



WELCOME LCMS MEGA CHURCHES

NOVEMBER 19, 2015



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.

INSPIRED TRANSFORMATION

Your congregation can end hunger for thousands of people in Kenya. By providing necessary support, training, and education, your congregation will empower people to feed their families and improve their incomes. Your investment will have an immediate and life-long impact on children as they not only grow up healthy and strong, but as they gain skills and knowledge that lead to permanent food security.

- **You will ensure families have access to water.**

Farmers will learn how to trap water during the rainy season and use it for irrigating their fields. They will use solar power to pump water to their fields. Farmers will learn how to conserve and manage water for year-round food production.

- **You will help families grow nutritious foods.**

Many farmers only grow rice and basic grains. They will learn how to grow vegetables like eggplant, peppers, kale, okra, and potatoes that offer nutritious diets for their families.

- **You will start school feeding programs.**

When farmers begin growing enough to feed their families, they will be able to sell the surplus to school feeding programs. This provides fresh, local produce to feed children and helps farmers increase their income.

- **You will improve the health of entire communities.**

Water for bathing, cooking and drinking will be safe, accessible and abundant. The once-thirsty farm plots will be saturated with life-giving water and green with flourishing vegetables. Fathers, mothers, children and babies will be nourished.

- **You will create additional jobs in agriculture that help sustain farmers.**

Local leaders will become community knowledge workers who troubleshoot farm-level problems and provide technical advice, market knowledge, and more.



**IF YOU POUR YOURSELF OUT FOR THE HUNGRY
AND SATISFY THE DESIRE OF THE AFFLICTED,
THEN SHALL YOUR LIGHT RISE IN THE DARKNESS
AND YOUR GLOOM BE AS THE NOONDAY.**

– ISAIAH 58:10 (KJV)

**AFFIRMING GOD’S LOVE FOR ALL PEOPLE,
WE WORK WITH LUTHERANS AND PARTNERS
AROUND THE WORLD TO END POVERTY,
INJUSTICE AND HUMAN SUFFERING.**

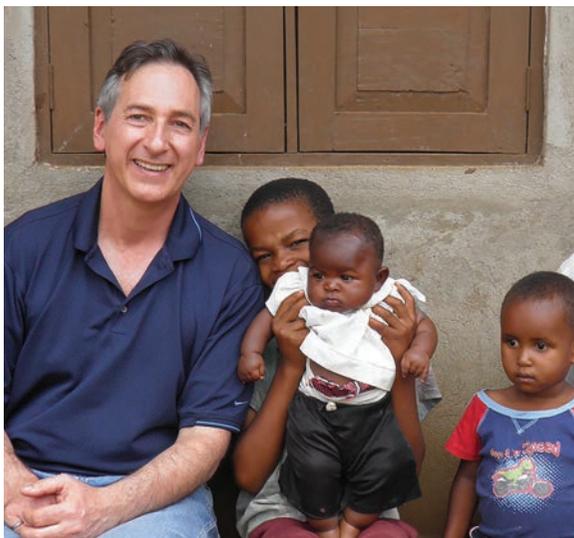
– LUTHERAN WORLD RELIEF

PERSONAL TRANSFORMATION

Your congregation can experience the power of becoming personally and uniquely involved in caring for impoverished people who live on the other side of the globe, through a partnership with Lutheran World Relief. Your congregation can be transformed through educational activities, personal interactions, and travel experiences. As you live out your call to love and serve your neighbor, you will grow into a deeper relationship with Christ. We invite your input on how you would like to engage your congregation but here are several opportunities for you to consider:

- **You can better understand the challenges of poverty by actively learning about hunger and water issues** through a wide variety of educational activities. LWR staff can work with you to develop a toolkit that could include Worship Resources (bulletin inserts, coloring sheets, suggested hymns, prayers, children’s sermons, stories for sermons, offering suggestions, quilt/kit blessings); Sunday School Resources (youth activities, adult Power Point presentations, questions for further discussion); and Fellowship Resources (coffee hours, congregational meals).
- **You can experience kinship with people who are working hard to provide for their families and strengthen their communities** by becoming personally engaged through frequent updates, photos, videos, and testimonies that connect you with people in project communities. LWR can develop a customized web portal for your congregation and provide material for you to upload on your own website. If interested, members of your congregation can visit with LWR’s field-based program managers (through online interactions such as Skype calls or project staff visiting your congregation).
- **You can build personal relationships with people who are benefiting from your financial resources** by visiting supported communities and seeing the transformative impact of your congregation’s gifts. You can see first-hand how lives are being transformed by your gifts. You are encouraged to come back and spread the inspiring news of what your congregation is accomplishing.

Through personalized engagement experiences, members of your congregation can see how the financial resources God has blessed them with can enrich and extend the lives of people who live in rural communities in other parts of the world. In this way, you will transform the lives of your congregation members and communities experiencing poverty and marginalization—cultivating generous givers and grateful recipients all for the glory of God.



A screenshot of the KINOSight website. The header includes the logo and navigation links for Projects, About, Leaders, and a Login button. The main content area features a large image of a woman in a red jacket and white headscarf, with a video player overlay. The text reads: "New Project: APOKO coffee farmers in Kenya". Below this, it says: "Many farmers in rural Kenya already grow coffee as a cash crop, but lack the training and equipment needed for it to lift them out of poverty. You can help." There is a "MAKE A DIFFERENCE" button and a page indicator "< 3/6 >". At the bottom, it displays "Current Global Impact" with a purple icon of two people and the text "81,684 people prospering".

LIFE TRANSFORMATION IN KENYA

Hunger. It creates conflict in the family and it can tear it apart.

This is what Sevu Kanyasya told us about his family's reality. Sevu is a father and farmer who lives in Makueni County, Kenya, about 100 miles southeast of Nairobi, where rainfall is intermittent, drought is persistent and water is scarce. The parched land is cracked and dusty; the vegetation is brown and dehydrated. There are no guarantees the rains will come at the same time each year and even less guarantee the rains will be sufficient to raise a good harvest.

In this arid region of Kenya, most individuals are subsistence farmers who struggle to grow enough food to feed their families with little to no surplus to sell. Without water to farm, there is no harvest. Families are going hungry. Without enough water to drink or for proper sanitation, families are getting sick. Children are not attending school, and the cycle of poverty compounds and continues.

However, that is changing as LWR is working with several farmers' associations to improve water access. LWR, its partners, and community groups have constructed sand dams and installed solar-powered boreholes to provide year-round sources of water.

Farmers now have reliable access to water for irrigating their fields. Instead of producing one crop per year, families can take advantage of multiple growing seasons—ensuring they have food to eat throughout the year and providing them with excess crops to sell.

Your congregation's support can expand this work to reach tens of thousands of hungry families.



“Hunger is like this: If you’re hungry, you can’t sleep at night. If you have hunger, you can’t plan ahead for your life. You can’t think about anything except the hunger that you have.”

– SEVU KANYASYA

By partnering with LWR your congregation can build on what we've learned to reach the next village in Kenya.

You can change lives for **tens of thousands** of farmers who live in Kenya.

You will reach new communities in desperate need, who are eager for your support and have seen the transformation in neighboring villages. You will help them provide a sustainable source of water.

- We'll construct systems, like sand dams, and plant trees to trap water during the rainy season and hold it in place so farmers can use it to irrigate their fields.
- We'll use a source of energy that is abundantly available in East Africa— the sun— so farmers can pump water to their fields. We'll make sure communities know how to conserve and manage water and grow food year round.

You will reach families who are working toward achieving year-round household food security – as a result of LWR's previous work – and bring an end to hunger.

- Families – especially children – need a variety of nutrients to be healthy. Yet many farmers only grow rice and basic grains. We'll teach farmers to diversify with vegetables like eggplant, peppers, kale, okra and potatoes so families are eating a balanced and nutritious diet.
- When farmers begin growing enough to feed their families, we'll connect them to school feeding programs to sell the surplus. This is a win-win situation. Schools get fresh, local produce to feed children and farmers get a reliable customer to buy their crops. The income stays within the local economy and strengthens communities.

