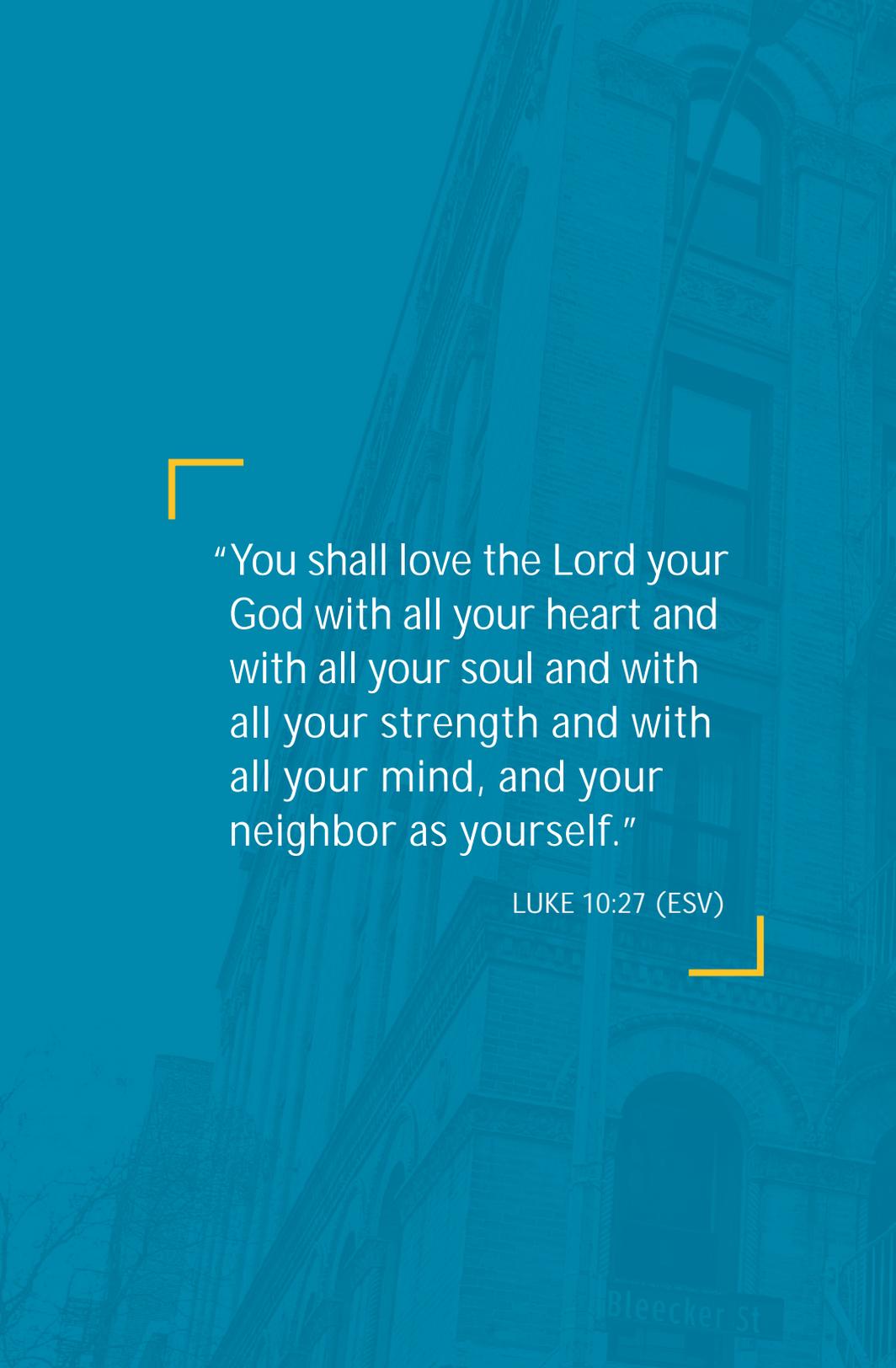




2027 Strategic Direction

- 1 Our Mission
- 2 Our Goals
- 3 Our Key Contributions
- 8 Our Approach
- 10 Our Values
- 16 Our Alignment



“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 (ESV)



Our Mission

Living out the Great Commandment and Great Commission with churches in the inner city.

Urban communities are struggling with the economic, physical, and spiritual effects of poverty. The inner-city church is highly effective in addressing these needs but often under resourced. Partnership with Cru supports the work of these local churches to amplify the transformative power of the gospel in words and action.

