




**2019**  
**Annual**  
**Report**  
—



# neverthesame



Never The Same is 10 years old! I've been reflecting lately about our humble beginning and our hope-filled future.

I just completed a study of the minor prophets, and recently read where God says in Zechariah 4:10 "Do not despise these small beginnings, for the Lord rejoices to see the work begin" (NLT). God's people were beginning to rebuild the Temple. This structure was important for many reasons. It represented the power of faith throughout generations between God and His covenant partner Israel.

God reminded them that this massive project would start small. Small beginnings were okay.

That is certainly our story.

On November 1st, 2009, Never The Same began with me, a gifted laptop, a borrowed office and a homemade desk. When making that desk, I heard God's guiding whisper say, "Don't ask for money right now, just get to work." So that's what I did. Little did I realize all the work that He had already begun on our behalf. The stories of students' lives changed through this ministry in our first 10 years is awe-inspiring.

I pray that this is just the beginning. I dream that generation after generation into the future, students will be transformed in Christ to further the Kingdom of God through the ministries of Never The Same. We will continue to tell the "old, old story" of Jesus' life, death and resurrection power. When the Gospel is central to a student's life, they'll have all they need and so much more (Matthew 6:33).

We embark on our most ambitious year ever in 2020. Thanks for your prayers and for standing with us!



Jeff Eckart, Founder



# ministries



Seeing transformation in the lives of students, preparation for Youth Ministries, and connection that synergizes Youth Ministries and their church.



Uniting, connecting, training, and sustaining 1 million students to pray once a week at every middle and high school campus.



Gathering 100,000 students representing 10,000 middle and high schools focused on equipping students to pray, serve, and share the Gospel on their campus.



Seeing students engage with God's Word and practice spiritual disciplines in a way that influences their decisions and affects their relationships.



Engaging the West Michigan community as both a fundraiser and an awareness effort for Never The Same.



Collecting and compiling relevant data as a service and contribution to Youth Ministries annually.



Exploring the data collected for the Trend Report and years of ministry experience for Youth Pastors, leaders, parents, and students.





10

Parents

The Gospel was shared in daily emails, 10 parents accepted Jesus this year

526%

Growth

NTS Camp has experienced steady growth since it began in 2000

2,480

Commitments

Accepted Jesus, called to ministry, or took the next step in their faith journey





**NTS CAMP**

# Theology

A high focus on prayer is the key to life change at NTS Camp, from staff praying for every student by name and over seats in the chapel to hundreds of students showing up voluntarily to pray before evening sessions every night.

This summer, NTS Camp presented

the story of the Exodus. Everyone was given a pair of shoelaces that say “Now Go”, the words of God to the Israelites when it was time to move from bondage to freedom. The shoelaces serve as a reminder of the step students took from addictions, sins, and mindsets to the freedom God offers today.





1

App

A redesigned robust app was developed, tested, and launched

45

States

Claim Your Campus is active in 1,753 schools across 45 states

10,760

Praying

A record number of students used the Campus Prayer app in one day





CLAIM YOUR  
CAMPUS

# Technology

After 4 years of using the original Claim Your Campus app, CYC was given the opportunity to redesign and reimagine the app.

In partnership with See You At The Pole, the world's largest prayer initiative, the app was renamed Campus Prayer. This move was made

to encompass both organizations and allow CYC the opportunity for future partnerships.

The Campus Prayer app is more accurate, allowing CYC to realize the scope and size of the student-led prayer movement on middle and high school campuses.





# 10k

Schools

Schools will be represented at the event by adults and students

# 100k

Students

An average of 10 students will represent every school at the event

# 1.5

Million

Finances needed to train 100,000 students at Claim Your Campus 2020



A large crowd of people at a night concert with their hands raised. The stage is lit with red and blue lights, and there are large speakers and stage equipment visible. The crowd is dense, and many people are holding up their phones to take pictures or videos.

**CLAIM  
YOUR  
CAMPUS  
2020**

# Spiritual Disciplines

A MOMENT to MOBILIZE a MOVEMENT of student-led prayer on every middle and high school campus.

Claim Your Campus 2020 will equip students to pray for their school, share their faith, and serve on their campus.

While God has provided in incredible ways, we have an urgent need of \$600,000.

Will you pray with us about this need?

Will you give to this need?  
Donations can be made at:  
[ClaimYourCampus2020.com](http://ClaimYourCampus2020.com)





2

Volumes

Printed and  
distributed to  
Youth  
Ministries this  
year

28

Guides

Every major  
theme, story,  
and person in  
the Bible is  
covered

600

Students

The number of  
students  
regularly  
engaging with  
Scripture



# Biblical Discipleship

Soul Exercises is currently in discussions with a major publishing company about working together to produce a Soul Exercises Bible. This partnership would mean wider exposure and distribution of the Soul Exercises system, accelerating our goal of transforming Youth Ministries across the country.

