



Impact **REPORT** **2023**





In 2023, LifeWise Academy celebrated its fifth year of **bringing Bible education to public school students DURING SCHOOL HOURS**. Since 2019, our generous supporters helped position us to launch programs for hundreds of schools to reach tens of thousands of students.

This report serves as a comprehensive overview of LifeWise Academy's current reach and influence. It is a testament to our commitment to building on a historical growth trajectory, aiming to bring the gospel to 50 million public school students across all 50 states. The data and insights presented in this impact report provide a clear snapshot of the positive influence LifeWise has on students' lives.

THE WORK OF LIFEWISE IS POSSIBLE BECAUSE OF PEOPLE LIKE YOU.

The numbers help tell the story, but they aren't the only story. Each month, we hear accounts from LifeWise programs across the nation testifying to the students and families transformed by the saving power of Jesus Christ. God is doing it, and we are thrilled to be along for the ride.

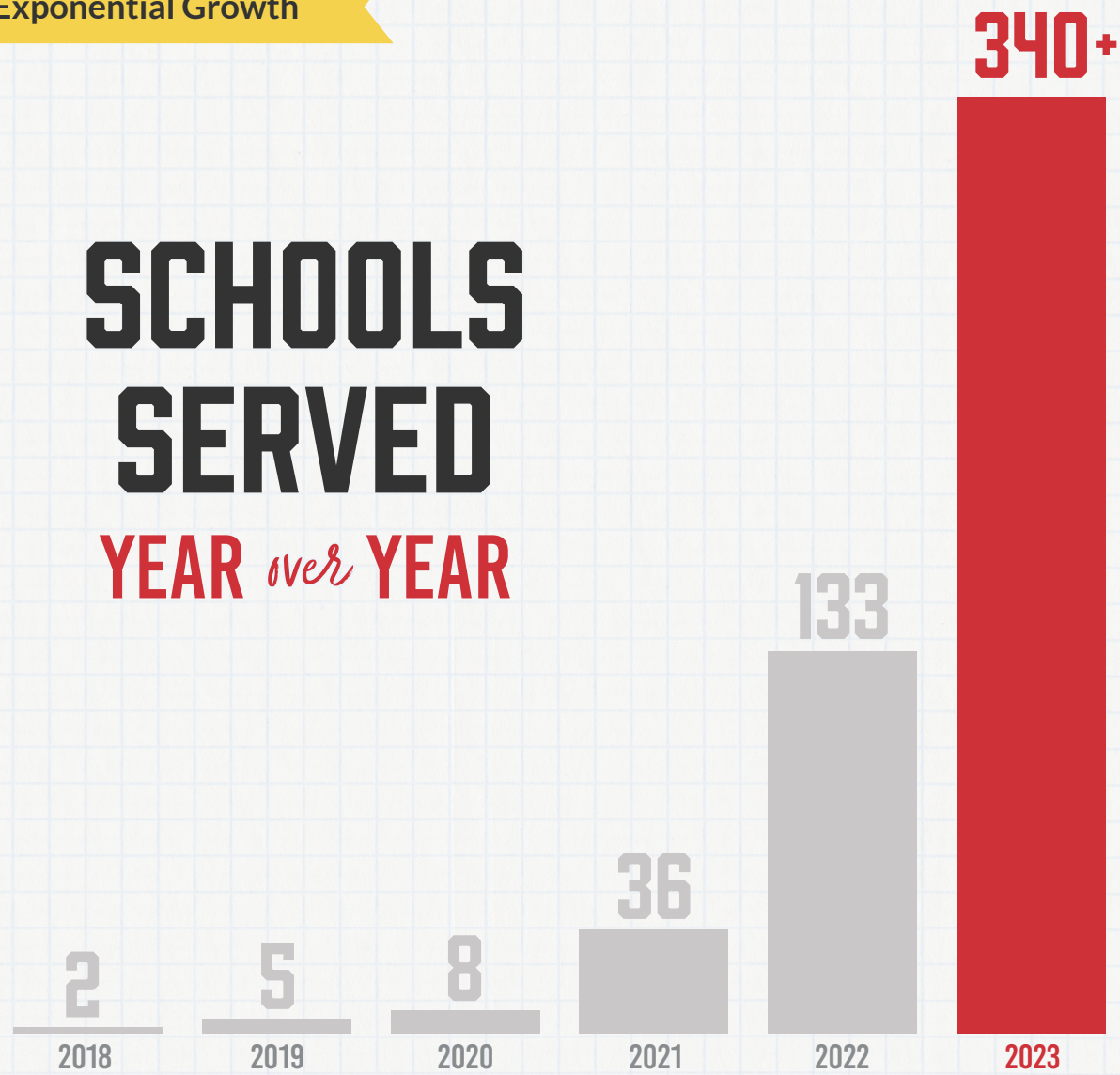
JOEL PENTON
Founder & CEO



- 1 FROM THE CEO
- 3 EXPONENTIAL GROWTH
- 4 CURRENT REACH
- 5 LETTER FROM A PARENT
- 6 STORIES FROM THE CLASSROOM
- 7 OUTCOMES STUDY
- 8 SPRING 2023 SURVEYS
- 9 AMPLIFYING THE MESSAGE
- 10 IN THE MEDIA
- 11 OUR LEADERSHIP
- 12 FINANCIAL STEWARDSHIP
- 13 HOW THE DOLLARS ARE INVESTED
- 14 FISCAL YEAR 2023 SPENDING
- 15 LOOKING FORWARD

SCHOOLS SERVED


YEAR *over* YEAR



COMMUNITY INTEREST SIGNATURES

SIGNATURES	510	9,863	34,724	67,669
SCHOOL DISTRICTS	12	296	694	2,195
STATES	1	23	39	ALL
	2020	2021	2022	2023

2023-24 School Year


27,016*
 CURRENT ENROLLMENT


340+
 CONFIRMED SCHOOLS


15
 CONFIRMED STATES

* As of Jan. 10, 2024.
 35,000+ is the estimated enrollment by end of school year.

Dear LifeWise Academy,

