



One Million More

2023 IMPACT REPORT

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Our Mission

Equip leaders to reach kids 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.

A Historic Year of Growth for Awana

As we enter a new year, I look back in complete awe of the incredible work God did in 2023. It's a year that will forever be etched in the history of Awana, marked by exponential growth and lasting impact — all made possible through your partnership, prayer and generosity.

Last year we experienced the largest ministry growth in our history, and it is nothing short of a miracle.

In 2023, Awana added 1,060,681 children to our weekly discipleship ministries. Awana now engages the lives of 6,432,950 children weekly around the globe.

Praise God for His faithfulness!

Your Support fueled this record-breaking and historical growth. Each one of these children represents a life changed by the love of Jesus, and it is because of you that the Awana mission thrives.

In a world broken by sin, Awana remains steadfast in its conviction that children need the power and the salvation of the Gospel. Rooted in Scripture and

centered on the truth of God's Word, our approach continues to stand unwavering, ensuring that the hearts of children are transformed by God's grace.

Discipling millions starts with one.

The numbers expressed in our report are not sheer mathematical figures. They are children — lives transformed and lasting faith nurtured. Each of the 6,432,950 children we reach and engage represents a story of life change, a testament to the eternal impact of your support.

Because of you, Osvaldo in Paraguay, Formule in Haiti, Sumona in Bangladesh, Gabi in the United States and many others are forever changed by the truth of God's Word and the power of the Gospel.

As we celebrate this remarkable year of growth, I can't express how thankful I am for you. Your generosity, dedication and support have fueled this incredible past year, accelerating our impact and shaping a generation of children with thriving biblical faith.

Looking ahead, our commitment to the mission remains steady, and our focus on forming lasting biblical faith in children remains unchanged. Your investment in Awana is an investment in the future of global child discipleship.

In the words of the apostle Paul, *"How beautiful are the feet of those who preach the good news!" (Romans 10:15b)*. Your footsteps, alongside ours, are making an eternal impact on the hearts of children worldwide.

For the Faith of Our Children,



A stylized, handwritten signature in black ink that reads "Matt".

Matt Markins
Awana President & CEO

A Family Transformed in Paraguay

In the quiet corners of Paraguay, Osvaldo's world was shadowed by the struggles of an alcoholic father. At 12 years old and seeking relief, Osvaldo found Awana in the midst of his family's challenges.

Osvaldo shares, ***"I have been coming to Awana since November to get to know Jesus. I am now participating as a leader and helping other children to also know Jesus. My family was lost. My dad was drinking a lot, which led me to come here to be a testimony."***

Diving into the biblical programs offered by Awana, and engaging with Scripture, Osvaldo met Jesus Christ. As His relationship with Jesus deepened, so did the transformation within his family.

Osvaldo's newfound faith became a catalyst for change, making a remarkable impact on his family. His father, once trapped in addiction, found hope in the same source as Osvaldo: Jesus Christ. Praise God!

"My dad is now changing, and he also comes to church every week. I thank the Lord because He has made this change in my family."

Because of this change, Osvaldo's heart overflowed with a desire for every child to experience the power of knowing Jesus, so he sought a leadership role in his Awana club. And his impact on his community did not stop there.

"I am also an assistant in my school's tutoring program because I want all kids to know Jesus. This is wonderful."

Osvaldo's life shows the power of child discipleship and how it can form lasting faith, not only in children but in entire families. Through biblical programs and Christ-centered community, Osvaldo is now making disciples of people who were, like he was, once shadowed by sin.

"I want all kids to know Jesus."

Osvaldo — 15 Years Old



**“My dad is now changing,
and he also comes to church
every week. I thank the Lord
because He has made this
change in my family.”** – Osvaldo



Equipping Leaders + Shaping Kids

AWANA IN THE U.S.

