

2021

ANNUAL REPORT



World Changers

IT ALL STARTED WHEN EVERYTHING STOPPED



It all started when everything stopped. That's when KiDs Beach Club® became a global organization.

Like the rest of the planet, the world of KiDs Beach Club® was upended in 2020 thanks to the COVID-19 Pandemic. The 10,000 kids meeting at our afterschool Bible clubs were locked out of their schools and out of our clubs. Our 2,300 volunteers were sidelined. More importantly, the gospel message that rang out week after week in these public schools was silenced.

Looking back, that is actually when everything started for KiDs Beach Club®. That silencing in 2020 led KiDs Beach Club® to become a global ministry in 2021. We found a new way to take the gospel to more kids in more places than we had ever imagined thanks to the power of television.

Through a series of events that only God could have arranged, the video program that we started recording late in 2020 turned into a full-fledged weekly television program airing across the U.S. By the fall of 2021, the program was also airing in Africa and the Caribbean as well as streaming around the world via Internet TV channels.

By fall, we were also back on school campuses, although in much smaller numbers. KiDs Beach Club® had returned as a light in the cultural darkness of our communities, but now it was poised to do even more. The door had opened for KiDs Beach Club® to shine onto the farthest corners of the globe. KiDs Beach Club® is now a world-changing ministry.

I trust that as you read this report, you will rejoice in what Father is doing through the ministry of KiDs Beach Club®. I trust that you will be inspired to also be a world changer—that Father will show you how to turn the gifts and resources He has provided you into that which radically changes the world.



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.

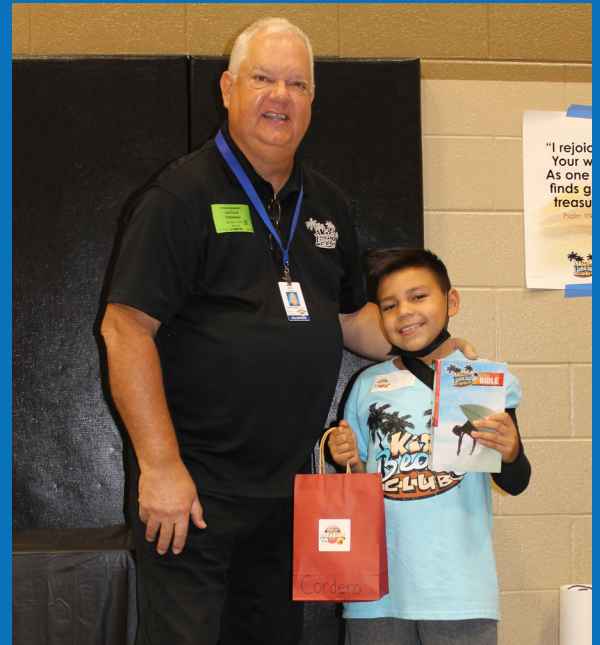


Our Vision — KiDs Beach Club's® vision is to provide every preteen boy and girl a Jesus experience.



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
715
CHURCH VOLUNTEERS
IN 2021.

23,101
TOTAL VOLUNTEERS
WORKING WITH

110,260
KIDS!



“We have to find ways to get our people outside the church and into the community. You have this opportunity through Beach Club®. It creates a gospel environment where we can bring children and share the gospel with them. When you reach a child, you’re not just reaching them. You’re changing the trajectory of life of a family, of a generation... When you reach the next generation, you change the world.”

Dr. Willy Rice, Pastor, Calvary Church Clearwater Florida

We share Christ in public schools through Beach Clubs®



9,533
PROFESSIONS OF
FAITH CELEBRATED
IN BEACH CLUB

142
IN 2021-2022
SCHOOL YEAR

“Nearly 10% of the kids
who attend a Beach
Club make a profession
of faith in club.”

We put Bibles into kids' hands



WE GAVE
1,621
BIBLES IN 2021
70,979
BIBLES GIVEN
CUMULATIVELY



GLOBALLY

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

In 2021, we launched Season 1 of KiDs Beach Club® TV (KBC-TV) with 15 episodes and later produced 20 episodes for Season 2. KBC-TV debuted in June at the National Religious Broadcasters Convention, the world's largest gathering of Christian communicators. The show was a hit with convention goers and within weeks Christian TV stations across the country began airing KBC-TV, providing KiDs Beach Club® with \$1 Million of free airtime. By fall, the show was airing globally across Africa and the Caribbean.



KBC-TV's debut season was honored with four bronze Telly Awards in the Religion, Not-for-Profit, Writing, and Children categories.





We resource kids to discover God’s word for themselves

KiDs Beach Club® began airing TV commercials along with KBC-TV to promote our Hang 10 Challenge—an effort to get kids to spend 10 minutes a day hanging out with God by reading the Bible and praying. Through this initiative, KiDs Beach Club® provides families with preteen-friendly, daily Bible reading guides that emphasize the same character words taught on the TV show. It is also the same handout that we give to kids in our physical after-school clubs. By the end of 2021, families across the U.S. were taking the Hang 10 Challenge.





