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Mark Householder President of Athletes in Action

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Dr. Madeline Mims
Four-time Olympian, Gold and
Silver Medalist,
Singer, Speaker, Chaplain,
Ambassador



Dear Friend:

I could not be more hopeful than I am right now for AIA's future! Why am I so hopeful? First of all, AIA has a history of seeing God's faithfulness and fruitfulness. And if the future is anything like the past, we have exciting days ahead. Since 1966, AIA has committed to winning people to Christ, building them in their faith and sending them to the world. Recently, I took some time to look back over the past five years of AIA ministry around the world. In that time span, we have expanded our work around the world from 45 to 100 countries, shared the gospel with 572 million people and trained and discipled 37,000 athletes and coaches to walk with God and to tell the story of Jesus. To God be the glory!

Secondly, the resources God has made available to His followers are more than adequate for the challenges we face. Ephesians 3:20 reminds us in part, "Now to Him who is able to do immeasurably more than we ask or imagine..." Can AIA play a more prominent role around the world in our dream of seeing "a Christ follower on every team, in every sport and in every country"? Can we see significant breakthroughs in the diversity challenge we face? Can we secure our future through the purchase of our headquarters in Ohio, the AIA World Training & Resource Center? We CAN, but only with God's help!

Thirdly, the nature and reality of sports around the world gives AIA a unique platform to share the story of Jesus. Super Bowl XLIV was the most-watched TV show in American history. According to FIFA, a worldwide audience of more than 700 million people watched the World Cup final in July between Spain and the Netherlands. AIA has said for years that a "society looking up to athletes as heroes needs to find those heroes looking up to God." May God accelerate the fulfillment of His global purposes through AIA and the platform of sports.

The AIA team of staff members, volunteers and financial partners around the world is committed to capitalizing on the unique opportunities given to us through sports for global impact. There is still room on the team for you. Athletes in Action has multiple opportunities for the investment of your labor, influence, finances and expertise. Will you join us?

All for Him,

Mark Householder President

Dear Friend:

What are you doing to make your L.I.F.E. count for eternity? This is a question I often ask myself as a "self-check" for what I am investing my Labor, Influence, Finances and Expertise in. That question and an "itch/whisper" to become more engaged in something meaningful has led me to join the staff of Athletes in Action after 20-plus years of working alongside as a volunteer.

I am excited about this leap of faith on a number of levels. First and

foremost I am excited about what God is doing through Athletes in Action. The organization is crystallizing a sound and compelling 2020 vision of a Christ-follower/Influencer for Christ on every team in every nation. Sports have never been more popular in all corners of the world. Sports open doors and opportunities to reach many, especially those in historically closed countries to the gospel.

The people of Athletes in Action are another exciting part of this adventure. They are a committed, caring and passionate group. The challenge of owning, developing and using the Xenia, Ohio, property (the World Training & Resource Center) as a home base from which battle plans, training and equipping can be accelerated is exciting. Using the base to attract, reach and impact people all over the world for eternity is also exciting!

I would encourage you to ask yourself, "Is my L.I.F.E. making an external impact?" If you are convicted that you can do more, contact us! There is so much to do and we need your help at whatever level you can offer. Your L.I.F.E. invested well will truly enrich your life.

Blessings.

DAVE BEDWAR

Dave Browne

Athletes in Action staff member

Former Chairman/CEO/President Family Christian Stores

Former Co-CEO Luxottica Group

Former CEO/President LensCrafters



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Executive Director,
Business Services
Former Chairman of Family
Christian Stores

Jerry Dendinger Vice President of Ministry Operations

Anthony Johnson Director of Pro Ministry, Jacksonille

Dave McDowell Vice President

Ron Touby Chief Financial Officer

LOOKING TOWARD

VISION STATEMENT

We believe God for a day when there will be a Christ follower on every team, in every sport, in every nation."

GOALS

Exposing billions to the gospel and mobilizing millions through the platform of sports

"If you want
to go faster,
go alone. If
you want to
go farther,
go together."

