

The Prayer Covenant - U.S.A./Canada 2020 Impact

The Prayer Covenant Ministry Impact Overview - Year 2020



Making a difference in the lives of others by developing a lifestyle of prayer and evangelism.

Funds Summary Highlights

479,790

children / youth impacted

8,410

adults impacted

136,301

YouVersion PC



250,000

lost sheep engagers distributed



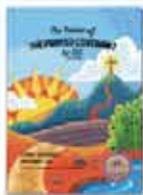
47,990

cards & book marks distributed



184,500

prayer booklets distributed



5,950

prayer books distributed

U.S.A.



Canada



Impacted Regions

U.S.A. States (24)

- . Arkansas
- . Alabama
- . California
- . Colorado
- . Washington DC
- . Florida
- . Georgia
- . Indiana
- . Kansas
- . Louisiana
- . Massachusetts
- . Michigan
- . Minnesota
- . Missouri
- . Mississippi
- . North Carolina
- . New York
- . Ohio
- . Oklahoma
- . South Carolina
- . Tennessee
- . Texas
- . Virginia
- . Washington

Canada Provinces (3)

- . British Columbia
- . Ontario
- . Yukon



U.S.A. Train the Trainer - Youtube



Canada Kids Church - Youtube



U.S.A. Teaching Kids - Youtube



Canada Teaching Kids - Youtube



Partner Ministries

- . America Prays
- . Campus Crusade for Christ
- . Every Home for Christ
- . Urban Hope USA

theprayercovenant.org

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The Prayer Covenant 2020 Highlights

OUTCOMES/MEASUREMENT REPORT - USA/CANADA

This is a summary report of how God is blessing and growing the Prayer Covenant ministry in North America. I believe you will be encouraged and blessed. Your continued partnership makes this possible. There is such an amazing opportunity for kingdom investments. As you read through this, our prayer is that you will share this report with other like-minded Kingdom-focused investors wanting to impact the United States for Jesus Christ. With additional funds, the Prayer Covenant can continue its national reach and investment in prayer and discipleship.

New Radio Ministry:

KARI 550 AM & 95.7 FM Radio is located in Blaine, WA, situated on the NW corner of the State and the Canadian border. In August 2020, Candy Marballi began hosting a daily radio spot five days a week, six times a day, teaching on the Prayer Covenant and sharing testimonies of transformation. This radio station has been airing the gospel for 59 years. Their signal reaches approximately 4 million persons in the USA and Canada. KARI is the only Bible teaching, Christian talk radio that reaches greater Vancouver. (\$25,000 per year investment).

New Books:

Working with International House of Prayer and Saddleback in California (a megachurch of 65,000 members), Candy Marballi with Anuja Lal have completed our newest resource, *The Prayer Covenant for Women*. Hachette Publishers will design the book into a beautiful gift book to be launched in the United States Mother's Day, 2022. They are drawing up the contract. All proceeds/royalties will go directly to The Prayer Covenant ministry.

After receiving many requests, Candy Marballi is currently writing *Unshakeable Truths for Teens*, a discipleship resource that takes teens through a teen version of the Prayer Covenant. Candy is working with a literary agent to see if this also can get published by a top-ten publisher within the USA similar to what was done for the women's book.

Social Media:

We have recently contracted with a professional social media group, Digital Revamp, to install digital analytics to our website so we can more closely track our visitors, especially within the USA, and address their needs. In addition, they are helping build our social media presence on Facebook, Instagram, You Tube and Linked In. We believe this will help raise awareness of The Prayer Covenant's effective resources in the USA/N. America region. They began December 1st. The Prayer Covenant saw an average of 1,000 visitors each month in 2020. Since engaging Digital Revamp December 1st of this year, the number has grown to 1,600 visitors to our website. In addition, our FB following has grown from 5,000 to 21,160 followers in one month!! Our page has reached close to 2 million persons, up 895%, our two videos were viewed by 158,715 and Instagram has now reached 113,000 persons, up 391%. This is one of the strategic investments we have made to the ministry and we will continue to engage their expertise in growing ministry impact. (We are spending \$3,000 per month on their team which is their entry level). They are going to optimize the campaign further with the objective of even better performance.

Speak it to Book Podcast with Caleb Breakey

Candy Marballi will be a guest on The Riskers Podcast in an Apple 5-Star Reviewed Podcast shared with 60,000+ faith-based listeners across the globe. She will be speaking on the Prayer Covenant, Thursday, January 21st, 2021.

YouVersion 10-Day Children's Prayer Covenant Reading Plan & Go2020 Kids Action Steps 3-Day Prayer Covenant Reading Plan:

In 2020, there were 136,301 subscriptions for the reading plan. It is hard to assess how many of these were in the USA versus outside as there are many internationals within the USA using various languages. 22,677 were English and Spanish only. Go 2020 Kids Action Steps - 3 Day Prayer Covenant reading plan had 4,762 subscriptions in English and Spanish only for a total of 27,439 subscriptions in 2020.

