



MAKINGGOODBOLDER

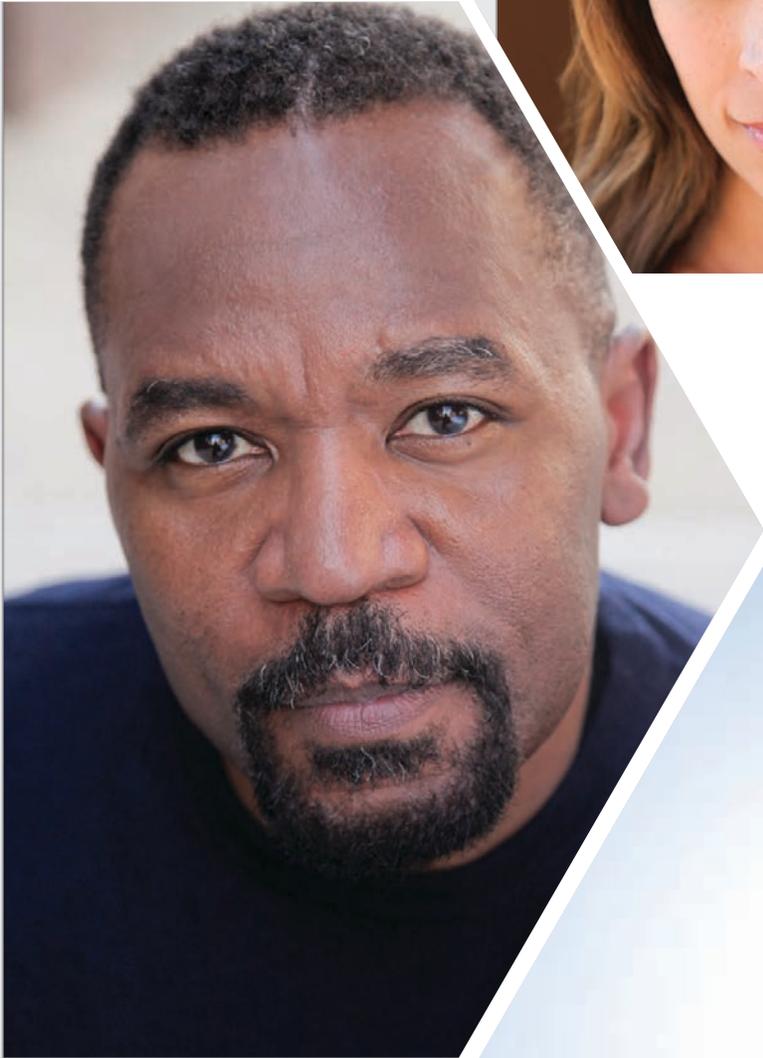


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MISSION STATEMENT

Actors, Models, and Talent for Christ (AMTC) is a nonprofit ministry dedicated to making good bolder in film, fashion, music and theater. Through a unique faith-based educational program, AMTC teaches performers how to become positive role models in the entertainment industry, then introduces them to top media executives through its international talent conference. AMTC follows The Great Commission of Jesus Christ by preparing actors, models, singers, dancers and comedians to 'go into the world' of arts and entertainment with love and excellence—as reflections of Christ and His truth.





HE IS FIRST IN ALL WE DO

Our world is a battleground. Whether or not we recognize it, understand it or desire to be a part of it, the battle rages. As people living in this world and not of it, we must choose to fight the good fight. Those that waver or refuse to choose become casualties of war. Therein lies the mission of Actors, Models and Talent for Christ. We are urging people to choose to fight for the Kingdom of God, and to do so with humility, conviction and purpose.

It's no coincidence the Bible calls the enemy of our soul 'The ruler of the kingdom of the air' (Ephesians 2:2). Airwaves draw in our eyes and ears. They infiltrate our minds, move our hearts and stir up the spirit within us. To what purpose? More...much more. We've gone from having one TV per household to four screens per person. Media doesn't just beg our attention. It demands it. Arts and Entertainment remain the greatest influences on media, and media continues to have the furthest reach and greatest impact on our culture. So how do we change the culture for good? Through media.

