

ANNUAL REPORT

2023 - 2024

HOWTOLIFE[®]
MOVEMENT



FROM THE GLOBAL DIRECTOR

Dear Friend,

My heart is full.

Young people today need Jesus. Across the United States and around the world, most young people are lost.

I meet them every day. They don't know God's way. They don't know God's book. They don't know why they're on this planet.

If only they could get to know the One who made them. They must hear the Good News of Jesus and His cross, and how He changes and transforms lives.

This verse drives our team every day:
We will tell the next generation the praiseworthy deeds of the Lord, His power, and the wonders He has done.
Psalm 78:4 NIV

The next generation needs to know how to do life. Life happens when you follow Jesus.

We are approaching our **ten year anniversary** for the HowToLife Movement. We are blown away at how God has raised up an army of young people who are determined to see revival and awakening in this generation.



Across the United States, and all over the world, young people today are planning their next HowToLife student-led outreach event. They are daring to believe that God can use them to set captives free, and to see hope come to a hope-starved generation.

We see so much **fruit that remains**, with many young people being **reached** for Jesus. Young believers are getting **discipled, growing** in Christ, and **emerging as leaders** for the Kingdom. Missions mobilization continues to accelerate, impacting lives all over the world.

Through our efforts, Christian young people are recognizing God can do so much more with their lives. We are taking students on a discipleship and leadership journey, equipping them with resources, vision and direction they can use right where they live now, and for the rest of their lives.

Thank you for joining us in this mission. Your incredible investment has made a profound impact! You have helped change eternities.

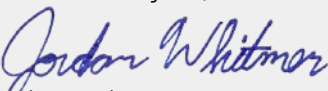
Please enjoy this comprehensive overview of all that has happened in this last year. Here is a report on the impact you have helped make possible.

As we look to the future, we are daring to believe God for so much more. Our intentional mobilization efforts continue to mature and develop, with more and more young leaders fully committed to living out the Great Commission.

Over 100 years ago, the Student Volunteer Movement mobilized young people to take the Gospel to the ends of the earth. This great move of God was driven by the goal, ***“The Evangelization of the World in this Generation.”***

Today is it our turn. Thank you for believing in this vision and this effort. You are such a blessing.

Grateful for you,



Jordan Whitmer

New York City, November 2024

Global Director, HowToLife Movement

***The Lord has done this,
and it is marvelous in
our eyes.***

Psalm 118:23

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Cover Photo



Hope, age 20, is the Director of HowToLife Kenya. As a former atheist turned to Christ, she leads one of the strongest HowToLife chapters in the world. This photo was captured at the end of a highly victorious student-led event, where many Kenyan young people chose Christ. See the story on page 16.

MISSION

Reach, Disciple, and Mobilize the Next Generation for Christ



VISION

Christian young leaders, coached and equipped to boldly LIVE for Jesus, mobilized together from around the world, who prioritize living out the Great Commission, reaching their own lost generation with the life-changing Gospel of Jesus.

OUR STORY

“I realized I had a year and a half left of high school, and I wanted to make it count for Jesus.”

In the winter of 2015, Jordan Whitmer began to mobilize his peers, with a vision of reaching many of their friends for Jesus.

Through much prayer and planning, several teenage leaders developed a simple idea: **Leading a completely student-led outreach to share Jesus with their friends!**

Over 750 students attended the first HowToLife event, March 2015. Young people led the music, shared their stories, and presented the Gospel. That night 75 young people declared a new beginning with Christ.

A MOVEMENT IS BORN

Students in other high schools in the area quickly wanted in, and soon the movement spread. The original model of a student-led outreach event works. The right messengers (young people) share the right message (the Gospel), and lives are being transformed.



This team launched event number one, and a movement was born.



IMPACTING YOUTH AROUND THE WORLD

Every HowToLife event has its own unique flavor and impact, depending on culture, geography, leaders, speakers, and more.

Consistently, EACH HowToLife event includes...

