2014 – 2018
Investing in the Unseen
An initiative of Johnson University
SEEKING TO IMPACT OTHERS FOR ETERNITY

Johnson University
TENNESSEE • FLORIDA • ONLINE
The more we understand God’s priorities for His resources and what true riches are, the more we realize that when we give we are investing—investing for His glory and our eternal reward.

ALAN GOTTHARD
THE ETERNITY PORTFOLIO

Johnson University demonstrates what God can do through those who have vision and are willing to sacrifice for His purposes.

BOB WILD
PEORIA, ARIZONA
LEADING LIVES OF SIGNIFICANCE

The desire for significance lies deep within us. We want our lives to count. The awakening of this desire was a turning point in the life of Ashley Johnson.

_Here I am, trifling my time away, knowing the truth and these people are drifting to judgement in ignorance; I will turn over a new leaf and be a preacher._

ASHLEY JOHNSON, 1877

His desire to impact others for eternity later led him to establish The School of the Evangelists, now Johnson University.

FOCUSING ON WHAT MATTERS MOST

Our culture lures us to concentrate on temporary pleasures and accomplishments.

Paul points in a different direction.

_So we fix our eyes not on what is seen, but on what is unseen, since what is seen is temporary, but what is unseen is eternal._ (2 Cor 4:18 NIV)

Only by focusing on the eternal will we find lasting significance and reward.

While Johnson University is blessed with beautiful campuses, strong academics, and financial stability, these are only tools and a means to achieve the far greater purpose of “extending the kingdom of God among all nations.”

To continue this mission with excellence and capitalize on new opportunities, we are embarking on a new venture – _Investing in the Unseen_. We are seeking partners to invest in the lives of students whom God will use to impact others for eternity.

WHAT RETURN CAN I EXPECT?

Before exploring the finer details of an investment, most investors ask, “What kind of return can I anticipate?”

Read on to learn more ➔
RETURN ON INVESTMENT

How do you evaluate the return on contributions made to an educational institution?

Statistics such as enrollment size, graduation rates, faculty/student ratio, financial aid provided, and other measurements speak to the underlying health of a university. With regards to these factors, Johnson University is healthy and vibrant. Johnson’s ultimate purpose of extending the kingdom of God can best be measured by the impact of alumni serving around the globe.

LLOYD DAVID SANDERS – A LIFE OF COMMITMENT AND IMPACT

The life of alumnus Lloyd David Sanders illustrates this commitment and impact. David and his wife Ruth were pioneer missionaries in Brazil where they served until their deaths in 2013. Few missionaries have been more loved and respected by the people they served than the Sanders.

Committing to Missions. At the age of 12, while studying about Brazil, David Sanders was inspired with the dream of establishing a church in the planned capital of Brasília, which was yet to be built. He committed his life to missions, later enrolled at Johnson, and graduated in 1943.

Stepping out in Faith. David and his new wife Ruth moved to Brazil in 1948—largely a step into the unknown. Serving initially in Goiânia, Goiás, Brother Sanders’ heart was set on establishing a work in Brasília. He joined with alumnus Bill Loft and others to secure property and establish churches in Brasília that continue to this day.

Inspiring Others. David’s evangelistic passion and persuasive commitment inspired many missionaries, including a good number of Johnson alumni, to follow him to Brazil. They went to Brasília, Goiânia, Belém, and other locations. They and the leaders they trained established churches that have been self-governing, self-supporting, and self-propagating.
A survey of Brazilian churches a few years ago showed 550 Christian Church/Church of Christ congregations with a membership of 55,000, including a few mega churches with attendance over 1,500. Some have become strong supporters of missions themselves, sending missionaries to other countries. David Sanders far exceeded his dream of establishing a church in Brasilia. God's impact on Brazil through him was far reaching and continues today.

In the case of Lloyd David Sanders, do you believe those who contributed to his education at Johnson in the 1940s received a good return on their investment?

