

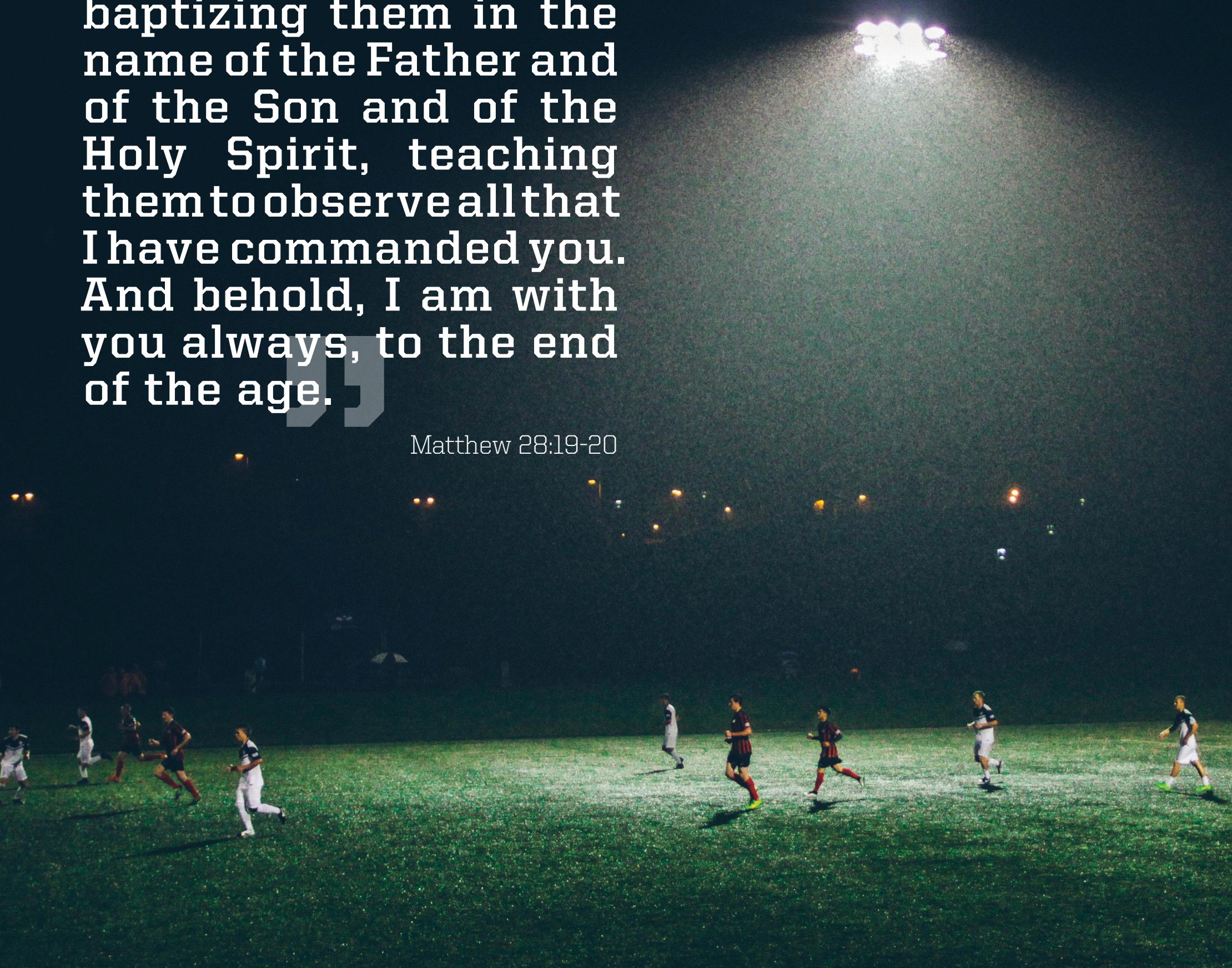


ANNIVERSARY

ATHLETES
IN ACTION®
A Cru Ministry

Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.

Matthew 28:19-20



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LETTER FROM THE PRESIDENT

MARK HOUSEHOLDER



Fifty years ago, God used a young married couple named Dave and Elaine Hannah to launch Athletes in Action. They were surrendered to His Lordship, filled with faith and the Holy Spirit and convinced that the world would listen to athletes and coaches tell the story of Jesus.

Well, a few things have changed over these fifty years! But in terms of prerequisites for God using a person's life, those have not changed. God still uses people who are surrendered to His purposes, filled with the Spirit and available to step out and make a difference.