- Completely student-led worship and speakers, ages 16 – 24.
- A clear presentation of the Gospel – the cross, repentance of sin, and an opportunity to begin a relationship with Jesus.
- Powerful life-change – lost young people choose Jesus.
- Christian student leaders grow in their discipleship journey, emerging more bold and confident in Christ.

TIMELINE

LOTS OF “ONLY GOD” MILESTONES!

Several significant “firsts” since the launch in March of 2015.

2015 -- First HowToLife event, Harrison, Arkansas (March).



Second HowToLife event, first event outside of Arkansas (November).



2016 -- HowToLife Movement® organization was incorporated, and established non-profit 501(c)3 status with the IRS.

2018 -- HowToLife Movement received accreditation from the Evangelical Council for Financial Accountability (ECFA), which has continued to this day.



First international HowToLife event; 10th U.S. state; First event in Europe; First leadership retreat.



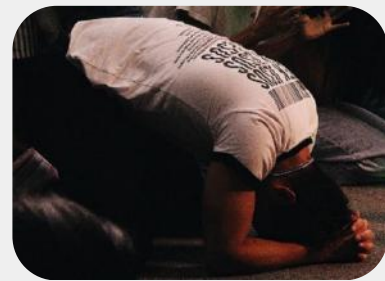
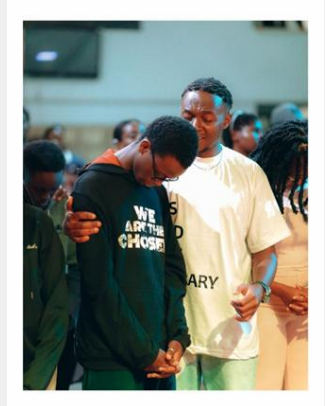
2019 -- First leadership retreat with international students

2020 -- First online global Z conference, reaching 1,000 youth in 40 nations.



2022 -- First leadership retreat outside U.S.

2023 -- First leadership retreat in Europe;
First event in Asia;
First event in Africa.



ALL TIME TOTALS

31,484 attended
3,342 commitments
175 events

GLOBAL LEADERSHIP TEAM

HowToLife Movement is led by a strategic team of young leaders we call our “Global Plus Leadership Team.” These leaders are responsible for the oversight and coaching of the many Event Directors, shepherding HowToLife local chapters and events all over the world.



Jordan Whitmer
Founder / Global Director
New York City / New Jersey, USA



Cheyenne de la Rivera
Jersey City, New Jersey, USA



Luke Tomlinson
London, England, U.K.



Kayla Smith
Toronto, Ontario, Canada

Kyle Rigney
Johannesburg,
South Africa



Kathryn Boyd
Wheaton, Illinois, USA
Penang, Malaysia



Plus...

Rick Whitmer
Harrison, Arkansas, USA
Executive Vice-President

MINISTRY HIGHLIGHTS

2023-2024 School Year



5,761

young people have attended a
HowToLife student-led outreach

33



local HowToLife evangelistic outreach
events took place

14 states

8 countries

4 continents



Have hosted at least one local HowToLife event.

Approximately 1,000

Student leaders have grown in their
spiritual journey -- praying, planning, and
putting on these student-led events

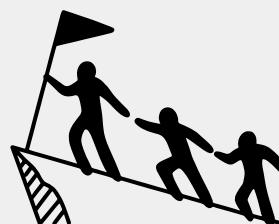


Over 900

young people indicated a commitment
to Jesus Christ

2

Student Leadership Retreats
(U.S. and Canada)





Many hearts and lives are transformed by the power of Jesus.



U.S.A. HIGHLIGHTS

God moved powerfully at HowtoLife Miami

In Miami, Florida, more than 365 people attended through this first event in this major U.S. city.

The excitement and enthusiasm of this evening was simply electric. Through worship music, and a variety of Gen Z speakers, the Gospel was clearly presented.

Over 60 young people made commitments to Christ, and many lives were impacted, changed and transformed!

