

# Challenge

November 2005

PRAYER LETTER OF CHALLENGE LITERATURE FELLOWSHIP (AUST.) INC.

I have had a number of requests to give some more detail on what is happening with the Challenge newspaper both here in Australia and overseas. It has been without doubt some of the most amazing years for our work in our 25 year existence. For the first 20 years I feel God was putting us through a much needed apprenticeship in terms of understanding what he wanted to do in the lives of those who are and have been involved in the work. What has come home to me with our recent development is that God can do more in a few weeks then we can in a life time of struggling in the flesh. So I want to take a few moments of your time to share some of the exciting things that are happening in the work of Challenge and how we are prayerfully looking to move forward in the months and years ahead.

## Australia

At the moment we are distributing between 55 to 60,000 papers per month predominantly to churches. We have been at that figure for some time now as we have had a lot happening overseas, which has meant that we have not been able to do the promotion work that is so necessary to keep the circulation moving forward. We are planning to do promotion in New South Wales and Queensland next year as we focus more on our work in Australia for 2006.

Our great burden for Australia is that we can get the gospel into the marketplace and to encourage the churches to see the importance of this and be willing to do it. We have had a number of churches that have been using the paper in this way and have been very excited with acceptance of the paper. One church in the port city of Fremantle in Western Australia has been using the paper in the main mall area with a tremendous response. The pastor realises that a key purpose of reaching their community is to lift the God presence in the city of Fremantle and to develop their profile as a church into homes in that city. The reality is that most churches struggle with having a presence in their community although most think they do. In fact I have contact with a number of churches who have discovered much to their horror that around 85-90% of their community doesn't even know they exist.

This raises another important question for churches to consider when it comes to reaching their community. How is it possible to reach your community if they don't even know that you exist? That is a good question and one that every church needs to ask itself. If you want to know more about Challenge and how to use it don't hesitate to contact me and I will be glad to help out wherever I can.

## New Zealand

We have been in NZ for approximately 4 years and have been making slow progress. We are working with The Challenge Weekly, which is a paper similar to New Life newspaper based in Victoria. Challenge Weekly were keen to have an outreach element to their ministry and so we felt it was appropriate to work in partnership with them to provide a relevant tool to help NZ churches to reach their communities. It is planned to employ a person to promote the paper and to sell advertising for the Challenge Weekly. I am hopeful that this step will boost distribution.

## Southern Africa and Kenya

The work in southern Africa has been going extremely well with a print run varying from 250,000 to 300,000 per edition. The countries we are getting into at the moment are South Africa, Zimbabwe, Zambia, Botswana, Lesotho and Swaziland. Wherever we go with the paper we are getting an amazing response. The latest addition to what we are doing has been a print run of 20,000 into Kenya. This has been made possible with the wonderful co-operation of Partners International in Australia.

Another key part of the work in Africa has been the production of a prison edition of the paper. This has had a staggering response with 600 responses being received each month and has been a great encouragement to the work of World Hope Prison Ministries and the director of that work Willie Dengler. Prior to our arrival in South Africa they were reaching into about 10 prisons, but as a result of the paper they are now reaching into all of South Africa's 252 prisons. There are about 200,000 prisoners in these prisons, in less than ideal conditions but somehow we are being a real encouragement in bringing this paper into prisons as there is little to do or read. We are also going into all of the 31 prisons in Botswana and we are hopeful of getting an equally good response from there.

Wherever we go the supply of the paper is just not enough which is a nice problem to have but not so easy to fix. Let me say at this point that none of what has happened since going into Africa would have been possible without the fantastic support of Harold Peasley and the ministry he founded called Multi Ministries. This has been a strategic partnership which has and continues to bear much fruit. The fact that we have been able to tap into all their infrastructure has saved us lots of time and finances for which we are enormously grateful to them and to God. This partnership means that we can maximise every dollar that is given to us in terms of putting them into printing more papers.

The great need is to develop the paper further in Southern Africa as the number that we are printing is barely taking the dust off the corner of the table and there is a great need to dramatically boost our print-run. Ultimately we are aiming for a print-run of 1,000,000 papers per edition which we think will start to make a real difference in

Southern Africa. I think it is fairly obvious that the need is huge and the opportunities are endless but the factor that restrains us is finances. I know that none of us like to hear about finances and I would not make mention of it except that the need is so strategic and urgent.

Apart from what we are doing in southern and central Africa opportunities are available for us to go into Malawi and to Ghana. Philip Tutu has been waiting very patiently for the paper to go into Ghana for almost two years.

I have recently returned from a trip to Argentina to investigate the possibilities of getting our paper into that country. After preliminary discussions with the Word of Life ministry organisation we are looking to get out our first language edition of the paper by mid March 2006. There are more discussions to be had and as yet we have not forged a partnership with Word of Life but we are confident that God is in what we are doing. We anticipate doing an initial print-run of 10,000 papers.

What all this shows you is that we are very much in need of your prayer support for God's clear leading and provision. We are very conscious of the fact that we can get ahead of God and thus get ourselves in all sorts of bother as a result. However, we do know that God is opening great doors of opportunity for us that we never dreamed of, but we are in great need of your continued support both prayerfully and financially. If you would like to know more of what is happening in these exciting times please don't hesitate to contact me. Many thanks to all of you for praying for the work and for the Challenge team as it is deeply appreciated and much needed.

— Carl Carmody, Editor of Challenge

## *Praise*

1. We are rejoicing in all the opportunities that God is giving to the work of Challenge and for all the folks who are coming to know Jesus as their Lord and Saviour, especially in Africa.
2. Praise the Lord for two churches that have recently put Challenge on their mission support list which is just such an encouragement to the team.
3. We are praising God for the recent visit of Errol Wesson to WA to help promote the work of Multi Ministries and Challenge in Africa, as well as to speak at the Keswick Conventions in Perth and Esperance. He did an excellent job and we are looking forward to what God is going to do as a result of his hard work.
4. We are most grateful for a number of recent gifts to the work of Challenge which were really needed and very appreciated.
5. We are most excited about the many opportunities that God is giving to us to reach out with the gospel. We want to praise Him for these open doors and for all that he is going to do as a result of walking through them. We are so thrilled with the provision of \$50,000 worth of bibles for our commitments made in prisons by the Bible Society of NSW.
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## *Prayer*

1. Please pray for our Australian edition of the paper as we look to promoting and developing it in the eastern states. We are looking to boost the distribution to 75,000 per month which is a huge task, but we worship a God who specialises in doing the impossible.
2. Continue to pray for our African work as the demand for the paper continues to grow. This is a nice problem to have but it is not an easy one to fix both from a financial and distribution points of view.
3. Pray for our partner ministry in South Africa, Multi Ministries, who are doing a great job in getting the paper out to all sorts of different places.
4. Continue to pray for the finances of the ministry as they are always in a delicate state of flux. We are now trying to set up a personal support regime for staff to try and develop a stable income for them. Thank you for your prayers in this matter.
5. Pray for the ongoing discussions in South America and for the development of the first language edition of the paper in Spanish. There is a lot to talk and think through for this to happen. Pray for Will Herndon who serves the Lord with Word of Life in the city of Cordoba in Argentina as he helps to set up the necessary infrastructure to get us up and running in that country.

*Send your testimony to **Challenge** – Your conversion to Jesus Christ is a miracle, and is a wonderful means of witnessing to a lost world – Ring or write or email to Challenge for a testimony outline sheet.*

## **Challenge Literature Fellowship**

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