

Axis 2021

Annual Report

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The Mission

We build lifelong faith by helping parents and caring adults talk with their kids about what they otherwise wouldn't — one conversation at a time.

As Christian parents, our top priority is to do everything possible to draw our kids' hearts to the truth found in Jesus. We look for the right church, the right youth program, and the right school in the right neighborhood, city, county, and state. In other words, we don't want to fail and get in the way of God and His work in our kids. Whether or not you can take the time to do all these things, or even if you should be doing these things, isn't the point. The point is, as Christian parents, we carry the weight and feel the responsibility to set our kids up for success. And as Christ-followers, success means God is our first love.

Now, if you grew up in a Christ-centered home where Christian parenting was modeled well for you, I celebrate that with you. If you didn't have that example, you are certainly not alone. An Axis friend recently shared, "... about the time I figure out this Christian parenting thing, our kids are all going to be out on their own." I resonate with this and trust many of you do as well.

Axis exists to equip parents to converse and coach their kids through the lens of culture and Biblical truth. We are here to help you get quick wins with your kids and start conversations that can last a lifetime. We do this because we know parents are the #1 influence in their kid's life.

HERE'S HOW A FEW AXIS PARENTS FEEL ABOUT THE MINISTRY OF AXIS:

"Axis is easy to navigate and nonthreatening; the resources help me stay in the know and 'speak the language' of my kids. It is fun to experience how conversations evolve. Anything that gets us talking keeps us talking, and walking together in understanding is awesome!"

The logo for Axis, featuring the word "axis" in a bold, lowercase, sans-serif font. A large, light gray stylized "X" is in the background, with the "axis" text positioned in front of it. The "X" is composed of two large, overlapping chevron shapes.

"I love the Culture Translator, which gives me help with teen culture updates. It helps me understand what to be on the lookout for."

"It is an amazing tool to keep current with what our children are dealing with in their daily lives."

"There is a desperate need for resources for parents of teens! Even more so for parents who are trying to do better or who feel that they have messed up and want to make a change. There are many resources for beginning your journey (with your little kids) but very few for engaging with teens."

"Axis information is biblically-based and relevant to today's youth."

"Axis resources are Gospel-centered, Jesus-focused, easy to use, extremely helpful, and created with parents in mind!"

"I recommend Axis to other parents because they provide many resources to connect with their teenagers and start good conversations."

"The Parent Guides and Conversation Kits have brought on more positive and meaningful ... conversations than any other avenue. I'm good at conversing with teens (I teach 8th graders), but the Kits are next level."

"(Axis is) so helpful for staying on top of cultural changes ... and thinking through them with a biblical worldview."

"I ... recommend Axis, and I have shared it with several friends with teenagers. I find the emails and Parent Guides helpful with navigating and understanding current trends."



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2021:
The Difference You've Made



505,033 Families

served and 555 churches, schools, and denominations supported in 2021.



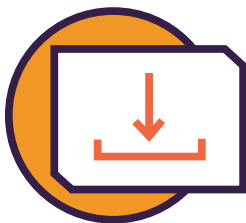
1,065,620 Youth

influenced by their parent who used Axis resources aimed at drawing them one step closer to a relationship with Jesus Christ. Another 2,525,165 youth were influenced by a caring adult other than their parent.



5.3x Growth

In Culture Translator readers. 40,526 to 214,580.



