

Annual Report 2022



Letter from the President

As we reflect on this past year, we are deeply grateful for continued impact and momentum during a season of cultural upheaval and adjustment in the Church, the workplace, and the daily-rhythms of life.

Fueled by our partnership with ministries, networks, like-minded organizations, and charitable donations, we continue to advance our mission to empower leaders and caregivers with support and resources so they are equipped to meet the holistic needs of humans at every phase from birth through age 18. Or to say it simply: **to influence those who influence the faith and future of the next generation.**

In the past year, Orange developed discipleship content implemented by nearly 10,000 churches to reach 273,738 preschoolers, 385,612 elementary-age children, and 187,181 teenagers—weekly. Orange currently partners with ministries representing over 80 Christian denominations, from 50 states, and 40 nations, and our Parent Cue network reaches half a million caregivers!

We celebrated and were re-energized with the return of Orange Conference in full force for the first time since the pandemic. This gathering saw the return of 5,330 kid's and youth ministry leaders in-person, and connected with an additional 1,046 leaders virtually. In a parallel gathering, Orange hosted 268 senior leaders at ReThink Leadership to discuss the future Church with a particular emphasis on family ministry.

In 2022 Parent Cue supported over 300,000 families and caregivers through free resources including the Parent Cue app for in-home discipleship resources. Parent Cue launched it's first ever digital training courses, and over 715 parents completed a course in this initial year.

As we celebrate our past year and look ahead to the one before us, we have plans to lean further into research and focus group efforts that will bolster our ability to listen to leaders across a diverse landscape of communities. Both Orange and Parent Cue are pursuing opportunities to reconnect, and experiment with new methods that can carry forward our timeless mission in partnership with the ministries we serve each and every day.



Kristen Ivy

President, ReThink Group

Thank you for dreaming with us as we work together to influence those who influence the faith and future of the next generations.



Leadership

Executive Staff

Kristen Ivy
President

Reggie Joiner
Founder + CEO

Board of Directors

Joel Manby
Chairman of the Board

Mike Jeffries

Tony Adams

Mike Kendrick

Jennifer Barnes

David Salyers

Phylliss Dorman

Dr. Virginia Ward



Total amount of staff
that made Orange
happen: **167**



What is the mission of Orange?

We influence those who influence the faith and future of the next generation.

As a 501 (c)(3) non-profit we work to achieve this mission through our partnership with two primary influences: the church and the home. We believe two combined influences make a greater impact than just two influences. When the light of the church (yellow) combines with the heart of the home (red) you get a stronger, more vibrant impact in the life of a kid (orange). That's why we create life stage curriculum, resources, training, and events to align the church and the family.





Orange prioritizes support for ministries across a wide range of diverse theological, regional, and cultural contexts.

The diverse landscape of Orange churches provides a rich environment for ecumenical dialogue and learning. It fosters a healthy conversation around unique theological, doctrinal, and socio-political distinctive while also reminding all of us of the common priorities and values for all Christians. Orange seeks to maintain a consistent level of denominational, regional, and socio-political diversity for the health of all.

