

Reaching the next generation one child at a time

IMPACT

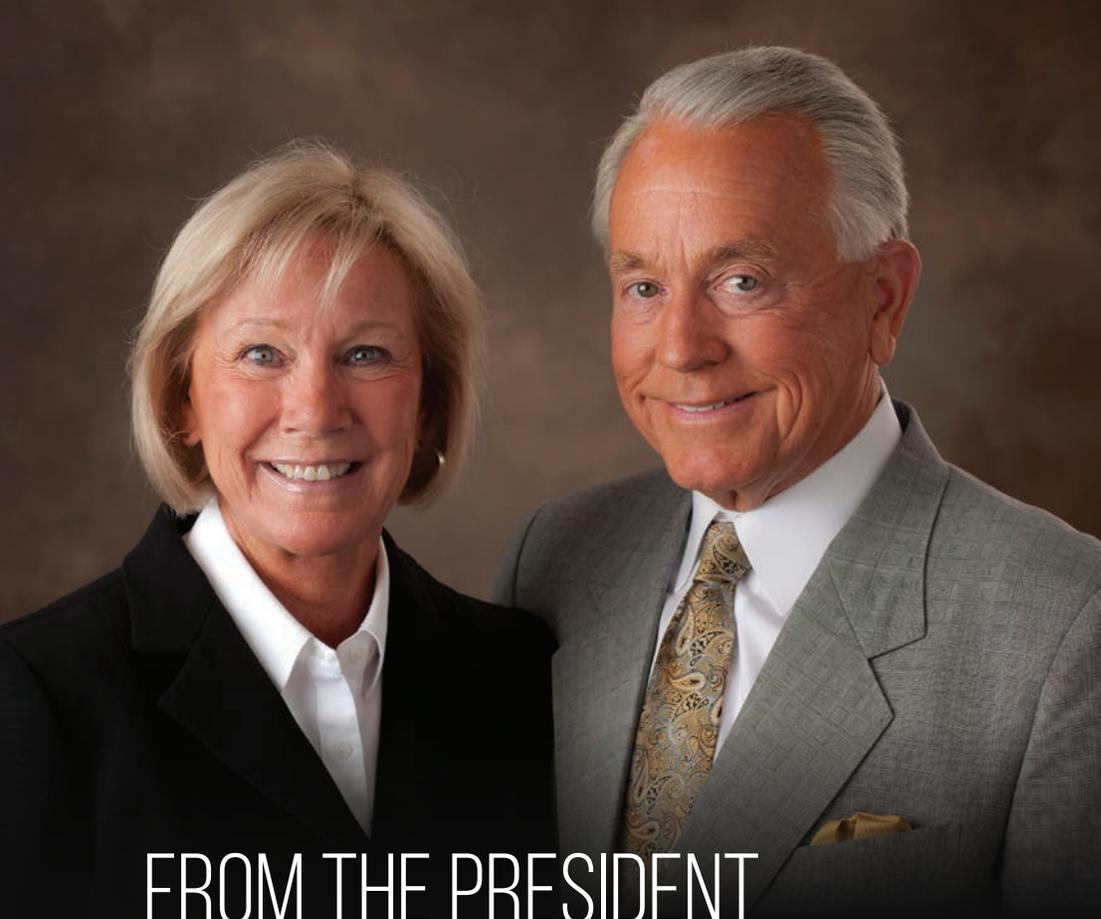
Summer
2022

2021 
**ANNUAL
REPORT**



A publication of Child Evangelism Fellowship®

EVERY CHILD
EVERY NATION
EVERY DAY



FROM THE PRESIDENT

On June 30, 2022, my 33 years as president of Child Evangelism Fellowship will end. Linda and I are grateful for your partnership with us through service, prayer, and financial support. Together we have shared the Good News of Jesus Christ with millions of boys and girls whose eternal destinies have been changed. We have seen God do tremendous things for the sake of the Gospel and He deserves all the glory. It has been our privilege to lead CEF during these years. Our burden to reach children around the world remains steadfast.

As I look back on these 33 years and look forward to the future of CEF, I believe Proverbs 3:5-6 provides the basis for truths we must consider. These verses contain three commands and one promise. As you look to the future, obey these commands, and know that God will fulfill His promise.

“Trust in the Lord with all your heart,

Rely on God in every situation. The word *trust* means to rely on completely. God’s Word reveals His character, and He is the same yesterday and today and forever (Hebrews 13:8). Use the Bible to evaluate every situation. Put your confidence in God; He will never fail you.

And do not lean on your own understanding.

Reject human reasoning in every situation. We are often tempted to solve things with our own thinking. That is not God’s way. This verse tells us to reject human understanding—our ability to sort things out and figure out our way. Reject the temptation to lean on your own understanding.

In all your ways acknowledge him,

Recognize God in every situation. Don’t fail to see God’s hand in every situation—good or bad. Every good thing comes from God, and every challenge He allows. Face each one committed to learning what He has for you. Through the years we have experienced both valleys and mountaintops, which the Lord used to refine us. As you move forward, acknowledge God in every situation.

And he will make straight your paths.”

Respond to God’s direction in every situation. This promise indicates God goes before us and prepares the path. We will only encounter what He allows, and each thing will help us grow in faith and Christlikeness. The Lord describes His plan for the future in Jeremiah 29:11: “For I know the plans I have for you, declares the Lord, plans for welfare and not for evil, to give you a future and a hope.”

We look forward to seeing how God will use CEF to reach Every Child, Every Nation, Every Day in the years to come. Thank you for your prayers, labor, and support. May God bless you as you continue reaching children worldwide.

Yours for all the children,

Reese R. Kauffman

Please Pray

- 1 *Child Evangelism Fellowship*® training will prepare effective children's workers.
- 2 Gospel packs and booklets will get to the Ukrainian children.
- 3 The Lord of the harvest will send more missionaries in every area of the world to reach children.
- 4 Military children will be able to attend *Good News Club*® and receive Jesus as Savior.
- 5 Children will view and respond to our Gospel videos.



