



ATHLETES IN ACTION : ANNUAL REPORT

BUILDING 2012
spiritual
movements
EVERYWHERE...



...THROUGH THE
platform of sports
SO THAT EVERYONE
KNOWS SOMEONE
who truly follows Jesus

MATTHEW 28:19-20 (ESV)

“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.”



TABLE OF CONTENTS

Letter from the President.....	2
Olympian Serves as Chaplain Through AIA ..	4
Family Benefits From AIA	6
Egyptian Multiplication	8
Headlines from Around the World.....	10
God Provides for Renovations.....	12
Board of Trustees	14
Key Measurements	15
Financial Report.....	16



MARK HOUSEHOLDER

LETTER FROM THE PRESIDENT



I could not be more hopeful for the future of Athletes in Action than I am right now!

Why I am so hopeful?

First of all, we serve a God who is passionate about **every** person on this planet having a chance to hear the good news of Jesus Christ. Every page in the Bible describes the love God has for His creation and their redemption back to Him. The Great Commission was God's idea in eternity past. He continues to provide all the necessary resources for its fulfillment. Every day, and every moment of every day, God is actively working out His plan to bring people back to Himself. God is at work ... Athletes in Action is committed to His plan ... and this gives me great hope!

Secondly, Team AIA is some of the brightest, most committed, devoted, focused and sold-out people for Jesus on the planet. What a privilege it is to work around the world in 93 countries! And, beyond Team AIA, we are blessed to serve with many awesome partners, agencies and other organizations. When the going gets tough, we know that there are trusted

friends and partners that are together with us in this mission.

And finally, in the past year we have made a few strategy commitments that guide how we are believing the Lord to move the mission forward into the future.

We have made a commitment to **go where we are not**. Here is an example. Patrick is a baseball player at the University of Illinois Springfield. He invested his summer playing baseball with AIA in New York with a group of Christian guys. He continued to grow in his faith and, upon being challenged at the end of the project to make a difference back on his campus, decided to go for it.

Patrick went back to his campus "on fire" for the Lord and committed to action. He invited weekly coaching from an AIA staff member who helped train and equip him to make a difference. During the fall 2012 semester, Patrick met with and shared his faith with every varsity athletic team on campus. I have to



Dasan Robinson, a former MSL player with the LA Galaxy and the Chicago Fire gets baptized in a hotel pool by Chris Dirks, director of AIA Ministry in South Africa, during a recent pro soccer tour to South Africa. Robinson who began his relationship in college was so moved by the experience of ministering to others that he asked Dirks to baptize him to represent the new commitment he was making to spread God's word through serving others.

tell you—that is bold and courageous! By God's grace, we have seen 60 new campus ministries launched since September 2011.

Another commitment we have made is to **grow where we are**. We are often reminded that the Great Commission commands us to “make disciples.” Discipleship is a core organizational value for us and it is being lived out in the lives of thousands of athletes and coaches in 93 countries.

Dasan, a former professional soccer player, is a recent example of how God can work in the right environment. Seven years ago Dasan got involved in campus ministry and began to grow spiritually. But during his years playing professional soccer, Dasan's spiritual life was characterized, in his own words, as lukewarm.

Dasan's spiritual life went from lukewarm to red hot during a recent mission trip to South Africa with several other professional soccer players. The outreaches, community with other believers, personal discipleship and ultimately, God's work in his life, motivated Dasan to ask to be baptized right before the mission concluded and the team departed for the airport. As

Dasan shared the details of God's work in his life during the baptism, two other teammates followed with a desire for baptism and public profession of their faith and commitment to Christ. Our team leader, Zach Blaine, shared the fitting conclusion, “So there we were, a team of sixteen on the way to the airport with three of us still damp from the impromptu Holy Spirit-led South African hostel baptisms!”

As we are “growing and going” we need your help. We would love to explore a part for you to play, whether it is through you offering labor, influence, finance or expertise. And, let's make sure we ask the question, “How can we partner with you and help you reach your world for Christ?”