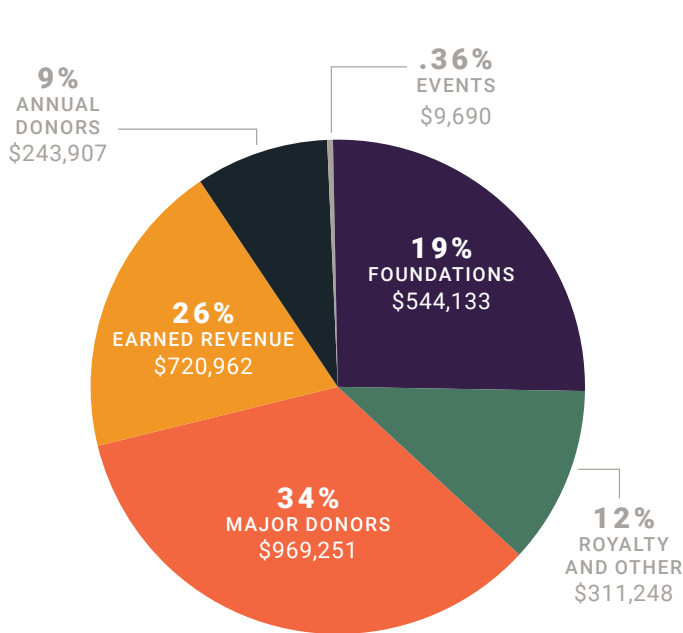
More than 70 New Resources Created

- Released 6 new Parent Guides: Money, Emotion, Rejection, Internet Filtering & Monitoring, A Doubting Teen, Friendship.
- Created 5 new Conversation Kits: Doubt, Money, Prayer, Emotion, Bible.
- Launched and refreshed the Axis.org website.

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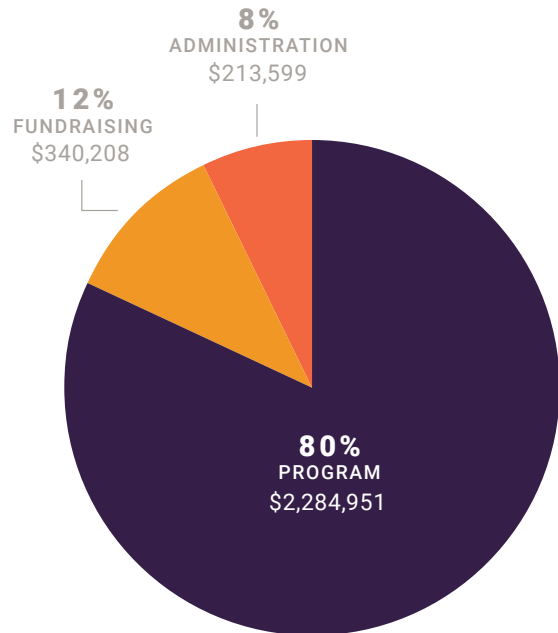
2021:

How Your Investments Were Put to Work



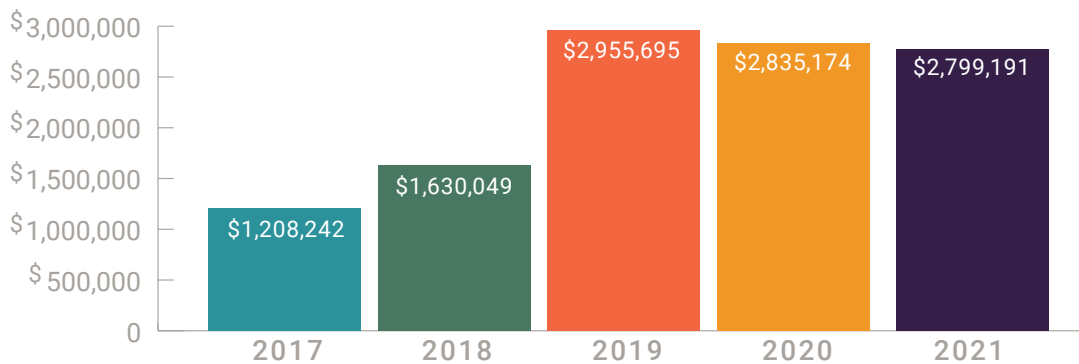
2021 REVENUE BY SOURCE

Total Revenue \$2,799,191



2021 EXPENSES BY CATEGORY

Total Expenses \$2,838,758



REVENUE BY YEAR

Total for last 5 years \$11,428,351

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We Thank God for You!

Some 16 years ago, the Lord called the Axis team to the mission to reach the next generation. As Axis grew, we saw that parental influence in their teen's life was paramount to our youth's lifelong faith. We remain faithful to that call and experience the abundance of God's blessing over our collective labors.

In 2021, we assembled a solid and balanced team and began to dream about where God might be leading Axis. Many of those dreams have taken form; others are not yet clear, but all point to Axis's scaling to outpour our resources to more and more parents. This is our burden and our joy! None of this would be possible without our ministry partners' generosity. So we celebrate YOU! On behalf of the ministry team at Axis and the countless conversations happening around the globe as a result of your prayers and financial support — our deepest thanks.

David Eaton
CEO & Co-Founder

For inquiries, contact David Eaton, Chief Executive Officer
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