

Outstanding Leader: Stan Dobbs

July 2008

Stan Dobbs is the Founder and CEO of Apartment Life. After a career in sales with Compaq Computer Corporation, God called Stan into the ministry in 1993. After graduating from Southwestern Baptist Theological Seminary, Stan joined the staff of First Baptist Church of Euless as Minister of Missions in 1996 where he directed Mission Mid-Cities, a community outreach and church planting ministry. There God fueled his passion and vision for outreach in apartment communities. In March of 2000, Stan launched Apartment Life, a ministry dedicated to reaching apartment communities for Christ. Stan and his wife Vicky have been married for 20 years and they reside in Euless with their children – Amelia, Aaron, Elliott, and Graham.

Apartment Life is a unique and powerful ministry dedicated to reaching apartment communities for Christ. Apartments are vital to the cause of Christ because while about half the population of our major cities lives in apartments, only 5% are connected to a church (compared to 35% of homeowners). 86 million people live in apartments in the U.S. alone. Apartment Life partners with apartment owners and local churches to place Christian teams (married couple/family or two single adults) into apartment communities to help owners create a sense of community and care for residents. These “CARES Teams” receive a rent-free apartment and do things that flow naturally out of the Christian life - welcoming new residents, planning social events, and caring for residents and staff. CARES Teams become the hub of community life, and these relationships form the foundation for sharing the gospel and connecting residents to church. CARES has proven spiritual effective and rapidly reproducible. Launched in 2000, Apartment Life has over 250 CARES teams pouring their lives into apartment communities across the country who have impacted over 60,000 apartment residents and staff for Christ to date.

BCWI: What do you believe is the key to success?

SD: The big three are vision, strategy and people. The organization must have a compelling vision and a sound strategy that achieves results. But the “greatest of these” is people – to build, grow and love a team of passionate leaders who are called and gifted to achieve great things for God.

BCWI: What is your vision of the future for your organization?

SD: Our vision is “Christian Outreach for Every Apartment Community”. We envision a day when every apartment community in America is being intentionally reached with the love of Christ. Beyond that, the principles that have made Apartment Life effective (incarnational, intentional, relational, accountable) can be applied to the community as a whole through the local church – where every neighborhood has someone dedicated to reaching out with the gospel.



BCWI: What lessons has God taught you through your leadership position?

SD: The most important lessons are learned through failure! God has taught me that other than my personal intimacy with Him, my most important ministry task is growing other leaders. I am getting great joy out of helping others achieve their God-given potential as leaders.

