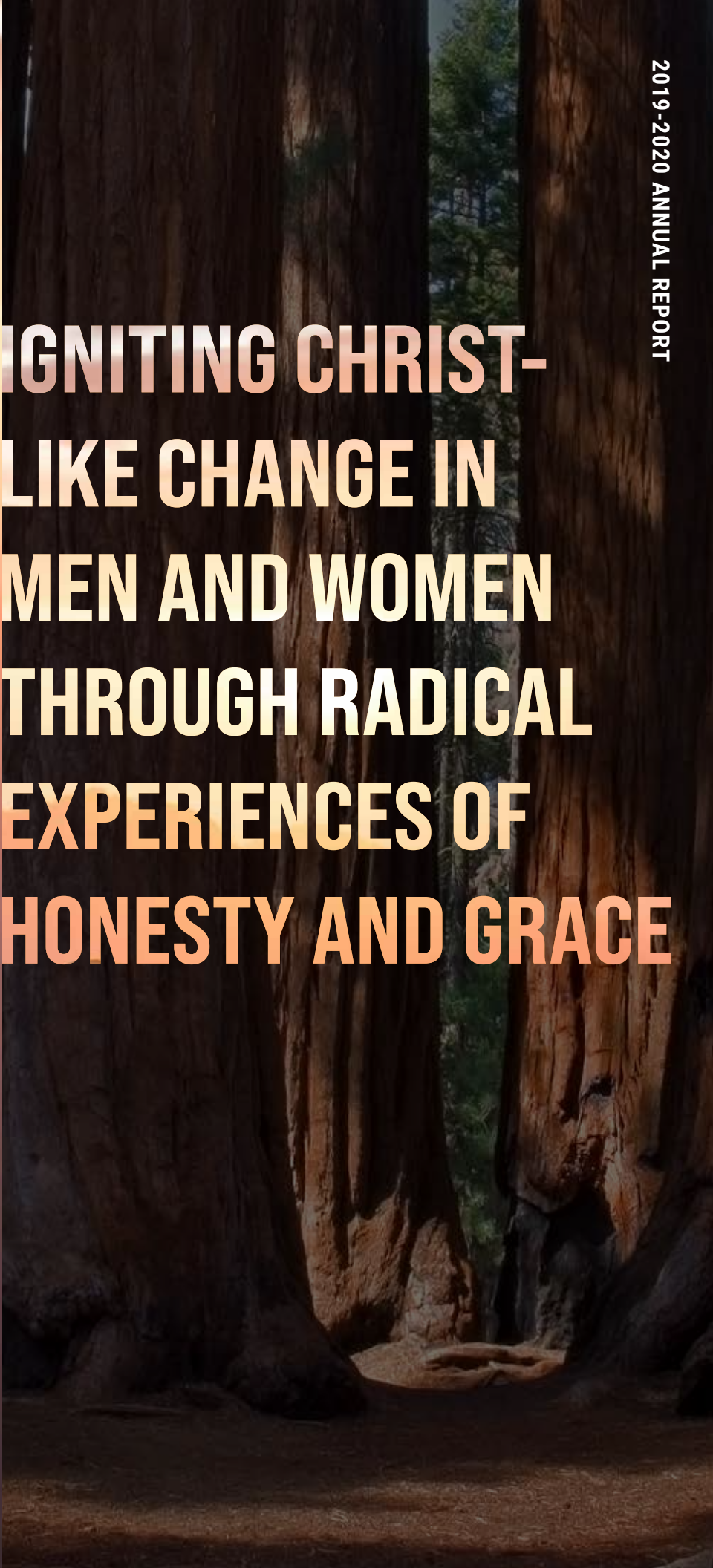


IGNITING CHRIST- LIKE CHANGE IN MEN AND WOMEN THROUGH RADICAL EXPERIENCES OF HONESTY AND GRACE



This incredible movement across the US and the world is radical, edgy, and full of risks.

Living with impeccable integrity, authenticity, courageous vulnerability and radical grace is so counter-culture to society and church-life that it feels dangerous. It is the very thing that our relationships, workplace, church and neighborhoods need most at this very moment.

I believe that The Crucible Project is the framework that keeps the movement growing. The ministry that provides structure is indispensable reaching all Christ followers everywhere.

