

Reaching the next generation one child at a time

# IMPACT

Summer  
2018



*Every Child.  
Every Nation.  
Every Day.*

## ANNUAL REPORT

2017 Ministry Statistics p.7



A publication of *Child Evangelism Fellowship®*

EVERY CHILD  
EVERY NATION  
EVERY DAY





# FROM THE PRESIDENT

## Marking the Miracles and the Milestones in Ministry

We read in the Bible in the book of Joshua that the children of Israel often set up monuments to cause them to remember God's power, provision, and pardon. Joshua 4:24 tells us that the purpose of the monuments is to ensure that "all the people of the earth know the Lord is mighty." In CEF® we don't erect literal monuments of stone, but we do want to make sure we celebrate and remember God's power as it is demonstrated in this ministry each day.

Eleven years ago our eight regional directors met at the International Headquarters in Warrenton, Missouri and prayerfully set goals to launch ministry in every nation on Earth. That was a God-sized goal and if it was to be accomplished it would only be done by the power of God. At that time, to meet the goal would require opening of 63 nations, many of which were among the most difficult places in the entire world to establish ministry.

In CEF, establishing ministry in a country means far more than handing out literature. We declare a nation open when three criteria are in place: 1) a board to oversee the work; 2) staff or volunteers trained by CEF to reach children; 3) daily ministry to children.

Over the last several years we have witnessed God do the miraculous! On average a new nation has opened for ministry every 58 days. One by one nations have been opening, but North Korea is one that yet remains closed. And if you follow world news,

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you know the Lord seems to be doing something miraculous in changing the direction of North Korea.

Two years ago, we began challenging children and adults to pray that the children in North Korea would be able to have a *Good News Club*® like children in other countries. We believe the day will soon come when that prayer is answered and the doors of North Korea will be open to the Gospel. That will certainly be a milestone in ministry.

In recent years we have not only seen countries opening at a record pace, we have seen phenomenal growth in the number of children reached. In 2007 we shared the Gospel with just over 8 million children. In 2017 that number grew to nearly 22.9 million children. That's an increase of 284 percent. The number of people who received CEF training has also grown dramatically. In 2007 God gave us the privilege to train over 259,000 believers to effectively share the Gospel. Since then we have trained over 3.1 million Christ-followers in effective evangelism and discipleship methods.

Our founder, Mr. Overholtzer, prayed for "an army of evangelists" that would one day encircle the globe sharing the Good News of Jesus, and those prayers are being fulfilled before our eyes. Also, it may surprise you to learn that only one-third of those trained are volunteers or staff in CEF ministry. The others serve with other organizations, including their local churches.

If the Lord tarries, we intend to share the Good News with millions more, but for now we want to mark the miracles and milestones in ministry so all will know "the Lord is mighty."

Yours for all the children,

Reese Kauffman

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# PLEASE *Pray*

- 1 Boys and girls in North Korea will be able to attend *Good News Club* and hear the Good News of Jesus.
- 2 Saved children worldwide will spend meaningful time with God every day, learning to be obedient disciples.
- 3 More teachers will start more Good News Clubs around the world and in more schools.
- 4 The building of a training center in India will go smoothly.
- 5 As literature is sent it will get across borders, through customs, and to the teachers and children.
- 6 Training programs will continue to spread to other regions.



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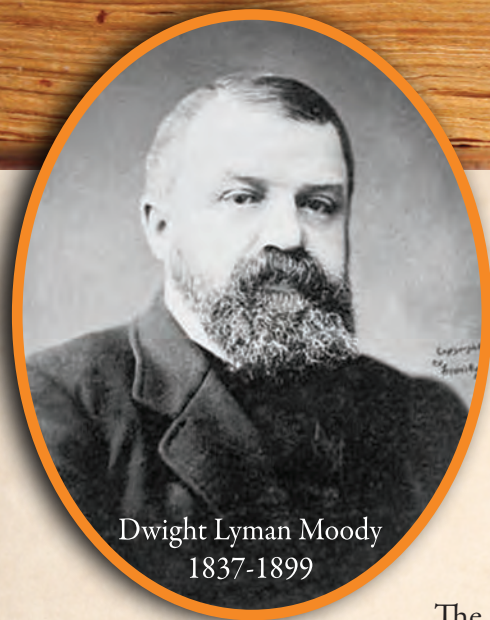
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# A Little Boy Converts His Mother

by D.L. Moody



I remember, when on the North Side, I tried to reach a family time and again and failed. One night in the meeting, I noticed one of the little boys of that family. He hadn't come for any good, however; he was sticking pins in the backs of the other boys.

