

## **RESPONSE**

Applicant Intervarsity Christian Fellowship/USA (“Applicant”) hereby responds to the office action issued against Application No. 88239125 (the “Application”) for the mark INTERVARSITY CHRISTIAN FELLOWSHIP/USA and Design (the “Applied-For Mark” or the “INTERVARSITY Design Mark”) in connection with various goods, as amended herein, including lip balm (Class 3), jewelry and ornamental lapel pins (Class 14), print materials in the field of religion (Class 16), backpacks and bags (Class 18), table covers and banners (Class 20), cups and mugs (Class 21), unfitted plastic and textile table covers; banners made of textile, namely, cloth and plastic (Class 24), clothing (Class 25), and various advertising services (Class 35).<sup>1</sup> Applicant also agrees to the addition of Class 9 for “computer bags; computer tablet bags” to this application, and simultaneously submits the payment of the fees herewith.

Applicant has asserted a claim of 2(f) in connection with the Application based upon its prior registration for the same INTERVARSITY Design Mark (Reg. No. 0653195) in Class 42 in connection with the following services:

PROMOTION OF THE CHRISTIAN RELIGION, PARTICULARLY AMONG STUDENTS ATTENDING UNIVERSITIES, COLLEGES, AND OTHER INSTITUTIONS OF HIGHER OR SPECIALIZED LEARNING, PARTICULARLY BY ORGANIZATION AND GUIDANCE OF INTER-DENOMINATIONAL GROUPS OF SUCH STUDENTS; BY THE PRODUCTION AND DISSEMINATION OF RELIGIOUS LITERATURE AMONG THEM; AND THE ESTABLISHMENT AND OPERATION OF CAMPS AND OTHER MEETING PLACES FOR THEM

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<sup>1</sup> As requested by the Examining Attorney, Applicant agrees to amend the goods and services in the Application as set forth in this electronic response.

(hereinafter, the “INTERVARSITY Registration”). The INTERVARSITY Registration was registered on October 15, 1957 on the basis of 2(f) and was recently renewed in September of 2017. See Exhibit A (current TESS record for Reg. No. 0653195).

The Examining Attorney has objected to Applicant’s claim of Section 2(f) on the ground that the relationship between the Class 42 services and the goods in the present Application is not self-evident. In response, Applicant respectfully submits that the evidence submitted herewith is sufficient to show that the goods in the Application and the services in the INTERVARSITY Registration are sufficiently related to support a determination that the previously created distinctiveness will transfer to the goods and services in the Application. *See Bausch & Lomb Inc. v. Leupold & Stevens Inc.*, 6 USPQ2d 1475 (TTAB 1988); *see also* TMEP § 1212.04(c).

InterVarsity Christian Fellowship/USA is an inter-denominational, evangelical Christian campus ministry founded in 1941 that works with students and faculty on U.S. college and university campuses. *See* Exhibit B

([https://en.wikipedia.org/wiki/InterVarsity\\_Christian\\_Fellowship](https://en.wikipedia.org/wiki/InterVarsity_Christian_Fellowship)). These on-campus ministry services are covered by the INTERVARSITY Registration. *See* Exhibit A. The goods covered by the present Application are promotional items that serve as indicators of “secondary source” for Applicant’s Christian ministry services, which are covered by the INTERVARSITY Registration. *See, e.g., In re Paramount Pictures Corp.*, 213 USPQ 1111, 1112 (TTAB 1982)( “The ‘ornamentation’ of a T-shirt can be of a special nature which is [sic] inherently tells the purchasing public the source of the T-shirt, not the source of manufacture but the secondary source.”); *In re Expo ‘74*, 189 USPQ 48, 50 (TTAB 1975) (reversing the refusal and holding EXPO ‘74 registrable for handkerchiefs and T-shirts, since applicant, organizer of the 1974

World's Fair, had previously registered EXPO '74 for other goods and services); *see also* TMEP 1202.03(c).

Applicant respectfully submits that the secondary source relationship between these promotional items and the previously registered services is sufficient to establish “that the purchasing public will perceive that the mark's primary significance is to identify Applicant as the source of the new goods [or services]” and therefore the acquired distinctiveness in connection with Applicant's Christian ministry services will transfer to the promotional goods covered by the present Application. *In re Olin Corp.*, 124 USPQ2d 1327, 1333-34 (TTAB 2017).

This is consistent with Applicant's actual use of the INTERVARSITY Design mark in connection with various goods covered by the Application, including “promotional items” such as pens, mugs, and printed materials, as well as clothing and other items. *See* Exhibit C (printouts from Applicant's online store, InterVarsity Store).

This is also consistent with third-party use and registration by organizations in the same field. For example, CSU, formerly Campus Crusade, is an interdenominational Christian parachurch organization for college and university students. *See* Exhibit D ([https://en.wikipedia.org/wiki/Cru\\_\(Christian\\_organization\)](https://en.wikipedia.org/wiki/Cru_(Christian_organization))). The CSU organization has registered and used CSU and CAMPUS CRUSADE trademarks in connection with both Christian ministry services and “secondary” promotional items, such as clothing, printed matter, etc. *See* Exhibit E (current TESS records for CRU and CAMPUS CRUSADE registrations). Campus Crusade, another college-based Christian ministry organization, also uses and has registered its trademark in connection with ministry services and t-shirts. *See* Exhibit F (<https://www.campusoutreach.org/>); Exhibit G (TESS record for Reg. No. 4260585). Lastly,

Fellowship of Christian Athletes, another well-known ministry organization that focuses on athletes, has registered and used its trademarks in connection with both its ministry services and promotional goods, such as clothing and printed materials. *See* Exhibit H ([https://en.wikipedia.org/wiki/Fellowship\\_of\\_Christian\\_Athletes](https://en.wikipedia.org/wiki/Fellowship_of_Christian_Athletes)); Exhibit I (TESS record for FCA registrations).

Applicant respectfully submits that the evidence submitted herewith is sufficient to show that Applicant and the Christian ministry services which are covered by the INTERVARSITY Registration will be viewed as the “secondary source” for the associated promotional goods covered by the Application and that the goods and services are therefore sufficiently related to support a finding that the purchasing public will perceive that the mark's primary significance is to identify Applicant as the source of the new goods. *Cf. Packard Press Inc. v. Hewlett-Packard Co.*, 227 F.3d 1352, 56 USPQ2d 1351, 1354 (Fed. Cir. 2000) (stating that goods unrelated in kind nonetheless "could still be related in the mind of the consuming public as to the origin of the goods").

Applicant therefore respectfully requests that its assertion of 2(f) based upon its acquired distinctiveness in the INTERVARSITY Registration be accepted and the refusal to register the mark on this ground be withdrawn.

**EXHIBIT A**



United States Patent and Trademark Office

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# Typed Drawing

**Word Mark** INTERVARSITY CHRISTIAN FELLOWSHIP/USA

**Goods and Services** IC 042. US 100. G & S: PROMOTION OF THE CHRISTIAN RELIGION, PARTICULARLY AMONG STUDENTS ATTENDING UNIVERSITIES, COLLEGES, AND OTHER INSTITUTIONS OF HIGHER OR SPECIALIZED LEARNING, PARTICULARLY BY ORGANIZATION AND GUIDANCE OF INTER-DENOMINATIONAL GROUPS OF SUCH STUDENTS; BY THE PRODUCTION AND DISSEMINATION OF RELIGIOUS LITERATURE AMONG THEM; AND THE ESTABLISHMENT AND OPERATION OF CAMPS AND OTHER MEETING PLACES FOR THEM. FIRST USE: 19400000. FIRST USE IN COMMERCE: 19400000

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 72002294

**Filing Date** February 8, 1956

**Current Basis** 1A

**Original Filing Basis** 1A

**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED

**Registration Number** **0653195**

**Registration Date** October 15, 1957

**Owner** (REGISTRANT) INTER-VARSITY CHRISTIAN FELLOWSHIP OF THE UNITED STATES OF AMERICA CORPORATION ILLINOIS 1444 ASTOR ST. CHICAGO ILLINOIS 53711

(LAST LISTED OWNER) INTERVARSITY CHRISTIAN FELLOWSHIP/USA CORPORATION BY CHANGE OF NAME FROM ILLINOIS 635 Science Drive MADISON WISCONSIN 53711

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Bassam N. Ibrahim

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL-2(F)

**Affidavit Text** SECT 15. SECTION 8(10-YR) 20171012.

3/25/2020

Trademark Electronic Search System (TESS)

**Renewal** 4TH RENEWAL 20171012

**Live/Dead  
Indicator** LIVE

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**EXHIBIT B**



# InterVarsity Christian Fellowship

**InterVarsity Christian Fellowship/USA** is an inter-denominational, evangelical Christian campus ministry founded in 1941, working with students and faculty on U.S. college and university campuses. In the 2018-2019 school year, 1,507 campus staff members served 34,513 students and faculty in 1,121 chapters on 772 campuses in the United States.<sup>[1]</sup> InterVarsity is a charter member of the International Fellowship of Evangelical Students, a network of similar campus ministries around the world.

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## InterVarsity Christian Fellowship-USA

The logo of InterVarsity Christian Fellowship-USA.png

<b>Founded</b>	1941
<b>Type</b>	Non-profit 501(c)3 organization
<b>Focus</b>	U.S. college and university campuses
<b>Location</b>	Madison, WI
<b>Area served</b>	1121 chapters on 772 campuses in USA; and international partnerships
<b>Members</b>	34,513 (2018-2019)
<b>Key people</b>	Tom Lin, president
<b>Revenue</b>	\$107M (2017–18)
<b>Employees</b>	1,669 (June 2019)
<b>Website</b>	www.intervarsity.org (http://www.intervarsity.org)

## Organization

InterVarsity is governed by a board of directors. Tom Lin became the eighth president of InterVarsity on August 10, 2016. The president works with a team of four Executive Vice Presidents.<sup>[2]</sup> InterVarsity is tax exempt organization under the provisions of Section 501(C)(3) of the Internal Revenue Code. In the fiscal year ending 30 June 2018, InterVarsity had \$107M in revenue (with over 70% coming from charitable donations) and \$106.6M in expenditures.

InterVarsity is a charter member in the Evangelical Council for Financial Accountability (ECFA), and uses more than 85% of its revenue for staffworker salaries and other on-campus work. InterVarsity was rated 4 stars (out of 4) by Charity Navigator for eight straight years.<sup>[3][4]</sup> Michael Thatcher, the president of Charity Navigator, reported (http://intervarsity.org/about/our/financial-info): "Only 3% of the charities we evaluate have received at least 8 consecutive 4-star evaluations, indicating that InterVarsity

Christian Fellowship/USA outperforms most other charities in America." In 2019 InterVarsity slipped just below the cut-off for the four-star rating, so is currently rated at three stars by Charity Navigator. However, InterVarsity continued to maintain a 100 percent score in Accountability and Transparency.

