



WorldShare

window

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How digital media is
reaching the remotest
parts of the world

**FREEDOM
GIFTS** 2019/20



Hear from
our partners
in Macedonia,
Moldova &
Turkey



Editorial

The world has changed since I first went to Nepal as a missionary in 1987. Communications in those days, with those back home, were by blue aerogramme forms. If you were lucky you could get a response back in about 6 weeks.

Or on good days, if one was in Kathmandu, a 3-minute call to home could be booked at the international telegraph office, costing a not insignificant sum. Never very clear, probably crackly and with other conversations going on in the background. Things changed rapidly and by the time I left Nepal in 2003 mobile phones were commonplace, the internet was available on dial up connections (remember those!) in the main centres and the digital revolution had begun.

Over this last year, you may have noticed that WorldShare has been working hard to connect with supporters over social media – our aim is to communicate something thoughtful and engaging on a daily basis. With the advent of the smartphone (I heard on the BBC today that the UK has the highest percentage of smartphone users in the world at 82%) to get a thought and information across certainly doesn't take 6 weeks! In fact, using high-speed digital networks, it is more-or-less instantaneous.

Messages can cross time zones and borders with ease, meaning that social media can be a great tool in communicating the gospel message to unreached and remote parts of the world. An example of such a place that can benefit from this technology is Turkey and West Asia, where alongside the satellite broadcasting of Christian programmes, social media is being used as a tool to share the good news of Jesus Christ. Read on and see how it is being used there and in other parts of the world.

As winter approaches, it is time for WorldShare to launch its 2019/20 Freedom Gifts catalogue. This year we have 36 gifts for you to choose from, for that person who has everything, but you still want to send a Christmas gift. What better way to mark the gift of our Saviour at Christmas and to help change lives and transform communities. Gifts are available from the enclosed catalogue and are also available digitally on our website.

This year we've enclosed two copies of the catalogue. Please can you help us spread the word by giving one to a friend or neighbour.

Alan Butler,
Chief Executive

“The Word became flesh and made his dwelling among us. We have seen his glory, the glory of the one and only Son, who came from the Father, full of grace and truth.”

John 1 v14

Freedom Gifts are back...

FREEDOM GIFTS 2019/20

Freedom Gifts are back this year with another jam-packed catalogue of life-changing gifts. Our range of charity gifts allow you to treat someone you love to a gift that can provide hope for a person

in need. With each gift, you will receive a gift card by post or email that you can personalise and give to your loved one.

Gifts include...

Bibles

This gift will send a Bible to people in Turkey or in rural Albania where our partner ministries work to bring the hope of the Gospel to many unreached communities.

FG201

£5



School Supplies

Allow a vulnerable family in Moldova to send their child to school with the supplies and clothing they need, preventing school abandonment and risk of victimisation. **FG211**

£25



Library Book

This gift will give a library book to a school in Africa providing education for needy children.

FG213

£8



Microfinance Loan

A microfinance loan is a way of empowering women to start or develop a business that can support their family.

FG233

£100



Goat

Goats will help to generate a reliable source of income for struggling families in the DR Congo and Bangladesh by selling milk, offspring and meat.

FG232

£36



To see the full range of gifts, take a look at the Freedom Gifts catalogue, or you can browse and purchase online at www.worldshare.org.uk/freedomgifts



Kanal Hayat To the Ends of the Earth . . .

The penetrating reach of digital/ social media

In our major autumn appeal last month, we featured the remarkable work and ministry of Kanal Hayat - a gospel-centred, satellite TV ministry which broadcasts into Turkey and West Asia. While interviewing their CEO (Martin Tangstad) as part of this process, a phrase that he used to describe their ministry across West Asia caught our attention: an overwhelming potential.

It is indeed a staggering 125 million unreached people who are represented by this area of the world.

As unprecedented numbers of Muslims encounter Jesus Christ as Lord and Saviour today, the potential to impact Islamic communities across West Asia really can feel like an overwhelming potential.

How do our partners reach these people? What will they do if even a small percentage of this number come to faith in Jesus? How will they best steward the resources that they have? Where will ministries across the world find the people they need to facilitate this outreach via digital media?

As you will know, the spiritual darkness covering this part of the world is immense. As John Piper (Pastor / Author) says, "Missions exists because worship doesn't".

Yet the LORD wills that the whole earth is filled with the knowledge of His glory, like the waters cover the sea. (Isaiah 11:9; Habakkuk 2:14)



How then can this glorious potential be fulfilled?

