



# H 2 O 2 4 P E

Awana®



8.6  
MILLION  
CHILDREN  
DISCIPLED

Every number has a name. Every name has a story. Every story has the potential of a life eternally changed. **Discipling millions starts with one.**





# TABLE OF CONTENTS

CEO MESSAGE	4
DISCIPLESHIP IN NEPAL	6
AFRICA CHILD & SCHOOL INITIATIVE	8
CHILD DISCIPLESHIP IN 140 COUNTRIES	10
AWANA BY THE NUMBERS	14
WHY THEY GIVE TO AWANA	16
AWANA IN THE U.S.	18
FINANCIAL REVIEW	20
YOUR GENEROSITY	22

## CEO MESSAGE



# YOU MADE 2024 UNFORGETTABLE

One might think that after leading or giving to an organization for several years, the milestones would begin to run together, no one season standing out amid the rest. But I can say with certainty, each year I've been with Awana has carried its own signature, and 2024 was no different. With your generous support and God's faithfulness, Awana was able to **disciple 8.6 million children for Jesus Christ**. *Thank you.*

Only a few years ago in 2022, we were praising God that a landmark 5 million kids were engaged with the Gospel through Awana child discipleship. A year later, you made it possible for us to reach 1 million more children in a single year — a number we had honestly never imagined. **And then you doubled it.** Friends, this past year was amazing. Over **2 million** new children engaged in biblical discipleship. But 2024 was about more than numbers.

It was about **students across an entire continent experiencing biblical teaching in their schools** because you poured in to the Africa Child and School Initiative. You also fueled a research study to evaluate the Initiative's effectiveness; see page 9 for a sneak preview of the results!

Here in the U.S., 2024 was about partnership. With your support, Awana Clubs, Brite and ChildDiscipleship.com came alongside churches and families with biblical tools to disciple hundreds of thousands of children at church and at home.

In persecuted areas, the year was about breaking barriers. Your generosity allowed us to adapt materials to **bring the Gospel to children in places where it's most difficult** to share the hope of Jesus.

Your commitment to the faith of the next generation was lived out in unforgettable ways in 2024. God brought us together and, shoulder-to-shoulder, we're equipping the next generation to **know, love and serve Jesus Christ forever**. It's a true blessing to be on this mission with you.

Lasting Faith in Jesus for Every Child,



**Matt Markins**  
Awana President & CEO





*Thanks to your continued partnership,  
we were able to share the gospel of Jesus Christ  
with an **additional 2.2 million kids in 2024**  
for a total of 8.6 million children globally.*





## ADAM'S STORY



# A PLACE TO BE MORE LIKE JESUS

Along the Bagmati River — holy to the people of Nepal, yet one of the most polluted rivers in the country — sits the Balkhu slum. Balkhu is one of Nepal's most densely populated and poor areas, where access to the most basic needs, like clean drinking water, is limited. Adam has called Balkhu "home" since he was 4 years old.

When Adam was 6, Pastor Daniel, a local ministry leader, invited him to Awana. Each week, surrounded by friends and devoted leaders, Adam learned the Gospel; two years later, he accepted Jesus as his Savior and truly began growing in his faith.

At age 9, Pastor Daniel extended another opportunity to Adam, and it changed the trajectory of Adam's life. Pastor Daniel started a home for boys to receive food, education and refuge from an environment where many young men fell victim to the street as criminals and drug addicts. Adam, living homeless with his family, accepted Pastor Daniel's invitation to move into the home.

The transition to a scheduled, disciplined life wasn't easy, but Adam soon thrived. Later, through the Awana Nepal partnership with Allow the Children, he was selected — largely due to his remarkable discipleship efforts in his community — to receive financial support for his education through grade 12 and beyond.

Now Adam is 20, studying pharmacy and leading Awana in his church — the same church that introduced him to Christ and shaped his faith.

"During my difficult days, Awana invested in me and believed in my potential," he says. "The Gospel has transformed my life, and now I am going to disciple many more children like me."

Stories like Adam's are why we are so grateful for our partners. **You enable us to extend God's grace and provide a safe, loving place for kids to learn His Word.** Thank you for helping raise up a godly generation, one young life at a time.



