

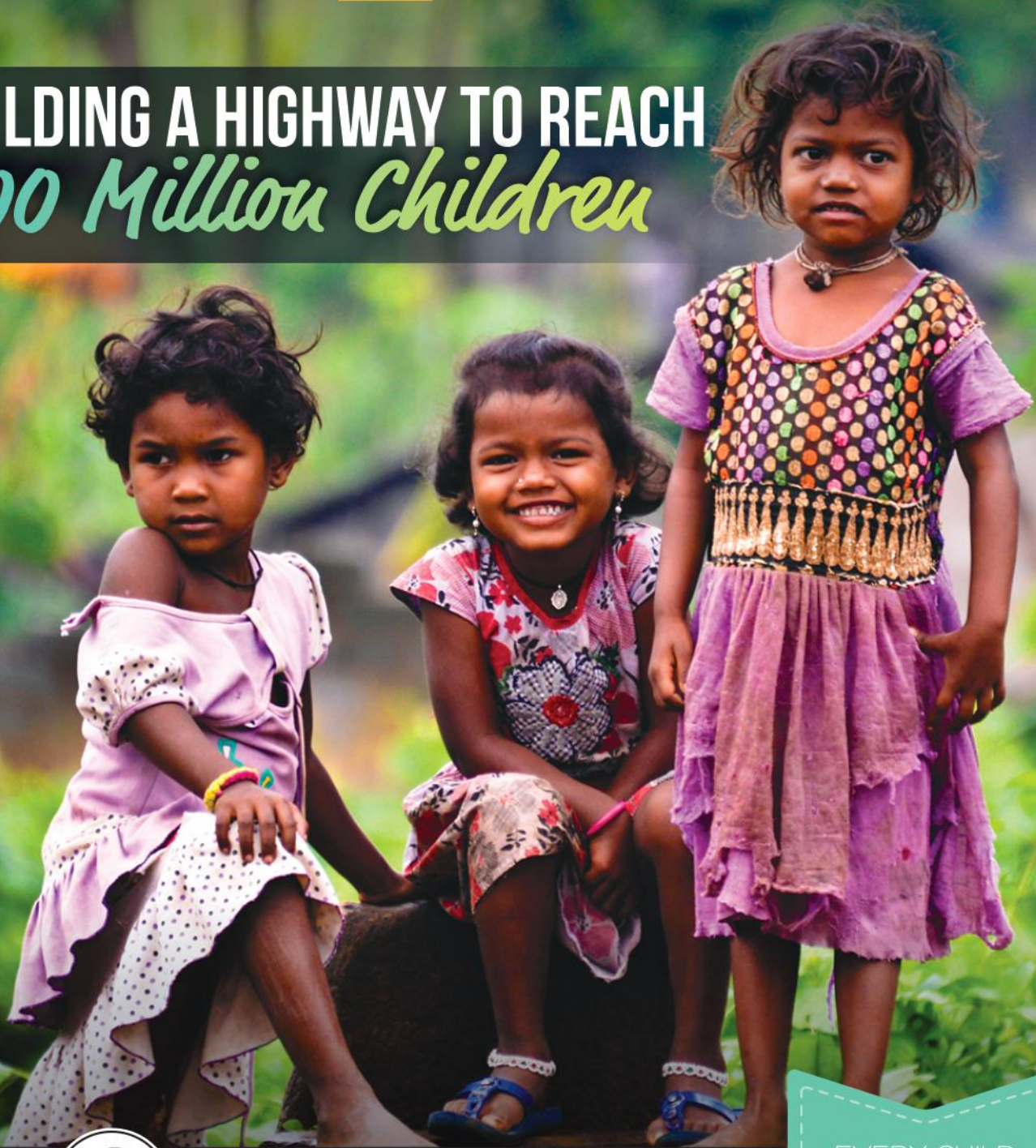
Reaching the next generation one child at a time

IMPACT

Summer
2024

2023  ANNUAL REPORT

BUILDING A HIGHWAY TO REACH
100 Million Children



A publication of Child Evangelism Fellowship®

EVERY CHILD
EVERY NATION
EVERY DAY

FROM THE PRESIDENT

Jesus, the King of kings, gave His life on the altar of the cross and rose again as our perfect ransom. He gave the Great Commission to the church—the body of Christ: “Go therefore and make disciples of all nations . . .” (Matt. 28:19). Jesus’ disciples are to take the Gospel to every nation, every people, every tribe, and every tongue.

God gave this command in Isaiah 62:10: “Go through, go through the gates; prepare the way for the people; build up, build up the highway; clear it of stones; lift up a signal over the peoples.” Christ’s followers must lay aside the security of a strong city and go outside the walls for the sake of the children who still walk in darkness. A highway must be built so they may come to the Lord, despite hardships, difficulties, and dangers.

To do this, we must have a bold vision, clear plans, and effective, high-tech equipment. To build the highway, we need to tear down mountains, dam rivers, build tunnels and bridges, and most of all, we need to find people of faith and courage who are called by God and passionately committed to His call.

The Gospel must be shared with every child in every nation. This mission is the mission of all who are part of the body of Christ. Our goal is to build a highway to reach 100 million children worldwide each year. To accomplish this, we need people—one million volunteers, 10,000 full-time workers, and ministry partners to support workers so they can serve full time in ministry. In this edition of *Impact*, you will see how our strategy to train, equip, and support “highway builders” effectively reaches more children with the Good News of Jesus.

The Lord did great things in 2023 through CEF and you. We are moving forward again this year to evangelize over 30 million children. We will build a highway in every corner of the world where there are children—every nation, city, village, mountain, valley, and island. This is the mission we must fulfill. Let us be builders of this highway together.