InterVarsity strives to maintain the highest level of accountability with its ministry partners and is also rated by sites such as Guidestar (<http://www.guidestar.org/profile/36-2171714>) and MinistryWatch (<https://web.archive.org/web/20160822022833/http://www.ministrywatch.com/ministries/ministries.aspx?ministry=InterVarsity>). InterVarsity (as of 2018) fell short of the Better Business Bureau's "Standard for Charity Accountability", meeting only 18 of BBB's 20 Standards of Accountability.<sup>[5]</sup>

## History

InterVarsity Christian Fellowship/USA became an official organization in November, 1941. But the organization traces its roots to a movement of British university students, starting at Cambridge University in 1877. The movement spread to Canada before reaching the U.S. In 1938 Stacey Woods, the Canadian Inter-Varsity director, met with students on the University of Michigan campus. As an immediate result of that visit, students formed the first InterVarsity chapter in the United States. InterVarsity's first three staff members came on loan from Canada, and Stacey Woods served as the organization's General Secretary (CEO). In 1947 InterVarsity USA became one of ten founding members of the International Fellowship of Evangelical Students, a federation of national Christian student movements. By 1950 there were 35 staff workers serving students in 499 InterVarsity chapters and by the early seventies, the on-campus staff had grown to more than 200.

## Statement of Faith

According to InterVarsity's official [website](https://intervarsity.org/about-us/our-purpose) (<https://intervarsity.org/about-us/our-purpose>), the purpose statement is the following:

“ In response to God's love, grace and truth: The Purpose of InterVarsity Christian Fellowship/USA is to establish and advance at colleges and universities witnessing communities of students and faculty who follow Jesus as Savior and Lord: growing in love for God, God's Word, God's people of every ethnicity and culture and God's purposes in the world. ”

Through the 20th century, InterVarsity used a brief statement of faith, called the Basis of Faith, which in January 1960 was supplemented by a unanimous National Staff Conference with what was called the Bear Trap statement, which defined the faith in terms of general Evangelical convictions.<sup>[6]</sup> On October 20, 2000, the board of Trustees adopted a modified version of their previous statement of faith (<https://intervarsity.org/about-us/what-we-believe>):

- “
- The only true God, the almighty Creator of all things, existing eternally in three persons Father, Son, and Holy Spirit full of love and glory.
  - The unique divine inspiration, entire trustworthiness and authority of the Bible.
  - The value and dignity of all people: created in God's image to live in love and holiness, but alienated from God and each other because of our sin and guilt, and justly subject to God's wrath.
  - Jesus Christ, fully human and fully divine, who lived as a perfect example, who assumed the judgment due sinners by dying in our place, and who was bodily raised from the dead and ascended as Savior and Lord.
- ”

- Justification by God's grace to all who repent and put their faith in Jesus Christ alone for salvation.
- The indwelling presence and transforming power of the Holy Spirit, who gives to all believers a new life and a new calling to obedient service.
- The unity of all believers in Jesus Christ, manifest in worshiping and witnessing churches making disciples throughout the world.
- The victorious reign and future personal return of Jesus Christ, who will judge all people with justice and mercy, giving over the unrepentant to eternal condemnation but receiving the redeemed into eternal life.
- To God be glory forever.

In 2016, InterVarsity clarified its requirements for staff, asking that they affirm traditional, orthodox views of sexuality that are shared by most evangelical denominations.<sup>[7]</sup> Staff are asked to affirm a twenty-page document which affirms the Hebrew Bible and the New Testament sexual ethic that limits sexual expression to marriage between a man and a woman.<sup>[8]</sup> However, this change in policy has prompted controversy, especially from LGBTQ Christians and their supporters.<sup>[9][10]</sup>

## Ministries

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### College ministry

Of the 772 campuses where InterVarsity is present, many have multiple chapters which might focus individually on Greek life students, international students, nursing students, graduate students, athletes, artists, and members of ethnic minorities, or be more generalized depending on the campus.<sup>[11]</sup> These include 71 ethnic-specific chapters ministering to Blacks, Asians, Native Americans, Filipinos, and Latinos. Of the 34,750 active InterVarsity students, 15,198, or 44%, identify themselves as ethnic minority or multiracial students.

The opening plenary session at Urbana 12, InterVarsity's 2012 Student Missions Conference, in the Edward Jones Dome in St. Louis

InterVarsity also ministers to international students on many campuses, including 68 campuses with specific international student fellowships. Graduate & Faculty Ministry staff work with 192 chapters dedicated to graduate students, professional students, and faculty.

Nurses Christian Fellowship (NCF) is unique among the ministries of InterVarsity; it is a professional organization as well as a student ministry. In addition to campus ministry, NCF offers continuing education courses and the professional publication, *Journal of Christian Nursing* (<http://journals.lwua.com/journalofchristiannursing/pages/default.aspx>), to practicing nurses.

InterVarsity activities on campus are varied. Weekly large group meetings include student-led worship, presentation on a topic of spiritual interest, and a social time. Small group Bible studies are organized around a dorm setting, or like-minded people such as members of a sports team or those interested in a particular topic of study. These are student-led and foster a sense of belonging that today's students desire. Some of the Bible studies are specifically designed for people interested in spirituality but who may not call themselves Christians. Known as GIGs, Groups Investigating God, these studies allow interested students to explore the claims of the Bible in an open, accepting atmosphere where their questions are taken seriously. In the 2017-2018 school year through its various outreach activities, large group meetings, and Bible studies, chapter leaders reported 4,199 first-time professions of faith in Jesus as Savior and Lord, a 93 percent increase over ten years before.

## Bible Study

Bible study has always been an important part of InterVarsity's campus ministry. InterVarsity staff worker Paul Byer is credited with developing the Manuscript Study method of inductive Bible study,<sup>[12]</sup> a useful tool for inductive Bible studies.<sup>[13]</sup> After graduating from the University of Southern California with a degree in architecture, Byer became one of the leading forces in InterVarsity, as both a campus staff worker and as the West Coast Regional Director, and was the developer of the Manuscript Study method.<sup>[14]</sup> Through his innovative approach to Bible Study, extensive mentoring, and long tenure he helped shape the theology and culture of the entire movement. The Manuscript Study method continues to be used heavily by InterVarsity as one of many tools to help students investigate and learn from the teachings of the Bible.<sup>[15]</sup>

Other early staff members laid more of the foundation for InterVarsity's commitment to Bible study. Jane Hollingsworth learned inductive Bible study in seminary and in turn trained staff members in the 1940s. She wrote the first Bible study guide published by InterVarsity, *Discovering the Gospel of Mark*. In the 1960s, veteran staff member Barbara Boyd developed what became the Bible and Life Training Courses, experienced by decades of students.<sup>[16]</sup>

## Missions

InterVarsity students regularly participate in both long- and short-term missions projects. During each summer several hundred students participate in a "Global Urban Trek," working in some of the poorest cities of the world, or "Global Programs," lingua-cultural or service ministries overseas. InterVarsity also sponsors "Urban Programs" in more than two dozen cities in the United States, helping students understand God's love for all people by working alongside existing ministries in the inner city.

InterVarsity, as a member movement, participates in the global student ministry network, the International Fellowship of Evangelical Students (IFES), by sending staff and recent graduates to work under the authority of local IFES staff in countries around the world.

InterVarsity, Inter-Varsity Canada, and Groupes Bibliques Universitaires et Collegiaux of French-speaking Canada co-host Urbana Missions Conference, a triennial student missions convention, named for the campus town where it was held for many years. Since the first Convention in 1946, nearly 269,000 attendees have heard the challenge to participate in God's global mission. In December 2000 approximately 16,000 attendees participated in the convention as it was held for the first time in St. Louis, Missouri. Of the approximately 16,000 attendees (<http://intervarsity.org/news/new-generation-tories>) at Urbana 15, 9,416 said yes to serving in a global or cross-cultural setting—short-term, mid-term and long-term combined, 9,254 said yes to regularly praying and interceding for the global church, and 5,418 said yes to continuing with others their Bible study of Matthew's Gospel that began at Urbana.

## Training

InterVarsity operates several training centers, Campus by the Sea Catalina Island, CA; Toah Nipah Rindge, NH; Cedar Campus, Cedarville, MI; and, until recently, Bear Trap Ranch, Colorado Springs, CO. These camps are used for weekend conferences during the school year, week-long training sessions at the beginning and end of summer break, and faculty and alumni retreats. Cedar Campus is the site of the InterVarsity Leadership Institute, a month-long summer program of Bible study, prayer and evangelism training. In 2015, a total of 20,800 people attended events at InterVarsity's training centers.

In conjunction with InterVarsity's missions program, the training centers offer Student Training in Missions, STIM. This program seeks to prepare students for cross-cultural missions through a series of weekend programs that offer lecture, discussion and cross-cultural simulations.

## InterVarsity Press

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In 1947 the InterVarsity/USA Board of Trustees determined that the Fellowship should develop its own publishing arm. With this action, InterVarsity Press (IVP) became an official part of InterVarsity's ministry, overseeing the publication and distribution of books, booklets and Bible study guides in support of the campus work.<sup>[17]</sup> IVP's Purpose statement is:

logo of InterVarsity  
Press

“ As an extension of InterVarsity Christian Fellowship/USA, InterVarsity Press serves those in the university, the church and the world by publishing resources that equip and encourage people to follow Jesus as Savior and Lord in all of Life.<sup>[18]</sup> ”

For almost 70 years, IVP has published works by many important Christian authors including Francis Schaefer, John Stott, and Phillip Johnson. The IVP publication list includes many strong academic volumes, an excellent collection of titles dealing with racial reconciliation and a New York Times best seller. Over the years, many of the IVP books have received recognition by Christianity Today, the Canadian Word Guild and Evangelical Christian Publishers Association, among others.

## See also

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- International Fellowship of Evangelical Students
- Inter-Varsity Christian Fellowship of Canada
- Universities and Colleges Christian Fellowship (United Kingdom)
- InterVarsity Press

## Bibliography

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- "The Day of His Power" by Pete Lowman, Leicester : Inter-Varsity, 1988, ISBN 0-85110-794-X.
- "From the Campus to the World: Stories from the First Fifty Years of Student Foreign Missions Fellowship" by Alice Poynor, InterVarsity Press, 1986, ISBN 0-87784-947-1.
- "Student Power in World Missions" by David M. Howard, InterVarsity Press, 1979, ISBN 0-87784-493-3. (Brief history of North American students in mission beginning with the Haystack Movement through the SVM to the SFMF.)
- "The Growth of a Work of God" by C. Stacey Woods, InterVarsity Press, 1978, ISBN 0-87784-741-X (Early history of InterVarsity/USA)
- Hunt, Keith & Gladys (1991). *For Christ and the University: The Story of Intervarsity Christian Fellowship of the U.S.A. 1940-1990*. InterVarsity Press. ISBN 978-0-8308-4996-3.
- LePeau, Andrew; Doll, Linda (2006). *Heart. Mind. Soul. Strength. An Anecdotal History of InterVarsity Press, 1947-2007* (<https://archive.org/details/heartandsoulmindstr0000lepe>). InterVarsity Press. ISBN 978-0-8308-3369-6.

