IS RADIO STILL RELEVANT?

NEARLY NINE DECADES AFTER CLARENCE JONES BEGAN USING RADIO TO REACH THE LOST, REACH BEYOND IS STILL SEEING CHANGED LIVES THROUGH RADIO BROADCASTING.

“HE SAID TO THEM, ‘GO INTO ALL THE WORLD AND PREACH THE GOSPEL TO ALL CREATION. ’”
– MARK 16:15 (NIV)

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Is radio still necessary in this day and age?

Dear friend of Reach Beyond,

Your assignment (should you accept it) is to get an urgent message out to as many people as possible, in as many places as possible, in as short a time as possible. How are you going to do it?

You could get online and post your message to all your friends on Facebook. That’s a good method if you’ve got lots of friends who have access to the internet.

You could invest in an auto-dialing system for smart phones. That’s a smart move for people who have smart phones.

TV? That’s a good call for people who can get good cable.

No matter how you cut it…radio is still the best way to reach as many people as possible in as many places as possible. Almost everybody on the planet has access to a radio. Radios can be found in virtually every taxi cab, every coffee shop and every village square. In even the most remote and isolated places on the planet, radio can reach people. Whether it’s AM, FM, XM, satellite, shortwave or internet, radio, in one form or another, can reach beyond every border and every barrier.

Since 1931, radio has been a crucial resource in the toolkit of Reach Beyond. Looking to the future, radio will continue to be one of our most significant tools for making Jesus known and loved among all nations.

Reach Beyond pioneered missionary radio and our shortwave broadcasts circled the globe. But our founders ultimately believed that local radio, using local people was the best way to reach people with the Gospel, and we operated local stations in Ecuador, Panama, and along the U.S. Mexico border.

ROMANS 10:14 (TLB)

“...how can they hear...

"But how shall they ask him to save them unless heard about him? And how
Over the years, we’ve helped partners start more than 600 local radio stations all over the planet. We’re not slowing down now. Every few months, we’re launching new radio stations across Sub-Saharan Africa, Southeast Asia and many other places.

While most of the world has moved toward local radio, there’s still a very significant role for shortwave. Every day, millions of people in India, Japan, Myanmar and North Korea hear the Good News of Jesus Christ as it’s beamed from our shortwave transmitters in the Outback of Australia.

...radio is still the best way to reach as many people as possible...

As some countries are closing the door to evangelistic radio, we’re adapting to the use of internet radio. Every day, in North Africa, in the Middle East and in Central Asia, internet radio is reaching thousands of men, women and children, with the good news that Jesus loves them. In this edition of V+H, you’ll learn more about how God is continuing to use radio as a powerful tool for making Jesus known and loved.

Enjoy this edition of V+H.

You are loved,

Steve Harling
President

P.S. As you read each article, ask God to show you how you can get involved. Our vision is to make the Gospel readily accessible to every unreached people group of more than 100,000 people. That’s 1900 people groups. That’s a lot of radio stations! Let’s do it. Let’s do it together.

...how can they hear about him...”

they believe in him? And how can they believe in him if they have never can they hear about him unless someone tells them?”

Voice + Hands Magazine is produced quarterly by Reach Beyond.

OUR VISION
To see Jesus known and loved among all people. - REVELATION 7:9

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A LIFE WELL LIVED

HOW GOD USED A RETIRED PASTRY CHEF TO SHARE JESUS IN SOUTHEAST ASIA

Peter Haagen spent his life as a baker and pastry chef. When it came time to retire, he knew he wanted to spend more time volunteering, maybe leading a Bible study. He knew he wouldn’t be able to go into full-time missions overseas, but he had a working computer and wondered if God could use him in some way.

Then he read an online article, “From Couch Potato to Missionary,” where he learned he could host an online English club for learners from his home in Canada. He knew this was what God was calling him to do. His heart was for Southeast Asia, so he went through a short online training course and started a club.

