

Fall Report

2024



“And let us consider how to stir up one another to love and good works, not neglecting to meet together, as is the habit of some, but encouraging one another, and all the more as you see the Day drawing near.”

— Hebrews 10:24-25 (ESV)

Grateful for You

You've helped us achieve much over the past year, and we are deeply thankful. With God's guidance and your steadfast support, we've reached significant milestones that once seemed beyond our grasp. Together, we're making a profound impact for Christ in the business world.

Our mission has always been bold — a God-sized goal — to equip over one million business leaders to live out their faith by the end of 2027. With your dedication, and with God's provision, this ambitious target feels increasingly attainable.

Your investment in this ministry continues to yield tremendous returns for the Kingdom of God. In this report, you'll see evidence of this growth. We're helping business leaders across the nation and the world live out Biblical principles in their workplaces, transforming lives and industries in the process.

Let's continue to press forward, keeping our eyes fixed on the greater goal of equipping every business leader to live out their faith boldly and effectively.

God is on the move, and we stand in awe of what He has done through our collective efforts.



Rick Boxx

Rick Boxx

Founder & CEO

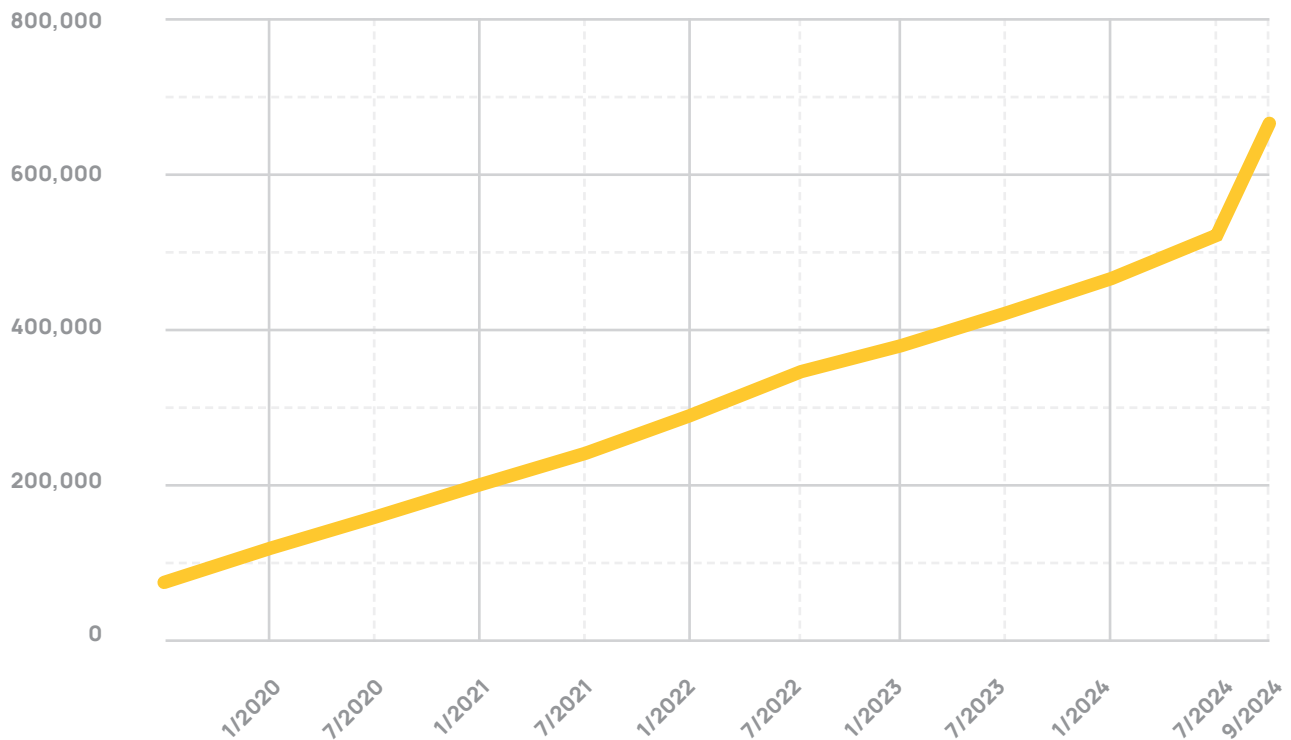
Training & Empowering

This March, we celebrated a monumental achievement, surpassing the halfway mark of 500,000 equipped leaders.

Our June 30 fiscal year brought another milestone as we surpassed \$1.2 million in revenue. And now, as of September, we've equipped 660,000 business leaders – over two-thirds of the way to our goal.



