

Reaching the next generation one child at a time

IMPACT

Summer
2021



ANNUAL REPORT



A publication of Child Evangelism Fellowship®

EVERY CHILD
EVERY NATION
EVERY DAY

FROM THE PRESIDENT

REDEEMING THE TIME BECAUSE THE DAYS ARE EVIL

Twice Scripture speaks of “redeeming the time.” In Ephesians 5:15-16 Paul says, “Look carefully then how you walk, not as unwise but as wise, making the best use of the time, because the days are evil.” Colossians 4:5 shares this same truth, “Walk in wisdom toward outsiders, making the best use of the time.” Our culture is racing away from God and His Word and it seems we are returning to the time of Judges when “everyone did what was right in his own eyes” (Judges 21:25). Although the culture may be canceling things right

**WE MUST DO ALL WE
CAN TO REACH AS
MANY AS WE CAN
WHILE THERE IS TIME.**

and left our God is still commissioning us as His ambassadors. We must be on mission calling children to “be reconciled to God” (2 Corinthians 5:20). Regardless of circumstances—the culture, the changes, or the challenges—our job is clear. We must do all we can to reach as many as we can while there is time.

On June 11, 2021 we celebrate the 20th anniversary of the Supreme Court decision which gave us equal access to the public schools. We praise God for this open door and the thousands who have heard about

Jesus in public schools. We know the day may come when the doors will close. Satan would like nothing more than to shut God out of our schools and for the name of Jesus to be used only as a swear word. Even now there is legislation before the U.S. Congress which attacks religious freedom and would make it more difficult to declare the Gospel in public schools.

The fact remains, however, that our responsibility to reach the children is not based on whether schools are open or closed. Our responsibility is clear from Jesus’ last command to take the Gospel into all the world. The Great Commission stands regardless of obstacles and His last command must be our first concern. We must give ourselves to pray earnestly and seek new and effective ways to reach children for Jesus. We cannot rest or slow down or stop.

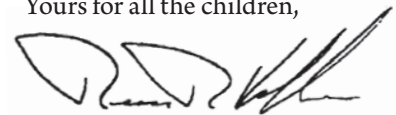
We must press on because the window of opportunity to reach boys and girls is small, regardless of whether the doors to the schools stay open. It is between ages 4 and 14 when children are most likely to respond to the Gospel. Children are the most fruitful mission field, but there is a limited time for the

harvest. The children who were in the first grade when God opened the door in 2001 are now age 26 and, according to George Barna, their likelihood of coming to Christ is 6% or less.

We must press on because the Lord may soon return. In John 9:4, Jesus reminded His disciples, “night is coming, when no one can work.” We cannot stand idly by and wait for COVID to go away; we must be creative in the face of COVID and find new and effective ways to share the Gospel. In *Child Evangelism Fellowship*® we are striving to double our digital presence in 2021 and are doing all we can to reach as many as we can while there is still time.

Simply put, we must “redeem the time because the days are evil.” Please, step off the sidelines and get involved. Give yourself wholly to what matters, realizing that God is not willing that any should perish, but that all should come to repentance. Thank you for partnering with us for the sake of the Gospel.

Yours for all the children,



Reese R. Kauffman



Please Pray

1 The Bible is our guide in setting priorities and seeking direction. Pray that CEF® leadership will depend on God and His Word for discernment when facing decisions and casting vision for ministry.

2 The pandemic continues to affect lives and restrict ministry around the world. Ask God for perseverance and creativity as we reach children with the Gospel and train teachers.

3 Join us in prayer and in asking children worldwide to pray that God will make a way for boys and girls in North Korea to learn about Jesus. We believe that what governments, politicians, and military cannot do in North Korea, the prayers of children can do.



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GOOD NEWS CLUB TV

Good News Club TV is widely available in such places as:

U-Nite YouTube Channel

Answers.TV

Harvest TV

Saltflx

Cornerstone TV

Truli

We invite you to watch and share episodes today by going to **cefonline.com/unite**



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TOGETHER WE CAN SPAN THE GLOBE

National Missionaries are Making an Eternal Difference

What are the characteristics that make a missionary effective in ministry? Many components make up the answer to this question. We are grateful that God calls men, women, teens, and even children to be missionaries. Some He calls to go and serve; others He calls to stay where they are as national missionaries. In CEF we strive to have national missionaries serving in their own country. Out of nearly 3,500 staff worldwide, 96% are nationals. But for many of these nationals, it is nearly impossible to raise full financial support because of extreme poverty, strong opposition to Christianity, or other obstacles. Nearly 1,100 of our national

missionaries receive support through the *Sponsor-A-National™* (SPAN™) program. What makes these national workers the ideal people to reach their communities for Christ?