A servant of the Gospel,

Jeremiah Cho

Rev. Jeremiah Cho

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**WE WILL BUILD A HIGHWAY
IN EVERY CORNER OF THE
WORLD WHERE THERE
ARE CHILDREN.**

Please Pray

- 1 God will expand the ministry of *Child Evangelism Fellowship*® to reach 100 million children by 2032.
- 2 CEF® training will prepare more effective children's workers.
- 3 God will be exalted through our resources for direct, digital, and distribution ministries.
- 4 Sponsor-A-National™ program will increase to sustain more national workers.
- 5 More churches will partner with CEF and sponsor after-school Good News Clubs.
- 6 Children's lives will be changed through attending *Good News Club*® and other CEF ministries.



TOGETHER WE CAN SPAN THE GLOBE

Sponsor-A-National™ is Making an Eternal Difference for the Next Generation!

cefonline.com/spantheglobe

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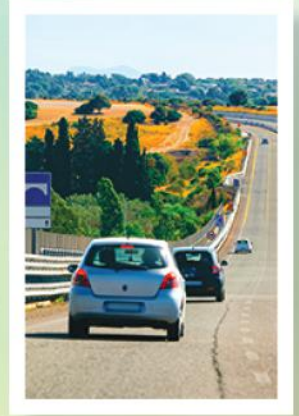
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GET THE NEXT GENERATION TO JESUS

"GO THROUGH, GO THROUGH THE GATES; PREPARE THE WAY FOR THE PEOPLE; BUILD UP, BUILD UP THE HIGHWAY; CLEAR IT OF STONES; LIFT UP A SIGNAL OVER THE PEOPLES."
ISAIAH 62:10

Since its founding, *Child Evangelism Fellowship* has been dedicated to reaching the next generation for Jesus. Children are the largest mission field in the world, making up 25 percent of the world's population. Our desire is to build a highway which will enable children from every corner of the globe access to the Gospel. It matters not their religious background, economic circumstances, or whether they are atheistic, agnostic, or antagonistic. Jesus made it clear: "So it is not the will of my Father who is in heaven that one of these little ones should perish" (Matthew 18:14). In this issue of our *Impact* Annual Report, you will learn how *CEF* is pursuing every possible means to get the Gospel to the next generation. We are dedicated to evangelizing, discipling, and establishing the next generation in the local church. We welcome you to join us in building the highway.

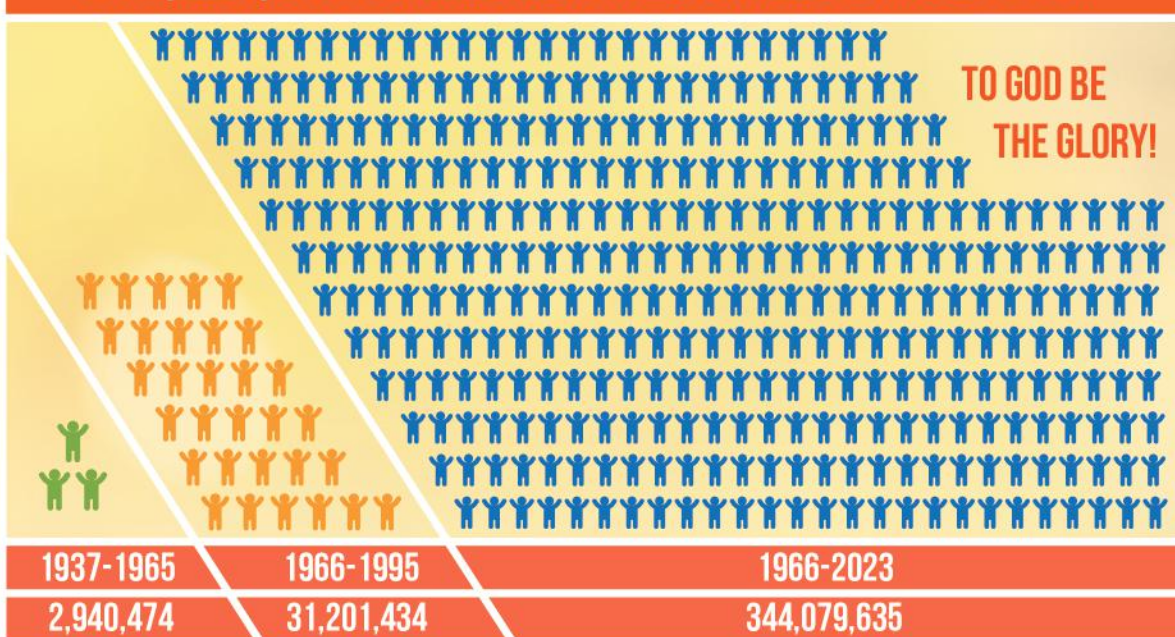


OUR HISTORY

The vision for *Child Evangelism Fellowship* began when our founder, Jesse Overholtzer, read a sermon by Charles Haddon Spurgeon. Spurgeon said, "A child of five, if properly instructed, can as readily believe and be regenerated as an adult." Those words gripped Mr. O's heart and mind because he did not believe children could be saved. Yet, his profound respect for Spurgeon led him to align his beliefs with the Bible and to found *CEF*, which has become the world's largest ministry to children.