You will improve the health of entire communities and create additional jobs in agriculture.

- We'll provide communities with water filters for the purification of drinking water. With increased water and training, families learn better practices to stay clean and healthy, allowing children to go to school and adults to work and be productive.
- Farming is a business and businesses need many kinds of professionals to be profitable. We'll train local leaders to be community knowledge workers who troubleshoot farm-level problems and provide technical advice, market information and more.



"I'm so thankful for this program and for the changes in our life it has brought about. Most of the money we make now goes towards education."

– SEVU KANYASYA

PROJECT KICK-OFF

PURPOSE

To build excitement and enthusiasm for the project within your congregation.

PROPOSED ACTIVITIES

The Kick-Off Kit will be a comprehensive resource that can be used during a single weekend kick-off or over several weekends. The resource will include:

- Suggestions for scriptures, sermons, litanies, prayers, offerings and hymns
- Bulletin inserts
- Pew envelopes
- Sunday school activities for all ages (activity sheets/ coloring pages for youth, as well as Adult Forum materials with discussion questions)
- Inspirational and educational video showing examples of project activities, using footage from a recent LWR project in Kenya



EXAMPLE TABLE OF CONTENTS FOR KICK-OFF SUNDAY

TABLE OF CONTENTS

1. Introduction for Congregational Leaders

2. Worship Resources

- a. Children's Coloring Sheet
- b. Bulletin Insert
- c. Prayers for Project Kenya
- d. Children's Sermon
- e. Sermon Illustrations (with visuals)
- f. Offering Activity Ideas

3. Educational Activities

- a. Pre-K and Elementary Activities
- b. Middle School and High School Activities
- c. Adult Forum Bible Study and Project Overview