NEPAL



*“And he said to him, ‘Son, you are always with me, and all that is mine is yours. It was fitting to celebrate and be glad, for this your brother was dead, and is alive; he was lost, and is found.’”*

(LUKE 15:31-32)

Adam as a young child  
at an Awana club

Adam today leading  
an Awana club

CHILD DISCIPLESHIP \*



## WE GIVE HIM OUR PRAISES EVERY DAY:



For the leaders and partners  
He places in our mission path



For continuing to open  
unexpected doors



For the beautiful hearts of the children  
growing closer to Him through the  
ministries of Awana





**AFRICA**  
Child & School Initiative

# THE GOSPEL ACROSS AN ENTIRE CONTINENT

This past year 3,458,380 boys and girls in public schools in Africa heard biblical truth every week through the Awana Africa Child & School Initiative (ACSI). Isn't that remarkable? In just one year, the number of students disciplined across the continent increased by over 1 million! By working through local Awana missionaries in 16 countries, the ACSI integrates Awana programming into the school's curriculum and transforms students' lives by introducing them to a Savior who loves them.

In 2024, your support enabled leaders and educators to learn how to share the Gospel with students and lead large group lessons. There are now 8,421 African public schools saying "Yes!" to the integration of biblical lessons into their curriculum. And 16 countries across the continent actively use Awana with their students!

An Excellence in Giving™ study revealed some of the miracles unfolding in the hearts of the children through the ACSI:

**99%**

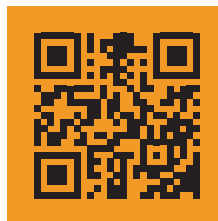
experiencing  
Awana are excited  
to attend church

**91%**

have accepted Jesus  
as their Savior

**84%**

have invited  
someone to church



**Read the ACSI Impact Study**  
[awana.org/impact](https://awana.org/impact)



# AWANA CHILD DISCIPLESHIP IN 140 COUNTRIES

Across the globe, leaders begin their child discipleship journey by attending Awana training. They return home to their local churches, schools and ministries equipped with a shared vision of teaching kids the Gospel in ways that spark joy, fun and curiosity, and cultivate meaningful relationships and deep faith. Because of faithful partners like you, these child disciplers have the resources to engage boys and girls with the Word of God and ultimately create lifelong Christ followers.





# PERSPECTIVES:

## AWANA MINISTRY LEADERS

### MARTHA

Ecuador

"One of my greatest passions is to serve by teaching God's Word to children. I thank the Awana Latin America ministry for training us and for attentively guiding us to serve the Lord with excellence to glorify His name in everything we do."

### PASTOR JULIUS

Papua New Guinea

"With the help of Awana materials, we will start Awana in the church, and I believe that we will reach out to many kids in the villages."

### DIANETH

United States

"Our children have now memorized so many verses. We are excited to see a generation that is becoming bold and not ashamed of the Gospel."

### CLAIRE-ROSE

Haiti

"I learned many things from the Awana training. I will work so that our children's ministry can grow."



### SARA

Albania

"It was a joy to see kids look at the Word of God differently — as a treasure that even thousands of years ago was giving lessons [that apply] to us today."





