



collision

"LIGHT THE FIRE"
CAMPAIGN

WHO WE ARE



Collision is a student-led ministry that builds teams of students who see their school as a mission field and equips them to share the hope of Jesus to transform lives.

OUR BEGINNINGS

Collision started in 2008 because a student from Lincoln High School in Sioux Falls, SD, saw the brokenness of others around her. She approached John Glasser (who at the time was pursuing a career in business) to help her start a movement inside her school where she could make a positive impact by sharing the hope of Jesus. Today, Collision students are on the front lines of sharing the gospel and seeing lives be transformed.

THE PROBLEM



- 35 to 50 million young people are likely to leave their church & their faith by the year 2050 (“The Great Opportunity” Pinetops Foundation Research).
- If current trends continue, the Church in the USA will be half of its current attendance by 2050.
- Only 8% of Christian youth follow & practice Christian habits (One Hope Global Youth Culture Study).
- Less than half of young people in the USA identify as Christian, and 62% of those leaving the church do so before the age of 18 (The Public Religion Research Institute).

THE ASSUMPTIONS →

- Students are not open to the gospel
- Schools are not open to Christian, student-led movements

Try to reverse the trends and change the culture through sharing the hope of Jesus with and through middle and high school students, who are more receptive to the gospel than ever.



THE SOLUTION

THE PROVEN TRACK RECORD



Over the past 15 years of ministry in Sioux Falls, a city with a student population of 24,000, we have proven that these two assumptions are false; the Lord has opened the doors to 22 public and private schools as well as a few community centers, and we have seen student after student turn their heart to God. These schools have been transformed by a decrease in violence and more peace and unity among the students.

THE ENDORSEMENTS



LAURA RAEDER



CHUCK KLEIN

WHY MIDDLE & HIGH SCHOOLS STUDENTS?



1

Teenagers come to Christ faster than adults (North American Mission Board).

2

Statistically, teenagers are more likely to share the gospel and reach more people than adults.

3

Teenagers have played a pivotal role in every major spiritual awakening in America.

WHY COLLISION?

STUDENT-LED: Collision is student-led and empowered by adults.

EXPERIENCED: Collision was started 15 years ago by a student in Sioux Falls, SD.

STRATEGIC: Collision has a strategic plan to build teams of students and help them reach their whole school with the hope of Jesus.

TRAINING: Collision's training and tools are simple and practical; students quickly gain confidence in sharing the gospel with their peers and discipling those who make a decision to follow Jesus.

WHY COLLISION?



Even though we share the common goal of spreading the gospel, Collision Ministries distinguishes itself from other campus ministry programs through its unique student-led approach.

Collision Ministries prioritizes the training and development of Christ-like student leaders and empowers them to become multiplying disciples of Christ that can lead, share the gospel, and reproduce their leadership into others.

Moreover, Collision Ministries engages in a diverse range of outreach initiatives such as cafe and lunch outreaches, neighborhood and community center outreaches, and vision casting meetings to provide diverse avenues for meaningful connection. This multifaceted approach ensures that the ministry reaches students from various backgrounds and contexts, making the gospel accessible to a broader audience.

Collision is unique in its approach, but Collision's heart is for unity in the body of Christ. Not only is Collision working through multiple church denominations in each metro city chapter, but we also partner with Campus Alliance, a coalition of 72 campus ministry organizations like FCA, Youth For Christ, YoungLife, and many others.

The following QR code will bring you to testimonies from students who have given their lives to Christ and those who are sharing Him with others.



STORIES OF HOPE

OUR GOD-SIZED DREAM:



Our God-sized dream is to reach all 32 million middle and high school students in the US with the gospel of Jesus Christ in the next 20 years.

