

# OUR MISSION

**Child Evangelism Fellowship®** is a Bible-centered, worldwide organization composed of born-again believers whose purpose is to evangelize boys and girls with the Gospel of the Lord Jesus Christ and to establish (disciple) them in the Word of God and in a local church for Christian living.



**EVANGELIZE.  
DISCIPLE.  
ESTABLISH.**

**E**nvision a world in which every child in every nation could hear about Jesus. That's the world we dream about, discuss, and desire every day. In 1937 our founder, Jesse Overholtzer, would sit at his desk with his finger on a portion of the globe, praying for the children of that nation. He prayed that someday "an army of evangelists would encircle the globe" telling boys and girls about Jesus. Last year, that army reached nearly 22.9 million children with the

Good News of Jesus. God has opened almost every nation to the work of CEF, but there are still millions of boys and girls who need to hear about Jesus. As we continue to evangelize and disciple boys and girls and establish them in the local church, our goal is to reach higher and higher percentages of the population of each country. In Kenya, for example, there are 19 million children in the 4-14 window—the ages in which people are most likely to come to Christ. In the last year CEF missionaries had opportunity to share the Gospel with over 9 percent of the Kenyan children. Our goal is to train more workers, provide them with excellent materials, and establish more Good News Clubs so that we may reach Every Child, Every Nation, Every Day.





# OUR STRATEGY

## BIBLICAL, INTENTIONAL, AND FOCUSED – THE CEF® STRATEGY

Psalms 78 has great significance to the work of CEF. Verses 6 and 7 speak to the purpose of our ministry: “That the next generation might know them, the children yet unborn, and arise and tell them to their children, so that they should set their hope in God and not forget the works of God, but keep His commandments.” The focus of CEF is upon the next generation. The ministry is intentional to share the Good News of Jesus Christ with children while they are most open to the Gospel.

Matthew 28:19 makes clear the scope of the mission: “Go therefore and make disciples of all nations.” Only by the grace of God will we meet the challenge before us to reach the next generation in every nation. But we believe God has given us a strategy that is biblical, intentional, and focused. Read below to understand this strategy and how it moves us toward ensuring that the next generation might know.



**Training** | Training prepares men and women to effectively evangelize and disciple the generation to come. Each year hundreds of thousands of students are trained to effectively evangelize and disciple the next generation.



**Equipping** | Equipping produces materials for trained men and women to effectively evangelize and disciple the generation to come. Each year millions of pieces of literature are distributed around the globe to put the best teaching and discipleship materials into the hands of our missionaries.



**Supporting** | Supporting provides the resources for trained and equipped men and women to focus on effectively evangelizing and discipling the generation to come. Each year nearly 900 *Sponsor-A-National*™ recipients in 130 countries receive much-needed support.

### God's Blessing

**CHILDREN REACHED: 2008 = 9,326,275 • 2011 = 12,136,564 • 2014 = 19,914,335**

# 22,878,335

The number of children who were reached in 2017 with a face-to-face presentation of the Gospel. This number does not include other CEF ministries such as literature distribution.

62,637  
Every Day

2,610  
Every Hour

43  
Every Minute

MINISTRY YEAR

2011

12.1 MILLION  
(12,136,564)

2014

19.9 MILLION  
(19,914,335)

2017

22.8 MILLION  
(22,878,335)

CHILDREN REACHED