While the Sanders served cross-culturally in a foreign country, most Johnson alumni serve closer to home. Their ministries are characterized, not necessarily by dramatic growth, but by faithful service and deep relationships. They all share a commitment to Christ, a concern for the lost and hurting, and the priority of eternity.
Investing in the Unseen

*Investing in the Unseen* is a three-and-one-half year campaign that includes all giving and all three campuses: Tennessee, Florida, and Online.¹ This campaign will help Johnson fulfill its mission and capitalize on new opportunities through three vital areas of investment:

<table>
<thead>
<tr>
<th>Investment Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT INVESTMENT</strong></td>
<td>$6.3 million</td>
</tr>
<tr>
<td>to assist and encourage current students</td>
<td></td>
</tr>
<tr>
<td><strong>STRATEGIC INVESTMENT</strong></td>
<td>$3.0 million</td>
</tr>
<tr>
<td>to enhance facilities and capitalize on opportunities</td>
<td></td>
</tr>
<tr>
<td><strong>PERPETUAL INVESTMENT</strong></td>
<td>$5.7 million</td>
</tr>
<tr>
<td>to keep Johnson strong for years to come</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL GOAL:</strong></td>
<td><strong>$15 million</strong></td>
</tr>
</tbody>
</table>

When people ask me for stellar examples of educational and spiritual excellence to which biblical higher education aspires, Johnson University is right at the top of the list. A spiritually compelling and culturally relevant cause pursued with passion, proven integrity, and long-term effectiveness: now that’s what I call a sound investment.

DR. RALPH ENLOW JR.
PRESIDENT OF THE ASSOCIATION FOR BIBLICAL HIGHER EDUCATION

The goal is to raise $15 million by February 2018.

¹The online campus is under the Tennessee budget and is included in the Tennessee goals.
Johnson’s single greatest challenge is meeting current operating expenses. On both the Tennessee and Florida campuses, there is a substantial gap between tuition charges and the cost of operation. Goals for each campus are:

**Johnson University Tennessee (JUTN)**
$3.5 million / $1 million annually

**Johnson University Florida (JUFL)**
$2.8 million / $800,000 annually

We can only provide a high quality, affordable education as others understand the critical importance of covering current operating expenses and come alongside us.

Keeping student charges as low as possible is vital for our students who are preparing for lower paying ministry and service vocations; these choices make it difficult to pay off excessive student loans. Moreover, 40% of scholarships are funded out of the annual operating budget.

Two special funds have been established to receive contributions for Current Investment:

**Royal Fund at JUTN**
**Florida Fund at JUFL**

---

**CURRENT INVESTMENT**

$6.3 MILLION - Keeping Student Charges Low and Providing for Current Scholarships
Tennessee Chapel Renovation

When the College needed a new chapel in the late 1950s, President Robert Bell challenged Johnson alumni to raise the funds. They responded by giving generously and asking churches and friends to contribute. Alumni Memorial Chapel stands to this day as a monument to alumni support.

While it can no longer seat the entire student body, the sanctuary is still used for worship services, concerts, weddings, and other special events on campus. This building also houses the music department.

We have needed to renovate and upgrade these facilities for several years, but it has always been put on the “back burner.” Now is the time. We are designating $1 million to help cover a significant portion of the renovation expense.

JUTN $1 million
Florida Campus Enhancements
Several facility upgrades are underway to enhance the Florida campus. The Student Union Building is being improved with outdoor, covered seating at a cost of $15,000. A much-needed fence is being constructed that will encompass the entire campus at a cost of $80,000.

Future Expansion. Many steps are being taken to increase enrollment at JUFL. The scholarship program has been enhanced. Several existing programs are being elevated to double majors, and new programs are being introduced. While it may take several years to realize significant growth, we want to begin preparing for future expansion by setting aside some funds for a new dormitory or other major project.

JUFL $500,000
Not content to rest on past success, we want to capitalize on new opportunities to educate more students for kingdom service. We are seeking contributions to help with these new initiatives and their startup expenses.

**New Majors in Florida.** To attract more mission-fit students, the preaching, youth ministry, children’s ministry, intercultural studies (missions), human services (counseling), music, and teacher education programs are being elevated to majors alongside the Bible major. In addition, a new program in business administration is being introduced to educate leaders for the marketplace of the world and the church—leaders who are competent in every area of business practice, have a sense of calling to serve the Lord in their vocations, and who are marked by integrity and high ethical standards.

**New Strategic Programs for All Campuses**

To fulfill our mission, new programs are being introduced or developed. Some examples include:

- **Bible Translation.** A new online master’s degree in Bible translation that will reduce the time needed to prepare for Bible translation ministry is under development.

  Pioneer Bible Translators is excited to partner with Johnson in developing the new online Bible Translation program.