One speaker boldly proclaimed: **"God has something so much better for you."**

National Gen Z youth speaker and social media influencer, Elijah Lamb, shared, "Repent of your sins, believe in the Gospel, and chase after Jesus!"



Several young people commented on the impact of this powerful night:

I am transformed from the inside out. The Lord is so so so good.

God moved SO MUCH last night!

Can't stop thinking about what God did. Life Changing.



Over 60 young people made commitments to Christ!



Lives Changed at HowToLife New York City Metro Events

Five different HowToLife events took place in the NYC metro area, the largest population center in the United States.

God showed up in a big way!

- Paterson, New Jersey
- Brooklyn, New York City, NY
- The Bronx, New York City, NY
- Newark, New Jersey
- Elizabeth, New Jersey



Approximately 1,000 young people attended these 5 events, with 150 making commitments to Christ.

"A year ago I didn't think I'd see my next birthday. It's insane to me. I love God so much. He moved in such an amazing way. It took my breath away to see that many people choose Jesus."

Student Leader, Newark

"So many chains were broken. I saw people literally break down by hearing what God did in my life. People told me, 'I'm going through the exact same thing you went through. Yet God delivered you from that!'"



HowToLife Paterson Leadership Team mobilized to reach their peers for Christ.



"Last night was so life-changing to see so many youth from our generation come together for the Lord. I didn't want to leave. Thank you for allowing me to take part in something bigger than all of us. It's an experience I will never forget. I can't wait for the NEXT HTL EVENT!!" [#HTLNYC](#)

From Lost to Leader

When Bella* took her turn to speak at HowToLife New York City (Brooklyn / Queens), you could have heard a pin drop as she shared her brutally honest story, right from her heart.

"Two years ago, I felt so lonely. I was seeking fulfillment in this world. I drank with my friends, I struggled with porn, lust, and I kept falling deeper into depression. My anxiety got worse and worse."

"One day, I didn't want to fight anymore. So I sat in my room and asked God to take my life."

Bella then shared how God did NOT answer that prayer, and instead she was invited by a friend to the first HowToLife New York City event two years ago.

"That event was amazing! It was beautiful. I was touched by other people my age sharing their testimony, about what God had done in their lives. I was sobbing and crying. When the time came, I felt this calling. I knew it was Jesus calling me home. I told God 'I am here.'"



When Bella shared her story, God used her to open hearts to the Gospel.

"God was reaching out to me. I knew I needed Him and only Him. So I brought it all to Him – my shame, my suffering, I laid them at His feet. I realized I am a daughter of the Most High! I put my entire life into His hands, and I haven't looked back since."

Bella spent the next two years growing in her faith, going to church with her friend, and getting involved in leadership with HowToLife.

This year, Bella was the event director for HowToLife Brooklyn / Queens, boldly leading this initiative to see her peers find Jesus like she did two years ago. Now even more people have chosen to follow Christ, and the chain of changed lives continues.

Bella concludes, **"Choosing to follow Jesus is the best thing I have ever done!"** HOWTO LIFE MOVEMENT

- Names changed for privacy.

“This was one of the Highlights of My Entire Life!”

Mike* had a big burden for his cousin Andrew*. Mike wanted his cousin to know Jesus like he did. But Andrew was turned off to faith.

A few years ago, when Mike announced he had chosen to follow Jesus, Andrew said, “You’re brainwashed!”

Mike explained, “I would ask Andrew to come hear me preach at my church. He would never show up.”

But Andrew came to HowToLife in Newark, New Jersey. Something about an “all Gen Z-led” event made him want to be there.

Andrew listened to the testimonies. He listened to the preaching.

Mike recalls, “At the end of the HowToLife event, during the response time, I was on the stage with the worship band. I got a text! It was Andrew, from the audience, asking me, **‘Can I come up to the front? I want prayer.’** Uh, yes!”

