



Annual Report

2017





At our core, Awana® believes that the local church is the hope of the world.

Helping the Church is our Passion!



Whether a small mission church on the plains of Nebraska, a booming mega church in the suburbs of Chicago, an inner city church plant in the heart of New York City, or a church serving the Kibera slums of Nairobi, Kenya, the local church is our most treasured partner. Behind every Awana statistic is the beautiful bride of Christ - fully dedicated to reaching children, proclaiming with joy the good news of the gospel in children's lives each week. Because of local leaders, close enough to the ground to build loving, caring, trusting relationships with children and families, entire communities are being changed.

What begins as a small interaction - a friendly smile, an open invitation, a high-five - creates a ripple effect felt all around the world. His Spirit is at work, through the lives and partnership of real men and women, boys and girls.

Awana is a legacy ministry with a 68 year history. Can you remember or imagine how different the world was 68 years ago? Awana has carefully shepherded the gospel through changing times, holding tightly to what is eternal, making needed updates, and nearly 70 years later our impact is revolutionary. By equipping and training local leaders, we are experiencing unheard of growth in this exciting season.

A \$10 investment in Awana means one child's four-year exposure to the hope of the gospel, the presence of caring adults, the joy of games, friendship, shelter and, in many cases, coming to faith in Jesus. This is an awesome eternal ROI! We love the local church wherever it might be planted; and we love the children, youth, families and communities these churches are rooted in. It is our joy to contribute to the growth of these churches around the world by equipping its leaders to reach their local context.

We have created this report to share a glimpse of this joy with you. Thank you for reading; I think you will find it as exciting as I do! And thank you for your ongoing friendship and partnership. In so many ways, we could not do this work without you! Your piece is vital. This is your story too.

Until every child has Hope,

Valerie Bell, Awana CEO

2017 has been a year of exciting milestones for Awana as we celebrated 4 million children hearing the name of Jesus through Awana’s ministry in 50,000 churches around the world.

How did we get here? Through God’s faithful leading, and because of partnerships with individuals, local churches, and other ministries.

Back in 2005, Awana carefully considered our mission: That all children and youth around the world will come to know, love, and serve the Lord Jesus Christ. God began to illuminate the obstacles significantly hindering our role in the fulfillment of our calling: as a product-based ministry, we could share Christ only to the extent that church leaders were motivated and financially able to spend money on our product. Yet in many places, there was simply not enough financial resources available. In other places, church leaders lacked the training to see the importance of investing in children.

So, with God’s leading, Awana adopted the Leader-Based Strategy: equip large groups of leaders by igniting their vision and providing them with in-depth training. Awana provides five days of practical preparation; leaders are empowered to return home, train additional leaders, and continue reaching kids year after year without an annual investment of funds. By training many churches at a time, and providing high quality programming with low material costs, Awana has seen an incredible expansion. Today we are empowering more than 50,000 churches and mobilizing more than 330,000 leaders to reach more than 4 million children around the world.

Awana has set a stretch goal of reaching 10 million children by 2020. That goal is only achievable by God’s will and through partnership with other like-hearted ministries. We are thrilled to be coming alongside entire denominations, and ministries like Compassion and World Vision, in order to combine our resources, share our learning curves, and together become a strong force for the gospel.

When Awana is in healthy relationship with a local

church, we partner together to reach and disciple more children. Our approach is to move churches deeper into relationship with us, and this happens as we carry a posture of listening, serving, and engaging.



We prioritize listening to each church’s mission and needs.



We engage by being the voice that compels the church to be intensely focused on reaching children with the gospel in the midst of shifting cultures.



We serve by providing tools, resources, and opportunities to live out the Great Commission on their sidewalk and around the world.

Quite simply, Awana is partnering more effectively with the local church than ever before. By equipping local leaders to reach their own neighborhoods, children, families, and communities are being impacted all around the world.





Salem Baptist Church in Dalton, Georgia has found two important ways that Awana uniquely facilitates their commitment to reaching kids.

