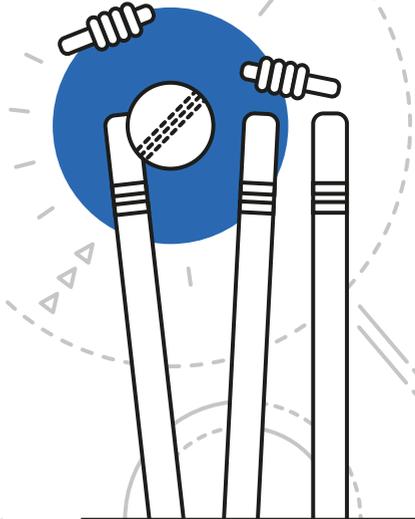
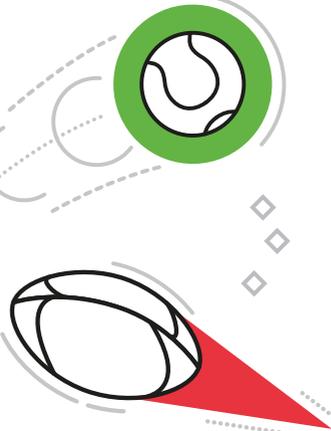
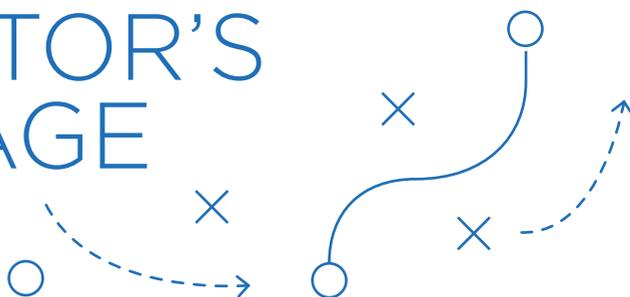




ANNUAL REVIEW 2016-17



DIRECTOR'S MESSAGE



In a world where society is evolving faster than any previous generation, which sadly includes moving further away from the historical foundations of the Christian gospel, the urgency to preach the good news to the world of sport remains as important as ever. Our vision at Christians in Sport has been unchanging for close to 40 years; to 'reach the world of sport for Christ' was the foundational motivation of our pioneering predecessors and it is this same vision that drives the work today.

Before we launch into the annual review and see how God has been working through Christians in Sport, let me ground it in two stories of people. Our greatest joy is seeing lives of sportspeople changed; whether that is coming to a saving faith in Christ or helping Christians mature in their knowledge and love of God.

Seeing new followers of Jesus immediately wanting to make new followers of Jesus is always a highlight!

A student from Scotland trusted in Jesus for the first time through the witness of a teammate and the prayers of the Christians in Sport University Group. Why this is a particular highlight for me is because last month

I spoke at their carol service and there she was, excited that seven of her football team had come to listen to the gospel message that changed her life. Seeing new followers of Jesus immediately wanting to make new followers of Jesus is always a highlight!

Secondly, a professional rugby player is now leading a Bible study group at his club which several of his teammates attend. It's been a real joy for one of our staff team to work alongside him as he stepped out in faith to ask mates to consider the message of Jesus together.

These are just two of the hundreds of stories, spanning different ages and sports I could tell. But I wanted to start here, before you read the 'Playbooks' (see pages 6-9) reporting on each of the areas of the work and see the fancy graphics of our



statistics, to remind you that behind each number is a child of God, just like us, being exposed to the phenomenal grace and love of the gospel.

It has been a wonderful year!. The Playbooks will add some flesh to these numbers, but it is a joy for me to give you some of the headlines. We have looked at the Bible with thousands of people in one-to-one and small group situations; as well as preaching it plainly to sportspeople in numerous settings including our seven Sports Plus camps and the 58 events held by our 30 University Groups. There's been a 57% increase in people attending guest events which excludes any other events we didn't speak at, such as those resulting from 570 Sports Mission Pack downloads this year.

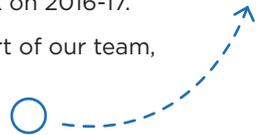
We do not just preach the message of Christ on our home turf either. Internationally, we made 43 visits to 26 countries in Europe to help initiate and develop sports mission. Even further afield, and this is one of my favourite stats, our films have had at least one view in every single country of the world!

You may have noticed over the past three years that we have been

stepping up our work within the elite world of sport. We have made a conscious decision to commit more of our resources to serving and reaching the top-level athletes, coaches and officials in this world of sport. This is not because their life is worth more than a young person or student, but the very public, and very pressured environment, in which they live means their encouragement and witness in the world of sport is something we have a unique position to speak into.