Mike said, “From that moment on, God took over. Andrew started to cry as he told me, **‘I want to give my life to God.’**”



“Imagine if this event hadn’t happened!” Mike’s cousin Andrew dramatically comes to Christ.



“Now, that moment is forever ingrained on my heart. This was one of the highlights of my entire life. Someone I love so much was able to come to an event like this, hear the Gospel in a way that makes sense, and choose to follow Jesus.”

Since the event, Andrew and Mike have been having hourlong conversations about faith in Christ. Mike said, “God has really put conviction on his heart. The Holy Spirit can turn people around really quickly! So much healing is already taking place.”

Mike concludes, “I prayed that people’s lives would be changed, and God answered that prayer. Imagine if this event hadn’t happened! I don’t know how much longer I’d have to wait for something like this to take place.” [Read More](#)

INTERNATIONAL HIGHLIGHTS



Lives Changed in First-Ever South Africa Campaign

Over 500 people attended five student-led events in the cities of: Pretoria, Johannesburg and the Cape Town areas. In addition, doors were opened for these HowToLife leaders to share encouragement in local South African schools.

Young people participated in powerful worship, and heard strong testimonies of how Jesus has changed the lives of these South African young leaders.

The Gospel was presented clearly by Gen Z evangelist David Latting. God has used David to share the Gospel with millions on social media, where he has led thousands to faith in Christ. David was excited to share the Gospel in a live HowToLife event setting.



Over the course of this two-weekend national evangelism campaign, close to 200 young people made commitments to Christ! Many more were inspired and encouraged. To God be the glory!

Kyle, the South African national event director (above), said, ***“We saw deliverance and freedom in the lives of so many young people! HowToLife provided encouragement in such difficult areas where it is spiritually hard ground for the Gospel.”***

We are so thrilled by everything that took place and cannot wait to see what God is going to do through Gen Z in South Africa, and in other nations on this continent in the years to come. [Instagram](#)

God is using Gen Z teams all over the world to mobilize on behalf of reaching their own generation with the Gospel.



HowToLife London – “Awesome!”



This year's HowToLife London was deeply powerful and moving.

Several hundred young people came from all around London and the U.K. for a time of ministry, worship, powerful talks and messages, and to hear the Gospel. All by Gen Z, for Gen Z!

For the first time, HowToLife hosted back to back events in the city center of London, at an historic church! God moved powerfully in the hearts and lives of many young people this weekend.

One London team member shared this story:

“I spoke to a lady who had previously [followed another religion] but she’d become an atheist for a while. She randomly found out about the HowToLife London event on Instagram. She lives in the area but she never thought she’d get the night off work.

Yet she was able to attend -- and she became a Christian which is awesome! She’s going to church this Sunday – the same place where HowToLife was held. Which is cool! I was so amazed about what God did.” [HOWTO LIFE](#)



42 people made commitments to Christ at HowToLife London. God really broke through to some very hard hearts!





Lives Changed at HowToLife Kenya -- Huge Response to the Gospel

God showed up in a big way at HowToLife Kenya.

The following report was written entirely by a local Christian writer from Nairobi, Kenya who attended this completely student-led outreach event. You will be so encouraged!



One young person said, "I am struggling to find words to express how good what happened yesterday was."



HowToLife Inspires Transformation and Hope

"The 'HowToLife' event, held recently, brought together young people from Generation Z to worship, share the word of God, and experience a powerful spiritual transformation.

With vibrant speakers like Sasha (19 years), Mike (23 years), and Hope (20 years), along with the presence of CEO and Global Founder Jordan Whitmer, this event left an indelible mark on the lives of attendees.

Through inspiring testimonies, the Gospel of Jesus Christ, and the work of the Holy Spirit, "How To Life" ignited a renewed sense of hope, resulting in numerous salvations and rededications.



The event kicked off with heartfelt testimonies shared by Sasha, Mike and Hope. These young preachers captivated the audience with their personal experiences of encountering Jesus Christ, which resonated deeply with the attendees.