# 8,654

## KIDS PRAISING C

### North America

Clubs: 7,758

Children: 354,830

### Caribbean

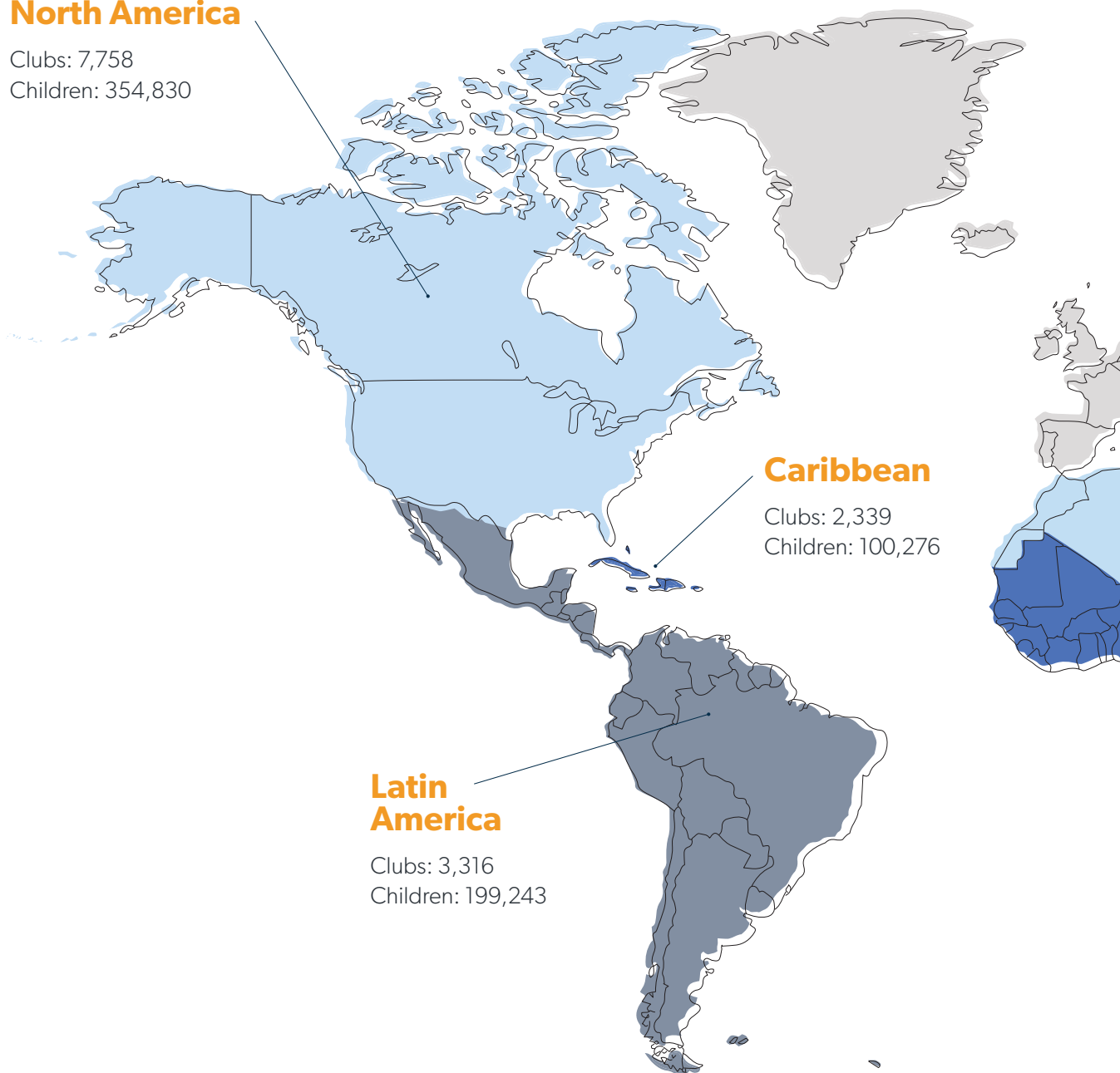
Clubs: 2,339

Children: 100,276

### Latin America

Clubs: 3,316

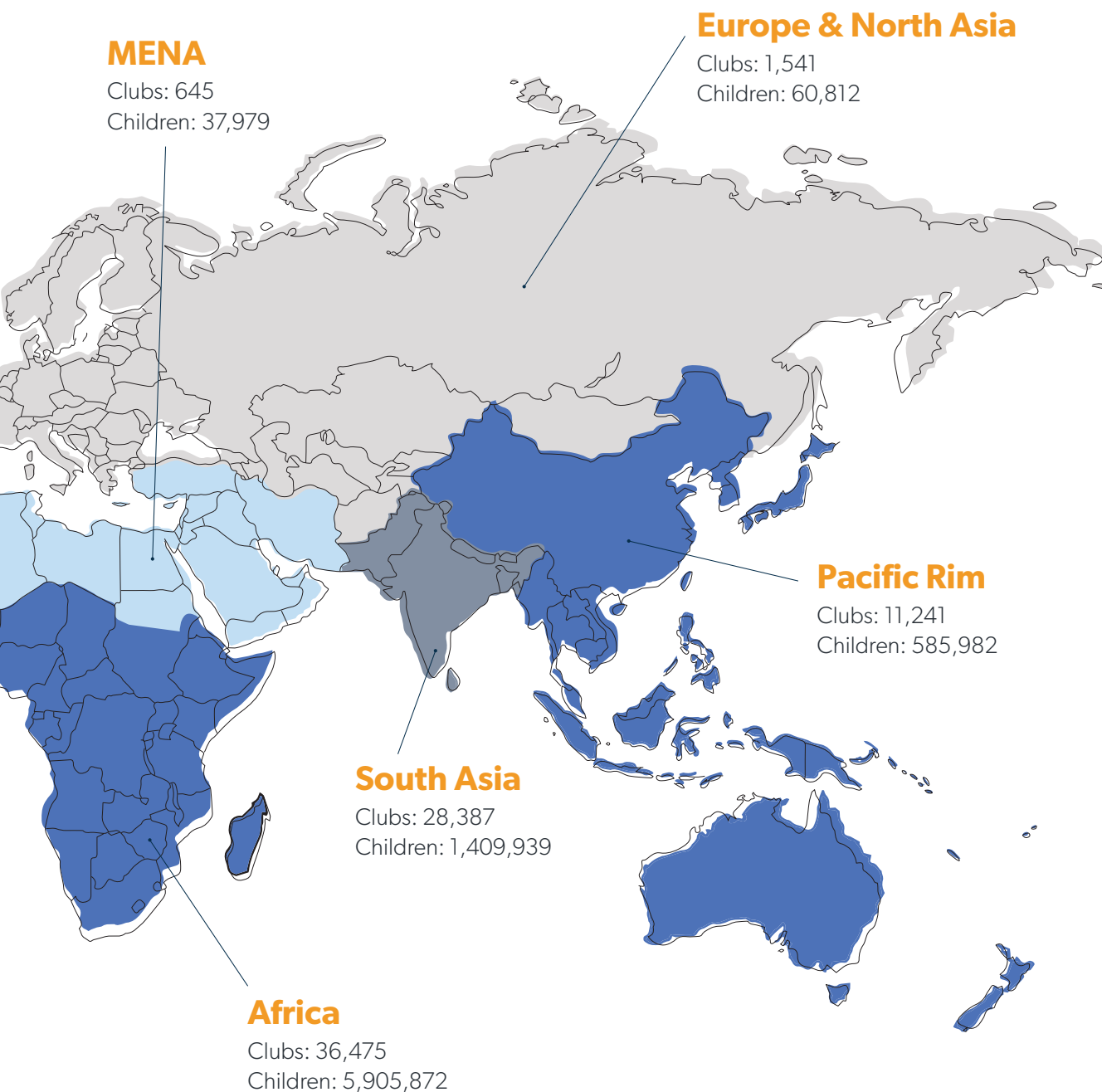
Children: 199,243





# 4,933

## GOD TOGETHER!



# MEASURABLE GROWTH, IMMEASURABLE HOPE

NORTH AMERICA	CLUBS	CHILDREN
United States	7,408	329,830
Canada	350	25,000
<b>TOTAL</b>	<b>7,758</b>	<b>354,830</b>

PACIFIC RIM	CLUBS	CHILDREN
Restricted Countries	4,196	153,664
Papua New Guinea	2,784	142,774
Philippines	1,518	95,712
Vietnam	785	71,871
Myanmar	579	53,812
Indonesia	418	26,655
South Korea	340	18,134
Cambodia	331	13,272
Hong Kong	89	3,439
Australia	51	1,371
Fiji Islands	40	1,197
Japan	43	908
Thailand	10	815
Taiwan	18	665
Malaysia	8	469
Solomon Islands	15	405
Singapore	4	358
New Zealand	8	226
Guam	2	199
Macau	2	36
<b>TOTAL</b>	<b>11,241</b>	<b>585,982</b>

SOUTH ASIA	CLUBS	CHILDREN
India	14,987	941,746
Bangladesh	3,143	161,813
Nepal	5,243	122,892
Sri Lanka	2,351	88,353
Pakistan	2,330	87,058
Bhutan	333	8,077
<b>TOTAL</b>	<b>28,387</b>	<b>1,409,939</b>

LATIN AMERICA	CLUBS	CHILDREN
Venezuela	766	52,204
Honduras	143	34,179
Mexico	806	28,286
Colombia	447	21,122
Brazil	183	10,064
El Salvador	106	9,591
Nicaragua	186	9,412
Ecuador	125	8,726
Peru	118	7,269
Paraguay	184	5,911
Bolivia	144	5,756
Argentina	43	3,861
Chile	26	1,140
Guatemala	25	1,095
Panama	8	242
Costa Rica	3	239
Uruguay	3	146
<b>TOTAL</b>	<b>3,316</b>	<b>199,243</b>

