



2025-2028

Updated August 2024

# DARKROOM FAITH

## STRATEGIC PLAN



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# 01 - Executive Summary

**At Darkroom Faith, our goal is crystal clear: to stem the tide of young people leaving their faith in Christ.** With over a million students slipping away each year, we've made it our calling to equip churches and mentors with cutting-edge resources, all designed to ignite meaningful conversations that allow teens to go deeper in their relationship with God.

Darkroom Faith utilizes the medium of film to reach students by addressing—instead of shying away from—hard questions about Christianity.

**Each video is crafted from real student stories, enabling the teenage audience to make personal connections to the struggles portrayed.** This approach breaks down the fear of expressing their own doubts or questions, empowering adult mentors to have richer conversation with their students.

Our program covers fourteen key faith topics, which includes a short cinematic video for student engagement, a comprehensive curriculum toolkit to equip leaders, and a curated selection of online "Go Deeper" resources for students to explore. Darkroom has invested over \$1 million and three years in prayer, research, and conversations with students and ministers to develop this unique approach to engage the faith struggles of this generation.

Recognizing that an estimated 75% of student ministers are volunteers or bi-vocational, and with shrinking church resources, we are committed to providing Darkroom for free. To date, **Darkroom has impacted the faith of more than 240,000 students through 8,000 leaders.**

According to a survey of our leaders, 83% reported a "significant improvement in student engagement and understanding of critical faith-related topics," and 9 out of 10 would recommend Darkroom to a colleague.

We believe that every person, every life, would be better, more fulfilled, and fully loved, healed, and whole with Jesus at the beating center of their heart. **Our vision is for 1 million students to experience Darkroom by 2030.**

To achieve our vision we are focused on five key strategic initiatives that will greatly expand reach and impact of the Darkroom program.

- **Foreign Translations** - will increase our international reach from 17% to 40%.
- **Digital Outreach** - to equip more youth pastors, educators, and parents.
- **Specialized Curriculum** - for parents and the Catholic community.
- **Leader Mentoring** - building community, developing skills and encouragement.
- **Expanded Topics** - providing resources for the new questions of the generation.

The Pinetops Foundation provides a great summary of the challenge and opportunity before us. "The bottom line: the next 30 years will represent the largest missions opportunity in the history of America. It is the largest and fastest numerical shift in religious affiliation in the history of this country. **35 million youth raised in families that call themselves Christians will say that they are not by 2050. Can we respond as God would have us? Or will we miss our moment?**"

**Our vision is for 1 million students to experience Darkroom by 2030.**

## 02 - The Challenge



“The biggest hindrance to teen faith isn’t doubt. It’s silence.”

- Kara Powell, Fuller Youth

The cultural environment facing Christian teens today has shifted from a positive to a neutral, and now to a negative view of Christianity. Mainstream media often pressures teens to embrace popular ideologies, portraying Christianity as anti-science and unloving. Teens are made to feel that if they don’t conform, they risk being labeled as ignorant or hateful. In a society where intolerance is considered one of the greatest wrongs, Christianity’s view of sin is often criticized for not endorsing all individual choices.

7 in 10 students struggle with doubt, but less than half will talk through them with a leader.

America has become a post-Christian nation, with **34% of Gen Z identifying as having no religious affiliation**, and the “Nones” now the largest and fastest-growing religious group in the U.S.

Accordingly, our youth are increasingly likely to face challenges to their beliefs, whether from a professor or a TikTok influencer, directly or indirectly. Biblical views on topics such as love, sex, gender, science, and sin are vastly different from mainstream culture. We also live in a post-truth society that elevates personal preferences and feelings over reason and truth.

A study by the Fuller Youth Institute reveals that over 70 percent of churchgoing high schoolers report having serious doubts about their faith. Sadly, less than half of these young people share their doubts and struggles with an adult or friend. However, those who do express and explore their doubts often experience greater faith maturity.

If students haven't been conditioned that doubts and questions are normal and to seek clarity when challenged, the cultural condemnation of Christian beliefs can erode their faith. As a result, **64% are leaving the church as they enter adulthood.** This translates to one million young adults leaving their Christian faith every year, and unlike previous generations they are not coming back.

The Pinetops Foundation\* highlights this issue, "While there are many important reasons that youth are leaving the church we think perhaps the most striking is that the largest cohort of disaffiliating youth are simply slipping away." The landmark *National Study of Youth Religion* (NSYR) found that 42 percent cited "disinterested or just stopped attending" or "no specific reason" for their decrease in religious practice. While issues such as scandals, political identification, and social issues have contributed to disaffiliation, these are symptoms rather than the root causes. The core issue is indifference, not anger. **All these sources confirm the same diagnosis: young people don't think a life with Jesus is worth their time.**

**"They're not thinking about religion and rejecting it; they're not thinking about it at all. " - James Emery White**

The book *The Rise and Triumph of the Modern Self*, explains that self-identity has become paramount, with people understanding themselves primarily through their inner psychology, feelings, and intuitions. The prevailing message is to do whatever makes you happy and to identify yourself with whatever you feel. This focus on self and the pursuit of authenticity through internal psychological makeup has led to the rise of **expressive individualism as a cherished value for this generation.**

Young people are desperately searching for meaning, purpose, and belonging within their own emotions and the affirmation of others—everywhere but in Jesus. Consequently, they are more depressed, anxious, and adrift than ever, with a deep need for spiritual grounding. Christianity alone offers a unified view of reality, providing an understanding of our creator, our world and our individual place within it.

