

## Blessings despite a year of challenges

KEYS FOR KIDS  
ANNUAL REPORT  
FOR 2020

The year 2020 brought a lot of challenges and uncertainties to most everyone, and although we are not yet past all those challenges, some great things happened at Keys for Kids Ministries!

God has used this time of uncertainty to help families grow closer together and closer to Him. The demand for Keys for Kids Ministries' resources was higher than it's ever been because more kids, teens, and families turned to us for help. At one point in 2020, the demand for material, both print and online, was up 300 percent! And testimonies of multiple generations using the *Keys for Kids* devotional have been flooding in.

*"Three generations and counting of our family using Keys for Kids!"*  
—Christine

*"I grew up with Keys for Kids devotions at night before bed and now I am reading them to my kids. Thanks for your faithfulness to the Lord all these many years!"* —Roxanne

*"I grew up listening to Children's Bible Hour on the radio every Saturday morning. Then Monday–Friday to the Keys for Kids program on the radio. Now I use Keys for Kids with the kids before they get on the bus. Thank you for continuing the ministry."* —Joanna

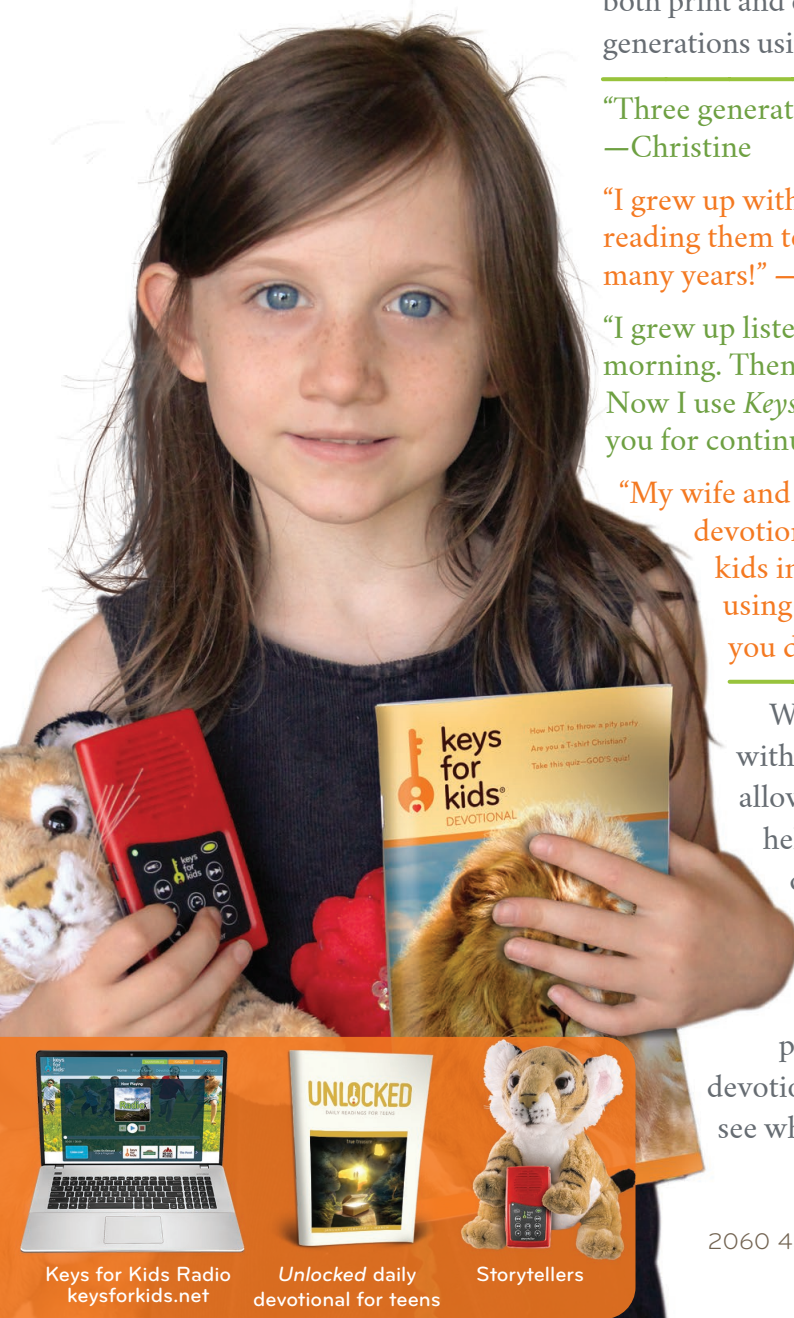
*"My wife and I both grew up with our parents reading the Keys for Kids devotional to us and our siblings, and now that we have foster kids in our house, we want to continue teaching them about God using Keys for Kids as one of the ways to do that. Thanks for all you do!"* —Peter

We are so thankful for you—we could not do this work without your prayers and financial support. Your gifts in 2020 allowed us to meet the increased demand we experienced and helped us bring truth and light to more families through our devotionals, radio programming, and online podcasts.