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1. "Annual Report" (<https://intervarsity.org/about-us/2016-2017-annual-report>). InterVarsity.org. Retrieved April 16, 2018.
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8. [https://www.scribd.com/document/326684433/InterVarsity-Christian-Fellowship-Theology-of-Human-Sexuality-Paper#from\\_embed](https://www.scribd.com/document/326684433/InterVarsity-Christian-Fellowship-Theology-of-Human-Sexuality-Paper#from_embed)
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11. "Our Ministry" (<https://intervarsity.org/our-ministry>). *InterVarsity*. 2016-03-10. Retrieved 2017-12-20.
12. "History" (<http://madden.customer.netspace.net.au/history.html>). Madden.customer.netspace.net.au. 1986-10-27. Retrieved February 24, 2012.
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15. "Manuscript Bible Study Method | Bible Study Lessons | Free Inductive Study Guide, Topics & Tools" (<http://bibleseo.com/bible-study-methods/manuscript-bible-study-method/>). Bibleseo.com. Retrieved February 24, 2012.
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## External links

- [InterVarsity website \(http://www.intervarsity.org\)](http://www.intervarsity.org)
- [InterVarsity Press website \(http://www.ivpress.com\)](http://www.ivpress.com)

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**EXHIBIT C**





Promotional Materials

Price

- \$0.00 - \$6.00
- \$6.00 - \$12.00
- \$12.00 - \$18.00
- \$18.00 - \$24.00
- \$24.00 - \$30.00

Subcategories

- Flyers (postcards)
- Posters

Sort by: Featured



10-Ink-Color Pen \$2.65



Coming to America / Returning to Your Home Country (each) MSRP: \$1.79 \$0.89



Cultural Transition Bookmark (bundle of 25) MSRP: \$12.50 \$4.00



Fun Block Fidget \$9.99



InterVarsity Key Ring \$1.50



InterVarsity Link Promo Cards (bundle of 50) \$0.00



InterVarsity Mug \$10.00



InterVarsity Orange Frame Posters 11x17 (bundle of 25) \$2.60



InterVarsity Orange Frame Posters 8.5x11 (bundle of 25) \$2.60



InterVarsity Pens (Pack of 10) \$7.50



InterVarsity PopSocket Was: \$8.00 Now: \$7.00



InterVarsity Post-It Notes \$1.00

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https://store.intervarsity.org/promotional-materials/

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PAGES

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- Shipping & Returns
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- InterVarsity Press

CATEGORIES

- Ministry Tools
- Promotional Materials
- Clothing & Gifts
- EveryCampus Initiative
- Clearance

FOLLOW US



## T-Shirts

### Price

- \$0.00 - \$14.00
- \$14.00 - \$18.00
- \$18.00 - \$21.00
- \$21.00 - \$25.00
- \$25.00 - \$29.00

Sort by: Featured ▾



Baby Onesie  
\$10.00



EveryCampus T-shirt  
\$10.00



Global Engagement and Justice T-Shirt  
\$20.00



InterVarsity Logo T-shirt  
\$18.00



InterVarsity T-shirt - Gray with White Logo  
\$18.00



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**EXHIBIT D**

# Cru (Christian organization)

**Cru** (known as **Campus Crusade for Christ**—informally "Campus Crusade" or simply "crusade"—or **CCC** until 2011) is an interdenominational Christian parachurch organization for college and university students.<sup>[1]</sup> It was founded in 1951 at the University of California, Los Angeles by Bill Bright and Vonette Zachary Bright. Since then, Cru has expanded its focus to include adult professionals, athletes, and high school students. In 2011, Cru had 25,000 missionaries in 191 countries.<sup>[2]</sup>

Campus Crusade for Christ relocated its world headquarters from Arrowhead Springs, San Bernardino, California to Orlando, Florida in 1991.<sup>[3]</sup> The president of the organization is Steve Douglass.<sup>[4]</sup>

In 2011, Campus Crusade for Christ in the United States changed its name to Cru. An explanation of the name change is that it was done to avoid the negative connotation of "crusade" from the historical Crusades (particularly to Muslim communities), and to reflect the fact that much of the organization's work was no longer limited to college campuses.<sup>[2]</sup>

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- FamilyLife
- Inner City
- The Jesus Film Project
- Josh McDowell Ministries
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### Fundraising

Cru



<b>Formation</b>	1951
<b>Founders</b>	Bill Bright and Vonette Zachary Bright
<b>Type</b>	Non-profit 501(c)3 organization
<b>Headquarters</b>	Orlando, Fla.
<b>President</b>	Steve Douglass
<b>Subsidiaries</b>	FamilyLife
<b>Website</b>	<span>www.cru.org</span> ( <span>http://www.cru.org</span> )
<b>Formerly called</b>	Campus Crusade for Christ International

**Worldwide presence**

History

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## History

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### Early beginnings

The organization now known as Cru was founded as the **Campus Crusade for Christ** in 1951 at the University of California, Los Angeles by Bill Bright and Vonette Zachary Bright as a ministry for university students.<sup>[5][6]</sup> According to historian John G. Turner, Bill and Vonette Bright were influenced and mentored by Henrietta Mears, the director of Christian Education at the First Presbyterian Church of Hollywood. In addition, Bill was also influenced by the theology and teachings of the prominent American evangelist Billy Graham. While studying at Fuller Theological Seminary, Bright felt what he regarded as the call of God to reach out to university students. Abandoning his studies at Fuller, Bright started Campus Crusade at the UCLA campus.<sup>[7][8]</sup>

By 1952, Campus Crusade had converted 250 UCLA students including decathlete and future film actor Rafer Johnson. With the establishment of other Campus Crusade branches in other universities, the ministry hired six staff members. In 1956, Bright developed a 20-minute evangelistic presentation called "God's Plan For Your Life", which set the tone for Campus Crusade's evangelism and discipleship programs.<sup>[9]</sup> In 1953, Campus Crusade rented a tiny office on Westwood Avenue in Los Angeles, which served as the organization's headquarters until the 1960s.<sup>[10]</sup> According to Turner, Cru's expansion across US university campuses during the 1950s and 1960s created friction with existing Christian campus groups including the InterVarsity Christian Fellowship and liberal campus chaplains.<sup>[11]</sup>

According to Turner, Campus Crusade had a conservative evangelical and anti-Communist orientation.<sup>[12]</sup> While Bill Bright initially cultivated friendly relations with the fundamentalist Bob Jones University (BJU), Bright's relations with Bob Jones Sr. and his son Bob Jones Jr. deteriorated after the former sided with Billy Graham, who had accepted the sponsorship of liberal Protestants during his 1957 New York City crusade. As a result, Bob Jones University ended its support for Campus Crusade. Turner argues that the deterioration of Campus Crusade's relationship with BJU led the former to gravitate towards the "new evangelical" wing of the American evangelical Protestant movement by late 1958.<sup>[13]</sup>

Following the split with Bob Jones University, Campus Crusade came to emphasize the importance of the Holy Spirit in its theological teaching and evangelical outreaches; which coincided with the growth of the Pentecostal and Charismatic Movements during the 1950s and 1960s. While Bright and Campus Crusade did cultivate friendly contacts with Pentecostal and charismatics, Bright disagreed with the Pentecostal and Charismatic theological view that glossolalia (speaking in tongues) was a manifestation of the Holy Spirit. As the wedge between evangelicals and charismatics deepened during the 1960s, Campus Crusade issued a ruling in 1960 banning staff members from "speaking in tongues." During the mid-1960s, Campus Crusade adopted the cessationist standpoint that spiritual gifts such as the speaking of tongues, prophecy, and healing had ceased with the Apostolic age. According to Turner, the

dispensationalist theologian Robert Thieme had an influence on Bill and Campus Crusade's opposition to glossolalia; which prevented Campus Crusade from forming close ties with Pentecostal and Charismatic Christians.<sup>[14]</sup>

Following a fundraising drive and some litigation<sup>[15]</sup> with local authorities, Campus Crusade opened new purpose-built headquarters in Arrowhead Springs, San Bernardino, California. This facility was equipped with a series of dormitories to accommodate thousands of students who received evangelist training.<sup>[16]</sup> During the mid-1960s, Campus Crusade's rapid expansion led to the creation of separate overseas, lay, and athletic ministries.<sup>[17]</sup> Some notable former Campus Crusade staff members have included the evangelist Hal Lindsey, author of the apocalyptic *The Late, Great Planet Earth*, and Marabel Morgan, the author of *The Total Woman*.<sup>[18]</sup>

## ***Four Spiritual Laws***

In 1959, Bill Bright developed the *Four Spiritual Laws* talking points in consultation with the salesman Bob Ringer after he and his team encountered difficulty disseminating the Gospel message. The *Four Spiritual Laws* (<https://crustore.org/4-spiritual-laws-english.html>) consisted of the following points:

- God loves you and has a wonderful plan for your life.
- Man is sinful and separated from God, thus he cannot know and explain God's plan for life.
- Jesus Christ is God's provision for man's sin through whom man can know God's love and plan for his life.
- We must receive Jesus Christ as Saviour and Lord by personal invitation.

In 1965, the Toledo businessman Gus Yeager took the initiative to compile the *Four Spiritual Laws* into a booklet, which was accompanied by supporting Bible verses, some commentary, and support diagrams. Bright had large quantities of the booklet printed and distributed in campuses across the United States. These *Four Spiritual Law* presented a concise, four-step process of how to become a Christian and became one of the most widely distributed religious booklets in history. By 2006, the booklet had been translated into over 200 languages and more than 2.5 billion copies had been distributed worldwide. Due to its simplicity, it continues to be used in various forms by Cru and its international affiliates.<sup>[19][20][21][22]</sup>

## **Confronting the counter-culture movement**

To compete with contemporary popular musicians such as the Beatles and Bob Dylan, Campus Crusade sponsored its own Christian popular music band called the New Folk. According to historian John C. Turner, Campus Crusade under Bright's leadership also actively sought to confront the counterculture movement during the 1960s and 1970s. One notable Campus Crusade campaign was the "Berkeley Blitz" in January 1967 which saw 600 Campus Crusade staff and students organize a series of events including concerts, dinners for international students, a performance by the illusionist André Kole, and a sermon by evangelist Billy Graham. Campus Crusade also claimed to have converted 700 students and faculty members.<sup>[23][24]</sup>

During the late 1960s, Campus Crusade in line with its conservative, anti-Communist orientation organized counter-demonstrations against New Left and anti-war demonstrations including those by the left-wing Students for a Democratic Society (SDS). Several Campus Crusade members also took the opportunity to evangelize during the 1968 Democratic National Convention in Chicago. Campus Crusade also ran a hippie-oriented outreach called the Christian World Liberation Front (CWLF) to engage the

New Left. CWLF's ministry focused on establishing safe houses and "crash pads" for drug addicts, infiltrating SDS meetings, and persuading student radicals to abandon violence. While CWLF received funding and support from Campus Crusade, the latter was discreet to conceal its involvement to avoid antagonizing conservative donors and potential CWLF converts.<sup>[25]</sup>

In 1972, Campus Crusade in coordination with the Jesus Movement organized a week-long International Student Congress on Evangelism at Cotton Bowl Stadium in Dallas known as Explo '72. The Explo '72 conference featured evangelism and discipleship training and contemporary music events. It was attended by 80,000 college and high school students and was nicknamed as the "Christian Woodstock" in the media. Besides Billy Graham, the event featured several contemporary popular musicians including Johnny Cash, Kris Kristofferson, the Christian band Love Song, Andraé Crouch, and the Disciples.<sup>[26][27]</sup>