I thought if I could get hold of him it would do good. I used always to go to the door and shake hands with the boys, and when I got to the door and saw this little boy coming out, I shook hands with him, and patted him on the head, and said I was glad to see him, and hoped he would come again. He hung his head and went away.

The next night, however, he came back, and he behaved better than he did the previous night. He came two or three after, and then asked us to pray for him that he might become a Christian. That was a happy night for me. He became a Christian, and a good one.

One night I saw him weeping. I wondered if his old temper had got hold of him again, and when he got up I wondered what he was going to say. "I wish you would pray for my mother," he said. When the meeting was over I went to him, and asked, "Have you ever spoken to your mother, or tried to pray with her?" "Well, you know, Mr. Moody," he replied, "I never had an opportunity; she don't believe, and won't hear me." "Now," I said, "I want you to talk to your mother tonight." For years I had been trying to reach her and couldn't do it. So I urged him to talk to her that night, and I said, "I will pray for you both."

When he got to the sitting-room he found some people there, and he sat waiting for an opportunity, when his mother said it was time for him to go to bed. He went to the door undecided. He took a step, stopped, and turned around, and hesitated for a minute, then ran to his mother and threw his arms around her neck, and buried his face in her bosom. "What is the matter?" she asked; she thought he was sick. Between his sobs he told his mother how for five weeks he had wanted to be a Christian; how he had stopped swearing; how he was trying to be obedient to her, and how happy he would be if she would be a Christian, and then went off to bed. She sat for a few minutes, but couldn't stand it, and went up to his room. When she got to the door she heard him weeping, and praying, "O God, convert my dear mother." She came down again, but couldn't sleep that night.

**"Mr. Moody," she said,  
"I want to become a  
Christian."**

Next day she told the boy to go and ask Mr. Moody to come over and see her. He called at my place of business (I was in business then), and I went over as quiet as I could. I found her sitting in a rocking-chair weeping. "Mr. Moody," she said, "I want to become a Christian." "What has brought that change over you? I thought you didn't believe in it." Then she told me how her boy had come to her, and how she hadn't slept any all night, and how her sin rose up before her like a dark mountain. The next Sunday that boy came and led that mother into the Sabbath-school, and she became a Christian worker.

**O little children, if you find Christ, tell it to your fathers and mothers.  
Throw your arms around their necks and lead them to Jesus.**



## WHY CHILDREN?

A Strong Foundation—A Sure Future





# OUR MISSION

**Child Evangelism Fellowship®** is a Bible-centered, worldwide organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.



**EVANGELIZE.  
DISCIPLE.  
ESTABLISH.**

**E**nvision a world in which every child in every nation could hear about Jesus. That's the world we dream about, discuss, and desire every day. In 1937 our founder, Jesse Overholtzer, would sit at his desk with his finger on a portion of the globe, praying for the children of that nation. He prayed that someday “an army of evangelists would encircle the globe” telling boys and girls about Jesus. Last year, that army reached nearly 22.9 million children with the

Good News of Jesus. God has opened almost every nation to the work of CEF, but there are still millions of boys and girls who need to hear about Jesus. As we continue to evangelize and disciple boys and girls and establish them in the local church, our goal is to reach higher and higher percentages of the population of each country. In Kenya, for example, there are 19 million children in the 4-14 window—the ages in which people are most likely to come to Christ. In the last year CEF missionaries had opportunity to share the Gospel with over 9 percent of the Kenyan children. Our goal is to train more workers, provide them with excellent materials, and establish more Good News Clubs so that we may reach Every Child, Every Nation, Every Day.





### BIBLICAL, INTENTIONAL, AND FOCUSED – THE CEF® STRATEGY

Psalm 78 has great significance to the work of CEF. Verses 6 and 7 speak to the purpose of our ministry: “That the next generation might know them, the children yet unborn, and arise and tell them to their children, so that they should set their hope in God and not forget the works of God, but keep His commandments.” The focus of CEF is upon the next generation. The ministry is intentional to share the Good News of Jesus Christ with children while they are most open to the Gospel.

