

TOWARD THE

GOAL

A CHILDREN'S CURRICULUM PROJECT



AMBASSADORS
FOOTBALL

WHAT IS TOWARD THE GOAL?

There are over **2 billion children**¹ in the world, and an increasing percentage of them are growing up with no exposure to the Word of God, the gospel message and a genuine relationship with Christ Jesus.

Not only that, but church in general is becoming less relevant to societies around the globe and, as a result, whole generations are growing up with no foundational concept of God, Jesus, sin, salvation, and holy living.

With **worldviews for children in the USA being formed by the age of 13**² (imagine what the worldwide data might look like), we are in danger of totally missing the opportunity to communicate the truth of the Bible at the time when children are **best prepared to believe it**³. Barna reports that **“nearly half of all Americans who accept Jesus Christ as their Savior do so before reaching the age of 13 (43%)”**⁴.

A ministry focus on young children is essential!

Toward The Goal is a children's curriculum project in the early stages of development at Ambassadors Football. It is designed to be used by individuals, churches, and organizations to use the power of storytelling to take children ages 6-12 through the entire story of the Bible.

As the children develop a biblical perspective of the world around them, they are lovingly shown the path to saving faith in Jesus Christ.

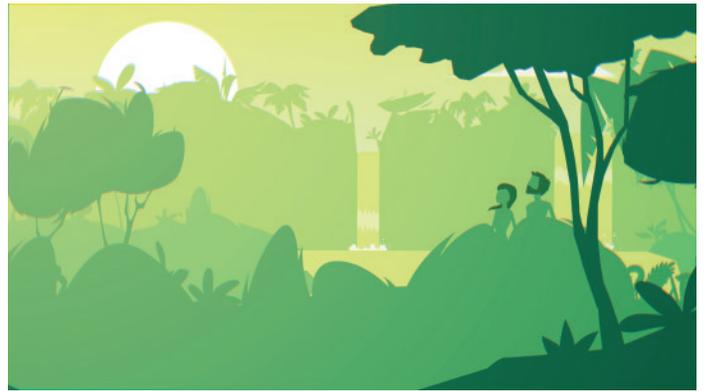
With over **3.6 billion people around the world interested in football**⁵, the mission field for this type of project is huge. We want to make the lovers of football lovers of Jesus!



TOWARD THE GOAL MATERIALS

We are creating a robust collection of materials for Toward The Goal which aim to explain God's incredible plan of salvation in terms that children can easily understand. Instructors are able to choose from a variety of assets that will best suit their own ministry needs. Here are some examples:

VIDEOS



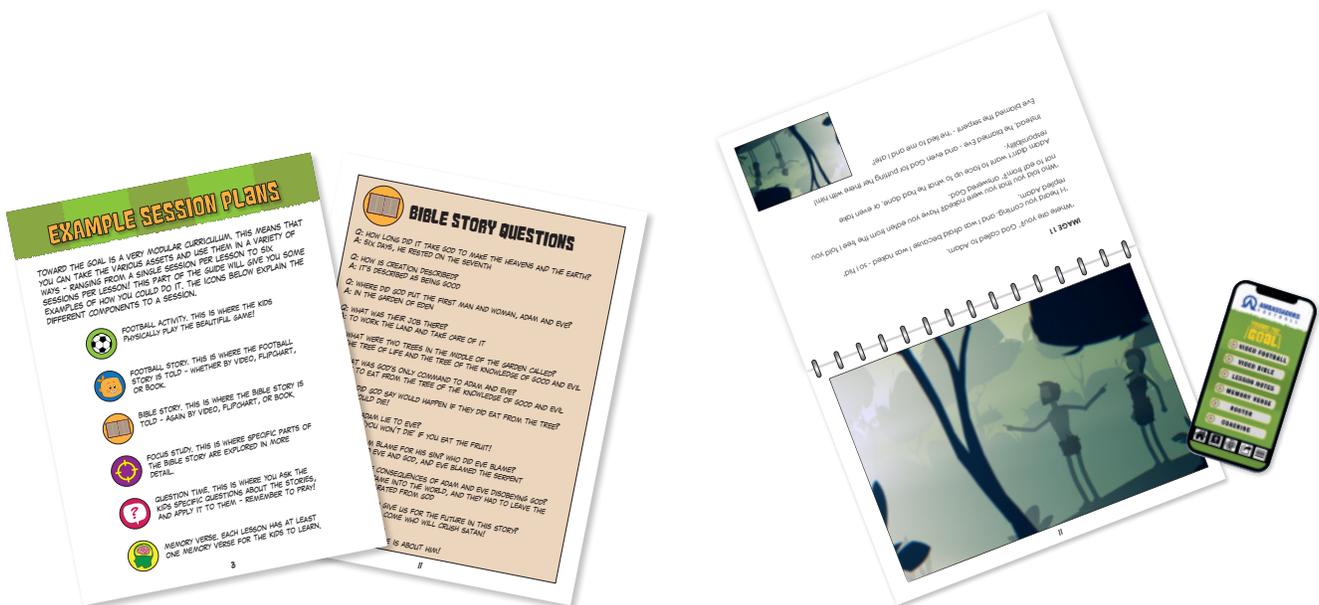
Each lesson will contain two animated videos - a football parable story tied to its corresponding Bible story.

