



Nonprofit Analytics

GENERAL

| | | | | | | | |
|-----------------------------------|--|---|--------------------|--|-------------------------|--------------|-------|
| Organization Name | Child Evangelism Fellowship | | | U.S. Tax ID# | 38-6091187 | Year Founded | 1937 |
| Donation Street Address | PO Box 348 | | | City & State | Warrenton MO | Zip | 63383 |
| Phone | (636) 456-4321 ext. 1228 | Country | United States | Website(s) | www.cefonline.com | | |
| Primary Contact & Title | John Luck, VP of Global Partnership Ministry | | | Contact Email | john.luck@cefonline.com | | |
| Organization Type | Independent Public Charity | | Annual Report Link | https://heyzine.com/flip-book/43c055413e.html#page/1 | | | |
| Nonprofit Accountability Listings | <input checked="" type="checkbox"/> BBB (give.org) | <input checked="" type="checkbox"/> Charity Navigator | Strategic Partners | Revival Movement Association, Crossway, Salvation Poem Foundation, Faith Comes by Hearing, Liberty Council, Jesus Film Project, Calvary University, Answers in Genesis | | | |
| | <input checked="" type="checkbox"/> Guidestar | <input type="checkbox"/> Charity Watch | | | | | |
| | <input checked="" type="checkbox"/> ECFA | <input checked="" type="checkbox"/> Ministry Watch | | | | | |
| Primary Program Area | Evangelism | | Peer Group | Awana, Scripture Union | | | |
| Other Program Area(s) | Discipleship | | Clients Served | Children | | | |

GROWTH TRENDS

| | FY 2021 | FY 2022 | FY 2023 | FY 2024 | % Change | Explanation |
|--------------------|--------------|--------------|--------------|--------------|----------|---|
| Paid Staff (FT&PT) | 155.0 | 187.0 | 176.0 | 171.0 | 10 % | U.S. only. Made new hires to support the growing ministry. |
| Clients Served | 15,628,921 | 19,575,136 | 29,245,736 | 31,036,873 | 99 % | Kids Directly Served '21-'24, plus Digital, Literature '23-'24. |
| Annual Income | \$22,415,240 | \$22,464,985 | \$18,339,445 | \$24,429,517 | 9 % | \$2.7M Earned Revenue casualty gain due to hail storm '24. |
| Donors | 12,579 | 12,722 | 11,808 | 10,712 | 15 % | |
| Key Activity | 55,143 | 55,450 | 53,076 | 100,704 | 83 % | Good News Clubs. Grew CP Clubs (GNCs are best next step). |

FUNDRAISING

| | | | | | | | |
|-------------------------------|--------------|--------------------------|--------------|------------------------------|----------------|-----------------------|--------------|
| Donor Retention Rate | 64 % | Gov't Funding % | 0 % | Cost to Raise \$1 (NOT "GK") | \$ 0.11 | Self-sustainability % | 23 % |
| Largest Gift for FY2024 | \$557,000 | Reliance on Largest Gift | 3% | Last Capital Campaign | N/A - N/A | Endowment Fund | \$0 |
| FY 2024 Donor Diversification | Gift Size | < \$1,000 | \$1K - 4,999 | \$5K - 24,999 | \$25K - 49,999 | \$50K - 99,999 | \$100,000+ |
| | # of Donors | 9,604 | 837 | 207 | 38 | 14 | 12 |
| | Total Amount | \$ 5,689,979 | \$ 3,085,246 | \$ 3,479,848 | \$ 1,523,422 | \$ 1,217,167 | \$ 4,521,064 |