1 National workers know the language. Often it takes years for cross-cultural missionaries to learn the language and develop the ability to effectively connect with those in the community where they serve. The national worker ministers in his or her heart language. They know how to convey the points of the Gospel clearly and effectively.





2 National workers understand the culture.

Culture varies widely from one area to another, and sometimes it is difficult to learn to successfully navigate the culture before doing something that could create a problem. The national worker grew up in the culture and they understand it inherently. This cultural awareness gives them a great head start in reaching their culture for Christ.



3,468 staff
worldwide

96%
NATIONALS

3 National workers have a great burden for their people. When Nehemiah heard Jerusalem's walls were broken, his heart broke for his people and land. God used that burden to drive him to incredible passion for and pursuit of his calling. The same is true with national workers. They have a God-given burden for their people.



4 National workers are less impacted by political crisis.

When war or hostility to Christianity come, the national missionary can stay on mission. Although he may face hostilities, he can remain in place unlike foreigners who would more likely be questioned, detained, or deported.



The fact is, God shapes each missionary to accomplish the work to which He calls them. In the end, God uses their spiritual gifts, heart, aptitude, personality, and experiences to shape them for service. National workers are the ideal missionaries to reach their communities for Christ.

5 National workers are the most cost-efficient way to reach the next generation. CEF currently spends approximately \$225,000 each month to support nearly 1,100 workers through SPAN in over 130 countries around the globe. The average worker receives \$300 per month, a fraction of the cost to support a cross-cultural missionary. It is easier to multiply national workers and deploy them in their communities as ambassadors for Christ.





BECOME INVOLVED. BE INFORMED.

A WORD FROM ROBERT MORGAN

PASTORAL
ENDORSEMENT

WHAT'S YOUR EARLIEST MEMORY? My friend, Jeff Nichols, has a clear recollection of his first conscious memory. It was in the church nursery. He was about two years old and his home environment was troubled at that time. But from his crib in the semi-dark, he saw a lamp made like a lamb that cast a peaceful glow through the room. Something about that moment lodged in his heart; and about four or five years later, his pastor led him to faith in Christ. Today Jeff is the state director for *CEF* of Tennessee.

Secularists know the power of reaching children early and that's why local and national governments in the United States and other nations are introducing godless philosophies earlier and earlier into school curriculum. It is frightening to see what publishers are putting into textbooks now. It's not the light of the Lamb. It's the darkness of the devil.

But the greatest Textbook still holds more power between its two covers than all the lies of Satan combined. Of all the people on Earth, children are the most interested, most open, most receptive to the wonderful truth of the Gospel. They need the Bible and they are drawn to its marvelous message.

Despite the challenges of the past year, *Child Evangelism Fellowship* has been reaching children with this Book in every corner of the globe. We've had to be creative in some difficult nations. And as you know, North America is increasingly resistant. An atheistic humanism and moral liberalism are engulfing us. But I am not discouraged. The darker the times, the brighter the Gospel light. I can tell you, the most hopeful sign in our society is the number of children coming to Christ today.

THE LORD IS WORKING!

I encourage you to support *CEF*. Become involved. Be informed. Get excited about what God is doing in the lives of millions—yes, millions—of children. Turn this issue of *Impact* into a prayer journal and support *CEF* at all levels of its ministries. Even a little support can go a long way and your partnership can cast the glow of the Lamb in the darkest places of our world!

**ROBERT J. MORGAN**

Robert J. Morgan,
a Bible teacher and
writer in Tennessee,
is a longtime
friend of *CEF*.



ON MISSION NO MATTER WHAT



Were you impacted by COVID-19?

