



**GENTLE
LION**

**2021 Year End Annual
Program Review**

Triumph in times of Adversity!

“The circumstances and events that we see as setbacks are oftentimes the very things that launch us into periods of spiritual growth” - Charles Stanley.

2021 piggybacked on 2020 as a year marked with unforeseen challenges and adversity, tests that provided the Gentle Lion staff and community the opportunity to “lean into” both faith and one another.

It is no secret that COVID-19 impacted individual lives, families, and businesses across our nation. The pandemic tested organizational competency in ways never experienced before. Merely keeping the doors open for business became an essential component in the pursuit of mission accomplishment. We are proud to report that Gentle Lion’s resilience, resolve, and can-do spirit were only superseded by the “laser like” focus to help men and women pursue their “best version” of self.

2021 MILESTONE AND ACCOMPLISHMENTS

- **CORE Competencies** – Both Gentle Lion and Lioness classes dusted off the book covers and resumed in-person activity. Conscientious of state and federal guidelines / mandates– Gentle Lion HQ responsibly opened its doors back up, as we relaunched our Spring and Fall curriculum.
- **Community OUTREACH / ENGAGEMENT** – Hosted events, benevolent giving, and strategic partnerships are a few noteworthy mentions on how the team proactively engaged the local and regional community in 2021. The prioritization of funds and resources both gave back to the community as we promoted the Gentle Lion brand, mission, and ministry.
- **Gentle Lion GOES Virtual** – We quickly learned throughout 2020 and 2021 that when some doors close, you stay vigilant for God to open a window! This proved to be true as Gentle Lion pivoted to various virtual platforms, to include; Men’s and ladies virtual zoom calls, Deer Ridge Correctional Skype classes, as well as a beefed-up Social Media presence and 24/7 regional radio!

- **Extracurricular ACTIVITIES** – Whether attending the Christian Men’s Network Global Summit, sending Gentle Lions to the Global Promise Keepers event in Dallas, or providing classes like Parenting with Love and Logic - Gentle Lion continued to allocate time and resources to develop self-awareness, focus on spiritual maturity, emphasize personal growth and responsibility while simultaneously cultivating a meaningful discipleship program.
- **Project Lions Den**- Although the project has been beset by a myriad of delays due to COVID-19, a certificate of occupancy is within reach. Ground up improvements have created a newly renovated facility inside and out. This will be a top-notch campus and a welcomed addition to Central Oregon.
- **2022 Roadmap** – Gentle Lion is excited for the year ahead and is anticipating a bigger and better 2022! The roadmap looks toward continued growth, with an even greater presence and most importantly – continuing to provide tools to empower men and women to find “best version of self”. Our ongoing pursuit of developing “satellite” programs locally, regionally, and nationally remains key and essential to our mission!

Letter from Gentle Lion's Founding Director,

Very often people look at choices as to whether they are a right or wrong choice. Certainly, that can be helpful to set your moral compass on the appropriate azimuth, but to really hone-in on what is important, I like to ask myself the rhetorical question – “what is the wise thing to do?”

Prior to founding Gentle Lion in 2017, it was merely a vision between two dads who shared a chairlift at Mt. Bachelor and a common faith, just a couple of flawed guys skiing conversing and asking the question, what if? What if there was a faith based organization that would truly inspire men to find that “true” best version of self? Now looking back it certainly appears God was nudging us in the right direction to make a “wise” decision, and Gentle Lion was born.

Now as we enter year 5, it's like seeing a Facebook memory you had a few years ago and you could swear it was only yesterday! That is why time is our most precious commodity and this year we look forward to squeezing the most out of every day the good Lord gives us in 2022. One of my favorite bible verses; “this is the day the Lord has made, we will rejoice and be glad in it” Psalm 118:24.

Accordingly we don't plan on resting on past laurels, as we continually look forward to expanding our programs as well as partnering with like-minded organizations and ministries to continue to help build God's Kingdom. As we watch God's hand at work we realize how blessed we are to be members of a team that gets to share the “Good News!” Gentle Lion will always remain a safe psychological environment where people from all walks of life are fed physically,

emotionally, and spiritually. Where a man, women or child, will walk out the door of Gentle Lion better than they walked in.