BOOKS



Each lesson has a children's book with both stories, scripture memorization, and fun activities that will help them to remember key ideas.

LEADER MATERIALS



A comprehensive Leader's Guide provides teaching assistance as well as an App that helps them to manage their ministry work. A flip chart version of the story book provides the leader with an on-field tool to tell the stories.

We want to ensure that this curriculum will work for anyone, anywhere. Whether in a bustling city or on a windswept mountainside pitch, children can hear and see the wonderful story of the Bible in the materials we are creating for this project.

- ⚽ **9 lessons for use over the course of a season**
- ⚽ **Animated football parables that are directly connected to a corresponding animated Bible story**
- ⚽ **A children's book version of the videos (parable and Bible story) for those who cannot use video**
- ⚽ **A flipchart version for each lesson for on-field use by the instructor that includes unique content and scripture memorizations**
- ⚽ **A coach's guide for those teaching the content**
- ⚽ **An app that will help ministries to teach, connect, report, and share their experiences**

WHY AMBASSADORS FOOTBALL?

We believe that we are uniquely qualified and called to create Toward The Goal.

Ambassadors Football has been a ministry leader solely focused on the passionate football community around the globe for over 30 years. We focus on the creation of church driven ministries all over the world as we train individuals to connect their churches to their communities using football for ministry.

Global football ministry is our calling with an emphasis on training up disciples to go into their communities and use their love of football to share the love of Jesus.

Starting in 2017, Ambassadors launched a program with a Rwandan denomination that has 3,100 churches and 157 primary schools with 200,000+ students throughout the country. Ambassadors trained representatives from across the country in how to use football as a ministry and the results have been blessed by the Lord. Over 5,000 children have participated and have been memorizing scripture and growing in their knowledge of why having a personal relationship with Jesus is so important in their lives.

This program in Rwanda - and others like it around the world - are the inspiration for Toward The Goal. It has provided us with a new ministry model that is able reach so many more children for Christ.

Toward The Goal is the next step in this exciting journey!





DISTRIBUTION

We want this curriculum to be experienced by as many children around the world as possible. To this end, we will be giving away the material for free (following the highly effective model of the Jesus Film Project), and trusting that the Lord will provide the finances needed to create the project.

We will distribute the materials in multiple languages around the world to:

- Individual coaches
- Youth leaders
- Churches and/or Sunday Schools
- Community groups
- Denominations and Large Organizations (DLOs)

MEASUREMENTS OF SUCCESS

- ⚽ Number of children in the program
- ⚽ Number of children memorizing scripture
- ⚽ Number of disciples trained





THE TEAM

Ambassadors Football Staff

Within Ambassador Football, we have a diverse collection of individuals with many years of ministry and content development experience related to creating this type of project. We enter into this project with a God-given collection of individuals to make *Toward The Goal* a curriculum project that any publisher would be proud of.

