



## Dear Friends and Supporters,

This is our first newsletter. The first of many we hope! I have been amazed at how wonderfully God works when He is the initiator.

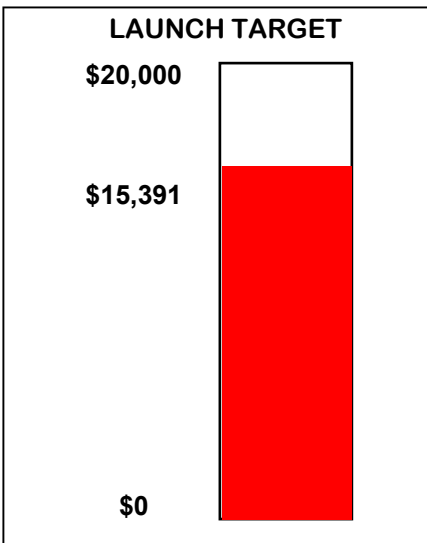
Yesterday (August 20) I received a call from a brother who works for the TTC. He has been responsible for establishing Bible study and fellowship groups within the TTC, with over 100 employees participating. In December they will be hosting an event at Peoples Church at which approximately 600 TTC employees are expected to attend, and I have been invited to make a presentation to them. He was so enthusiastic—I couldn't have been more encouraged!

As you will see from the news below, we are very close to reaching our initial fundraising target and getting the first studies on the busses. If you haven't already done so, would you give please prayerful consideration to supporting Bus Stop Bible Studies. It will be a blessing to thousands—literally.

Sincerely in Christ, on behalf of the Board of Directors,

### Launch dates and fundraising.

Our hope had been to see the first Bible study displays in the busses this spring. As a board we prayed about the matter and decided that as soon as we raised \$20,000 we would consider that to be the Starter's gunshot. In this way the actual timing would be in God's hands. People have been extraordinarily generous. Given our initial mailing appeal was only 140 people/families we have received 75% of our target with a better than 33% response rate so far—virtually unheard of in mailing campaigns. Thank you!



### The Government moves slowly - But the response was positive.

If any of you reading this newsletter have ever tried to get a ruling concerning the Provincial Sales Tax, you will know that this is a virtual impossibility. Last November we wrote to the Provincial Department of Finance asking for a PST exemption ruling for the advertising space and production costs. Nine months later we received a letter confirming our tax-exempt status. Wonderful news! We still have to pay GST, but as a registered charity we even get 50% of that back at the end of the year.

### A new website and logo.

We are deeply indebted to Noah Fallis, a creative genius, who has been donating his time and talents to create a practical and a contemporary logo and website. Noah is located in Calgary but with today's technology distance is not a problem. David Robinson, a friend from Bendale Bible Chapel, is helping with the "mechanical" side of the website, so we can establish on-line databases, create studies on-line, sponsor studies, make donations, etc. The new web site should be up and running next month. Thanks Guys.

### Fear of a spanner in the works.

Having corresponded with the agency that looks after TTC advertising, CBS Outdoor (formally Viacom Outdoor), I received an e-mail saying that the TTC was demanding to approve our material as it was of a "religious nature". Several weeks ago I submitted ten of the proposed studies. Our agency representative indicated that this was most unusual. So we put the issue in the SFJTD (Something For Jesus To Do) box and left it there. This past week we received the TTC's approval! Today I was looking again at the studies we submitted and marvel at their response. God is sovereign over the TTC.

### Preparations are under way

As we eagerly look forward to the launch date we are busy preparing and proofing the initial "studies". We hope to have approximately 100 different studies when we start. We already have sufficient funds to place two display panels inside each of the 260 busses that run out of the Malvern Garage and cover the entire Scarborough area. Over the 8-week campaign this should result in approximately 9 million individual viewings.

Please pray for this ministry. It has an opportunity to impact most of the city's population—letting them read the very Words of God, many will be reading them for the very first time.

I wish to make a donation for the sponsorship of one or more Bus Stop Bible Studies as indicated below:

I wish to make a one-time donation to support the ministry as best determined by the Board of Directors

\$

I wish to make a monthly donation to support the ministry as best determined by the Board of Directors (please indicate level of monthly support)

\$

I wish to make a one-time donation to sponsor the indicated number of Bus Stop Bible Studies @ \$20 each\*

x \$20 = \$

I wish to make a monthly donation to sponsor the indicated number of Bus Stop Bible Studies @ \$20 each\*

x \$20 = \$

\*Per 4-week campaign

Please make cheques payable to *Bus Stop Bible Studies*

Bus Stop Bible Studies is a not-for-profit corporation that has been granted charitable status by Canada Revenue Agency. Tax deductible receipts are issued for all donations of \$10 or more.

Mail to: Bus Stop Bible Studies, 364-1920 Ellesmere Road, Scarborough, Ontario M1H 3G1

Mr.  Mrs.  Ms  Miss

Other

Name or Organization

Address:

E-mail:

Card type: VISA  MasterCard  Expiry date:

Card number:

Name on card:

Signature: