



JUDE 3 PROJECT

IMPACT REPORT 2025

Helping Faith Make Sense



LETTER FROM CEO

A message for our friends and partners



In 2025, we asked a simple question: What are students and young adults actually asking about faith?

At Florida A&M University, students raised questions about sage, crystals, and New Age spirituality. They were seeking peace and meaning outside Christianity. At Morehouse College, conversations centered on politics, leadership, and how Christian faith intersects with power and justice. Across all seven campuses we visited, students wrestled with the idea of Christianity being a white man's religion. They questioned God's goodness in the face of human suffering. They expressed frustration with hypocrisy in the Church.

Different campuses. Different conversations. One common reality: young Black adults need space to ask honest questions and encounter thoughtful answers.

This is why 2025 marked a turning point for Jude 3 Project. We made a strategic choice to meet people where they are. The Ask Initiative engaged students across seven campuses in real time. Courageous Conversations expanded to three cities, reaching nearly 2,000 people in person. In partnership with the E.K. Bailey Preaching Conference in Dallas, we engaged over 1,000 pastors from across the country. We introduced our resources directly to leaders positioned to influence their congregations.

The impact speaks through voices like Jordan from Spelman College. She said, "For the first time, I had language for what it means to be Black and Christian in a time of unrest and injustice." Summer, a campus minister at Tuskegee University, watched students "contemplate a God who has historically been the agent of peace and justice within the Black community."

This wasn't about doing more events. It was about faithful stewardship. We reached more people with the truth that has always set us free. Our documentaries, Unspoken and Juneteenth: Faith & Freedom, garnered over 1.3 million views. We released 44 podcast episodes. We created space for honest questions and thoughtful answers, holding deep theological conviction alongside cultural awareness.

Because when faith makes sense, everything changes.

As we look toward 2026, we're expanding this work. More campuses. More partnerships. More resources for the generation that needs them most. What's at stake is a generation's ability to say with confidence: this faith is mine.

Thank you for making this mission possible. Your partnership doesn't just fund programs. It helps faith make sense where it matters most.

With gratitude and hope,

Lisa Fields

Founder & CEO, Jude 3 Project



OUR MODEL & APPROACH

Jude 3 Project exists to help faith make sense for Black people navigating the intersection of faith, culture, and identity. Our work is guided by three core commitments that shape everything we do.

1. Faith That Makes Sense

We believe Christian faith can withstand honest scrutiny and speak meaningfully to everyday life. Through campus events, documentaries, podcasts, and curricula, we create resources that help people understand what they believe and why they believe it. When students like McKinley say, "It helped me understand Christianity, my identity as a Black man, and the gospel in a way that finally made sense," we know we're fulfilling our mission. Faith isn't just something to accept. It's something to understand, articulate, and live with confidence.

2. Clarity To Confusion

We don't avoid hard questions. We engage them directly. Whether students are asking about New Age spirituality, political leadership, human suffering, or Church hypocrisy, we respond with biblically grounded clarity. The Ask Initiative and Courageous Conversations create space for the questions people are actually asking, not the ones we assume they have. We listen first, then offer thoughtful answers rooted in Scripture and informed by cultural awareness. This is how we move people from confusion to clarity.



3. Navigating Complexity

The questions facing this generation are not simple, and neither are our answers. We hold deep theological conviction alongside cultural awareness and intellectual honesty. We platform voices like Dr. Esau McCaulley, Dr. Jo Vitale, Dr. Sherelle Ducksworth, and Hakeem Bradley who can speak faithfully and thoughtfully to the complexities shaping Black faith today. We don't force people to choose between truth and cultural identity. We show them how Christian faith has always belonged to them and equip them to navigate life's hardest questions without compromise.

This approach is what allows us to reach millions of people online, engage thousands in person, and build partnerships that extend our impact far beyond a single event. It's how we help faith make sense.



IMPACT/REACH IN 2025

Areas of focus to develop the next generation

Live Impact

Problematic Passages: 50K+ views addressing biblical "contradictions"

Courageous Conversations: Over **4,300** conference attendees equipped with apologetics training

Digital Community

YouTube: 53.4K+ subscribers

Instagram: 57.1K followers

Facebook: 30K followers

Threads: 13.1K followers

X: 14K followers

TikTok: 4.2K followers

Total: 171.8K followers across 6 platforms



JUDE 3 PROJECT

Cultural Reach

Unspoken Documentary: 707K+ views

Juneteenth Documentary: 654K+

YouTube views

Why I Don't Go Series: 1M+ views

People to Person Series: 500K+ views

Courageous Conversations: 1M+ views

Discipleship Formation

3,500+ Through Eyes of Color Curricula distributed

1,391 Courageous Conversations Curricula sold

1,446 people completed Jude 3 Project Online Courses



WHAT IS THE ASK INITIATIVE

The Ask Initiative is Jude 3 Project's on-campus listening and engagement experience designed for Black college students. By creating space for honest questions about faith, culture, politics, and spirituality, we respond with biblically grounded clarity so faith can make sense in everyday life.