2012 was a pivotal year. The owners and officers of AMTC came to the understanding that the mission and vision of the company could not be accomplished or confined by business as usual. After operating for 30 years as a family-owned, for-profit business, this business was given 100% to God. Not only is He first in all we do, but 2012 marked AMTC's first year as a nonprofit 501(c)(3) ministry. Now, God is our CEO and we are His servants. This unique ministry is called to prepare and equip God's people to be influencers in the most crucial mission field of our day and age—media, arts and entertainment.

We thank God for revealing His purpose for AMTC—30 years in the making. As we look into the future, we are thankful for the privilege of making good bolder in film, fashion, music and theater. We are thankful for the industry contacts, excellent staff and vital prayer intercessors He has brought together for such a time as this.

A MESSAGE FROM OUR PRESIDENT



“Our vision is to see the Great Commission of Jesus Christ fulfilled in film, fashion, music and theater.”

Adam She, President

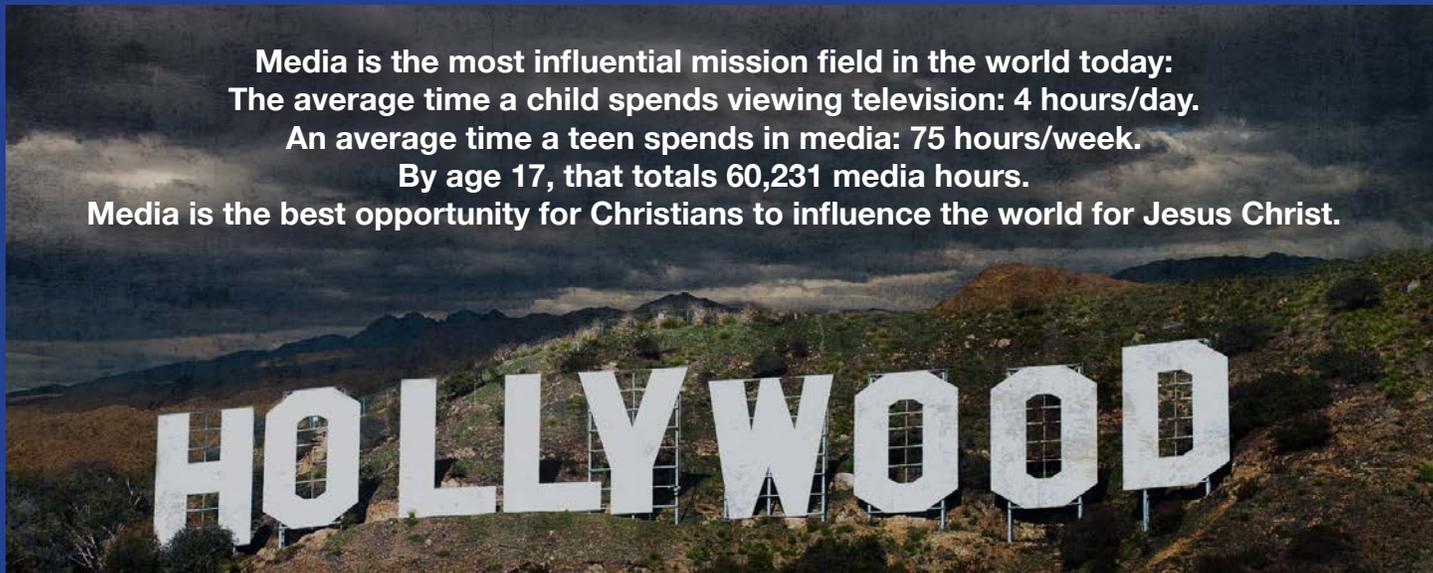
THE MISSION FIELD IS MEDIA

Media is the most influential mission field in the world today:
The average time a child spends viewing television: 4 hours/day.