CARIBBEAN	CLUBS	CHILDREN
Dominican Republic	984	54,026
Cuba	964	25,754
Haiti	214	13,510
Jamaica	40	1,413
Belize	28	1,304
Puerto Rico	53	1,105
Antigua & Barbuda	12	776
Aruba	7	764
Bahamas	11	471
Neth. Antilles	6	435
Barbados	9	277
Dominica	8	207
Trinidad	1	150
Anguilla	1	44
Saint Kitts & Nevis	1	40
<b>TOTAL</b>	<b>2,339</b>	<b>100,276</b>



# TOTALS: 140

COUNTRIES

# 91,702

CLUBS

# 8,654,933

CHILDREN

EUROPE & NORTH ASIA	CLUBS	CHILDREN
Ukraine	602	27,938
Norway	202	8,609
Russia	159	6,120
Mongolia	199	4,903
Portugal	79	2,766
Romania	61	1,989
Belarus	23	1,433
Albania	27	858
Germany	13	789
United Kingdom	21	731
U.S. Military (Europe)	13	702
Bulgaria	28	620
Latvia	21	605
Restricted Countries	18	410
Moldova	13	394
Czech Republic	19	355
Kazakhstan	7	319
France	12	305
Italy	3	200
Ireland	3	155
Spain	4	135
Netherlands	3	103
Austria	2	98
Belgium	2	87
Slovakia	2	72
Estonia	2	50
Georgia	2	46
Croatia	1	20
<b>TOTAL</b>	<b>1,541</b>	<b>60,812</b>

MENA	CLUBS	CHILDREN
Egypt	406	24,799
Restricted Countries	182	8,293
Lebanon	42	4,008
Jordan	4	280
Turkey	3	145
United Arab Emirates	4	144
Israel	2	144
Oman	1	126
Tunisia	1	40
<b>TOTAL</b>	<b>645</b>	<b>37,979</b>

AFRICA	CLUBS	CHILDREN
Zimbabwe	7,018	1,596,113
Nigeria	3,425	737,641
Tanzania	4,100	665,346
Kenya	4,708	513,393
Uganda	1,717	429,459
Rwanda	1,360	301,684
Ethiopia	2,008	282,608
Ghana	2,475	254,792
Zambia	1,926	231,205
Liberia	1,169	153,457
Malawi	1,425	118,265
Central African Republic	137	93,526
Burkina Faso	741	82,710
Sierra Leone	485	73,748
Mozambique	533	71,000
Burundi	486	55,603
South Sudan	337	53,275
Eswatini	398	45,807
South Africa	681	42,413
Dem Rep of Congo	303	26,522
Namibia	227	15,572
Lesotho	148	12,624
Togo	155	11,334
Cote D'Ivoire	110	7,027
Angola	42	5,667
Benin	62	5,403
Guinea	94	4,371
Mali	27	3,852
Botswana	77	3,200
Senegal	13	2,028
Chad	21	2,008
Cameroon	32	1,325
Madagascar	14	1,138
Sudan	8	895
Niger	13	861
<b>TOTAL</b>	<b>36,475</b>	<b>5,905,872</b>



## A SHARED MISSION



# WHY THEY GIVE TO AWANA

In a time when fewer and fewer people look to the Bible for truth, Mike and Laurie Bossert have found, through Awana, a place for their family to channel their passion for reclaiming a Christlike culture.

Mike and Laurie's Awana journey began when, as first-generation Christians and parents of three young boys, they sought ways to build a faith-filled home. Led to a large church with an active Awana Clubs program, they dove in as participants and leaders in the fall of 1997.

Awana became a constant and a daily presence in their family. The handbooks made it easy for the boys to regularly study Scripture with their dad. In fact, Mike studied and read aloud with them so much that, as an adult, he earned an Awana Citation Award alongside his son!

The Bossert's story is bigger than their family, though. Awana helped bring together parents trying to raise children with the same biblical values; Mike and Laurie and the other parents walked beside each other through hardships and celebrations. Decades later, that remains the case.

Because Mike and Laurie found Awana to be such a positive influence on their family, they wanted to give back. In the "kids at home" years, they predominantly gave their time; but later, they realized they were in a position to give financially, too.

Laurie might describe their first gifts as small, but sacrificial; they were from the heart. She says, "The more we can give, the more Awana will grow to do the work of child discipleship."

So many people — even those who say they're believers — have relegated God's Word to a once-in-a-while reference, more often looking at temporary, worldly beacons to guide them. For the Bosserts, supporting Awana child discipleship is a way to help children and families find their way to the Gospel truth.

