



**Church Ambassador's
Handbook**



Welcome

Thank you so much for your interest in becoming a Church Ambassador for CBM. It's great to have you on board! We really appreciate your time, effort and enthusiasm, however much you're able to do. Together we will restore sight and transform the lives of people with disabilities in the world's poorest places. We can put God's love into action to build a world where everyone is loved, valued and accepted – as God intended.

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

Matthew 25:40 NIV

Easy ways to get started as a Church Ambassador

If you have:



3 minutes a month Put a few copies of our *Disability Matters* newsletter and Prayer Diary out at church, so people can take a copy.



5 minutes a month Ask if you can incorporate CBM prayers into your service once a month. You can use our quarterly Prayer Diary for inspiration.



10 minutes a month Ask your church or group leader if you can take a collection for CBM. You can use the short films on our website to give an overview of CBM's work. We also have other free resources including prayer bookmarks, donation envelopes and posters.



15 minutes a month Could CBM be your church's 'Charity of the Year'? Approach your leadership team or ask your church council.



1 hour a month Give a short talk on CBM for your service, using the resources we offer. You could do this any time of year, or use Christian Blind Mission Sunday as a focus, which falls in October, close to World Sight Day.



2 hours a month Organise your own fundraising activity. Let us know your plans in advance so we can provide you with support and useful materials.

All you need to share CBM with your church

Every day, people in the poorest places of the world lose the ability to see, hear or walk because of conditions that could easily be treated or prevented. Too many people face poverty and isolation, denied the chance to go to school or earn a living, just because they have a disability.

Thanks to donations from UK supporters and churches, CBM reaches out to those others leave behind, preventing blindness, improving health and transforming the lives of people with disabilities.

We'd love you to inspire your congregation about CBM's life-changing work. Here's some background info to help you present CBM to your church.

About our work

Saving sight

CBM works in the world's poorest places to improve access to sight-saving eye health services, treating and preventing blinding diseases, training health care workers and carrying out sight-restoring surgeries.



Improving health

CBM is improving access to healthcare for people with disabilities and those at risk. We treat and prevent diseases, educate communities, train health workers and provide devices such as hearing aids, glasses or wheelchairs.



Education for all

Children with disabilities are more likely to miss out on education than any other group. CBM helps boys and girls with disabilities to go to school and complete their education.

Building livelihoods

CBM provides training and support for people with disabilities to help them get a job or start their own business to earn a living.



Responding to emergencies

CBM responds immediately to emergencies, providing life-saving aid to people with disabilities or injuries and helping to rebuild lives and communities.

Shaping policy and inclusion

Too many employers, teachers, communities and governments fail to provide for the needs of people with disabilities. CBM equips people to speak out, claim their rights and hold governments to account, showing communities that we all benefit when everyone is included.



Frequently Asked Questions

As a Church Ambassador, from time-to-time, you may get asked questions about our work. This section gives some useful information to help you feel comfortable talking about CBM and clarifying some of the more common questions.

Who founded CBM?

Christian Blind Mission was founded in 1908, by German pastor Ernst Christoffel (pictured) with the opening of a home in Turkey for children who were blind and orphaned. From these small beginnings, CBM is now the world's leading Christian organisation tackling disability across developing countries.



Where does CBM work?

CBM works in over 60 low and middle income countries across Africa; Asia and Pacific; Central and Latin America through our life-changing projects.

Is CBM a Christian organisation?

Yes, CBM was founded on Christian values and we keep Christ's teachings at the heart of everything that we do. We put God's love into action to support the world's poorest people.

Does CBM serve people who are not Christian?

Yes. The CBM family globally serves all people with or at risk of disabilities, regardless of race, age, gender or religion.

Quick facts



Globally, **1 in every 7** people have a disability



75% of the world's blindness is avoidable. Half is caused by cataracts, which can be removed with a simple, low-cost operation.



55% of visually impaired people are women.



89% of blind people live in low and middle income countries, where they make up a disproportionate percentage of the poorest sections of the community.



253 million people worldwide are visually impaired

Need more resources?

Just ask. We can send you:

- Posters
- Donation collection envelopes
- Worship resources
- Children's activities
- Films, photos and presentations
- Information leaflets and newsletters
- Pens, badges, balloons, t-shirts



Building a church partnership

There are many ways for your church to support CBM.

