

TOWARD THE

GOAL

A CHILDREN'S CURRICULUM PROJECT



AMBASSADORS
FOOTBALL

WHAT IS TOWARD THE GOAL?

There are over **2 billion children**¹ in the world, and an increasing percentage of them are growing up with no exposure to the Word of God, the gospel message and a genuine relationship with Christ Jesus.

Not only that, but church in general is becoming less relevant to societies around the globe and, as a result, whole generations are growing up with no foundational concept of God, Jesus, sin, salvation, and holy living.

With **worldviews for children in the USA being formed by the age of 13**² (imagine what the worldwide data might look like), we are in danger of totally missing the opportunity to communicate the truth of the Bible at the time when children are **best prepared to believe it**³. Barna reports that **“nearly half of all Americans who accept Jesus Christ as their Savior do so before reaching the age of 13 (43%)”**⁴.

A ministry focus on young children is essential!

Toward The Goal is a children's curriculum project in the early stages of development at Ambassadors Football. It is designed to be used by individuals, churches, and organizations to use the power of storytelling to take children ages 6-12 through the entire story of the Bible.

As the children develop a biblical perspective of the world around them, they are lovingly shown the path to saving faith in Jesus Christ.

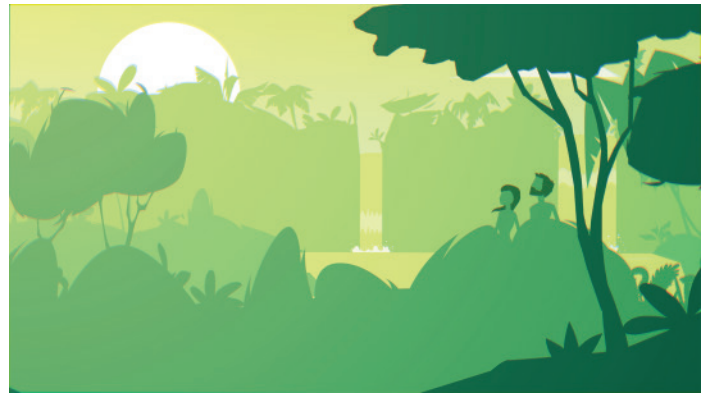
With over **3.6 billion people around the world interested in football**⁵, the mission field for this type of project is huge. We want to make the lovers of football lovers of Jesus!



TOWARD THE GOAL MATERIALS

We are creating a robust collection of materials for Toward The Goal which aim to explain God's incredible plan of salvation in terms that children can easily understand. Instructors are able to choose from a variety of assets that will best suit their own ministry needs. Here are some examples:

VIDEOS



Each lesson will contain two animated videos - a football parable story tied to its corresponding Bible story.

BOOKS



Each lesson has a children's book with both stories, scripture memorization, and fun activities that will help them to remember key ideas.

LEADER MATERIALS



A comprehensive Leader's Guide provides teaching assistance as well as an App that helps them to manage their ministry work. A flip chart version of the story book provides the leader with an on-field tool to tell the stories.

We want to ensure that this curriculum will work for anyone, anywhere. Whether in a bustling city or on a windswept mountainside pitch, children can hear and see the wonderful story of the Bible in the materials we are creating for this project.

- ⚽ **9 lessons for use over the course of a season**
- ⚽ **Animated football parables that are directly connected to a corresponding animated Bible story**
- ⚽ **A children's book version of the videos (parable and Bible story) for those who cannot use video**
- ⚽ **A flipchart version for each lesson for on-field use by the instructor that includes unique content and scripture memorizations**
- ⚽ **A coach's guide for those teaching the content**
- ⚽ **An app that will help ministries to teach, connect, report, and share their experiences**

WHY AMBASSADORS FOOTBALL?

We believe that we are uniquely qualified and called to create Toward The Goal.

Ambassadors Football has been a ministry leader solely focused on the passionate football community around the globe for over 30 years. We focus on the creation of church driven ministries all over the world as we train individuals to connect their churches to their communities using football for ministry.

Global football ministry is our calling with an emphasis on training up disciples to go into their communities and use their love of football to share the love of Jesus.

Starting in 2017, Ambassadors launched a program with a Rwandan denomination that has 3,100 churches and 157 primary schools with 200,000+ students throughout the country. Ambassadors trained representatives from across the country in how to use football as a ministry and the results have been blessed by the Lord. Over 5,000 children have participated and have been memorizing scripture and growing in their knowledge of why having a personal relationship with Jesus is so important in their lives.

