



# VICTORY BEYOND COMPETITION

VISION 2025

**ATHLETES**  
IN **ACTION**<sup>®</sup>  
A Cru Ministry

We dream of a day when there are Christ-followers on every team, in every sport, in every nation. To get there, we have plans to train and mobilize **25,000** men, women, and children around the globe in the work of the Gospel using the platform of sport by the year 2025.



# WIN

Engaging with athletes and coaches to change the culture of sport as they understand the importance of knowing Jesus in a real and personal way.

# BUILD

Helping athletes and coaches grow their relationship with God and others.



# SEND

Directing Christ-followers to take the initiative to multiply their faith into the lives of teammates and those they influence.



JOIN US TO WIN, BUILD AND SEND  
ATHLETES AS INFLUENCERS FOR CHRIST,

***BECAUSE WE CAN GO PLACES  
THAT OTHERS CAN'T.***



Mark & Marianne  
Householder

Dear Friends,

Greetings in the powerful name of the Lord Jesus Christ! It is an honor for Marianne and me to serve the Lord, our friends, and the staff of Athletes in Action.

Since 1966 as a ministry, we have immersed ourselves in the *culture of sport* around the globe. From the Super Bowl to World Cup, Olympics, Continental Games, National and International Sports, and the millions they serve, we have been called to impact these entities for eternity. **Quite literally, we want to see Christ-followers on every Team, in every Sport, in every Nation!**

Athletes face unique issues in sports culture. The competitive, organizational, and personal stress create the perfect storm for physical and emotional brokenness. Athletes in Action believes a personal relationship with Jesus Christ is the basis for which these problems can be solved.

Marianne and I work with over 1,000 staff in 65 countries. God has used the sacrificial gifts from our partners to open doors in places we never dreamed – such as the dirt fields of Brazil, women's volleyball courts in Afghanistan, the college campuses of the U.S., the Russian wrestling mat, basketball courts in Mongolia, and broadcasting to the Arabic-speaking people in Iraq *and beyond!*

***We believe there is Victory Beyond Competition with Jesus at the center of communities where athletes can be developed holistically and purposefully.***

We have dreams and plans; plans to train and mobilize **25,000+** men, women, and children around the globe in the work of the Gospel using the platform of sport by the year **2025**. We're asking you to join us in this effort with prayer and radical generosity! With your help, we can go to places others can't.

Thank you in advance for your generous support,

**MARK HOUSEHOLDER** | PRESIDENT



R. Philip Sarnecki,  
Chairman of the Board

*I have had the honor of serving on the AIA Board of Trustees for almost 15 years, the last eight as Chairman. When Mark became President, he was the right leader at the right time and leads with integrity, biblical soundness and courage. I'm proud to serve with Mark and thankful to call him and Marianne friends.*

1966 - 1967



Dave Hannah

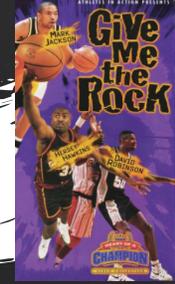
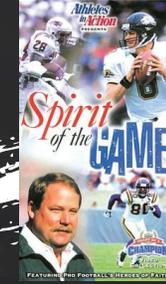
- Dave Hannah begins Athletes in Action
- Basketball elevates the Athletes in Action ministry nationally

1968 - 1985

- Athletes in Action ministry begins behind the Iron Curtain
- Athletes in Action sends teams internationally in baseball, soccer, track and field, basketball, and volleyball
- First Ultimate Training Camp in Fort Collins, CO
- Cindy White begins the Athletes in Action women's campus ministry



1986 - 1993



- Produced NBA video "Give Me the Rock" and NFL video "Spirit of the Game" to launch global media ministry strategy. The NBA film was broadcast to over 100 million people in Russia, China, and the Middle East.
- SportLINC ministry begins



- First Super Bowl Breakfast in San Diego, CA in 1988; Joe Gibbs speaks
- First official chaplaincy takes place at the 1988 Olympic Games in Seoul, Korea
- Marcia Burton develops the Athletes in Action women's basketball team that first competes in 1990-1991

**From a national ministry to a global movement, Athletes in Action has been building spiritual movements through the platform of sports for over 50 years.**

