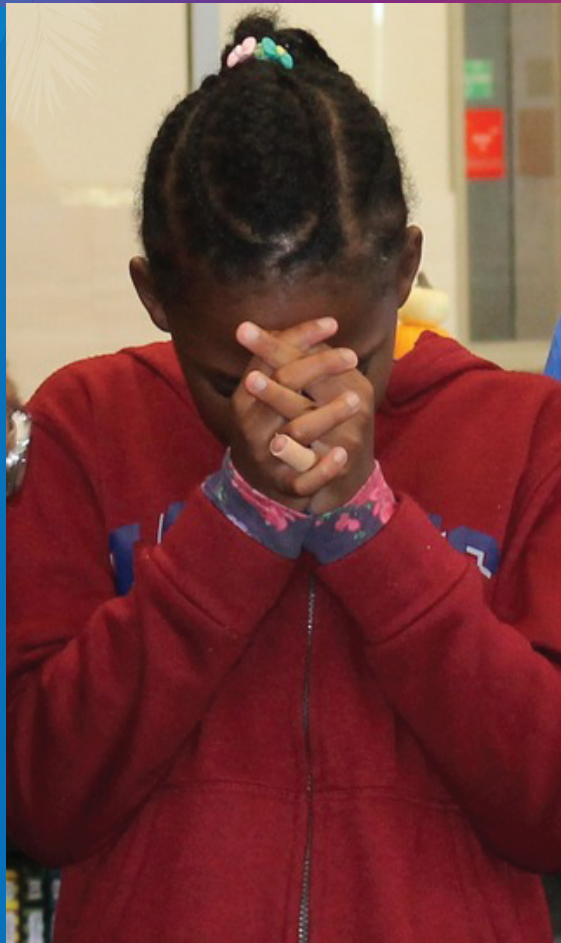


2024

ANNUAL REPORT



Dear Friends,

KiDs Beach Club® had a pivotal year in 2024! To explain, I'd like to depart from the "typical" CEO Annual Report letter and speak from my heart, to you, our dedicated ministry partners, concerning how the Lord guided us back to our foundational purpose.

In late 2023/early 2024, it became clear that KBC had drifted from its original mission. As I was reflecting on God's call of 2006 to establish KBC as an independent non-profit 501(c)(3) ministry, I was reminded of our core objectives:

1. Provide every preteen boy and girl with a Jesus experience through after-school Bible Clubs.
2. Mobilize churches into their communities by creating an "accessible bridge" to local elementary schools.
3. Connect Beach Club® students and their families to sponsoring churches for personal growth and discipleship.

The pandemic of 2020 caused in-person Beach Clubs® to no longer be permitted, so a shift to digital media (television) resulted in the production of three seasons (55 total episodes) of award-winning preteen television programming that continues to reach audiences worldwide.

Once schools began to reopen, members of our board, as well as KBC leadership, sensed the Lord's prompting to realign KBC back to its original purpose. Through some challenging but prayerful business and financial decisions, we embraced His call to realignment.

What an incredible journey it has been, and the results have been extraordinary! Within months, KBC experienced a significant increase in donations, allowing us to eliminate all credit debt. We developed a five-year National Growth Strategy and restructured our staff to support future Beach Club® expansion. By the end of 2024, KBC achieved its strongest financial position to date. We are continuing to praise God for His UNBELIEVABLE faithfulness!

We have been bringing on new staff and reconnecting with former staff to build a powerful, mission-focused team dedicated to expansion. Your unwavering prayers and support have been crucial to this success, and I'm delighted to share these remarkable developments in our 2024 Annual Report.

Together, through your partnership, coupled with God's favor, we are confident the future of KiDs Beach Club® is bright, and you are NOT going to want to miss what's coming next!

Pressing On Together,



A handwritten signature in blue ink that reads "Jack". The signature is fluid and cursive.

Jack Terrell, *Founder & CEO*



WHAT IS KBC?

KiDs Beach Club® is a faith-based non-profit organization focused on giving every preteen boy and girl a Jesus experience. KBC takes the message of Christ to kids around the world through a variety of fun and exciting tools.

Through our energetic and educational after-school program called Beach Club®, 3rd through 6th grade children learn Biblical character through Bible stories and Scripture memorization.

