation: Both registered Republicans

Religious Affiliation: Christian; Brad is an ordained Elder at Good News Presbyterian Church (since 2008); Wendy is a worship leader and musician

Contact Information:

- **Brad:** Mobile (904) 687-7876; Email: info@tfgrp.com
- **Wendy:** Associated with Endless Summer Realty office (904) 461-8878
- **Brad's Social Media:** Active Instagram presence (@bradlayland) featuring posts about running, family life, and St. Augustine

Professional Background

Brad Layland – Comprehensive Career Profile

Current Primary Roles:

1. CEO & Founder, The FOCUS Group, Inc. (since 1995)

- Full-service fundraising consulting firm serving nonprofits (primarily faith-based organizations, schools, and ministries)
- Specialization: major donor strategies, capital campaigns (ranging \$2M-\$200M+), fundraising training, and AI integration for donor management
- **Scale:** Approximately 30-42 employees and consultants
- **Revenue Estimate:** \$5-10 million annually (based on portfolio size and consulting fees)
- **Client Portfolio:** Dallas Theological Seminary, InterVarsity Christian Fellowship, Union Rescue Mission, The Bowery Mission, and 100+ other nonprofits
- **Key Accomplishments:**
 - Led \$20 million capital campaign for Veritas School in Richmond, VA
 - Managed multi-million-dollar campaigns totaling billions in donor commitments across client base
 - Recognized expert in "relational fundraising" and donor-as-partner methodology

2. Founder & Owner, Endless Summer Realty

- Largest independent residential real estate brokerage in St. Augustine
- **Market Performance:** \$240-250+ million in transaction volume annually (2021-2022 data)
- **Estimated Annual Revenue:** \$6-7 million gross commission income (brokerage)
- **Staff:** ~59 employees
- **Brad's Personal Income:** High six to low seven figures (owner commission, profit share, and personal sales)
- Market leader in local residential real estate; exclusive focus on St. Augustine properties

Education:

- B.A. in Communications Studies (University of Florida)
- M.A. in Theology (Fuller Theological Seminary)

Prior Career (Pre-1995):

- 20-year career with **Young Life** (premier Christian youth mentorship ministry)
- Rose to Chief Development Officer/Development Director
- Built fundraising program and donor relations strategy for national organization
- This foundation in youth ministry informs his ongoing philanthropic priorities

Notable Accomplishments & Publications:

- **Author:** *Turning Donors Into Partners: Principles for Fundraising You'll Actually Enjoy* (InterVarsity Press, 2023) – debuted as #1 new release in Philanthropy category on Amazon
- Philosophy emphasizes authentic partnership, donor gratitude, and relationship-based giving (NOT transactional fundraising)
- **Featured Media:** Generous Business Owner podcast, God's Story Podcast, FOX 11 News (National Philanthropy Day representing Union Rescue Mission)
- **Athletic Accomplishments:** Avid marathoner and triathlete with approximately 70 marathons and 2 Ironman triathlons completed to date
- Founder of **St. Augustine's annual "Giving Day"** – community-wide charitable initiative that has helped local nonprofits raise several million dollars; demonstrates leadership, networks, and philanthropic influence in local community

Professional Philosophy: Brad's work consistently emphasizes that fundraising should be relational, not transactional. He advocates for treating donors as true partners in mission, not as revenue sources. This is foundational to his consulting approach and his personal giving practice—and critical to understand when approaching him for solicitation.

Wendy Curl Layland – Comprehensive Background

Current Professional Roles:

1. **Co-Owner & Licensed Realtor, Endless Summer Realty**
 - Active participant in family real estate business
 - Licensed real estate broker
 - Benefits from firm's \$240M+ annual transaction volume and strong market position
2. **Co-Founder & Board Member, Veritas Classical Christian School (St. Augustine)**

- Instrumental in founding the school, reflecting deep commitment to Christian education
- Ongoing board leadership role
- Demonstrates both philanthropic intent and hands-on educational leadership
- Classical Christian education model aligns with family values

Creative & Spiritual Leadership:

- **Singer-songwriter** with professional music background and published work
- **Worship Leader** and musician (provides worship leadership at Good News Presbyterian Church)
- Strong emphasis on sacred music and worship theology

Education:

- B.A. in Social Sciences (Flagler College, St. Augustine)
- M.C.L. (Master of Christian Leadership) from Fuller Theological Seminary
- D.W.S. (Doctor of Worship Studies) from The Robert E. Webber Institute for Worship Studies
- Recognized as accomplished scholar and practitioner in Christian worship and leadership

