# LEGACY WORLD MISSIONS FINAL WEB CONTENT

## **HOME PAGE**

Note the boldface text lead-ins to draw the eye into the content

Banner headline:

Legacy World Missions: Compassion in Action

Home page content:

The Past: Hunger and Hopelessness Among African Children

**Decades of war,** disease, and lack of infrastructure in Uganda have led to a humanitarian crisis impacting millions of children. Their only escape from living in the streets has been wretched conditions in overcrowded orphanages. It's a desperate cycle that has persisted for generations.

Button or text link: Learn About The Crisis in Uganda

Link to the *Uganda's Sad Story* page

The Present: Feeding Orphans in Uganda Has Broad Impact

**The cycle of despair** is being broken by Legacy World Missions, among the most successful children's charities in Uganda. In return for nutritious meals, orphanages are agreeing to improve living conditions and support services. Teens are learning trades so they can support themselves.

Button or text link: Read About Our Unique Approach

Link to the A Hand Up page

The Future: Sustaining the Positive Momentum, With Your Help

**Smiles and laughter** are now common at the orphanages, as well-fed children learn self-esteem, Christian values and a sense of hope. Much progress has been made, but the needs are great and many challenges remain. You can help feed orphans in Uganda with your generous donation.

Button or text link: Help the Children By Donating Now

Link to the How You Can Help page

SFO:

Primary Keyword: Feeding orphans in Uganda

Secondary Keyword: Children's charities in Uganda

Home Page Title Tag: Feeding Orphans in Uganda I Legacy World Missions

Home Page Description Tag: War and disease in Uganda have created millions of orphans. Learn how providing nutritious meals is leading to better lives, new hope, and self-sufficiency.

## A HAND UP PAGE

Note suggested headline format for pages: bold caps pre-head, then larger U&LC headline

#### **LEGACY WORLD MISSIONS**

A hand up, not a hand out

**We've seen many relief efforts** seek to feed people just for today. That's important, of course. But from the start, Legacy World Missions has had a longer-range goal in mind for the children of Uganda.

We've been glad for the opportunity to help and feed people in need. We've just asked them for one thing in return: that they make the effort to help themselves. By improving their own conditions and prospects, the cycle of need will eventually become a cycle of prosperity, for a future of independence rather than dependence.

**Of course, that requires commitment** from people who never felt they had control of their own destiny. But inspired by Christian teachings, as well as our own Christian sense of service, the operators and residents of the Ugandan orphanages seem to have a fresh understanding of the possibilities, as well as their place as God's children.

Legacy World Missions has helped thousands of youngsters overcome starvation and disease. But the efforts we're most proud of are the efforts of the orphanage and school staffers, as well as the children themselves, who accepted our challenge, and have worked to improve life in their troubled corner of the world.

**There's one more thing we're** particularly proud of. *Ninety-nine cents out of every dollar donated goes directly to the effort in Uganda.* Few charity organizations come close to that level of operational efficiency. We at Legacy take no salary. Proportion of actual aid to overhead is one of the reasons that Legacy has been named one of the Top 10 children's ministries in the world.

Learn more about Legacy's programs, and the impact they've had:

<u>Nutritious Food</u>: Ensuring that provisions are delivered securely, to the people who need them <u>Skilled Trades</u>: Giving teens a chance to learn a trade that will enable them to feed themselves <u>Sustainable Living</u>: Providing tools and training for good stewardship of the earth and its resources

## **NEW PAGE: UNGANDA'S STORY**

Can be the first sub-menu item under *A Hand Up* in the top navigation Menu label: Background: Uganda's Sad Story

#### **UGANDA'S SAD STORY**

Tyrants, war, and the children who suffered

**The ongoing crisis in Uganda began** in the 1960s when the central Africa nation gained its independence from Great Britain. The corrupt, totalitarian regime of Idi Amin soon emerged, killing thousands of people and destroying whatever infrastructure there was.

Through years of instability and civil war, many men lost their lives, leaving abandoned families behind. In the mid-80s, Joseph Kony and his cruel, cult-like guerrilla group tried to seize power, using over 60,000 child soldiers to do his bidding.

**Mothers and their children were often** thrown off their land, with nowhere to go. Malaria and AIDS epidemics further devastated the adult population. By 2006, there were three and a half million orphans in Uganda, many having to fend for themselves on the streets.

Those who ended up in private orphanage found overcrowded, understaffed conditions, often in buildings that were only partially complete. The dwindling food donations from relief agencies often ended up on the black market, as residents of the 'children's homes' went hungry.

This is where the story of Legacy World Missions begins. Read on.

Text link in the last paragraph links to the *About Us* page.