The historian Turner regards Explo '72 as Campus Crusade's first significant exposure to the mainstream media and a success due to the positive media coverage. Turner also argues that Campus Crusade during the 1970s sought to become more "socially aware" by recruiting more African American speakers and delegates. According to Turner, the large Pentecostal and charismatic presence at Explo '72 signaled Bright adopting a more conciliatory stance towards the Charismatic movement. However, Campus Crusade maintained its opposition to Glossolalia.<sup>[28]</sup>

## Riding the conservative wave, 1970s and 1980s

During the 1970s and 1980s, Campus Crusade increasingly became aligned with conservative political, moral, and social positions. During the mid-1970s, Campus Crusade started a family outreach called Family Life to promote a Biblical view of the family, gender roles, homosexuality and abortion. Bill Bright objected to what he regarded as the "breakdown of the American family" and advocated a return to Biblical values.<sup>[29]</sup> As part of the Evangelical Bicentennial of 1976, Campus Crusade launched an evangelism drive called "I Found It" which targeted 246 cities and involved 300,000 Christian volunteers from 15,000 churches.<sup>[30]</sup>

In addition, Campus Crusade worked with other evangelical leaders including Jack W. Hayford, Pat Robertson, Pat Boone, William L. Armstrong, and Billy James Hargis to build relationships with U.S. politicians particularly within the Republican Party through outreaches such as "Christian Embassy."<sup>[31]</sup> Bill Bright was also supportive of the Moral Majority and President Ronald Reagan, who was popular with many of Bright's evangelical contemporaries. Two Campus Crusade staff members Jerry Regier and Robert Pittenger also participated in the White House Conference on Families and the National Affairs Briefing in 1980.<sup>[32]</sup> According to the historian Turner, Bill Bright and Campus Crusade's conservative political leanings created friction with the left-leaning evangelist Jim Wallis.<sup>[33]</sup>

During the 1980s, Bright attempted to establish a graduate university for Campus Crusade called the "International Christian Graduate University" in La Jolla, San Diego. However, the project was fraught by fundraising problems, which almost bankrupted Campus Crusade. It also attracted opposition from the Mayor of San Diego Roger Hedgecock and a coalition of environmentalist groups including the Sierra Club, who supported a ballot in November 1985 requiring the city's voters to approve any development projects in San Diego's northern land reserve. In March 1986, Campus Crusade filed a lawsuit against San Diego for US\$70 million plus interest. However, the lawsuit failed and Crusade's subsidiary University Development, filed for bankruptcy when a lender foreclosed on the property in late 1986. The Texas land developer Glenn Terrell helped Crusade offset its debts by purchasing the property.<sup>[34]</sup>

During the 1980s, Campus Crusade increased its cooperation with the charismatic, Pentecostal, and Catholic churches and denominations. Bright's personal friendships with charismatic and Pentecostal Christians and Zachary Bright's charismatic experience led Campus Crusade to soften its stance toward charismatic and Pentecostal churches. In 1983, Campus Crusade overturned its ban on staff members speaking in tongues. During the late 1980s, Campus Crusade also partnered with the Assemblies of God in missionary work in Africa and Latin America. In addition, Campus Crusade also collaborated with the Catholic Church to distribute the *Jesus* film in Catholic countries.<sup>[35]</sup>

## 1990s and 2000s

During the late 1980s and 1990s, Campus Crusade's Family First ministry endorsed the complementarian position that men and women have different but complementary roles and responsibilities in marriage, family life, and religious leadership. Bill and Vonette Bright served as board members of the pro-complementarian Council on Biblical Manhood and Womanhood and signed the Danvers Statement. The historian Turner credits Family Life Director Dennis Rainey with advancing the complementarian position among Campus Crusade's leadership. In 1993, Family Life published the *Family Manifesto* emphasizing male leadership over the family and the female role as nurturers. In 1999, Campus Crusade adopted the Southern Baptist Convention's doctrinal statement on the family endorsing complementarianism. Campus Crusade has also endorsed the traditional evangelical position of homosexuality and abortion. During the early 2000s, its family ministry FamilyLife supported California's Proposition 22 and opposed gay marriage.<sup>[36]</sup>

In 1991, Campus Crusade moved its world headquarters from Arrow Springs, California to Orlando, Florida. In 1992, Campus Crusade partnered with CoMission to evangelize in the Former Soviet Union.<sup>[37]</sup> During the 1990s, Campus Crusade launched a series of campus media campaigns promoting sexual abstinence and opposing alcoholism and racism. In 1996, Crusade drew controversy when it published advertisements containing testimonies by "former homosexuals" during the "National Coming Out Week".<sup>[38]</sup>

To combat the under-representation of African American and other ethnic minorities during the late 1970s and 1980s, Campus Crusade launched several ethnic-based student movements during the early 1990s. In 1991, Tom Fritz founded the Impact movement which targeted African Americans by organizing regional conferences featuring Gospel music. To appeal to Blacks, Campus Crusade launched advertising campaigns highlighting Biblical arguments against racism and promoting the African roots of Christianity. The Epic and Destino movements were also launched to target on Asian American and Latino students. In addition, the Korea Campus Crusade for Christ also opened chapters in the West Coast to accommodate the Korean-American diaspora.<sup>[39]</sup>

In 2000, Bill Bright designated Steve Douglass, executive vice president and director of U.S. Ministries as his successor. Douglass assumed the presidency of Campus Crusade in August 2001.<sup>[40][41]</sup> On July 19, 2011, it was announced that Campus Crusade for Christ in the United States was changing its name to Cru in order to overcome existing barriers and perceptions inherent in the original name, particularly among Muslim communities.<sup>[2]</sup>

## Ministries and partners

The historian John G. Turner and pastor and theologian David Cobia have described Cru or Campus Crusade as a parachurch organization, Christian organizations that exist alongside the institutional church (denominations and congregations).<sup>[42][43]</sup> Throughout its history, Cru or Campus Crusade wa



best known for disseminating the "Four Spiritual Laws", a four-step Gospel tract developed in 1959 that distilled key evangelical Christian beliefs. By 2006, over 2.5 billion copies of the "Four Spiritual Laws" had been printed. It continues to be used in Cru and its international affiliates' literature.<sup>[44][20]</sup>

## Campus Ministry

Cru has active communities on 1,740 college and university campuses.<sup>[45]</sup>

## Athletes in Action

Athletes in Action works with athletes and coaches who compete at both the collegiate and professional level to use the platform of sport to help people around the world with questions of faith.<sup>[46]</sup>

Among the events sponsored by Athletes in Action is the NFL-sanctioned Super Bowl Breakfast<sup>[47]</sup> which features the presentation of the Bart Starr Award "to honor the NFL player who best exemplifies outstanding character and leadership in the home, on the field and in the community."<sup>[48]</sup>

## Christian Embassy

Christian Embassy is an organization for politicians and diplomats.<sup>[49]</sup>

## Colleges

Despite a failed attempt during the 1980s to establish an "International Christian Graduate University" in San Diego, Campus Crusade still operates several theological colleges overseas. In 1998, Campus Crusade began running The King's College, a Christian school based in New York City.<sup>[50]</sup>

## FamilyLife

Following the 1975 evangelical Continental Congress on the Family, Campus Crusade staff members Neale Mahoney, Bailey and Don Meredith created a series of premarital and marriage seminars in response to marital disharmony among Crusade staff members. In response to growing interest from pastors, couples, and community leaders, Campus Crusade opened them to the public in 1978. This ministry became known as Family Life and used the Bible as a guide for issues relating to marriage, the family, gender roles, homosexuality, and abortion. While Family Life endorsed the male leadership, it also sought to accommodate modern feminism by promoting female leadership in ways that did not threaten traditional gender roles. Since 1976 more than 1.5 million people have attended marriage conferences.<sup>[51][52]</sup>

During the 1980s and 1990s, FamilyLife grew rapidly due to the strong emphasis on "family values" in US evangelical political discourses, particularly under the leadership of its director Dennis Rainey. Rainey played an important role in promoting complementarianism among the Campus Crusade leadership. In 1993, FamilyLife published a manifesto called the *Family Manifesto* promoting male leadership in the family. During the 2000s, Family Life joined other conservative advocacy groups such as James Dobson's Focus on the Family and the Family Research Council in marshaling opposition against gay marriage, abortion, and pornography.<sup>[36]</sup>

Besides lobbying on moral issues, FamilyLife's primary activities included organizing conferences, radio programs, and publications. By 2008, Family Life had an annual budget of around US\$40 million and had embarked on a \$100 million fundraising campaign to build a new headquarters in Little Rock, Arkansas.<sup>[53][54][55]</sup> As of 2014, approximately 100 "Weekend to Remember" conferences were held annually in almost every major city in America. FamilyLife offers multiple resources like The Art of Marriage, Stepping Up, LifeReady Woman, HomeBuilders Couples Series, HomeBuilders Parenting Series, Resurrection Eggs, and What God Wants for Christmas.<sup>[56]</sup>

FamilyLife president Dennis Rainey also hosts the daily *FamilyLife Today* radio broadcast.<sup>[54]</sup>

## Inner City

Cru's inner city ministry (formerly known as Here's Life Inner City)<sup>[57]</sup> currently trains and equips churches in 17 cities to meet immediate physical needs, while also providing long-term development programs such as Holistic Hardware for life skills and WorkNet for career preparedness.<sup>[58]</sup>

## The Jesus Film Project

The Jesus Film Project started in 1981 to translate the Hollywood film *Jesus* into other languages so that it could be shown by missionaries to peoples around the world in their native languages.<sup>[59]</sup> The origins of The Jesus Film Project date back to 1945 when Campus Crusade's founder Bill Bright wanted to privately finance a film about the life of Jesus<sup>[60]</sup> that was entertaining, biblically accurate, and which could be translated into non-English languages. Rather than making a film at that time, Bright instead focus on his campus ministry Campus Crusade.<sup>[61]</sup>

In 1976, with Campus Crusade's influence spreading beyond college campuses to sports, the marketplace and other aspects of society, Bright turned his attention once again to filmmaking. That year, the British Jewish film and television producer John Heyman approached Bright to obtain funding for his *Jesus* film and his Genesis Project to produce film adaptations of both the Old Testament and the New Testament. This meeting proved productive and Bright assigned Paul Eshleman, the director of campus ministry, to consult with the film maker. Despite some unease within Campus Crusade's leadership about hiring a "non-believer" to produce a film on the Bible, Bright approved the project after watching Heyman's short film on the first two chapters of the Gospel of Luke and assigned Eshleman to work full time on the *Jesus* film.<sup>[62]</sup>

While Heyman's initial cut of the Gospel of Luke ran more than four hours, it was shortened considerably following consultation with Bright and Eshleman.<sup>[63]</sup> The *Jesus* movie was financed by Campus Crusade supporters Bunker and Caroline Hunt for a sum of US\$6 million.<sup>[64][65]</sup> The film starred British Shakespearean actor Brian Deacon as Jesus, Rivka Neumann as Mary, Yosef Shiloach as Saint Joseph and Niko Nitai as Saint Peter.<sup>[66]</sup>