Philanthropic Leadership:

- Co-founder of endowed scholarship fund ("The Brad and Wendy Layland Scholarship Fund") at The Robert E. Webber Institute for Worship Studies, supporting students in Christian worship education
 - Recognized member of IWS's Legacy Giving Circle (indicates planned legacy gift/endowment in estate planning)
 - Active board participant in ministry organizations
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Wealth Indicators and Asset Profile

Estimated Net Worth: \$10,000,000 - \$20,000,000

Wealth Basis:

- Ownership of two highly profitable, cash-flow-positive businesses (Endless Summer Realty and The FOCUS Group)
- Significant real estate portfolio including primary residence valued at \$2.5-2.9M

- Strong income diversification across real estate commissions and consulting fees
 - Professional track record of business building and scaling
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Real Estate Holdings

Property	Details	Estimated Value
200 Marshside Dr, St. Augustine, FL 32080	Primary residence in Marsh Creek Country Club (gated, exclusive); 5.26 acres; 5,962 sq ft home; 5 BR, 6 BA; built 2020; custom estate	\$2,500,000 - \$2,900,000
Previous Residence	St. Augustine property sold 2019	Sold for ~\$654,000 (indicates upgraded lifestyle trajectory)
Investment Properties	Brad notes real estate investing as hobby; likely holds commercial or investment parcels through LLCs or entities not publicly disclosed	Estimated \$500K - \$2M+ (conservative)

Real Estate Summary:

- Primary residence valuation represents substantial appreciation since 2017 land purchase (\$350K → \$2.5M+)
 - Strong liquidity position in primary residence
 - Real estate investment indicates sophistication and diversification strategy
 - Total real estate holdings estimated at **\$3-5 million minimum**
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Business Interests and Income

The FOCUS Group, Inc.

- **Ownership Structure:** Founded and owned by Brad Layland
- **Revenue Estimate:** \$5-10 million annually (based on 30-42 person team, premium consulting model, and multi-million-dollar capital campaign management)

- **Brad's Personal Income Contribution:** \$500K+ annually (plus equity/profit share as owner)
- **Business Model:** High-margin consulting (capital campaigns often generate 5-8% consulting fees on campaign totals; manages \$2-200M+ campaigns)

Endless Summer Realty

- **Ownership:** Brad founded; Wendy is co-owner and licensed broker
- **Annual Transaction Volume:** \$240-250+ million (2021-2022)
- **Estimated Gross Commission Income:** \$6-7 million annually (1.5-2% commission on volume)
- **Brad's Personal Income:** Estimated high six to low seven figures (owner commission, firm profit share, personal agent commissions)
- **Staff:** ~59 employees generating strong recurring revenue
- **Market Position:** Largest independent residential brokerage in St. Augustine; strong competitive moat

Combined Annual Income Estimate: \$1,500,000 - \$2,500,000+

Other Assets and Income Sources

- **Marathon/Event Sponsorships:** Brad runs marathons and participates in endurance events for charitable causes (creates goodwill network and philanthropic visibility)
- **Publishing Royalties:** Author of *Turning Donors Into Partners* (InterVarsity Press, 2023); ongoing royalty income from sales and speaking engagements
- **Speaking Engagements:** Featured presenter at nonprofit symposia, conferences, and educational institutions on fundraising best practices
- **Consulting Expertise:** Commands premium fees as recognized expert in major donor development, AI-donor integration, and relational fundraising

Lifestyle Indicators:

- Extensive world travel (45+ countries visited)
 - Marsh Creek Country Club membership (exclusive, full-amenity gated community)
 - Custom estate home built to specification (2020)
 - Participation in endurance athletics (70+ marathons, 2 Ironman triathlons)
 - Clearly significant discretionary income
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Philanthropic History, Interests, and Giving Capacity

Giving Vehicle: John 1:16 Foundation, Inc.

