

BACK PAGES

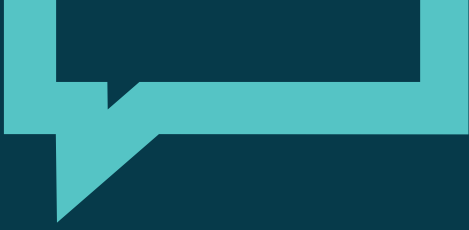
ANNUAL REVIEW

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AND LOOKING AHEAD TO
2025

ANNUAL REVIEW: STATS
AND STORIES FROM
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DIRECTOR'S MESSAGE



WE THANK GOD FOR 2024!

This year provided significant one-off opportunities to engage the world of sport with the Christian message particularly through major sports events like Euro 24 as well as the Paris Olympics and Paralympics.

What a privilege to have spoken at a number of iconic venues from Wembley Stadium to The Royal Albert Hall to many thousands. We were also able to retell the 'Chariots of Fire' story of Eric Liddell digitally, in print and in person



Behind the scenes creating evangelistic films shared online and used at events throughout the summer

through the Sports Mission Pack, books, tracts and films as well as through the Keswick Lecture.

There were many opportunities to engage nationally in the media in matters of sport and faith, appearing 81 times, compared to 33 last year.

THE BREAD-AND-BUTTER WORK OF 2024

We thank God for the regular work of supporting thousands of Christians to connect their faith in Jesus to sporting passion alongside helping many sportspeople to hear the gospel message.



Young sportspeople enjoy rugby training at Giggleswick Sports Plus

Sports Plus grew to eight weeks this Summer but still has long waiting lists! We added a new camp at Giggleswick providing a new venue in the North of England.

400+ volunteer leaders served to deliver these weeks, many of whom actively participate in university groups and local networks working to reach teammates with the gospel throughout the year. Thousands of sportspeople heard the gospel message through guest events organised by these groups.

Over 200 individuals joined bible studies delivered throughout the year to those competing at the highest levels of sport.

Digitally, our content was seen over 4 million times, as we seek to encourage Christian sportspeople and engage a wider audience of sportspeople with the good news of Jesus online.

Over 1500 prayer meetings took place during the year asking God to work by His spirit in the lives of sportspeople.

In addition, three new and exciting projects were delivered last year.

An exciting and groundbreaking research project engaging 230 partners on the ministry landscape of professional and elite sport throughout the world. This identified new strategic opportunities within the largely unreached population of elite athletes.

New training pathways equipping leaders for mission to sportspeople were launched in Malta to a highly selected group of 76 leaders from 36 nations. These pathways were further launched in September through 1,655 watch parties across 148 countries.



CIS Director Graham Daniels speaks to leaders in sports ministry from across the world in Malta



CIS Staff Member Mike Swanson running one of many Reach Project events this year

The Reach Project, focussing on engaging sportspeople from deprived communities in the UK, began in January. Since then, 20 projects have been delivered.

We thank God for His work throughout 2024 in a year when sport has continued to dominate the cultural landscape for so many.

THE YEAR AHEAD: 2025 AND BEYOND

We give thanks to God for His work in 2024 but like any sportsperson returning for a new season, we simply go again prayerfully and intentionally in the mission to sport seeking to learn lessons from last year to make the work,



under God, more impactful than ever. We often think of ourselves as fairly niche, although this niche mission field in the UK alone contains millions and continues to dominate lives and culture. It's still the most participated in, most watched, most commented on and for cultural issues of the day often leads the front pages as well as the back.

Arguably the most impactful aspect of our work with competitive and elite sportspeople continues to be in the under 23 age range in a window of years when sporting engagement is at its greatest and when the vast majority of Christians come to faith and begin life-long discipleship journeys. This year we're excited to share new plans for how we'd like to grow the work further within this formative window of years.

As more and more are engaging with sport and faith we continue to reflect more deeply

and biblically and are excited to launch, in the UK and USA, a new book published by The Good Book Company on how sport and faith go together biblically.

As a charity we are reliant on donations and so thankful to God for those He raises who enable the work financially and whilst 2024 saw an increase in the number of people giving to Christians in Sport, overall donations fell. We continue to pray that God will raise up more to join the team and support the work of reaching the world of sport for Christ.

It is a privilege to serve this vision alongside the many praying, participating in the mission and giving to grow the work of the gospel in sport. Let's keep praying asking the Lord of the Harvest to keep sending out workers into the harvest field of sport.



Our elite work continues to be fruitful, particularly with those under 23

THANK YOU!



KEITH PROCTOR

Managing Director

SPORTS PLUS 2025



PERTH

6-11 JULY

BELFAST 1

27 JUL-1 AUG

MONKTON 1

27 JUL-1 AUG

BRECON

27 JUL-1 AUG

BELFAST 2

3-8 AUGUST

MONKTON 2

3-8 AUGUST

BELFAST 3

10-15 AUGUST

MONKTON 3

10-15 AUGUST

REPTON

10-15 AUGUST

GIGGLESWICK

17-22 AUGUST

FIND OUT MORE:

christiansinsport.org.uk/sportsplus





ANNUAL REVIEW

Here is a short summary of the work from across key areas of focus in 2024, from discipling elite athletes in the public eye, to young people discovering their passion to compete and those behind the scenes working, coaching or volunteering.

ELITE

10%



of the world's top male track athletes participated in Bible Studies, both online and at Diamond League events. Over 200 individuals joined Bible studies across elite sport.