## **NUTRITIOUS FOOD PAGE**

#### **NUTRITIOUS FOOD**

Healthy meals for healthy growth.

**When Legacy World Missions** began making regular shipments of food to the Ugandan orphans, we received back some interesting news. Overall, children were becoming healthier. And more active. Their grades were improving. When we received photos of the kids, they now had beautiful smiles. Finally getting the nutrition they needed had more impact than anyone expected.

**Each self-contained meal packet** contains dehydrated food, and is simply boiled in water for soup or a casserole. It contains rice, soy protein, vitamins, minerals and dried vegetables (carrot, onion, tomato, celery, cabbage and bell pepper). With this highly efficient meal system, it costs only \$2.30 a month to feed each child.

**The meal packets are donated** through a partnership with Convoy of Hope, a relief organization. Legacy World Missions takes care of getting enormous quantities of food shipped to a distribution center in Africa, where it's protected by armed guards. Careful logistics, tracking and security ensure that every bag of food is delivered to the children who need it. This has been an amazing accomplishment in a part of the world known for corruption, bribes, and the common diversion of relief shipments to the black market.

Note italics in the second paragraph

## SKILLED TRADES PAGE

#### **SKILLED TRADES**

An education ensures a stable, productive life.

**Teens who never had** a proper education now have a second chance, thanks to the efforts of Legacy World Missions and its partner in Uganda, the New Hope Vocational School. In addition to a basic education and life skills training, kids learn a vocation that will enable them to support their own family someday. Boys can learn choose among agriculture, carpentry or masonry, while girls can learn agriculture, tailoring, cosmetology or catering.

**Legacy World Missions helps** to pay for teachers' salaries, as well as supplies like blackboards. When they complete their studies, tailoring students receive 'graduation kits' consisting of a sewing machine and the materials they'll need to immediately start a business and earn a living.

**In many parts of Africa,** girls typically receive no education at all, which is why our educational initiatives are especially important. Each extra year of primary school boosts a girl's eventual wages by up to 20 percent. Girls who receive more education grow up to marry later, and deliver healthier babies. And when females earn their own income, they reinvest 90 percent of it into their families.

## SUSTAINABLE LIVING PAGE

#### SUSTAINABLE LIVING

Working toward permanent self-sufficiency.

**All the children's homes** that receive our food also receive Holistic Care through our partner, Noah's Ark Children's Ministry. Within each compound, orphanage owners and staff are trained in children's rights, hygiene, education, special needs, and other aspects of raising healthy children. Noah's Ark also arranges meetings with staff from children's homes all over Uganda, for the purpose of improving care to the children they are responsible for.

The homes also receive mosquito nets, clothes, and a Proclaimer — a digital device that charismatically speaks the Bible's Word of God, in the children's own language, as well as in English. The mosquito nets have helped reduce malaria; with reduced medical expenses, money is available for a positive cycle of improvements. Structural enhancements include roof repairs, improved buildings, and new latrines. Legacy World Mission also purchased 10 acres of land where children can learn to farm, and sell surplus crops for revenue.

**Uganda is the source of the Nile,** the heart of Africa, and one of the most fertile countries on Earth. We believe that protecting the land is vital to Uganda's future success. Legacy World Missions actively supports projects that use recycled and locally available materials, make use of wind and solar energy, and provide jobs to local Ugandans. We encourage our partner facilities, where possible, to maintain subsistence gardens and care for livestock. This reduces the dependence on foreign food aid, and inspires a sense of ownership among the organizations and people of Uganda.

## ABOUT US PAGE

#### **ABOUT US**

A chance encounter leads to a life-long mission.

by Gary Warner, Co-Founder
Note italics

**When I was ordained** as a minister in 2001, I knew I was "called to serve, not preach." I became involved in the Bikers for Christ International Prison Ministry, and also led a program for aged souls at a local elder care facility.

By 2006, my wife Kathye and I were at a crossroads, without a productive avenue to funnel our abilities, energy and faith-based willingness to serve. That's when we ran across a pastor in Chattanooga, who was with a group going to Uganda to establish a new orphanage and children's ministry.

**Kathye and I unexpectedly received** an invitation to go along on the trip. Having been an orphan myself, the mission seemed to resonate with me. Suspecting that God had a hand in making this connection, we decided to go.

The conditions in Uganda were worse than we imagined (read the backstory on Uganda <u>here</u>). We quickly realized that the orphans there couldn't hear the sermons if their stomachs were growling. We also decided that supporting and improving the existing orphanages would have a wider, longer-range benefit than building a single new one.

**As an expert in logistics** in my day job, I knew what it would take to collect, ship, distribute and track food provisions. And what I didn't know, I could learn. I told the Ugandans that we'd be back to help.

