

2023

ANNUAL REPORT



PRESSING ON

REACHING NEW MILESTONES



Twenty years ago, the first Beach Club® was piloted in a public school. Two years later, the organization KiDs Beach Club® (KBC) was launched. For all these years, KBC has been pressing on to give EVERY preteen boy and girl a Jesus experience. In 2023, the organization realized numerous milestones, the biggest was giving that Jesus experience to **163,789 preteen children in the United States during the year.**

Why is that number so significant?

In 2020, KBC pressed into a faith-sized goal to grow the ministry's reach ten-fold over the next five years. Staff and the Board of Directors dreamed and prayed that God would allow us to go from reaching **10,000 children** each year to reaching **100,000** each year by January 2025. By faith, we began pressing on toward that 100,000 mark. By Fall 2023, more than a year earlier than planned, KBC saw its God-sized goal of ten-fold growth surpassed! Those numbers are just in the United States and don't even include our international reach which extends to 200 countries.

In 2023, we not only expanded our Beach Clubs® into new U.S. states, but we also multiplied the scope of our TV show. It now includes not only Christian broadcasters but also platforms like Amazon Prime Video and retailers like Walmart.

God truly does do more than we can ask, think, or imagine!

Today, KBC is engaging children with the Gospel in American public schools, and we're also reaching children in places we never dreamed of reaching—like Saudi Arabia, India, Sri Lanka, and Iran. In addition, we're engaging kids through interactive online games and communities, helping redeem the many hours each day that kids spend on their devices.

Yes, 2023 was an amazing year for KiDs Beach Club® as we realized many significant milestones! I trust that your faith will be encouraged as you read about those milestones in this report. I also trust that you will ask Father what role He might have you to play in giving the world's preteens a Jesus experience.



Pressing On Together,

A handwritten signature in blue ink that reads "Jack". The signature is written in a cursive, flowing style.

Jack Terrell,
Founder & CEO

2023 Milestones

- ◆ An estimated 155,085 preteens watch the KiDs Beach Club® Television Show (KBC-TV)
- ◆ Walmart begins selling KBC-TV DVDs online
- ◆ Five-year goal of reaching 100,000 children realized one year early
- ◆ KBC-TV receives its first Gold Telly Award
- ◆ KBC-TV named Best TV Show at the International Christian Film Festival
- ◆ First foreign language dubbing of KBC-TV begins (Farsi)
- ◆ First Farsi-speaking child comes to faith in Christ through KBC-TV
- ◆ Beach Clubs® start in four new states (Alabama, Colorado, New Jersey, New Mexico)
- ◆ KiDs Beach Club® launches into the metaverse
- ◆ 75,000th Bible distributed
- ◆ 20 years since very first public-school Beach Club®

KiDs Beach Club®

Our Purpose — KiDs Beach Club® exists to partner with churches in reaching unchurched children and their families with the gospel of Jesus Christ.

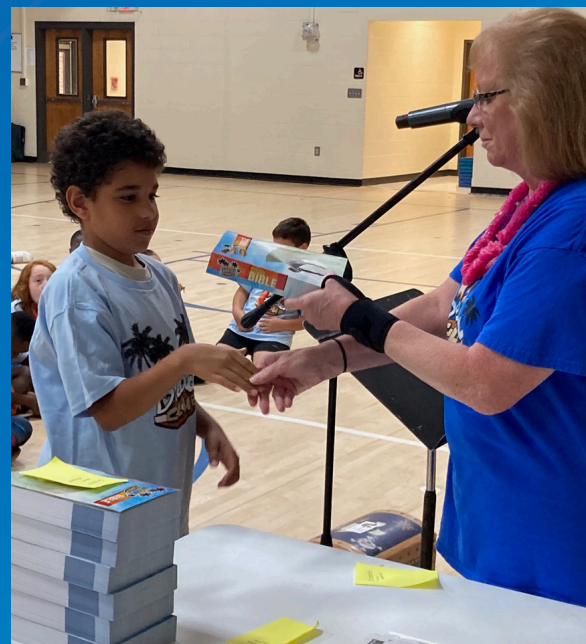


Our Vision — The vision of KiDs Beach Club® is to provide every preteen boy and girl a Jesus experience.

Our Mission — KiDs Beach Club® empowers Christ followers to innovatively take the message of Christ to kids.



OUR METHODS



LOCALLY

We mobilize churches to connect with kids in their communities.



