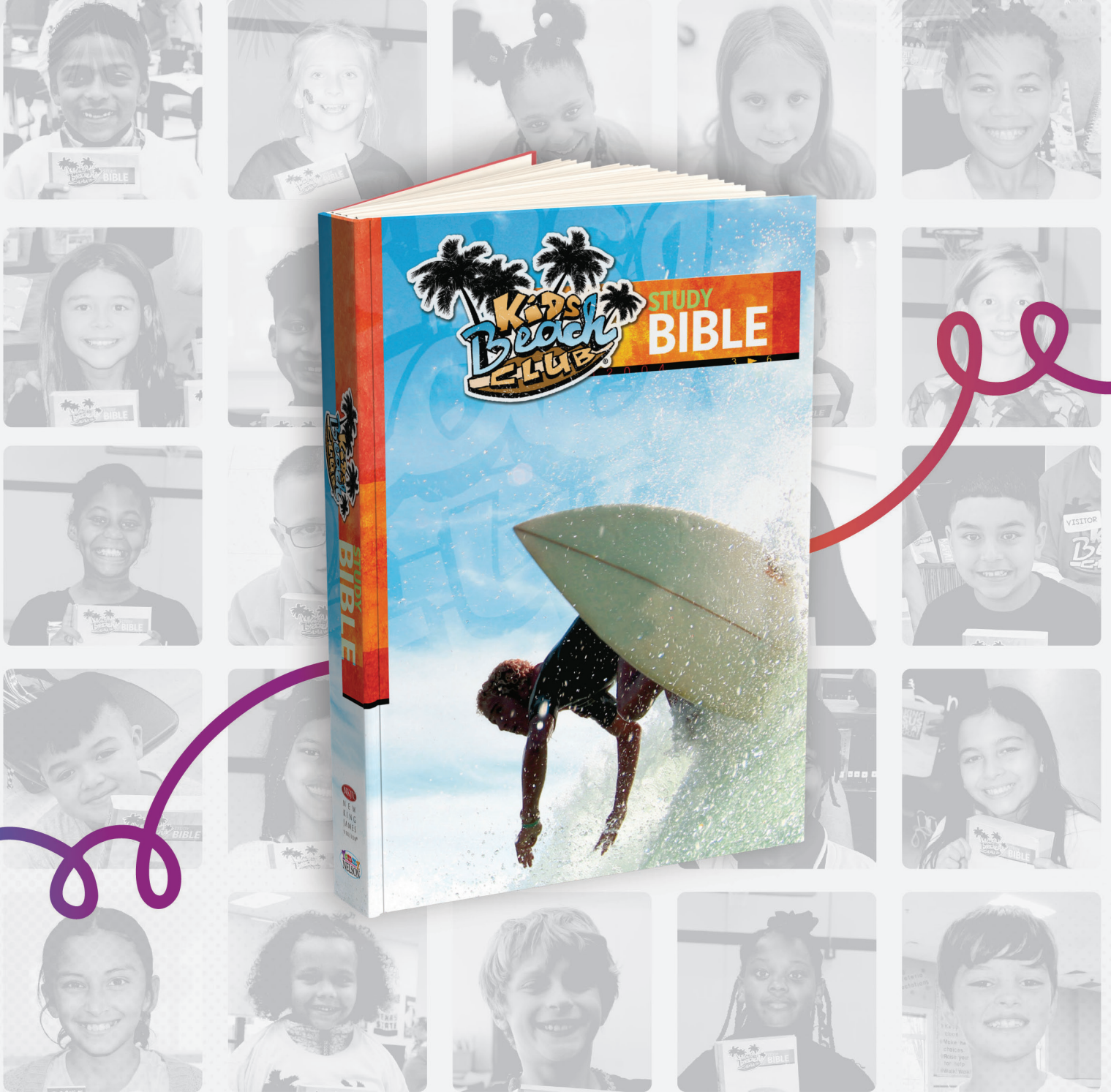


# 2025

## ANNUAL REPORT





Beloved KBC Friends:

What an amazing year we had! I'm so glad to be able to share our successes with you in this Annual Report.

KiDs Beach Club® continued to receive blessings upon blessings in 2025 as we refocused Father's ministry back to after-school Clubs.