In 2023, child disciplinarians across the U.S. have implemented our 3B ministry philosophy — Belong, Believe, Become — in incredible ways. As God leads, we continue to be the child discipleship partner of choice, equipping leaders with biblical resources and nurturing kids' faith journeys. Here's a snapshot of what God is doing in the United States.



brite*

Over 550 Churches
Engaged

Weekend Discipleship All Year

Hundreds of churches form lasting faith in children using Brite™, the Awana weekend Bible curriculum for grades K–5. Brite's weekly lessons are packed with activities, discussion guides, engaging videos and a "Brite Idea" in every lesson, which points to Jesus as Lord and Savior.



A Legacy of Midweek Discipleship

In thousands of churches, there are loving, caring adults discipling children with biblical teachings in energetic gatherings every single week. Awana Clubs™, our midweek discipleship program for ages 2 to 18, provides tools and resources for leaders to reach kids with the truths of the Gospel. It has thrived in churches across the U.S. for nearly 75 years.

Thousands of Clubs and Counting



Child Discipleship

Cutting-Edge Resources and Experiences

The work ministry leaders, pastors and parents do day in and day out for child discipleship is life-changing. As they disciple children, we provide them with the biblical resources and training they need to be at their best. Whether on ChildDiscipleship.com, or at a Resilient Child Discipleship Training or the Child Discipleship Forum, these leaders can continue to form lasting faith in children every day.

Innovative Resources for Parents and Leaders



Learn more about our U.S. child discipleship offerings at ChildDiscipleship.com.

North America

Clubs: 6,701
Children: 381,438

Caribbean

Clubs: 1,874
Children: 83,143

Latin America

Clubs: 2,300
Children: 156,185

The Gospel in 135 Countries

6.4 MILLION CHILDREN DISCIPLED

Leaders in countries all over the world attend Awana trainings, where their vision for biblical children's ministry is ignited. These leaders return home and spread this vision in their churches, raising up more leaders, reaching local children and impacting entire communities. Keep reading to learn about the unique doors God has opened for Awana to share the Gospel of Jesus!

Discipling Over 1 Million Students in Public Schools!

School administrators in several countries across Africa have invited Awana to train teachers and local pastors to implement our Bible-engagement programming in public schools. The long-term opportunity connected to this strategy could impact up to 31 million children across the continent!

Africa Child & School Initiative



Learn more about
The Africa Child &
School Initiative™

africaschools.awana.org

MENA

Clubs: 567
Children: 33,533

Europe & North Asia

Clubs: 1,495
Children: 59,644

Pacific Rim

Clubs: 10,629
Children: 562,409

South Asia

Clubs: 25,068
Children: 1,292,896

Africa

Clubs: 29,417
Children: 3,863,702

Discipling 2,600 More Kids Since the Invasion

For almost two years, Ukrainians have faced the reality of war. As children mourn the loss of parents, and families struggle to find comfort and safety, Awana is providing support like never before. Amidst war, biblical discipleship and humanitarian aid to children and families is rapidly growing!

Spreading the Hope of the Gospel in Ukraine



Help meet the spiritual and physical needs of Ukrainians

donate.awana.org/ukraine

Discipling Millions Starts with One

"Jesus is my Savior who forgave my sins. He gave me new life and girded me with strength to live as God desires."

- Alexander, El Salvador



Sweet smiles at an Awana club in Ukraine



“My heart’s desire is to love God and serve Him all through my life because He took best care of me when I was left orphaned.” - Parma, India

Song, dance and playful spirit at an Awana club in Kenya



“Awana is one of the main reasons I am a follower of Christ today! Through the memorization of Scripture, the Holy Spirit began to work on my heart.”

- Amanda, United States



Measurable Growth, Immeasurable Hope

AWANA BY THE NUMBERS

COUNTRY	CLUBS	CHILDREN
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NORTH AMERICA		
United States	6,351	356,438
Canada	350	25,000
TOTAL	6,701	381,438

PACIFIC RIM		
Restricted Countries	4,196	153,664
Papua New Guinea	2,322	124,001
Philippines	1,275	81,413
Vietnam	785	71,871
Myanmar	528	51,555
Indonesia	566	38,227
South Korea	340	18,134
Cambodia	331	13,272
Hong Kong	86	3,639
Australia	51	1,371
Fiji Islands	40	1,197
Japan	43	908
Thailand	10	815
Taiwan	18	665
Malaysia	7	453
Solomon Islands	15	405
Singapore	4	358
New Zealand	8	226
Guam	2	199
Macau	2	36
TOTAL	10,629	562,409