The world was! Almost overnight our world was plunged into crisis and fear gripped the hearts of boys and girls, moms and dads, and grandparents. Fear was no discriminator of persons or governments. Suddenly, and seemingly without warning, the coronavirus changed our world. School classrooms were suddenly empty. Every child became a homeschooler. New York City was under siege—the city that never sleeps went silent. Hospitals were filled to overflowing, and temporary medical facilities were erected to deal with an ever-growing patient population. COVID-19 shook the very foundations of our world, but one thing proved immune to its power—the Gospel.

Soon we found that God had put in place people with the gifts and talents to address the needs. When we could not go on the school grounds, we started Good News Clubs online.

When kids were stuck at home, we launched two *My Very Own Stuck at Home Devotional* series for kids. When everyone was talking about the spread of the virus, we published a tract entitled “Stop the Spread” which shares biblical answers for coping with the fears of COVID. When doctors were

the focus of nearly every newscast, we published another tract entitled “The Greatest Doctor.” This tract shares the Gospel in the context of the virus.

When everyone was wondering why these things were happening,

we printed and launched digital versions of *Do You Wonder Why?* in multiple languages. We even provided activity books for children

like *Kids Draw the Bible* and the *WonderFun Bible Activity Book*. We also added Good News Club TV and Good News Radio to the U-Nite YouTube Channel.

By God’s grace, we stayed on mission no matter what. We saw firsthand, you can lock down the planet, but you can’t lock down God.



Visit cefonline.com/covid19 to see the available resources. Share them with friends and family and pray that God will continue to use them to help us reach every child, every nation, every day.



PANDEMIC STRENGTHENS CHURCH PARTNERSHIPS

Since its founding, *CEF* has existed to serve the local church. In fact, we include the church in our mission statement—that *CEF* exists to evangelize boys and girls with the Gospel of the Lord Jesus Christ, disciple them in the Word of God, and establish them in the local church for Christian living. The church is at the heart of *CEF* ministry.

The pandemic only strengthened partnerships. When the doors to schools closed, the doors of ministry through the churches swung open. We praise the Lord for churches who had the vision to impact their communities for Christ and were steadfastly looking for new and creative ways to go to where the children are—and to reach them with the Good News of Jesus Christ.

Some churches opened their doors to have clubs at the church; others had church members open their homes so Good News Clubs could continue. Ministry took place on front porches and parking lots, at community centers and YMCAs, and in tents. Drive-through events were held at Easter and Christmas in parking lots. At the same time, clubs were taking place online. Partnership had impact and we are thankful for our thousands of church partners.

CEF wants to partner with your church to impact your community for Christ. Contact us today to learn how we can work together to reach boys and girls and see them established in your local church.

USA Ministry Statistics



835

Total Staff



395,127

Total Children Reached



34,442

Professions of Faith



6,073

Good News Clubs



2,324

5-Day Clubs



Training Centers Around the Globe

Training is an essential part of the CEF strategy to evangelize and disciple the boys and girls of the world. Last year over 270,000 people sat in a CEF training course somewhere around the world. Approximately two-thirds of those trained use what they learned in their local churches or are staff and volunteers for other mission organizations. Training centers are located all over the world, but this article will focus on only three in various stages of development.

NAIROBI

A strategic center for East and Central Africa

The East and Central Africa training center was completed in 1986 and the first classes were held that year. Since then it has been the home of multiple 12-week training courses which have equipped thousands of workers to multiply themselves in countries throughout the region. Trainings have been held in both English and French.

Staff from the Nairobi training center have been instrumental in developing additional ministry around the globe in places like Ethiopia, Sudan, Nigeria, and the Middle East. Second Timothy 2:2 instructs, "And what you have heard from me in the presence of many witnesses entrust to faithful men, who will be able to teach others also." CEF believes in training and God uses it to make an eternal difference.



ETHIOPIA

First class to begin in September

The Ethiopia training center is outside its capital city Addis Ababa. This strategic center will be a tremendous resource for training workers from East and Central Africa as well as the surrounding nations. Please join us in prayer that students in the first 12-week course will be agents for growing ministry throughout the region.



INDIA

Pioneering new territory

Work has begun on the 20,000 square-foot facility. The center will prove strategic in training workers to help reach the 540 million children in India. The goal is to have three Institutes per year and utilize the center the remaining weeks for shorter training modules. We praise the Lord that resources for this center are in place. Please join us in praying that the construction progress will continue and classes will soon take place.



