



BY APPOINTMENT TO THE KING OF KINGS  
SERVING YOUNG PEOPLE  
FOR OVER ONE HUNDRED YEARS

**URBAN  
SAINTS**

# URBAN SAINTS FOR A NEW GENERATION

OUR STRATEGY FOR 2020  
AND BEYOND



# THE CHALLENGE AHEAD

JESUS CALLS US TO SHARE THE GOSPEL AND MAKE DISCIPLES, AND THAT IS WHAT URBAN SAINTS IS ALL ABOUT.

**Our amazing volunteer leaders do this by providing young people and children with brilliant weekly groups, an exciting Christian programme and wonderful camps.**

Tens of thousands of children and young people have been introduced to Jesus through the groups and camps of Crusaders and Urban Saints, and have followed a lifelong journey of commitment to Jesus. Many of these have been inspired to pass on the baton of faith to the next generation, and have themselves led groups and camps and disciplined young people. As a movement, we have been reaching out to young people who are not part of a local church for over 100 years, and it all goes back to a Christian pioneer called Albert Kestin.

One Sunday afternoon in the year 1900, Albert walked through a city park in North London and enquired of the teens he met there, “Boys, why aren’t you in church today?” “It’s boring, sir!” they honestly replied. With pioneering zeal, Albert asked whether they would be interested in a Christian group that would be anything but boring. And so, with an emphatic, “Yes!” from the lads, one of the oldest and best loved Christian missionary movements was born.

In the 21st century, the DNA and method of Urban Saints still lies within this century-old story of passionate volunteer leaders gathering young people into a group (that is anything but boring) and choosing to love, disciple and launch these young people into the world to make a difference for Christ.

Our 2020 strategy is, in many ways, a return to these roots and is built on the belief that today, more than ever, young people are desperate for this same kind of investment and sense of belonging. They long for real rather than ‘virtual’ adventure and, whether they know it or not, young people also crave the purpose and love that only Jesus can fulfil.

For several years now, Urban Saints has worked for and supported a wide variety of initiatives and projects, but we now believe God is calling us to focus our work on launching more of our own Urban

Saints groups that reach and disciple young people. We will take on the difficult challenge of raising up pioneer leaders to plant new Urban Saints groups inside and outside of church. We are inviting volunteers to belong to both a local and national team of diverse leaders - people of passion and joy who see the missionary need in the UK and Ireland.

The following 2020 strategy is directly inspired by Albert Kestin’s pioneering spirit in 1900 and today’s challenge to reach a New Generation. It sets out our commitment to support volunteer leaders everywhere to start similar life-changing groups for this generation, especially the 95% of young people who ‘stay in the park’ and don’t engage with church.

We commend this strategy to you and believe we can best honour the legacy of the past by ensuring that the next century of Urban Saints is even more amazing than the first.



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## OUR MISSION

# THE MISSION OF URBAN SAINTS IS TO MAKE YOUNG DISCIPLES FOR JESUS.

THIS IS OUR CORE PURPOSE. IT'S WHY WE EXIST. WHENEVER WE DECIDE TO DO ANYTHING, WE WILL MAKE SURE THAT IT FITS WITH THIS MISSION.





## OUR VISION

URBAN SAINTS WILL BE AN EFFECTIVE  
DISCIPLE-MAKING MOVEMENT;  
REACHING YOUNG PEOPLE IN EVERY  
COMMUNITY IN THE UK AND IRELAND.

WE WILL ACHIEVE THIS BY IMPLEMENTING A **MISSIONAL STRATEGY** WHICH GATHERS, LOVES, DISCIPLES AND LAUNCHES CHILDREN AND YOUNG PEOPLE OF ALL BACKGROUNDS, THAT THEY MIGHT LIVE LIKE JESUS AND BE PART OF GOD'S CHURCH; ACTIVELY SEEKING LIVES THAT LEAD, SERVE, EVANGELISE AND CHANGE THE WORLD.