The movement will not be stopped by a pandemic. Faithful Redwoods across the globe are keeping this ministry alive as we continue to ignite Christ-like change in men and women through experiences of radical honesty and grace.

More than any other time in our history, the organization needs you. If we are to fulfill the vision that God has laid before us, it will take courageous Redwoods to take their place alongside early founders and faithful givers to keep the movement and this ministry moving in mission.

My deepest desire is that you will find full transparency and inspiration in the following pages which brightens your light and engages you into action, living in mission and joining The Crucible Project in her's.

Sincerely,



Roy Wooten

Executive Director



“We give to Crucible of our time and resources out of deep gratitude for how Crucible has helped us grow and change as individuals and as a couple. Through “big truth” and “big grace” at Crucible, we’ve met ourselves, each other, and Christ in profound ways. And by giving and staffing we can pass this precious gift to others!”

LON & LINDA OURY |

“That March 2012 weekend saved my life! I give to see this work in the Black community.

LAWRENCE HASKIN, SR. |

“Personal change is really hard – I give my time and money to the Crucible Project because this well-led ministry offers practices that help humble, eager people experience Christ’s grace and truth in ways that lead to amazing life change. I give because Crucible is advancing God’s kingdom.”

JOHN CASEY |

“The insight TCP has given me into my inner self, the good parts and dark parts, have given me a perspective that has equipped me to be a better man, father, husband, and leader. As a result it has without a doubt changed my children’s lives and who they’ll become as adults for the better. I support the work financially because I know that, man by man, the ripple effects of this work across the globe are making generational changes that are creating a better world.”

JIMMY LINDSEY |

“We give to provide a sustainable platform to maintain the work of The Crucible Project and thereby giving opportunity to others who might not be financially able to partake. We believe in the power of soul work to bring heart change and wholeness to individuals. This transformation ripples through families, churches, communities and the world.”

PETER & DAWN ALDRICH |

“Crucible provides deep transformation missed by other ministries and the local church, providing an additional path to deeper spiritual connection and change.”

PETER ALDRICH |

“I know by investing in The Crucible Project lives will be impacted, changed and even transformed and not just the men but their families, marriages, surrounding community and generations to come.”

CHRIS BATZ |

“**MORE MISSION BASED:** I give to The Crucible Project as a result of it strategically aligning with my mission of supporting organizations that provide expeditious transformation of hearts and minds. I also believe in God’s call to gospel patronage; that we are to create or come alongside of movements and organizations as partner, and we do this from a pure heart with the knowledge that the source of our successes are because of the framework laid from God’s blessings upon us, and a result of Jesus’s presence in our lives.”

KENNY COX |

“I am 45 years old, born to missionary parents, raised in the church. When I was 40 I attended a Crucible weekend and it was there that I was deeply challenged to face deep pain that I had ignored for 20 years. That challenge was paired with a radical grace in ways I had not seen before. I have continued meeting with groups of men where we strive to follow Jesus in authentic, painful, joyful and life-giving ways. Crucible is not perfect, but I sense it has brought me into a space of living more authentically in my world. I believe in and support its capacity to touch men deeply and bring restoration to churches and society at large.”

MATEO REED |

By the close of 2025, The Crucible Project will be the sustainable leader of high quality, volunteer-driven Christ-centered soul work throughout the globe with easily accessible, culturally competent Christ-centered offerings.

OUR STRATEGIC INITIATIVES

1

The Crucible Project will be known throughout the Church as the go-to resource for Christ-centered soul work.

2

The Crucible Project will develop and implement high quality, accessible, and culturally competent Christ-centered offerings across the globe holding over 100 initial transformation weekends annually.

3

The Crucible Project will maximize resources with highly ethical, efficient and mission-centric business practices.

4

The Crucible Project will inspire generosity to secure the financial future and sustainability of the mission and ministry.

Our Strategic Initiatives

1 Be known throughout the Church globally as the go-to resource for Christ-centered soul work.

- ▶ Improve Redwood communications by maximizing technology to inform in the way Redwoods consume information today (app, podcasts, texts, etc.)
- ▶ Develop high quality, mission-centric, outward facing communications about the ministry (podcasts, webinars, press releases, book, documentary, etc.)
- ▶ Wake up the Church to Christ-centered soul work and our key teachings (book, press releases, media, events and publications).

