



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 %
	Total Income	\$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 %
	Total Expenses	\$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									
*These 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 type="radio"/> No		CUT (or Modified) PROGRAM in last 3 years ¹		<input type="radio"/> Yes <input 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 independent impact evaluation	<input type="radio"/> Yes <input checked="" 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 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.			
SOURCE	Name: John Luck			Title: VP of Global Partnership Ministry			Date: 09/12/2025		