WHY THE ASK INITIATIVE MATTERS

It advances Jude 3 Project's mission in real time.

The Ask Initiative places Jude 3 Project directly among the young adults we exist to serve, engaging skepticism with truth, grace, and intellectual honesty.

It produces content rooted in real questions, not assumptions.

Every conversation informs what Jude 3 teaches and creates, ensuring our resources address the actual struggles shaping belief today.

It introduces credible voices who connect truth to lived experience.

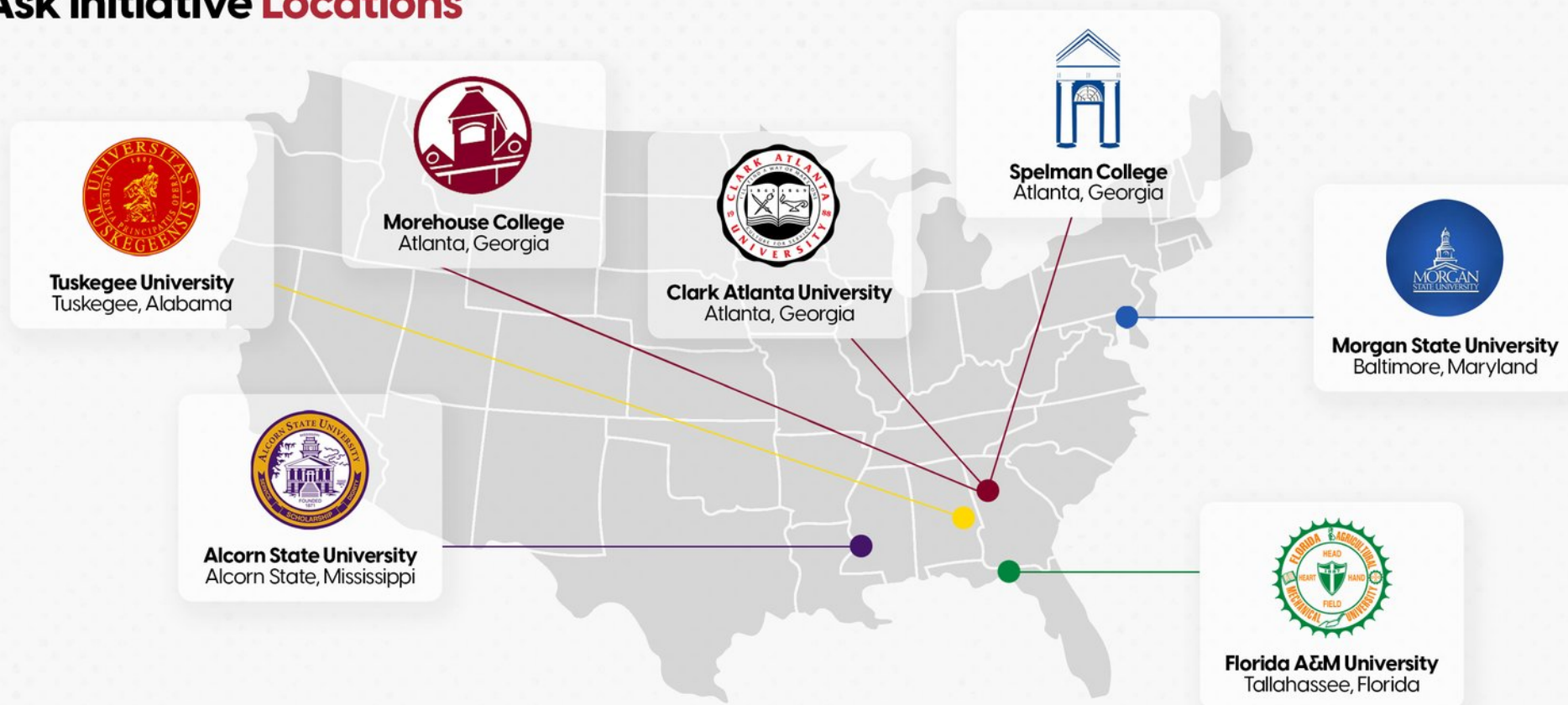
At each stop, we elevate theologically sound communicators who help translate Christian faith into language this generation understands and trusts.



SEVEN CAMPUSES. ONE MISSION.