U-Nite TV, the Free and Safe Christian platform for KIDS

unite.cefonline.com

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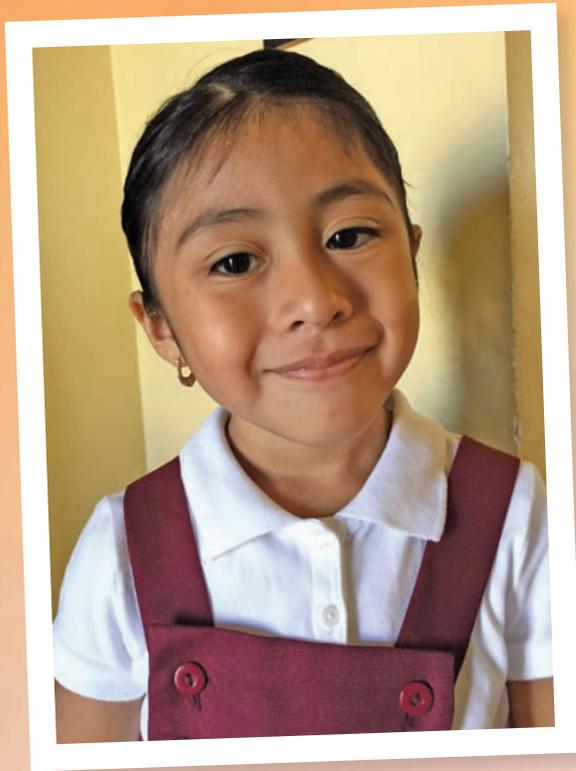
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FOR THE CHILDREN



Isabella

BY JANELLE MULVIHILL,
Local Director, Belize

Five-year-old Isabella has attended Good News Club since September 2021. During our Valentine Party Club each child received a *Wordless Book* and Isabella was so excited to show it to her grandparents! In March, her grandma asked her what the colors of *The Wordless Book* meant, and Isabella shared what she remembered. When she finished, her grandma asked Isabella, “Have you asked Jesus to be your Savior?” Much to her surprise, Isabella said yes! So she asked, “When did you do that?” and Isabella said at Christmas. Isabella’s grandma is also her *Good News Club* teacher and had noticed that Isabella became more interested in doing *The Wonder Devotional Book*.



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, disciple them in the Word of God, and establish them in a local church for Christian living.



OUR HISTORY

CEF began in 1937 after our founder, Jesse Overholtzer, read words in a sermon by Charles Spurgeon that pierced his heart. “A child of five, if

properly instructed, can as truly believe and be regenerated as an adult.” Mr. O had little idea how God would use those words to raise up an army of evangelists that now encircles the globe. Today, that army for which he prayed has increased to 3,532 workers who are on mission to reach **Every Child, Every Nation, Every Day.**



Why Spend so Much Time on Training?

BY NATIONAL EDUCATION DIRECTOR, from Restricted Country

Many have asked, “Why do you spend so much time on training?” The CEF training ministry impacts the lives of those who attend. Recently a student shared, “During *Children’s Ministries Institute*®, God was changing my personality. He opened my eyes and I now realize what He expects from me. *CMI*® taught me to trust God in everything. I have committed my life to the Lord and I know He will guide me.”

Our purpose is to equip God’s future servants to show the way to the blind who are in the darkness of the world. We need more laborers to do the will of God.

“SO IT IS NOT THE
WILL OF MY FATHER
WHO IS IN HEAVEN
THAT ONE OF THESE
LITTLE ONES
SHOULD PERISH.”

— MATTHEW 18:14

OUR CULTURE POINTS

1

Importance of godly leadership at every level

2

Importance of the spiritual welfare of our workers

3

Importance of prayer as our foundation

4

Importance of evangelizing children

5

Importance of a clear and biblical presentation of the Gospel

6

Importance of a commitment to excellence, for the glory of God

OUR STRATEGY

CEF remains focused to carry out the Great Commission (Matthew 28:19) as our Lord Jesus told us to do. The ministry intentionally shares the Good News of Jesus Christ with the most fruitful mission field—children. We do this, “So that they should set their hope in God and not forget the works of God, but keep his commandments” (Psalm 78:7). We carry out this mission as we *train, equip, and support* national missionaries around the globe.



CEF has training centers around the world. (Pictured above—South Korea)

TRAINING is the first step in the CEF strategy to reach Every Child, Every Nation, Every Day.

Training prepares men and women to effectively fulfill the mission of *Child Evangelism Fellowship*: to evangelize boys and girls, disciple them in the Word of God, and establish them in a local church for Christian living.

Since its inception in 1937, training has been at the very center of the CEF strategy to reach the next generation for Jesus. Our founder, Jesse Overholtzer, said, “*Training is the heart of our whole program. Without it the movement can scarcely begin in a given area, much less survive.*” Of course, that philosophy not only came from our founder, but from our Heavenly Father in His Word. In 2 Timothy 2:2 we read, “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.” Training ensures the ministry stays on track and prepares every worker to give a clear, biblical presentation of the Gospel.

CEF has trained over 8 million people around the globe, and for the last 15 years, over 270,000 teachers have been trained annually.

Much of our training is done in partnership with the local church, and its impact is not recorded in

CEF statistics. CEF offers many levels of training, ranging from *Wordless Book* training to the 12-week *Children’s Ministries Institute*. In 2022, we expect to host 18 to 20 Institutes around the globe. In the last few months CMI has taken place in Madagascar, Kenya, Dominican Republic, Senegal, Ethiopia, and South Korea.



