

December 2010

Dear Friends

You will know that in recent years we have sent you a newsletter during January in which we have summarised the previous year and given you an outline of our plans for the year ahead. However this year I am writing to you prior to Christmas so that we can send you the enclosed calendar produced by the Evangelical Alliance (EA) and in which, as a member organisation, we were invited to participate. You will see our contribution in the month of June. If you are an EA member you should have already received one. If that is the case perhaps you can use it in your workplace, church or can give it to a friend so that they too can read about our work.

Thank you - May I now thank you for your prayerful support and interest during 2010 and ask you to continue this during the coming year. God is continuing to bless this ministry and use it to speak into people's lives. Your prayers and gifts are helping sustain and prosper this work.

2010 Campaigns - In all we have sponsored campaigns in 25 towns and cities, displaying over 2,600 posters. The four cities campaign featuring the '*Is there More to Christmas*' poster in Belfast, Cardiff, Edinburgh and London is still running and it is our hope that many of these posters will remain on display over the entire Christmas period. For your information and prayers we had to switch the Cardiff campaign to another bus company at the last minute as the city buses will not now accept religious advertising. BTPM, with whom we have run joint projects during the last two years, have had similar problems apparently because of complaints about some advertising by another Christian Society.

2010 Responses – Obviously it is not possible to give exact numbers of responses for the current year, not least as there are over 1,000 posters still on display. However, the numbers are looking encouraging and should end up in excess of 600, which is similar to 2009. All those who respond over the next few weeks and leave their name and address will be sent a free copy of the '*More to Christmas*' DVD with a response form inviting them to ask if they would like further help or information. In addition a text message will be sent to everyone who has responded by text during the year, inviting them to phone or e-mail their contact details if they too would like a free copy of the DVD. Extracts from it can also be viewed on the www.ygod.info website.

Income – for the year to-date has been somewhat disappointing and I suspect that we are now beginning to feel the effects of the economic downturn. Please note that you are no longer able to donate on-line by debit/credit card through *Justgiving* as this was not cost effective.

Partnerships – As you will be aware we have again this year run a joint campaign in the Birmingham area with BTPM and in the near future we will be meeting to consider possible plans for 2011. Please ask your church or group of churches to consider partnering with us for a campaign in your area during 2011. It does not cost as much as you might think and we can arrange campaigns using anything from 25 stock posters upwards. Please contact me early in the New Year if you would like to consider this option.

Poster Designs for 2011 – Our graphic designer is currently working on a new design for 2011 based around the theme of '*the treadmill of daily life*'. It will be illustrated in our *Annual Report* leaflet which should be mailed to you in April. We are also considering possible options for using a phone number where enquirers can speak to a 'live' contact rather than simply leaving their details on an answerphone. Your prayers concerning this and the design would be appreciated.

Planning for 2011 Campaigns – Unless income increases we will be limiting the number of campaigns we sponsor during next year mainly so that we can maintain sufficient funds to mount a large number of campaigns around the Olympic Games in 2012. We are linked into the *More Than Gold* organisation and hope to be working with a number of other publicity organisations with the aim of running co-ordinated campaigns involving posters on buses, bus shelters, railways stations and outside churches. We will also be looking to raise considerable additional funding so that this vision will have maximum impact. Please pray for the vision and the funding.

In conclusion may I take this opportunity to again thank you for your support, to wish you a very happy Christmas and every blessing in the New Year.

Yours sincerely

Peter Day

Manager