In 2025, the Ask Initiative traveled to seven historically influential campuses across the United States. Each location was chosen intentionally, allowing Jude 3 Project to engage real questions, defend the Christian faith with clarity, and listen carefully within environments shaping Black thought and culture. As part of this engagement, we awarded ten book scholarships to help students offset the cost of academic materials and support their broader educational pursuits.

Ask Initiative Locations



Together, these campuses reflect Jude 3 Project's commitment to showing up where faith is questioned, examined, and reimaged. By engaging students across regions and contexts, we connect timeless Christian truth to real questions, helping faith make sense where it matters most.

ONE INITIATIVE. **MANY QUESTIONS.**

Different Campuses. Different Conversations.

One of the clearest outcomes of the Ask Initiative was the diversity of questions students were asking. While the mission remained consistent, the conversations reflected the unique realities shaping each campus.

Florida A&M University

Students raised questions around New Age spirituality, including sage, crystals, and alternative belief systems. Many were searching for peace, protection, and meaning outside of traditional Christianity.

Morehouse College

Conversations often centered on politics, leadership, and social responsibility. Students wrestled with how Christian faith intersects with power, justice, and public life.

Across all seven campuses, several questions surfaced repeatedly. Students challenged the idea that Christianity is a white man's religion, wrestled with human suffering and the goodness of God, and expressed frustration with hypocrisy in the Church. By addressing these concerns directly, the Ask Initiative demonstrated that Christian faith can endure honest scrutiny and still make sense in real life.



STUDENT VOICES

Hearing the Impact

The Ask Initiative creates space for honest questions and meaningful engagement. These voices reflect how Jude 3 Project helps students understand faith, identity, and culture with clarity and confidence.



Jordan | Spelman College

"Jude 3 has been incredibly helpful to my spiritual journey. For the first time, I had language for what it means to be Black and Christian in a time of unrest and injustice. It gave me the confidence to speak about my faith and engage hard conversations."

McKinley | Florida A&M University

"When I found Jude 3, my mind opened up. It helped me understand Christianity, my identity as a Black man, and the gospel in a way that finally made sense."



Summer | Campus Leader, Tuskegee University

"As a campus minister at Tuskegee, one of the biggest challenges I have faced is helping students maintain their faith amid chaos... Jude 3 helped students contemplate a God who has historically been the agent of peace and justice within the Black community and, in fact, is still at work. I mostly appreciate how Jude 3 created a space for students to ask questions. I have been blessed to see how the event challenged students to think about hope, faith, and identity in new ways."

When students are given room to question honestly and encounter thoughtful responses, faith becomes something they can understand and articulate. **This is how Jude 3 Project helps faith make sense.**

COURAGEOUS CONVERSATIONS



Courageous Conversations serves as one of Jude 3 Project's primary ways of engaging the most pressing questions facing the Church today.

What changed was not the mission, but the approach.

The original model centered on a single, multi-day conference. Over time, it became clear that while the content remained strong, the format limited reach and flexibility.

Jude 3 Project made a strategic pivot.

By moving to a one-day, multi-city model, Courageous Conversations became more accessible and more scalable, positioning Jude 3 for broader reach, stronger partnerships, and more effective stewardship in the year that followed.

EXPANDING THE REACH

By shifting to a **one-day, multi-city model**, Courageous Conversations engaged nearly 2,000 people across multiple regions in a single cycle.

This reach reflects in-room participation by pastors, leaders, and engaged attendees positioned to influence churches and communities nationwide.

This shift transformed Courageous Conversations from a single destination event into a **national presence**.



STRENGTHENING CHURCH PARTNERSHIPS



The Courageous Conversation held in Dallas marked a strategic moment for Jude 3 Project.

In partnership with the E.K. Bailey Preaching Conference, Jude 3 Project engaged over 1,000 pastors from across the country, advancing a core strategic goal: increasing partnerships with churches nationwide.

This setting allowed Jude 3 Project to introduce its resources directly to leaders shaping how faith is taught, discussed, and lived out in their congregations, particularly among young adults.

The focus was not on promoting an event, but on **building relationships that extend impact far beyond a single gathering.**

BUILDING SUSTAINABLE IMPACT



Dr. Sherelle Ducksworth

The revised Courageous Conversations model reflects a disciplined commitment to stewardship.

By engaging more people in more places, Jude 3 Project increased impact while remaining faithful to the trust of its donors and partners.

Courageous Conversations also continued Jude 3 Project's commitment to platforming emerging voices equipped to speak thoughtfully and faithfully to the questions shaping this generation.

Dr. Sherelle Ducksworth and Hakeem Bradley, together with other emerging voices, exemplified this next generation of leadership, bringing clarity, conviction, and cultural awareness to conversations that matter.

