

Annual Report 2018





Everything we accomplished in 2018 was because God used you and your generosity to fuel this ministry.

What a Great Year

There's no possible way I could ever say thank you enough for supporting Keys for Kids Ministries with your financial gifts and your prayers. But let me say it here. Thank you. Everything we accomplished in 2018 was because God used you and your generosity to fuel this ministry.

2018 was a year of amazing growth. In the pages of this annual report, you'll not only see growth in existing ministries but how God opened doors for new areas of ministry.

As you read each page, can I ask you to pray over each area of ministry?

Then, when you're done, we'd love for you to share this annual report with people you know who love youth ministry. Why? So they too can join this ministry that's seeing kids and families worldwide turn to Christ and grow in their faith in Him.

Thank you again for supporting Keys for Kids Ministries.

In His grip,



Greg Yoder, President
Keys for Kids Ministries



Visitors by month



Top 10 countries by number of visitors from December 7, 2017 to December 6, 2018

United States of America	74,864
China	17,897
Japan	9,482
Canada	7,169
Taiwan	6,893
United Kingdom	5,170
India	3,514
Republic of Korea	3,118
Russian Federation	2,384
Thailand	1,948

"We love your ministry. My son John has several challenges in academics, motor skills, and general development, and he needs all the encouragement he can get. He counts you as a good friend and would email you every day if I let him. Sometimes an explanation from you makes more sense than one from Mom. So grateful for you and for all of the staff! Thank you, thank you, thank you."

–Lesley, mom, in email correspondence with "Zach"

Left: Dylan Kraayenbrink at the Keys for Kids Radio studios in Grand Rapids, Michigan.

Keys for Kids Radio

Keys for Kids Radio streams 24/7 so your kids can listen to a family-friendly, gospel-centered radio station at any hour! Keys for Kids Radio helps your children learn about God and worship Him—and it's fun for the whole family! In 2018 alone, 165,000 visitors listened to Keys for Kids Radio online.

As Children's Bible Hour, Keys for Kids Ministries has a rich history in Christian radio for children. From the pioneering Aunt Bea to the iconic Uncle Charlie, CBH began a tradition that continues today at Keys for Kids Radio, airing on keysforkids.net.

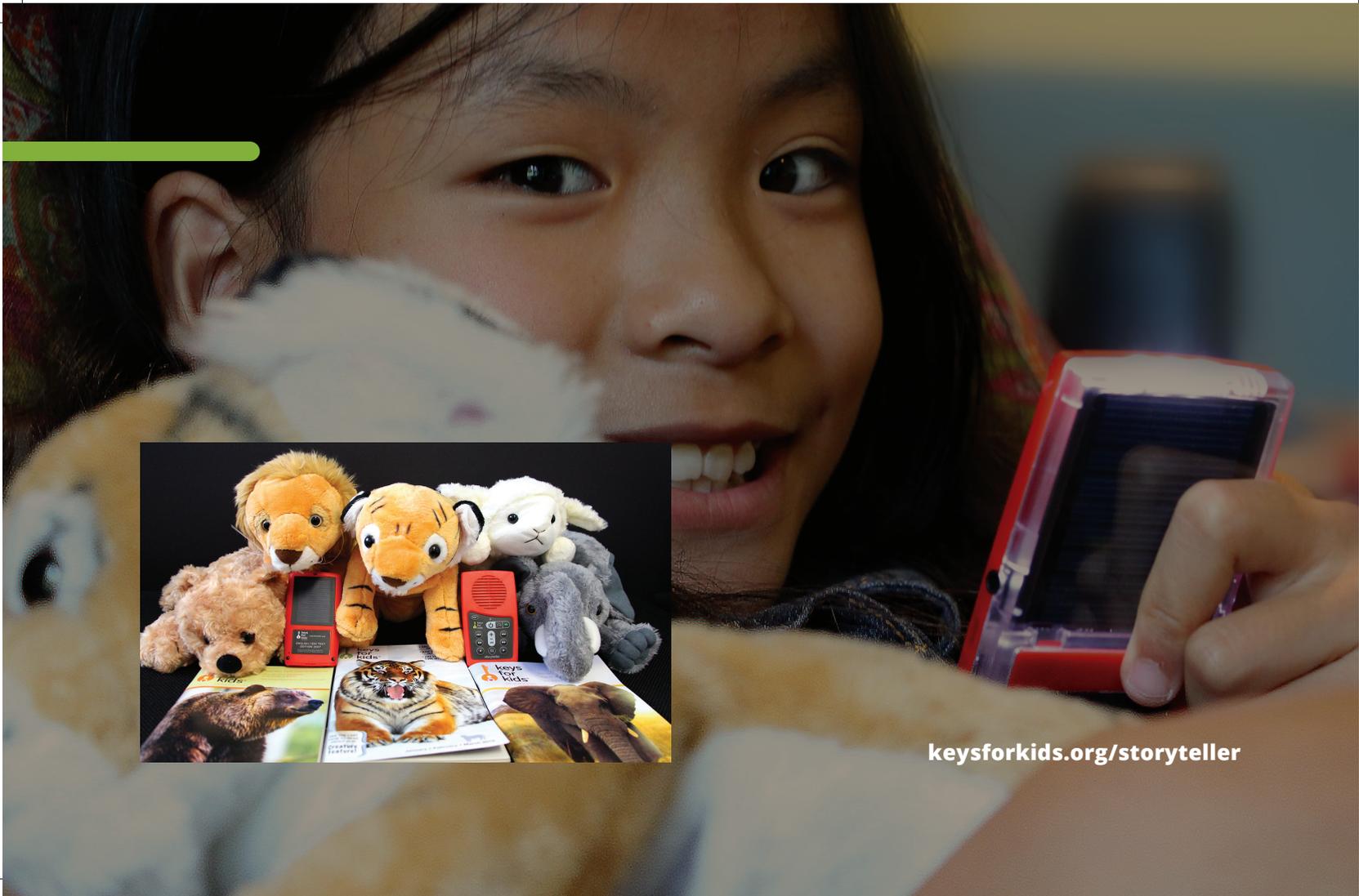
Radio programming includes *Parent Minute*, *Down Gilead Lane/Beyond Gilead*, *Keys for Kids 60*, and *Keys for Kids 4.5*.

