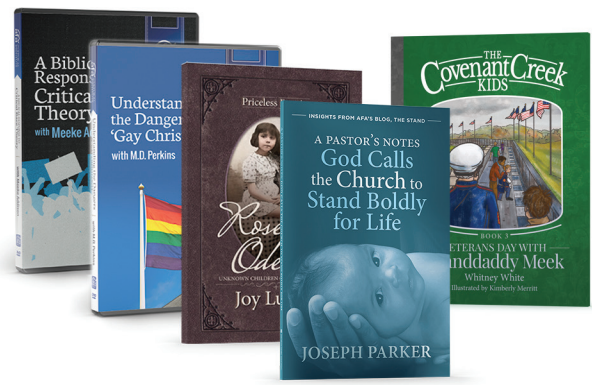


charges against a church that refused to turn away worshippers who wanted to attend a Christmas Eve service. By personal edict, the governor had limited indoor attendance to 25% of building capacity.

► Promoting the Orange Letter Campaign in support of pastors and missionaries affected by COVID-19. This was an initiative of Engage, AFA's division aimed at helping millennials build a biblical worldview.

New AFA videos and books



Core Value: Stewardship

AFA believes that its ministry, as well as everything in the heavens and on earth, belongs to God, and AFA's role in it all is that of a trusted manager. To that end, several organizational changes in 2021 were aimed at strengthening AFA's message and efficiency:

► Plans were put in place to bring three ministry divisions under one name. In early 2022, *AFA Journal*, *Engage Magazine*, and *The Stand* will begin operating online and in print under the name "The Stand."

► AFA Store was changed to AFA Resource Center to reflect the goal of equipping supporters. Also, resource warehousing and order fulfillment were moved in-house.

► For consistent messaging and improved usability, One News Now, AFA's online news site, became American Family News. The change included a revamped website and mobile app.

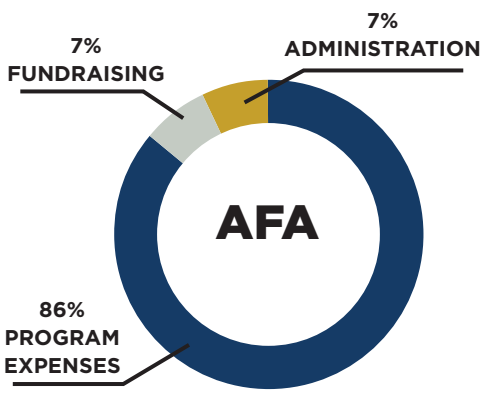
APPROXIMATELY
1million
PEOPLE PER MONTH CONNECT
WITH AFA THROUGH WEB
PAGES AND SOCIAL MEDIA

AMERICAN FAMILY RADIO HAS
179 ³¹ RADIO STATIONS IN
STATES

AFA JOURNAL IS MAILED TO AN AVERAGE OF
105,000
HOMES, 11 TIMES A YEAR

1,335,742
PEOPLE RECEIVE EMAIL ALERTS FROM AFA

WHERE DO YOUR GIFTS GO?



AFA Online

American Family Association
afa.net

The Stand*

afa.net/thestand

AFA Streaming

streaming.afa.net

American Family Radio
afr.net

American Family Studios
americanfamilystudios.net

American Family News
afn.net

AFA Resource Center
resources.afa.net

AFA Foundation
afafoundation.net

One Million Moms
onemillionmoms.com

AFA Pastors Conferences
repairingthefoundations.net

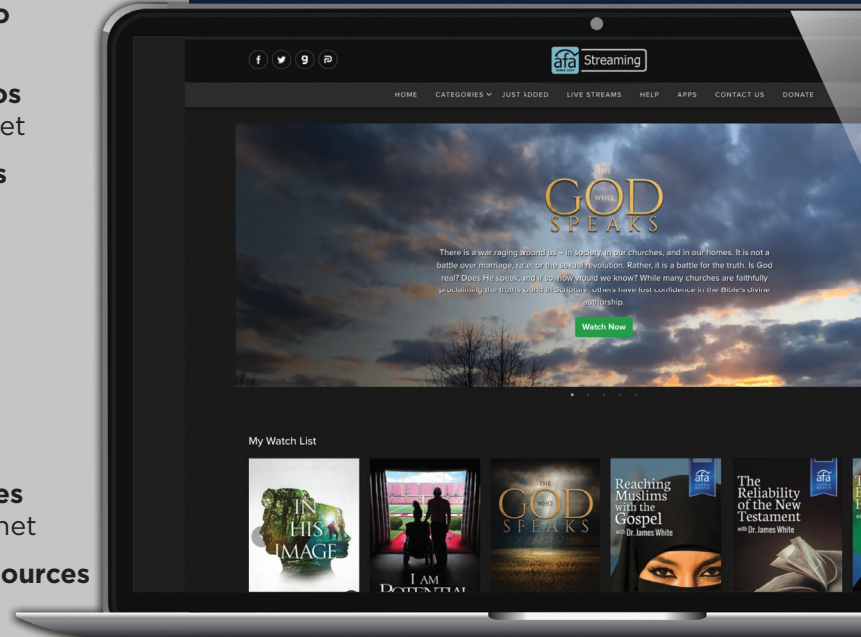
Connect with AFA online resources
afa.net/connect

*On January 1, 2021, this site will include the former *AFA Journal*, *Engage Magazine*, and *The Stand*.