One priority for Athletes in Action fulfilling its mission is the completion of the John Wooden Family Fieldhouse on our headquarters campus in Xenia, Ohio. Named after the legendary UCLA basketball coach John Wooden, the fieldhouse will be the final addition to the already existing Sports Complex, and once completed, will bring 300,000 athletes, coaches and parents to the campus.

Our vision, mission and even the faith decision to trust God to raise the financial resources to build the Wooden Family Fieldhouse cannot be accomplished apart from God and others. We stand humbly dependent upon God and others to provide the labor, influence, finance and expertise to see this mission move forward.

In whatever ways you are involved, let me say thank you! Thank you for giving us the chance to steward well over people, resources and opportunities.

We have a phenomenal history. And with God's help, I believe the best is yet to come!

All for His glory,

A handwritten signature in black ink, appearing to read "Mark Householder".

Mark Householder



AIA former /current presidents Bill Pugh, Mark Householder, Dave Hannah, Wendel Deyo.

WOODEN FAMILY FIELDHOUSE



100,000 SQUARE FEET
4 BASKETBALL COURTS
JOHN WOODEN TRIBUTE AREA
ADVENTURE/CHALLENGE COURSE
SPORTS PERFORMANCE AND FITNESS AREA
ADMINISTRATIVE OFFICES
INDOOR TURF TRAINING FIELD

300,000

With the completion of the fieldhouse, we estimate that the number of participants using the sports complex will grow from the current 114,000 annual participants to 300,000 by year 2020.

PIONEERS OF THE FAITH AND THE ATHLETE'S IN ACTION WRESTLING TEAM



ATHLETES IN ACTION WAS FOUNDED ON THE HARD WORK AND SACRIFICE OF ITS EARLY PIONEERS AND ADVENTURERS; NONE WERE MORE ADVENTURE SOME THAN THE MEN AND THE WIVES OF ATHLETES IN ACTION FIRST SPORTS TEAM, THE WRESTLERS.

Larry Amundson wrestling at Arrowhead Springs.

Athletes in Action wrestling was a pioneering ministry. The full-time team was pulled together in 1968, composed of top wrestlers in the country. They shared their faith in Christ in countries all over the world including; Austria, Germany, Czech Republic, Soviet Union, Mongolia, Poland, Hungary, Bulgaria and Iran.

In 1977 and 1978, Athletes in Action represented the United States in the Aryamehr Cup, hosted by the Shah of Iran in Tehran. At the time, it was one of the premier wrestling tournaments in the world.

God used this trip to stir the hearts of several of the pioneer-spirited wrestlers. Five of them from the Iran trip, along with their families and other team members, were inspired to move to various countries in Europe, including Czech Republic, Poland and Russia, to minister full time. They used their sport and adventurous spirits to open doors that established the Athletes in Action ministry in several countries and helped many begin a relationship with Christ.