In part, by maximising the gospel fruitfulness that is uniquely facilitated by social & digital media technologies. Whether bringing Christian teaching to soldiers entrenched in war-torn Syria, or the good news of Jesus explained in clear, compelling ways to Islamic women and children in their barricaded homes, the "gospel reach" that this kind of technology affords via smartphones is very exciting.

As seen by some of the testimonies we featured from Kanal Hayat in our September appeal, there is a spiritual darkness and oppression in many of these countries of West Asia that is being increasingly penetrated by these digital technologies.

We love and appreciate the cross-generational supporter base that we are privileged to have here at WorldShare and this is why we feel it is important to provide you with this focus on social/digital media technology, so that you can see for yourself how they are truly being used by the Lord in the nations of the world.

Thank you so much for your ongoing support and giving. For more information on how you can help - please Call 01302 775209 or email info@worldshare.org.uk



Beginning of Life



Moldova is the poorest country in Europe and life for many is full of difficulty. The average monthly salary is only £185 and few opportunities exist within the country, a reality that leads to mass migration. As a result, many children are left behind without parental care or proper education and those still living with parents often experience domestic abuse and neglect.



Recently, we caught up with our partners in Moldova, Beginning of Life, to hear about how their work with young people there is developing and how it is that they're seeing digital/social media technologies harnessed to serve the core of their kingdom-focused approach.

Sergiu, a member of the Beginning of Life team, told us that their use of digital media is primarily to maximise the impact of the Gospel by specifically making use of social media platforms. Unlike parts of Central/West Asia that we've featured in this edition of

Window, Moldova isn't a "closed" country per se. This means that public freedom of speech isn't particularly restricted by the authorities as it is in Turkey and many countries across Asia. The impact that Beginning of Life are seeing from social media is because of the opportunity it affords to deepen Christian discipleship. In a culture that is riddled with neglect and abuse due to gross migration levels and parental abandonment, extending connections into social communities is highly valuable. Communities that form online are as much legitimate as those that form face to face.

How is this being achieved?

By making use of the largest social media platform in the world - Facebook. By using its "closed groups" feature (private groups for only friends to connect together cf. public pages for anyone to see) Moldovan young people are able to:

- hear about events that Beginning of Life are running with kingdom values;
- get involved in Christian discipleship forums in "after school" contexts;
- share their own involvement and testimonies in creative ways;
- creatively share other content that they have produced individually and as groups.

As we will see in Macedonia's context, the way that social media acts to amplify good news and events is having a major impact on reconciliation between not only families but also whole people groups. Good news stories tend to spread very well via the snowballing effect of social media.

Technologies like this can often be painted in a negative light without enough emphasis on the positive contributions they make. Often, neither are they sufficiently understood by stakeholders and consequently they can fall by the wayside.

For example, many Christian organisations, even here in the UK, have not progressed with the "digital revolution" over the last decade.

This means that their impact for the Gospel is not what it could be. Contrasted to this, secular organisations use these technologies very much to their advantage.

Here at WorldShare, the reality we are seeing time and time again - as in Moldova - is that digital/social media is significantly helping to both mobilise and disciple people in the ways of the kingdom of heaven.

To make a lasting difference to this ministry in Moldova, please contact us today!

Call us on 01302 775209 or email us at info@worldshare.org.uk



Struga Church in Macedonia ...



From a parent church in the capital city of Skopje, a network of 36 churches and humanitarian projects are extending throughout North Macedonia. In both financial and spiritual terms, Macedonia is one of the poorest countries in Europe while the historic Orthodox culture (and growing influence of Islam from Albania) is also becoming an increasing challenge for the church.

As local churches are planted across the country, our ministry partner, the Evangelical Church in Macedonia, is crossing these ancient cultural boundaries, fighting stereotypes and prejudices, tackling discrimination and seeing new relationships taking root!

We recently met with Emil and Vesna who lead one of these new churches in Struga. Three years since its inception, they now regularly see twenty five people meeting together to worship. We thought it would be helpful to know how digital/social media is supporting them in this growing ministry.

During our time together, Emil and Vesna told us about a large outreach event in a Macedonian House of Culture venue in the first weekend in October - a venue that attracts people from both Macedonia and Albania. It was obvious that one of their main passions is to see people brought into the church from across these traditional and cultural divisions.