We are immensely grateful for the transformative impact that the LifeWise program has had on our family's educational journey so far this year. Making the decision to switch schools solely to enroll our children in this remarkable program has proven to be one of the most rewarding choices we've made.

Witnessing our daughter sing songs like 'Days of Creation' has been a constant joy for our family. The program's ability to weave music into the fabric of learning has not only made the lessons memorable but has also instilled a sense of joy and connection to the teachings.

Equally, we've marveled at the insightful questions posed by our son, a testament to the program's effectiveness in sparking genuine curiosity and engagement with the Bible. LifeWise has truly brought the Scriptures to life for our children, fostering a deep understanding and connection to their faith.

The decision to enroll in LifeWise has proven to be a great investment in our children's spiritual and intellectual growth. We extend our heartfelt thanks to the organizers and educators behind this program for providing such a valuable and enriching experience. **Our family feels blessed to have this opportunity** within our community, and we look forward to the continued growth and inspiration that LifeWise brings to our children's lives.

A LifeWise Parent

One sixth grade boy shared that he is Muslim. **He had questions about Christian beliefs** and wanted to talk about them. As he attends LifeWise each week, the director and teachers at his LifeWise program are building a friendship with him and get to have ongoing conversations about Jesus.

A LIFEWISE DIRECTOR

One student would share with her mom what she was learning at LifeWise. The mother was moved by the "light of joy" she witnessed in her daughter and **desires to attend church**. Now the local church has the opportunity to connect with and support this family.

