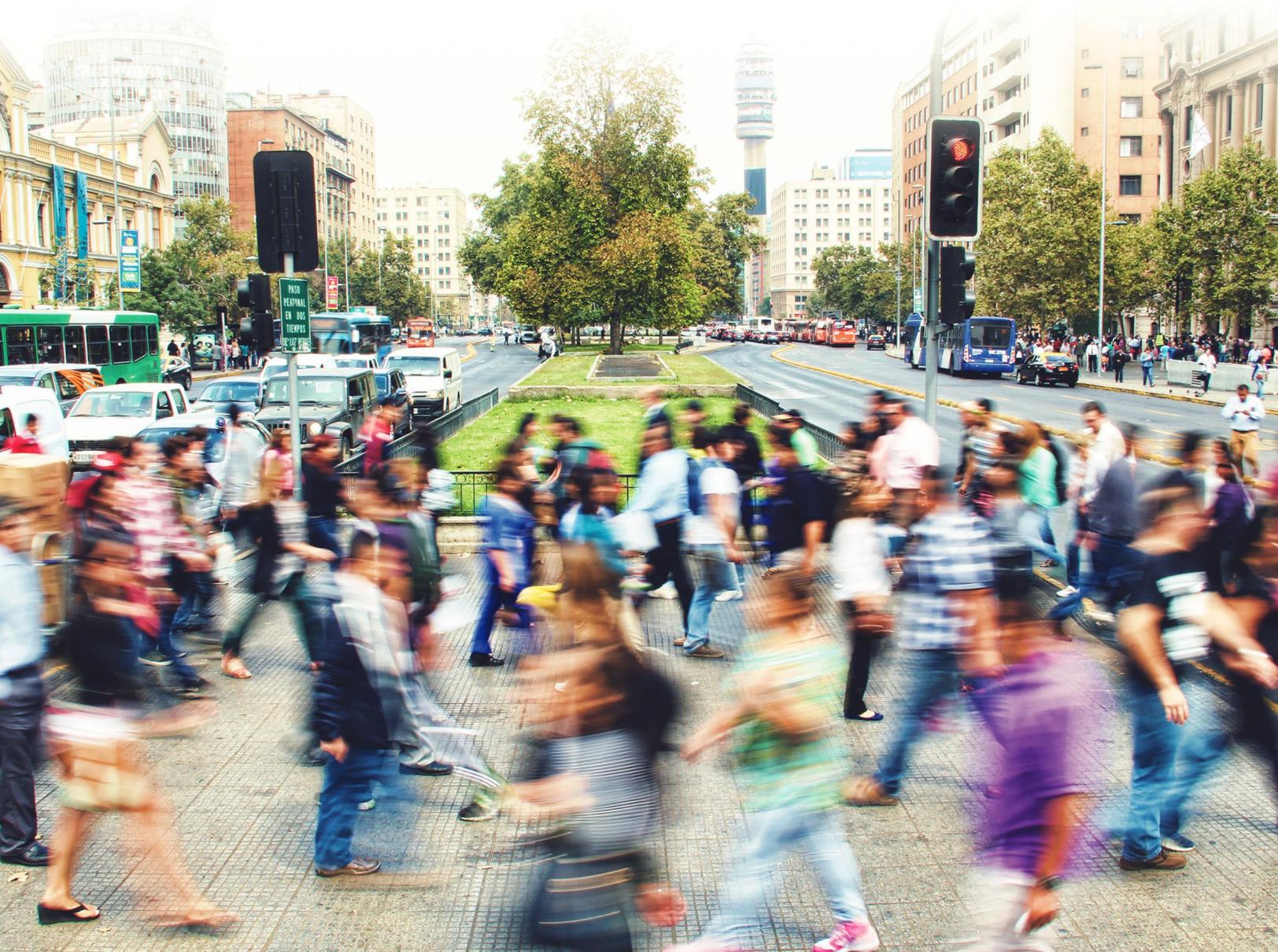




# The Wesley Heritage Foundation Partnership Plan



## What people are saying about The Wesley Heritage Foundation:

"Thanks to the Wesley Heritage Foundation, today Wesley is heard much more clearly in all the Spanish-speaking world. Thanks to their work, now when I visit a church, I frequently hear echoes of what Wesley preached and taught."

**Justo González**

Theologian + Latino Studies Scholar // Editor of the *Obras de Wesley*

"Thanks to Wesley Heritage Foundation (WHF) / *Instituto Estudios Wesleyanos* (IEW), we've been able to count on training and round-table discussions from a Wesleyan perspective for our pastoral team and local leadership. We thank God for the ministry of the WHF/IEW team."

**Cesar Llanco**

Bishop // The Methodist Church of Peru

"The Wesley Heritage Foundation and particularly the Instituto de Estudios Wesleyanos has proven to be an essential resource for the training of Spanish speaking leaders in the United States and throughout Latin America who seek to deepen their knowledge, understanding and preparation for ministry in the Wesleyan tradition. I am especially excited by the vision of WHF to grow the number of resources available to the Spanish speaking world. As I connect with Spanish students and other seminary leaders in Latin America, **the most persistent request is for quality Wesleyan resources in Spanish** which are accessible to them for their own development and for use in the ministries they lead."

**Stephen Gober**

Asbury Latino Center // Asbury Seminary

"It is impossible to sufficiently express my gratitude to all at the Wesleyan Heritage Foundation for their efforts to place Wesley and his works within the reach of millions of people today, as well as for generations to come."

**Ray Zirkel**

Missionary // The Methodist Church of Costa Rica

"Having access to my Wesleyan resources were essential for me pastoring Wesleyan churches and serving their communities. My church-planting and revitalization ministry was regularly inspired and informed directly by Wesley's wisdom and guidance. Having also lived and ministered beyond my own culture here in the United States, **having Wesley accessible to Spanish-speakers is an urgent need** and I wholeheartedly endorse this vital work by the Wesley Heritage Foundation!"

**Mack Strange**

Church Planter + Pastor // The United Methodist Church

“Pastors, teachers, and leaders of theological seminaries—from various theological and denominational perspectives—acknowledge the singular importance of the work of translating the legacy of John Wesley into Spanish being done by the Wesley Heritage Foundation.”

**Robert Beckum**

Director // The SOMA Foundation

“Reading Wesley in Spanish helped me become not just Methodist but Wesleyan. My experience is not unique. Many Spanish speaking Methodists in the Americas have benefited from the translation of Wesley’s works. By reading his sermons, letters, and hymns in their own native tongue, they are discovering that the Wesleyan heritage is rich, and the people called Methodist have distinctive gifts to share. I am convinced that continuing the work of translation and dissemination of Wesley’s works into Spanish and other languages will contribute to the renewal of the church **from Latin America to the world.**”

**Edgardo Colón-Emeric**

Dean // Duke Divinity School

“We all know the importance of John and Charles Wesley’s teachings, writings, and song on the revival movement not only in England but also in North America. Now, having those resources available to us in our own language (Spanish), **we can stand more firmly upon the Wesleyan shoulders of influence as we expand the movement in Latin America.** As the Area Director of the Free Methodist Church for Latin America, I consider the videos, sermon summaries, book translations and other resources made available through the WHF to be the solid ground of tradition upon which we serve.”

**Ricardo Gómez**

Latin America Area Director // Free Methodist Church

“The world is in critical need of healthy and thriving Wesleyan churches. Since the Wesleyan movement is truly global, investing in Wesleyan resources for churches in the Spanish-speaking world is in fact an investment in our own family and collective witness. The work of the Wesley Heritage Foundation is a unique and empowering gift to these churches, providing them with a solid base for their own identity, growth, and impact.”

**Bishop Joseph E. Pennel, Jr.**

Wesleyan Scholar + Former Bishop // The United Methodist Church

“Millions of Christians now have in their hands this key to open the treasures of Christian life and discipleship, of evangelism and integral ministry, of prophetic and contextual social witness—as well as direct access to the person of John Wesley.”

