

Mission UpReach Newsletter



Announcing the launch of Subida Coffee

By Caleb Gossett

We are excited and proud to report that on August 1st we launched Subida Coffee Company. This launch represents years of thought, planning and effort by countless individuals. For years we have sold coffee in our Mission store, here in Honduras. What began as simply purchasing local coffee and selling it to groups, inspired the dream of one day having our own coffee to sell. Now, years later, we have our own coffee, and not just that, but it's available for purchase in the United States. We chose the name "Subida" because it embodies what we hope to accomplish through the coffee we produce. In English, "Subida" means "rise". Through our coffee production and sales, we hope to support the goal and vision of the Moses Project.

For those that do not know, the Moses Project is a 120-acre commercial

farm in a small community

outside of Santa Rosa de Copán. At any given time, this facility houses an average of 40 boys above the age of 13. These young men learn best practices in the technical and economic aspects of agriculture, specifically in coffee, fish, and poultry. Most of these young men would not have continued their education due to lack of finances or facilities. Now, through the Moses Project, the boys are studying and are on their way to completing their high school education. Through this program, young men from all over Western Honduras are being trained to "rise" as the future leaders, innovators, business owners, and spiritual leaders of their communities. Ensuring that a cup of coffee tastes incredible is a complex process. The soil, shade, sun exposure, care, picking and drying process, and roast level all impact the



taste of a cup of coffee. We take pride in the attention to detail we place on each of these steps. Just as we pay close attention to each coffee plant and the journey the coffee bean takes once it's picked, we are focused on developing a future generation. This generation isn't going to rise to the occasion over night, but rather, it's a process. You have the opportunity to enjoy both sides of our vision. You can enjoy a cup of coffee that tastes fantastic because of how much we focus on the details, and you can know you are making a difference in the lives of young Hondurans. Join us as we seek to produce a fantastic product, and through doing so, inspire and equip a generation to develop into the role God has prepared for them.

Subida Coffee.

Great Cause. Great Coffee.

subidacoffee.com





Providing economic opportunity

By Phil Waldron

In 2017 a Jesuit-affiliated research group located in Honduras published the results of a research project that stated that “Hondurans immigrate to the U.S. largely for economic reasons and not to flee violence.” Will Racke, in his article on dailycaller.com, quotes the research and says, “Of the respondents to the survey that had a family member who had emigrated from Honduras in the last four years, 83 percent said that the relative did so due to underemployment or a lack of economic opportunity. By contrast only 11 percent left due to violence and insecurity.... this calls into question the claims by many pro-immigrant groups that Honduran migrants have no choice but to come to the U.S. because of rampant violence at home.”

Here at Mission UpReach, with our headquarters in Santa Rosa de Copán, Honduras, we see and hear things that make us think that Mr. Racke has it right. That is one of the reasons that we have invested so



heavily in our Moses Project ag-businesses like our Subida Coffee program. Our young men in the program are getting an education while being taught the Bible but at the same time they are working in agricultural businesses. They are learning how to become business owners and operators which is half of the battle stemming the tide of illegal immigrants risking life and limb to get to the U.S. for economic opportunity. Robert Lupton, author of *Toxic Charity*, says there are three

things that need to be present for a community to grow its way out of poverty. His three things are; 1) rule of law where people can be free to walk the streets and not have their children gunned down in a drive-by shooting, 2) access to education and 3) access to economic opportunity.

If we want to bless the country of Honduras with men who have the ability to support their wives and children and also become leaders that bless the community not abandon it; we need to not only train young men like the boys in the Moses Project, but we need to fund the startup of their small businesses back home in their villages as well. All the skills in the world don't really help you start a business if you don't have capital. They call this microfinance. The B.E. Journal of Macroeconomics found that microfinance not only reduces how many households live in poverty but also how poor they are. The greatest tool to preventing the deluge of men leaving Honduras and seeking to enter the U.S. illegally is to help them start businesses that allow them to support their families at home.



