

March 10, 2013  
World Relief  
March Major Donor mailing

(envelope)

Teaser: **'People Laughed at Me –  
Until I Harvested 47 Crates of Tomatoes in ONE DAY...'**

Mrs. Joan Sample  
Address  
City, state, zip

April 4, 2013

Dear Mrs. Sample,

In my travels I've stood among neat rows of crops, inhaled fresh country air and gazed out at the vibrant colors of farms in the weeks before harvest.

I'm not a farmer – but I know nothing could be more wondrous than to see the fruit of your own hard work and perseverance. Imagine yourself surrounded by abundant crops that you planted, nurtured, watered and prayed over.

Farmers inspire me. Because farmers know what miracles look like.

### **Farming Makes the World Go Round**

In the 21<sup>st</sup> century, this truth remains unchanged: agriculture is central to human development. In our world today:

- The majority of the world's poorest depend on agriculture and related activities to survive.
- Investment in agriculture is 2 to 3 times more effective in increasing the income of the poor than nonagricultural investment.
- Growing agricultural output = poverty reduction.

Subsistence farmers work long hours to feed their families and neighbors. The formula is simple: When you help a farmer, you rescue a family, improve a community, and revitalize a nation.

At World Relief, our commitment to the poor means we work closely with small-scale farmers. And your support means miracles happen every day on small farms and in rural villages.

Today, I won't ask you to change the world. Rather, I want you to help a farmer. There are few investments that do more good. Just ask Isabel Nhumalo.

### **You Say 'Tomato' . . . I Say 'Success'**

Isabel Nhumalo never saw farming as a business. It was simply a way of life in rural Mozambique – a task as basic as cooking and cleaning. And sometimes, it barely sustained her family. . .

(over, please)

World Relief worked to change that. In discipleship groups, women learned Christian principles of stewardship, business management and teamwork. Isabel soaked up this vital knowledge like a sponge, even as neighbors teased her. . . .

“I was selling vegetables along the roadside before I joined one of the discipleship groups,” she recalls. “People laughed when I asked them to keep an eye on them while I attended the Bible-study group. After about eight months, we heard about the possibility for Bible study members to start an agriculture association. We started harvesting our first crop of tomatoes three months ago, and on one of the days I harvested 47 crates of tomatoes. I now sell tomatoes to those friends who laughed at me.”

Today, these same friends are now asking Isabel how they can join the group! Isabel’s story is not unique. Similar transformations are happening in small villages, tiny farms and rural communities around the world.

### **Seeds, Tools, and Small Miracles**

Your generosity is putting seeds in the ground and food on plates. By supporting World Relief, you help increase food security and promote nutrition for families.

**Agricultural development** includes household-level activities – seeds and tools, garden kits, and basic training for households.

**Agribusiness development** helps form farmer associations, providing training and developing larger plots (and more profitable crops) that allow many to benefit from increased incomes and greater security.

Today, can I count on you to support agricultural assistance programs – and provide daily miracles – with your gift of \$xx? Provide God’s abundance as your generous gift shares your blessings with others!

Please join me in transforming lives!

Serving Him,

Stephan Bauman  
President and CEO

P.S. “I thank the Lord for the opportunity I was given,” Isabel says today. Will you join me in providing other opportunities for hard-working farmers around the world? I look forward to the seeds of hope you will plant! Thank you!