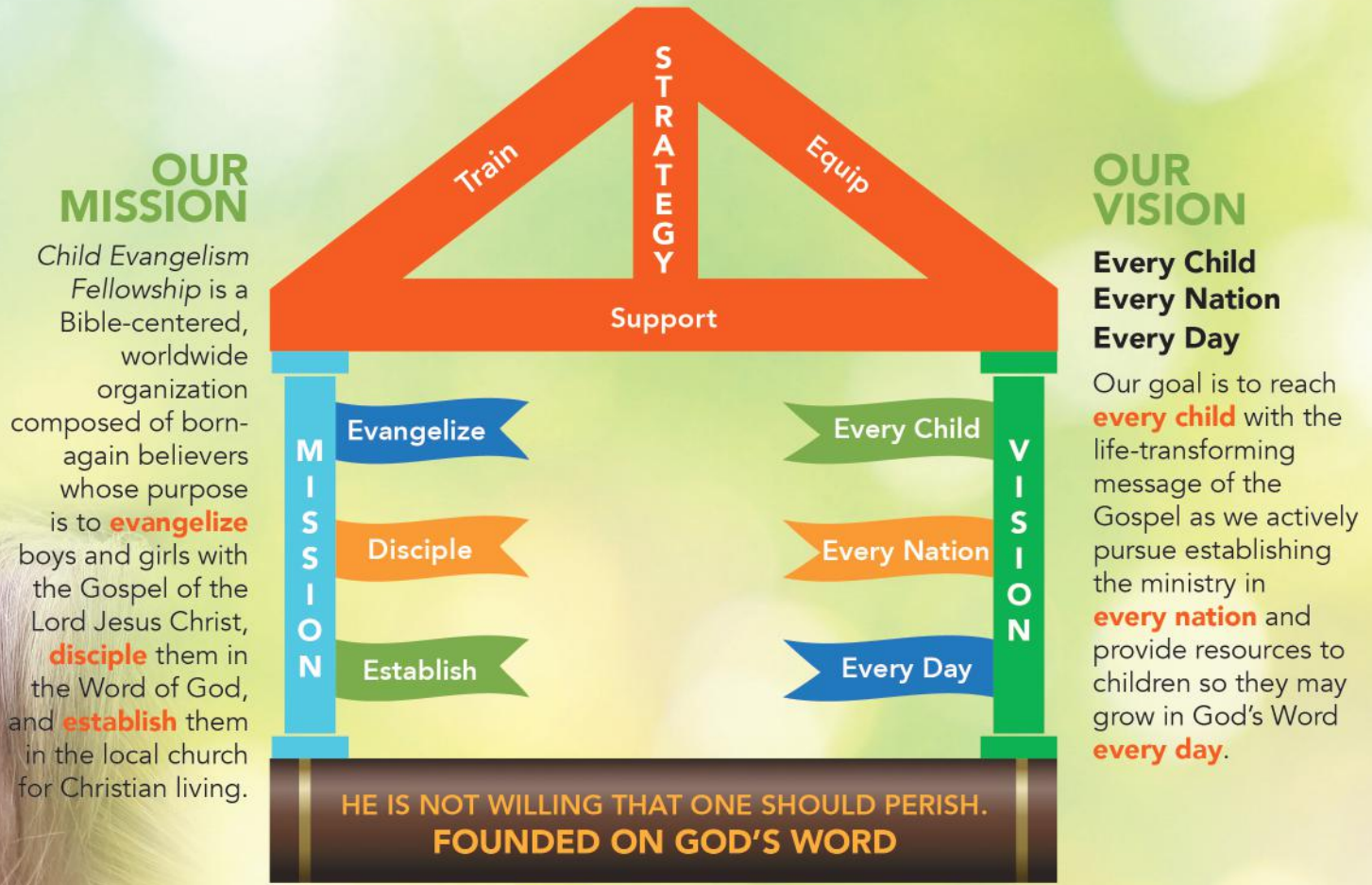
OUR MOMENTUM

378,221,543 CHILDREN REACHED SINCE 1937



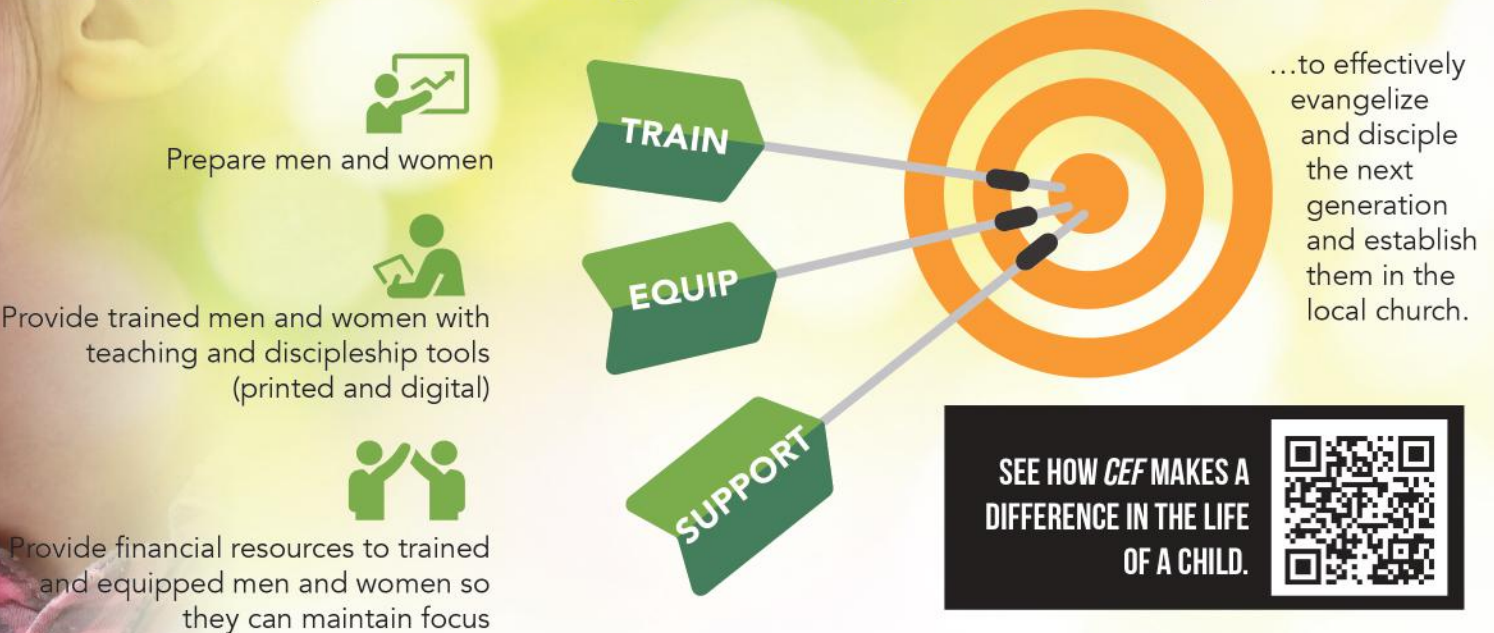
BIBLICALLY ANCHORED

OUR MISSION, VISION, AND STRATEGY ARE CLEAR



OUR STRATEGY TO REACH 100 MILLION ANNUALLY

God has given us a simple and effective strategy to reach the next generation with the Gospel.



