

Why Cru® is Not Listed by GuideStar.com, Charity Navigator, and Similar Organizations

Cru® (including Jesus Film Project® and all of its ministries) is classified by the IRS as a “Religious Missionary Order (RMO).” RMOs like churches are not required to file 990 documents with the IRS, thus we do not.

Web posting groups like GuideStar.com and Charity Navigator.com get their information from the 990 forms.

However, the Better Business Bureau (charitable division, Wise Giving Alliance) has created a classification for groups like ours and Cru now appears on their list. Cru meets all of the Wise Giving Alliance 20 criteria. We are encouraged by this new classification. See their website for details at Give.org.

The “Chronicle of Philanthropy” (usually issued each year in early November) lists Cru in the top 30 or so charities in the USA, based upon contributed revenue. “Forbes” and “Money Magazine” periodically do similar listings of charities and Cru has appeared on those lists as well.

MinistryWatch.com examines many Christian Charities (similar to GuideStar and Charity Navigator) and they have given Cru a three-star rating. Along with being a charter member of ECFA with Cru, Jesus Film Project (JFP) was selected by ROI Ministry (GA) as a “Top 10” ministry, based upon impact and effectiveness (2017-2019). Also in 2019, JFP received a “Transparency Certification” from the independent philanthropic advisory group, Excellence in Giving (CO), which reviews 175 data points about operations and performance of organizations for high-net-worth donors they provide counsel to. Excellence in Giving has recertified the ministry in the subsequent years.

Cru’s financial books (of which Jesus Film Project is a part) are audited annually by a top accounting firm (Ernst & Young LLP) and the Annual Report is available to the public upon request or can be viewed online.

The 2018 Annual Report details the compensation for Cru’s president and his wife (Steve and Christy Sellers). Steve’s taxable income was \$73,929. He participated, in the same manner as all other staff members, in the ministry’s other benefit programs. Those programs include an employer-funded medical/dental plan, an employer-funded disability plan and employer-funded life insurance.