# OUR VALUES

ACROSS THE MOVEMENT WE ARE GUIDED BY THESE VALUES:

## ADVENTURE

Urban Saints are adventurous and pioneering, just like Jesus. We will encourage young people to look beyond their own worlds, past what is comfortable, and into a world of faith, challenge and following Jesus.

## DISCIPLESHIP

Urban Saints know that becoming like Jesus doesn't happen instantly, by accident or alone; it takes lifelong training and committed support. Through biblical, prayerful and active learning we will seek to prepare young people for Christian life, leadership and service.

## JUSTICE

Urban Saints will always seek to act justly. We will empower our young people to engage with justice issues and to understand the importance of loving others first ... eager to respond to a world that cries out for justice.

**We are committed to working out these values together, recognising the importance of young people and leaders experiencing a strong sense of belonging and having confidence they play an important part in shaping the movement.**

# OUR WAY

THESE STATEMENTS DESCRIBE HOW WE WORK AS A MOVEMENT:

## MISSIONAL

We will seek to reach out with the Gospel at every opportunity.

## PRAYERFUL

We should listen and do “everything by prayer”.

## BIBLICAL

We should always seek to follow all of God’s Word, even when it’s difficult or costly.

## PROFESSIONAL

We will always aim for best practice, seeking both wisdom and the voice of God.

## IMPACT-FOCUSED

We will use Key Performance Indicators (KPIs) for each area of our work and will monitor closely how we are doing.

## EVIDENCE-BASED

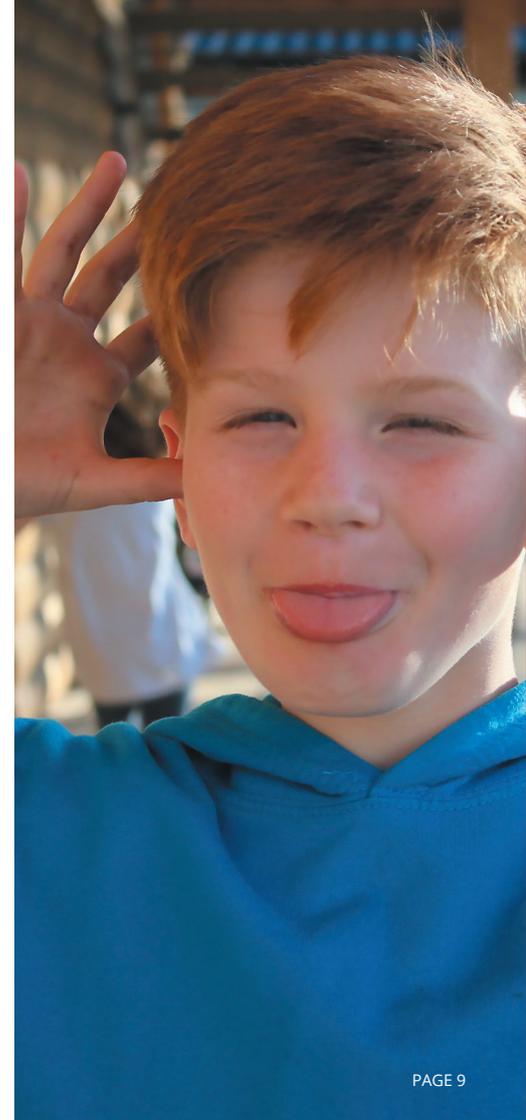
We will pilot and prove our ideas, valuing research and building a body of evidence that supports our voice in the Christian community. We want to be able to measure our work and have facts to support our decisions.

## CUTTING EDGE

We will seek to take maximum advantage of how technology can assist us in our Mission, helping us connect with young people who are at the forefront of this change.

## LIFELONG

We are inter-generational and want Urban Saints to see themselves as being part of a lifelong movement of disciple-making disciples.





# 2020 STRATEGY AT A GLANCE

## OUR MISSION

THE MISSION OF URBAN SAINTS IS TO MAKE  
YOUNG DISCIPLES FOR JESUS.

## OUR VISION

Urban Saints will be an effective disciple-making movement; reaching young people in every community in the UK and Ireland.