HOW WE ARE GOING TO GET THERE:

To achieve this, **we are embarking on a “LIGHT THE FIRE” campaign.** The goals of this campaign are:

Finalizing the restructuring of the organization:

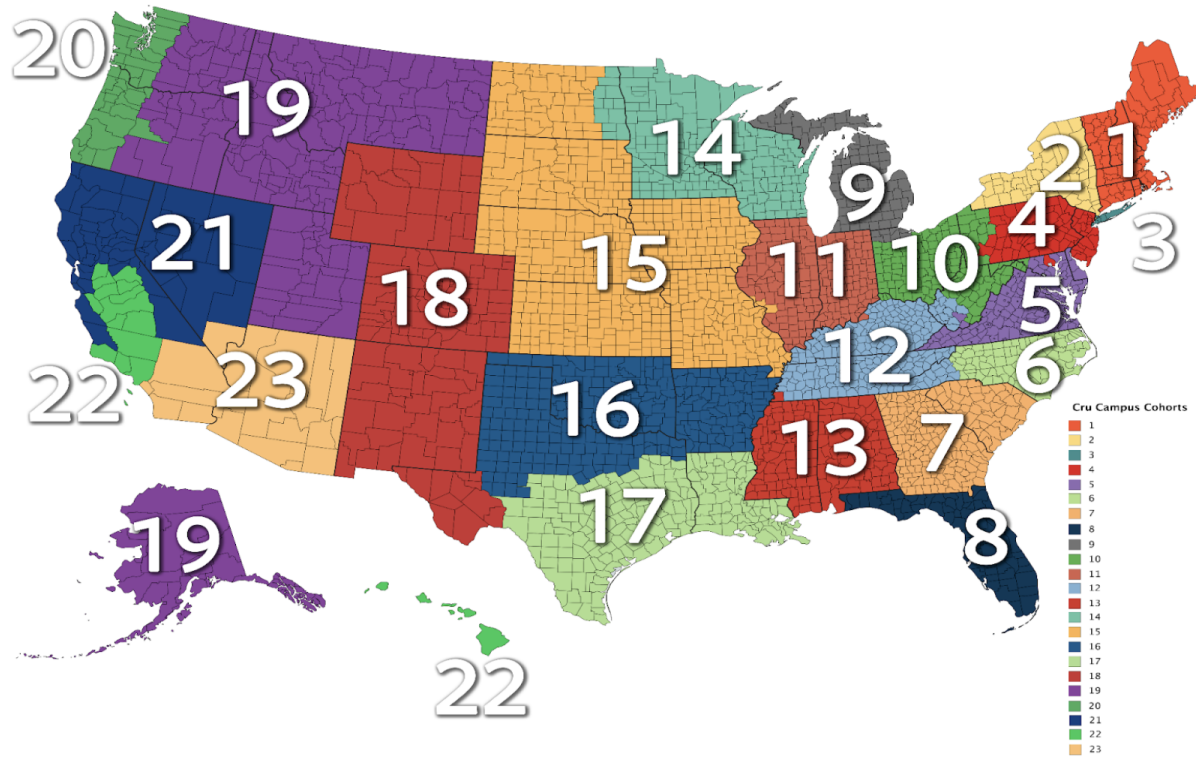
We are currently establishing a parent and subsidiary ministry model whereby each subsidiary or “chapter” has autonomy to respond to community needs with support from a national team.

Establish a national team:

This team will consist of the following departments: finance/accounting, HR, communications, fundraising, operational management, and coaching and training. This will allow us to efficiently coordinate our growing metro city chapters, helping local staff to focus the majority of their time on the mission with the support of back-end operations.

Establish a metro city chapter hub in each regional cohort:

According to research provided by Campus Crusade (CRU), 87% of the student target population lives in 384 metropolitan cities in the United States. We have broken up the nation into 23 different regional cohorts where we will start one metro city chapter to be the training hub for that region.



Cohort	# of Schools	Total Enrollment
1	2,926	1,329,804
2	1,544	736,183
3	1,811	1,076,709
4	4,067	2,078,792
5	2,042	1,344,815
6	1,528	934,223
7	2,212	1,555,032
8	3,540	2,050,874
9	2,717	1,089,595
10	3,443	1,386,579
11	4,567	2,094,785
12	2,204	980,724
13	1,904	848,779
14	3,697	1,181,630
15	4,504	1,481,470
16	3,465	1,731,752
17	3,892	2,407,994
18	2,076	964,228
19	2,649	994,518
20	1,812	842,990
21	2,747	1,261,827
22	2,966	1,789,997
23	3,626	2,251,235
	65,939	32,414,535