In an effort to help Youth Ministries succeed with Bible engagement, additional resources are being created to supplement Soul Exercises. These resources include weekly sermon outlines, video support for each guide, and discussion content for leaders.





# 10

Years

God has  
blessed Never  
The Same with  
a long-  
standing, high  
quality event

# 23

States

Runners have  
traveled from  
23 states to  
join in the  
muddy fun

# 60,000

Gallons

The amount of  
mud produced  
during the 10th  
annual GR Mud  
Run





# Community

After 10 years in the running community, the Grand Rapids Mud Run has hosted 13 events in Michigan, Indiana, and Illinois.

The Mud Run is a fundraising effort for Never The Same. After event and runner costs, 100% of the funds raised go directly to the ministries of

the organization. An event like this extends Never The Same's ability to reach into the West Michigan community, offer a world-class run, and educate them about the mission.


The Grand Rapids Mud Run is tough fun for the entire family!





# ADOLESCENCE IN THE CHURCH

TREND REPORT  
2019 - 2020



Based on survey results from 2019, this report explores the beliefs and behaviors of students in areas such as prayer, church commitment, sharing their faith, and stress.

Over 100 Youth Ministries have implemented the research through a ministry tool called Trend Trainings, a new resource developed to assist positive ministry practice with students.

**2,969**  
Students Surveyed

**545**  
Adults Surveyed





535,000+  
Listens

55  
Countries

7,000  
Monthly Listeners

Over its 3 year history, the Thought Factory Podcast has released over 80 episodes.

As a Youth Ministry resource, the topics range from culture to digital life to mental health.

Guest interviews included:

Jack Easterby - Former NFL Chaplain NE Patriots

J Warner Wallace - Former Homicide Detective

Steve Carter - Former Lead Pastor Willow Creek

Julie Morgenstern - NY Times Best-Selling Author



# financials

Never The Same's operating budget in the last 12 months is \$1,930,640

65%

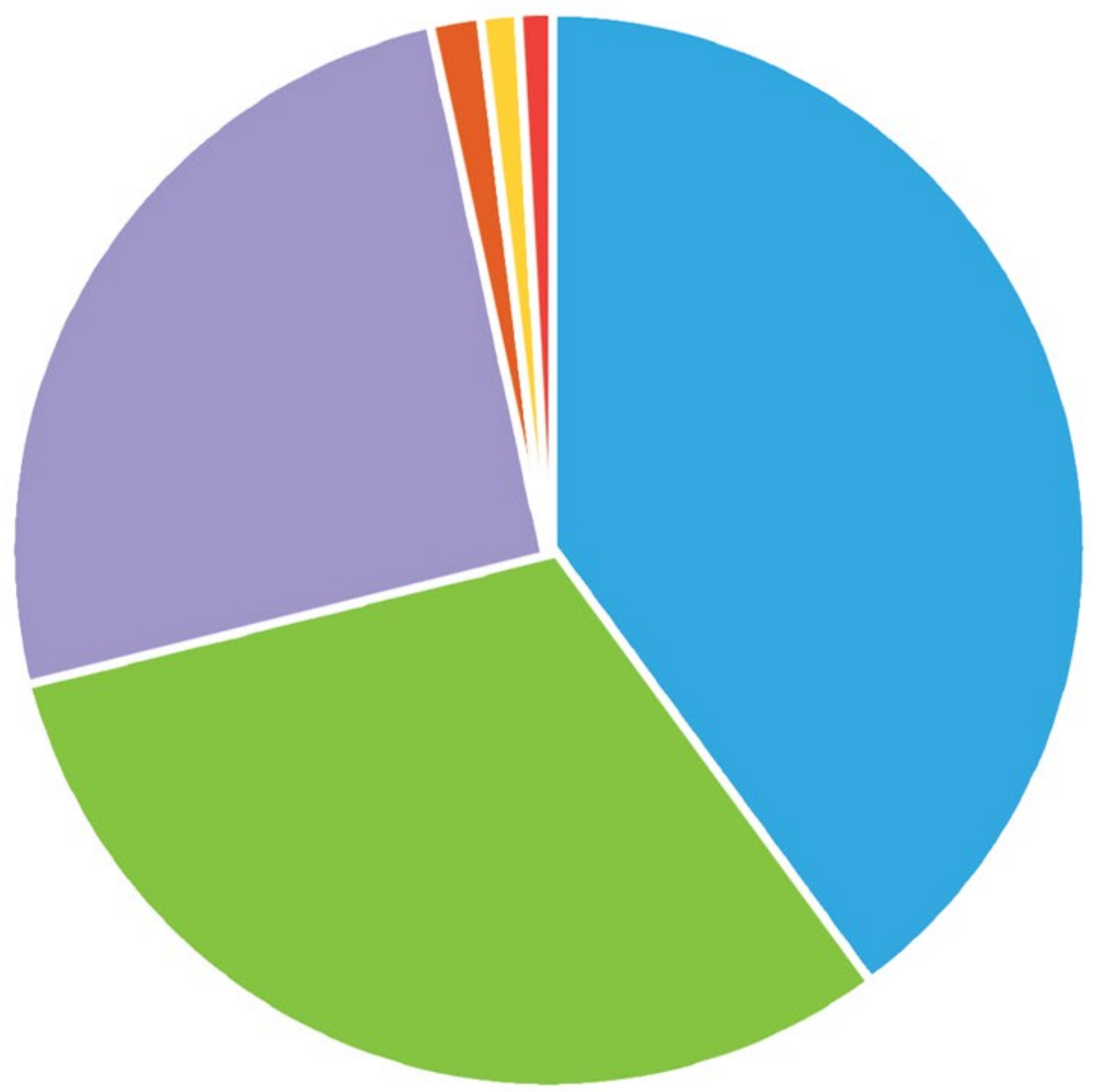
Ministries and Events

27%

Claim Your Campus  
2020 Donations

8%

General Donations



## Breakdown of Expenses:

- NTS Camp
- General Operations
- Claim Your Campus 2020
- Grand Rapids Mud Run
- Claim Your Campus
- Soul Exercises

## Claim Your Campus 2020 Funding

Raised = \$900k

Needed = \$600k





# staff



**Jeff Eckart**  
CEO  
Founder



**Arianna Eckart**  
NTS Camp  
Director



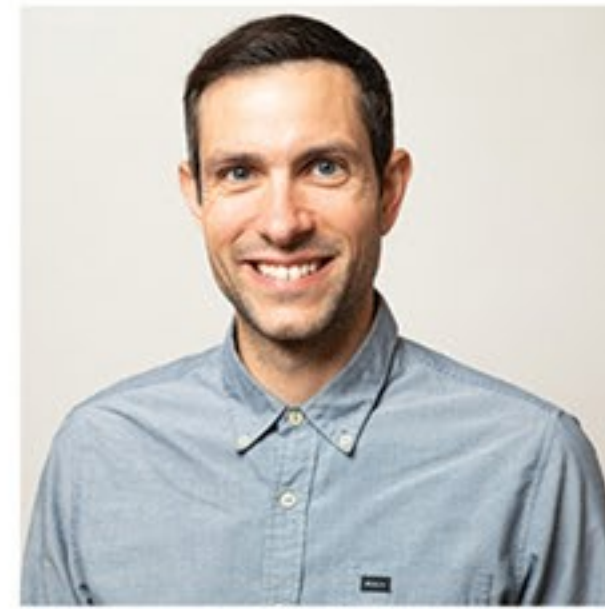
**Robin Johns**  
Office  
Administrator



**Susan Kelley**  
Claim Your Campus  
Administrator



**Jared Amerine**  
Claim Your Campus  
Growth Strategist



**Jayson Brewer**  
Director of  
Creative Design



**Kyle Wood**  
Operations &  
Communication



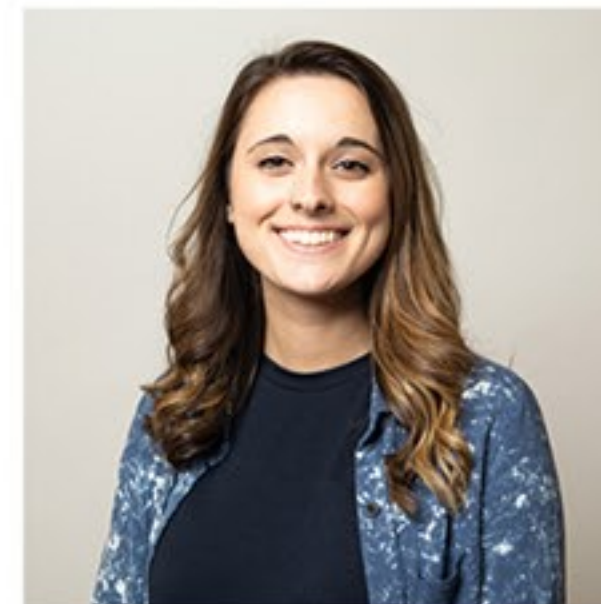
**Lindsey Gorveatte**  
Director of  
Bible Engagement



**Ryan Humm**  
Creative  
Videographer



**Darcy Hawkins**  
Financial  
Administrator



**Olivia Eckart**  
Mobilization  
Strategist



**Caleb Schantz**  
Marketing &  
Communications

## MISSION

Cultivating the lives of students through  
Biblical Discipleship and Spiritual  
Disciplines using Theology, Community,  
and Technology

## VISION

New generations transformed in Christ  
to further the Kingdom of God





**neverthesame**