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Dear Friend:

Kainos International Ministries is pleased to announce a partnership with Talon Productions to create one of the most strategically valuable new resources for Christian ministry available today. It is a follow on project from the acclaimed *Keys to Reaching Your Muslim Neighbor* DVD.

The new project will create a quality resource to place into the hands of Muslims. Those who take the course in *Keys to Reaching Your Muslim Neighbor* need this resource in their hand to create solid ground for their witness to that Muslim neighbor. This new product will have the following characteristics.

- It will be in DVD and other multiple video formats for wide distribution.
- It will feature interviews with Christian believers who have been converted from a Muslim background.
- The interviewees will explain in plain terms why they as individuals have chosen to follow Christ alone and rest of that faith for their eternal salvation. Thus, through the power of testimony Muslim viewers will see they have a loving and fact based option in spite of all the obstacles they fear.
- Muslims will be able to view and review this material privately without the stigma associated with them appearing to have a close relationship with a Christian who is trying to convert them.
- As with *Keys to Reaching Your Muslim Neighbor*, this new product will take the warm and compassionate approach appropriate for lowering the walls of resistance to the Gospel message.
- There will be a wide range of back up materials included for print and digital distribution.
- Future development could include translation into Farsi, Arabic, English, French and several African dialects.

There are two aspects to the financing of this project.

The first is the need to raise considerable capital for the funding of the production. Anyone who has viewed *Keys to Reaching Your Muslim Neighbor* will realize something of the immensity of the production task and the enormous commitment of professional hours invested to create a top quality product. And anyone who knows the work of Talon Productions will tell you their work is the highest quality in every way. Everyone wants a product with high quality, low price and fast delivery. Normally you can't have all three. Greg Pharoah and his focused team at Talon deliver on all three scores.

The second ongoing need is for the costs of duplication and production. This will be conducted completely on a non-profit, cost recovery basis. This approach creates the possibility of distribution at the lowest cost possible. And with specific donations, for the raw cost of duplication it will be possible to make this very valuable product available across the world with no cost to the end user.

The need today is significant. I am asking you to make a very generous donation to get this done. Every donation will be gratefully received and receipted by Kainos International Ministries as a charitable donation for Canadian tax purposes. But we have no budget for fund raising. Therefore frankly speaking, this can't be completed with small donations as most projects are funded. We need a few major donors to partner with us to get this done in "one fell swoop." Since this letter is in your hand, it means that someone recommended you as one of the very short list of partners we must raise up to create this reality. Will you make a commitment today to make a difference for eternity throughout the Muslim population?

Greg Pharoah is the point person for this. He serves as Kainos's project coordinator for the charitable side of things and as the prime mover to get it done at Talon Productions. Greg has the best grasp of the details. However, as President of Kainos I would love to engage you in discussion of your potential involvement and would be happy for a personal meeting or conversation to go over the merits of this project.

Gary V Carter
President