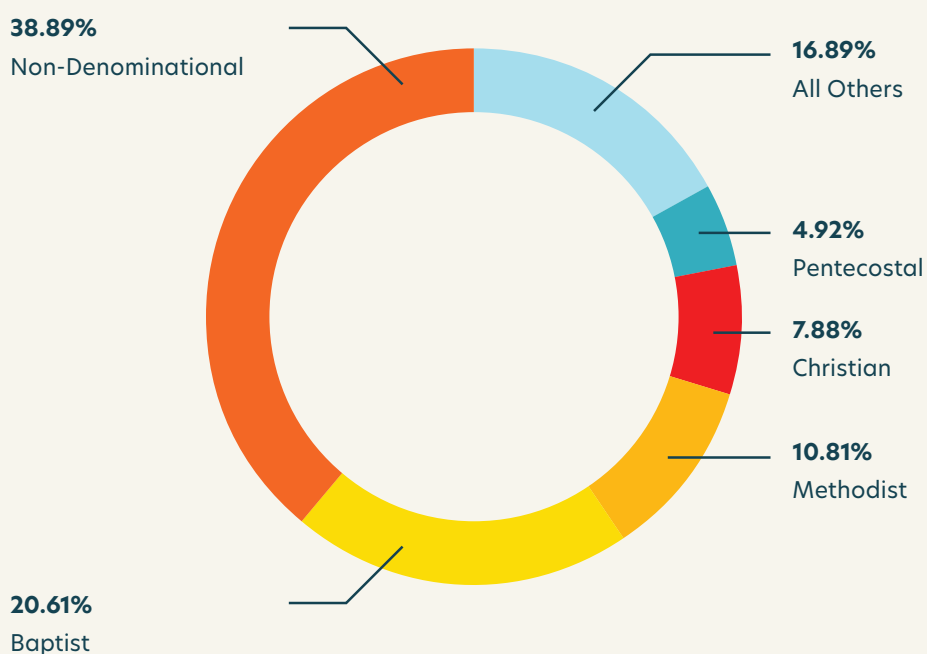
80+

Christian denominations that have churches who partnered with Orange in 2022

40

Nations that have churches who partnered with Orange in 2022

Denominations represented among churches who partnered with Orange in 2022





What is our influence?

47%

of the 155 fastest-growing churches partner with Orange for weekly curriculum

48%

of the largest 128 churches partner with Orange for weekly curriculum

62%

of Orange partners work in churches with 500 or less in weekly attendance

In 2022, Orange and Parent Cue provided weekly curriculum for...

273,738

Preschoolers

385,612

Elementary-Age Kids

187,181

Teenagers

In 2022, Orange partnered with...