Perhaps CBM could be your church's 'Charity of the Year'? Or you could choose to support CBM for a certain period, such as Christmas, Lent or Harvest.

If you'd like to speak to your church leadership about these possibilities, we can help. We can provide all the materials you need, including posters with space for you to complete the details about your own event.

If your church was able to pledge at least £2,000 in a year, we could bring your church closer to the people you are helping by providing a speaker, arranging a 'live online link up' with one of our overseas field workers, or even organising a trip for some of your church members to visit one of our projects.

We love to share the enthusiasm and excitement of church events on our social media and in our newsletter, particularly as this can encourage others to get involved. Please do email us your photos and a few sentences about your event to community@cbmuk.org.uk



Sharing photos: data protection

Photos are a fantastic way to raise awareness and inspire other people to fundraise.

If you're taking photos at your event, it's best practice to make a quick announcement at the start of the event, letting people know what the pictures will be used for. That way you'll know everyone is happy for us to use the photo to inspire others and CBM will be following the right data protection regulations.



Supporting CBM in prayer

Prayer is central to CBM's work, and we value the prayers of you and your church. If you are organising a service, talk or event, you may want to include a time of prayer for people with sight loss or disabilities living in poverty. Here are some ideas to get you started:

Ways to pray

Turn off all the lights and pray in darkness. Pray for those without sight. Slowly turn the lights back on, one by one.

Invite people to move from their seats as they pray. Take a prayer walk around the church.

Sensory prayer

Create a sensory experience for people to explore as they pray.

A sensory station could include:

a sand tray, stones, pouring water, headphones playing low music or ambient sounds, scented candles, lavender bags or pots of scented herbs, colouring or drawing materials.

Invite people to use all their senses as they pray for people with disabilities in the world's poorest places.



A prayer for the forgotten

Lord, we pray for people who feel forgotten.

For people who find it hard to work, to go to school or to be a part of a community because of a disability. We pray that you would help CBM as they help people gain new skills or start a business and as they help children to access an education. We pray that people with disabilities in poor communities would be able to contribute and fulfil their God-given potential.

We remember you.

Lord, we pray for people who feel isolated.

For people who face rejection from their family, friends or community because they are living with a disability. We pray that CBM's work to help people get access to the healthcare they need would bring communities together and change attitudes. We pray that people would see others through Christ's eyes, seeing the value and beauty in everyone.

You belong with us.

Lord, we pray for people who feel left out.

For people who face discrimination, exclusion or a lack of opportunities because they are living with a disability in some of the poorest parts of the world. Lord, we pray that CBM's work would help to shape and change society, creating a world where everyone is included and valued for the unique gifts they have.

We invite you in.



Prayer bookmark

We can send you a prayer bookmark for every member of your congregation to take home. You can use the printed prayer in your service and invite people to pray at home too.

Prayer diary

A prayer for each day of the year. Our Prayer Diary offers inspiration and guidance to help you pray for the most vulnerable people – those living in poverty with sight loss or a disability who feel excluded from their communities.

'And pray in the Spirit on all occasions with all kinds of prayers and requests. With this in mind, be alert and always keep on praying for all the Lord's people.'

Ephesians 6:18 NIV

Speaking for CBM

We want you to feel confident when you speak on behalf of CBM. You have a wonderful opportunity to tell stories which show people's strength and dignity through challenging times and show their true value. Sometimes it's tricky to know which phrases to use. We want to use language which helps the people we work with to feel empowered.

Here's our guide to knowing what to say

✓ Do say	✗ Don't say
People with disabilities / disabled person	The disabled / handicapped / invalid / cripple / lame
Person with mental illness / mental health problems	Mad / mental / mental handicap
People living in poverty	The poor
Wheel-chair user	Confined to a wheelchair / wheelchair-bound
Person who is blind	The blind, the visually impaired
World's poorest places / developing countries	Third world

Raise money and raise hope

A great practical thing you can do as a Church Ambassador for CBM is to help raise money. This can be as simple as a sponsored silence or as exciting as an all-day event – it's really up to you.

Every pound you raise will help to transform the lives of disabled people in the world's poorest communities.

If you are thinking of raising money for CBM through a fundraising event such as a cake sale or coffee morning, don't forget that we're here to help you. Do get in touch if we can send you any extra materials. We have poster templates that you can adapt and personalise for your event as well as sponsorship forms that will help.



