

KEYS FOR KIDS ANNUAL REPORT 2021



Keys for Kids App Helps Family Seek After God

Dayton, TN (K4K) – They heard about Keys for Kids Ministries on Moody Radio, and now it’s a major part of their lives. The Keys for Kids mobile app is helping the McChargue family focus on Christ every day. They believe in the work so much that they became new donors.

Michael and Charissa McChargue sent us an email with their first gift saying, “[Our] girls love your app. They go to sleep every night listening to your stories. They have provided many conversations and opportunities for us to discuss Christ with them. It has been an amazing alternative to the negative media that is out there.”

Michael says his girls love listening to the on-demand programs like *Down Gilead Lane* and especially *Red Rock Mysteries*, which is nine-year-old Ella’s favorite program. “I just like listening to it,” she says. Michael adds, “[Ella] is learning spiritual truths as she’s listening to something she loves.”

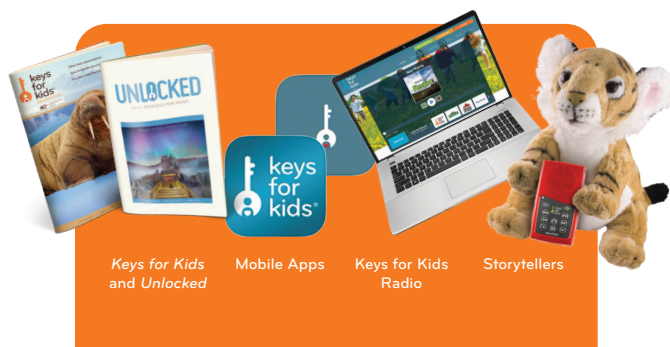
Her seven-year-old sister Nora likes Zach, the voice of *Keys for Kids*, telling her devotional stories. She also likes lessons she learns from *The Pond*. “I liked the one [program] about being scared. And it helped me not to be so scared.” They’re lessons based on biblical truth. Michael says since Scripture memorization is important to characters on *The Pond*, it’s become important to his girls.

Michael tells us Keys for Kids Radio is something he can trust. “Honestly, we let them listen to it every night. I never have to worry about any of the programming. And it does provide a lot of opportunities to talk about those biblical lessons.”

Why did he become a donor? “We use it so much. I think if it’s something we use, I want to keep it going. If I want it to be available for my family, it needs to be supported.”

MISSION STATEMENT: IGNITING A PASSION FOR CHRIST IN KIDS, TEENS, AND FAMILIES WORLDWIDE.

2060 43rd Street SE, Grand Rapids, MI 49508 phone: 616.647.4500
toll free: 888.224.2324 keysforkids.org
INTERNET | RADIO | PUBLICATIONS



Keys for Kids Ministries 2021 Facts & Statistics

Printed Devotionals

Keys for Kids: 194,000
 Unlocked: 40,000

Keys for Camps

Number of Camps: 79
 Campers: 19,678

Website Visits (Overall)

3.1 million

Storyteller Languages

Albanian, Arabic, English, Greek, Macedonian, Nepali, Spanish

App Downloads

Keys for Kids: 11,749
 Unlocked: 11,416

Keys for Kids Radio

Keysforkids.net listeners: 157,448
 Keys for Kids 4.5 stations: 642
 Keys for Kids 60 stations: 165
 Parent Minute stations: 170

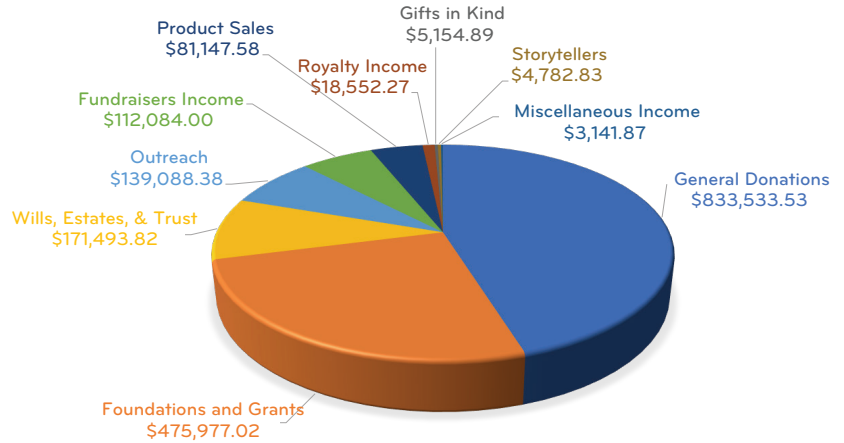
Social Media Followers

Keys for Kids (Facebook): 24,174
 Keys for Kids (Instagram): 1,837
 Unlocked (Facebook): 615
 Unlocked (Instagram): 735

Board of Directors

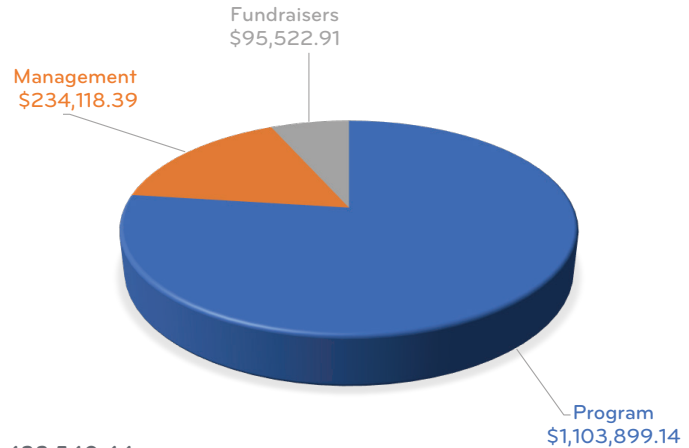
Greg Yoder, President/Executive Director
 Duane Culver, Board Chairman
 Joe Moss, Vice Chairman
 Amanda Hildabrand, Board Secretary
 Scott Cousino, Treasurer
 Lee Hageman, Board Member
 Scott Vanderveen, Board Member

Keys for Kids Ministries 2021 Income*



Total: \$1,844,956.19
 *unaudited figures

Keys for Kids Ministries 2021 Expenses*



Total: \$1,433,540.44
 *unaudited figures

Net Fixed Assets: \$605,770.87



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web: keysforkids.org
 kids: keysforkids.org/getkeys
 radio: keysforkids.net
 mp3: keysforkids.org/storyteller
 teens: unlocked.org

give online:
keysforkids.org/donate
 Text2Give: Text the word
 "Give" to 616.229.2982
 and follow the prompts