**The cultural shift in beliefs and values has led us to recognize the need to become "cultural missionaries."** As James E. White explains in *Meet Generation Z*, reaching the next generation requires us to "learn the language, try to understand the customs and rituals, and work to translate the Scriptures, particularly the message of the gospel, into the indigenous language...incorporate the musical styles and instruments of the people...[maybe] even attempt to dress more like them. In short...try to build every cultural bridge we can into the world of that unreached people group in order to bring Christ to bear."

We realized that a different approach was needed—one that assures our children that God is not afraid of their doubts and creates space for curious, honest conversations. That in fact, God draws near to those who question and doubt. **We saw a tremendous opportunity to step in and help teens voice and resolve their questions, building a faith that is resilient and steadfast, no matter what challenges they face.**

## 03 - The Darkroom Program

**Our mission is to empower students to think critically and talk openly about their doubts and questions, so they can build lasting faith.**



The Darkroom program utilizes the medium of film to reach students by addressing—instead of shying away from—hard questions about Christianity. We equip churches, educators, and families with a comprehensive toolkit of effective resources to engage students in transformative faith discussions.

One of the most unique elements of Darkroom program is that **we began with actual student stories**. This aspect of the series was crucial to us because we wanted to avoid an older generation imposing their language and questions on a younger, culturally different group. Rather we let the students' expression of their topics of concern, their language, and their framing of the issues guide our inquiry into these tough questions.

We aimed for a program that was **authentic, relatable, welcoming, gritty, diverse, impactful and engaging**. We worked with leading theologians who understand the current generation and how to communicate key uncompromising Biblical truths.

We also framed the visual design in a way that is aesthetically familiar, pleasing, and up to the standards that students have come to expect in a visually-oriented culture. It's a way we build trust with this generation, by demonstrating we value excellence in our production.

What we ended up with is a remarkable program that consistently engages students and fosters meaningful, impactful faith conversations with caring adult mentors.

**“Top-quality, biblical, and created in a way that speaks to a new generation.”**

**- Sean McDowell**

Teens are able to see themselves in the videos, “Hey that’s me, I’ve been there before.” This emotional connection helps them reflect and talk openly about their own thoughts and beliefs. It also leads naturally into a long-time concept in education called “student-owned” learning. Students are self-motivated and genuinely interested in the exploration of knowledge.

**FREE CURRICULUM TOOLKIT**

**Podcasts**

**Social Media**

**Study & Discussion Guides**

**Go Deeper Resources**

**Follow-Up Messages**

**Videos**

In a dynamic, discussion-based learning environment, students typically learn the most, and they develop their reasoning, problem-solving, and creative skills more effectively. **We intentionally left space for students to wrestle further with each topic, guiding them into Biblical truth through discussion and reason, instead of following a more typical approach of lecture.**

Recognizing that **an estimated 75% of student ministers are volunteers or bi-vocational, and with shrinking church resources, we are committed to providing Darkroom for free.**

We’ve made it our calling to equip churches and mentors with cutting-edge resources, all designed to ignite meaningful conversations that allow teens to go deeper in their relationship with God. **Our vision is for 1 million students to experience Darkroom by 2030.**

**WE ARE FOR JESUS.**

We are FOR salvation – found only through Jesus Christ.  
We are FOR the Bible – our authority for faith and practice  
We are FOR making disciples – by living in Christian community.  
We are FOR living on mission – taking the Name of Jesus everywhere we go.

# 04 - Pastor Testimonials

## Now the room is full each week and youth are talking!

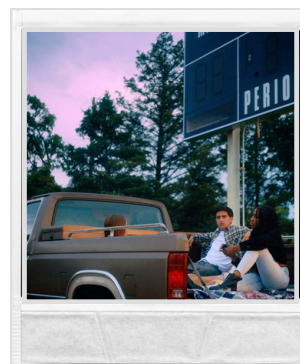
“I just love how the guys and girls who used to sit half asleep in Sunday School now love going to Bob’s class because of this material. Attendance was sporadic and now the room is full each week and youth are talking! Thanks again for being among the brave who aren’t afraid to really reach teens where they are and understand that they want and need to think critically about faith.” ~Sheri K., Youth Pastor



## Impactful...amazing interactive discussion...close to first time commitments to Jesus!

“The discussion about religion was impactful for my boys. Many feel that all religions point to the same god and therefore, they can pick the faith that supports their lifestyle choices. Through the video, prayer, and amazing interactive discussion, we were able to move some of the boys to reconsider their views and to prayerful consideration that Jesus is unique. The concept of grace versus judgment was helpful. One of the boys felt as though his life choices excluded him from God’s love. I’m looking forward to more discussion. I feel like we’re close to a couple of kids making first time commitments to Jesus!”

