

# F A I T H F U L

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*Apartment Life // 2020 Annual Report*



CELEBRATING 20 YEARS OF SERVICE

# MESSAGE FROM PETE

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As we celebrate the twentieth anniversary of Apartment Life amid a global pandemic, the word “faithful” continually comes to mind.

In the New Testament, the Greek word “faithful” (pistos) means: dependable, reliable, trustworthy, loyal, and true. It’s a word that describes God himself. It also describes you.

Apartment Life has thrived over the last 20 years thanks to the faithfulness of God and faithful partners like you. Despite the many challenges of 2020, we continue to grow because of your loyal support.

As recipients of such trust, our aim is to be faithful stewards. Every morning I begin my day with a prayer:

“God, Apartment Life is your ministry, not mine. If you want to grow it, please grow it. If you want to prune it, prune it. Only let us be faithful with everyone and everything you have entrusted to

us. Help us to be faithful with every team, every client, every staff member, every partner, every mission field, every dollar, every resident.”

Every time I pray this, I’m reminded of the parable Jesus told about a ruler who entrusted his servants with various amounts of money. When they were faithful with the little they had been given, the master entrusted them with even more. I believe this is how God would want us to serve. If we do an excellent job caring for our clients, we will naturally earn more business. If we do an amazing job caring for our teams, we will always have great missionaries. Our job is simple: be faithful, even as he is faithful.

Gratefully yours,

*Pete Kelly*

PETE KELLY

CEO, Apartment Life

*His master said to him, “Well done, good and faithful servant. You have been faithful over a little; I will set you over much. Enter into the joy of your master.”*

**MATTHEW 25:21**





## THANK YOU!

*Over the last 20 years, God has used you to make  
a lasting impact in countless lives.*

**3,500,000**  
*residents served*

**65,046**  
*connected to a local church*

**5,654**  
*new believers*



# FAITHFUL FOLLOWERS OF JESUS

Sadiq\* grew up in Africa knowing little about the Christian faith. He works as the concierge at an apartment community and quickly connected with the Apartment Life Team through food... sampling dishes and treats like s'mores and candy apples that he'd never tasted before. This allowed the team to have many conversations with Sadiq about life, including his family, childhood, health, and he even shared about the death of his older brother.

During this same time, the Apartment Life Team began hosting many small group gatherings and Bible studies in their apartment. Guests arrived in the apartment community lobby, and Sadiq would greet them and escort them to the elevator. Sadiq was intrigued and began asking the Apartment Life Team questions about faith and the Bible.

*Sadiq shared that he had been wanting to study the Bible but didn't know how, and then asked the team if they would help him.*

Over the next several months, Sadiq and the Apartment Life Team worked their way through the Bible. Sadiq asked deep questions about faith, creation, and how the biblical texts were authored and assembled. As they began to study the New Testament and the ministry of Jesus, Sadiq told the team that he never felt closer to God. He put his faith in Jesus Christ as his Savior!

\*not his real name

# FAITHFUL WITH OUR FINANCES

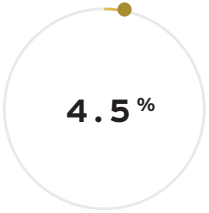


*Total Expenses*  
**\$19,548,000**



*Program Delivery*  
**\$18,375,120**

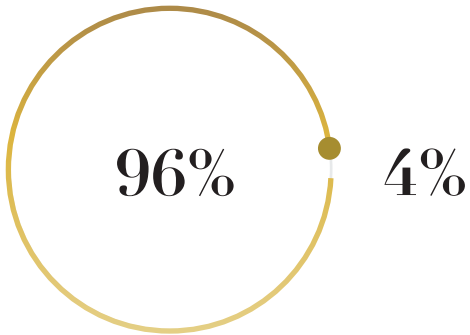
*2020 Business Model Revenue*  
**\$18,423,000**





*National Office Support*  
**\$879,660**



*Fundraising*  
**\$293,220**



-  Funding provided by the business model
-  Funding needed from ministry partners

