

October 2009

Dear Friends

Greeting to you from the MEMO Committee. Thank you for your on-going, prayerful support.

We are all aware that these are not easy times financially for any of us, whether individuals or charities, and therefore we have decided to simply send this letter to keep you up-to-date rather than have anything more glossy printed.

Campaigns – All the campaigns listed in the Annual Report and on the website are now officially finished although it is interesting to see where we are still getting responses from – indicating that posters on the buses continue to be on display many months after the period actually paid for – so *Praise the Lord* for these added opportunities and pray that the 'Word' will continue to speak to the lives of those who read it.

Tyne & Wear Campaign – Run in partnership with Bible Text Publicity Mission (BTPM) this campaign, which officially concludes on 18th October, has already brought a number of responses, not least from a man who has been attending church for many years but has now recognised his need for a relationship with God. With a poster like the one below in every carriage of the Metro and one of a similar design, using the same text, on every available station, thousands of people must have read the verse. Please continue praying for further enquiries as the 'Word of God' and the 'Spirit of God' work in individual hearts and lives.



Who cares?
Jesus said, "Don't let your hearts be troubled.
Trust in God, and trust also in me." John 14:1, The Bible

If you want to know more about God's message:
go to www.ygod.info text MEMO to 80039 or freefone 0800 214781

This poster is supplied by MEMO (Message on the Move) which exists to display Bible portions before the travelling public. Charity number 233136. For more information go to www.me-mo.org

Responses – Up to the end of September we had received over 460 to the answerphone, by text or through the website – already considerably more than for the whole of last year. Some of these will have been followed up with literature, the texts by at least two further text messages pointing people to the www.ygod.info website, and others, particularly those from Tyne & Wear with a phone call from Jeff at BTPM.

We were greatly encouraged a few months ago with a report from *Contact for Christ (CFC)*, who follow-up our telephone enquiries, that a man in Cornwall has committed his life to Christ. He saw a poster on a bus in April, left his contact details on the answerphone, received information from *CFC* and a visit from a local Christian who led him to the Lord. Please join with us in giving thanks to the Lord for this outcome and indeed for other responses from which we have currently received no specific feedback. What made this particular response even more remarkable was that the poster had been on display since May 2008, despite MEMO only paying for a 4-week campaign!

Continued overleaf

Central London Campaign – We have just booked an extra campaign using 470 sites on buses running into central London from garages in Edgware, Brixton, Holloway and Putney. It will commence on Monday 23rd November and will therefore cover the busy Christmas shopping period. A variety of poster designs will be used enabling us to use up all of our existing older stock, with the exception of the one illustrated above, of which there are two versions – male and female.

New Partnerships – Unfortunately we have not had so many partnerships during 2009 as in 2008 when we linked into the HOPE08 project, although following a specific mailing a number of churches in the Tyne & Wear area have informed us that their members will be praying and some have sent gifts towards the campaign. It is always our desire to work with local churches and church groups if for no other reason than to increase prayer support of campaigns in local areas. However, if churches can also provide at least a financial contribution it enables us to run additional campaigns, in other areas, using funding available to us. Please do consider if your church and others in the area could be encouraged to partner with us for campaigns in 2010. Just £250 would enable us to book 20 poster sites for 4 weeks in your area. I would be happy to send them details.

Planning for 2010 – Next month we will begin planning for campaigns in 2010 so if you would like us to consider running one in your area, please let us know by mid November. Although sponsored campaigns, (paid for by individuals or churches) can be booked later next year. Ideally we need at least 8 weeks notice. One other piece of good news is that the advertising company have reduced their prices for 2010 on bus sites by 15% meaning we will get more sites for our money. Costs for other sites such as on the London Underground trains remain high and also have to be booked in lots of 1,000 or more. I am please to say that we have not had any bus companies refuse our posters this year, but we are not complacent about this possibility.

Finances – Although income from individuals and trusts is on budget, that from churches is currently down about 50% and investment income is also lower as might be expected with interest rates at current levels - perhaps a sign of the time! One trust who have supported us for a number of years has not been able to this year due to their income being lower too. Please prayerfully consider if you and/or your church could make a gift at this time. A response slip and pre-addressed envelope is included for this purpose. Our aim is always to use gifts and grants received for the production and display of posters, with running costs met from other sources.

We continue to thank God for his provision for this work and never take for granted your commitment to this ministry. Although we do not know what the long-term future may be both in terms of funding and opportunities for displaying posters, we look to the Lord for His provision and direction, and are already considering what we might be able to do during the Olympic Games in 2012. The Committee meets again on Wednesday 18th November and would value your prayers for direction in poster design and where we should run campaigns next year. However, what is even more important is that the number of positive responses continues to increase as God opens blind eyes, unstops deaf ears and softens hardened hearts in these needy and testing times.

It may be a little early, but the shops are already preparing and Christmas lights are going up in town centres, so may I wish you and yours a very blessed and peace-filled Christmas.

Yours sincerely

Peter Day

Peter Day
Manager