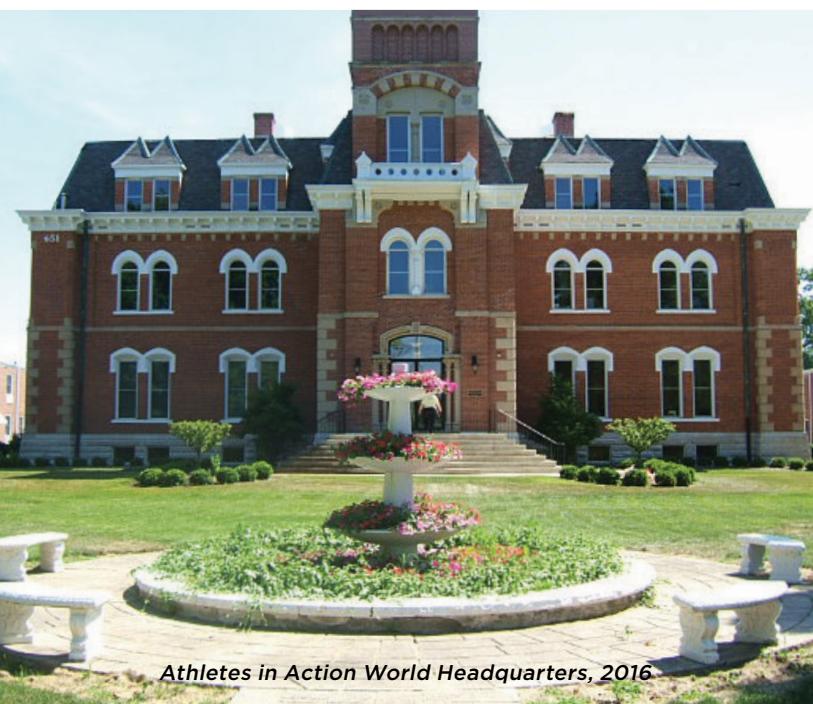
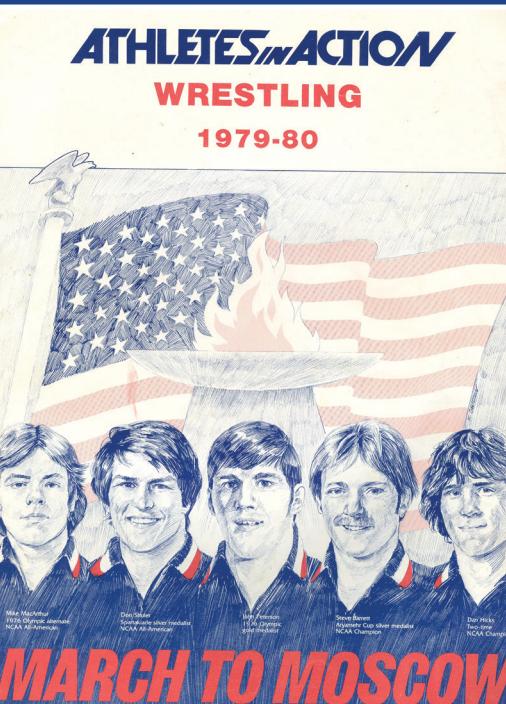
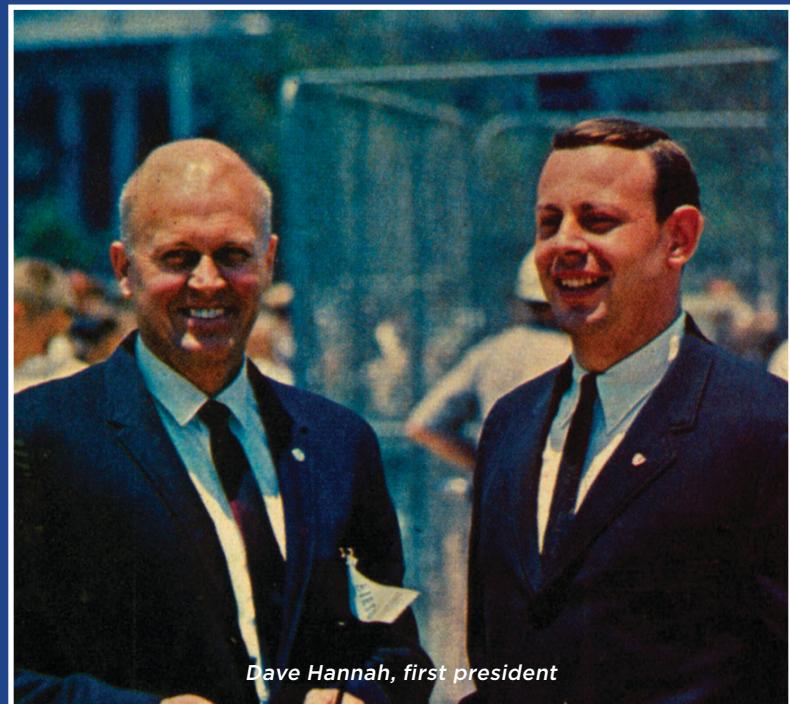
1971 National Wrestling Federation Freestyle Championship team.



Wrestlers at University of Minnesota.

50 YEARS OF PIONEERING

A BRIEF HISTORY OF ATHLETES IN ACTION



Dave Hannah begins Athletes in Action. The first wrestling team comes together. Athletes in Action basketball is formed.

1966
1971

1972
1977

1978
1982

1983
1987

1988
1992

Athletes in Action athletic Principles created. Staff members John Peterson and Gene Davis win gold and bronze medals at the 1976 Olympics. 1977 Athletes in Action basketball team upsets No. 1-ranked San Francisco Dons.

Athletes in Action sends teams internationally in baseball, soccer, track and field, men's and women's basketball and women's volleyball.

Athletes in Action women's campus ministry begins. The first Ultimate Training Camp is held in Fort Collins, Colo.

First Super Bowl Breakfast held in San Diego, Calif., becomes NFL Sanctioned in 1992. Wendel Deyo becomes president of Athletes in Action. First official chaplaincy takes place at the Seoul Olympics.