With the sponsorship of Warner Brothers, the *Jesus* movie was released in US theaters in late 1979. To promote the film, Eshleman worked with both evangelical and Catholic churches to arrange group trips and discounts. Four million reportedly watched the *Jesus* film in 1980.<sup>[67]</sup> Despite its popularity among Christian audiences, Heyman failed to generate enough revenue to subsidize his Genesis Project since the film failed to attract general audiences, leaving the project US\$4 million in debt. Following the *Jesus* movie's completion, the relationship between Campus Crusade and Heyman deteriorated. Heyman was unhappy that Campus Crusade had overlooked his contribution to the film and objected to the ministry

making different versions of the film for their evangelism outreaches. During the late 1990s, Heyman sued Campus Crusade for producing a shorter version *The Story of Jesus for Children*, which included new footage. The parties settled the dispute out of court.<sup>[67]</sup>

However, Bright was pleased with the film and Campus Crusade embarked on plans to turn *Jesus* into a global evangelistic tool. Campus Crusade dubbed the film into other languages and the film became part of the "Here's Life, World" campaigns. During the 1980s and 1990s, Campus Crusade produced and distributed dozens of dubbed versions of the *Jesus* movie in its evangelism outreaches in the developing world. These outreaches led Campus Crusade to partner with the Southern Baptist Convention, charismatic and Pentecostal denominations and churches, and the Catholic Church. In 2000, the Catholic Church collaborated with Campus Crusade to produce a version of the *Jesus* film that was more attuned to Catholic theology.<sup>[68]</sup>

Distribution of the *Jesus* film in the United States has included direct mail campaigns sponsored by churches to deliver a copy of the film to every address in select zip codes across the country.<sup>[69]</sup> Project leaders claim that it has been viewed over 5 billion times by over 3 billion people. This claim has been greeted with skepticism by an evangelical leader. Vinay Samuel, former executive director of the International Fellowship of Evangelical Mission Theologians has said: "These numbers are, to say the least, not gathered in a social-scientific way," and that "They have no way of knowing this."<sup>[70]</sup>

As of 2018, the "Jesus Film" website currently offers free viewing of the movie in more than 1,600 languages.<sup>[71]</sup>

## Josh McDowell Ministries

In 1964, Josh McDowell became a traveling representative of Cru addressing campus groups about the Christian faith. By 2008, Josh McDowell Ministry had become a speaking and humanitarian ministry based in Dallas which partnered with Cru.<sup>[72][73]</sup> Over the years his ministry has focused on Christian apologetics, youth issues such as relationships and sexuality, and international humanitarian aid.<sup>[74]</sup>

McDowell's writings have concentrated on addressing challenges to belief, questions posed by non-Christians, doubts about faith, and non-Christian religions. The Christian magazine WORLD included McDowell's "Evidence That Demands a Verdict" in its list of the top 100 books from the twentieth century.<sup>[75]</sup>

## Unto

Unto (<https://unto.com>) is the humanitarian ministry of Cru. The organization was founded by Josh McDowell Ministry in 1991 as Operation Carelift and became a separate agency in 2003.<sup>[76]</sup> Unto has three main programs for aid: Food and Agriculture, Clean Water, and Critical Aid.<sup>[77]</sup> Distribution of resources is made possible by partnering with international Cru staff. In February 2020, the name of the organization was changed from Global Aid Network (GAIN) in the U.S. to Unto™.

## Publications

Cru publishes several books, booklets, and other materials for ministry. The Four Spiritual Laws booklet was authored by Bill Bright in 1952 and one hundred million copies have been distributed.<sup>[78]</sup>

## Fundraising

Cru is currently a charter member of the Evangelical Council for Financial Accountability.<sup>[79]</sup> Prior to the late 1970s, Campus Crusade had raised the vast majority of its revenue by asking families, friends, and churches to pledge funds towards the salaries of its staff members. By the later 1970s, the increasing scale of Campus Crusade's domestic and foreign evangelism projects led the organization to solicit funds from wealthy conservative donors such as Wallace E. Johnson, Roy Rogers, and Nelson Bunker Hunt.<sup>[80]</sup> In 1995, Campus Crusade was named the largest religious charity in the United States by U.S. News & World Report, with total annual income of \$189 million.

In 2007, Campus Crusade was ranked 107 by Forbes in fundraising efficiency, among the top 200 U.S. charitable organizations, according to Forbes magazine (2007). Ninety-three percent of its funds go directly to programming, and 7% to overhead expenses.<sup>[81]</sup> In 2008, the *Chronicle of Philanthropy* ranked Campus Crusade for Christ No. 23 in private funding in its "Chronicle of Philanthropy 400," with annual giving of \$514 million.<sup>[82]</sup> In 2012, Forbes ranked it #19 in its list of the largest charities in the United States, with a total revenue of \$519 million. The top salary for any Campus Crusade employee was \$164,206 in the fiscal year ending 2011.<sup>[83]</sup>

## Worldwide presence

Cru Global operates under various names around the world:

- Africa - Great Commission Movement or Life Ministry
- Australia - Power to Change<sup>[84]</sup>
- Brazil - Cru Brasil (<http://www.cru.org.br>)
- Canada - Power to Change Ministries<sup>[85]</sup>
- Central America - Vida Estudiantil
- Colombia - Vida Para Colombia
- Europe - Agapé<sup>[86]</sup>
- Hong Kong - Campus Crusade for Christ
- Indonesia - Lembaga Pelayanan Mahasiswa Indonesia (LPMI)
- Korea - Korea Campus Crusade for Christ
- Macedonia - Every Student<sup>[87]</sup>
- New Zealand - Tandem Ministries<sup>[88]</sup>
- Philippines - Philippine Campus Crusade for Christ<sup>[89]</sup>
- Post-Soviet European countries - New Life
- Singapore - Cru Singapore<sup>[90]</sup>
- Thailand - Thailand Campus Crusade for Christ<sup>[91]</sup>

## History

According to the historian Turner, the Nigerian Idowu Johnson, a student at UCLA, became Campus Crusade's first overseas representative in 1954. After returning to Nigeria, Johnson became an evangelist at his home university. In 1958, the South Korean Dr. Joon Gon Kim became Campus Crusade's first permanent overseas staff member and established the group's first overseas mission. A Pakistani Fuller Seminary student Kundan Massey founded Campus Crusade's first chapter in Pakistan.<sup>[92]</sup> By the end

the 1950s, Campus Crusade was active on three countries.<sup>[9]</sup> Campus Crusade's overseas expansion accentuated friction with the InterVarsity Christian Fellowship, which also maintained overseas chapters.<sup>[93]</sup>

In 1961, Bill and Vonette Bright participated in the evangelistic ministry World Vision's Tokyo crusade and used it as an opportunity to expand Campus Crusade's outreach in Japan.<sup>[92]</sup> During the 1960s, Campus Crusade's expanded its international outreach and expanded to 45 countries including the United Kingdom.<sup>[24]</sup> As a result, Bright appointed Ray Nethery and Bob Kendall as directors of the group's work in Asia and Latin America respectively.<sup>[94]</sup> In 1967, Bill sent 55 Campus Crusade workers to establish the ministry's presence in British universities. Campus Crusade's British outreach became known as Agapé.<sup>[86]</sup> That same year, branches were established in Canadian and Australian campuses which eventually became known as the Power to Change Ministries.<sup>[85][84]</sup>

Following the resignation of Campus Crusade's Asia director Nethery in 1968, Bill Bright appointed Bailey Marks as the new Asia director and tasked him with bringing more organizational unity to Crusade's Asian ministries. After touring the nine Asian countries where Crusade had a presence, Marks built a training center in Manila, the Philippines for the purpose of training all Asian staff in the organization's philosophy and techniques. While Campus Crusade did not abandon its principle of indigenous leadership, more emphasis was placed on ensuring that local leaders followed the organization's policies. Opposition to increased central control led a third of the 90 Asian staff members to resign from Campus Crusade. Their replacements embraced Crusade's evangelism models.<sup>[95]</sup>

Building on the success of Explo '72, Campus Crusade organized the Explo '74 conference in Seoul which reportedly attracted 300,000 delegates. One of the conference's evening meetings reportedly attracted an estimated 1.5 million people with 320,000 reportedly converting to Christianity.<sup>[30]</sup> Bill Bright also expressed support for the conservative, anti-Communist South Korean President Park Chung-hee, who imposed martial law and assumed dictatorial powers in 1972. Bright claimed that the Explo '74 conference indicated that Park's regime preserved religious freedom.<sup>[96]</sup>

During the late 1970s, Campus Crusade began to shift its emphasis from university evangelism to encouraging students to serve as Crusade missionaries upon graduation. According to the historian Turner, the number of American staff serving overseas doubled to 660 between 1977 and 1981.<sup>[97]</sup>

In 2011, The New York Times reported that Cru has 25,000 missionaries in 191 countries.<sup>[2]</sup>

## See also

- College religious organizations
- InterVarsity Christian Fellowship
- Fellowship of Christian Athletes
- Student Venture
- International student ministry

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## External links

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- [Official website \(http://www.cru.org/\)](http://www.cru.org/)
- 

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Cru\\_\(Christian\\_organization\)&oldid=945943867](https://en.wikipedia.org/w/index.php?title=Cru_(Christian_organization)&oldid=945943867)"

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*TESS)*

# CRU

**Word Mark** CRU

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Pre-recorded CDs, DVDs, downloadable MP3 files, music and sound recordings, audio discs, downloadable pod casts, downloadable online discussion boards, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships; downloadable electronic publications, namely, articles, newsletters, books, and manuals, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships. FIRST USE: 19981201. FIRST USE IN COMMERCE: 19981201

IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper goods and printed matter, namely, books, pamphlets, booklets, notebooks, brochures, leaflets, magazines, newsletters, bookmarks, training manuals, printed teaching materials and instructional guides, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships. FIRST USE: 19890126. FIRST USE IN COMMERCE: 19890126

IC 035. US 100 101 102. G & S: On-line retail store featuring books, CDs, DVDs, and other materials featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; charitable services, namely, organizing and conducting volunteer programs, community service projects, and short-term missionary projects in the fields of disaster relief to benefit suffering people and victims of natural disasters, to increase support and morale of members of the U.S. military, and promote public awareness of poverty; charitable services, namely, coordination of the procurement and distribution of food and clothing donations from others, specifically individuals, religious institutions, manufacturers, wholesalers, and retailers to benefit suffering people, victims of natural disasters, and the needy; developing and co-coordinating volunteer projects for charitable organizations, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 19890126. FIRST USE IN COMMERCE: 19890126

IC 038. US 100 101 104. G & S: Streaming of audio and video material on the Internet, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; providing on-line forums for transmission of messages among computer users featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 19971013. FIRST USE IN COMMERCE: 19971013

IC 041. US 100 101 107. G & S: Educational services, namely, conducting seminars, conferences not relating to business, workshops, and weekly meetings not relating to business in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships, and distribution of course materials in connection therewith, none of the foregoing for undergraduate credit; educational services, namely, providing educational materials on-line and via email, namely, articles, newsletters, manuals, and documents featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; educational services, namely, providing instruction, none of the foregoing for undergraduate credit, in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network; entertainment services, namely, continuing biblically-based programs about religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships provided through radio broadcasts, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 19890126. FIRST USE IN COMMERCE: 19890126

IC 045. US 100 101. G & S: Evangelistic and Christian ministerial services directed towards college students; religious services, namely, providing ministerial, missionary, evangelical and counseling services featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; evangelistic and ministerial services, namely, conducting spiritual retreats that assist individuals in achieving spiritual growth, developing character, and developing and strengthening relationships; providing information in the fields of religion, spiritual, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 19890126. FIRST USE IN COMMERCE: 19890126

**Standard  
Characters  
Claimed**

**Mark  
Drawing  
Code**

(4) STANDARD CHARACTER MARK

**Serial  
Number**

85200344

**Filing Date**

December 17, 2010

**Current  
Basis**

1A

**Original  
Filing Basis**

1B

**Published  
for  
Opposition**

September 6, 2011

**Registration  
Number**

**4533868**

**Registration  
Date**

May 20, 2014

**Owner**

(REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ International; Campus Crusade for Christ; Campus Crusade; CCCI CORPORATION CALIFORNIA 100 Lake Hart Drive-3500 Attn: General Counsel's Office IP Team Orlando FLORIDA 32832

**Attorney of  
Record**

Patricia M. Beeber

**Description  
of Mark**

Color is not claimed as a feature of the mark.