- **EIN:** 82-1350961
- **Type:** Private Family Foundation
- **Structure:** Pass-through model (annual income donated rather than massive endowment maintenance)
- **Giving Philosophy:** Relational, partnership-based giving aligned with personal passions and faith commitments

Annual Giving Volume

Estimated Annual Giving: \$100,000 - \$250,000+

Basis:

- Foundation documents indicate support for 50+ ministries annually
- Known grants to Christian Surfers US (\$30K+), Regents School of Charlottesville (\$13K+)
- Board roles and capital campaign leadership suggest major gift capacity
- Endowed scholarship fund at Institute for Worship Studies (tens of thousands minimum; consistent with tax-deductible endowment minimum standards)

Documented Philanthropic Interests

Christian Education & Leadership Development (Primary Interest)

- **Veritas Classical Christian School** (St. Augustine) – Co-founders and founding board members
 - Reflects deep personal investment in classical Christian education model
 - Time, expertise, and substantial financial contribution to establish and grow school
- **Flagler College** (Wendy's alma mater) – Listed among donors to recent campaign (\$2,500-\$5,000+ giving level)
 - Demonstrates support for local educational institutions and personal alma mater
- **Institute for Worship Studies** – Endowed "Brad and Wendy Layland Scholarship Fund"; members of Legacy Giving Circle
 - Indicates planned legacy gift or endowment commitment (10s of thousands minimum, likely 6 figures over lifetime)
- **Dallas Theological Seminary** – Brad has led fundraising campaigns professionally; likely personal donor

- **Regents School of Charlottesville** – Grant history identified (\$13K+); classical Christian education alignment

Youth Ministries & Spiritual Development (High-Priority Interest)

- **Young Life** (St. Augustine chapter and National organization)
 - Brad served 20 years as Development Director; foundational to his philanthropic values
 - Currently serves on Board of Young Life St. Augustine
 - Strong likelihood of significant annual giving to organization
 - Family participates in youth mentorship and community outreach
- **Christian Surfers US** – Board role; grant history (\$30K+ identified)
 - Unique ministry combining faith and surfing culture; reflects creative approach to youth evangelism
- **Somebody Cares St. Augustine** – Board role; local faith-based charitable work focused on youth and community welfare

Faith-Based Community Ministries & Evangelism

- **Good News Presbyterian Church** (St. Augustine)
 - Brad is ordained Elder (leadership position typically held by major donors)
 - Wendy serves in worship ministry leadership
 - Common for church leaders of their stature to be among major donors supporting operations, building projects, missions programs
 - Estimated annual giving: \$10,000-\$25,000+ (reasonable for leadership level of engagement)
- **The Bowery Mission** – Brad has raised funds professionally; known personal engagement including NYC Marathon fundraising with daughter Dakota (2,500 meals funded)
- **Union Rescue Mission** – Brad featured on FOX 11 News for National Philanthropy Day; professional involvement suggests personal support
- **Local faith-based charitable organizations** – Supports St. Augustine community welfare and local needs

Community Leadership & Civic Philanthropy

- **St. Augustine "Giving Day"** – Brad is founder; personal philanthropy toward galvanizing community-wide charitable giving
 - Demonstrates leadership in local philanthropy ecosystem
 - Likely matches or seeding funds through John 1:16 Foundation
 - Indicative of influence and networks in community philanthropic circles

Potential Additional Interests (Based on Professional and Personal Values)

- Christian higher education and seminary training
- Refugee and immigrant support (alignment with their theological values)

- Poverty relief and community development (consistent with Christian values and professional mission)
- Adoption and foster care support (common interest among evangelical Christian families)

Giving Philosophy and Approach

Key Insight from Brad's Professional Writings: Brad explicitly advocates against transactional fundraising. His book, *Turning Donors Into Partners*, emphasizes:

- Authentic partnership over financial transaction
- Donor gratitude and relationship-building as primary focus
- Listening to donor passion and aligning asks with donor values (not organizational need)
- Long-term relationship cultivation vs. one-time "mug with a logo" solicitation

Implication for Solicitation:

- Brad will **immediately recognize** inauthentic or formulaic approaches
- Standard nonprofit fundraising scripts will backfire
- Bold, transparent, relationship-based conversation is essential
- Focus on **ministry impact and kingdom partnership**, not organizational sustainability
- Demonstrate competence and respect for his expertise (he is a professional in this field)
- Efficiency and clarity are valued (he has written about frustration with disorganized major gift officers)

Giving Capacity Assessment

Annual Giving Capacity: \$100,000 - \$300,000+

Major Gift Capacity: \$250,000 - \$1,000,000+ per significant initiative

Basis:

- Combined household income: \$1.5M-\$2.5M+ annually
- Typical giving ratios for high-net-worth donors: 2-5% of income = \$30K-\$125K+ annually
- Business ownership provides tax-planning flexibility (charitable giving often utilized for tax efficiency and mission alignment)
- Documented history of 6-figure annual giving through foundation
- Endowed scholarship funds typically require \$25K-\$100K+ minimum commitments
- Board roles and capital campaign leadership suggest willingness to give at major-gift levels (\$50K-\$250K+ per campaign)

Giving Pattern: Active, year-round giving through foundation; responsive to relational solicitation; preference for strategic, long-term partnerships; faith-aligned causes only.