All for His glory,

Mark Householder
PRESIDENT





OLYMPICS

OLYMPIAN SERVES AS CHAPLAIN THROUGH AIA

Madeline Manning Mims has competed at the highest level as an Olympic athlete and has experienced the stress, pressure, loneliness and anxiety it brings; as well as the pride, sense of accomplishment, relief and joy of the Games. All this makes her a natural candidate to be part of the official Olympic chaplaincy program sponsored by the International Olympic Committee.

This past summer, Mims served in her capacity as a chaplain for the seventh time.

“This is part of my calling,” she says. “It gives me another outlet for my ministry of pastoral care.”

Twelve members of the official Olympic chaplain delegation for the 2012 games, including Mims, were sponsored by Athletes in Action. The chaplains set up worship services for the athletes to attend in the athletes’ village, arrange Bible studies for the athletes during the week, and set up one-on-one meetings with the athletes during their time at the Olympics. The chaplains also spend a lot of their time encouraging the athletes and

consoling them after their competition.

“We are heavily involved in discipleship rather than evangelism,” Mims says. “We take care of the sheep and let the sheep make other sheep. We try to empower the athletes through pastoring them, and we encourage them to use their platform to reach the other athletes.”

“I loved watching God move on Christian athletes within the village. There was a boldness about them I had never seen before,” she continues. “Post-modern thought has pushed the Christian athlete to take a stand for their faith, and for the first time, I really saw that among the athletes.”



Three-time Olympian and Olympic gold medalist Madeline Manning Mims served as one of 12 AIA-sponsored chaplains from around the world who ministered during the Games.

Mims, who also serves on the Athletes in Action Board of Directors, is uniquely qualified to serve as a chaplain. When the official chaplaincy program began with the games in Seoul, South Korea, in 1988, there were 27 Protestant chaplains. Twenty-five of them were men – Mims was one of only two women serving in the capacity of chaplain. She is still the only Olympian named as a chaplain.

Mims role as a leader began during her competitive career. She served as a team captain for the United States Women's track and field teams three of the four times she qualified for the team.

"You can either make it an honorary position or you can activate it and serve your teammates," Mims says. "It went from being a friend, to be being a counselor, to being an example of how you handle yourself. What I didn't realize was God had me in 'school,' teaching me to be a chaplain, teaching me how to care for athletes."

Mims says one of the most important things to keep in mind as a chaplain is, "God ordained these athletes to be here at this exact time in their lives. We must appreciate and understand these are athletes designed and created to be who they are."

"If you (became a chaplain) to get notches in your spiritual belt, they will turn you off. You have to be concerned about who (the athletes) are as people. Find

out where they are spiritually. Stay there and invest in them," She continued.

During her time in London this summer, Mims served as the chaplain for various teams including the U.S. Women's Track and Field Team. She also learned how to relate to and minister to athletes that come from other faith backgrounds.

"I had to step outside myself, get out of my religiosity and step into the mind of Christ and see what He sees," Mims says. "God does not care where you come from, race, culture, age, gender; all He cares about is that He died for you and what you do with that. When I was loving them and getting outside myself, those of other faiths would set aside their prejudices and respond to the love of God moving through me."

"We try to empower the athletes through pastoring them, and we encourage them to use their platform to reach the other athletes."

PARTNERSHIPS

FAMILY BENEFITS FROM AIA

When Doug Skidmore first learned about Athletes in Action, he saw the benefit of the organization immediately. Hearing the ministry's mission described and lived out by Mark Householder, Doug "realized the effectiveness of reaching others through the platform of sport." He was convinced he could be involved in helping AIA as well as sharing something special with his son.

"What really clicked with me was that it was something I could do with my son that also involved the church and doing what we're supposed to be doing, telling others about Christ and the good news," says Skidmore, CEO of Skidmore Sales, a food ingredient distribution business in Cincinnati started by his father in 1963. "Athletes have such a platform in today's society, and I saw it with my son, who paid attention to what athletes said."