The Prayer Covenant

Pacific NW & Canada

In addition to the radio station we continue to grow the number of churches (several CLA mega churches) incorporating the Prayer Covenant into their teaching. Over 6,200 persons (young and old) have been impacted with the Prayer Covenant through church partnerships.

CLA (Assemblies of God mega church) created an amazing online “tv series” for each of the ten Prayer Covenant themes for children. Please see: theprayercovenant.org/children/training

Elevate Children’s Leader Conference

Candy Marballi had the privilege of being interviewed by Austin Toews *Children, Preteen and Family Ministries Director* BC & Yukon District, Pentecostal Assemblies of Canada, for their Virtual Elevate Conference 2020 which he shared was an immense success. “Leaders of kids and youth ministries from all over Canada were inspired and equipped to impact the next generation for Jesus. We have over 100 leaders participate and being that all of the content is recorded, we are getting more leaders signing up each week. Soul care was a big theme this year and we had many presenters speak on reconnecting their hearts with God. It was a blessing to have Candy and the Prayer Covenant partner with us this year. Many leaders took in Candy’s talk on “teaching kids to pray” and many more assessed the incredible resources that the Prayer Covenant has to offer. Prayer is the foundation of our lives as Christians and kids are no exception. The resources and wisdom from the Prayer

Covenant for Children are going to impact many of our churches this year!”

The Children’s Leader of CLA that recreated the amazing “TV-style PCC shows” is focused on getting the Prayer Covenant to many children across Canada. She recently met with the National Children’s Ministry Guiding Group and will meet again January 14, 2021. She has scheduled a meeting with Austin Toews and Ken Russell (District Superintendent) and Kim Quigley (Children’s and Family Ministries Professor at their Bible College. They have walked the students through the ten weeks of the PC during their chapel. Plans are in the works for developing a written curriculum to go along with the YouTube video series so churches have options to use the resources both in person and online for the greatest impact. They are working on getting it to all the British Columbia churches first and then presenting it nationally.

Every Home for Christ Partnership:

Just printed 50,000 Prayer Covenant for Children Lost Sheep Engagers for our ministry and their Outreach.com website. These are available free of charge to churches in order to evangelize children with the gospel.

America Prays 2021:

Brian Alarid serves as President of AmericaPrays. www.americaprays.org

This is an amazing prayer initiative where everyone in the USA will be prayed for by name. It has begun first in Austin Texas then will move throughout the State of Texas, then

throughout the entire USA and then globally. Dick Eastman (President of Every Home for Christ), Steve Douglas (President Emeritus Campus Crusade for Christ), Kathy Branzell (President of National Day of Prayer), Kay Horner, Jason Hubbard (President International Prayer Council), John Robb, Dave Butts, are all part of this team. Brian invited Candy Marballi as President of the Prayer Covenant and wants to partner as they see the Prayer Covenant as an excellent resource to reach the children. Mark Green is one of the sponsors of America Prays and Scott Beck, President of GLOO who will help with the tracking of this initiative.

New York City & Philadelphia:

The pandemic continued to escalate after our April report making it impossible to meet and distribute resources and conduct trainings. Prior to the pandemic, through eight network hubs in the five Burroughs, over 200 churches were supplied with resources which were shared in the most vulnerable neighborhoods and families in NYC. As they partnered with ministries helping the poor and needy (e.g., World Vision, Samaritan’s Purse, Boxes of Hope, Hope Day Network, etc. they distributed food and hygienic products with PCC resources to help with the Covid relief effort. They held a special Covid Christmas Outreach in December reaching 20,000 with PCC. Through these humanitarian outreaches, they were able to impact approximately 457,000 with the PCC. Both cities have focused on doing lots of outreach to under resourced neighborhoods regularly.



The Prayer Covenant USA

Puerto Rico:

They still have the 100,000 PCC booklets and 500k Lost Sheep engagers due to the massive Covid shutdown from the onset of the pandemic. Saturate Puerto Rico will spearhead the PCC training and distribution of resources at a future agreed upon date when things open up fully again.

Resources ordered through our website:

Summary:

Due to the unexpected extent of Covid 19 that occurred after our April 2020 report, our leaders in NYC were unable to reach one million children this year with the PCC printed resources but reached approximately 457,000. With the You Version subscriptions (27,439 English/Spanish only) combined with the significant reach of the radio program, we continue to make significant progress in North America expanding the Prayer Covenant's footprint.

Investment Opportunities:

\$75,000 Printing and distributing one million children's Prayer Covenant booklets in New York city, Philadelphia and New Jersey. They have only 15,000 in stock.

\$40,000 Creating an engaging App for kids, taking them through the PCC lessons, allowing them to earn badges, memorize scripture, share with their friends. We have the cost breakdown for this project as it would be led by Digital Revamp, the company we have contracted with for our social media campaign.

\$25,000 To fund another *Teach Us to Pray* radio program for one year in in the USA.

New Woman's Prayer Card