THE FIRST STEP TRAINING

Since its founding, CEF has engaged in intentional and strategic training to reach its goals.

Training staff and volunteers is essential:

- Training ensures we maintain commitment to a clear, biblical presentation of the Gospel.
- Training guards against mission drift, and it produces teachers who are effective, confident, and marked by excellence.
- Training is key to exponential growth because it allows us to focus on multiplication rather than addition.

With increased responsibility, leaders receive additional training to lead effectively.

This 12-week diploma program prepares men and women to evangelize and disciple children, train others to evangelize and disciple, and effectively lead ministry. In 2024, 26 institutes are planned around the world.

MAKE A DIFFERENCE THROUGH TRAINING.



Teens attend a 1-2 week intensive training program to prepare them to teach 5-Day Clubs. God also uses it to call many into ministry with CEF as they catch the vision of reaching the next generation for Jesus.

Good News Club training provides instruction to support the nearly 85,000 weekly clubs that meet around the world. Every club provides teaching for both the unsaved and saved child. CEF also offers specialized courses designed to increase effectiveness of teachers.

Christmas Party Clubs are foundational in reaching 100 million children. Volunteers learn how to share the true meaning of Christmas with boys and girls around the globe through Christmas Party Clubs. Millions of children hear about Jesus and new Good News Clubs are launched by those who catch the vision of reaching the next generation.



5 NATIONAL DIRECTORS INSTITUTE AND STATE DIRECTORS INSTITUTE

4 CHILDREN'S MINISTRIES INSTITUTE®

3 CHRISTIAN YOUTH IN ACTION®

2 GOOD NEWS CLUB® TRAINING AND SUPER SEMINARS

1 CHRISTMAS PARTY CLUB™ TRAINING



CEF offers different types of training to prepare people for ministry and develop them as leaders. As more workers are trained, we will continue to move toward the goal of reaching 100 million children annually.

Will you join with us to train an army of evangelists all over the world?

"This course will certainly help to move (my) God's ministry forward. Within the next twelve months, I expect to recruit staff, have a fully functional board, and see thousands of children reached, disciplined, and established according to our purpose statement."
—NDI attendee from undisclosed nation



"My greatest joy is that God has given me the opportunity to attend the training and receive equipping that helps me as I continue to serve Him. The course also helped a lot in my spiritual life. The most difficult challenge was in raising finances for CMI®, but I was amazed how God provided during training. Indeed, God is faithful. I just have to obey."
—Joel Felicitas, graduate of CMI Mindanao Philippines



"We have conducted CYIA™ training every year since 2012. This program has produced leaders not only for CEF ministry but for churches and organizations. During our recent CEF Conference in South Sudan, a pastor shared that He knew many young people leading churches and Scripture Union who have been trained by CEF. Of the 18 workers in South Sudan, half came through *Christian Youth In Action*. This is a life-changing program for young people that must be embraced for the spread of the Gospel among children and for producing God-fearing and God-loving leaders in our country."
—South Sudan



"Prayerfully we plan to involve all the trained CPC volunteers in the ministry of CEF. We will offer them further training to become *Good News Club* teachers and eventually become fully involved in the ministry. This is an attainable strategy to enlarge the territory. More workers in the harvest field means more children brought into God's Kingdom."
—Middle East



"Last year we purposed to train 300 volunteers and reach 50,000 children through Christmas Party Clubs. Praise God that He expanded our vision, giving us more strength and resources to do more. By December 15, we had trained over 500 volunteers, equipping them with materials to share the Christmas message. We challenged every trained volunteer to conduct at least 3 clubs. Over 47,000 children heard a presentation of the Christmas message."
—South Sudan



DEVELOPING AND DEPLOYING TOOLS EQUIPPING

It would be hard to underestimate the importance of the right tools for doing a job. Engineers spend hours perfecting tools to make the job easier, accomplish it with greater efficiency, and produce excellence. In CEF, we are committed to developing and deploying the best tools to evangelize and disciple the next generation and establish them in the local church for growth. We are diligently building a highway that includes materials for direct ministry, digital ministry, and literature distribution ministry.

DIRECT MINISTRY



Direct ministry refers to being face-to-face with children in a club setting. Each year we provide thousands of Boxes of Books to equip teachers around the world with tools to evangelize and disciple the next generation. Flashcards, memory verse

visuals, missionary stories, and devotional books make up the vast majority of these materials. Great attention is given to make sure materials are biblically accurate, culturally relevant, and clearly share the Gospel with boys and girls. Materials are then translated to ensure we reach children around the world. Currently, CEF literature is translated into 100 languages for use around the globe.



DIGITAL MINISTRY

The digital highway continuously expands, and CEF is committed to using it as a means to reach millions with the Gospel. The U-Nite® platforms and other digital ministries impacted nearly two million children last year. Good News Clubs are broadcast into Muslim strongholds and North Korea. Children are disciplined on a daily basis as they visit one of the digital platforms.





DISTRIBUTION MINISTRY

Sometimes we distribute literature without a face-to-face presentation of the Gospel. For example, in Ukraine, over 4.5 million copies of *Do You Wonder Why?* were distributed. Distribution often takes place in the face of crises like war in Syria, the Israeli-Hamas conflict, earthquakes, tornadoes, hurricanes, and many other crises.

An example of rapid deployment came in the wake of recent unrest in Haiti. Within hours of the uprising beginning, CEF leaders convened to plan a way to get resources in place. We are now distributing *Do You Wonder Why?* and the *Gospel of John* in Haiti along with special Gospel bags that contain items for children.



"I want to read the Bible every day!" Elisa, an 8-year-old-girl, said when she received her *Every Day with God™* devotional booklet. That wasn't an empty promise—Elisa was so enthusiastic, that since then she's been spending time with God every day, reading His Word, and praying. It's amazing to see how powerful a booklet can be in the life of a child.