Together, these efforts position Courageous Conversations not as a single event, but as a sustainable strategy advancing Jude 3 Project's mission in the years ahead.



Hakeem Bradley



Problematic



Passages

At its third convening, the Jude 3 Project demonstrated that difficult passages are not problems to hide from but conversations worth having.

Dr. Jo Vitale and Dr. Esau McCaulley helped participants engage difficult passages with clarity that was accessible to both new believers and those who have walked with the Lord for many years.

In partnership with the Museum of the Bible, the gathering invited honest engagement in a setting that signaled trust, care, and seriousness, as the World Stage Theater offered a beautiful backdrop for meaningful and honest dialogue.

Together, the event affirmed that faithful Christians have wrestled deeply with Scripture and can offer thoughtful guidance for life's hardest questions.

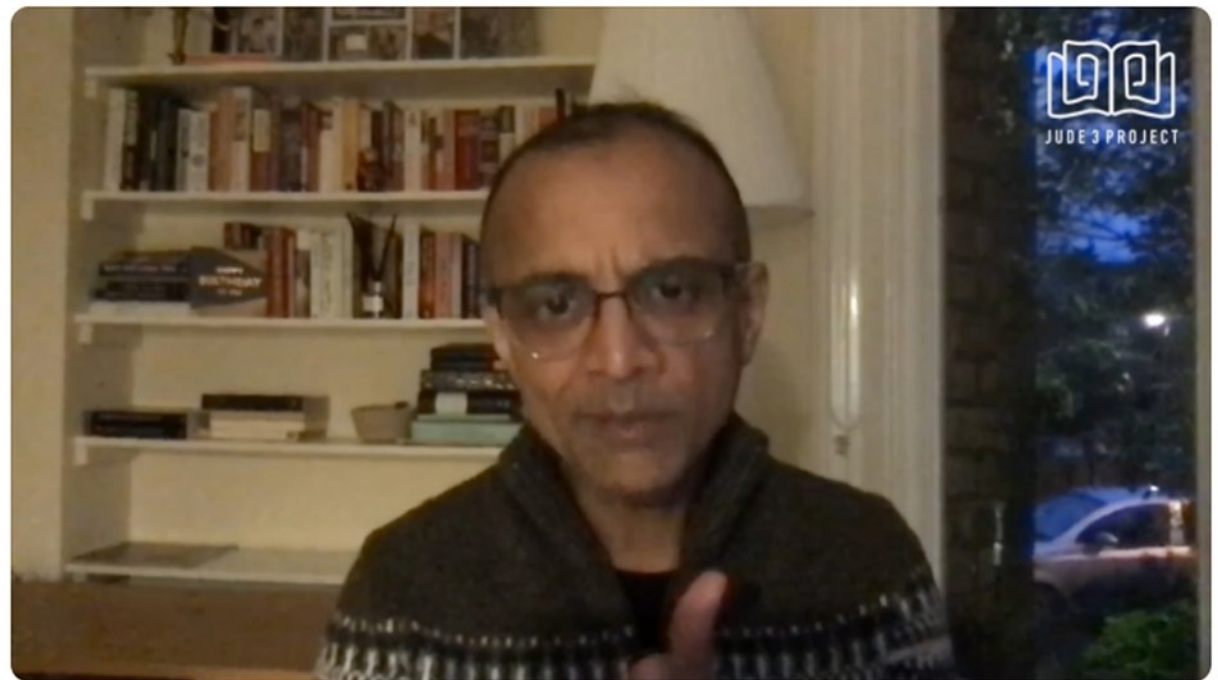
JUDE 3 PROJECT **PODCAST**

The Jude 3 Project podcast creates space for thoughtful conversations at the intersection of faith, culture, and Scripture. Hosted by CEO Lisa Fields, the podcast features guests and topics shaped by the most relevant issues of the day to help listeners understand what they believe and why they believe it. In 2025, the podcast released 44 episodes, reaching more than 232,232 listeners and helping faith make sense.



I WAS HINDU UNTIL I MET JESUS

In this transformative episode, Lisa sits down with Rahil Patel, who shares his powerful journey from serving as a Hindu monk for twenty years to finding true liberation in Christ. Patel reveals how the grueling cycle of karma and the burden of self-salvation left him spiritually empty until he encountered the radical love of Jesus. His story is a testament to the fact that while religion offers a checklist of practices, only the Gospel offers the rest and grace that the human soul desperately craves.