**Type of  
Mark**

TRADEMARK. SERVICE MARK

**Register**

PRINCIPAL

**Live/Dead  
Indicator**

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CRU

Word Mark CRU

Goods and Services IC 025. US 022 039. G & S: Organization-imprinted clothing, namely, T-shirts, shirts, golf shirts, polo shirts, sweat shirts, caps, jogging suits, jackets, pants, sweat pants, shorts, tennis wear. FIRST USE: 19990103. FIRST USE IN COMMERCE: 19990103

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85975341

Filing Date December 17, 2010

Current Basis 1A

Original Filing Basis 1B

Published for Opposition August 28, 2012

Registration Number 4449167

Registration Date December 10, 2013

Owner (REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ International; Campus Crusade for Christ; Campus Crusade; CCCI CORPORATION CALIFORNIA Attn: General Counsel's Office IP Team 100 Lake Hart Drive-3500 Orlando FLORIDA 32832

Attorney of Record Patricia M. Beeber

Type of Mark TRADEMARK

3/25/2020

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**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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**Word Mark** CRU

**Goods and Services** IC 041. US 100 101 107. G & S: Educational services, namely, conducting seminars, conferences not relating to business, workshops, and weekly meetings not relating to business in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships, and distribution of course materials in connection therewith, none of the foregoing for undergraduate credit; educational services, namely, providing educational materials on-line and via email, namely, on-line articles, newsletters, manuals, and documents featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; educational services, namely, providing instruction, none of the foregoing for undergraduate credit, in the fields of religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships via a global computer network; entertainment services, namely, continuing biblically-based programs about religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships provided through radio broadcasts, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 24.13.25 - Cross, ankh ; Cross, Maltese ; Other crosses, including ankh, Maltese

**Serial Number** 85478952

**Filing Date** November 22, 2011

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 20, 2012

**Registration** 4475606



**Number**

**Registration Date** January 28, 2014

**Owner** (REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ; Campus Crusade for Christ International; CCCI CORPORATION CALIFORNIA Attn: General Counsel's Office IP Team 100 Lake Hart Drive-3500 Orlando FLORIDA 328320100

**Attorney of Record** Patricia M. Beeber

**Description of Mark** The color(s) dark gray, deep blue, bright blue, gold, deep orange is/are claimed as a feature of the mark. The mark consists of the literal element consisting of the word "CRU" on which the color dark gray appears, positioned below and to the left of the design element consisting of a modified open cross with the opposing arms of each arm section of the cross being of different lengths, the upper left quadrant of the cross on which the color deep blue appears, the upper right quadrant of the cross on which the color bright blue appears, the lower left quadrant of the cross on which the color gold appears, and the lower right quadrant of the cross on which the color deep orange appears. The white in the mark is background area which is not a part of the mark.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE

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**Word Mark** CRU

**Goods and Services** IC 035. US 100 101 102. G & S: On-line retail store featuring books, CDs, DVDs, and other materials featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and developing and strengthening relationships; charitable services, namely, organizing and conducting volunteer programs, community service projects, and short-term missionary projects in the fields of disaster relief to benefit suffering people and victims of natural disasters, to increase support and morale of members of the U.S. military, and promote public awareness of poverty; charitable services, namely, coordination of the procurement and distribution of food and clothing donations from others, specifically individuals, religious institutions, manufacturers, wholesalers, and retailers to benefit suffering people, victims of natural disasters, and the needy; developing and co-coordinating volunteer projects for charitable organizations, all of the foregoing provided by an international faith-based mission and relief organization and none of the foregoing provided by a university or college. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

**Mark**

**Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 24.01.01 - Shields or crests (plain) with neither a figurative element nor an inscription contained therein or superimposed thereon

24.01.02 - Shields or crests with figurative elements contained therein or superimposed thereon  
26.05.14 - Three triangles ; Triangles, exactly three triangles

**Serial Number** 85477893

**Filing Date** November 21, 2011

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 20, 2012

**Registration Number** 4393032

**Registration** August 27, 2013

**Date**

**Owner**

(REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ; Campus Crusade for Christ International; CCCI CORPORATION CALIFORNIA Attn: General Counsel's Office IP Team 100 Lake Hart Drive-3500 Orlando FLORIDA 328320100

**Attorney of Record**

Patricia M. Beeber

**Description of Mark**

The color(s) dark gray, deep blue, bright blue, gold, deep orange is/are claimed as a feature of the mark. The mark consists of the literal element consisting of the word "CRU" on which the color dark gray appears, positioned below and to the left of the design element consisting of a modified open cross with the opposing arms of each arm section of the cross being of different lengths, the upper left quadrant of the cross on which the color deep blue appears, the upper right quadrant of the cross on which the color bright blue appears, the lower left quadrant of the cross on which the color gold appears, and the lower right quadrant of the cross on which the color deep orange appears. The white in the mark is background area which is not a part of the mark.

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator**

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**Word Mark** CRU

**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper goods and printed matter, namely, books, pamphlets, booklets, newspapers, brochures, leaflets, magazines, newsletters, bookmarks, training manuals, printed teaching materials and instructional guides, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 24.01.01 - Shields or crests (plain) with neither a figurative element nor an inscription contained therein or superimposed thereon  
24.01.02 - Shields or crests with figurative elements contained therein or superimposed thereon

**Serial Number** 85477876

**Filing Date** November 21, 2011

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 20, 2012

**Registration Number** 4369373

**Registration Date** July 16, 2013

**Owner** (REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ; Campus Crusade for Christ International; CCCI; CRU CORPORATION CALIFORNIA Attn: General Counsel's Office IP Team 100 Lake Hart Drive-3500 Orlando FLORIDA 328320100

**Attorney of Record** Patricia M. Beeber

**Description** The color(s) dark grey, deep blue, bright blue, gold, deep orange is/are claimed as a feature of the mark. The mar

3/25/2020

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**of Mark**

consists of the literal element consisting of the word "CRU" on which the color dark gray appears, positioned below and to the left of the design element consisting of a modified open cross with the opposing arms of each arm section of the cross being of different lengths, the upper left quadrant of the cross on which the color deep blue appears, the upper right quadrant of the cross on which the color bright blue appears, the lower left quadrant of the cross on which the color gold appears, and the lower right quadrant of the cross on which the color deep orange appears. The white in the mark is background area which is not a part of the mark.

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 15. SECT 8 (6-YR).

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**Word Mark** CRU

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Downloadable MP3 files, downloadable music and sound recordings, downloadable pod casts, downloadable online discussion boards, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships; downloadable electronic publications, namely, articles, newsletters, books, and manuals, featuring and dealing with religion, spiritual, cultural, and religious issues and values, achieving personal spiritual growth, developing character, and building and strengthening relationships. FIRST USE: 20110930. FIRST USE IN COMMERCE: 20110930

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 24.13.25 - Cross, ankh ; Cross, Maltese ; Other crosses, including ankh, Maltese

**Serial Number** 85979462

**Filing Date** November 16, 2011

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 20, 2012

**Registration Number** 4370155

**Registration Date** July 16, 2013

**Owner** (REGISTRANT) Campus Crusade for Christ, Inc. AKA Campus Crusade for Christ; Campus Crusade for Christ International; CCCI CORPORATION CALIFORNIA Attn: General Counsel's Office IP Team 100 Lake Hart Drive-3500 Orlando FLORIDA 328320100

**Attorney of** Patricia M. Beeber

**Record**

**Description of Mark** The color(s) dark gray, deep blue, bright blue, gold, deep orange is/are claimed as a feature of the mark. The mark consists of the literal element consisting of the word "CRU" on which the color dark gray appears, positioned below and to the left of the design element consisting of a modified open cross with the opposing arms of each arm section of the cross being of different lengths, the upper left quadrant of the cross on which the color deep blue appears, the upper right quadrant of the cross on which the color bright blue appears, the lower left quadrant of the cross on which the color gold appears, and the lower right quadrant of the cross on which the color deep orange appears. The white in the mark is background area which is not a part of the mark.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE

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## Campus Crusade for Christ

**Word Mark** CAMPUS CRUSADE FOR CHRIST

**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Pre-recorded CDs, VCDs, DVDS,[ videotapes, audiotapes,] audio discs, downloadable MP3 files, music and sound recordings, downloadable online discussion boards, and downloadable pod casts featuring and dealing with religion, leadership development, spiritual, cultural, and religious issues and values; downloadable electronic publications, namely, articles, newsletters, books, and manuals featuring religion, spiritual, cultural and religious issues and values. FIRST USE: 19600201. FIRST USE IN COMMERCE: 19600201

IC 016. US 002 005 022 023 029 037 038 050. G & S: Paper goods and printed matter, namely, books, pamphlets, booklets, notebooks, brochures, newspapers, leaflets, magazines, newsletters, bookmarks, training manuals, and printed teaching materials, featuring and dealing with religion, spiritual, cultural, marriage, family and religious issues and values and leadership development. FIRST USE: 19521001. FIRST USE IN COMMERCE: 19521001

IC 025. US 022 039. G & S: Clothing, namely, T-shirts, shirts, golf shirts, polo shirts, sweat shirts, caps, jogging suits, and jackets. FIRST USE: 19700701. FIRST USE IN COMMERCE: 19700701

IC 035. US 100 101 102. G & S: Organizing and conducting volunteer programs, community service projects, and short-term team missionary projects in the fields of disaster relief to benefit the homeless and abused people of all ages and ethnicities, to increase support and morale of members of the U. S. military, and to promote public awareness of poverty; on-line retail store featuring books, tapes, CDs, DVDs and other materials relating to religion, spiritual, cultural, marriage, family and religious issues, and values. FIRST USE: 19560301. FIRST USE IN COMMERCE: 19560301

IC 038. US 100 101 104. G & S: Broadcasting audio programs via the global computer information network featuring religion, spiritual, cultural, marriage, family and religious issues and values; Streaming of audio material and sound recordings on the global computer information network featuring religion, spiritual, cultural, marriage, family and religious issues and values. FIRST USE: 19960401. FIRST USE IN COMMERCE: 19960401