  **GREG PRUETT**
  PRESIDENT, PIONEER BIBLE TRANSLATORS

- **Sport and Fitness Leadership.** Numerous churches are impacting their communities through sports outreach, and missionaries are increasingly using sports as an effective tool.

  I believe the future leaders prepared in Johnson’s new Sport and Fitness Leadership program will help many churches reach the unchurched in their communities.

  **EUGENE DEPORTER**
  SPORTS & FITNESS MINISTER (1986-2002)
  SOUTHEAST CHRISTIAN CHURCH
  LOUISVILLE, KENTUCKY

- **Global Community Health & Public Health.** Community health evangelism (CHE) is a current missions strategy. Many students want to help people one-on-one, and public health is a significant area of need.

  I am ecstatic that Johnson is introducing a program in global community health. We need faithful people with these credentials all over the world!

  **DOUG PRIEST**
  EXECUTIVE DIRECTOR, CMF INTERNATIONAL
Innovative “Game-Changers”

Strategic Investment also includes funds to investigate innovations that require additional information and funding before we commit to implementing.

Below is an overview of some of these innovative programs under study:

- **Christian Commuter College.**
  This new approach would significantly lower the cost of education and still provide the interaction of a traditional classroom. We believe this concept could work in selected strategic cities and want to explore it further.

- **Hispanic Christian Institute.**
  This institute, being considered for the Florida campus, would equip local Hispanic church leaders and capitalize on JUFL’s location in a county that is 60% Hispanic.

- **Ministry Residency Program.**
  We are seeking additional churches, like Christ’s Church of the Valley in Peoria, Arizona, that will partner with us to offer Strategic Ministry degrees so more students can benefit from an intensive, mentored residency experience.
PERPETUAL INVESTMENT

$5.7 MILLION - Keeping Johnson Strong for Years to Come

PERMANENT FUNDS

While our pressing need is contributions for current operations, we also must continue Johnson’s mission for years to come. One of the University’s strengths is the perpetual support provided through named permanent funds, which are often established in honor or memory of a loved one or respected Christian leader.

Most of all, these funds are a blessing to our students as they provide scholarships and help cover expenses year after year to keep tuition charges as low as possible.

Gifts that Keep on Giving. As part of the University’s permanent endowment, these funds provide on-going support through a percentage of the fund balance used each year to help educate students. Once established, funds continue to grow through wise management and additional contributions, so their benefit to God’s kingdom can increase over time.

The goals for contributions to permanent funds are:

JUTN  $2.7 million
JUFL  $350,000

With this letter comes a gift for our scholarship fund. We find joy that our lives can count for something in retirement. It is very important that these new ministers start out with the least possible debt.

JOE AND ALICE STUMP
CLASS OF 1956

ESTATE GIFTS AND LIFE INCOME PLANS

Johnson University’s reputation for wisely managing financial resources has encouraged many to make gifts from their estates and to establish life income plans. Often, these contributions represent the largest single gift an individual or couple will ever make, and we regard them as a special trust.

Since Investing in the Unseen is a comprehensive campaign, we are including a special category for estate gifts and life income plans such as charitable gift annuities and charitable remainder trusts. Collectively, these types of gifts are known as planned gifts.

Leaving a Legacy for Christ. A gift through your will, living trust, or life income plan is an investment that will continue your influence for Christ beyond your lifetime.
New Ways of Giving When Income is Limited. Many people reach a point in life when reduced retirement income limits their giving. Planned gifts provide an opportunity to give in a new way.

- Establishing a life income plan with Johnson provides you with income now at a competitive rate and eventually provides funds to help educate students.

- By including Johnson University in your will or living trust, you are establishing a plan that will make a contribution at your death.

While most of our estate gifts are modest by national standards, some individuals and couples who have no children have left large portions, up to their entire estates, to Johnson. In faith, and with the awareness of several estates already in process, we have set the following goals for this area of Perpetual Investment:

**JUTN** $2.5 million  
**JUFL** $150,000

For information on Johnson’s estate planning services or for a free, no-obligation analysis for a life-income plan, please contact either:

Philip Eubanks at JUTN  
865-251-2214 / PEubanks@JohnsonU.edu

Alan Tison at JUFL  
407-569-1388 / ATison@JohnsonU.edu
Join with Us

The desire to impact others for Christ not only draws worthy students to Johnson University, but also numerous faithful friends who desire to partner with us. We invite you to join us during the next 3½ years in the Investing in the Unseen campaign.