Our Goals

THROUGH 2027

Goal 1

500,000 gospel exposures

Goal 2

20,000 people in whole-person discipleship relationships

Goal 3

25,000 believers equipped for ministry among people in urban communities

Goal 4

50 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.

GOING DEEPER:

Our Goals

GOAL 1

500,000 gospel exposures

1

Heart

Through compassionate evangelism, churches can help address the needs of their community 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 exposures between a trained believer and non-believer connected to a Cru Inner City product or program.

GOAL 2**20,000 people in whole-person discipleship relationships****2****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 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.

GOING DEEPER:

Our Goals

GOAL 3

25,000 believers equipped among people in urban communities

3

Heart

Reaching the inner city means training believers in the urban mission field with the skills, posture, and passion required to navigate the complexities of inner-city evangelism and whole-person discipleship.

Practice

We train our church partners in evangelism, cross-cultural ministry, discipleship, and ministry to those facing poverty. Beyond training, we also equip 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

50 new staff recruited to expand ministry impact.

4**Heart**

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

Practice

We offer unique opportunities for leaders who bring a wide variety of skills and experiences to urban ministry.

Measured

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

Our Effective Church-Based Approach

The Circle of Hope is our church-based ministry model. It brings together our expertise with those of the inner-city church to reach more of the lost and hurting and create change through evangelism and whole-person discipleship.



CONNECT

We provide compassionate products and training to support the church in establishing relationships with people in their neighborhood.

EMPOWER

We mobilize volunteers, resourced churches, and financial investment to increase our inner-city church partners' capacity for life-changing evangelism and whole-person discipleship that transforms communities.

DEVELOP

We train, coach, and encourage church leaders. We work with churches to develop programs for effective evangelism and whole-person discipleship. These programs are for both children and adults and minister to their physical needs while introducing them to relationship with Jesus.



Christ-Centered

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

Paul writes that through Jesus, God is “reconciling the world to himself.” Even more, he has sent his church to tell people about this offer of reconciliation as his “ambassadors.”

2 Corinthians 5:19-20

Our Values

What does it mean when we say that Cru Inner City is Christ-Centered, Church-Based, and Compassion-Driven?

The Great Commandment

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

MARK 12:30–31

The Great Commission

God has called His people to take the good news of His kingdom to every tribe and tongue and nation and to make disciples.

MATTHEW 28:18–20

The Great Concern

God calls us to care for all people, especially the poor, through promoting biblical justice.

PROVERBS 29:7



Church-Based

We serve and support faithful urban churches who are Jesus' visible presence in the inner city.

"You are Peter," Jesus said in the book of Matthew, "and on this rock I will build my church, and the gates of hell shall not prevail against it."

Matthew 16:18

Our Values

*What does it mean when we say
that Cru Inner City is Christ-
Centered, Church-Based, and
Compassion-Driven?*

Heart

The Church is at the center of God's heart for proclaiming and demonstrating His kingdom here on earth. We are called to build up and empower the Church for that mission.

Practice

Local churches have the leaders, locations, and leverage that no single ministry could ever duplicate. We work with them to create new, effective and creative opportunities for the proclamation of the gospel in word and deed.



Compassion-Driven

We help believers to love those in need, as God does, through training in compassionate evangelism and whole-person discipleship.

“What good is it,” James writes, “if someone claims to have faith but has no deeds? Can such faith save them? [If someone doesn’t have clothes or food] and one of you says to them, ‘Go in peace; keep warm and well fed,’ but does nothing about their physical needs, what good is it?”

James 2:14-17 (NIV)

Our Values

What does it mean when we say that Cru Inner City is Christ-Centered, Church-Based, and Compassion-Driven?

Heart

As followers of Jesus, our posture towards others will always be driven by God's compassion for each of us and especially for the marginalized. He calls us to engage in merciful and loving evangelism that reflects God's heart for immediate physical needs, issues of justice, and the complexities of life in poverty.

Practice

Compassionate evangelism grows out of Jesus' example. Helping people flourish in all areas of life is a part of growing spiritually, and effective whole-person discipleship must address the physical and spiritual barriers people face.

Our Alignment to Campus Crusade for Christ International

Cru Inner City continues to build on Campus Crusade for Christ's legacy of winning the lost to Christ, building up believers in the faith, and sending out believers to multiply disciples for the Kingdom.

Win

This is our evangelistic heartbeat. We want everyone to 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



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

Creating options together™