We have feet on the ground ministry workers from around the world who focus on children's ministry in the target age groups. And quite amazingly, we have global publishing and animation professionals who have created content for some of the world's largest organisations including Microsoft, Pearson Publishing, Addison-Wesley, MacMillan, Adobe Press, David C. Cook Publishing, NATO, Manchester United FC, and Hublot Watches among others on our staff. Bringing over 30 years of experience in content creation to bear on this project, we believe that the Lord has brought us together, inside of Ambassadors, "for such a time as this".

External Subject Matter Experts

In addition to our internal personnel, we have also enlisted reviewers and advisors from around the world who have been reviewing and speaking into this project from the start. These individuals have continued to work with us throughout the development of the pilot and will continue to assist us. Our reviewers include Disney and Warner animators, Sunday School Superintendents with over 40 years of experience, pastors, children's football ministry leaders, parents, and lifelong football missionaries.

MOMENTUM BUDGET

Toward The Goal is not a project that is waiting to start. We have taken the fundamental premise, character creation, art styles, theological approach, and many other aspects through review with professionals uniquely qualified to provide us with feedback, and have created the very first lesson (our pilot).

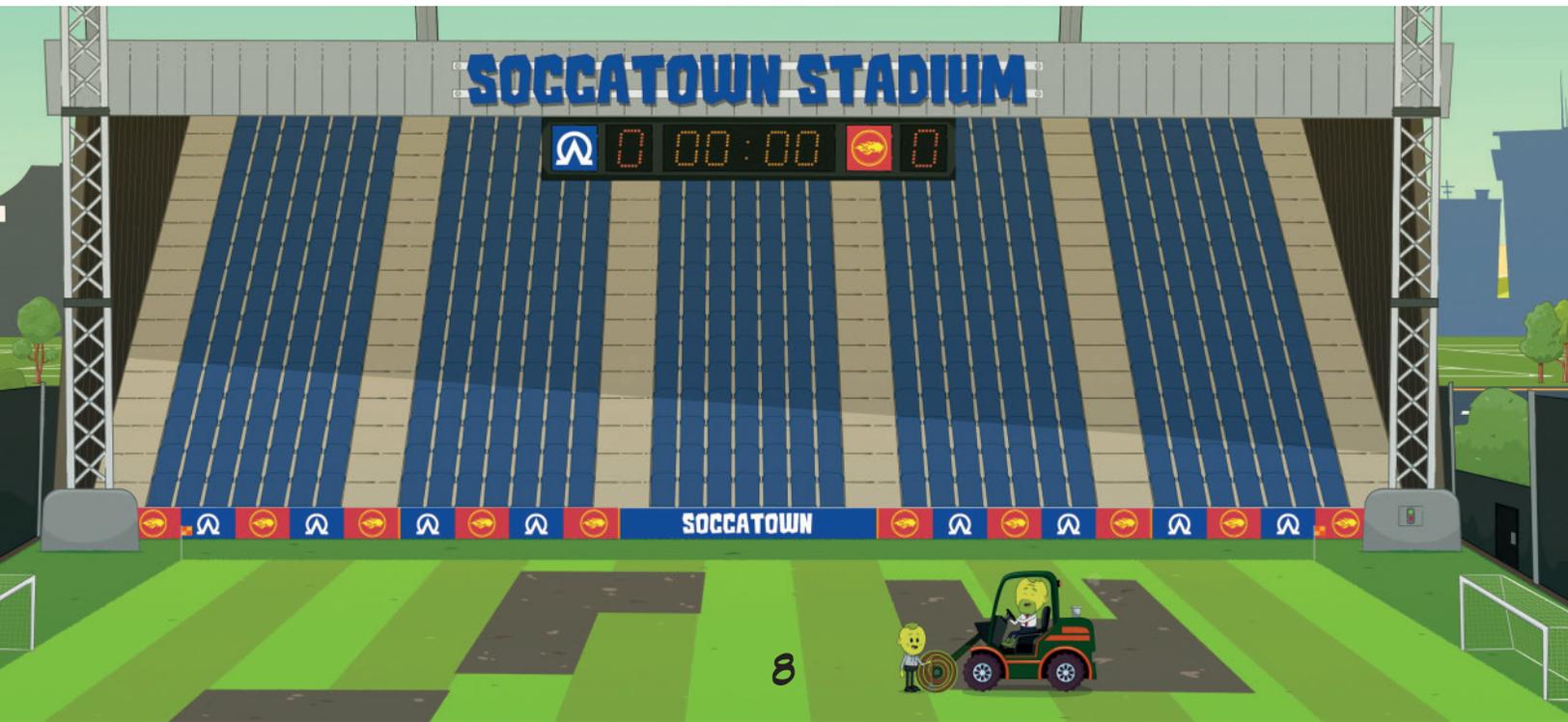
We are testing the first lesson in the field with children in the target age group and in multiple languages. The feedback from our reviewers will continue to shape the project as more content is created.

To that end, we want to keep the creative process moving while we raise the funds to create a full 3 seasons of content. We call this the Momentum Budget. This budget represents the money that we need to raise as soon as possible so we can keep the momentum going. The funds will cover the following:

- ⚽ **Animation Content Creation = \$332,100**
- ⚽ **Print Material Content Creation = \$118,530**
- ⚽ **Marketing = \$50,000**
- ⚽ **Printing = \$2,000**

Total Momentum Budget = \$507,700

The breakdown of these costs can be reviewed at the end of this kit in the Supporting Data Appendix



TOTAL BUDGET

The initial concept and goal for Toward The Goal is to create 3 seasons worth of content that will enable coaches/teachers to use the curriculum in a rolling 3 year model. From content creation to creating the Toward The Goal app, the endeavor is a big one. Add in the cost to begin to translate the content into other languages and the endeavor becomes even bigger.

However, we dare to dream big for the sake of Christ. The all-up Toward The Goal budget represents that input and we believe is the best estimate for what it is going to take to bring this to the world.

We believe that we need to bring our best to the world to start a revival that will begin with the youth of this world. It's a VERY big vision...given to us by a God that can do all things through those that He calls.

Will you join us?

- ⚽ **Animation Content Creation = \$435,570**
- ⚽ **Book Content Creation = \$118,530**
- ⚽ **Project Management Text = \$14,220**
- ⚽ **Partnership Creation = \$90,000**
- ⚽ **Marketing = \$150,000**
- ⚽ **Testing Print Materials = \$2,000**
- ⚽ **Program Implementation = \$98,220**
- ⚽ **App Development = \$610,000**
- ⚽ **Website Development = \$12,245**
- ⚽ **G & A = \$229,618**
- ⚽ **Translation (initial 12 languages) = \$813,300**

Total Budget = \$2,573,703

The Momentum Budget is accounted for in this estimate for an all-up budget estimate