As they passionately shared the Gospel, the power of God's word became evident, drawing hearts closer to salvation and renewed commitment to Christ.

Sasha for instance shared how God saved her from a life of partying to becoming a young missionary with Carry the Love Africa. Having traveled to Burundi and other African countries to share the gospel, this truly was an inspiring testimony for the young lads and damsels who sat there gleaming with faces of hope.

The powerful energetic preacher made sure to highlight to the attendees the importance of living according to the word of God and experiencing the love of God.

continued...

Luvai took the attendees to a memory lane back to High School before sharing how his life back then had been a culture-shocking one but was instrumental to the life he is living for God now. His comical nature was clear as he explained how life for him in a public high school was tough. This was very relatable to the audience as they laughed their hearts out. The whole story culminated into a sermon of hope about Jesus' love.

These testimonies melted hearts and when Hope got to share the gospel, the young hearts were ready to give their lives to Jesus. She made the altar call after sharing about purity and salvation. Teenagers and young adults in their numbers made their way to the pulpit as a step of faith to receive Jesus.

The atmosphere shifted immediately and a cloud of worship, reverence and repentance filled the hall. Clearly a generation was thirsty for God, the whole notion that a “spoiled” generation was brought down at that moment. The Holy Spirit's presence was tangible throughout the HowToLife event. As worship filled the atmosphere, young people experienced a spiritual awakening, leading to profound life transformations.

Over 50 individuals made the life-altering decision to follow Jesus Christ, while many others rededicated their lives for Him. The event created a space where the power of God's love and grace was felt, encouraging attendees to embrace a life of purpose and hope. Heaven was happy!” 



HowToLife Kenya remains one of the strongest HowToLife chapters in the world. This group regularly leads life-changing events to reach and disciple young people for Christ.





Santo Domingo, Dominican Republic

Over 900 attended the largest
HowToLife ever with 1/3 of those
attending making commitments to
Christ!



Penang, Malaysia

Over 200 young people attended this
two-night student-led event in Asia.

60 made commitments to Christ.

One leader said, ***“This event
transformed our international school!”***



Canada

Three HowToLife events across
Canada: Windsor, Ontario, and two in
Vanderhoof, British Columbia.

450 young people attended, with many
commitments to Christ.



Monterrey, Mexico

Over 400 young people packed
out this event in Monterrey,
Mexico. 38 made commitments
to Christ.

STUDENT QUOTES

I saw so many knees bowed down at the altar. Every tear, every heart was heard and seen by Jesus.

God saved me from a life that would've led to death.

Jesus created peace in my chaos.

HowToLife was an absolute MOVE of God, and it was indeed, a marking night for many! We're still telling stories and testimonies of what God did that night.

The love of God poured upon lost people, the light of God shining through darkness.

God showed what sin I need to get rid of and let go.

I saw chains being broken and lives being restored. The Holy Spirit was present and there is no doubt about that!!

Thank You, Jesus for not giving up on Your youth. Thank You Jesus for all You did and continue to do because of this movement.

We prayed that people's lives would be changed, and God answered that prayer.

Words can NOT express how grateful I am for the HowToLife community. Being a part of this family has quite literally changed my life.

I gave my life to Jesus tonight.

It took my breath away to see so many people choose Jesus.

INTERNATIONAL LEADERSHIP RETREATS

“God Spoke For Real!”

Two international student leadership retreats were held. One in Canada, and one in the U.S., and lives were transformed.

God showed up in a big way at the HowToLife Movement Autumn International Retreat. Over 35 young student leaders came to Aurora, Illinois - from 14 states, and 4 countries, including USA, Canada, Mexico, and the U.K.

These young people were challenged by speakers including Ron Hutchcraft (Jordan Whitmer’s grandfather, right), plus Jason Persaud, a key ministry leader from Canada, and others.

Many hearts were transformed through these messages, worship, and an extended concert of prayer. Students received practical training for how to lead a successful HowToLife campaign to reach Gen Z for Jesus.