1993
1997

1998
2002

2003
2007

2008
2012

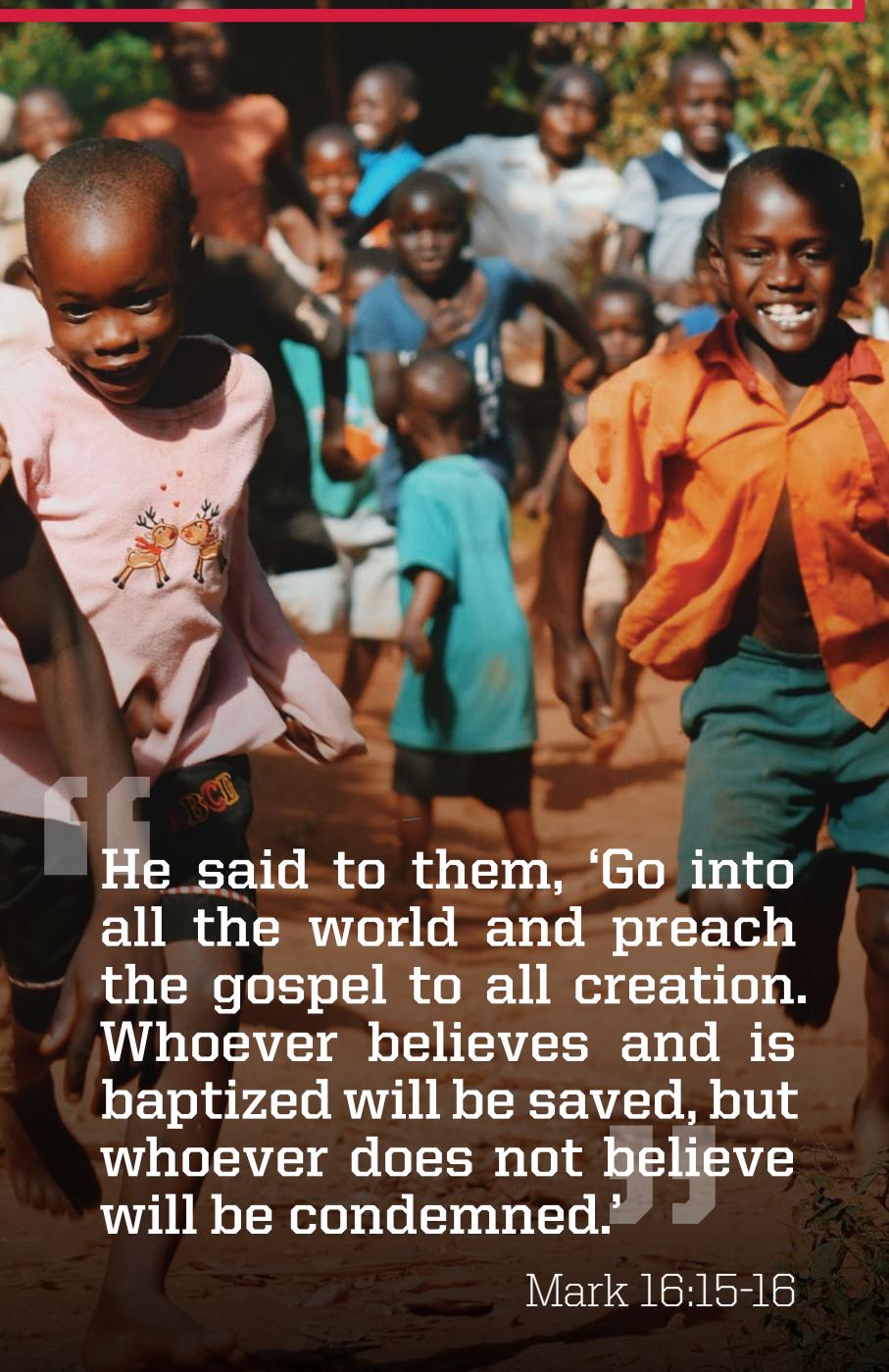
2013
2016

First Athletes in Action media tool, Joe Gibbs: Fourth and One, is produced. SportLINC ministry begins.

Four dormitories and the Browne Family Retreat Center are completed on the Xenia campus in 2006. Establishment of the Sports Complex.

The Lenses Institute is established. Athletes in Action celebrates its 50th anniversary in 2016.

MINISTRY AROUND THE WORLD



He said to them, 'Go into all the world and preach the gospel to all creation. Whoever believes and is baptized will be saved, but whoever does not believe will be condemned.'