SOUTH ASIA		
India	12,773	847,732
Bangladesh	2,917	151,971
Nepal	4,876	116,216
Pakistan	2,058	87,856
Sri Lanka	2,126	81,343
Bhutan	318	7,778
TOTAL	25,068	1,292,896

COUNTRY	CLUBS	CHILDREN
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LATIN AMERICA		
Venezuela	599	42,834
Honduras	134	32,618
Mexico	419	18,481
Colombia	335	16,289
Brazil	183	10,064
Nicaragua	113	7,262
Ecuador	84	5,993
Bolivia	143	5,636
Paraguay	117	5,288
Peru	81	5,282
El Salvador	26	3,234
Chile	25	1,158
Argentina	15	993
Guatemala	13	447
Costa Rica	3	269
Panama	7	217
Uruguay	3	120
TOTAL	2,300	156,185

CARIBBEAN		
Dominican Republic	710	42,704
Cuba	775	21,023
Haiti	213	12,430
Jamaica	40	1,413
Belize	28	1,304
Puerto Rico	53	1,105
Antigua & Barbuda	12	776
Aruba	7	764
Bahamas	10	471
Neth. Antilles	6	435
Barbados	9	277
Dominica	8	207
Trinidad	1	150
Anguilla	1	44
Saint Kitts & Nevis	1	40
TOTAL	1,874	83,143

COUNTRY	CLUBS	CHILDREN
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EUROPE & NORTH ASIA		
Ukraine	602	27,938
Norway	184	7,957
Russia	158	6,093
Mongolia	199	4,903
Portugal	63	2,572
Romania	57	1,797
Belarus	23	1,433
Albania	26	858
Germany	11	817
United Kingdom	20	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
Ireland	3	155
Spain	4	135
Italy	2	115
Netherlands	3	103
Austria	2	98
Belgium	2	87
Slovakia	2	72
Estonia	2	50
Croatia	1	20
TOTAL	1,495	59,644

MENA		
Egypt	372	22,319
Restricted Countries	134	6,058
Lebanon	42	4,008
United Arab Emirates	11	583
Jordan	3	230
Israel	2	144
Oman	1	126
Tunisia	1	40
Turkey	1	25
TOTAL	567	33,533

COUNTRY	CLUBS	CHILDREN
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AFRICA		
Zimbabwe	5,700	879,713
Kenya	4,215	451,471
Uganda	1,616	381,565
Tanzania	3,130	380,823
Nigeria	2,046	277,641
Ethiopia	1,558	277,290
Rwanda	1,108	236,726
Zambia	1,865	205,840
Ghana	2,118	191,031
Liberia	899	106,268
Malawi	1,222	100,200
Mozambique	493	67,672
Burkina Faso	638	60,827
Sierra Leone	406	60,132
Burundi	414	46,834
South Africa	604	37,370
Eswatini	353	18,819
South Sudan	74	18,153
Dem Rep of Congo	184	11,642
Namibia	193	10,131
Togo	98	8,349
Lesotho	104	8,327
Cote D'Ivoire	110	7,027
Benin	62	5,403
Botswana	86	4,543
Mali	27	3,852
Senegal	13	2,028
Cameroon	32	1,325
Madagascar	14	1,138
Sudan	8	895
Guinea	27	667
TOTAL	29,417	3,863,702

Totals:

COUNTRIES 135

CLUBS 78,051

CHILDREN 6,432,950

Financial Review

Financial highlights for the fiscal years July 1, 2022 through June 30, 2023

Balance Sheet

ASSETS	2023	2022
Cash and Investments	\$14,096,693	\$11,839,795
Inventory	3,977,623	2,342,012
Beneficial Interest in Trusts	604,960	664,681
Prepays and Other Assets	503,467	592,396
Land, Buildings & Equipment	26,321	784,250
Total Assets	\$19,209,064	\$16,223,134