Let me begin with our most important statistic. In calendar year 2025, we recorded 337 professions of faith from children in a Beach Club®! Somebody praise the Lord with me! What an incredible testament to the Club leaders and volunteers around the country who poured into these children's lives and helped them realize their need for a Savior.

But the KBC ministry model doesn't just stop there. We heard story after story of how these children, in turn, went back home and shared Jesus with their families and friends. And we heard from our church partners around the country about how families were invited into their congregations, and began worshipping as a family, many for the very first time!

To the glory of God, KiDs Beach Club® remained debt-free in 2025 thanks in part to a cash surplus from 2024. This is a direct result of your generosity and your heart to help us reach children and their families for Jesus. Because of your faithful support, we are able to continue pursuing our vision of giving every preteen boy and girl a Jesus experience.

2025 was truly an incredible year for KiDs Beach Club®, marked by many significant milestones. My prayer is that as you read through this report, your faith will be encouraged by all that God has done. I also pray that you will take a moment to ask the Father what role He may be inviting you to play as we continue working to give the world's preteens a Jesus experience.

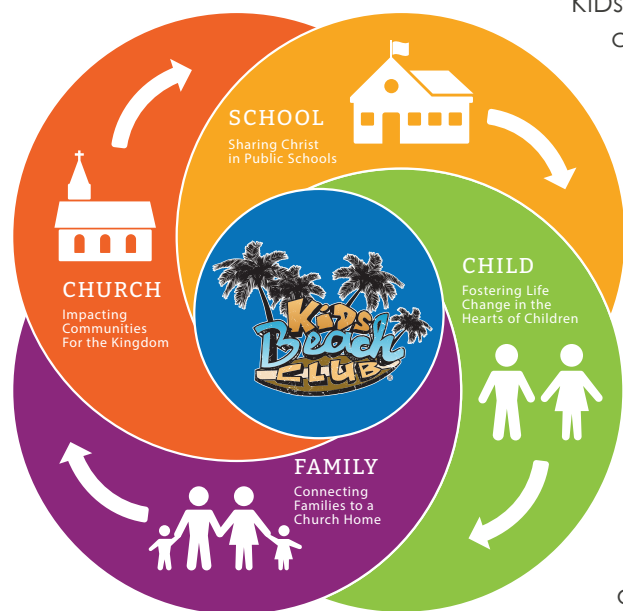


TO GOD BE THE GLORY!

Jack Terrell, Founder & CEO

# Get to Know KBC

KiDs Beach Club® is a faith-based non-profit organization founded in 2006 focused on giving every preteen boy and girl a Jesus experience. Through its energetic and educational after-school program called Beach Club®, 3rd through 6th grade children learn Biblical character through Bible stories and Scripture memorization.



KiDs Beach Club® is 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 through the entire year. The church then provides volunteers for their Clubs.

KBC is helping churches grow and revitalize their membership with unchurched families in their communities. When Jesus commands us to “make disciples” in Matthew 28, that includes people right in our own communities, not just some distant country.

## 2025 Milestones

- Partnered with David Burton Ministries to incorporate their outstanding “Hand-to-Hand” evangelism tool in Beach Clubs®
- Exploring a partnership with First Priority Ministries to jointly reach into schools beginning in 2026
- More than 81,000 KBC Study Bibles to date given out FREE to kids by year end
- KBC's new Prayer Anchors program was kicked off, which finds volunteers to pray for every child in a Beach Club® throughout the year
- The first-ever KBC CON, a day of celebration, training, and inspiration for KBC leaders and volunteers, was held in August
- The KBC National Expansion Team has identified tens of thousands of churches that could potentially partner with KBC to host Beach Clubs®
- The first season of KBC Television was translated into Urdu, the language of Pakistan and Northern India
- There were 114 Beach Clubs® in 2025, with 4,602 students attending
- KBC is praising the Lord for 337 Professions of Faith in calendar year 2025

# By The Numbers

## CLUBS

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All numbers cumulative since KBC's inception.

## FAITHFUL MINISTRY PARTNERS

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Club leader Linda Robinson with Madelynn at her baptism



Principal Kenji with Madelynn at her Baptism



Principal Kenji with Madelynn

## Principal Kenji is Advocating for More Clubs in Every School

"I've had to walk in some hard shoes," Kenji Ford, principal at Jack C. Binion Elementary in Birdville ISD, said, reflecting on her journey. She hit rock bottom as an assistant principal and wondered if she should give up. But God had other plans.