IC 041. US 100 101 107. G & S: Educational services, namely, conducting seminars, conferences, and workshops in the fields of religion, leadership development, missionary training, Biblical and theological studies, spiritual, cultural, family and religious issues and values; Entertainment services, namely, providing biblically-based radio programs in the fields of religion, spiritual, cultural, marriage, and religious issues and values; educational services, namely, providing instruction in the fields of religion and spiritual principles via a global computer network; organizing and conducting short-term team missionary projects in the fields of providing academic mentoring of school age children and providing books, DVDs and CDs to people of all ages and ethnicities. FIRST USE: 19520301. FIRST USE IN COMMERCE: 19520301



IC 045. US 100 101. G & S: Evangelistic and ministerial services; evangelistic and ministerial services, namely, providing information in the fields of religion, spiritual, cultural, marriage, family and religious issues and values via a global computer network. FIRST USE: 19511001. FIRST USE IN COMMERCE: 19520301

**Standard  
Characters  
Claimed**

**Mark  
Drawing  
Code**

(4) STANDARD CHARACTER MARK

**Serial  
Number**

77513321

**Filing Date**

July 2, 2008

**Current  
Basis**

1A

**Original  
Filing Basis**

1A

**Published for  
Opposition**

January 20, 2009

**Registration  
Number**

**3601561**

**Registration  
Date**

April 7, 2009

**Owner**

(REGISTRANT) Campus Crusade for Christ, Inc. DBA Campus Crusade for Christ International; Campus Crusade for Christ; CCCI; Cru CORPORATION CALIFORNIA 100 Lake Hart Drive-3500 Attn: General Counsel's Office Orlando FLORIDA 328320100

**Attorney of  
Record**

Patricia M. Beeber

**Prior  
Registrations**

2086999;2593322;2766283

**Type of Mark**

TRADEMARK. SERVICE MARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20190502.

**Renewal**

1ST RENEWAL 20190502

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Indicator**

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**Campus  
Crusade  
for Christ**

**Word Mark** CAMPUS CRUSADE FOR CHRIST

**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Books,[ newspapers, magazines,] newsletters and booklet devoted to religion, religious values and family-oriented subject matters, namely, child-rearing and marital and family relationships. FIRST USE: 19990731. FIRST USE IN COMMERCE: 19990731

(CANCELLED) IC 025. US 022 039. G & S: [Clothing, namely, shirts, t-shirts, golf shirts, polo shirts, caps, jogging suits, coats, jackets, pants, sweat pants, sweat shirts, sweatsuits, shorts, tennis wear and athletic uniforms]. FIRST USE: 19990731. FIRST USE IN COMMERCE: 19990731

IC 041. US 100 101 107. G & S: Education and entertainment services, namely, instruction in religion and missionary training by conducting classes, courses, seminars and workshops, and producing and creating motion picture films[, network and cable television programs and radio programs] on religion, family values and personal relationships. FIRST USE: 19990731. FIRST USE IN COMMERCE: 19990731

IC 045. US 100 101. G & S: Religious services, namely, providing ministerial and evangelical services. FIRST USE: 19990731. FIRST USE IN COMMERCE: 19990731

**Mark**

**Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design** 01.07.02 - Globes with meridians and parallels only

**Search Code** 01.07.04 - Globes, flattened or squashed

13.01.02 - Blow torch; Propane torches; Torches; Welding torch

20.05.05 - Bibles (open); Books that are open; Cook books (open); Encyclopedias (open)

24.01.02 - Shields or crests with figurative elements contained therein or superimposed thereon

24.13.01 - Cross, Latin (shorter horizontal lines); Latin cross (shorter horizontal lines)

**Serial Number** 76374977

**Filing Date** February 26, 2002

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for** July 1, 2003

**Opposition****Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED**Registration Number** 2766283**Registration Date** September 23, 2003**Owner** (REGISTRANT) CAMPUS CRUSADE FOR CHRIST, INC. CORPORATION CALIFORNIA 100 Lake Hart Drive-3500 Orlando FLORIDA 32832**Attorney of Record** Donald E. Ziel**Prior Registrations** 2086999;2593322**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20140220.**Renewal** 1ST RENEWAL 20140220**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

**EXHIBIT F**



**Glorifying God by building laborers  
on the campus for the lost world.**

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## Who We Are



A global network of ministries working through local churches to reach and develop the next generation of Christ-centered leaders on the university campus.

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Your gospel partnership makes ministry possible to students on over 122 campuses in the U.S. and around the world.

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## Grow the Movement



Build gospel leaders and movements that make a lasting difference in every community and vocation.

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# Campus Outreach Celebrates 40 Years!

Campus Outreach began in 1978 as the dream of a local church pastor and two recent graduates to reach college students at smaller campuses traditionally underserved by campus ministries. Over 40 years, this vision of reaching spiritually lost students has grown into a movement reaching students for Christ on 122 Campuses in the U.S. and around the world.

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## Contact Campus Outreach:

We really want to get you the information you need. The best way to do that is to know which CO region, CO campus or CO staff person you have a question

about. Choose one below:

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CAMPUS  
OUTREACH

**Word Mark** CO CAMPUS OUTREACH

**Goods and Services** IC 025. US 022 039. G & S: T-shirts. FIRST USE: 20081000. FIRST USE IN COMMERCE: 20081000  
IC 045. US 100 101. G & S: Christian ministry services. FIRST USE: 20081000. FIRST USE IN COMMERCE: 20081000

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 01.07.02 - Globes with meridians and parallels only

**Serial Number** 85571362

**Filing Date** March 16, 2012

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** October 2, 2012

**Registration Number** **4260585**

**Registration Date** December 18, 2012

**Owner** (REGISTRANT) Briarwood Presbyterian Church non-profit corporation ALABAMA 2200 Briarwood Way Birmingham ALABAMA 35243

**Attorney of Record** Timothy A. Bush, Esq.

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CAMPUS OUTREACH" AS TO CLASS 45 APART FROM THE MARK AS SHOWN

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of "CAMPUS" appearing over the word "OUTREACH" with a stylized "C O" having a globe in the middle of the "O" to the left of "CAMPUS OUTREACH".

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

3/25/2020

Trademark Electronic Search System (TESS)

**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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**EXHIBIT H**

# Fellowship of Christian Athletes

The **Fellowship of Christian Athletes (FCA)** is an international non-profit Christian sports ministry based in Kansas City, Missouri. FCA was founded in 1954. It has staff offices located throughout the United States and abroad.<sup>[1][2]</sup>

FCA's mission is "to lead every coach and athlete into a growing relationship with Jesus Christ and His church." Its vision is "to see the world transformed by Jesus Christ through the influence of coaches and athletes."<sup>[1]</sup>

The organization's headquarters are located across Interstate 70 from the Truman Sports Complex.

## Contents

**History**

**Statement of Faith**

**Core values**

**FCA Strategy and Methods of Ministry**

**International Ministry**

**Leadership**

**Criticism**

**Professional athletes**

**FCA award winners**

**See also**

**Notes**

**External links**

## Fellowship of Christian Athletes

<b>Abbreviation</b>	(FCA)
<b>Formation</b>	1954
<b>Headquarters</b>	Kansas City, Missouri
<b>Location</b>	Worldwide
<b>President and CEO</b>	Shane Williamson
<b>Website</b>	www.fca.org (http://www.fca.org/)

## History

FCA was founded in 1954 by Eastern Oklahoma A&M basketball coach Don McClanen, who later resigned to become its full-time director.<sup>[3]</sup> After watching sports stars use fame to endorse and sell general merchandise, McClanen wrote to 19 prominent sports figures asking for their help in establishing an organization that would use the same principle to share the Christian faith. Among the first supporters were Baseball Hall of Famer Branch Rickey,<sup>[4][5]</sup> who was most known for breaking the MLB color barrier by signing Jackie Robinson to the Brooklyn Dodgers in 1945, and professional athlete including Otto Graham, Carl Erskine and Don Moomaw.<sup>[3][6][7]</sup> FCA held its first advisory board meeting in September 1954 and was officially incorporated as a not-for-profit organization in November.<sup>[6]</sup>



After two years in Oklahoma, McClanen moved FCA's headquarters to Kansas City, Missouri. That year (1956), FCA also conducted its first national camp, then referred to as a national conference, which drew 256 athletes and coaches to Estes Park, Colo. The ministry continued its expansion by adding additional camp locations, establishing a national magazine and beginning school campus groups called "Huddles" within 10 years of the first camp.<sup>[7]</sup> In 1979 FCA completed and dedicated a new headquarters facility overlooking Kansas City, Truman Sports Complex, and the building was officially renamed the FCA National Support Center in 2011.<sup>[7]</sup>

After 65 years of operation, FCA has developed into a global Christian sports ministry reaching more than two million people per year at the professional, college, high school, junior high and youth sports levels.<sup>[7]</sup> As of 2018, FCA included a staff of over 1,700 ministry personnel in more than 450 U.S. offices and 62 countries.<sup>[8]</sup>

## Statement of Faith

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The Fellowship of Christian Athletes operates according to an internally written statement of faith. This statement consists of nine points based on Bible teachings and Christian principles. Each point has a corresponding scripture.<sup>[1]</sup> All staff and ministry leaders agree with and operate according to the FCA statement of faith.<sup>[9]</sup>

## Core values

---

The Fellowship of Christian Athletes lists four core values for its ministry:<sup>[1]</sup> Integrity, Serving Others, Teamwork and Excellence. Each core value has a corresponding scripture.

## FCA Strategy and Methods of Ministry

---

FCA pursues their vision and mission through the strategy of "to and through the coach". We seek to minister first to coaches hearts, marriages and families. Then, when ready, we minister through coaches to their fellow coaches, teams and athlete leaders.<sup>[10]</sup>

Billy Graham said, "A coach will impact more people in one year than the average person will in an entire lifetime." With the influence of a coach, FCA recognizes the most strategic way to reach more athletes is to first reach the coach.

As FCA matures, we seek to make disciples through our methods of engaging, equipping and empowering coaches and athletes to know and grow in Christ and lead others to do the same.<sup>[10]</sup>

Engage (1 Thessalonians 2:8) FCA engages relationally by connecting with individuals and through events in many different environments by building genuine trust, sharing our lives and sharing the gospel. FCA strives to connect with coaches and athletes where they are on their spiritual journey.<sup>[10]</sup>

Equip (Ephesians 4:12) After cultivating relationships and once coaches and athletes come to faith in Christ, FCA wants to equip them with Christ-centered training, events, resources and on-going support in what it means to be a follower of Christ, growing in God's Word and applying it to life.<sup>[10]</sup>

Empower (2 Timothy 2:2) Once equipped, FCA empowers faithful leaders who desire to use their time, talents and treasures to help other coaches and athletes experience the gospel, grow in their faith and share Him with others. FCA desires to develop disciples who make disciples, assisting them so that the

can in turn engage, equip and empower others to know and grow in Christ and lead others to do the same.<sup>[10]</sup>

Sport-Specific Ministry FCA targets athletes and coaches in baseball, cheerleading, endurance sports, golf, hockey, lacrosse, motocross, surfing and wrestling.<sup>[11]</sup>

The first SSM was FCA Golf, which was established in 1977. It was followed in 1989 by FCA Lacrosse.<sup>[12]</sup>

## International Ministry

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Since 2012, FCA has expanded efforts around the world. As of 2018, FCA International is serving in 6 countries through 242 FCA International leaders who spread the Gospel of Jesus Christ. FCA supports initiatives and partnerships that provide opportunities for leaders in sport ministries within their own countries by equipping them with the programs, services, support, resources and tools to grow the ministries. FCA hosted 304 camps outside of the US with more than 30,000 campers in 50 countries. Additionally, FCA International Huddles grew to 1,775 with 35,000 in attendance; more than 6,900 made decisions to follow Christ.<sup>[13]</sup>

## Leadership

---

At the executive level, FCA operates under the direction of a president/CEO and an executive team that meets with a board of trustees.