– Italy



Uniting Kids With The Gospel Through Technology

U-Nite TV® streams animated adventures that teach truths from the Bible, music videos to learn and memorize God's Word, and stories that teach the Gospel.

U-Nite Radio® offers short audio episodes of Good News Heroes and Good News Devos that teach children through engaging stories.

U-Nite Kids® provides adventures that teach truths from the Bible. Kids can complete daily devotions, earn achievements, memorize God's Word, and get answers to common biblical questions.

cefonline.com/unite



CONNECT THE CHILDREN
TO THE GOSPEL
THROUGH LITERATURE.



COMING ALONGSIDE HIGHWAY BUILDERS SUPPORTING

God has blessed CEF with hundreds of men and women who are called, gifted, and committed to reaching the next generation for Jesus. In some places these men and women can raise their full financial support. In many developing and closed countries, the only option is to support them from outside their country so they can serve full time. The Sponsor-A-National program comes alongside these men and women and provides financial resources. National missionaries are among the most effective missionaries because they know the language, understand the culture, are least impacted by political unrest in their countries, and are the most economical way to reach the next generation.

Over the last decade God has allowed us to support many more national missionaries through SPAN™. Recipients serve in 140 countries around the globe. This year 26 Children’s Ministries Institutes will produce many new workers, and we project that we will have 1,800 SPAN recipients by the end of 2024. This represents a 220% growth rate in the last decade. National workers are key to reaching 100 million children annually. Please pray with us that God will continue to raise up men and women to enter the harvest field.

SPAN RECIPENTS



♥
NATIONAL
WORKERS ARE KEY
TO REACHING 100
MILLION CHILDREN
ANNUALLY.

NOW YOU CAN ADOPT A NATIONAL WORKER THROUGH THE SPAN PROGRAM

With the growing need for national workers, we are launching a new program to allow individuals, churches, businesses, small groups, and families to adopt a Sponsor-A-National recipient. Visit cefonline.com/spantheglobe and read testimonies of available missionaries. Perhaps the Lord has burdened you for a certain part of the world or those reaching a specific people group. You will be able to see the role they play in reaching the next generation and the support needed. When you adopt a worker, you will receive regular newsletters to help you pray for and encourage the worker you adopted. **The average worker can be supported for \$300 per month or less. That’s just \$75 per week or \$15 per day.**





THAT CHILDREN WOULD NOT BE LOST IN THIS UPSIDE-DOWN WORLD

KAROLINA HORNJACEK, Serbia



My name is Karolina, and I grew up in a Christian home. At age 12 I realized I needed a Savior to free me from sin and decided to live for the Lord. Now as a mother of young children, God has placed on me a burden and responsibility for children, that they would be saved and not lost in this upside-down world.

One boy who came to *Good News Club* started testifying to his parents. He warned them about sin and that nothing sinful could be near God. His parents believed they would go to heaven if they did good deeds. The mother met me and asked if what her son said was true. It is wonderful how honest children are and that they want to share what they hear and receive. I am challenged to go to other

villages so as many children as possible can hear the Good News.

Please ask the Lord to give me courage and wisdom to organize clubs and events, share the message of the Gospel, distribute literature, and for God to use this to start new clubs in surrounding villages.



CHILDREN CAN BE REACHED AND SAVED

ALBENA KRUSEVA, Bulgaria



My name is Albena. I was 23 years old when I became a believer. The Christians surrounding me were humble and their behavior was different. As I read in Proverbs about a wise woman and other verses about wisdom, I realized my need for a Savior, repented

of my sins, and had a personal meeting with the Lord.

Since the beginning of my Christian life, God put in my heart a special love for children—a strong desire to take care of them and tell them about Jesus. I contacted *CEF*, was trained, and began using the materials at camps and in Sunday school. I felt God's call to evangelize children and be a full-time worker in children's ministry. After seeing how great *CEF* clubs worked, I wanted to continue with *CEF*. I was invited to attend the three-month *Children's Ministries Institute*. Upon graduation, I became an intern, desiring to serve full time with *CEF*.

My vision for ministry is to build a team of committed Christians who believe children in their area can be saved. Please pray for me as I meet with pastors and directors of organizations, introducing them to the ministry of *CEF*, with the hope of starting Good News Clubs or Party Clubs for children.



**SPAN SUPPORT
INCREASES MINISTRY.**



PRAISE GOD

FOR A FRUITFUL YEAR OF MINISTRY IN 2023



EUROPE

People Trained
 👥 70,329
 Good News Clubs
 😊 11,434
 Children Reached
 👤 1,681,744
 18% increase from 2022

NORTH AMERICA & CARIBBEAN

People Trained
 👥 27,146
 Good News Clubs
 😊 4,032
 Children Reached
 👤 815,380
 30% increase from 2022

MATTHEW 18:14 "SO IT IS NOT THE WILL OF HEAVEN THAT ONE OF THESE LITTLE ONES SHOULD PERISH."



LATIN AMERICA

People Trained
 👥 45,672
 Good News Clubs
 😊 12,678
 Children Reached
 👤 1,481,686
 6% increase from 2022



WEST & CENTRAL AFRICA

People Trained
 👥 41,586
 Good News Clubs
 😊 10,080
 Children Reached
 👤 3,002,187
 47% increase from 2022

CHILDREN IMPACTED EVERY...