It's said you can't hide a good deal, and Gentle Lion now has representation as far North as Alaska, as far West as Astoria, OR, as deep as Southern California and eastward bound to Tennessee and Florida. Through "hands on" classes, zoom calls, and support of partner organizations we are amazed to see how the truth changes lives. Men are waking up, cleaning up and showing up to be the men God intended them to be. A man who knows what it is to cherish his wife just as Christ loved the church and who knows the two pillars of love are patience and kindness. This is a man who gives his family the best of his energy, not the leftovers! This man knows he is not defined by what he's done, rather by what God has done for him. A man who lets Jesus's love take "center stage" in his heart and walks with a sense of security and confidence. A man who is a giver not a taker. A man who is a healer not a wounder. A man who is other centered, not self-centered. A man who leads courageously, rejects passivity takes 100% responsibility for his life and invest eternally.

A man who is a ... Gentle Lion. Do more, be more, help more in 2022. God Bless,

Your fellow worker,

Lamont D Boileau Jr. – (aka "Major B")

Founding Director

GENTLE LION - THE VISION

Gentle Lion is a faith based, pro-family, patriotic organization helping men, women and children live rich, full and meaningful lives. Our top priority is to help men understand their mantle of responsibility, creating better husbands, better fathers and stronger families. Gentle Lion is designed to address the *current fatherhood crisis in our nation*. We focus on helping a man find the best sustainable version of himself. The residual benefit: a family who basks in his emotional strength, commitment and unconditional love.



CORE COMPETENCIE AND CURRICULUM

Gentle Lion launched into 2021 energized and excited to rebound from the challenges confronted in 2020. Attendance was steady across all programs and Gentle Lion's **Core Competencies** and curriculum for the year continued to deliver life changing content. The nation, still reeling from the aftermath of unprecedented challenges pushed people, businesses, and organizations to continue to be more creative, not just to grow business, but keep the doors open. That said, the Gentle Lion team was ready – ready to fight the good fight and continue our mission in building up men, women, and families across this great country. “So goes the family, so goes the nation.”

Gentle Lion's well received curriculum, The Authentic Manhood 33 series - kicked back off in March of 2021. Energy and excitement across the staff was palpable as we were back in person facilitating classes down at the Gentle Lion headquarters. 33 the Series, is a multi-volume video series giving men a vision for manhood modeled by Jesus's 33 year walk on earth. This curriculum takes men on a 36-week journey, pursuing a holistic approach to defining what a man “firing on all 8 cylinders” looks like. Volumes including a Man and His Story, His Traps, His Works, His Marriage, and Fatherhood continues to challenge men to the core, pushing them to take 100% responsibility for their lives, while putting tools in the toolbox to do things a little better. Both new Gentle Lions as well as Gentle Lion regulars showed up for our early Tuesday morning breakfast burrito group to once again lock arms, break bread, and get armored up.

In October 2021, Gentle Lion's was proud to introduce “Thursday Night's with Jared and Tom”, the first volunteer ran Core Curriculum class. The Thursday night class not only opened a weekly evening option, but also provided opportunity for tenured Gentle Lion's to step up in positions of leadership. Gentle Lion, blessed by the initiative of Tom Almond and Jared Stevenson has taken the Thursday time slot and ran with it! The Gentle Lion team couldn't be more thrilled by the initial success of the Thursday night class and look forward to its continue

momentum. As always a key component is to feed our Lions physically, emotionally, and spiritually... and the Thursday night chili dogs are a hit!



COMMUNITY OUTREACH AND SPONSORSHIP

Proactively finding ways to engage community partners on both the local as well as regional level has been a core mission of Gentle Lion from its conception. This initiative couldn't have been more important in 2021 as many organizations were still reeling from the ramifications of COVID19. Leaning on basic organizational tenets to help filter, as well as identify where time and resources could yield a significant impact, Gentle Lion honed-in and went to work. Gentle Lion is proud of the contributions we were able to make in the community as well as organizations we were privileged to support. Two organizations in particular worth taking a closer look at are Worship 24/7 as well as Sandy River Lodge Men's group.

Over the past 24 months Gentle Lion has been blessed with the opportunity to partner and develop a reciprocal relationship with Worship 24/7 – a faith-based radio station headquartered in Wilsonville, Oregon, broadcasting Christian music around the world. Executive Director, David Harms has become both a friend and advocate of Gentle Lion and our programs. As Worship 24/7 has continued to grow, so has their financial need to upgrade equipment, purchase additional broadcast stations, as well as continue to grow staff. Many of these needs have been met with our desire to give. Gentle Lion makes monthly as well as one-time project related contributions to Worship 24/7 to help with the growing expense of operating a radio station. We have also been given spots on Worship 24/7 to promote the Gentle Lion classes and are excited as the future looks bright for Worship 24/7 and the tens of thousands of people the radio station reaches.