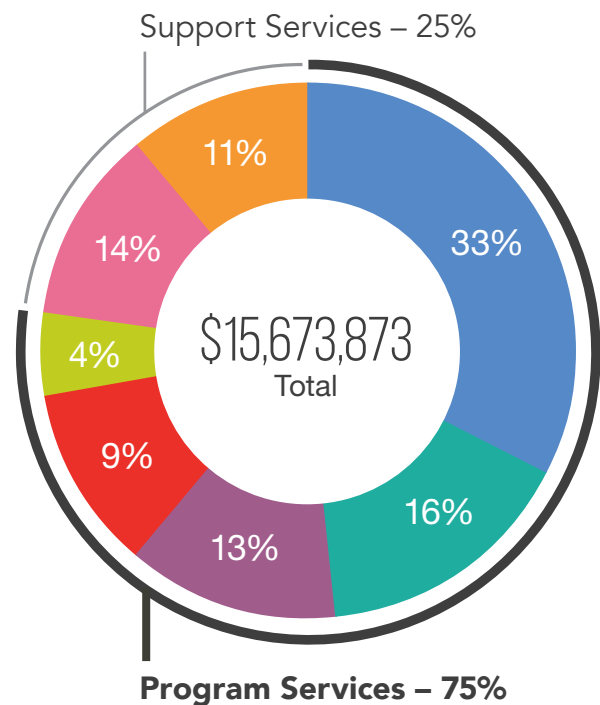
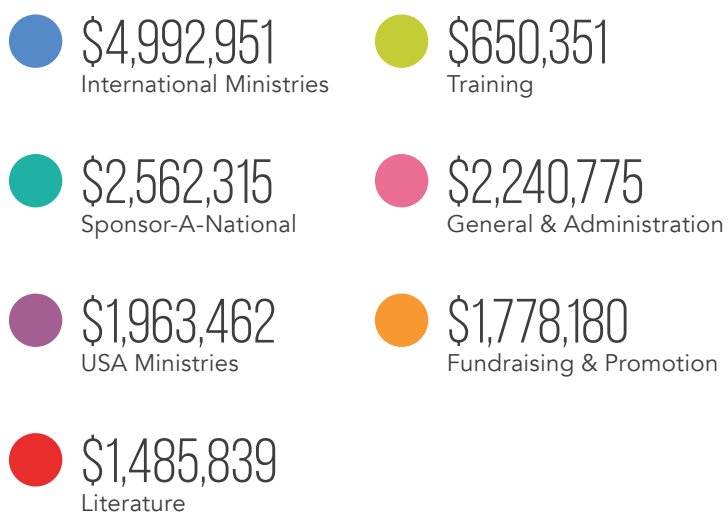
273,875
CEF Training
Attendees

HEADQUARTERS FINANCIALS



Audited Distribution of Funds 2020

Audit performed by CliftonLarsenAllen LLP



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



DONOR TESTIMONY

WHY ARE WE SO EXCITED ABOUT CEF?

BY DAN AND DANETTE FALLER, Chatsworth, California

IT TAKES A WITNESSING FRIEND:

Mary Ann LaPointe, a good friend of ours, organized a *Good News Club*® in her home over 30 years ago. Whenever our group of friends would get together, she would badger all of us to get involved. As we grew in our knowledge of *CEF*, we decided to attend our first *CEF* event, where we met the *CEF* staff for the first time. Our first and lasting impression was of their commitment to the children and prayer.

Mary Ann also invited Dan to join a *CEF* committee and he is now on the state board. I (Danette) began to teach in an after-school *Good News Club*. The children enjoy, listen, and learn with attentiveness to the music, fun activities, and Bible teaching. We teachers were trained to teach the Bible precisely in ways children understand so that we could lead them to accept Christ as Savior and disciple them.

AFTER YEARS OF OBSERVATION:

Over the years, and many conferences later, we have seen the impact of *CEF* on children due to the tenacious and often daring dedication of people determined to take the Good News around the globe, no matter what. We saw how vital all our monetary gifts are to help produce materials and aid volunteers worldwide.