**Mortimer Arias**

Missionary + Wesleyan Scholar + Former Bishop // The Methodist Church of Bolivia

The world is in desperate need of the good news of Jesus Christ that brings hope beyond the conflict and crises that surround us. Since its beginning, the Wesleyan movement has been devoted to embodying that good news and working for the transformation of the world. Yet there is still a profound need for connecting the Wesleyan family across languages and borders.

Since 1990, the Wesley Heritage Foundation has kindled the vision and begun the work of developing a deep, collaborative Wesleyan connection throughout the Americas—one that renews the spiritual vigor of our movement and bears a stronger collective witness to the world.

**Join us to help mobilize the Wesleyan family for gospel transformation throughout the Americas.**





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# WELCOME

## Why am I reading this? // Executive Summary

At the Wesley Heritage Foundation (WHF), our work is simple: **promoting the spiritual vigor of our Wesleyan heritage for gospel transformation throughout the Americas.** This heritage embodies the Scriptural Christianity that anchored the early Methodists and can still unite Wesleyan churches today. Our decades of experience, proven skills, and persistent calling all help us come alongside churches in the Spanish-speaking world to reach people and equip them to flourish in holy relationship with God and one another.

Surprisingly, during their first hundred years Spanish-speaking churches pursued revival in their communities almost exclusively **without direct access to the resources of the Wesleyan movement.** It was not until 1998 when WHF began publishing the *Obras de Wesley* (The Works of John Wesley) in Spanish—an unprecedented 14-volume project achieved by a broad team of Spanish-speaking Wesleyans—that these churches’ urgent call for “Wesley in our own language” was heard.

Today, WHF is known throughout the world as **the source** for Wesley’s writings in Spanish. Building steadily upon our initial, groundbreaking work, we now channel our efforts into the Instituto de Estudios Wesleyanos (IEW) to provide relevant, accessible tools for churches and individuals. **By God’s grace, today we can offer a comprehensive plan for collaboration and celebration between Wesleyans in the Global South and North.**

Our next ten years will see exciting development toward this end:

- ◆ A **complete print, digital and media library** containing 1,000 Spanish Wesleyan resources, from classical to contemporary works, for pastors, scholars, movement leaders, and laypeople.
- ◆ A **full online training module** in Spanish covering Wesleyan thought, spirituality, and practice available to individuals, their churches, and Latin American denominations to accredit their pastors and leaders.
- ◆ A **vibrant network of young Spanish-first Wesleyan scholars** who find in WHF an outlet for publishing, a source of funding, and a community to nurture their scholarship.
- ◆ A **wide network of 500 direct partnerships between local Wesleyan English- and Spanish-speaking churches** united in study and prayer—both via virtual engagement and in-person.

- ◆ A **robust training and mobilization program** for Wesleyan Way “catalysts” to help churches at the national and local level find long-term growth through contextual outreach and Wesleyan discipleship.

How will we get there? With God and a courageous partner community. Because the Wesleyan Way is connectional and collaborative, we know this vision is impossible without the presence of many walking alongside us—and we wouldn’t have it any other way. Our community of prayer intercessors, investors, and ministry advocates is just as passionate and confident about the future of the Wesleyan movement as we are!

**We invite you to prayerfully consider joining us—praying with us, investing in us, advocating for us—to see the Americas caught up in Wesleyan-inspired revival.** Pastors equipped and inspired for congregational leadership and community service. Lives healed and restored. Communities anchored in sustainable growth and renewal by maturing disciples of Jesus. Families thriving. Bicultural relationships connecting the Holy Spirit’s work among English- and Spanish-speaking Wesleyans. Wesleyan scholarship flourishing with new visions of gospel contextualization throughout our connected lands. Spirit-guided lay leaders trained in Wesleyan faith and practice. A suffering world encountering a fresh, attractive witness to the saving power of Jesus Christ... This is the vision we know can become a reality.

As you prayerfully consider partnering with us, the following pages offer a deeper look into us as an organization, how we operate, where we’re going, and how we plan to get there. My prayer is that you will be drawn further into the work of God among us as we are sent into a hurting world together.

Believing, loving, and obeying with you,



Will Faircloth  
President, Wesley Heritage Foundation  
Director, Instituto de Estudios Wesleyanos  
January 2023

# WHY

## *A Hurting World, Our Wesleyan Response // Introduction*

**A Rapidly Changing World.** The global church finds itself confronting the needs of the world today even as the contours of this world have shifted dramatically. The latest statistics<sup>1</sup> show a vastly different local and global terrain than in recent history:

- Over half of the world's inhabitants live in urban areas; by 2050, the percentage will swell to two-thirds.
- The urban poor and homeless population are steadily increasing by over 6% combined annually, but the urban Christian population is only increasing by 1.5%.
- Christianity is growing 4 times faster in Latin America and 9 times faster in Africa than in the United States. The most statistically dominant profile of a Christian in the world today is an African Christian woman.
- Globally, fewer than 1 in 5 non-Christians knows a Christian.
- Between 2000 and 2020, the total library of Christian books grew from nearly 5 million to almost 10 million, with almost none of those being Wesleyan resources in Spanish.

**The Birth of the Wesleyan Movement.** The world was just as tumultuous when the Methodist movement led by John and Charles Wesley began in eighteenth-century England, where they confronted growing societal suffering with a missional, Scriptural impulse. As poverty, pollution, and child labor took hold of English cities, crime, alcohol abuse, gambling, prostitution, and high infant mortality were on the rise. John Wesley was a trained churchman, wise in history and theology, but he also knew that God's constant desire was for personal and national healing in the midst of a problematic age. So Wesley did more than read and study the past, movement historian Winfield Bevins explains: "He took what he learned and reapplied it, contextualizing it to his own time and place. More than that, he used what he learned to create a disciple-making movement that equipped and empowered thousands of people to join in God's mission."<sup>2</sup>

**Wesleyanism as a Global Mission-Driven Movement.** The revival-turned-movement led by John Wesley quickly spread from the United Kingdom into the American colonies, and after the War of Independence the Methodist Church in the new country continued its founder's missionary zeal. Throughout the 1800s, various divisions in American Methodism led to the

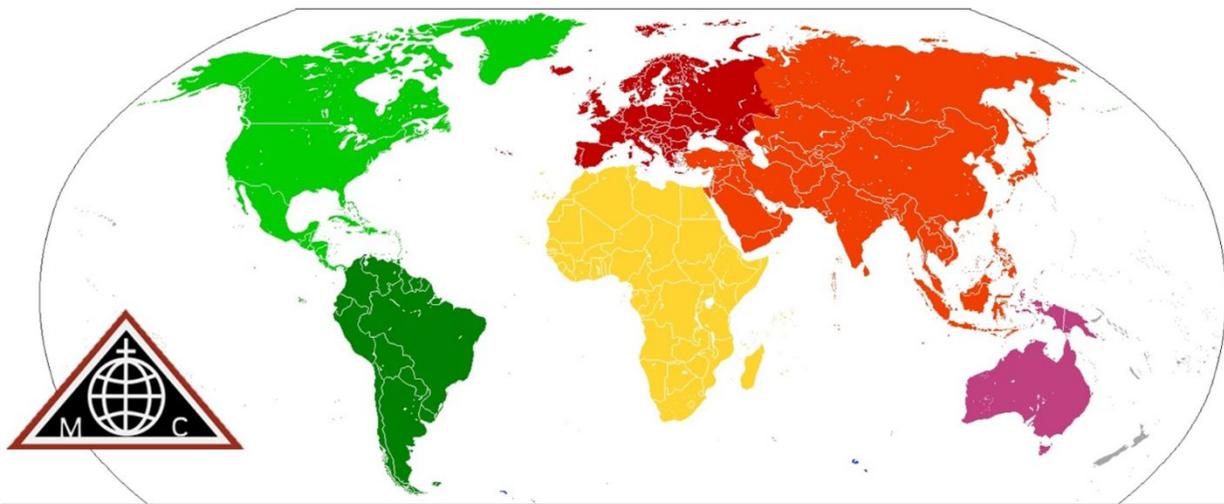
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<sup>1</sup> Gina A. Zurlo and Todd M. Johnson, "Global Mission Statistics and Religious Demography" in *The Oxford Handbook of Mission Studies*, 2022.