1972 - 1977

- Ministry to collegiate athletes begins
- Athletes in Action Staff members John Peterson and Gene Davis win Gold and Bronze Medals at the 1976 Olympics
- NFL ministry launched with Chaplains assigned to five teams: Pittsburgh, Boston, Atlanta, Los Angeles, and Minnesota

1986 - 1988



2003 - 2008 - 2015

- Media tool The Prize “Chasing the Dream” is produced for the South Africa World Cup in 42 languages
- Inaugural Wives Breakfast at Final Four: Coaches’ wives fellowship at the San Antonio Final Four
- Surpassed 200 college campuses with Athletes in Action presence



# IN THE PAST 3 YEARS 2019-2021



## MEDIA OUTREACH:

- Overall media viewings exceed 100 million media opportunities/sports films (World Cup, Olympic, ESPN)

## COUNTRIES SERVED: 65

(Outside North America)

- 200+ staff
- 2,000+ trained volunteers and associates
- 200+ clubs - chaplaincy
- 300+ church partnerships



2007 - 2008 - 1998

- First \$1 million gift to Athletes in Action, AIA headquarters moves to Xenia, Ohio in 2002
- Four dormitories and the Browne Family Retreat Center are completed on the Xenia campus and the Sports Complex and Retreat Center is established
- Kenyan runners trained at Athletes in Action
- Presentation of the Coach John Wooden “Keys to Life” award begins at the Legends of the Hardwood breakfast



2022 - 2023 - 2016

- Athletes in Action celebrates its 50<sup>th</sup> anniversary in 2016
- Developed church partnerships in Brazil in conjunction with the World Cup and Olympics in Rio de Janeiro
- Ultimate Training Camp expansion to include JAM (Jesus, Athletics, Manhood) Camp
- Began Captains and Coaches Academies, immersive experience to teach coaches and athletes Biblical principles
- The Sports Performance Center opened in January 2021 and provides online and in-person training for athletes and teams



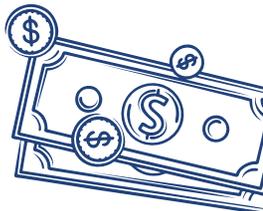
## CAMPUS SENDING PROJECTS:

- Staff building ministry on 200+ campuses
- Presence on 12 Historically Black Colleges and University campuses



## US BUDGET:

**\$43** **MILLION** **ANNUAL**  
*Staff salaries included*



## ULTIMATE TRAINING CAMP

A high-intensity sports camp experience for college and pro athletes. Participants learn five core Biblical principles. They experience the ultimate test in an unforgettable 20-hour sports competition, known as "The S.P.E.C.I.A.L." The goal of UTC is to help every athlete in every nation understand how the Gospel impacts their sport and life.



## SPORTS COMPLEX AND RETREAT CENTER

Since its opening in 2009, the SCRC has annually welcomed over 1,320,000 local, national, and international athletes and teams to its campus.



## TOTAL ATHLETE RESEARCH AND DEVELOPMENT

AIA provides global training and sending of athletes to other countries. We journey with athletes on their pathway to becoming a "Total Athlete." With a world class staff that includes a Super Bowl winning Strength Coach, athletes are growing physically, mentally, and spiritually.

**Sports TEAM:** Athletes in Action has teams participating in 10 different sports.



### TOTAL ATHLETE STORY SPOTLIGHT

The NBA sent Princepal Singh to train with us after his G League Ignite Season was completed in April 2021. Princepal trained for 4 weeks and was exposed to the Gospel. Princepal told NBA Executives that *"Xenia, Ohio is the best place for young emerging athletes from overseas to come and be introduced to the competitive landscape in America."*

## ALASKA BASEBALL SNAPSHOT

Through the Alaska Baseball League, AIA has impacted 690 participants. Over 115 players have been drafted by MLB franchises and 7 players have made it to the big leagues. The average attendance at a Chinook's game is 350, which amounts to over 250,000 Gospel touches per year.



## CAMPUS MINISTRY

Athletes in Action is represented on 200 campuses and counting! Athletes and coaches have found a community where they belong. AIA is proud to serve a large number of historically black colleges and universities. More than a third of all college athletes are ethnic minority students. Because of this, it's critical that we build a community of leaders that reflects and resonates with the cultures and life experiences of those athletes we want to reach.