WHY CEF? JUST THE FACTS:

The big #1 reason is that approximately 85% of all conversions take place between the ages of 4 to 14. This is the *CEF* market. If you are going fishing, fish where the fish are biting! Second, the total dedication to obeying Matthew 28:19-20 to go to all the world. Third, the budget — *CEF* does so much with so little. President Reese Kauffman was formerly a successful businessman and now serves without compensation. He could draw a salary of millions in the corporate world. Fourth, it's the commitment to prayer. Fifth, the love for children. Sixth, the adult ministry of thousands of teachers trained every year. Seventh, the children's ministry of more than 100,000 clubs around the world where millions of kids are being won to Christ every year and are being trained to follow Christ. Children learn that God is their Creator and not the nonsense taught in schools. Eighth, the *CEF* Culture Points which guarantee the ministry stays on point. And the list goes on!

OUR FIRST AND LASTING IMPRESSION WAS OF THEIR COMMITMENT TO THE CHILDREN AND PRAYER.

BECOME A CEF "MILLIONAIRE":

There are two ways: one way is for 3% of those reading this to donate a million dollars now or make a small down payment and pay off the difference either during the rest of your life or leave the balance in your will.



The second way is to "badger" your friends to support *CEF* with their time and/or money. See what Jesus has to say about this in Luke 10:2. Your friends' time could work out to be worth millions or one of them may take the other route and give financial support and/or a whole million!

Make a decision and set a goal today. Don't tell anyone but your spouse and God.

Join us with your support. The harvest is great and laborers like you and us are needed!

A Generation Like No Other

BY DR FAITH DUGAN, CMI® Leadership Training Instructor

The founder of *Child Evangelism Fellowship*, Jesse Irvin Overholtzer, was born on June 20, 1877 as part of the Missionary Generation (those born 1860-1882). God worked through Pastor Overholtzer to launch the ministry of CEF in 1937



during the years of the Silent Generation (those born 1928-1945). To date, CEF workers have ministered to five distinct generations: Elders (born before 1946; also known as the Silent Generation), Boomers (born 1946-1964), Gen X (born 1965-1983), Millennials (born 1984-1998), and Generation Z (born 1999-2015). CEF has remained faithful to the mission of evangelizing, discipling, and establishing children in local Bible-believing churches from generation to generation.

But research shows a significant worldview shift across the generations. A worldview represents the fundamental beliefs a person embraces regarding the world in which they live. A worldview determines the perspectives and shapes a person's opinions on matters of ethics, politics, and religion. Fewer and fewer

people hold to a biblical worldview. According to Barna Group research, “the percentage of people whose beliefs qualify them for a biblical worldview declines in each successively younger generation: ten percent of Boomers, seven percent of Gen X, and six percent of Millennials have a biblical worldview, compared to only four percent of Gen Z.” If that steady decline persists, what will the worldview be of future generations?

Generation Z kids were born into a post-Christian culture. Preceding generations had a basic knowledge of a holy and loving Creator, the problem of sin, the person and work of Christ, and the Bible that teaches these truths. But that is not the case for most of the Generation Z cohort. James Emery White pointed out that Generation Z is “more than post-Christian. They don’t even have a memory of the Gospel.” Aware of the unique identity of the Generation Z cohort and the challenges they face, the authors of *So the Next Generation Will Know* explained: “Time is short, the challenges are pressing, and the need is great. Now, more than ever, we must embrace strategies that will help young people set their hope in God, remember the works of God, and keep



the commands of God—so that the next generation will know.”

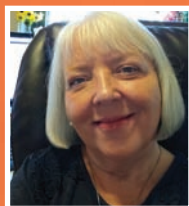
Generation Z is a unique generational cohort. They are the first generation identified as digital natives. They are faced with unprecedented challenges but represent remarkable potential. The worldview of this generation will be determined, in part, by the actions of generations who came before. Investing in the spiritual life of a Generation Z child, teen, or young adult can help these young people stand firm in a post-Christian culture. Failure to make this investment will result in a generation like the generation described in Judges 2:10-11 that does not know God or His works.

