

# Challenge

THE GOOD NEWS PAPER

July 2006

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

I just want to take the opportunity this month to update our prayer warriors on the progress of Challenge newspaper over the last few months. As you can imagine there is much happening and God is opening up precious doors of opportunity almost daily as we look around the world. Let me go through each area of involvement that we have to update you as you pray much for the work of Challenge.

**Australia:** We are making slow progress here in Australia in terms of expanding our distribution which varies between 55 to 60,000 copies per month. We have however been working very hard on a new strategy this year. We are looking at developing what we call sponsored editions of Challenge. By sponsored editions we mean producing copies of Challenge with a special advertising insert inside the paper. This insert may involve four, eight or twelve pages of local information plus local advertising of Christian businesses and church activities that relate to the non-Christian. We are at present working very closely with the work of Radio Rhema in Port Macquarie and the manager there David Bower. The potential is underlined by the fact that we believe we can raise enough interest to do a sponsored edition of 35,000 copies of Challenge to reach into every home in Port Macquarie, Kempsey and Laurieton in New South Wales. We are looking at the same idea in Brisbane and working with Wes Leake who is heading up an organisation called Business Blessings. Wes and I have been discussing the possibility of breaking up Brisbane into several regions with a total print run of 600,000 papers. It seems strange to say figures of that magnitude but again it just high lights the incredible possibilities that can emerge if we can prayerfully see this new strategy take off in other parts of Australia.

**New Zealand:** As most of you are aware we have been putting papers into New Zealand now for the past five years under the banner and partnership of Challenge Weekly newspaper. It is a paper designed and written for the Christian where of course Challenge Good news is designed and written for the non-Christian. With the Challenge Weekly we have been producing our paper as an insert once a month plus we have been printing as run on as a separate entity in itself for distribution to churches. Our distribution in New Zealand continues to remain around the 10 to 15,000 papers per month but we would really love to have someone take up the promotion side of things in New Zealand to really boost the distribution to maybe as many as 50,000 papers.

**Africa:** The work in Africa continues to flourish as we work under the banner of Multi Ministries based in Johannesburg South Africa. We have just printed our latest edition of the paper which is focused on the soccer world cup. With the work in South Africa we realise that although we are printing out upwards of 300,000 papers bimonthly we realise that this is way short of what we need to be producing. Of the 300,000 we are printing at present 70,000 of those are a special prison edition of which 60,000 are distributed to all of the prisons in South Africa and 10,000 into all the prisons of Botswana. We are getting quite a bit of interest in our prison edition in other countries such as Kenya. So this only leaves 230,000 papers of our main edition of which we try to get 30,000 papers into Zimbabwe and 20,000 into Botswana. Botswana is an interesting country in that it is somewhat of a anomaly, in amongst a group of countries where there is a high degree of Christianity. For example a country like Zambia has somewhere around the 20-25% Christian and yet Botswana is around 4%. As you can see the need is huge in Botswana with a population of about 1.6 million and has an AIDS infection rate of about 40%. Most of the folk who have AIDS we are told, will not be with us by the year 2010. This of course injects enormous urgency into the work of getting out the paper. We are really endeavouring to consolidate our work in South Africa and are really trusting the Lord for further finances to develop our print run ultimately in the Southern African region to a million papers bi-monthly.

We are also moving into other countries like Kenya and have recently renegotiated our funding agreement with Partners International based in Sydney. We praise God for the incredible work that Partners International are doing in funding indigenous mission work around the world. Also I think it is great to have an organisation that has such a worldwide vision and a passion to fund it. We are now printing 15,000 copies of the paper bimonthly for Kenya working with another organisation called Peace Makers International directed by Pastor Paul Dondoh. We are endeavouring to develop the infrastructure a lot more there by making available a vehicle such as a hi-ace van for Paul, and also to fund him to get onto the internet as well as helping with the distribution of the papers. We are also in the process of negotiating with a committee in Malawi for our first print run and we should see this happening for our next edition. We are working with a committee chaired by Pastor Willie Chabonda and have a good group of men who as very keen to see the Challenge newspaper go into Malawi. Like many African countries Malawi is again a desperately needy country with AIDS being a huge problem and that coupled with famine has made life very difficult for that country. Apart from this we are looking to get into countries like Nigeria and have had Ghana on our hearts for sometime. But of course all of this is dependent on how the Lord provides for the printing of the paper and also the infrastructure that is required in those countries.

