

# PERSON TO PERSON:

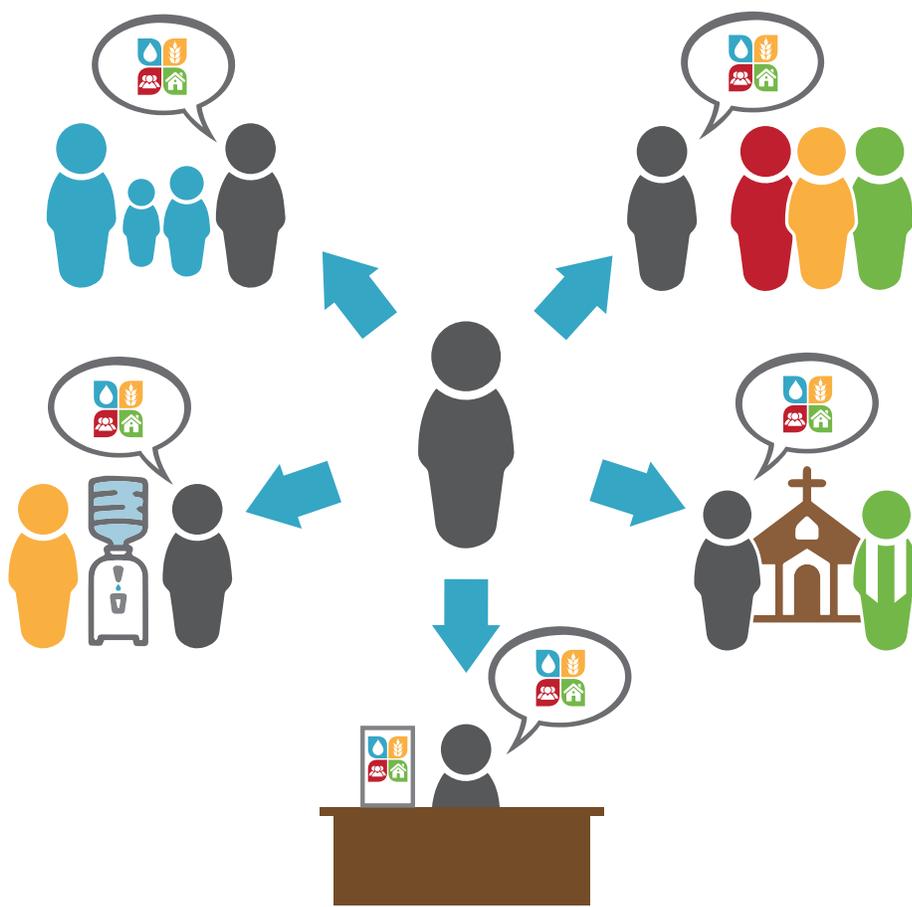
## How ZOE's Work Reaches New Supporters

By Mike Osler and Susan Graebe,  
ZOE Advocate Network Co-Chairs

Six months after launching ZOE's Advocate Network, we have learned one simple and profound truth: ZOE's work and support spreads best through word of mouth.

In the early days of ZOE's work in Africa, Dr. Wally Fridy was interested in offering his medical support to children suffering in the wake of the HIV/AIDS pandemic. After reading a story about ZOE from a global United Methodist resource, Wally made it a point to learn more. Soon, he found himself traveling with ZOE and inviting his friends to do the same. Back at home, he placed ZOE brochures in his office and talked to patients who wanted to know more. He talked to his friends, family, co-workers, church, and peers in community professional organizations, inviting all of them to support ZOE through prayers and financial gifts. As ZOE transitioned from relief work to empowerment work, Wally was there. He continues to champion the work that he loves and believes in today. Since Wally introduced ZOE to Greenville, South Carolina, more than \$725,000 has been raised. As we talk to ZOE supporters in his community to learn how they found out about ZOE, it almost always comes back to someone who heard about it from someone who is a friend, co-worker, patient, friend, or peer of Wally Fridy.

Wally is a strong example of how ZOE gains support through relational invitations to get involved. It is something we can all do – as simple as sharing a story of an orphan, or discussing an aspect of ZOE's distinctive approach to empowerment. By just talking about ZOE, you become a crucial part of making our 2015 goal a reality. ZOE's dream is to enroll 129 more working groups



of orphans and vulnerable children in 2015, empowering more than 28,000 children suffering in extreme poverty around the world.

Like Wally, we invite you to learn more about how you can help spread the word about ZOE's work to the people in your life. You can access resources we have created to help you tell ZOE's story at [www.zoehelps.org/resources](http://www.zoehelps.org/resources).

We also invite you to consider joining the ZOE Advocate Network. Advocates are volunteers who champion ZOE's mission of building God's kingdom through transforming the lives of orphans and vulnerable children. Volunteer Advocates partner with ZOE's United States staff to advance the work of ZOE in powerful ways. Join us and share your ideas to grow the number of ZOE supporters. To learn more and get involved, contact ZOE's Director of Engagement Randy Wiersma at [randy@zoehelps.org](mailto:randy@zoehelps.org).