Hindu Monk Meets Jesus | Rahil Patel



Jude 3 Project
54.8K subscribers

Subscribe

696



Share

Ask

Save



14K views 9 months ago Jude 3 Project Podcast 2025 Season

What happens when a devoted Hindu monk begins questioning everything? In this episode, Lisa Fields sits down with Rahil Patel — a former Hindu monk who spent years in one of the world's most influential Hindu traditions — to explore his incredible journey to Christianity. ...more

107 Comments

Sort by

THE CHRISTIAN HERITAGE OF AFRICA

UNSPOKEN

A woman with a silver mask covering her mouth and eyes, with a vertical slit for her nose. She is wearing a traditional African headwrap and a beaded necklace. The background is dark with faint, ancient script or symbols.

CULTURAL ENGAGEMENT

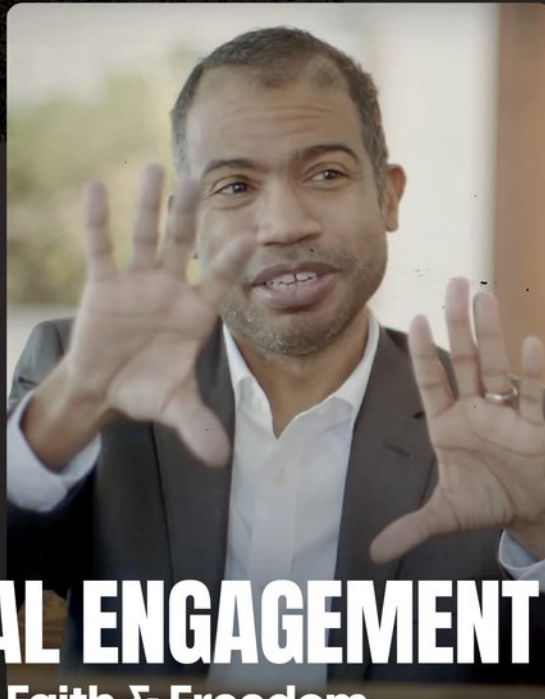
Unspoken Documentary

Is Christianity a white man's religion?" Unspoken confronts this pervasive question head-on, taking viewers on a cinematic journey to uncover the suppressed history of early African Christianity long before the arrival of slave ships. Featuring a dynamic roster of scholars and cultural influencers, the film dismantles centuries of misinformation to reveal that the Gospel was never intended to be the property of one ethnic group. With over 700,000 views nationwide on platforms like Tubi and Fox Soul, this cultural catalyst is reshaping the narrative of Black faith in the public square. Unspoken is currently available on Amazon Prime Video, inviting a new generation to discover the truth about their heritage.



Juneteenth

FAITH & FREEDOM



CULTURAL ENGAGEMENT

Juneteenth: Faith & Freedom

Juneteenth: Faith & Freedom invites viewers to look beyond the parades to discover the deep spiritual roots of America's newest federal holiday. Hosted by Rasool Berry, this documentary uncovers how the Gospel—though misused by oppressors to justify slavery—became the very source of resilience and liberation for the enslaved. With over 650,000 views across PBS and YouTube, this powerful film reveals that the story of freedom is incomplete without the story of faith. It is currently available on YouTube for all who wish to witness this journey from bondage to "Absolute Equality."

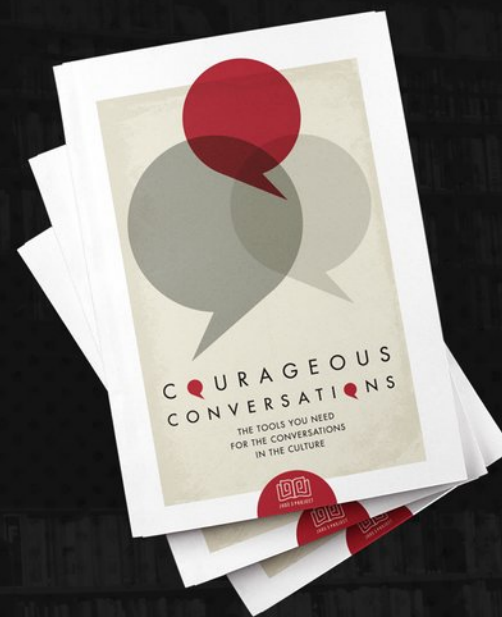
CURRICULUMS

Discipleship Resources



Through Eyes of Color "Is Christianity a white man's religion?" is a question that serves as a barrier to the Cross for too many in our community, but Through Eyes of Color is the definitive 6-week guide designed to help you reclaim your history and defend your faith. From rediscovering the African roots of the Early Church to answering the hardest questions with confidence, this curriculum is available now on Amazon to help you know exactly what you believe and why.