-Mrican provers

2020 AND BEYOND!

Athletes in Action is at a strategic time in our history! We began putting together our 2020 vision early in 2010. On June 19, 2010, we were presented with what we have determined was the "Game Changer," when we were asked by the landowner, Legacy Ministries International, to purchase the property where we currently have our World Training and Resource Center. We believe that this Game Changer, when figured into our 2020 plan, will serve to accelerate our ministry in the years to come.

PRIORITIES

Global-this is the scope of our mission. We will be a globally connected ministry with over 150 countries and serve these national ministries in a way that allows them to grow, prosper and thrive in Win, Build and Send ministry.

Staff Growth and Leadership Development—this is the heart of our mission. Our staff have the opportunity to impact millions by working in the athletic arena. By having healthy and productive ministers of the gospel, we stand the best chance of facing our challenges and opportunities with courage, faith and boldness.

Diversity—this is the challenge of our ministry. We must be more representative of God's people and those that we minister to and with. Athletes in Action will have unrelenting intentionality in this area to grow and develop staff members and leaders who can better impact the sports world.

Movement Building-For over 45 years THE distinctive of Athletes in Action is to WIN people to Christ, BUILD them in their faith, and SEND them to reach others.

STRATEGIES

Campus-developing a sports ministry presence on 1,200 universities

Global-accelerating national sports ministry in 150 countries

Media-utilizing media tools to share the faith stories of athletes with two billion people worldwide and serving the global body of Christ

Pro-resourcing, either directly or indirectly,
 professional sports teams so that every team has
 a Christ follower who is trained to use his/her
 platform for the glory of God

Sports Complex & Conference Center-building a premier global sports facility for the development of thousands of athletes and coaches

Sports Teams—sending teams around the world as catalysts for building movements of evangelism, discipleship and spiritual multiplication

KEY MEASUREMENTS

The table at the right represents results in the areas Athletes in Action calls their "Key Measurements" (KM). These critical KM areas reflect how AIA is doing overall as a ministry (in their four focus areas: evangelism, discipleship, staff growth and staff recruiting). Each of these important areas represents quantitative progress toward Athletes in Action living out its stated mission: building spiritual movements everywhere through the platform of sports!

Evangelism: people who heard a complete gospel presentation and had an opportunity to accept Christ

Decisions: people who confirmed making a first-time decision for Jesus

Disciples: the number of athletes who are involved in our local ministries

Staff Recruiting: the number of people we challenged to join Athletes in Action staff



Evangelism: 312 million

Decisions: 2,785

Disciples: 2,040

Staff Recruiting: 4,265



AthletesinAction.org to subscribe to the new quarterly Athletes in Action/ Sports Spectrum magazine.





ATHLETES IN ACTION TAKES OWNERSHIP OF 162-ACRE PROPERTY IN OHIO

Impressive in scope with regulation-size football, baseball, soccer, and softball fields, the Athletes in Action headquarters in southwest Ohio has been leased to AIA for eight years. In December 2010. AIA became the new owner of the 162-acre property, through a purchase by its parent organization, Campus Crusade for Christ.

"We believe that the purchase of the property will greatly accelerate our global vision of seeing a Christ follower on every team, in every sport and in every nation," says AIA president Mark Householder.

Located in Xenia, Ohio, along the US-35 bypass, the property was first used for the Ohio Soldiers' and Sailors' Orphans' Home, to provide a home for the orphans of veterans of the Civil War. Legacy Ministries International (LMI) purchased the land in 1999, but the original buildings remain standing.

The property has since expanded with construction of AIA's World Training and Resource Center,

including:

Grady's Field - a regulation-size baseball stadium, with seating for 550 spectators, completely outfitted in Astro Turf's latest version of all-weather synthetic turf Two softball fields, constructed of natural clay infields and synthetic turf outfields Two NCAA regulation-sized, synthetic turf soccer fields and an interchangeable third football/ soccer field outfitted with Astro Turf's GameDay Grass XPe