We are enthusiastic to report 2021 captured a milestone / visionary achievement that has been on the goal board for some time. First, as previously mentioned - adding a Thursday night Gentle Lion core curriculum class ran by volunteers was a proud moment for the Gentle Lion team. This, followed by the launching of the first Portland satellite GL class. On October 26th, 15 men gathered at the Sandy River Lodge to hear what this “Gentle Lion thing” was all about. Our fearless leader, Major B welcomed men in with Pastor Jason Roeder to launch the inaugural Sandy class. Since October, Gentle Lion has volunteered as well as financially supported the men’s Wednesday night Manhood 33 class. We



are proud to report the class is building traction and more and more men are showing up. Who better to give a status update than Pastor Roeder himself –

“I wanted to personally thank you and the Gentle Lion team for supporting ministry to men, their families, and the boys on the city football high school team in Sandy, OR. Your partnership has been a major encouragement to me and the men I serve. I look forward to

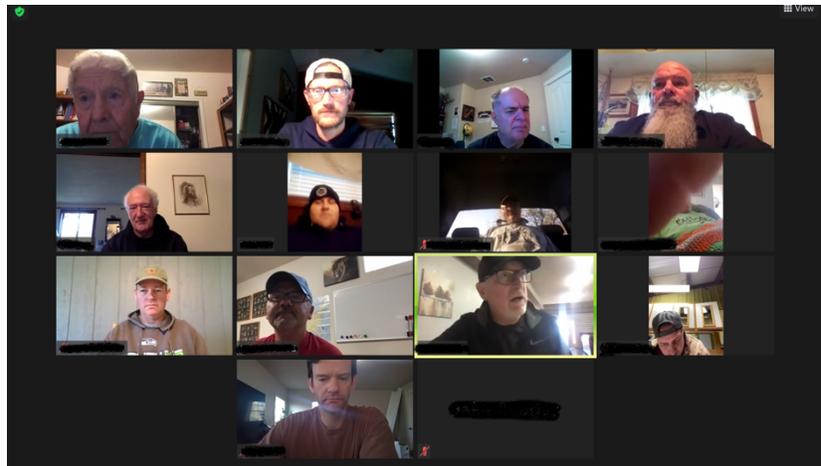
growth and connecting with more of you this next year as we fellowship and sharpen our faith together. Your generous donation allowed us to do some remodel in the VFW building where our men's group meets. We fixed up the two bathrooms with tile floors, the kitchen area downstairs got some new pots n pans and added some chairs for the upstairs large group meeting room. We currently have 15 men on our attendance list with an average of 10 to 12 guys per week studying the 33 series. We plan to launch book number two on January 4 with your help providing the manuals again."

Gentle Lion always takes the initiative to help where we can sponsoring organizations, like, Truck Stop Action Sports – a Central Oregon Youth Scooter Camp, Christians Men's Network as they battled flooding at their HQ in Dallas TX, Men In the Arena – an organization ran by writer/publisher Jim Ramos, Columbia River Ministry – Pastor James Martin's Ministry, based in Astoria OR, as well as the AMC foundation to name a few noteworthy partnerships. Blessed, is the first word that comes to mind when the Gentle Lion teams reflects on those we've both partnered with as well as supported over 2021.

GENTLE LION GOING VIRTUAL

COVID-19 required the Gentle Lion team to learn how to turn "lemons into lemonade." Our hand was forced to think outside of the box and take our program virtual. This proved to be a fruit bearing solution in 2020 that continued into 2021.