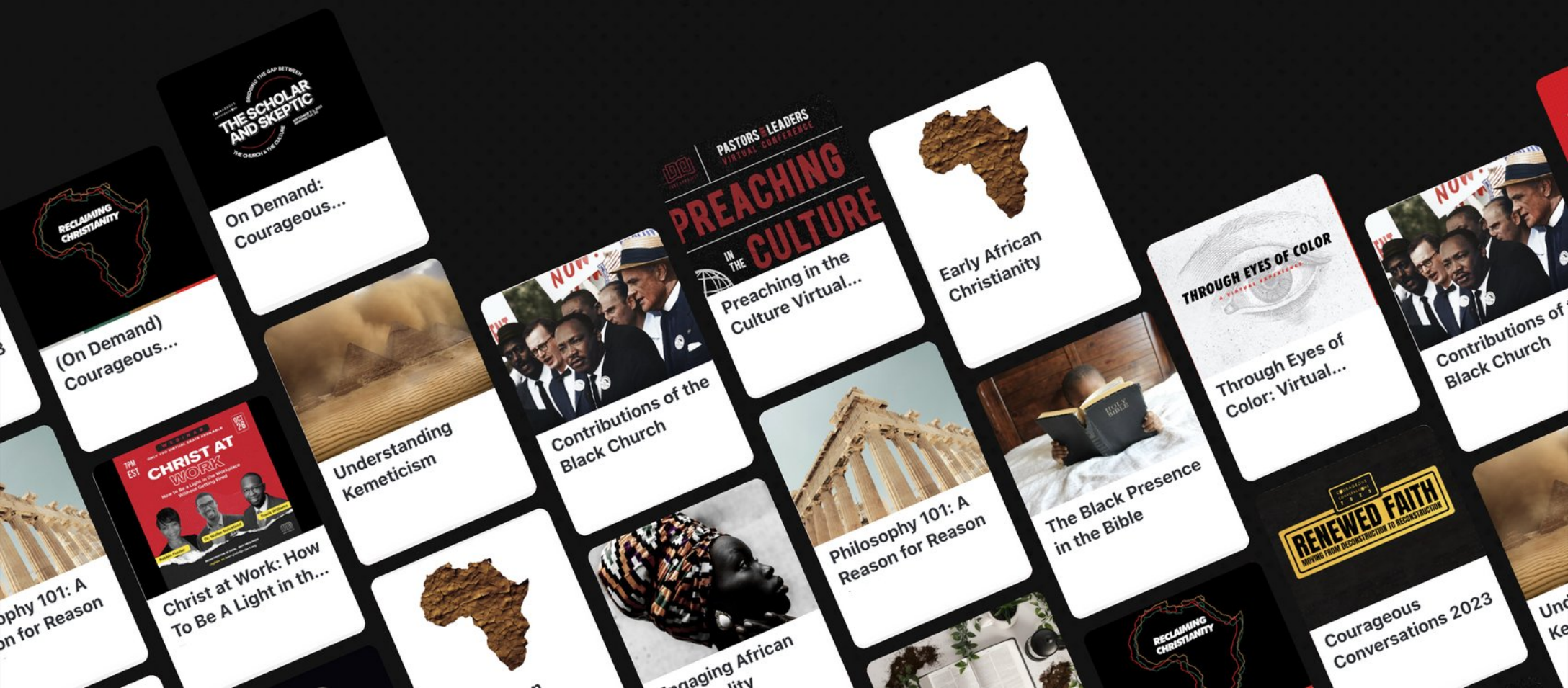
Courageous Conversations In a culture of outrage where we are often forced to choose between truth and love, Courageous Conversations equips you to navigate explosive topics like justice and sexual ethics without compromising the Gospel. This curriculum provides the theological depth and cultural nuance needed to contend for the faith without being contentious. Join the movement of informed compassion by picking up your copy today on Amazon



COURSES

Discipleship Resources

We offer a growing collection of courses that help people understand what they believe and why they believe it. Through clear teaching and careful engagement with Scripture, our courses equip learners to think faithfully about the Bible, theology, and culture as they navigate real questions. In this way, our courses extend the life of our gatherings and serve as an ongoing way we help faith make sense.



WHAT'S COMING IN 2026 **CONTINUE**



HELPING **FAITH MAKE SENSE**



COURAGEOUS
CONVERSATIONS



Jude 3 Project **Films**

Problematic
Passages

For 2026, we'll highlight expansion with intentional momentum. The Ask Initiative will move into five new locations as we continue listening, learning, and engaging the issues shaping the next generation through thoughtful, on campus dialogue. Courageous Conversations will also expand to five new locations, while Problematic Passages will break ground in one additional city. Alongside these strategic engagements, we'll roll out new podcast episodes that deepen the conversation and launch fresh curricula and courses to equip even more people. In short, 2026 is about amplifying our reach while creating new pathways to help faith make sense.

