

A LIGHT *across* CANADA

Not to us, O LORD,
not to us, but to your name
goes all the glory for your
unfailing love and faithfulness.

Psalm 115:1



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THE CHRISTIAN
BROADCASTING ASSOCIATES, INC.



CBA'S COMMITMENT

We are a culturally relevant voice in the Canadian context, committed to sharing the good news of Jesus. We explore real life to inspire, providing tangible demonstrations of how Jesus transforms the lives of people. We provide a safe space—to speak, listen, and learn—and to create a supportive community for always-available prayer. Our content has a bent towards Canadian humanitarian issues and actions that need focus, creating opportunities for our community to move from awareness to taking practical steps forward.

THE CHRISTIAN BROADCASTING ASSOCIATES, INC.

The mission of CBA is to prepare Canada for the coming of Jesus Christ and the establishment of the kingdom of God on earth. Our ultimate goal is to achieve a time in history when *the earth shall be full of the knowledge of the LORD as the waters cover the sea.*

Isaiah 11:9

The 700 Club Canada is dedicated to using every effective means of communication to bring the Good News of Jesus Christ to men, women, and children across Canada.



700Club.ca

THE MISSION OF CBA WILL BE SUPPORTED BY THE INTENTIONAL BUILDING OF FOUR MINISTRY PILLARS:



HUMANITARIAN CAPABILITIES

We take Christ's commandment to "love your neighbour as yourself" very seriously, and with the financial support of our partners, we have been able to provide practical support to other organizations that provide practical aid to the vulnerable and marginalized in Canada.

It is the desire of CBA to be able to directly provide this service to those in need, and with that in mind, we are in the midst of an organizational shift that will allow us to do so in the future.



PRAYER AND THE MINISTRY CENTRE

Prayer is one of the important things that we as believers can do. CBA volunteers continue to reach out to those who request the support of prayer through the dedicated Volunteer Prayer Team.

The number of volunteers who dedicate their time to this ministry continues to grow, as does the geographical representation of those volunteers. Our goal is to have volunteers always available to pray for those who are struggling, located in communities throughout Canada.

We continue to embrace the use of technology to make this process easier for those that need love, prayer, and support. We're here for you 24/7. Call 855-759-0700, or go to 700Club.ca/Prayer.



THE 700 CLUB CANADA AND THE USE OF MEDIA

Our daily television show, *The 700 Club Canada*, is the flagship program of CBA. Support on social media and a strong digital presence have enabled us to share the message of God's love with those who need to hear it, providing encouragement, strong biblical teaching, and a daily call for salvation.

As we move into the future, we will continue to focus on capturing and telling the stories of God's powerful work, producing it for television, social media, and podcasts, building awareness that will help activate communities for Christ, and giving our audiences the ability to contribute as we listen to the views, needs, and interests through research, analysis, and engagement.



SUPERBOOK

Superbook is a collection of computer-animated Bible adventures that kids and parents love, containing stories of real Bible heroes whose success comes from trusting God and following His direction. Kids will learn valuable, lifelong lessons of faith and victory.

As CBA moves into its 51st year and beyond, our intention is to take full advantage of the resources available by sharing this incredible tool with churches across the country. Through events and partnerships with faith communities, we can ensure that every child has the opportunity to learn about the Gospel story in a way that makes it easy for them to understand and accept the incredible love of God.