11,734

Leaders who attended an Orange event in person or digital

8,881

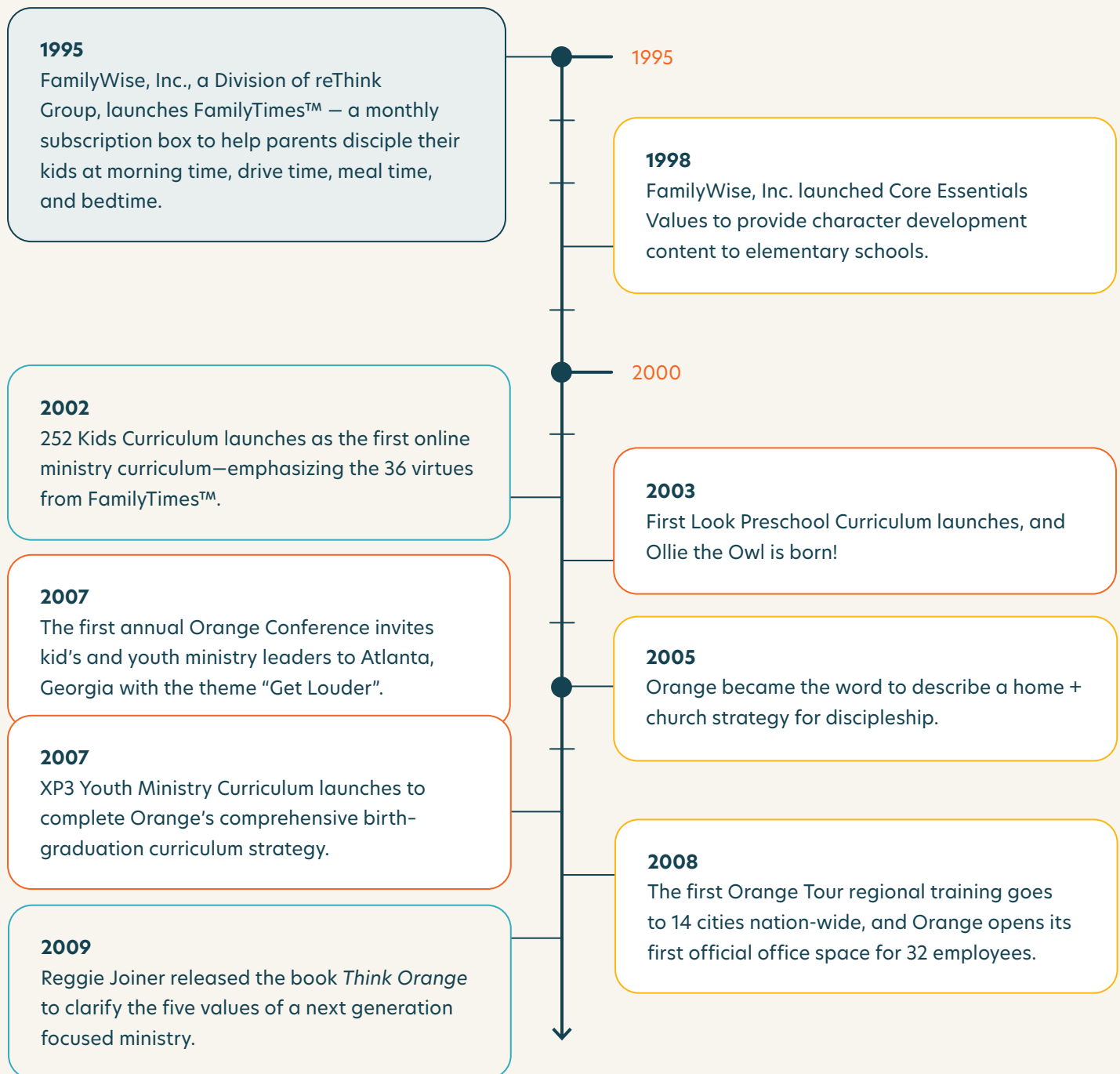
Churches in all 50 U.S. States

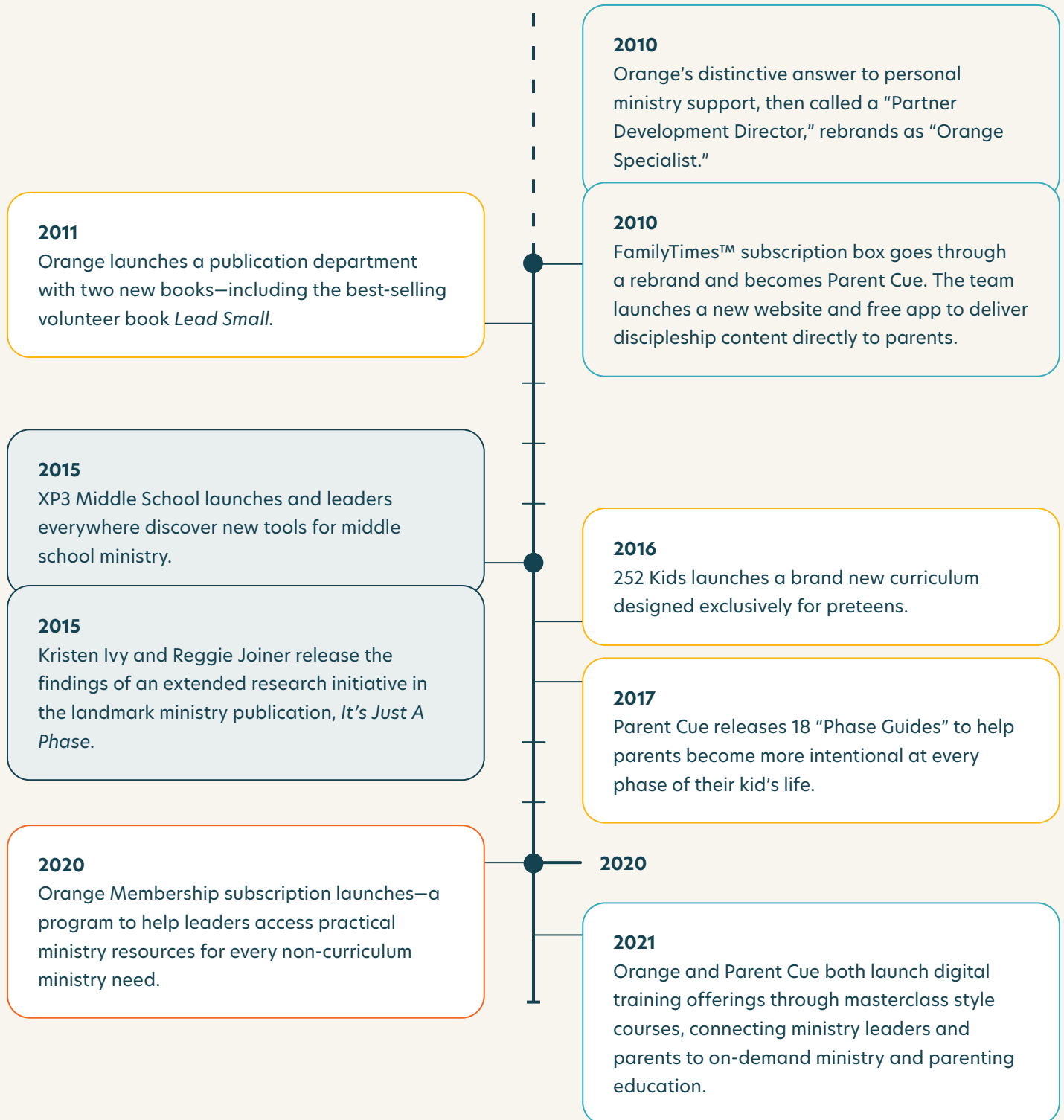
824

Churches outside of the U.S.



Since Orange began in 1995 as Family Wise, Inc., we've been supporting parents and ministry leaders with training, resources, and ideas.

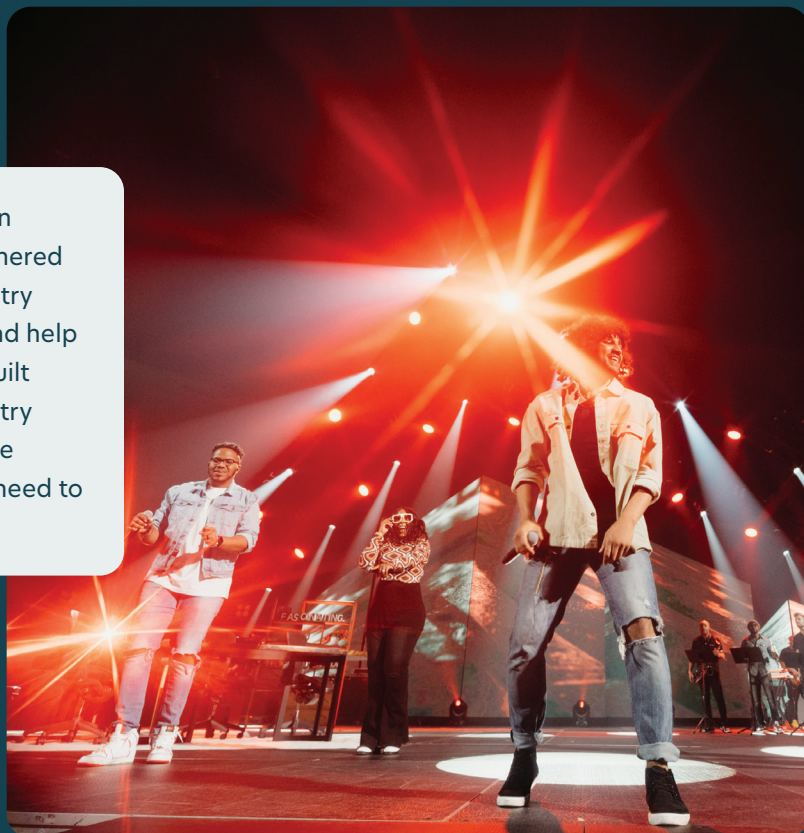






Orange Conference

In 2022, we welcomed the return of our in-person Orange Conference in Atlanta, Georgia. We gathered with over 5,330 in-person and 1,046 online ministry leaders worldwide to learn how to Be Human and help the next generation be more human together. Built for youth ministry, kids ministry, and family ministry leaders – Orange Conference is designed to give leaders the inspiration and practical tools they need to move their ministries forward.