- KBC is building bridges between churches and their local communities, as well as bridges between Christ and kids/families.
- KBC is the tool churches can use to help grow their congregations in a time where church membership is falling dramatically.
- KBC's multi-award-winning weekly children's television show is broadcast to millions of homes around the world.

2024 MILESTONES

- Topped the 10,000 professions of faith milestone in late spring... more than 10,170 by year-end
- More than 78,200 KBC Study Bibles to date given out FREE to kids by year-end
- Refocused KBC back to after-school Beach Clubs®
- Record summer giving through our Gear Up campaign allowed KBC to become DEBT FREE
- New five-year National Growth Strategy created and kicked off, with a realigned staff structure to support future Club growth
- Director of National Church Expansion hired to increase the number of Beach Clubs® nationally
- Agreement with Tyndale Publishing to produce and market/distribute the next version of the KBC Study Bible
- Returned to in-person leadership training, with 14 Leadership Luau's and 10 other training events during the year
- Second full season of KBC Television translated into Farsi and broadcast to 6+ million homes in Iran and surrounding areas

BUILDING ETERNAL BRIDGES ONE CONNECTION AT A TIME!

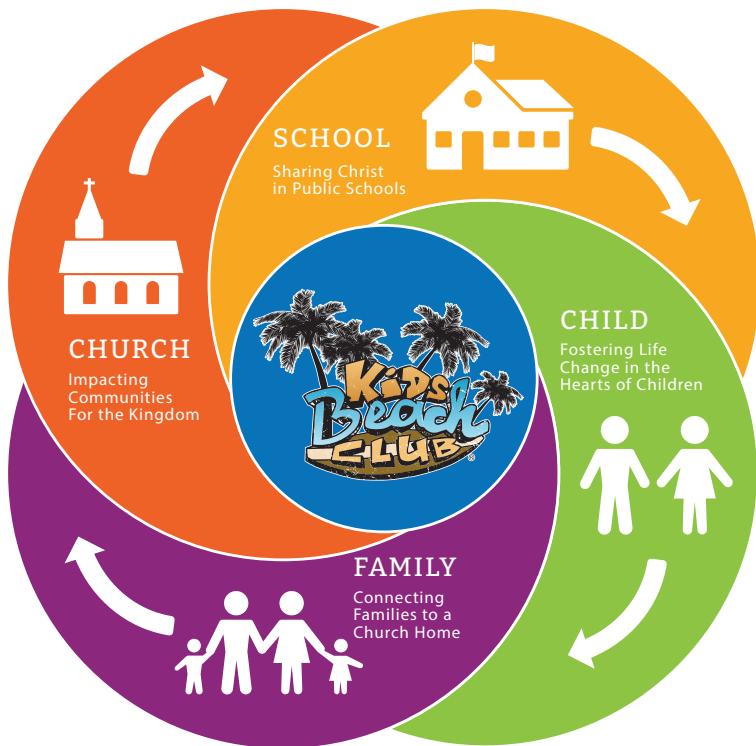
At KiDs Beach Club®, we're all about Building Bridges between the church, a child and their family, and the community. And ultimately, KBC is building ETERNAL bridges between people and Jesus!

The process is simple, proven, and very effective! Churches choose to start a Beach Club® in their local elementary school(s). KBC negotiates the partnership agreement/lease with the school, provides the church with all the materials and training necessary to conduct their Clubs, and supports the church throughout the entire year.

Each church is given exclusive, individualized access to our proprietary Club management database called KiDs Online Management System™ (KOMST™).

KiDs Online Management System™ (KOMST™) provides churches with all the data and information they need to connect to the families of children enrolling in their Club(s). People are often hesitant to open doors to strangers, but KBC provides the means of introduction for the church, allowing them to reach out and draw families into their congregations. Once in the church, it is there that connection, discipleship, and spiritual growth happens.

In an era where church membership is dropping dramatically, KBC is helping churches grow and revitalize their membership to reach unchurched families in their communities.