FCA requires leaders to agree with its vision, mission and statement of faith. All adult leaders must complete a Ministry Leader Application. Applicants must agree with its vision, mission, statement of faith, non-denominational statement and sexual purity statement. All leaders must also pass a criminal background check and have their complete application approved by a local or regional Field Staff employee.<sup>[9][14]</sup>

While all students are welcome to attend FCA Huddles, students in leadership are required to sign a Statement of Faith and a Sexual Purity Statement.<sup>[15][16][17]</sup>

## Criticism

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In September 2015, Roanoke City and Roanoke County, Virginia public schools ended FCA ministry to football players following at least two complaints.<sup>[18]</sup> In an FCA activity referred to as the "Watermelon Ministry", the organization had visited public high school student athletes at team practices to offer watermelon slices and tell players that all the talents they have come from God.<sup>[19][20]</sup> Two FCA videos from August 2015 of the now-halted program show public school coaches standing behind their team while an FCA evangelist sternly warns them that to be good players they must have a Christian faith and read the Bible.<sup>[21][22]</sup> In a third video, numerous Virginia public high school coaches speak about how the FCA helps them recruit students to Christianity. One coach, for example, states: "We teach them not only about sports and how to live your life, but how to live your life as a Christian. I think that's really important, for us to just have a chance to relate with all different kinds of kids, not just the ones who go to church, but maybe the ones who don't go to church. It allows us to draw them in in a relaxed environment and really speak to them about the Gospel, which is the reason we do what we do. We want to bring kids to the gospel and see them follow after Christ."<sup>[23]</sup>

The Freedom From Religion Foundation, a national nonprofit organization, referred to the activities as "predatory," "illegal" and "unconstitutional" <sup>[24]</sup> in letters sent to superintendents of two of the largest Virginia jurisdictions involved.

School officials responded they were unaware that the coaches were hosting the proselytizing, and immediately stopped it. The Roanoke County superintendent stated "Roanoke County Schools believe in the separation of church and state. We want to maintain and ensure that that practice is being followed." A city of Roanoke spokesman said "When this information came to our attention, we responded immediately. We met with the appropriate people and made it very clear that separation of church and state is the law of the land. We feel the matter is under control and we will monitor this very closely."<sup>[18]</sup>

Through its media office, FCA issued the following response, "Every student athlete has the right and the freedom to participate in activities according to their individual religious convictions. There are no repercussions for students who decline to participate in FCA activities."<sup>[18]</sup> The FFRF letters, however, had noted that repercussions may take the form of pressure from peers and coaches, alienating non-Christian students, and usurping parents' authority.<sup>[24]</sup>

The FCA sexual purity statement has been criticized because it includes statements against homosexuality, which must be signed by FCA representatives of the ministry including staff, trustees and adult volunteer ministry leaders. Student leaders sign a Student Leader Application when serving in leadership roles within the organization, but this application does not require signing the sexual purity statement.<sup>[25][15][26]</sup>

## Professional athletes

---

Since 1954, professional athletes and coaches have taken part in FCA through ministry events, speaking engagements, FCA camps, volunteer opportunities and ministry leadership roles.<sup>[3][27]</sup> For approximately six decades, athletes and coaches from both major and minor professional sports and top tier college programs have engaged with FCA to communicate their Christian faith and participate in community outreach opportunities. Among those who pioneered the organization were former stars Ott Graham, Branch Rickey, Bobby Richards, Carl Erskine and Bill Krisher.<sup>[28]</sup> They would be followed by other influential sports figures including Tom Landry, Bobby Bowden, John Wooden, Roger Staubach, Jim Ryun,<sup>[28]</sup> Betsy King,<sup>[28]</sup> Herschel Walker,<sup>[29]</sup> Reggie White, Tony Dungy, Shaun Alexander,<sup>[30]</sup> Tom Osborne<sup>[28]</sup> Shanna Zolman, and Kay Yow, all of whom vocalized their Christian faith through FCA outlets such as banquets, camps and rallies.

Recent stars who have connected with FCA have included Josh Hamilton, Adam Wainwright, Brian Roberts,<sup>[31]</sup> Tim Tebow,<sup>[32]</sup> Tamika Catchings,<sup>[33]</sup> Jennie Finch, Andy Pettitte, Tommy Tuberville, Jim Kelly, John Harbaugh,<sup>[34]</sup> Leah O'Brien Amico,<sup>[29]</sup> John Smoltz, Allyson Felix <sup>[35]</sup> Mark Richt, Col McCoy,<sup>[36]</sup> Andrew McCutchen<sup>[37]</sup> and a number of public figures outside the world of sports such as comedian Jeff Foxworthy,<sup>[38]</sup> former Arkansas governor Mike Huckabee and Duck Dynasty star Willie Robertson.<sup>[39]</sup> Influential Christian leaders such as Billy Graham, Chip Ingram, Anne Graham Lotz and Tommy Nelson also have participated in FCA through resource development, camps or events.

## FCA award winners

---

FCA presents six national awards every year to athletes and coaches who have excelled in specific areas of competition, community service and Christian character.<sup>[40]</sup>

- **Bobby Bowden Athlete of the Year:** Named after former Florida State University football coach Bobby Bowden, this award is presented annually to a Division I FBS football player who conducts himself as a faith model in the community, in the classroom and on the field.<sup>[40]</sup> Nominees must have 3.0 GPA or better and must have the backing of his school, athletic director and head football coach. Winners have included Clemson wide receiver Hunter Renfrow (2018), Oklahoma State quarterback Mason Rudolph (2017), Clemson quarterback Deshaun Watson (2016), Oklahoma center Ty Darlington (2015), Baylor quarterback Bryce Petty (2014), Texas A&M's offensive lineman Jake Matthews (2013),<sup>[41]</sup> Auburn linebacker Ashton Richardson (2012) and quarterbacks Case Keenum (2011), Christian Ponder (2010) and Colt McCoy (2009).<sup>[42]</sup>
- **Grant Teaff Coach of the Year:** The Grant Teaff Coach of the Year Award is named after former Baylor University football coach Grant Teaff, who also served as the executive director of the American Football Coaches Association and member of the FCA National Board of Trustees.<sup>[40]</sup> The annual award recognizes a football coach who exemplifies Christian principles and maintains an active involvement with FCA. Previous winners include Iowa State's Matt Campbell (2018), Nebraska's Scott Frost (2017), Mike MacIntyre, Mike London, Tommy Bowden, Jerry Kill and Tommy Tuberville.<sup>[43]</sup>
- **Grant Teaff Lifetime Achievement Award:** The second FCA award named after Teaff recognizes a football coach that has committed his life to being a Christian influence on the lives of student-athletes.<sup>[40]</sup> Previous winners include Dr. Homer Rice, Houston Nutt and Tony Dungy.<sup>[44]</sup>
- **Jerry Kindall Character in Coaching Award:** Named after former Major League Baseball player and retired University of Arizona baseball coach Jerry Kindall, the Character in Coaching Award is presented annually to the college or high school baseball coach who best exemplifies the Christian principles of Character, Integrity, Excellence, Teamwork and Service on and off the baseball field.<sup>[40]</sup> Previous winners include University of Texas at San Antonio's Jason Marshall (2018), Greenville University's Lynn Carlson (2017), Ball State's Rich Maloney (2016), Rusty Stroupe, Scott Berry and Bubba Cates.<sup>[45]</sup>
- **John Lotz ,Barnabas, Award:** Named after former University of Florida basketball coach John Lotz and the Biblical character Barnabas first mentioned in Acts 4 as the ,Son of Encouragement,<sup>[46]</sup> this award honors a basketball coach who best exhibits a commitment to Christ, integrity, encouragement to others and lives a balanced life.<sup>[40]</sup> Previous winners include Baylor's Scott Drew (2019), North Carolina's Hubert Davis (2018), Presbyterian College's Gregg Nibert (2017), Tom Crean, Don Meyer, Billy Kennedy, Homer Drew and John Wooden.<sup>[47]</sup>
- **Kay Yow Heart of a Coach Award:** First presented in 2008, this award was established to honor former North Carolina State University women's basketball coach Kay Yow died after a nearly 22-year battle with cancer. The award recognizes a women's basketball coach who, over the course of his or her career, has coached according to Biblical principles, and has coached the heart of the athlete, as well as the body and mind.<sup>[40]</sup> Previous winners include Liberty's Carey Green (2019), University of Colorado Springs' Lynn Plett (2018), Abilene Christian's Julie Goodenough (2017), Sue Semrau, Deb Patterson, Sue Ramsey and Kay Yow.<sup>[48]</sup>
- Annually, FCA Lacrosse also awards the Peter Kohn Award, who was connected to the sport of lacrosse for 50 years. Kohn served as a manager with the U.S. National Team, the North-South All-Star game for 25-plus years and club teams in the United States Club Lacrosse Association for more than 20 years, as well as at Middlebury College and for numerous other lacrosse events. Kohn also served as a volunteer with FCA Lacrosse from 1988 until his death in 2009. Established in 1998, the award is given to a member of the lacrosse community who best represents the scripture, "Greater love has no one than this, that he lay down his life for his friends" (John 15:13) and exemplifies the Christian principles of character, integrity, excellence and teamwork on and off the lacrosse field. Honorees have included: Brendan Looney (2019), Tom Hayes (2018) Mike Jolly (2017), Sgt. James J. Regan and Lead the Way Foundation (2016) and Aimee Dixon (2015).<sup>[49]</sup>
- FCA also honors several names in sports through its annual Hall of Champions, established in 1991 to honor individuals who have demonstrated a consistent commitment to Jesus Christ through the

ministry of FCA. They are considered volunteer "All Stars" who have given above and beyond the call of duty and have upheld the Four Core Values of FCA: Integrity, Serving, Teamwork and Excellence. Honorees for 2018 included: Don Cockroft, George Crace, Joel Dearing, Mark Mestemacher, Jerry Moore and Dr. Sam Nader. Other past honorees include sports greats such as Bobby Bowden, Tony Dungy, Tom Landry, Tom Osborne and Roger Staubach.<sup>[50]</sup>

## See also

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- [Athletes in Action](#)
- [Upward Sports](#)

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## External links

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- Fellowship of Christian Athletes (<http://www.fca.org/>)
- FCA Camps (<http://www.fcacamps.org>)
- FCA Resources (<http://www.fcaresources.com>)
- Training (<http://www.fca.org/mag/>)

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**Attorney of Record** Joan Optican Herman

**Prior Registrations** 1523559

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**Register** PRINCIPAL

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