OVER
8 MILLION
people trained
worldwide

CHILDREN'S MINISTRIES INSTITUTE

Our Institute program offers college-level training. A number of Bible colleges and universities give as much as 12-15 credits for our Institute training. The Institute is divided into three sections. The first five weeks focus on direct ministry to children; the middle two weeks focus on training teachers to reach children; the final five weeks focus on leadership training.

"I am doing exactly what I was taught to do in CMI, and it is working! New schools are opening, and more children are being reached!"

– Recent graduate of CMI in Missouri

"In CMI I learned 50 percent of my life's learning. This CEF training motivates me! I came here as an empty capsule. Now I am filled. May God help me to extend His kingdom and His glory."

– Graduate from a restricted country

"There was an evangelistic outreach program after the lesson on Party Clubs. Both students and staff went to a village to share the Gospel with boys and girls. At least 364 children heard a clear presentation of the message of salvation. At least 162 children received Christ as Savior, for whom we give God the glory."

– Graduate from a restricted country

Answered Prayers

K from a restricted access country got saved in CEF children's clubs. After she finished her master's degree, she prayed about being a children's full-time worker and the Lord answered her prayer by calling her to attend the *Children's Ministries Institute*.

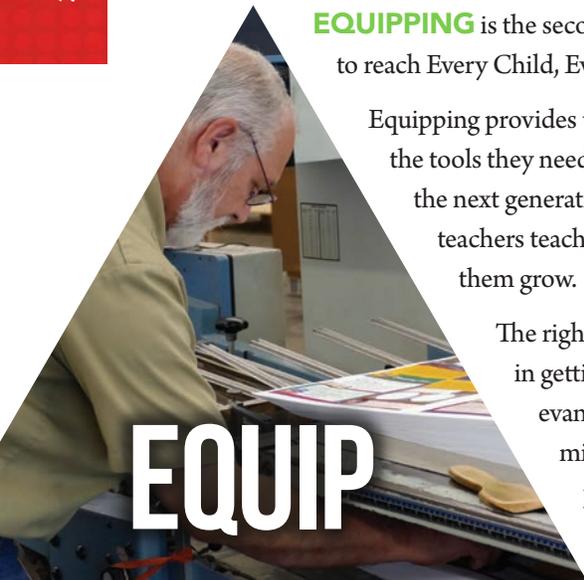
During the training, K was working on statistics about children in her country and for the first time the Lord opened her eyes to see the number of children suffering from abuse. She knew clearly those children need the Gospel. This moved her to pray in tears for God to use her to reach them with the Good News.

She said, "For me, the Institute was not just a training, it was a unique experience to rebuild my foundation!"

It's a great joy every time the Lord sends a new worker into His field. Only through training can those workers be well equipped to reach children whom we could never meet.

LEARN MORE ABOUT TRAINING AT CEFCMI.COM.





EQUIP

EQUIPPING is the second step in our strategy to reach Every Child, Every Nation, Every Day.

Equipping provides trained men and women the tools they need to evangelize and disciple the next generation. *CEF* provides tools to help teachers teach and resources for children to help them grow.

The right tools make an incredible difference in getting the job done. *CEF* provides both evangelistic and discipleship tools to the missionaries we train. Each year millions of pieces of literature are printed in 90 languages and distributed around the globe. A full-scale print shop at *CEF* International Headquarters prints much of the literature used in the English-

speaking world. Sometimes printing must be done in-country because it is not practical or possible to print outside the country and ship the materials. *CEF* also partners with Revival Movement Association in Northern Ireland to print and ship much needed resources.



Boxes of Books Program



Although materials can be purchased in many countries, trained missionaries in developing nations cannot afford these resources. *CEF* provides them teaching materials and children's Gospel booklets and devotionals through the Boxes of Books Program. Since 1999, well over one million boxes have been delivered, and in each case, God uses the "paper missionaries" to call out a people for His name. cefonline.com/boxesofbooks



LITERATURE
PRINTED IN

**90
LANGUAGES**



HOPE FOR UKRAINE

In recent months our hearts and minds have been drawn to the crisis in Ukraine. As soon as the war began, *CEF* provided resources to stay on mission to reach the children and families of Ukraine and the surrounding nations.

- » **Hope for Ukraine is providing 5 million copies of *Do You Wonder Why?*** for distributions in Ukraine, Poland, Moldova, Hungary, and other neighboring nations. This Gospel booklet was first developed following the attacks on the World Trade Center in 2001. It answers critical questions children ask following a disaster: Does God know and care about me? Why do so many bad things happen in the world? How could God allow this to happen? How can I get through this terrible time? How can you become part of God's family? Each *Do You Wonder Why?* booklet costs 30 cents.

- » **CEF is providing 125,000 Gospel packs for kids.** Each pack includes *The Gospel of John* and *Do You Wonder Why?* booklets, a Gospel card, and a Wondersurf.com flyer for our European children's website with content in Ukrainian, Russian, and many other languages. Churches are partnering with *CEF* to add a toy, food, snacks, and other supplies to the packs. Each pack costs \$3.30.

- » **We are printing 100,000 copies of *The Gospel of John* for distribution in Eastern Europe.**

In the midst of the devastation, God has provided a unique opportunity to reach millions with the Gospel. We want to do all we can to put the right tools in the hands of our workers to reach the most children possible.



CAMEL

Equipping is an integral part of the Christmas Across Middle East Lands (CAMEL) outreach. Each Christmas, *CEF* seeks to have Christmas Party Clubs in the countries of the Middle East Region. Approximately 450 staff in this area conducted nearly 3,500 seminars to train nearly 90,000 individuals in 2021. Those volunteers taught over 192,000 Christmas Party Clubs reaching over 5.6 million children with a clear Gospel message. They taught *The Three Trees*—a story about three trees with great ambition for their future. One became a manger, one a boat on the Sea of Galilee, and one a cross. This story was translated in multiple languages and distributed throughout the Middle East.