OUR PROCESS



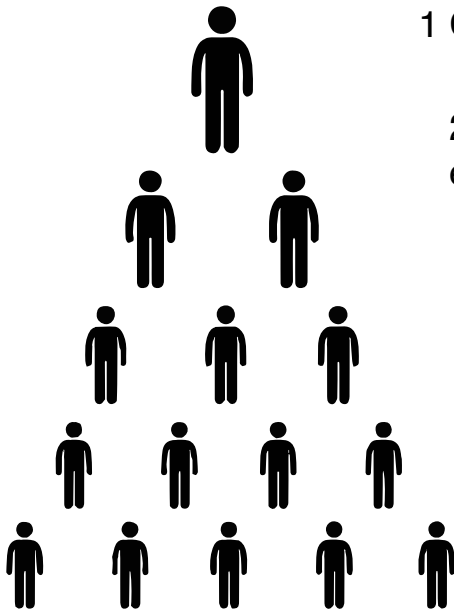
Our process starts with finding and hiring an Executive Director who is passionate about the vision and mission of Collision for each of the metro city chapters within a regional cohort. The Executive Director will recruit City Coordinators who will oversee districts within the metro city and will cultivate relationships with local churches in the area by sharing the God-sized dream, evangelism and discipleship process, and inviting them to own the vision. With their support and ownership of the vision, we can train and mobilize the church's staff, church members, and students to spark a gospel movement.

With each new metro city chapter we open, Executive Directors and City Coordinators are immediately able to support ***25 local churches who can each mobilize 5 Collision Teams of 6-8 students. That would mean 9,000 students per year hear the gospel, and, by the grace of God, 2,250 will become new believers who then become multiplying disciples.*** (See Appendix A.)

Within three years these metro city chapters will grow and multiply, doubling and tripling to 375 Collision Teams of 6 students, reaching 27,000 students with the gospel and, by the grace of God, making 6,750 new believers that become multiplying disciples.

With 18 metro city chapters, ***486,000 students will hear the gospel, and, by the grace of God, 121,500 new believers will become multiplying disciples in 3 years.***

