



Dear Friends and Family,

I'm excited to share a significant change in our ministry. After 11 years with Cru, Jessica and I are transitioning to a new high school ministry called Parable. We are grateful for our time with Cru and the leadership and community that shaped our lives. As we step into this new chapter, we carry with us many memories and stories. Your support has helped us share the Gospel with tens of thousands of high school students, and we've seen many decide to follow Christ. We're deeply thankful for the role you've played in this ministry.

Why Parable?

We've spent the past few years praying about the challenges and opportunities we face. The first challenge is that most of our students come from fatherless homes, live in poverty, and carry childhood traumas. Each one needs to hear about Jesus, be discipled, and get connected to a local church. While this is our main priority, we also see that many of our students have physical, emotional, and mental needs that must be addressed alongside their spiritual needs. To reach students effectively, we recognize the need to grow in these important areas.

Our second challenge is creating a sustainable missionary movement. Many of our former students, who want to return and reach their communities, struggle with the traditional support-raising model of missions. We want to help these leaders serve in missions in a healthy, sustainable way. Since these missionaries often come from underserved, lower-income communities, we need financial models that don't rely solely on fundraising. To do this, we are focusing on raising up laborers through church partnerships, mobilizing youth pastors and passionate Christ followers to reach the 1.6 million teenagers in the LA Metro area. Many of these will come from within our own ranks—people impacted by our ministry who can connect with the students we serve. Our goal is to develop "indigenous inner-city missionaries."



After prayer and seeking godly counsel, we felt the Lord leading us to start a new ministry non-profit organization called Parable. Our vision is to enter into students' stories and bring them the story of Jesus. The entire LA/Orange County high school team of 24, including us, is transitioning from Cru to Parable. Parable has been approved as a 501(c)(3) non-profit, led by a Board of Directors, with Hung Thach serving as Executive Director.



We've loved our time with Cru and are so grateful for the leadership and people who have invested in our lives. We leave with many fond memories and their blessing! While we are transitioning to Parable, we will continue to partner with Cru in both global missions and local efforts. This journey would not have been possible without YOU. We are deeply thankful for your steadfast prayers and financial support over the years. We couldn't have done this without you!

In September, we will transfer our employment from Cru to Parable. We invite you to continue supporting the Gospel work that we will be doing with teenagers through Parable. I've included more information below on how to end your giving to Cru and start your support with Parable. We'd love to hear your thoughts on this transition and answer any questions.




Rest assured, our mission remains the same: Through the power of the Holy Spirit, we meet students with the redeeming power of the Gospel, build their faith through handcrafted discipleship, bring redemption to their past, and empower them to go and share the Good News with others. We hope you'll continue standing with us in prayer and financial support. We love you!

Thank you and God bless!



Brandt & Jessica Carson

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 ParableLA.org





Our Mission

We meet students where they are with the redeeming power of the Gospel, so they realize they are seen, heard and loved by God.

Our Passion

Empowered by the Holy Spirit, we join students in the middle of their story, help heal what came before, and work to transform their future.

Our Focus

Partner with local churches and passionate Christ-followers to plant campus movements of evangelism and discipleship to help reach the 1.5 million teenagers in the LA metro area.

Our Strategy

Join



We join students where they are, to share the love and truth of Jesus.

Grow



We plant the Word of God into the lives of students through handcrafted discipleship.

Heal



Through holistic care, we help meet the spiritual, physical and emotional needs of teens.

Go



We empower students to go to their families, schools, communities, and world to share the Good News of Jesus.

ParableLA.org

How to change your giving from Cru to Parable

1. How to stop your giving to Cru

- To discontinue recurring credit card gifts, do one of the following:
 - First start by emailing Cru Donation Services at eGift@cru.org and let them know that you will be ending your giving for Brandt and Jessica Carson (0750710)
 - Or if you know your credentials, go to give.cru.org and log in.
 - Or Call Cru at (888) CRUSADE (888-278-7233). Ask for Donation Services
- To discontinue recurring EFT/ACH gifts:
 - If you originated your gift through your bank (i.e. bill pay) you can discontinue through your bank's app or website.
 - If your gift originated with Cru, call them at (888) CRUSADE (888-278-7233)

2. How to start giving to Parable

- Credit card or EFT/ACH:
 - Or set up at <https://app.aplos.com/aws/give/Parable/Carson>
 - For EFT/ACH, it will ask you to log into your bank
 - If your bank is NOT listed, please contact me and I will send you an authorization form to allow Parable to receive donations from your bank account
- Checks:
 - Make checks out to Parable. All gifts made to Parable are tax deductible.
 - Write Brandt and Jessica Carson in the memo line.
 - Mail to Parable at the address at:
 - Parable - 3217 E Carson Street, Ste. 272, Lakewood CA 90712
- Donor Advised Fund (DAF)
 - Parable is an IRS recognized 501(c)(3)
 - Parable's tax ID number is 93-3533864
- Wire: Please contact us for wire information

If you have any questions or need help with any of this process, please reach out to us!



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