An average time a teen spends in media: 75 hours/week.

By age 17, that totals 60,231 media hours.

Media is the best opportunity for Christians to influence the world for Jesus Christ.



Christians are now called to the mission field of entertainment. We are called to be role models, examples and performers for Christ—to act, sing, dance and model. But isn't this mission field a mine field? How do we prepare for it? Can we maintain our faith and integrity in such a world?

When we face tough questions, we find guidance in God's Word. Consider Bible heroes like Esther and Daniel—with missions in idol-worshipping nations.

'Arise, shine; for your light has come, and the glory of the Lord has risen upon you.

For behold, darkness will cover the earth and deep darkness the peoples; But the Lord will rise upon you and His glory will appear upon you. Nations will come to your light, and kings to the brightness of your rising' (Isaiah 60:1-3)

When Israel was defeated, Daniel and his peers were taken captive to Babylon. They were chosen because of their gifts from God and trained to work in a pagan powerhouse.

They did not condemn it, even though its leaders worshipped false gods. They learned to survive and thrive in what was then the world's most dominant culture. But they never sold out the One True God.

The Bible says that Daniel, Shadrach, Meshach and Abed-nego had 'knowledge and intelligence' (Daniel 1:17) and the king found them 'ten times better than all... who were in his realm' (v.20). They rose to levels of prominence, and God worked through them to change a nation.

Consider Babylon to be Hollywood or New York: foreign cultures with rules outsiders don't understand. Watching a TV show or movie does not qualify us to enter and compete with its current stars, nor does talent alone.



Like Daniel, actors, models and talent for Christ must enter the kingdom of entertainment without condemnation, with skills and behavior that are ten times better. We must remember Who matters most and what matters most: saving souls, because Jesus Christ is about to return to this stage called Earth.

Carey Lewis, Chief Serving Officer

FAMILY IS KEY

Founded by 1940s supermodel, Millie Lewis and her daughter, Carey, AMTC began as a talent development company in 1982. Their goal was to train and launch aspiring performers into the entertainment industry, and they were successful. In their first 24 years, thousands found work. Hundreds found stardom, like actress/ model, Megan Fox and #1 country singer, Chris Young.

But in her early 50s, Carey's picture-perfect life starting falling apart. 'I looked like I was at the top, but I was really at the bottom. In brokenness I met Jesus, and I was transformed—from a burned-out 51-year-old CEO to now a 58-year-old girl on a mission. God had a plan.'

Only a few months after committing to Christ, Carey was on a treadmill, 'And I heard from God. He told me the name of AMTC would change from Actors, Models and Talent Competition to Actors, Models and Talent for Christ... because that's what the 'C' was always meant to be.'

Lewis says, 'I was thrilled, but my daughters and son-in-law were part of AMTC, and they weren't Christians yet. What would they think? Well, God took care of that. Within two years, they committed to Christ and were baptized.'