"I listened to the story of *The Three Trees* at Christmas Party Club. It was very interesting to learn about Jesus and I sang, danced, and played games there. But my life has changed when I listened about Jesus' death and resurrection in the story. I accepted Christ in my life. I decided to follow Jesus and to learn His Word from this day onwards.

– Sanskar, age 12, from a sensitive country



Gospel packs transported by the thousands directly into Ukraine. In April, two vans delivered Gospel packs and *Do You Wonder Why?* booklets to local *CEF* workers in West Ukraine. They then distributed these resources to other local ministries in the country so children in all parts of Ukraine can hear the Gospel in order to be saved.



SUPPORT



SUPPORTING is the third step in the *CEF* strategy to reach Every Child, Every Nation, Every Day.

Supporting provides financial resources to trained and equipped men and women so they can maintain focus on evangelizing and discipling the children.

The primary means of supporting national workers is the Sponsor-A-National™ (SPAN™) program. National missionaries are among the most effective workers in all the world. They know the language, understand the culture, and are least impacted by political crisis in their countries. They also have a strong burden to share the Good News of Jesus Christ with the people of their country. Ninety-six percent of all *CEF* workers are nationals, working in the area from which they come. God has blessed the SPAN program with incredible growth over the last few years. The Lord has allowed us to grow from 563 SPAN recipients in 2014 to 1,104 by the end of 2021. That's a 95 percent increase in the last eight years. In 2022, we have increased the SPAN allocation by \$30,000 per month to help increase the number of workers and reach more children.

Ukraine is a great example of the impact of SPAN. When the war broke out in Ukraine, *CEF* had 69 workers in the country—all SPAN recipients. These men and women were able to quickly mobilize as

boots on the ground to minister to children and families. *CEF* responded with Hope for Ukraine which is providing 5 million copies of *Do You Wonder Why?* booklets, 125,000 Gospel packs, and 100,000 copies of *The Gospel of John*. The workers in Ukraine knew the language, understood the culture, and were ready to be on the job with incredible speed and burden to share the Good News of Jesus with boys and girls and their families.

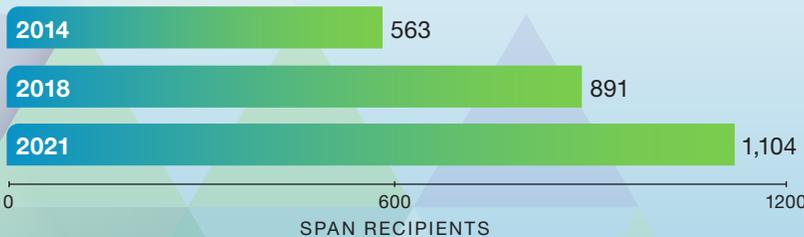
SPAN support is provided each month for approximately 1,100 workers in 130 countries around the globe. SPAN support varies from region to region, but it is designed to help our staff stay focused on the job of reaching the next generation for Jesus.

Learn more about SPAN



APPROXIMATELY
1,100 SPAN WORKERS
supported monthly
in 130 countries

SPAN GROWTH



THANK GOD FOR SPAN

DAVID REHANI, CEF of Burundi

My story starts in 2001 while I was in high school. Two American CEF missionaries—Lynne Herlein and Kathy Gleckler—met me in Uvira, a small city in the eastern part of the Democratic Republic of Congo.



After attending the Teaching Children Effectively™ course, God used these two godly ladies to get me to the *Children's Ministries Institute* in Nairobi, Kenya. After attending *CMI*, I immediately joined *CEF* as a full-time worker.

By God's grace, I had the opportunity to go back to Nairobi, Kenya for four years of Bible college. Upon completion, I returned to my full-time work with the *CEF* regional office in Nairobi and served there for many years. I met my dear wife, Eva, and after we got married, she began working full time with *CEF*. But it was not easy. We needed finances to live and do ministry. Then the Lord called us to go serve in Burundi as *CEF* missionaries. Since we could not raise support locally, it became hard for us, but thank God for SPAN.



"Since I became part of the Southern Africa/Indian Ocean regional staff, with God's help and provision through support from SPAN, I can train people in the different countries of our region as well as continue my weekly *Good News Club*. Many of the children from my earlier clubs are now GNC teachers today."

– Marie-Marthe Rasoanantenaina, South Africa

Since we arrived in Burundi in 2011, we have accomplished some of the vision we had in our hearts for CEF of Burundi. We started *Christian Youth In Action*®. This crucial ministry focuses on reaching and training teenagers by equipping them to go out and reach children for the Lord. Four teenagers from my *Good News Club* and school ministries joined *CYIA*™ in 2019. *Good News Club* is another area we are seeing God work in Burundi. One of my *Good News Clubs* has more than 200 children attending every Saturday. It is called "a small children's church" by people in the neighborhood.

Because of the support received through SPAN, I was also able to reach out to Nusra, a young lady from a radical Muslim family. She received Christ in 2016, attended *CYIA*, and has been helping with *Good News Clubs*.

As director of the ministry department in Burundi, I want to reach more children and train more people. I need SPAN support to do all of that. I pray God will continue to touch many people to give to SPAN so my wife, and I—and many more *CEF* workers—can continue to reach children and train others to share the Gospel.



"During the lockdown, we could only reach children with the Gospel through social media, radio, or phone calls. All these need money, so I use money from SPAN for the Gospel to be heard by children."