First, the Awana leaders at Salem Baptist are committed to sharing the gospel with every child that walks through their door. They take this seriously and literally. When a new child comes to Salem, that child hears the life-altering message of Jesus that very night. For Salem, this is not about quotas or checking a box: this is the heartbeat of every leader, that each and every child leaves with the knowledge that they are loved by their Creator and Savior.

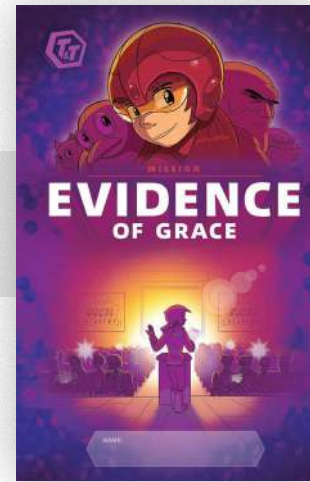
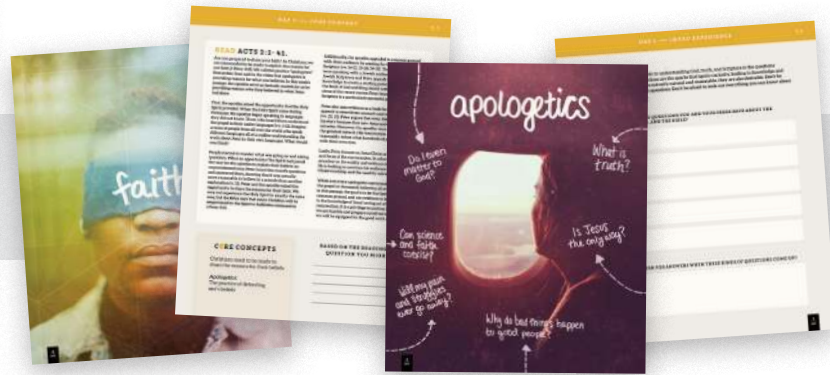
Second, the leaders at Salem Baptist do not wait for kids to come to them. They bring Awana into the community!

A few years ago while viewing *MORE*, the Awana global documentary, the Awana leadership at Salem was inspired by the story of Julius, a young man who started an Awana club for street kids. By

reaching children where they were, Julius was able to meet both their spiritual and physical needs. Salem Baptist asked themselves: if that worked in Manila, could it work in Dalton? After a year of praying and planning, Salem launched what they called Awana In The Streets. Their plan was simple: bring food, games, a lesson, and -- most of all -- love to the people in their community. They knocked on doors, inviting kids to come eat free pizza, have fun, and hear a story.

What they didn't plan for was how much this would impact their own families. Soon their own children were eagerly joining the outreach, knocking on doors to share the love of Christ.

And the result? By partnering with Awana in this innovative way, Salem Baptist has grown their club, clearly communicated the love of Jesus to every child they reach, and shared this love with families who would never consider approaching the church. The families of Dalton, GA are being actively loved by adults and children who have tasted and seen that the Lord is good, and that sharing Jesus is an amazing part of being His disciple.



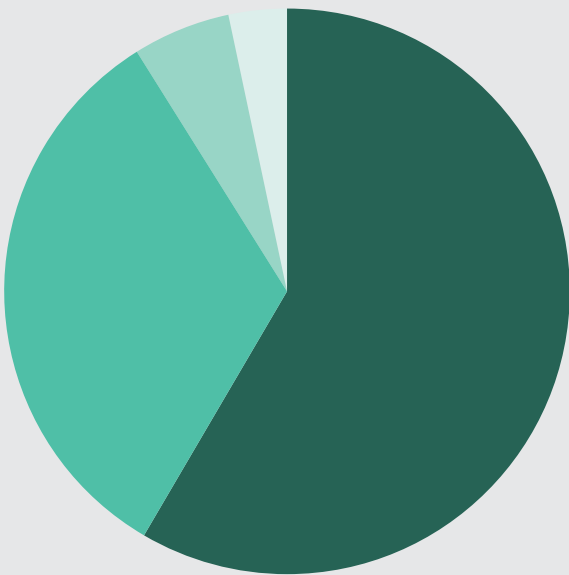
In 2017, Awana launched a new high school curriculum series, **Advocates**, in partnership with **Sean McDowell** -- a leading apologetics and worldview author. This curriculum establishes high school students as lifelong disciples, uniquely challenging and equipping youth to consider what it means to hold firm to biblical convictions while engaging in humble dialogue with culture. In a recent survey of leaders using this new series we heard the following feedback about the life transformation taking place in students' lives:

“They have a stronger, more confident faith manifested in their lives at home, school, and church.”

“Advocates really helped the students to think and ask good questions; it has their attention more than any study we have done in six years!”

In **Evidence of Grace** -- the second line of our updated upper elementary series -- we refined our curriculum design to meet the articulated needs from churches and ministry partners, while simultaneously inviting them to deepen and optimize the discipleship opportunities they have with the children they serve. We continue to see these devoted leaders making the transition from ‘a mechanical verse memorization machine’ approach to embracing the more holistic discipleship philosophies, principles, and practices that the series presents. As one leader from the Tennessee Valley said:

“I get to introduce my kids to Jesus and spend more time sharing the love of our Savior. Thank you for helping me redefine the win for my kids, and set our club and church on a path toward better discipleship.”

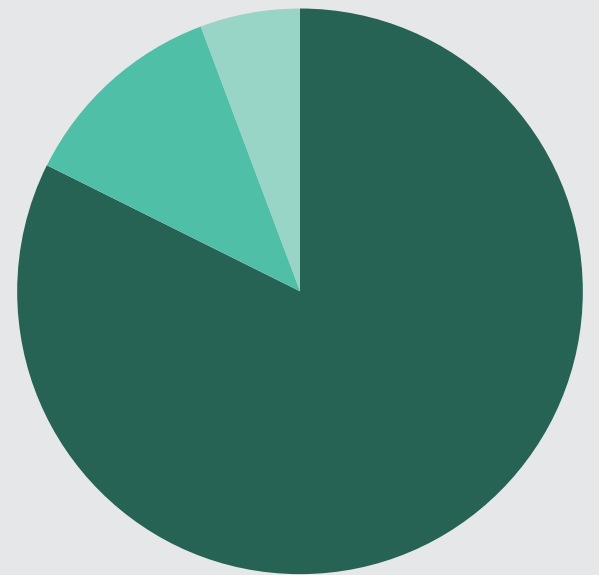


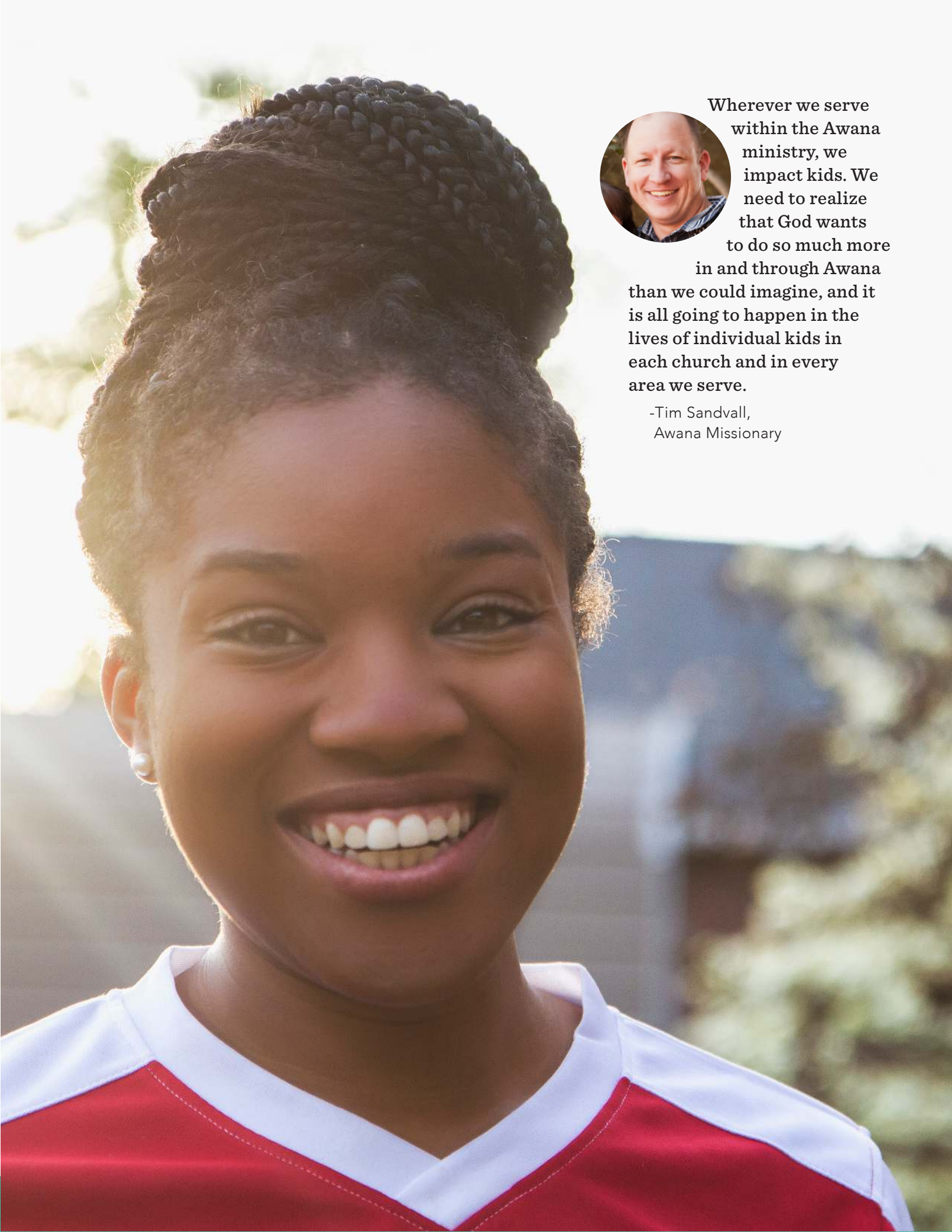
REVENUE SOURCES FOR 2017

● Sales of Ministry Materials	59%
