



**NELVI  
TAMAYO  
MORA**

LA HABANA,  
GUANABACOA,  
CUBA.

# ANNUAL REPORT 2022



**Equip & Grow**

Children are Important

[www.childrenareimportant.com](http://www.childrenareimportant.com)

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Friends,

Thank you so much for the prayers and support in 2022 that make this ministry possible! It has been an exciting year for us. We received our formal 501(c)(3) approval from the IRS, our support has grown, and our vision and purpose have been greatly clarified.

Our refined strategy is to leverage over 10 years of our existing VBS and Sunday school content and develop new culturally relevant, quality content with a tiered distribution approach. We will provide differing levels of support and training to teachers and leaders based on highest impact and unreached people groups.

Our Spanish coaching program and curriculum trainings are truly our big success for the year with over 4000 attendees and the downloads on the website continue to increase giving us a footprint of millions of kids worldwide.

We are honored to share with you our 2022 annual report. We are so proud of the work accomplished by the whole team; the givers, translators, designers, organizers, planners, advisors, clickers, and prayers. It is just astounding what our small team continues to accomplish, and I thank God for giving us this opportunity and letting us be a part.

God bless you,

Kristi Krauss  
Executive Director  
Equip & Grow (Previously called Pro-Vision Ministries)



*Martha Perez Rondon works with 50 children in Camaguey, Cuba.*

# YANET BELTRÁN

PINAR DEL RÍO, CUBA



*"Despite the recent hurricane and being without power and other basic necessities, I must continue with your children's ministry coaching course. God connected me to your ministry and I will never be the same. There have been many times when I have thought of quitting the ministry, but after this last class on 'Leadership and stress' I know God has called me to this work and I am ready to continue with the work. May God bless your whole team!"*

Yanet Beltrán  
September, 2022



# OUR VISION AND MISSION

It's sad that 75% of children's ministry leaders around the world quit after serving only one year. Or are moved to another department of the church, so that the children are left again without a leader. These leaders need encouragement, training, and materials to do the work God has called them to do.



## **No. 01 – Inspiration**

The "Why"



## **No. 02 – Training**

The "How"



## **No. 03 – Curriculum**

The "What"

# WE PROVIDE

what these leaders desperately need.

# SUNDAY SCHOOL AND VBS

We had over 3000 attendees for our VBS training this year in over 21 countries! Praise God! We are thankful for the team of people and hearts who made this possible. We are seeing so many children being affected by the gospel through the resources that our team has written. We receive hundreds of photos of teachers who have used our curriculum in their churches and have in turn taught their young ones.

*Estela Vera works with 500+ children in Argentina.*



Testimony:

*"Yesterday morning Norma Nieto served and cared for her VBS group, and that very evening she was rejoicing with our Lord. We honor her life and service to this beautiful children's ministry."*

One of our goals is to help inspire people so that they do not quit. Congrats to Norma for serving until her very last day on earth! Happy graduation!



*"Thank you Sis Blessy and Sis Kristi for your trainings that help us impact children's lives."*

- Brother Bob  
Nashik, Maharashtra, India



# 1,356,974

# Downloads

Total for 2022

As we look back on 2022, we think one of the most powerful things is how many downloads our resources get each month and year.

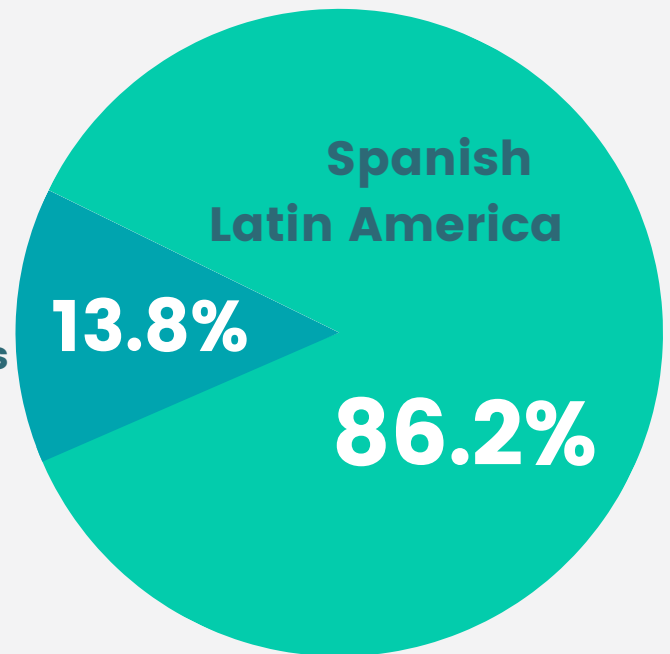
Spanish continues to be our largest group and we continue with a major focus on India.