OUR PROCESS



1 Collision Ministries staff member oversees:

25 Adult Volunteer Lead Coaches *from churches*,
each of whom oversees:

5 Adult Collision Team Coaches *from churches*,
each of whom coaches 1 Collision Team

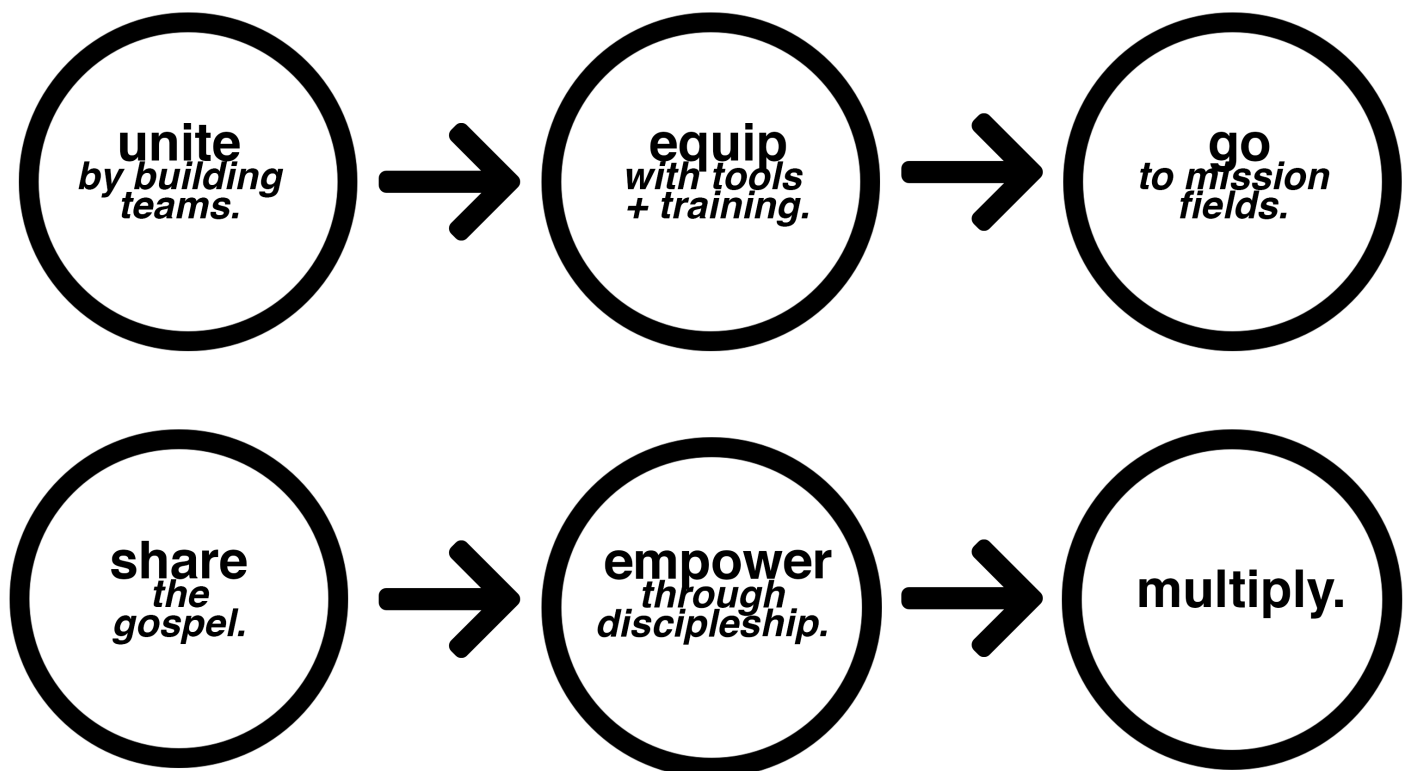
Each Collision Team has 6-8 students

Each student shares the gospel with 12 students
each year, making 3 disciples

TRAINING



We train and coach church staff and church members to train and start Collision teams with the students from their congregation. The students are given vision to see their school as a mission field. They're asked to take a challenge of sharing the gospel with 12 people in the course of a year with the hopes of finding 3 disciples. We unite them by having them ask other believing students from their school to take the challenge and start a team with them. The team is then equipped with practical tools and training to be able to share the gospel and disciple new believers. We ask them to go into their mission fields—their school or community—to share the gospel and disciple those who are open to following Jesus. Those disciples then eventually multiply by doing the same process. We also encourage students to engage with school administration to set up an outreach time in their schools.



“LIGHT THE FIRE” CAMPAIGN OBJECTIVES, GOALS, & OPPORTUNITIES.



By the grace of God, we hope to “LIGHT THE FIRE” of revival and awakening in the United States by starting Collision in all 384 metro cities within 20 years. These cities will also cast vision and train smaller cities within their region in order that all 32 million students are able to hear the gospel and respond.

To accomplish this bold vision, starting this year Collision Ministries must engage in an ambitious \$3.5 million 3-year fundraising campaign. It’s time to rescue the youth of our nation who are headed quickly towards destruction, and your financial partnership will help us do it!

Immediate objectives: Continue to work in Sioux Falls, SD, Watertown, SD, and the 2 metro cities that God has opened the doors to this past year— Dallas, TX and Omaha, NE. These cities will serve as a “proof of concept” of our new organizational structure, demonstrating the feasibility of our approach and paving the way for further growth.

End of Year 1: We desire that God would open the door to two more metro cities this school year to broaden our reach and also serve as a “proof of concept.”

End of Year 2: Add 7 more metro city chapters.

End of Year 3: Add an additional 9 metro city chapters.

BUDGET NEEDS



The national team and its metro city chapters will have their own independent budgets. The current annual budget for the national team is \$1.3 million. In year two, it will grow to \$2.4 million, and by year, three \$3.5 million. **The \$3.5 million fundraising goal represents the growing expenses for the national team and the matching funds of \$100,000 for 18 metro cities budgets.** The strategic allocation of resources will play a crucial role in establishing our presence and impact in these cities across the nation.

This first year, our budget will allow us to support and empower the existing teams in Sioux Falls, SD, Watertown, SD, Dallas, TX, Omaha, NE, and the two other metro cities that God will open doors for.