● Contributions	32%
● Registration and Event Fees	6%
● Other Income	3%

EXPENSES FOR 2017

● Program Activities	82%
● Management and General	12%
● Fundraising	6%





Wherever we serve within the Awana ministry, we impact kids. We need to realize that God wants to do so much more in and through Awana than we could imagine, and it is all going to happen in the lives of individual kids in each church and in every area we serve.

-Tim Sandvall,
Awana Missionary

Financials

Revenue Sources	2017	2016
Sales of Ministry Materials	\$22,461,383	\$22,937,816
Contributions	\$12,294,740	\$12,816,104
Registration and Fees	\$2,335,369	\$2,191,422
Other Income	\$998,239	\$1,307,439
Total Revenues	\$38,089,731	\$39,252,781

Expenses	2017	2016
Program Activities	\$32,138,985	\$34,309,094
Management and General	\$4,695,901	\$4,972,217
Fundraising	\$2,369,784	\$2,380,221
Total Expenses	\$39,204,670	\$41,661,532

Assets	2017	2016
Cash and Investments	\$6,358,785	\$5,901,304
Inventory	\$4,207,485	\$3,348,949
Beneficial Interest in Trusts	\$981,680	\$1,032,405
Prepays and Other Assets	\$1,383,092	\$1,277,743
Land, Buildings & Equipment	\$4,967,389	\$5,755,825
Total Assets	\$17,898,431	\$17,316,226