~Wade K., Youth Pastor



## Darkroom will have such a positive impact on a generation that is looking for real meaning and purpose...

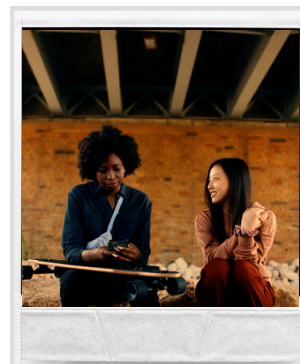
“I am so grateful for the Darkroom series! Darkroom will have such a positive impact on a generation that is looking for real meaning and purpose, as well as ministers and adults who are seeking ways to help teens navigate through their world biblically.”

~Shane Pruitt, National Next Gen Director, North American Mission Board



## A joy to find such meaningful content that hits our students where they are...

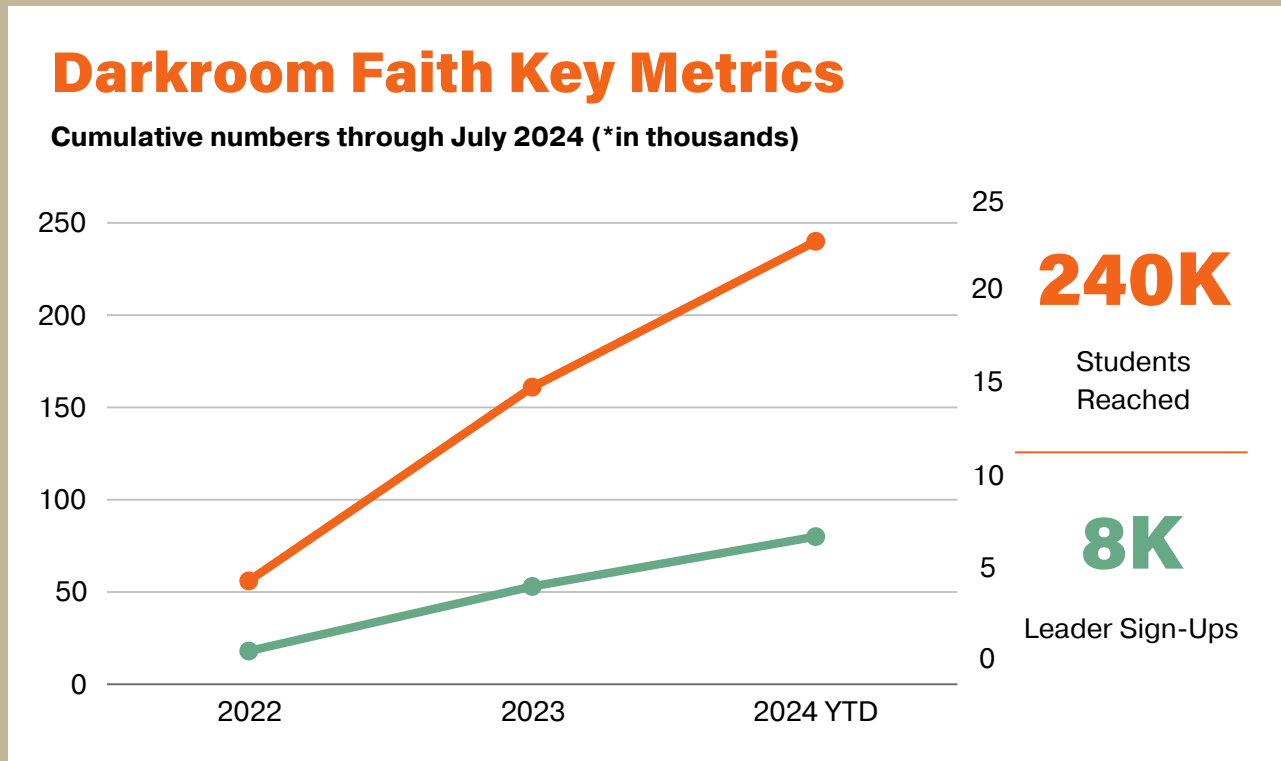
“It has been a joy to find such meaningful content that hits our students where they are. And to have excellent videos and clear leader guides is such a win for me as I prepare for our youth group time. Our older students in particular have consistently thanked me for this series we are doing with Darkroom.” ~Jeff M., Senior Pastor





# 05 - Student Impact

In a little more than two years Darkroom has impacted the faith of more than 240,000 students through 8,000 leaders.