Keys for Kids' radio programs are heard on hundreds of radio outlets.

Program	Outlets
Keys for Kids 4.5 minute	640
Keys for Kids 60 seconds	153
Parent Minute with Greg Yoder	136
Down Gilead Lane/Beyond Gilead	863

Keys for Kids Radio had over 165,000 visitors in 2018.

keysforkids.net



keysforkids.org/storyteller

Storytellers



Left: Child holding our tiger Creature Feature Storyteller.

Inset: Full line of Creature Feature Storytellers with some matching devotional covers.

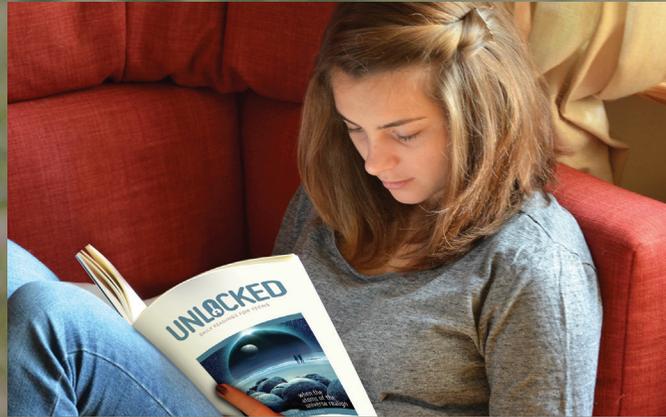
Stories. Every child enjoys them. And now Keys for Kids is reaching more children with our stories than ever before. Our new Spanish Storytellers recently made it to the nations of Peru and Guatemala, delivered by Christians with hearts for kids' ministry.

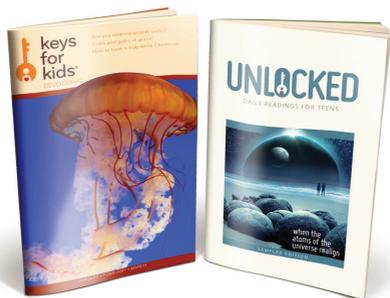
As a result, Antioch Ministries in Peru and Orphan Outreach in Dallas were able to use our Storytellers to plant seeds of the Gospel. Antioch Ministries told us children respond very well to the *Keys for Kids* audio stories. Several children accepted Jesus. They need more Storytellers to help the five churches also doing kids' ministry.

Orphan Outreach delivered Storytellers to kids they serve in Guatemala. This is just the beginning for both ministries.

We sent Storytellers to 37 US states as well as Canada, Guatemala, Kenya, and Peru. We were also able to raise \$50,000 to complete Albanian, Arabic, and Greek, which are on track for completion early in 2019.

With the support of people like you, we expect to provide even more Storyteller units to children, including kids in Guatemala when we take our first Keys for Kids short-term mission trip there in September. We'd love for you to join us!





Left: Boy reading a recent issue of *Keys for Kids*.

Inset above: Devotionals with personalized camp wraps.

Inset below: Teenager with our sampler edition of *Unlocked*. The first full issue is due in summer 2019.

