Cru Overview

FOUNDING
Cru was founded as “Campus Crusade for Christ” in 1951 by Bill (1921 – 2003) and Vonette Bright (1926 – 2015) on UCLA’s campus. Since then, Cru has become one of the largest Christian organizations in the world, with more than 25,000 team members serving in 190 countries.

PRESIDENT
Steve Sellers

HEADQUARTERS
Orlando, Florida

WEBSITE
Cru.org

MISSION
Cru is a Christian evangelism and discipleship ministry committed to giving people everywhere the opportunity to know and experience God's love and plan for their lives.

APPROACH
Cru offers spiritual guidance, resources and programs tailored for people from all cultures in every walk of life. From dorm rooms and boardrooms to basketball courts and courts of public opinion, Cru’s aim over the past 70 years has continued to be faithfully and strategically making disciples in the name of Jesus. These ministries include:

- Some 750 campus ministries engaging more than 53,600 students and faculty in ministry on U.S. college campuses.
- Cru’s city ministry serving in more than 35 cities and partnering with churches and organizations in mobilizing Christ followers to share God’s love throughout the city.
- Marriage and family outreaches to 18 million people annually in 109 countries through conferences, broadcasts and resources.
- Athletic ministry with outreaches in 97 countries, 205 U.S. college campuses and 35 U.S. professional sports teams, along with sports media that touches the lives of an estimated 100 million people annually.
- Ministry to military installations and communities in 32 countries worldwide.
- The JESUS film has been shown in every country in the world and translated into more than 1,900 languages. To date, Jesus Film Project is responsible for more than 600 million total estimated decisions for Christ.

For a complete list of Cru's ministries, visit cru.org**.**

-30-