<sup>2</sup> Winfield Bevins, *Marks of a Movement*, 2019.

founding of new denominations, such as the Wesleyan Church, the Free Methodist Church, and the Church of the Nazarene. Today, it is estimated there are nearly 40 million active Wesleyans across the globe, with even more who can trace their heritage back to the birth of the movement.<sup>3</sup>

**Purpose and Hope in a Turbulent Region.** In Latin America, however, these Wesleyan churches must survive in some of the poorest and most violent countries in the world. Five of the seven nations with the highest per capita homicide rate are in the region, creating a backdrop of fear and grief as faithful churches work to spread a Gospel message of hope and life. Yet the numerous branches of the Wesleyan family tree in this region never lose sight of their calling to help heal their communities, and they deserve to have the tools they need. These churches have found that John Wesley's own writings—themselves developed in the middle of tumult—provide a practical hope they can apply with prayer and discernment to their current situation. **And as the Spirit leads them to employ the Wesleyan way of holy, loving service to God and neighbor, it is our privilege to provide tools that can help.**



North America & the Caribbean	South America	Africa	Europe	Asia	Oceania
14 denominations 15,490,000 members	16 denominations 660,000 members	20 denominations 17,083,000 members	12 denominations 453,000 members	24 denominations 12,306,000 members	11 denominations 956,000 members

**World Methodist Council**  
Statistics by Region

<sup>3</sup> World Methodist Council, "Statistical Information," 2019.

# WHO

## *What kind of ministry are you? // Organization Description*

**Structure** The Wesley Heritage Foundation (WHF) is a registered 501c3 non-profit organization, incorporated in North Carolina, with offices in Georgia and Tennessee.

**Tax Identification** EIN: 56-1711235

**Contact Information** PO Box 311, Midland, GA, 31820  
(706) 604-9919  
hello@wesleyheritage.org  
www.wesleyheritage.org

**Subsidiary Entity** The Instituto de Estudios Wesleyanos (IEW) serves as the Spanish-language ministry arm of the Wesley Heritage Foundation (WHF).  
(www.estudioswesleyanos.org)

## *Why do you exist? // Mission, Vision, Values*

**Mission** Serving churches and their leaders across the Spanish-speaking world by developing Wesleyan tools and resources, training pastors and leaders, cultivating a network of Spanish-first Wesleyan scholars, and uniting English- and Spanish-language Wesleyans in connectional relationships.

**Vision** Mobilizing the Wesleyan movement in Spanish throughout the Americas for gospel transformation, collaborative Wesleyan connection, and global witness.

### **Values**

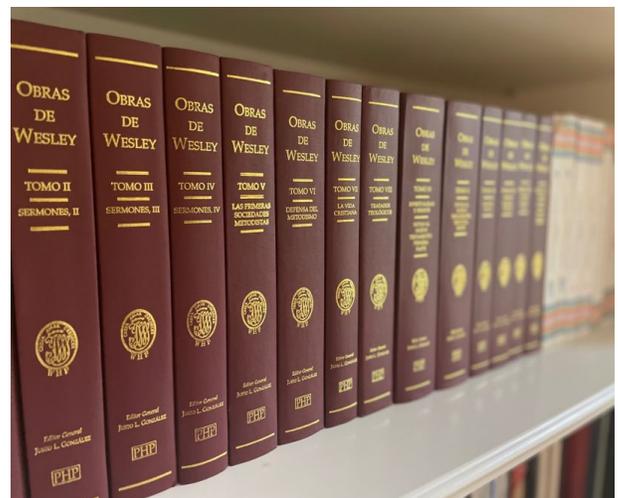
- ◆ **The Wesleyan Way** – We are anchored in our theological heritage of practical divinity where Scriptural Christianity among bands of believers yields holiness of heart and life.
- ◆ **Bicultural Partnership** – We believe in a Pan-American Wesleyan connection of active, equitable partnerships that prioritize God’s mission and our call to serve and transform our communities.
- ◆ **Bold Hope** – We value discernment and decision-making grounded by a bold hope in the gospel’s transforming power and the ability of the Wesleyan movement to meet the needs of those in the Spanish-speaking world.

# VALUE

## Why do you matter? // Value Proposition

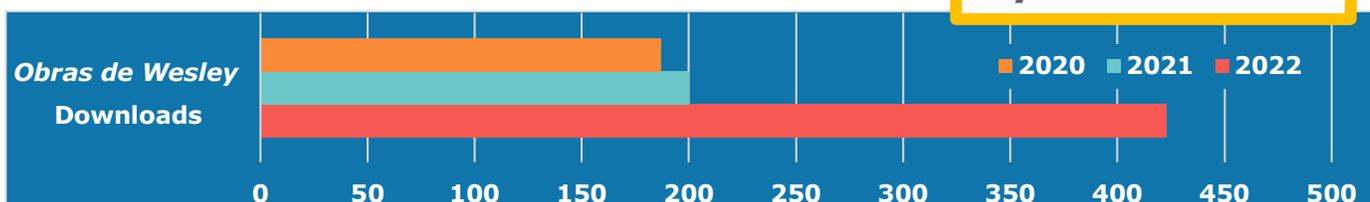
Although there are dozens of denominations in the greater Wesleyan tradition across the Spanish-speaking world—including several with their own universities and seminaries—there is no other organization 1) translating and publishing John Wesley’s own writings in Spanish, 2) developing bicultural partnerships between Wesleyan English- and Spanish-language churches across both continents, and 3) uniting Wesleyan denominations throughout the Spanish-speaking world for resource-sharing, leadership development, and gospel collaboration.

Indeed, the Wesley Heritage Foundation and the Instituto de Estudios Wesleyanos are known throughout the Spanish-speaking world not just for the original *Obras de Wesley*, but also for continuing to create resources and foster collaboration beyond national and denominational boundaries to bless the wider Wesleyan family. A few national Methodist churches (such as Mexico) produce pastoral journals, and there are occasional attempts at Wesleyan blogs or collective websites with Spanish content, but none are regularly updated or approach the scale and reach of WHF/IEW.



**Thus, we are in the unique and humbling position of being the source of “Wesley in Spanish” for thousands of churches and countless believers in the U.S., Latin America, and Spain.** These include churches affiliated with global denominations such as the United Methodist Church, the Free Methodist Church, and the Church of the Nazarene, as well as large independent national churches such as the Methodist churches of Peru, Chile, Mexico, and Costa Rica, and smaller groups such as the Wesleyan Pilgrim Church. Also, the growing need in the United States to provide theological education in Spanish means that our resources and expertise can benefit the many churches and seminaries seeking help in this area.

### By The Numbers



# STORY

## *What's your story? // Organization History*

**Wesleyanism in Latin America.** By the early 1900s, nearly every Spanish-speaking country had some Wesleyan missionary presence, continuing into the middle of the century when certain national churches became independent from their U.S. “mother church” and set up as autonomous Methodist churches. Other national churches stayed in close connection with their U.S. mother church and benefitted from direct financial and organizational connections.

This was the situation in the 1990s when several factors in the region combined to create “boom years” for Protestant churches:

- The emergence of some countries from years of dictatorship and guerrilla warfare, with resultant population growth
- Technological advances that put the Latino church into greater contact with global church trends, particularly regarding evangelism
- The attraction of a growing number of dynamic, Pentecostal-style churches and the entrepreneurial spirit that often accompanies them

These broader trends—while leading to an increase in non-denominational churches—were also a “rising tide that lifts all boats,” spurring increased church membership among the historical Wesleyan denominations, especially among younger members. Some churches had existing seminaries and systems for leadership development, with greater or lesser degrees of rootedness in their Wesleyan heritage, while others could not invest much in formal education and pastoral training.