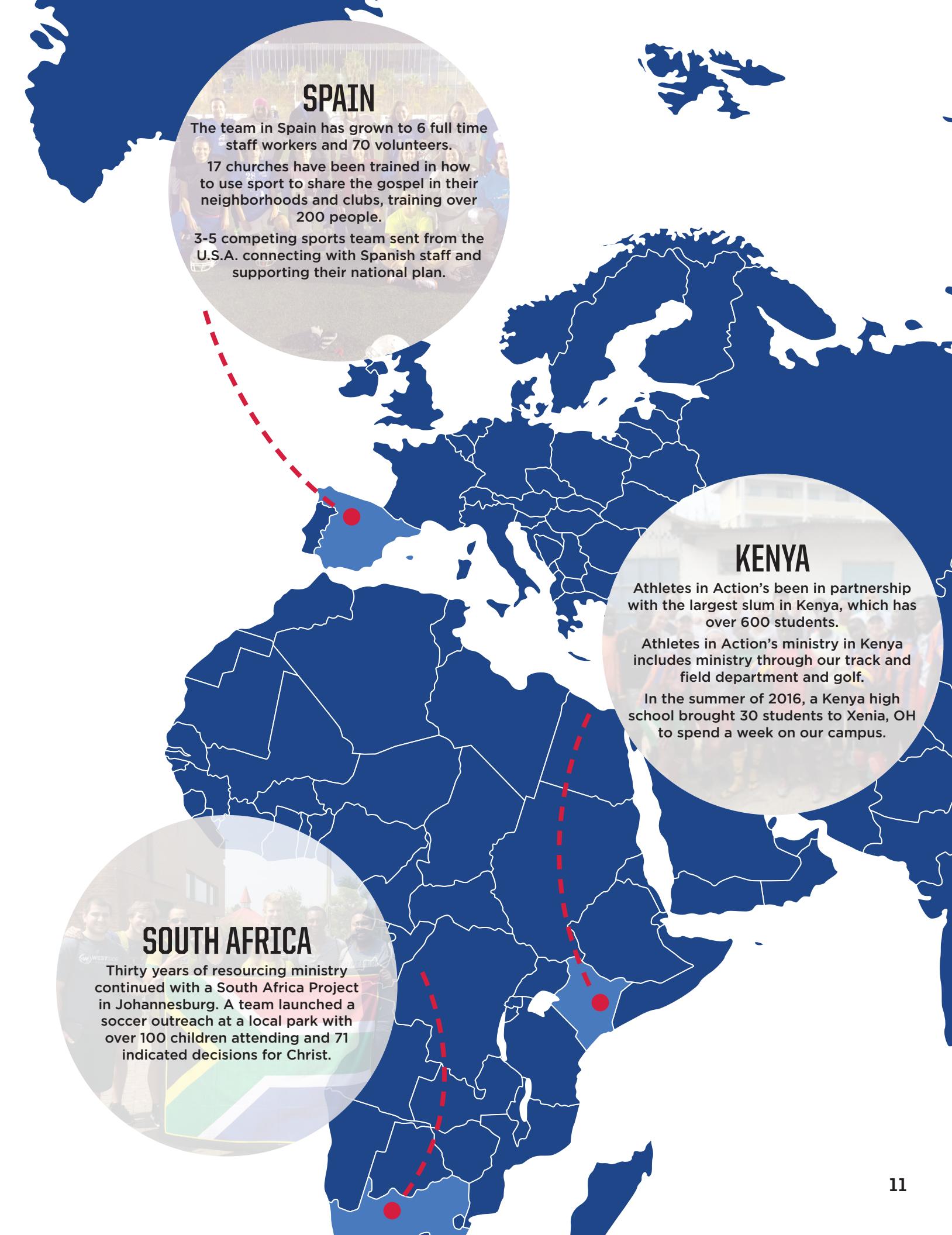
Mark 16:15-16



BRAZIL

Active movements in 7 cities. Over a hundred staff from 36 countries distributed 650 bibles and 1600 "Struggle & Triumph" DVDs to Olympic athletes.

Athletes in Action Church Sports Movement in seven cities impacted 10,143 people with the gospel. This includes 23 full-time staff members, 114 partner churches, and 455 Athletes in Action Associates.



SPAIN

The team in Spain has grown to 6 full time staff workers and 70 volunteers.

17 churches have been trained in how to use sport to share the gospel in their neighborhoods and clubs, training over 200 people.

3-5 competing sports team sent from the U.S.A. connecting with Spanish staff and supporting their national plan.

KENYA

Athletes in Action's been in partnership with the largest slum in Kenya, which has over 600 students.

Athletes in Action's ministry in Kenya includes ministry through our track and field department and golf.

In the summer of 2016, a Kenya high school brought 30 students to Xenia, OH to spend a week on our campus.