## NFL

Continued NFL chaplaincy – 84 million media exposures from this year's Super Bowl Breakfast.



## PRO SOCCER

Meet **Jim Schmidtke** who has played a vital role in ensuring chaplains are placed with every MLS team along with the USL, NWSL, and US National teams.



## CAMPUS MINISTRY STORY SPOTLIGHT

Reggie, a Pitt football player, was walking to his dorm one night when he passed by a Bible study and decided to see what it was about. Reggie became a regular at the Bible study, devoting his life to Jesus. In grad school at Robert Morris University he got involved in Athletes in Action. He attended an Ultimate Training Camp, and his experience there totally transformed his relationship with God, his sport, and his life. After graduation, Reggie was recruited to join AIA at Rutgers where he has been on staff for 4 years, mentoring athletes on multiple teams. He loves people and is growing as a leader.



## PRO SOCCER STORY SPOTLIGHT

In 2020 Heather Ready, Executive Director of AIA Pro Soccer, saw a significant increase in her online Bible study for female players. Through this Bible study, Heather began discipling Maddie, an American playing professional soccer in Sweden. Maddie desperately desired for her teammates to have a chance to hear and respond to the Gospel. The youth pastor at the church she had been attending invited her to share her testimony with the youth group. Maddie invited her teammates and was surprised that many of them showed up. Vulnerably, she spoke of the challenges and doubts she carried throughout her life. Then, with a smile from ear to ear and great boldness, she shared the Gospel with her teammates. God moved powerfully through Maddie's testimony!

Program Spotlights

# FIELD



## ALBANIA | GOD MOVES IN NEW PLACES

It all started with a soccer ball. This ball had “Jesus loves you” written on it in 72 different languages. Brajan attended a sports outreach with a church in Albania. Bill Babione, AIA Global Director, asked if Brajan had ever heard that Jesus loved him? Bill grabbed the soccer ball they had been playing with and showed him where it read “Jesus loves you” in Albanian. Brajan had never heard that before. Brajan came to believe in Jesus as Lord and surrendered his life to him. Bill returned to Albania three months later to attend a conference. To his surprise, Brajan walked onto the stage to share his testimony. “I feel like a whole new person,” he said as he encouraged students at the conference about sharing their faith.

## CAMEROON | CHAPLAINCY

In 1999 Athletes in Action sponsored a project to connect with the athletes at the All-Africa Games. From this project, AIA-Cameroon was born. Since its inception, AIA in Cameroon has focused on chaplaincy among elite athletes. God has used Silas Ngong, the National Leader for AIA-Cameroon, and his team to develop this ministry in amazing ways. Today, AIA-Cameroon has an AIA Track Club that is one of the top clubs in the country among both men and women.

Recently, God has opened significant new doors for the ministry. In January 2022, Cameroon hosted Africa’s largest sports event, The Africa Nations Cup soccer tournament. This event brought together 24 African teams in Cameroon and pulled tens of millions of Africans to their TV screens. During this event, Silas and the team were able to train more than 3,000 church members to share the gospel and they also equipped 60 people to be sports chaplains. In addition, Silas was able to lead 11 online Bible studies for members of the Cameroon National Soccer team.



Daniel

## LEBANON | GOOD NEWS IN HARD PLACES

Daniel, a professional basketball player in Lebanon, attended a sports camp with his church and AIA. After the camp, Daniel launched a sports community for his church with AIA, then became a full-time intern. Recently, Daniel has been called up to play for the Lebanon National Basketball team.



Vendji



Vendji was disciplined in South Africa by Athletes in Action and returned home to help launch AIA in Namibia.

## TOTAL ATHLETE EXPERIENCE CENTER

Located in the Wooden Family Fieldhouse, visitors are offered an engaging and dynamic experience with the Total Athlete concept, by honoring the legacy of Coach Wooden, expressing Biblical principles of athletic competition, and challenging leaders in every sphere of life.

## MISSIONAL IMPACT OF THE WOODEN FAMILY FIELDHOUSE

In conjunction with existing facilities that welcome over 150,000 visitors annually and the leadership institutes, the Wooden Family Fieldhouse allows for year-round operations, eventually leading to 500,000 annual visitors.