A LIFEWISE DIRECTOR



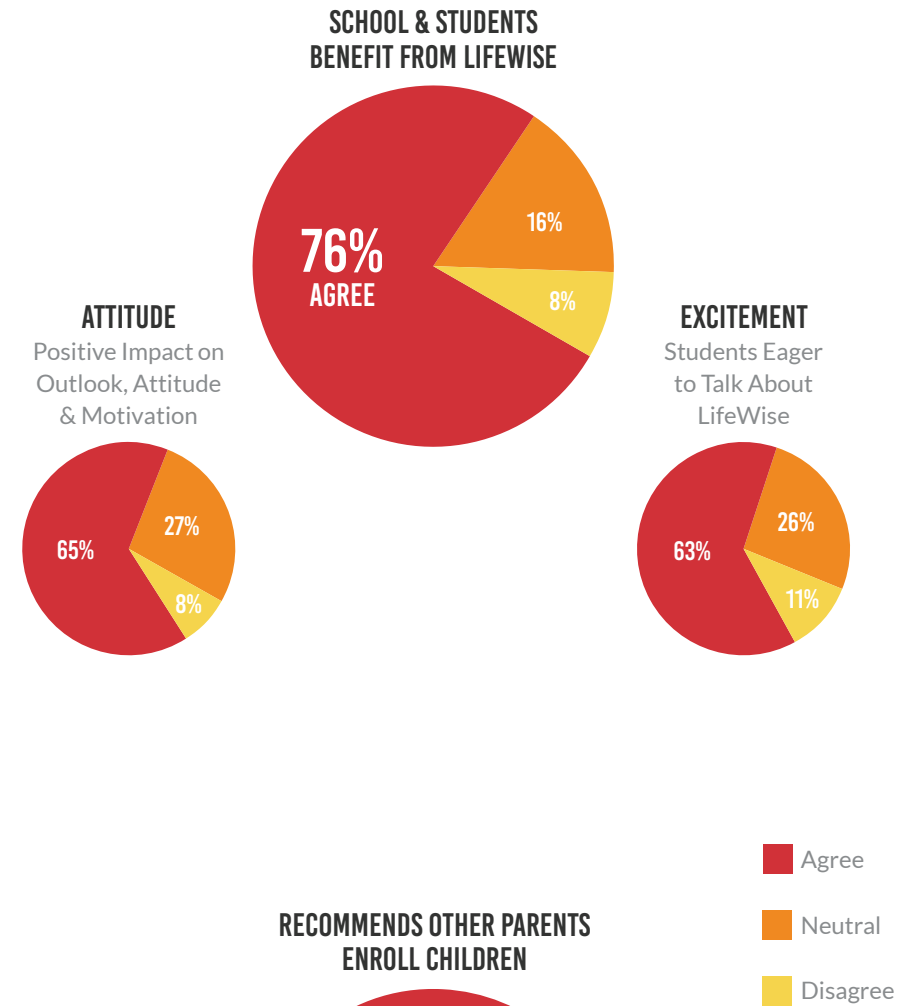
THIRD-PARTY STUDY SHOWS LIFEWISE BENEFITS SCHOOLS & STUDENTS

Ambassador Enterprises commissioned a third-party data research firm, Thomas P. Miller & Associates, to measure the impact of LifeWise Academy's programs. In the first year, as student participation increased by 10% in a LifeWise program, school attendance rates improved by nearly 7%. In the second and third years, schools with LifeWise programming saw declines in both in-school and out-of-school suspensions.



