



2012 ANNUAL REPORT

PRESSING ON

I PRESS ON TOWARD THE GOAL FOR THE PRIZE OF THE UPWARD CALL OF GOD IN CHRIST JESUS. (PHILIPPIANS 3:14 ESV)

Dear Friends and Partners in Ministry,

Awana continues to press on and expand our reach to share Christ not only through local churches but forgotten places like slums, prisons, orphanages, refugee camps, even garbage dumps. We were blessed with tremendous opportunities this past year and rejoice over God's faithfulness to our ministry.

Here are just a few of the ways the Lord worked through Awana in 2012:

- Nearly 27,000 local churches worldwide influenced kids, families and communities with the life-changing gospel message and the power of God's Word.
- Awana grew by 2,500 churches in 2012. This means churches introduced an additional 150,000 children and youth to Jesus Christ.
- Our hallmark weekly core program for preschoolers, Cubbies, continues to undergo an exciting new update that releases in fall 2013. The revised Cubbies curriculum and new vests received rave reviews from an advisory team of churches around the country.
- Awana International experienced unprecedented growth in 102 countries. Over 15,000 clubs, attended by one million children, continue to increase every month. More and more leaders were trained using the Leader-Based™ Strategy that reaches over 718,000 kids in 33 countries.
- Awana Lifeline expanded to over 50 prisons and offered hope to inmates through programs like Malachi Dads and Returning Hearts Celebration.

It would be difficult to press on without you, our ministry partners. Thank you for your involvement with the Awana ministry. Your generous and faithful support allows churches and parents in the U.S. and abroad to continue changing young lives with the unchanging truth of God's Word.

As we near a milestone of reaching two million children and youth each week, we press on toward our goal of reaching 10 million kids. We believe in goals that stretch our ministry, knowing that our Lord multiplies, not adds. We stand as firmly committed as ever to our core value: that all children and youth throughout the world will come to know, love and serve our Lord Jesus Christ.



Pressing on together,
Jack D. Eggar

NEW OPPORTUNITIES IN THE U.S.

For over 60 years, Awana has sought God's direction for each area of our ministry. From a new preschool program to a volunteer support campaign, in 2012 the Lord brought exciting new opportunities for Awana to serve our 12,000-plus U.S. partner churches. Our goal is simple: helping churches and parents work together to change millions of young lives through God's unchanging truth.

To learn more about Awana in the U.S., visit www.awana.org.

Cubbies for a New Generation

Awana introduced the Cubbies program in 1981 to teach preschool-age children about God, His Son and His Word. After an update in 1999, the club remains a vital resource used in over 10,000 churches across the U.S.

An update of Cubbies will roll out to a new generation of children and families this fall. With input from an advisory team of Cubbies leaders and 100 field test churches piloting the program, the new Cubbies is sure to be a hit with kids, parents and volunteers.