SOUTH AFRICA

Thirty years of resourcing ministry continued with a South Africa Project in Johannesburg. A team launched a soccer outreach at a local park with over 100 children attending and 71 indicated decisions for Christ.

DEPARTMENT HIGHLIGHTS

GOD AT WORK THROUGH ATHLETES IN ACTION

BECAUSE THE WORLD IS LISTENING

CAMPUS

321
NEW
MINISTERING
DISCIPLES
TRAINED.

429
STUDENTS
ACCEPTED
CHRIST.

3
NEW SUMMER
PROJECTS
(SOUTH AFRICA,
EAST ASIA, UTC-
SOCAL)

200+
LOCATIONS

200
STAFF

8
SPRING BREAK
TRIPS



PRO NFL CHAPLAINS

Matthew Slater, WR for the New England Patriots and 2017 Super Bowl champion, won the 2017 Bart Starr Award, making he and his father, Jackie (1996), the first father-son duo in history to win the award.

DIGITAL STRATEGIES

Launched a new website in January 2016,
AthletesinAction.org.

1,630,445 page views in
the first 6 months.

GLOBAL

41 competing teams sent to 19 countries, where they came into contact with 156 ethnic people groups. Add competing and ethnic.

10,000 people had the opportunity to hear the Gospel.

Partnered with over 75 other organizations, churches, and universities.



SPORTS T.E.A.M.

Hosted first-time projects at the Headquarters Campus: Ultimate Training Camp, inner city camp, refugee camp, High School Ultimate Training Camp (year 4), international coaches academy, NCAA DI captains academy, and others.

Helped coordinate and operate college softball and baseball Championship Tournaments for the GMAC and GLIAC Conferences.

WOODEN FAMILY FIELDHOUSE

The John Wooden Family Fieldhouse (WFF) will accelerate Athletes in Action's ability to achieve our mission of "building spiritual movements everywhere through the platform of sports". The WFF is the fourth and final phase of the existing Sports Complex at our headquarters in Xenia, Ohio. The completion of the WFF provides the opportunity to further accelerate and "take to scale" the core values, principles and strategies of winning people to Christ, building them in their faith and sending them to the world for the fulfillment of our mission.

We desire to create athletic role models who are living for God, applying the foundational principles that John Wooden's life represented and leading the way for changes in our culture and around the world.

WHY BUILD A FIELDHOUSE?

With our 50-year history and experience working with athletes and coaches in sports ministry and our experience in running the Sports Complex (which was self-sustaining as of 2014), we believe building the WFF is the "game changer" for moving into the next 50 years of ministry.

WHAT WILL WE DO?

Taking biblical direction from Acts 1:8, Athletes In Action's model for the WFF is to reach local, regional, national and international groups. This will be a one-of-a-kind tournament destination to develop the total athlete: training in mind, body and spirit. The WFF will enable the following programs to be added in year one:

- 24 sport camps in 10 sports
- 15 coaching and clinic settings in 7 sports
- 18 weekend youth tournaments in 6 sports
- 11 training sessions - individual skill development and sports performance
- 32 adult league sessions in 7 sports.



The Athletes in Action facility after construction of the Wooden Family Fieldhouse will be complete.