After the Skidmores became friends of AIA, Doug

was invited to several sporting events and brought his son Matthew along. At one event, they met Anthony Munoz, an NFL Hall of Famer who has been involved with AIA for many years, and Matthew, then 9, had his photo taken with the former Bengal. Skidmore says his son, now a senior, still talks about that opportunity and others he has had to hear athletes in the spotlight point to God as their source.

"For him to hear from athletes he knows, and hear them share their convictions, has helped him and me,"



Cincinnati businessman, Doug Skidmore, and his son Matthew, love attending events like the Legends of the Hardwood Breakfast held during the NCAA Men's Basketball Championships. Their favorite part of the AIA-sponsored event is having the opportunity to "hear athletes in the spotlight point to God as their source."

he says. "To hear someone else share is more effective than we are (as parents)."

That impact – felt both at home and around the world – convinced Skidmore that AIA was an entity he wanted to bless financially.

"I try not to overthink things that come my way," he says. "I'm biased to giving to kingdom causes because I have such a heart for it. We felt good about the support we're giving, and the return on our investment in people hearing the gospel in all parts of the world has been great. It's good to be a small part of that."

Over the years, the Skidmores have joined AIA for a few Super Bowl Breakfasts, seeing the impact of the annual breakfast outreach. They've also seen the fruits of their investment up close, such as a trip to The Ohio

State University to visit athletes involved in the Bible study on campus.

The relationship has been mutually beneficial. Skidmore says he enjoys regular visits with Householder and Dave McDowell, AIA development director, and knows the pair lifts him up regularly in prayer. Skidmore has also been able to connect the organization to others who share a heart for the mission and may want to get involved as well.

"I've enjoyed the relationship with Dave and Mark and others I've come to know through breakfasts and events as well as the things my son and I get to discuss at those events," he says. "I know it's helped me in my relationship with Christ, and it's helped Matthew, and we've been able to help AIA accomplish what they have on their heart."

GLOBAL EGYPTIAN MULTIPLICATION

Athletes in Action staff member Ragi Ishak has clearly seen the vision of combining sport and ministry and is now using Peace Soccer Academy to build generations of believers in the North African nation of Egypt.

After being open for just one year, God brought Ishak two young men who have become central in the movement-building process. As 18- and 19-year-olds, Fady and Tony were both “sold out to soccer.” They enrolled in Ishak’s academy to sharpen and hone their skills in hope of extending their playing careers.

Both younger men came to have a relationship with Christ. Ragi committed to investing into the lives of these two new believers. The three men would get together once a week for six months studying the Bible and discovering what it meant to be a disciple of Christ. After an initial six months of training, both Fady and Tony decided to join Ishak and his academy full-time.

That decision was not easy for the young men. Ishak remembers both men made great sacrifices.

“Fady gave up playing with his club team,” Ishak

recalls. “(The team) was a bad place for him to be. He has started to grow spiritually and evolve more as a person since being with us.”

“Tony had to leave his five best friends,” Ishak says. “It was very hard for him to leave those relationships and serve with us.”

To make matters even more difficult, Tony’s father died, and his family began to pressure him to leave the academy and come home. Ishak knows Tony’s decision was not an easy one to make, and it has touched him to see the level of Tony’s commitment to God and to the ministry in the midst of a difficult choice.

Ishak describes his young protégés as having extremely different personalities.

“I see them as one in our ministry though,” Ishak says. “They both have the same heart for God.”



Tony (foreground) and Fady (background) work with children at AIA's Peace Soccer Academy in Alexandria, Egypt, to not only develop their soccer skills but also their spiritual lives. **Below** Ragi Ishak, director of Peace Soccer Academy, shares his faith testimony with athletes at the Egyptian Ultimate Training Camp.

Fady leads the sports ministry at camps hosted by the academy. He coaches 40 boys and girls in many different sports and heads up various projects through the academy.

Tony leads the Peace Soccer schools in the area around Alexandria, including three "satellite campuses, where the Peace Academy is headquartered. Tony is responsible for communicating with coaches of youth teams in the area and building relationships with them and their players, trying to recruit them to attend the larger academy.

Beyond just trying to improve the soccer skills of those interested in Peace Soccer Academy, Fady and Tony are involved in developing the spiritual lives of the young Egyptians.

