



We Can't Stop!

Nineteen Eighty, and there's the freckled faced boy called Dumbo (by the kids, not just because of the size of his ears but because of his speech impediment as well). On the way to the special ed class, called "retarded, just like his brother Tim and his sister Lois." In high school, a C- in speech class and told, "never go into public speaking." But then, at a Teens Encounter Christ weekend he experienced the love of Jesus personally, and understood that God's love was way bigger than all the pain in his life. Later, at Spencer Lake Bible Camp, he signed a covenant agreeing to spend the rest of his life telling people about Jesus, the real source of hope and life. John 17:3 says, "this is Life, to know You the one true God, and your only son Jesus whom you have sent." Life is about knowing Jesus. It's not about things. Or accomplishments. Everyone needs to hear that. Tim and Lois had purpose. They matter. Every life matters. That boy had a vision, that every student, that every person needs to hear the love of Jesus.

Thirty-eight years later I still have that vision. Actually, that vision has me.

Since that time, my passion has only grown. It comes from two areas. First, the ache in my heart, when I see that 1,800 students a day are attempting suicide. Recently I heard of a 5-year old boy who took his life. How did he even know what that meant? That's why we must reach them younger and younger. So, on one side we have the hurt and the hell that these students are living with and on the other side we have God's heart and the hope of what could be. That gap between the two is why we can't stop.

Acts 4:13 describes the disciples this way: they could tell that they were ignorant unlearned people, but they took note that they had been with Jesus. And, I guess that's all I am. But what has God done? I've spoken in all 50 states and 30 countries. I've written six books. I was given an Honorary Doctorate in Humanities from Judson University. We're now broadcasting Hope for Life devotionals, producing podcasts, streaming Jesus content to the gaming community, delivering daily

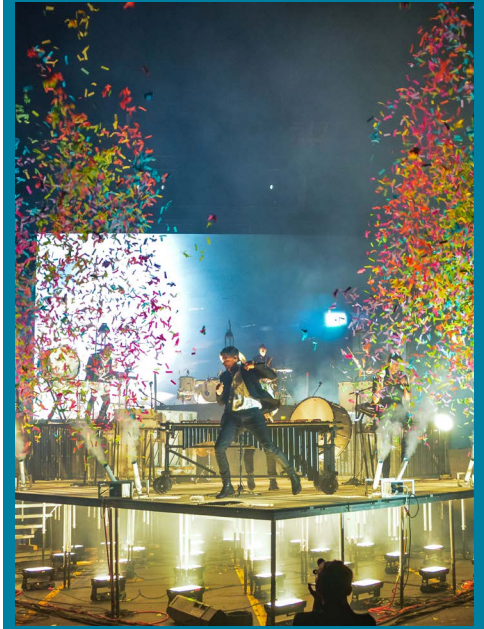
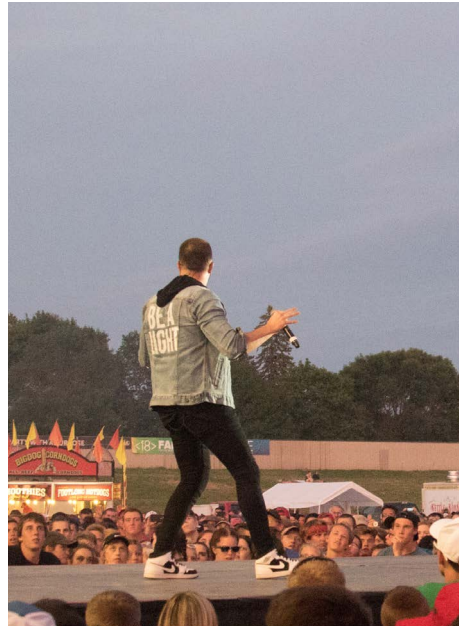
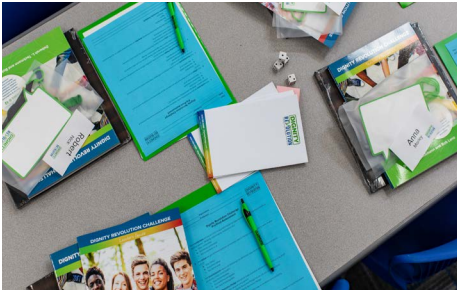
Facebook Live events, and more. This year I have spoken virtually to 60 countries bringing the hope of Jesus to over one million people. We can't stop. We haven't stopped. We won't stop. We'll continue to tell people they matter. We will do it through Dignity Revolution, Quake events, Lifest and now through broadcast and virtual technologies. And then there are the international opportunities. They are coming to us daily. Haiti, Peru, Vietnam, the Philippines and Pakistan.

It seems that God has given me three things. I have mentioned

already the vision and the passion. And now, relationships. After 38 years of doing this, it's time to move to the next level. To scale it. To network. To partner. And friends, that's why we launched the Hope for Life Campaign. To expand, not just for the sake of being bigger, but for the sake of reaching more students with the lover of Jesus.

Through Dignity Revolution we have trained 1,028 teachers in 31 states to recognize and confront

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the mental health epidemic. But, we need to take this to every state. And, there are so many kids today that haven't encountered Jesus. That's why we can't stop Quake events. God has blessed Lifest richly. We may have lost this year because of COVID, but we'll come back more on target than ever. We'll pay off that stage, we'll produce an event more impactful than ever, and right now we are planning another festival! Lifest Music City in Nashville at Hideaway Farm, the former home of Johnny Cash. We are also pursuing a one-day Lifest in Florida. And just a month ago on September 13, we hosted For King and Country for a Drive-in concert at the Timber Rattlers stadium in Appleton, WI. February, we'll be in Pakistan, May in Israel and Egypt.

The vision, the passion, the relationships.

And people say, "Bob in the middle of a pandemic you're doing your first campaign to raise \$1.8M? No way!" Well, when the world says no way, we say Yahweh. Because Philippians 1:6 says "He who started the good work in us will complete it." The need is more pressing than ever. We have the

vision. We have the passion. We have the relationships. You're a part of that. Please, stand with us, partner with us through the Hope for Life Campaign. Every gift matters.

Our youth are hurting...dealing with depression, anxiety, suicide, bullying and violence in numbers we've never seen before. And then COVID. Clearly students need our help. And we need yours. I am sure you can tell why Life Promotions cannot stop. In the midst of these extraordinary circumstances I will assure you of this: we will continue to be in front of public school students and the adults who impact them addressing the issues that they are facing every day. We will continue to respectfully invite people back to community outreaches. We will continue to clearly present the Gospel of Jesus and we will continue to work with and through the local church. We will continue to call God's people to follow Jesus and reach out to others. Why? Because students need Jesus. Even when they don't know it. Whatever it takes, together we will find a way.

In order to respond to these current opportunities in this new normal and position this ministry for maximum impact for the future, the Hope for Life Campaign was launched on July 1, with a goal of raising 1.8 million dollars in 18 months. A campaign anchored in the promise of Philippians 1:6. I understand that this season is hard, and it may not be the best time for you to give. But I am going to ask you to give anyway. If you can't give today, will you make a pledge? I pray you will, not out of guilt, but out of love and worship to our creator. So today I am asking you, no I am pleading with you, for the well-being of our youth. Will you link arms with us to carry out this great work?

Every gift matters!