



MILESTONES

75 YEARS ✨ 10 MILLION CHILDREN

IMPACT REPORT 2025

LASTING FAITH IN JESUS
FOR EVERY CHILD



**Let everything that has breath
praise the LORD! Praise the LORD!**

(Psalm 150:6)



WHAT'S INSIDE

- 04** Letter from the CEO
- 06** Tanzania: Children Reaching Children
- 08** A New Measure of Success
- 10** A Look at 75 Years
- 12** Awana Around the World
- 16** Awana Clubs®: Midweek Matters
- 18** Making Weekends Brite™
- 20** Financial Review
- 21** Awana Leadership
- 22** Gratitude



Look for gold asterisks
that connect to
**milestones
inside!**



OVER
10 million
children



WE COULDN'T HAVE MADE IT HERE **without you**

It's the time of year so many of us sprint out of the gate, good intentions in hand: "This year, I'm going to make a difference." But I want to pause the sprint and tell you this: **You've made such a difference already.** Thank you for your dedication and generous support of child discipleship. You made an impact in 2025, and it's resonating around the world.

Because of you, children around the world are becoming confident in their biblical literacy and discovering who they are in Jesus ... all while having the time of their lives as they laugh, learn Scripture and make lifelong friends. When kids experience God's love in that way, it changes their entire trajectory. It reshapes them. **And in 2025, you helped give that experience to over 10 million children.*** No one but God would have imagined we'd reach that milestone.

Thank you for helping kids find a place where they can learn that, no matter what, they **belong** to Jesus; where they can discover what it means to **believe** in Him; and where they can begin to be changed by the Holy Spirit and **become** more like Jesus every day. By giving them the tools to share the hope of Jesus with others, you're helping write the story of who they are and who God created them to be.

And stories like theirs are unfolding all over the world. Your passion for the good news of Jesus has brought His hope to boys and girls in 140 countries, fueled school-based Bible teaching in 10,000 African schools and sparked a Gospel movement in places that, even a year ago, we could've only dreamed.

We're honored to give you a glimpse of what we've seen God do through your support in 2025, and we're so glad for you to be on this mission of child discipleship with us. We still, and always will, believe it's the most important work on the planet.

Lasting Faith in Jesus for Every Child,



Matt Markins

Awana President & CEO



You are the light of the world ... let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven.

(Matthew 5:14, 16)



A young boy with a joyful expression, wearing a white short-sleeved button-down shirt, is giving a thumbs-up gesture. The background is a blurred outdoor setting with greenery and a blue sky. The text 'CHILDREN reaching CHILDREN' is overlaid on the top half of the image. A small orange asterisk is on the left margin.

CHILDREN reaching CHILDREN

A dark silhouette of the map of Tanzania is positioned to the right of the boy's head.

YOUR IMPACT
IN TANZANIA

“

We had never expected that a regular classroom lesson would produce such an act of compassion and love of God. This is the doing of the Holy Spirit.

This year, you made it possible for children at Maktaba Primary School in Tanzania to become a shining example of what it means to love like Jesus.

Like Awana kids all around the world, the boys and girls at the Maktaba school learn the Bible in engaging, practical ways every week. With support from partners like you, they become familiar with the people of the Bible, learn stories and memorize Scripture. But as time went on, something more happened in this group, the something we pray happens in every Awana child discipleship ministry. The message of the Gospel — not just the words — began to resonate in kids' hearts.

They were struck by the love that's so central to the story of Jesus' death and resurrection. And it sparked a question in their minds: **"How can we reach children who are less fortunate than us with the Gospel? How can we show them they're loved, too?"** With help from their Awana leaders, that question became a prayer and a shared plan: to take the good news to the children in the pediatric cancer ward at nearby Muhimbili National Hospital.

Loaded up with songs, Bible verses and gifts to help kids with the daily challenges of cancer treatment, the Awana club walked to the hospital, wound their way through the halls to the pediatric cancer ward, and put on their biggest smiles. Any, "We're here now ... what do we do?" or, "This is so sad, what do we talk about?" awkwardness melted away as the children reminded themselves that although the boys and girls in hospital beds and gowns may be going through a difficult season, they're still regular kids!

They want to smile and laugh with people their age! Soon they were talking like old friends. They were praying together and singing songs of hope and love.