Matthew 28:19 makes clear the scope of the mission: “Go therefore and make disciples of all nations.” Only by the grace of God will we meet the challenge before us to reach the next generation in every nation. But we believe God has given us a strategy that is biblical, intentional, and focused. Read below to understand this strategy and how it moves us toward ensuring that the next generation might know.



**Training** | Training prepares men and women to effectively evangelize and disciple the generation to come. Each year hundreds of thousands of students are trained to effectively evangelize and disciple the next generation.



**Equipping** | Equipping produces materials for trained men and women to effectively evangelize and disciple the generation to come. Each year millions of pieces of literature are distributed around the globe to put the best teaching and discipleship materials into the hands of our missionaries.



**Supporting** | Supporting provides the resources for trained and equipped men and women to focus on effectively evangelizing and discipling the generation to come. Each year nearly 900 *Sponsor-A-National*™ recipients in 130 countries receive much-needed support.

#### God's Blessing

**CHILDREN REACHED: 2008 = 9,326,275 • 2011 = 12,136,564 • 2014 = 19,914,335**

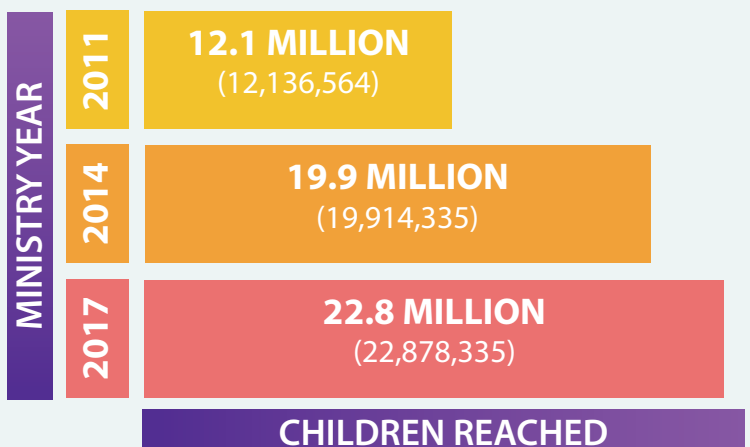
# 22,878,335

The number of children who were reached in 2017 with a face-to-face presentation of the Gospel. This number does not include other CEF ministries such as literature distribution.

62,637  
Every Day

2,610  
Every Hour

43  
Every Minute





# WORLD

2011 TOTAL STAFF = 2,829 • 2014 TOTAL STAFF = 2,951

2017 TOTAL STAFF = 3,569



NATIONALS = 96%

2011 GNC = 42,312 • 2014 GNC = 69,556

2017 GOOD NEWS CLUBS = 75,453

2011 TRAINED = 268,893 • 2014 TRAINED = 342,441

2017 PEOPLE TRAINED = 363,579

OVER 6 MILLION

pieces of literature distributed in 2017

3,738,656

Written Gospel presentations\*1  
(*Meet the King!*, *The Wonder Book*, tracts)

1,625,288

Daily devotional booklets and  
*Truth Chasers Club*® lessons

813,916

Teaching Tools (flashcards,  
manuals and other teaching  
resources)



## GOOD NEWS IS IN THE AIR IN NORTH KOREA!

During International Conference in May 2017 wristbands were handed out to encourage children and adults to pray for the children in North Korea—that they would be able to have a *Good News Club* just like children in other countries. At that time we knew the only hope for opening North Korea was for God to work in the hearts of leaders to bring about radical change. Although as of this writing we have not seen the doors of North Korea swing open to the Gospel, we have seen incredible movement. The news is filled with stories related to the cessation of conflict, the restoration of peace, and the meetings of world leaders. God is on the move and we believe the doors will open in God's perfect timing.