**What none of these growing churches had, however, was access to the foundational writings of John Wesley in their own language.**



**Hispanic Wesleyans in the U.S.** At the same time, in the United States, increased immigration combined with the birth of second- and third-generation Hispanic Americans presented an opportunity for denominations in this country to reach their Spanish-speaking or bilingual brothers and sisters. Some Wesleyan denominations made this outreach a priority, often with a focus on issues of cultural hospitality, immigrant rights, and the celebration of native Latino

customs. As general membership numbers began to decline among many Wesleyan denominations at the turn of the millennium (particularly the UMC), there was also a sense that Hispanic Christians could bring new life and numbers to these churches, but there was little material or strategy in Spanish for making them aware of Wesleyan identity and distinctives.

**WHF: Meeting a Century-Long Need.** The vision for the Foundation’s work began in the late 1980s when the Rev. Dr. Elbert Wethington and his wife, Lois, along with their son, the Rev. Dr. Mark Wethington, were surprised while on a trip to Peru to learn that the long-standing Methodist Church there had very little access to the writings of John Wesley, the founder of Methodism. Wider inquiry revealed the pressing need among countless other Spanish-speaking Wesleyan and Methodist churches for these foundational writings to be translated and published in their language. Prior to this time there had been translations of only a handful of Wesley’s sermons and hymns. **There was no way for Spanish-speakers to read for themselves the vast majority of his writings.**

The Wethingtons received this need as a call from God in their retirement, and they and others formed the Wesley Heritage Foundation (WHF) in 1990, began to raise funds, and assembled a professional team of Spanish-first Wesleyans for translation and editing. Between 1996-2000 the Foundation published the landmark 14-volume *Obras de Wesley* (The Works of Wesley), with renowned theologian Dr. Justo González as editor. This was a massive gift to the Spanish-speaking church, opening new doors for Wesleyan theology, history, and church life.

**Into The Future.** Since 2000, WHF and its Spanish-language arm, the Instituto de Estudios Wesleyanos (IEW), have worked to make these writings more accessible in different media, as well as show the enduring relevance of the Wesleyan heritage in conversation with Hispanic and Latino realities. We currently translate and publish books (both John Wesley’s writings and those of current authors), create and share shorter writings and articles, use social media to connect thousands of people to relevant Wesleyan resources, and provide custom leadership training to church groups in the US and Latin America.

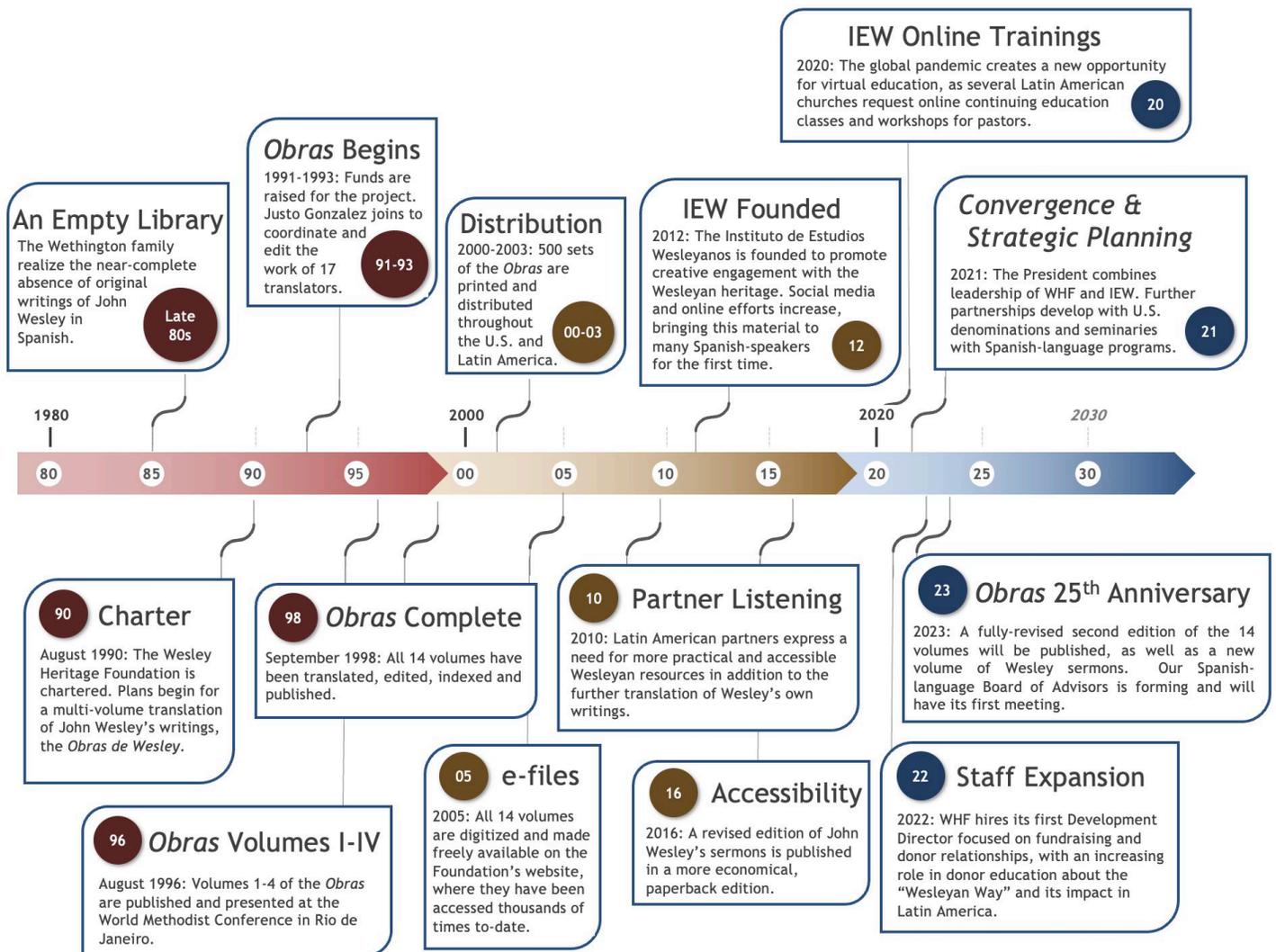
## Hear Our Impact

### Raúl – Methodist, Bolivia

“I have wanted for a long time to read and understand the works of the founder of Methodism, but it was difficult because I only found them in English and I don’t know that language well. So when a brother shared the IEW link with me and I saw the content, I was excited to download Wesley’s Works digitally and start reading and understanding this great work. There are many Methodist brothers and sisters who have not read the Works of Wesley and don’t know them, so it is important to spread them widely. Thank you, my brothers in Christ, and may God bless you.”

# STORY

## What's your story? // History Overview



# TEAM

## Who's on your team? // Management, Partners & Support

### WHF Board of Directors:

- ◆ Rev. Dr. Ruthie Cordova, *Chairwoman* – Missionary and Professor at Nazarene Theological Seminary, Guatemala City
- ◆ Rev. Beth Wethington, *Secretary* – Former public-school worker; Community organizer for peace and race relations; Hospice chaplain
- ◆ Nancy Sheek, *Treasurer* – Development Director for “The Truth” Christian radio station; Experienced in non-profits and board activity
- ◆ Rev. Dr. Mark Wethington, *President Emeritus* – Served as local pastor for thirty years in the North Carolina Conference (UMC); Served as Adjunct Professor at Duke Divinity School
- ◆ Rev. Dr. Ricardo Gómez – Latin America area director for Free Methodist World Missions; Trustee of Asbury Seminary; Director of Impact Latin America
- ◆ Ann Littleton – Attorney and businesswoman; Promoter of Methodist missions; Active in non-profit and seminary boards.