We will achieve this by implementing a missional strategy which gathers, loves, discipless and launches young people and children of all backgrounds, that they might live like Jesus and be part of God's church; actively seeking lives that lead, serve, evangelise and change the world.

## OUR VALUES

ADVENTURE. DISCIPLESHIP. JUSTICE.



### **STRATEGIC PILLAR: IDENTITY**

**To build a clear Urban Saints identity**

**KPI:** 50% of church youth groups see us as relevant to the Christian life



### **STRATEGIC PILLAR: GROUPS**

**To increase the number of Urban Saints Groups**

**KPI:** 42 new groups across the UK and Ireland, focussed on schools, unreached communities and clusters of churches

**KPI:** 300 new volunteer leaders



### **STRATEGIC PILLAR: OVERSEAS DISCIPLESHIP TRIPS**

**To increase the numbers on Overseas Discipleship Trips**

**KPI:** 500 young people on trips annually



### **STRATEGIC PILLAR: ENERGIZE**

**To increase the quality, impact and reach of Energize**

**KPI:** 2,400 subscriptions to Energize

**KPI:** We will have an online digital community

## **THE STRATEGIES THAT UNDERPIN THE MOVEMENT**

- Calling and development of volunteer leaders
- Biblical and prayerful
- Strong programme
- Safety strategy
- Leadership and organisational management
- Venues and camps

## **THE STRATEGIES THAT UNDERPIN THE SUPPORT CENTRE**

- Investing in team and culture
- Professional and prayerful
- Commercial
- Facilities
- Communications
- Digital technology
- Governance and compliance



STRATEGIC PILLAR

# URBAN SAINTS IDENTITY

WE BELIEVE URBAN SAINTS SHOULD BE A DIVERSE YET CLEARLY IDENTIFIABLE MOVEMENT, AIMING TO REACH AND DISCIPLE YOUNG PEOPLE WHO ARE NOT YET PART OF THE CHURCH, ESPECIALLY THOSE WHO ARE MOST OFTEN OVERLOOKED.

**ACTION:** We will create a clear sense of belonging and identity; to be an Urban Saint will mean 'you are loved and you belong'. Young people of all backgrounds will know our groups are a welcoming, exciting and safe Christian space.

**GOAL:** By 2020 there will be high levels of brand consistency, high levels of integration and high levels of buy-in from all Urban Saints audiences.

## "YOU ARE MY DISCIPLES, IF YOU LOVE ONE ANOTHER." JESUS

STRATEGIC OBJECTIVES	KEY ACTIONS	2020 KPIS	OUTCOMES
<p>URBAN SAINTS WILL ESTABLISH A CLEAR AND RECOGNISABLE IDENTITY.</p>	<ul style="list-style-type: none"> <li>• Business and Marketing Director recruited as point leader.</li> <li>• Research amongst all audiences carried out.</li> <li>• Develop strategy to enhance and clarify identity.</li> </ul>	<ul style="list-style-type: none"> <li>• 50% of church youth groups see us as relevant to the Christian life.</li> <li>• Urban Saints name sticks with 80% of young people across our network.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2020, Urban Saints will have a clear national identity; known for the discipleship of young people through weekly groups, annual camps and overseas mission.</li> </ul>
<p>URBAN SAINTS WILL ESTABLISH A REPUTATION FOR INCLUSIVITY, WELL-BEING AND YOUTH LEADERSHIP.</p>	<ul style="list-style-type: none"> <li>• A well-being approach will wash across our whole programme; from creation to delivery.</li> <li>• Inclusive thinking will intertwine with everything we do.</li> <li>• Young people will be encouraged and developed as Leaders.</li> </ul>	<ul style="list-style-type: none"> <li>• Roll out volunteer training programme and activities that include well-being.</li> <li>• All group development strategies will include plans to support additional needs.</li> <li>• Roll out children and youth leadership training programme.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2020, a culture of well-being and diversity will wash across all we do.</li> </ul>
<p>WE WILL ENSURE A HIGH LEVEL OF INTEGRATION AND BRAND CONSISTENCY ACROSS ALL OUR DEPARTMENTS AND AREAS OF MINISTRY.</p>	<ul style="list-style-type: none"> <li>• Insure that Camps, Overseas, Energize, Westbrook and Groups, all championing each other, providing brand consistency as well as multiple access points for young people and volunteers to become Urban Saints.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual survey of staff and volunteers shows 60% satisfaction that this is being achieved.</li> </ul>	<ul style="list-style-type: none"> <li>• Wherever you connect with Urban Saints it will be easy to find out more and get further involved.</li> </ul>



