

# 2022

## ANNUAL REPORT



*Vision Possible*

GIVING EVERY PRETEEN BOY AND GIRL A JESUS EXPERIENCE



We want to give EVERY preteen a Jesus experience!

In 2021, the world's preteen population exceeded 318 million (source: World Bank). That's a massive vision that KiDs Beach Club® (KBC) has adopted—to see that every one of these precious children can discover Jesus!

*Father birthed that vision in my heart nearly 20 years ago.*

While assisting with a church youth camp, the speaker challenged the audience during the evening service. That's when God grabbed my heart. Yes, it was a camp for teens, but Father was speaking to ME! Father allowed me to see through my spirit an innumerable number of kids--so broad, so far, so wide.

*It rocked me!*

And that's when I said, "Lord, I can't do that." And then the Lord, in the way only the Lord can do it, simply said, "Jack, you're going to have to trust Me."

That night the Lord made it clear that He wanted to do this through KiDs Beach Club®.

Until recently, we did not see how that vision could ever become reality. In 2022, however, we expanded our ministry's reach via satellite television outlets to now broadcast KBC's unique preteen-focused message to just about every corner of the world. These new partnerships with global ministries like Angel TV out of India added to our growing list of U.S. broadcast, satellite, and streaming outlets.

In 2022, we surpassed the 111,000 mark for children who have experienced Jesus in a physical Beach Club® in their local community. Now with television and soon radio, the number of preteens we're reaching is multiplying exponentially.

As you read this report, I hope that you will be encouraged by the way Father is bringing that original vision years ago to reality. I also hope that you will ask Father how you might share in giving all 318 million preteens a Jesus experience.



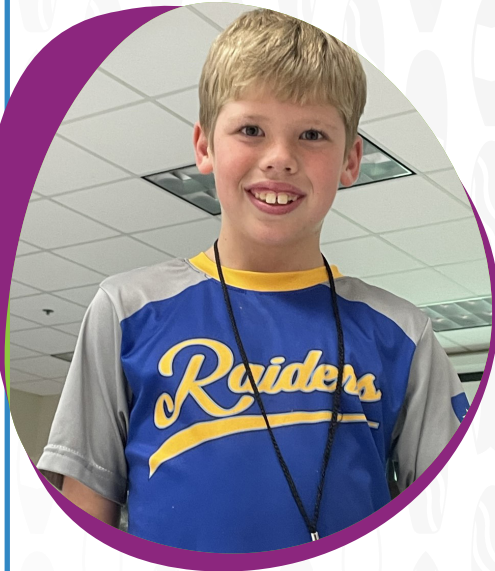
Looking Forward,

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

Jack Terrell,  
*Founder & President*

## KiDs Beach Club®

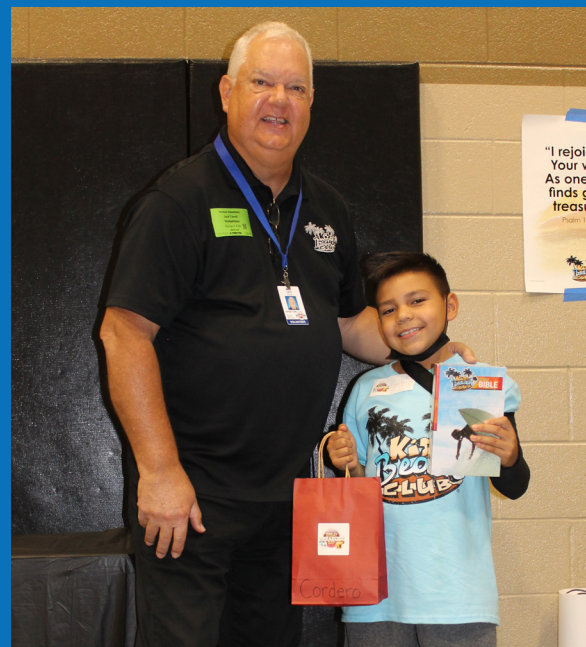
**Our Purpose** – KiDs Beach Club® exists to partner with churches in reaching unchurched children and their families with the gospel of Jesus Christ.



**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.





## LOCALLY

We mobilize churches to connect with kids in their communities



WE MOBILIZED  
**1,518**  
CHURCH VOLUNTEERS  
IN 2022.

