



2020

2020 Annual Report

KiDs Beach Club®

making
Jesus cool
at school!



Our Purpose, Mission & Vision

KiDs Beach Club® (KBC) is an innovative ministry that partners with churches to reach unchurched children and their families with the gospel of Jesus Christ.

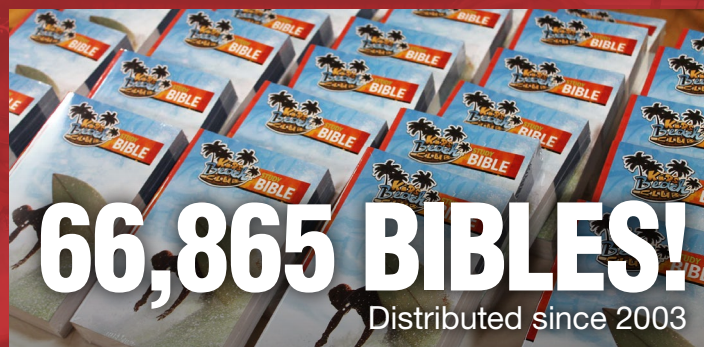
Our Vision is to provide every 3rd through 6th grade boy and girl a Jesus experience within their culture.

Our Mission is to connect kids to Christ by mobilizing local churches, engaging with public schools, and resourcing parents. In schools, homes, and churches, KBC is connecting kids to Christ and putting Bibles in their hands.

Bibles for Beach Club

WE GIVE A BIBLE TO
EVERY child in **EVERY**
Beach Club!

Great Treasure Day is the day that every child in every Beach Club receives his or her very own KBC Explorer's Study Bible at no cost to the child, church, or the school. Since KiDs Beach Club® began distributing Bibles in 2003, we have been blessed to deliver a Bible to 66,865 children through the end of 2020. This past fall, we provided a Bible for the very first time to more than half the kids enrolled in Beach Club. Increased mobility rates of young families make the window to reach these children for Christ even shorter, and as a result, many new kids enroll in our clubs each semester, so we're not just handing out Bibles to new third graders. All grades see new faces and since everyone in Beach Club receives a Bible, we're providing more Bibles each year.



The Vision from our Founder & President

Only our Heavenly Father could write the story of how His ministry, KiDs Beach Club®, was able to not only keep the lights on during the 2020 COVID-19 pandemic but continue to share the Gospel to our 10,000+ Beach Club students every week.

When our main source of revenue, church partnerships, drastically reduced since we couldn't have Beach Clubs inside the schools, God spoke to our faithful donors who stepped up to financially sustain this ministry. This allowed our team to find new avenues to minister to our 10,000+ Beach Club students every week such as Beach Club at HOME! This video series provided the same lessons that the kids were getting in their schools but now that they were learning from home, they would get their Beach Club at HOME! from our website.

During the summer, as it became apparent that most schools would continue learning from home, we took Beach Club at HOME! videos to another level where child and adult actors taped these network quality episodes at a local production studio so our Beach Club students could have fun and exciting half-hour shows to watch during the fall. This allowed our partnering churches to continue reaching their Beach Club families while following COVID-19 recommendations.

During this time, PAX TV, a new world-wide Christian streaming television service discovered the Beach Club TV episodes and asked if they could include these shows in their weekly lineup. All 16 episodes from season 1 are set to debut with the network as well as 20 episodes from season 2. This will advance our ministry to reaching more like 100,000+ children per week.

God has been gracious to keep the door open for KiDs Beach Club® as we remain faithful to proclaim the name of Jesus to Beach Club students around the country. Yet, we know that there are millions of boys and girls who have never heard the name of Jesus, let alone a clear presentation of the gospel. We want to remain faithful to the call to take His message to these children and connect them to Christ and put Bibles in their hands.

Our prayer, on behalf of those who will hear the gospel during the next year, is that you too, will remain faithful to continue to support KiDs Beach Club® in whatever capacity God has called you – whether it is financial, prayer or volunteer support. We are thankful for you and look forward to partnering in this ministry together with you.

Looking beyond,



Jack Terrell, Founder & President
KiDs Beach Club®



**IMPACTING
COMMUNITIES**
FOR THE KINGDOM

SINCE 2003...

108,264

KIDS

IMPACTED BY
BEACH CLUB

22,594

VOLUNTEERS

HAVE GIVEN TIME TO
LEAD A BEACH CLUB

9,395

**PROFESSIONS
OF FAITH**

CELEBRATED IN BEACH CLUB

66,865

BIBLES

GIVEN TO
BEACH CLUB STUDENTS

Our Donors

As the Lord continues to grow KiDs Beach Club®, He faithfully grows our donor base. We receive financial gifts from all around the nation, generously supporting our mission of connecting kids to Christ and putting Bibles in their hands by mobilizing local churches, engaging with public schools, and resourcing parents.



