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Dear Friend,

During my years at Willow Creek Community Church, a number of sayings were repeated with such regularity that they seemed hardwired into our thought process. But one stood out above the rest:

“The Church is the hope of the world.”

In the not-too-distant future, your church will give tangible witness to that hope by addressing the greatest humanitarian crisis of our time: AIDS.

Through your partnership with the national tour of the **World Vision Experience**, your church will not only raise awareness about the impact of AIDS in Africa; you will also be a catalyst for change in your community. You are at the forefront of the effort to turn the tide on AIDS, and you’re making a real difference—both locally and globally.

The Church in the developed world is no longer shielding itself from the heartbreaking truth about AIDS and its impact on children and families. We will not ignore the suffering as churches and communities in Africa are overwhelmed and threatened with relational and resource collapse. As churches like yours rally to the cause of Christ in doing something about AIDS, **a movement of compassion is forming**—and providing a vibrant, effective witness to the love of Christ.

The World Vision team is committed to serving alongside you in this endeavor. As your partner, it’s our desire to link closely with you in proclaiming the importance of Christian compassion and offering a living illustration of the eternally engaging and abiding hope found in Jesus.

Today, the Church is taking its intended place as an instrument of God’s love—serving the world’s poorest people, relieving their suffering, and inviting them to experience life in all its fullness.

The Church is indeed the hope of the world!

In Christ,

Steven W. Haas
Vice President, Church Relations



World Vision Experience: AIDS

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As a pastor, you play a vital role in leading your congregation on this journey. Your participation is crucial to the success of the World Vision Experience in your community.

To help you and your team prepare your congregation for the Experience, we've included the following in this toolkit:

Sharing the Experience

- *About the Experience* – helpful information you can share with your congregation about the exhibit
- *About World Vision* – background information on World Vision
- *About the AIDS Crisis* – facts and answers you can use to educate your congregation about the scope of AIDS
- *Key Scripture Passages* – a representative selection of passages that speak to God's heart for the poor
- *Video Descriptions* – a brief summary of each video included on the Preview DVD

Taking Action With Your Church

- A summary of the many ways your church can maximize the impact of your Experience event

AIDS Fact Sheet

- A handout you can use to inform your congregation about the AIDS crisis

Resource DVD

- Brief videos you can share with your congregation to raise awareness about the AIDS crisis (see video descriptions in the "Sharing the Experience" section of this toolkit).

You'll also find electronic copies of this letter and the materials in the "Sharing the Experience" section (as well as all the event toolkit materials listed below) at www.worldvisionexperience.org. When you access the site, click on "For Churches" and then the "Host Churches" tab at the top right of the page.

In addition to the resources that we are providing for you, we have given your church's project manager an event toolkit containing the following items to help your team make your event a success.

Project Manager Folder

- *AIDS Fact Sheet* – a brief summary of pandemic statistics that can help educate and engage your congregation and community around the AIDS crisis
- *Roles & Responsibilities Chart* – a breakdown of who does what
- *Experience Footprint* – a layout of what the exhibit looks like
- *Experience Week Schedule Template* – a tool to help with scheduling for the week of your event
- *Host Team Planning Timeline* – a step-by-step guide to hosting the Experience

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Prayer Coordinator Folder

- *Letter to Prayer Coordinator* – thank-you and ideas on where to distribute prayer requests
- *Prayer Request Flyer* – sample of a ready-to-print flyer with suggested ways to pray for your Experience event, as well as for those affected by AIDS and those responding to the crisis

Facilities Coordinator Folder

- *Letter to Facilities Coordinator* – general information about the exhibit
- *Experience Footprint* – a layout of what the exhibit looks like
- *Logistics Summary* – a summary of space requirements, electrical needs, etc.
- *Minimum Site Specifications* – a thorough list of requirements

Volunteer Coordinator Folder

- *Letter to Volunteer Coordinator* – thank-you and general information
- *Volunteer Coordinator Overview*
- *Volunteer Roles*
- *Volunteer Planning Timeline*
- *Volunteer Sign-up Sheet* – a customizable sign-up sheet
- *Volunteer Recruitment Flyer* – a customizable recruitment tool
- *Why Should I Volunteer?* – general information about volunteering, plus testimonials
- *What to Expect* – a photo gallery

