



PLAYING A GAME TO CHANGE THE WORLD
2023 IMPACT REPORT



PLAYING

JOY

We are playing a game that evokes a sense of fun, childlikeness, and freedom. We desire to play in a way that is a demonstration of and overflow from our relationship with Jesus. Our staff endeavor to be joy-filled, hoping that people we encounter would desire the same joy that is within us.

A GAME

INTEGRITY

We strive for integrity in, and around the game. We operate in the tension between professional excellence in a competitive environment, while not idolizing performance as our identity.





TO CHANGE

THE WORLD

FAITHFULNESS

We are bound to the full Gospel, which acknowledges sin as the true problem with the world and points to the extravagant love of God for sinful and broken humanity, evident in the cross of Jesus Christ.

COURAGE

We strive to see Gospel change manifested in the whole world. We, with a courage stemming from the love of God, seek to reach the next player, family, community, city and country with the Gospel message through the global environment of soccer.



LETTER FROM OUR CEO

Thank you for your support of Missionary Athletes International. MAI is a Gospel-centered ministry that introduces people to Jesus Christ, teaches them to follow Him, and empowers them as leaders through the global environment of soccer. For 40 years, the Lord has faithfully sustained this ministry and we are excited as we boldly step into the future.

As you can see from this report, this past year has been an amazing time for our ministry and we have seen incredible reach into the communities that we serve. The Lord has allowed us to build intentional relationships where the verbal proclamation of the gospel can take place through the environment of soccer. Additionally, we focus on discipling participants and equipping them to be launched as future leaders to continue sharing the message of the gospel.

Paul, in his writing to the Philippians says in 1:27-28, “Only let your manner of life be worthy of the gospel of Christ, so that whether I come and see you or am absent, I may hear of you that you are standing firm in one spirit, with one mind striving side by side for the faith of the gospel, and not frightened in anything of your opponents.”

As we look to the future, we are praying for the Lord to help us stand firm in one spirit, while striving side by side for the faith of the gospel, with courage. We pray that he would allow us to see 3x’s growth in measuring our ministry goals... Additionally, we are praying for the Lord to help us develop a sustainable revenue model through new and current revenue streams that will allow us to grow and execute a staff development strategy as well as gain long-term solutions for facility and field control.

Dave Urban
CEO



A grayscale photograph of a soccer coach standing on a field, with a team huddle in the background. The coach is in the center, wearing a dark polo shirt and pants. The team is huddled in a circle, wearing white jerseys with 'work red' and 'FOOTBALL' visible. In the background, there are trees and a fence with a sign that says 'LIONS'.

OUR MISSION:

Missionary Athletes International is a Gospel-centered ministry that introduces people to Jesus Christ, teaches them to follow Him, and empowers them as leaders through the global environment of soccer.



Everyone's life **needs to be transformed by the message of Jesus Christ.**

94%

of people make decisions to follow Christ **before the age of 18.**



Soccer is the **most popular sport** in the world.



After a parent, **a coach is one of the most influential figures** in a young person's life.



"The easiest way to a child's heart is through sports. One coach will impact more young people in a year than the average person does in a lifetime."

Billy Graham

HIGHLIGHTS



PHOENIX EAGLES

We're excited to announce strategic ministry growth through the opening of a brand-new office. The Phoenix Eagles are officially the fifth office and will focus on serving the Phoenix, AZ area.

The office is led by Cristian Gomez who is originally from Colombia and learned a lot from his father and others who coached within COSDECOL, a ministry partner of MAI. Please help us welcome Cristian and all those already involved by connecting, sharing and praying for this exciting new journey!



WOMEN IN BANGLADESH

Over the last two years, MAI has provided several coaches trainings in Bangladesh for over 85 male coaches. Several of those trained coaches have explored creating teams for young women and we had the opportunity to come alongside this effort.

In late November of 2022, the first-ever female coaches training took place in Bangladesh. The young women we were privileged to train not only learned about how to use the game of soccer to share about the Lord, but they were also reminded that they themselves are seen, known and loved by God.

HIGHLIGHTS



UKRAINE

Ministry has continued in Ukraine amidst the war! Our leaders on the ground there have not only fought for freedom, but they have sought to provide a safe place for children to ensure that they still have some sense of joy. Through the game of soccer youth are learning about Christ and being mentored through this difficult season in their country's history.