Headquarters



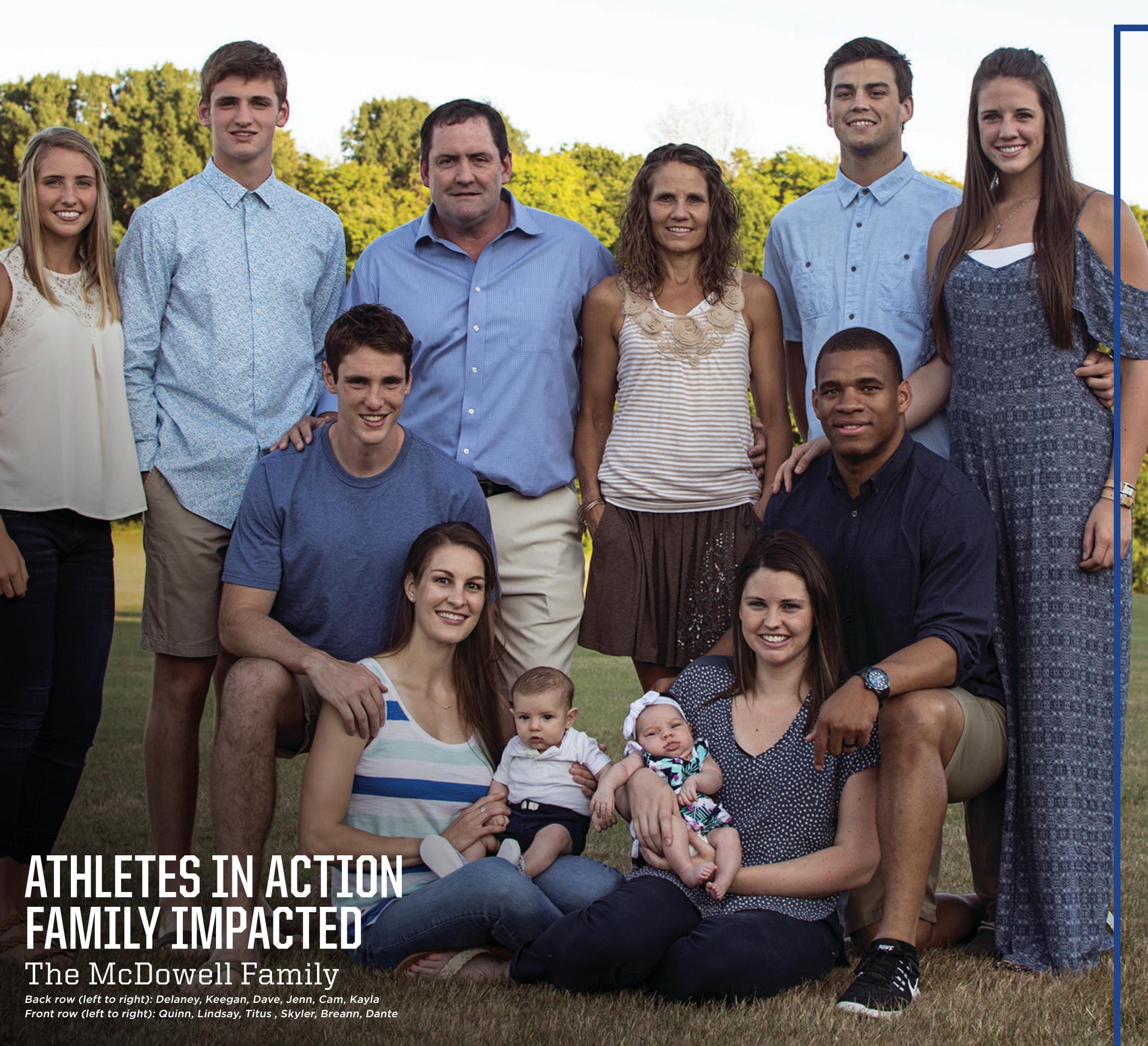
Fitness Center



John Wooden Legacy Room



Indoor Turf Field



ATHLETES IN ACTION FAMILY IMPACTED

The McDowell Family

Back row (left to right): Delaney, Keegan, Dave, Jenn, Cam, Kayla
Front row (left to right): Quinn, Lindsay, Titus, Skyler, Breann, Dante

Dave and Jenn McDowell have been on staff with Athletes in Action for nearly 30 years. The ministry has played an integral role in each of their lives, as well as their entire family. They have been involved in several aspects of the ministry, including basketball events, media and development; however, the most rewarding part has been the impact Athletes in Action has had on the lives of their children.

Their eldest 3 children and their spouses have all had their lives touched by Athletes in Action's ministry. This includes the Ultimate Training Camp, the Summer Swim Project, campus ministry and international competing teams, all which have provided instrumental spiritual foundations for growth.

Their youngest daughter, Delaney, is a sophomore track and field athlete at Liberty University and participated in the 2016 Ultimate Training Camp and traveled to Grand Canary Islands to compete.

"Even though we are on staff, Jenn and I will be forever thankful for the projects and staff that have impacted our children's lives forever," Dave says. "We feel very privileged to journey with staff all over the world."

Because of the impact on their family, Dave and Jenn remain committed to serving others through the ministry.