LIABILITIES	2023	2022
Accounts Payable	\$1,661,946	\$960,106
Accrued Expenses	666,532	644,551
Deferred Revenue	781,257	498,909
Annuities and Trusts Payable	132,456	138,758
Other Liabilities	78,720	-
Total Liabilities	\$3,320,911	\$2,242,324

NET ASSETS	2023	2022
Unrestricted	\$12,073,151	\$8,518,061 ⁽¹⁾
Temporarily Restricted	3,714,252	5,361,999 ⁽¹⁾
Permanently Restricted	100,750	100,750
Total Net Assets	\$15,888,153	\$13,980,810

Total Liabilities and Net Assets	\$19,209,064	\$16,223,134
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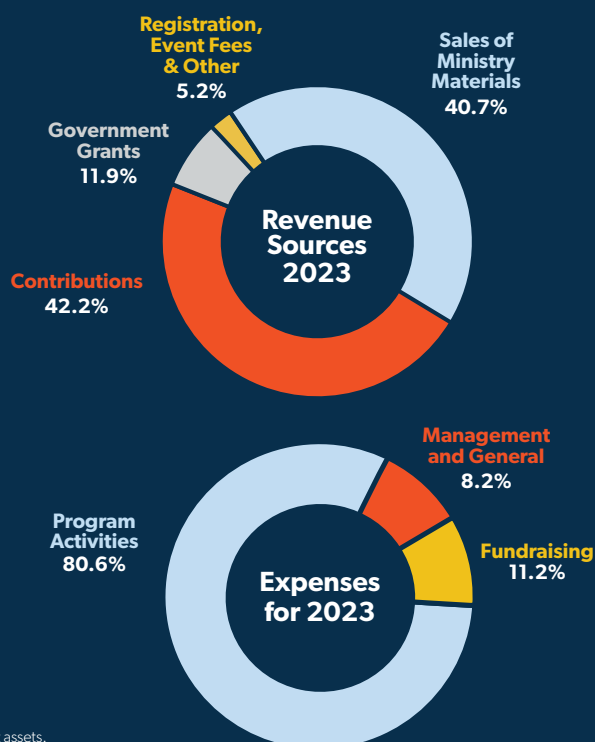
¹ 2022 Net Assets reflect a reclassification of approximately \$1.1M from Temporarily Restricted to Unrestricted net assets.

Revenues and Expenses

REVENUE SOURCES	2023	2022
Sales of Ministry Materials	\$13,699,628	\$11,953,703
Contributions	14,220,161	13,125,935
Government Grants	1,756,322	2,000,000
Registration, Event Fees & Other	3,993,130	661,837
Total Revenues	\$33,669,241	\$27,741,475

EXPENSES	2023	2022
Program Activities	\$25,599,550	\$21,554,898
Management and General	2,595,387	2,424,539
Fundraising	3,566,961	2,545,704
Total Expenses	\$31,761,898	\$26,525,141

Change in Net Assets	\$ 1,907,343	\$1,216,334
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Brian Hartsell
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Ty Batchelor

Ginger Martin

Teasa Northern

Wess Stafford

Gary Thomas

Shawn Thornton

BECAUSE OF YOU.

Your Generosity

You make possible the impact we've shared throughout this report. You enable us to act on the opportunities God has placed in front of us. Thank you!

Whether you have a heart for the next generation's fight against secularism in America, kids facing poverty in the Philippines hearing the good news of the Gospel, or advancing the mission of Awana around the world, your contribution ensures more children find Jesus as their Savior.



Give to the Child Discipleship Fund

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

Every donation empowers Awana to address evolving ministry needs, aiding children in crisis and persecution, and supporting our staff worldwide.



Donate to a Country, Region or Missionary

Designate your gift to where you are passionate

Your generous gift immediately transforms young lives and eternal outcomes in your chosen country or region, or for a missionary.



Plan Charitable Estate and Legacy Gifts

Leave the legacy of child discipleship

Design a plan that works for you, including IRA rollovers, charitable gift annuities, stocks and more.



Partner with Awana at
donate.awana.org



PO Box 809, St. Charles, IL 60174



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.

awana.org
(630) 213-2000