The English Conversation Project (ECP) helps learners who already have a basic understanding of English, to develop valuable language skills that will empower them in everyday life. For some, it will help them into employment and education. For others, it will relieve isolation. For all, it is a welcoming, safe space to learn about different cultures, challenge perceptions, discuss faith and develop diverse friendships. This is just as true for the club participants as it is for the club leaders.

English Conversation Clubs are based around a weekly audio program written from a Christian perspective. It uses Specialized English (fewer words, slower speed, shorter sentences), which helps learners have greater understanding of topics while being able to form opinions and share thoughts.

Christian volunteers run local and online clubs, and they are trained and supported by the ECP team as they minister to English learners. Each week, learners listen to the audio program while following a written script. Then, group leaders use prepared conversation starters related to the material shared to develop discussion. These conversation starters provide leaders with natural opportunities to discuss faith and share the message of Jesus, even where a program has no apparent Christian content. The English Conversation Project allows the Gospel to get into areas that would otherwise be closed off to mission activity.

Peter’s group started with only nine students. But as his group shared their experience with others, many more English learners would ask to join. In less than six months, Peter’s group had grown to more than thirty students. He divided the group, meeting at two different times. He had a heart for discipleship, and he would make the lessons personal, writing each student an individual email each week. He would hear from students every day, asking for help with an English essay, questions about jobs for the future, or even asking for dating advice!

“I feel like a counselor, a mentor, a father, a trusted friend,” said Peter. “But I do enjoy it. They are my friends.”

Most of his students were Buddhist or agnostic. But Peter didn’t shy away from faith issues. Whenever appropriate, he would bring up examples from Jesus’ life, hoping it would sow a seed. One morning, he logged in and immediately there was an online call from a student, asking about a lesson where Peter had mentioned Jesus. “After some discussion, he told me he was a Xian, or new believer, and asked me for help with Bible study,” said Peter. “Needless to say, I was overjoyed!”

“His master said to him, ‘Well done, good and faithful servant.’”

“‘His master said to him, ‘Well done, good and faithful servant. You have been faithful over a little; I will set you over much. Enter into the joy of your master.’”
Earlier this year, Reach Beyond received word that Peter had passed away. His daughter wrote us, saying, “He was in a lot of pain the last few months. He is now pain free and in the arms of Jesus. He loved doing English Conversation Clubs, and it gave him so much joy the last few years.”

Peter hosted more than 200 lessons in retirement. One of our staff members remembered him fondly, saying, “He was in his 80s, and English was his second language! But from his home in Canada, he was literally reaching around the world in more ways than he knew. When I spoke to him the first time, he had such a joy as he talked about his students. When I asked if he was trained as an English teacher, he laughed and said, ‘No, I’m a retired pastry chef!’”

What a wonderful testimony of a good and faithful servant! What would it look like if we all chose to spend retirement in this way?

On average, 10,000 Baby Boomers retire every day. Many look forward to retirement, planning to spend the rest of their days seeing the world, playing golf, and enjoying grandkids. It seems appealing, but many find the reality less than satisfying. Boredom, feelings of uselessness, declining health and depression sets in.

John Piper writes, “Millions of Christian men and women are finishing their formal careers in their fifties and sixties, and for most of them, there will be a good twenty years before their physical and mental powers fail. What will it mean to live those final years for the glory of Christ? How will we live them in such a way as to show that Christ is our highest treasure?”

There is a need for this generation to pour into the next. Psalm 78:4 (ESV) says, “We will not hide them from their children, but tell to the coming generation the glorious deeds of the Lord, and his might, and the wonders He has done.”

If you are retired, or entering retirement age, how do you want spend the next several years? What do you want your testimony to be? How can God use you to share the love of Christ with the least reached?
IS RADIO STILL RELEVANT?

NEARLY NINE DECADES AFTER CLARENCE JONES BEGAN USING RADIO TO REACH THE LOST, REACH BEYOND IS STILL SEEING CHANGED LIVES THROUGH RADIO BROADCASTING.