We're grateful for their partnership, and for the trust and support of all our donors. We'll seek to steward them well every day we're on this mission.



Mike and Laurie  
their Colorado

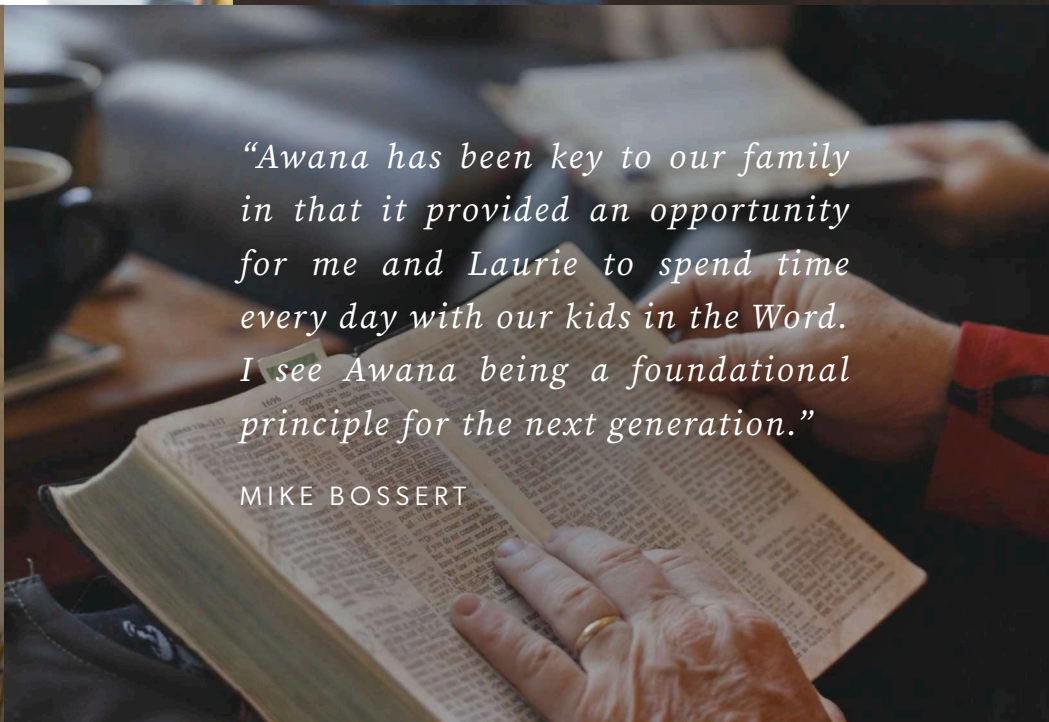


**Watch Mike & Laurie's Story**





ie in  
o home.



# A LEGACY OF DISCIPLING CHILDREN

Each week, hundreds of thousands of children, from toddlers to teens, engage in biblical discipleship through Awana Clubs. With the guidance of loving, caring adults, kids explore Bible stories, memorize Scripture, and play together while they learn what it means to serve and think beyond themselves.

"Think beyond themselves" came to life for an Awana club in North Carolina when their church fellowship hall, including their entire supply of Awana materials, was destroyed by fire last January. The Awana leader recounts, "It was a complete loss ... but we felt it was necessary to get our eyes off of our loss." It was time for a mission.

Just two weeks after the fire, their club had raised \$650, not to replace what they had lost, but instead to share the Gospel with a school in Africa. By May, they had raised enough to disciple a second school. Tammy, an Awana leader at the church said:

// — **It has been a great lesson. God has blessed our club above and beyond anything I could ask or think."**

Children truly are disciplers in their own right. It's an honor to watch them step into their faith and share it around the world.



Learn more about Clubs





# A BRITE FUTURE IN THE U.S.



There's something life-giving when, after pouring into your kids and hoping for a sign they're getting what you're teaching, you see the lightbulb come on. Something "clicks." And it's even better when **what's clicking is that Jesus loves them.**

Stories of "aha moments" are rolling in from ministries using our weekend curriculum, Brite™. In one church, a first grader ran up to his mom to show her his cereal necklace and said, "We made these because God's goodness never ends, just like a circle!" Amen.