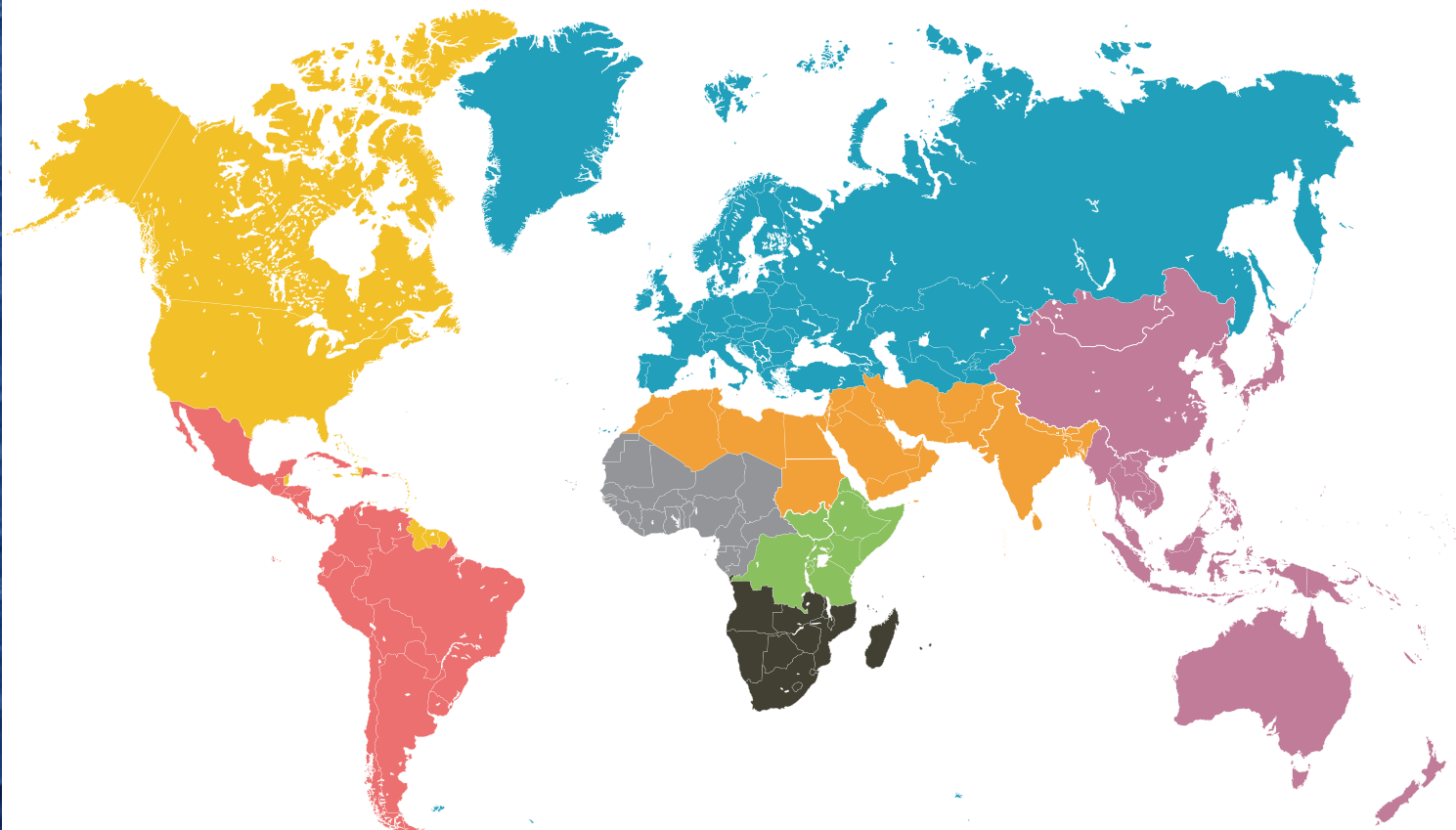
In the meantime, rejoice that Good News is in the air in North Korea—literally. During the months when prevailing winds allow, *CEF* missionaries in South Korea release Gospel balloons which land in North Korea. That's right; a balloon about the size of a bed pillow carries the message of the Gospel into North Korea. For now we wait and pray, and trust that very soon the doors will open wide.

When they do, *CEF* chapters in South Korea stand ready to send missionaries and materials so that the generation to come in North Korea might know!