**83%** Increased Conversation and Better Understanding Of Faith Topics by Students

**“When I show Darkroom to my students, I feel confident that the production quality is so remarkable that it will grab and hold their attention, giving a chance for the Truth to enter their hearts and minds.”**

~Jonny Radcliff, National Network of Youth Ministries

## Observed Student Improvement

According to a survey of our leaders, 8 out of 10 reported a significant improvement in student engagement and understanding of critical faith-related topics, and 91% would recommend Darkroom to a fellow colleague.

- **87% reported increased conversation** - in student group discussion.
- **83% reported better understanding** - of faith topics.
- **78% reported greater engagement** - during lesson time.

# 05 - Student Impact

## Jessica's Journey from Darkness to Light

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“I went through a phase of totally disconnecting from my faith. My older brother turned away from his faith and it shattered me. I went from being in middle school, absolutely certain about my beliefs, to completely uncertain and disconnected from my church community.

I reluctantly went to youth group to make my parents happy. They started going through the Darkroom series, and I really related to the doubts and experiences that the characters were going through. For the first time, I felt comfortable opening up and asking questions. I wasn't afraid to talk about my doubts and it seemed like my youth

pastor wanted to hear them. I was able to talk about my brother and get some clarity on how maybe God was working in that. Now, I actually look forward to talking about my questions and my faith.”

~Jessica, 14, New Orleans, LA

**Darkroom was able to help Jessica find deep connection and open her heart and mind to the transformative power of God's truth and love.**

## Hannah's Story of Life-Giving Truth

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“Episode 13 *Mission: Naomi Gets Whiplash* really impacted me in a big way. I was a senior and in the midst of applying for numerous colleges, busy writing essays, while managing my parents' expectations and keeping up with homework and grades and all my activities. I was rejected from one of my early admission schools I applied for.

I didn't know how to process the news. I felt like I had failed, like I wasn't good enough. Like what was my purpose? After working so hard and counting on this, what if I didn't measure up? The entire story of episode 13 was a reflection of my experience and something I could relate to and know I'm not alone.” ~ Hannah, 18, Cedar Rapids, IA

**With the help of the Mission episode, Hannah realized the life-giving truth that God has a plan and a path for her, no matter her accomplishments or circumstances.**



# 06 - Historical Financials

We have invested 3 of every 4 dollars raised in developing and continually improving the Darkroom program. Program creation includes capturing student stories, theological expert consulting, development of support materials, script writing, and video production. The Darkroom program was released at the beginning of FY 2023.

	FY 2021	FY 2022	FY 2023	FY 2024	Total	%
<b>Operations</b>	\$55,185	\$42,841	\$60,340	\$61,970	\$220,336	17%
<b>Communications</b>	\$3,191	\$1,912	\$29,868	\$12,499	\$77,081	6%
<b>Principle &amp; Interest</b>	\$0	\$0	\$4,358	\$37,000	\$41,358	3%
<b>Fundraising</b>		\$5,884	\$16,449	\$2,413	\$24,746	2%
<b>Program Creation</b>	<b>\$182,814</b>	<b>\$721,674</b>	<b>\$54,036</b>	<b>\$12,834</b>	<b>\$971,358</b>	<b>74%</b>
<b>Total Expenses</b>	<b>\$242,191</b>	<b>\$771,311</b>	<b>\$165,051</b>	<b>\$126,716</b>	<b>\$1,305,269</b>	
<b>Donations</b>	<b>\$317,704</b>	<b>\$583,638</b>	<b>\$149,662</b>	<b>\$137,821</b>	<b>\$1,188,826</b>	
<b>Debt Balance</b>		<b>\$150,000</b>	<b>\$175,000</b>	<b>\$150,000</b>		

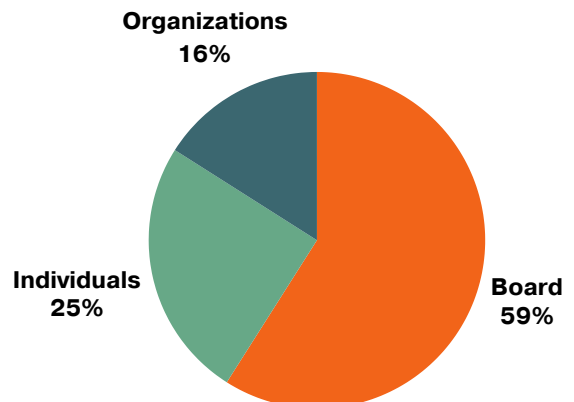
## Cost to Reach a New Student

As we've grown, our cost to reach a new student continues to improve with the goal of reaching students at \$0.50 per student. Cost-effective digital outreach and new partners will help drive the cost down to impact students in the future.

2023	2024	2025	2026	2027
\$ 1.49	\$ 1.22	\$ 0.93	\$ 0.75	\$ 0.50

## FY2024 Donations

Our board members have been critical to our financial success today, including both their individual contributions and their outreach to individuals and organizations. The vast majority of the organizational contributions are from churches.