4. Fellowship Activities

- a. Gather Around the Table
- b. Games and Activities

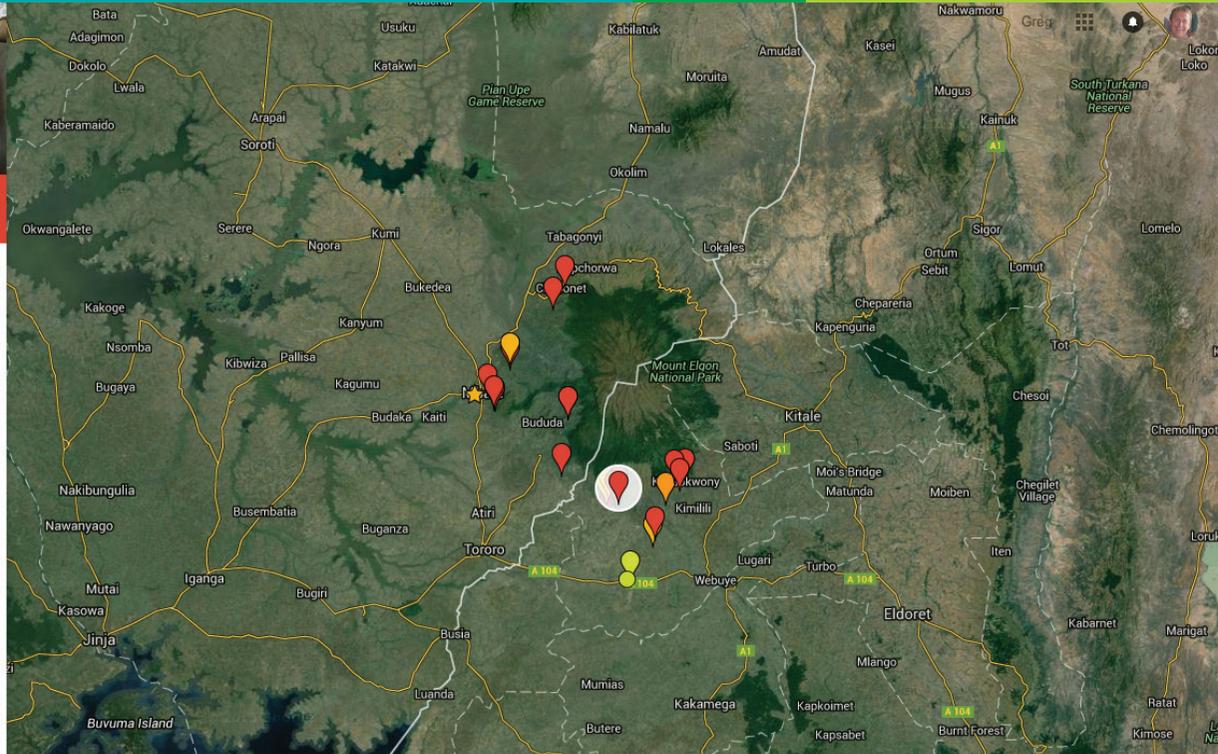


← 01/09 Martin Manyonge, farmer ...

name
01/09 Martin Manyonge, farmer and Nahashan Mwdo, secretary of the local VSLA

description
We meet Martin Manyonge, farmer, at his home. After a while also Nahashan Mwdo, secretary of the local VSLA, joins the conversation.

Read more
at: <https://cafeevaluation.wordpress.com/2015/09/01/martin-manyonge-farmer-and-nahashan-mwdo-secretary-of-the-local-vsla/>



WALK WITH A COMMUNITY

PURPOSE

To allow your congregation to feel connected to a specific community involved in the project.

PROPOSED ACTIVITIES

Your congregation's leaders and members will better understand the project and become acquainted with people who are directly impacted. Additionally, farmers and partners will get to know the individuals who are making this project possible. This will build personal relationships between people — educating each other about their needs, interests, and what life is like where they live.

- Your congregation will receive background information on a specific community/ward in the project area, including GPS coordinates and details on weather, population and landscape.
- Please pray for this specific community. Likewise, the community will be provided with the name and information about your congregation as a way to connect with their brothers and sisters supporting them in the United States.
- If possible, LWR can facilitate periodic Skype calls and/or webinars to connect your congregation's members with farmers and partners in your designated community.
- LWR can create an interactive map, which will be available on the Online Toolbox, so your congregation can zoom in on the community/ward for project activity updates.



REGULAR PROJECT UPDATES: STORIES, PHOTOS, VIDEOS

PURPOSE

To engage, inform and update you and your congregation on the project you are supporting, and enable you to share inspiring and powerful stories with your members.

PROPOSED ACTIVITIES

- On a monthly basis, your congregation will receive an informative email. Emails will include links to the most up to date resources available on the Toolbox website — such as videos or photos — that describe the project and the difference your congregation is making through their giving.
- Each month LWR can provide descriptive stories about individuals' or families' experiences as part of the project. The stories will be enhanced with personal accounts from LWR's president and CEO about what is happening or what will happen with the project.
- Twice a year your congregation will receive videos that include stories about project participants and the impact of the project on their lives.
- As photos are received, your congregation can access them in a shared folder — such as Dropbox — so that you can use them in messaging. Your congregation will be notified when new photos are available.

EXAMPLE PROJECT STORY

OUR SUPPORT IS PROVIDING WATER FROM SAND AND SUN

SEVU AND HIS FAMILY KNOW HUNGER.

For years they tried to survive as subsistence farmers in Kenya's Makueni County, a three-hour drive southeast of Nairobi. But drought and lack of water access meant the family constantly struggled.

Already living in a challenging semi-arid environment, families in the area were severely affected by the drought and food crisis that swept across the Horn of Africa in 2009. The conditions made it extremely difficult for families to feed and support themselves year-round.

Because of our support, that's changing. We're working with several farmers' associations to employ technology that has delivered amazing results — and better water access — to families in Makueni County.

SAND DAMS

"This area is very dry," Sevu says. "There is very little rain. If you plant, the rains may not come. So you are not able to harvest."

The Makindu River, which runs through Makueni County, is a seasonal river, meaning its water only flows during certain times of the year. When the water does not flow, the river is dry. In the past, Sevu and other farmers didn't have a good way to capture water from the river for later use. To help, we're working with communities in Kenya, Lutheran World Relief and their local partners to construct what is called a sand dam.