When the Lord called Clarence Jones, and his wife Katherine, to go to Ecuador as missionaries, Clarence knew he was going to use the relatively new medium of radio as a way to proclaim the Gospel to the unreached. On Christmas Day, 1931, Radio Station HCJB aired its first program. Clarence only knew of 5 or 6 radios in the entire country at that point. That was bold, pioneering faith. Little did he know how launching this radio station would lead to broadcasting the Gospel in languages all over the world.

Radio was the innovative new tool in Clarence’s time. But what about now? Surely with the arrival first of television, and then the internet, the reliance on radio as a ministry broadcast tool is antiquated?

On the contrary, radio is still as relevant as ever. Whether it is the taxi cab driver tuning in to one of our partner stations in Africa, the isolated individual tuning in for hope in Asia, or the mother in the Middle East keeping a station on while she cleans the house, radio is still part of our lives, and a very necessary part of Reach Beyond’s toolbox.

Thanks to technology, the tool can take on different formats: planting new radio stations to reach local communities, broadcasting shortwave across continents, or utilizing digital radio to stream the Gospel through apps and websites. All radio formats have a place in today’s mission field.

PROCLAIMING THE GOSPEL BEHIND CLOSED BORDERS

Jesus commanded His disciples (and us) to go and make disciples of every people group. He said in Matthew 24:14 (ESV), “And this Gospel of the kingdom will be proclaimed throughout the whole world as a testimony to all nations, and then the end will come.”

If our job is to make sure the Gospel is shared with every nation and people group, what do we do when there are nations and people groups we can’t reach? As much as 60% of unreached people groups live in countries closed to missionaries from North America. One way we can still gain access is through radio.

Like in the days when Reach Beyond used shortwave radio to broadcast the Gospel from Ecuador into the Soviet Union, today Reach Beyond uses radio to strategically reach places where our missionaries cannot go. Out of the Kununurra broadcasting location, Reach Beyond Australia is able to use shortwave radio to broadcast in nearly 30 languages to countries throughout Asia Pacific. We have
the potential to reach 442 unreached people groups and 939 million people, most of whom live in countries completely closed off to missionaries.

In other areas, we may not be able to send in missionaries, but we can help plant radio stations that are run by local believers. We can provide equipment, broadcast training and other technical expertise.

Toffer King, a Reach Beyond radio planter, explains, “National partners working in radio don’t always have the same stigma in their context as those doing other forms of mission work. By having local partners operate the station, we can be involved in places where a foreign presence directly involved with media would be suspect to a community, or even illegal.”

In 1985, Reach Beyond (then HCJB World Radio) committed with other missionary broadcasters to provide every man, woman and child the opportunity to turn the radio on and hear the Gospel of Jesus Christ in a language they could understand. It was a time of growth for the ministry, with concentrated effort on launching new radio programming for languages not yet represented. One of the languages identified at the time was from Central Asia. Reach Beyond started a partnership to build an AM radio studio in country. Soon after, all of our missionaries were kicked out of the country as borders closed to foreign evangelism. However, we had hired a local young man to continue working in the studio. While a foreigner would not have been able to share the Gospel with this people group, this young man had the opportunity to share with his own people.

Over the years, the tools used in this country have changed, but the messaging has not. David, a Reach Beyond regional director, has seen the importance of trying new media, moving from the original AM station to digital media. “There are so many choices even for radio, we have to compete in almost every market with maybe dozens of choices,” he says. “It is a reminder that content is king. It’s not the technical part of radio, it’s the content that delivers to an audience. That will always be the same.”

The choice was made to switch to a mobile app for the radio programming. Besides wanting to embrace new technology to reach the next generation, the mobile app had an additional benefit: it is very difficult for the government to block an app. We have networkers in country that help people to find the app, and content is produced in country by pastors. Christian volunteers help to follow up on engagement from listeners that come in through social media and online.

“The programs cover everything. Locals produce the content at great risk to their lives. They record at night in a studio house our partner owns with us. We are vigilant about security, but we take advantage of this opportunity. We never know when this will be closed off, when the government will find them. But we know we have a door open now. The programming is changing lives,” David said.

MATTHEW 24:14 (ESV)

“And this Gospel of the kingdom will be proclaimed throughout the whole world as a testimony to all nations, and then the end will come.”