**South America:** The most recent development for Challenge newspaper has been our first language edition of the paper in Spanish. We are working with Word of Life Mission in Argentina and in particular with Will and Ale Herndon. It has been a great joy after some eighteen months of discussions and planning to get out our first edition of this paper for Argentina. We have enough funding to do another edition and we are trusting the Lord not only for the printing of 10,000 but ultimately to print many more papers not only for Argentina but also for other countries like Ecuador and other

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Spanish speaking countries in South America. If we could translate Challenge into Portuguese we then have the wonderful opportunity to reach into just about every country in South America and Central America through the Word of Life network and then also we can reach into the only English speaking country Guyana as well. So you can see that opportunities abound and I know that all of this has happened because people like you who are reading this prayer letter pray fervently for the work and give graciously and generously also. So I guess it goes without saying we still need and covet your prayers for the ongoing work of Challenge both in Australia and overseas particularly in Africa as we see the work expanding almost week by week. In this last month we have had the privilege of seeing somewhere in the vicinity of 400,000 papers being distributed around the Southern hemisphere for which we can only stand in amazement at what God has done and continues to do. But bear in mind that as big as this number appears it really is only beginning to scratch the surface as to meeting the need that is out there, so please keep praying as we trust the Lord for those who give to keep on giving and others who would take this on board as well.

— Carl Carmody, Editor of Challenge

## Praise

1. We want to praise the Lord for a most encouraging visit and promotion trip with Harold Peasley from Multi Ministries in South Africa. Carl and Harold's itinerary included Townsville, Brisbane, Darwin, Alice Springs, Ayres Rock and Perth.
2. Praise God for the flow of funds coming in for the mission projects with our Impact Africa mission trip starting July 7<sup>th</sup>. We have been greatly encouraged by the effect and endeavour of those who are going in terms of raising project funding. We are trusting the Lord for \$25,000 to take with us for projects such as bibles, food, transport, pastor training and the printing of Challenge in Africa.
3. We Praise God for ongoing gifts to the work of Challenge from various churches and individuals. We have been really blessed by this fantastic support and can only say it has allowed us to continue to expand our work and its effectiveness both here and overseas.
4. Praise the Lord for another land mark month in that we have put out our first language edition of Challenge in Argentina in Spanish. We rejoice with God as we see this paper going out into the city of Cordoba in Argentina and also into Ecuador.
5. We praise God for the way the Impact Africa mission trip is coming together with 26 team members involved. Lots of opportunities are opening up with ministry into prisons, squatters camps, tenement areas, hospitals and 2 Holiday Bible School's running concurrently.
6. We praise God for the other ministry organisations that we have partnered with in Multi Ministries in South Africa and their team, with Challenge Weekly newspaper in New Zealand, with Peace Makers International in Kenya and with Word of Life Ministry in South America and in particular Will Herndon who is their missionary in Cordoba which is a city of about 1 million people.

## Prayer

1. We would value your prayer for the work of Challenge here in Australia as we endeavour to develop these new sponsored editions of the paper. As I said in my editorial this is a new strategy to reach out in a much bigger way into the cities and major towns of Australia.
2. We would value your prayer for our Impact Africa team who will be in Johannesburg South Africa from the 7<sup>th</sup> July to the 25<sup>th</sup> July. We would value your prayer for safety and protection for the team and for real fruitfulness in the ministry that is carried out.
3. We would value prayer for finances for the work of Challenge particularly for South America and Africa. We really need to see further funding in for our South American edition as we have enough funding on hand for one more edition in two months time. We need about \$1500 for each print run of 10,000 papers.
4. We would value prayer for our Challenge team who do an amazing job and are stretched with the present work load that we have. Pray for unity and a oneness of mind as we realise the enemy does not want this work to flourish.
5. We would value prayer for our sponsored editions of the paper as we endeavour to establish the strategy in Port Macquarie, Kempsey and Laurieton and do it under the banner of Radio Rhema.
6. We would value prayer for the impact of the paper particularly here in Australia and New Zealand. We really want to see rich encouragement for those churches who are out there sharing the good news of Jesus Christ with the paper.

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