\*FY 2024 is from Apr 2023 - Mar 2024

## 07 - Leadership



### **Randy Templeton, President and Cofounder**

Before starting Darkroom in 2019, Randy spent over 30 years in business marketing and found great joy and success in creating unique and innovative new products.

Randy became a Christian his freshman year of high school through the influence of a friend who shared her faith and testimony with him. He still vividly remembers the moment he stepped into the church aisle and made the decision to accept Christ as his Lord and Savior.

Throughout his youth and into his young adulthood, Randy fervently pursued answers to life's big questions about mission, purpose, truth and God. He was particularly influenced by the life, teachings and ministry of Francis Schaeffer, including L'Abri, study centers where individuals have the opportunity to seek answers to honest questions about God.

Randy has been married to his lovely wife Sandy for 23 years and they are parents to their three adult children, Michael, Blake, and Carter. Randy first had the idea to start Darkroom after serving for many years in youth ministry as an adult volunteer with his sons and recognizing the need for a new, culturally savvy approach to student discipleship.



### **Ashley Cope, Executive Director and Cofounder**

Ashley has over 20 years of experience as a marketing and product strategist, and is highly skilled in program management and execution.

She accepted Christ as her Savior when she was 9 years old, and grew up in a loving, Christian home. From a young age, she remembers pondering the night sky and the brain-bending question, "Who created God? How could something exist before nothing?" A life-long seeker, her passion in understanding the truth and validity of the Christian faith really soared in college as an active participant in Cru and listening to apologist Cliffe Knechtle, who visited college campuses and answered any question a college student, atheist or otherwise, could throw at him. In her early career days, amidst a particularly challenging and secular work culture, Ashley began to question her faith and found great wisdom and insight in the teachings of Tim Keller and CS Lewis.

Ashley has been wife to Aaron for 22 years and mom to two amazing children Lily and Everett who all have helped her grow in her understanding of God's love like no other life experience. Ashley joined Darkroom as a founding member in 2019 when her former colleague Randy asked her to help create a new and effective way to disciple the next generation. She considers this the honor of a lifetime and is truly thankful for the path God set out for her.

## 07 - Team Members

**Sandy Templeton MD, Vice President** is a leading surgical oncologist in the Houston area. She is an active member in her community and church, and has a passion for investing in and developing the next generation of faith.

**Blair Jeffery, Board Member and Treasurer** is an executive leader in the financial services industry. Blair is a conscientious and analytical thinker highly sought after for his skills in business development, financial oversight and strategy, and corporate leadership.

**Ruth Opiyo, Board Member** is an experienced therapist with a demonstrated history of over 20 years working in the mental health care industry. She is trained and experienced in Relationship Counseling, Family Counseling, Trauma work, Crisis Intervention, and the treatment of mental health disorders.

**Terry Huey, Board Member** is a seasoned executive with a successful track record working in the oil & energy industry. He is skilled in communication, customer relationship management (CRM), IT strategy, management, and leadership.

**Leigh McLeroy, Board Member** is an independent writer, strategist and consultant whose specialty is delivering words that work. Her expertise includes book editing and manuscript development, content creation; storytelling; message development; research, project management and curriculum writing.

**Mary Jo Sharp, Spokesperson** is the founder and director of Confident Christianity Apologetics Ministry. She is driven by a deep compassion for addressing the challenging questions of faith through extensive research, compelling writing, empowering training, and compassionate conversations.

**Rebecca McLaughlin, Contributing Author** is a speaker and the author of *Confronting Christianity: 12 Hard Questions for the World's Largest Religion*. It was featured on the TED summer reading list and named "Book of the Year" by Christianity Today.

**Rachel Gilson, Contributing Author** serves on the leadership team for theological development and culture for Cru. She is the author of *Born Again This Way: Coming Out, Coming to Faith* and *Parenting Without Panic in an LGBT Affirming World*.

**Tim Barnett, Contributing Author** is an apologist and speaker with Stand to Reason, an apologetics ministry dedicated to training Christians to think more clearly about their faith. Red Pen Logic is his social media ministry that assesses bad thinking by using good thinking.

**Sean McDowell, Contributing Author** is a gifted communicator with a passion for equipping the church, and in particular young people, to make the case for the Christian faith. Sean is an Associate Professor in Christian Apologetics at Talbot School of Theology, Biola University.

# 08 - Five Strategic Initiatives



To achieve our vision we are focused on five key strategic initiatives that will greatly expand the reach and impact of the Darkroom program.



## Foreign Translations

To exponentially increase our global reach, in collaboration with Jesus Film Ministries, we'll be dubbing our videos and translating all the supporting materials into 7 major languages.



## Digital Outreach

To equip more youth pastors, educators and parents searching for free, high-quality faith-building resources for teens, we will invest in a digital advertising strategy.



## Specialized Curriculum

To meaningfully increase the student reach and impact of Darkroom, we will develop and provide highly relevant, adapted content for specific targeted groups.



## Leader Mentoring

To attain our next level of program development and increased efficacy, we will focus on investing in our leaders by providing increased support, training, and community encouragement.