WHAT'S COMING IN 2026 **NEW**

KWB Newsletter

K N O W • W R E S T L E • B U I L D

Jude 3 Project's KWB Newsletter – Know, Wrestle, Build – is a weekly guide designed to help you deepen your understanding of Scripture, navigate cultural questions with confidence, and strengthen your faith in real-life conversations.

Each week includes:

- A truth you can trust from Scripture
- A cultural insight for today's world
- A practical step to build confidence in Christ

Short enough to read on your phone.

Rich enough to reshape how you see your faith.

Written with care for Black Christian questions, history, and hope.



**Sign up today – and receive KWB
every Monday at 7:00 am.**

WHAT'S COMING IN 2026 **NEW**

Faith that makes sense Teen & young adult curriculum

Faith That Makes Sense was created for young people who are asking real questions and refusing fake answers.

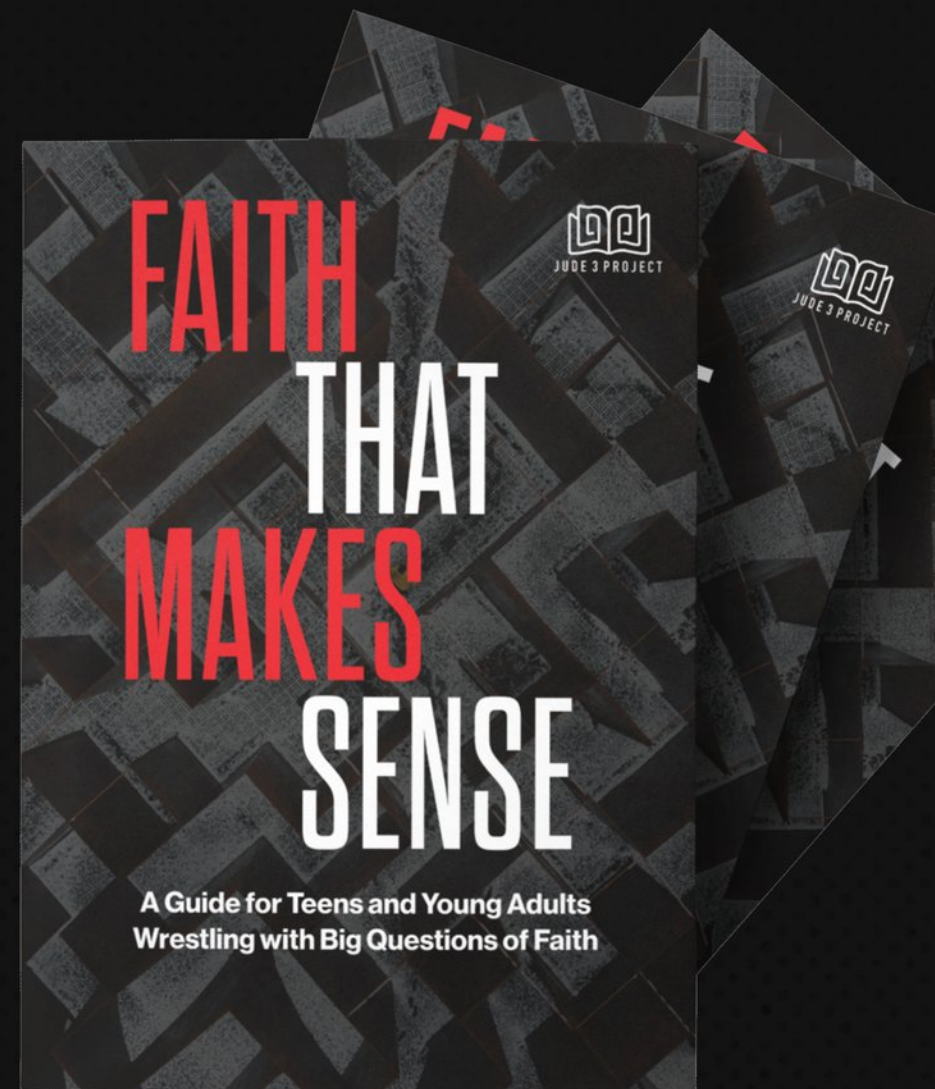
Many young people want to believe in God but feel caught between what they have been told and what they are experiencing. They wrestle with doubt, pain, injustice, hypocrisy, identity, and competing worldviews. And too often they are given silence or shallow responses instead of thoughtful engagement.

This curriculum exists to change that.

Faith That Makes Sense helps teens and young adults think clearly, ask boldly, and engage Christianity honestly. Rooted in Scripture and shaped by years of Jude 3 Project podcasts, conferences, interviews, and conversations, it shows that the Christian faith is not fragile, outdated, or disconnected from real life. God is not threatened by honest questions, and faith does not require checking your mind at the door.