Liabilities and Net Assets	2017	2016
Liabilities		
Accounts Payable	\$814,844	\$603,579
Accrued Expenses	\$1,563,667	\$1,399,019
Deferred Revenue	\$596,708	\$857,156
Medical Claims Reserve	\$21,000	\$21,000
Note Payable	\$1,600,000	-----
Annuities and Trusts Payable	\$187,545	\$205,866
Net Assets		
Unrestricted	\$8,796,053	\$10,150,564
Temporarily Restricted	\$4,217,864	\$3,978,292
Permanently Restricted	\$100,750	\$100,750
Total Liabilities and Net Assets	\$17,898,431	\$17,316,226



As a pastor, I care deeply about the local church and seeing it thrive, both in our community and around the world.

Awana's international work is some of the best I've seen at helping indigenous churches move further and faster through effective children's ministry. Partnering with Awana has been one of the most strategic investments in missions our church has made.

Pastor Bill Mitchell
Boca Raton
Community Church

Awana Around the World

Africa

Country	Clubs	Children	Country	Clubs	Children
Kenya	2,586	270,199	Burkina Faso	292	23,160
Zimbabwe	2,229	131,116	Nigeria	278	35,927
Tanzania	1,935	222,296	Sierra Leone	233	28,178
Zambia	1,927	225,280	Burundi	181	21,872
Malawi	1,070	84,525	Swaziland	127	8,447
Ethiopia	966	195,254	Dem. Rep. of Congo	59	2,793
Uganda	780	256,203	Botswana	41	1,914
Ghana	708	68,571	Cameroon	32	1,325
Liberia	521	55,578	Togo	14	1,534
Rwanda	486	82,926	Sudan	8	895
South Africa	433	24,603	South Sudan	4	500
Mozambique	297	40,842			

Europe & North Asia

Country	Clubs	Children	Country	Clubs	Children
Ukraine	513	23,970	Germany	10	485
Russia	147	5,609	United Kingdom	10	260
Romania	52	2,173	Spain	5	125
Mongolia	44	1,225	Ireland	3	200
Belarus	23	1,379	Kazakhstan	3	195
Moldova	18	582	Norway	2	291
Czech Republic	18	370	Austria	2	98
Albania	17	600	Belgium	2	87
Latvia	17	475	Italy	2	76
U.S. Military (Europe)	12	684	Slovakia	2	72
Portugal	11	254	Croatia	1	45
France	11	175	Netherlands	1	31
			Bulgaria	1	25

South Asia

Country	Clubs	Children	Country	Clubs	Children
India	8,053	705,893	Pakistan	1065	57,912
Nepal	2,930	78,784	Sri Lanka	545	27,290
Bangladesh	1,836	101,285	Bhutan	182	4,241

Americas

Country	Clubs	Children	Country	Clubs	Children
United States	9,760	673,440	Uruguay	51	2,582
Venezuela	581	48,950	Puerto Rico	48	909
Colombia	496	31,021	El Salvador	46	2,873
Canada	471	31,086	Chile	33	986
Dominican Rep.	465	26,749	Costa Rica	22	1,358
Peru	277	11,581	Nicaragua	19	1,443
Argentina	256	11,646	Anitgua & Barbuda	12	776
Paraguay	233	11,799	Bahamas	10	471
Haiti	191	10,948	Barbados	10	380
Brazil	171	9,319	Dominica	8	207
Honduras	169	17,143	Aruba	7	764
Mexico	166	8,372	Neth. Antilles	6	435
Guatemala	160	10,876	U.S. Virgin Is.	2	108
Bolivia	141	5,591	Trinidad	1	150
Cuba	129	4,248	Anguila	1	44
Panama	96	4,983	Saint Kitts & Nevis	1	40
Ecuador	76	5,625			
Jamaica	69	2,477			

MENA (Middle East and North Africa)