God's presence filled the pediatric cancer ward that evening as the boys and girls from the Awana club were, one teacher said, "a living, breathing Gospel demonstration, by children to children."

It was a memorable and emotional day for the kids and for their leaders, Idda and Anna, who reflect: "We had never expected that a regular classroom lesson would produce such an act of compassion and love of God. This is the doing of the Holy Spirit."

No one could have predicted the impact of that hospital visit on the children in the Awana club. **They came back to school changed** — compassionate, more involved in club activities and more diligent in their studies. Maybe seeing kids their own age fighting just to survive, sparked gratitude for the opportunity to go to school, to be with other children and just be healthy. Maybe it taught them that even as children, they can be the hands and feet of Jesus. And maybe that knowledge makes them walk a little taller and study God's Word a little more closely.

Through the weekly child discipleship you help fuel, the message of Jesus touches kids' lives and inspires them to share it. This is what your partnership does for children around the world. Your commitment to shaping kids for lifelong faith in Jesus Christ is changing hearts, one child and one church at a time. Thank you for helping make holy moments like these possible. ✱

Maktaba Primary School, 2025



WHY HE GIVES

* a new measure of SUCCESS

Roger Stewart knows what it means to build something that lasts. Over the course of his 93 years, he's been the architect and leader of successful businesses. He's guided and joyfully witnessed a family outgrow one dinner table after another. He's celebrated 70 years of marriage.

By all worldly accounts, he's been hugely successful. But with age and, perhaps, wisdom, Roger reflects, "The things of this earth grow strangely dim." Now, he measures his success in generosity. In his obedience to the Lord. And in how far he's able to spread the hope of the God Who has been so faithful to him throughout his life.



God honors our little efforts ...

Roger's passion for sharing the Gospel isn't a recent development. He's invested in global ministries for decades. But something sparked a change in his normal giving habits. One Sunday morning, listening to a livestream of his longtime church in Sioux Falls, South Dakota, Roger heard an Awana leader share a story about children being discipled in Africa. The message was simple, but it captivated him.

So he did his homework. Roger began learning more about how Awana helps children know and follow Jesus, and he was fascinated with the concept of bringing

discipleship to African schools. "It's seeds falling on good ground," he says. Sowing seeds for lifelong faith in Jesus is what our ministry is built on, and in that, Roger says, "Awana has the best ROI in the Kingdom."

That conviction led Roger to give abundantly to help more children hear the Gospel and grow in their faith through Awana. He sees it as one of the greatest opportunities in the Kingdom today, a ministry that multiplies far beyond a single gift. "God honors our little efforts," Roger says. "They may not seem like much, but He can turn them into something we could never imagine."

Indeed, through the generosity of disciplemakers like Roger, God is moving in communities all over the world. When you give to support even one child on their discipleship journey, the ripple effect is undeniable and immeasurable. And when you multiply it, it resonates across miles and generations.

Roger has, without question, built a legacy — within his own family, as a business leader and as a Christ-follower who has used his gifts to spread the Gospel around the world. "As long as I'm here," he says, "I want to do what I can to encourage believers to give to Awana and help children know Christ. It's a wonderful return on investment, and I'm thankful to be part of it."

We're grateful for Roger, and for every person who gives generously! You're growing lasting faith in children around the world, and we're honored to steward it as together, we do the most important work on the planet. *



... They may not seem like much, but He can turn them into something we could never imagine.



2



3

1. One of Roger's many hobbies.
2. Sharing life stories and God stories with great grandchildren. Roger says, "I have 36 as we speak and two more on the way."
3. Family time on the patio.



1



It's seeds falling on good ground. Sowing seeds for lifelong faith in Jesus is what our ministry is built on, and in that, Awana has the best ROI in the Kingdom.

From a church basement ministry
into a global movement ...

This is 75 years.

1950

Awana is founded as a parachurch organization, officially beginning our walk alongside the local church as it shapes kids' faith.

1957

Hitting the Mark, a full-length color film, is produced, introducing the Awana ministry to churches. It is one of the first video/film-based child discipleship training programs ever launched.

1962

Leo Spencer becomes the first Awana volunteer missionary, sharing the mission of child discipleship in the eastern U.S.

1966

Don Bunge trades pro football cleats (Washington Redskins) for a Bible and a passion to reach kids with the Gospel as he becomes the first full-time Awana missionary.