## REGIONAL STATISTICS



Region of the World	National Missionaries	People Trained	Good News Clubs	Children Reached
Europe	586	58,731	5,680	809,992
East & Central Africa	172	41,941	8,364	5,624,107
North America/Caribbean	1,131	43,004	7,055	936,665
Latin America	240	44,682	12,948	2,822,492
Middle East	278	47,536	10,479	6,163,393
Asia Pacific	613	82,028	16,516	2,708,634
West & Central Africa	226	37,041	7,645	1,896,335
Southern Africa/Indian Ocean	169	8,616	6,766	1,916,717
<b>Cross-Cultural Missionaries</b>	<b>154</b>			
<b>Total</b>	<b>3,569</b>	<b>363,579</b>	<b>75,453</b>	<b>22,878,335</b>

### Additional Facts and Clarification

\*1—CEF does not include literature distribution in their total number of children reached with the Gospel. This means that the 3,738,656 written Gospel presentations are not included with the 22,878,335 children reached with a personal presentation of the Gospel in 2017.



# USA MINISTRY STATISTICS

878  
TOTAL STAFF

645,740  
TOTAL CHILDREN REACHED

80,658  
PROFESSIONS OF FAITH

6,225  
GOOD NEWS CLUBS

5,160  
5-DAY CLUBS

"I thank you  
that you have  
answered me and  
have become  
my salvation."  
*Psalm 118:21*



## VIRGIN ISLANDS

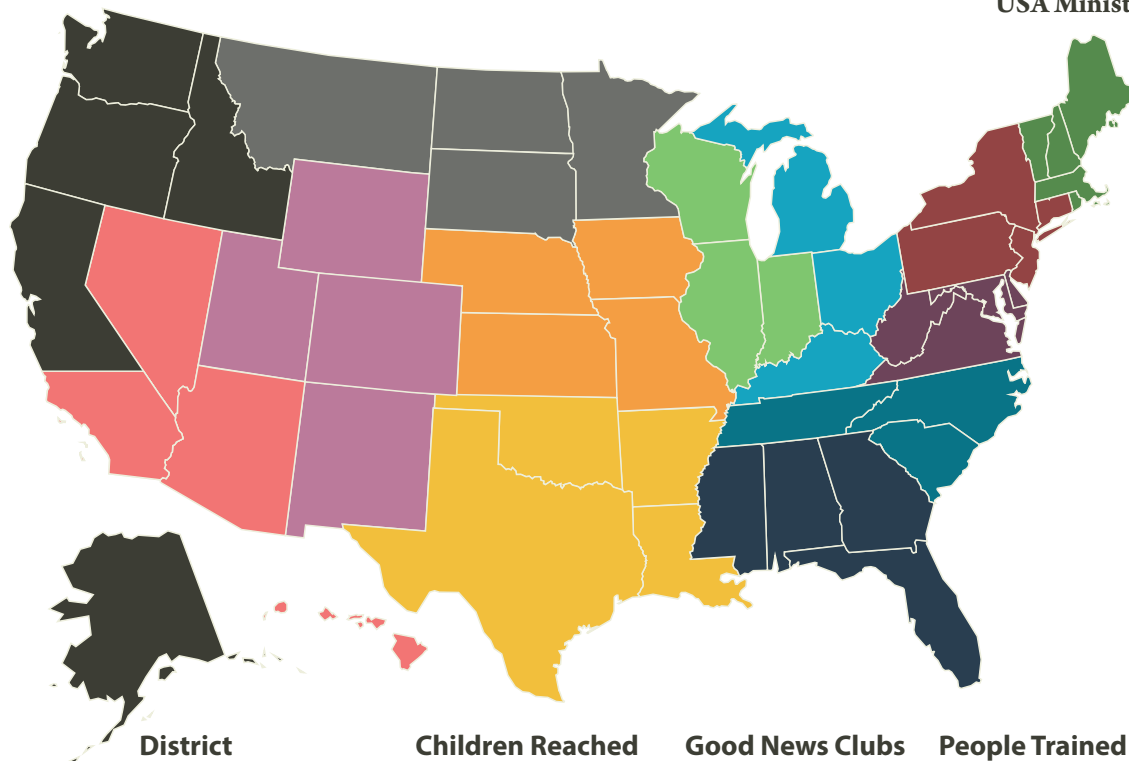
A *Good News Club* volunteer who teaches at a private school on the U.S. Virgin Islands overheard a conversation between a girl and other students on the school playground. The little girl was talking about who God is, where God lives, that God loves you, what is sin, etc. The teacher asked where she learned those truths. "At *Good News Club*," she answered. The teacher told us the school principal is an atheist and does not allow the adults to speak about God. But God led CEF to start a GNC™ in that neighborhood, knowing this little girl would trust Jesus as her Savior and be a witness for Him in her school.