Strengthening Volunteers for Maximum Impact

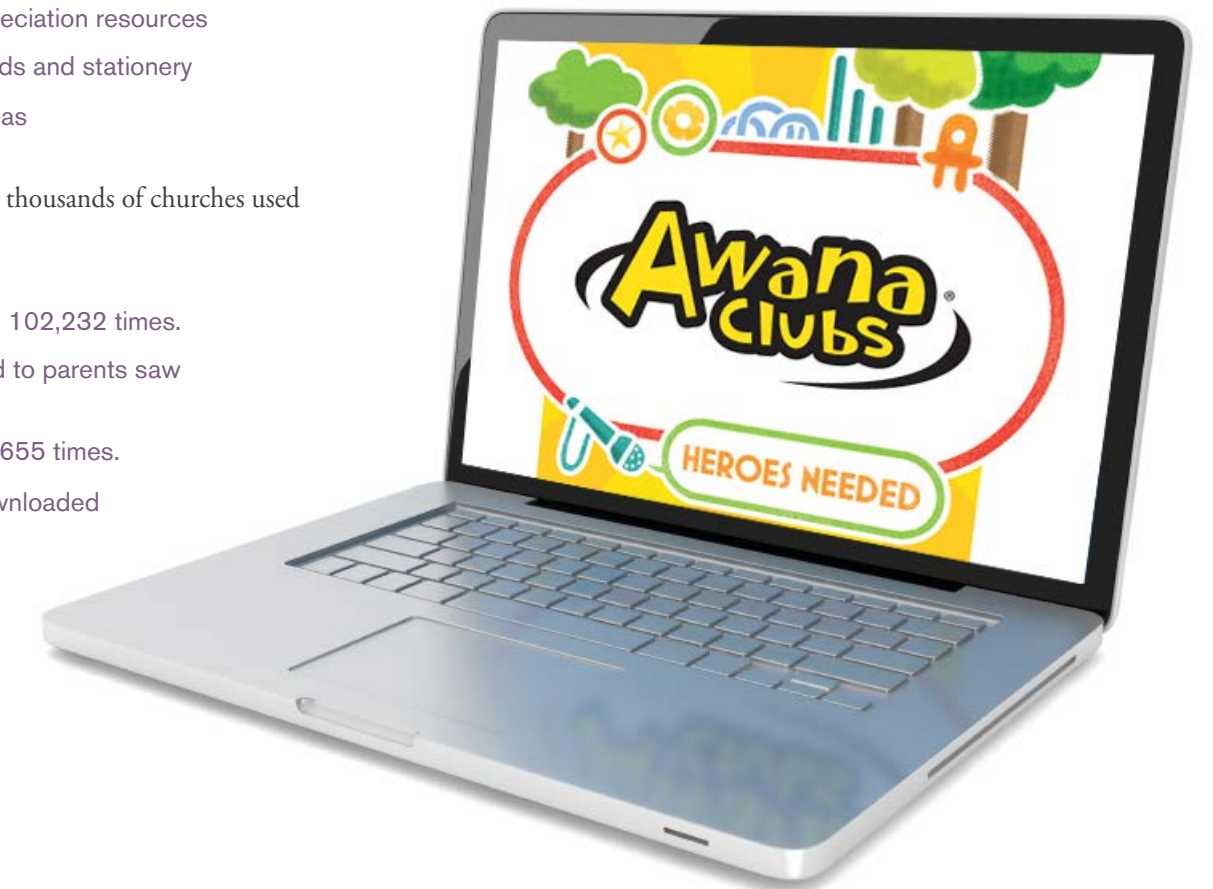
The You Belong volunteer campaign assists commanders, directors and leaders in an area of pressing concern for most churches: recruiting, motivating, training and retaining qualified volunteers for ministry. This support comes in the form of free downloadable resources on the ART leader website. Free materials include:

- Recruitment tools
- Videos and digital library
- Clip art and icons
- Leader appreciation resources
- Posters, cards and stationery
- Tips and ideas

You Belong is meeting an earnest need. In 2012, thousands of churches used You Belong resources.

- The You Belong pages on ART were viewed 102,232 times.
- The You Belong pages on awana.org geared to parents saw 40,302 page views.
- Churches downloaded You Belong tools 57,655 times.
- Recruiting and motivational videos were downloaded nearly 20,000 times.

Awana commander Ann Marie Knapp summed up many churches' feelings about You Belong: "We feel so blessed to work in a ministry that has such amazing support. Keep the wonderful resources coming. It makes our club so much richer and blessed!"



New Bible Translation, New Opportunities

Responding to requests from registered churches, Awana came to agreement with Crossway Publishing to offer curriculum in the English Standard Version beginning in fall 2013.

Making our curriculum available in ESV expands opportunities to serve and connect with more churches across denominational lines. This decision also moves Awana a step closer to our goal of reaching 10 million kids worldwide.



Reuniting Dads and Children

Now in its eighth year, Returning Hearts Celebration reconnects children and their incarcerated fathers for an unforgettable day of fun, relationship building, Bible teaching and reconciliation. In 2012, Returning Hearts events reunited 608 kids with 272 dads at prisons in California, Georgia, Louisiana and Kentucky. Another 175 children's guardians heard the gospel message at these events.

Returning Hearts touched all these lives thanks to the selfless efforts of 501 volunteers representing 156 churches and 26 states.

"I was introduced to two beautiful little girls, ages 8 and 9, who were there to visit their dad," shared one volunteer. "They couldn't remember the last time they saw him. It was their first time at Returning Hearts. They were so excited. To watch God reconnect them with their dad was a blessing. At the end of the day, they kissed their dad on the cheek and he told them he loved them. When people tell you volunteering at RHC is life changing, they truly mean it!"