Our staff on the ground there seek to provide a safe and fun place for children so that they continue to have a sense of joy.



STRATEGIC PLANNING

Leaders from each office within MAI came together in the fall of 2022 to pray and seek the Lord's guidance for the future of the ministry. Through the strategic planning sessions, the Lord provided clarity to the group which resulted in a revised mission statement, the definition of a new method to measure MAI's ministry work (our REAL impact), planned growth to go deeper and wider as a mission, and a united group of leaders focused on proclaiming the Gospel while, 'Playing a Game to Change the World' through 5 programmatic pillars.



FIVE PROGRAMMATIC PILLARS CREATE A PATHWAY TO **REAL** IMPACT

EARLY CHILDHOOD | URBAN | TEAMS | INTERNATIONAL | COLLEGE



22
CAMPS

2,266
PARTICIPANTS

72
TEAMS

803
PLAYERS

EARLY CHILDHOOD

RECREATIONAL/MICRO SOCCER AND CAMPS LED BY CHRIST-FOLLOWING COACHES



URBAN

PLACE BASED MISSION WORK IN UNDER RESOURCED NEIGHBORHOODS SERVING LOW-INCOME, REFUGEE AND IMMIGRANT COMMUNITIES.

597 YOUTH MINISTERED TO WEEKLY



TEAMS

FROM CHALLENGE TO COMPETITIVE
LEAD BY CHRIST-FOLLOWING COACHES

42
TEAMS

650
PLAYERS

INTERNATIONAL

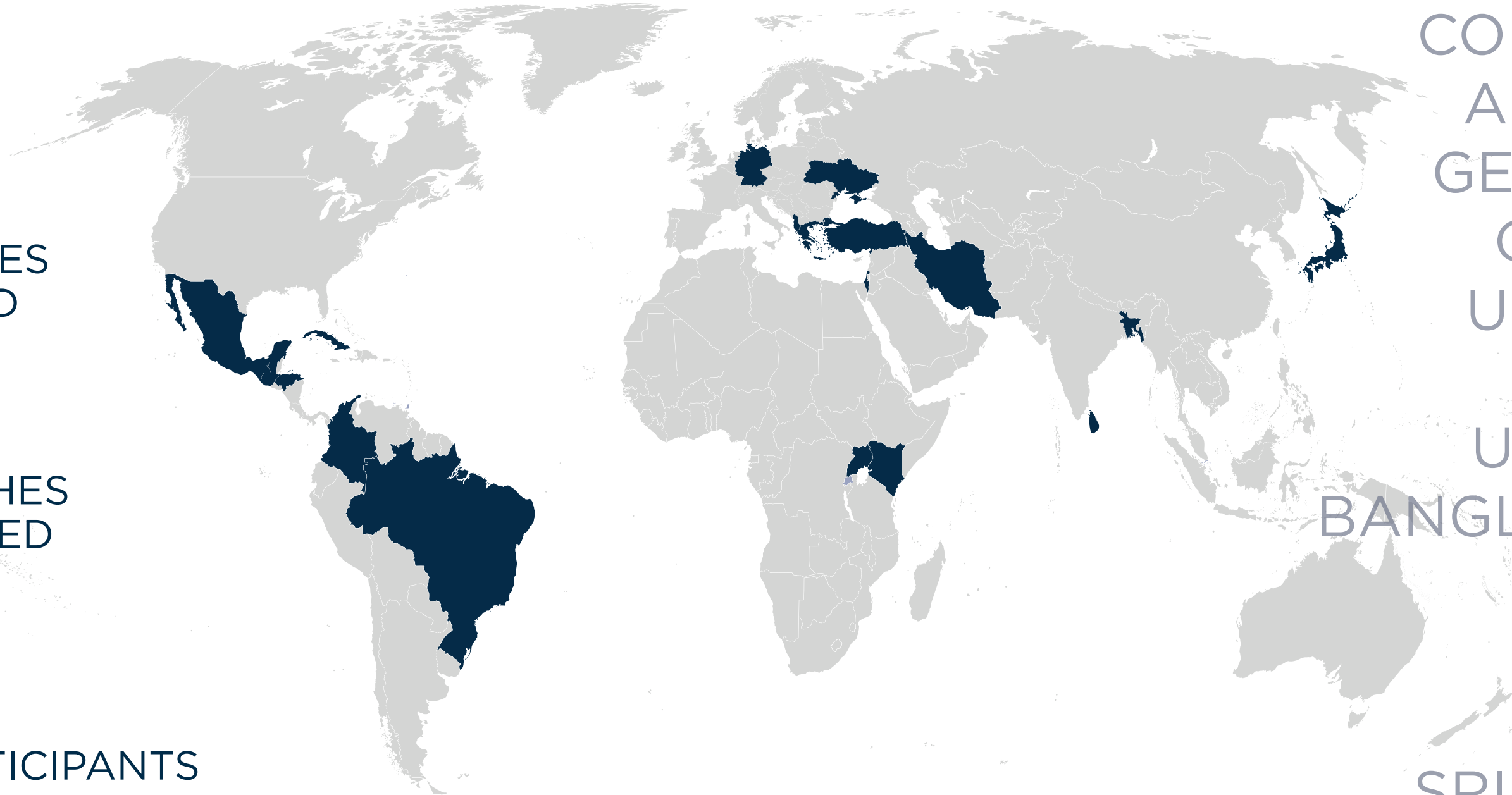
MAI serves internationally by providing coaches trainings through partnerships with churches and denominational leaders around the world and by running short-term trips and tours for high school and college age players. Over our 40-year history, tens of thousands of youth have been impacted around the globe through the ministry of MAI.