# G O D ' S F A I T H F U L N E S S I N

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# 2020

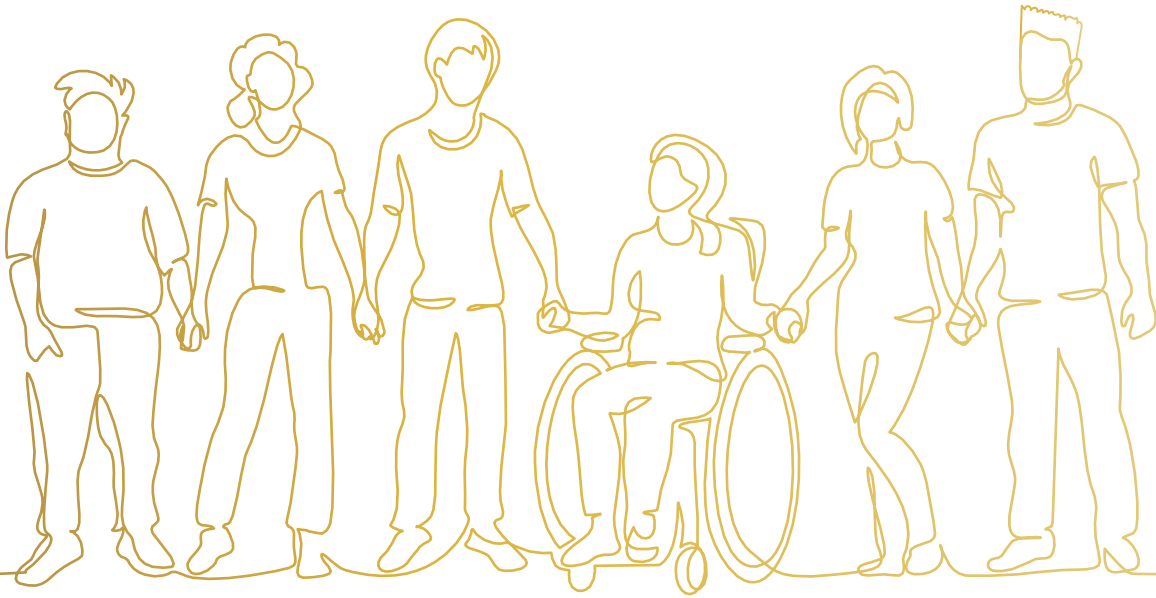
*We're celebrating what God accomplished through your faithful support:*

- When the pandemic hit, we expected to lose clients as their budgets tightened. However, our resident care programs proved indispensable and were in even greater demand. We've actually grown, from 543 programs at the start of the year to 565 programs at the writing of this annual report.
- Through your help, God has enabled us to reach more residents than ever this year, even with social distancing measures in place.
- Financially, God has provided abundantly through generous partners like you (see page 4).

*Our 10-year expansion plan includes:*

- Serving senior housing communities.
- Creating more service options to affordable housing communities.
- Developing new student housing programs.
- Recruiting volunteer teams to live "on mission" in all kinds of communities with or without the need for a service contract.
- Resourcing other nations with our Apartment Life program.





*As we plan for 2021, here are the two “big rocks” we’ll focus on:*

### **ANCHORING EXCELLENCE 2.0**

Anchoring excellence was one of our priorities for 2020. Unfortunately, COVID-19 hit and required our resources to be diverted to create and implement an entirely new virtual service offering. Because of this, we’ll restart our Anchoring Excellence initiative next year, bringing greater clarity and consistency for our coordinators and staff in 2021.

### **ONENESS & BELONGING**

God is in the business of taking things that are broken and making them new. Our desire is to be part of God’s long-term plan of redemption and restoration by fostering a one-of-a-kind culture for both our majority and minority staff and coordinators. The consistent message of scripture is that Christ in us is the first and most significant thing about us. As Paul wrote to the Galatians, he reminded them that, “For as many of you as were baptized in Christ have put on Christ. There is neither Jew nor Greek, there is neither slave nor free, there is no male and female, for you are all one in Christ Jesus” (Galatians 3:27-28). Oneness, however, doesn’t mean sameness. There is beauty in our diversity... ethnicity, culture, age, and gender. We believe that as we seek to honor each other by listening and acting out of love, we will continue to have a one-of-a-kind culture.

# FAITHFUL AT WORK

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*Amber Sweaza is an Apartment Life Coordinator in Calgary, Alberta, Canada. She's also a massage therapist and a pastor. Here's her story:*

Not only do I host Apartment Life events at my community, but the property manager offered me a one-bedroom unit to use for my massage therapy business. Violet,\* a community resident, came in for a massage. When she found out my husband and I also pastor a church, she opened up about her own spiritual life. Growing up, her family would only take her to church on Christmas and Easter.





During the massage, we talked about God, who Jesus is, what the Trinity means, why faith matters, and so many other subjects.

*I was able to clearly present the gospel to her several times during our session. She asked me for an invite card to our church after her treatment.*

That same week, we offered a fun game night at our apartment community, and several members of our support team from church were there to help with the event and mingle. Violet not only made a connection with me, but also with my husband and several of our volunteers who are young adults like her. On Sunday morning, Violet visited our church. Two women who were at our game night sat with her, and during the sermon there was another clear gospel presentation and a call to respond by turning in a connection card.