Coming soon: Brazil.

As you can see the impact is big there.

Portuguese  
**26,893**  
Downloads  
in 2022

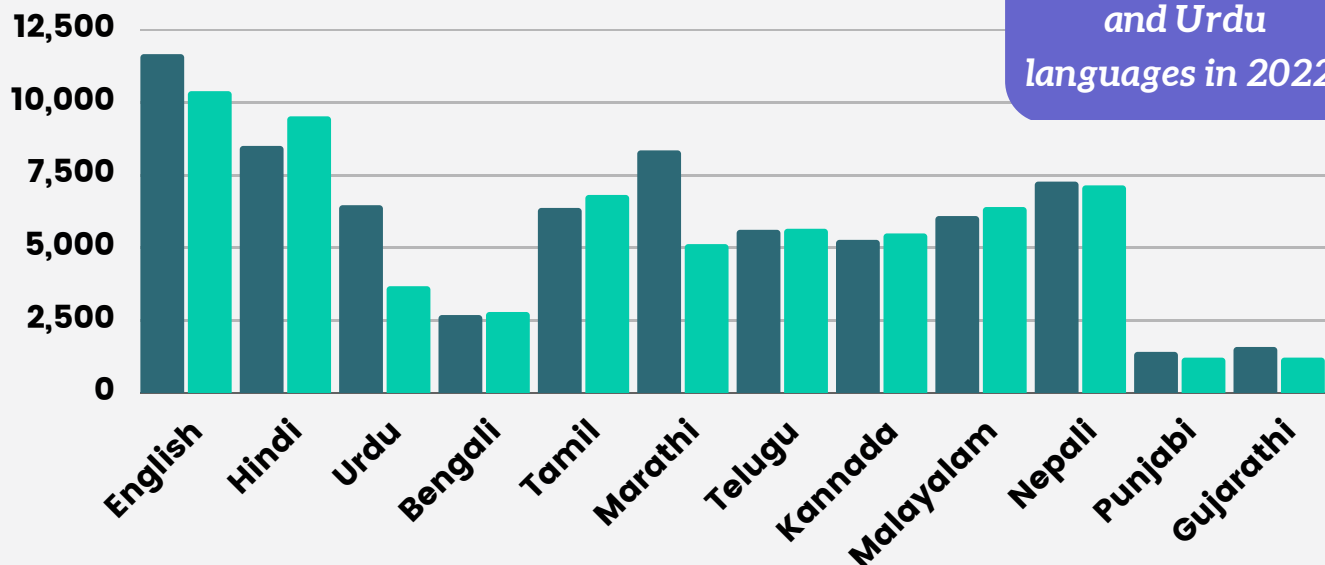
Rest of Languages



# 70,927

Total downloads in 2022 in these 12 languages for India!

■ 2022 ■ 2021



We had major growth in Marathi and Urdu languages in 2022!

# Our Vision for 2025:

# TIERS OF SERVICE

## 1

- Spanish
- Hindi
- English  
(for India)
- Portuguese  
(For Brazil)

## 2

- Swahili (For Africa)
- French (For Africa)
- English (For Africa)
- Malayalam (For India)
- Marathi (For India)

## 3

- Russian
- Luganda
- Turkish
- Persian
- Arabic
- Filipino
- Japanese
- Indonesian
- Chinese Simp
- Chinese Trad
- English (For world)
- Bengali
- Gujarati
- Punjabi
- Nepali
- Oriya
- Urdu
- Kannada
- Telugu
- Tamil

### **Tier 1** *Services from tiers 2 & 3 and in addition:*

- Hands on coaching, training, and support.
- Inspirational and instructive YouTube videos supported by a dedicated team.
- Culturally relevant curriculum adaptation.
- Locally relevant music to support curriculum.
- Regional support team.

### **Tier 2** *Services from tier 3 and in addition:*

- Regularly updated Website with blog and donation options.
- Vacation Bible School and Sunday School training events.
- Inspirational social Media messages: Facebook, Instagram, Youtube.
- Contact information with area-specific phone number available.