How to organise a fundraising event

Whether you've never run a fundraising event in your life, or whether you're an old hand – this useful checklist will help you to keep things running smoothly.

Before

Pick a date, book a venue.

Get an idea of numbers and make sure your venue has the Goldilocks factor – not too big, not too small. Make sure your booking gives you enough time to set up and pack up.



Get help

Recruit a team to help you. Make sure everyone understands their responsibilities. Play to people's strengths!

Let people know

Publicise your event. We can send you posters you can personalise. Use your church newsletter / social media, or create your own social media pages for the event.

Raise money

How will your event raise money? Will you sell tickets or get sponsorship? Can you sell food and drinks, or run a competition? Who will collect the money and be responsible for it? You'll need at least two people to collect, count and record the cash at your event.

Think health and safety

Think about any risks, consider insurance, check if you need a licence for your event. If children will be coming, be sure there will be adequate adult supervision and that appropriate background checks have been carried out. Make sure parents or guardians have given permission for their children to take part.

On the day

Be prepared

Have all your equipment ready and your team fully briefed! Get together to pray at the start of the event.

Food hygiene

Check the Food Standards Agency website for guidelines on preparing food safely.

Collecting cash

Be sure to keep cash boxes secure during your event. Check that you count up the money in a secure place.

Gift Aid

Ask people to complete a Gift Aid declaration if they are UK taxpayers – this will make their gift worth 25% more. Contact us if you would like Gift Aid envelopes for your congregation.

Take photos

We'd love to see pictures of your event and share them with our supporters. Please see page 9 for guidelines on data protection and photography.

Enjoy yourselves!

After the event

Send the money

Bank any cash you raise as soon as possible after the event. Please send your collection to CBM (see below for more details).

Thank people

Don't forget to thank people – especially volunteers.

How to send in your donations

Thank you so much for all your hard work! The easiest thing to do now is to gather all the donations in one bank account, then either send in a cheque or donate over the phone.

If you've used donation envelopes, don't forget to return them all. Taxpayers in your congregation can make their gifts worth more by completing a Gift Aid declaration. Thank you!

Please send cheques made payable to CBM,
Munro House, 20 Mercers Row, Cambridge, CB5 8HY.

Alternatively, **please call 0800 567 7000**
to donate over the phone.



Sight for Shakulu

Your time and effort as a Church Ambassador will help to transform lives in the world's poorest places. You'll help children like Shakulu, from Kenya in East Africa, to get the help they need for a brighter future.



When Shakulu was a baby, his parents noticed white spots in his eyes. Cataracts were forming. Without treatment, Shakulu would soon go blind. Yet the cost of the operation was beyond his parents' means.

When he was three, Shakulu's mother, Zaitun, couldn't leave him to play without fear of him falling or burning himself in the kitchen fire. He couldn't draw, like his friends, as he couldn't see the paper. Shakulu was bullied and beaten by other children.

Then, Zaitun heard that the CBM-funded hospital could treat her son's cataracts for free, made possible by supporters like you. The day after the surgery, the nurse removed Shakulu's bandages and he could see.

Five months later, Zaitun was thrilled with the progress Shakulu has made. She says, "I feel so happy that all I wished for my son will now come to pass because in my view, he can see. He can play with others. Shakulu now goes to school. He can find his way to the garden. He can even pick a coin when it falls."

See what your fundraising could achieve:

£60 could provide life-saving aid to people with disabilities or injuries, working to rebuild lives and communities in times of crisis.

£120 could protect the sight of a whole village by providing treatment for blinding trachoma.

£190 could fund cataract surgery, enabling a child who is needlessly blind in both eyes to see.

£258 pays for surgical instruments needed for sight-saving glaucoma operations.

£584 will pay for training for two ophthalmic technicians to maintain eye care equipment.

£926 covers the cost of a day's outreach surgical team so that many people living in extreme poverty in rural places can receive sight-saving surgery.

£1,339 pays for a two month course to train a surgeon on an effective, efficient and safe technique to remove cataracts – increasing the number of patients that can receive sight-saving surgery each day.



'Whoever is kind to the poor lends to the Lord, and he will reward them for what they have done.'

Proverbs 19:17 NIV

England & Wales: Munro House, 20 Mercers Row, Cambridge, CB5 8HY.

Scotland: 83 Princes Street, Edinburgh, EH2 2ER

Northern Ireland: The Mount Business Centre, 2 Woodstock Link, Belfast BT6 8DD

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