YOUR PARTNERSHIP

Changes lives

In 2011, a 10-year-old girl named Mandy was looking to connect with other students at her elementary school. Her mom, Renee, enrolled Mandy in her school's KiDs Beach Club®. Soon Renee began volunteering, and on September 29, 2011, after the Beach Club® leader had shared the Bible story, Renee listened as Mandy asked Jesus to be her Forever Friend. Not long after, Mandy and Renee followed Christ in baptism. Together, they remained in Beach Club® until Mandy went into Jr. High.

Mandy grew up and became active in her local church in North Richland Hills, Texas where she taught Sunday School, distributed goods to people in need, and was active in the singles ministry. Each of the last three years, Mandy went to Brazil on mission trips, giving Brazilian children the same hope she had been given at Beach Club® back in 2011.

On October 2, 2021, Mandy's life was cut short in an automobile accident. At the young age of 20, she went home to be with the Lord and heard the words, "Well done my good and faithful servant." Mandy, from the age of 10, followed Jesus and reflected His excellence in her journey.

This story is not about loss or defeat but about the triumph experienced by a life aligned with a passion for God's purpose. Yes, Mandy may be in glory, but her legacy continues—a legacy that began one September afternoon with KiDs Beach Club®.

Your partnership enables KiDs Beach Club® to give kids like Mandy a Jesus experience that not only changes their lives but the lives of all those they touch over their lifetime.

YOUR PARTNERSHIP CHANGES LIVES

Hobby Lobby President Steve Green Encourages KBC's Donors



With KiDs Beach Club's vision of spreading the Gospel message to preteen students and putting Bibles in their hands, Hobby Lobby President Steve Green was a natural fit as the featured special guest at our annual fundraising event, "An Evening with the STARS." Steve Green comes from generations of strong believers. Not only that, but Mr. Green and his family established the Museum of the Bible in Washington DC.

"An Evening with the STARS" took place inside the CRM Studios in Irving, Texas where KBC-TV is filmed. About 100 ministry partners filled the studios for a dinner and live-streamed filming on the actual set of KBC-TV. Several stars from the show, including lead actors Jason Earls and Jordan Thomas, participated in the night.

Mr. Green shared the biblical principles by which his family operates their business. "We love God's Word. We believe that it is true, that it is what we should build our lives around. It's also how we operate in our business. We say in our very first Statement of Purpose that (Hobby Lobby) we want to build our business according to Biblical principles, and we strive to do that. We've never done it perfectly, but that's what we strive to do every day."

Mr. Green commented on the important work that KiDs Beach Club® is doing to get God's Word into the hands of today's young people. "The more we can infuse our schools and society with God's Word, it will only serve our nation well," he said.



KBC 2021 Revenue

Donations \$768,985

Events \$184,981

Church Fees \$155,519

Gifts in Kind \$149,786

Other \$238,231

Total Income \$1,497,502

KBC 2021 Expenses

Program Services \$732,325

Management & General \$200,750

Fundraising & Related \$268,068

Total Expenses \$1,201,143

Partner with KiDs Beach Club®

THROUGH PRAYER

Download the KiDs Beach Club® app for your phone and join the 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 President Jack Terrell at (817) 510-5885.

KBC People Make the Difference

OUR BOARD

As of January 2022



Jack Terrell
Founder & President
KiDs Beach Club



Merlin Guilbeau
KBC Board
Chairman, CEO
Electronic Security
Association



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



Ron Cornelius
Board Member,
President Cornelius &
Associates Commercial
Real Estate



David Curry
Board Member,
Regional
Contracting Chief
U.S. Army Corps of
Engineers



Julie Dalavai
Board Member,
Senior Reconciliation
Specialist Invenite
Health



Eddie Gwin
Board Member,
Vice President Fidelity
Charitable



Chris Hall
Board Member,
Kingdom Impact Director
The Perfect Light



Diana Sharp
Board Member,
Vice President
Frost Bank



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



Steve Thomas
Board Member,
sales management
executive

OUR STAFF

As of January 2022



Jack Terrell
Founder & President
KiDs Beach Club



Dr. Frank Banfill
EVP, Strategy



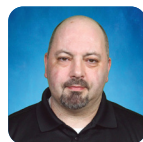
Dave Crome
VP of Marketing &
Communications



Tina Kimbro
Club Relations
Coordinator



Tammy Terrell
Club Relations
Director



Randy Booth
Communications
Coordinator



Steve Brines
Operations
Coordinator



Keith Lewis
Graphic Designer



Sara Sweet
Remote Club
Relations Specialist



Anna Tromanhauser
Finance & Donor
Relations Assistant

OUR FIELD TEAM

As of January 2022



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



OUR VOLUNTEERS



“I know your deeds. See, I have placed before you an open door that no one can shut. I know that you have little strength, yet you have kept my word and not denied my name.”

Revelation 3:8

Looking Forward

KiDs Beach Club® is looking forward to walking through the amazing open doors that God is giving us in local communities and in homes around the world. Doors are opening for a significant expansion of the TV show into almost every corner of the world. Beach Clubs® are returning to campuses post-COVID pandemic. New initiatives are being launched to give EVERY preteen boy and girl a Jesus experience.

Join us as we walk through God's open doors to **CHANGE THE WORLD.**





KiDs Beach Club®

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