



# Cru Fact Sheet

## Who We Are

Cru is a Christian evangelism and discipleship ministry passionate about connecting people to Jesus Christ. For 75 years, Cru has faithfully pursued the Great Commission, journeying with people as they take their next best step toward Jesus.

## How We Started

Cru was founded as “Campus Crusade for Christ” in 1951 by Bill (1921 – 2003) and Vonette Bright (1926 – 2015) on the University of California, Los Angeles campus. Since then, Cru has become one of the largest Christian organizations in the world, with more than 16,000 team members serving in 190 countries.

## Our President

David Robbins

## Our Headquarters

Orlando, Florida

## Our Approach

Cru’s approach is personal, relational and intentional. We join each person where they are and consider how to best meet them in their journey.

Cru seeks to create spiritual movements everywhere by:

- Giving every person a chance to hear about Jesus.
- Equipping every Christian to understand and “own” their faith.
- Mobilizing every Christian to become an effective leader involved in building a movement of spiritual multiplication.

## Our Ministries

Cru offers spiritual guidance, resources and programs tailored for people from all cultures in every season of life. The ministry’s work includes outreach to students, families, inner-city residents, people with humanitarian needs, sports professionals, military personnel and the next generation of Christian leaders. This includes:

- Some 2,300 [campus ministries](#) engage more than 101,000 students and faculty in ministry on U.S. college campuses.
- Cru’s [city ministry](#) serves in more than 362 cities, partnering with churches and organizations in mobilizing Christ followers to share God’s love throughout the city.
- [Marriage and family](#) outreaches to 18 million people annually in 95 countries through conferences, broadcasts and resources.

- [Athletic ministry](#) with outreaches in 90-plus countries, 225 U.S. college campuses and 35 U.S. professional sports teams, along with sports media that touches the lives of an estimated 100 million people annually.
- Ministry to 56 [military installations](#) in the U.S. and more than 35 countries around the world.
- The [JESUS](#) film has been shown in every country around the world and translated into more than 2,249 languages. To date, [Jesus Film Project](#) is responsible for more than 600 million total estimated decisions for Christ.

For a complete list of Cru's ministries, visit [cru.org](http://cru.org).

### **Our Future**

Building upon a rich, 75-year history of relational evangelism and intentional discipleship, we are innovating ministry strategies, leveraging technology and strengthening strategic partnerships to accelerate the pace of ministry and adapt to a rapidly changing world. We remain committed to our historic mission of helping fulfill the Great Commission by creating movements everywhere so that everyone knows someone who truly follows Jesus.



## Scope of Ministry

Cru offers spiritual guidance, resources and programs tailored for people from all cultures in every season of life, such as:

Ministry	Audience	Purpose
<b>Athletes in Action®</b>	Professional and amateur athletes and coaches	Developing athletes and coaches as leaders of influence, on and off the field
<b>City Ministry</b>	People in workplaces and neighborhoods; also churches, refugees, artists and influencers	Engaging the curious and equipping followers so all find their place in God's story
<b>Cru Inner City</b>	Urban churches, pastors, leaders, marginalized urban communities	Serving and mobilizing the church to live out God's heart for the poor
<b>Cru Military®</b>	Armed services personnel worldwide	Spiritually building up the military community by meeting them at their greatest point of need
<b>FamilyLife®</b>	Couples, parents, blended families	Helping families grow together and impact their corner of the world
<b>Campus Ministry</b>	Students and faculty, from middle school to the university	Turning lost students and faculty into lifelong, Christ-centered, multiplying disciples
<b>Jesus Film Project®</b>	Everyone, everywhere	Providing Christian films, tools and strategies that help people share the message of the gospel worldwide
<b>Sightline®</b>	Students, parents, leaders, ministries, churches and parachurch movements worldwide	Equipping Christians everywhere to address confusion in culture with the essential truths of Christianity
<b>Unto®</b>	People facing humanitarian need in some of the toughest places on Earth	Relieving suffering, restoring dignity, revealing hope through Jesus by providing humanitarian aid along with the gospel



## Fact Sheet

**What:** Victory Beyond the Cup is Cru's initiative to mobilize U.S. Christians and churches to use the **2026 FIFA World Cup** for gospel impact.

As 5 billion people are expected to watch the FIFA World Cup this summer, Victory Beyond the Cup helps believers **spark meaningful conversations, connect across cultures** and **share the hope of Christ**—right where the game begins.

**Who:** Some **100,000 individuals** and **10,000 churches** across the U.S. will host World Cup watch parties and proactively look for opportunities to start faith conversations through common interest in this global moment.

**When:** The opening matches of the 2026 FIFA World Cup are on June 11, with the final being played on July 19. This means there is more than a month's time for building connections that can lead to gospel conversations.

**Where:** Anyone can get involved. The FIFA World Cup is a global event.

**Why:** Victory Beyond the Cup outreach maximizes the moment of the World Cup to mobilize 100,000 Christians and 10,000 churches with tools to spark curiosity, break down barriers and facilitate relationships with their neighbors toward the life-changing message of Christ.

**How:** Individuals can visit [VictoryBeyondtheCup.com](https://VictoryBeyondtheCup.com) to learn more about mobilizing their church, involving their family and friends at a watch party or leading an entire city.