### WHF Staff:

- ◆ Will Faircloth, *WHF President / IEW Director*

Former missionary with the Methodist Church of Costa Rica and Professor at their Methodist Seminary. Holds a Master's in Theological Studies from Duke Divinity School. Serves as the chief liaison to U.S. donors and strategic partners. Communicates with local church partners and key individual donors. Also develops and maintains the operating budget, as well as informs and works closely with our Board of Directors. Sets strategy and oversees print and media production for IEW.



- ◆ Rev. Kyle Frohock, *Development Director*

Ordained Elder in the Tennessee-Western Kentucky Conference (UMC). Has broad experience in domestic, international, and multicultural non-profit and ministerial work. Works closely with the President on sharing WHF's vision and mission with all potential partners. Creates programs of donor education, storytelling and testimonials, and donor engagement. Investigates and pursues relevant grants and foundation funding, as well as making presentations to local churches and interested groups.



## IEW Staff:

◆ Rev. Dr. Oscar Aguilar, *Translator*

Costa Rican Methodist. Professor at the Methodist Seminary of Costa Rica and Dean of the Methodist University. Doctorates in the U.S. and Costa Rica. Highly-skilled and experienced translator of John Wesley’s original writings as well as modern secondary sources.



◆ Sandro Izaguirre, *Communications*

Peruvian Wesleyan. Publishing director and creative writing coordinator. Creates and manages daily social media postings for our +10k followers. Engages with audience to answer questions and survey needs.



## Strategic Partners:

Our core competency resides in the extensive network we have developed across the Americas. The following are partners who support and collaborate with us directly, and who are vital to achieving our vision and future growth.

### *English-language Partners (North America)*

#### Denomination Entities

- The United Methodist Church
  - General Board of Higher Education in Ministry (GBHEM)
  - Hispanic Course of Study
  - TWK Conference, Hispanic/Latino Ministries
  - The General Board of Global Ministries
  - SG Conference, Hispanic/Latino Cohort
- The Free Methodist Church
- The Global Methodist Church
- The Wesleyan Church

- †Collaborated to produce 2 paperback volumes of Wesley’s sermons in Spanish (2016)
- †Regular use of *Obras de Wesley* in courses
- †Consulted for congregational strategic plan + facilitated bicultural Wesleyan study (2023)
- †Received grant for book translation (2022)
- †Led Wesley virtual workshops (2021—)
- †Translated various denominational documents
- †Approved Mission Partner status
- †Partnership for leadership training materials

#### Theological Institutions

- Asbury Theological Seminary
- Duke Divinity School
- Perkins School of Theology (SMU)
- Wesley Theological Seminary
- One Mission Society

- †Partnering for book translation and leadership materials (2021—)
- †Received grant for 2<sup>nd</sup> edition of *Obras de Wesley* (2022)
- †Received grant for book translation (2021)
- †Partnership for leadership training materials
- †Conference on Latin American seminaries

#### Foundations

- Soma Foundation
- Seedbed
- Lake Junaluska Conference & Retreat Center

- †Grant for Development Director position (2022)
- †Cooperation in the Spanish-language market
- †Strategic planning, special events (2022—)

#### Wesleyan Ministries

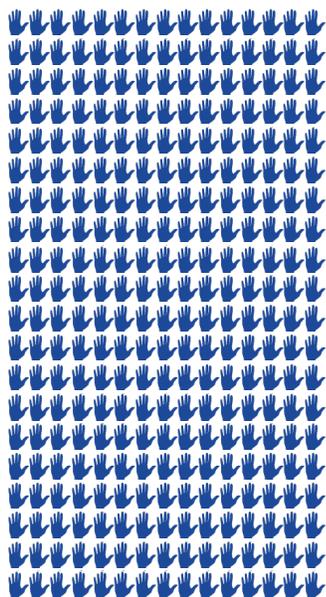
## Spanish-language Partners (Latin America)

<b>Denomination Entities</b>	The Evangelical Methodist Church of Costa Rica	†Resources and teaching (2017—)
	The Methodist Church of Peru	†Resources and teaching (2017—)
	The Methodist Pentecostal Church of Chile	†Sharing and co-publishing resources (2017—)
	The Free Methodist Church – Colombia	†Wesley sermon adaptations and videos (2022-)
	The Methodist Church of Cuba	†Donation of books and digital material (2022)
<b>Theological Institutions</b>	The Methodist Church of Mexico	†Sharing resources (2017—)
	Seminario Juan Wesley – Mexico	Cooperation on Wesleyan education (2022—)
	Seminario Evangélico Metodista – Costa Rica	Cooperation on Wesleyan education (2017—)
	Seminario Bíblico - Colombia	Cooperation on Wesleyan education (2022—)
<b>Foundations</b>	Wesleyan Seminary – Venezuela	Cooperation on Wesleyan education (2022—)
	Venezuela Now	Cooperation on Wesleyan education (2022—)

## Ministry Support:

Our ministry is currently supported by a community of prayer partners, investors, and advocates who make our work possible. An overview, by the numbers:

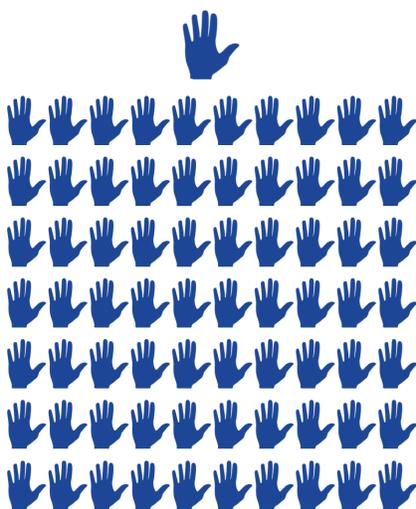
**2023**



**300**

### Prayer Partners

receiving our communications



**71**

### Investors

Churches and household funding our operations



**27**

### Strategic Partners

Collaborating and advocating for our ministry

# WHO

## *Who are you trying to serve? // Mission Partner Segmentation*

**Sustaining the Growth.** Without a doubt, God is bringing a season of growth to the Spanish-speaking church, both in the U.S. and Latin America.<sup>4</sup> There are thousands of Wesleyan/ Methodist churches across Latin America, with countless more in the U.S., and their fervent evangelism and community outreach help more hurting seekers enter God’s family each day. But roots are needed to help this growth last. Church leaders in Latin America—as well as U.S. denominations and seminaries with Spanish-speaking members—are telling us they need tools to help their people become aware of the riches and wisdom of their Wesleyan heritage. Given this mission, our audience consists of various connected groups:

- ◆ **Individuals and churches in Latin America** drawn to Wesleyan history and spirituality
- ◆ **Seminaries and training institutions in Latin America** looking to increase the emphasis on Wesleyanism for their students and leaders
- ◆ **Academics and theologians in Latin America** who need encouragement and an outlet for potential work in Wesleyan studies from their native perspective
- ◆ **Spanish-only or bilingual individuals and local churches in the U.S.** with an interest in Wesleyan history and spirituality
- ◆ **Seminaries and denominational boards in the U.S.** looking to provide creative and accessible ways for their Hispanic church leaders to grow in their Wesleyan identity
- ◆ **English-speaking local churches and districts** looking for ways to meaningfully engage with Spanish-speaking Christians in their church and community

It’s no stretch to say that each of these are growing populations. In Latin America, both demographic growth and identity-strengthening programs among Wesleyan churches create a need for relevant resources. In the U.S., particularly given divisions within the UMC and the founding of the new Global Methodist Church, there is a growing desire to “discover” the Wesleyanism that lies underneath the structure of United Methodism. Many churches are asking—perhaps for the first time—“What does being Wesleyan mean?” And many would be surprised to know that their Spanish-speaking brothers and sisters share this question.

### Hear Our Impact

#### Rafael – Assemblies of God, Venezuela

“I have been looking for theological material to study as I’m digging into my beliefs and defining my convictions while comparing theological positions – and Wesley’s Works have been useful for defining my faith.”

<sup>4</sup> Aaron Earls, “U.S. Hispanic Protestant Landscape Full of Growing, Vibrant Churches,” Lifeway Research, 1/24/2023.