It has always been God’s plan for the proclamation of His truth to continue from generation to generation so that each successive generation will put their hope in God and follow Him with steadfast and obedient hearts (Psalm 78:1-8). Let us be faithful to communicate the wonders and works of God to the Generation Z cohort, knowing that He can accomplish more than we can even imagine as He works powerfully in and through us! Then we can praise Him together, saying, “to him be glory in the church and in Christ Jesus throughout all generations, forever and ever. Amen” (Ephesians 3:21).

FAITH DUGAN BIO:

Faith was the fourth of five Dugan children but the first to be born into a Christian home. The ministry of CEF was instrumental in bringing her parents to Christ. Faith’s name marks that family transformation. Faith’s parents introduced her to the Lord and she trusted Christ as Savior by the age of three.

Faith began serving full time with CEF in 1989. The first 26-plus years were with CEF of Greater New York City, where she served as the Brooklyn Ministries Coordinator, then



the Director of Training for the Greater New York City area. She currently serves as a Leadership Training Instructor

at the *Children’s Ministries Institute*® in Warrenton, Missouri, and as the *CMI Online* Director.

Ministry to Generation Z is the topic of Faith’s doctoral dissertation. It is also the title of the newest CMI® course available on *CMI Online*. Visit cefcmi.com to see all the courses and resources available on the site.

¹ Barna Group and Impact 360 Institute, *Gen Z: The Culture, Beliefs and Motivations Shaping the Next Generation* (Pine Mountain, GA: Impact 360 Institute, 2018), 25.

² James Emery White, *Meet Generation Z: Understanding and Reaching the New Post-Christian World* (Grand Rapids: Baker Books, 2017), 116.

³ Sean McDowell and J. Warner Wallace, *So the Next Generation Will Know: Preparing Young Christians for a Challenging World* (Colorado Springs: David C. Cook, 2019), 27.



SNIPPETS

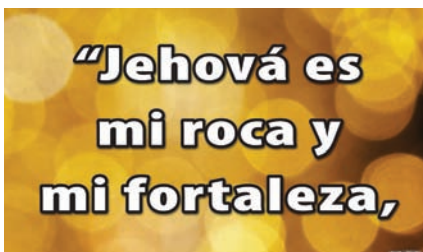
HISPANIC MINISTRY

GAINING MOMENTUM ACROSS THE STATES

With more than 74 million children in the U.S., about a quarter come from homes where Spanish is spoken. Seeing the growing need for ministry in the heart language, in 2014 CEF started producing all lesson texts of each series in Spanish. Not long after,

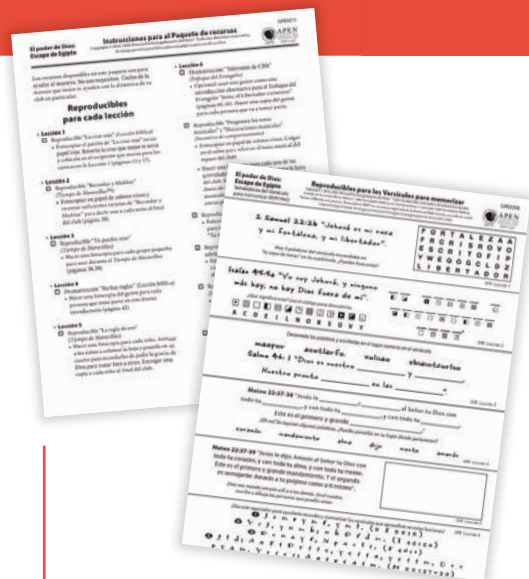
“THAT THE NEXT GENERATION MIGHT KNOW THEM, THE CHILDREN YET UNBORN, AND ARISE AND TELL THEM TO THEIR CHILDREN, SO THAT THEY SHOULD SET THEIR HOPE IN GOD AND NOT FORGET THE WORKS OF GOD, BUT KEEP HIS COMMANDMENTS.”

— PSALM 78:6-7



the resource packs that go with each series, evangelistic tools, tracts, and booklets were also available in Spanish.

Whether it’s for a *Good News Club*®, *5-Day Club*®, or *Party Club*, having all the club materials in Spanish is making ministry fruitful throughout



the country including for training, church partnerships, and community connections. Even other countries in the Caribbean, such as Aruba, find it useful.

Fast forward to 2021. The pandemic brought challenges to the ministry but it also stirred up creativity. To God be the glory as there is a great demand for online training and clubs in Spanish. With Matthew 18:14 in mind, we are looking at the opportunities to minister to migrant and refugee children with the bilingual booklet *A Better Life*.



