

Keys for Kids Is Poised for More

KEYS FOR KIDS
ANNUAL REPORT
FOR 2017

Grand Rapids, Mich. (K4K) – This is the third year in a row that Keys for Kids Ministries has sent out an annual report. In previous years we told you about God using Keys for Kids Ministries to lead foster kids to Christ and how, after they were reunited with their dad, he also came to Christ. We also shared the story of a “neighborhood granny” who reached out to a neighbor girl from a Buddhist family. Keys for Kids was vital to her coming to Christ and committing to walk with Him. This year, I want to speak directly to you about where we believe God is leading this ministry.

When I was hired two and a half years ago, the challenge was to take a legacy ministry (now 75 years old) and see it become even more effective in reaching kids for Christ. In those two-plus years, with your prayers and financial support, you’ve helped us expand the ministry to new areas like our Keys for Camps program, Creature Feature Storytellers, and Keys for Kids Radio, our full-time radio station for kids at keysforkids.net. We’re also poised to reach kids all over the world through our translation efforts and a new teen devotional that’s in the planning stages.

With all that’s going on, our team has been asking, “What’s preventing us from seeing thousands, if not millions, of kids come to Christ?”

While each of us believe God is directing us, the only obvious thing standing in our way? Funding. The common comments from our staff seem to be, “If we only had a million dollars. Can you imagine what we could do if we had an extra million dollars?”

That’s when I said, “Why don’t we ask God for it?” So will you help us? Would you pray with us that God would provide an extra million dollars so we can reach Arabic-speaking Muslim refugee kids for Christ? Would you ask God to encourage brothers and sisters to support us in telling Hindu children in India about Jesus—while also continuing our efforts to reach kids here? The prayers and support of people like you mean the work of igniting a passion for Christ in kids and their families will grow exponentially. Thank you for actively praying for our ministry in this effort, and please consider giving generously as we see the Lord provide an extra million dollars in 2018.



Keys for Kids Radio
keysforkids.net



Keys for Camps



Storytellers

Keys for Kids Ministries 2017 Statistics

Printed devotionals:
196,926

Keys for Kids new app downloads:
11,660

Keys for Camps:
15,000 campers

Website traffic:
1.5 million visits

Facebook friends:
20,243

Twitter followers:
1,460

Keys for Kids Radio:
187,240 visitors

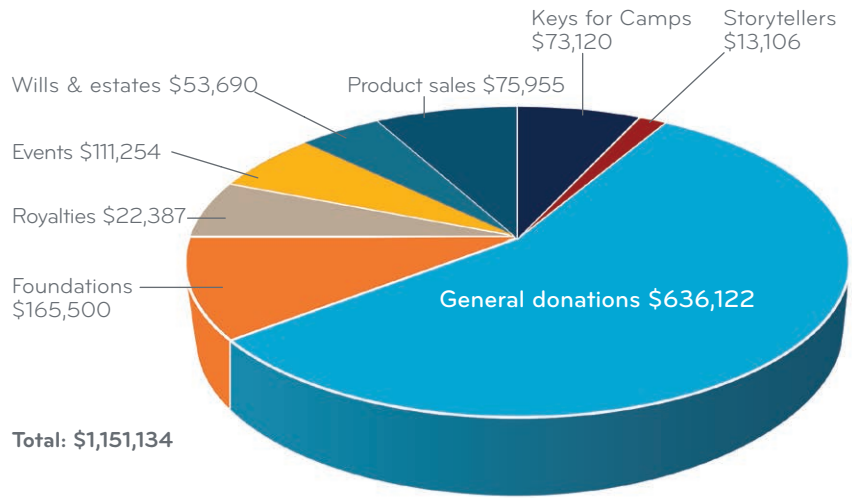
Parent Minute:
120 stations

Keys for Kids 60:
146 outlets

Keys for Kids 4.5min:
742 outlets

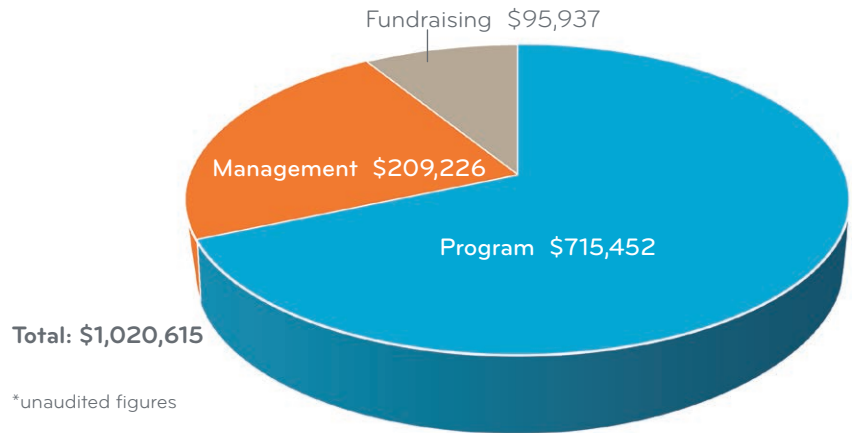


Keys for Kids Ministries 2017 Income*



*unaudited figures

Keys for Kids Ministries 2017 Expenses*



*unaudited figures



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igniting a passion
for Christ in kids
and their families