Diversifying for a sustainable future

By Lisa Irby

Non-profits typically have three main revenue streams: donations, grants/agreements, and earnings as a result of activities. We're forever grateful to our loyal donor base – though growing this will continue to be a goal. But in order to better stabilize our income so we can strategically and effectively implement our programs for the benefit of our constituents, Mission UpReach has been diversifying to grow the other two areas of revenue as well.

In 2017 about two thirds of Mission UpReach's income came from individual donors. Another 10% percent was received from foundations and businesses associated with individuals committed to our mission. And churches made up 20% of the total (some for organized brigades and some for program support). So, in reality, we have been dependent upon the grace of generous hearts that believe in what we are doing.

The Moses Project land has afforded our organization several opportunities for revenue-generating activities. We are expanding tilapia operations to make this not only a hands-on technical training, but once in full swing, this area will also produce sustainable income that will set a base for funding mission-focused objectives. We also received our first research grant in conjunction with Tilapia. We will be seeking opportunities to apply for other grants and cooperative agreements.

Likewise, raising chickens at a commercial level illustrates business concepts, will provide earnings to

support overhead, and will provide a number of local people with secure jobs. There are four chicken houses (galpones) under construction and nearing completion.

And of course, a Honduran specialty is coffee. The Moses Project contains about 70 acres of coffee plants. The young men are educated in the entire process – from the nursery through to harvest. With plants now reaching maturity, we

are in a position to market Mission UpReach coffee to US buyers under the "SUBIDA" label.

These self-sustaining operations are part of Mission UpReach's long-term strategy of building a solid platform of dependable funding to add to U.S. donations. Together we can have an eternal impact on transforming the culture of Western Honduras and spreading the Gospel.





A note from Donna



While the summer months of June and July are our most intense brigade months, we are now enjoying brigades year-round. This summer we had 7 solid weeks of groups consisting of 250 individuals who served in various ways, such as

medical brigades, VBS and construction teams. We reported on the groups we had in June and are happy to announce that our July groups were equally successful.

We started the month with the Snellville Church of Christ (Georgia) who performed a beautiful and well organized VBS for several hundred children that we serve weekly in our DESEO program. That same week, we hosted the Edward Via College of Osteopathic Medicine who visited 4 different locations to provide basic medical assessments

and treatment. In the second week of July we had a large group from the Burnt Hickory Church of Christ (Georgia) who not only did a medical outreach, but also had a VBS team as well as a construction team. That same week we hosted Scott Galloway who came to do some ongoing training using the Upward Basketball approach. He trained our team as well as conducted a camp for 60 children. Several from the Burnt Hickory group joined Scott in those activities. The last group of this season was a combined group from the University Church of Christ (Colorado) and the Grand Junction Church of Christ (Colorado) who came to conduct a medical outreach.

While these seasons of brigades can be exhausting for those of us on the ground, they also leave us so content. We get the privilege of working alongside many who have been coming to serve for many years as well as enjoy getting to know folks who are new to our mission. Mostly, we get to enjoy watching God work in and through those who make the sacrifice to come and serve. As we have stated many times before, Mission UpReach does not raise funds for any of the good works these groups do. They raise their own travel funds as well as the necessary work funds to perform the good deeds they perform while here. Thank you to all who came to serve in western Honduras!!

2018 Brigades/Visiting Teams

TBD	Tusculum C of C	Medical
March 10-17.....	Southside C of C	Medical
March 10-17.....	Pine Tree C of C youth.....	VBS/Construction
April 7-14	Surgical Brigade	Surgery
June 9-16	Lexington C of C	Medical
June 16-23	North Atlanta C of C	Pastoral Counseling/ Marriage Mentoring
June 23-30	Pine Tree C of C	Medical/VBS/Construction
June 30 - July 7.....	Snellville C of C	VBS
July 7-14	Burnt Hickory C of C	Medical//Construction
July 14-21	University C of C	Medical
Sept. 29 - Oct. 6	Surgical Brigade	Surgery

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 Phil Waldron, Santa Rosa de Copán

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Other Giving

Mission UpReach is a 501(c)(3) nonprofit. We can assist you to designate MUR in a corporations' matching gifts program, or giving through a United Way campaign, or as you prepare wills for your estate.