"I started a disciple group where I was the leader and Tony and Fady were participants," says Ishak. "Then the next group we started, I let them lead while I was there observing. Now they both lead small groups of their own with 5-8 young people they are discipling."

Ishak notes that both Fady and Tony have identified potential leaders of other Bible studies within their own groups.

"It is amazing to watch how God works. Fady and Tony have grown from being discipled in a small-group setting to leading small groups of their own and using sport ministry as an evangelistic tool," says Ishak. "It really encourages me to see God open doors to ministry like that."



1

Urban Project-LA

Students from across the United States served the citizens of inner city Los Angeles during a three-week project in a variety of ways including after-school care for children. Here Rachel Cho gives a youngster a lift at the community center.

2

Pro Ministry

Robert Brooks, who formerly served as AIA campus staff at University of Pittsburgh, was named to replace 40-year veteran Tom Petersburg as chaplain for the NFL's Cleveland Browns. Brooks is one of 12 AIA staff members who serve as team chaplains in the NFL.

3

Campus Ministry

AIA's goal by 2013 is to launch movements on 100 new college campuses to include 20 Historically Black Colleges and Universities. Kentucky State University in Lexington is one of six HBCU ministries started in 2012.

4

Global Ministry

In preparation for the World Cup event in 2014 and the Olympic Games in 2016, Brazil has become a prioritized nation for AIA. AIA is already recruiting and training local volunteers to serve during the World Cup. Reaching Brazil means reaching 30 percent of the population of all Latin America and the Caribbean.

5

Global Ministry

Nearly 400 volunteers and staff from around the world capitalized on the momentum of the Olympics and sent 30 teams to 19 sites in eight countries across the continent to work with local churches to develop ongoing sports ministry opportunities.



2



5



1



3



4

HEADLINES FROM *Around the World*

Athletes in Action is a truly global organization ministering in 93 countries across the globe. Above is a small representation of some of the ways AIA is trying to fulfill its vision of "Christ followers on every team, in every sport, in every nation."

6

AIA Global Media

200 million exposed to the gospel in the months surrounding the Olympics! AIA's sports evangelism DVD, *Struggle and Triumph* was streamed on the internet and also broadcast in countries across the Middle East and Northern Africa.

7

Global Sports Teams

Athletes in Action sent a women's basketball team to compete in Uganda in August 2012. In addition to helping launch a movement at Gulu University, the players also volunteered time at an orphanage and a women's health clinic in Kampala.

8

Media Resources

AIA Zimbabwe partnered with Bvumba Vocational Training College, a secular institution, to provide a leadership curriculum for approximately 350 students. The curriculum included the principles put forth in AIA's resource *The Total Athlete* and a viewing of the *Jesus* film produced by Campus Crusade for Christ. The success of the project has earned AIA an invitation to share the curriculum with Zimbabwe's nine other VTCs.

9

Global Sports Teams

Athletes in Action Wrestling sent a team to Mongolia to host a training camp with local wrestlers and then compete in the John Peterson International Wrestling Classic. Peterson, an Olympic champion, AIA wrestling alum, and current staff member was the lead clinician.

10

Global Ministry

Utilizing a \$25,000 grant, AIA is partnering with several international ministries to build relationships in hard-to-reach countries in East Asia. Currently, ministry is being done through humanitarian aid for those affected by drought.

"It was so cool to do something I love, and use it as a platform to share the gospel of Jesus Christ"

Nathan Burak UNIVERSITY OF IOWA
(in blue) on being part of the Mongolian mission trip



9

10

6

7



8





WORLD TRAINING & RESOURCE CENTER

GOD PROVIDES FOR RENOVATIONS

After a two-year process, Athletes in Action was awarded \$2.7 million as part of the \$20 million Clean Ohio Revitalization Fund (CORF) grant. The grant money will be used to make several substantial changes to AIA headquarters in Xenia, Ohio.

AIA president Mark Householder says the CORF funding is a gift from God and a reminder of His faithfulness to provide.