# DISTRICT STATISTICS

LOOK WHAT GOD DID!

USA Ministry Statistics



District	Children Reached	Good News Clubs	People Trained
Northwest	66,926	753	2,870
North Central	17,612	112	613
Mountain	7,424	104	308
Southwest	90,997	823	5,367
Mid-America	21,341	279	2,064
South Central	127,869	549	4,626
West Great Lakes	30,346	376	1,807
East Great Lakes	51,976	462	1,753
Smoky Mountain	79,480	824	6,983
Northeast	14,562	114	672
Upper Atlantic	50,673	786	4,565
Mid-Atlantic	25,412	417	2,584
Southeast	49,737	626	3,455
National Ministries Operated by Headquarters	11,385		
<b>Total</b>	<b>645,740</b>	<b>6,225</b>	<b>37,667</b>

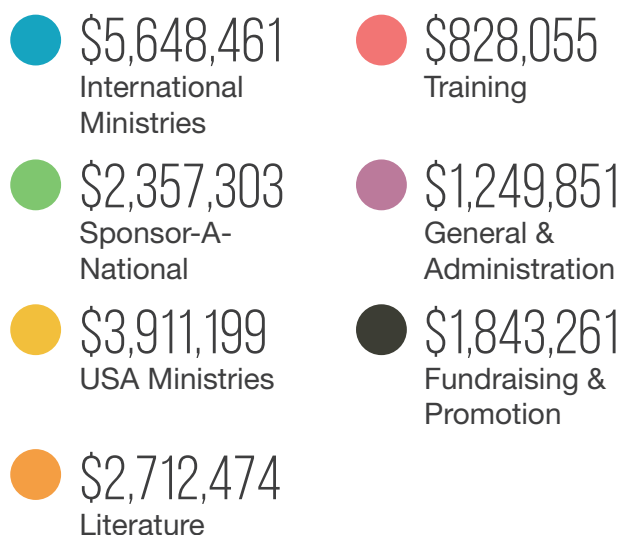
WHO WILL  
ANSWER THEIR  
QUESTIONS?  
BY  
NATHAN  
HAMILTON

"Why do some people never hear about Jesus?" That's what Anthony wanted to know. The kids at *Good News Club* had cheered when I announced, "We're having a party today!" But a large group of them, including Anthony, chose to skip the party and sit in the back of the room to ask me questions. For more than an hour—while a (loud) party was happening less than 20 feet away—these kids peppered me with questions and listened intently with their eyes fixed on my Bible as I did my best to answer each one from God's Word. But Anthony's question really stuck out to me because it reminds me that so many children don't have someone in their home, their school, or even their entire community to answer their questions about God. I'm very thankful that God has given us many opportunities through *Good News Club* to help children find answers.