– Achola Concy
Lakop, Uganda

JOIN US IN PRAYING GOD'S
LUKE

NORTH AMERICA & CARIBBEAN

People Trained

 24,034

Good News Clubs

 2,957

Children Reached

 418,739



LATIN AMERICA

People Trained

 20,726

Good News Clubs

 7,335

Children Reached

 458,625



SOUTHERN AFRICA & INDIAN OCEAN

People Trained

 8,676

Good News Clubs

 6,376

Children Reached

 2,126,120



WEST & CENTRAL AFRICA

People Trained

 27,842

Good News Clubs

 8,814

Children Reached

 1,439,609

GOOD NEWS CLUBS

 **55,143**

CHILDREN REACHED

 **15,628,921**

DAY **42,819**

CHILDREN REACHED

HOUR

OUR OWN PRAYER REQUEST

10:2



EUROPE

People Trained

56,116

Good News Clubs

8,426

Children Reached

1,064,808

ASIA PACIFIC

People Trained

42,459

Good News Clubs

5,522

Children Reached

522,473

MIDDLE EAST

People Trained

99,142

Good News Clubs

8,753

Children Reached

6,401,492

EAST & CENTRAL AFRICA

People Trained

33,660

Good News Clubs

6,960

Children Reached

3,197,055

PEOPLE TRAINED

312,655

NUMBER OF STAFF

3,532

REACHED EVERY...

1,784

MINUTE 30

USA MINISTRIES

CEF Military Children's MinistrySM

About four million people call the U.S. military “home.” This includes over one million children of military and civilian personnel. Within this American subculture, approximately 30 percent of the people in a given community move every year. Children in this environment must continuously adjust and make new friends. One or both parents may leave on deployment or on an unaccompanied assignment for six months to a year. CEF Military Children's MinistrySM exists to reach these children and their families for Jesus.



God has been opening doors in 2022! With ongoing ministry on nine military bases (see below), leaders are poised to restart ministry at many others across the U.S.

The Fort Jackson, South Carolina, team has two active clubs and is planning for more. In January, the first ever club was started at Fort Riley, Kansas, by two *Christian Youth In Action* teenagers on fire for the Lord. And as of this writing, we are prayerfully anticipating ministry for the first time at Barksdale AFB in Louisiana.



Thank you for your prayers and celebrating God's work with us.

- 🇺🇸 Joint Base Elmendorf-Richardson (AK)
- 🇺🇸 Fort Riley (KS)
- 🇺🇸 Fort Campbell (KY)
- 🇺🇸 Fort Leonard Wood (MO)
- 🇺🇸 Fort Hamilton (NY)

- 🇺🇸 Fort Jackson (SC)
- 🇺🇸 Fort Bliss (TX)
- 🇺🇸 Fort Belvoir (VA)
- 🇺🇸 Joint Base Lewis/McChord (WA)



PRAISE POINTS

Signs of the pandemic waning are beginning to show in USA ministry statistics.

- ✔ Summer ministry results for 2021 increased 98% over 2020. The number of CYIA participants increased 31% and camp ministry increased 137% over 2020.
- ✔ Number of Good News Clubs in the fall of 2021 was 12% higher than in 2020.
- ✔ Number of after-school Good News Clubs has more than doubled since the pandemic peak in 2020.
- ✔ Christmas Party Clubs exceeded the goal set for 2021 with 810 clubs reaching 16,176 children. We are trusting the Lord for 1,000 clubs in 2022 and expect to reach 20,000 children.
- ✔ Eight states have approved a new state director in the last 12 months: Connecticut, Indiana, Maine, Missouri, New York, Ohio, Rhode Island, and East Texas.

LOCAL DIRECTOR ASSISTANCE PROGRAM

PUTS BOOTS ON THE GROUND AND PRODUCES IMMEDIATE RESULTS

God graciously provided a significant gift to help grow ministry in the USA. The gift provides assistance funding for 50 new local directors and helps with the cost for training, equipping, and supporting each director. To date, 82 individual areas have sought information on the program and in the first quarter of 2022, approximately 20 percent of the available funds have been allocated to jump-start ministry across the USA. Currently there are 118 open local director positions and over 100 areas which have never been chartered for CEF ministry. We trust the Lord will use this program and continue to provide more funds to help raise up many new workers to reach boys and girls for Christ across the USA. Truly, “The harvest is plentiful, but the laborers are few” (Luke 10:2).



“I am convinced that the Local Director Assistance Program is where God would have us invest our resources to see the greatest, long-lasting impact in children reached for Christ across our nation.”

– Fred Pry
Assistant Vice President
USA Ministries

“As I began serving with CEF of North Central Wisconsin, I was overwhelmed with all that needed to be done. I came back from CMI knowing there was plenty of work for me to serve full time with CEF, but not enough funds to do so. The Local Director Assistance Program was such a huge blessing from God and came at just the right time. My local office did not have any full-time staff for several years, so we didn’t have a lot of funds coming in. Because of the Local Director Assistance Program, I was able to start full time right away. Now I can do ministry and raise my future financial support as I serve with CEF!”



– Rachel Cornwell, CEF of WI North Central Chapter Local Director



“While working part time for CEF of Northern Kentucky Chapter and running my accounting business, I realized I could not do both jobs effectively. On April 1, 2021, I stepped away from the ministry as a paid staff member but continued to volunteer. Throughout the rest of the year, I struggled with that decision. By October, I realized I had made the wrong decision and God gave me a strong desire to serve with CEF again. Then in November I heard about the Local Director Assistance Program from Kari Ash, my state director. I was accepted into the program and as of January 1, I was able to give up most of my accounting work and serve full time with CEF. God has allowed me to make many new contacts with churches, GNC locations, and new volunteers as I now have the time to work effectively and efficiently for the ministry!”