FINANCIAL MANAGEMENT

| | | | | | |
|------------------------------|---|------------------------|---|--------------------|-----|
| Cash & Equivalents on Hand | 1-2 Months | Net Assets | \$14,652,434 | Total Current Debt | \$0 |
| Written Financial Controls | <input checked="" type="radio"/> Yes <input type="radio"/> No | Earned Revenue Sources | Casualty Gain (2023), Sales of Literature and Materials | | |
| Independent Financial Audits | <input checked="" type="radio"/> Yes <input type="radio"/> No | Primary Types of GK | Printed Materials | | |

| FISCAL YEAR | | FY 2021 | FY 2022 | FY 2023 | FY 2024 | 2025 <input checked="" type="radio"/> BUDGET <input type="radio"/> ACTUALS | 2021-2024 FY TRENDS | | | | | |
|-----------------|-----------------------|--------------|--------------|--------------|--------------|--|---------------------|--------------|------|--------------|------|------|
| 01/01 | TO 12/31 | | | | | | | | | | | |
| INCOME | Earned Revenue | \$1,942,403 | \$1,247,216 | \$2,498,975 | \$4,735,152 | \$1,952,505 | 144 % | | | | | |
| | Gifts in Kind | \$238,116 | \$182,871 | \$136,381 | \$177,639 | \$150,000 | 25 % | | | | | |
| | Cash Donations | \$20,234,721 | \$21,034,898 | \$15,704,089 | \$19,516,726 | \$22,750,189 | 4 % | | | | | |
| | <i>Total Income</i> | \$22,415,240 | \$22,464,985 | \$18,339,445 | \$24,429,517 | \$24,852,694 | 9 % | | | | | |
| EXPENSES | Program Services | \$13,614,657 | 74 % | \$19,017,340 | 84 % | \$17,537,460 | 79 % | \$16,571,687 | 80 % | \$20,080,102 | 81 % | 22 % |
| | Administrative | \$2,335,617 | 13 % | \$1,689,619 | 7 % | \$2,456,060 | 11 % | \$2,056,954 | 10 % | \$2,485,269 | 10 % | 12 % |
| | Fundraising | \$2,365,784 | 13 % | \$2,060,256 | 9 % | \$2,128,836 | 10 % | \$2,164,518 | 10 % | \$2,287,323 | 9 % | 9 % |
| | <i>Total Expenses</i> | \$18,316,058 | | \$22,767,215 | | \$22,122,356 | | \$20,793,159 | | \$24,852,694 | | 14 % |
| SURPLUS/DEFICIT | | \$4,099,182 | | \$302,230 | | \$3,782,911 | | \$3,636,358 | | \$0 | | |

LEADERSHIP

| | | | | | | | |
|--|---|--|---|--------------------------|---|-------------------------|---------|
| CEO Name & Tenure | Jeremiah Cho | 2 yrs | CEO Age | 60-69 yrs | Total CEO Compensation | \$ 110,000 | |
| CEO Annual Evaluation | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO has Board Vote | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO Successor Identified | <input type="radio"/> Yes <input checked="" type="radio"/> No | | |
| Total Paid Staff by Type | FT: 140 PT: 29 | Staff Turnover Rate | Unknown | Total Volunteers | 500,000 | | |
| Yearly Staff Evaluations | <input checked="" type="radio"/> Yes <input type="radio"/> No | CEO Direct Reports | 9 staff | Annual Board Meetings | 4 | | |
| Chair Name & Tenure | David Cook | < 1 yr | Board Size | 20 | Board Composition | 15Men 5 Women | |
| Donation % from Board | 2 % | Board Committees | 6 | Term Length | 3 yrs | Consecutive Term Limits | 3 terms |
| Additional Advisory or Development Board | <input type="radio"/> Yes <input checked="" type="radio"/> No | Number of Board Members Related to the CEO | 0 | | | | |

STRATEGY

¹These answers were left blank.

