Gracebased



Partnering with Gracebased

Our Big Audacious Hope For Families

Family has always been God's plan for showing his goodness and glory in the world. In creation, he started the first family to be the stewards and caretakers of the world he made. Throughout history, God has called parents—Noah, Abraham, Moses, David, Mary and Joseph—to be the primary means by which he would redeem the world.

Even now, God is redeeming husbands and wives, mothers and fathers, sons and daughters, to be beacons of hope in a world filled with brokenness.

If we want to be a part of the work God is doing in the world, we need to start with families.

But it's hard to be a family right now. Families are breaking under the pressure of today's modern, hurried world. Parents feel overwhelmed, afraid, and ashamed. And because families are struggling, the structures that hold up our world are struggling as well.

There is a collective longing for something better, a longing that calls from the depths of our beginnings in the garden.

The good news is that God has something better for families. He has a better way for parents who are tired of the pressure of raising kids in today's demanding world.

In a word, it's grace.

God's grace is the hope for families. It always has been. It always will be.

And it's our hope that every family can experience the freeing power of God's grace in their own lives.

To do that, we are starting with healing the relationship parents have with their children.

But we can't do this alone. For this God-sized vision, we need a village—a community of men and women who want to see generations transformed by the power of God's grace.

Our Plan

We want to be THE place parents go to for help raising kids.

In order to grow from our current position and move forward, we are doing the following:

- Focusing on the generational impact of raising kids.
- Improving access to our resources.
- Leveraging and growing our community to maximize our impact.

Two Types of Impact

We support churches and organizations by filling in the resource gap with our parenting materials. Through our partnerships, the impact can be exponential.

Take a **small church**:

They teach one of our studies.

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Multiple couples hear the message. Their own families are impacted.

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Those couples share our resources with friends and families: Cousins, aunts, uncles, grandparents, neighbors, co-workers. Grace is shared repeatedly.

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In turn, these people implement and share our teaching. On social media, in conversation, at church, and work.

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More families are encouraged and equipped. **One parenting study has a multiplying effect across generations.**

Or, consider an **organization partnership**:

A partnership with one organization can reach dozens of families.

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By partnering with 25 organizations, we can impact hundreds of families.

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By partnering with 100 organizations, we can impact thousands of families.

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The impact that just one church or organization can have in distributing our message is significant. **Imagine the impact an extensive network can have in reaching families around the globe.**

Major Gift Investments

A PROJECT INVESTMENT ($1,500 - $5,000 RANGE)

Our goal every year is to launch multiple pathways, launch parent and kids-focused podcasts, and create print resources for families and churches. Your investment at this level helps us fund equipment, tools, and contract personnel, allowing us to meet parents at their point of greatest need.

A PERSONNEL INVESTMENT ($3,000 - $6,000)

Our impact as an organization hinges on our ability to have the right staff in the right position. We love the team we're building and believe the work we are all doing will have an exponential impact on the families we serve. By investing in this capacity, you help us expand our capabilities with the right people in the right positions.

A GROWTH INVESTMENT ($5,000 - $12,500)

Growth investments allow us to innovate—expanding our curriculum hub, transforming our newsletter into a magazine, and incorporating video into our podcast. These efforts help us explore what's possible, not just what's current.

A COMMUNITY INVESTMENT ($10,000 - $20,000)

Gracebased intentionally works "behind the front lines" to support the leaders, churches, and organizations working directly with families. Our community is working worldwide to bring the transforming message of grace to parents, grandparents, and caretakers desperate for relief. Community investments help us say "yes" to invitations from churches, camps, and parent events regardless of their ability to cover costs.

A SUSTAINABLE INVESTMENT ($75,000 - $150,000+)

Gracebased has been doing the work of transforming families worldwide for over forty years. We've seen the remarkable ways that God has used this ministry: generational impact, hundreds of thousands of families set free, and organizations transformed by the message of grace. To continue this work far into the future, we need substantial partners investing in our long-term sustainability and growth.