**Every Child,
Every Nation,
Every Day.**





MIDDLE EAST

CAMEL: CHRISTMAS ACROSS MIDDLE EAST LANDS

Despite COVID, God allowed the 350 workers in the Middle East to conduct nearly 5,000 Christmas Party Club trainings that resulted in equipping over 90,000 volunteers to conduct Christmas Party Clubs throughout the 28 nations of the Middle East region. Party Clubs shared the true meaning of Christmas and the Good News that Jesus was born to take away the sin of the world. Nearly 200,000 clubs were conducted with over 6.7 million children in attendance. Over 2.8 million children indicated they received Jesus as Savior, and over 7,000 new Good News Clubs are planned to begin as a result of the outreach. Join us in praising the Lord who always does “far more abundantly than all that we ask or think” (Ephesians 3:20).

USA

CEF TEAMS MINISTER TO MILITARY CHILDREN AND FAMILIES

Military children face many challenges. Did you know that military children are often separated from parents for months at a time? They wonder about the safety of Mom or Dad; they see family members trying to take on new roles in the absence of a parent, they often



have to face the dilemma of new teachers, new school, new friends, and sometimes they have to deal with the loss of a mom or dad. CEF has active ministry on the 12 military installations listed and is actively pursuing 33 additional locations in the coming months. Please pray for military children and that they would come to Christ.

ACTIVE MILITARY CHILDREN'S MINISTRY:

JB Elmendorf Ricardson
Anchorage, Alaska

Camp Pendleton Marine Corps Base
San Diego, California

Fort Campbell Army Base
Hokinsville, Kentucky

Fort Knox Army Base
Hardin, Kentucky

Fort Leonard Wood
Pulaski, Missouri

Fort Bragg Army Base
Fayetteville, North Carolina

Fort Hamilton Army Base
Brooklyn, New York

Fort Drum Army Base
Jefferson, New York

Fort Jackson Army Base
Columbia, South Carolina

Fort Bliss Army Base
El Paso, Texas

Fort Hood Army Base
Killeen, Texas

JB Lewis-McChord Air Force Base
Tacoma, Washington



INCREASING YOUR IMPACT

Most charitable gifts are in cash or check because this is familiar, but cash gifts are probably not the most cost-effective way to give. You may increase your potential impact and experience significant tax benefits by giving non-cash assets.

If you look only at what is in your wallet or what is in your checking account, you may miss out on options that can maximize your generosity. These options are simple, flexible, and cost-effective.

Non-cash assets are gifts of stock or marketable securities, retirement benefits, real estate, farm commodities, life insurance, business interest, and tangible personal property.

NOTE THE FOLLOWING BENEFITS:

APPRECIATED STOCK

Double Tax Benefit – You receive a tax deduction for the fair market value and avoid all capital gains tax.

- Gifting stock to CEF through Barnabas Foundation eliminates a commission fee.

IRA CHARITABLE ROLLOVER

- If you are over 70½ years of age, you may give through your traditional and Roth IRA without any federal tax liability.
- The gift can count for all or part of your required minimum distribution (RMD).
- No income needs to be acknowledged. No tax deduction is allowed.

CHARITABLE GIFT ANNUITY

- This irrevocable gift (minimum \$10,000) guarantees a fixed income for life.
- You receive an immediate charitable deduction.
- A portion of your income stream is tax-free income.

GIVING THROUGH YOUR WILL

- Models to your loved ones a legacy of generosity.

- Honors the Lord in your last opportunity to be a steward.
- Continues your impact for the ministries you love.

There are more options that are wonderful solutions for Christians who wish to give in a substantial way but are concerned about retirement income or tax consequences.

CEF works with Barnabas Foundation to bring you this crucial information.

To learn more contact Nerus K. McEwen, CEF Director of Planned Giving at (866) 563-9114 or nerus.mcewen@cefonline.com.



BARNABAS
FOUNDATION
growing generosity



Lasting
LEGACIES



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



SEEING
IMPACT
FOR THE
FIRST TIME?

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HAVE A
STORY?

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



Since 1937

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FELLOWSHIP®

Reaching children worldwide™

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