2 Develop and implement high quality, accessible, culturally competent Christ-centered offerings across the globe holding over 100 initial transformation weekends annually.

- ▶ Expand volume of offerings by replicating leadership and developing communities where life-long soul work is valued (community development, group and workshop development and leadership replication through continuous learning).
- ▶ Develop and implement soul work solutions for churches, corporations, and special populations (marriages, sex traffic survivors, veterans, incarcerated, addicted, youth, etc.).
- ▶ Expand global access to Christ-centered soul work through online culturally competent offerings serving deployed missionaries, isolated pastors, and circles of Redwoods (app, live events, webinars, podcasts, coaching, groups, etc.).
- ▶ Develop and implement quality improvement systems to continually strengthen and evolve all offerings (incident reporting, program effectiveness, leader development systems and community development, etc.).

3 Maximize resources with highly ethical, efficient and mission-centric business practices.

- ▶ Align business practices to the high-quality standards of respected third-party reviewers (i.e. Charity Navigator, Evangelical Council for Financial Accountability, etc.)
- ▶ Maximize efficiency of all support systems through the use of safe and secure technology to automate office systems for impeccable business practices.
- ▶ Invest in culturally competent human resources through policies and practices that attract and retain quality, Christ-centered team members (employees, contractors, volunteers.)

4 Inspire generosity to secure the financial future and sustainability of the mission and ministry.

- ▶ Develop a culture of generosity that engages Redwood investment in fully funding ever-expanding financial assistance (opportunities with all communications and touches).
- ▶ Invite investment opportunities for legacy giving through focused campaigns (endowment, international training center) with individuals, foundations, grants, corporations, etc.).
- ▶ Create donor accountability reports and investment opportunities to inform about mission impact results. (Annual report, regular communication plan, annual fund development events, annual campaigns, etc.).

Pastors Survey

100%

100% of surveyed pastors reported that their completion of the Crucible Weekend positively improved the church they lead. The overwhelming majority of Pastors reported that the Crucible Weekend improved member's attendance, increased giving, increased volunteer service and their leadership.

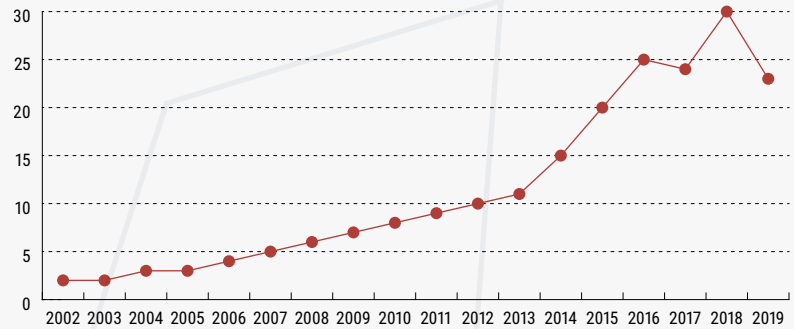
Empirical Evidence for The Crucible Project Weekend

In research conducted by Ryan Poling, PsyD, in 2017, Weekend participants reported significantly higher scores on measurements of **Authenticity**, **Assertiveness** and **Willingness to Forgive** by Sunday afternoon and in eight weeks post-weekend. Within The Crucible Project, these align with our core values of **Integrity**, **Courage** and **Grace**.*

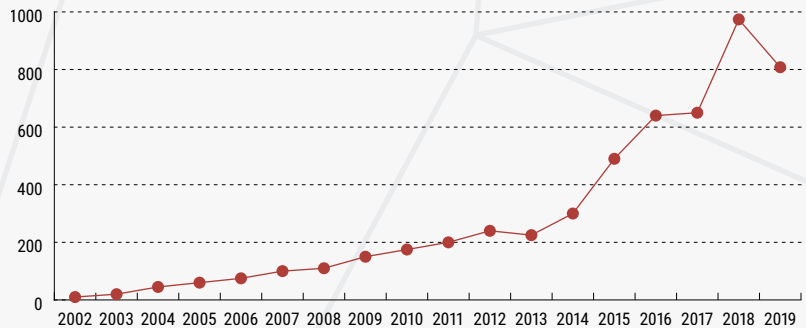
* Poling, J. Ryan (2013) New masculinity: exploring the effects of a men's initiation weekend. Digital Commons @ Fuller. [PsyD dissertation]. Fuller Theological Seminary.