Business Leaders Equipped Over Time



Driving Impact Through People Equipping Activities

As a member-driven organization, we're committed to helping Christian business leaders integrate their faith and work through three key avenues: **Conferences & Events, Content, and Community Building.**

Conferences & Events

This year's events introduced first-time attendees to the purpose and calling God has placed on their professional lives and reignited their passion to make a difference in ways they had never considered before.

Content

Our messages touch millions around the world. Through our partnership with CBMC International, over two million people have received our email content in multiple languages. Our daily radio broadcasts continue to air on over 200 stations, and our YouVersion Bible App reading plans have gained more than 430,000 subscribers across 75 different plans. These resources have become daily tools, shaping the worldview of business leaders and providing them with Biblical insights for their professional lives.

Community Building

Our Forum groups remain one of the core ways we encourage business leaders to meet regularly, and spur one another on toward good works in their workplaces and communities.

Forum Groups

Community | Church | Company

CEO Roundtable

Supporting and encouraging small business owners looking to integrate their faith into every aspect of their business.

Mark's Story

Mark is a member of our Lawrence Forum group. As an aviation enthusiast he was inspired by one of our Summit speakers involved in aviation ministry. Mark's encounter with the speaker led him to becoming an organizer and catalyst for the launching of a tech school program for aviation careers. Mark's Forum involvement didn't stop there – as an unchurched business owner, Mark's Forum engagement helped lead him back to church, where he now leads a small group, and has become bolder with his faith at work, further living out his calling.

Chris's Story

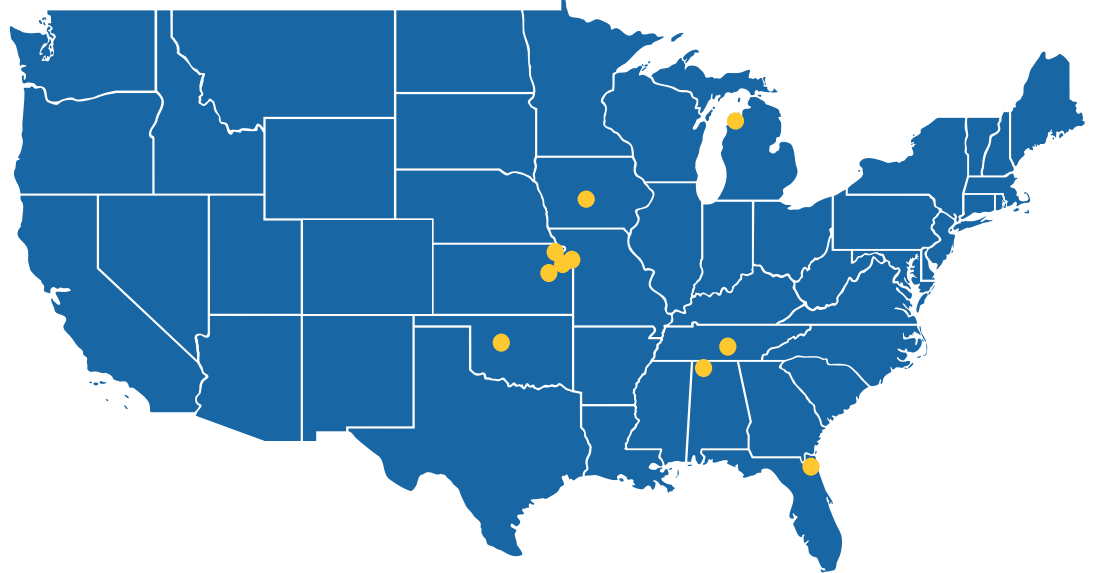
Chris's story highlights the global impact of our Forum groups. A young marketing leader from Uganda, Chris launched a Forum group with remarkable energy and innovation. However, when Chris's department was eliminated, he faced unemployment. Seeing his potential, we stepped in, providing Chris with a laptop and internet access so he could continue leading his group. We also contracted Chris to help us pursue international sales leads, and his passion has sparked Forum group opportunities in Australia, South Africa, and Canada.

Map of Our Global Impact

Forum groups and partner locations across the globe.

America

Iowa: Des Moines area | 4
Kansas: Johnson County 6
Lawrence 1 | Atchison 1
Michigan: Harbor Springs | 1
Missouri: Jackson County | 2
Tennessee: Shelbyville | 1
Alabama: Muscle Shoals | 1
Oklahoma: 1 group
Florida: Jacksonville | 1
Virtual: 2 groups



International in Development

Uganda
South Africa
Canada
Australia
Mexico



Join Us!

Are you interested in launching a Forum group in your church, company, or community?

These groups are powerful environments for fostering faith, leadership, and community impact. We partner with you every step of the way to ensure success. Learn more by contacting Mike at mike@unconventionalbusiness.org.