

ENGAGE, LOVE, LEAD

BREAK FREE MINISTRIES





TURN  
ON RED

~~ZAM 3RM~~

USA OUT OF  
COLOMBIA

YOUR AD on  
Bench

SHAPESHIFT





# LETTER FROM THE PRESIDENT

2019 has been a year of significant growth, change, and joy. Our vision was to more effectively engage the Hip-Hop community. The **growth** and **change** came with the messiness of discipleship. The **joy** came in seeing the fruit of discipleship: Lives transformed and passion for the gospel multiplied!

Building off the vision we had in 2019, we want to see our ministry grow from communities and not individuals. This means we will better unify our staff, other ministries and believers in every city we are located. We believe that lasting impact will be seen more readily and healthily when it is done from community.

Thank you for your partnership, and as you read our report, please pray that we will be faithful to our call in 2020!

Michael Swalley







## MISSION

STRENGTHEN THE FAMILY  
AND LOCAL CHURCH BY  
ENGAGING THE HIP-HOP  
COMMUNITY WITH THE  
GOSPEL.











## VALUES

- INTENTIONALLY ENGAGE
- DISTINCTLY LOVE
- LOCALLY LEAD







# IMPACT - GLOBAL REACH

- CHICAGO, IL
- MINNEAPOLIS/ST PAUL, MN
- KIEV, UKRAINE
- MADRID, SPAIN
- NAIROBI, KENYA



# IMPACT - PRACTICES

- WE ATTEND 20 DIFFERENT PRACTICE SPOTS EVERY WEEK.
- WE PERSONALLY ENGAGE WITH 200 MEN EVERY WEEK.
- THE MAJORITY OF MEN WE ENGAGE HAVE NO OTHER GOSPEL INFLUENCES IN THEIR LIVES.



# IMPACT - BATTLES

- WE PARTICIPATED IN 50 BATTLES.
- EACH BATTLE GIVES US A CHANCE TO INTERACT WITH 100'S OF PEOPLE FROM BOTH THE LOCAL AND NATIONAL HIP-HOP COMMUNITY.
- BATTLES ARE A GREAT SUPPLEMENT TO THE RELATIONSHIPS WE BUILD AT PRACTICES.



# IMPACT - OUTREACH BATTLES

- WE HOSTED 8 OUTREACH BATTLES.
- EACH BATTLE WAS AN OPPORTUNITY FOR US TO SHARE THE GOSPEL FROM THE MICROPHONE.
- WE DEMONSTRATED THE GOSPEL BY MAKING THESE EVENTS FREE AND SUPPORTING A LOCAL CAUSE THAT WAS BENEFITTING THAT LOCAL COMMUNITY.





# IMPACT - LIFE ON LIFE

- 2,000 HOURS SPENT WITH MEN IN THE HIP-HOP COMMUNITY OUTSIDE OF PRACTICES AND BATTLES.
- TEACHING AND LIVING A LIFE OF MISSION IN COMMUNITY.
- 3RD AND 4TH GENERATION DISCIPLES BEING MADE.









# FIVE YEAR VISION

- We are helping the Hip-Hop community in 12 major city centers to cultivate an intimate relationship with God.
- We are engaging the inner city with boldness and creativity to make Jesus known, striving to help people own their true identity in Christ.
- We are strengthening the local church by fostering a culture of service within believers in the Hip-Hop community.
- We are breaking the chronic cycle of the absent man, helping husbands and fathers lead their families closer to God.
- We have a unified board and team who battles together for the transformation of the Hip-Hop community.



# 2019 FINANCIALS

- TOTAL INCOME: \$112,000
- TOTAL EXPENSES: \$155,000
  - 95% PROGRAM
  - 5% OPERATIONS







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