– Martha Krebeck, CEF of Northern Kentucky Local Director

USA MINISTRY STATISTICS



817

Total Staff



278,100

Total Children Reached



15,317

Professions of Faith



2,287

Good News Clubs



3,400

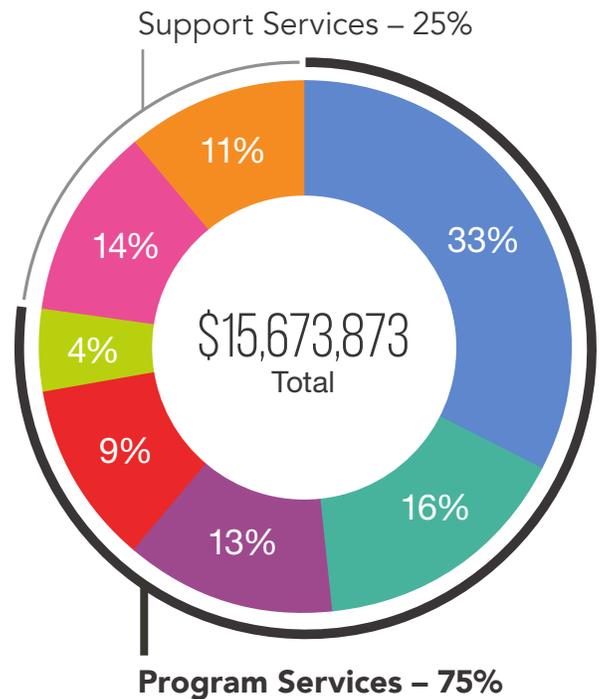
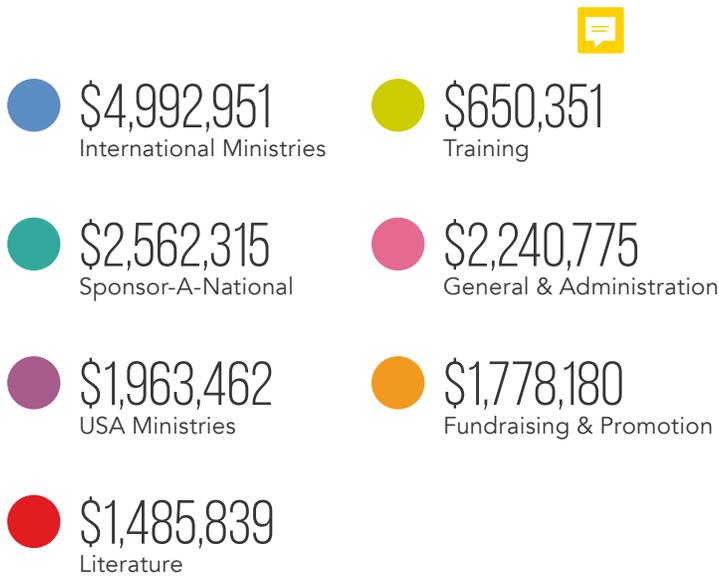
5-Day Clubs

HEADQUARTERS FINANCIALS



Audited Distribution of Funds 2021

Audit performed by CliftonLarsenAllen LLP



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

NO BETTER MINISTRY

SCOTT and ROSIE SALICK, Wisconsin

We did not come to believe in Jesus as Savior until our mid-forties, about 25 years ago. Although both of us grew up in a “church family,” we were not familiar with terms such as saved, born again, or believer, and neither one of us had ever opened a Bible. We were taught out of a church catechism that shared a works-related gospel, which the Apostle Paul refers to as “really no gospel at all.” How different our lives may have been if we had been invited to a *Good News Club* or a *5-Day Club* as children.

We love *CEF* for standing firm on the Gospel, faith not works. We clearly

understand that children are so much more open to the Gospel than adults. Jesus tells us, “...unless you turn and become like children, you will never enter the kingdom of heaven” (Matthew 18:3).

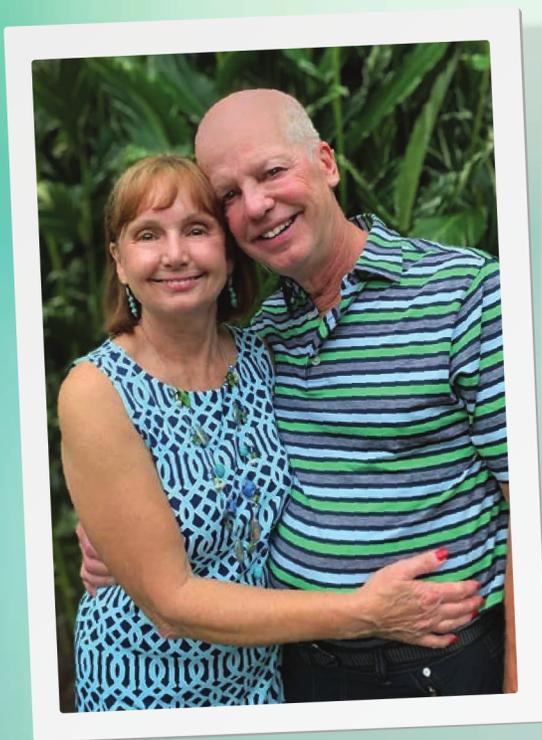
There can be no greater honor and privilege than being used by God

to share the message of salvation; after all, we have been appointed to be ambassadors and ministers of reconciliation.

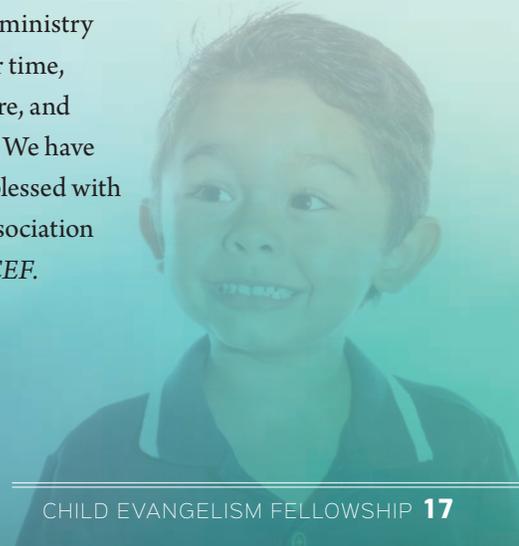
Our partnership with *CEF* for the last 23 years has given us the ability and opportunity to do just that. Rosie has taught a *Good News Club* and Scott has served on the local committee in southeastern Wisconsin.