Media Coordinator Folder

- *Media Support* – general information about World Vision media support for the Experience
- *Media FAQs* – frequently asked questions about media support from World Vision

Special Events Coordinator Folder

- *Effective Special Event Planning* – helpful for coordinating planning efforts before, during, and after your event
- *Special Event Arrangements* – considerations for special event elements such as keynote speakers, special guests, catering, and emcees
- *Speakers Bureau* – an introduction to World Vision's Speakers Bureau
- *Presentation Evaluation* – a feedback form for evaluating World Vision speakers

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Hospitality Coordinator Folder

- *Letter to Hospitality Coordinator* – thank-you and general information about hosting special guests and coordinating tour staff and volunteer meals
- *Special Guest Planning Timeline* – step-by-step timeline to use when planning for special guests
- *Special Guest Arrangement Chart* – a tool for arranging special guest and speaker hosting efforts
- *Special Guest Brainstorming Form* – a tool for exploring opportunities to invite special guests

Marketing and Promotional Materials Folder

- *Marketing Guidelines* – a style guide to use in marketing the Experience to your church and community
- *Info Sheet/One-Pager* – a ready-to-print piece to give to friends, co-workers, and family
- *Poster* – a ready-to-print poster to help advertise your event
- *Save-the-Date Card* – a postcard-size promotional piece
- *Print Ads* – a variety of sizes that can be used in different publications
- *Tickets* - a convenient conversation-starter—and an easy way to provide all the key information about the Experience, including date, time, location, and Web address
- *Wall Banner* – designed to print on paper
- *Floor Banner* – designed to hang from floor stands
- *Door Hanger* – to help raise visibility in your community
- *Promotional Flyer* – a ready-to-print flyer that can be used in mailings, bulletins, etc.
- *Bookmark* – an easy way to promote the Experience
- *Nametags* – for volunteers, participants, etc.
- *Letterhead* – to provide a consistent look for your Experience promotional pieces
- *PowerPoint Presentation Template* – a customizable presentation tool
- *Social Networking Icons* – can be used on Web pages, blogs, MySpace pages, etc., to direct your visitors to the Experience site
- *Photo Library* – World Vision images, thumbnails of which can be seen in the Marketing Guidelines, to use in your marketing efforts
- *E-mail Template* – an additional avenue to promote the Experience
- *T-shirt* – to help get the word out and to provide to volunteers
- *Resource DVD* – includes video trailers for each of the four stories in the Experience, an AIDS Fact Sheet, and more
- *Stickers* - for distribution among your congregation, friends, local businesses and organizations, community centers, and more



World Vision Experience: AIDS

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- *Prayer Request Flyer* – suggested ways to pray for your Experience event, as well as for those affected by AIDS and those responding to the crisis
- *Pins* – for volunteers and youth to wear or hand out to friends, family, and classmates to promote the Experience
- *Stamps* – use to stamp your church bulletin inserts or as an interactive resource with youth groups and congregation to communicate visually the impact of AIDS
- *Community Impact Team Guide and Flyer* - guide will help your church's Community Impact Team spread the word about the Experience in your community; accompanying flyer is a helpful tool to recruit members for your Community Impact Team
- *Preview center* - three-dimensional representation of what to expect once the Experience arrives in town
- *Sandwich boards* - use to direct your guests to the appropriate locations (suitable as either indoor or outdoor signage)



sharing the experience

Feel free to use any or all of the following information as you prepare to share the World Vision Experience with your congregation. This tool provides an overview of the Experience, an introduction to World Vision, some key facts about the AIDS crisis, some relevant Scripture passages, and a list of videos you can share with your church.

About the Experience

This section provides some helpful information you can share with your congregation about the exhibit.

What the Experience is . . .

- The World Vision Experience is an unforgettable journey that will challenge everything you thought you knew about the AIDS crisis.
- Come walk in the steps of a child living in an AIDS-affected community in Africa. This interactive exhibit features a stirring audio tour combined with captivating photography that will transport you into the heart of Africa. You'll gain a completely new perspective on the greatest humanitarian crisis of our time: AIDS.

What the Experience does . . .

