

## **PROLADES OVERVIEW AND PARTNERSHIP HISTORY**

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**PROLADES** is in the business of socio-religious research and information management, organizational development and educational consulting. This process has several important components:

1. Creative design
2. Research and development
3. Collection and dissemination of information
4. Organizational development: program design, evaluation, strategic planning and implementation (using SWOT)
5. Organizational development: partnerships, leadership training and team building.

### **PARTNERSHIPS**

A **partnership** is an arrangement where parties agree to cooperate to advance their mutual interests. Non-profit, religious, and political organizations may partner together to increase the likelihood of each achieving their mission and to amplify their reach. Education partnerships manage programs, initiatives and services that improve and strengthen learning, capacity building and performance.

By default, each partner has an equal right to participate in the management and control of the “business” (i.e., mutually agreed upon priorities, goals, programs, initiatives and services).

Disagreements in the ordinary course of partnership business are decided by a majority of the partners, and disagreements of extraordinary matters and amendments to the partnership agreement require the consent of all partners. However, in a partnership of any size the partnership agreement will provide for certain electees to manage the partnership along the lines of a company board.

In our experience, the latter function is provided by the creation of Advisory Councils that provided oversight to the Coordinating Committees or Management Teams that direct and supervise the various programs and activities that are defined in the various project proposals, vision and mission statements that have been mutually agreed upon.

### **PROLADES’ HISTORY OF PARTNERSHIP PARTICIPATION**

Beginning in the early days of PROLADES’ ministry in the Central American region, the PROLADES Team formed partnerships with representative national organizations in each country to advance our mutual interests based on formal project proposals that defined our vision and mission.

After beginning the first national study of the Protestant movement in Costa Rica in 1977 under the auspices of the International Institute of In-Depth Evangelization (IINDEF) and the direction of Clifton L. Holland (an IINDEF team member and founder of PROLADES), the various national Evangelical Alliances and relief and development agencies invited the

PROLADES Team to provide them with technical assistance to conduct similar national studies of the Protestant movement in their respective countries.

Between 1977 and 1986, Holland organized and trained teams of researchers and administrative staff under the supervision of a national project manager who was appointed and funded by the various partnership organizations in each country, while Holland or other members of the PROLADES Team served as the chief technical advisors for these projects. Together these partnership organizations in each country produced a series of *National Protestant Church Directories & Research Reports* for Costa Rica (1978, 1982, 1986), Nicaragua (1979), Panama (1979), Guatemala (1980), El Salvador (1981), Honduras (1981, 1985) and Belize (1981).

During the 1980s and 1990s, the PROLADES TEAM provided similar consulting services to Evangelical organizations in Colombia, Ecuador, Peru, Venezuela, Puerto Rico, the Dominican Republic, Mexico and the USA. Some of these projects were focused on national studies of the Protestant movement while others had an urban focus: Caracas, Medellín, Mexico City and the Greater Los Angeles Metro Area (GLAMA).

Holland also participated in international conferences on research and information management in The Netherlands, the United Kingdom, the Philippines sponsored by the Lausanne Committee for World Evangelization and in many Latin American countries under the sponsorship of the Latin American Theological Fraternity (FTL) and the Latin American Fellowship of Evangelicals (CONELA). In addition, Holland participated in several conferences on Urban Mission in Chicago, Los Angeles, Mexico City and Quito, Ecuador.

Cliff's field research on the Protestant Movement in Central America provided him with the information needed to produce his "**A History of the Protestant Movement in Central America, 1750-1980,**" as part of the requirements for the Doctor of Missiology degree at the School of World Mission, Fuller Theological Seminary, during 1981-1982. At the invitation of World Vision International's Missions Advanced Research & Communications (MARC) division, Cliff was the general editor of *World Christianity: Central America and the Caribbean*, a series of Status of Christianity Country Profiles, published by MARC-World Vision in 1982.

