



**CEF**

CHILD EVANGELISM  
FELLOWSHIP®

Since 1937

Reaching children worldwide™

# Fact Sheet

Revised June 2008

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## Contacting CEF®

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### Location

*Child Evangelism Fellowship® (CEF®)* World Headquarters is located in Warrenton, Missouri, approximately 50 miles west of St. Louis Lambert International Airport. Situated on 664 acres of farmland and timber, the expansive campus houses the administrative and business offices, international and USA ministries, a college-style training center, a volunteer lodge, guest house and full publishing operations.

### Address

Mail sent through the U.S. Post Office:

PO Box 348  
Warrenton, MO 63383-0348  
  
CEF Mailbox Club  
PO Box 190  
Warrenton, MO 63383-0190

Packages sent through UPS, FedEx, etc.:

17482 State Highway M  
Warrenton, MO 63383-0348

### Online

Main Web site.....[cefonline.com](http://cefonline.com)  
CMI® online catalog.....[cefcmi.com](http://cefcmi.com)  
CMI Online (classes) .....[cefcmi.com/online](http://cefcmi.com/online)  
CEF Press® online store.....[cefpres.com](http://cefpres.com)  
Kidsqdiscipleship program.....[wonderzone.com](http://wonderzone.com)  
Teachersqonline community.....[TeachKidsForum.com](http://TeachKidsForum.com)  
Summer mission trips.....[summermissions.com](http://summermissions.com)

### Phone

Main number.....(636) 456-4321  
General use .....1-800-300-4033  
USA field staff only .....1-866-300-4034  
Customer service.....1-800-748-7710

### Fax

Main number.....(636) 456-9935  
Presidentq office .....(636) 456-5000  
International Ministries.....(636) 456-5000  
USA Ministries.....(636) 456-2999  
Recruitment .....(636) 456-6274  
Sales and Service.....(636) 456-2078  
Education/CMI.....(636) 456-4435  
Financial Services .....(636) 456-6571  
CEF Mailbox Club<sup>í</sup> .....(636) 456-5149

### E-mail

Copyrights.....[copyrights@cefonline.com](mailto:copyrights@cefonline.com)  
Sales and Service.....[custserv@cefonline.com](mailto:custserv@cefonline.com)  
Education .....[education@cefonline.com](mailto:education@cefonline.com)  
International Ministries.....[intlmin@cefonline.com](mailto:intlmin@cefonline.com)  
USA Ministries.....[usa@cefonline.com](mailto:usa@cefonline.com)  
Recruitment .....[ministry@cefonline.com](mailto:ministry@cefonline.com)  
Volunteer Services .....[volunteer@cefonline.com](mailto:volunteer@cefonline.com)  
Webmasterõ .....[webmaster@cefonline.com](mailto:webmaster@cefonline.com)

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## About the Ministry

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### History

In 1937 Rev. Jesse Irvin Overholtzer, then 60 years old, was enabled by God to found *Child Evangelism Fellowship*, now the largest evangelistic outreach to children in the world. The first recorded teacher training Institute was held in 1945.

### Mission Statement

*CEF* 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.

### Vision Statement

Diligently pursue excellence, quality, positive attitudes and communication to the glory of God.

### Six Focus Points for the Culture of Child Evangelism Fellowship

1. The Importance of Godly Leadership at Every Level at CEF
2. The Importance of the Spiritual Welfare of our Workers
3. The Importance of Prayer in the Ministry
4. The Importance of Evangelizing Children
5. The Importance of a Clear Biblical Presentation of the Gospel
6. The Importance of a Commitment to Excellence, for the Glory of God

### Financial Accountability

*CEF* is a 501(c)(3) nonprofit organization and is a charter member of the Evangelical Council for Financial Accountability. *CEF* is audited annually and the report is available upon request. The fiscal year runs from July 1 to June 30.

### Ministry Statistics

In our 2006-2007 ministry year over 8.5 million children worldwide heard the Gospel through the ministry of *CEF*— an increase of 6.78 percent. 3.4 million indicated to their teacher that they wanted to accept Christ— an increase of 28.72 percent. Many more have been reached but not recorded.