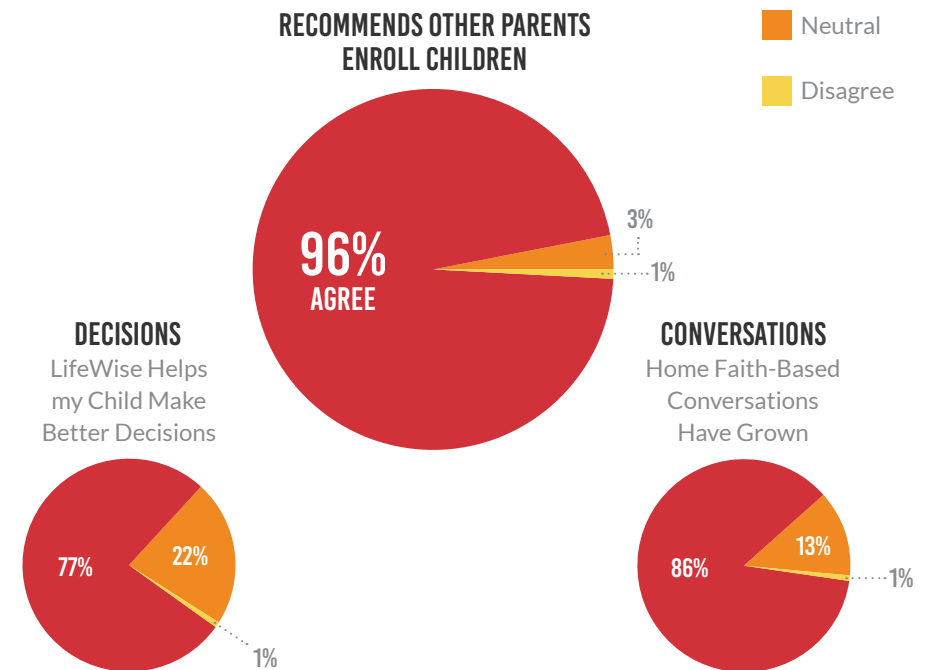
EDUCATOR RESPONSES

Results based on 495 educator respondents.



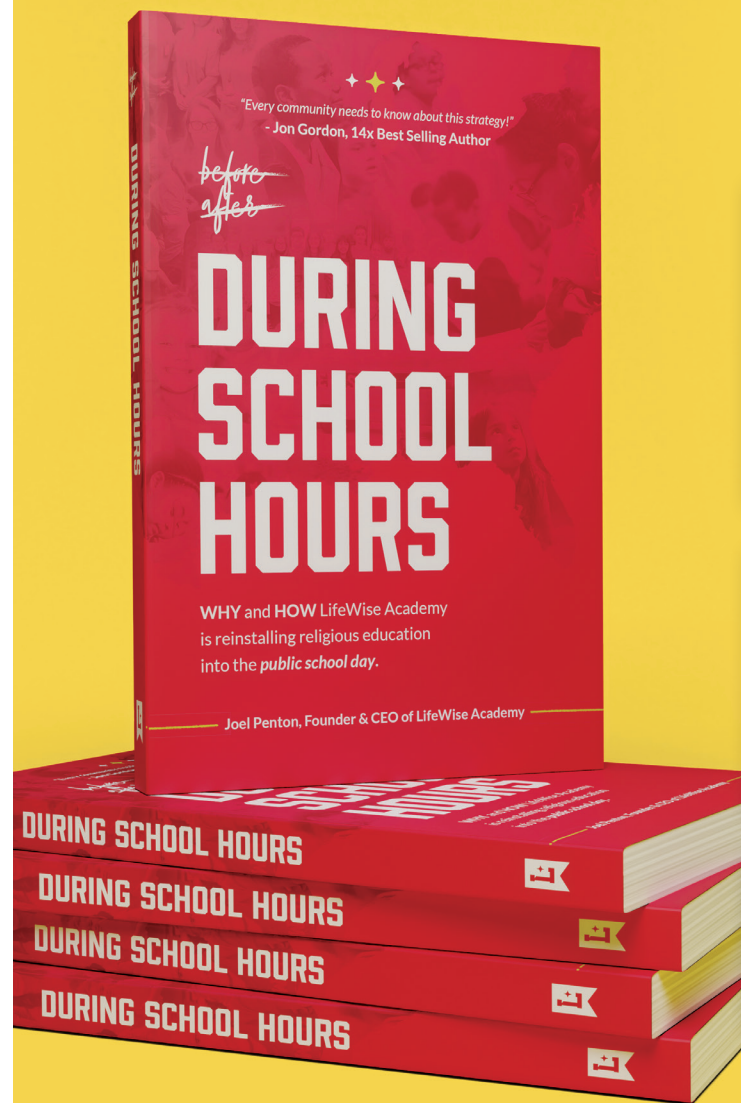
PARENT RESPONSES

Results based on 1,123 parent respondents.



Published in May 2023, *During School Hours*, is the true story of how our nation systematically removed religious education from the public school day and how LifeWise Academy is bringing it back. The book's first half investigates why religious education was removed from America's public schools, the unintended consequences of its removal and why reinstalling it is a game-changer. Its second half explains how this new and rapidly growing organization is using a little-known Supreme Court decision to bring it back—During School Hours.