A sand dam is a reinforced concrete wall built across a river. Since rains are not so frequent, the river only flows after major rainfall, then dries up again. The dam helps hold back some of the water longer, preventing it from flowing downstream. With a sand dam, sand that is carried by the water is trapped behind the wall. Eventually the area behind the dam becomes filled with this sand, which reduces water evaporation and allows people to dig into the riverbed and access the accumulated water.

A sand dam can store millions of liters of water and refills after each rainfall, which means farmers can have a source of water year round. To access the water, farmers use small pumps to transport water from the dams to their fields for irrigation. To help maintain the dams, LWR helped communities form water committees that administer fees for households to access water from the dams, oversee maintenance and monitor the repair.

"Sand dams are a great solution in places where people lack water because of the flow patterns of seasonal rivers," says Evariste Karangwa, LWR's regional director for Africa. "The difference they make in farmers' crop yields can be amazing."

And so it was for Sevu. "Since the sand dam was built, we have enough water. I don't have to buy food anymore. We grow everything here on our farm," he says.

SOLAR-POWERED BOREHOLES

Another way we're using technology to help farmers in Makindu is through the construction of a borehole outfitted with a solar-powered pump.

Boreholes are narrow shafts drilled deep into the ground that give people access to sub-surface water. Traditionally, farmers in the area would use diesel-powered pumps to extract water from the boreholes, but that required special equipment and expensive fuel.

Now, instead of using fuel-powered pumps, the community's borehole has a pump that is powered by solar panels that draw the water from beneath the surface and into large storage tanks. To access the water, farmers use an electronic key, which they can deposit funds to electronically. When a farmer wants to purchase water from the borehole pump, they insert their chip into a special machine (that resembles an ATM), indicate how much water they want, and their chip is debited for the appropriate amount. A nearby dispenser distributes the water into containers.

A LASTING SOLUTION

Our support has led to the construction of a total of 11 boreholes and six sand dams, which will provide water access to approximately 1,885 households. And though dry conditions will probably always remain a challenge in this region, farmers now have technology that allows them to better use their resources.

One look at Sevu's family and you can see that life has gotten much better for them. Working together, they harvest piles of vegetables: gorgeous purple eggplants, verdant peppers, bright red chilis. His children happily munch away at corn cobs, laughing. It is their future, he says, that is most affected by the changes on his farm.

"Most of the money we make now goes towards education," Sevu says. "I'm so thankful for this program and for the changes in our life it has brought about."



ONLINE TOOLBOX

PURPOSE

To provide your congregation with dynamic digital content that can be used to create customized and personalized communication that uniquely reflects the needs and interests of your members.

PROPOSED ACTIVITIES

The Toolbox website will feature a wide variety of communication support pieces, as well as raw material that allows you to build your own engagement strategy.

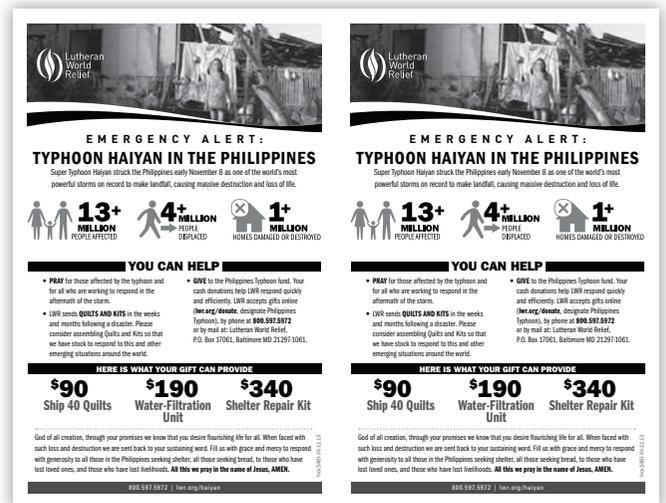
The Toolbox will include:

- Web images and banners to promote on congregational social media.
- Mapping options for embedding information in congregational websites.
- Regularly updated text for congregational emails, news updates for webpages, and program description narratives.
- Photos, videos and story collections.
- Biographical, demographic and geographic information about the region.

The Toolbox will enable you to upload finished materials for sharing with other congregations.