“...the kingdom will be proclaimed throughout...”
OF THE UNREACHED ARE IN COUNTRIES CLOSED TO MISSIONARIES FROM N. AMERICA

60%

70%

STILL THE MOST USED SOURCE OF INFORMATION

Not only can radio help gain access to closed countries, but it can also help reach populations where literacy is a barrier. An estimated one billion adults are considered illiterate, with the highest concentrations of illiteracy in the Arab states, South and West Asia and Sub-Saharan Africa. Despite literacy, 70% of the unreached peoples of the world are considered oral learners, not written.

“Radio doesn’t require the listener to be tech-savvy or well-educated. Hand them a pre-programmed radio and they can be illiterate or blind, never formally educated, rich/middle-class/dirt poor – as long as they can find the power button they can be reached,” said Toffer.

While radio isn’t the only medium available to help overcome illiteracy, it is the most widely available. The United Nations cultural agency UNESCO asserts that radio currently reaches 70 percent of the population worldwide. “Radio still remains the medium that reaches the widest audience worldwide, in the quickest possible time,” their statement said. Because radios have been around for 100 years, most homes have them. In developing countries, 75% of households have access to radio. While 50% of the world’s population still doesn’t have internet, and mobile reception can be spotty or absent, a radio signal will get through.

“For most people outside the developed or first world, radio is still their go-to for news, information, advocacy, entertainment, reassurance and even friendship. This is especially true anywhere outside of major urban areas,” said Janice Reid, a Reach Beyond media trainer. “Since a huge proportion of the developing world still lives in small towns or country areas, radio really is vital as a lifeline for them, particularly where internet is patchy or expensive. Where else can they turn if they can’t afford a TV?”

RADIO AS DISCIPLESHIP

It’s not enough just to make the Gospel available to all peoples. Jesus commanded us to go and make disciples of all people. So, what does that look like with radio?

While radio can be a powerful tool for introducing new believers to Christ, it can also be a powerful tool for continued discipleship, whether that is through the content used on air, the community that forms around a station, or the follow-up that happens when listeners reach out.

In an Indonesian town, the announcer of a popular counseling program has gained quite a following among
his listeners, many of whom are not yet Christian. When his mother died a year ago, none of his extended family were able to come to help with the funeral arrangements. He mentioned this on his program, and many listeners gathered to help him with the arrangements—even paying the funeral costs! His faithfulness in helping strangers over the radio has forged strong relationships, giving him an opportunity for personal witnessing and discipleship.

Our digital media partner working in the Arab-speaking world includes discipleship as part of their model. Listeners first hear the Gospel through the broadcasts, but then they have an opportunity to reach out and ask questions through social media. Local Christians who speak their heart language are able to follow up to answer these questions and help lead people to Christ. Without first having the content on air, though, the door would not be open for a personal witness.

By providing content that helps listeners understand the Word and apply God’s direction to everyday life, radio can help new Christians grow in their faith even without personal follow-up. In places where there are few well-trained pastors, false teaching is very prevalent, and there’s a real need for good Biblical teaching. One station in Indonesia has a weekly show, “What Does the Bible Say?” Most of the station’s programs are aimed at people who do not profess faith in Jesus, but this one is designed to help people move beyond shallow faith into a true understanding of the Word. The pastor takes questions from people in the community and uses them to introduce the topic he’ll teach about that week.

“Radio still remains the medium that reaches the widest audience worldwide, in the quickest possible time.”
In one of our security-sensitive countries, our 24/7 mobile radio station broadcasts programs on everything from dating to finances. A local businessman had operated a small family business for many years, selling souvenirs to tourists. He was a Christian and a long-time listener to the radio programming. His favorite program was about doing business. “I love it not just because I do business,” he said, “but because your programs talk about real situations in context of Christian life and Biblical position.”

One issue he had always dealt with was the corruption of owning a business in this country. Bribery or “gift-giving” is an expectation as it is part of their culture. After listener requests, the station did a program about bribery. The businessman was able to use the arguments presented in the program and held his ground that although he would certainly pay required taxes, he would no longer pay these illegal bribes.