An NCAA-quality eight lane rubber track

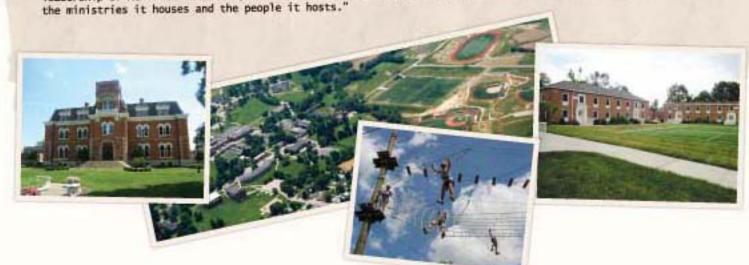
A double-decker high ropes course consisting of 17 different elements suspended at levels of 25 and 40 feet high, which includes a 375-foot zip line

A low ropes course comprised of nine different team-building elements

On-campus housing for 278

LMI will retain approximately 40 acres for Xenia Christian School and some 50 acres for the Legacy Village Retirement Community. The property also provides office space for several other organizations, including Samaritan's Purse, International School Project, Heart to Honduras, Joni & Friends, WFCJ-FM and WEEC-FM.

"Legacy Ministries International will continue the same great partnership with Athletes in Action, while transferring ownership," said Claude (Bud) Schindler, president-eneritus of LMI. "With the leadership of Athletes in Action, we believe this complex will continue to have worldwide impact through



THE PRIZE-TO THE REMOTEST PARTS OF EARTH

AIA media's newest DND, The Prize Chasing the Dream, capitalized on the outreach opportunities around the soccer World Cup in June and exposed hundreds of millions to the good news of Jesus Christ!

Featuring in-depth interviews with six of today's elite socces stars including Yaka, Lucio and Cyrille Domoraud, the players share candid stories and thoughts about life, faith and sports.

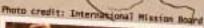
Originally, the budget was for eight language translations. But as the DVD was given away to various mission partners, the film was translated into 42 languages. Then the partners began broadcasting the film—over 16 times throughout the Middle East—with an estimated viewing audience of 30 million viewers. We have reports that The Prize was shown on national TV in countries closed to the gospel, and DVDs were harded out at the World Cup to entire teams, as well as spectators.

In all, it is estimated that wayou DNDs were harded out in 54 countries, and broadcast on television 226 times in 46 countries—with a potential viewing audience of 490 million people.

In Guatemala alone, in partnership with a local church, hundreds were produced, and today 4,000 copies are in circulation in local churches, classrooms, and mighborhoods. Additional copies were taken into the Guatemala mountains and shown by 30 JESUS film teams where there is no electricity. The Prize has literally gone to the remotest parts of the world!











WORLD CUP FRENZY FUELED INTEREST TO AIA

The final game of the 2010 Soccer World Cup between Spain and the Netherlands was watched by approximately 700 million people. It truly captured the passion and interest of the world.

AIA planned and projed, then seized the opportunity to turn the

eyes of sports-minded people everywhere to Jesus Christ.

During the 20 days of the World Cup (and beyond), AIA partnered with local churches and Christian organizations to hold 1,792 big-screen viewing parties, directly sharing the gospel with 178,406 people in South Africa. Additionally, in 20 other countries, big-screen viewing events were held with a reported audience of 870,200 people.

Dritially, about 6,000 The Prize DVD's, 200,000 evangelistic sports magazines and 10,000 evangelistic brochures were produced for the outreaches. The strategy was so effective that many Christian leaders are now planning to duplicate the outreaches for other major soccer games.

Jim 5#, who was there with other AIA staff members and volunteers from several countries, said: "We would go out into slums and ghettos to conduct sports clinics and outreaches. We were at Diepsloot, one of South Africa's poorest areas, located on the outskirts of Johannesburg. There were staff members and volunteers from Ethiopia and Zimbabwe reaching out to over 200 kids.

Jim and Steve M.*, USA national team chaplains, also spoke to players before each of their four matches. Nine different USA players attended the pre-game chapels.

*AIA does not publish last names of staff members.