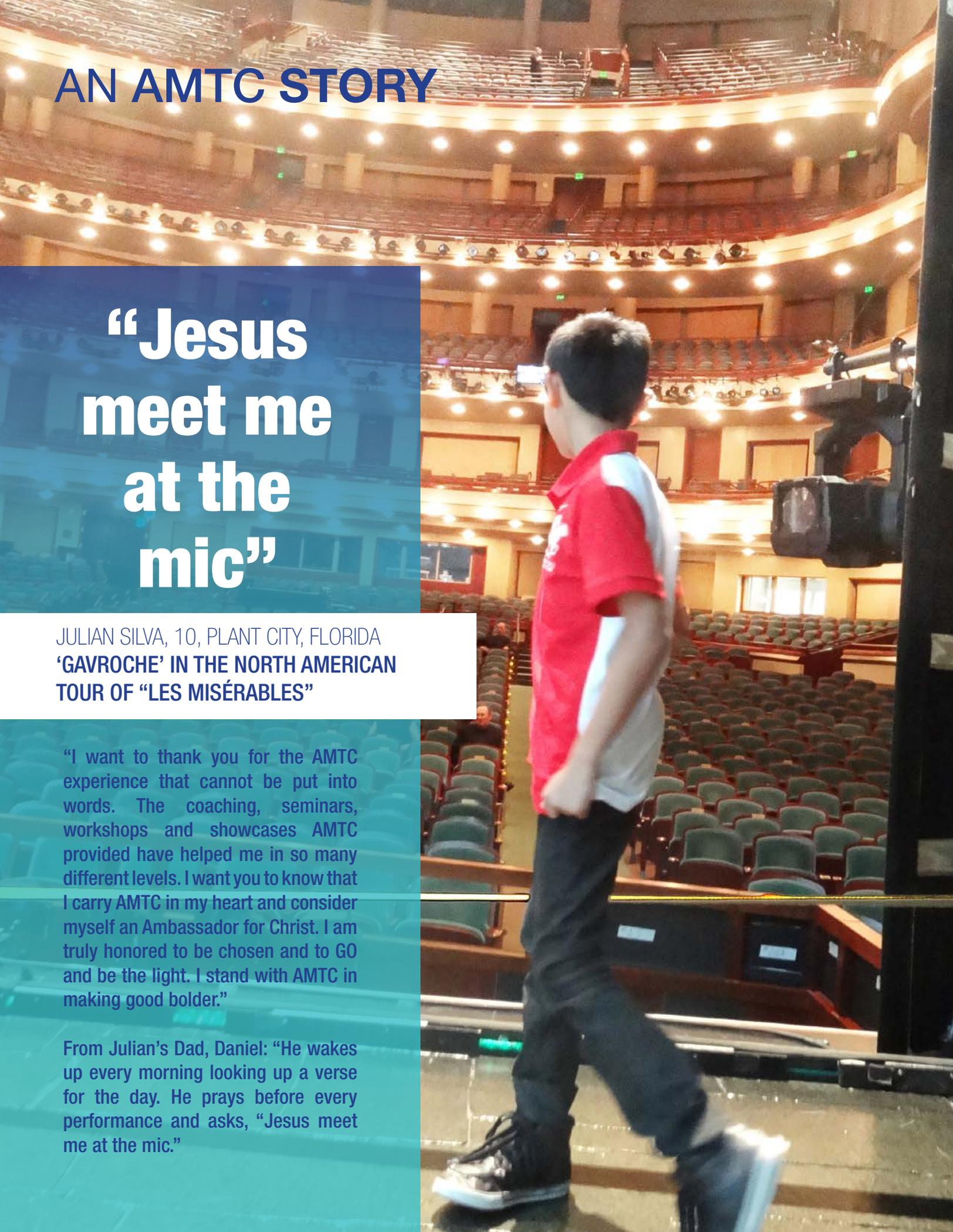
AMTC was transformed, too. Lewis gave up legal ownership, and it became a 501(c)(3) non-profit ministry. Lewis' son-in-law, Adam She, is now AMTC's President. Adam says, 'AMTC is now a training ground for missionaries: media missionaries to be exact. To get them prepared spiritually and physically. To learn how to succeed in this world, but not be of it. Because the most influential mission field on earth is media, and it's not wise to enter it unprepared. It's not godly to leave it alone.'

The evidence that it's working? Publicly professing Christians are now seen at the top of film, fashion, music, theater and sports. But many more performers are needed, because this mission field is vast. 'The harvest is plentiful, but the workers are few' (Luke 10:2). Through the movement of actors, models and talent for Christ, millions upon millions of lost and prodigal children will enter the Kingdom of God.

We need your help. AMTC, now in its 31st year, wants to reach deeper into inner city neighborhoods. We want to help more performers climb higher on the mountains of media, arts and entertainment. Please pray for us and consider funding a new star for God.