After returning to Costa Rica from Pasadena in early 1983, Cliff and his missionary and national colleagues founded the **Missiological Institute of the Americas (IMDELA)** in San José as a Masters' level program in Missiology for the purpose of training trans-cultural missionaries to participate in the Great Commission from Costa Rica to the rest of the world. Also, Cliff founded **IDEA Ministries** in Orange, CA, to be the support arm for IMDELA. In 1997, IMDELA became an integral part of the **Evangelical University of the Americas (UNELA)** in Costa Rica under the leadership of Dr. Paul Bergsma. Cliff became a faculty member (designed and taught courses in the Social Sciences, Missiology, Urban Studies, Church History, Leadership & Organizational Development) and served on UNELA's board of directors from 1997-2007.

At the end of 1989, Holland resigned as Executive Director of **IMDELA** and was replaced by Dr. Paul Bergsma on-loan from Christian Reformed World Missions; he also resigned

from the Latin America Mission and became a full-time staff member of IDEA Ministries, with headquarters in Orange, California, which had been founded by Holland in 1983 as a California non-profit religious organization in support of IMDELA. IDEA Ministries took over the management and development of **PROLADES**, with Holland as its director. A program office for **PROLADES** was established on the campus of the William Carey International University/U.S. Center for World Mission in Pasadena, California, in late 1990, to coordinate "**A Study of Ethnic and Religious Diversity in the Greater Los Angeles Metro Area (GLAMA)**," which was later expanded to include the Los Angeles 5-Country Region (Los Angeles, Orange, San Bernardino, Riverside and Ventura counties).

**The GLAMA study was a partnership venture between IDEA-PROLADES and more than a dozen local institutions**, including the U.S. Center for World Mission and the William Carey International University in Pasadena, World Vision USA in Monrovia, the Bresee Institute for Urban Studies (First Church of the Nazarene of Los Angeles), the Urban Studies Program of Azusa Pacific University, the Urban Studies Program of BIOLA University in La Mirada, the Urban Training Institute of the School of Theology at Claremont (United Methodist Church), the Los Angeles District Office of the Southern Baptist Convention of Southern California, the Korean Frontier Mission in Los Angeles, the Urban Training Institute at the Church on Brady in East Los Angeles (Southern Baptist, affiliated with Grand Canyon University in Arizona), the School of Religion-Center for Religion & Civic Culture at the University of Southern California (USC) in Los Angeles, Youth With A Mission (YWAM) Training Base in Sunland, the Paraclete Mission Group in Altadena, the Urban Studies Program of Pacific Christian University (Christian Church-Churches of Christ) in Fullerton, and Global Mapping in Pasadena. All of these partnership organizations provided the PROLADES-GLAMA research and information management team with staff, logistical and/or financial support.

The final result of the GLAMA study was a computer database of about 12,450 religious groups (of every religion and denomination) and a series of reports and workshops to share the fruit of the research and data analysis, which began in 1989 and ended in 1997. This project included research and analysis of all known religious groups in the Los Angeles 5-county region, as well as every identifiable ethnolinguistic group using information from the 1990 Census at the census tract level. The focus of the study was on "Ethnic and Religious Diversity in GLAMA," with a specific goal to identify the least evangelized ethnolinguistic groups (or population segments) in terms of Protestant church outreach. The various partnership organizations accepted the challenge of providing leadership training and mobilization of resources to minister more effectively to each of these population segments as part of the Great Commission.

**During the period 1980-2012, as Director of PROLADES, Holland provided technical assistance to a variety of organizations in more than 25 countries of the Americas in the area of research and information management.**

**Between 1986 and 1999**, Holland provided technical assistance to the Rev. Galo Vásquez, president of **VELA Ministries in Mexico City**, for a comprehensive study of Protestant Church Growth in Mexico City, which initially began in 1986 with the training of VELA's administrative and research staff, for formation of an interdenominational Coordinating

Committee and a Group of Technical Advisors for this study; Cliff served as the Chief Technical Advisor and Mr. Enrique Danwing was the Project Manager under the supervision of Galo Vásquez. This project was quite successful and produced a series of publications about the study, including two editions of the *Mexico City Directory of Protestant Churches* (México Hoy y Mañana), the first in 1987 and the second in 1999. Galo later became the President of the Latin American Fellowship of Evangelicals (CONELA) and is now an Associate Evangelist for Latin America with the Billy Graham Evangelistic Association.

**Between 1988-1995**, Cliff was chairman of the **Latin American Church Growth Task Force (LACGTF)**, a network of researchers/Missiologists who monitored the growth of the Protestant Movement in Latin American/Caribbean and tracked the development of new religious movements; he also served as a **Lausanne Research Associate for Latin America** with the Strategy & Research Track, and attended the **II Lausanne Congress on World Evangelization** in Manila, Philippines, in 1988, where he assisted Dr. Samuel Wilson of MARC/World Vision with workshops on Strategy & Research. Holland's work with the LACGTF led him to develop a website for PROLADES in 2000 to continue to compile and disseminate information about Latin American Church Growth and the study of alternative religious movements (now called New Religious Movements, NRMs).

## THE PROLADES WEBSITE & RELATED SUBJECTS

After the Internet became available in Costa Rica in 2000 from home and office computers via a dial-up modem, Holland began to develop websites for IDEA Ministries, PROLADES and the Institute for Central American Studies (ICAS, the Holland family business, directed by Cliff's wife Linda: the Mesoamerica Language Institute, the *Mesoamerica* monthly news journal, and Study-Abroad programs for U.S. universities):

<http://www.prolades.com> – <http://www.ideaministries.net> (now discontinued) –  
<http://www.mesoamericaonline.net>

Since the early 2000s, the PROLADES website has developed thousands of pages (both in English & Spanish) of informational resources on the following subjects, many of which have been researched and produced by Holland and the PROLADES Team. The following information is available on the PROLADES Home Page at: <http://www.prolades.com>

## LEFT-HAND COLUMN

Religion-In-The-Americas (RITA) by Regions & Countries:

NORTH AMERICA: <http://www.prolades.com/cra/regions/nam/reldirna2.htm>  
CENTRAL AMERICA: <http://www.prolades.com/cra/regions/cam/reldirca2.htm>  
THE CARIBBEAN: <http://www.prolades.com/cra/regions/caribe/reldircb2.htm>  
SOUTH AMERICA: <http://www.prolades.com/cra/regions/sam/reldirsa2.htm>  
IBERIAN PENINSULA: <http://www.prolades.com/cra/regions/ibero/reldiribero.htm>

The RITA online database and search engine for 54 countries and dependent territories in the Americas: <http://ritasearch.ufindme.net/>

Country Research Associates: <http://www.prolades.com/cra/cra-home.htm>

Internships & Research Assistants: [http://www.prolades.com/research\\_assistant.pdf](http://www.prolades.com/research_assistant.pdf)

Historical Overview of IDEA & PROLADES: <http://www.prolades.com/history.htm>

News Articles on Religion: <http://www.prolades.com/news/newsindex.htm>

Maps of the Americas: [http://www.prolades.com/maps/mapas\\_de\\_las\\_americas.htm](http://www.prolades.com/maps/mapas_de_las_americas.htm)

Questionnaires in English & Spanish:

<http://www.prolades.com/questionnaires/questionnaires.htm>

World Religions Overview: 2000, 2005 & 2010: <http://www.prolades.com/worldrel.pdf> -

[http://www.adherents.com/Religions\\_By\\_Adherents.html](http://www.adherents.com/Religions_By_Adherents.html) -

[http://www.prolades.com/worldwide\\_adherents\\_all\\_religions-2010.pdf](http://www.prolades.com/worldwide_adherents_all_religions-2010.pdf)

Historiography of the Evangelical Church in Central America:

[http://www.prolades.com/historiografia/historiografia\\_home.htm](http://www.prolades.com/historiografia/historiografia_home.htm)

Web Links to Religion Pages: <http://www.prolades.com/weblinks.htm>

#### **CENTER COLUMN:**

A Classification System of Religious Groups in the Americas by Major Traditions and Family Types: <http://www.prolades.com/clas-eng.pdf>

PROLADES Encyclopedia of Religion in Latin America & the Caribbean:

<http://www.prolades.com/encyclopedia/encyclopedia-main-index.htm>

National Directories of Religious Groups:

[http://www.prolades.com/directories\\_home1.htm](http://www.prolades.com/directories_home1.htm)

Information about New Religious Movements in the Americas:

<http://www.prolades.com/religion/nrms-info.htm>

Profiles of New Religious Movements in the Americas:

[http://www.prolades.com/profiles\\_new.htm](http://www.prolades.com/profiles_new.htm)

Lausanne Occasional Paper: New Religious Movements:

<http://www.prolades.com/religion/LausanneReport-NRMS.htm>

Why do People Join NRMs? -

[http://www.prolades.com/religion/soc257\\_Why\\_Join\\_NRMs.htm](http://www.prolades.com/religion/soc257_Why_Join_NRMs.htm)

Information about Spiritual Abuse in the Americas:

[http://www.prolades.com/religion/spiritual\\_abuse.htm](http://www.prolades.com/religion/spiritual_abuse.htm)

Tables on Religious Affiliation in the Americas by Regions & Countries:  
<http://www.prolades.com/amertbl06.htm>

Tutorial Courses: Masters' in Latin American Studies & Missiology in Costa Rica:  
[http://www.prolades.com/masters\\_tutorials\\_cri.pdf](http://www.prolades.com/masters_tutorials_cri.pdf)

IDEA-PROLADES Consulting Services: <http://www.prolades.com/idea-prolades%20consulting%20services.htm>

#### **RIGHT-HAND COLUMN:**

National and Regional Studies of Ethnic & Religious Diversity:  
[http://www.prolades.com/religious\\_diversity.htm](http://www.prolades.com/religious_diversity.htm)

Studies of Ethnic & Religious Diversity in Major Urban Areas of the Americas:  
[http://www.prolades.com/urban\\_studies\\_home.htm](http://www.prolades.com/urban_studies_home.htm)

Religious Conversion & Social Change: <http://www.prolades.com/documents/religion-change.htm>

Documents on the Historical Development of the Charismatic Renewal Movement in the Americas: <http://www.prolades.com/documents/charismatics/charismatic-docs.htm>

An Overview of the Protestant Movement in Latin America:  
<http://www.prolades.com/documents/protestant.htm>

A Protestant Family Tree of the Protestant Movement by Region & Country:  
<http://www.prolades.com/tree-eng.htm>

Chronologies of the Protestant Movement in the Americas:  
<http://www.prolades.com/historical/chron-index.htm>

Featured Countries: Guatemala - <http://www.prolades.com/cra/regions/cam/gte/gte-rd.htm>  
& Costa Rica - <http://www.prolades.com/cra/regions/cam/cri/cri-rd.htm>

A National Study of the Hispanic Protestant Church in the USA, Puerto Rico & Canada:  
<http://www.hispanicchurchesusa.net/>

A Study of Protestant Megachurches in Central America:  
[http://www.prolades.com/cra/regions/cam/megachurches\\_cam.htm](http://www.prolades.com/cra/regions/cam/megachurches_cam.htm)

Partnerships: <http://www.prolades.com/prolades-partnerships.pdf>

## NEW WEBSITES IN DEVELOPMENT:

APHILA – Asociación de Profesores de Historia de la Iglesia en Latinoamérica - Association of Church History Professors in Latin America:

[http://www.prolades.com/aphila/aphila\\_home.htm](http://www.prolades.com/aphila/aphila_home.htm)

Spiritual Journeys – Peregrinajes Espirituales Blog: <http://spiritual-journeys.net/>

PROLADES Blog (pending): <http://www.prolades.com/blog-prolades/index.htm>

**Since 2010, the PROLADES Team has conducted a series of new or updated studies and created associated websites, under Cliff’s leadership:**

(1) “A National Study of the Hispanic Protestant Church in the USA, Puerto Rico and Canada” in partnership with the Association for Hispanic Theological Education (AETH), with an online search engine at: <http://www.hispanicchurchesusa.net/> - <http://www.hispanicchurchesusa.net/index-new-model.html> - <http://www.hispanicchurchesusa.net/aeth-prolades-network-main.htm>

(2) An update of the **PROLADES Religion-In-The-Americas (RITA)** database and online search engine in partnership with Fuller Theological Seminary, at: <http://www.prolades.com> - <http://ritasearch.ufindme.net/> -