By using social media platforms, creative digital design and other digital content,

they have been able to more effectively advertise evangelistic events like this and, consequently, reach a larger number of people than if they had only used physical print options such as leaflets. Although they continue to be very involved in distributing gospel literature in person, the combination of this method with digital media resource means that their overall impact is greatly amplified. Indeed, it is this amplification that social media brings which is one specific feature that's proving particularly invaluable in poorer countries across parts of Europe, just as in Moldova.

As we learnt more about the ministry of this young church in Struga, it emerged as a very powerful example of "ministry of reconciliation" between Macedonians and Albanians. That this is being achieved by these kinds of digital/social media options, is great news indeed.

We hope you're encouraged to hear about these far-away communities that are using social media platforms like Facebook, Twitter and Instagram to maximise all that they are seeking to do for and under the Lord.

In this particular part of the world where the Apostle Paul once travelled, it is particularly fitting to be reminded of 1 Corinthians 9:22 in which "becoming all things to all people" in order that "by all possible means I might save some" is the main focus.

To make a lasting difference to this ministry in Macedonia, please contact us today!

Call us on 01302 775209 or email us at info@worldshare.org.uk

News ...

Hellos

This autumn we welcomed Vanessa Riley to the WorldShare team as **Fundraising Specialist**. Vanessa will be focussing on developing relationships with individual supporters, churches and trusts to grow support for our ministry partners. Vanessa has experience of fundraising within both Christian and secular charities.



We have also welcomed Emily Hobbs to the team as **Marketing Communications Assistant**. Emily will be focussing on e-communications, developing the website and updates. She's fairly new to the world of work, having completed a dual language degree and a year as a ministry trainee in a local Doncaster church.



We have, over this summer, welcomed **Matthew Forsyth** on to the **WorldShare Board of Trustees**. Matt works for a National Christian Relief and Development Charity and has a background in church ministry and fundraising. We're very pleased to have Matt join the trustee board.



Summer Events ...

Keswick Convention

Mid-July welcomed the first of three weeks of the bustling Keswick convention. WorldShare were well positioned in the main "Basecamp" tent that hosted both live and streamed meetings, lots of fresh coffee and exhibitors like us. We had many conversations with delegates about world missions and the unique role that WorldShare is fulfilling within this global effort. And many happy people left our stand having had the opportunity to complete our "world map game" in which our world partners, their geographical location and their unique way of saying "hello!" had to be matched. Fun was had by all!

One Event

August bank holiday weekend saw me setting up the WorldShare stand at the One Event for my first ever "front of house" experience. Many of you will know I am usually found in the WorldShare office surrounded by files and spread sheets! It was a joy to meet so many faces, both new and old, and to be able to talk about WorldShare's vision. My thanks go to the organising committee who planned the seamless event and to those who shared their own faith journey with me and whom I hope I managed to inspire in return. Jenny - Finance Manager

Thank you for your support...

On behalf of our ministry partners around the world, we'd like to take a moment to thank you all for your generous giving in both finance and time in prayer.

Of particular note have been the encouraging responses to the flood defence appeal in Myanmar, the newly renovated Ashalay Home with JKPS as well as the response to cyclone Fani. Thank you all very much indeed.



Pray with Us...

Dear Heavenly Father, we thank and praise you today for your constant faithfulness; you are the same yesterday, today and forever and yet you still see how humanity is subject to change. We pray today that you would give great wisdom & discernment to us all to know how to best use social/digital media for your glory. And we pray especially today for more long-term partnerships to emerge with supporters, which we urgently need to best help our partners around the world. In Jesus' name, Amen.

LEAVE A GIFT IN YOUR WILL



After you've provided for your loved ones, your gift can give vital support to our partner ministries in their efforts to make a lasting change among their communities.

Legacies can make a huge difference and allows you to do something really significant for a cause you believe in.

Your gift, whatever the size, can make an incredible difference to how we support our ministry partners.

For more information contact jenny.hunt@worldshare.org.uk or call 01302 775209

Did you know we have a monthly prayer calendar with daily prayers for WorldShare's partner ministries around the world?

You can download the calendar and sign up to receive it monthly at www.worldshare.org.uk/pray



WorldShare

To give to WorldShare, please fill out this form and return to us, using the enclosed Freepost envelope or post to WorldShare, Armstrong House, First Avenue, Doncaster DN9 3GA.

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giftaid it

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☐ Please debit my debit card/credit card/CAF card:

(We are not able to take American Express)

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We would love to share with you information, updates and appeals for the amazing work of our partner ministries around the world. Please tick to let us know how you would like to receive communications from us.

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