### **Tier 3**

- One main website with curriculum in all languages.
- Self-service answers to frequently asked questions.



# HIGH IMPACT AND HIGH NEED

We decided to start our new tiered strategy with both our highest impact region and the most unreached country of the world.

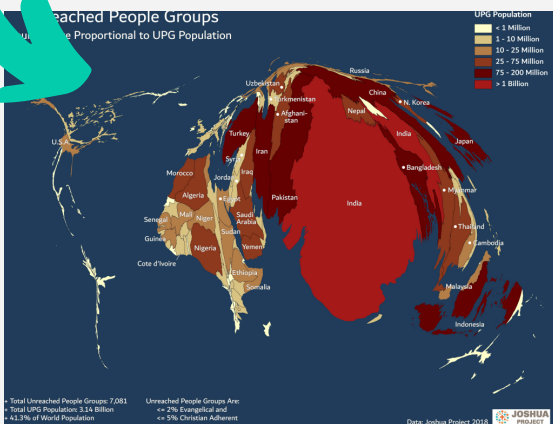


The Spanish language which reaches teachers and leaders from 20+ countries is by far our largest impact today. It was a natural choice for our first tier 1 region, so in 2022 we hired our first LATAM director, Francys de Vegas, and started building her a fantastic group of staff and volunteers. (LATAM stands for Latin America.)



The missions community today has been focusing more on the remaining unreached people groups from the “10/40 window,” which represents a geographic area. India by far has the largest need, as shown by these creative graphics from the Joshua Project.

In 2022 we stepped up our investment and strategy for India under Blessy as our India director.



This is just the beginning, and we hope to grow and be able to lift up to tier 1 and 2 services more languages and people groups, continuing to balance between high impact and high need along the way.

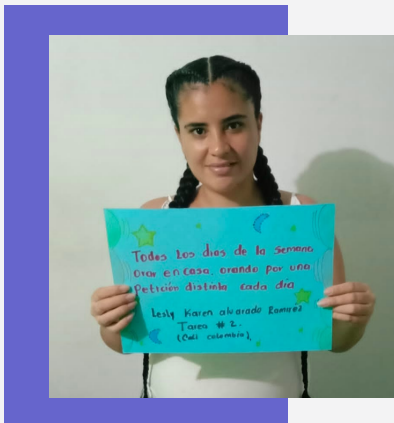
# COACHING LEADERS

This year we had 930 graduates from our fall online coaching course in Latin America for children's ministry leaders. This is a huge win and we celebrated with cake and certificates. They spend a few months (12 weeks) learning and presenting their weekly assignments as they put everything into practice. These courses propelled all of these teachers into a new longevity for reaching children weekly in their churches! This special course is allowing us

to empower leaders all over the world. This same children's ministry coaching course in India is a year-long class. We are seeing teachers, leaders, and pastors in unreached, underdeveloped and under supported areas be trained and equipped. This program is part of our new TIER 1 service to countries/ regions.



*These photos are are shared from this fall's graduation, December, 2022.*



Here is Lesly from **Cali, Colombia** with one of her homework assignments, sharing her love for prayer as she learns how to become the best Sunday School teacher she can be. *"Every day of the week praying at home, praying for a different request each day."* - Lesly Karen Alvarado Ramirez

# HONDURAS TRIP



Kristi was invited and spoke at two teacher-training events in San Pedro Sula and Puerto Cortez, Honduras this year. As Paul says in 1 Corinthians 16:9, a great door for effective work has opened to me. This is how it felt as there were many opportunities from this trip.

It was a beautiful time and produced much fruit!



*We received incredible testimonies of people who were planning on quitting the ministry but were so encouraged at this event, they were motivated again to obey the call of God on their lives and continue in ministry.*



# CULTURALLY ADAPTED

One of our strategies in the new tier system is to provide a higher-quality children's ministry curriculum to tier-1 countries. This year was our first effort into modifying our "Sheriff's Hacienda" VBS and working together with qualified children's ministry workers in India to adapt the program for their country.

They don't have cowboys from the "old west" but they do have "old times". They don't have "sheriffs" but they do have cops and robbers.

The salvation message of our cowboy-themed VBS (Vacation Bible School) stayed the same and the memory verses stayed the same, but we changed the theme to "Chor Police," a well-known cops and robbers game from India. Now when Indians invite children to their special evangelistic week at church, children all around their communities will feel excitement and joy as they all have fond memories playing "Chor Police" in their childhoods!