# WHO

## Jorge | Costa Rican pastor and district superintendent



### **Meet Jorge, pastor and district superintendent in a Wesleyan denomination in Costa Rica.**

Jorge is a seminary graduate and proud of his Wesleyan heritage but his books on Wesley are few and out-of-date. His town's Christian bookstore mostly carries translations of popular U.S. authors, study bibles, and books by prosperity gospel preachers. He primarily uses his cell phone and laptop for sermon research and professional development. His phone also is essential to staying in touch with his members—taking prayer requests, sharing inspirational videos, and sending announcements. His laypeople watch popular media-personality pastors online and on TV, and Jorge often works to provide balance for ideas they've heard elsewhere. He values basic Wesleyan teaching but wishes he could present it in engaging and relevant ways to his church, in the pulpit, and via phone. He has downloaded Wesley's Works in Spanish but hasn't found time to adapt what he reads to his local church. Jorge needs:

- Simple versions of Wesley sermons he can use in his preaching*
- Short videos and audios on Wesleyan themes to share with church members*

## Luis | Academic dean at a Colombian seminary



### **Meet Luis, academic dean for a large interdenominational seminary in Colombia.**

They offer accredited degree programs for ordained ministers but also have been developing certifications for lay leaders. They have a physical library as required by their licensing board, but for the past ten years they have been developing a collection of digital books on theology, church history, and Bible. Most students use their laptops and cell phones anyway, so much so that the seminary let the librarian go to cut costs. The seminary receives little funding from the various denominations it partners with, a couple of them with Wesleyan/Methodist roots, since these churches themselves are on such hard times. Recently, though, more students from Wesleyan churches have been enrolling, and their national churches have been requesting a set of classes devoted to Wesleyanism. Luis knows of a few books on the topic, but neither he nor his professors have the time to develop a slate of courses and find fitting resources. Luis needs:

- Digital and print copies of contemporary, relevant books on Wesleyan topics*
- Video courses and study material on Wesleyan history and theology*

## Marta | Part-time Wesleyan pastor to a Hispanic church in the U.S.



### **Meet Marta, part-time pastor of a Hispanic congregation in a Wesleyan denomination in the upper Midwest.**

She is originally from Cuba, where she had taken lay preparation classes with the Methodist Church, but she's been in the U.S. for almost ten years. Her church meets in the same building as the Anglo congregation. While her group has more members than the Anglo one, the two groups only worship together once a year. She loves the parts of the Wesleyan heritage that focus on personal and social holiness, outreach to help people's bodies and souls, and the richness of the sacramental life. But many of her members come from different church backgrounds in their home countries, and she often has to explain Wesleyan practices like infant baptism and the open table. She can't find many resources in Spanish at their reading level to introduce them to the Wesleyan Way. Marta needs:

- Short, accessible booklets and videos that teach the basics of Wesleyanism*
- A bilingual workshop connecting her + the Anglo church in common study of their shared heritage*

## Maria Paola | Wesleyan doctoral student in Mexico

**Meet Maria Paola, who teaches at a small school run by her church in a neighborhood outside Mexico City.** She has a master's degree in education but has always loved theology and church history, and she has received a partial scholarship from her Wesleyan denomination to pursue a PhD at a Protestant university in the city. She wants to study John Wesley's work on education, his founding of the Kingswood School for impoverished children, and how his writings on perfection and self-improvement can help her work as a teacher. There is one faculty member with a background in Wesleyan studies, but it's hard to find resources in Spanish that match her topic, and no other student in her cohort is doing work remotely similar. Maria Paola needs:



- Primary and secondary sources on Wesley and child/adult education*
- A community of other student-scholars for encouragement and resource-sharing*

## Steve | U.S. church leader supporting Hispanic ministry

**Meet Steve, pastor with the United Methodist Church in the Southeast.** He is a member of his district's committee for Hispanic ministry, and he has become friends with one of the Hispanic pastors nearby, originally from northern Mexico. Steve has travelled some in Latin America but does not speak Spanish. Right before he joined the committee, two Hispanic churches in the district closed when their pastors suddenly left the church, and only a few of the members joined other Methodist churches. The district has had other fires to put out recently, and the Hispanic churches have not received much attention. Steve would like for his own church to partner with his friend's church in some way, but they don't have a plan yet. He knows there are elements in the Wesleyan heritage that they could work together on but, given the current tumult in the denomination, his first challenge seems to be educating and energizing his own church members about John Wesley and Methodism in general. Steve needs:



- Guidance about how to approach bicultural ministry with sensitivity and wisdom.*
- Short, accessible resources about Wesleyanism in English and Spanish that he and his friend could use jointly in their churches*

## Pam | Church missions committee chairwoman in Texas

**Meet Pam, chairwoman of the missions committee of a mid-size Wesleyan church in Texas.** For many years her church has sponsored youth trips across the border to a small, sister church in Mexico. It was through one of these trips that Pam's passion for mission was ignited. The recent increase in violence, however, has now cancelled the church's trips indefinitely. This, combined with the increase in virtual conferencing during the pandemic, has some members of the committee wondering about ways to connect directly with churches from their denomination throughout the world. Other members point out they can still support Spanish-speaking ministries in person right in their own city. Pam needs:



- Guidance about how to approach bicultural ministry with sensitivity and wisdom.*
- Information about the variety and range of Spanish-speaking Wesleyan churches in Texas and Latin America, to make more informed funding decisions.*

# PLACED

*Why are you best suited to serve their needs? // Market Position*

**The Wesley Heritage Foundation and Instituto de Estudios Wesleyanos are uniquely positioned to serve the different populations identified above.** Our publishing of the *Obras de Wesley* (The Works of Wesley), together with our current projects, have made us the standard for Wesleyan resources in Spanish. Our audience confirms this every day, as they engage with our social media by the thousands, download our free resources, message us inquiring about training and resources, and reach out with questions about Wesleyan doctrine. These regular requests show that many Wesleyan Christians are not easily finding the answers they seek in their local churches, Christian bookstores, or institutional bodies (i.e., seminaries, denominational agencies).

We are also uniquely positioned compared to other organizations who might be involved in similar work:

## ◆ Christian publishers

Most Christian publishers focus their Spanish-language offerings on general spirituality, translations of popular U.S. preachers and church leaders, and study Bibles—little that is specifically Wesleyan. Among Wesleyan-focused agencies, Seedbed has a small selection of Spanish books but have told us they are no longer investing in that market.



## ◆ Denominational agencies

Several General Boards of the United Methodist Church (GBHEM, GBOD) maintain selections of Spanish books, but budget cuts and general uncertainty limit new efforts. The Free Methodist Church offers some Spanish resources, but these focus primarily on denominational identity and ministerial manuals (we have in fact translated some of these for them). The Church of the Nazarene maintains a strong publishing arm, but like the Free Methodist Church much of the Spanish material is Sunday School resources and denominational documents. The same is true for the Wesleyan Church and the Church of God (Anderson).



## ◆ U.S. seminaries

Several Wesleyan/Methodist seminaries have been developing Spanish-language or bilingual degree programs in recent years. These include Asbury Seminary, Wesleyan Seminary, and Duke Divinity School. However, these programs do not produce their own textbooks, rather they are limited to what is available on the market. The above schools, plus others,



have all requested permission from us to use the *Obras de Wesley* and our other resources in their courses.