(3) An update of the study “**Ethnic and Religious Diversity in the Greater Los Angeles Metro Area (GLAMA)**,” originally conducted between 1990-1997 when PROLADES had a field office on the campus of the William Carey International University and U.S. Center for World Mission (USCWM) in Pasadena, CA; the updated GLAMA online database of religious groups includes over than 15,000 listings; this update was conducted in partnership with the Center for Religion & Civic Culture at the University of Southern California (USC-CRCC) in Los Angeles: [http://www.prolades.com/glama/!glama\\_database\\_home\\_UPDATE-2012.htm](http://www.prolades.com/glama/!glama_database_home_UPDATE-2012.htm)

## PROLADES’ ROLE IN RECENT ORGANIZATIONAL DEVELOPMENT

In 2011, Holland organized the “**national church history commission**” for Costa Rica, which led to the establishment of similar national church history commissions in each country of Central America by the end of 2012, except for Panama (in formation). Building on this initiative, Holland and some of his colleagues in Costa Rica founded the **Association of Church History Professors in Latin America** (known as APHILA in Spanish) with its own website at: <http://aphila-cam.net/?lang=es>. APHILA held its first seminar at the July 2012 V CLADE conference, sponsored by the Latin America Theological Fraternity (FTL) in Costa Rica. CLADE is an acronym for Congreso Latinoamerica de Evangelización – Latin American Congress on Evangelization.

During 2011 and 2012, Holland visited each of the Central American countries to reestablish his contacts with the executive leadership of the various Evangelical Alliances, Bible Societies, relief and development organizations, and faculty of programs of theological

education. Concurrent with this church history initiative in Central America, Holland has taught a series of intensive 5-day courses on "Historiography of the Christian Church in Latin America" at three Christian universities during 2011-2012: the Martin Luther King, Jr., Evangelical Nicaraguan University (UENMLK) in Managua; the Christian University of the Assemblies of God (UCAD) in San Salvador, El Salvador; and the Evangelical University of El Salvador (UEES), also in San Salvador.

In addition, PROLADES, under Holland's leadership, is coordinating a series of studies in the Central American region of the following subjects: (1) A Study of Evangelical Mega-churches, (2) A Study of New Religious Movements and (3) A Study of the Charismatic Renewal Movement in cooperation with programs of theological education in each country.

In July 2012, Holland decided to discontinue **IDEA Ministries**, and Cliff and his son Richard established **Holland International Consultants**, dedicated to providing professional technical services in the areas of research and information management and educational consulting.

It is interesting to note that a Google search on "Clifton L. Holland" produces 144,000 hits, "Clifton L. Holland" plus "Costa Rica" produces 43,600 hits, and a search on "PROLADES" produces 30,200 hits.

## **PROLADES LITERARY PRODUCTION SINCE 2000**

Most of these documents were written, compiled and edited by Clifton L. Holland and/or members of the PROLADES Team:

- **2001-2002**, Holland was a regional editor and contributor (14 articles) to *Religions of the World: A Comprehensive Encyclopedia of Beliefs and Practices*, First Edition in 4 volumes, Drs. J. Gordon Melton and Martin Baumann, general editors (Santa Barbara, CA: ABC-Clio, 2002).
- **2002-2003**, a contributor (seven articles) to the *Wordmark Encyclopedia of Religious Practices* to be published by the Gale Group of Detroit, Michigan, in 2004.
- **2003**, produced a **Manual of Policies, Standards and Procedures for the Evaluation of Christian Schools in Latin America** (70 pages in Spanish) in partnership with Worldwide Christian Schools of Grand Rapids, MI.
- **2003**, produced a series of documents on **Chronologies of the Protestant Movement in the Americas**: see <http://www.prolades.com/historical/chron-index.htm>
- **2003**, produced a +300 page document and CD on **A Study of New Religious Movements in Costa Rica, 2003** (35 profiles in Spanish: <http://www.prolades.com/profiles/perfiles2.htm>)
- **2003- 2004**, began the production of the **Encyclopedia of Religious Groups in the Americas and the Iberian Peninsula** (in English and Spanish), which was later adapted and updated for the **PROLADES Encyclopedia of Religion in Latin America and the Caribbean**: for an overview of this project, see: <http://www.prolades.com/encyclopedia/encyclopedia-main-index.htm>
- **2005**, produced a professional research document on "[Ethnic and Religious Diversity in Central America: An Historical Perspective](#)," which was presented in a focus group on



Latin America at the **Annual Meeting of the Society for the Scientific Study of Religion (SSSR)** in Rochester, NY, in November.