“As I have thought about the potential of this grant to our World Training & Resource Center, the following phrase came to mind: ‘Can’t Out-give a Righteous Father,’” says Householder. “I will always identify CORF in that way. What a blessing this is for Athletes in Action.”

Jerry Dendinger, vice president of ministry operations for Athletes in Action, indicates the grant application was made in conjunction with Legacy Ministries Incorporated, which shares the Legacy Center property with AIA, and the city of Xenia.

“The state of Ohio was using this as a job development grant,” says Dendinger. “They want the money to be used to make the properties more marketable and more enticing for companies to

bring new businesses into the areas that received the individual grants. We worked in partnership with LMI and the city to see God provide for our needs.”

The AIA LMI proposal was the top-ranked proposal in the Xenia district and was one of 20 projects from across the state to be approved for the grant.

Winning the grant means big changes in the appearance of the Legacy Center property, 162 acres of which are owned by Athletes in Action. Potential projects would include demolishing unusable buildings, including the campus power plant and dormitories that are beyond rehabilitation, lead and asbestos abatement in the armory and former Legacy Ministries building, as well as the cleaning and removal of underground tunnels. Ten percent of the funding would be used towards infrastructure improvements, including completely repaved roads and curbs.



The CORF grant will bring major improvements to the World Training & Resource Center (WTRC). Athletes and staff from around the world travel to the WTRC to be trained and equipped for ministry. Last year the WTRC hosted approximately 80,000 visitors attending conferences, workshops and trainings.

AIA would pay for the improvements up front and then would be reimbursed from grant allocations.

"This is a win all the way around," says Dendinger, as he outlines the benefits of the grant. "It would save AIA a lot of money, considering the current costs of insurance, maintenance and electricity for these unused buildings. The green space created by removing the old buildings would allow potential tenants to relocate here with the freedom to build the sort of space they need." Currently, the limited ability to renovate the older buildings has made it difficult to gain new tenants.

Dendinger points to the building which will be occupied by Strong Tower Media, the parent company for local Christian Radio stations WEEE, and WFCJ, after renovations are complete, as an example of how the building renovations can be used to accommodate commercial interests.

Tim Coleman, property director for AIA, says the work is scheduled to begin in early January of 2013 and is targeted for a mid-June completion date.

"The work on the interior of the campus, including the road work, will be completed by the time the 2013-14 school year begins so as not to be a big disruption to Xenia Christian Schools which owns a portion of the former LMI property.

Coleman noted the tunnel that runs underneath Schindler Banquet Hall will be left open and is "the

only truly usable tunnel because it is centrally located and is such a good service tunnel for our data and electric services."

The old laundry and greenhouse, which formerly served the self-sustaining Ohio Soldiers' and Sailors' Orphans Home, will be some of the first buildings to be demolished.

"There are several old dormitories that will be torn down," Coleman says. "From the outside they look like they are usable, but once you get inside them you quickly realize they aren't viable. With the money it would take to renovate them you can build a new facility that will last 25-50 years without needing to be renovated."

The improvements being made to the campus infrastructure will enable AIA to provide a better experience for the approximately 80,000 visitors that attend the numerous conferences, workshops, and training events held at the facility every year.

"This property is a destination where the Christian organizations committed to the Great Commission can work, partner and share resources together," says Coleman. "This sets us up with a foundation for future expansion no matter what type of building we need."

"The renovations and new green spaces will lay a great foundation for the future growth of Athletes in Action," Coleman says.

BOARD OF TRUSTEES

Keith Blankemeyer

Principle Partner, CFO, Coons Advisors

Randy Creech

Chairman, AIA Board, Trustees
Former CEO, Akey Corporation

Mike Ellison

Owner and President, Ellison Surface Technologies

Rob Gluskin

Managing Partner, Gluskin Investment Partners

Michael Grady

Former CFO, Pinnacle Development Group LLC

Mark Householder

President, Athletes in Action

Kenya Jackson

Vice President, Marketing Operations, Target

Dr. Madeline Mims

Four-time Olympian, Gold and Silver Medalist,
Singer, Speaker, Chaplain, Ambassador

