

3 reasons to stand with AFA in 2015



Rev. Donald Wildmon,
circa 1978

1. Our past Thirty-four years ago, a small town Mississippi preacher caused ripples in the polluted waters of Hollywood entertainment by challenging Christians to take action against corporations whose advertisements were paying for immoral television shows.

For Rev. Donald Wildmon, there was no grand vision. It was a simple matter of living out his biblical convictions for the sake of his family and others.

But God turned the ripples into a wave, a movement that sustained a hope that American culture could be persuaded to return to the Christian principles and practices upon which the nation was founded and by which it thrived for over 200 years.

Today the grassroots organization founded on Rev. Wildmon's kitchen table is a far-reaching ministry that has inspired millions of Christians to join their voices together on issues of ultimate consequence to our nation's future – life, marriage and family, religious freedom, public policy, justice and more.

AFA has developed a broad range of resources, strategies and media outlets aimed at promoting Christian values in all areas of our public life.

A few 2014 accomplishments

▶ Released and distributed two powerful new documenta-

ries on the growing threats to religious liberty in America: **A Time to Speak** and **One Generation Away**. The films were supported with an extensive website (atimetospeak.com) that offered a wealth of information instructing Christians how to stand against the loss of their religious freedoms.

▶ Appointed political and cultural analyst Sandy Rios as Director of Governmental Affairs for AFA.

▶ Launched the *AFA Anti-Christian Bigotry Monitor*, a weekly email reporting stories of Americans targeted for their Christian beliefs.

▶ Released **Summer Snow**, American Family Studio's first feature film.

▶ Expanded Urban Family Radio into two new markets.

▶ Contacted the U.S. Navy in great numbers, persuading them not to remove Gideon Bibles from 34 Navy Lodges and all 24,000 Navy Gateway Inns & Suites guest rooms.

▶ Launched *The Stand*, a new, widely read AFA blog. As the centerpiece of AFA's main website, *The Stand* has helped increase exponentially the number of visitors to afa.net and propelled our message to millions of people connected by social media.

▶ Successfully appealed to Arkansas State University not to force the removal of a memorial sticker in the form of a cross from the university's football team helmets.

▶ Members of One Million Moms, an AFA

afa

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Tupelo, MS 38803

afa.net

- ▶ **American Family Radio**
afr.net
- ▶ **AFA Journal**
afajournal.org
- ▶ **American Family Studios**
facebook.com/americanfamilystudios
- ▶ **American Family News Network**
onenewsnow.com
- ▶ **AFA Action**
afaaction.net
- ▶ **AFA Foundation**
afafoundation.net
- ▶ **1 Million Moms**
onemillionmoms.com
- ▶ **Thomas Street Coffee**
thomasstreetcoffee.com
- ▶ **Media Gratiae**
mediagratae.org
- ▶ **AFA Marriage Conferences**
repairingthefoundations.com

online activist site, convinced a number of companies to pull their ads from objectionable TV shows including **Black Jesus**, **Bad Teacher**, **Mystery Girls**, **The Client List**, **The Cleveland Show**, **Dads** and **Dracula**. All these shows have been reported as canceled largely due to lack of advertisers.

▶ Partnered with Revival Fires International for the 12th year to give away more than 60,000 Bibles to young people. Other ministry partners in 2014 included Operation Christmas Child, Faith Comes by Hearing, Operation Tank Full of Love and Gospel for Asia.

▶ Through AFA Action Voter Guide at afaaction.net, impacted the direction of our country, elected officials who lead it and the policies they enact. The web-based, non-partisan, user-friendly guide is a comprehensive source of information and evaluation of candidates in elections across the nation.

2. Our purpose Undergirding every effort of AFA is a simple two-fold mission: *... to inform, equip, and activate individuals to strengthen the moral foundations of American culture, and give aid to the church here and abroad in its task of fulfilling the Great Commission.*

Headquartered in Tupelo, Mississippi, the ministry is driven by the belief that God has communicated absolute truth to mankind, and that all people are subject to the authority of God's Word at all times. Therefore AFA believes that a culture based on biblical truth best serves the well-being of our nation and our families, in accordance with the vision of our founding documents; and that personal transformation through the Gospel of Jesus Christ is the greatest agent of biblical change in any culture.

It is AFA's goal to be a champion of Christian activism. Often that puts AFA in conflict with the dominant secular culture in areas including the preservation

of marriage as a God-ordained institution of one man and one woman, issues of decency and morality, upholding the sanctity of human life and media integrity.

Resources and media outlets include three radio networks (187 stations), a monthly magazine, movies, documentaries, Internet websites, social media outlets, online activist initiatives and an online mailing list reaching millions of Christian activists.

3. Our promises Two pledges of fidelity undergird the past and future of AFA. The first promises honesty and integrity in financial stewardship; the other is an unwavering commitment to biblical truth.

From AFA's early days, financial stewardship and frugality were not only a necessity, but a high priority. These values have continued to be standard operating procedure. As a result, AFA operates on a cash basis with no debt.

This is the reason 92% of contributions are used to carry out the projects of AFA – the other 8% are used to cover administrative and fundraising expenses.

That kind of stewardship priority enables AFA to continue to fulfill the pledge articulated by Rev. Wildmon many years ago:

“We promise to be the best steward of your financial gifts that we can be.”

Two independent charity evaluators – Charity Navigator and Evangelical Council on Financial Accountability – confirm AFA's financial health, accountability and transparency.

Likewise AFA has never drifted from a commitment to biblical truth. Despite pressure from a society declining into godless secularism, AFA promises to continue to stand firmly on the solid ground of the revelation of God Almighty found in the Bible, and to boldly proclaim Scripture's truth, even on controversial issues.

At the same time, AFA proclaims that God's gracious salvation is free and available to all who would come to Christ Jesus in repentance and faith.