AN AMTC STORY

A young boy with short dark hair, wearing a red and white short-sleeved polo shirt and dark pants, is walking across a theater stage. He is seen from the side, moving towards the right. The theater is large and ornate, with multiple tiers of green seats. The stage is lit with warm, golden lights. In the background, there are stage lights and a camera rig hanging from the ceiling. The overall atmosphere is that of a professional theater production.

“Jesus meet me at the mic”

JULIAN SILVA, 10, PLANT CITY, FLORIDA
‘GAVROCHE’ IN THE NORTH AMERICAN
TOUR OF “LES MISÉRABLES”

“I want to thank you for the AMTC experience that cannot be put into words. The coaching, seminars, workshops and showcases AMTC provided have helped me in so many different levels. I want you to know that I carry AMTC in my heart and consider myself an Ambassador for Christ. I am truly honored to be chosen and to GO and be the light. I stand with AMTC in making good bolder.”

From Julian’s Dad, Daniel: “He wakes up every morning looking up a verse for the day. He prays before every performance and asks, “Jesus meet me at the mic.”

MEET OUR TEAM

AMTC Officers

Carey Lewis, Chief Serving Officer
 Adam She, President
 Julia Keeley, Logistics Director
 Nerissa Heil, Accounting Director

Salaries

\$73,273
 \$54,408
 \$44,141
 \$44,013

AMTC Board of Directors

Chairman of the Board George Dillard, Sr. Pastor, Peachtree City Christian Church, Atlanta, GA
Vice Chair Nise' Davies, CEO/Founder, Advantage Models and Talent, Nashville, TN
Secretary Bill Drake, Director Operation Mobilization Arts International, Atlanta, GA
Treasurer Bryan Crute, Sr. Pastor, Destiny Metropolitan Worship Church, Atlanta, GA
 Ted Baehr, Founder and Publisher/MOVIEGUIDE®, Los Angeles, CA
 Carey Lewis, Founder Emeritus, AMTC, Atlanta, GA

2012 FINANCIAL INFORMATION

2012 Revenue

Contributions	\$ 108,959
Tuition	\$ 6,206,724
TOTAL INCOME:	\$ 6,315,684

2012 Expenses

Program	\$4,779,381
Administration	\$474,263
Fundraising	\$0
TOTAL EXPENSE:	\$5,253,644

2012 Scholarships Awarded

Financial Aid	\$930,327
Discounts	\$590,131
TOTAL SCHOLARSHIPS	\$1,520,558

Earmarked for Program Expenses for 2013
 \$ 1,062,040

AMTC took a bold and unprecedented step in 2012 by transforming from a 30-year-old family owned and operated business to a non-profit talent development ministry. AMTC's former owners divested themselves of all rights and stocks, donating them to the ministry and setting the foundation for a new vision: to see the Great Commission of Jesus Christ fulfilled in film, fashion, music and theater. Ninety-nine percent of the total contribution amount above reflects this initial gift.

With the stage now set, additional donor funding is crucial. AMTC strives to make it possible for all those called to go, regardless of personal means. We see hundreds of performers who possess the right character and gifting, but lack the financial means necessary to pursue their calling to impact the culture for Christ in the mission field of media, arts and entertainment. And there are thousands more waiting for the opportunity to be seen—and to go. It is our desire to use every resource to its fullest potential by enhancing our programs, doing so with the utmost transparency and financial accountability.



WHAT WE BELIEVE



BIBLICAL AUTHORITY

AMTC believes the entire Bible is the infallible Word of God. We recognize and follow the precepts of God's holy scripture; from the wisdom and prophecies of the Old Testament, to their fulfillment in the New Testament, in the life, death and resurrection of Jesus Christ. As an organization we seek to obey the words of Jesus Christ and His teachings.