AMERICAN FAMILY ASSOCIATION
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662-844-5036



2021
FAITH TO REALITY



ANNUAL HIGHLIGHTS



2021: FAITH TO REALITY

While our nation endured heightened threats to its bedrock values and institutions in 2021, God worked through the prayers and contributions of faithful donors to grow, strengthen, and refine the vision and work of American Family Association.

The largest construction project in the ministry's history, the Don Wildmon Center for Cultural Transformation, neared completion in the final days of 2021. Occupancy of the new 20,000-square-foot, two-story facility is expected in January 2022.

“The new campus hub honors my grandfather who started this ministry in 1976 with a mimeograph machine on his kitchen table,” said Walker Wildmon, vice president of operations. “The Don Wildmon Center for Cultural Transformation is a testament to his tenacious efforts, the faithfulness and generosity of our ministry partners, and the Lord’s future plans for AFA. We are thankful, and stand ready and able to engage the culture for another 40 years.”



DWCCT in mid-September

Work areas that were scattered around the AFA campus will be brought together in a more efficient and productive workspace. New meeting rooms will improve communication and help coordinate more effective ministry efforts.

AFA Streaming launched in November, demonstrating AFA's capability to use technology in working to restore American culture to its biblical foundations.

The new streaming service, built and managed by the ministry, hosts all AFA-produced video content. It eliminates reliance on platforms such as YouTube, Vimeo, and Facebook that have often censored AFA's message.

Underpinning these innovations, refinements, and new initiatives, AFA remains committed to its stated mission:

“... to inform, equip, and activate individuals and families to transform American culture and to give aid to the church, here and abroad, in its calling to fulfill the Great Commission.”

Arising from that mission are core values that define AFA's day-to-day work. Relative to those core values, a few of AFA's 2021 accomplishments are highlighted here:

Core value: Evangelism and discipleship

AFA continued a strong commitment to keeping God's Word at the center of its calling to transform culture, using every resource to evangelize the lost and disciple the believer. In print, broadcast, and online, AFA called individuals and communities to return to America's founding biblical principles.

In one notable effort, the Truth for Youth Bible campaign, American Family Radio (AFR) supporters purchased 63,000 Bibles for high school students to give to their unbelieving friends.

Core Value: Marriage and family

AFA aims to strengthen biblical marriages and equip parents to raise godly children.

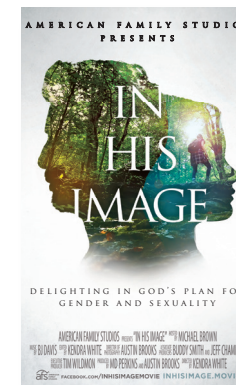
AFA's Marriage, Family, Life Conference had the largest gathering to date with over 1,300 at-

tendees including 500 children in the Youth Apologetics Track.

At the conference, AFA launched the By Design campaign aimed at educating and encouraging people to embrace God's design for marriage and family as the fundamental building block for all of human civilization and to celebrate the union of one man and one woman as the sole institution that produces human flourishing.

Core value: Morality

AFA believes true morality flows from biblical principles and directs people to the manner in which God intends them to live.



AMERICAN FAMILY STUDIOS
PRESENTS

IN HIS IMAGE

DELIGHTING IN GOD'S PLAN FOR
GENDER AND SEXUALITY

AMERICAN FAMILY STUDIOS PRESENTS "IN HIS IMAGE" WITH MICHAEL BROWN
"MY BOYFRIENDS" KENDRA WHITE, "JUSTICE" JUSTIN BROOKS, "AUGUST BABY" SMITH AND JEFF CHAMBERLAIN
"HOLY TOWN" WELLSMITH, "MY HUSBANDS" JUSTIN BABIOS, "MY KIDNAPER" WHITE
AFS PRODUCTION.COM/THISISIMAGEMOVIE THISISIMAGE.MOVIE

One church spokesperson said, "It was a tremendous encouragement to our congregation, both to those whose hearts are aching as they walk with loved ones through these issues and to those who are wondering how they can better approach these issues of our day with truth and love."



At the 2021 Christian Worldview Film Festival, the American Family Studios' film earned two runner-up awards, one for Best Presentation of the Gospel and one for Best Documentary.

Core Value: Sanctity of human life

AFA upholds the truth that all human beings, including the unborn, are created in the image of God and are worthy of life, liberty, and the pursuit of happiness.

In an on-air campaign, AFR raised funds to underwrite 3,300 ultrasounds for young mothers contemplating abortion.

A Pastor's Notes: God Calls the Church to Stand Boldly for Life, a collection of Joseph Parker's writings on The Stand, AFA's daily blog, was published in book form. Parker hosts **The Hour of Intercession** on AFR.

Core Value: Religious liberty

AFA believes that all men and women, whether in private or public, should be free to exercise their faith without hindrance from the government.

Efforts in this realm in 2021 included:

- ▶ Mobilizing resistance to the radical Equality Act designed to quash the religious liberty of Christians.
- ▶ Calling for the New Mexico governor to drop