



Mission of Cru

Win, build and send Christ-centered multiplying disciples who launch spiritual movements.

Mission of Josh McDowell Ministry

Josh McDowell Ministry exists to serve others until the whole world hears about Jesus.

Josh McDowell Ministry, a division of Cru, serves to help build multiplying disciples until the whole world knows that the Christian faith is reliable, relational and relevant to their lives.

The Ministry serves to equip students, parents, leaders and churches through the production of innovative events and cutting-edge ministry resources in the heart languages of people everywhere.

Vision

True followers of Jesus everywhere who live, defend and share their faith

Core Values for JMM

1. Truth (includes integrity, faith and apologetics)
2. Relationships (includes family, valuing staff and others, showing appreciation, listening)
3. Fruitfulness (excellence, results, leveraging, stewardship)
4. Serving others
5. Innovation/Creativity (being relevant, proactive and flexible)

Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry for more than 50 years. He shares the essentials of the Christian faith in everyday language so that people of all ages and stages are prepared for the life of faith and the work of ministry.

Josh McDowell Ministry helps people know *truth*, understand *why* they believe it and experience it in their *relationships* by living out their faith. The Ministry serves students, leaders, churches and virtual movements through the production of innovative **live events**, relevant **ministry resources** and cutting-edge **electronic media** - supplying Christian resources in the heart language of indigenous people.