- This amazing walk-through exhibit takes you on a virtual journey to Africa, where you'll walk in the steps of a child affected by the AIDS crisis.
- These stories of tragedy and triumph are being shared to help educate, inspire, and move people to respond to the challenges facing so many children affected by AIDS in Africa.

Parental discretion advised:

- Please remind your congregation that audio portions of the Experience contain references to real-life situations that may not be appropriate for children younger than 12.



About World Vision

This section provides some helpful background about World Vision. Feel free to share this information, especially if some of the members of your congregation are unfamiliar with our work.

Who we are . . .

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

Who we serve . . .

World Vision provides hope and assistance to approximately 100 million people in nearly 100 countries. In communities around the world, we join with local people to find lasting ways to improve the lives of poor children and families.

Why we serve . . .

Motivated by faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

What we're doing about the AIDS crisis . . .

World Vision has been on the front lines of the AIDS crisis since 1990, when we launched our first AIDS-related work to help orphaned children in Rakai (pronounced "RA-kai"), Uganda—the location believed to be the epicenter for the spread of AIDS in Africa. (*Note: Two of the children featured in the Experience are from the Rakai district.*)

Today, World Vision operates AIDS prevention and care programs in more than 60 countries.

World Vision is helping thousands of AIDS-affected children and families across Africa:

- In 2007, equipped nearly **20,000 people**, including **3,200 faith leaders**, to provide additional HIV prevention and AIDS care in their communities.
- In 2008, coordinated HIV-prevention education that promotes abstinence and faithfulness for more than **671,000 young people** living in AIDS-affected areas.
- Provide training and ongoing support for more than **77,000 local volunteer AIDS caregivers**.



About the AIDS crisis

This section includes information you can use to educate your congregation about the scope of AIDS—engaging them in the effort to turn the tide on this pandemic and inspiring them to take action on behalf of children and families living in AIDS-affected communities.

A global pandemic . . .

- About **33 million** people worldwide are living with HIV and AIDS.
- In 2007, **2.7 million** people were newly infected with HIV.
- Every day, more than **5,400** people die because of AIDS—one every 16 seconds.

An African crisis . . .

- Sub-Saharan Africa, home to just 12 percent of the world's population, accounts for **two out of every three** people living with HIV.
- Nearly **three in four** AIDS-related deaths occur in sub-Saharan Africa.
- At least **three of every four** children orphaned by AIDS live in sub-Saharan Africa.

A child's plight . . .

- Worldwide, **2 million** children are living with HIV.
- More than **15 million** children have lost one or both parents because of AIDS.

The future of AIDS . . .

- Without successful prevention and treatment, the number of children orphaned by AIDS will continue to grow.

Common questions about AIDS . . .

- *How does AIDS affect the poor?*

Rising child mortality rates and falling life expectancies due to AIDS mean that much of the progress made fighting poverty in recent decades is being lost.

For example, in the hardest-hit areas, an emerging middle class is being pushed below the poverty line by loss of income and exorbitant medical bills. Few of the poorest families can afford to see a doctor. Even fewer can afford AIDS medications.

When children lose parents to AIDS, grandparents often become guardians. If the grandparents are gone, older children must often drop out of school to look after their younger siblings.

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sharing the experience

- ***Where is the need the greatest?***

Sub-Saharan Africa, where an estimated **22 million** people are living with HIV or AIDS. The adult rate of infection in this region is more than six times higher than it is in the rest of the world.

- ***Who is most affected by AIDS?***

In sub-Saharan Africa, nearly **60 percent** of those living with HIV are women. In part because of cultural limitations on female rights and freedoms, more African women are infected than men.

There are also nearly **2 million** children under the age of 15 living with HIV in Africa—nine out of every 10 HIV-infected children in the world. It is estimated that more than 90 percent of these children contracted the virus during pregnancy, birth, or breastfeeding—forms of HIV transmission that can be prevented.

- ***Is it really possible to turn the tide on the AIDS crisis?***

Yes. AIDS has devastated millions of African families, but there are signs of hope.

Uganda was the first country to report a decline in cases of infection. Since the 1990s, Uganda's infection rate has dropped from 15 percent to 5.4 percent.

Similar successes have been seen in Rwanda, Kenya, Senegal, and urban areas of Zimbabwe, as well as countries in the Caribbean and Asia.