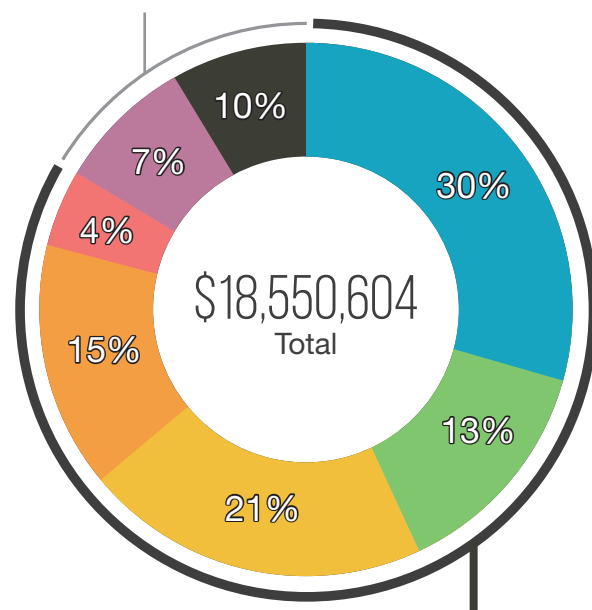


# HEADQUARTERS FINANCIALS

## Audited Distribution of Funds—2017



Support Services—17%



**Program Services – 83%**

Audit performed by CliftonLarsenAllen LLP



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



# WHY WE SUPPORT



Stories from our ministry partners

## How Can We Not?—By Ron and Joyce Swanson



Fifty years ago we arrived as newlyweds in Cedar Rapids, Iowa where Ron started a career as an avionics design engineer. That was when we had our first *CEF* encounter—when our church held

up to twenty 5-Day Clubs each summer throughout the city.

Subsequent *CEF* encounters occurred over many years as we and our four children visited Joyce's parents' farm in North Dakota. We got to know Morris and Linda Erickson, who served with *CEF* as a local director, then North Dakota state director, then district director. Each visit he would tell us about their ministry and the changed lives of children through clubs, fair ministry, summer *Camp Good News*,® and "Christmas Parties for Jesus." However, at the time we felt "too busy" to get involved in *CEF*.

In July 2004 a tragic accident took the life of the Ericksons' infant grandson, Micah. At the funeral we decided to volunteer for a week at the *CEF* International Headquarters in loving memory of Micah. His dad, Todd Erickson, was serving as a local director in North Dakota at this time.

At International Headquarters we spent daytime hours checking children's correspondence Bible lessons. Since it was the week for the annual USA State Directors meetings, we attended their evening sessions. We heard Reese Kauffman speak for the first time and were impressed with his commitment to prayer, vision for *CEF*, and love for the children. As we met state leaders, it was obvious that this culture was replicated in them also.

In 2005 we moved to the Kansas City area. Although there was an established *CEF* chapter, the believers we met were

unaware of the ministry and the 2001 Supreme Court decision giving us the opportunity to reach children in our public schools. We decided to get involved by talking about *CEF* with nearly everyone we knew, making presentations at churches, organizing and serving in *Good News Club*, volunteering at Headquarters, and inviting others to go with us.

We've also attended Presidential Briefings and two International Conferences, where we have met many national missionaries from various countries. God has continually opened our eyes and touched our hearts as it has become apparent that this organization with the vision to reach Every Child, Every Nation, Every Day is for real! The commission given by Jesus to "go to all nations" is happening.

### SO, WHY DO WE SUPPORT *CEF*?

How can we not support *CEF* with our time, treasure, and prayers after seeing firsthand the value of its goal of evangelizing and discipling the world's children in God's Word?

How can we not support *CEF* after getting to know the organization and its people from many directions? *CEF* is solid and prudently run, has an excellent well-defined plan, and is focused on executing it. We have also been impressed with their innovative methods such as *Sponsor-A-National*, Boxes of Books, and providing standardized teacher training worldwide.

How can we not support *CEF* missionaries, who in many cases have left well-paying jobs and may be putting their lives at risk for the sake of the children?

How can we not financially support this ministry when children (who have no finances to contribute) are the most fruitful mission field in the world?

How can we not invest in something that lasts for eternity with eternal rewards?





# IMPRESSED TO INVEST

By Walt and Anne Waldie

**W**e were a widow and widower when we married in 2005. I had known of *Good News Club* but had not been a supporter of the ministry. Anne had been supporting *CEF* for a number of years, having been introduced to the ministry through her good friend, Vickie Kraft. She had also been to the Headquarters in Warrenton, Missouri, where she observed firsthand what *CEF* was doing locally and throughout the world.

*“We know of few ministries that have the vision and results of CEF.”*

Shortly after we married, we went to our first Presidential Briefing and were impressed with the leadership, vision, and results of the ministry worldwide.

When we heard the statistics that 80 to 85 percent of believing Christians come to faith in Christ prior

to their 14th birthday, it caused us to think—most ministries are ministering to the 15 to 20 percent of those coming to faith as adults, but this ministry focuses on the 80 to 85 percent.

We also were impressed with the materials *CEF* has developed for not only evangelizing children, but also the materials for discipling these new believers in Christ for growth in their faith. Their biblically sound materials engage boys and girls of all ages.