| | | | |
|---|--|--|---|
| MISSION | To evangelize boys and girls with the Gospel of the Lord Jesus Christ, to disciple them in the Word of God, and to establish them in a local church for Christian living. | | |
| CLIENTS SERVED | Child Evangelism Fellowship serves children and youth ages 4 to 14. | LENGTH of Primary Client Relationships | 11 Year(s) |
| The PROBLEM | The vast majority of the 2.2 billion children in the world today have never heard the Good News about how they could have a life-transforming relationship with God through the Lord Jesus Christ. | | |
| Your SOLUTION | We share the Good News of Jesus Christ with millions of children worldwide. The three core ministries are Good News Clubs, 5-Day Clubs, and Christmas Party Clubs. We also offer discipleship initiatives, camps, digital media, peer and military outreach, training programs, and CEF Press resources. | | |
| 1-3 year PLAN | In 2025, our goal is to reach 35.5 million children worldwide, including 12 million through Christmas Party Clubs. To accomplish this goal, we intend to expand our training, equipping, and support strategy for national missionaries. In 2027, we will reach 50 million children and then continue to advance the strategy. | | |
| Up-to-date Board-approved STRATEGIC PLAN ¹ | <input type="radio"/> Yes <input checked="" type="radio"/> No | CUT (or Modified) PROGRAM in last 3 years ¹ | <input type="radio"/> Yes <input checked="" type="radio"/> No |

IMPACT

| | | | |
|---|--|----------------------------------|---|
| Long-term VISION | Our goal in eight years is to reach 100 million children. In order to accomplish this goal, we hope to increase our global staff to 10,000 workers, each capable of training, equipping, and supporting local churches and volunteers to reach 10,000 additional children. | | |
| RESULTS Report outcomes <i>not</i> activities | CEF strove to reach over 31 million children in 2024, a remarkable 6% rise from 2023, and its training of more than 533,000 teachers contributed to the growth. Ministries like Good News Club, 5-Day Club, and Christmas Party Club together engaged 16.8 million children, while at least 3.8 million additional kids were reached through digital platforms and literature distribution. | | |
| Measure outcomes against benchmarks | <input checked="" type="radio"/> Yes <input type="radio"/> No | Track Key Performance Indicators | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Completed program logic model(s) | <input type="radio"/> Yes <input checked="" type="radio"/> No | Survey program beneficiaries | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Completed independent impact evaluation | <input type="radio"/> Yes <input checked="" type="radio"/> No | Completed a Theory of Change | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Impact STORY | In a moving response to the Ukraine crisis, CEF's Hope for Ukraine mobilized to distribute 100,000 Gospel packs and 5 million "Do You Wonder Why?" booklets. CEF reached children in war-impacted zones through inspirational content in Ukrainian, Russian, and other languages, and sustained its Good News Clubs in shelters and refugee camps. To date, CEF has ministered to more than 4.5 million children in Ukraine. | | |
| Recent Program IMPROVEMENT | CEF significantly enhanced its digital and literature outreach to reach at least 3.8 million children, in part through its digital U-Nite platforms, strengthening its vision of expanding this outreach by approximately 15% each year. | | |

GEOGRAPHY

| | |
|---|--|
| Where do your programs operate? | <input type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National (USA) <input checked="" type="radio"/> International (List nations or regions served below alphabetically) |
| CEF is active in all but 10 countries worldwide. The top operational countries include Brazil, Cambodia, Cameroon, Canada, Germany, Ghana, Ireland, Madagascar, Mozambique, Nigeria, the Philippines, Romania, South Korea, Ukraine, and the United States. The regions where CEF works are Africa (Central, East, South, and West), the Caribbean, Europe, Latin America (Central and South America), the Middle East (including North Africa and India), North America, and Southeast Asia. | |

S.W.O.T. ANALYSIS

| STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS |
|--|--|---|---|
| Spiritual strength of the ministry through godly leadership and a clear presentation of the Gospel to children in a way they can understand and that is consistent across countries worldwide. | Require additional administrative leaders to focus on reporting, logistics, marketing, and business processes as the ministry expands. Need more income to meet needs. | Currently, we have the freedom to minister in public schools in the USA. Open doors to begin work in Islamic countries. The burden God has given the Church in many nations is to reach children. | The changing political climate in the U.S. and other countries where open doors could be closed. Opposition from those against the Gospel. Revision of the U.S. tax code to remove charitable deductions. |

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|--------|-----------------|--|------------------|
| SOURCE | Name: John Luck | Title: VP of Global Partnership Ministry | Date: 09/12/2025 |
|--------|-----------------|--|------------------|