This work would not be possible if you did not also own this vision. I've no doubt that as you too have lived out your faith in Christ in the sports world there are stories that you could tell that aren't recorded here. Keep pressing on! I hope you find the following pages encouraging and a great source for your thanksgiving prayers as we look back on 2016-17.

Thank you for being part of our team,
Danno



Graham Daniels
General Director
Director at Cambridge United FC,
St Andrew the Great, Cambridge



MATCH REPORT

Christians in Sport's year at a glance:

We spoke evangelistically to sportspeople at an average of

2 guest events every day
in the last year



We made **43 visits** to **26 countries** in Europe to engage, initiate and develop sports mission.



Our videos were viewed over
350,000 times



with at least one view in every country of the world.

More than **100,000 people** were trained globally through ReadySetGo resources which we helped develop

More than

400



including

90

elite sportspeople were directly supported through the work

Young Performance Athlete families

We delivered 40 local training events and national conferences throughout the UK, with people trained to:



pray for their teammates



play in a way that honours God



say something of the good news of Jesus

in their clubs and teams.

30



University Groups meeting to pray, be equipped and hold each other accountable in their personal witness within their sports clubs and teams.

SPORTSP²⁰¹⁷PLUS

692

young people attended our Sports Plus camps

20,000

listens to the Christians in Sport podcast



PLAYBOOK: UK

This year, as we looked to reach the world of sport for Christ more effectively, we adapted to place more staff regionally. This has led to 12 being based in six different regions; with plans to increase our footprint in more regions in the coming years. This strategy is already enabling staff to develop improved relationships with churches and individuals in their local area and we pray it will have long-term fruit for God's kingdom.

Our regional staff are tasked to:

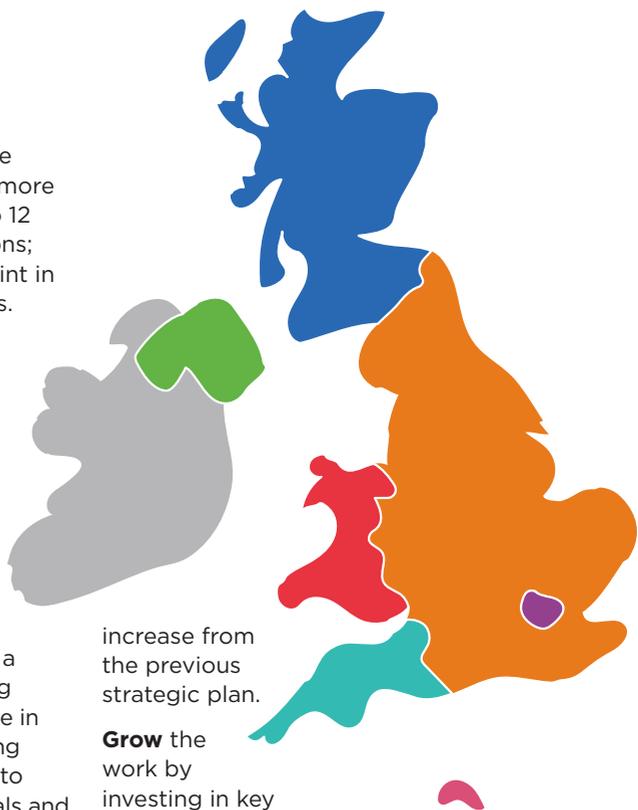
Find more Christian sportspeople and churches to engage and make disciples in the world of sport. This is done in a number of ways - from networking with churches to find sportspeople in their congregations, to re-engaging with contacts we have in an area; to following up with all 570 individuals and churches who downloaded the Sports Mission Pack in the last 12 months.

Deliver the best training and evangelistic events that enable Christians in as many churches as possible to pray, play, say. We delivered 40 local training events and national conferences throughout the UK, compared to 16 in 2015-16. Over the last four years, we're also thrilled to have been in front of over 102,000 people at guest events, a 57%

increase from the previous strategic plan.

Grow the work by investing in key leaders and churches, who under God, can get alongside Christians in sport. We've seen over 3,000 churches engage in sport in the last four years in a variety of ways and we're currently working with key leaders in towns and cities to drive a sustainable model of mission to clubs and teams in their local area.

Please join us in praying for this work to multiply across the UK.



PLAYBOOK: ELITE

We do not value the life of a professional sportsperson more than an amateur one, so why do we invest so much in such a small number of people? Being an elite sportsperson often means regular and significant times away from local church community and teaching, making it difficult for churches to support and reach them. Add to this the unique pressures that come from top-level sport and following Jesus as an elite athlete can be particularly challenging.