## STRATEGIC PILLAR GROUPS

WE BELIEVE THAT YOUNG PEOPLE MEETING IN WEEKLY GROUPS, ENJOYING EVERYDAY ADVENTURES AND BEING TOGETHER ON CAMPS IS A POWERFUL WAY TO CHANGE THEIR LIVES AND DISCIPLE THEM.

We want every young person in the UK and Ireland to have the opportunity to be involved with our exciting groups – especially the 95% who remain unreached by existing Christian youth and children’s work.

Through Energize we are connected with over 1,500 Christian youth groups of all kinds across the UK and Ireland but our long-term vision is to plant our own groups with a clear and specific Urban Saints identity.

**ACTION:** We will develop new Urban Saints volunteer-led groups across the UK and Ireland, inside and outside of the Church, supported by amazing leaders, great camps and first-class learning resources.

**GOAL:** By 2020 we will have planted 42 new Urban Saints groups, supported by 300 new volunteer leaders.

## “DON'T STOP MEETING TOGETHER, BUT ENCOURAGE ONE ANOTHER.” THE LETTER TO THE HEBREWS

STRATEGIC OBJECTIVES	KEY ACTIONS	2020 KPIS	OUTCOMES
WE WILL START VOLUNTEER-LED GROUPS IN SCHOOLS, UNREACHED COMMUNITIES AND WITH CLUSTERS OF CHURCHES ACROSS THE UK AND IRELAND.	<ul style="list-style-type: none"> <li>• Our top strategy is to grow an effective Impact Team that specialises in raising up volunteer leaders for new groups.</li> <li>• Establish a clear identity and distinctiveness for Urban Saints groups.</li> <li>• Volunteer leader training.</li> </ul>	<ul style="list-style-type: none"> <li>• 9 Impact Team Leaders in place.</li> <li>• 14 new groups in schools.</li> <li>• 14 new groups in unreached communities.</li> <li>• 14 new groups with clusters of churches.</li> <li>• 300 new volunteer leaders.</li> <li>• Effective guidance and training provided which explains how to start, run and lead an Urban Saints group.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2020, Urban Saints' leaders and young people will feel inspired, supported, empowered and self-motivated – growing as disciple-makers and actively seeking opportunities to lead, serve, evangelise and change the world.</li> </ul>
WE WILL STRENGTHEN AND SUPPORT EXISTING GROUPS.	<ul style="list-style-type: none"> <li>• Survey undertaken and assessed leading to a development strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of young people and volunteers buy into updated approach.</li> </ul>	<ul style="list-style-type: none"> <li>• Our groups will feel a closer connection to each other and to the movement.</li> </ul>
WE WILL GROW THE EFFECTIVENESS AND OCCUPANCY OF OUR WESTBROOK CENTRE.	<ul style="list-style-type: none"> <li>• Survey undertaken and assessed leading to a development strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• 30% increase in overall occupancy.</li> </ul>	<ul style="list-style-type: none"> <li>• Every young person's spiritual life will have been greatly impacted by their visit.</li> </ul>
WE WILL GROW THE SCALE AND BUILD THE QUALITY OF OUR CAMPS TO MAXIMISE DISCIPLESHIP OPPORTUNITIES.	<ul style="list-style-type: none"> <li>• Market and customer research undertaken to inform a development strategy.</li> <li>• Key support structures (policies, systems and resources) identified and implementation plan developed.</li> </ul>	<ul style="list-style-type: none"> <li>• 5,000 young people attending camps annually.</li> </ul>	<ul style="list-style-type: none"> <li>• Young people's lives will have been transformed by their encounter with Jesus.</li> </ul>