MICHAEL REDD PARTNERS WITH ATTHLETES IN ACTION AND CITY LIFE IN COLUMBUS, OH

Late this summer, more than 400 people filled the gymnasium at the City Life center in urban Columbus, Ohio, to hear NBA all-star and Olympic gold medalist Michael Redd speak. The outreach event was a combined effort between The Ohio State University Athletes in

Action, the City Life urban ministry, and Michael Redd and his ministry, The Wave.

Earlier that day around 20 of the OSU student-athletes involved in AIA partnered with Redd and distributed 500 backpacks and a number of gift cards purchased by Redd-at four sites around the city. At each site the students prayed for and talked with people who stopped by.

At the City Life center—the final stop for the day—they served a meal to people from the Franklinton community, one of the most impoverished and crime-stricken neighborhoods in Ohio. The City Life staff were astounded by the number of people who showed up to see Michael Redd and receive a free meal and free backpacks.

Redd delivered a message about his life growing up in that community and how Jesus has given him hope. Nearly 90 people stood to acknowledge their desire to learn more about a relationship with Jesus. Again the AIA students had an apportunity to pray with people and tell them the good news of salvation in Jesus Christ.





Read and watch athletes tell their faith stories: www.beyondtheultimate.com

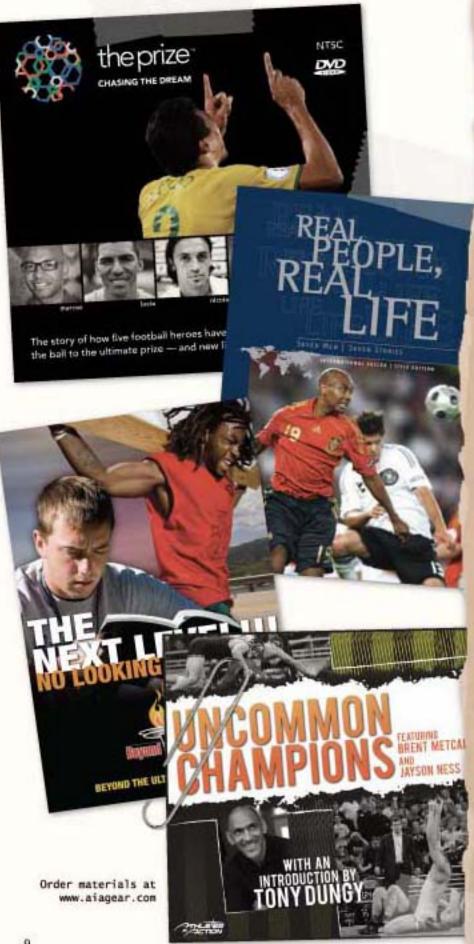
BUILDING A SPIRITUAL MOVEMENT IN EAST AFRICA THROUGH BASKETBALL

In East Africa AIA is building a strong movement of believers who are using basketball as a platform to share their Christian beliefs.

The movement began in 2004 when Athletes in Action hosted coaches' clinics and player camps in Kenya to share the sport of basketball and their Christian faith. Since then, the movement has continued to grow and has now expanded into the neighboring countries. of Uganda, Rwanda and others.

In August, AIA sent a team of so coaches, players and humanitarian aid valunteers to support basketball ministries in Kenya, Uganda and Rwanda. They hosted more than 260 players at basketball camps and over 240 coaches at clinics. They also engaged in humanitarian efforts such as HIV AIDs education, a conference for victims of the 1994 Rwandan genocide, and food to orphanages and schools.

The goal of the trips is to raise leaders and to equip them to serve in their own countries, as well as the surrounding countries. "We are trusting God for real Christ-centered leaders in sports to be raised up in each of these countries who would ultimately influence an entire sports culture, says Eric N.*, the project director. So far basketball instruction has provided a great inroad toward a beginning of that dream.



CURRENT MINISTRY RESOURCES

The Prize-Chasing the Dream

This erangelistic multi-language DVD follows six pro soccer heroes who have discovered the real prize is found in Jesus Christ Hear athletes such as Brazil's Kaka and Spain's Marcos Senna and watch weat soccer footone.

