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The Lowedown

An update on the life and ministry of Dave & Jennifer Lowe

Celebrating 75 Years of Faithfulness

In 1951, a young businessman attending Hollywood Presbyterian Church started a global movement that is still impacting lives to this day.

As a young believer, Bill Bright had a profound experience at a retreat center in the San Gabriel mountains east of Los Angeles. Bill, along with his young wife Vonette, signed a contract with God, committing their lives to fulfilling the Great Commission.

Bill enrolled in Fuller Seminary but continued in his business ventures while serving in his local church. Bill had a particular passion for evangelism, regularly organizing teams of volunteers to go into local jails to share the gospel with inmates.

But ministry opportunities were limited as other churches and groups were also vying for time to share in those spaces.

At the time, nobody was reaching the college campus. It was a wide open mission field, ripe with potential.

Bill recognized the opportunity and began leading teams of volunteers onto the UCLA campus to share Christ. The initial response was incredible. Scores of students responded to Christ including a number of top athletes, the president of the student body and the editor of the campus newspaper.

Bill shared his desire to expand his ministry efforts with a seminary professor who had the idea to name the upstart ministry "Campus Crusade for Christ."

Campus Crusade for Christ officially launched in October of 1951 and quickly grew to other campuses.

By the end of the decade, Campus Crusade for Christ, or CCC as it was known, became a global ministry as Bill Bright convinced a young Korean evangelist, Dr. Joon-Gon Kim, to start CCC in Korea.

In 1965, a retired Air Force Colonel, Jack Fain, launched Cru's military ministry as an effort to reach military personnel and their families.

In 1966, Athletes in Action was formed as a special effort to not only reach professional and collegiate athletes but leverage their influence for the gospel.

What started on the college campus was never meant to be just a campus ministry. The goal has always been to help fulfill the Great Commission.

Today, Campus Crusade for Christ (now known as Cru in the United States) is a global ministry reaching people from all walks of life in 190 countries.

Cru has developed many ministries over the years to reach every segment of society, including FamilyLife, the Jesus Project, and even Embark, the ministry to Young adults where Jen and I serve.

Additionally, Cru has developed a plethora of resources to make it easier to take the gospel to the world, including ministry tracts like *the Four Spiritual Laws* and the *Jesus* movie, which has been translated into over 2300 languages and has been viewed an estimated 12+ billion times.

My own life has been profoundly impacted by Campus Crusade for Christ. I first became a Christian at a small church where an older gentleman took me into a back room and shared the 4 Spiritual Laws with me after I responded to an altar call.

Years later, as a college student who had strayed spiritually, a co-worker who was involved with Cru on campus shared the 4 Spiritual Laws with me again, and that conversation was the seed that led to my recommitment to Christ and ultimately a life of service in helping to fulfill the Great Commitment.

The vision of Cru has remained consistent for 75 years. For nearly half of those years, Jen and I have had the privilege of serving on the staff of CCC.

Thank you for your partnership, which has enabled us to take the gospel to others, make disciples of the nations and in our own small way, has contributed to the fulfillment of the Great Commission!

Love,
Dave & Jen



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