STRATEGIC PILLAR

# OVERSEAS DISCIPLESHIP TRIPS

FOR OVER 2,000 YEARS, THE ADVENTURE OF PILGRIMAGE HAS BEEN A POWERFUL PART OF A CHRISTIAN'S DEVELOPMENT. EVERY YOUNG PERSON SHOULD HAVE THE OPPORTUNITY TO TAKE PART IN AN OVERSEAS DISCIPLESHIP TRIP THAT PUSHES BOUNDARIES, ACCELERATES DISCIPLESHIP AND ENGAGES THEM IN JUSTICE WHILST THEY LEARN AND MAKE FRIENDS.

Urban Saints has taken thousands of young people on overseas trips around the world and we want to see this grow.

**ACTION:** We will develop overseas discipleship trips, integrating these hand-in-glove with groups, schools and churches, and will focus on removing the barriers to participation.

**GOAL:** By 2020 there will be 500 young people going on Urban Saints overseas trips each year.

## “GO INTO ALL THE WORLD.” JESUS

STRATEGIC OBJECTIVES	KEY ACTIONS	2020 KPIS	OUTCOMES
WE WILL GROW THE NUMBERS OF YOUNG PEOPLE PARTICIPATING ON OUR OVERSEAS DISCIPLESHIP TRIPS.	<ul style="list-style-type: none"> <li>• Develop a range of exciting and effective Overseas Discipleship Trips.</li> <li>• Effectively promote these trips across existing and new networks.</li> </ul>	<ul style="list-style-type: none"> <li>• 500 young people on trips annually.</li> <li>• 75% of young people reporting they are aware the opportunity exists for them to join an Overseas Discipleship Trip.</li> </ul>	<ul style="list-style-type: none"> <li>• Young people will be inspired and eager to respond to a world that cries out for justice.</li> <li>• Young people will seriously consider living their lives differently so that they may address global justice issues.</li> </ul>
WE WILL CONTINUALLY IMPROVE THE IMPACT OF OUR TRIPS UPON HOST COUNTRIES AND OUR YOUNG PEOPLE.	<ul style="list-style-type: none"> <li>• Ongoing evaluation asking young people, “What difference has this made to your life and how?”</li> <li>• Build strong relationships with hosts, continually seeking their advice and constantly reviewing our in-country impact.</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of young people reporting specific life changing outcomes.</li> <li>• Integrated Discipleship programme trialled.</li> <li>• In-country hosts reporting our visits as positive for their community.</li> </ul>	<ul style="list-style-type: none"> <li>• Our hosts will value our visits and the ongoing relationship, opening up further opportunities for service.</li> </ul>
WE WILL GROW THE NUMBER OF SCHOOLS ATTENDING OUR OVERSEAS TRIPS.	<ul style="list-style-type: none"> <li>• Establish relationships with schools, building a network as we establish our brand.</li> <li>• Market research with interested parties.</li> </ul>	<ul style="list-style-type: none"> <li>• 6 schools attending, including non-Christian schools that are exploring Christian perspectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Schools will see the heart of the Christian faith in action, seeing Urban Saints as an important part of school life.</li> </ul>
WE WILL EMBED AN OVERSEAS DISCIPLESHIP CULTURE ACROSS URBAN SAINTS.	<ul style="list-style-type: none"> <li>• Explore the ways in which a young person encountering either groups or trips can quickly connect with the other.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 groups per region represented on an overseas trip.</li> <li>• Awards programme offering certification to participants.</li> </ul>	<ul style="list-style-type: none"> <li>• To many, travelling overseas will be the highlight of the Urban Saints calendar.</li> </ul>



## STRATEGIC PILLAR ENERGIZE

ENERGIZE IS A FIRST-CLASS ONLINE RESOURCE SUPPORTING CHRISTIAN GROUP LEADERS IN THE DELIVERY OF EXCELLENT CHRISTIAN YOUTH AND CHILDREN'S WORK IN THE UK, IRELAND AND BEYOND.