### Worldwide Staff

The *CEF* International Board of Trustees has opened the work of *CEF* in 159 countries. In some of these countries the work is in its infancy; in most it is quite strong. Several of these countries have such strength and maturity that they have actually sent expatriate missionaries from their country to work with *CEF* in other parts of the world. Because *CEF* is focused on the entire world, we are looking to God to allow us to have work established in every country on the globe by the year 2017.

*CEF* has a staff of 2,634— 150 expatriate missionaries and 2,484 national workers. Thousands of volunteers work with *CEF* staff to share the Gospel with children around the world. A team of 134 full-time and 30 part-time staff plus volunteers serves at *CEF* World Headquarters in Warrenton, Missouri (USA).

### Executive Leadership

Dr. Reese Kauffman, president  
Mr. Marshall Pennell, executive vice president  
Rev. Jim Neigh, vice president, International Ministries  
Mr. Myron Tschetter, assistant vice president, International Ministries  
Mr. Moises Esteves, vice president, USA Ministries  
Mrs. Brenda Rosser, assistant vice president, USA Ministries  
Dr. Martha Wright, vice president, Education  
Mr. Ronald Hane, executive director, Publications and Support Services

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## CEF Around the World

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### Ministry Structure

Under the direction of the vice president, International Ministries, the work of *CEF* is divided

into eight regions. By charter the *CEF* International Board of Trustees serves as the governing board over all these regions. The ministry in each country is led by a national or an expatriate missionary.

- Asia Pacific
- East and Central Africa
- Europe (Western, Central, Eastern)
- Latin America (Spanish/Portuguese languages)
- Middle East (including North Africa)
- North America/Caribbean (main language other than Spanish or Portuguese)
- Southern Africa/Indian Ocean
- West Africa

Under the direction of the vice president, USA Ministries, CEF is active in all U.S. states. Typically each state has a governing board and director. Local committees and directors oversee the ministry throughout the state.

## Sponsor-A-Nation™ and Sponsor-A-National™ (SPAN™)

The *Sponsor-A-National*<sup>ī</sup> program was developed in 1972 to provide financial assistance to CEF national workers so they can begin full-time service with CEF. Once a national begins working in a country, the next step is to establish an official CEF work. *Sponsor-A-Nation*<sup>ī</sup> provides funds needed for legal fees, office rental and utility bills to begin this process.

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# CEF Ministry Programs

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## Camp Good News®

The international *Camp Good News*<sup>®</sup> program has been an active part of the ministry of CEF throughout the years. Using CEF-owned or rented facilities, trained staff maintain an exciting program focused on evangelism and discipleship.

## CEF Mailbox Club™

The *CEF Mailbox Club*<sup>ī</sup> correspondence ministry began in 1999 as a short-term project but has continued. Fueled by the worldwide distribution of *The Wonder Book*<sup>ī</sup>, *Wonder* tracts and student referrals, enrollment keeps climbing. Each lesson the students send is read, checked and processed by a dedicated staff, most of whom are volunteers.

## Christian Youth In Action® (CYIA™)

In *CYIA*<sup>ī</sup> young people are trained to effectively share the Gospel message with boys and girls right where they live. Summer ministries vary by location but *5-Day Club*<sup>®</sup> is the main focus. Participants usually teach several clubs a week during the summer, reaching tens of thousands of children around the world.

## The Every Child Project™

The goal of The *Every Child Project*<sup>ī</sup> is to reach every child through organized outreach programs using tools such as *The Wonder Book*, a powerful evangelistic tool developed by CEF to answer children's questions and lead them to faith and growth in Jesus Christ.

## 5-Day Club®

During summer months children gather in backyards, parks and other locations for five consecutive days to hear Bible lessons and a missionary story and join in exciting games and activities. The Gospel is clearly presented in these 5-Day Clubs.

## Fair Ministry

At state and county fairs across the nation CEF workers share the Gospel with children, teens and adults using *Wordless Books*, tracts, videos, face painting, ballooning and other creative tools.