We support elite sportspeople across over 20 sports. However, we have chosen nine sports to focus our resources and efforts, so as to build a deep and sustainable work within them. These are tennis, rowing, rugby union, football, hockey, athletics, golf, netball and cricket. We also focus our time through supporting, in all sports, Young Performance Athletes.

Support is more, but never less, than getting God's word open with sportspeople; whether that be Bible studies one-to-one or in small groups at major events or training grounds around the UK.

It has been a joy to see and hear the stories of impact this work is having, through God's grace.

In the last two terms of

2016-17 alone, we delivered 769 Bible studies with elite sportspeople.

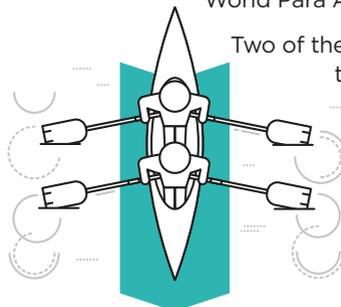
Nearly half of the people we support are from track and field and football and it was exciting to see momentum develop this year. 48 athletes from 11 nations attended 10 Bible studies we hosted at major athletics championships, with 34 attending for the first time. 128 professional footballers are currently being supported personally as well as through gatherings happening across the country and within the clubs themselves, including the Premier League.

On June 1st, we took over leadership of LOGOS Golf Ministries, which seeks to bring God's word to the professional game. Since then, former US Open champion and Solheim Cup captain Alison Nicholas has made a great start to her role on the Ladies European Tour.

We also made a push to find people to support in disability sport and this was helped by Debbie Flood being part of the chaplaincy team at the London 2017 World Para Athletics Championships.

Two of the goals we are working towards in 2017-18 are

expanding our presence in professional tennis and providing better support to retiring athletes.



PLAYBOOK: INTERNATIONAL

With so much opportunity in the UK, why even have an international focus? Right from the start as an organisation, we have felt a responsibility to serve the growth of 'reaching the world of sport' across the globe as well as at home. But rather than plant Christians in Sport, we believe it is more fruitful to help establish and support locally run expressions of this mission and influence them through training leaders and serving and modelling best practice.

Our primary focus is Europe, though we do serve right across the world. We currently help facilitate the European Christian Sports Union which is a network of organisations and churches looking to make disciples of Christ in sport. We supported and resourced 26 countries this year with 43 visits, helping teams grow in their convictions and develop local mission models.

The globally made ReadySetGO tool kit has proved phenomenally effective in equipping people on the ground. Since its launch in 2015, over 4,000 people from 168

cities in Europe have been trained and a conservative estimate of 60,000 have heard the gospel.

We are investing in the future by giving deeper training to young leaders at the European Sports Mission during July. This year there were 24 young leaders for six countries who attended, who had their eyes opened to God's wider world of sports mission and were equipped biblically and practically to make disciples.

Over the next three years we are looking to see 120 cities in Europe with established and sustainable sports mission. It was great to gather in June with 300 European leaders from 38 countries as we started this process.



PLAYBOOK: DIGITAL RESOURCES

Almost five billion videos are watched on YouTube every day and the way people consume content is constantly evolving in today's technology-filled landscape.

At Christians in Sport, we continue to produce resources in a number of different mediums, for a variety of audiences, aiming both to **equip** the Christian sportsperson and **engage** with sportspeople who don't yet believe in Jesus.

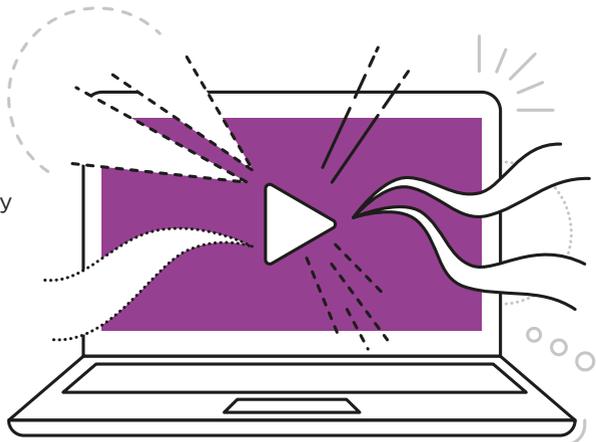
We saw 350,000 views of our videos in the last year, with our views of our training videos increasing by 56% from the previous year. Some 41% of our views came from overseas, and for the first time this included views from every country of the world. Our Easter film, 'Good Friday: Live', also continues to be well used, with over 193,000 views since it was launched in 2015.