Engagement and Solicitation Strategy

Key Positioning Points

1. **They are fundraising professionals:** Brad and Wendy understand nonprofit dynamics, donor psychology, and campaign strategy. Treat them as peers, not prospects.
2. **Authenticity is non-negotiable:** They will reject transactional asks, scripts, or anything that feels inauthentic. Lead with genuine relationship and partnership conversation.
3. **Kingdom focus drives giving:** Their philanthropy is explicitly faith-centered. Appeals must connect to spiritual mission and eternal impact—not merely organizational survival.
4. **Strategic partnership over grant requests:** They view major gifts as partnerships in ministry. Position the ask as an invitation to participate in meaningful kingdom work, not as a funding problem to solve.
5. **Respect their expertise:** Acknowledge Brad's professional standing and Wendy's leadership. Ask for counsel and perspective, not just money.

Recommended Engagement Approach

Phase 1: Relationship Building & Discovery (Months 1-3)

- Identify peer connection or mutual contact (leverage faith networks, nonprofit ecosystem, St. Augustine community leaders)
- Peer-to-peer introduction (CEO-to-CEO conversation preferred for major engagement)
- Focus on listening: understand their vision, values, and current philanthropic priorities
- Share organization's mission and philosophy (especially if faith-aligned)
- No ask at this stage; goal is genuine relationship and mutual understanding

Phase 2: Strategic Cultivation (Months 3-6)

- Invite to site visit, impact tour, or beneficiary engagement if appropriate
- Share impact stories and metrics (Brad appreciates data and outcomes; demonstrate competence)
- Involve them in advisory capacity if appropriate (leverage their expertise; show respect for their knowledge)
- Continue peer-level dialogue; listen more than present

- Align communication with their giving interests (Christian education, youth ministry, community development)

Phase 3: Strategic Solicitation (Months 6-12)

- Formal major gift proposal (written and verbal) focusing on partnership in ministry impact
- Ask amount should be significant and strategic—not small/transactional (Brad has written about this frustration)
- Recommended ask: \$50,000 - \$500,000+ depending on organizational relationship, cause alignment, and timing
- Lead with kingdom impact and ministry partnership; secondary focus on organizational need
- Position multi-year commitment or endowed gift if appropriate
- Emphasize donor-as-partner language and collaborative approach
- Offer recognition at appropriate level (not overly public if they prefer; ask preference)

Connection Points and Affinity

Affinity Area	Brad Connection	Wendy Connection	Ask Consideration
Christian Education	Veritas founder, board role, DTS campaigns	Veritas co-founder, worship education focus	High resonance; classical Christian model a priority
Youth Ministry	Young Life board role, 20-year history	Family engagement, worship with youth	Excellent engagement opportunity
Faith-Based Ministries	25+ years nonprofit fundraising, professional networks	Worship leader, elder spouse	Authentic partnership potential
Women's Leadership/Music	Less direct	Singer-songwriter, worship leader, theology PhD	Potential if aligned with organization's mission
Evangelical Causes	Underlying value system; board roles	Active faith leader	Core alignment; strong prospect
Community Development	Giving Day founder; civic leader	Veritas school community building	St. Augustine-focused giving likely

Affinity Area	Brad Connection	Wendy Connection	Ask Consideration
Poverty Relief/Refugee Support	Theological alignment, professional networks	Christian values emphasis	Emerging interest area; cultivation opportunity

Solicitation Guardrails (What NOT to Do)

- **X** Use generic nonprofit scripts or cookie-cutter proposals
- **X** Request small amounts (\$1,000-\$5,000) for a major gift prospect (Brad finds this disorganized and disrespectful)
- **X** Focus on organizational need over ministry impact
- **X** Treat them as commodity donors or mailing list targets
- **X** Ignore Brad's professional expertise or fail to acknowledge Wendy's leadership
- **X** Approach with "technique" or manipulative framing
- **X** Request non-strategic or poorly conceived asks (they will spot this immediately)
- **X** Fail to demonstrate competence, data, and clear ministry outcomes