Veteran ministry leader, Ron Hutchcraft, challenged HowToLife student leaders.

“Retreats like these build relationships that help with connections and accountability for our events in our cities. We discover friends who lead us to fall in love with the Lord MORE and share the gospel in our everyday lives, too.” Emily



Student leaders were trained, equipped, and sent home “on mission” to mobilize on behalf of the Great Commission.

At every HowToLife
event, God breaks
through to many hearts.
Young people leave
transformed by the
power of the Gospel.

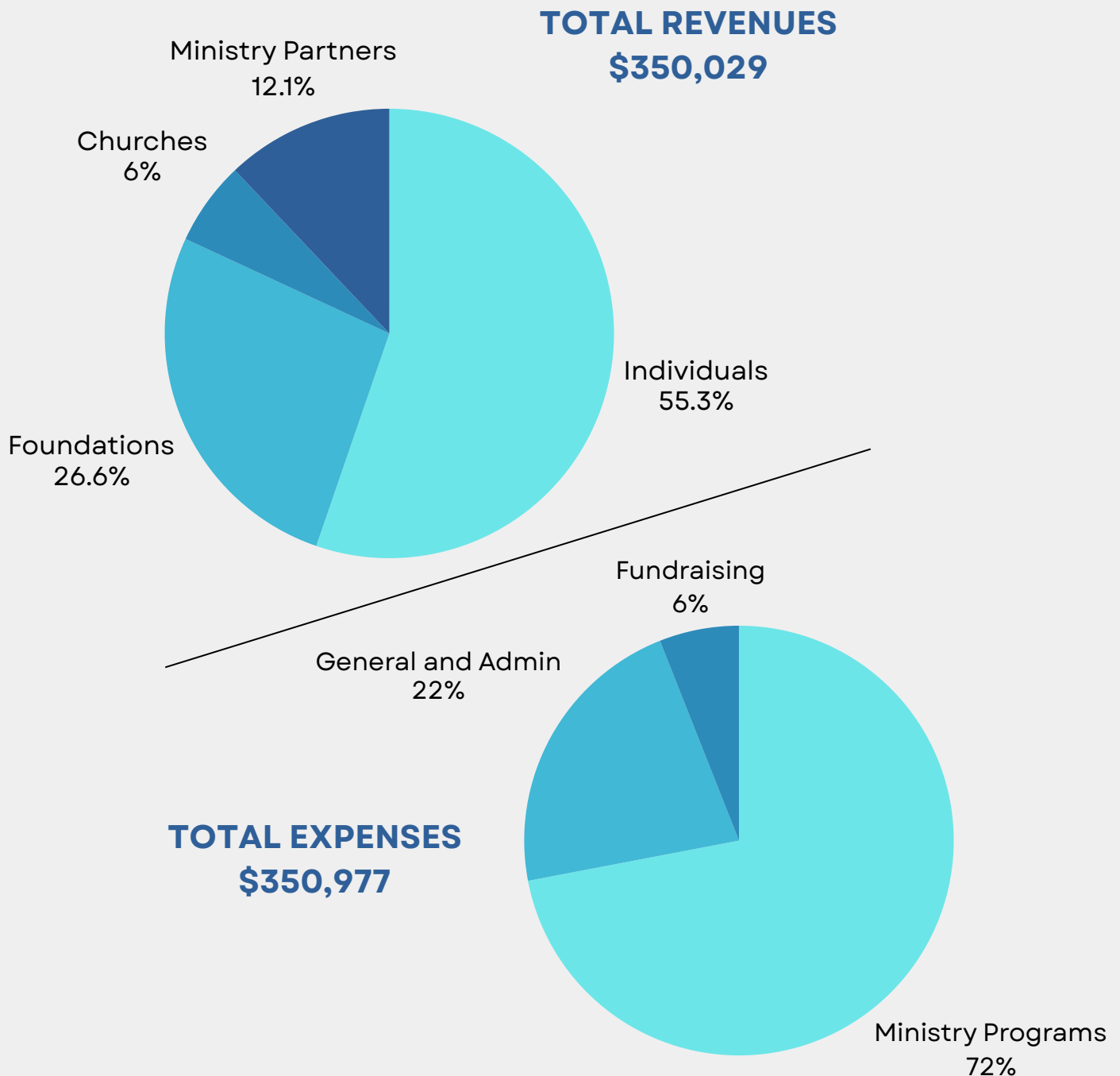


FINANCIALS

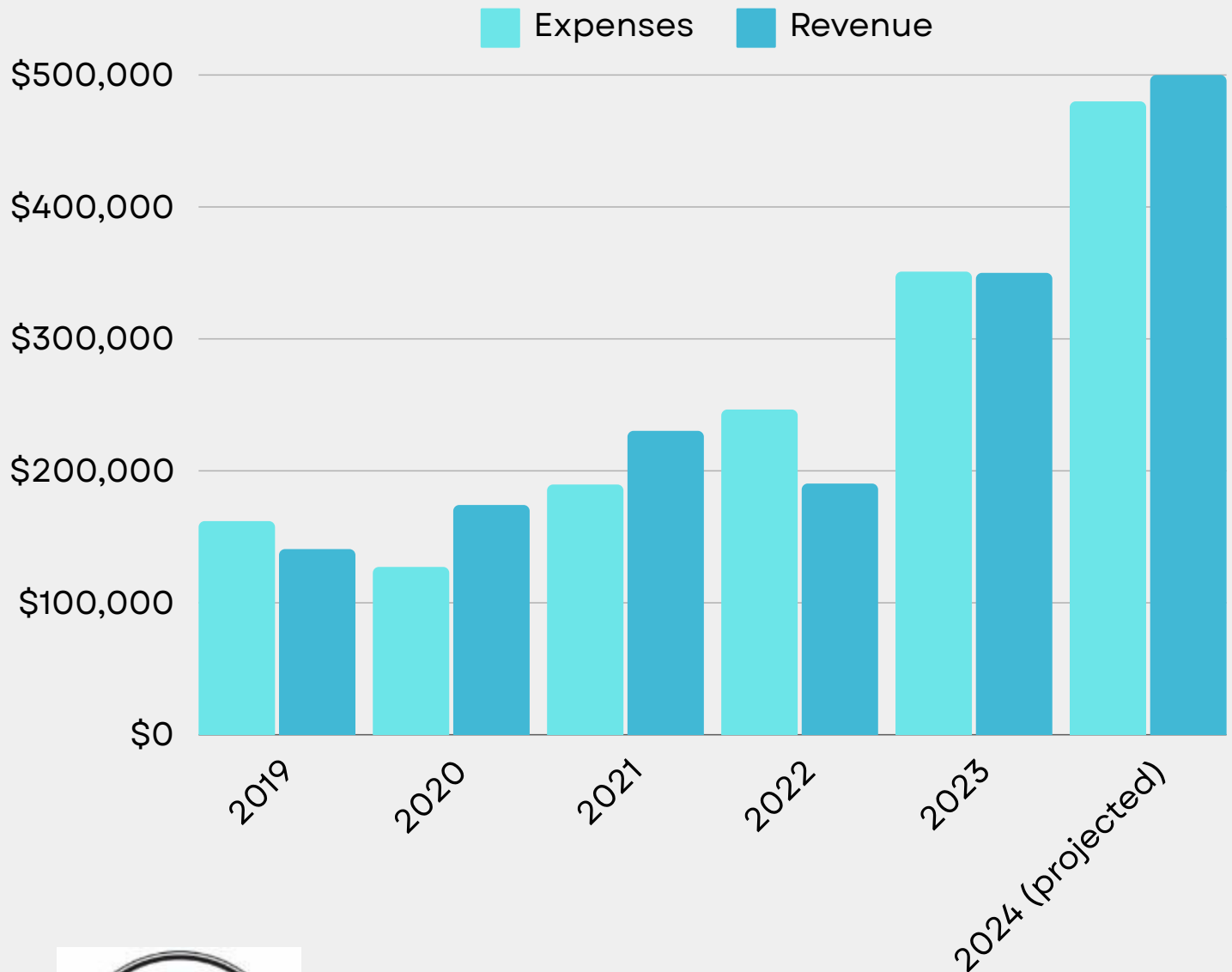
We are so grateful for the investment of God's people! Your partnership makes it possible for this urgent mission: to reach, disciple, and mobilize the next generation for Christ.