## Generation Next Challenge®

Our goal is to establish a *Good News Club*<sup>®</sup> in every public elementary school in the largest cities in the U.S. *The Generation Next Challenge*<sup>®</sup> team is already working with churches in St. Louis and Dallas to accomplish this goal in these cities.

## Good News Across America

The purpose of Good News Across America is to assist target areas in jump-starting or strengthening their current *Child Evangelism Fellowship* ministry. After research, prayer, discussion and input from the field, an area is selected. CEF workers are encouraged to go there for a designated length of time to take part in 5-Day Clubs and other forms of ministry and to train workers from partnering churches. These

churches are then encouraged to adopt a *Good News Club* for at least a year. A *CEF* staff member remains in the area for six months to a year to help the local *CEF* staff and the churches in this endeavor.

### **Good News Club® (GNC™)**

From the beginning the *Good News Club* has been at the heart of our ministry. Clubs meet once a week, usually during the school year, in homes, churches, schools and other locations. Since the landmark Supreme Court decision in June 2001 confirming equal access to public schools, the number of after-school clubs has increased dramatically! Children hear the Gospel through Bible and missionary stories, songs and activities and are encouraged to have a daily quiet time using their *60-Day Wonder Devotional Books*. Evangelism and discipleship are primary goals.

### **JYou Connection<sup>†</sup> (JYC<sup>†</sup>)**

*JYou Connection™* is an evangelistic and discipleship ministry for young people ages 11-14. The primary purpose is to bridge the discipleship gap between *Good News Club* and the *CYIA* program.

### **Kids Film Fest™**

*The Story of Jesus for Children* video, produced by The JESUS Film Project, is shown at Kids Film Fests in theaters across the U.S.

### **Military Children's Ministry (MCM)**

Military Children's Ministry (MCM), a partnership between *CEF* and Cadence International, ministers to America's military. After-school Good News Clubs have been established at Ft. Hood, Texas and Ft. Knox, Kentucky and ministry has begun at Ft. Leonard Wood, Missouri and Ft. Irwin, California. Ft. Carson, Colorado and Ft. Lewis, Washington will open when we have funding for the workers.

### **Operation Wonder Why**

The *Do You Wonder Why?* booklet is designed to help answer the tough questions kids ask in the wake of tragedy. To date we have distributed over 1,200,000 booklets following several crises. We have 636,000 booklets stored in 15 locations

across the USA ready to be deployed when needed. All local chapters in the U.S. have been asked to prepare an emergency distribution plan.

### **Party Clubs**

Party Clubs offer an exciting party atmosphere while sharing the life-changing message of Jesus Christ. Monthly themes include holidays, seasons and more.

### **Summer Missions**

*CEF* Summer Missions is a life-changing experience for young adults. Students minister alongside *CEF* staff in reaching children with the Gospel in urban areas, camps and other locations in the U.S. and around the world. Before departing for the mission field, students receive intensive training that prepares them for cross-cultural ministry to children. The goals of *CEF* Summer Missions are for the students to grow in their faith, to reach thousands of children worldwide with the Gospel and to challenge the students to a lifetime of partnership with *CEF* in reaching children.

### **Tel-A-Story®**

A unique outreach and discipleship ministry, *Tel-A-Story®* allows children to call a local telephone number and listen to a short story with a biblical message. At the end the listener is given an opportunity for further personal contact.

### **What Went Wrong?™**

*What Went Wrong?™* is the ministry of *CEF* to prisoners and their children. The prisoner receives a *What Went Wrong?* booklet and is able to enroll himself and his children in the *CEF Mailbox Club*. They receive free age-appropriate lessons that teach truths from God's Word, prayer support, and certificates, awards and other gifts as they progress through the lesson series.

### **What Went Wrong?™ —2<sup>nd</sup> Chance**

*CEF* workers give 5-10 minute presentations in each living area in juvenile detention centers. The youth are then given the booklet *What Went Wrong? Here's your 2nd Chance*, which presents the Gospel and offers enrollment in the *CEF Mailbox Club*.