1972

The first international club begins in Bolivia under the oversight of Thomas Johnson. Abraham (Pacho) Nuñez later becomes the first Bolivian to serve as an Awana national missionary.

1981

First Cubbies® program launches, bringing intentional Biblical discipleship for preschool-age boys and girls.



1997

First official Awana website is launched. The site was hosted on a server in the basement of the Streamwood, IL HQ data center.

2018

At nearly 100 years old, Awana Co-Founder Art Rorheim passes away. His legacy of innovation and a passion for reaching kids propels Awana into a new season of intentional discipleship.

2020

Brite™ weekend discipleship curriculum is introduced, enabling churches to engage more children with Bible-focused activities and lessons to help them grow in their faith.

2021

The first Child Discipleship Forum™ is held in Nashville, Tennessee; 400 disciplemakers come from around the world to reshape and sharpen their ministries.

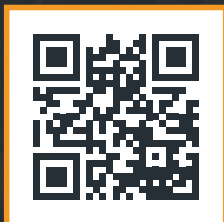
2022

5 million kids worldwide are in weekly discipleship.

Africa Child & School Initiative™ launches, bringing school-based discipleship into Zimbabwe.

2025

Awana celebrates **75 years** of ministry and **10 million children** engaged in discipleship.



LEARN MORE about the legacy of faith you've been such an important part of, and see more milestones in this mission of discipling children for Jesus.

awana.org/our-legacy

LOOK WHERE YOU'VE SPREAD THE GOSPEL!