**23,551**  
TOTAL VOLUNTEERS  
WORKING WITH

**111,769**  
KIDS!

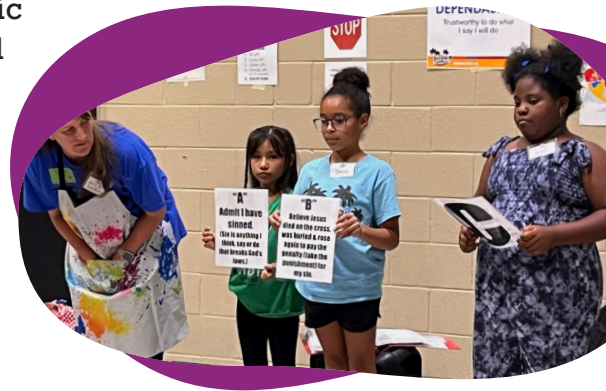
In 2022, KBC launched a pilot project with First Baptist Church Carl Junction, Missouri to provide a Beach Club® experience at their church. The church conducts an after-school care ministry in its facility that attracts students from several area schools. Beach Club® at Church enables FBC Carl Junction the ability to better connect with these kids and makes it easier to introduce them to Jesus thanks to KBC's gospel-centered curriculum.

## We share Christ in public schools through Beach Clubs®



**9,644**  
PROFESSIONAL OF  
FAITH CELEBRATED  
IN BEACH CLUB  
**189**  
IN FALL 2022.

In the fall of 2022, researchers at the **University of Arizona** studied the educational impact of Kids Beach Club® on public elementary schools. The study found that KBC's after-school program played an important role in the academic life of schools by meeting student social-emotional needs, improving student behaviors, and developing leadership among students. "KBC serves a valuable role as the supplemental support system that can act as an extension of school efforts to support their students and meet their needs," the study noted.



## We put Bibles into kids' hands



WE GAVE  
**2,841**  
BIBLES IN 2022  
**73,820**  
BIBLES GIVEN  
CUMULATIVELY



## GLOBALLY

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### We utilize media to present the gospel in a preteen-friendly manner

2022 saw the fledgling KiDs Beach Club® TV (KBC-TV) show hit its stride. The landing of a global distribution agreement took the program to nearly every corner of the world. KBC-TV is an uplifting half-hour live-action children's edutainment show.

Sony's faith and family streaming platform Pure Flix began airing KBC-TV season 2 in July as part of a new global distribution deal KBC struck with Bridgestone Multi-Media Group (BMG). BMG will be placing KBC-TV onto channels such as Amazon Prime Video, Tubi, ChristianCinema, and many more, expanding KBC's reach into secular television outlets as well as Christian.

KiDs Beach Club® began reaching the global Catholic community through a TV licensing agreement with Shalom World, which has 100+ million viewers across 150 countries.

KiDs Beach Club® TV was honored by the 43rd annual Telly Awards, garnering five additional awards including the Silver Telly for Religious/Spiritual Television, and Bronze Tellys for Writing, Children, Not-for-Profit, and Education & Training. Other winners in the Children category included The Walt Disney Company and Sesame Workshop.

The National Religious Broadcasters Convention recognized KBC-TV with its People's Choice Award for Children's Television.





## We resource kids to discover God's word for themselves

Through our Summer Reading Program and Hang 10 Challenge Program, we resource kids (and their parents!) with tools that get them reading the Bible for themselves. In 2022, we heard from families in India, Sri Lanka, The United Arab Emirates, and all across the U.S. who are now exploring God's Word, thanks to KiDs Beach Club®.





Ray and Nancy Baldwin are Beach Club® leaders in Crowley, Texas. Recently while driving to the church where Ray serves as children's pastor, they noticed a police helicopter hovering over the top of the school where they do Beach Club®. As they got closer, they saw fire trucks, ambulances, and police cars rushing toward the school.

"That's not good," said Ray.

So, they headed toward their school. When they got within two blocks of the campus, they were met with a police barricade. A man who had shot some people was on the loose in the neighborhood and the school was on lockdown. The Baldwins went to different sections around the school, trying to get through, but police had secured the school's perimeter.

"We had this great idea, let's just call the school and see what's going on," said Ray. They did call, and the secretary told them what had happened. Then she said, "We need you—we need you, NOW!"

"We're here," said Ray, "but we can't get through!"

"Just head to the doors and I will let you in," the secretary replied. The Baldwins were standing by a police officer who was listening to the conversation.

"Okay, go" exclaimed the officer, "they're standing there at the door waiting for you to come in." The Baldwins then spent the next several hours helping bring peace and calm assurance to the students who were locked inside.

Why would a public school on lockdown allow only the Baldwins to enter? Why did the school want them during such a tense a time?

It was because of KiDs Beach Club®.

"We would have never had that opportunity if it hadn't been for Beach Club®. Beach Club® opened the doors," said Ray.

KiDs Beach Club® did open the doors for the Baldwins and their church to minister to this local school, which they have been doing for several years. Each week the Baldwins and their Beach Club® volunteer team share the love of Jesus with those students. Throughout the year, they also minister in a variety of ways to the faculty and staff.

The Baldwins are two of the 23,551 volunteers who have provided a Jesus experience to 111,769 preteens on elementary school campuses across the U.S. Thanks to these individuals donating their time and our financial partners donating their resources, KiDs Beach Club® is able to impact preteens right in their communities.