### **Wonderzone.com®**

This interactive Bible adventure for kids includes Bible lessons, games, greeting cards and daily *Wonder* devotionals. Exciting adventures include

missionary stories; *Wonder Agent*; and *Wonderzone Quiz Game*, which helps kids relate to other kids with disabilities. There's also a blog and *Rusty's Corner*, where kids can vote on various topics. Trail guides answer student questions, check lessons,

encourage participation and pray for the students. *Wonderzone.com* is available in English and several other languages.

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## Supporting Ministries

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### Boxes of Books

Since its inception at International Conference in 1999 this remarkable program has provided over 50,000 boxes of teaching materials free of charge to CEF ministries in 151 countries.

### CEF Volunteer Lodge and Baker Guest House

CEF guests and volunteers enjoy the meeting rooms and private guest rooms of the Volunteer Lodge and Baker Guest House.

### CEF Press®

CEF Press® publishes and distributes Bible lesson curriculum, teaching tools and supporting materials to help CEF accomplish ministry goals. Press products have been translated into over 160 languages.

### CEF Studios™

CEF Studios<sup>i</sup> produces videos to promote the work of CEF, recruit workers and in other ways further the ministry of reaching boys and girls for Christ.

### Children's Ministries Institute® (CMI®)

CMI® offers one of the most innovative, practical training programs available for leaders in children's ministry. The 12-week diploma program can be taken in one- or two-week modules. Students receive training in direct ministries to children, teacher training and ministry organization and leadership. Academic credit is available through various colleges and CEUs through ASCI. Under the direction of the vice president of education, Institutes are held on every continent around the world. CMI now offers classes online through CMI Online.

### Fast Track to Missions

Fast Track to Missions is a three-year program of the *Children's Ministries Institute*® designed to prepare high school graduates for full-time CEF ministry. The program consists of focused Bible training, specialization in children's ministry and practical field experience, including urban and

overseas assignments. Students may earn associate's or bachelor's degrees from partnering colleges.

### Legacy Changers™

Legacy Changers™ sponsor CEF Mailbox Club involvement for children of prisoners, thus changing their legacy from despair and the likelihood of ending up in prison themselves to hope through new life in Christ.

### Ministry Partners

God has increased our effectiveness through partnership with ministries such as Samaritan's Purse, Joni and Friends, Compassion International, Prison Fellowship, The JESUS Film Project, The Mailbox Club International, Cadence International and other organizations and local churches.

### Ministry Staffing Program

The Ministry Staffing Program prepares new CEF missionaries for service in the USA and around the world, helping them become fully supported, fully equipped and fully trained so they can have a fruitful and sustainable ministry to children. It also helps current CEF missionaries raise their full support and maintain full support throughout their entire career.

### Teaching Children Effectively™ (TCE™)

The TCE™ program is designed to train children's workers and parents to evangelize and disciple children. Level 1 equips students with basic skills to evangelize children and to teach them in neighborhood Good News Clubs, public school ministry or in local churches. Level 2 trains students to lead saved children in the process of spiritual growth and to establish a biblical worldview. These courses are available at about 280 field sites around the USA. TCE is also held in many countries around the world.

### Teach Kids!™

TeachKidsForum.com is a growing collection of ideas and helps from expert children's workers around the world and is available free online. Teach Kids!™ essentials offers the inside scoop+

for Christian educators in a monthly easy-to-read publication. *Teach Kids!* Curriculum Club provides quarterly lessons to evangelize and disciple today's child. Each lesson has eight large visuals with the lesson text printed on the back. *Teach Kids! presents* is a collection of relevant advertisements mailed to Curriculum Club subscribers.

### **Today's Child™**

This 90-second radio program hosted by CEF president Reese Kauffman airs on 683 stations and translators across the U.S. and in other countries. The program encourages adults to teach biblical principles and live godly lives for their children to mirror.

### **Volunteers in Action™**

Our volunteer program provides short- or long-term opportunities for individuals and groups to assist regular staff. Over 1,000 volunteers served over 105,000 hours at Headquarters in 2007. Volunteers are housed and fed on campus. An RV park is available for volunteers with their own RVs.