UNITY

As a non-denominational entity, AMTC seeks unity among all Christ followers, and peace with all people. We strive to honor all good people who are called to use the gifts God has given them. We do not judge those in our midst, nor those in the entertainment industry. We place no restrictions on any performer with regard to personal beliefs, but ask all performers to recognize and respect our beliefs as a company, and our desire to honor Jesus Christ.

VIRTUE

AMTC seeks to promote positive role models and uplifting programming in every corner of the entertainment industry. Film, fashion, music and theater are the strongest forces of cultural influence the world over. It is therefore imperative that we as followers of Christ promote the brightest and best talent who will make the most positive impact for God.

SPIRITUAL EMPOWERMENT

AMTC believes it is not enough to be talented. It is not enough to be educated. One must be spiritually strong in order to survive the ups and downs of this industry. We impress upon our graduates the need for a biblical foundation and a support network of fellow believers. Our graduates must be fortified each day with the Armor of God and with prayer.

HUMILITY

Pride is the unfortunate engine that drives entertainment. We believe it is enough to say that in the midst of the pursuit of self, AMTC seeks instead to point to God for all success. We impress upon our performers the urgency to pursue successful careers balanced by great humility, and to consider others before themselves.

KNOWLEDGE

For talent, our primary focus is education. Knowledge of the industry can bring great success. A lack of knowledge will most often bring disappointment and failure. Throughout history, in every culture, the church of Christ has always led the world in education and the imparting of wisdom. Before entering the entertainment industry, AMTC graduates should know the business—and know themselves—as well as possible.

EXCELLENCE

We serve an excellent God who made us in His Image. And as creative beings, we are called to honor God by striving for excellence. AMTC pursues excellence and professionalism in all things, from our training to our conferences, and beyond. AMTC graduates will excel in this industry when they are not merely talented, but excellent—even more excellent than their industry counterparts.

AMTC AT WORK

AMTC SEARCH

Auditions, also known as Searches, were held in more than 40 U.S. cities in 2012. During these 131 Searches, 10,405 aspiring models, actors, singers, dancers and comedians came to audition with the hope of entering the Bridge Training Program. Once accepted into the program they jump-started their training with an “Ignite” session that provided information on how to prepare for the Launch training weekends to come.



BRIDGE TRAINING PROGRAM

From the Search process, 3,251 people entered the Bridge Training Program and attended Launch weekends in the training hub cities of Atlanta, Chicago, Dallas, Denver, Los Angeles, New York and Seattle. Along with personal coaching, they also received online curriculum, a photo session and marketing materials to provide the tools they would need to interact with industry professionals. Their training was to prepare them for the bi-annual SHINE Conference.



SHINE CONFERENCE

When performers completed The Bridge Training Program they attended the SHINE Conference in either January or July 2012 to showcase their talent to 164 top agents, managers, casting directors and music industry professionals. In 2012, 1,180 performers attended the SHINE Conference. Along with showcasing their talent they also had opportunity to continue training in the 40+ seminars offered, taught by industry professionals, and to have a time of fellowship with other AMTC performers.



AMTC IS A MINISTRY, A MISSION AND A MOVEMENT THAT PROVIDES ASPIRING PERFORMERS WITH PROFESSIONAL TRAINING, INDUSTRY INTRODUCTIONS AND SPIRITUAL PREPARATION SO THEY CAN REACH THE ENTERTAINMENT INDUSTRY FOR CHRIST. IN 2012 WE WERE BLESSED TO EQUIP AND SEND OUT MANY TALENTED PERFORMERS:

**NUMBER OF PEOPLE THAT ENTERED PROGRAM – 3,251
NUMBER OF CLASSES HELD – 378 OVER 42 LAUNCH WEEKENDS
NUMBER OF GRADUATES – 1,180**

JOIN THE MOVEMENT

AMTC's work is on-going, training and launching aspiring talent to shine for Christ in the field of entertainment. Every aspect of auditioning, training, providing tools and showcasing talent takes prayer, volunteers and funding. We invite you to become a Mission Arts Partner (MAP) and help send Christian performers into the field of entertainment.



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