

Fall 2013

Dear Pastor or Missions Coordinator,

***It shouldn't matter where in the world you are born. What should matter is that as a human being you are created in the image of God and thus have a right to be treated with dignity and care.*** However, in our world, it DOES matter where you are born. If you are born in Canada, your access to food and education and health care means that on average you will live longer – much longer – than someone born in Africa, Bolivia, or India. And, odds are, you will also live better.

***At CBM, we are working to change that.*** We believe that God uses local churches around the world to be centres of God's mission to heal a broken world. God wants to heal the whole person: mind, body, and spirit. We believe that health is not simply the absence of disease, but refers to something bigger: health, ultimately, is the presence of God's shalom, which brings wellness to the physical, social, emotional, spiritual and cultural dimensions of an individual and community. This is what Jesus meant when He said that He came to bring life "to the full" (John 10:10).

This year, the themes of CBM's Annual Campaign *Good Health, Hopeful Living* focus on the positive. Too often we in the church have a problem-centred approach to mission, instead of having a God-centred approach that is animated by a vision of the future God is creating. God's agenda is to move our world towards good health of all kinds, and hopeful living. Imagine how our world would be transformed if people were helped to have physical and spiritual and relational and emotional health! For someone who lives in the Global South, physical disease often leads to social isolation and economic stress. Conversely, physical healing can bring about the restoration of relationships and the ability to provide for oneself.

The *Good Health, Hopeful Living* campaign will help fund three important initiatives that are life-giving and bear witness to God's love:

- HIV & AIDS programs in Kenya, Rwanda, and India
- Chagas treatment and prevention programs in Bolivia
- Mother and Child Care Centre in India

The enclosed promotional materials include a bulletin insert, preaching points and a DVD to help you promote this campaign in your church, small group or neighbourhood. Share this with other leaders in your church. If you have questions, need more information, or would like to order free copies of the material, contact us at 905.821.3533 or at [communications@cbmin.org](mailto:communications@cbmin.org). To contribute to this campaign, please make cheques out to "Canadian Baptist Ministries" and designate your donation to the CBM Annual Campaign: *Good Health, Hopeful Living*.

Grace and peace,



Rev. Sam Chaise  
Executive Director



Some of you who have avidly followed CBM for several years will notice that we are not calling our Annual Campaign by its traditional name, which is *The Sharing Way Annual Project*. Let me explain why.

For many years The Sharing Way referred to the arm of CBM that was specifically concerned with community development projects, such as food security, clean water, and health. As part of an extensive re-visioning process, we are deliberately moving towards “integral mission,” which roots holistic mission in the local church and doesn’t separate “community development” work from “church work”. For example, we train both pastors and community development workers in integral mission so that their local churches can become centres of community transformation, through health care, food security training, evangelism, discipleship, and so on. This is how the early church operated, and it is what we believe God is calling us to live into.

For this reason, we don’t want to keep referring to CBM as two entities, i.e. we don’t want to say that The Sharing Way does community development work while CBM does church work. In our mind, that kind of separation is dangerous and not expressive of the Gospel, and it’s not how we operate.

This year’s CBM Annual Campaign reflects this change. As a result of our renewed vision for integral mission we are also re-visioning the kind of resources that we provide. Therefore, this is the last Annual Campaign you will receive in the fall. The next one will be launched at the early part of 2015, so please use *Good Health, Hopeful Living* for 2013 & 2014.

In case you are wondering, donors to CBM can still designate their donations as specifically or as generally as they want – they can designate it to a particular project, Field Staff team, sector (e.g. health), or to “where most needed” (which allows us the most flexibility in ensuring people in greatest need get support when they need it).

We are grateful for your ongoing support of ministry that partners with the poor and transforms lives. For more information, or if you have questions about this change, please call us at 905-821-3533 or email us at [communications@cbmin.org](mailto:communications@cbmin.org).