Devotionals

The *Keys for Kids* devotional continues to be our most-used product. The devotional is available in print, online, via email, app, and in yearly ebook versions (Kindle and iBooks).

This past year we continued to partner with camps all over the country through our Keys for Camps program, helping them get their campers in God's Word year-round.

In summer 2019, Keys for Kids is launching *Unlocked*, our new daily devotional for teens. We are so excited to add this devotional to our family of resources that will encourage high school age teens to be in God's Word every day.

Stats:

63,000 distributed quarterly

22,761 camps

40,239 regular

Visits to KFK pages online:

Emails – 11,202 users

Web visits – 2.03 million

New users – 372,831

Pageviews – 3,081,496

unlocked.org
keysforcamps.org
keysforkids.org/subscribe



Women's Resource

NEXT Initiative

2018 was a year of growth for Keys for Kids Ministries. Most of our programs grew in numbers, and we also added our teen devotional, *Unlocked*. This meant adding infrastructure to sustain and support these programs, which is why the NEXT Initiative was launched in January 2018.

Together with many generous supporters we have raised 84% of our \$573,000 goal for this two-year project. Renovations have been completed, new hires have been

made, and additions to programming are underway.

We still have a little more than \$90,000 to raise to allow us to complete the NEXT Initiative, which includes funding for marketing, an office vehicle, and a video studio, but we're close. We're excited to see how God continues to use Keys for Kids Ministries through this expansion.

We're 84% there! Only a little over \$90,000 left to raise of our \$573,000 goal.

keysforkids.org/NEXT

Left: Our newly renovated north wing houses new staff for *Unlocked*, our upcoming teen devotional, and future growth.

Inset left: The north wing under construction.

Inset right: New in-house facilities will allow us to provide more cost-effective print communications.



WORD WITH ZACH

Stay in God's Word all year



WordWithZach.org



Biblical literacy is at an all-time low, but the response we received to this special reading program proves it doesn't have to be that way. WORD with Zach inspired 5,500 kids to read their Bibles and their Keys for Kids devotional this past summer, some as far away as China, Malaysia, and the United Arab Emirates.

Phil Ayres, the voice of Zach

WORD with Zach

When Keys for Kids launched the WORD with Zach summer reading program, we expected a few hundred kids to sign up. When more than 5,000 kids responded, we knew God was up to something big! Just think of it—because of this program, 5,500 kids accepted the challenge to read their Bibles and their *Keys for Kids* devotional this past summer, some as far away as China, Malaysia, and the United Arab Emirates.

As a pastor and the voice of Zach on *Keys for Kids*, I can't overemphasize how important it is for the next generation to connect with Jesus through God's written Word. Biblical literacy is at

an all-time low, but the response we received to this special reading program proves it doesn't have to be that way. I know that young people are desperate to find a foundation of truth, especially in this turbulent culture where just about anything goes.

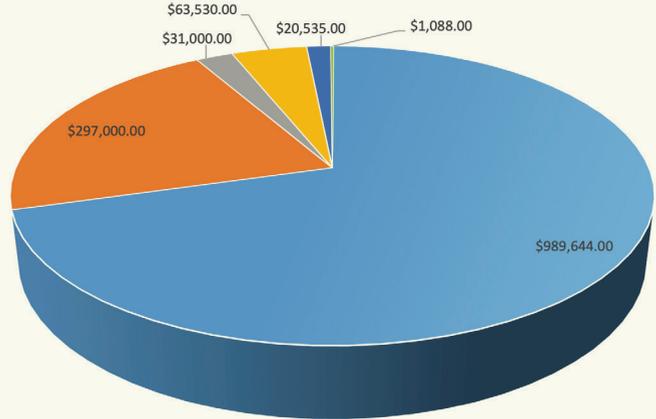
I'm excited to see how God uses the WORD with Zach program in 2019 to ignite a passion for Christ through the Bible.