10,673,705

North America

Clubs: 7,412

Children: 444,598

Caribbean

Clubs: 2,449

Children: 101,400

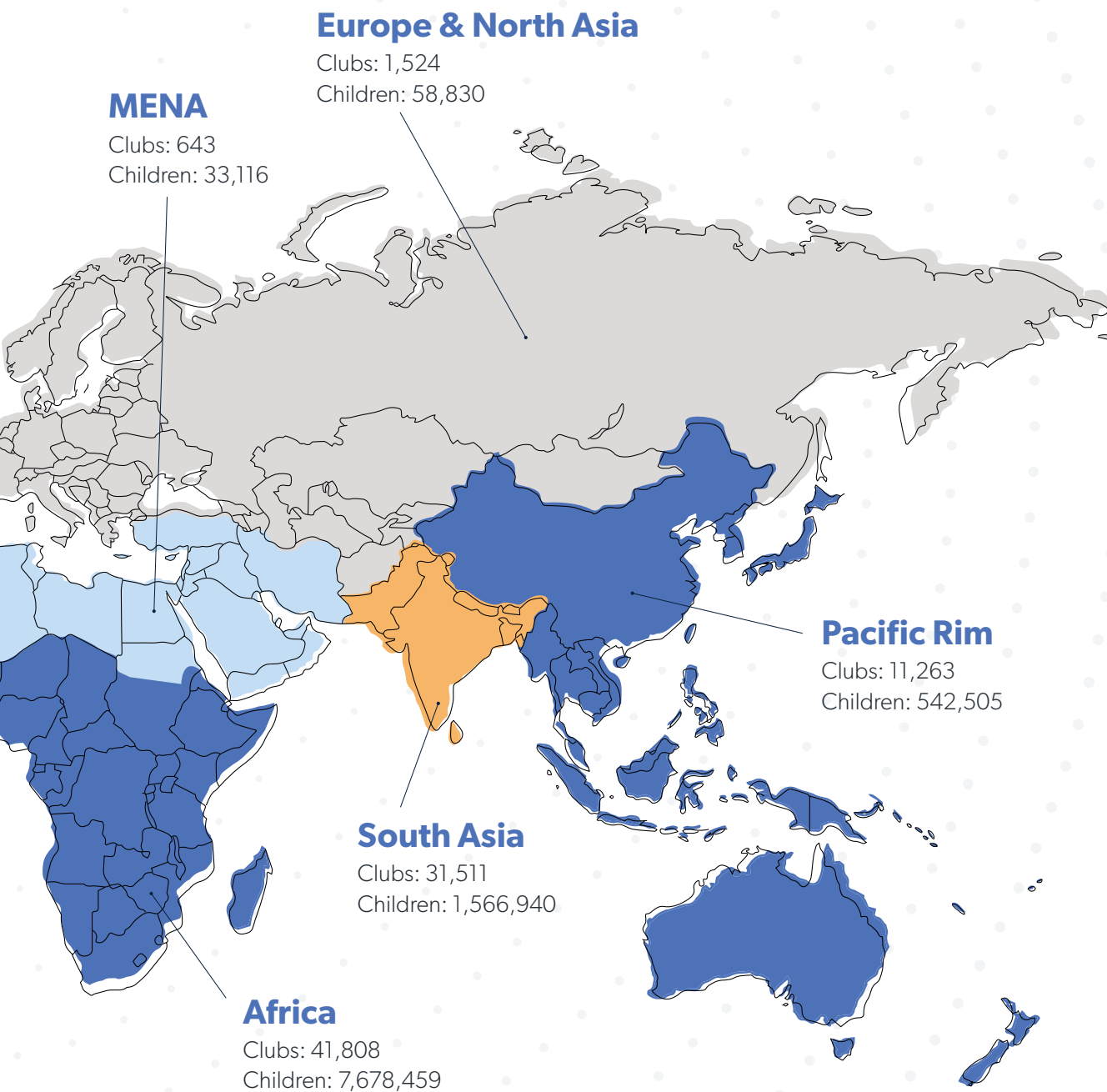
**140
countries**
ACROSS 6
CONTINENTS

Latin America

Clubs: 4,525

Children: 247,857

CHILDREN!



MEASURABLE GROWTH, immeasurable hope

NORTH AMERICA	CLUBS	CHILDREN
United States	7,062	419,598
Canada	350	25,000
TOTAL	7,412	444,598

PACIFIC RIM	CLUBS	CHILDREN
Papua New Guinea	3,349	168,611
Restricted Countries	4,196	153,664
Philippines	1,580	94,484
Vietnam	786	71,860
South Korea	340	18,052
Myanmar	579	17,528
Indonesia	115	7,385
Hong Kong	104	3,626
Cambodia	29	1,500
Australia	51	1,236
Fiji Islands	38	1,029
Thailand	10	815
Taiwan	18	657
Malaysia	8	469
Solomon Islands	15	405
Japan	29	386
Singapore	4	352
New Zealand	8	211
Guam	2	199
Macau	2	36
TOTAL	11,263	542,505

SOUTH ASIA	CLUBS	CHILDREN
India	16,913	1,031,270
Bangladesh	3,358	169,895
Nepal	5,671	132,402
Sri Lanka	2,661	115,910
Pakistan	2,551	108,954
Bhutan	357	8,509
TOTAL	31,511	1,566,940

LATIN AMERICA	CLUBS	CHILDREN
Venezuela	988	61,593
Mexico	1,166	40,439
Honduras	146	33,226
Colombia	586	27,517
Restricted Country	321	16,874
Ecuador	258	14,126
Brazil	216	11,762
El Salvador	123	10,375
Peru	143	9,471
Paraguay	244	6,541
Argentina	86	5,543
Bolivia	144	5,022
Guatemala	56	3,378
Chile	31	1,285
Costa Rica	5	324
Panama	8	233
Uruguay	3	148
TOTAL	4,524	247,857

CARIBBEAN	CLUBS	CHILDREN
Dominican Rep.	1,058	55,817
Cuba	1,042	25,316
Haiti	222	13,723
Belize	28	1,304
Jamaica	40	1,181
Puerto Rico	53	1,022
Antigua & Barbuda	12	776
Aruba	7	702
Neth. Antilles	6	425
Bahamas	11	416
Barbados	9	277
Dominica	8	207
Trinidad	1	150
Anguilla	1	44
Saint Kitts and Nevis	1	40
TOTAL	2,449	101,400



**SOUTH ASIA SURPASSES
1.5 million children in clubs**

TOTALS:

140
COUNTRIES

101,184*
CLUBS

10,673,705
CHILDREN



MORE THAN
101,000
total clubs

EUROPE & NORTH ASIA	CLUBS	CHILDREN
Ukraine	539	25,480
Norway	202	8,559
Russia	160	6,130
Mongolia	241	5,967
Portugal	79	2,766
Romania	61	1,989
Belarus	23	1,433
Albania	27	858
United Kingdom	22	779
Bulgaria	28	620
Latvia	21	605
U.S. Military (Europe)	13	570
Germany	11	557
Moldova	13	394
Czech Republic	20	349
Kazakhstan	7	319
Spain	8	270
France	12	240
Restricted Countries	17	190
Ireland	3	155
Italy	3	150
Netherlands	3	101
Belgium	2	87
Austria	2	74
Slovakia	2	72
Estonia	2	50
Georgia	2	46
Croatia	1	20
TOTAL	1,524	58,830

