

American Family Association
afa.net

The Stand
afa.net/the-stand

American Family Radio
afr.net

AFA Journal
afajournal.org

American Family Studios
americanfamilystudios.net

OneNewsNow
onenewsnow.com

American Family News Network
onenewsnow.com

AFA Foundation
afafoundation.net

1 Million Moms
onemillionmoms.com

1 Million Dads
onemilliondads.com

AFA Marriage Conferences
repairingthefoundations.net

Engage Magazine
engagemagazine.net

Urban Family Communications
urbanfamilytalk.com

AFA BY THE NUMBERS

- ▶ Founded: 1977
- ▶ In 2017, about a million people per month connected with AFA through the ministry's various web and social media sites.
- ▶ American Family Radio has 183 stations in 32 states. That's a potential audience of just over 36 million.
- ▶ 1.2 million people receive AFA Action Alerts.
- ▶ *AFA Journal* is mailed to about 150,000 homes, 11 times a year.

FAITHFUL AT

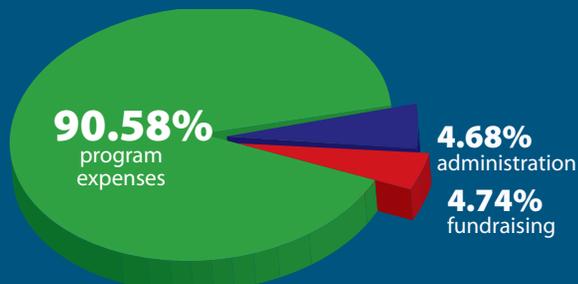


AMERICAN FAMILY ASSOCIATION

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AFA 2017 expenditures



2017
ACCOMPLISHMENT
HIGHLIGHTS OF
AMERICAN
FAMILY
ASSOCIATION

Summer 2017 marks 40 years since a small town Southern preacher named Don Wildmon encouraged his congregation to turn off their TVs for a week in protest of the trashy shows coming from the three major broadcast networks. Little did he know how his simple act of obedience would take root and grow into what has become American Family Association.

Today, AFA is a major voice in working to restore our nation to her Christian roots. Much of the organization's daily work goes on through the various divisions including:

American Family Radio network that includes 183 stations in 32 states;

AFA Journal magazine that reaches an average of 150,000 households monthly;

The Stand, AFA's official blog;

American Family Studios, the filmmaking branch;

OneMillionMoms.com, an online initiative that monitors entertainment and media;



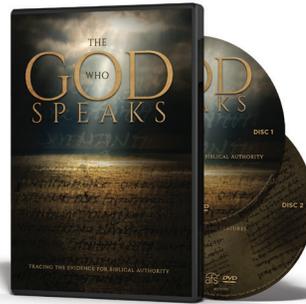
Engage Magazine, an internet and print publication aimed at the Millennial generation; and

American Family News, a radio news service; as well as various national campaigns, internet properties, and social media sites.

Below is a summary highlighting some AFA accomplishments and initiatives in 2017.

- ▶ AFA's Boycott Target campaign topped 1.5 million people in April. In 2016, Target announced a corporate policy to allow men into

women's restrooms and changing areas. Since then, Target has lost tons of business and tons of money – \$13 billion in stock value alone. In June 2017, AFA president Tim Wildmon delivered 500,000 more boycott pledges to company headquarters in Minneapolis. He informed Target officials that the boycott would continue until the company reverses its reckless and dangerous policy.



- ▶ American Family Studios completed a landmark documentary on the truth and inerrancy of the Bible. Written, filmed, and produced by our own team, **The God Who Speaks: Tracing**

the Evidence for Biblical Authority offers a strong defense for the authority and accuracy of the Word of God.

- ▶ **Ryan Defrates**, a biblically based children's animated series created by AFS, won Best Children's Video at the 2017 International Christian Visual Media Awards.
- ▶ Hundreds of thousands of IMM members successfully petitioned Hardee's and Carl's Jr., both owned by CKE Restaurants, to immediately discontinue their offensive sexually charged commercials. These restaurants are no longer disrespecting women in their advertising.
- ▶ IMM also contacted over 50 advertisers requesting that the companies no longer financially support morally corrupt television programs. Many companies pulled their sponsorship resulting in three inappropriate shows being cancelled.

- ▶ In conjunction with Revival Fires Ministries, AFA gave away over 63,000 Bibles to teenagers across America. These free Bibles were only given to Christian young people who pledged to give them personally to classmates who do not know the Lord as their personal Savior.
- ▶ AFA friends generously donated \$170,000 in one week for victims of Hurricane Harvey. AFA partnered with Eight Days of Hope, a disaster relief ministry that helps rebuild homes and shares the gospel with those they help.
- ▶ AFA distributed over 250,000 "In God We Trust" wristbands to remind Americans where our true hope is found. Some AFA activists distributed large quantities of wristbands in



their communities. AFA also distributed a newly designed poster featuring the national motto to be hung in homes, businesses, and schools across America.

- ▶ AFA-sponsored Patriot Academy camps drew hundreds of young people from across the country where they were trained how to apply biblical principles in politics and government.
- ▶ AFA joined with Mission Pre-Born for a promotion in which AFR listeners' gifts provided 3,545 ultrasounds at pro-life pregnancy centers, thus encouraging mothers to choose life for their babies.
- ▶ With India Partners, AFA supporters raised money to fund more than 37,000 nights of safety to rescue children from trafficking and poverty in India.