Our podcast continues to be a success in an ever-growing market and regularly features in the iTunes top podcasts for sport & recreation whenever a new episode is released. These interviews with former elite athletes look to engage those thinking about the

intersection of sport and faith and have proved increasingly popular with a 107% growth in listens compared to last year.

A major goal in the next year is to develop our digital training resources into an easy to access platform, so people can be brilliantly equipped to reach the world of sport for Christ. This will involve a brand new website in 2018 to better serve Christian sportspeople as they connect their sport and faith.

In this ever changing world of digital technology, we will continue to look to be innovative where we can and provide resources of the highest quality to better train and engage with sportspeople in both the online and offline worlds.



HAWKEYE: THE FINANCE REPORT

Some people glaze over when it comes to financial analysis whilst others get excited by graphs and comparisons. Regardless of where you sit we hope you will join us in praising God for His provision through the faithful giving of our partners.

So here are a few headlines as we look back:

Income

Looking at income first, donations increased in the year by 18%, with unrestricted donations growing by 13%.

The number of financial partners grew by 202 from 1,139 to 1,341 with 888 committing regularly through standing order (+50 from last year) and a further 453 giving one-off amounts (+152).

Over the life of our last strategic plan (2013-2017), total donations increased by 67%, with unrestricted gifts increasing by 51%, for which we give great thanks to God.

Many have also helped with specific campaigns including the Sports Plus Bursary Fund, which this year helped 168 young people to attend camp who otherwise might not have been able to.

Expenditure

In total terms, we spent just £25,000 more than the previous year (£1,689m compared to £1,664m).

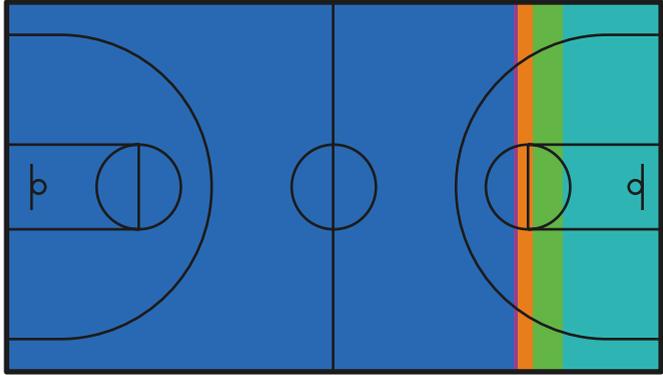
There was an increase of £57,000 spent due to new staffing appointments, but only a £2,000 rise in other charitable activities costs. This was only an increase of 0.7% when compared to last year which, despite the increase in activities, demonstrates strong budget discipline and stewardship.

Activities expenditure fell in the last year by £40,000 due to us not running the Academy and other events.

We continue to be faith filled and financially wise in our budgeting as we look ahead to a new season, trusting in a faithful God to provide for all our needs. Please do join us in prayer as we seek to be good stewards of all He has entrusted to us. Thank you to those who support the work financially. This is a wonderful year to write a report on with much to give thanks to God for.

**Income Breakdown
(£'000's)**

Total Income
1,856

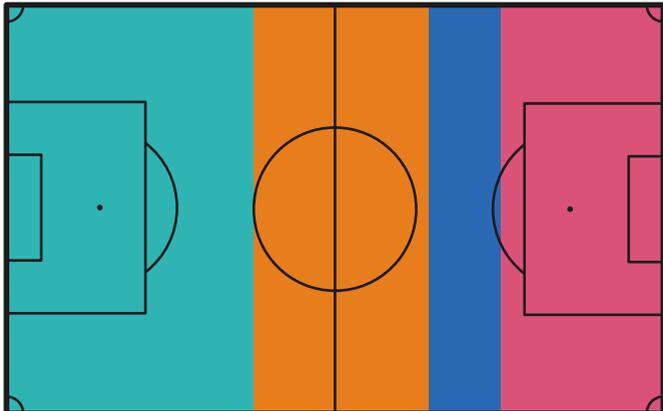


**Donated Income
2016-17**

- Donations from individuals and trusts 1,445
- Sports Plus Bursary Fund 9
- Donations from Churches 42
- Gift Aid 75
- Activities Income 285

**Expenditure Breakdown
(£'000's)**

Total Expenditure
1,689



- UK clubs and teams 651
- Elite Sport 456
- International work 195
- Activities Expenditure 387



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