amazon
BESTSELLER



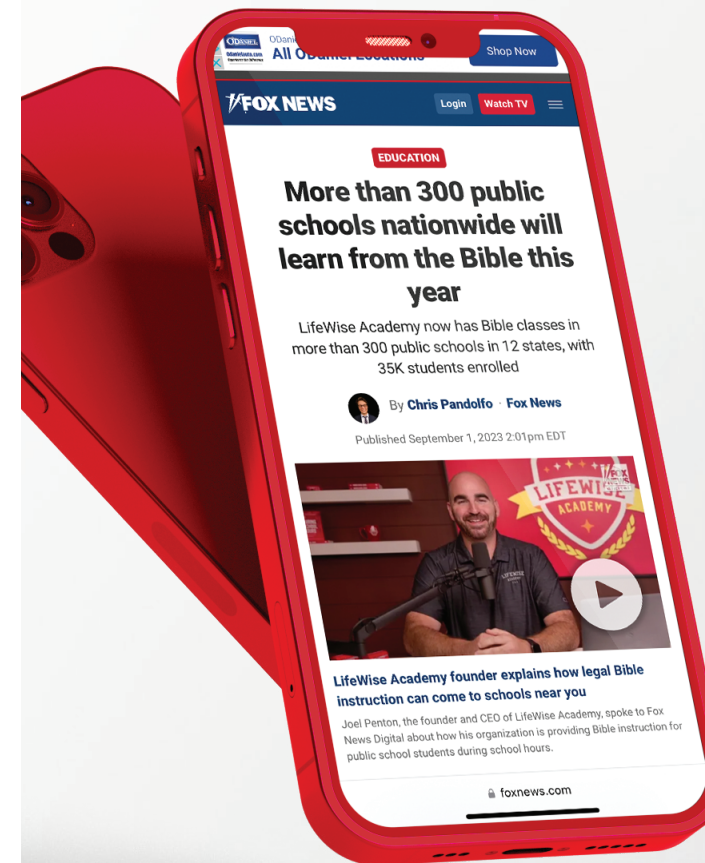
Jeff B
★★★★★
A book with an amazing true story that we can be a part of!
I had heard some of the story, but this book is a well done and easy to read comprehensive overview. ... It makes you want to buy more copies and give to your friends.

Jolene
★★★★★
You're gonna want a bunch of copies.
Oh my goodness. This is literally something every public school in the whole country could do ... and it's actually happening.

Martin
★★★★★
How does every believer not know about this???

“LIFEWISE IS A SIGN OF HOPE AMID AN INCREASINGLY SECULARIZED CULTURE.”

FAITHWIRE.COM



Featured in



And 50+ Other News Sites

Meet the EXECUTIVE TEAM



JOEL PENTON
Founder & CEO



STEVE CLIFTON
COO & CFO



DEREK STEMEN
VP of Advancement



SARA SPATH
VP of Program Health



JEFF PETERSON
VP of Operations



NATE LUNDQUIST
VP of Creative



EMILY WARNER
VP of IT

BOARD OF DIRECTORS

- Jim Hocker Steve Hubbard Brad Hulls Justin Kershaw
Dave Kirkey Joel Penton Tim Stoller

RECOGNITION FOR EXCELLENCE

LifeWise is recognized as a top tier organization by both Guidestar and Charity Navigator for financial stewardship, transparency and accountability.



“At NCF, we are privileged to work with a number of ministries and LifeWise is one of the most impactful. Their passion and ability to reach children with the gospel is unmatched. LifeWise stewards the resources they have been entrusted in a way that results in a real Kingdom return on investment.”



National Christian FOUNDATION®

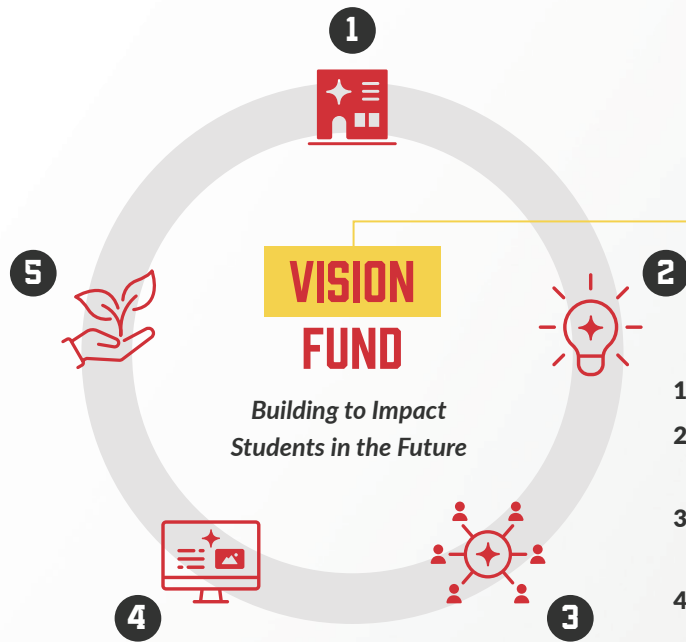
- Dwight Montgomery
President at National Christian Foundation Ohio