WE MOBILIZED
1,206
CHURCH VOLUNTEERS
IN 2023 AND
24,789
TOTAL VOLUNTEERS
CUMULATIVELY

In 2023, KBC began partnering with IDEAS to give kids in Mexico a Jesus experience. IDEAS is an organization committed to meeting the needs of kids in underprivileged communities in Mexico, offering them hope in Christ. Twice each week, IDEAS used KBC curriculum in an after-school Bible Club setting at Vida International Church in Puerto Vallarta, Mexico. They had about 30 kids attending, mostly from broken homes.

We share Christ in public schools through Beach Clubs®.



8,704

CHILDREN ATTENDED
A BEACH CLUB® IN 2023
AND 116,264 CHILDREN
CUMULATIVELY

303

CHILDREN MADE
PROFESSIONS OF FAITH
IN A BEACH CLUB® IN 2023
AND 9,889 CUMULATIVELY

In 2023, KiDs Beach Club® celebrated the 20th anniversary of the very first Beach Club® held in a public school. Five of the original volunteers from that Club at Bellaire Elementary School in Hurst, Texas, gathered at the KBC office to reminisce and reflect on all that God did then and has done since. "I was blown away, thinking, 'Lord, what an incredible opportunity!'" said volunteer Michelle Gregory, as she shared what was going through her mind at that first Club. Those early volunteers had no idea that their act of service would open the doors for 116,264 children to hear the Gospel on their school campuses over the next two decades! "We will never know the impact on the whole family," said volunteer Barbara Cox.



We put Bibles into kids' hands.



WE GAVE

7,163

BIBLES IN 2023 AND

75,250

BIBLES GIVEN
CUMULATIVELY

OUR METHODS



GLOBALLY

We utilize media to present the Gospel in a preteen-friendly manner.

In May 2023, media and ministry leaders from around the world sought out Kids Beach Club® (KBC) at the National Religious Broadcasters Convention (NRB) in Orlando, Florida. Out of those conversations, a partnership developed between KBC and Iran Alive Ministries (IAM) to dub the Kids Beach Club® TV (KBC-TV) series into Farsi and broadcast it via satellite into 6 million Iranian homes. Church gatherings and Bibles are banned in Iran, and Christians are severely persecuted.



Yasaman

During the KBC-TV dubbing process, which took place elsewhere in the Middle East, a Farsi-speaking voice actor named Yasaman came to faith in Christ as she experienced the Gospel in each episode. We believe that Yasaman will be the first of many, many young people who will come to Christ in the Middle East as KBC-TV begins to air three times a week across the region!

The Kids Beach Club® vision of giving every preteen boy and girl a Jesus experience means doing whatever we can to reach kids wherever they are—sitting at home in the United States, Iran, or one of the other 200 countries where KBC-TV airs each week—or sitting in front of a screen on their phone, computer, iPad, or other device.

In 2023, KBC launched into the metaverse by taking its media into the virtual world of games and interactive activities through a partnership with Lightgliders. Now, as preteens move their avatars through Lightgliders' faith-filled virtual world, they will discover Kids Beach Club® media content designed to help them learn more about Jesus and how He can help them in their daily lives.





We resource kids to discover God’s Word for themselves.

Children and their families are encouraged to take the KBC Hang 10 Challenge / Summer Reading Program. This involves spending 10 minutes a day hanging out with God by reading the Bible and praying. KBC provides a downloadable Bible reading guide that focuses on the 20 character words taught throughout our programs. In 2023, families across Australia joined with families from India, Sri Lanka, United Arab Emirates, and the United States to take the Hang 10 Challenge.





YOUR PARTNERSHIP *Changes Generations*

“I SAVED MY MOM.”

Third grader Nevaeh had been active in Beach Club® for about a year. During this time, she learned the importance of being in a local church and exercising the character words taught in Club. Nevaeh asked a lot of questions, and one important thing on her heart was to make sure her mom, big sister, and little sister attended church each week!

Nevaeh attended Caprock Elementary School in Ft. Worth, Texas, which “happens” to be the same location where the Beach Club® sponsoring church (Cross City North) met weekly. After Nevaeh’s tireless begging, her mom Emili finally gave in and took the whole family to church. Emili came a few times, hearing the Gospel message each time; then she made the decision that would change the trajectory of her life forever: she asked Jesus to come into her life and save her! In reflecting on her decision, Emili shared with Pastor Kent Wells, “I was tired of being lost.”

Since then, Emili has been bringing her girls to church each week. She’s been actively participating in a Bible study, and she was baptized. Understanding that her mom had made that all-important decision to make Jesus her Forever Friend, Nevaeh told a Club leader, “**I saved my mom.**” Of course, the Club leader took the opportunity to biblically talk through the terminology Nevaeh used, making sure she understood that Jesus is the One and only One who can save people.

