

GAiN®, the Humanitarian Ministry of Cru®, Changes Name to Unto™ —PLANO, Jan. 31, 2020

RELIEVING SUFFERING, RESTORING DIGNITY, AND REVEALING HOPE IN THE TOUGHEST PLACES ON EARTH

Global Aid Network® (GAiN®) in the United States, the humanitarian ministry of Cru®, is changing its name to Unto™. Beginning February 2020, the new name will allow the ministry to more clearly convey their pursuit to serve people in the toughest places on earth by relieving suffering, restoring dignity, and revealing the eternal hope of Jesus. Unto remains steadfast in their commitment to accelerate spiritual movements through humanitarian kindness, which helps Cru and its partners gain access, build credibility, and increase effectiveness in ministry.

Unto President and CEO, Al Goff said,

Although we have been living out this mission for more than 25 years with many Cru ministries and like-minded organizations across the globe, God is increasing our missional momentum so we can do this work even better.

By becoming Unto we can be even more responsive to physical and spiritual needs around the world. We can more clearly convey our passion for the pursuit of sharing the hope of Jesus without putting our partners and their ministries at risk. With programs focused on Food and Agriculture, Clean Water, and Critical Aid, we will be able to help even more people give tangible expressions of hope to people in need.

We are excited about this change as we have received overwhelming support from ministry partners, international field staff, and Cru staff members. Thank you for embracing the need for this change and for understanding the potential of the new name. Together with you, “do unto others as you would have them do unto you” is more than an ideal. It is our mandate — to express the kindness of Jesus to all people so that they might have a personal relationship with Him.

Visit unto.com to learn more. For interview requests, please contact Michelle Oney at 972-841-7590 or Michelle.Oney@unto.com.

Over the course of 25 years of operation, Unto has leveraged strategic global partnerships and the service of dedicated volunteers to relieve suffering through humanitarian aid in more than 75 countries. Unto serves people around the world as part of Cru’s diverse, 190-country network.