

Solid Rock— Climbers for Christ 2006 Annual Report

By Calvin Landrus, National Director

SRCFC MISSION: We exist to encourage, equip, and empower climbers to reach climbers for Christ through personal witness and group outreach.

At the start of the 20th century, only ten percent of the world's Christians lived in the continents of the south and east. Ninety percent lived in North America, Europe, Australia and New Zealand. But at the start of the 21st century, at least seventy percent of the world's Christians live in the non-Western world. (Christopher J.H. Wright, Christianity Today, Jan 2007) Then, it shouldn't be surprising that Leighton Ford, Associate Evangelist and later VP of the Billy Graham Evangelistic Association, noted, "North America is now the largest mission field in the English-speaking world and the third largest after China and India. We are in a mission situation in our own country."

Solid Rock – Climbers for Christ is an outreach, mission organization on the frontlines of bringing the Good News to a community in an upside-down world where distinguishing between home and foreign missions no longer makes sense. Our mission of encouraging, equipping, and empowering climbers to reach climbers for Christ through personal witness and group outreach in the English speaking world is of critical importance.

Empowered by your involvement, prayers and giving, SRCFC accomplished much in 2006. The following Annual Report shares many of those highlights. Please join me in thanking God for what has been done! Then, read and pray through the planned efforts. It will take everyone's contributions to move forward in this crucial mission of changing lives for all of eternity.

SRCFC Outreach

EVENTS: 360 individuals received a **direct personal contact** at one of the 15 outreach events organized in climbing areas all across the United States.

WEBSITE: The website continues to be an impressive **outreach tool**. Last year we had 15,000 website page views. We continue to work towards a website up-grade that will have site-user log-in and forum sections.

Online Gear Giveaway is a productive part of the website. All **555 who entered** received a personal email-reply that included an invitation to the Good News of Christ. Below are a couple of answers to the **spiritual journey question** that show that the lives we are intersecting need hope and purpose. Please pray for them and all unreached climbers who visit the website!

I was raised a Christian. In high school and going forward, I found myself having strong doubts about the possibility of an infinite universe, or heaven, and especially a supreme creator who cared about pre-marital sex, my right to own slaves or my menstrual periods. After many years of discussion and study, I came to the conclusion that the entire concept was ludicrous and there I remain.

I am actively pursuing knowledge of different beliefs and world views. Having become a new father just over a year ago, I want to be able to offer unbiased views of different ideas that people have on spirituality.

I am still looking for an explanation/justification for my existence. I hope someday to understand what it is I am here to do, and to do it.

Climbing/Living Tips: Two were posted on the website and received by 400 outreach contacts via email. Each one ties a climbing tip to a principal of Christian living.

Links to climbing related websites (550+) were maintained on our website to give more value to any climber visiting the site.

GETTING THE WORD OUT: We funded a small display ad in **Climbing** magazine and a classified ad in **Rock and Ice** magazine, reaching nearly 160,000 climbers. We sponsored coverage of the Outdoor Retailers Trade show by Podclimber.com. We were a sponsor of two major climbing competitions, the **American Bouldering Series** and **USA Climbing**. In addition, we were a sponsor for several smaller events that included Spring Thing, Beat the Heat 2, Horseshoe Hell and Smith Rock Detour.

OUTREACH DVD: The vision is to have video resources which communicate the Good News to climbers by having **climbing and testimony by high profile climbers**. During 2006, some progress was made as SRCFC purchased a quality camera and nearly \$10,000 was reserved for the project. Some footage shot of Jeremy Collins by Solid's Rock's camera was edited into a national released video by Sender Films called First Ascent. At www.srcfc.org/jeremysunshined.wmv, a low resolution, "beta-version" video can be downloaded. It includes the footage from the First Ascent DVD plus more and gives a glimpse of the project's potential. There was an attempt to shoot Doug Englekirk attempting to free climb the Salathe on El Cap but that was weathered out.

BENEVOLENCE: SRCFC participated in benevolence and/or memorial fund efforts for John Bachar, Todd Skinner and Jimmy Ray Forrester.

SRCFC Growth

LEADERSHIP DEVELOPMENT: In the Spring, I had a part-time administrative intern for two months. He grew in his climbing knowledge and ministry skills. During the Fall and going into the start of 2007, Will and Carly Buckman served as on-the-road missionaries with considerable outreach happening through them at Smith Rock, Yosemite and Joshua Tree.

MEMBERSHIP: We added 156 new members and lost contact with 46 for a **total membership of 975** (13% growth). We have another 692 contacts who believe in the direction of SRCFC. This reflects a total of nearly **1700 involved** in the mission.

GATHERINGS: Although we are not a Christian climbing club, we encourage our members to climb together. A heart-felt connection to the SRCFC community and to Christ is important for effective outreach to climbers. Over 285 attended **10 gatherings** where they participated in fellowship, prayer and on-mission climbing.

RESOURCES: Over **120 ordered** tracts, stickers and logo wear/gear as outreach resources. Owning a color laser printer has allowed SRCFC to produce superior quality printed tools and resources at a reasonable price.

TRAINING: Members were encouraged, equipped and empowered through **16 email updates, 1 newsletter and 1 annual report.**

SRCFC Partnerships

We become the US distributor of hand-made chalk bags from Western Mongolia. The partnership is with a micro business, Altai Crafts, with most of the purchase price going back to the local Kasak people. A partnership was established with Canadian climber, Justin Stirrett. He is a full-time missionary to climbers and we are working together as God leads. We added three new sponsors (total of fourteen) and two new advertisers (total of nine).

Financial Participation & Accountability

2006 Income Statement (Simplified)

Program Fees & Misc. Income	\$ 1345
Product Sales	\$ 1210
General Fund Donations	\$12,790
Outreach DVD Donations	\$11,210
Train Wilfred in USA Donations	\$ 2,430
Buckman Support/Expense Donations*	\$ 3,290
Landrus Support/Expense Donations*	\$32,325

TOTAL \$64,600**

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

*(** 44% increase)*

SPENDING: A 2005 IRS Non-Profit Filing is available to all donors and potential donors upon request. Like most quality non-profits we endeavor to maintain high financial standards and spend the maximum we can on direct ministry items. In 2005, we spent 60% on outreach expenses, 31% on membership and administrative costs and 9% on fundraising. In 2006, we did not spend all we received and have \$9,850 reserved for the outreach DVD project and \$2630 for training Wilfred in the USA.

2007-2008 Plans - Adding Staff

The major projects of an outreach DVD and website improvements will continue to before SRCFC. However, God has been speaking about moving us from a being a group with a great idea to an organization with astounding execution of our mission. In our last newsletter, it was suggested that we hire someone to do some administrative work. The line of attack being considered is to add **three additional staff members ASAP.**

A response of "WHAT?" is to be expected. This would be similar to climbing 5.13 when you have only climbed 5.10. Not impossible but pretty close. For this to happen, we will need each member to **step beyond the expectations of the past** in terms of involvement and giving.

The positions being considered are Directors of Communication, Program and Development with each being a primarily missionary funded position. However, some of their funding would come from the general fund. When SRCFC's Board of Directors meets in October, it will be addressing this topic. **Your involvement in SRCFC events and giving** could be the determining factor in this decision.