## Expanded Topics

To deepen students' understanding and relationship with Jesus, we will expand our video topics to further their spiritual growth and provide additional discipleship opportunities.



# Foreign Translations

To exponentially increase our global reach, in collaboration with Jesus Film Ministries, we'll be dubbing our videos and translating all the supporting materials into 7 major languages.



**Map showing geographic distribution of Darkroom Leaders**

Jesus Film Project will be translating our series into Arabic, Chinese (Mandarin and Simplified), French, Spanish, Russian, and German, which will allow us to increase the accessibility of our materials from 17% to 40% of the world's population.

Jesus Film believes that film has a unique ability to communicate the gospel with people no matter where they call home. The power of storytelling is universal. Whether someone's from London or the plains of the Serengeti, stories have the ability to communicate ideas, touch people's hearts and make a lasting impact. Film informs us, but it does so while drawing us in, prompting us to ask tough questions and see things differently, leading to true transformation.

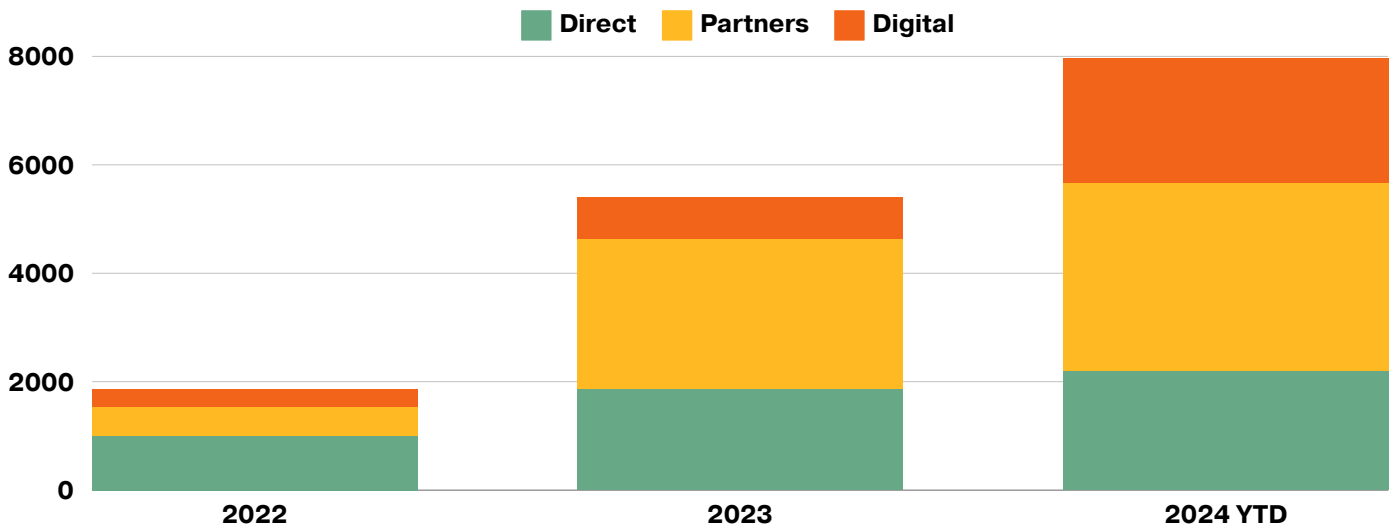
With global teams of missionaries and translators who have delivered the gospel message in over 2,000 languages, we can think of no other partner better equipped than Jesus Film Project. This ambitious project is a multifaceted effort that will include:

- **Translation of all resources and video dubbing**
- **Rebuild of the existing website to accommodate foreign language access, cultural considerations, and increased traffic and usage**
- **Cooperative marketing and outreach efforts to increase global awareness**



# Digital Outreach

To equip more youth pastors, educators and parents searching for free, high-quality faith-building resources for teens, we will invest in a multi-channel digital advertising strategy.

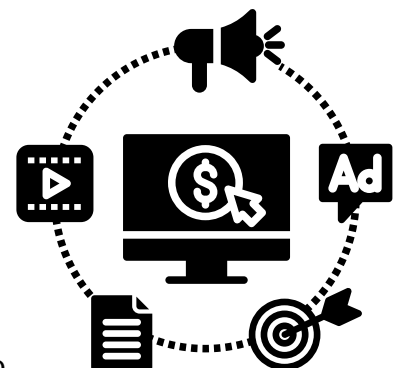


**Cumulative Leader Sign-Ups & Source**

We began our digital advertising initiative in Q2 2024. In just three short months Darkroom has almost tripled the number of leaders and students reached on a monthly basis. As the most cost-effective and direct method to reach students, digital strategies are critical to continuing the improvement in the efficiency and growth of student reach and impact.