Energize is used by over 1,500\* groups delivering Christian teaching to 85,000 young people across the UK and Ireland; alongside our own groups we want to see this number grow.

**ACTION:** We will develop this digital platform with premium materials for use in independent groups, schools and churches, whatever the faith level of the young people.

**GOAL:** By 2020 there will be 2,400 Christian young people's groups using Energize on a regular basis.

## “TEACH THESE TRUTHS.” ST PAUL

STRATEGIC OBJECTIVES	KEY ACTIONS	2020 KPIS	OUTCOMES
WE WILL GROW THE NUMBER OF YOUNG PEOPLE'S GROUPS USING ENERGIZE.	<ul style="list-style-type: none"> <li>We will develop a premium online resource.</li> <li>We will effectively promote Energize to existing and new networks.</li> </ul>	<ul style="list-style-type: none"> <li>2,400 subscribers.</li> <li>There will be a distinct Urban Saints community online.</li> </ul>	<ul style="list-style-type: none"> <li>Young people across the UK will be inspired by the Gospel.</li> </ul>
ENERGIZE WILL OFFER HIGH-QUALITY, CUTTING-EDGE, RELEVANT AND EXCITING MATERIAL.	<ul style="list-style-type: none"> <li>Detailed customer research and analysis.</li> <li>Significant ongoing investment in Energize to develop new products.</li> </ul>	<ul style="list-style-type: none"> <li>User satisfaction rating of 90%.</li> <li>Ongoing innovation and improvement including the use of Smart Phones, new media and new technology.</li> </ul>	<ul style="list-style-type: none"> <li>Young people will find engaging with the Christian message to be exciting, accessible and challenging.</li> </ul>
WE WILL DEVELOP ENERGIZE INTO NEW MARKETS, INCLUDING SCHOOLS AND OVERSEAS.	<ul style="list-style-type: none"> <li>Initiate market research.</li> </ul>	<ul style="list-style-type: none"> <li>In schools across all regions in the UK and Ireland.</li> <li>New subscribers in English-speaking settings overseas.</li> </ul>	<ul style="list-style-type: none"> <li>Young people will have a growing number of access points for the Christian message.</li> </ul>
WE WILL MAXIMISE THE USE OF MEDIA AND TECHNOLOGICAL ADVANCES.	<ul style="list-style-type: none"> <li>Develop strategy to use cutting-edge media and technology to support our growth.</li> </ul>	<ul style="list-style-type: none"> <li>Explore Global virtual communities, piloting appropriate ideas.</li> </ul>	



# WHAT THIS MEANS FOR...

## VOLUNTEER LEADERS

You are the key to the future of Urban Saints if you are passionate about working as local missionaries in your community. Our Impact Team Leaders will support you with training, guidance and encouragement as you seek to love, disciple and launch young people.

## YOUNG PEOPLE AND CHILDREN

Urban Saints is all about you and your friends. We'll help you recruit new friends to join your section every year as you tell them how amazing Jesus is and the impact He has had on your life.

## NATIONS/REGIONS

An Impact Team Leader will support the development of Spree, Overseas Discipleship Trips and training in your Nation/Region.

With fundraising and strategic support from the Support Centre, we will help you identify an area of deprivation and develop a plan to ensure Urban Saints is present and sustainable there.

## LOCAL AREAS (POSTCODES)

Your Impact Team Leader will provide you with practical support to help you develop and implement a plan to achieve 12 active Groups, each distinctive and appropriate to your area.

## GROUPS

Your Impact Team Leader will support you to ensure you have at least three active sections per Group.

We will encourage you to work towards including at least one 'additional needs' young person per section.

- Energize will be your programme material of choice.
- Everyone will be encouraged to go on at least one annual camp.
- 16 year olds will be encouraged to go on an Overseas Discipleship Trip.

## CAMP LEADERS

Impact Team Leaders and the Support Centre will help you improve compliance and administration, enabling you to deliver the best possible camp.

## THE SUPPORT CENTRE

Urban Saints Support Centre will provide administrative support, training, operations, oversight and advocacy to the movement.

