

November 20, 2010



Dear friend,

I hope you are well and that things have been going well for you. **We are writing because we are going through a big transition.** We want you to know where we are headed and why we think God is leading us this way. After 6 years directly helping reach students with the life-changing good news of the forgiveness and love of Jesus Christ, **we are leaving the staff of Campus Crusade. However, WE ARE NOT LEAVING THE MISSION FIELD, but are undertaking a new venture** with the goal of making a big impact for the Kingdom. After much leading from the Lord, we have realized that **GOD IS CALLING US TO START A NEW MINISTRY.**

When Amy and I first began ministry as volunteers in 1999, we found that one of the biggest needs of any ministry is logistical. Today, 11 years later, we still believe the effectiveness of any missionary in the field is a direct reflection of the logistical support that they have. From what we have seen and experienced, there is a critical need for customizable software which allows Gods workers to better serve those in need. We live in a day of unbridled power and ability in every facet of life because of innovations in software and the internet. Yet when it comes to ministry there are few tools out there. There is simply a bottleneck when it comes to technology and ministry. Because of this bottleneck, many of those who are ministered to fall through the cracks and missionaries are not as effective as they could be. Jesus said in Luke 10:2, "the harvest is plentiful but the workers are few." If the workers are few, it just makes sense to highly empower them with the best of abilities. To this end, I have been working on software to increase effectiveness in ministry. I have worked on it in my spare time for 10 years. I have used it in my own ministry in Long Beach, Davis, San Jose, El Salvador, at Santa Monica and the Dominican Republic. It has helped so much that many others have also requested it as well. A year ago, the software reached maturity, and God began calling me to serve him in the technical arena. Of late, God has indicated to me that He wishes me to empower all ministries whether they be churches, missionary organizations, or mercy ministries, by providing such technology as a ministry. God has spoken to Amy and I through circumstances, through tugging on our hearts, and even through dreams to lead us in this direction. This is a huge step of faith for us as we are launching our own organization using the internet and software as a service to equip the saints.

We have so enjoyed serving the Lord on campus and are so thankful for your generous giving which has helped us do the ministry we have done. **We hope you can continue to support us in our new direction. The need is so important and so vital.** There are few people who have the skills and experience necessary to provide this service well.

TRANSITIONING SUPPORT TO OUR NEW MINISTRY:

Beyond November, your support will still reach us through Crusade as we will have a severance through February to help us through our transition. However, any support given after January 15th should be redirected to our new ministry. The details of how to support us at this new ministry will be included in a separate letter.

ENDING YOUR SUPPORT THROUGH CAMPUS CRUSADE:

If you are giving electronically by Electronic funds transfer or Automatic Credit Card gift call 888-CRUSADE to discontinue your gift to Crusade. Our account will remain active as we make our transition through January. But, automatic gifts given after January will no longer credit to our account toward our severance and will not stop on their own.

If you have any questions feel free to call us at 562-715-8246. Otherwise we will be calling soon to catch up and answer any questions you may have. Thank you for your partnership!

**P.S. To read more about our transition, visit our website: kenandamy.com
We look forward to talking to you soon!**

*Blessings,
Ken, Amy, Mia & Andi*