DONOR OPPORTUNITIES

- KiDs Beach Club TV Sponsorship
- Bibles for Beach Club
- Event and Entertainment Sponsorship
- Corporate Sponsorship
- Annual Giving
- North Texas Giving Day and Giving Tuesday
- Envision 2K25 Strategic Growth Plan

Evangelical Council for Financial Accountability



KiDs Beach Club® is an accredited member of the Evangelical Council for Financial Accountability, the gold standard of fiscal accountability and transparency for evangelical ministries. To find out more about our ECFA accreditation or to view our profile, please visit kidsbeachclub.org/ecfa.

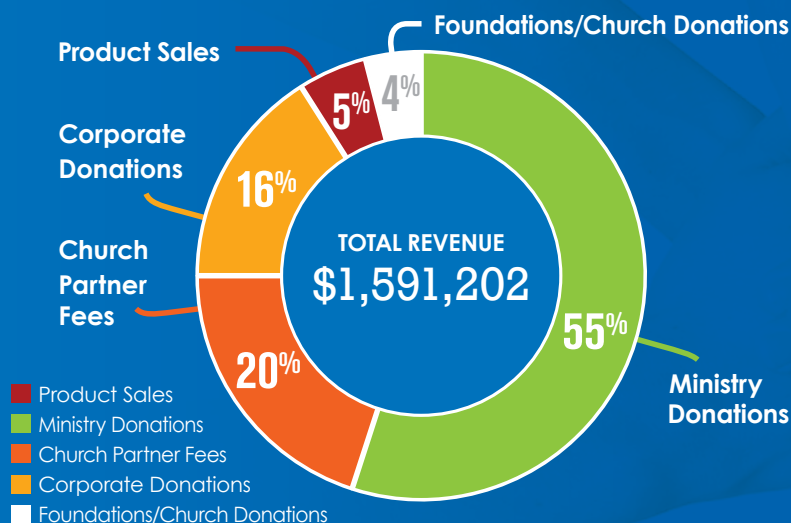


ENVISION2k25

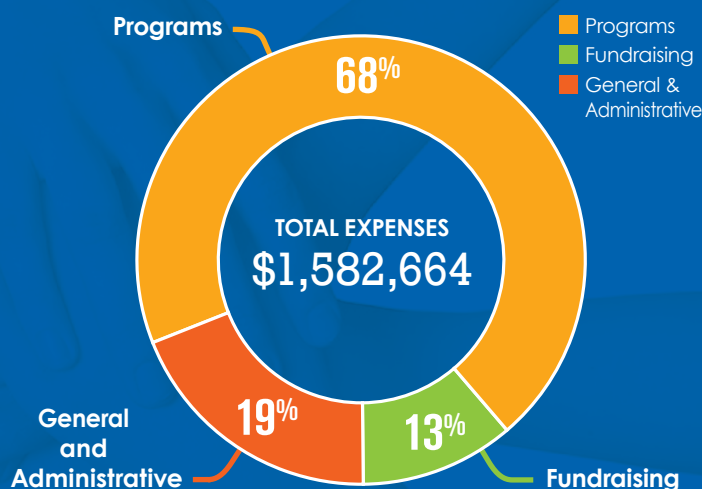
100,000 students in 2,000 Beach Clubs.

In 2019, we developed and launched a multi-year strategy to see tenfold growth in our ministry by January 2025. In 2020, we took significant steps toward realizing that goal as we repositioned KBC to begin reaching students everywhere—in their schools, in their homes and beyond—by adding virtual Beach Clubs to our in-person programs. We are now on track to minister to 100,000 children each week by the end of 2021—a full three years ahead of schedule!

2020 Revenue Sources:

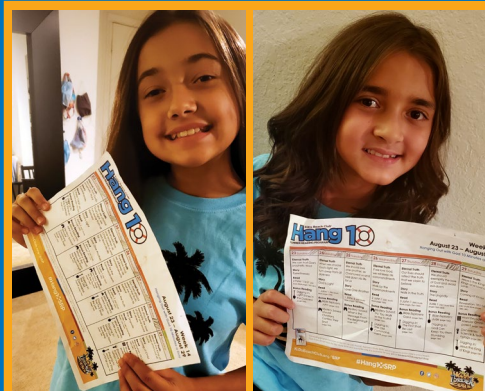


2020 Total Expenses:



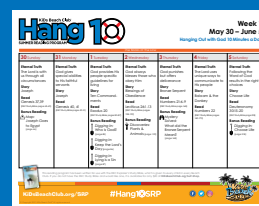
KiDs Beach Club® is a YEAR-ROUND Ministry