Her turning point came when she first encountered KiDs Beach Club® while she was the Principal at Grace Hardeman Elementary in Watauga, Texas. "I walked into the gym and was floored. Children were learning about God in a public school! They were memorizing Scripture, encouraging one another, and flourishing spiritually." Inspired, Kenji began advocating for Beach Club® at her school, even starting a daily prayer circle to cover her campus in prayer.

Today, Principal Kenji has moved to a new school and continues her mission. She fights for Beach Club® at every school she leads, believing that every child deserves the opportunity to learn about God and grow in faith. "These children need this. They need to build their faith. I trust the next chapter because God is writing it," she said.

**The Difference You Make:** Because of your generosity, leaders like Kenji are empowered to bring faith-based programs to schools, equipping students to grow spiritually and flourish in Christ.

## Madelynn, A Life Transformed by Faith

Madelynn, a fifth grader at Grace Hardeman Elementary in Watauga, Texas, had always been curious about God, but it was KiDs Beach Club® that gave her a space to grow spiritually. "KBC is a place where kids can learn about Jesus and have fun doing it," she shared. "We hear the story of the Bible and about the sacrifices Jesus made for us."

Over two years, she prayed, studied Scripture, and built relationships with mentors who guided her. When she finally decided to be baptized, she was surrounded by classmates, teachers, and Beach Club® volunteers. "My heart soared," her mom shared. "Seeing all the volunteers there meant everything. They gave so much of themselves."

Even when Madelynn faced challenges, like bullying, mentors like Principal Kenji supported her and reminded her daily: "I am beautiful. I am wonderful. I can do all things through Christ." Through Beach Club®, she built a foundation of faith that will carry her through life.

**The Power of Your Giving:** Your gifts don't just fund a program, they support the over 1,150 mentors & volunteers who provide spiritual guidance and confidence for children like Madelynn. Every dollar helps place God's Word in kids' hands, shaping their faith for years to come.



## How Can My Church Get Involved?

KiDs Beach Club® has worked with hundreds of pastors and churches to create a dynamic community outreach mode that has resulted in more than 10,500 children coming to faith in Christ and added to local churches.

KiDs Beach Club® serves as a bridge between churches, communities/schools, and families. KBC provides churches with:

- An effective, proven program to lead after-school Bible clubs in public schools, the hub of community life
- A fun, educational, easy-to-implement program that kids and volunteers love
- An established turn-key approach to reach families and connect them to their church

As an additional resource, every church partner is free to use the entirety of KBC's proven curriculum in their church as long as they are hosting Beach Clubs®. KBC's character-focused materials teach valuable lessons based around 20 character traits, using Biblical stories as the basis for the materials.

Scan this QR code to get started connecting your church to the local community!





## KBC CON

In August, Kids Beach Club® hosted the first-ever KBC CON, and it was nothing short of incredible. With almost 400 people joining us across the country, this inaugural event brought together volunteers, leaders, and friends of Kids Beach Club® to celebrate, grow, and prepare for another year of Making Jesus Cool at School®.

The main site for KBC CON was Cross Creek Church in Colleyville, Texas. The day was filled with powerful moments of worship, encouragement, and connection. Attendees were inspired by a keynote message from Jack Terrell, CEO and Founder of KBC, reminding the team of the eternal impact they are making in the lives of children and families.

Meanwhile, volunteers from Alabama, Florida, Georgia, Kentucky, and Tennessee joined KBC CON via live stream. Participants laughed, played games, shared encouragement, and were equipped with fresh tools and vision to carry into their Beach Clubs® throughout 2025.

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Here's what participants had to say:

“The conference was well organized, enjoyed being connected to other states.”

“I loved the feeling that I was part of something bigger.”

“This is the best thing I have heard of in a long time for young children.”

“I enjoyed seeing other people with the same heart for reaching children and their families for Christ.”

”

The biggest announcement of the day was the official launch of our brand-new **Prayer Anchor** ministry. See next page for more details.



## Prayer Anchor Ministry

KiDs Beach Club® believes every child deserves to know that they are loved, valued, and prayed for. That's why in 2025, KBC launched a brand-new ministry initiative: Prayer Anchor Ministry.