# KBC DONORS SHARE THEIR INSIGHTS



*"What I really love about this organization is the opportunity to shape a child's life forever and to mold their character."* -- **Dianna Booher Rae, Best-Selling Author**

*"The kids that we are impacting are going to impact other people's lives. That's a piece that isn't talked about enough. Not only is their life going to be changed, but it is also who they interact with, who they marry, who they will be fathers or mothers of and so forth."*  
 -- **Vernon Rae, Retired Military Veteran and Businessman**

*"I just feel like KiDs Beach Club® is the most efficient vehicle anywhere to get people saved, which not just changes their life today but changes it in eternity too."* -- **Mike May, Businessman**

*"Treasure is finding what the Lord loves. It's asking the Lord, 'what do you love, where is your heart?' It's clear that it is with people. What's the best way to love someone? It's to give them Jesus. It dawned on me that about 10% of children in our Beach Club® were receiving Christ. It's like an offering back to [the Lord] for His glory."*  
 -- **Karen May, KBC Volunteer and Donor**



## KBC 2022 Revenue

Donations \$959,202
Events \$331,984
Church Fees \$196,756
Gifts in Kind \$58,695
Other \$51,743
<b>Total Income \$1,598,380</b>

## KBC 2022 Expenses

Program Services \$721,134
*Management & General \$303,135
Fundraising & Related \$255,763
<b>Total Expenses \$1,280,032</b>

\*In 2022, KBC relocated to a dedicated office building which incurred significant one-time expenses.

## Partner with KiDs Beach Club®

### THROUGH PRAYER

Download the KiDs Beach Club® app, visit [KiDsBeachClub.org/get-involved](https://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](https://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 President Jack Terrell at (817) 510-5885.

# KBC People Make the Difference

## OUR BOARD

As of January 2023



**Jack Terrell**  
Founder & President  
KiDs Beach Club



**David Curry**  
KBC Board Chairman,  
Regional Contracting  
Chief U.S. Army Corps  
of Engineers



**Steve Thomas**  
Board Vice Chairman,  
sales management  
executive



**Dr. Robert Welch**  
Board Treasurer,  
Teaching Pastor  
Parkhills Baptist Church  
San Antonio



**Chris Hall**  
Board Secretary,  
Kingdom Impact Director  
The Perfect Light



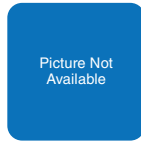
**Allen Beghtel**  
Board Member,  
retired insurance  
claims manager



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



**Tom Bureson**  
Board Member,  
commercial property  
developer



**Gary Cramer**  
Board Member,  
Business Owner



**Merlin Guilbeau**  
Board Member,  
CEO Electronic  
Security Association



**Eddie Gwin**  
Board Member,  
Vice President  
Fidelity Charitable

## OUR STAFF

As of January 2023



**Jack Terrell**  
Founder & President  
KiDs Beach Club



**Dr. Frank Banfill**  
Executive Vice  
President



**Tammy Terrell**  
Club Relations  
Director



**Beth Banfill**  
People Engagement  
Director



**Steve Brines**  
Operations Coordinator/  
Volunteers Director



**Tina Kimbro**  
Club Relations  
Coordinator



**Holli McLendon**  
Communications  
Coordinator



**Sara Sweet**  
Remote Club  
Relations Specialist



**Anna Tromanhauser**  
Finance & Donor  
Relations Assistant

## OUR FIELD TEAM

As of January 2023



**Kerri Attaway**  
Club Relations Specialist  
Central Florida



**Glenna Hockensmith**  
Club Relations Specialist  
Kentucky



**Kerri Nelson**  
Club Relations Specialist  
West DFW



**Michalla Revland**  
Club Relations Specialist  
East DFW

# OUR TV CAST & CREW



Starring  
Jason Earls and  
Jordan Thomas



Directed by  
John McGlothlin,  
CRM Studios

“KiDs Beach Club® TV is a little head spinning when you think that in two years we have produced 55 episodes that are airing all over the world. We went from ‘can we put our Bible clubs on the web during COVID’ to it’s now all over the world! To see this thing explode like that—you can only say that it is God. Man can’t do this.”  
—John McGlothlin  
KBC-TV Director  
CRM Studios

# OUR VOLUNTEERS



Jesus looked at them and said,  
“With man this is impossible,  
but with God all things are possible.”  
Matthew 19:26

## Looking Forward

KiDs Beach Club® continues to believe that all things are possible with God. In the coming months, we’ll seek to expand our TV reach by dubbing the show into multiple languages—reaching new audiences of non-English speakers to introduce them to Jesus. We’ll look to establish physical clubs outside the U.S. as well as in new states across the U.S. We’ll ramp up CharacterLeads®, our character education curriculum, reaching into classrooms and homes to shape the character of tomorrow’s leaders.

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





## KiDs Beach Club®

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[KiDsBeachClub.org](http://KiDsBeachClub.org)

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