

**LOVE  
YOUR  
CITY**

**LEADING MISSIONALLY  
IN THE MARKETPLACE**



# LIVING DIFFERENTLY

How does a former Notre Dame offensive lineman and currently very successful marketplace leader end up training leaders on some of the toughest streets in the world?

Matt Brennan had an encounter with God after graduating from college that left him deeply committed to following Jesus and making disciples. His subsequent professional journey led Matt to and then through the ranks of Barnhart Crane and Rigging, eventually becoming their CFO and then the President of ProLift Rigging Company. Matt didn't trade his sense of calling to mission for profits and personal ambition. Instead, he was able to use **Love Your City**, a model developed by Boy With a Ball, to leverage his role within Barnhart to help transform hurting communities in Nigeria.

**Love Your City** partners skilled and experienced marketplace professionals with rising young leaders. Together, these powerful teams make powerful impacts in vulnerable neighborhoods. For followers of Jesus in the marketplace, **Love Your City** is an innovative, life-changing launching pad for Kingdom transformation in needy neighborhoods.



**YOU  
ARE  
HERE!**

**LOVE  
YOUR  
CITY  
BETTER**

# WHY MISSION-DRIVEN MARKETPLACE LEADERS MATTER SO MUCH RIGHT NOW

There is no denying that churches are facing unprecedented challenges. What the statistics do not capture is that something new is happening--but it's happening outside of many churches. Something exciting. While churches and traditional ministries are receiving tepid responses from society at large today, business leaders are being used by God to influence people's lives outside of the walls of their churches in fresh and inspiring ways.

You already know you're 'in ministry'--it's the work you do, the folks you employ, the customers you serve, the communities your work benefits. As a leader within the marketplace, you and your business have been positioned uniquely to missionally impact your city. However, it can be hard for marketplace leaders to find resources that help them learn how to make a significant difference within the sphere God has planted them. As a result, followers of Jesus in the business world do not get the same strategic support that missionaries and non-profit leaders receive from churches. The tremendous resources that God has embedded in marketplace leaders are not being effectively released into hurting neighborhoods and our needy world.

Jesus heads into the places of greatest hurt and need. If we are following Him, we will be going there with Him. So we go, bringing the resources and character he has already been developing in us. **Love Your City** sets up a two-way flow where we get the opportunity to both give and receive. Marketplace leaders learn a lot about themselves, about Jesus, the Kingdom and the lives of those living in the neighborhood. We come in not as "experts," parachuting in from above, but as learners coming to watch, to listen and to serve.

# THE POWER OF LOVE YOUR CITY

**Love Your City** connects the resources and needs of struggling neighborhoods with the resources and needs of community leaders and marketplace leaders, non-profit organizations, government, education, health care and churches. **Love Your City** builds relationships and networks that effectively release resources into areas that need them most. What develops is mentoring relationships, community support groups, tutoring programs and whatever else is needed to help young people and their families reach their dreams. Young people from these neighborhoods graduate from high school, and then go onto college or into apprenticeship programs. They become high-impact professionals within their home communities. And even better: all that they have learned and experienced with **Love Your City** can then scale to neighborhoods across their city.

Your employees' job satisfaction and health rise as they are invited into helping others, increasing their productivity and longevity. On a personal level, **Love Your City** creates opportunities for you to develop in your role as a leader and to be seen as such by others across your city. Finally, and most importantly, **Love Your City** invites you to transform your city, one hurting neighborhood after another.

# THE MAGNIFICENT OPPORTUNITY

“ **Love Your City** is a magnificent opportunity to see your business purpose align with and galvanize God’s redemptive ministry purposes. In a world that believes corporate profit motives must always lead to negative outcomes, we have an opportunity to shine brightly as a direct funder of ministry around us. Our teams can be inspired to compete and win in the marketplace on behalf of those that do not have access to the same opportunities, relationships and resources.

The more success we have in our business, the more resources we have to share with those that need it the most. Free market capitalism and compassion are compatible if business people understand that God owns it all. We are thankful for all the partners that collaborate as a team in the **Love Your City** model. One body and one team doing their unique part!

- Matt Brennan



# HOW LOVE YOUR CITY CAN HELP YOUR BUSINESS TODAY

## Become a Strategic Partner With Love Your City

Your skills, experience and insight and those of your employees can play a powerful part in scaling Love Your City across your city or the world.

This is how:

1

### COME AND SEE

Invite Your Company's Employees to Volunteer. **Love Your City** can work with you to create team builders, mentoring opportunities or volunteer opportunities for individual employees or larger groups.