And at another church, a mom who's a new believer shared this with her child's teacher:

// — **[My daughter] is so excited to do the take-home sheet from Sunday school. Actually, I'm pretty excited, too, because she's got her dad doing it with her."**

A dad who wasn't feeling sure about church dove into God's Word to help his daughter. Families are bonding over Bible lessons through Brite. **And because of your support, the number of churches using Brite has more than doubled since we added preschool curriculum last year.**



Learn more about Brite

**brite\***  
WEEKEND

# \* FINANCIAL REVIEW

## Balance Sheet

ASSETS	2024	2023
Cash and Investments	\$11,768,438	\$14,096,693
Inventory	3,836,782	3,977,623
Beneficial Interest in Trusts	726,568	604,960
Prepays and Other Assets	1,034,720	503,467
Land, Buildings & Equipment	36,103	26,321
<b>Total Assets</b>	<b>\$17,402,611</b>	<b>\$19,209,064</b>

LIABILITIES	2024	2023
Accounts Payable	\$1,344,468	\$1,661,946
Accrued Expenses	574,070	666,532
Deferred Revenue	702,917	781,257
Annuities and Trusts Payable	97,089	132,456
Other Liabilities	394,846	78,720
<b>Total Liabilities</b>	<b>\$3,113,390</b>	<b>\$3,320,911</b>

NET ASSETS	2024	2023
Unrestricted	\$10,782,334	\$12,073,151
Temporarily Restricted	3,406,137	3,714,252
Permanently Restricted	100,750	100,750
<b>Total Net Assets</b>	<b>\$14,289,221</b>	<b>\$15,888,153</b>

<b>Total Liabilities and Net Assets</b>	<b>\$17,402,611</b>	<b>\$19,209,064</b>
---	---------------------	---------------------

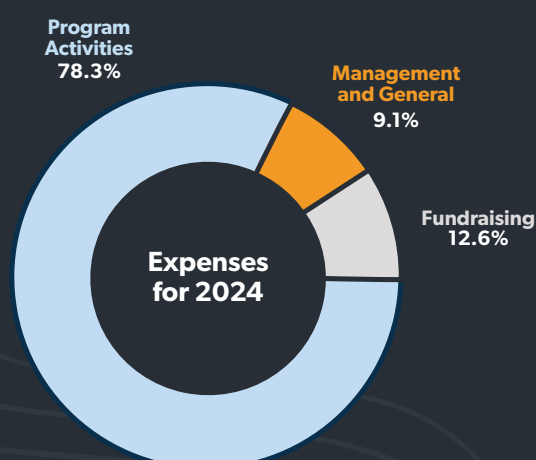
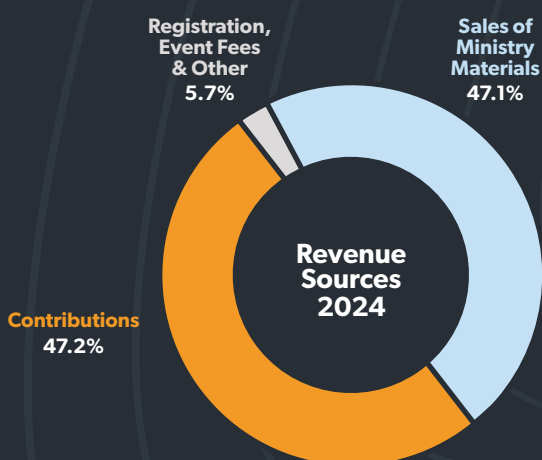
## Revenues and Expenses

REVENUE SOURCES	2024	2023
Sales of Ministry Materials	\$13,831,446	\$13,699,628
Contributions	13,858,290	14,220,161
Government Grants	-	1,756,322
Registration, Event Fees & Other	1,697,647	3,993,130
<b>Total Revenues</b>	<b>\$29,387,383</b>	<b>\$33,669,241</b>

EXPENSES	2024	2023
Program Activities	\$24,270,654	\$25,599,550
Management and General	2,825,195	2,595,387
Fundraising	3,890,466	3,566,961
<b>Total Expenses</b>	<b>\$30,986,315</b>	<b>\$31,761,898</b>

<b>Change in Net Assets</b>	<b>\$(1,598,932)</b>	<b>\$1,907,343</b>
-----------------------------	----------------------	--------------------

Financial highlights for the fiscal years ending June 30







# LEAVE A LEGACY

We are humbled and honored by the generosity of our friends who choose to give through Awana to leave a lasting legacy of biblical faith. In memory of their father's passion for child discipleship, the Dobbert children have established the John Dobbert Memorial Fund, a quasi-endowment that will support our global ministry opportunities for years to come, ensuring John's legacy carries on for generations.

