

Review of 2011

By Calvin Landrus, SRCFC National Director

SRCFC's vision of bringing the Good News of Christ to climbers is accomplished as we are encouraged, equipped, and empowered as Christian climbers to reach climbers for Christ through personal witness and group outreach. We are bound together under one name and purpose because of T.E.A.M - "Together Everyone Accomplishes More."

Part of the team is SRCFC's Board of Directors. As a group, they provide oversight and accountability for the organization. Current BOD members are: Steve Hughes - Denver, CO, Kristin Anderson - Vienna, VA, John Blaubach (Treasurer) - Santa Barbara, CA, Jim Stone (Secretary) Sunriver, OR, Rick Krause (Vice President) - Madras, OR and Calvin Landrus (President) - Bend, OR. Our Annual Meeting occurred on November 12, 2011 in Bend, OR.

Below is a summary of the Annual Report I presented to them. As you examine the report, you will see that as an organization we continued to accomplish much.

Next, I share some of the major directions in 2011.

1. Finish Our New Website: Our internet presence is the "front-door" through which the majority of new contacts (saved and unsaved alike) interact with SRCFC. We have a contemporary, professional website receiving about 65 unique page-views per day in 2011. The second phase will add social networking capacities so that there will be more community being developed between Solid Rockers because they will have a way to connect and share with one another via forums. We anticipated it being done in 2011. That will be a major focus in 2012.

2. Outreach DVD: In an unanticipated way, God brought together Crossfire. In late 2011, a special donation was given to SRCFC for us to create an outreach video with me as the "star." At first, I was reluctant. Why? I'm not that great of a climber or verbal communicator. But God's calling was in this direction! So after the redpoint came, the filming of it in HD soon followed. And what resulted is a rather distinctive climbing video "featuring an insignificant climber, sharing a significant message." The DVD features a four-star route (5.12b) at the world-class crag of Smith Rock where I share the Gospel as I climbed it. It will be distributed first in DVDs, giving members a chance for personal outreach, and then we will do web-release. Crossfire will set us well for our next outreach video project.

3. Additional Staff: During the first part of May, SRCFC Members, Nate and Sarah Moore spent time in Central Oregon climbing at Smith Rock and hanging out in the National Office. Although they have been involved in Solid Rock in the past, it was great time for them and the National Director, Calvin Landrus, to share hearts and establish common vision. While there, they fully discussed the Moore's new assignment of being rock-climbing chaplains with Assemblies of God and to lay a foundation so they could partner with SRCFC on a full-time basis. We have agreed for them to be SRCFC's Outreach Director. They will not officially be missionaries with AOG or SRCFC staff until the spring of 2012. We will be supporting them as missionaries. Additionally, we will be having our administrative assistant, JoJo Whitcomb, working up to 20 hours a week free up the National Director for more program work.

As individuals and as a group, let's give thanks to God for what He has done and will continue to do through SRCFC. Your continued support is the only way for our mission to move forward! So will you pray, then give and then be a witness to climbers in 2012? I know you will, as God leads and provides!

Summary of 2011 Director's Annual Report

MINISTRY YEAR: October 1, 2010 to September 30, 2011

EVENTS: 2440 climbers received a **direct personal contact** at one of the 37 outreach events or gatherings organized in climbing areas all across the United States.

WEBSITE: Our contemporary, professional website had 65 unique page views per day.

GEAR GIVEAWAYS: They are a productive way to attract un-reached climbers through the website and at events. We had 702 enter and each received a personal email that included an invitation to the Good News of Christ.

SPREADING THE WORD: We reached nearly 160,000 climbers by continuing to have a small display ad in **Climbing** and a classified ad in **Rock and Ice**.

SPONSORSHIPS: Westminster Comp, U. of Alabama Comp, Spring Thing, International Climbers Festival, Beat the Heat 6, Yosemite Facelift. 12th Annual Limestoner, Granite Gripper, S. Adirondacks Festival, 24 Hours Horseshoe Hell, and Roctoberfest

CHAPTERS: We added 2 but lost 2 a total of 33 Chapter Coordinators.

TRAINING: Members were encouraged, equipped and empowered through sixteen Email Updates, one mailed newsletter and training at both National Conferences.

OUTREACH CONTACTS: Because every climber is important, all that connect with SRCFC are added to our database. As of the end of September 2010, **we have 3522 (23% increase with limited purging) climbers listed** in the "Outreach" category. Some are Christ-followers but most are not.

MEMBERSHIP: We added 65 new members for a **total membership of 1304**. We have another **964 contacts** who believe in the direction of SRCFC. This gives a total of nearly **2268* involved** in the mission.

* Our contact list is constantly updated and when current contact info is lost, connects are purged. In the last ministry year, over 150 were removed.

Financial Participation & Accountability

(2011, SRCFC had donations from 150.)

Jan-Dec '10 GIVING/INCOME

General Fund	\$25,313
Purchases/Fees	\$ 720
Staff Support/Expense Donations*	\$24,645

TOTAL	\$50,578

Jan-Dec '11 GIVING/INCOME

General Fund	\$41,271
Purchases/Fees	\$ 2,345
Staff Support/Expense Donations*	\$51,819

TOTAL	\$95,435

(* Majority of staff funding comes from donors outside of SRCFC.)

Spending

A 2009 IRS Non-Profit Filing is available to all donors and potential donors at <http://www.srcfc.org/About-Us/Staff,-Board,-Contact/>. Like most quality non-profits we endeavor to maintain high financial standards and spend the maximum we can on direct ministry items. In 2009, we spent 72% on program expenses, 19% on membership and administrative costs and 9% on fundraising.