2

### GO ON A VISION TRIP

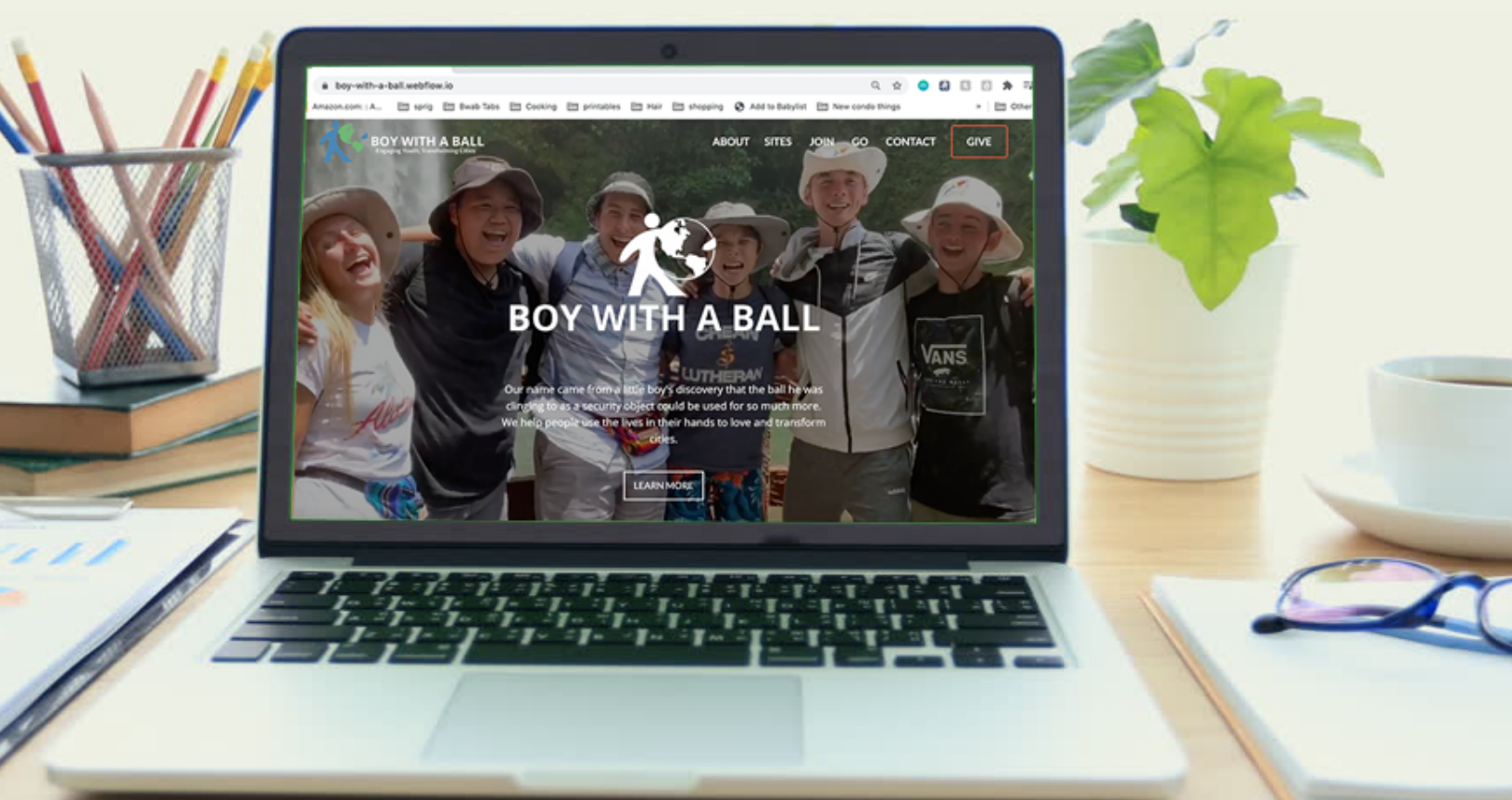
Come see where it all began and go on a **Love Your City Vision Trip**. **Love Your City** was first discovered in Boy With a Ball's efforts in a squatters' settlement in San Jose, Costa Rica.

3

### INVEST IN YOUR CITY

**Love Your City** combines millions of dollars of in-kind donations of volunteer hours with a powerful strategy for efficient community transformation. As a result, each dollar you or your company invests is coupled with double that amount of volunteer hours.





# BOY WITH A BALL

The destination for business leaders  
to learn and grow

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