Current Projects



Our goal is to equip families and organizations with the tools they need to raise great kids. In order to do that, we rely on the generous support of individuals, foundations, and organizations who want to build a better future through strong families.

Here is a list of the current projects and funding opportunities:

LIGHTCATCHERS MEDIA – $150,000

Every child is born a lightcatcher–a creative adventurer who can find the good in the bad, the beautiful in the ugly, and the light in the darkness. Lightcatchers media helps ordinary parents raise extraordinary kids through children's stories well told.

Lightcatchers is a kid's storytime podcast with original stories and music. We plan to improve the production capabilities of the podcast and expand its media landscape to include animated programming, in-person events, and a bi-annual kids magazine. And, of course, fun swag! In order to expand our reach, we are building a Lightcatchers-focused team for creative media development, marketing, strategic partnerships, and youth outreach.

GRACEBASED DIGITAL EXPANSION – $80,000

Gracebased is committed to meeting families where they are at with the technology they already use. To accomplish this, our organization must continue growing and overhauling our digital presence and capabilities. This includes our website, content production, and the infrastructure to distribute digital content at scale.

In doing this, we want to build our digital capabilities in a way that is also a turnkey benefit for churches and organizations utilizing our resources. This will include open-source APIs, customizable training content, and content partnerships.

BEYOND THE TALK: RAISING KIDS TO UNDERSTAND SEX THROUGH GOD'S STORY – $75,000

Understanding and living out God's plan for sex is one of the most important things parents can teach their kids. Unfortunately, many parents feel ill-equipped to have these critical conversations. There are several reasons for this, but many are rooted in a misunderstanding of how sex fits into the larger redemptive story of the Bible.

Pastors Aaron and Dana Dailey have taught a grace-based, gospel-centered approach to helping parents talk to their kids about sex for over twenty years. Through their work, they have seen parents freed from sexual shame and empowered to help teach their children a fuller, more holistic understanding of sex. Their approach highlights the beauty and good of sex in God's original design while still taking the harm of sexual corruption and sin seriously.

Gracebased is excited to produce this video pathway as a resource for parents, churches, and organizations across the world. We hope to release this study in the spring of 2026.

A GRACEBASED FIELD GUIDE FOR PARENTS – $50,000

We want to come alongside parents in every age and stage of life with the practical application of God's grace lived out in real relationships. *A Gracebased Field Guide for Parents* is a multimedia tool to connect the core message of Gracebased with parents in the thick of it. With a print, digital, and video interface, the Field Guide will become our standard and first resource for parents as they join the Gracebased community.

We hope to fully launch this resource in the summer of 2026, with a deep integration into our website.

GRACEBASED HOME JOURNAL – $40,000 PER PRINT RUN

In order to cut through the digital clutter, connect with a new generation of parents, and bring together a diverse offering of parenting and family experts, we are creating the Gracebased Home Journal. This is a design-forward magazine of long-form journalism, accessible parenting resources, and story-driven kids material that can be enjoyed by every family member.

Like all of our resources, our goal is to provide high quality parenting resources to parents and organizations for free. Supporting this project is one of the easiest ways to help us build our dedicated community and grow our presence in new audiences.



Join our village today!

As the saying goes, it takes a village to raise a family. We want to be that village for parents who are desperate for the life-changing power of God's grace in their homes. You can partner with us in this work a number of ways:

RECURRING GIFT

Set up an automatic donation at gracebased.com/give. Recurring gifts help us plan and maintain steady support.

ONE-TIME GIFT

Online:
Make a one-time donation online at gracebased.com/give.

By Mail:
Gracebased
4022 E. Greenway Rd., Ste. 11, #192
Phoenix, AZ 85032
(Postmark by December 31st for year-end donations.)

STOCK OR PROPERTY

Contact Cody Kimmel at cody@gracebased.com to give through assets.

LEGACY GIFT

Leave a lasting legacy that shapes countless families. Reach out to Cody Kimmel to learn more.