"As well as making new contacts we have seen larger Bible studies this season, with peer-led invitations at Diamond League events. Being present has allowed for good connection opportunities as well as being able to walk alongside and minister to athletes during these high-pressure occasions."

Si Poole, Christian in Sport elite team

STUDENT

1 IN 3



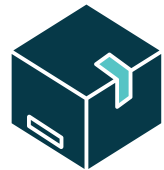
students who attend our university groups have taken teammates to church and 1 in 5 have read the bible with a teammate this year. The groups delivered 68 evangelistic events.

"I sent a message to my team ahead of Easter inviting them to eat together and chat about Christianity. Lots showed up, and together we explored a really simple model explain the gospel. Conversation flowed and there were surprisingly few awkward silences. I guess I shouldn't be surprised, because I spend most days with these girls and they are actually interested in my life!"

Sarah, student hockey player

DIGITAL & RESOURCES

1



Sports Mission Pack resourced the church in the Summer of Sport. Two of the films included in the pack were viewed 30,000 times and over 80,000 books and tracts were sold.

"During the Olympics we gave away thousands of English copies as well as over 6,000 translated into French. The two tracts on Liddel are great and we trust God to use them for His glory."

Ilka, who used the Sports Mission Pack for outreach during the Olympic Games in Paris



SPORTS PLUS

8



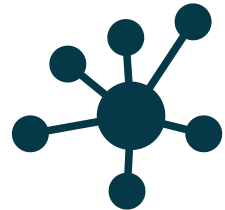
Sports Plus camps delivered in England, Northern Ireland, Scotland and Wales

"My daughter had such a happy week. She can't wait to come back next year. I hope the team know that what they do makes such an impact on so many levels. Thank you for encouraging my daughter in her faith!"

Parent of a young person who attended Sports Plus in 2024

COMPETITIVE ADULTS / NETWORKS

84



Prayer gatherings across the UK, with networks organising over 30 events.

"Thanks for your prayers! There was a great atmosphere in the room, with sportspeople listening intently as the talk opened up thoughts on where we find our identity. Please pray those who came would ultimately find it in Christ!"

Local Network Leader after an evangelistic quiz

REACH PROJECT

20



new projects launched across the UK.

"It's been a really encouraging year starting our new Reach project. The project has seen the team working with young sports people in schools, churches, youth sports clubs and organisations within the most deprived communities in the UK. Young people have been given opportunities to hear of the good news of Jesus and connect that to their love of sport. We've learnt lots and we're excited to go after 2025 with fresh plans and a steadfast hope."

Ian Lancaster, UK Team Leader

INTERNATIONAL

11



Training cohorts of sports ministry leaders planned or already started in 2024 across global big regions.

"I came back from the conference with vision in how to serve athletes in professional spaces. I came away with a deeper value for going straight to God's word in sharing with teammates and way more tangible ideas of how to create spaces of discipleship for athletes."

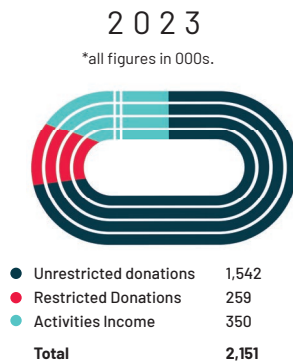
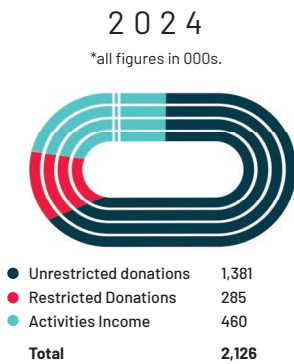
Maraiah, conference attendee for European sports ministry leaders in July 2024, Portugal



FINANCIAL REPORT

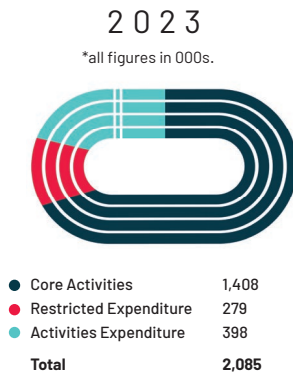
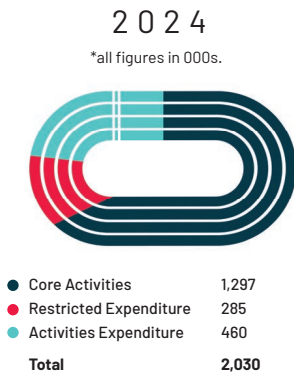
INCOME

Total Income was relatively similar to 2023 being £2,126k vs £2,151k. However unrestricted donations fell by over 10% compared to 2023. We thank God that more partners gave to the work this year, however average gift size fell and there is a continued shift away from regular giving in favour of one off gifts. Activities income grew as record numbers attended Sports Plus camps and training conferences and restricted income was consistent with 2023 donations towards international priorities.



EXPENDITURE

We adjusted a little of our core expenditure to make savings as we prepare for a greater focus in our work with competitive and elite sportspeople in the formative years of faith. We continue to have significant demand in certain areas of the work and seeking to find ways of stewarding our resources as effectively as possible. Our restricted expenditure, most being for international projects, was spent in alignment with the purposes for which it was given. Similarly for the increase in activities expenditure reflected the increase in number of camps.





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01869 255 630

INFO@CHRISTIANSINSPORT.ORG.UK

WWW.CHRISTIANSINSPORT.ORG.UK