This program in Rwanda - and others like it around the world - are the inspiration for Toward The Goal. It has provided us with a new ministry model that is able reach so many more children for Christ.

Toward The Goal is the next step in this exciting journey!





DISTRIBUTION

We want this curriculum to be experienced by as many children around the world as possible. To this end, we will be giving away the material for free (following the highly effective model of the Jesus Film Project), and trusting that the Lord will provide the finances needed to create the project.

We will distribute the materials in multiple languages around the world to:

- Individual coaches
- Youth leaders
- Churches and/or Sunday Schools
- Community groups
- Denominations and Large Organizations (DLOs)

MEASUREMENTS OF SUCCESS

- ⚽ Number of children in the program
- ⚽ Number of children memorizing scripture
- ⚽ Number of disciples trained





THE TEAM

Ambassadors Football Staff

Within Ambassador Football, we have a diverse collection of individuals with many years of ministry and content development experience related to creating this type of project. We enter into this project with a God-given collection of individuals to make Toward The Goal a curriculum project that any publisher would be proud of.

We have feet on the ground ministry workers from around the world who focus on children's ministry in the target age groups. And quite amazingly, we have global publishing and animation professionals who have created content for some of the world's largest organisations including Microsoft, Pearson Publishing, Addison-Wesley, MacMillan, Adobe Press, David C. Cook Publishing, NATO, Manchester United FC, and Hublot Watches among others on our staff. Bringing over 30 years of experience in content creation to bear on this project, we believe that the Lord has brought us together, inside of Ambassadors, "for such a time as this".

External Subject Matter Experts

In addition to our internal personnel, we have also enlisted reviewers and advisors from around the world who have been reviewing and speaking into this project from the start. These individuals have continued to work with us throughout the development of the pilot and will continue to assist us. Our reviewers include Disney and Warner animators, Sunday School Superintendents with over 40 years of experience, pastors, children's football ministry leaders, parents, and lifelong football missionaries.

WORKING BUDGET

Toward The Goal is not a project that is waiting to start. We have taken the fundamental premise, character creation, art styles, theological approach, and many other aspects through review with professionals uniquely qualified to provide us with feedback, and are creating the project now. As of September of 2022 the first 4 lessons are complete representing the entire Old Testament.

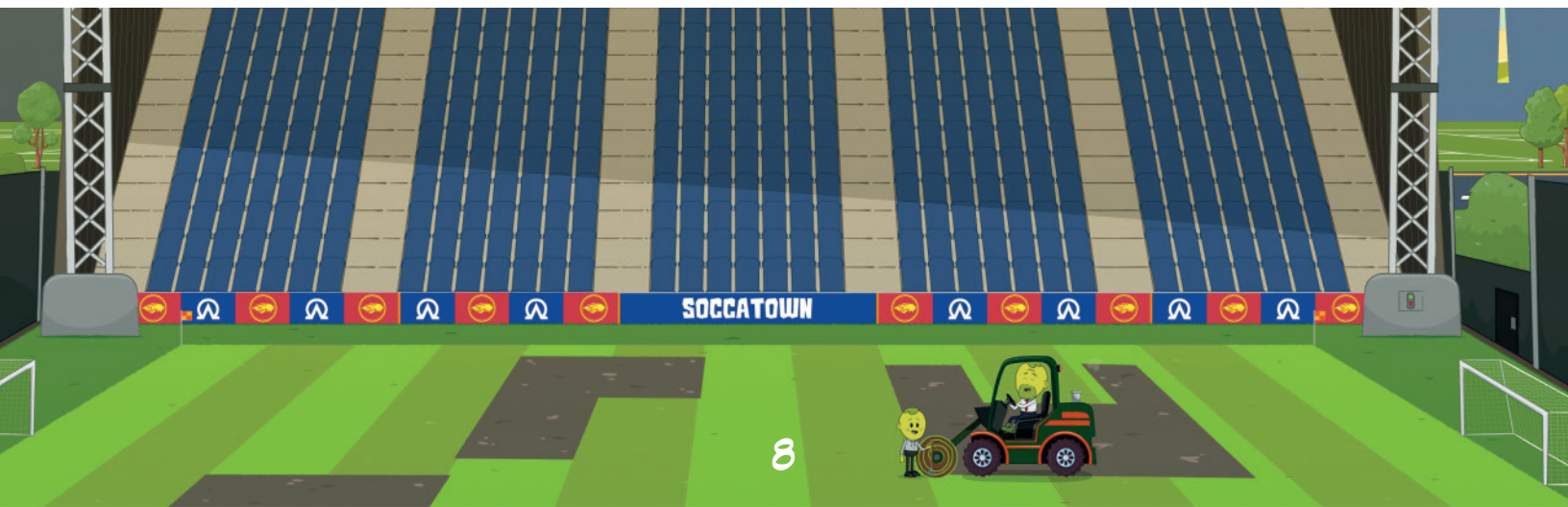
The completed lessons are in wide use across Ambassadors Football ministries across the globe including in the native languages of Rwanda, Nepal, Colombia, and for partners through the two largest languages in India and in Arabic for World Cup outreach. In the USA the lessons are being used in our summer camps program with a great response from our church partners.