FISCAL 2023 AUDIT

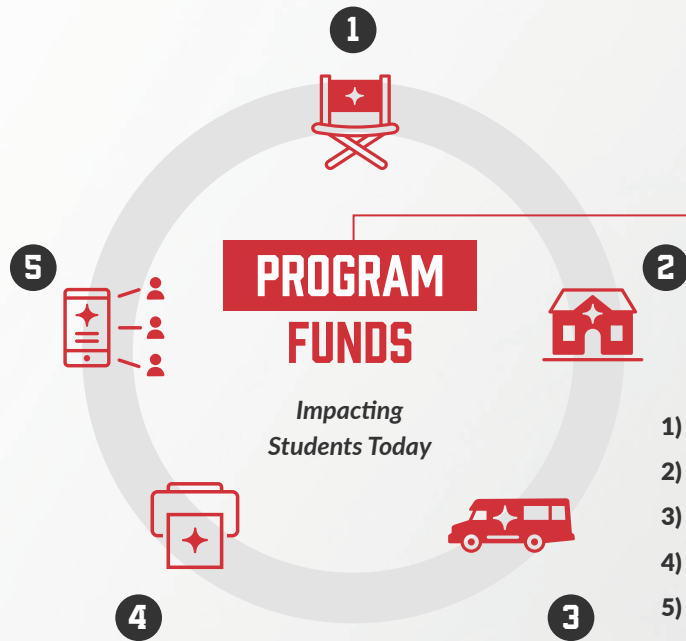
LifeWise successfully completed an audit by Rea & Associates to demonstrate excellence in financial controls and stewardship. Rea & Associates stated, "Embarking on their first-ever audit during a time of tremendous growth, the Lifewise Academy team was a pleasure to work with as they continue to build a culture of transparency, accuracy and trust. The audit goes beyond just the compliance, it is about building a relationship that helps tell their financial story for the years ahead."



For exponential growth and long-term sustainability, LifeWise invests in two key areas: Vision and Program.