**With a gift of \$250,000 or more, you can create a quasi-endowment in honor of a loved one.** These funds provide annual support for ministry needs while preserving the principal to grow over time.

To learn more about establishing a quasi-endowment, and the impact and tax benefits associated with planned giving, visit [awana.org/other-ways-to-give](https://awana.org/other-ways-to-give), or email [davidmc@awana.org](mailto:davidmc@awana.org) or [bethb@awana.org](mailto:bethb@awana.org).



## AWANA BOARD OF DIRECTORS

**Chris Williams**  
Chairman of the Board

**Josh Mulvihill**  
Vice Chairman

**Elizabeth Mitchell**  
Secretary

**Brian Hartsell**  
Treasurer

**Teasa Northern**  
Assistant Secretary

**Ty Batchelor**  
Assistant Treasurer

**Shawn Thornton**

**Wess Stafford**

**Ginger Martin**

## EXECUTIVE LEADERSHIP TEAM

**Matt Markins**  
President & CEO

**Kevin Orris**  
Chief Advancement Officer

**Stephen Maphosah**  
Executive Vice President, Global Ministries

**Kevin White**  
Chief Operating Officer

**Mike Handler**  
Chief Innovation Officer

**Mark Campbell**  
Executive Vice President, U.S. Ministries

THANK YOU!



# YOUR GENEROSITY MADE THIS POSSIBLE

Everything we have shared throughout this report could not have been accomplished without the incredible support of our partners, like you.

If you volunteered your time in 2024 to disciple the boys and girls at your church or in your home, thank you for what you have done for the kingdom.

If you spent countless hours coordinating volunteer leaders, ordering Awana products, decorating your church's space for theme nights and diffusing issues that came up throughout the year, thank you for what you have done for the kingdom.

If you gave sacrificially to our ministry to ensure all the tools of global discipleship were available for our teams around the world, thank you for what you have done for the kingdom.

And if you prayed for the leadership of Awana, its staff and missionaries, and for the children who are impacted by the work we do, thank you for what you have done for the kingdom.

**We would love for you to take the next step in your partnership with our ministry. Below are a few of the many ways you can deepen your engagement with Awana.**

## 1 PRAY FOR AWANA

Our staff, the churches we equip and the children we reach appreciate your prayers! We long for all children throughout the world to come to know, love and serve Jesus Christ their whole lives. Join us as we ask our heavenly Father to continue to move mightily in the hearts of children, to provide compassion and guidance to our disciplers, and to protect our missionaries around the world.

## 2 EXPLORE CHILDDISCIPLESHIP.COM

Discover discipleship resources

We want to equip you to take up the mission of child discipleship within your home and your local church. Resources on [childdiscipleship.com](https://childdiscipleship.com) cover multiple topics, from how to keep your ministry safe and secure, to family Holy Week activities.

## 3 GIVE TO THE CHILD DISCIPLESHIP FUND

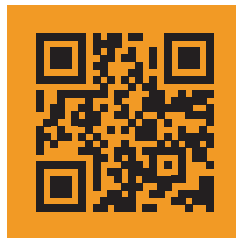
The most impactful way to contribute to the mission of global child discipleship

Every donation empowers Awana to address evolving ministry needs, provide aid to children in crisis and persecution, and support our staff worldwide.





Awana is a global nonprofit organization fueled by the generous support of individuals, churches and organizations to accomplish its mission of equipping leaders to reach kids with the Gospel and engage them in lifelong discipleship. Contributions to Awana are tax-deductible as allowed by law and made with the understanding that Awana has complete discretion and control over donated funds, including the right to use such funds for other purposes consistent with its tax exempt status.



**Give today**  
**[donate.awana.org](https://donate.awana.org)**

GIVE WITH CONFIDENCE





AWANA.ORG



## OUR MISSION

Equip leaders to reach children and youth with the Gospel and engage them in lifelong discipleship



## OUR VISION

That all children and youth throughout the world would come to know, love and serve the Lord Jesus Christ

\* *[God,] who saved us and called us to a holy calling, not because of our works but because of His own purpose and grace, which He gave us in Christ Jesus before the ages began. (2 Timothy 1:9)*