DAY 80,125
 HOUR 3,339
 MINUTE 56

ASIA PACIFIC

People Trained

 78,819

Good News Clubs

 6,162

Children Reached

 2,031,783

60% increase
from 2022



MIDDLE EAST

People Trained

 206,895

Good News Clubs

 20,498

Children Reached

 6,816,466

46% increase
from 2022

EAST & CENTRAL AFRICA

People Trained

 77,977

Good News Clubs

 9,268

Children Reached

 6,186,906

16% increase
from 2022



SOUTHERN AFRICA & INDIAN OCEAN

People Trained

 28,588

Good News Clubs

 10,092

Children Reached

 3,191,452


9% increase
from 2022

WORLDWIDE TOTALS

DIRECT - CHILDREN REACHED

 25,207,604


DIGITAL

 1,703,380

DISTRIBUTION


 2,334,752

CHILDREN IMPACTED


 29,245,736

WORLDWIDE TOTALS

GOOD NEWS CLUBS

 84,244

NUMBER OF STAFF

 3,604

PEOPLE TRAINED

 577,012

OF MY FATHER WHO IS IN HEAVEN THAT ONE OF THESE LITTLE



USA MINISTRIES

Partnering with Churches across the Country to Impact Communities for Christ

I've never been to church.

JEFF NICHOLS

These five words, spoken by a third-grade boy in our *Good News Club* in Tennessee, hit me like a ton of bricks. This was Brent's* first year attending the club and, on this day, he had received Christ as his Savior. When I asked where he went to church, he replied with these five words, "I've never been to church." As I drove home that day, I couldn't get those words and the look on his face out of my head. God, and Brent, are why I do what I do today.

Across the USA, churches have "Brents" or "Baileys" all around them. *CEF* comes alongside churches who don't want to only sit back on Sunday, throw the doors open and say, "Come on in and let me tell you about Jesus." *CEF* helps churches GO! Go to where the children are who haven't heard about Jesus' love for them. Go to those families who aren't showing up at

church because no one has shown them the amazing love of God.

HOW CAN WE HELP CHURCHES DO THIS?

Everything we do should point to **TRAINING, EQUIPPING**, and **SUPPORTING** the church so they can **EVANGELIZE, DISCIPLE**, and **ESTABLISH** the boys and girls they are reaching.

USA Ministries exists to help states and local chapters give churches tools they need to reach the Brents and Baileys.

It's going to take all of us to reach all of them.

God has blessed me to be part of a team of people all over this country living out the words of Jesus which revealed the heart of God when He said, "Let the children come to me" (Luke 18:16).

*name changed



JEFF AND DEBBIE NICHOLS

Jeff started as acting vice president of USA Ministries on April 1. He served as Tennessee state director for the past four years. He had also served on the local committee of *CEF* of Metro Nashville before becoming state director.

USA MINISTRIES REJOICING IN STRONG GROWTH



USA Ministries has experienced unusual blessing over the last year. The growth statistics are amazing:

- The number of children attending *Good News Club* increased by 45%.
- The number of Party Clubs doubled and reached 224% more children.
- Children reached in face-to-face ministry grew 26%.
- Children watched over 1 million minutes of digital ministry.
- Professions of faith grew 63% to 51,217 (nearly 20,000 more this year).

We are grateful to Fred Pry for his leadership of USA Ministries over the last four years. He helped unify the ministry and navigate through the pandemic. Continuing his ministry with *CEF* at the International Headquarters, Fred serves as acting vice president of Administration.



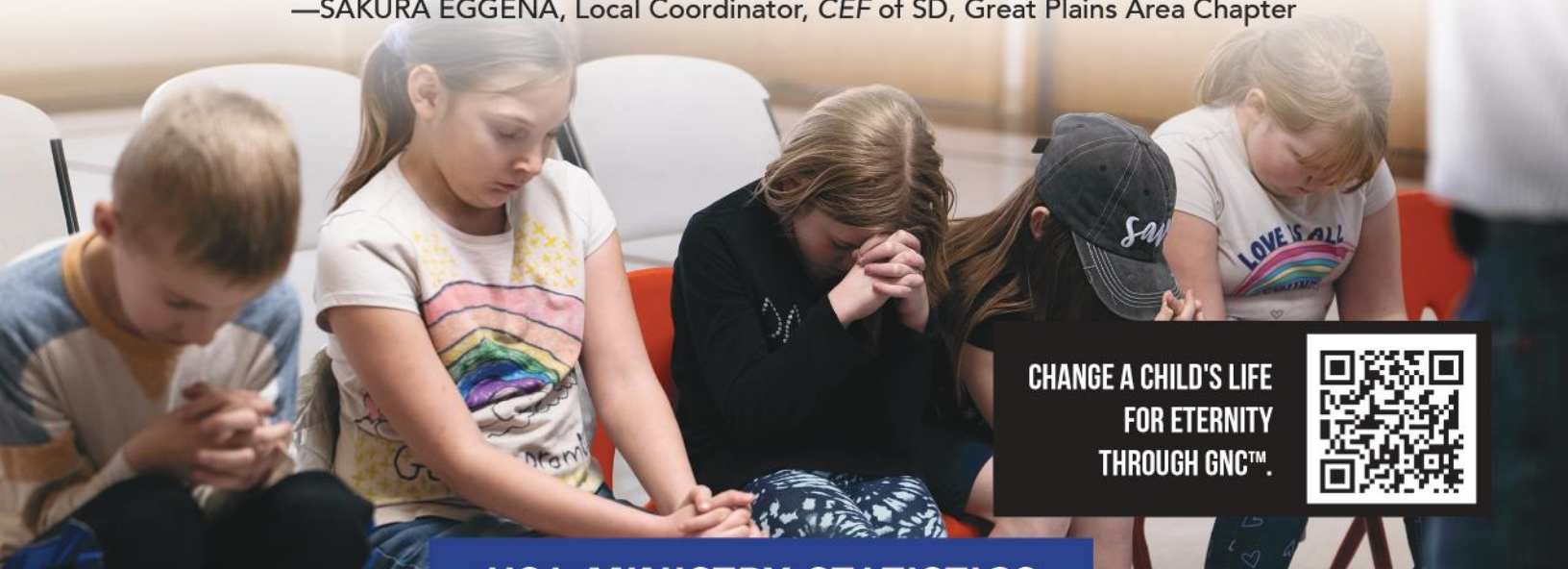
LOCAL DIRECTOR ASSISTANCE PROGRAM EXPANDED

Through a generous gift from ministry partners we have helped 56 chapters in 35 states hire staff. The program provides financial assistance for salary, education, and materials for use in ministry. We praise the Lord for funds to help fill an additional 30 positions. Please ask God to raise up men and women who are called to help churches impact their communities for Christ.