Through values-based prevention training and community-based care, we CAN help turn the tide on AIDS.

Your congregation can learn more about the AIDS crisis at the official Web site for the Experience: www.worldvisionexperience.org.

Source: UNAIDS, 2008 Report on the Global AIDS Epidemic



Key Scripture passages

This section features a representative selection of the many Scripture passages you could share with your congregation as you talk about God's heart for the poor, and the unique opportunity the Church has to respond to the AIDS crisis.

Psalm 82:3-4

Defend the cause of the weak and fatherless;
maintain the rights of the poor and oppressed.
Rescue the weak and needy . . .

Isaiah 1:17

Learn to do right!
Seek justice,
encourage the oppressed.
Defend the cause of the fatherless,
plead the case of the widow.

Matthew 25:37-40

"Then the righteous will answer him, 'Lord, when did we see you hungry and feed you, or thirsty and give you something to drink? When did we see you a stranger and invite you in, or needing clothes and clothe you? When did we see you sick or in prison and go to visit you?'

"The King will reply, 'I tell you the truth, whatever you did for one of the least of these brothers of mine, you did for me.' "

James 1:27

Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress . . .

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Video descriptions

We invite you to share any or all of following videos (found on the Resource DVD) with your congregation.

Exhibit and trailer videos

- *Preview Video* (2:00) – A brief tour of the Experience, featuring testimonials from people who have gone through the exhibit
- *Trailer Video* (1:28) – A preview of each of the four stories featured in the World Vision Experience:
 - Babirye (0:22)
 - Emmanuel (0:22)
 - Kombo (0:22)
 - Mathabo (0:22)

Videos about the AIDS crisis

- *AIDS Photo Montage* (2:21) – A moving depiction of the plight of African children orphaned by AIDS and struggling to survive
- *Maggie's Story* (3:34) – A glimpse into the life of one child who has been impacted by AIDS and extreme poverty—and the hope that could be hers
- *One Heart, One Life* (3:25) – A brief video inviting viewers to use their one life to make a difference in the lives of children in Africa
- *The Hidden Faces of AIDS* – The stories of AIDS-affected children and families in Africa and the Caribbean—and how World Vision is working at the forefront of this crisis to make a difference
 - Intro (1:09)
 - Full video (9:01)

Step Into Africa Curriculum

World Vision has partnered with Fuller Seminary's Center for Youth and Family Ministry to create a four-session study to prepare church groups for the World Vision Experience. Each study consists of three parts:

- **“Now,”** a look at present reality for those affected by AIDS
- **“New,”** an exploration of the biblical basis for responding to the AIDS crisis
- **“How,”** which suggests practical ways to address the issue

To download this free curriculum, please visit www.worldvisionexperience.org and go to “Host Church.”

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sharing the experience

The Hole in Our Gospel

This is the story of how World Vision's president, Richard (Rich) Stearns, faced his own struggle to obey God, whatever the cost, and his passionate call for Christians to change the world by actively living out their faith. Believing that the "good news" is more than a private transaction between God and us, Rich challenges readers with this question: "*What does God expect of us?*" Two thousands years ago, twelve people changed the world; Rich believes it can happen again.

Study Guide

This group study includes six sessions designed for individuals and small groups wishing to explore the question, "*What does God expect of us?*" The stories and quotations found in this study are excerpted from *The Hole in Our Gospel* by Rich Stearns, president of World Vision.

To learn how to get copies for small groups or for your congregation, please contact your World Vision event coordinator.



taking action with your church

There are many ways your church can take action in conjunction with the exhibit. Contact your local World Vision representative to learn more about how you can use the following resources to maximize the impact of your Experience event.

HopeChild Sponsorship

HopeChild Sponsorship will be featured at every exhibit location, providing those who go through the Experience a powerful opportunity to transform the life of a child affected by AIDS. For just \$35 a month, people can sponsor a child in a country devastated by this pandemic. HopeChild sponsors are helping turn the tide on AIDS by providing access to things like:

- clean water
- nutritious food
- health care
- education
- values-based HIV-prevention and life-skills training
- spiritual nurturing
- care for sick or dying parents
- counseling

For more about HopeChild Sponsorship, please visit www.worldvision.org/hopechild.