Using Prison to Change Free Men's Lives

In March, Awana hosted the second annual Turn Assembly. This one-of-a-kind gathering brought over 120 free men to the Louisiana State Penitentiary, a maximum-security prison, to break their spiritual lethargy, particularly as dads.

Hearing testimonies from 200 inmates – most of whom are incarcerated for life but have discovered saving freedom in Christ – created a life-changing experience for these men.

"God broke my heart this weekend," one attendee shared. "I will never be the same."



GOD'S WORK AROUND THE WORLD

Awana International is empowering more Christian leaders than ever to reach and disciple children and youth. In 2012, over 2,500 new churches started running the Awana ministry for the first time. This growth is impacting kids throughout the world:



- Three nations now feature more than 1,000 Awana clubs: India (5,447), Nepal (1,453) and Kenya (1,123).
- Kenya has added over 900 clubs in the last four years. Those clubs are reaching 114,000 children.
- Nepal has grown seven-fold in the last four years.
- Awana is expanding even in more religiously restrictive countries. Two examples are Egypt, where 94 clubs are ministering to 11,325 children each week, and Cuba, home to 127 clubs.

Leader-Based Strategy

One key tool that is expanding the ability of Awana to reach more children worldwide is the Leader-Based Strategy (LBS). Leader-Based is an innovative program model. It is founded on our proven evangelism and discipleship programming principles but adapts Awana to the circumstances of developing countries.

LBS is focused on training and equipping leaders and isn't dependent on products, so it is affordable for all churches and works effectively for oral-based learning. It's also designed to reach children with little to no background in God's Word.

Awana employs a three-step process for launching new Leader-Based clubs:

1. One-day 4-14 forums cast the vision for children's ministry to pastors and ministry leaders in a specific region.
2. Five-day Seed Planters training events teach volunteer church leaders how to train additional leaders to start Awana and equip them with the materials needed to run the ministry.
3. Follow-up training sessions take place three months and then 12 months after the churches' clubs start.

The results have been inspiring. To date, 10,673 churches have started Awana in 33 countries thanks to the Leader-Based Strategy. More than 3,700 churches launched Leader-Based clubs in 2012 alone. These clubs are reaching and biblically developing more than 718,000 children and youth each week. That's nearly three-quarters of the one million kids Awana ministers to overseas in a given week.



Children at Risk

Awana Children at Risk brings the hope of Jesus Christ to children the world ignores. Our mission is for all children to experience true refuge in Christ. Partnerships with churches and ministries have enabled opportunities to communicate the gospel and encourage and disciple children in refugee camps, slums, internally displaced persons camps and families affected by HIV/AIDS.

Here are just a few avenues where Children at Risk extended God's love to boys and girls in 2012:

- Seven Seed Planters conferences trained nearly 3,000 leaders from 265 churches to share the good news of Christ and provide long-term child discipleship. Today, 23,840 children attend these churches' Awana clubs. Over 4,500 boys and girls have trusted Christ for salvation!
- Two schools in Zambia participated in the Reach 4 Life pilot project for HIV/AIDS awareness. More than 340 of the students joined Awana clubs, and 56 came to saving faith in Christ.
- Children at Risk launched new programs in India, Bangladesh and Canada.

To learn more about Awana International, visit www.awanainternational.org.



Financial Highlights

REVENUES		2012	2011
67.2%	Sales of Ministry Materials	\$28,200,292	\$27,443,790
24.5%	Contributions	10,298,974	9,919,767
6.9%	Registration Fees	2,896,271	3,040,859
1.4%	Other Income	571,246	269,401
100.0%	Total	\$41,966,783	\$40,673,817

EXPENDITURES		2012	2011
81.5%	Program Activities	\$34,195,614	\$32,384,587
3.7%	Future (Prior) Ministry Commitments	1,558,816	2,347,457
9.8%	Management and General	4,103,120	4,041,940
5.0%	Fundraising	2,109,233	1,899,833
100.0%	Total	\$41,966,783	\$40,673,817



Meeting all standards of financial integrity and Christian stewardship, Awana has been a member in good standing of the Evangelical Council for Financial Accountability since 2001.

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