

Annual Report

2011 was a pivotal year that will stand out in the history of Ambassadors in Sport. New works were established in Holland, Mongolia, Serbia and Chile, and many lives around the world were transformed as people responded to the love and message of Jesus. Many challenges were also encountered, especially the unexpected passing of our London Director, Mark Versey. Mark was an Ambassadors leader who faithfully ministered with a servant heart, leaving a legacy that we are extremely grateful for.

Over the past year God worked through the challenges to unify the leadership of Ambassadors, helping us to see how significant a time this is in the history of the organization. Ambassadors in Sport, as a global football ministry organization, has grown rapidly over the past 21 years and we now believe Ambassadors is being called to play a leading role in a global football ministry movement. The preparation of our first ever Global Strategic Plan in 2011 is designed to help us effectively transition from an organization that has been able to impact thousands, to raising a movement that with His blessing will bring the Good News to millions.

Football truly is the world game and is unrivalled in terms of passion and participation. Football outreach therefore presents unprecedented opportunities to develop relationships that lead to the transformation of individuals and communities throughout the world: from Australia to Zambia; Holland to Haiti. Whether it is to just a few or to millions, the staff of Ambassadors in Sport, myself included, remain committed to following the example of Mark Versey, who dedicated his life to bringing the life-giving message of Jesus' love to all.

I would like to thank the many donors, supporters, volunteers and staff who continue to give their time and resources to help bring hope through football all over the world.

Yours sincerely,

Jonathan H. Ortlip

International Director

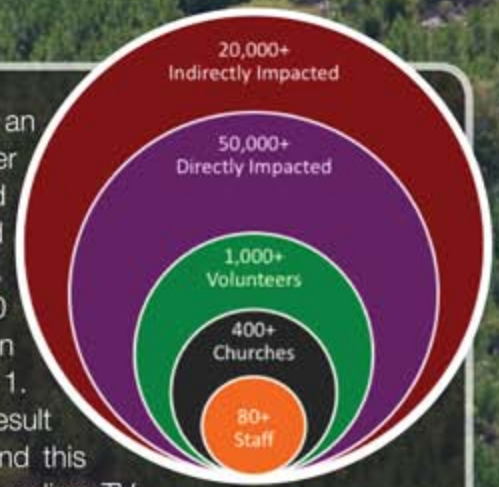


AIS Annual Report 2011



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In 2011 Ambassadors in Sport partnered with an extensive network of over 400 local churches and over 1,000 volunteers to bring hope through football around the world. Over 50,000 people were directly impacted by an Ambassadors program or activity during the year. In addition to those directly impacted, a further 20,000 people were impacted by coaches who participated in an Ambassadors TREC or Associates program in 2011. All together, over 70,000 people were impacted as a result of Ambassadors' ministries throughout the year... and this doesn't even include those impacted through various online, TV, radio and print media.



As a non-profit organisation, largely dependent upon grants and donations to conduct its operations, Ambassadors in Sport is dedicated to being both efficient and effective with the time and financial resources entrusted to it.

Ambassadors unique approach to football outreach involves incorporating football, faith and future components into all of its programs and activities. Our curriculum is the product of over 20 years of football ministry experience in a diverse range of contexts all over the world and our mission is pursued primarily through six strategic programs which are then complemented by a range of national and local activities:

- **CAMPS** Short term events that engage youngsters in a fun way.
- **CLUBS** Community based teams of all ages, abilities and genders.
- **ACADEMIES** Intensive, long term programs that focus on providing opportunities to young people and their communities.
- **TOURS** Short term missions that incorporate all the other programs.
- **TRECS** Intensive courses that train, resource and equip Christians and Churches to carry out effective football outreach.
- **ASSOCIATES** A movement of TREC alumni and football ministry workers focused on regional networking, mutual support and ongoing training.



The international leadership was involved throughout 2011 in a strategic planning process that culminated in the production of Ambassadors' first ever Global Strategic Plan.

The GSP outlines significant improvements to the way the organisation will be led and coordinated globally going forward. Specifically, the goals of the GSP are to:

- improve global accountability and alignment
- enhance and promote our global identity
- expand operational capacity at all levels
- facilitate long-term planning and growth

Ultimately the goal of the GSP is to strengthen the organisation so that it can continue to take a leadership role in the burgeoning football ministry movement.



Testimonials: The goal of our programs and strategic planning is to build relationships through which we can communicate the good news about Jesus and enable individuals and communities to find new hope and transformation through football. Here are a couple of stories that highlight the impact of our global work in 2011

Spain For several months in our prison ministry we spent time building relationships with a Colombian called Herman. We were surprised and happy to see him show up at one of our evening trainings shortly after his release. He started coming regularly and is also bringing his son and some of his friends. He has also come along to Church and has also brought another ex-prisoner along. It is great to see how God has worked in his life through the initial contact in prison.

Thailand Kur's father attempted to "trade" him in for another boy when he was eight years old because his father said he was lazy and useless. As a result, Kur grew up at the house of New Vision Children's Home. Ever since his father gave him away, Kur has struggled to understanding his self-worth. Over the past few years, our staff have had the opportunity to coach Kur and watch him develop into a very talented footballer. We have also watched him come to love God and have seen a passion to serve him through all things.

Last year, Kur participated in a six-month internship with Ambassadors and his passion to serve God has now come to include football. After his internship, Ambassadors was able to secure a trial at a local university and Kur earned a full athletic scholarship, making him only the second child from 100 at the children's home to attend university. Kur is majoring in English and has just completed his first semester at University.