Zach

Phil "Zach" Ayres
Voice of Keys for Kids Radio

Keys for Kids Ministries 2018 Financials*

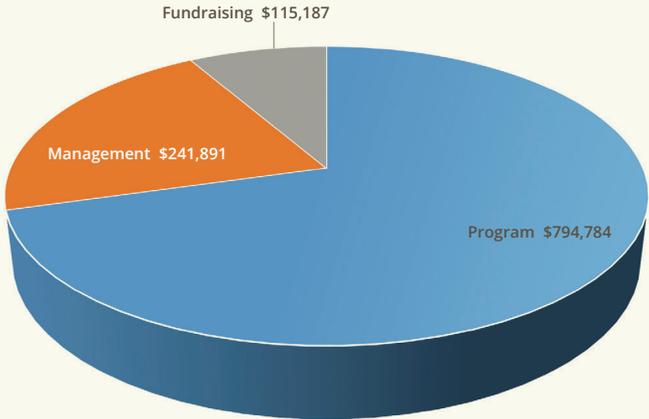
Keys for Kids Ministries 2018 Income



Total income: \$1,402,797

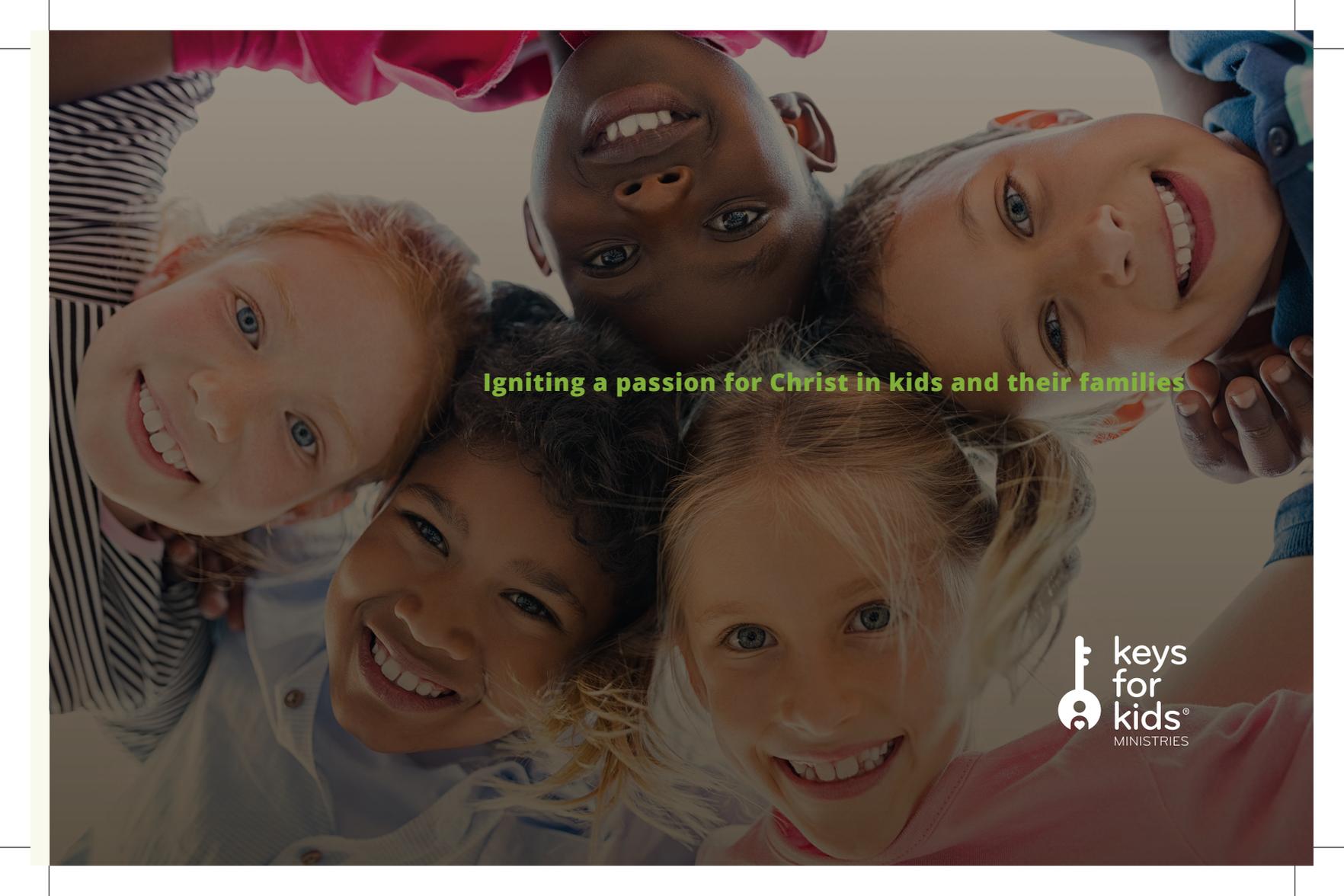
- Donations
- Foundations
- Wills
- Sales
- Royalties
- Misc.

Keys for Kids Ministries 2018 Expenses



Total expenses: \$1,151,862

*Figures shown are unaudited and pending

A high-angle, top-down photograph of five diverse children of various ethnicities and ages, all smiling broadly and looking directly up at the camera. They are huddled together, creating a sense of community and joy. The lighting is soft and natural, highlighting their features.

Igniting a passion for Christ in kids and their families





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