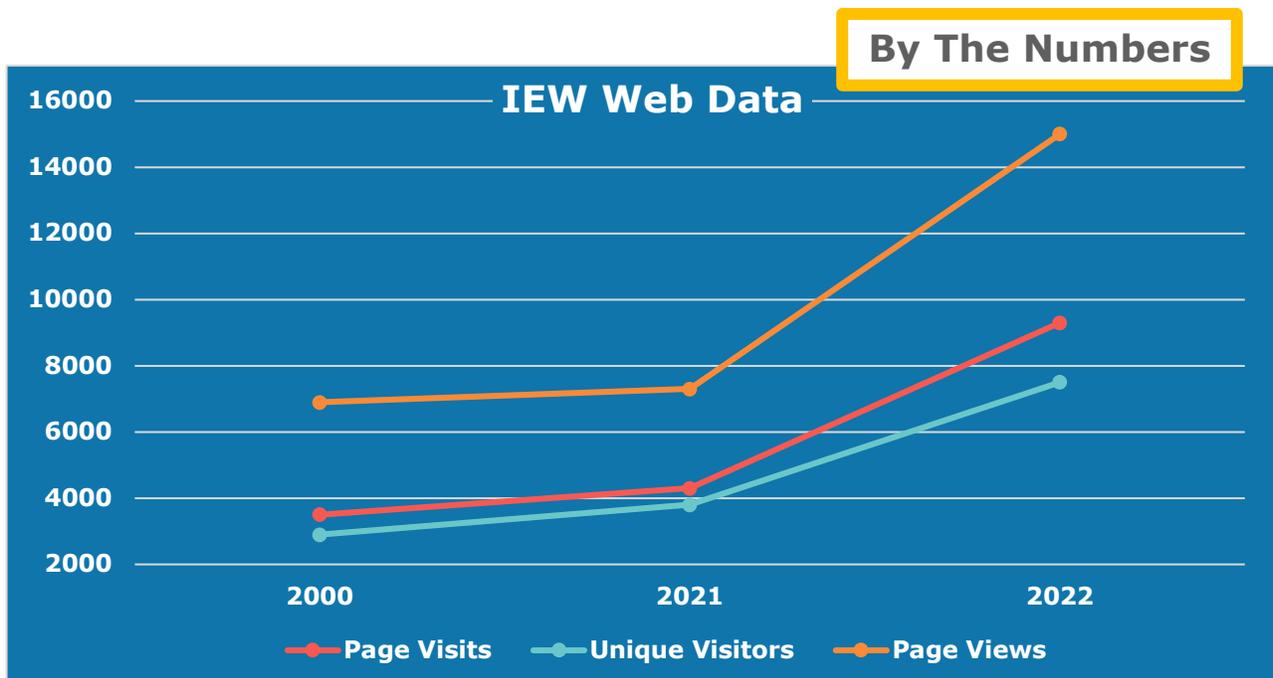
◆ **Latin American churches**

Even the most historic national churches (such as the Methodist Churches of Peru and Mexico), with their dynamic spirituality and deep commitment to the Kingdom, still battle the headwinds common throughout the region: societal instability and economic precarity. Much of their efforts go into evangelism and social services in the communities, and few professional or financial resources are available to develop Wesleyan tools. Certainly, no national church is able to take on translation of Wesley’s works themselves.



◆ **Latin American Christian universities and seminaries**

The past fifteen years have been tumultuous for theological education in the region. Several historic seminaries (such as ISEDET in Argentina) have closed, and others have merged into interdenominational seminaries in order to survive. We have surveyed in detail the region’s Wesleyan seminaries, and those still in operation tell us they would like to more strongly emphasize their Wesleyan heritage but do not have the means to produce much on their own. All speak of their gratitude for the availability of the *Obras de Wesley*.



# METHOD

## *How will you serve their needs? // Programs, Resources, Services*

We exist to mobilize the Wesleyan movement in Spanish throughout the Americas for gospel transformation, collaborative connection, and global witness. We pursue that vision through four primary ways of programming, resource development, and services offered:

### 1. **Developing Wesleyan Tools and Resources**

We develop tools that resource Wesleyan leaders in the Spanish-speaking world:

- ◆ **Print and digital content:** Continued translation and publication of John Wesley's writings, plus relevant books by contemporary authors and small group materials
- ◆ **Multimedia:** Audio and video content that provides a Wesleyan perspective on Christian topics (i.e., finances, women's leadership, worship, small groups)

### 2. **Training Pastors and Leaders**

We provide custom leadership training from a Wesleyan perspective for the Spanish-speaking world, both in Latin American and in the United States:

- ◆ **Online courses:** Virtual learning on a range of topics (i.e., Wesleyan history, orientation to basic Wesleyan theology and practices, topic-specific studies)
- ◆ **In-person workshops:** Leadership development trainings integrating Wesleyan thought, spirituality, and practice for a variety of ministry contexts

### 3. **Connecting Latino Wesleyan scholars and practitioners**

We have developed and continue to grow a robust social media network of over 10,000 Spanish-first Wesleyan scholars, ministers, and laity that provides:

- ◆ **Inspirational content:** Encouragement for ministry from our content libraries
- ◆ **Discussion prompts:** Facilitating relevant dialogue on urgent and emerging issues
- ◆ **Testimonials:** Space to share their activities, success stories and challenges
- ◆ **Networking:** Collaboration and resource-sharing for Wesleyans around the world

### 4. **Uniting English- and Spanish-language Wesleyans**

We connect Wesleyans in the Global South and North for collaboration and collective witness:

- ◆ **Educational articles and videos** about the "Wesleyan Way" of Scriptural Christianity
- ◆ **Historical information** about Wesleyanism in Latin America, and opportunities to connect online and in-person with Hispanic communities locally and internationally
- ◆ **Bicultural small group studies** for Anglo/Hispanic local churches and districts

# GOALS

What are your goals and timeline? // 10-Year Impact Plan



2023-2033	Emergence 2023-2026	Growth 2027-2030	Establishment 2031-2033
<b>Media Library</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 3 Wesley translated volumes</li> <li><input type="checkbox"/> 3 Wesleyan books/yr.</li> <li><input type="checkbox"/> 2 blog + 12 SM posts /mo.</li> <li><input type="checkbox"/> Launch pamphlet series – 3 vols.</li> <li><input type="checkbox"/> 10 Wesley sermon adapt. videos</li> <li><input type="checkbox"/> Dev. external rec. resources</li> <li><input type="checkbox"/> Ongoing SM user engagement</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 3 Wesley translated volumes</li> <li><input type="checkbox"/> 4 Wesleyan books/year</li> <li><input type="checkbox"/> Pamphlet series – 20 vols.</li> <li><input type="checkbox"/> 100 Wesley text + topic videos</li> <li><input type="checkbox"/> YouTube chan., Podcast launch</li> <li><input type="checkbox"/> 2 live SM events/mo.</li> <li><input type="checkbox"/> Launch mobile app</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Complete Wesley translations</li> <li><input type="checkbox"/> 6 Wesleyan books/year</li> <li><input type="checkbox"/> 20 Spanish scholar articles/yr.</li> <li><input type="checkbox"/> Pamphlet series – 50 vols.</li> <li><input type="checkbox"/> 200 Wesley text + topic videos</li> <li><input type="checkbox"/> Live reg. audio + video events</li> <li><input type="checkbox"/> Mobile app R&amp;D</li> </ul>
<b>Online Training Module</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 10 IEW courses + workshops (U.S. + Latin Amer. based; led by IEW Director)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Online “diploma in Wesley studies” granted by WHF/IEW</li> <li><input type="checkbox"/> 6 multiweek diploma courses w/ readings, videos, assignments</li> <li><input type="checkbox"/> 2 additional course instructors</li> <li><input type="checkbox"/> 3 Latin American churches adopt</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Specialization courses: Wesley + worship, Wesley + preaching, Wesley + social outreach</li> <li><input type="checkbox"/> Live course rotating calendar</li> <li><input type="checkbox"/> Team of 4 course instructors</li> <li><input type="checkbox"/> Wide adoption, lay or ordained clergy (Anglo + Hispanic)</li> </ul>
<b>Wesley Scholar Network</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> First articles and essays from native Spanish speakers published on IEW website and social media</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Launch IEW digital theological journal collecting and publishing articles in Spanish and Portuguese on variety of Wesleyan topics.</li> <li><input type="checkbox"/> 2 online events/yr. for scholars to share research and tools</li> <li><input type="checkbox"/> Pub. 12 Spanish scholar art./yr.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 6 online encounter events for Wesleyan scholars</li> <li><input type="checkbox"/> Annual conference in Latin Amer. for presenting research</li> <li><input type="checkbox"/> Endowed scholarship fund for 3-5 doctoral students annually.</li> <li><input type="checkbox"/> Essay contest in different Wesleyan scholarship categories</li> </ul>
<b>Bicultural Partnerships</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Pilot 2 bicultural bible study program in TWK Conference + SG Conference</li> <li><input type="checkbox"/> Facilitate 10 bicultural Wesley studies throughout partner network</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 20 bicultural Wesley studies throughout partner network</li> <li><input type="checkbox"/> Launch 5 virtual (online) U.S.-Latin Amer. partnerships w/ trained team of facilitators</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 100 bicultural Wesley studies throughout partner network</li> <li><input type="checkbox"/> 25 online U.S.-Latin Amer. partnerships w/ facilitator</li> <li><input type="checkbox"/> 2 dedicated WHF staff facilitate bicultural partnerships</li> </ul>
<b>Wesley Way Implementers</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cataloging WHF/IEW coaching and implementation materials and insights</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Pilot 5 Latin Amer. church 1-year implementation tracks</li> <li><input type="checkbox"/> Pilot 2 Latin Amer. workshops for indigenous implementers training</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Implementer Program launch:                             <ul style="list-style-type: none"> <li><input type="checkbox"/> 25 Latin Amer. churches on implementation track</li> <li><input type="checkbox"/> 10 Latin Amer. workshops for implementer training</li> <li><input type="checkbox"/> 1 dedicated IEW staff to oversee program</li> </ul> </li> <li><input type="checkbox"/> Program promotion among Anglo Wesleyan partners</li> </ul>