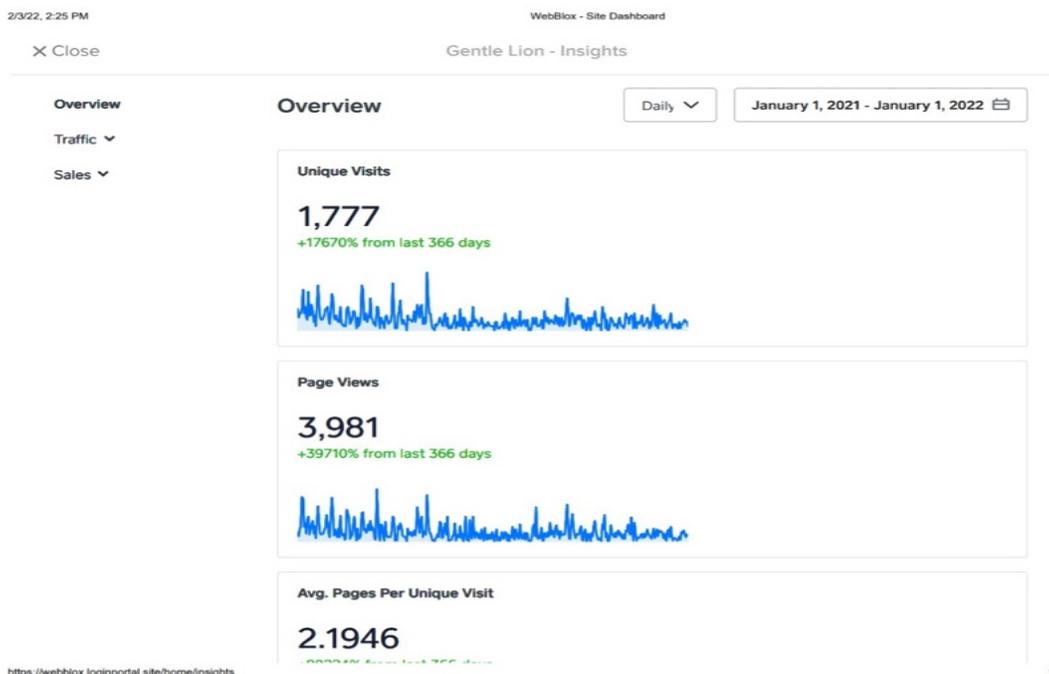
Men from around the nation to include Florida, California, Washington, Alaska, Ohio, Illinois, Texas and Tennessee dove into material on a weekly basis coming together through the "Brady Bunch" screen panels of a zoom call. Course curriculum highlighted material from Dr. Ed Cole, to include; Courage, and Irresistible Husband. We also did an individual study, Play the Man by Mark Batterson. Classes harnessed energy across our nation that created a powerful platform allowing men to



engage and speak to what is going on in their own personal lives. We are pleased to report that 780 men were impacted over the course of the year through the Gentle Lion Wednesday zoom call. Though thousands of miles separate many of us – the Gentle Lion virtual calls continue to give men a place to get real, be transparent and vulnerableand grow!

The Gentle Lion team is pleased to report that we continued our prison outreach program at Deer Ridge Correctional Institute throughout 2021. Pandemic stipulations and requirements once again had the team assessing, pivoting, and executing program curriculum in unconventional methods, but COVID 19 wasn't going to stop us from reaching the men at the prison. Working directly with Deer Ridge Correctional Institution, via Chaplin Ball – the Gentle Lion team was able to mail in donated Andy Stanley DVD's and recorded curriculum from Major B that led to dynamic class instruction through Skype sessions on a bi-weekly basis. Though we were not standing in front of the 200+ men on a Monday night as we were just a year ago, the energy and impact still carried forth and the Gentle Lion team was encouraged by the engagement and response of the Deer Ridge inmates.

During the shutdown of COVID-19, we took advantage of the time by creating a YouTube channel, producing, and posting twelve powerful videos. This allowed for those who were still struggling to receive encouragement and growth in their faith and personal relationships. For more information, please visit our YouTube channel at: <https://www.youtube.com/channel/UCxQe4qHSToCFN5iZYCdtfAA/videos>



We are also pleased to report that traffic on Gentle Lion social media channels as, well as our website, continues to increase. With more “clicks” and “website hits” the more positive influence Gentle Lion is achieving on all communication mediums.

EXTRACURRICULAR ACTIVITIES

By definition “extracurricular” is an activity that isn’t required or is not a normal part of a course of study or work. Accordingly, having the ability to send a cadre of men and women to special training events has paid huge dividends for our Gentle Lion community. Like they say, “it’s not about people in the streets, it’s about disciples in the streets!” As highlighted in milestones and accomplishments a deeper dive demonstrates our commitment to training up disciples that carry the Good News!