“The officials were very angry and threatened me, but six months later, they still haven’t done anything to hurt my shop,” he said. “Now I sleep better knowing I’m not doing things that are bad in God’s eyes.”

Sources: Joshua Project, UNESCO World Radio Day, The Center for the Study of Global Christianity

“Thank you so much for your radio programming and what you do for local Christians. There are not many of us here, and those who are left are stressed and punished. But your project gives us hope. We live in an isolated country, worst in the world, but even here we have God and hope in our hearts. Your radio gave us a breath of fresh air. It gives us joy, the Lord’s love, and the hope that everything will be good.”

Leonard* lived his life in darkness. He would beat his wife and kids whenever he was drunk. And he was drunk almost every night. It was the way of life in his community. Men spend their day working hard to earn an income, and they spend their night relaxing with their friends and drinking alcohol. But, ten years of this rhythm started affecting his health. His hands started to shake, and his liver and nervous system became very unstable.

“I became emotionally unstable, too,” he says. “I didn’t want to admit my role in causing these problems. I blamed my family. I had to work for them; all of the stress was because of them. It sounds strange now, but at the time I was really sure of this.”

One evening, he came home after a long day of work and drinking. There was a dirty plate on the kitchen table, and it set him off. “I was very angry, and I threw the plate right into my nine-year-old son’s head. The plate cut open his head, and there was blood. He was crying, not understanding. My wife was screaming and my young daughter just ran out of the home.”

That night, Leonard’s health took the same downward turn. His blood pressure spiked and he had a heart attack. He couldn’t stand. Emergency medical response took him
to the hospital, and doctors advised him to stay for three weeks. “I was all alone. My ‘friends’ were too busy, and my family didn’t want to visit after what I had done.” Although an unbeliever, Leonard challenged an unknown God, yelling out, “God, why did you bring me into all of this? Why do you hate me so much? What have I done to you?”

Leonard had a hospital roommate who was always listening to his headphones, but he heard this outburst and asked him why he was blaming God. After explaining the situation, the roommate said, “All of your problems are not because of God, but because of you, brother. Only you are guilty in this, not God. But only God can help you with it.” He handed Leonard his headphones and said, “Just listen for half an hour. This is the only way I can help you.”

Reluctantly, he took the headphones, and he started hearing radio programming from one of Reach Beyond’s partner broadcasters. Before he knew it, three hours had gone by. “It was really strange. People were speaking about simple things in simple language. There was good music, and it was the first positive thing I had heard in a long time.”

Over the next couple of weeks, Leonard continued to listen. “I was like a sponge, absorbing everything. I prayed with them, I sang with them. I was listening and was happy. I didn’t recognize myself.”

Leonard discussed what he was hearing with his roommate, who helped lead him to Christ. He says, “I’ll be honest – it was a very easy decision, because I’ve seen my own example. I confessed not only to God, but also to my wife and kids, and now I’m at home, living in peace and love – thanks to the Lord, Jesus!”

Three hours of listening to the radio changed Leonard’s life. And there are many more stories like this, of people trapped in darkness, living in countries closed to the Gospel, closed to missionaries. But radio can still travel in and make an impact. With each life changed, each decision for Christ, darkness can turn to light.

This is why Reach Beyond does radio. This is why radio is still relevant in reaching the unreached.

*name changes for security
<table>
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<th>GIFTS THAT PAY YOU INCOME</th>
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<th>GIFTS THAT CREATE A LEGACY</th>
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<td>Charitable Gift Annuities</td>
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**GIFTS THAT CREATE A LEGACY**
- Charitable Bequest
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- Beneficiary Designations

**GIFTS YOU MAKE TODAY**
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- Charitable Lead Trust
- Donor Advised Funds
- Endowed Gifts
- Gifts of Stock, Securities or Real Estate

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There are 1900 unreached people groups of more than 100,000 individuals who have little to no access to a relevant and transformational Gospel witness. Millions who do not yet know the love of Jesus. These are the people groups Reach Beyond has been called to serve.