Back in the states, Kathye and I established Legacy World Missions as the vehicle for our personal service to God and his children. We worked out procedures for making an ongoing food supply system reliable, efficient, inexpensive and secure. Then we developed partnerships with organizations that could reliably supply the food and provide other services.

**When Kathye and I returned** to Africa, the people there were surprised that we had kept our word. But we made clear that the ongoing supply of free food was 'a hand up,' not 'a hand out.' With the money the 'children's homes' would save on food, the owners were expected to actively improve the children's living conditions and the educational programs.

As long as orphanage staff were willing to take on the challenge of 'pulling themselves up,' our efforts would lead to a cycle of life improvement, rather than a cycle of dependency. It was a different way of doing things. But thanks to a sincere and Christian sense of purpose, it worked.

**Read more about** the innovative approach of Legacy World Missions, and the impact it has had on the orphaned and at-risk children of Uganda.

The text link in the fourth paragraph links to the *Uganda's Sad Story* page. The text link in the last paragraph links to the *A Hand Up* page.

## RECOGNITION PAGE

Use "Independent Charities of America" content from the current Home page

Use the "Top 10 Ministry Award" content from the current website

## STATEMENT OF FAITH PAGE

Use the Statement of Faith on the current website

## LEGACY'S FOUNDERS PAGE

This page uses content from the current website

#### **LEGACY'S FOUNDERS**

Gary and Kathye Warner

**We founded Legacy World Missions** as a faith-based charitable organization, committed to the non-denominational mission of helping the most vulnerable of God's children without regard to race or faith. In an effort to provide needed aid to as many orphaned and at-risk children in Uganda as possible, Legacy World Missions remains unaffiliated with any specific church group.

**This freedom allows Legacy** to raise support from many churches of various denominations and work closely with many partnering organizations in Uganda, many of which are affiliated with denominational congregations. Due to this flexibility, Legacy World Missions is uniquely suited to channel critical aid to those who need it, without regard for religious affiliation or spiritual identity. God has truly blessed Legacy World Missions over the years, by providing loving and safe environments to do our work in Uganda.

## What we believe:

**We believe in the power of faith.** We believe that all children have the right to learn and grow in a safe place, free of fear and danger. We believe in the potential of Africa and its people. We believe it is the responsibility of everyone to help meet the needs of orphaned and vulnerable children and we believe in developing new and innovative ways to help them succeed.

**We believe in education,** in exploration and in speaking up for those without a voice. We believe in being warriors of peace and architects of stability. We believe that the human spirit is an unconquerable force and prayer is our strongest weapon. We believe in creating a world with no victims, no perpetrators and most importantly, no bystanders.

This is the world where we work. This is our mission. This will be our legacy. What will your legacy be?

# **HOW YOU CAN HELP PAGE**

#### **HOW YOU CAN HELP**

Donate now and make a difference in the lives of children.

Donate - PayPal Button Goes Here

Those of us who grew up in the U.S. never knew how lucky we were to have all our needs taken care of. Meanwhile, children born and orphaned in Uganda have only known hunger, poverty, and disease. Thanks to the work of Legacy World Missions, those children are now getting nutritious meals and better living conditions, as well as an education that will prepare them to support themselves.

**To continue the mission, we need your help.** Your generous donation will further ease the suffering, and ensure that the children's lives will keep moving in a stable, positive direction. Donate Now With A Credit Card or PayPal. Or to set up a bank draft, a donation of Delta SkyMiles, or recurring donations, please call us at **1.866.476.4844.** 

Paypal button may be repeated here

Spread the word. Stay in the loop. Pray for the children.

**Share the story** of Uganda's Children, and the efforts of Legacy World Missions, with your neighbors, co-workers, family, and friends at church. Encourage them to visit this website, **LegacyWorldMissions.org** where they may become supporters too. If everyone shared this troubling story with just a few caring people, the well-being of God's most vulnerable children would be assured.

**Visit our <u>Facebook</u> page** for updates on the organization's successes, any immediate needs, and the wonderful things others are doing for this and other relief efforts. From there, you can join the Legacy World Missions Facebook Group to chat with other supporters from around the globe.

**Pray for blessings** not only on the children of Uganda, but also on everyone working to ensure that God's provisions are delivered to them. That they would abound in His love and become empowered with the ability and strength to receive and give God's love to others. That they would learn all God's ways and all He has in store for them and that they will become innovators for their communities.

We who have so much should never forget those who have so little. Thank you so much for your kind donation.

Links in the 'Visit' paragraph:

https://facebook.com/LegacyWorldMissions

https://twitter.com/legacywm

https://www.flickr.com/photos/legacyworldmissions