MENA	CLUBS	CHILDREN
Egypt	404	23,277
Restricted Countries	182	5,431
Lebanon	42	3,558
Jordan	4	280
Turkey	3	145
Israel	2	134
United Arab Emirates	4	133
Oman	1	118
Tunisia	1	40
TOTAL	643	33,116

AFRICA	CLUBS	CHILDREN
Zimbabwe *	8,025	2,083,224
Tanzania	4,831	861,589
Nigeria	3,914	834,799
Kenya	5,178	700,168
Uganda	1,770	556,358
Rwanda	1,539	429,735
Ghana	2,881	378,163
Zambia	2,258	350,843
Central African Republic	709	305,530
Ethiopia	2,147	269,287
Liberia	1,313	181,434
Malawi	1,536	138,047
Burkina Faso	900	103,121
Mozambique	564	72,518
Sierra Leone	485	66,937
Burundi	541	61,650
South Sudan	337	53,195
Eswatini	412	46,477
South Africa	713	44,963
Lesotho	250	29,462
Dem Rep of Congo	303	25,480
Togo	280	21,156
Namibia	230	15,773
Cote D'Ivoire	141	8,121
Guinea	122	7,373
Benin	90	7,137
Madagascar	96	6,456
Angola	47	5,900
Mali	27	3,852
Botswana	77	3,042
Chad	21	2,008
Cameroon	32	1,325
Niger	18	1,233
Senegal	13	1,208
Sudan	8	895
TOTAL	41,808	7,678,459



ZIMBABWE SURPASSES
2 million children in clubs

MIDWEEK MINISTRY **matters**

Awana Clubs engages hundreds of thousands of children nationwide in midweek ministry, helping them to know Jesus and embark on a lifelong faith journey. Through Scripture memorization, large group time, small group discussion and action-packed game time, kids experience relational discipleship that helps them develop a strong Christian worldview.

Research shows Awana Clubs kids study and read their Bibles at home 46% more often than the average.

It was an especially exciting year for our older age groups in Clubs. This year Journey, our high school club, experienced a **44% growth*** with the launch of the new study, *Identity*. We're thrilled to see Bible study-based discipleship connecting with a generation hungry for God's Word.

The commitment of our partners and alumni is what makes this possible — for churches to pour into kids' faith every week in a joyful, Gospel-centered environment. Awana Clubs is where kids make some of their best memories and build relationships that shape who they will become. Thank you for your passion for children's faith and for allowing the legacy of Awana Clubs to continue for 75 years and counting.



**I can truly say that my faith today
is a direct result of the lessons I
learned and the relationships I
built as I grew up in Awana.**

~ Audra A.



IN 2025,
JOURNEY
**grew
44%**



Awana[®]
clubs



brite*



Making Weekends Brite

A few years ago, we could have called our new weekend Bible curriculum, Brite™, the best-kept secret in kids ministry. **But the secret is out.** Thanks to your support and the incredible response from local churches, after six years, **subscriptions have passed the 2,000 mark!***

A 64 percent growth in Brite subscriptions over the last year affirms what we've been praying for: **There's a growing demand for Gospel-centered child discipleship in preschool and elementary ministries.**

2025 Praise Report: Brite is growing by nearly four subscriptions a day!

Churches love that Brite isn't just about Bible stories. It's about helping kids see **the whole story of the Bible** — from Creation to the Fall, to Redemption, and ultimately to Restoration. Every lesson points to Jesus, is rooted in the Gospel and placed within the full narrative of God's Word, helping children understand how Scripture fits together and what it means in their world.

Every weekend, kids open God's Word during engaging lessons that help grow biblical literacy for a lifetime. The lessons aren't centered on character words or virtues, but on the Gospel itself, helping kids understand **who God is and how His story changes theirs.** And discipleship doesn't stop after the kids leave church! Parent-facing materials equip families to continue discipleship at home.

