



October, 2023

Dear Friend,

I am writing this letter to seek your involvement in sharing the good news with our elderly friends living in a long-term care facility.

My earnest desire and calling is to assure that the people who are spending their final days in a nursing home have a Christian friend to point them to Jesus. If this is something that concerns you as well, please consider their situation:

Currently 1.4 million people are spending their last days or years in a nursing home. It is a lonely and most difficult chapter of a person's life. Many residents are under-served due to inadequate staffing and overlooked by much of the Church. It is alarming to me because this is most of the residents' last chance to hear the Gospel of our Lord Jesus. It is also a season during which they are in the greatest need of a caring friend.

About 35 years ago, the Lord put it on my heart to speak up on behalf of the frail seniors in nursing homes. In 1994, He led me and some of my friends to start God Cares Ministry. Our mission is to recruit, train and support Christians who will share the love and Word of Jesus with nursing home residents through group services and one-to-one visits.



I really thought that if I invited the Church and provided the special resources needed to help them get started and share the Gospel, they would gladly adopt one or more nursing homes in their community. So many chose not to participate, but thank God, some did. In fact, by His grace, we were able to rally a network of 1,200 Christian volunteers who sacrificed time and resources to minister to over 8,000 residents on a regular basis. This was prior to the pandemic.

When the care home doors were mandated to close to all visitors in 2020, the Lord gave us guidance to create giant-print Scripture pages that activity directors could download from our website and share with their residents. This was the beginning of a new outreach through the activity directors across America. Thousands were delighted to receive these and other free resources and appreciated our prayer support.

Though our volunteers were not able to make physical visits, residents were able to receive a weekly portion of Scripture through these 52 English and Spanish printouts. This outreach continues today without charge to the care homes, and we estimate over 63,000 residents and staff are currently enjoying them.

Another major event took place during the pandemic. The Sonshine Society, who faithfully served this mission field for 48 years, had to make the difficult decision to close their doors. Given our 30-year working relationship with Sonshine, they decided to entrust God Cares Ministry with the continuation of their mission. So, in 2021, we acquired all of Sonshine's specialized resources. This has been a challenging endeavor, given Sonshine's extensive reach in this mission field. We are honored to have been entrusted with this task.

With the pandemic now behind us, most doors have reopened. Unfortunately, we have returned to a very different environment. So much has changed! Most of our resident friends have passed, and the staff is different. The spirit of community has faded, and many residents have learned to find companionship with their TVs. Even more difficult is that an estimated 1/3 of our pre-pandemic volunteers from both Sonshine and God Cares have not returned to serve in this mission field. As a result, thousands who would normally receive Christian ministry are finishing their lives in darkness, without a friend to help them find hope and peace in Jesus.

What has not changed is the number of residents who pass on into eternity each year. It is staggering – on average, 600,000! An estimated 80% receive less than one visit per month and even less have the promises of Jesus shared with them. This is a tragedy, and I want to right this wrong. Will you please help to assure that these folks will have a friend to encourage them to take Jesus's hand? In Him, they will find life, hope and peace as they finish their journey here on earth.

It is my ambition and life-purpose from God to continue developing this essential mission field. It is also the heartbeat of our Board and staff at God Cares Ministry. We all agree that our King Jesus wants to raise up an army of caring servants who will reach out to share His good news, rescuing these neighbors of ours from loneliness, fear and helplessness. This army will go into every care home, assuring that there are no residents without a friend to help them find hope and peace in Jesus. Others will pray, interceding for all involved in this mission. And still others will serve in the ministry of giving, providing financially for this work and the equipping of volunteers.

Five times a year, we send out our God Cares Newsletter to share what God is doing through the thousands of volunteers serving in senior care homes. This letter you are now reading is our annual invitation to you, asking you to become a financial partner in this great rescue mission of God.


We have over 10,000 Christians receiving our newsletter. If each gave just \$100 per year, this letter would not be necessary. Yet only 6% are helping to fund this cause. It costs only \$5.70 per resident per year to fully fund this effort. Your gift of \$20 per month would help to reach 42 residents over the next year and enable us to recruit, train and support more volunteers.

I am grateful that you have taken the time to read this letter. It is my earnest request that you would invest any amount significant to you to help reach more residents with the love and Word of God. I know that God loves a cheerful giver, and whatever you do to the least of these brothers of Christ, you have done it to Him.

Jesus loves these neighbors of ours and He wants His followers to love them, too, so that we can all spend eternity together. What a glorious thought!

Thank you for your gracious consideration and prayers to help our beloved elderly friends.

With much love, and in Christ's service with you,


Chaplain Bill Goodrich
Founder/President



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