Dr. René Rochester

CEO, Urban SET Inc

R. Philip Sarnecki

Managing Partner, Northwestern Mutual
CEO and President, RPS Financial Group Inc

Bud Schindler

Emeritus President,
Legacy Ministries International (LMI)

Steve Sellers

Vice President, Cru

BOARD EMERITUS

David R. Hannah

Founder, Athletes in Action
Founder and Chairman, Lift Up America

Anthony Muñoz

NFL Hall of Fame

INTERNAL DIRECTORS

Corwin Anthony

National Director, Pro Ministry

Dave Browne

Executive Director, Business Services
Former Chairman, Family Christian Stores

Jerry Dendinger

Vice President, Ministry Operations

Anthony Johnson

Director, Pro Ministry, Jacksonville

Dave McDowell

Vice President, Development

KEY MEASUREMENTS

MEASUREMENTS

Two-year average of gospel exposures

Known recorded decisions for Christ

Active discipling relationships

Staff/intern recruiting conversations

2011

(average of 2011 and 2010)

165 million

2012

(average of 2012 and 2011)

324.5 million[†]

3,901

2,121

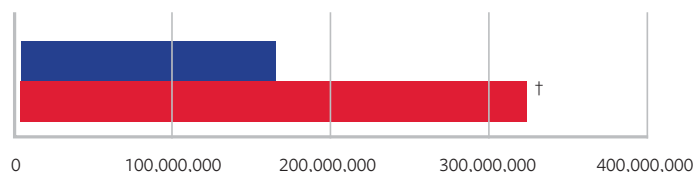
2,073

11,378

3,177

3,855

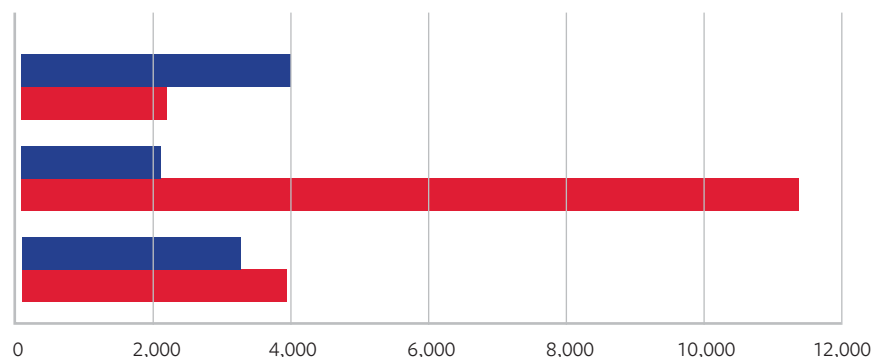
Two-year average of
gospel exposures



Known recorded decisions for Christ

Active discipling relationships

Staff/intern recruiting conversations



[†] Estimate includes gospel exposures worldwide through the use of AIA's *Struggle & Triumph* evangelistic sports DVD during the months surrounding the Olympic games via internet download and satellite television across Europe, Africa, and Asia.

FINANCIAL REPORT

REPORT OF MANAGEMENT

God, in His great grace and kindness and through your generous support, provided revenue to meet ministry expenses for Athletes in Action this past fiscal year.

We take the responsibility, as individuals as well as an organization, God has given us to be good stewards of the resources He has provided. Each area of the ministry is responsible not only for raising funds,

but also careful planning and controlled spending. AIA maintains internal controls designed to provide reasonable assurance that assets are safeguarded from loss or unauthorized use, and that transactions are executed in accordance with management's authorization and are recorded properly to permit the preparation of clear and accurate financial statements.



