

Your help and support

Thank you for your on-going support and interest in this important ministry that takes the Gospel out into the market-place where it will be seen by many who may never or seldom see or hear it in any other way. We are gradually using up our investments and need your continuing support in prayer and giving in order to maintain and develop the ministry.

We need many more people and churches to pray, to give and to sponsor campaigns in their locality. Please consider encouraging others in your place of worship, work-place and amongst your circle of friends and acquaintances to...

- Pledge to pray at least once a week for this ministry and in particular for this year's campaigns.
- Give regularly to help expand MEMO's ministry. Times are changing and we must maximise the opportunities while we have the freedom to display God's Word in this way. Regular gifts, whatever the amount, help us to budget more easily and any gift from a UK taxpayer can be increased by 28% if Gift Aided *giftaid.it* at no cost to you. (Forms are available from the office or the website)
- Include MEMO in their Will that this work might be maintained, long after they are able to give.
- Encourage your church/fellowship to partner with us by including MEMO in their mission giving and/or sponsoring a campaign in your area.

Committee

Leslie Lucas (Chairman), Dennis Pethers, Peter Martin & Peter Day (Manager)

Trustee

Stewardship Services (UKET) Limited act as the Trustee for Message on the Move. The registered office address is P.O. Box 99, Loughton, Essex, IG10 3QJ.

MEMO is the operating name for **Message on the Move**. Registered charity No. 233136

E-mailing

If you have an e-mail address please let us know - We will not send you masses of junk mail or pass it to anybody else. In the future, it may be more effective to send communications like this via the Internet rather than by post. Please send a message to office@me-mo.org stating your name, post code and the e-mail address you would like us to use, and we will add it to our records.



Annual Report

for the year to 31st December 2008

“Promoting the Good News of the Kingdom of God to the travelling public by displaying Scripture text posters within public transport”



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Chairman's Report

"So stop worrying...." Where have you seen that? Not with the message of hope that God gives us from the Bible but with the message of hopelessness that denies God's love, sovereignty and purpose. But at MEMO we're not worried and are glad that God has given us the opportunity to respond to the message of hopelessness with God's word of hope. Many people are aware that their lives are empty of hope and we want to share with them the greatest news on earth; it lifts us from worry and releases us into a living relationship with God as Father, Son and Holy Spirit. So, just as the devil shouldn't have all the "good" music neither should he have all the "good" publicity. We are on a winner here, because having "tasted that the Lord is good" (1 Peter 2:3) we know the words of scripture are the authentic good words from God who wants to speak into people's lives only for our good.

The Apostle Paul wrote "For we speak as messengers approved by God to be entrusted with the Good News" (1 Thessalonians 2:4). We believe God has entrusted MEMO to bring good news to the travelling public by our Scripture text posters being placed within public transport. You can share this trust as a partner of MEMO by sponsoring posters for placing in public transport operating in your community and by prayer that God will use the posters as the messenger of Good News.

Why should the devil have all the "good" publicity in your community? He doesn't have to when we publicise the really good news.

Leslie Lucas
Chairman



Adapted Extracts from the Management Committee's Report Campaigns

Between March and December over 2800 posters (1500 in 2007) were displayed on Buses for 4 weeks in various parts of the UK. It was a very encouraging year with a number of the campaigns having been run in partnership with church groups; some who were holding events in conjunction with the HOPEo8 project. These were in Bradford, Chelmsford, Croydon, Cornwall, Liverpool, Newcastle-upon-Tyne, and Wigan. In Southend the posters were also used to promote Love Southend and additionally two Campaigns, in Bournemouth and Stoke, were personally sponsored by prayer partners from those areas. Two campaigns were run in London, one in the north and west during August, and the second during December in the central area, which featured the specially produced Crunched? poster that relates to the current economic situation in the country. Other small campaigns were run in Barrow-in-Furness, Dunfermline, Edinburgh, Kendal and St Andrews. It is evident from responses still being received that some posters are still on display from last year, which once again confirms that poster advertising on buses remains very good value for money.