BY THE NUMBERS*

CLUBS



BIBLES GIVEN TO KIDS

78,208



PROFESSIONS OF FAITH

10,170



KIDS IMPACTED IN CLUBS

124,411



VOLUNTEERS

27,127

FAITHFUL MINISTRY PARTNERS



TOTAL DONORS
IN 2024

319



DONORS WHO GIVE
EVERY MONTH (GEMS!):

88



NEW DONORS
TO KBC IN 2024:

64

* All numbers cumulative as of 12/31/2024

A RIPPLE EFFECT OF FAITH: HOW ONE CHURCH AND ONE CHILD TRANSFORMED A COMMUNITY

“

KiDs Beach Club® has played a key role in bridging the gap between our community and the church.

— Pastor Jim Holcomb, FBC Ripley

”

When Pastor Jim Holcomb arrived at a small church in Ripley, Tenn., two years ago, only 32 members gathered each week, longing for a way to connect with their community. That connection came through a partnership with KiDs Beach Club®.

Today, the church welcomes over 200 people weekly, and their Beach Club® has become a powerful tool for life transformation, both inside and outside the church walls.

Pastor Holcomb shared the story of Lily, a fifth grader who trusted Christ at Beach Club®. Her simple decision to follow Jesus set off a ripple effect in her family. Just weeks later, Lily, her mom, her little sister, and her grandmother showed up at church. But soon, uncles, aunts, and cousins joined them, filling two full rows in the church each Sunday.

Lily's faith journey continued as she felt led to be baptized. After she shared her decision with her pastor, her uncle stepped in and said, "Hang on a minute, Pastor... I need to get saved." That day, her uncle gave his life to Christ.

Over the next few weeks, more family members followed. Lily's cousin accepted Jesus, and her mom recommitted her life to Christ. Baptisms soon followed. Since then, the family has publicly declared their faith in Jesus, and more family members are on the brink of making the same eternity-changing decision.

What started with one child's salvation has become a movement, proving that when you invest in the next generation, entire families and even entire communities are transformed!



How Can My Church Get Involved?

KiDs Beach Club® has worked with hundreds of pastors and churches to create a dynamic community outreach model. KBC serves as a bridge between churches, schools, and families, providing churches with an established turn-key approach to reach families and connect them to their church.





A RETURN TO IN-PERSON TRAINING

KiDs Beach Club® returned to its roots in 2024, refocusing the ministry on after-school Beach Clubs®. And one of the most exciting things KBC brought back was its annual leadership training events, which are called Leadership Luau.

KBC hosted nationwide training for club leaders and volunteers to help them learn how clubs are run, hear helpful tips from experienced leaders, and celebrate the shared mission to make Jesus cool at school!®

Participants also enjoyed fun prizes, learned a new way to share the gospel with children (David Burton's Hand-to-Hand Evangelism technique), and united in prayer for the thousands of children who would be impacted through KiDs Beach Club®. Luau's were held in Florida, Georgia, Tennessee, Texas, and Kentucky. Churches across the country rallied their Beach Club® volunteers, with some even going the extra mile, literally, by bringing a full busload of volunteers to participate!

KBC was so excited to have everyone back in person and is deeply grateful for the wonderful turnout. More than 450 folks were trained around the country.

Did the attendees find the Luau's valuable? Here's what they had to say:



“Thank you, KBC, for your continued leadership in sharing the Gospel. It was a wonderful training.”
— Jackie
(Dallas Region Luau)

“I am so excited to start the new year!”
— Wanda
(First Conyers Luau in Georgia)

“Had such a sweet time! Thank you all for everything! Looking forward to a fantastic KiDs Beach Club® year!”
— Natalie
(Ellendale Luau in Tennessee)

“The Leadership Luau was a great experience!”
— Margie
(First Conyers Luau in Georgia)

10,000 REASONS TO *Celebrate* IN 2024!

Spring of 2024 brought about one of the greatest milestone achievements KBC has ever seen. For many years, KBC has been capturing the number of children who have prayed to receive Christ in a Beach Club® using its proprietary KiDs Online Management System™ (KOMST™) software tool.

Early in 2024, that "professions of faith ticker" topped the 10,000 children milestone, all glory to our Heavenly Father for His amazing blessing!

And perhaps even more amazing is the fact that KBC's "ticker" only accounts for the lives of kids touched in a public-school setting. Countless others have likely been recorded in the Lamb's Book of Life as they have made decisions OUTSIDE of a Club!

