

Rob Berman (left) at a ministry event in South Africa

Messiah's Love Reaches South Africa

by Rob Berman, South Africa Branch Leader


To commemorate the one-year anniversary of October 7, we wanted to do something significant to share messages of love and support with our Jewish people in South Africa.

We partnered with two local churches to handwrite two thousand cards with encouraging messages to distribute among the Jewish community. Our volunteers wrote Bible verses and phrases such as “We love and support Israel,” “We bless the Jewish people of South Africa,” and “#BringThemHome.” The cards were designed by a local Jewish artist with images from the *Tanakh* (Old Testament). The envelopes featured a yellow ribbon and the phrase “Let My people go” in reference to the Israeli hostages.

We also included “I Love Israel” bracelets that had been donated to us years ago.

After a busy day of handing out cards, my wife, Elize, was walking back to her car alone when a middle-aged man pulled up alongside her. He asked if she was part of the group distributing cards. Elize wasn't sure if he would be aggressive or sympathetic. She happened to have one last card in her hand, and as she showed it to him, he burst into tears and thanked her repeatedly. Joel introduced himself and said he never cries, but these messages meant so much to him and his family. Joel told her that as Jewish people, they felt so alone, and this had touched them so deeply. They exchanged phone numbers, and Joel said that he wanted to connect soon.

(continued on back cover)



Are We Looking Up to See What God Is Doing?

by Aaron Abramson, Executive Director and CEO

As I reflect on where our ministry has been and where we are headed, one thing is certain. God's story of redemption is still unfolding in the lives of Jewish people all over the world. This is an exciting time to be in on God's work among our people!

In John 4:35, Yeshua (Jesus) says, "Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!" This is still true today—and God is still inviting us to open our eyes and take part in His plan. Are we looking up to see what God is doing?

In the Fields

Jesus frequently used farming as a metaphor for how the gospel brings new life to those who receive it. The apostle Paul picks up the same metaphor in 2 Corinthians 9:6: "He who sows bountifully will also reap bountifully." Paul also builds on what Jesus taught by pointing out that whatever part we have in sharing the gospel, it's always and only God who brings the increase (1 Corinthians 3:7).

God is generous. He invites all kinds of believers to participate in His redemptive plans, using our diverse gifts for His glory. He includes us in the joy of seeing people reconciled to Him, but it's His power that makes our efforts fruitful. What does that mean for us?

There are approximately 16 million Jewish people across the globe, and we want to reach as many as possible with the good news of Messiah. How can we sow and reap bountifully among so many? How can we be part of the increase that only God can bring? We are working to develop more new missionaries on our staff. But in order to succeed in this next season, I believe we need what I'm calling "open-handed leadership." By that I mean taking the initiative to develop more people and opportunities—not only within Jews for Jesus but also beyond—to reap, sow, and reach Jewish people for Jesus.

Over the last 50-plus years, we have forged many partnerships with individuals, congregations, and

evangelistic agencies outside of Jews for Jesus. In the months and years ahead, we'll explore even more ways to encourage Jewish gospel-centered ministry throughout the body of Messiah.

On our own, no amount of labor can accomplish anything of value. But with Jesus, we can do more than we could ever dream.

On the Boat

Jesus also used fishing to illustrate how He wants us to take part in His redemptive plans. In Luke 5:4–11, we see how Jesus told Peter to let down his fishing nets for a catch. Peter remarks that they'd been fishing all night without catching anything, but he still obeys. The results are astonishing. After the nets fill to breaking, Peter has to call others to bring a second boat to keep the first boat from sinking under the weight of the catch!

On our own, no amount of labor can accomplish anything of value. But with Jesus, we can do more than we could ever dream. Jesus doesn't say, "Come, watch while I catch all the fish." He sends us out and empowers us to catch more than we could handle. He pushes us to think bigger—to involve more fishermen and more boats.

Over the coming months, I'll be sharing more about how we can step further into generous leadership by

- expanding opportunities for ministry service,
- partnering with more individuals and organizations, and
- helping to launch new ministries throughout the globe.

I am so encouraged by what God is doing through our teams around the world.



prayer prompts

You can help us move mountains!

Please join us in praying for:

- Joel, Susan, and those touched by our outreach in South Africa to receive Yeshua
- God to continue opening doors and hearts in South Africa
- new partnership opportunities between Jews for Jesus and other ministries
- vision for God's work in Jewish people worldwide this year
- the peace of Messiah to reign in Israel and the entire Middle East

But I am also convinced that we have only seen the tip of the iceberg of what could be done to reach Jewish people of all walks of life with the gospel.

In Isaiah 43, we read about God's plan to do something new, to bring fresh life into the wilderness. He paints a picture of rivers flowing through the desert. And then He asks, "Do you not perceive it?" (v. 19 NIV). The Bible describes a redeemed people of Israel coming home to Him from the ends of the earth. I don't know if this will happen in our lifetime, but may we live as though it could.

My prayer for our ministry, and for you as well, is that God will continually open the eyes of our hearts to help us see what He wants us to see. With eyes and hearts wide open, we can reap and sow and rejoice when God brings the increase.



Rob and his wife Elize

We arrived home exhausted, yet in awe at what God had done—and amazed at how many cards were distributed. Then Elize's phone rang. It was Joel!

Joel handed the phone to Susan, a prominent figure in the South African Jewish community. She thanked us for our initiative and asked if we'd come to a local synagogue for an October 7 memorial—that was taking place at that very moment!

We rushed to get ready and headed off to the synagogue. We weren't sure if they knew we were with Jews for Jesus. We were met with such warmth and gratitude. Susan gave Elize a massive hug and introduced us as the "heroes of the day." Numerous people came to us with tears in their eyes, thanking us for what we had done. At the same time, they were completely perplexed that believers would do this, and many asked, "Why would you stand with us when the whole world, especially the South African government, is against us?"

We were invited to another memorial held at the Israeli embassy the next day. At the event, a senior member of a large Jewish charity asked if we were part of the postcard initiative. He was blown away and told us that it was the talk of the community and had been discussed on the local Jewish radio station. We were also introduced to an Israeli diplomat who was delighted to meet us and wants to work with us to connect the Jewish and Christian communities in South Africa.

Three days later, the newspaper *South African Jewish Report (SAJR)** featured a story on our outreach saying, "The messages should give the Jewish community hope, as they are a reminder we have Christian friends and there are many Christian groups from different denominations throughout the country who would have willingly posted the cards, who support Israel. At a time when many Jewish residents feel alone in their heartache . . . the cards are a reminder that many stand alongside the Jewish community."

“Jewish community awed by messages of support”

Headline in the South African Jewish Report, 10–31 October 2024 edition

We are in awe of what the Lord has done and trust that this is just the start of more opportunities to engage with the Jewish community in South Africa. Please keep Joel, Susan, and the entire South African Jewish community in your prayers, that as they receive the support of the Christian community, they will also receive Messiah's love.

**Unfortunately, the SAJR article misidentified us as Jehovah's Witnesses. Names have been changed to protect privacy.*

We are so grateful for those of you who support us with your prayers and your gifts!

Receive our monthly news electronically, along with bonus stories, prayer requests, and Bible resources!

Write to jfj@jewsforjesus.org and ask to hear from Jews for Jesus via email, or go to jewsforjesus.org/subscribe and make sure to give your email address.

For your convenience:

The enclosed envelope is not a request, but a convenience for those who want to give. For those who want to give online, this URL makes it easy and secure: j4j.co/ni2501.