Purchase your copy today



WHAT'S COMING IN 2026 **NEW**

Ask Initiative Documentary

As part of the continued expansion of The Ask Initiative, the Jude 3 Project is producing a documentary that amplifies the real voices and faith journeys of young people at Historically Black Colleges and Universities (HBCUs). This film will serve as both a storytelling tool and a discipleship resource, helping churches, ministries, and leaders better understand how Gen Z is wrestling with faith, doubt, identity, and the relevance of Christianity today. Featuring students who have participated in Ask Initiative events and research conversations, the documentary captures honest stories of spiritual searching, cultural tension, and the desire for a faith that feels both truthful and livable.



D O C U M E N T A R Y

Grounded in biblical reflection and theological clarity, the film models how difficult questions can lead to deeper faith rather than disengagement. It highlights the power of creating spaces where young people feel heard, respected, and invited into meaningful exploration of Christian belief. Used alongside the Faith That Makes Sense curriculum and digital content, the documentary will extend the reach of The Ask Initiative, equipping ministries with a compelling resource to spark conversation, deepen discipleship, and nurture a resilient, thoughtful faith in the next generation.

WHAT'S COMING IN 2026 **NEW**

The Jude 3 HBCU Fellows Program

The Jude 3 HBCU Fellows Program is a year-long leadership and formation experience for HBCU students. It equips students to think deeply, thrive fully, and transform their communities through weekly faith and leadership training. Fellows learn how to study the Bible, engage apologetics, and make sense of hard questions about Christianity. The program uniquely includes weekly individual therapy, supporting students' emotional health as they process doubt, trauma, and pressure. The result is a new generation of leaders for whom faith doesn't just survive questions—it makes sense, brings healing, and inspires transformation.



2025 IMPACT

What we accomplished this year

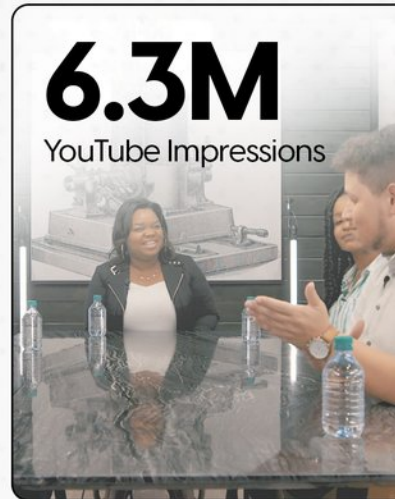
2158

People in-person



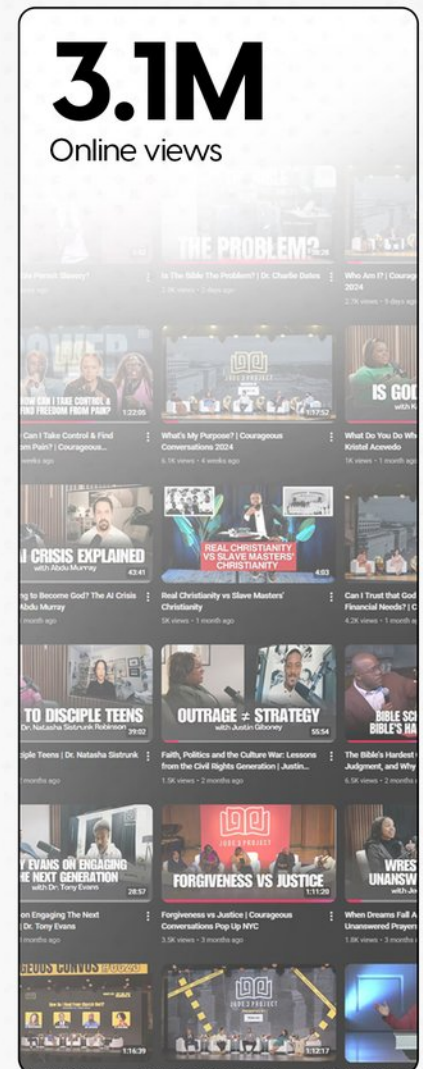
6.3M

YouTube Impressions



3.1M

Online views



9

Cities



9

Events



PARTNERSHIPS

Co-laborers in the mission



The Maclellan Foundation

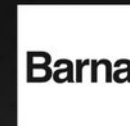


M.J. Murdock
CHARITABLE TRUST

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TENx10



Barna Group



Christianity Today



Our Daily Bread
Ministries™

Our Daily Bread



InterVarsity Press



museum
of the
Bible

Museum of the Bible



BCM
InterVarsity

IVP Black College Ministry



navigators™

Navigators



JUDE 3 PROJECT

Website:

<https://jude3project.org/>



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Total Social Following

183,700