EXPENSES

(totals are listed in millions of dollars)

Ministry activities (people)
Ministry activities (projects)
Administration
Total expenses

2011

2012

\$18.53

\$19.11

\$7.22

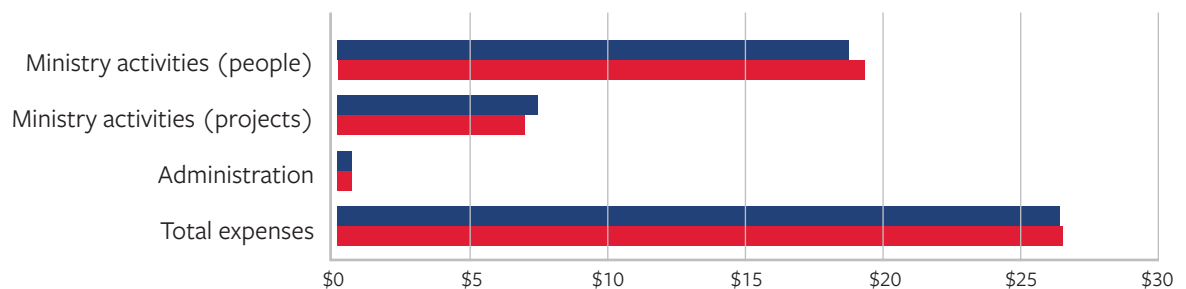
\$6.76

\$0.46

\$0.46

\$26.21

\$26.34



Lord,

Because You can and not because You must, we pray that You would do immeasurably more than we ask or can imagine. We believe that You can be called upon to override the “probable” with the “improbable” for Your glory and honor. With patience and praise-readiness, help us to watch You do amazing things in our midst!

Athletes in Action and Campus Crusade for Christ International abide by the standards and management of donations as defined by the nationally recognized oversight group, the Evangelical Council for Financial Accountability (EFCA).

Athletes in Action stands in humble awe and gratitude to God for the generosity He put in our path!

If you have chosen to partner with Athletes in Action in prayer and financial support, THANK YOU! You play a critical part in changing lives for eternity.

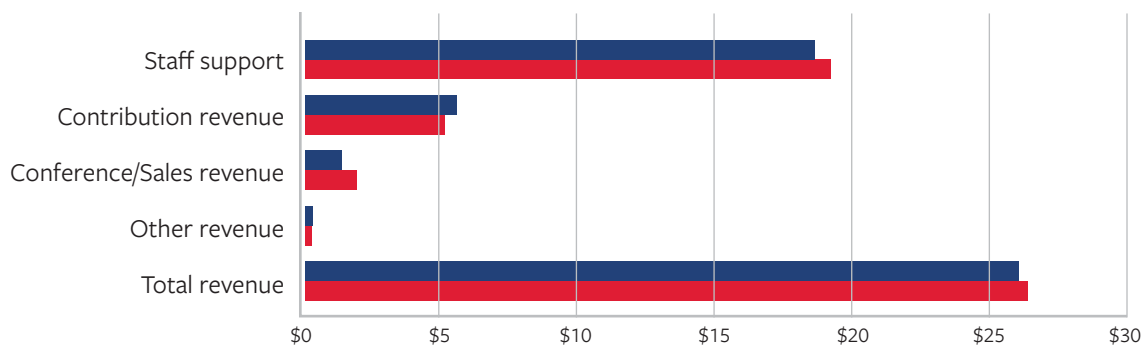
Aaron Neff
DIRECTOR OF FINANCES
ATHLETES IN ACTION

To view previous annual reports, please see our website: www.athletesinaction.org

REVENUE

(totals are listed in millions of dollars)

	2011	2012
Staff support	\$18.53	\$19.11
Contribution revenue	\$5.65	\$5.10
Conference/Sales revenue	\$1.50	\$1.88
Other revenue	\$0.32	\$0.24
Total Revenue	\$26.00	\$26.34





**WE HAVE AN
OPPORTUNITY TO**

*invest our lives,
our time, our talent,
and our treasure*

**TO HELP FULFILL
WHAT OUR LORD
CAME INTO THIS
WORLD TO DO AND
COMMISSIONED US
TO DO...**

“Be My witnesses.”

DR. BILL BRIGHT

FOUNDER, CAMPUS CRUSADE FOR CHRIST (Cru)



© 2013 Athletes in Action. All rights reserved.
651 Taylor Drive, Xenia, OH 45385
Phone: 937.352.1000 Fax: 937.352.1001
www.athletesinaction.org
Athletes in Action is a ministry of Cru.