# FINANCE

## How much will this cost? // Financial Plan

The financial information below reflects current financial data from our most recent fiscal year and projects revenues and expenses for each of the three growth stages outlined above (i.e., Emergence, Growth, Establishment). More detailed information can be requested by contacting the ministry office (PO Box 311, Midland, GA, 31820; 706-604-9919; hello@wesleyheritage.org)

<b>BUDGET PROJECTIONS</b> Per year	FY 2022	EMERGENCE 2023-2026	GROWTH 2027-2030	ESTABLISHMENT 2031-2033
Revenue				
Donations	\$120,000	\$144,000	\$250,000	\$400,000
Grants	\$74,000	\$124,000	\$175,000	\$250,000
Program Fees	\$5,400	\$7,500	\$15,000	\$35,000
Sales	\$8,000	\$10,000	\$20,000	\$40,000
<b>Total Revenue</b>	<b>\$207,400</b>	<b>\$285,500</b>	<b>\$460,000</b>	<b>\$725,000</b>
Expenditures				
WHF Staff	\$129,476	\$150,000	\$200,000	\$300,000 <sup>5</sup>
IEW Staff	\$60,200	\$85,000 <sup>6</sup>	\$125,000	\$200,000
Publication	\$7,325	\$10,000	\$25,000	\$40,000 <sup>7</sup>
Programs	\$5,110	\$7,500	\$20,000	\$50,000
Comm./Media	\$920	\$2,000	\$10,000	\$25,000
Office/Admin	\$2,830	\$3,500	\$7,500	\$15,000
Fundraise/Marketing	\$540	\$20,000 <sup>8</sup>	\$25,000	\$40,000
Gifts/Grants	\$500	\$1,000	\$3,500	\$25,000 <sup>9</sup>
<b>Total Expenditures</b>	<b>\$206,901</b>	<b>\$259,000</b>	<b>\$416,000</b>	<b>\$695,000</b>
Reserve	\$499	\$26,500	\$44,000	\$30,000

*\*Note: We do not project our budgetary needs to include physical plant, building rent, or lease, given our calling as a multisite, multinational ministry.*

<sup>5</sup> Includes dedicated staffing in program focus areas

<sup>6</sup> Addition of IEW Communications Director

<sup>7</sup> Combines publishing costs, journal administration, and supply chain development

<sup>8</sup> Multi-year communications, marketing, and fundraising initiative to broaden partner network

<sup>9</sup> Features launch of scholarship funds for emerging Spanish-first scholars

# MESSAGE

## *How do you plan to raise outside support? // Development Plan*

Our development philosophy is simple: we seek to build, deepen, and expand a community of generous partners gathered around and joyfully invested in our mission. We pursue the possibilities together. Henri Nouwen captures the essence of our approach succinctly: "Generosity begets generosity. This is especially so when generosity is rooted in the rich soil of relatedness."

Our development plan consists of three focus areas:

- 1) Our first development priority is to cultivate relationships with and build a sense of community among **our ministry partners**. We pursue this through faithful partner communication, personal engagement, and seasonal partner events. Our partner community also serves as the most reliable connection point for new ministry partners.
- 2) Our second priority is connecting with **similar groups and communities** who identify with and share our theological values, mission, and vision. From these relationships, God connects us with passionate Christians excited to partner with us in our work. These connections and new partners come from a variety of groups and communities:
  - a. Denominational bodies (i.e., local churches, their members and foundations; education, discipleship, and missions boards and agencies, conference gatherings)
  - b. Private and Family Foundations (especially those with emphasis on Wesleyan/Methodist projects and/or Hispanic/Latino ministry)
  - c. Theological institutions (i.e., Hispanic studies, Wesley studies, and mission studies departments; Hispanic student groups; research and publishing grants)
  - d. Wesleyan events (i.e., conferences, symposiums, ecumenical gatherings, multicultural events)
- 3) Our third development priority, especially in our emergent season, is connecting with **new people beyond our community and connections** through marketing and advertising. In a world saturated with various forms of messaging, it's important to meet and engage with people where they are. To do so, we introduce and attract people to our ministry via social media, search engine optimization, and event-targeted advertising, knowing that we have a wonderful opportunity to invite people into the work God is doing here. Some will respond and begin a journey of generosity for the first time in their lives!



# JOIN US

## *How can you partner with The Wesley Heritage Foundation?*

Through dozens of conversations and interviews with church leaders, plus years of our own personal experience in Latin America, the message has been clear: **investments in Wesleyan identity lead to dividends of stable, long-term church growth.** The “Wesleyan Way” of living out Scriptural Christianity is a gift to the global church, a map for understanding what the Bible says about our sinfulness, the grace and mercy of God in Jesus, and the ways the Holy Spirit transforms us in this life. This Way saw explosive growth in the English-speaking world in its first one hundred years. We believe and can already see that this Way is now leading the Spanish-speaking church into a new era of holy, healthy growth through Spirit-filled native leaders. Our task—and our invitation to partners like you—is to provide these churches with the tools they are asking for to pursue the vision God has given them.

As you have seen, the Wesley Heritage Foundation and the Instituto de Estudios Wesleyanos are committed to walking alongside hundreds of Spanish-speaking churches in many countries. To maintain this commitment, you can help us in a number of ways:

**Prayer.** Will you partner with us in prayer? We are intentionally seeking a committed team of people to pray for God’s guidance, provision, and blessing as we pursue our mission, and also to pray specifically for our Spanish-speaking brothers and sisters.

**Connections.** We are—as the Wesleyan revival has always been—a connectional ministry. We continually seek new churches to serve, and new churches whose own resources we can share with others. If you know of a Spanish-speaking church or group we should work with, please contact us.

**Donations.** As a nonprofit organization operating under IRS guidelines, all gifts we receive go directly toward and are prayerfully applied to our mission and that of the Instituto. This includes staff salaries; translation and design of books and articles; online and social media resources; bicultural study groups, and more.

**Partner Now**

### Ways to Give:

- ◆ Checks can be sent to The Wesley Heritage Foundation, P.O. Box 311, Midland, GA 31820
- ◆ Give online through our secure portal at: <https://www.wesleyheritage.org/support>
- ◆ Scan the QR Code to easily navigate to our giving page





[www.wesleyheritage.org](http://www.wesleyheritage.org)

[www.estudioswesleyanos.org](http://www.estudioswesleyanos.org)