After supporting the ministry for many years, we felt the Lord would have us do more, so we joined the *CEF* local committee in Dallas.

*CEF* is one of the main ministries looking to fulfill the Lord's command in Matthew 28. They have a proven strategy to expand the ministry throughout the world and to reach 100 million children per year with the Gospel of Christ.

We know of few ministries that have the vision and results of *CEF*.

***“Go therefore and make disciples of all nations...” Matthew 28:19***



# FROM OUR FRIENDS



**Robert Morgan**

"I began learning to memorize and meditate on Bible verses at a Bible club when I was a child in elementary school. And now at age 65 I'm still committed to the habits I learned in those early days. They laid a foundation for my life. I believe in the ministry of *Child Evangelism Fellowship* because I know from experience that people develop their values, attitudes, and habits early in life. And if we are taught about Jesus when we're young, we are much more likely to make wise decisions, avoid hurtful heart ache, and live productive lives when we are teenagers, young adults, and all the way through life's journey. ***Child Evangelism Fellowship is reaching millions of boys and girls with the message that they may sadly hear nowhere else—that Jesus Christ loves them and has a wonderful plan for their lives.*** Join me in supporting this great work that is reaching the greatest demographic on Earth, our children and the children of the nations of our world."

*Robert Morgan is an author, teaching pastor of Donelson Fellowship in Nashville, Tennessee, writer for Dr. David Jeremiah and Turning Points Magazine as well as other Christian periodicals.*

"For a number of years I've been amazed at the global reach of *Child Evangelism Fellowship*. About three years ago, I was in the basement of a church in Ukraine and I saw literature and materials that had come from *Child Evangelism Fellowship*. And almost wherever I go all over the world it's remarkable that in many of those countries CEF has workers to reach children with the Gospel. **There's something special about the way in which CEF is able to take the Gospel, put it into the language of the people, train local workers, and then send them forth to reach children in their own country.** For that reason I think CEF is on the cutting edge of Gospel presentations for children. It's wonderful that children of early age, no matter what language they speak, can hear the Good News of Jesus. CEF is doing a great work both locally and globally trying to reach children for Jesus. I am grateful they are a part of a strategic network of people and ministries trying to accomplish that mission of reaching the world."

*Mark Vroegop is the lead pastor of College Park Church in Indianapolis, Indiana.*



**Mark Vroegop**



**Joni Eareckson Tada**

"I am fully supportive of *Child Evangelism Fellowship* and its long standing commitment to give the Gospel of Christ to boys and girls, whether they live here in the U.S. or across the globe. My own nephew Tyler when he was little was a member of the *Good News Club* and to this day as a college grad and a fire fighter he is still walking with the Lord Jesus. **Life transformations like that one happen all the time at *Child Evangelism Fellowship*** and I encourage you to get involved through volunteering and praying, because we all know that if people don't pray, nothing of eternal value will be accomplished. And finally, you can give and give generously to the fine work of CEF."

*Joni Eareckson Tada is an author, mouth-painter, singer, radio host, and founder and Chief Executive Officer of Joni and Friends, an organization "accelerating Christian ministry in the disability community." A diving accident in 1967 left Joni a quadriplegic in a wheelchair.*





Since 1937

**CEF**  
CHILD EVANGELISM  
FELLOWSHIP®  
*Reaching children worldwide™*

Child Evangelism Fellowship  
PO Box 348  
Warrenton MO 63383

WE'VE GOT TO DO  
**MORE**  
FOR THESE  
CHILDREN

**EVERY DAY**  
Initiative

The purpose of the CEF Every Day Initiative is that saved children worldwide will spend meaningful time with God every day, learning to be obedient disciples.



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



**CEF**  
CHILD EVANGELISM  
FELLOWSHIP®  
*Since 1937 Reaching children worldwide™*



**SEEING IMPACT  
FOR THE FIRST  
TIME?**

Get your FREE subscription at  
[cefonline.com/subscribe](http://cefonline.com/subscribe).



**HAVE A  
STORY?**

Has God used *Child Evangelism Fellowship* in your life? Send your story to [stories@cefonline.com](mailto:stories@cefonline.com) or CEF/Impact, PO Box 348, Warrenton MO 63383.

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