"I am so thankful for the Local Director Assistance Program and the support it gave to allow me to serve in this position. CEF has always been a big part of my life and salvation story, so it is a great joy to work full time in this ministry. Without the LDAP I don't think my state and chapter could have offered me this position and I couldn't have afforded training. Now I am fully trained and have begun fundraising and building personal connections to support the ministry. I am pleased we have connected with four new churches—all in communities that have never had a 5-Day Club® or haven't for years. Without the training and support, I wouldn't know where to start, but now I can see that the Great Plains Chapter is growing more and more."

—SAKURA EGGENA, Local Coordinator, CEF of SD, Great Plains Area Chapter



CHANGE A CHILD'S LIFE
FOR ETERNITY
THROUGH GNC™.



USA MINISTRY STATISTICS



4,294
Good News Clubs



3,422
5-Day Clubs



51,217
Professions
of Faith



822
Total Staff

DIRECT MINISTRY
DIGITAL MINISTRY
DISTRIBUTION MINISTRY

567,934 CHILDREN REACHED FACE-TO-FACE
847,000 MEDIA ACCESSED
115,322 DISTRIBUTED LITERATURE

TOTAL

1,530,266 CHILDREN IMPACTED

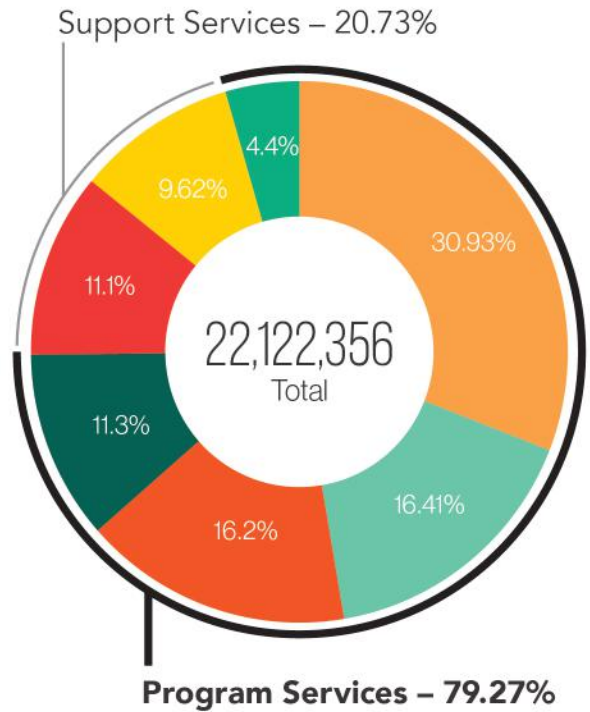
HEADQUARTERS FINANCIALS



Audited Distribution of Funds 2023

Audit performed by CliftonLarsenAllen LLP

- -
 -
 -
 -
- | | |
|---|---|
| <p>\$6,841,644
International Ministries</p> <p>\$3,583,869
Sponsor-A-National</p> <p>\$2,499,383
USA Ministries</p> <p>\$3,630,437
Literature</p> | <p>\$982,127
Training</p> <p>\$2,456,060
General & Administration</p> <p>\$2,128,836
Fundraising & Promotion</p> |
|---|---|



Child Evangelism Fellowship is a charter member of the Evangelical Council for Financial Accountability.

WHY WE SUPPORT CEF

RON AND LIBBY BLUE

Libby and I thank God for our long relationship with *Child Evangelism Fellowship*. Here are some reasons why we love to support this effective ministry:

- **CEF has impacted us personally.** In 1944, my dear wife trusted in Christ because of the faithful work of a veteran *Good News Club* teacher. *CEF* continues to reach millions of boys and girls every year.
- **CEF focuses on evangelism.**
- **CEF is biblically anchored.** This ministry and its materials are biblically sound, theologically accurate, and culturally appropriate. *CEF* publishes materials of superb quality that are carefully translated into a myriad of languages.
- **CEF reaches the most receptive people group.** Children are much more open to God's truth than any other age bracket. My own impromptu surveys have confirmed that about 80 percent of today's Christ-followers came to Christ before the age of 12.
- **CEF has global impact.** *CEF* ministers in more countries around the world than any other organization I know. They are active in 96% of the countries of the world!

- **CEF utilizes national workers.** In some countries national workers provide the only access. Furthermore, they know the language, understand the culture, and are often the most effective and economical way to reach the world for Christ.

- **CEF is grounded in prayer.** Ministries, events, and activities are undergirded with prayer. I am moved, as well, by the evident passion for prayer in the heart of President Jeremiah Cho.

- **CEF has quality staff.** Those serving at all levels in the *CEF* family are deeply committed to Christ. I have come to know many of these workers and have yet to meet one who is not of high character and fully dedicated to God's work.

- **CEF exercises responsible stewardship.** *CEF* is devoted to efficient utilization of resources. They sense the importance of the utmost return for investments made by God's people. They are neither excessively frugal nor extravagant.

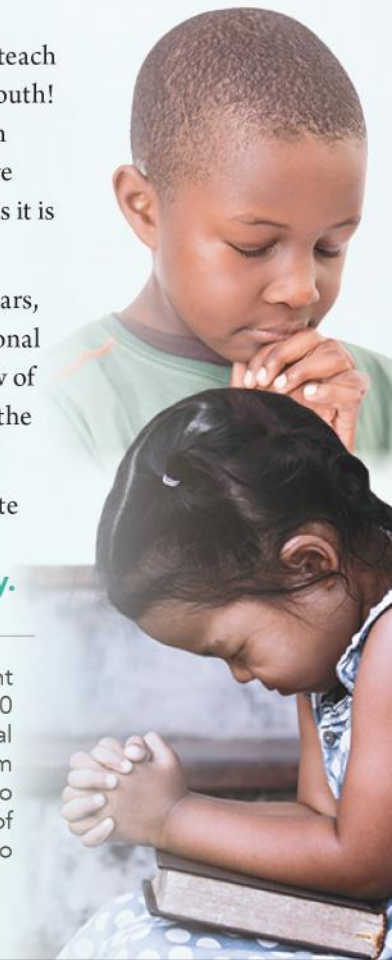
- **CEF trains teens.** *CEF* engages teens to teach children's classes—a brilliant way to impact youth! *CEF* ministers to them by ministering through them! They may not even realize their intensive training is for their personal growth as much as it is for the children they teach.