As we look forward to 2021, we want to reach more kids, teens, and families and help ignite a passion for Christ in their lives. We will also be announcing new partnerships that are in the works to translate our teen devotional, *Unlocked*, into different languages. We can't wait to see what God has in store for us in the year ahead!

Greg Yoder, President

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INTERNET | RADIO | PUBLICATIONS



Keys for Kids Radio  
keysforkids.net

Unlocked daily  
devotional for teens

Storytellers

## Keys for Kids Ministries 2020 Statistics

Printed Devotionals:  
 Keys for Kids: 230,913  
 Unlocked: 50,987

Keys for Camps  
 Number of camps: 58  
 Campers: 16,946

Website Visits (Overall)  
 2.41 million

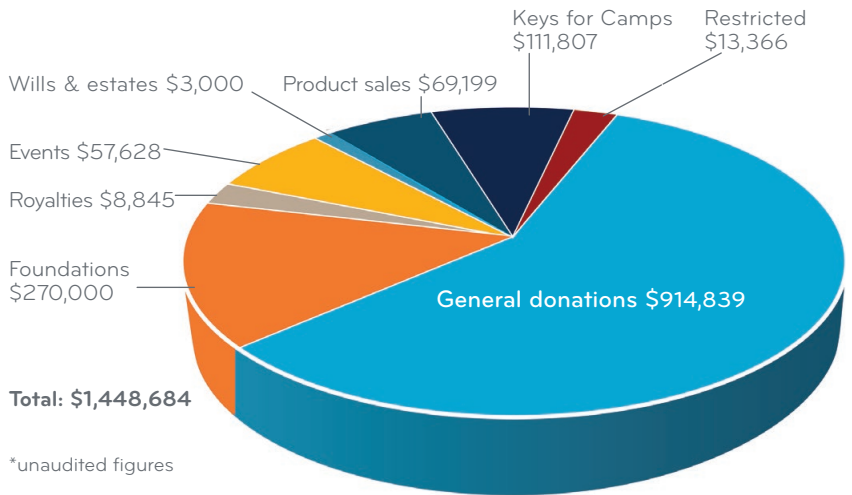
Storyteller Languages  
 Albanian, Arabic, English, Greek,  
 Macedonian, Spanish

App Downloads  
 Keys for Kids 20,252  
 Unlocked 12,336

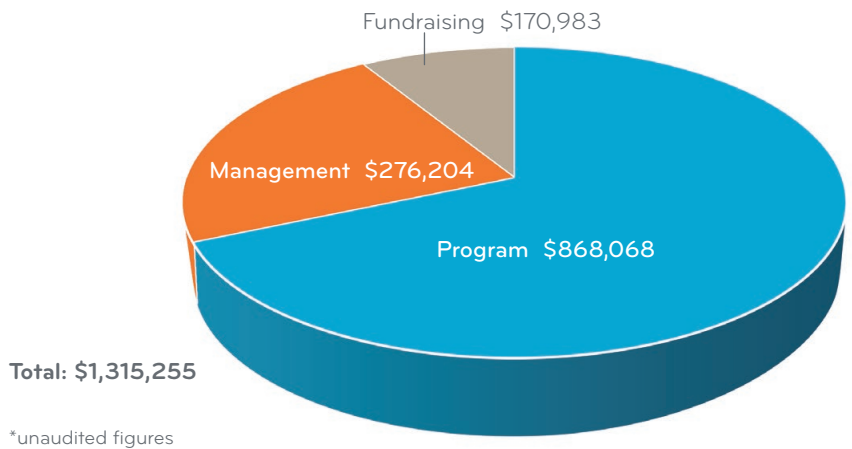
Keys for Kids Radio  
 Keysforkids.net listeners: 145,367  
 Keys for Kids 4.5 stations: 646  
 Keys for Kids 60 stations: 164  
 Parent Minute stations: 179

Social Media Followers  
 Keys for Kids (Facebook): 24,040  
 Keys for Kids (Instagram): 1,551  
 Unlocked (Facebook): 549  
 Unlocked (Instagram): 588

## Keys for Kids Ministries 2020 Income\*



## Keys for Kids Ministries 2020 Expenses\*



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web: [keysforkids.org](http://keysforkids.org)  
 kids: [keysforkids.org/getkeys](http://keysforkids.org/getkeys)  
 radio: [keysforkids.net](http://keysforkids.net)  
 mp3: [keysforkids.org/storyteller](http://keysforkids.org/storyteller)  
 teens: [unlocked.org](http://unlocked.org)

give online:  
[keysforkids.org/donate](http://keysforkids.org/donate)  
 Text2Give: Text the word  
 "Give" to 616.229.2982  
 and follow the prompts