## LEADERSHIP INSTITUTES

- Colangelo Leadership Institute
- Lamar Hunt Family Sports Ministry Institute
- Sports Performance Institute



## WHAT'S INSIDE

- 68,000 Square Feet
- 4 Basketball Courts
- Indoor Turf Training Area
- Sports Performance and Fitness Center
- Adventure Challenge Course
- Total Athlete Experience Room



# THE WOODEN FAMILY FIELDHOUSE

The Wooden Family Fieldhouse will amplify and multiply the life-changing mission of Athletes in Action. The facility is named for the legendary Coach John Wooden, who embodied character, leadership, and integrity both on and off the court.

**CRU BOARD APPROVAL FOR GROUNDBREAKING GAINED IN MAY 2022**

# TWO YEAR BUDGET 2022 - 2023



## GLOBAL GOAL:

**25,000+** TRAINED ASSOCIATES  
BY **2025**

## SUPPORTING GOALS:

### INFRASTRUCTURE

- 85,000,000 Global Media Impressions
- 25 New campuses
- 3,750 Training sessions
- 10 New countries

## PRIMARY BUDGET NEEDS:

**WIN**

- Global Media Evangelism (Major Events)
- Evangelistic Outreaches
- Evangelistic Ministry Strategy

GOAL:

**\$1,200,000**

**BUILD**

- Ultimate Training Camp Expansion
- Church Sport Ministry Outreach/ Partnership
- Residential Academies/Training
- Discipleship Materials

GOAL:

**\$2,200,000**

**SEND**

- Campus Expansion
- Athletes in Action Headquarters Training/Sending
- Global Expansion

GOAL:

**\$1,800,000**

TOTAL NEEDED:

**\$5,200,000**



**DR. MADELINE MANNING MIMS**

**4X OLYMPIAN | GOLD & SILVER MEDALIST IN TRACK**

*At this year's Tokyo Olympics, I had the privilege and opportunity to share with the 2020 Olympians. My long history and friendship with Athletes in Action has allowed us to share Christ around the world together.*



**JAMES & WENDI WILLIAMSON**

**ATHLETES IN ACTION BOARD MEMBERS**

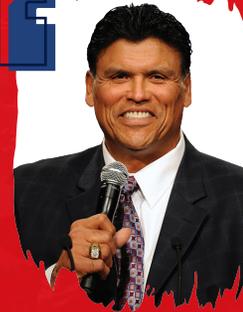
*We continue to grow in our relationship with AIA, in understanding at a deeper level the various types of ministry work they have going on not only domestically, but all around the world. It was incredibly encouraging to hear how our investment of time and money is being used to further God's Kingdom through this ministry.*



**DOUG & LAURA SKIDMORE**

**ATHLETES IN ACTION BOARD MEMBERS**

*Laura and I have had the opportunity to see Athletes in Action up close, both the impact and the people. We have been privileged to be part of not only the Board but helping to resource Athletes in Action for over a decade now. It has been great to see how God has used the ministry.*



**ANTHONY MUNOZ**

**NFL HALL OF FAME**

*Dede and I have been involved with CRU and Athletes in Action since our college days at USC. When I got drafted by the Cincinnati Bengals I began a relationship with the Athletes in Action chaplain and have worked closely with many in the organization for over 40 years! We appreciate their heart for the Lord and desire to make a difference in lives through the platform of sport.*



***SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE. IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES. IT SPEAKS TO YOUTH IN A LANGUAGE THEY UNDERSTAND. SPORT CAN CREATE HOPE WHERE ONCE THERE WAS ONLY DESPAIR. IT IS MORE POWERFUL THAN GOVERNMENTS IN BREAKING DOWN RACIAL BARRIERS. IT LAUGHS IN THE FACE OF ALL TYPES OF DISCRIMINATION.***

**NELSON MANDELA**



651 TAYLOR DRIVE | XENIA, OH 45385

[ATHLETESINACTION.ORG](http://ATHLETESINACTION.ORG)

937.352.1000 | [INFO@ATHLETESINACTION.ORG](mailto:INFO@ATHLETESINACTION.ORG)