Currently less than 3% of western missions’ resources go to the unreached world and we want to change that paradigm.

How can you help? By partnering with us as a recurring donor to support our voice and hands strategies. We call these donors +partners.

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The electric tea pot popped and hissed as I prepared the teacups and a small snack for our guests who would be arriving soon. They wouldn’t be staying long, but chai is a prerequisite for any time spent with local friends, a sort of ceremony to welcome others in, both physically and figuratively. The cadence of boiling water being poured, the plop of the sugar cube, spoons clinking the tea cups, hands raising steaming cups to smiling lips – it’s a rhythm of warmth, friendship and hospitality that is central to the culture here.

Our friends arrive and we greet them with hugs and hellos, welcoming them into our home for the first time. They are a mother daughter pair, Natasha* and Sofia*, and this is my first time to meet Sofia. They are warm and gracious and very tall – an unusual trait for this part of the world! As we settle in around the ritual of chai, they are quick to move towards the intended topic of conversation today – their upcoming trip across the southern border of our country to minister to a group of their own people who live in an isolated mountain community.

Sofia sets down her chai and takes the lead in describing the community to us, as she has already been on a previous trip to the remote village. From our city, it will take a plane ride plus an arduous 12-hour drive through rugged mountain terrain to reach their destination. She explains how they plan to purchase basic supplies for a children’s camp after their flight and before their trek, and how they will additionally need to bring water, fruit and vegetables, as even these basic necessities are scarce there.

The village is located at 13,000 feet above sea level, and living conditions are extremely harsh. Sofia shows us pictures of the villagers she met last time. Their faces are chronically wind-burned and sun-burned, and she speaks with great sadness over how much younger these ladies are than they look. They had brought some simple crafts for the children, but it is the ladies who are excited about making bracelets and necklaces. At night the guests (and locals) sleep on cushions on the floors of the small homes, and Sofia recalls how she suffered through the week with fleas because of the sleeping conditions. Not wanting to shame her hosts, she simply explained that she had bug bites from playing outside with the kids.

Our own kids are gathered round us, watching quietly as Sofia clicks through the pictures, shocked as they witness the poverty across the computer screen. “Do they know Jesus?” my son asks as he tries to make sense of it all. “No, they don’t sweet boy. But we hope we can introduce them,” Natasha answers him simply. She is a nurse by trade, a very good one, and she is eager to educate the women on some simple community health issues during her time there. But it is obvious that the mother-daughter pair are most excited to bring the hope of the Gospel to those that are in desperate need of hope, especially of the eternal nature.
Natasha is just a first-generation believer herself, and as such is catching the vision of multiplication. “You will be my witnesses in Jerusalem and in all Judea and Samaria, and to the end of the earth.” (Acts 1:8) While these pictures look like the end of the earth to us, it is literally their Judea, their own people, their neighbors. Their simple, two-room flat in our city is luxurious in comparison to village life, yet they are willing to count the cost.

As time draws short, we gather closer as we bow our heads in prayer. These women are brave and bold, and we are honored to be a small part of what they are doing. Our American passports would not allow us to cross the border, and our measly language skills are an even more insurmountable barrier as these villagers only speak the local language – but Natasha and Sofia do not even need to cross cultural barriers to reach them. We pray for the Gospel to go forth through these beautiful souls, and that it would catch fire here in this dry and weary land. The presence of the Holy Spirit is palpable.

Before they leave, we are able to share a financial gift with our friends to help them in their ministry. Our hearts are overwhelmed with gratitude. We have enough to give only because of the generosity of others – we are simply conduits of God’s finances, directing His funds from one bank account to another. We express this to them as we press the American dollars into their hands. It all belongs to Him already, just as it always has.

We hug and kiss goodbye, then see them out as they retrieve their shoes at the door. The chai cups are emptied now, but our hearts are infinitely fuller.

**ACTS 1:8 (NIV)**

“...you will be my witnesses...”

“But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.”
JOIN US
BETWEEN EASTER AND PENTECOST SUNDAY
APRIL 21-JUNE 9
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