Country	Clubs	Children	Country	Clubs	Children
Egypt	302	31,994	Jordan	3	230
Restricted Countries	36	1,858	Israel	2	144
Lebanon	17	1,240	Oman	1	126
United Arab Emirates	10	557	Tunisia	1	40

Pacific Rim

Country	Clubs	Children	Country	Clubs	Children
Restricted Countries	2,229	64,700	Australia	51	1,371
Philippines	847	43,488	Japan	41	1,087
Vietnam	676	59,691	Fiji Islands	35	1,069
Indonesia	566	38,227	Solomon Islands	17	385
South Korea	318	16,510	Taiwan	15	554
Papua New Guinea	274	22,198	New Zealand	8	226
Myanmar	213	15,271	Malaysia	7	295
Cambodia	108	6,133	Singapore	4	358
Hong Kong	88	5,730	Macau	3	74
			Guam	2	230

TOTAL



Number of Countries



Number of Clubs



Children Reached



Compass Church of Naperville, Illinois has a passion to reach the world. Through their involvement in global training and church planting, the leaders of Compass noticed a lack of significant Children’s Ministries in the country of Vietnam.

Meanwhile, the Compass Awana program was thriving. Investing in Awana was a good fit for their vision, so they made a generous gift: \$40,000 to start Awana in Vietnam.



“One of the things I have appreciated most about Awana is our commitment to partnering with other ministries like World Vision,

Compassion, and large denominations. These partnerships are powerful for the movement of the gospel. We realize we can accomplish more together and multiply the impact of reaching out to children and discipling them on a long-term basis.’

-Stephen Maphosah
Africa Area Director



“Awana exists to share the gospel with kids. God is changing the lives of children and youth through the Awana ministry in South Asia where I minister, and in many other parts of the world. I am so passionate about the Awana commitment to proclaim the gospel and to engage kids in lifelong discipleship.”

-Gajendra Tamang,
South Asia Regional Director

Since then, Awana Vietnam has reached 60,000 clubbers. Local leaders report that it is common for a club to run with 500 kids—and all of them come to Christ.

“It’s the strangest thing. When they come to Christ, they fall down on their knees, not something traditionally done in the Vietnamese culture. After years of communism and hopelessness, what they find in Jesus is overwhelming. Like Abraham when he learned he would be a father in his old age and fell on his face in response, these kids are having their legs knocked right out from under them. It is an amazing response of awe and wonder to the gospel.”

Something awesome is happening in the world—and God is allowing Awana to play a central role. We, too, are on our knees as we witness the work of His Spirit, all because of the unique vision and commitment of Compass Church, and their decision to partner with Awana in a remarkable and powerful way.