## WESTBROOK

The Westbrook Centre will continue to honour the Crusaders who died in WWII by discipling young people, training leaders and providing amazing adventurous holidays.

## DONORS

Those who share our passion are invited to help us raise up 124 Impact Team Leaders across the UK and Ireland.



# THE STRATEGIES THAT UNDERPIN...

## THE MOVEMENT

### CALLING AND DEVELOPMENT OF VOLUNTEER LEADERS

We believe that finding and supporting volunteers is a mission critical issue. They are “Local Missionaries”, and have the most important job at Urban Saints.

### BIBLICAL AND PRAYERFUL

We believe that only with strong prayer support and the Bible as our core guide can we succeed in raising up a generation of young disciples.

### STRONG PROGRAMME

We believe all young people should enjoy an inspiring and engaging Christian programme that meets the discipleship aims and principles of Urban Saints.

### SAFETY STRATEGY

We will embed a culture of safety and safeguarding to ensure that young people and adults undertake Urban Saints activities safely.

### LEADERSHIP AND ORGANISATIONAL MANAGEMENT

High quality leadership and management in Urban Saints is key to our success because it enables us to meet our vision by motivating and inspiring our team of adult volunteers.

### VENUES AND CAMPS

We will support Urban Saints everywhere to develop and maintain the best venues and spaces for all we do.

# THE SUPPORT CENTRE

## INVESTING IN TEAM AND CULTURE

We will call and develop the best people whilst building a joyous, life-giving culture.

## PROFESSIONAL AND PRAYERFUL

We will always aim for best practice, seeking both wisdom and the voice of God.

## COMMERCIAL

We will actively seek appropriate commercial opportunities to support a healthy social enterprise model.

## FACILITIES

We will develop a programme of selection, upgrade and maintenance so that all our facilities are fit for purpose.

## COMMUNICATIONS

We will establish a clear identity and reputation for Urban Saints. We need to understand the needs of our stakeholders and how best to serve them.

## DIGITAL TECHNOLOGY

We will develop, deliver and maintain an adaptable, user-focused digital technology platform and service that supports all aspects of our work.

## GOVERNANCE AND COMPLIANCE

We will put in place best practice governance to help us achieve our vision and ensure financial, regulatory and legislative compliance.



# BEYOND 2020

## A LONG WALK IN THE SAME DIRECTION

THIS STRATEGY LAYS THE FOUNDATIONS FOR URBAN SAINTS MINISTRY FAR BEYOND 2020. AT THE HEART OF THIS DOCUMENT IS A SIMPLICITY OF FOCUS AND A LONG-TERM COMMITMENT TO YOUTH DISCIPLESHIP BY AMAZING VOLUNTEER LEADERS AND EXCITING WEEKLY GROUPS.