Emili has said numerous times, “God used Nevaeh to bring me to Him!”

This is what happens when God moves into a school! Generations are impacted for the cause of Christ, and it is KiDs Beach Club® church partners who help make it happen.

KBC GEMS SHARE THEIR THOUGHTS



"We love sharing the love and message of Jesus Christ with children so they can be empowered to live for Him. We love how far-reaching KiDs Beach Club® takes the message of Jesus."-- Troy/Jeanne Braswell

"Everyone wants to belong to something, or to someone. We believe KBC meets that need, while sharing the love of Jesus." -- Robert/Marsha Hall

"We give to KiDs Beach Club® because we believe in the organization and their vision to put the Word of God in the hand of every preteen boy and girl."-- Tracy/Diana Sharp

"In addition to KBC's after-school Clubs, KiDs Beach Club® TV is now being broadcast around the world, including to 6 million homes in Iran three times a week! We love supporting a ministry that is taking the Word of God to kids everywhere."-- David/Anna Tromanhauser

KBC 2023 Revenue

Donations \$1,170,822

Church Fees \$247,312

Other \$11,907

Total Income \$1,430,041

Gifts in Kind \$58,695

KBC 2023 Expenses

Program Services \$823,057

Management & General \$317,645

Fundraising & Related \$257,152

Total Expenses \$1,397,854



PARTNER WITH KIDS BEACH CLUB®

THROUGH PRAYER

Download the KiDs Beach Club® app, visit KidsBeachClub.org/get-involved, or check out our social media sites to join our prayer team.

THROUGH GIVING

Cash gifts can be given online at kidsbeachclub.org, by texting KBCBible to 91999, or mailing to PO Box 635, Euless, TX 76039.

For donor advised funds and non-cash gifts such as business interests, securities, real estate, and cryptocurrency, contact KBC CEO Jack Terrell at (817) 510-5885.

KBC PEOPLE MAKE THE DIFFERENCE

OUR BOARD

As of January 2024



Jack Terrell
Founder & CEO
KiDs Beach Club®



Allen Beghtel
Board Chairman,
retired insurance
claims manager



Steve Thomas
Board Vice Chairman,
sales management
executive



Tim Alba
Board Treasurer,
Businessman, Author



Chris Hall
Board Secretary,
Kingdom Impact Director
The Perfect Light



Dianna Booher Rae
Board Member,
best-selling author &
CEO Booher Research



Ron Cornelius
Board Member,
Business Owner



Gary Cramer
Board Member



Eddie Gwin
Board Member,
Vice President
Fidelity Charitable



David Thomas
Board Member

OUR STAFF

As of January 2024



Jack Terrell
Founder & CEO
KiDs Beach Club®



Dr. Frank Banfill
Executive Vice
President



Craig Vanbebber
Vice President of
Ministry Relations



Tammy Terrell
Club Relations
Director



Beth Banfill
People Engagement
Director



Steve Brines
Operations Coordinator/
Volunteers Director



Tina Kimbro
Mobilization
Coordinator



Brenda Magness
Serve Team
Specialist



Michalla Revland
Lead Serve Team
Specialist

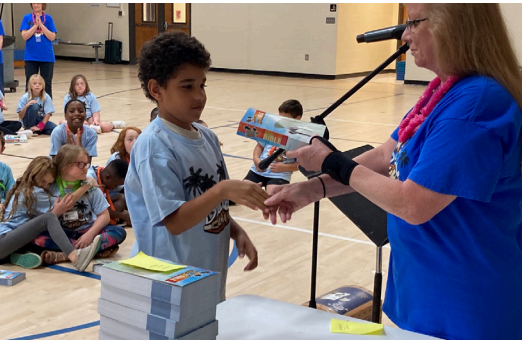


Sara Sweet
Serve Team
Specialist



Anna Tromanhauser
Finance & Donor Relations

OUR CLUBS



OUR VOLUNTEERS



“For since the world began, no ear has heard and no eye as seen a God like You, who works for those who wait for Him!” Isaiah 64:4 NLT

Above, Left to Right: Brian Broussard. Dave and Gene Parks. Ted Carson.

LOOKING FORWARD

KiDs Beach Club® looks forward with great anticipation to seeing the works of God in 2024 and beyond! In the coming months, we believe we'll see the expansion of Beach Clubs® into more states, the broadcast of KBC-TV into more languages, and the reaching of more children and families through even more innovative methods.

Join with us and accept the challenge to give every preteen a Jesus experience!



KIDS BEACH CLUB®

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