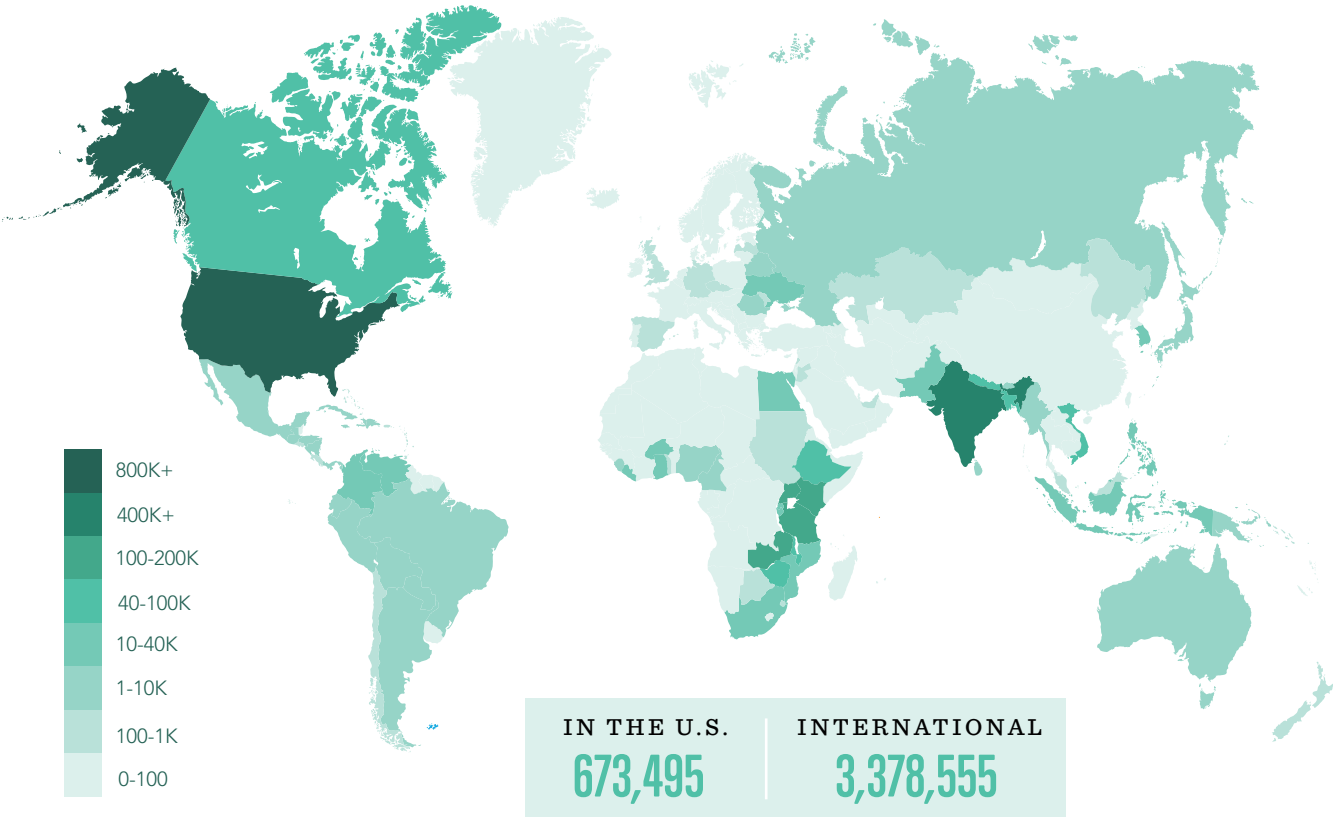


By The Numbers

God is using the ministry of Awana to equip leaders to reach kids with the gospel and engage them in lifelong discipleship.

KIDS REACHED GLOBALLY

4,051,908



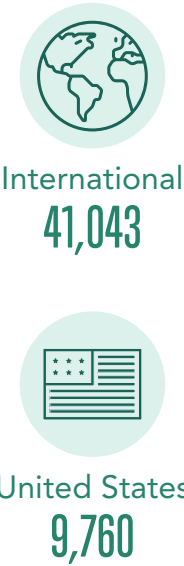
TOTAL NUMBER OF COUNTRIES



CHILDREN BY REGION



CHURCHES SERVED



TOTAL LEADERS EQUIPPED



NEW INTERNATIONAL LEADERS TRAINED

25,000
This Year



Art Rorheim (Center) pictured with Matt Markins (Left) and Valerie Bell (Right) and the Awana Board of Directors [Winter 2017]

Awana Board of Directors

David Branton
Chairman of the Board

Vicki Gillis

Brian Hartsell
Treasurer

Peter Kasirivu
Carolyn Meyers

Pam Pugh

Wess Stafford

Dave Swanson
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Gary Thomas

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Matt Markins
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Cindy Craig
VP Culture & HR

Jason Howard
Chief Technology Officer

Peter Mayberry
Sr. VP US Ministries

Lisa Kralina
CFO

Brian Rhodes
Senior VP of
International Ministries

Thank You!



Your prayers and support over the last year have been vital for continuing to reach more kids for Christ. As we head into 2018, would you continue to remember the Awana Ministry, leaders, and children in your prayers?

Thank you for your partnership in the Gospel!