*After the service, Violet turned in a card that said she had put her faith in Jesus, and she asked our guest center attendant for a free Bible.*

The women who sat with her during the service “friended” her on social media and are working hard to connect her with our young adults’ group so she can grow deeper in her new relationship with Christ.

Another exciting way Apartment Life is saturating our community with Jesus is through referring people from our church to job openings in our apartment community. Three people from our church are now part of the staff team here. Because of the trust we’ve built here through Apartment Life, the property manager comes to me first when she has a new opening and has also started coming in for massages! We’re so grateful for all the fun ways we get to share our faith through Apartment Life.

\*not her real name

# FAITHFUL IN CHALLENGING TIMES

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*The Torres Team from Tampa, Florida tells us about their 2020 experience:*

Our first event was a charcuterie night, and it was so much fun. It was beautiful! The food was delicious, and the party with our residents was great. And then the news hit that all events could no longer be in-person events – everything had to go virtual due to COVID-19.

*We thought, “This is such a perfect opportunity to really show all these people in our community what love looks like ... love in action.”*

We brainstormed ideas that could bring our community together virtually. We were pushed out of our comfort zone and challenged to come up with creative solutions. One of our first virtual events was pizza trivia. We posted a video on our community's social media account, challenging

our neighbors to answer trivia questions to win a free pizza delivered to their home. We also promoted a virtual Netflix movie night and dropped off a movie night party pack to all residents who registered.

The Easter egg hunt was our favorite event – watching kids hunt for eggs with such joy after being cooped up inside for weeks. And during the height of the great toilet paper shortage of 2020, our residents were so grateful when we delivered a simple roll of toilet paper right to their door.

In 2020, we've learned that fear finds a problem in every opportunity, but love finds an opportunity in every problem. Even virtually, we can still provide an atmosphere of joy and hope and fun. We believe that everyone is meant to do life with others. No one is meant to be alone.

*You can watch the  
Torres Team in action*

AT [APARTMENTLIFE.ORG/TORRES2020](https://apartmentlife.org/torres2020)

# FAITHFUL GIVING

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*Your giving makes an immediate difference — allowing people to experience Christ and a life of faith in him.*

## **GIVE WHERE NEEDED MOST**

*[apartmentlife.org/give](https://apartmentlife.org/give)*

Keeping our workers in place and serving their communities while expanding our services into new areas takes great financial support. Your unrestricted gift today will be applied to our work where it is needed most.

## **GIVE TO A REGION OR PROJECT**

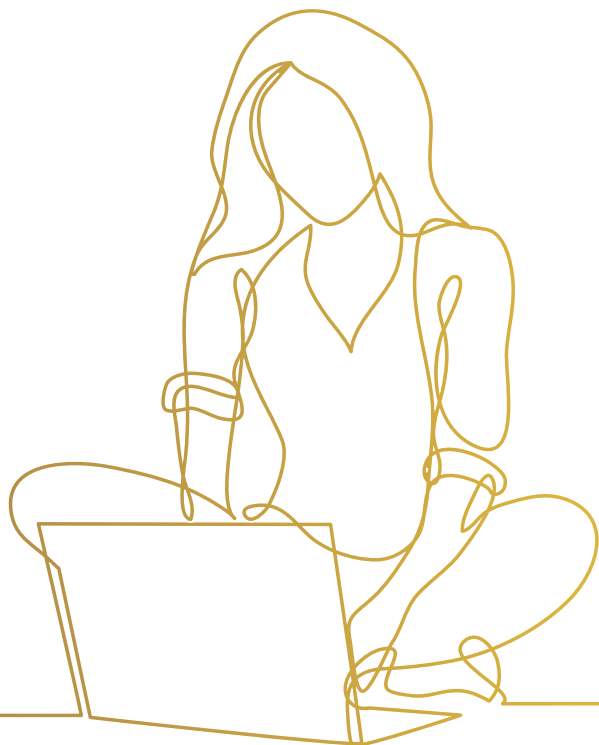
*[apartmentlife.org/project](https://apartmentlife.org/project)*

Supporting Apartment Life regions or special projects allows you to direct your giving toward specific needs or areas of service.

## **SUPPORT THE WORK OF A COORDINATOR OR TEAM**

*[apartmentlife.org/worker](https://apartmentlife.org/worker)*

Giving to support the work of an Apartment Life Coordinator or Team strengthens and increases the longevity of programs and allows you to connect even deeper with a specific community.



## **OTHER WAYS TO GIVE**

*Send check payable to  
Apartment Life*

PO Box 650951, Dallas, TX 75265-0951

*Call 817-685-2963*

Monday-Friday, during business hours

For gifts of stock or other assets,  
please contact Pete Wayman via email  
at [petewayman@apartmentlife.org](mailto:petewayman@apartmentlife.org)  
or call 214-499-6520.



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