- **2005 to present:** continual the process of updating and editing of articles and databases for PROLADES-RITA websites.
- **2007 to date:** began the process of updating and adding computer graphics to the English and Spanish editions of **A History of the Protestant Movement in Central America, 1750-1980**; also, began research and writing for **A History of the Pentecostal Movement in Central America, 1900-2008**, and "A History of the Charismatic Movement in Costa Rica" (2008-2010).
- **2008-2010**, Holland was a regional editor and contributor (35 articles) to the second edition in six volumes of *Religions of the World: A Comprehensive Encyclopedia of Beliefs and Practices*, Drs. J. Gordon Melton and Martin Baumann, general editors (Santa Barbara, CA: ABC-CLIO, 2010).
- "Garifuna Religion" by Clifton L. Holland (pp. 193-194) in *African American Religious Cultures*, edited by Anthony B. Pinn (ABC-CLIO, 2009; two volumes, 740 pp):  
[http://books.google.co.cr/books?id=xEEIY4Q1ZAIC&dq=%22clifton+l.+holland%22&source=gbs\\_navlinks\\_s](http://books.google.co.cr/books?id=xEEIY4Q1ZAIC&dq=%22clifton+l.+holland%22&source=gbs_navlinks_s)

For information about our publications prior to 2000, see the following link:

<http://www.prolades.com/clh-resume.htm>

## **IDEA-PROLADES CONSULTING SERVICES**

The following consulting services have been provided by our staff to a variety of organizations since the founding of IDEA-PROLADES Ministries in 1983, a California nonprofit religious corporation, with international offices in San Pedro, Montes de Oca, Costa Rica. The primary catalyst for these services has been the president of IDEA Ministries and founder and director of PROLADES, Mr. Clifton L. Holland.

- Research & Information Management, Project Design and Training
- Field Research Training and Supervision, Data Collection & Analysis, Information Management & Communication
- Editorial and Publication Technical Support & Services
- Translations (English/Spanish)
- Web Site Design and Technical Support Services
- Organizing & Teaching Seminars & Workshops on a variety of subjects (non-formal education)
- Design & Teaching of Formal Education Courses at various academic levels
- Program Evaluation & Strategic Planning, Leadership Training & Technical Support

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**Some of the organizations for which we have provided our consulting services (outside contractor) are the following:**

ABC-CLIO Publishers - Santa Barbara, California  
David C. Cook Publishing Company/Hispanic Publications - Elgin, Illinois

Editorial Logoi - Miami, Florida  
Worldmark / Gale Group - Farmington Hills, Michigan

Asociación para la Educación Teológica Hispana (AETH)  
Center for Religion & Civic Culture, USC  
Evangelical University of the Americas (UNELA)  
Grand Canyon University (GCU)

Hispanic Studies Department, School of Theology, Fuller Theological Seminary

Hispanic Association for Bilingual-Bicultural Ministries (HABBM)

Hispanic Association for Theological Education (AHET)  
Latin America Mission (LAM)

Latin American Fellowship of Evangelicals (CONELA)

Lausanne Committee for World Evangelization (LCWE)

Luis Palau Evangelistic Association (LPEA)

MARC/World Vision (Monrovia, California)

Mission Aviation Fellowship (MAF)

Open Doors (The Netherlands)

OneHope (Pompano Beach, Florida)

School of World Mission, Fuller Theological Seminary

Servicio Evangelizadora para America Latina (SEPAL)

Southern Baptist Foreign Mission Board (SBFMB)

U.S. Center for World Mission (Pasadena, California)

World Team (Miami, Florida)

World Vision USA / Hispanic Ministries (Monrovia, California)

World Vision USA / Urban Ministries (Monrovia, California)

World Vision International (Monrovia, California)

World Vision International / Haiti

World Vision International / Honduras

World Vision International / Mexico

Worldwide Christian Schools

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If you or your organization is interested in speaking with us about our consulting services,  
please contact us at our international office in Costa Rica.

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