### Why is digital advertising a smart investment?

- **Direct & immediate** way to increase leader sign-ups and usage.
- **Control and optimization** is provided for every aspect of the acquisition funnel to drive down costs and increase conversions.
- **Everyone is online** including our entire virtual offering. It makes sense to have an online marketing & advertising strategy.
- **Google PPC ads** allows people to find us that are searching for us. An example keyword phrase is "free youth group curriculum".
- **Meta social media** is community centric and successful at driving recommended products to very targeted audiences. This is the main source of our leader sign-ups today.
- **YouTube** video ads are a powerful & relevant ad tool for our video series allowing us to expand our reach into the space where the majority of teens and young pastors find content.



We will also leverage these same digital strategies to expand our donor base among parents, grandparents and other committed believers.





## Specialized Curriculum

To meaningfully increase the student reach and impact of Darkroom, we will develop and provide highly relevant, adapted content for specific targeted groups.



### Parent Program

Every research study confirms that the most significant influence on the development of a child's faith is not their peers, teachers, or church leaders, but their parents. Parents need help more than ever to navigate the post-Christian cultural environment, the influence of mainstream media, and the world of competing ideas that comes with the global internet.

We will be teaming up with Axis to modify our content for parents to have meaningful and informed conversations about tough faith questions with their children.

Axis has helped millions of parents navigate conversations with their teens. They build lifelong faith by helping parents and caring adults talk with their kids about what they otherwise wouldn't, one conversation at a time. Axis bridges the gap between generations so that kids and adults can have sincere, open, and honest conversations about their day-to-day lives. Because the best way to understand each other is to talk and keep talking.



### Catholic Program

We are excited to partner with EQSAINTS who is authoring and adapting support curriculum for the Catholic community, allowing Darkroom Faith to reach 40% of the Christian Church. As a leading provider of youth discipleship materials, EQSAINTS will also be a key partner in building awareness and usage of Darkroom.

Equipping the Saints' core team includes some of the most well-respected ministry leaders in the Catholic Church. They are experts on creating resources, training, and events that inspire Catholics to live the Church's mission of evangelization and worship. They provide the tools and knowledge for the evangelization of teens and for walking with them into discipleship, helping to grow a new generation of Catholic leaders.

We will continue to identify new opportunities and develop specialized curriculum for specific groups. We see further opportunities in Christian schools, camps, and college.



# Leader Mentoring

To attain our next level of program development and increase efficacy, we will focus on investing in our leaders by providing increased support, training, and community encouragement.



We've made great strides in providing leader training and support in the past year. First, we published two plug-and-play series on Coleader. This platform created by Download Youth Ministry is aimed at bi-vocational and volunteer youth pastors and provides simple, easy-to-follow, all-inclusive lesson plans which greatly reduces prep time.

Darkroom also released three training videos (thumbnail of the "Get Started" video shown above) to provide leaders with preparation steps and tips to set them up for maximum success.

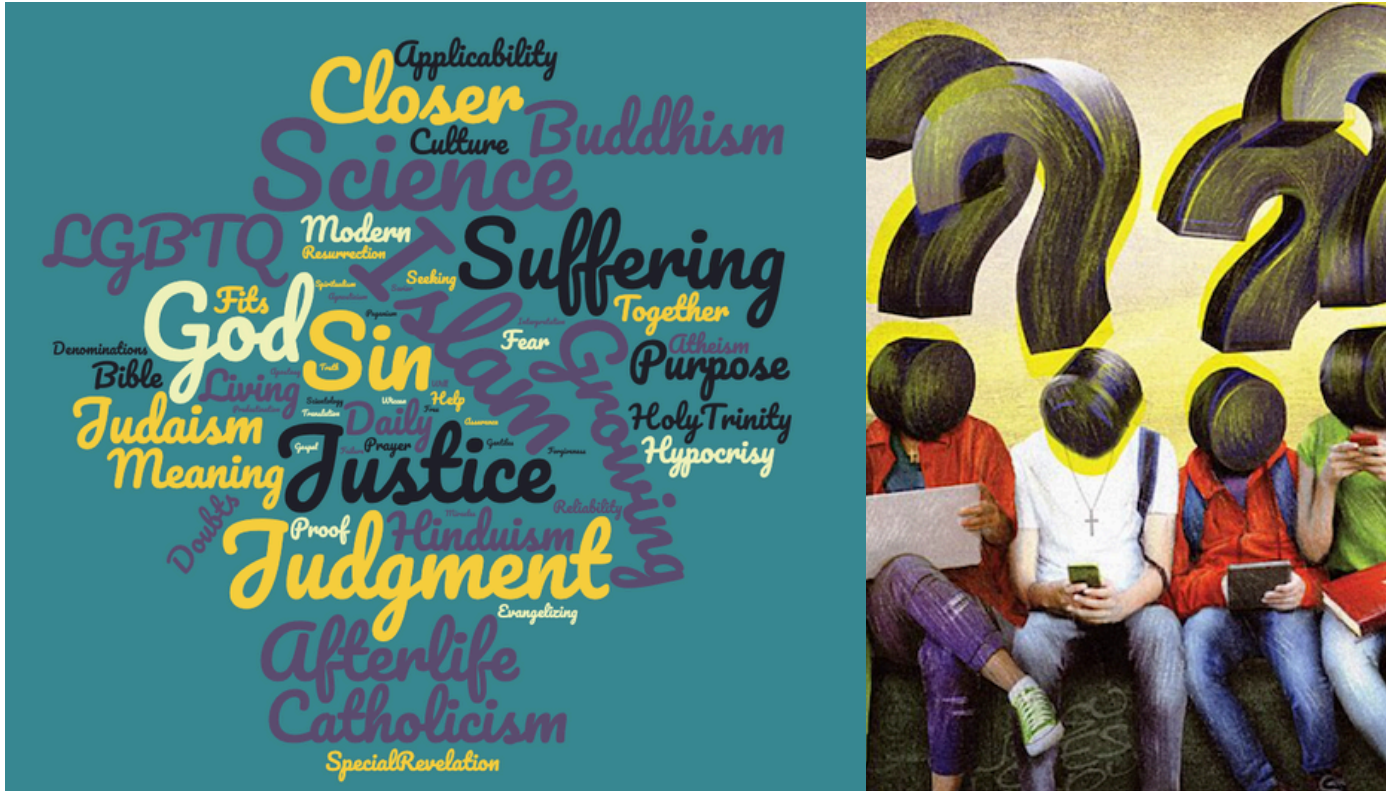
We recognize the need to better support our dedicated youth pastors, who often have limited time and capacity to manage a new series with complex topics.