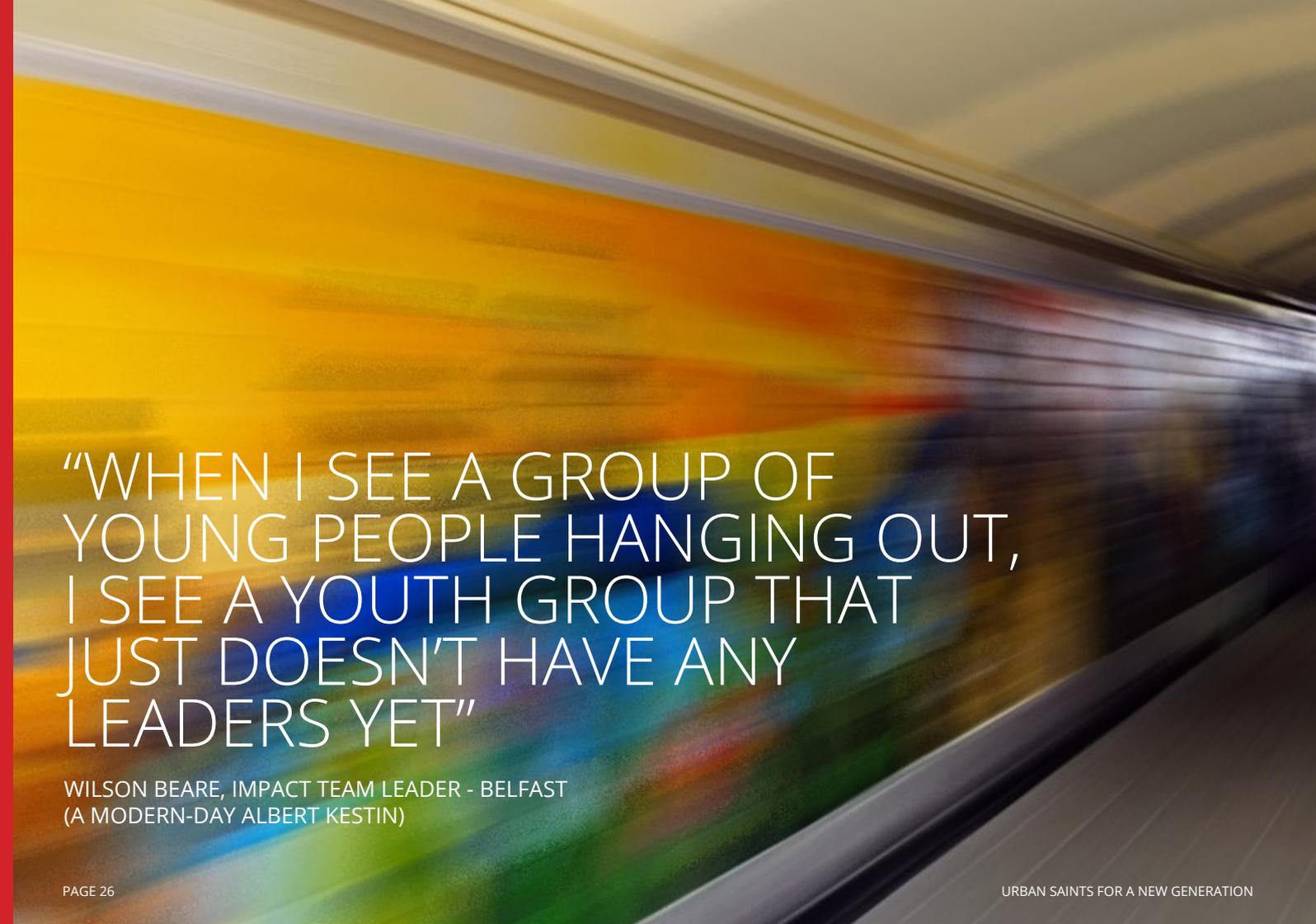
We know there are no short cuts to discipleship and it has to last longer than a 2020 strategy, so when the 2025 strategy is published you will see that we are still committed to groups and volunteer-led discipleship.

### SO, WHAT DO WE WANT TO SEE BY 2025?

- A significant growth in the number of Urban Saints volunteers.
- Thousands more young people being disciplined through weekly groups.
- We will be involved in schools across the country.
- Twice as many young people and children attending our camps.
- Thousands more subscribers to Energize.
- Working in a growing number of deprived areas across the UK and Ireland.
- Seeing over a thousand young people annually going on overseas discipleship trips.
- Urban Saints will be a well-known and significant voice in the Church and amongst public policy forums.







“WHEN I SEE A GROUP OF  
YOUNG PEOPLE HANGING OUT,  
I SEE A YOUTH GROUP THAT  
JUST DOESN'T HAVE ANY  
LEADERS YET”

WILSON BEARE, IMPACT TEAM LEADER - BELFAST  
(A MODERN-DAY ALBERT KESTIN)





BY APPOINTMENT TO THE KING OF KINGS  
SERVING YOUNG PEOPLE  
FOR OVER ONE HUNDRED YEARS

# URBAN SAINTS

# LOVE. DISCIPLE. LAUNCH.

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Urban Saints is the operating name of The Crusaders' Union, a company limited by guarantee and registered in England and Wales (company number 07771037, charity number 1144923) and in Scotland (charity number SCO39313).