Heavily involved with the Christian Men’s Association, Gentle Lion sent men and several of their wives to the Global Lion’s Roar, an annual celebration of men from around the world who exemplify servant leadership. As we continue to grow our relationship and support for the CMN Ministry, we’ve also engaged with other men’s ministries to include the Promise Keepers. In July of 2021, a “pride” of Gentle Lions embarked on a trip to Arlington, TX to participate in the Promise Keepers Global Conference. It was an amazing event where Gentle Lion men were able to bear witness as to how men gathered by one faith, believe, receive, and “keep” the perfect promises of our Lord and Savior.

Love and logic - another program that does not fall under the standard scope of a traditional men’s ministry is as important and needed as any Gentle Lion class. The team has taken upon itself to do whatever is required to strengthen the integrity of the family, no matter what shape or form the family is designed (with no judgement or prejudice). Love and logic is an essential program that replaces traditional punishment with empathy and compliance. Gentle Lion hopes to break the boundaries of strict curriculum and promote any program that encourages a stronger more intentional faith, while evoking personal awareness of one’s spiritual hygiene in their personally relationship with God.

As we look ahead and plan for the coming year, we are excited to be in the planning process of several men's adventure events to including a weekend at Allen Jackson's World church in Tennessee as a follow-on to the study of his book, *Intentional Faith!*

LIONS DEN: PROJECT UPDATE

Having the endurance to reach the finish line, or strength to finish a long race can be physically and emotionally draining, yet we are still moving forward on the Gentle Lion's Den. This has been no small project in terms of the magnitude of the undertaking; the ground up renovation of a facility on an acre of land to meet c-4 zoning requirements is no simple task! Keeping the end in mind, and the lives that potentially will be transformed has been our driving force.

Let's look at our milestones:

We completely transformed an indoor swimming pool into an 1800 sq ft dorm with 3 bathrooms, 1 being an ADA bathroom, with a new deck off one side and a courtyard off the other. The capacity of occupancy increase required us to remove the septic tank and connect to city water and sewer (a major undertaking).

The addition of new siding and paint brought the curb appeal to like new condition. With no advance planning the new color matches the color scheme of the hotel next door improving the look at curb appeal of the neighborhood. New designs throughout the property are making this a desirable location for all clients. As we closed the door to 2021, we are grateful for the support, progress, and efforts of all those involved, including volunteer hours by many who came to lend a hand at the Lion's Den. We are excited about what the future brings, and in a few short months we anticipate receiving our occupancy certificate from the City of Redmond.

2021 GENTLE LION ATTENDANCE/IMPACT STATS

Breakfast Burrito	156	12 guys x 13 weeks	156	
Thursday Night w/ Jared and Tom	64	8 guys x 8 weeks	64	
Deer Ridge (in person)	0	100 in person guys x 12 weeks	0	
Deer Ridge (Skype)	250	25 guys on Skype for 10 weeks	250	
Gentle Lioness	60	10 women x 6	60	
PK Watch Party	0	15 guys x 6 weeks	0	
GL Men's Zoom	780	15 guys x 52 weeks	780	
BMA	25	Bend Ministerial Associations Pastors	25	
Worship Nights	0	1x75	0	
CMN	2500	Gentle Lion plug by Paul Cole at Lion's Roar	2500	
Parenting Class	15	April '21	15	
Social Media (Youtube, FB, Insta)	1,000		1,000	
Worship 247 Spots	15,000		15,000	
Total Attendance	18,536	Unique People	18,536	
	2019		2020	2021
				% Growth/Decrease
Total Impact	4945		13,530	18,536
				0.369992609



We are proud of all that has been accomplished over the course of 2021. Nothing has been more satisfying for our team than locking arms with brothers and sisters of Christ, fighting the good fight against the spiritual war that rages today. Finding “a sustainable best version of self” is a journey with no finish line, but a journey worth embarking on.

“There are risks and costs to action. But they are far less than the long-range risks of comfortable inaction.” -John F Kennedy

Inaction is not in the vocabulary of a Gentle Lion. We are, and will, continue to take action – to be the better husbands, better fathers, the better servant leaders that God has intended us to be. Those who wish to join us will discover they are at their best when they are truly other centered! We are continually amazed as we watch Gods hands at work. Our intention is pure, our pursuit is just, and our Heavenly Father will continue to strengthen and guide the Gentle Lion mission!

May God Bless you and thank you for the opportunity to serve.

Your Fellow Workers,

-The Gentle Lion Team