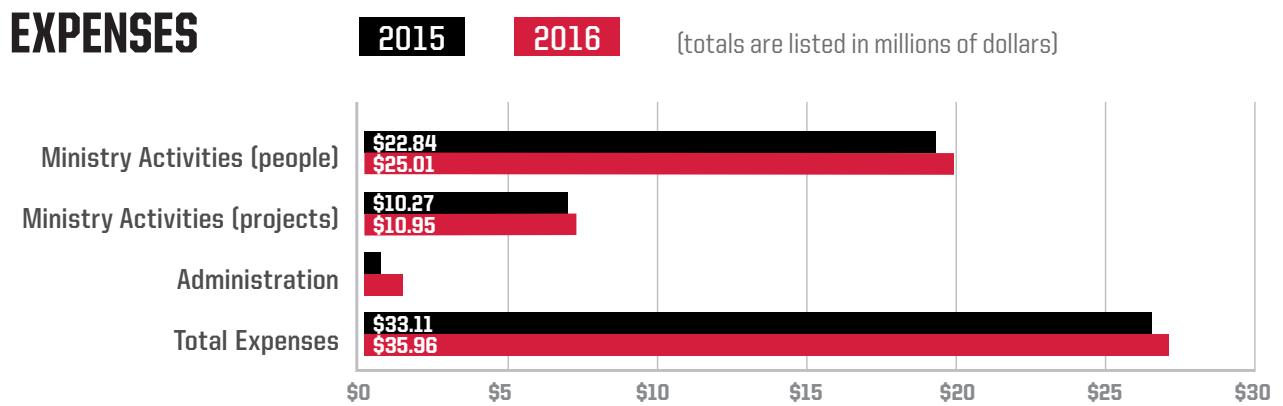
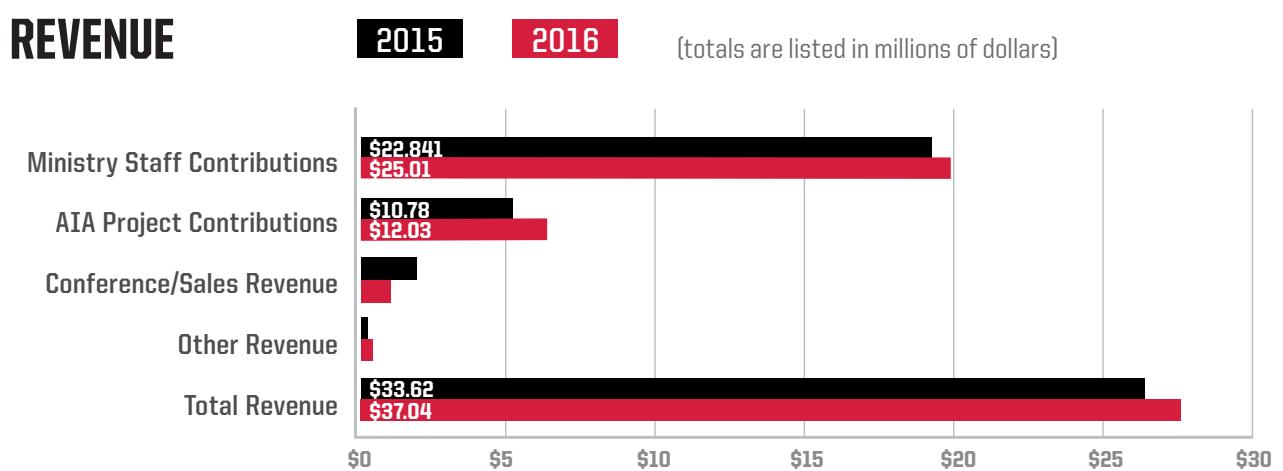
"If we can be a part of encouraging families as our family has been, we would count it a blessing," Jenn says.

Dave describes them as, "a family that will never be the same because of Athletes in Action."

FINANCIAL REPORT

LOOKING BACK AT GOD'S FAITHFULNESS

REPORT OF MANAGEMENT



*These numbers do not include the income and expenses connected with the current capital campaign for the Field House.

KEY MEASUREMENTS



HOW, THEN, CAN THEY CALL ON THE ONE THEY HAVE NOT BELIEVED IN? AND HOW CAN THEY BELIEVE IN THE ONE OF WHOM THEY HAVE NOT HEARD? AND HOW CAN THEY HEAR WITHOUT SOMEONE PREACHING TO THEM? AND HOW CAN ANYONE PREACH UNLESS THEY ARE SENT? AS IT IS WRITTEN: 'HOW BEAUTIFUL ARE THE FEET OF THOSE WHO BRING GOOD NEWS!'

Romans 10:14,15 NIV

2015-2016 MINISTRY STATS:



97

PROJECTS AND TOURS SENT, INCLUDING 2,414 STUDENT-ATHLETES

1,986

DECISIONS FOR CHRIST

2,862

STUDENT ATHLETES INVOLVED IN ATHLETES IN ACTION CAMPUS MINISTRY

5 MILLION

MIDDLE EASTERN VIEWERS, PER DAY OF ATHLETES IN ACTION FILMS DURING THE WORLD CUP AND OLYMPIC EVENTS. (30 DAY PERIOD)



Athletes In Action Campus
with the Wooden Family Fieldhouse addition



CThere are many things that are essential to arriving at true peace of mind, and one of the most important is faith, which cannot be acquired without prayer.

Coach John Wooden