It is entirely possible that this "unknown" number may even EXCEED the 10,000 in-Club professions of faith milestone when you consider that KBC Television is seen in more than 200 countries around the world and to hundreds of thousands of children all across the United States.

KBC truly has 10,000 reasons to celebrate!

And the other super statistic from 2024 was the fact KBC has, since its inception, given out more than 78,000 Bibles to children for FREE! KBC knows that the Word of God is living and active, and sharper than any two-edged sword. And in the hands of a child seeking answers to life's most important questions, those Bibles have likely drawn countless hundreds or thousands of kids to a personal relationship with Jesus as well!

So the question is raised... can KBC rest on its laurels? The answer is clear: NO WAY! KBC believes Father has big plans for the ministry, and we cannot wait to see what HE is going to accomplish in 2025 and beyond.



SPREADING THE WORD WORLD-WIDE!

KBC TV Spreading World-Wide in Multiple Languages

Designed for children in the 3rd through 6th grades, KiDs Beach Club® TV emphasizes character development by teaching qualities that reflect the heart of Jesus. The series follows the lives of the Beach Club® KiDs, a group of preteen students, as they navigate life, explore character lessons, and play memorable games. It is currently aired on TV stations around the world (more than 500 million households have access!) and can also be viewed on various streaming services.

In 2024, in partnership with Iran Alive Ministries, a second full season of KBC TV was translated into Farsi and is being transmitted into more than 6 million homes in Iran and surrounding areas. With the generous support of a faithful ministry partner, KBC now has the funds to begin translation of KBC TV into Urdu, the primary language of Pakistan. Spanish and Portuguese translations are also planned.



**BECOME A KBC GEM
(GIVE EVERY MONTH)
AND HELP REACH KIDS FOR
CHRIST AROUND THE WORLD**

The support for KBC from its faithful ministry partners is vital to its ability to reach more and more children with the good news of Jesus Christ! A regular monthly gift, no matter how small (or big!) helps start new Beach Clubs®, puts KBC Study Bibles into the hands of children, and helps KBC build an ever-growing family of faith across this great nation and around the world. Scan the QR code or go to www.kidsbeachclub.org/donate to become a monthly giver (a GEM!).



MINISTRY FINANCIALS & DONOR/VOLUNTEER QUOTES

KBC 2024 Revenue	
Contributions	\$360,788
Church Partnering Revenue	\$263,943
Event/Campaign Income	\$1,001,213
Gifts in Kind/Products	\$87,538
Total Revenue	\$1,713,482

KBC 2024 Expenses	
Team Members	\$828,755
Business Services/IT	\$179,415
Overhead	\$177,769
TV & General	\$170,690
Bibles for Kids	\$31,200
Total Expenses	\$1,387,829



“ We both felt led by the Spirit to be a part of this ministry that is reaching children and their families, and when God tells you to do something, you do it. ”
 - Robert & Marsha Hall

“ Unchurched kids hearing the gospel and young believers gaining a firm foundation? Priceless! ”
 - Larry & Carolyn Britton

“ 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. ”
 - Dr. Jimmy Draper



THE PEOPLE OF KBC

OUR BOARD

As of December 2024



Jack Terrell
Founder & CEO
KiDs Beach Club®



Allen Beghtel
Board Chairman



Tim Alba
Board Treasurer



Eddie Gwin
Board Member



Ron Cornelius
Board Member



Steve Thomas
Board Member



Gary Cramer
Board Member



David Thomas
Board Member



Chris Hall
Board Member



Dianna Booher Rae
Board Member

OUR STAFF

As of December 2024



Jack Terrell
Founder & CEO
KiDs Beach Club®



Craig Vanbebber
Vice President of
Ministry Relations



Tammy Terrell
Club Relations
Director



Steve Brines
Director of Operations
& Volunteers



Anna Tromanhauser
Finance & Donor Relations



Londyn May
Marketing &
Communications
Director



Brian Broussard
National Church
Expansion Director



Tina Kimbro
Mobilization
Coordinator



Michalla Revland
Serve Team Coordinator



Arlene Holland
Serve Team Specialist



Brenda Magnus
Serve Team Specialist



Glenna Hockensmith
Serve Team Specialist



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