Many thanks to Vickie, Jenny, Anupama and Blessy for all your work in 2022 creating a new, culturally-relevant VBS for India!



The new project will  
launch in March of  
2023 in 8 languages for  
India and Kristi has the  
privilege of introducing  
it in person!

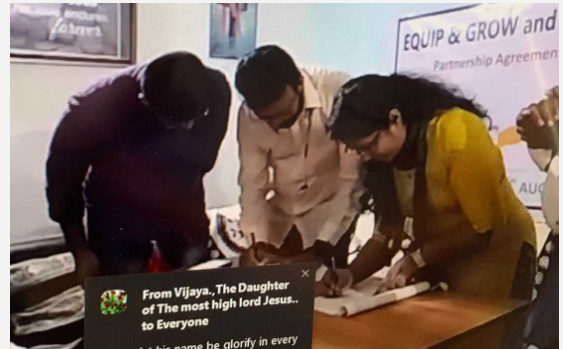
# PARTNERSHIP

## EXCEL MINISTRIES AND EQUIP & GROW

This year we were able to partner with Excel Ministries out of Pathanamthitta, Kerala, India with our Sunday School programs. They are on the ground and reach more churches in the state of Kerala than we do and they were excited to partner with an international ministry.

They have been writing VBS programs for India for as long as we have, but they do not have any written Sunday school programs. On September 5th, 2022, this partnership became a reality as we signed an official alliance agreement, and celebrated with a prayer and cake.

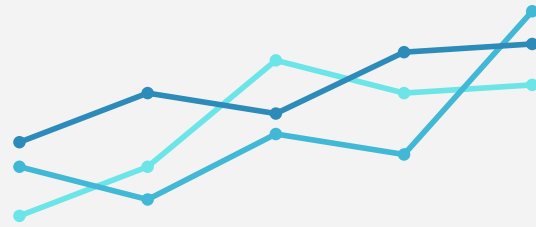
This is our second strategy for providing culturally relevant curriculum to tier 1 countries.



They will be printing this upcoming year our Champions Sunday School in Malayalam and have been making a few minor cultural changes this fall. Their ministry leaders have also been guest teachers with us in our India Coaching Program.

Kristi led a special ZOOM training with their ministry leaders in December and will be attending their new building inauguration in March, 2023 on her upcoming trip to India. Our Champions Sunday school is reaching farther than we can imagine.

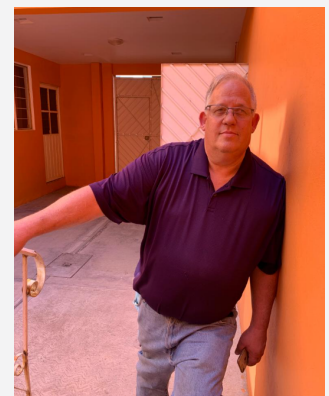
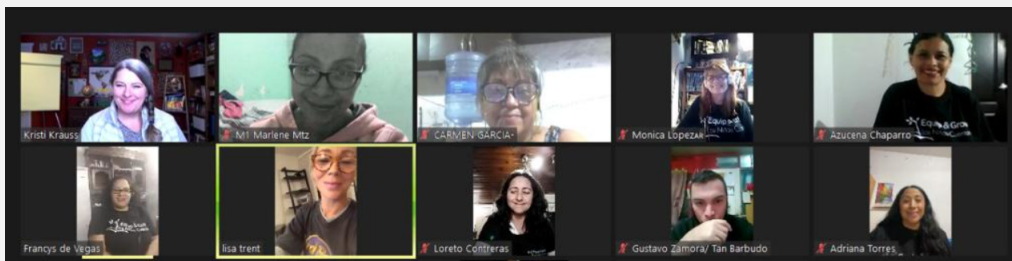
# NEW STRATEGY



We have made several changes this year with our ministry, one of them being that we changed our strategy to be completely virtual, with every individual working remotely from their own homes!

There are some challenging aspects to having co-workers in the USA, Argentina, Mexico, India, and Venezuela, but it is more economic and opens up the world to our fingertips. We have all become more familiar with Zoom, Slack, WhatsApp, and our various time zones.