Real People Real Life booklet-Chasing the Dream

Seven soccer heroes, seven engoing faith stories-how each has followed the ball to the ultimate prize-and new life. In this evangelistic booklet, Kaká, Lucio, Oscar Ewolo, Marcos Senna and others tell how they have discovered that the real prize is not found in the sport or the contest, but in the person of Jesus Christ.

Uncommon Champions DVD

Featuring NCAA wrestling champions Brent Metcalf and Jason Ness, two of the greatest wrestlers of the decade, this 14-minute evamplistic DVD is narrated by former NFL coach Tony Dungy. You will hear them and their conches talk about how faith and sports come together in an athlete's life, the obstacles they have overcome and the mindset that has allowed them to reach the top of the wrestling world. Tony Dungs issues a challenge to everyone to become an Uncommon Champion.

THE NEXT LEVELIII

THE NEXT LEVEL!!! No Looking Back is a training guide to help anyone from athlete to business executive move to the next level of excellence and performance. It involves developing an attitude of expectation, a commitment to challenging the status quo, and demanding of yourself the blood, sweat and tears needed to advance to THE NEXT LEVEL!

Precious
treasure and oil
are in a wise
mans dwelling,
but a foolish
man devours it.
-Prawás 2120

Thanks be to
God and to you
for helping us
be eternal game
changers in the
lives of athletes
and those they
impact all over the
globe!

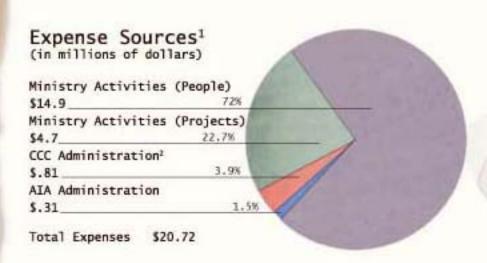
FINANCES

Athletes in Action's financial plan this past year included intentional distribution of some cash reserves, but not an unintentional "devouring" of these savings. Along with our giving partners we now celebrate the carrying out of the plan for timely strategic distribution of "precious treasure and oil" and minimal unwise devouring!

We move into our next fiscal year still in a positive cash position and grateful to have had an opportunity to specifically resource ministry development and expansion in AIA's global ministry, missionary staff growth and development, ethnic diversity, and spiritual movement building.

Ron Touby,

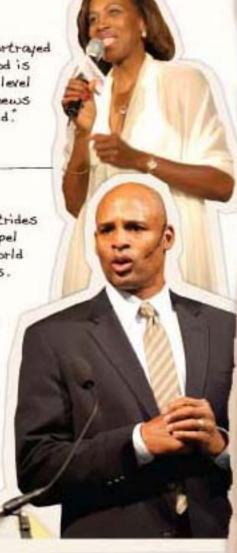




- Figures are for the fiscal year ending 8/31/10
- ¹ Campus Crusade for Christ, Int. support services

"AIA is called to action! As portrayed in the book of Acts (Bible), God is sending forth athletes at every level into action to share the good news of Christ Jesus with the world."

"AIA continues to make great strides in its mission of taking the gospel of Jesus Christ all over the world through the platform of sports. Thanks to dedicated staffers and faithful supporters, disciples are being equipped and strengthened daily to change lives through the grace and power of God. As a friend and supporter of AIA for over 15 years, I've seen its impact past and present, and am committed to be part of its future in furthering God's kingdom.





Madeline Manning Mims
Four-time Olympian.
Gold & Silver Medalist in Track
Olympic & WNBA Chaplain
AIA Board of Trustees member



Clark Kellogg CBS College Basketball Analyst Former NBA player with Indiana Pocers



Jim Tressel Head Football Coach The Ohio State University



Vision and fundamentals. As a coach, I know that clarity and commitment in these areas make the difference between winning and losing. Athletes in Action's vision for seeing a Christ-follower on every team, in every sport, and in every nation is clear and inspiring. I'm so grateful that our coaches and athletes have an opportunity to participate in such a worthy goal and gain the training Athletes in Action provides in the fundamentals of knowing God, loving God, and serving God!



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Athletes in Action is a ministry of Campus Crusade for Christ, Int