SUPPORTING DATA APPENDIX

TOWARD THE GOAL MOMENTUM BUDGET

BUDGET ITEM	1 Season	2 Seasons	NOTES
Animation Content Creation			
Animation Creation	\$98,400	\$0	2 years creation time for 1 season / 1 season is 9 episodes (soccer & Bible story)
Software	\$1,690	\$0	Adobe Suite per year \$845 (2 years per season)
Sound Designer	\$12,300	\$0	Per season cost / 9 episodes per season
Animation Assistance	\$0	\$0	Potentially adding an additional animator to speed up development
Book Content Creation			
			237 pages per season (Student Book / Teacher's Guide / Training Materials)
Lead author	\$0	\$0	In-house cost falls under the Animation Creation line item above
Copyedit	\$2,133	\$0	\$9 per page per Page One Editing services
Proofread	\$1,422	\$0	\$6 per page per Page One Editing services
Development Editor	\$3,555	\$0	\$15 per page per Page One Editing services
Layout artist	\$32,400	\$0	\$45 per hour x 80hrs per episode x 9 episodes per season
Project Management Text			
Project Manager	\$0	\$0	237 pages per season @ \$20 per page
Translation			
Language 1 videos	\$0	\$0	\$100 dubbing per episode (soccer & Bible) x 9 episodes per season
Language 1 book content	\$0	\$0	237 pages @ \$25 per page (Student Book / Teacher's Guide / Training Materials)
Language 2 videos	\$0	\$0	\$2000 per lesson (soccer & Bible) x 9 episodes per season
Language 1 book	\$0	\$0	237 pages per season (Student Book / Teacher's Guide / Training Materials)
10 Additional Languages video		\$0	\$54,000 for 3 seasons of content x 10 additional languages
10 Additional Languages book		\$0	\$17,775 for 3 seasons of content x 10 additional languages
Partnership Creation			
			<i>Multiplied based on the number of DLOs* we are working with</i>
Travel expenses	\$0	\$0	2 x 5 day trips @ \$1,550 each (\$900 air / \$125 x 5 hotel / \$50 x 5 food)
Promotional Marketing Material	\$0	\$0	Promoting to DLOs. Creation & printing of materials
Legal	\$0	\$0	Contracts and MOUs. \$730p/hr x 8hr days x 10 days
			* DLO = Denomination Large Organization
Marketing			
Marketing & Social Media	\$0	\$0	
Testing			
Print materials	\$500		
Program Implementation			
			<i>Multiplied based on the number of DLOs* we are working with</i>
Travel Expenses	\$0	\$0	20 x 5 day trips @ \$1,550 each (\$900 air / \$125 x 5 hotel / \$50 x 5 food)
Training Materials	\$0	\$0	Training books for coaches training. (1500 units at \$3.48 per unit)
Training Events	\$0	\$0	DLO responsible for in country training costs (fields, classrooms, etc.)
			* DLO = Denomination Large Organization
App Development			
App design / creation	\$0	\$0	
App administration	\$0	\$0	Ongoing bug updates and feature development
Database development	\$0		
Website Development			
Design	\$0	\$0	We will migrate the design from AF to TTG
Content Creation	\$0	\$0	Internally driven by AF personnel
URL	\$0	\$0	This will be a re-occurring cost on a yearly basis. Estimate is for 10 years
Hosting / Administration	\$0	\$0	Host charges \$200 a month
SUBTOTAL BY SEASON(S)	\$152,400	\$0	
General & Administrative			
Ambassadors G&A	\$0	\$0	15% of total project costs in the SUBTOTAL BY SEASON(S) line
SUBTOTAL	\$152,400	\$0	
TOTAL 3 SEASONS	\$152,400		

TOWARD THE GOAL BUDGET

BUDGET ITEM	1 Season	2 Seasons	NOTES
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Animation Content Creation

Animation Creation	\$98,400	\$196,800	2 years creation time for 1 season / 1 season is 9 episodes (soccer & Bible story) Adobe Suite per year \$845 (2 years per season) Per season cost, 9 episodes per season Potentially adding an additional animator to speed up development
Software	\$1,690	\$3,380	
Sound Designer	\$12,300	\$24,600	
Animation Assistance		\$98,400	

Book Content Creation

Lead author	\$0	\$0	237 pages per season (Student Book / Teacher's Guide / Training Materials) In-house cost falls under the Animation Creation line item above \$9 per page per Page One Editing services \$6 per page per Page One Editing services \$15 per page per Page One Editing services \$45 per hour x 80hrs per episode x 9 episodes per season
Copyedit	\$2,133	\$4,266	
Proofread	\$1,422	\$2,844	
Development Editor	\$3,555	\$7,110	
Layout artist	\$32,400	\$64,800	

Project Management Text

Project Manager	\$4,740	\$9,480	237 pages per season @ \$20 per page
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Partnership Creation