God impressed upon our hearts the importance of stewardship and blessed us with the financial ability to support the local and international mission. We love giving to help equip and support national missionaries around the globe through the Boxes of Books Program and Sponsor-A-National (SPAN) program. It’s exciting to receive updates on reaching children in our own area through the local missionaries we support.

The more we learn about *CEF*, the more we are convinced there is no better ministry for our time, treasure, and talent. We have been blessed with our association with *CEF*.



WE LOVE GIVING TO HELP
EQUIP AND SUPPORT
NATIONAL MISSIONARIES
AROUND THE GLOBE...



DIGITAL CREATIVE CENTER



One wing of the International Headquarters has undergone major renovation. The new Digital Creative Center boasts a large and small recording studio, a personal vlog room, a viewing theater, 22 offices (8 specially soundproofed), dressing and storage areas, refreshment

area, and an open lounge/meeting area. New equipment and resources have been purchased to help reach more children with the Gospel through both print and digital ministry. And by the grace of God all the finances were given for the building project. We trust God will provide for the ongoing needs of the digital ministry.





**CREATIVELY
REACHING CHILDREN
WORLDWIDE
THROUGH AUDIO,
VIDEO, AND PRINT.**



Since the rise of the pandemic, there's been a growing desire to provide more digital content for children. When schools closed and many Good News Clubs could no longer meet, Good News Club TV™ was created to provide boys and girls online interactive Bible lesson series. Forty full-length episodes are now available on U-NITE TV at unite.cefonline.com and some are being aired on television in locations around the world. Audio stories for children were also created and new weekly audio content for U-NITE Radio continues to be produced.

The challenge became how to create engaging digital



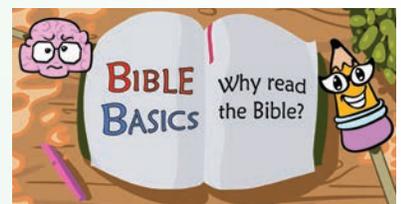
content that could be easily translated and distributed around the world. This led to the goal to produce three-minute animated videos. Writers quickly learned how to create storyboards as video editors developed animation skills. Two new animated videos are already available in English, Spanish, and French, and 16 others are in process. Since a special emphasis is being placed on the Children



Reaching Children program, one of the new animated videos will be a supplement to the *Go and Tell!* program.

In the beginning of 2020, Creative Services director, Carla Ratcliff, led 6 in the editorial staff (including 3 interns), 1 graphic designer, 1 intellectual properties manager, and 3 studio staff. That has grown to 6 editorial staff, 1 graphic designer, 1 intellectual properties manager, and 7 studio staff (including 2 new animators and 1 intern). A new music specialist begins in July, and positions for another graphic designer, artist/illustrator, and editor are still open.

Staff continues to develop skills, broaden their worldview, and increase creative capacity while staying focused on sharing the truths from God's Word.



New animated videos available on U-NITE TV.



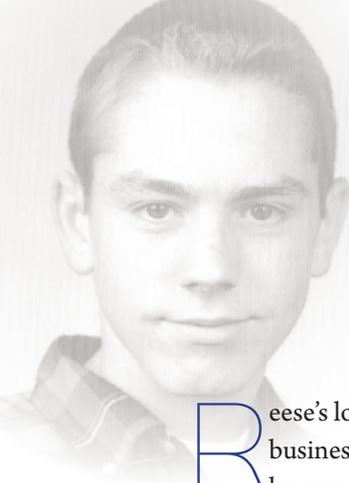
Teach Kids! is a short, powerful "HOW TO" for parents and children's ministry workers. Practical topics equip you with aspects of Gospel parenting, evangelism, and discipleship to help you teach the kids in your life, whether they are your own or those you minister to.

Teach Kids! airs on 767 radio stations, and we're excited to offer it as a podcast so you can listen at any time and review.

Find it on major podcast platforms by searching for "Teach Kids."

Emily Hugenberg recording weekly content for Teach Kids! radio and podcast.





THE ERA OF PRESIDENT REESE KAUFFMAN

Reese's love for the Lord and intense interest in business started when he was a boy. He became known for his hard work and integrity and at age 24 started his own company. Kauffman Products, Inc. was God's training ground for Reese to grow in faith and service. As he faced challenges, Reese turned to God and trusted the truths of the Bible to guide him. He saw God change what could have been great failures into victories.

As a good businessman, Reese understood the value of high returns on investment. What

he learned about the ministry of *Child Evangelism Fellowship* amazed him. Reports from local CEF missionaries showed him that children are the most fruitful mission field and investing in



this ministry would build the Kingdom of God. Although Reese did not see himself ministering

to children, he could support those who did.

Reese's participation on the local CEF committee lead to his involvement with the International Board of Trustees



CEF MINISTRY TIMELINE UNDER PRESIDENT REESE KAUFFMAN

Under 2 million children reached

1990s



2.5 million children reached

1999 Boxes of Books Program launched

2000s

2002 *Do You Wonder Why?* booklet produced and *Operation Wonder Why* organized



1990

Teaching Children Effectively™ courses provide consistent training worldwide



1998

CEFMailbox Club (later called *Truth Chasers Club®*) moved to Warrenton
The Wonder Book produced

2001

U.S. Supreme Court decision—*Good News Club* given equal access to meet in public schools

2003

CEF of Latvia began providing training and materials for religious education in public schools

1989

Reese Kauffman became president



1997

60th Anniversary
Today's Child™ radio program aired



2005

Over 400,000 *Do You Wonder Why?* booklets distributed after Hurricane Katrina



where he was appointed chair in 1981. His focus began to move from business to how he could help *CEF* reach more children for Christ. In 1989 Reese took on the presidency of *CEF* as a volunteer for one year. Financial struggles, discouraged staff, and the International Headquarters in much need of repair were challenges Reese worked diligently to turn around. His one year of volunteer service grew into 33 years that developed a culture of prayer, trust in God, and commitment to excellence for the glory of God.

