



LITERATURE MINISTRIES REPORT

Andy Villanueva
Literature Ministries Director

MISSION STATEMENT

In Southern California, we're on a mission to transform communities and lives through the power of literature. By aiming to distribute inspirational literature across every square mile of the Southern California Conference territory, we invite everyone to join us as literature evangelists. Join us in this journey to enrich our communities, one page at a time, through our key initiatives: Youth Rush, Cross Training program, and GLOW (Giving Light to Our World).

Youth Rush

Youth Rush is a 10-week summer program that provides Seventh-day Adventist youth and young adults with opportunities for hands-on ministry experience through literature evangelism. This ministry trains students in the art of approaching people courteously, caringly, and authentically, facilitating spiritual decisions. Participants have the opportunity to earn money, which can be matched to Adventist education.



Lizelle Oreño
ASSISTANT COORDINATOR

GLOW

(Giving Light to Our World)

GLOW seamlessly integrates literature evangelism into personal and church outreach, encouraging the use of GLOW tracts in everyday encounters, events, and ministries. This approach fosters a culture of evangelism and connection, turning each moment into a chance to share faith and hope within daily life.

Cross Training

The Cross Training program is designed to enhance churches preparing for an upcoming evangelistic series. The local church hires SOULS West graduates to aid in its evangelism campaign. These Cross Trainers not only take on the responsibilities of a Bible worker but also play a crucial part in preparing the church for the series. The Cross Trainer is an excellent addition to any church that is planning an evangelistic campaign and wants someone trained in generating Bible Study and community service interests through door-to-door ministry. Their responsibilities extend to supporting the pastor with various evangelism initiatives.

Youth Rush Sales & Distribution

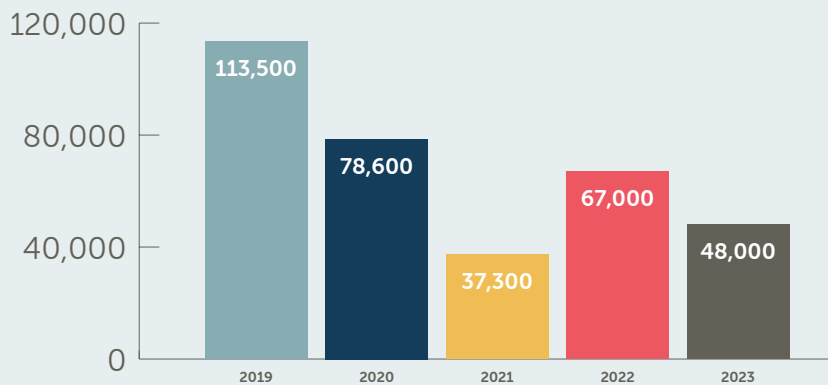
During the summer of 2019, SCC operated two Youth Rush programs. Due to the pandemic, we were not able to hold a Youth Rush program in 2020. In 2021, local restrictions in our SCC territory were still too strict to hold a program, so we brought our students to Arizona, where the local regulations allowed for our students to participate in Youth Rush in their territory for the summer. Summer 2022 was our first Youth Rush program back in SCC since the pandemic.

Year	Total Sales	Books Sold	Students	Known Baptisms	Homes Visited	Student Earnings
2019	\$186,302	21,209	36	1	194,400	\$93,151
2021	\$101,863	9,069	16	3	86,400	\$50,931
2022	\$76,262	6,570	15	2	81,000	\$38,131
2023	\$125,739	7,475	18	3	97,200	\$62,869



GLOW Distribution

According to the packs of GLOW sold by the department, the following figures demonstrate how many GLOW tracts were distributed in the SCC territory during the last term.



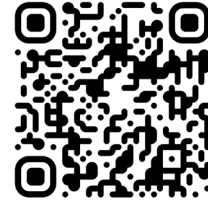
GLOW Mission Trip

From December 13-20, 2019, the Southern California Conference and Southeastern California Conference embarked on a mission to share the message of Jesus across diverse cultures and backgrounds in Orange and L.A. Counties. Equipped with half a million GLOW tracts in English, Spanish, Vietnamese, and Korean, youth and young adults aimed to connect with and impact individuals throughout this diverse area. Read the inspiring testimonies from this unique mission trip.

Marco walks up to a lady who is sitting on the floor and hands her a GLOW tract. She looks at the tract and screams, "God answers quickly! God answers quickly!" She shared she was heavy-minded and praying that God would reveal himself to her. She's going through some tough times, and now here was the GLOWer talking to her. He shared he almost skipped her since she was far away, but he felt impressed to go anyway. She then replies with tears in her eyes, "I thank God you listened to God."

Evan meets a man in the parking lot and hands him GLOW. The man asks, "Is this Adventist?" He then reveals that he has drifted away from his Seventh-day Adventist faith and interprets this as a sign that God is calling him back to the church.

WATCH THE VIDEO



ALL 4 SCC ACADEMIES

Represented at GLOW Impact for the first time

49

Students participated

16,000

Doors knocked on

16,000

Tracts distributed

WATCH THE VIDEO



283 LEADS
GENERATED

108 Health Services
25 Prophecy Seminars
37 Personal Bible Studies
113 VBS

COUNTLESS PERSONAL TESTIMONIES

of young people getting excited about sharing Jesus with the community!

GLOW Impact: Academy Edition

Inspired by the success of GLOW mission trips, GLOW Impact: Academy Edition was launched. This new initiative replicates the model but uniquely collaborates with Adventist academies throughout the SCC field. The goal is to impact communities through literature distribution while fostering a significant positive influence on our youth, blending mission with educational engagement for a broader and more profound impact.

Goals for the Next Five Years

We celebrate God's guidance in the Literature Ministries Department through the past five years, particularly under Marco Topete's leadership, who transitioned to the role of pastor at the Van Nuys Church in January 2023. His tenure saw significant growth in the student literature evangelism program, Youth Rush, with increased student participation, scholarship earnings, and broader community outreach. Likewise, GLOW Ministries

initiatives like GLOW Impact: Academy Edition and various mission trips fostered community outreach and garnered participant responses. Despite challenges from the COVID-19 pandemic, we're witnessing a strong recovery.

Looking ahead, our focus for the next five years includes expanding Youth Rush to run multiple programs simultaneously and enhancing local church engagement with GLOW

through targeted training and events like GLOW Impact. Additionally, we're excited to launch Full Circle, an evangelism program designed to work with local churches to foster community engagement and spiritual growth through a cyclical evangelism approach.

As we prepare for these next steps, we're inspired by our past successes and eager to see how God will continue to lead us in *exalting Christ*.