We take seriously the responsibility for excellence in stewardship.

Our numbers reflect an extremely modest budget, impacting young people on multiple continents and countries. These numbers reflect our most recent completed fiscal year 2023.



Expenses / Revenue Growth past 6 years



Enhancing Trust

We are pleased to report HowToLife Movement has received accreditation with the Evangelical Council for Financial Accountability every year since 2018.



BOARD OF DIRECTORS

HowToLife Movement® is an incorporated non-profit organization and is a charitable 501(c)3 organization registered with the IRS.

We are grateful for the governance of this board of directors bringing exceptional leadership, guidance, and oversight to HowToLife Movement.

Jordan Whitmer, Chairman

Founder / Global Director of HowToLife Movement

Ralf Stores

Trans World Radio

Tom Miyashiro

Faith 2 Faith Ministries

Don Larimer

Hutchcraft Ministries

Rick Whitmer, Secretary

Executive Vice President,
HowToLife Movement



THE EXCITING ROAD AHEAD

2025 and beyond

We are so grateful for all that has taken place over these past ten years. Now, we have so much more to do - reaching, discipling and mobilizing the next generation for Christ!

Many More Student-Led Outreach Events

As of this writing, we are gearing up for explosive growth of HowToLife events around the world.

Our Global Plus Leadership Team is working as efficiently as possible to respond to the many requests for young people wanting to lead events in their part of the world.

Expanded Global Plus Leadership Team

We are actively recruiting more and more team members to join the Global Plus team. Some are full-time staff, with others part-time, and some volunteer. God is powerfully using this missionary team to impact lives for Christ.

International Retreats all over the World

Every Leadership Retreat is life-changing for all who attend. We are planning now for leadership retreats in USA, Canada, Europe, and Africa. Future retreats will be held in Asia, South America, and more.

These young leaders come together, grow, and leave “on mission” for the Great Commission.

Digital Media Outreach Growth

We are aggressively moving into more content online to accomplish our mission. We are looking to challenge and encourage many more young leaders through the **Gen Z Today** podcast.



HowToLife Movement is creating original evangelistic and discipling social media content for Instagram Reels and TikTok, to further impact young people for Christ.



HOW YOU CAN HELP

A Generational Partnership is Needed Now More than Ever

We are seeing Gen Z “own” the mission of reaching, discipling and mobilizing for Christ. We need additional older adults to help them! They need your support. Please...

PRAY

Pray for God to work through this team, to further grow this global youth evangelism and missions movement.

GIVE

Help us advance this mission and close out 2024 with a year-end gift. You can also become a monthly partner, support a HowToLife Movement staff member, or give to a special project. Visit HowToLifeMovement.com or use the enclosed envelope.

SUBSCRIBE

Subscribe to our email updates. Visit HowToLifeMovement.com.

WATCH

Please watch this special video from Jordan Whitmer prepared just for you. Point your smartphone to this QR code.

LISTEN

To Gen Z Today podcast at GenZToday.com.



SHARE

Let others know of this strategic movement! Groups to consider: Christian friends you know, Bible studies, your church missions committee, and more.

INVITE

Young people you know to follow @howtolifemovement on instagram, or listen to the Gen Z Today Podcast.





HOWTOLIFE[®] MOVEMENT

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Thank you for joining us in this mission to reach, disciple and mobilize the next generation for Christ. Your partnership is making a difference, impacting all eternity! God bless you!

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