It will take us about 1.5 years to complete the first season. To get there, and beyond we need to raise \$60,000 a year. This Working Budget enables us to keep creating the completed lessons through the end of Season 1. Beyond the finish of Season 1, we will continue to create more in-depth Biblical Life Lessons to compliment the first season.

This \$60,000 budget per year enables us to:

- ⚽ **Create both the parable and Bible story videos.**
- ⚽ **The Student Books.**
- ⚽ **The Coaches Guide.**
- ⚽ **The Flip Chart versions of each lesson.**
- ⚽ **Coaching Cards for mobile devices.**

We humbly ask that you consider a financial gift to Toward The Goal to keep the project moving on!



TREC Trained Coaches

Over 5,000 people from 60 countries trained in:

Thailand	Northern Ireland	Colombia
South Africa	Spain	Rwanda
Kenya	Brazil	Russia
Nigeria	China	Albania
Indonesia	Peru	Haiti
Nepal	Chile	USA

TREC Training Course Content Created By Ambassadors Football

TREC Level 1 (TREC training can continue through an additional level that builds on the same module concepts as level 1. Level 3 training is also available which is a “train the trainer” course.)

35 – 40 hours Classroom Modules:

1. Ministry and Coaching modules –
2. What is a Coach – Roles Qualities Skills (1 session)
3. Coaching Process (2 sessions)
4. Planning a Football Ministry Event (1 session)
5. Models of Ministry – Ice-breakers, Clinics, Tournaments (1 session)
6. Models of Ministry – Gospel Presentations (1-2 sessions)
7. How to Give a Testimony (1 session)
8. Ambassadors Mission, Vision, Strategy (1 session)
9. Establishing Your Mission, Vision, Strategy (2-3 sessions)
10. Ambassadors Values (1 session)
11. Coaching Assessment (1 session)
12. Leading a small group Bible Time (2 sessions)

Biblical basis modules:

1. Why Sport (1 session)
2. Biblical Basis of Football Mission (4 sessions)
3. Creation Principle
4. Influence Principle
5. Stewardship Principle
6. Reconciliation Principle

Some TREC courses may also include the following modules:

- Child Protection Workshop
- HIV/AIDs workshop
- First Aid Workshop/CPR workshop

- Anti-trafficking workshop
- Player Ministry – Discipleship
- Community Football Outreach Teams
- Player Ministry – Mission

Understanding the basic foundational techniques of football:

- Passing
- Control
- Dribbling – Turns – Moves
- Heading
- Shooting
- Goal Keeping (as appropriate)

Model of Football Mission:

- School Teams, Leagues & Tournament

Ambassadors Football Partnerships (including discussions with potential future partners):

- ADEPR – Rwanda
- Assemblies of God – Kenya
- JMM – Brazil
- World Vision – Bolivia
- Compassion – SE Asia
- World Cup 2010 – South Africa

Ambassadors Football Global Information:

For those of you who may not know us or would like to know more about us, we invite you to visit the following pages on our website:

- [Mission / Vision / Values](#)
- [Statement Of Faith](#)
- [Annual Reports](#)
- [Financial Accountability](#)

Links:

- 1 - <https://www.statista.com/statistics/678737/total-number-of-children-worldwide/>
- 2 - <https://www.biblegateway.com/blog/2020/05/extremely-low-percentage-of-americans-hold-biblical-worldview-an-interview-with-george-barna/>
- 3 - <https://www.barna.com/research/evangelism-is-most-effective-among-kids/>
- 4 - <https://www.masterstudies.com/article/what-is-the-future-of-football/#:~:text=According%20to%20Nielsen's%20World%20Football,different%20businesses%20revolving%20around%20football>



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