Web banner



Congregational bulletin insert

SOCIAL MEDIA

PURPOSE

To provide opportunities for your congregation to share and document ideas, accomplishments and resources with fellow congregations supporting this work in Kenya.

PROPOSED ACTIVITIES

- LWR can create a Facebook group, open to all members of congregations supporting this project.
- Congregations will be encouraged to upload their own photos, videos and updates.
- LWR staff will be available to actively monitor the page to answer questions and provide updates as needed.
- As appropriate, we can consider how to connect social media interactions with other engagement opportunities.



The project Facebook page will be similar to the LWR Quilter's Facebook group (www.facebook.com/groups/lwrquilters/), which has more than 1,000 members! Members post several times daily, sharing photos of the Quilts they have made for LWR, asking questions of each other and sharing in the community of quilting

PROJECT MILESTONES CELEBRATION

PURPOSE

To engage your congregation in the life of the project and help you celebrate the project's milestones alongside communities in Kenya.

PROPOSED ACTIVITIES

- Approximately two times per year, your congregation will receive a special Project Box, filled with resources and symbolic items for celebrating the project's latest milestone. For example, a Project Box could include packets of the seeds communities are now planting, along with instructions on how to host a milestone celebration by planting a community garden.
- We'd love for you to share details of your milestone celebration, so that we can communicate your partnership to the participating communities.
- We'll make sure to alert you of the Project Box arrival at least one month in advance so you can plan your church calendar accordingly.



LWR SCHOOL KITS

PURPOSE

To provide a tangible way for members of your congregation to connect to the communities they are supporting by giving them an opportunity to engage both their heart and hands in service to others.

PROPOSED ACTIVITIES

Your congregation can assemble LWR School Kits, which will be distributed in East Africa:

- Your congregation will receive detailed instructions for hosting a School Kit drive within your congregation. The completed School Kits will be sent to LWR's warehouse in a specially marked box. Because Kenya does not accept supplies procured outside of the country, the School Kits will be distributed to neighboring countries that have a need for these resources, such as South Sudan.
- Alternately, for individuals who are traveling to Kenya as part of the a project site visit, LWR's local staff in Kenya can procure School Kit items so that the assembly and distribution can occur during the site visit.