10 TOURS

18 COUNTRIES IMPACTED

172 COACHES TRAINED

230 PARTICIPANTS



- CUBA
- GUATEMALA
- HONDURAS
- MEXICO
- BRAZIL
- COLUMBIA
- ALBANIA
- GERMANY
- GREECE
- UKRAINE
- KENYA
- UGANDA
- BANGLADESH
- IRAN
- ISRAEL
- JAPAN
- SRI LANKA
- TURKEY

COLLEGE

COLLEGE AGE SUMMER TEAMS, SUMMER ACADEMY, INTERNSHIPS, CAMPUS BASED MINISTRY.



300
PARTICIPANTS

OUR REAL IMPACT

OUR NEW METHOD TO MEASURE MAI'S MINISTRY WORK

RELATIONSHIPS



14,983

PEOPLE INVESTED IN
ACROSS ALL MAI
PROGRAMS

EVANGELISM



6,254

PARTICIPANTS HEARD
A VERBAL
PROCLAMATION OF
THE GOSPEL

APPLICATION



833

INDIVIDUALS
DISCIPLED TO BE
LIFE-LONG
FOLLOWERS OF
JESUS

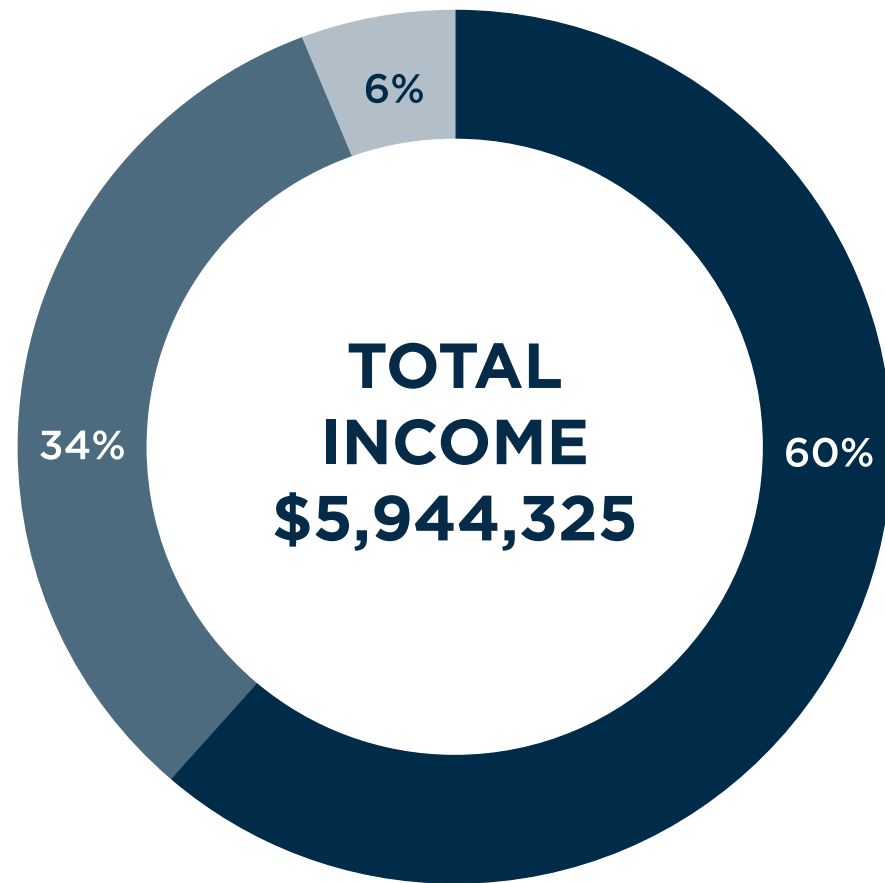
LEADERSHIP



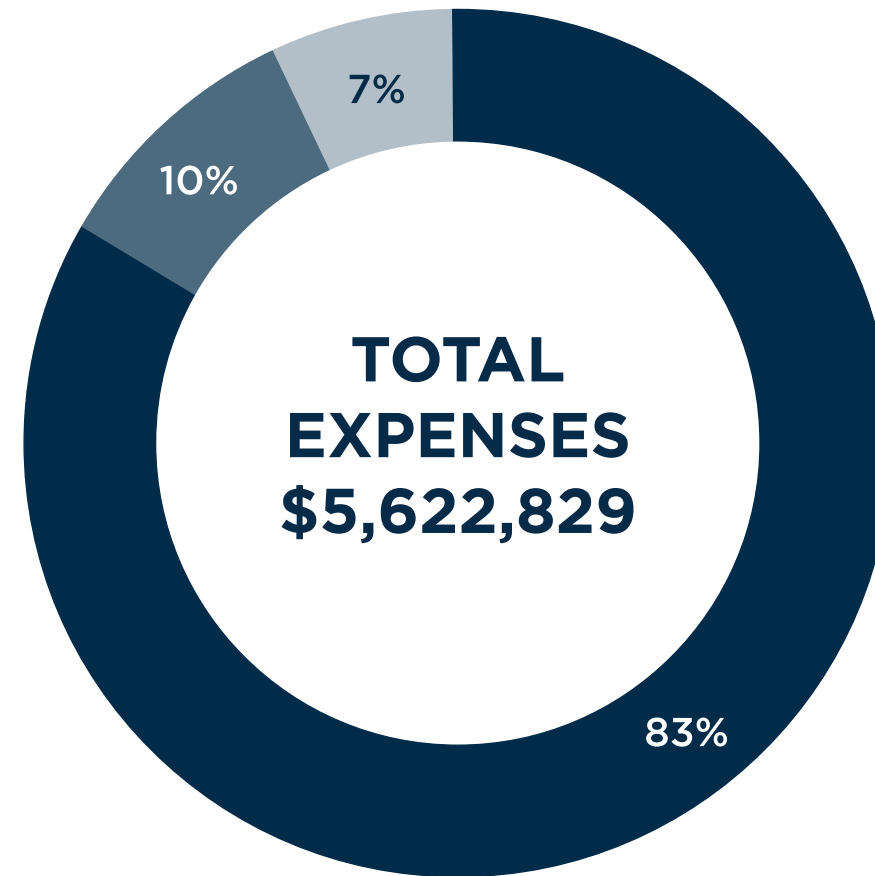
588

CHRISTIAN LEADERS
EQUIPPED AND
LAUNCHED

INCOME & EXPENSES



■ Support Raising	\$3,601,339
■ Program Revenue	\$2,029,232
■ Grants, Interest & Other	\$313,754



■ Program	\$4,663,091
■ Fundraising	\$560,889
■ General	\$398,849

MAI

MISSIONARY ATHLETES
INTERNATIONAL



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