- **CEF is faithful and reliable.** For 87 years, this ministry has not moved from its foundational moorings. The basics I have listed in my review of the qualities I admire are firmly embedded in the DNA of *CEF* and remain strong.

Libby and I support and pray for *CEF*. We invite you to join in the amazing goal of reaching **Every Child, Every Nation, Every Day.**

Dr. J. Ronald Blue, former missionary and president of CAM International, has traveled to more than 50 countries. He helped launch the Dallas Theological Seminary's Spanish Doctor of Ministry program in conjunction with Seminario Teológico Centro Americano in Guatemala. He is the author of *Evangelism and Missions*. Dr. Blue is married to Libby and they have three children.

♥
CHILDREN ARE
MUCH MORE
OPEN TO GOD'S
TRUTH THAN
ANY OTHER AGE
BRACKET.





STEPS TO REACHING 100 MILLION

Currently, by God's grace, *Child Evangelism Fellowship* reaches a little over one percent of the world's two billion children. Our vision is to grow to reach 100 million children annually by 2032. This God-sized vision is possible as we work and pray together knowing "it is not the will of my Father who is in heaven that one of these little ones should perish" (Matthew 18:14). We are asking God to help us build a highway that will allow boys and girls from all over the world to hear and respond to the Gospel.



The graphic demonstrates how we can strive together to reach 100 million children annually.

Step 1—As Christmas Party Clubs continue to expand, they serve as a launch pad for gaining new volunteers and Good News Clubs.

Step 2—Training equips volunteers to serve effectively and gives them the skills to evangelize and disciple the next generation.

Step 3—Boxes of Books provide materials to equip a growing number of staff and volunteers.

Our founder, Jesse Overholtzer, prayed for an "army of evangelists that would one day encircle the globe." These first three steps recruit and train this army to reach the boys and girls.

Step 4—*Good News Club*, the flagship ministry of *CEF*, evangelizes and disciples boys and girls and establishes them in a local church. Increased church partnerships continue to strengthen this ministry.

Step 5—Children Reaching Children (CRC), Youth Challenge (YC), and *Christian Youth in Action* (CYIA) engage those we reach to reach more. Children and teens receive training to be on mission wherever God puts them.

From the army of volunteers, we recruit those God calls to be staff. We pursue this goal for one reason: to glorify God and live in light of His desire that "not one of these little ones should perish."

ETERNALLY GRATEFUL

PHIL TUTTLE, President and CEO of Walk Thru the Bible



**MY LIFE WAS
CHANGED FOR
ALL OF ETERNITY
BECAUSE OF A
SIMPLE GOOD
NEWS CLUB.**

My own spiritual pilgrimage began more than 50 years ago through *Child Evangelism Fellowship*. I grew up in Normal, Illinois. One day on the bus ride home from school, a buddy of mine, Johnny, says, “Hey, why don’t you get off at my stop tonight? There’s this club and it’s really great and I want you to come to it with me.”

When I asked what kind of club it was, he replied, “It’s a Bible club.”

That was a losing proposition to me. Our family went to church. My mom was interested in spiritual things but my dad was not. As a ten-year-old, I didn’t know if I believed any of it, but it sure was not working for my parents.

But Johnny spoke one of my love languages to this day: “They serve Kool-Aid and cookies!”

So I went to club, and I was not expecting what happened that day. First of all, I was not bored. Miss Jenny, the lady leading the *Good News Club*, was so creative as a Bible teacher. She used flannelgraph, and it was beautiful. And then she took this book with no words, just different colored pages, and simply explained the Gospel. Though we went to church, it was something I never heard clearly before.

I understood when she talked about us all sinning—that described me. Right about that time, I had stolen candy that was an

anniversary present from my dad to my mom. And I hid my tracks—I fed the leftover pieces to my dog so my dog got the spanking I deserved. I was carrying that guilt around.

Children know right from wrong, and that’s why there’s an openness to the Gospel at that age—that 4-14 window when their hearts are open. But it gets harder to reach them by the year.

That day, I asked Jesus to forgive my sins, believing that He died in my place and was sent by His Heavenly Father. That’s now over 50 years ago. I understand it better today, but there’s no doubt in my mind, that was the day I moved from death to life, from hell to heaven.

CEF still carries out simple, powerful Bible teaching like that. And it’s not just about conversion. It’s about setting that child on the road to lifetime discipleship. Sometimes we share with kids and they pray a prayer, but they need discipleship. *CEF* provides that too.

I’m an alum of *CEF*. My life was changed for all of eternity because of a simple *Good News Club*. And quite frankly, there’s no possible way I’d be doing what I’m doing today—leading the global ministry of Walk Thru the Bible—without those roots in *CEF*. So I commend this ministry to you and I can’t endorse it more strongly than to say, I’m eternally grateful for *CEF*.



“One of the great needs we have as pastors is to think beyond where we are and beyond our resources. There are ministries like *CEF* that can come alongside us and help leverage what needs to be done. Our children’s ministries don’t need to only be inside the walls of the church; there needs to be a vision for outside the church. One of the things I love about *Child Evangelism Fellowship* is not only are they friends to the local church, but they exist to help leverage their influence and expertise. It’s exciting to see what they’re doing. They have experience and resources that can go into schools and communities where we don’t go. As pastors, we need to sit down with *CEF* workers and ask, ‘How can you help us craft a ministry model that not only feeds our own kids but gives them a vision for how they can make an impact in the world?’ I think that’s a high priority.”

—DR. CRAWFORD LORITTS

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