

# STARTUP

THE MONTHLY NEWSLETTER OF LIVE OUT HOPE

SEPTEMBER 2021



## LIVE OUT HOPE

### THE GEDLU FAMILY

Binyam, Bethany, and little Moriah live in the sweltering heat of the Arizona desert. This was not necessarily their plan, as Binyam, known as Benji in the US, was born and raised in Ethiopia and moved to Israel for 3 years before meeting Bethany and moving to the desert. Bethany, who has lived in Arizona her whole life, met Benji during a church tour in Jerusalem, Israel. God individually confirmed to Benji and Beth that they were to be married in June 2018. They followed God's vision for their lives and got married in Arizona where Bethany's family lives. They had Moriah, their first baby, a year later. They are now pursuing God's plan for their lives through Live Out Hope.

## THE MISSION IN ETHIOPIA

### OUR MISSION BEGINS

July of this year, 2021, the vision for starting a nonprofit that serves those struggling in Ethiopia and around the world was born! Live Out Hope was a dream that Benji had since he was young, a dream that came out of seeing the mothers of Ethiopia who collect heavy bundles of wood well beyond their own weight to sell in the marketplace. It is common for mothers to make a living this way, and they sell their wood as firewood to bakeries and cafes. But it is dangerous work walking down a mountain with this load, and their earnings are too small to support their family. These women inspire us to live courageously and to do what God has called us to do. It is our desire to bring hope to Ethiopia in a way that will provide these mothers' families with enough earnings to support themselves and give their children opportunities that they may not have had otherwise.

## THE MISSION IN ISRAEL

### OUR CHILDREN NEED US

The Ethiopian Jews are going through a cultural crisis. Many Ethiopian Jewish parents are unable to speak Hebrew with their children, but their kids were born in Israel and only know how to speak Hebrew. This raises all kinds of problems.

- The children are forced to handle many of the adult responsibilities.
- The children lose out on a lot of the connection with their parents because they have no mutual language.
- Their families struggle to assimilate into Israel.
- Many children grow up to use drugs and experience depression and thoughts of suicide especially after enlisting in the military. It is expected for Israeli children to do so after graduating high school.
- There are very few that have the skills to work outside of low paying service jobs

Our vision in Israel is for Ethiopian Jewish parents to be able to speak Hebrew and for their children to have the skills to be competitive in the Israeli job market. Our mission is to teach parents how to read, write, and speak basic Hebrew in two years. For their children, our mission is to enroll them in tech literacy classes that will provide basic computer skills all the way up to software development, each with an emphasis on attracting jobs.

### A CALLING TO LOVE THE PEOPLE OF ETHIOPIA

A MOTHER WALKING DOWN THE MOUNTAIN WITH WOOD ON HER BACK.



BENJI HANGING OUT WITH ETHIOPIAN JEWISH CHILDREN.



*"It is common for mothers to make a living this way, and they sell their wood as firewood to bakeries and cafes".*

It is a challenge sharing Jesus with typical Jews in Israel because they do not believe He is their prophesied Messiah. They believe it is heretical to claim He is. They wait for another to come in the future without understanding that He has already come and taken away their sins. This is also true for the Ethiopian Jewish community. They identify more with being Jewish than they do with being Ethiopian.

Through our close ties in the community, we plan to create education programs that help them meet their physical needs and build trust with them to eventually share with them about their spiritual needs. God's love is more than rituals and laws. It is freedom. Jesus has done the work for them! Our mission is to share God's love to them through our kindness and genuine investment in their lives.



## WATER, SCHOOLS, EDUCATION, AND JOBS



Our social media team is working on some exciting content. Look out for our Social Media accounts starting in October.

Send us your encouragement by email. We love to hear from you.

Above all, pray. With God, everything is within our reach.

## NONPROFIT NEWS

We are in the early stages of establishing Live Out Hope. Here are some of the things we are currently working on.

- Incorporating
- Applying for 501(c)(3) status
- Establishing our board of directors
- Designing our brand
- Sharing out vision

## THE TRIP

Live Out Hope is sending Benji to travel to Ethiopia and meet with the village!

- His goals are to:
- Connect with local operations team
  - Gather visual media of the location and the people
  - Meet with local leaders
  - Confirm local needs
  - Capture personal stories

## INTERESTING ITEMS

Eliita: ኢሊታ

Definition:  
Eliita is a word that describes a cultural way of expressing celebration, happiness, or praise to the Lord in Ethiopia. The sound is a high and fast repetition of the 'loo' sound. It is also meant to express general excitement. You may even sometimes hear audiences use Eliita in place of clapping.

Benji, Biny, or Binyam?

Benji's real name is "Binyam" which translated into English is "Benjamin". But, ever since he moved to Israel, he let people call him "Benji" due to how many European and American tour groups struggled with his Amharic name "Binyam". Even with our best efforts to introduce him as "Biny" in America, it seems "Benji" has stuck with us in the long run.



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