Weekend Data

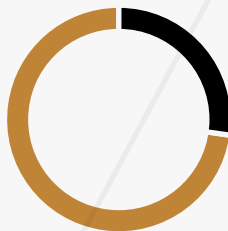
INITIAL WEEKENDS



NEW REDWOODS

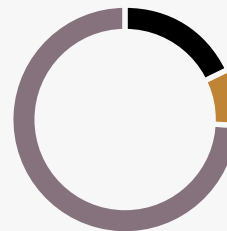


ANNUAL WEEKEND EXPENSES



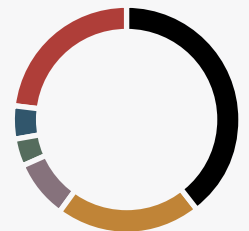
■ Indirect - \$123,000
■ Direct - \$326,000

EXPENSES



■ Administration - \$196,472
■ Fundraising - \$86,000
■ Programs - \$806,000

AVERAGE WEEKEND EXPENSES



■ Camp - \$8,600
■ Leader Fees - \$4,500
■ Travel - \$1,800
■ Food - \$900
■ Supplies - \$1,000
■ Support - \$5,000

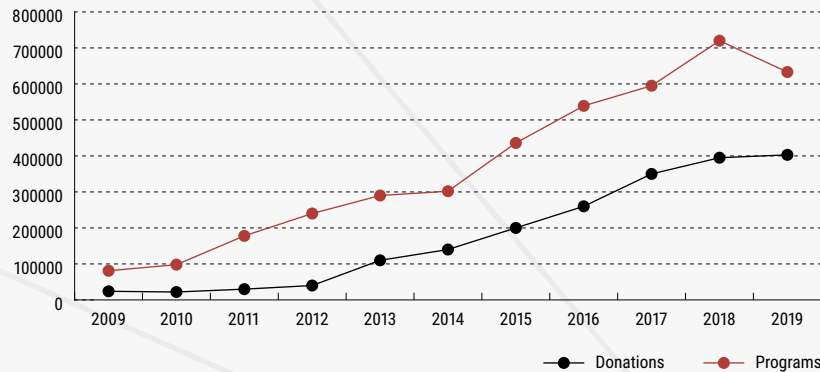
“The Crucible Project is the most powerful, transformational ministry I have ever been a part of. The money I give is being leveraged to change lives all around the world. There is no better way to use the resources God has given me for Kingdom use.”

FY 2020-2021 Gap Needs

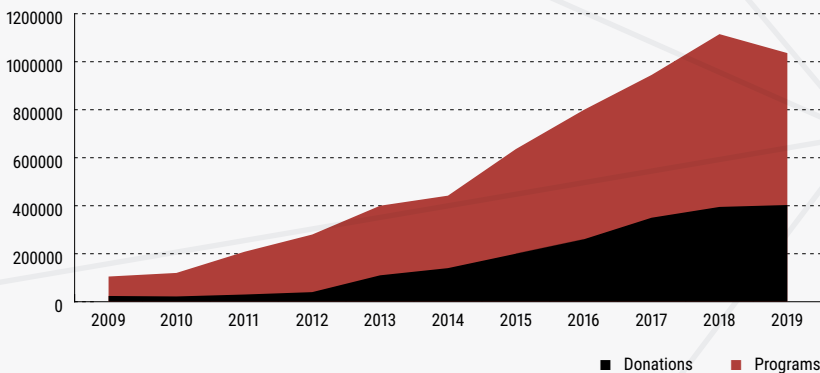
Keep Ready Support Staff Ready for Weekends	\$ 120,000	Annual
Technology Improvements for Groups, Leader Tracking	\$ 25,000	Redwood
New Pweekend Services App Build Out (missionaries, pastors)	\$ 20,000	Redwood
Long Term Carpet Work Training Development	\$ 21,000	Redwood
Pweekend Book Targeting Pastors	\$ 40,000	Redwood
New Program Development (churches, etc.)	\$ 65,000	Redwood
Reaching Strategic Plan by 2021	\$ 997,000	Redwood