Just as an anchor holds a ship steady in the waves, Prayer Anchors are individuals who commit to praying for a specific child in our Beach Clubs®. Each Prayer Anchor is "assigned" a child by name from one of our clubs, and their commitment is simple yet powerful, lift these kids up in prayer regularly, asking God to guard their hearts, guide their steps, and draw them closer to Him.

Beach Clubs® are places where children encounter the love of Christ, many for the very first time. These students are walking through challenges at home, in school, and in their communities, and they need a foundation of prayer. KBC knows that transformation happens when God's people pray. Prayer Anchors provide a spiritual covering that prepares hearts for the Good News of Jesus and supports them as they take steps of faith.

### How It Works

- Volunteers and supporters can join the Prayer Anchor ministry through a simple online form
- Each Prayer Anchor is given the name of a specific child to pray for
- Whether daily, weekly, or as God brings them to mind, Prayer Anchors commit to consistently praying for their child

KBC invites you to be part of this powerful ministry. When you become a Prayer Anchor, you are doing more than praying, you are shaping eternal destinies.

Volunteer to be a Prayer Anchor today at [www.KiDsBeachClub.org/prayer](http://www.KiDsBeachClub.org/prayer)



## Do You Urdu?

### KBC TV Spreading World-Wide in Multiple Languages

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 2025, in partnership with Tajalli Ministries, the first full season of KBC TV was translated into Urdu, the language of Pakistan and North India. Children all over the world are hearing KBC TV in their own languages, and God's word is absolutely going to change many, many lives forever!



## 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](http://www.kidsbeachclub.org/donate) to become a monthly giver (a KBC GEM!) or make your one-time donation.



# Ministry Financials & Donor Quotes

## KBC 2025 Revenue

Contributions	\$379,518
Church Partnering Revenue	\$299,851
Event/Campaign Income	\$464,963
Gifts in Kind/Products	\$113,934
<b>Total Revenue</b>	<b>\$1,258,266</b>

## KBC 2025 Expenses

Team Members	\$918,017
Bibles for Clubs	\$33,570
TV/Translation	\$12,047
Services/IT	\$179,993
Occupancy/Depreciation	\$167,886
Media/General	\$144,571
<b>Total Expenses</b>	<b>\$1,387,829</b>

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“When you reach a child, you’re not just reaching them for a few years. You’re changing the trajectory of life... of a family... of a generation.”

**Dr. Willy Rice**  
Pastor – Calvary Baptist Church  
Clearwater, Florida

”

“

“When the Gospel comes into a family, what may have been a war zone in the past becomes a place of peace... and a place of freedom... and a place of forgiveness.”

**John Meador**  
Senior Pastor – Cross City Church  
Euless, Texas

”



# The People of KBC

## OUR BOARD

As of December 2025



**Jack Terrell**  
Founder & CEO  
KiDs Beach Club®



**Randy Draper**  
Board Chairman



**Dr. Mark Moore**  
Board Vice Chairman



**Time Alba**  
Board Treasurer



**Marsha Hall**  
Board Secretary



**Gary Cramer**  
Board Member



**Ron Cornelius**  
Board Member



**David Thomas**  
Board Member



**Suzanne Massey**  
Board Member



**Steve Lamar**  
Board Member



**Brenda Hurst**  
Board Member



**Jon Bolton**  
Board Member

## OUR STAFF

As of December 2025



**Jack Terrell**  
Founder & CEO  
KiDs Beach Club®



**Craig Vanbebber**  
Senior Vice President



**Melissa Schubeck**  
Vice President  
Church & School Relations



**Brian Broussard**  
National Church  
Expansion Director



**Anna Tromanhauser**  
Finance Coordinator  
& Donor Relations



**Londyn May**  
Marketing &  
Communications  
Director



**Tammy Terrell**  
Southwest Region  
Coordinator



**Michalla Revland**  
Serve Team  
Coordinator



**Arlene Holland**  
Serve Team Coordinator



**Tina Kimbro**  
Mobilization Coordinator



**Brenda Magness**  
Ministry Associate



**Glenna Hockensmith**  
Serve Team Contractor



**Nicole Schneider**  
Serve Team Contractor



**Gricelda Wells**  
Serve Team Contractor



**Jennifer Stuhan**  
Serve Team Contractor



# KiDs Beach Club®

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**Phone: 817.510.5885**

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Bedford, TX 76022**

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

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