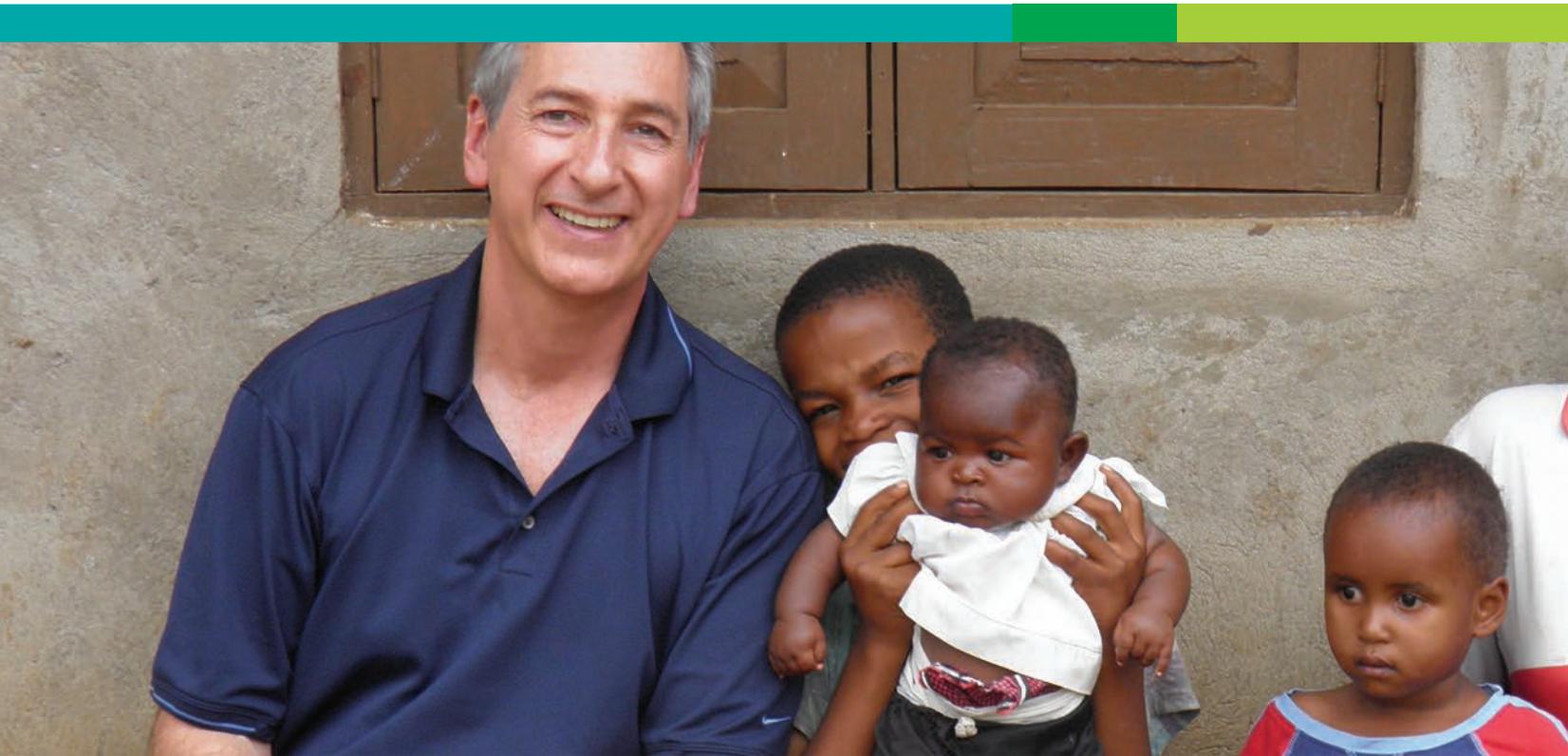
CONGREGATIONAL VISIT FROM FARMER, PARTNER OR LWR KENYA STAFF

PURPOSE

To enable your congregation to meet a farmer whose life is being directly affected by their support, thus helping them visualize the impact of their support.

PROPOSED ACTIVITIES

- LWR can facilitate and coordinate the travel of a farmer, a partner and/or an LWR Kenya staff member to travel to one or more regions of the United States, where he/she will visit select congregations. Travel will be scheduled during specific times of the year when the farmer is able to leave his or her field. Congregation members will be able to ask questions, learn about what life was like before the project, and how the project has affected the farmer and his/her family.
- We'd love for you to sponsor evening events and invite other area churches to attend.



PROJECT SITE VISITS

PURPOSE

To bring members of your congregation to see and experience the project first-hand and to meet the families you are supporting.

PROPOSED ACTIVITIES

- **LWR will prepare your members for travel to Kenya by providing:**
 - A detailed trip itinerary
 - Step-by-step instructions concerning passports, visas, immunizations, and embassy registration
 - A comprehensive security briefing
 - A relevant reading list and reflection questions
 - Introductions to LWR Kenya staff through email and/or Skype calls
- **LWR will manage all aspects of the project site visit, including:**
 - Travel arrangements (accommodations, meals and ground transportation)
 - Flights should be arranged by your congregation
 - Morning and evening devotions
 - Meetings with farmers and their families
 - Potential volunteer opportunities
- Ideally, project site visits will be scheduled in February/early March, which is the optimal time to experience project activities. Site visits could also be scheduled in late June/July. Project site visits can accommodate up to two groups of 10 people each. The visit will last a minimum of five full days in Kenya, which includes two days for travel and three days to visit project sites. A minimum advance notice of three months is required to allow LWR's Kenya team time to prepare for your visit, in coordination with the communities and the government. Site visit costs are the responsibility of the individual/congregation.
- LWR will facilitate post-travel activities for your congregation and will equip trip participants to share their stories within your congregation and your community. We'll encourage trip participants to reflect on their experiences during the days, weeks and months following the site visit and will also invite them to share their experience with the LWR family.

NOTES



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