### Key Facts:

- More than **5 billion people** will engage with the 2026 FIFA World Cup in some way.
- Dec. 5, 2025, was the draw for teams, and the World Cup will **kick off June 11**.
- The global stage provides a powerful moment for believers to meet people where they are and build relationships that share the gospel.
- This campaign is for anyone ready to create a space for connection.
- Visit [VictoryBeyondtheCup.com](https://VictoryBeyondtheCup.com) for more information and to sign up.

### Resources:

- Cru is providing **free hosting kits** for participants across the United States. 22,000 English and 3,000 Spanish physical kits will be available, while digital kits will be available in French, English, Spanish and Portuguese.
- The kits will include a host planning guide, conversation cards, vision cards for prayers and recipes from various countries. Physical and digital kits will be available.
- Individuals can join the VBTC Mighty Networks Community to connect with other participants from across the country.
- Training videos are available on Mighty Networks as of December 2025.



## Media Q&A

### ***Why is the World Cup an important moment in time?***

More than 5 billion people globally will engage with the 2026 FIFA World Cup, as sport and culture come together, unite nations and diffuse differences. That's more than half of the world's population that will watch, cheer and celebrate as their teams take the pitch.

### ***What is the goal of Victory Beyond the Cup?***

Victory Beyond the Cup's purpose is to equip believers to have meaningful gospel conversations, as sport and culture intersect on the global stage. Our goal is to mobilize 100,000 believers and 10,000 churches to take this moment and turn it into gospel impact. The World Cup can be the catalyst for conversations during 2026 and beyond, and we want to equip believers to seize the opportunity.

### ***How can people get involved in Victory Beyond the Cup?***

Hosting a watch party is a fun and easy way for people to get involved! Sign up online at [VictoryBeyondtheCup.com](https://VictoryBeyondtheCup.com) to get a few hosting kits to make yours a success. People can also find resources to get their city or church congregation involved. You don't have to be a soccer expert—just willing to lead, invite and empower.

### ***How are you supporting believers to have these gospel conversations?***

We're providing free hosting kits to equip people to engage in conversations and make the most of this moment in culture. The kits include a host planning guide, conversation cards, vision cards for prayers and recipes from various countries. Digital and physical kits will be available.

### ***Are there resources available in other languages?***

English and Spanish versions of the physical hosting kits are available, while digital kits are available in English, Spanish, French and Portuguese.

### ***Can participants connect with others who are taking part in the initiative, in other geographical locations?***

Participants can join the VBTC Mighty Network Community to engage with other individuals and groups taking part in Victory Beyond the Cup.

### ***How are you getting the word out about this initiative?***

We are equipping Cru staff, Cru's various ministries and other partners with the resources they need to help spread the word about this initiative.

### ***How is this moment in sports and culture different from others?***

Sports are having a moment worldwide, and now more than ever, sports are bringing people together. The FIFA World Cup presents a unique opportunity, due to the sheer volume of people who will interact on some level with the game. More and more people are searching for hope and meaning outside of themselves, and the World Cup can be a connecting force between believers and those who are still new or curious about faith.



## NRB Interview Opportunities

As the world gathers from **June 11 to July 19, 2026** for the FIFA World Cup, **Victory Beyond the Cup** helps believers spark meaningful conversations, connect across cultures, and share the hope of Christ—right where the game begins.

More than **5 billion people** will engage with the FIFA World Cup worldwide. Victory Beyond the Cup is Cru's initiative to mobilize **100,000 believers** and **10,000 churches** to turn this global moment into lasting gospel impact across all **11 U.S. host cities**.

Cru is partnering with **Athletes in Action, Fellowship of Christian Athletes (FCA), Alpha USA, I Am Second**, and many other national ministry partners to collaborate across cities and communities during World Cup 2026.

### U.S. Host Cities

Atlanta • Boston • Dallas • Houston • Kansas City • Los Angeles • Miami • New York / New Jersey • Philadelphia • San Francisco Bay Area • Seattle

### Featured Interview Guests Attending NRB

#### Heather Reddy

Director, Victory Beyond the Cup • Chaplain, U.S. Women's National Team

Heather Reddy serves as Director of Victory Beyond the Cup, Cru's global outreach initiative surrounding the 2026 FIFA World Cup. She is also a longtime chaplain to the U.S. Women's National Soccer Team through Athletes in Action. A former collegiate soccer player, Heather brings decades of experience in athlete care, spiritual leadership, and global ministry. She is a trusted voice on faith, identity, and purpose in sport, and is also a mom who understands firsthand the pressures facing today's athletes and families.

#### Jesse Bradley

Pastor • Evangelist • Former Professional Soccer Player

Jesse Bradley is the pastor of Grace Community Church in Seattle, a multigenerational and multi-ethnic congregation committed to sharing the hope of Jesus locally and globally. He is the founder of Just Choose Hope and a former professional soccer player who serves as chaplain for the Seattle Sounders of Major League Soccer and the U.S. Men's Under-20 National Team. A graduate of Dartmouth College and Dallas Theological Seminary, Jesse is a bold evangelist who shares the gospel through digital platforms and major media outlets, reaching millions through networks including CBS, FOX, NBC, ABC, and Newsmax. Jesse and his wife Laurie have four children and a patient dog named Bella.

### Media & Interview Requests

To book podcast or media interviews during NRB Media Week related to Victory Beyond the Cup and World Cup 2026 outreach, contact:

**Larry Stephens** | [Larry.Stephens@cru.org](mailto:Larry.Stephens@cru.org)

To learn more, visit [www.VictoryBeyondtheCup.com](http://www.VictoryBeyondtheCup.com)