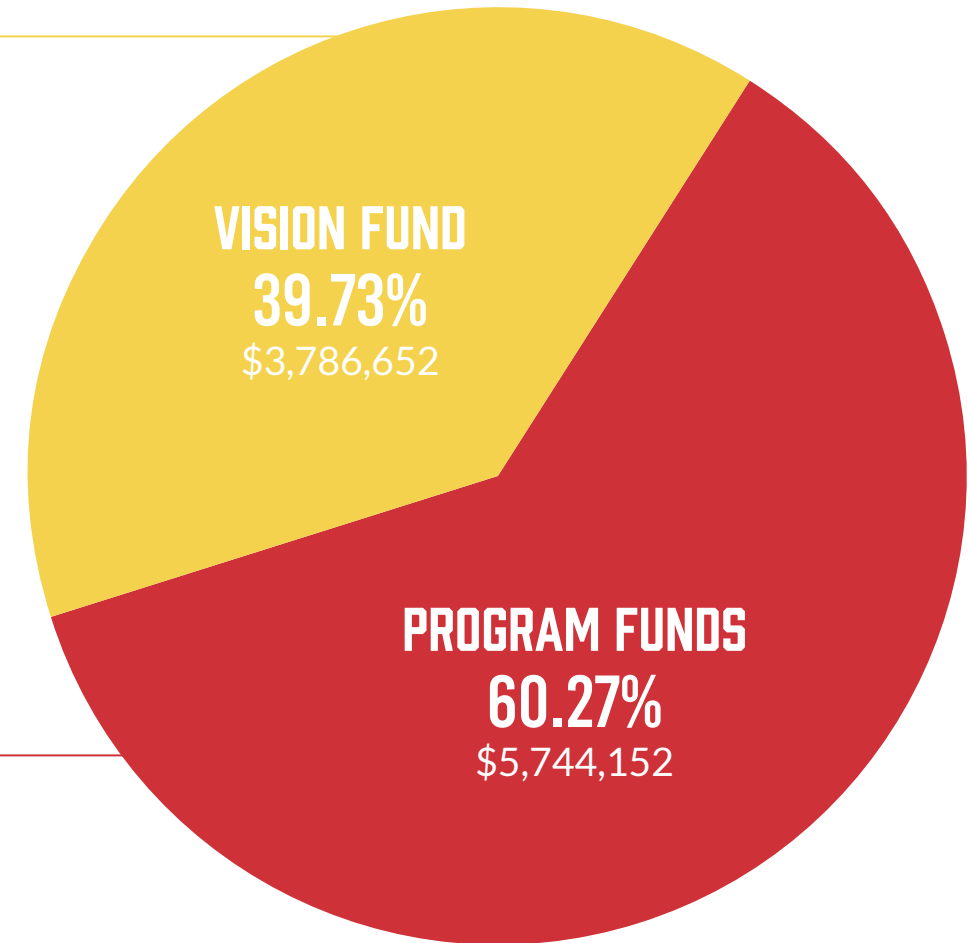


- 1) Operational Capacity:** IT, support staff
- 2) Strategic Initiatives:** Curriculum development, CityWide, training facility
- 3) Proactive Staff:** Development reps, regional reps, state offices
- 4) Marketing:** Public relations, Government relations, paid advertising
- 5) Grants:** Start-up matches, pacesetter, CityWide, rescue



- 1) Local Staff:** Directors & teachers
- 2) Facilities:** Classroom(s)
- 3) Transportation:** Shuttles & buses
- 4) Misc:** Supplies, insurance, printing, etc.
- 5) Program Support:** IT, curriculum, accounting, legal, coaching, etc.

TOTAL SPEND:
\$9,530,804



While the Program Funds (funded locally) impact students today by sustaining local programs, the Vision Fund (funded centrally) impacts students in the future by building out the infrastructure, resources and team necessary to sustain exponential growth beyond the first 1,000 schools.



3 plans TO REACH THE NATION

13,000 DISTRICTS 90,000 SCHOOLS 50 MILLION STUDENTS

Essentials

PROJECTED IMPACT:

3% of Schools Nationwide by 2030

Over 90% Within

175 YEARS

INCREASED INVESTMENTS IN:

- ✦ Program Training & Coaching
- ✦ Administrative & IT Support
- ✦ Senior Leadership

INVESTMENT REQUIRED:

\$30M*

Accelerated

PROJECTED IMPACT:

5% of Schools Nationwide by 2030

Over 90% Within

85 YEARS

INCREASED INVESTMENTS IN:

- ✦ Strategic IT & Automation Projects
- ✦ Curriculum Development & Translation
- ✦ Creative & Marketing

INVESTMENT REQUIRED:

\$50M*

Maximum

PROJECTED IMPACT:

10% of Schools Nationwide by 2030

Over 90% Within

35 YEARS

INCREASED INVESTMENTS IN:

- ✦ Start-up & Pacesetter Grants for Strategic & Inner City Programs
- ✦ State & Regional Staff/Offices
- ✦ Government & Public Relations

INVESTMENT REQUIRED:

\$100M*



*All three plans project for financial sustainability of the LifeWise central office and ongoing expansion efforts through program fees.

You can be **THE DIFFERENCE**

LifeWise has a bold mission to reach **90,000 schools** across **13,000 districts** with **Bible education** during school hours. We've identified three distinct growth plans, each demanding varying levels of support and progressing at different speeds. Whatever the pace, we must consider that **50 million public school students** await the transformative power of God's Word. Please join us in investing the gospel of Jesus Christ into the hearts of the next generation through LifeWise Academy.





lifewise.org/2023report

**“ALL YOUR CHILDREN
WILL BE TAUGHT
BY THE LORD,
AND GREAT WILL
BE THEIR PEACE.”**

ISAIAH 54:13