Travel expenses	\$15,500	\$15,500	Multiplied based on the number of DLOs* we are working with 10 x 5 day trips @ \$1,550 each (\$900 air / \$125 x 5 hotel / \$50 x 5 food) Promoting to DLOs. Creation & printing of materials Contracts and MOUs. \$730p/hr x 8hr days x 10 days * DLO = Denomination Large Organization
Promotional Marketing Material	\$200	\$400	
Legal		\$58,400	

Marketing

Marketing & Social Media	\$150,000		
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Testing

Print materials	\$500		
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Program Implementation

Travel Expenses	\$31,000	\$62,000	Multiplied based on the number of DLOs* we are working with 20 x 5 day trips @ \$1,550 each (\$900 air / \$125 x 5 hotel / \$50 x 5 food) Training books for coaches training. (1500 units at \$3.48 per unit) DLO responsible for in country training costs (fields, classrooms, etc.) * DLO = Denomination Large Organization
Training Materials	\$5,220	\$0	
Training Events	\$0	\$0	

App Development

App design / creation	\$500,000		Ongoing bug updates and feature development
App administration		\$10,000	
Database development	\$100,000		

Website Development

Design	\$5,000	\$0	We will migrate the design from AF to TTG Internally driven by AF personnel This will be a re-occurring cost on a yearly basis. Estimate is for 10 years Host charges \$200 a month
Content Creation	\$0	\$0	
URL	\$15	\$30	
Hosting / Administration	\$2,400	\$4,800	
SUBTOTAL BY SEASON(S)	\$966,475	\$562,810	

General & Administrative

Ambassadors G&A	\$144,971	\$84,422	15% of total project costs in the SUBTOTAL BY SEASON(S) line
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SUBTOTAL **\$1,111,446** **\$647,232**

TOTAL 3 SEASONS **\$1,758,678**

TRANSLATION

BUDGET ITEM	1 Season	2 Seasons	NOTES
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Translation

Language 1 videos	\$2,000	\$4,000	\$100 dubbing per episode (soccer & Bible) x 9 episodes per season 237 pages @ \$25 per page (Student Book / Teacher's Guide / Training Materials)
Language 1 book content	\$5,925	\$11,850	

Language 2 videos	\$18,000	\$36,000	\$2000 per lesson (soccer & Bible) x 9 episodes per season 237 pages per season (Student Book / Teacher's Guide / Training Materials)
Language 1 book	\$5,925	\$11,850	

10 Additional Languages video		\$540,000	\$54,000 for 3 seasons of content x 10 additional languages \$17,775 for 3 seasons of content x 10 additional languages
10 Additional Languages book		\$177,750	

SUBTOTAL **\$31,850** **\$781,450**

GRAND TOTAL **\$2,571,978** From creation to translation into 12 additional languages

Ambassadors Trained Instructors:

We have trained over 5,000 people from over 60 different countries. Some of those countries include:

Thailand
South Africa
Kenya
Nigeria
Indonesia
Nepal

Northern Ireland
Spain
Brazil
China
Peru
Chile

Colombia
Rwanda
Russia
Albania
Haiti
USA

Ambassadors Football Global Information:

For those of you who may not know us or would like to know more about us, we invite you to visit the following pages on our website:

[Mission / Vision / Values](#)
[Statement Of Faith](#)
[Annual Reports](#)
[Financial Accountability](#)

Links:

1 – **2 billion children** / <https://www.statista.com/statistics/678737/total-number-of-children-worldwide/>
2 – **Worldview for children** / <https://www.biblegateway.com/blog/2020/05/extremely-low-percentage-of-americans-hold-biblical-worldview-an-interview-with-george-barna/>
3 – **Teaching Children** / Deut 6:7 'Impress them on your children. Talk about them when you sit at home and when you walk along the road, when you lie down and when you get up.'
4 – **Accepting Jesus** / <https://www.barna.com/research/evangelism-is-most-effective-among-kids/>
5 – **People loving football** / <https://www.masterstudies.com/article/what-is-the-future-Of-football/#:~:text=According%20to%20Nielsen's%20World%20Football,different%20businesses%20revolvin>



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