Below is a break down of our expenses and revenue:

	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
1. EXPENSES			
National Personnel/Program	\$900,000.00	\$1,400,000.00	\$2,100,000.00
Operational Expenses	\$200,000.00	\$300,000.00	\$400,000.00
Matching Funds for 18 Cities	\$200,000.00	\$700,000.00	\$900,000.00
TOTAL REVENUE	\$1,300,000.00	\$2,400,000.00	\$3,500,000.00
2. REVENUES			
Individual Donors (60%)	\$780,000.00	\$1,440,000.00	\$2,100,000.00
Private Foundations (30%)	\$390,000.00	\$720,000.00	\$1,050,000.00
Special Events (10%)	\$130,000.00	\$240,000.00	\$350,000.00
TOTAL EXPENSES	\$1,300,000.00	\$2,400,000.00	\$3,500,000.00

This campaign will propel us toward our God-sized dream and enable us to establish chapters in eighteen metro cities like Minneapolis, Cincinnati, Indianapolis, Oklahoma City, Denver, Kansas City, New Orleans, Miami, and Jacksonville, or any city God opens the doors to within three years.

Each dollar invested will bear fruit in the form of transformed communities, vibrant schools, and empowered young, Christ-like leaders. This financial projection represents not just numbers on a page but a blueprint for a lasting and far-reaching impact that will touch the hearts of countless individuals for generations to come.

CURRENT FUNDS



Our Board of Directors is responsible for \$350,000 of our budget per year, and with those funds that have already been pledged and given (mostly from Sioux Falls donors), we currently have \$689,000 of our 1.3 million dollar budget raised for the fiscal year (June-July).

GIFT CHART

Through the use of this comprehensive gift chart, Collision Ministries can create a strategic fundraising strategy to accomplish this goal.

Gift Amount	# Gifts Needed	\$ Gifts Per Level	\$ Cumulative	% Toward Goal
\$500,000.00	3	\$1,500,000.00	\$1,500,000.00	42.85%
\$250,000.00	4	\$1,000,000.00	\$2,500,000.00	71.43%
\$100,000.00	3	\$300,000.00	\$2,800,000.00	80.00%
\$50,000.00	5	\$250,000.00	\$3,050,000.00	87.14%
\$25,000.00	10	\$250,000.00	\$3,300,000.00	94.29%
\$10,000.00	15	\$150,000.00	\$3,450,000.00	98.57%
\$5,000.00	10	\$50,000.00	\$3,500,000.00	100.00%

Since this campaign is a multi-year effort, this gift chart was designed with multi-year pledges in mind. Donors to this expansion campaign may make their pledge payable over a period of up to three years as well as a one-time donation.

OTHER NEEDS: BOARD OF DIRECTORS



In addition to financial resources, Collision Ministries must also recruit, train, and engage a strong and dedicated national-level Board of Trustees. Identifying, securing, and training potential candidates from various sectors (education, business, nonprofit, ministry, etc.) **is an essential step to ensuring the success and impact of this capacity expansion campaign.** Throughout its history, Collision has had the pleasure of active board members at the local level, but as we establish a national office, their continued involvement is crucial. The national board serves as the guiding force, providing strategic direction, expertise, and oversight to ensure the effective execution of the campaign.

Our current board member are:

Jim Waggoner (Sioux Falls/Dallas)

Scott Swain (Sioux Falls, SD)

Miriam Broin (Sioux Falls, SD)

Nash Eickholt (Sioux Falls, SD)

Gary Popkes (Sioux Falls, SD)

Jeff Thue (Sioux Falls, SD)

Dick Howard & Kathy Thorson (Sioux Falls, SD)

ORGANIZATION SUMMARY



Collision Ministries is a 501(c)3 nonprofit organization with a God-driven mission to build teams of students who see their school as a mission field and equip them to share the hope of Jesus to transform lives. By fostering student-led teams and a unique approach to campus ministry, Collision Ministries stands out as a catalyst of hope, empowering young people to take ownership of their faith and become influential leaders in their communities.

CONTACT INFORMATION

Through the collaboration and support of compassionate donors like you, we can transform the landscape of young lives across the nation. We firmly believe that every student deserves the opportunity to hear and respond to the gospel of Jesus Christ, and with your partnership, we can make this God-sized dream a reality.

Together, let us create a lasting legacy of transformation—one that will resonate through generations and shape the future of our nation.

John Glasser, Founder & President
(605) 261-6020 / john@collision.org

Kassidy Peters, Director of Development
(605) 881-9443 / kassidypeters@collision.org

1601 E 69th St, Ste 306
Sioux Falls, SD 57108