Thanks to your support, the movement of Gospel-centered kids ministry is spreading across the U.S. **and now into Canada and the United Kingdom!**



Brite helps both leaders and kids know the Word, know Jesus and know each other more. We love that we go through the whole Bible every year, highlighting different stories each year. We are so thankful for Brite!

~ Sarah B.

2,000+
BRITE
SUBSCRIPTIONS



FINANCIAL *review*

Balance Sheet

ASSETS	2025	2024
Cash and Investments	\$12,788,689	\$11,768,438
Inventory	3,732,708	3,836,782
Beneficial Interest in Trusts	525,220	726,568
Prepays and Other Assets	876,809	1,034,720
Land, Buildings & Equipment	29,821	36,103
Total Assets	\$17,953,247	\$17,402,611

LIABILITIES	2025	2024
Accounts Payable	\$1,378,711	\$1,344,468
Accrued Expenses	617,542	574,070
Deferred Revenue	891,708	702,917
Annuities and Trusts Payable	99,372	97,089
Other Liabilities	187,413	394,846
Total Liabilities	\$3,174,746	\$3,113,390

NET ASSETS	2025	2024
Unrestricted	\$11,587,731	\$10,782,334
Temporarily Restricted	3,090,020	3,406,137
Permanently Restricted	100,750	100,750
Total Net Assets	\$14,778,501	\$14,289,221

Total Liabilities and Net Assets	\$17,953,247	\$17,402,611
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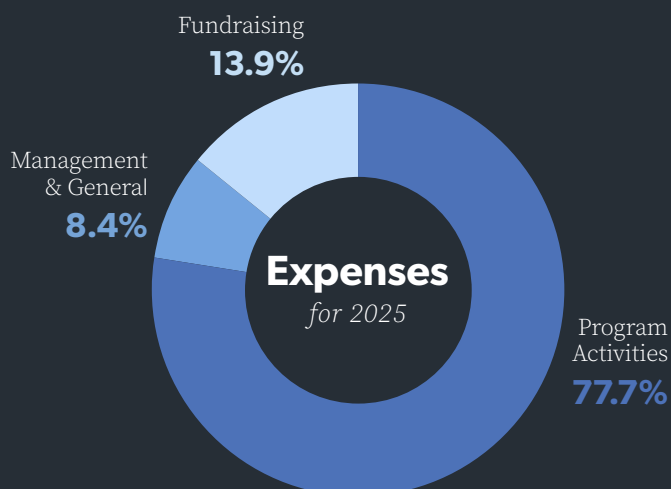
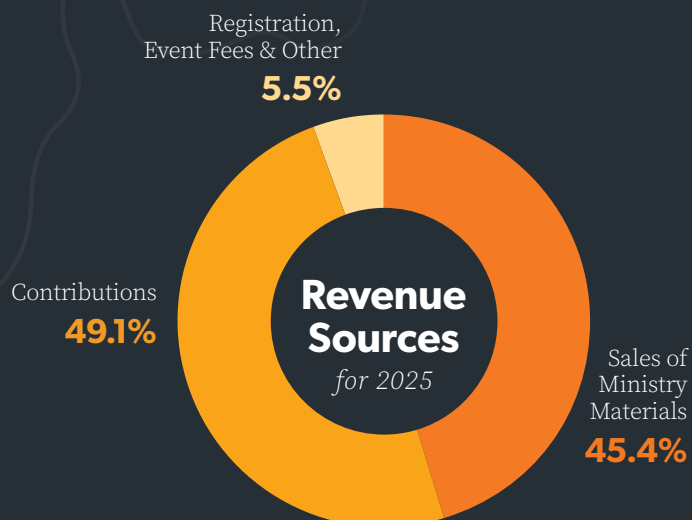
Revenues and Expenses

REVENUE SOURCES	2025	2024
Sales of Ministry Materials	\$14,437,803	\$13,831,446
Contributions	15,637,691	13,858,290
Government Grants	-	-
Registration, Event Fees & Other	1,740,866	1,697,647
Total Revenues	\$31,816,360	\$29,387,383

EXPENSES	2025	2024
Program Activities	\$24,350,647	\$24,270,654
Management and General	2,636,053	2,825,195
Fundraising	4,340,380	3,890,466
Total Expenses	\$31,327,080	\$30,986,315

