



# CHRISTIAN LEADERSHIP REFLECTIONS

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## How CCCC Came to Be

### The Care That Started Our Mission

On CCCC's 35th anniversary on October 12, 2007, John Pellowe and Heather Card (CEO and COO of CCCC respectively) visited our founder, Ian Stanley, and his wife Jane at their home and heard the story of how CCCC was founded.

In 1972, God gave Ian Stanley, a Vice President of World Vision Canada for stewardship, a heart for the welfare of Christians in vocational Christian work. Ian recalled:

*"I wanted to accomplish certain goals: to provide a pension to people in Christian work, especially missionaries, and to give them guidance as to literature about retirement. Many retired without ever thinking about retirement and how they would provide for themselves. Another aspect of the work I wanted to accomplish was to provide medical benefits."*

Ian's primary concern was that after years of service, Christian workers were retiring with nothing but their faith that "the Lord will provide" to sustain them in retirement. They had no savings and few assets, and this was particularly the case for missionaries who had served overseas. Ian's goal was to provide all Christian workers with a group benefits plan while they were serving and a pension plan for their retirement.

Ian saw his opportunity to develop the organization he envisioned when he gave a workshop on stewardship at a conference in Ottawa. Not only was his workshop packed, but people who had attended other sessions also came afterward and took all of his remaining handouts. He recounted that he thought:

*“There’s a need here and I have to fix it.”*

Ian quickly realized there was a great need for stewardship education and that need could be the basis for a financially viable organization that would, in time, provide the benefits and retirement plans of which he dreamed.

So, following God’s call, Ian met with six friends, who knew him but not each other, on October 12, 1972, and founded the Canadian Council of Christian Charities (CCCC). When asked how the name was chosen, Ian said:

*“The name Canadian Council of Christian Charities came to me and could be shortened down to ‘the four Cs.’”*

It’s as simple as that!

At the first meeting, the founding group laid out a vision that went further than Ian’s vision to serve Christian ministries. It decided that the constituent members to be served by CCCC should mainly be Christian organizations as per Ian’s vision, but, because much of the material that would be produced would be relevant and beneficial to all charitable organizations, secular charities would not be excluded from membership. Membership would be open to “all interested parties.” And so it is to this day: though CCCC markets only to Christian ministries, non-Christian charities are welcome to join as well— this is part of our frontline ministry.

John asked Ian, “Did you have a vision for what CCCC might be someday? What were your hopes?” to which Ian replied:

*“Well, it was a vision not as big as what it has become. I’m amazed! You have surpassed my vision. I’m amazed!! It is amazing what CCCC has grown to.”*



**THE FOUNDING BOARD OF CCCC**

**Ian J. Stanley, Chair, Toronto**

Director of Stewardship, World Vision Canada

**J.A. Lennox Brown, Toronto**

Lawyer in public practice

**Menno Dirks, Saskatchewan**

Assistant to the President & Stewardship, Christian and Missionary Alliance

**Albert Edgar, Winnipeg**

Manager, Estate Planning, Montreal Trust Company

**Miriam Kenyon, Calgary**

Lawyer, Steward Services Department, Wycliffe Bible Translators of Canada

**Lindsay J. Neilson, Toronto**

Director of Finance & Administration, Youth for Christ Toronto

**Melvin L. Steinmann, Toronto**

Executive Director of Stewardship, Ontario Bible College

Lindsay Neilson, one of the founding members, reflected later on the founding with these words:

*“The seven of us were so concerned about stewardship matters concerning Christian charitable organizations that we decided to form a charitable organization to address this matter as well as financial accountability matters of Christian charitable organizations, as several significant Christian organizations had run into situations of public disgrace at that time.*

*In addition to written materials, we organized the annual stewardship seminars which were well attended and well received.*

*Several of the board members made themselves available to member organizations for consultations.”*

## The Legacies Left by the First Three CCCC Leaders

CCCC had three leaders in its early years, each of whom left their mark on the growing ministry.

### IAN STANLEY

Founder & Board Chair 1972-1979

Ian Stanley's vision to serve the body of Christ and entire leadership teams of Christ's ministries in Canada was fulfilled in his lifetime. Ian was sensitive to the call of God and obedient in founding CCCC. His great foresight and initiative advanced ministries all across the country. He laid the groundwork for an organization that would later provide care and provision for ministry workers in their senior years and grow to become what it is today, serving the directors and staff of more than 3,200 churches and ministries across Canada. It is with great gratitude and fondness that we remember Ian Stanley's life and call. Today, the CCCC staff live out Ian's legacy of Christian ministry service in daily support of God's church.

### KEN DICK

Board Chair 1979-1985 & 1988-1990

Ken Dick was also a Vice President at World Vision Canada. Ken succeeded Ian as chair of the CCCC working board and was instrumental in growing CCCC. He bridged the ministry from being focused on fundraising and stewardship to meeting Christian ministries' needs for administrative help, which led to the transfer of World Vision's group benefits and pension plans to CCCC, thus realizing Ian Stanley's dream. Ken also visited the Evangelical Council for Financial Accountability (ECFA) in the United States, and when he saw what they were doing regarding accountability, he was inspired to create the CCCC Seal for certified members, which today is the Accreditation program.

Ken's desire was to see Christian charities running more effectively and felt that CCCC could offer more diverse services. In his role at World Vision, he was being asked about topics such as salary scales, which made him realize that CCCC needed to become a resource to help Christian charities. That understanding changed the tone of the CCCC annual conference from a stewardship conference to a stewardship and administrative conference. He also introduced a

new service: members could mail their questions to the board and receive a response by mail. This was the origin of our present-day Member Service Team.

## FRANK LUELLAU

Executive Director 1983-2003

Frank Luellau was hired as the first staff member of CCCC and led the ministry in its continuing development for 20 years. An impressive period of great growth ensued. Frank built the membership from 111 members to 2,313 and, when he retired, left CCCC in a very healthy financial situation.

Frank was instrumental in converting CCCC from all volunteers (the directors) to an organization with professional staff. He implemented what is now the Accreditation Program, and it was under his leadership that CCCC began its advocacy and legal intervention work. In 1987, Ron Knechtel turned his **Church Treasurers Handbook** over to CCCC, and Frank and the staff developed it into the **CCCC Charity's Handbook**, an authoritative guide to charity law and regulation that was used not only by our members but also by accountants and lawyers serving charities. In the 2010s, it even became a resource used by the Charities Directorate. Today, the Handbook has been absorbed into the CCCC Knowledge Base, so it is always current.

One of Frank's lasting legacies is the stalwart defense he made of the Clergy Residence Deduction, successfully overturning a Canada Revenue Agency interpretation that severely limited the number of clergy who could benefit from it. Many a pastor is grateful for Frank's leadership on this matter.

## Our Appreciation for Our Legacy

At CCCC today, we are humbled and honoured to be carrying the vision of our early leaders. Our board, leadership, and staff have worked diligently over the years to accomplish what our founders set out to do and more. As we continue to develop our ministry, we are grateful for the strong visionary purpose on which CCCC was founded, and we are determined to continue to bless Christian ministries in Canada through our connection, products, and services for many years to come. Thank you to everyone who has been, is, and will be part of our journey!