- **Comprehensive online training and onboarding program** - Leaders will be able to follow self-guided videos and modules to get the most out of Darkroom.
- **Online and in-person training sessions** - Provide coaching and training through webinars and local in-person events.
- **Community building & coaching**- Spark encouragement and crowdsource ideas and tips through online social forums and provide 1-on-1 coaching support.



## Expanded Topics

To deepen students' understanding and relationship with Jesus, we will expand our video topics to further their spiritual growth and provide additional discipleship opportunities.



The number one question we get from leaders is, “When is Season 2 coming out?” It is our deep desire to expand the topics we cover to further develop the faith of this generation.

Season One of Darkroom confronted the critical faith questions we heard from talking with teens. Season Two will focus on challenging young people to think and see that a life with Jesus is worth their time. In the ups and downs of their everyday lives we want to show through story how and why faith in Christ matters.

We are at the beginning stages of planning our next content release, which includes:

- **Research on topics that promote curiosity**– Surveying and interviewing youth, Pastors, cultural & theological experts; to develop curiosity in incorporating faith into everyday life.
- **Authors** – Searching and securing engagement with experts, and younger Gen Z contributors
- **Production and planning** - Finding funding through foundation grants and angel investors, as well as timing, cost efficiencies and scale.

Through video storytelling and a relate-and-engage learning method, we will promote more curious, honest conversations to help the next generation develop vibrant and unshakeable faith.

# 09 - Opportunity Summary

## **Together, we can help young people see that faith in Jesus is not just relevant but essential for a fulfilling life.**

The youth of today face unprecedented challenges to their faith. At Darkroom Faith, we have taken up the torch by addressing this crisis head-on by creating a space where doubts can be explored, questions can be voiced, and meaningful connections with God can be forged.

Darkroom has already seen tremendous impact—**over 240,000 students engaged through 8,000 leaders**, with 87% reporting increased conversations about faith and 83% experiencing a better understanding of critical topics. But we believe this is just the beginning.

### **Investment Priorities**

Over the next 4 years, we are seeking investments in the following program initiatives to exponentially grow our reach and impact:

- **Foreign translations - \$90K** Supports the roll-out of 8 new languages, 2 each year, prioritized by global representation.
- **Digital outreach - \$425K** Employs highly targeted digital ads to exponentially increase our reach and improve our cost effectiveness to help us equip more churches, schools, and families.
- **Specialized curriculum - \$40K** Funds the development of 4 new specialized curriculum sets, 1 per year over the next four years.
- **Leader mentoring - \$410K** Supports the expansion of online training tools, webinars, events, and 1-on-1 coaching.
- **Expanded topics - \$1.2M** Allows us to create 16 new videos and supporting curriculum over four years (\$300K per year for 4 new topics) to keep leaders and students engaged with new, relevant material.

This is a pivotal moment for the church and our youth. As the cultural narrative shifts away from faith, the need for a thoughtful, engaging, and loving response has never been greater. We invite you to join us in this vital mission in helping us transform young lives.

**Join us in this mission. Whether through prayer, partnership, or financial contribution, your support will make a tangible difference.** Let's ensure that every young person knows that their questions are welcome and that they can find answers in the unchanging love of Christ. Be a part of the movement to reach 1 million students by 2030. **Let's change the narrative. Let's ignite faith. Let's transform young lives.**



**“I have come into the world as light  
so that no one who believes in me  
should stay in darkness.”**

**John 12:46**