Caregiver Kits

Local caregivers in Africa, Asia, and Latin America—77,000 strong and growing—are helping families affected by AIDS. But too often, these courageous volunteers lack simple items they need to care for others. World Vision Caregiver Kits provide basic resources—such as cotton balls, latex gloves, soap, and antifungal cream—to help caregivers comfort the sick and prolong lives.

By holding a Caregiver Kit event, churches can come alongside caregivers in a hands-on way, equipping them with the practical materials they need in the fight against AIDS. To learn more, please visit www.worldvision.org/carekits.

C2C (Senior Pastors Vision Trip)

World Vision's C2C program connects U.S. churches to children, communities, and congregations in AIDS-affected regions around the world. Pastors can join a Vision Trip to Africa, where they will see firsthand the impact of AIDS, visit a World Vision project community, observe AIDS ministries in action, and connect with local pastors, congregations, and communities. Trips are led by experienced World Vision staff from the United States and supported by our field staff.

Discover how your church can partner with one community in Africa to bring hope and express Christ's love in the midst of this crisis. Upcoming trip dates, locations, costs, and an application can be downloaded at www.worldvision.org/C2C. For more information, call the Pastors Vision Trip line at **1.800.270.5629**.

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taking action with your church

Acting on AIDS

All over the country, college students are banding together to change the world—putting their faith into action and doing something about AIDS, poverty, and injustice. Acting on AIDS is a national movement—started by students and supported by World Vision—to create awareness and promote activism on the global AIDS pandemic. Students on as many as 200 college and university campuses are changing hearts as they advocate for those affected by the global AIDS pandemic.

To learn more about one of the fastest-growing campus movements in the nation, please visit www.actingtonaids.org.

Women of Vision

Women of Vision is a volunteer ministry of World Vision that unites Christian women called to invest their time, intellect, compassion, creativity, and finances to bring tangible expressions of God's love and hope to women and children living in extreme poverty. Chapters meet regularly, educating, equipping, and empowering women to become leaders and influencers on behalf of the poor through advocacy, local volunteer programs, and support of global projects. Resources include a study titled "The Heart of the Matter," a subscription to the WOV monthly e-newsletter, access to monthly telephone and webinar briefings with global experts, travel opportunities, and priority reservations to local, regional, and national conferences.

To learn more about starting a chapter or joining as an individual, please visit womenofvision@worldvision.org or call **1.877.968.4968**.

Visit the Women of Vision blog at womenofvision.wordpress.com.

30 Hour Famine

World Vision's 30 Hour Famine is an international youth movement to fight hunger. In the U.S., the Famine has been uniting youth groups since 1992 to feed hungry children, grow closer to Christ and each other, and change the world. Every year, more than 1 million teens around the world do the Famine to provide food and care for children in need.

Participating students get financial sponsors, then go 30 hours without food while having a blast with things like community service projects, World Vision's innovative and educational TRIBE game, and more.

For more information, call **1.800.7.FAMINE** or visit www.30hourfamine.org.



AIDS fact sheet

A global pandemic

- About **33 million** people worldwide are living with HIV and AIDS.
- In 2007, **2.7 million** people were newly infected with HIV.
- Every day, more than **5,400** people die because of AIDS—one every 16 seconds.

AIDS and children

- Worldwide, **2 million** children are living with HIV.
- More than **15 million** children have lost one or both parents because of AIDS.
- Without successful prevention and treatment, the number of children orphaned by AIDS will continue to grow.

AIDS in Africa

- Sub-Saharan Africa, home to just 12 percent of the world's population, accounts for **two out of every three** people living with HIV.
- Nearly **three in four** AIDS-related deaths occur in sub-Saharan Africa.
- At least **three of every four** children orphaned by AIDS live in sub-Saharan Africa.

World Vision's response in Africa

- In 2007, equipped nearly **20,000 people**, including **3,200 faith leaders**, to provide additional HIV prevention and AIDS care in their communities.
- In 2008, coordinated HIV-prevention education that promotes abstinence and faithfulness for more than **671,000 young people** living in AIDS-affected areas.
- Provide training and ongoing support for more than **77,000 local volunteer AIDS caregivers**.

Sources: UNAIDS, 2008 Report on the Global AIDS Epidemic; World Vision, 2008.