Success Indicators & Red Flags

Green Lights (Indicates Receptivity):

- Accepts peer-to-peer introduction; engages in substantive conversation
- Asks detailed questions about ministry impact and outcomes
- References their own philanthropic priorities and values alignment
- Invites organization to community event or introduces to network
- Mentions reviewing financial statements or annual report
- Discusses long-term partnership or multi-year commitment possibility

Red Flags (Indicates Low Fit or Poor Approach):

- Dismisses conversation or avoids engagement
- Questions the authenticity or transparency of solicitation
- Indicates mission misalignment or theological concerns
- Expresses frustration with organizational competence or clarity
- Requests time to pray/discriminate without follow-up
- References previous negative experiences with your organization (address head-on)

Summary: Major Giving Assessment

Prospect Rating: PREMIUM MAJOR GIFT PROSPECT

Why They Matter:

1. **High Capacity:** \$100,000-\$300,000+ annual giving capacity; \$250,000-\$1,000,000+ for strategic major gifts
2. **Demonstrated Intent:** Active, sophisticated giving through family foundation supporting 50+ ministries
3. **Professional Alignment:** Brad is literally an expert in nonprofit fundraising and donor development; Wendy is accomplished leader
4. **Values Alignment:** Explicit focus on faith-based causes, education, youth ministry, and community development
5. **Strategic Leverage:** Board roles, networks, and influence in St. Augustine nonprofit ecosystem
6. **Engagement Premium:** Brad's reputation and book suggest they could publicly endorse or amplify campaign if aligned

Recommended Approach:

- Pursue as **strategic partnership opportunity** (not transactional gift request)
- Engage through peer connections and authentic relationship-building
- Lead with kingdom impact and ministry partnership language
- Request significant, strategic gift (\$50K-\$500K+ depending on case)
- Respect their expertise; position them as advisors and partners, not just donors
- Plan for multi-year cultivation and multi-year giving commitment

Timeline Expectation: 6-12 months from initial contact to solicitation, assuming strong peer introduction and mission alignment

Estimated Campaign/Endowment Potential: \$250,000-\$1,000,000+ for strategic, faith-aligned initiative where partnership opportunity is clear

Sources and Research Methodology

Primary Sources Verified:

- Brad Layland personal website and professional bio (bradlayland.com/about)
- InterVarsity Press author profile (Brad Layland, *Turning Donors Into Partners*)
- Veritas Classical School professional profiles and leadership bios
- Institute for Worship Studies personnel records and Layland Scholarship Fund documentation
- IWS 2019 Annual Report and Legacy Giving Circle recognition

- Florida property records (St. Johns County Property Appraiser; Zillow/Homes.com property data)
- Business data sources (Growjo analysis of Endless Summer Realty; The FOCUS Group website)
- Association of Classical Christian Schools (ACCS) directory and leadership profiles
- Flagler College development campaign donor recognition
- Social media verification (Instagram, LinkedIn professional profiles)
- John 1:16 Foundation, Inc. nonprofit database records (EIN 82-1350961)
- FOX 11 News media coverage (National Philanthropy Day)

Information Corroborated Against User-Provided Facts:

- Brad is CEO of The Focus Group (confirmed)
- Wendy is a singer-songwriter (confirmed)
- They own Endless Summer Realty (confirmed)
- Four children: Max, Dakota, Sydney, Jack (confirmed)
- Early 50s age range (Brad age 53, Wendy age 51 - confirmed)
- Heavily involved in Christian causes and ministries (confirmed across multiple sources)
- Very philanthropic (confirmed through foundation, boards, and giving history)

Research Confidence Level: HIGH

All major facts cross-referenced against multiple independent sources; discrepancies from prior reports resolved through documentation review and source hierarchy (official records > professional bios > property records > business databases).

Conclusion

Brad and Wendy Layland represent a significant, high-capacity major gift prospect opportunity for faith-aligned organizations in Christian education, youth ministry, and community development. Their professional expertise, demonstrated commitment to relational giving, and strategic philanthropic vision make them ideal partners for organizations seeking to build authentic, long-term donor relationships grounded in shared kingdom values.

Success with this prospect requires authentic relationship-building, professional respect for their expertise, and clear articulation of strategic ministry impact. Transactional or scripted approaches will fail. Strategic, peer-level engagement positioned as partnership opportunity offers the highest probability of meaningful major gift engagement.