Donations and Program Revenue

REVENUE

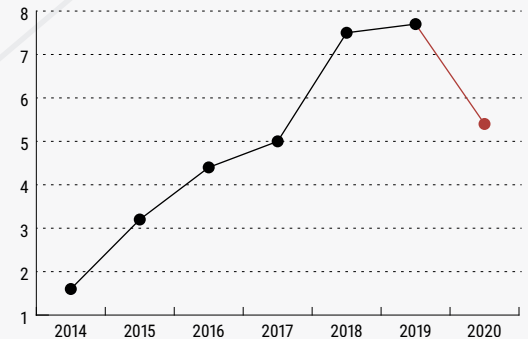


TOTAL REVENUE



Your support
is needed now
more than ever.

MONTHS IN RESERVE

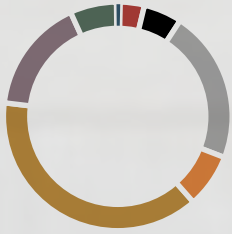


“Soul work is important because broken hearts long for healing. Crucible provides important tools that lead to authentic healing and restoration.”

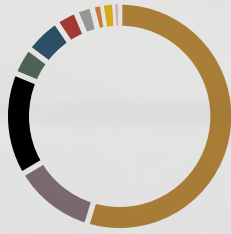
“Donating funds helps me with my expectations of others, that I can help others with no strings attached. This has helped and challenged me with my faith and trust in God in ways that are still growing beyond my dreams.”

Donor Information

REDWOOD ANNUAL AGGREGATE GIVING BY AMOUNT



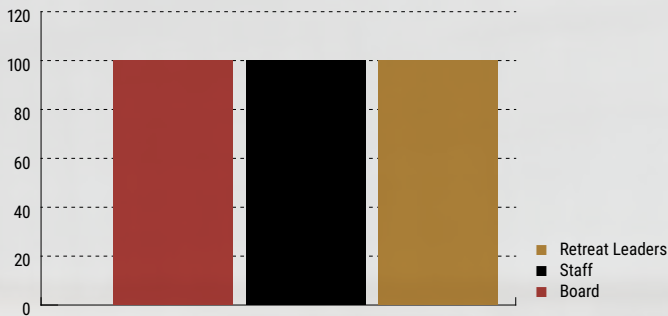
REDWOOD DONORS BY REGION



- \$25K - 49,999
- \$10K - 24,999
- \$5K - 9,999
- \$1K - 4,999
- \$500 - 999
- \$100 - 499
- \$25 - 99
- \$.01 - 24.99

- Illinois
- Texas
- Colorado
- WI/MI/IN
- MO/KS/WY/NE/OK
- CT/DE/PA
- MS/NC/FL
- AUS
- MEX
- Other

PERCENT DONATING



DONATION OPPORTUNITIES: Join us in the fight to spread soul work across the globe.

Give to the Annual Fund

- ▶ Financial assistance in all offerings
- ▶ Leadership and Community Development
- ▶ Our work in Mexico, Kenya and with other special populations

Fund the strategic plan by giving to the Redwood Campaign

- ▶ Bring our weekend to Veterans, Sex Traffic Survivors, Couples, and others
- ▶ Wake up the church to this movement through podcasts, book, and full length documentary.
- ▶ Invest in reaching isolated missionaries and ministers.

Make a one-time contribution or set up a secure monthly donation

- ▶ Go to: TheCrucibleProject.org/Donate or send a check to:
The Crucible Project 1420 Smith St. Waller, TX 77484

Does your employer match your donations?

- ▶ The Crucible Project is eligible for matching gifts from most corporations.

smile.amazon.com

- ▶ Give painlessly when you designate The Crucible Project at smile.amazon.com as you shop.

Leave a Legacy

- ▶ Ensure your grandchildren and great-grandchildren can begin their journey with The Crucible Project. Call 832-738-0199 for a conversation about how your legacy gift can sustain the ministry in perpetuity.

Visit TheCrucibleProject.org



The Crucible Project is a 501c3 non-profit charity.

Contributions are tax deductible to the extent provided by law. The Cares Act provided most Americans an additional tax benefit, up to \$300 per tax payer (\$600 for married couples) above the standard deduction this tax year.

WITH GRATITUDE TO OUR 2019-2020 DONORS

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