Join Through Prayer

Pray that God will direct the University in fulfilling its mission of educating students to extend the kingdom of God among all nations. Pray that God will continue to “...send forth more laborers to the fields that are white unto harvest.”

Join Through Giving

Seek God’s leading in making a faith-commitment to Investing in the Unseen at a level that challenges you and brings glory to God. You can specify one of the three investment areas or leave it undesignated so it can be used where needed most.

We are seeking donors at every level. Whether your gift is large or small, we give praise and thanks to God for it.

Join Through Advocacy

Encourage those you know who are gifted for ministry to consider attending Johnson. Introduce others who have a passion for extending God’s kingdom to Johnson, and let them know how they can be involved. Encourage your church to support Johnson.

For more information: JohnsonU.edu/iiu

Donor Category | Campaign Goal
--- | ---
Johnson University Personnel | $1,365,000
Alumni | $1,487,000
Honorary Alumni | $3,450,000
Friends | $1,400,000
Churches | $4,060,000
Estates | $2,310,000
Businesses | $333,000
Foundations and Trusts | $595,000

$15,000,000
Investment Advice
From President Weedman

I don’t have much experience in the stock market. Those who live in that world speak a language the words of which are foreign to me—“sell short,” “puts,” “P/E ratio,” “alpha vs. beta,” and “margin calls,” to name a few. A stroll through the financial section of any bookstore demonstrates the complexity of the field. Even a cursory look reveals contradictory strategies for successful investing. It seems that every author has discovered the hidden secret to successful investing.

However, we’ve all seen the small print at the end of every investment prospectus: “Past performance is not a guarantee of future returns.” That statement means that, no matter how persuasive the sales pitch, investment involves risk. You might lose it all. Most investment advisers know that the greater potential for return, the greater the risk of loss.

Well, friends, I have some investment advice that cannot fail: Invest in the Unseen. I can guarantee a return beyond your expectations with no small print or hedging needed. I propose this investment based not on financial models or analyses of market trends but rather on the promise of Jesus. He said, “And I, when I am lifted up from the earth, will draw all people to myself” (John 12:32). We’ve seen it work. Our graduates, our students, and our faculty have “lifted up” Jesus in Africa, Asia, Eastern Europe, Western Europe, South America, the Middle East, the South Pacific, the Caribbean, and here in the United States. Their stories are the evidence of His promise.

Our mission at Johnson University is “to extend the kingdom of God among all nations.”

But to do that, we must educate men and women to be grounded in the Scriptures and prepared for strategic vocations that will give access to “all nations.” In the past three years, 36 new programs have emerged from this mission. We have already seen the return on this investment without measure. The people directly influenced by Johnson University personnel go on to multiply the “lifting up” of Jesus in numbers that we alone cannot achieve. Within the last year, one of our professors witnessed a person from Johnson, a leader in a congregation in a “creative-access” country, lead a baptismal service of almost 100 people on a Sunday afternoon. Another recent alumnus and his wife work in Jordan with refugees escaping the chaos in Syria. And of course, we continue to send many into congregational and parachurch ministries in the United States.

With the acquisition of a new campus in Florida in 2013, with the open doors in Asia and the Middle East, with a growing student body on the Tennessee and Online campuses, with new and expanding mission-driven programs, and with new possibilities of expanding to other geographic areas and utilizing other delivery systems, we need your investments to realize the return of Jesus’ promise.

Please join us today. Make an eternal difference by helping prepare leaders who will lift up Jesus.
ONE MISSION
Johnson educates students for Christian ministries and other strategic vocations framed by the Great Commission in order to extend the kingdom of God among all nations.

THREE CAMPUS

JOHNSON UNIVERSITY TENNESSEE
Near the Great Smoky Mountains
7900 Johnson Drive
Knoxville, TN 37998

JOHNSON UNIVERSITY FLORIDA
In the greater Orlando area
1011 Bill Beck Blvd.
Kissimmee, FL 34744

JOHNSON UNIVERSITY ONLINE
Online professors and students live and work on six continents around the world.
JohnsonU.edu/online

GLOBAL IMPACT
Alumni now number over 12,000, including Johnson University Florida. These alumni have served and are serving faithfully in congregations, in schools and universities, in non-profit organizations, and in many other areas of service. In more than 50 countries, Johnson alumni demonstrate a personal commitment to Christ and faithfulness in their witness.