In practical terms, this means that Dwight and Kristi went to Mexico this fall and closed our location and legal Mexican nonprofit. We followed all the legal steps required by the Mexican government, which had us waiting in lines in government offices, hiring an electrician and painter, bank errands, paying severance for staff, a garage sale, and more. Next, we re-hired Julio and Jenny as consultants to our American nonprofit!



Even though the ministry has always been about the people, we sure will miss the orange building! Jenny and Julio are still on the team, plan on printing our curriculum for churches in Mexico, and we have been helping them each step of the way.

Our USA team is growing as we added a new individual in the fall, Lisa Trent. She is helping with the messaging, website, and social media. We also added a new volunteer Jimmy to our security and tech team under Suki all the way from Atlanta!



# FINANCIALS

Financials for the 2022 Calendar Year

## Income and Ministry Support

Church and organization gifts	\$30,467.66
Individual gifts	\$65,648.00
Misc Income	\$183.64

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Total Income \$96,299.30

## Expenses

Programs	\$70,304.82
General and Administrative	\$2534.59
Rainy Day Reserve	\$8000.00

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Total Expenses \$80,839.41

## Committed Expenses Spring 2023

March 2023 India trip with Events	\$6000.00
Malayalam Sunday School Printing	\$2500.00
Website	\$8000.00

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Total Projected Expenses in Spring 2023 \$16,500.00

For the past 15+ years we have focused our efforts on developing quality programming and expanding our reach globally. Going forward we will build on this foundation and scale our efforts to reach even more children by improving our support to our network of teachers. This will require us to better engage with each of you (our partners) and to expand our donor base so we can equip teachers and reach even more children globally. Thank you for your ongoing partnership and support to this mighty ministry!

# BOARD OF DIRECTORS

We have a fully committed volunteer board with experiences in Fund Raising, Program Delivery, Finance, Technology, Global Cultural Growth and Expansion, Human Resources and Leadership. This Board provides independent oversight and governance.

**Mike Tarbell**

**Board Chair**

Oversees the Board Activities and provides expertise and experience in non profit organizations and leadership experience.

**Dwight Krauss**

**Vice Chair  
Treasurer**

Provides deep experience and leadership with our ministry for 15+ years. Provides advice and governance over Finances and Budgeting.

**Suki Kangas**

**Secretary  
Technology Lead**

Oversees and maintains records and meeting minutes and is on point as an advisor for various technology aspects of the ministry.

**Donna Jameson**

**Programming  
Lead**

Advisor for the various programming and other ministry services. Provides broad Church Ministry experience.

**Tracy Oswald**

**Fundraising  
Lead**

Oversees and is on point as an advisor for the various fundraising strategies and activities.

**Carrie Tarbell**

**Staff and Human  
Resources Lead**

Oversees and is on point as an advisor for the various staff and employment related matters.

**Kristi Krauss**

**Executive  
Director**

Responsible for overseeing the ministry including strategic planning and administration, programming, fundraising and overseeing staff.



# PRAYER

# NEEDS

- Prayer for our staff and teams in Latin America, India, and the USA for safety, energy and vision.
- Prayer that God would continue the growth in downloads of the free curriculum we have available online. Specifically for growth to people in un-reached or under-served areas.
- Prayer for continued and even increased financial support to propel this ministry forward into the vision that God has given us.
- Prayer for the Latin American team as they continue to bring fantastic training and encouragement to thousands of children's ministry workers around the Spanish speaking world.
- Prayer for health, safety and increased success for the India team as they develop their team and methods to train children's ministry workers in the second most populous country in the world.
- Prayer for the Brazil team as God prepares them for what is coming. Also, that we would find these people, wherever they are.
- Prayer for Kristi as she heals from breast cancer.
- Prayer for our development of pastors and leaders in the coaching program. We saw much fruit and want to sow more into it.
- Prayer that God would expand our vision and for the ability to clearly communicate this vision.
- Prayer for salvation and development of young hearts and minds around the world aided by our resources available online or any other method God chooses!

# THANK YOU

It has been a great year!

We have continued to follow God's leading to help children's pastors and leaders around the world continue in the important work God has called them to do. We continue to translate curriculum, but now with a focused approach for higher customer service.

We thank you for your continued support over this past year. We couldn't have accomplished any of this without you.

*Join us as we Equip leaders and teachers to  
Grow their ministries and lead more  
children to follow Jesus!*



*Zarai Roberto Piña in Pedro Pochutla,  
Oaxaca, Mexico. 2022*

**Make checks to:**

**Equip & Grow**

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