Through the various highs and lows in ministry, God's faithfulness has been evident. God strengthened the foundation of the ministry through Reese's leadership by giving greater clarity to the vision, structure, and strategy of *CEF*. The strategy to *train, equip, and support* national missionaries has been effective. The focus to carry out the Great Commission is clear as *CEF*



missionaries around the globe strive to reach **Every Child, Every Nation, Every Day.**

From 1937-1989, *CEF* reached over 23 million children. During the past 33 years that Reese has

been president that number has grown to over 300 million reached. Reese has been committed to the business God had given him to help reach the most fruitful mission field—the children of the world.

Over 8.5 million children reached

2008 First major fundraiser for *SPAN* Ministry in Aruba, Seychelles, and Turkey
Good News Across America® began with help from Brazil

2012 *CEF* of South Korea had 60 missionaries in 23 countries

2016 CityKids launched in Europe

22.8 million children reached

Over 25 million children reached

2018 Luke 10:2 prayer initiative began

15.6 million children reached during COVID

2010s

2020s

2007
70th Anniversary
"Around the World in 80 Years" initiative began
Ministry in 157 countries (All countries in Latin America Region)
Training available online—CMI Online (online.cefcmi.com)



2010
Ministry in Lesotho, Palau, Congo Brazzaville, Gabon, and Guinea Bissau



2014
194 nations (All countries in North America/ Caribbean Region)
94% of the 2,900 missionaries are nationals
Nearly 189,000 Boxes of Books shipped around the world
After-school GNC held in over 3,500 public schools
CEF of Cambodia distributed one million *Meet the King!* booklets



2015
A Better Life booklet designed to reach refugee children in Europe and Middle East
CEF of Brazil reached 23,810 children through World Cup outreach program
CAMEL begins
Christmas Across America™ began in U.S.



2017
80th Anniversary
Every Day Initiative began

2019
U-NITE® YouTube channel for kids began

2020
COVID-19 lockdowns spur online resources and ministries. Many GNCs moved to online format while other missionaries went house-to-house. *Good News Club TV*™ began

2021
Go and Tell! training children to reach children for Christ began



2022
U-NITE TV began
Hope for Ukraine—Gospel booklets and packs distributed

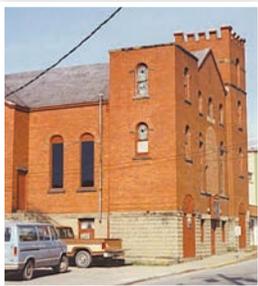


A WORD FROM DR. TRENT CASTO

SENIOR PASTOR OF COVENANT CHURCH OF NAPLES, FLORIDA

PLANTING THE GOSPEL SEED

I am forever grateful to God for the faithful ministry of my childhood pastor and what I learned about Jesus while at church. However, my earliest memories of hearing the Gospel are not connected with the pulpit but with the *Good News Club* led by my pastor's faithful wife, Ms. Cindy. Week after week, Ms. Cindy faithfully led a *Good News Club* in the basement of our church—sowing seeds of the Gospel using *The Wordless Book*, colored beads, and other resources from *Child Evangelism Fellowship*. Week after week, my friends and I had opportunity to respond to the free invitation of the Gospel. As is often the case, it would be some years before those seeds that were planted in my heart began to grow and bear fruit. But those seeds did bear fruit. And I rejoice to know that the same Gospel seed is being planted in the hearts of children in nearly every nation on the planet through the ministry of *CEF*.



At a time when so many are ashamed of the Gospel, *CEF* boldly proclaims it around the globe to the people group Jesus expressed particular affection for: children. Now as a pastor myself, I frequently encourage our church to get involved in the work of the Great Commission. No ministry gives our people more opportunities to live out the Great Commission than *CEF*. Members of our local church go out multiple days a week to schools across our community to share the Good News of Jesus with children, just like Ms. Cindy did for me. The seeds they plant sometimes bear fruit in faith and repentance immediately. For others, the seeds appear to lie dormant. We

trust that one day, by the power of the Holy Spirit, those Gospel seeds will result in new life, just like they did for me.

Christian, if you want to make an immediate and eternal impact on the lives of children, support the work of *CEF*. Pastor, if you want to see your people put their shoulder to the plow for the advancement of the Gospel, get them involved in *CEF*. I pray God will continue to grow and expand this ministry and look forward to seeing the harvest that is coming!



DR. TRENT CASTO BIO:

Originally from West Virginia, Trent and his wife Emily served as missionaries in the Czech Republic and in pastoral ministry in St. Louis, Missouri and Dallas, Texas. He joined the Covenant staff in 2010 as an Associate Pastor and became Senior Pastor in January 2017. He enjoys playing tennis, running, and going on adventures with his wife and three children. Dr. Casto earned his M. Div. from Covenant Theological Seminary and his D. Min. from Gordon-Conwell Theological Seminary.



INCREASING YOUR IMPACT

In recent years, our government has put in place many new regulations and laws that govern the distribution of our Wills and affect our current giving. Therefore, to be a wise steward, you need more than just a heart to want to give, you need knowledge of the tools and options available that will help protect your God-given resources for your family and the ministries you love.

Although most charitable gifts are in cash, you can increase your potential impact and experience significant tax benefits by giving non-cash assets. These options are simple, flexible, and cost-effective.

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.

More options are available that offer 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.



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



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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

CEF

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