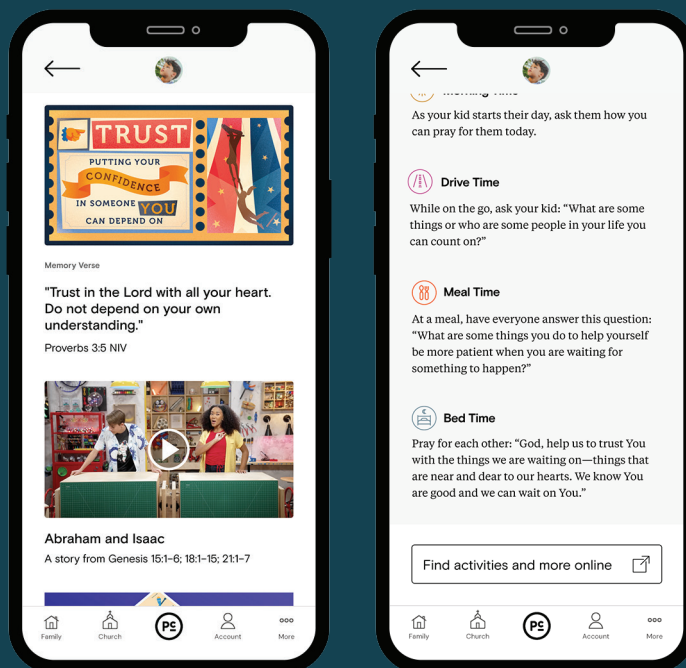


The Parent Cue App

No one has more influence in a kid or teenager's life than a parent.

That's why Parent Cue offers more than resources, we look for opportunities to create real networks of encouragement and support to accompany every caregiver in the work of raising the next generation.

For over a decade, the Parent Cue app has provided free weekly discipleship content to support in-home discipleship.



\$732,206

App development and capital investment: 2010-2022

\$250,000

Annual recurring maintenance and staff support

2023 FUNDRAISING GOAL

\$400,000

With additional funding, the Parent Cue app will adapt to better support the most pressing challenges for parents today, and add in-app purchases in order to maximize sustainability for the future.



Orange Specialist Consulting

A parent isn't the only influence a kid or teenager needs.

Young people need ministry leaders and mentors to nurture their faith outside of the home. But ministry work can be exhausting and isolating, and often leads to burn-out.

That's why Orange offers more than curriculum and training, we provide a FREE ministry specialist to every ministry leader who signs on with Orange.



\$916,635

Annual recurring investment
in support staff: 2022

100%

Funding received for the Orange Specialist
program through curriculum revenue

2023 FUNDRAISING GOAL

\$500,000

With additional funding to subsidize this division, Orange will return funds back into curriculum development, elevate one-to-one and support for ministry leaders, and launch unique efforts to focus on the needs in often under-funded ministry areas.



Together, we are impacting the next generation.

Goals for 2023

1

Expand Ministry Leader Support

Add to the Orange Specialist team by hiring qualified ministry professionals to reach optimal ratios for personal ministry support.

Reason: A growing number of leaders are leaving ministry.

⋮ **Goal:** Increase support to leaders in the field through one-on-one and small group networks and coaching.

2

Redefine Parent Engagement

Continue multi-year research efforts and focus groups to discover new methods of supporting discipleship in the home.

Reason: Fewer families are consistently attending Sunday gatherings.

⋮ **Goal:** Launch focus groups to expand practical innovations based on 2022 research.

3

Collaborate Openly

Invest time and energy in collaborative efforts with like-minded non-profit organizations such as: FYI, Tenx10, INCYM, and Youth Works.

Reason: The world is watching to see how Christians treat each other.

⋮ **Goal:** Identify three to five clear organizational partners for ongoing collaborative learning and support.