Change in Net Assets	\$489,280	\$(1,598,932)
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Financial highlights for the fiscal years ending June 30



Awana Board of Directors

Chris Williams

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Josh Mulvihill

VICE CHAIRMAN

Brian Hartsell

TREASURER

Teasa Northern

SECRETARY

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Mark Campbell

EXECUTIVE VICE PRESIDENT,
U.S. MINISTRIES

Stephen Maphosah

EXECUTIVE VICE PRESIDENT,
GLOBAL MINISTRIES

Investing for Generations

Some generosity meets today's needs. Other generosity is structured to support the mission for generations. Years from now, you can continue to make an impact through planned giving. Bequests, distributions from your retirement account, gifts of stock, and real estate are just some of the ways you can give generations to come the same opportunity for weekly child discipleship that shapes them to know, love and serve Jesus Christ.

A quasi-endowment is a long-term way to steward a gift in service of the mission of Awana. Rather than being spent all at once, these gifts are carefully managed to provide ongoing support for ministry while preserving the original gift to serve future generations. This approach allows faithful generosity to continue bearing fruit over time.

With a gift of \$250,000 or more, you can establish a quasi-endowment in honor of a loved one or in support of the mission of Awana.

TO LEARN MORE,
visit awana.org/other-ways-to-give
or contact bethb@awana.org.



We gratefully recognize the family that has established a quasi-endowment with Awana:

JOHN DOBBERT MEMORIAL FUND

Established in memory of John Dobbert and his passion for child discipleship, helping children around the world continue to experience lasting faith for generations to come.

KIDS HAVE you to thank!

A few months back, we asked Awana kids from all over the world what they were thankful for. That question can evoke the most heart-warming, unfiltered answers!

"Pizza." "That my new baby sister stopped crying all night."

But we were taken aback in the best of ways when we saw how our Awana kids answered.

"I'm thankful for God's power." "I am thankful for my Awana Club teachers."
"I am thankful that my Awana Journey leaders reflect the grace of God."

The thoughtfulness around their responses says it all: **Your support of child discipleship is making a huge impact on children.** Their gratitude and knowledge of the character of God is a reflection of your commitment to kids' faith.

Whether you're crouched in a preschool-sized seat this Sunday morning leading songs about Jesus, or you're planning your next gift to help disciple a school in Africa ... **we see you. God sees you. Kids see you. And we thank you for giving so faithfully.**

It's the passion of partners like you that's fueled our ministry for the last 75 years. As we design blueprints for the *next* 75 years of global child discipleship, here are a few ways to keep walking with us:



1 PRAY

Our staff, the churches we equip and the children we reach appreciate your prayers! Join us as we ask our heavenly Father to continue to move mightily in the hearts and lives of disciplemakers and children, and to protect our missionaries around the world.

2 EXPLORE CHILDDISCIPLESHIP.COM

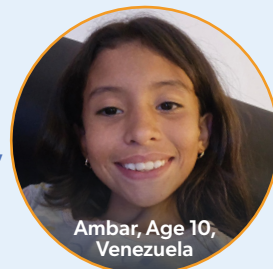
We want every church and every family to know that in Awana, you have a partner in biblical discipleship. ChildDiscipleship.com is where we share resources, from podcasts to printables, to equip the church for everyday ministry and to foster faith at home.

3 GIVE TO THE CHILD DISCIPLESHIP FUND

If you're looking for the most impactful way to contribute to the mission of global child discipleship, this is it. Every donation empowers Awana to address the evolving needs of our ministries around the world, from digital discipleship resources to aid for children in crisis.

"I am thankful ..."

"... to God for healing my grandfather."



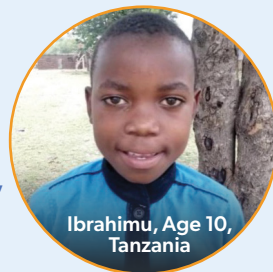
Ambar, Age 10, Venezuela

"... that God has allowed me to have a family that believes in Christ."



Emiliano, Age 11, Latin America

"... for my God-given talents, such as singing and soccer."



Ibrahimu, Age 10, Tanzania

"... for my family."



Ivy, Age 6, U.S.

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 mission.



give today
donate.awana.org



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(630) 213-2000 | 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