The poster designs used during 2008, created by the media department of Viz-a-Viz Ministries, with an appropriate verse for each question posed, were the following:

Got your pass? John Ch. 5 v. 24;
Travelling alone? John Ch. 8 v. 37;
Lost? Luke Ch. 19 v. 10
Hope So? John Ch. 6 v. 47
Crunched? Luke Ch. 2 v. 10-11

We were also delighted to be able to partner with the HOPEo8 initiative who through a generous grant were able to display posters on the rears of buses in a number of areas. By using MEMO's strong links with the advertising company, they were able to increase the number of sites booked by around 30%.

Responses

We are delighted to report that the number of responses received was up significantly on recent years. This is largely due to the inclusion of a 'text message' response facility on the posters. The total number of responses received was 429 – a 400% increase on the previous year, for which we 'praise the Lord' – 34 to the free-phone answer machine, 37 via the www.ygod.info website and 358 by 'text'. Once again telephone enquiries were passed to Contact for Christ (CFC) for follow-up, while the website enquirers were sent a copy of the 'More to Life' magazine with a brief covering letter. The 'text' responses receive an immediate automated reply encouraging them to visit the ygod.info website, which has a link to www.more-to-life.org. They are then sent a further message at the beginning of the next month. The service also enabled us to send them a specific New Year greeting. We were greatly encouraged last April when a man from Kent who, having responded to a poster, was sent literature by Contact for Christ and was subsequently put in touch by CFC with a local pastor, who led him to Christ. Also, later in the year, by news that a school girl from Bradford, who had been bullying Christians but was touch by God through constantly seeing the word 'Hope' on the back of buses. She sought help, gave her life to Christ and has subsequently been baptised.

Management and Staff: Once again throughout 2008 the work was managed by Peter Day, working from his home office, for an average of two days per week, keeping costs to the minimum.

Financial Summary: Income and Expenditure for the year were considerably higher than 2007 due to the partnership with HOPEo8. An outline of the financial details can be seen below.

Incoming Resources	2009	2008	Resources Expended	2009	2008
Gifts and Donations	50,506	19,178	Charitable Activities	89,419	40,527
Investment Income	13,003	10,777	Investment Costs	759	486
Other Income	328	312	Governance Costs	615	522
Totals	63,837	30,267	Totals	90,793	41,535

The difference between income & expenditure was met by transferring funds from investments. These figures are taken from our Independently Examined Annual Accounts carried out in accordance with general directions given by the Charity Commission. They may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. Copies of the full Management Committee Report & Accounts are available from the office upon request, for which a donation to cover copying, postage & packing would be appreciated.

Campaigns for 2009

* The Tyne & Wear Metro campaign is being running in partnership with the Bible Text and Publicity Mission (BTPM) who have arranged for a poster on every station. MEMO have booked sites to ensure that a poster is displayed in every carriage of the trains. The posters will be of similar design and will carry the same Bible Text.

We will also be placing an advert in the June issue of 'Railnews' – the national newspaper for Britain's rail industry, with a readership of over 200,000.

The list is correct at the time of printing. However, we are currently in discussion with various groups about a campaign in the London area pre-Christmas around the theme of 'More to Christmas'. We also hope that other groups and individuals will sponsor campaigns in their local areas in the coming months.

Place	Start date	No. of Sites
Southampton	2nd March	83
Birmingham	2nd March	100
Stevenage	30th March	83
Exeter	30th March	75
Glasgow	13th April	225
Newport (S. Wales)	27th April	74
Leeds	27th April	83
Lincoln	25th May	69
Ashford (Kent)	25th May	31
Folkestone	25th May	48
London (Central)	25th May	170
Peterborough	6th July	64
Blackpool	6th July	86
Derby	3rd August	75
Scarborough	3rd August	47
Northampton	31st August	46
Wrexham	31st August	44
Tyne & Wear Metro	21st September	80*
Total		1483