Spring: Beach Clubs in Public Schools
January – May (12 weeks)



Summer:

Hang 10 Summer Reading Plan
May – September (14 weeks)

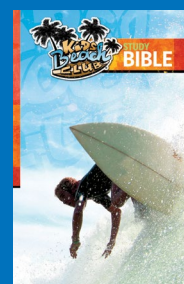


VBS: Vacation Bible School
June/July (1 week)



Fall:

Beach Clubs in Public Schools
September – December (12 weeks)



KiDs Beach Club® on TV

All Year Round on
KiDsBeachClub.TV



Thank you

Thank you for another incredible year! We praise God for your prayers, support and the faith that you have put in us to reach kids for Christ and put Bibles in their hands. We need your help; we can't do this without you!

The KiDs Beach Club® Team

KBC Executive Board of Directors

as of January 2021

Jack Terrell, President
Merlin Guilbeau, Chairman
Allen Beghtel
Ron Cornelius
David Curry

Julie Dalavai
Chris Hall
Diana Sharp
Fray Webster
Dr. Robert Welch

KBC Team Corporate Office Staff:



Jack Terrell
President & Founder



Dr. Frank Banfill
Executive VP, Strategy &
Organizational Growth



Dave Crome
VP, Marketing &
Communications



Trent Foster
CPA/Virtual CFO



Tammy Terrell
Club Relations Director



Randy Booth
Communications Coordinator



Tina Kimbro
Club Relations Coordinator



Sara Sweet
Remote Club Relations
Specialist



Anna Tromanhauser
Finance & Donor Relations
Assistant

Independent Club Relations Specialists:

Kerri Attaway
- Orlando, Florida

Glenna Hockensmith
- Kentucky

Kerri Nelson
- West DFW

Michele Bryan
- East Texas

Missy Holaday
- Southern Mississippi

Michalla Revland
- East DFW

Other Contributors:

Greg Moore
- Systems & Technology

Keith Lewis
- Graphic Designer

What Are Leaders saying about KiDs Beach Club®?

"As a senior pastor, I have been frustrated trying to find ways to share Christ on our public school campuses. Our church continued to experience restrictions and barriers when we tried to connect to our local school campuses. When the leaders of KiDs Beach Club® told me our church members could actually present the gospel to elementary school kids on a school campus, I was hooked!

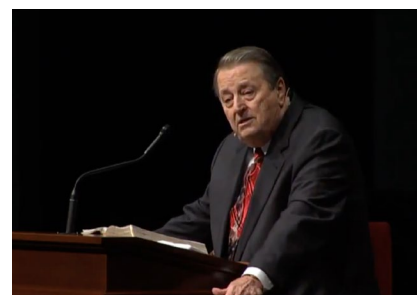
I had no idea we could access elementary schools this easily. When I told my church, they jumped at the chance to influence kids in our community. KiDs Beach Club® has been a huge success in influencing kids and getting our church members involved in community transformation. I am excited and our church is excited to be a part of this awesome movement!"

Ronny Marriott, Senior Pastor
First Baptist Church, Burleson, Texas



"KiDs Beach Club® is without a doubt the most creative way to reach into our culture and present the gospel of our Lord Jesus Christ to children around our communities. This is a unique approach to witnessing and sharing that God has blessed in an incredible way. I've never seen anything like it in my 57 years of ministry."

Jimmy Draper, President Emeritus
LifeWay Christian Resources



"Right now, I think we're at an all-time high with about 150-plus students who are attending Beach Club. I think what is really cool is to see the values and character of what the kids learn in Beach Club transferred into their daily lives. Along with the character education that we're doing here on campus combined with what they're getting in Beach Club, we're seeing a decrease in some of our bullying and in our discipline opportunities that we've had in the past. So, I think it has definitely transferred into their daily school day."

Stacy Wagnon, Principal
Carroll Elementary School, Carroll ISD, Texas



"One of our volunteers asked one little boy, 'Do you have a church you go to?' and he said, 'Well this is my church, this is it.' To me this is just awesome that we're able to bring Jesus into the schools and that they can meet Him there, so that to me has just been a blessing. I'm seeing in our volunteers that they're just amazed that God is using them in this way, and it's a powerful way. This is not just an hour of their time every week; this is eternal impact for these children."

Jonna Jones, Children's Pastor
Northside Church of the Nazarene, Watauga, Texas



KiDs Beach Club®

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KiDsBeachClub.org

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