

grapevine

GIVING FAMILIES A LIFT

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November 30, 2007

1446



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GRAPEVINE MAGAZINE

Dear Dr and Mrs Benjamin:

Beating the Budget-Blues?

I DON'T KNOW HOW YOU FELT WHEN YOU WOKE UP LAST FRIDAY MORNING, BUT I WOKE UP feeling a bit overwhelmed. Which is not how I usually wake up. I usually wake up feeling refreshed and raring to go. But on Friday morning I didn't feel like going anywhere or doing anything. I felt vaguely bothered. Strangely burdened. A bit overwhelmed, like I say. And I think I know why ...

Like lots of NZers I wasted a chunk of Thursday being bombarded by the 2009 Budget: the Government's justifications ... the Opposition's condemnations ... the to-ing and fro-ing, ranting and raving, shut-ups and put-downs ... and all the dire doomsday predictions about "Worse-is-yet-to-come!" It was enough to make even a dedicated OPTIMIST feel depressed!

And then I made the mistake of going to bed and reading *Time Magazine*: about the global recession ... about billion-dollar bailouts and trillion-dollar debts ... about millions of people without jobs, without hope, without a future ...

Little wonder I had trouble sleeping. Little wonder I lay there with these monstrous numbers and mega-crises going round and round in my head. And little wonder I woke up feeling burdened, bothered and overwhelmed.

Is it just me – or do you feel the same?

I SOMETIMES WISH THAT I'D LIVED AT A TIME WHEN PEOPLE KNEW A HECK-OF-A-LOT LESS THAN they do today. A time when newspapers, radios, TVs and websites were un-heard-of. A time when most people didn't have the foggiest idea what went on in the next town, let alone on the other side of the world ...

I sometimes hate being SO WELL-INFORMED – don't you?

I mean, it's shoved at us from every angle, 24/7. And it's hard not to get newsed-out, headlined-to-death, bulletined-to-bits. The more we learn the more POWERLESS we feel – isn't that the truth? After all ... WHAT CAN ONE MAN DO? And the more powerless we feel the more likely we are to GIVE UP, throw in the towel, put our dreams on hold and stop trying. After all ... WHAT'S THE POINT?

HAVE YOU GOT THE BUDGET-BLUES? IS RECESSION-DEPRESSION GETTING YOU DOWN? ARE you tempted to quit, give up on your dreams, go hide in a corner somewhere? Well, let me offer you the same medicine I give myself whenever I feel burdened, bothered or a bit overwhelmed. Let me tell you about two of my heroes:

1. The first is **COLONEL SANDERS**, the founder of Kentucky Fried Chicken. I think of him whenever I hear people having a pity-party: *"Oh, it's hopeless ... I could never do that ... It'll never work ... I wish I was someone else ..."*

I don't know if you know how Colonel Sanders got started on his KFC dream. But it's not what you might expect. He wasn't young. He wasn't rich. And he wasn't lucky. Just the opposite, actually. He was 65 years old. He was broke. And he was unemployed. But instead of having a pity-party or blaming the Government or the global economy, he figured, "There's gotta be *something* I can do to make a living!"

The only thing he could think of was his home-made chicken recipe with its secret herbs and spices. Friends had often told him it was finger-lickin' good! *"Maybe I could show a restaurant how to cook it?"* he thought. *"And if their business improves maybe they'd pay me?"* So he cooked up some chicken samples and went knocking on restaurant doors. Of course, the owners just laughed at him, said they were too busy, told him to go away. But did Colonel Sanders give up? NO! Every time he got rejected, he tried to learn from it – so he could do better next round.

How many times do you think he heard the word NO before he finally got the answer he wanted?

Not 10, not 20, not 100 ... No, Colonel Sanders – *listen to this* – knocked on **1009** restaurant doors before he heard his first YES. It took him **two years** ... driving across America in his beat-up old car ... sleeping on the back seat in his rumpled white suit. And often the only food he had to eat was the chicken samples he'd prepared the night before.

How many people would have kept going that long ... putting up with 1009 nos ... refusing to quit? Very few, I reckon. Which is why there's only ONE Colonel Sanders.

He's long gone, of course, to that great chicken farm in the sky. But his legacy lives on. And he has a message for me and you: *Do you dream of doing something, starting something, building something, planting something, changing something? Do you dream of making a difference? Well, don't give up. Because those who realise their dreams aren't people who never fail, but people who NEVER QUIT!*

2. My second hero, **WINSTON CHURCHILL**, has a similar message. Following World War 2 and his inspiring leadership during the Battle of Britain, he was asked to speak at the school he'd been a student at many years before. The principal got up to introduce him, and said, "Boys: you're about to hear one of the world's great speakers. Listen carefully."

Churchill stood behind the lectern, staring out at the assembly-hall full of young men. And for a long time he was silent. Then he leaned forward and spoke quietly: "Never give up." There was a long pause, about a minute, and he said it again, louder this time: "Never give up!"

Another long pause, again at least a minute. And then this man, who truly was one of the world's greatest orators, leaned forward and began to pound the lectern with his fist. And in a voice that got louder and louder until he was shouting, he said, "Never, Never, NEVER, NEVER, N-E-V-E-R GIVE UP!"

And then he sat down – end of speech!

Wow! What a speech! And what a message for us today – don't you agree? – in this time of budget-blues and recession-depression!

What can one man do?

What can one woman do?

Launch an international fast-food chain? Bring wars to an end? Solve global problems?

Maybe not. But there's HEAPS OF HOPE out there: you've just got to know where to look. And there's PLENTY OF GOOD that can be done: so long as you don't give up!



GRAPEVINE'S NOT IMMUNE FROM RECESSION-DEPRESSION AND BUDGET-BLUES. OUR INCOME took a 'hit' in December/January ... then started to come right in February ... but we've fallen behind again in March, April and May – which is not too surprising in these belt-tightening times.

We've tightened Grapevine's belt, in response, and are being doubly-careful with our spending. But most of our costs we're reluctant to cut.

We've got another superb magazine being printed right now. It features 'THREE WEDDINGS & THREE FUNERALS' (a round-table discussion with three young widows – all of whom have recently, tragically, lost their husbands). And another thought-provoking interview with a teenage mum: 'YOUNG, SINGLE & PREGNANT'.

This new magazine carries lots of potent, honest, hopeful ideas. And we can't wait to send it on its way to Kiwi homes all around the country. But 160,000 free magazines don't come cheap! We need to SHAKE OFF those budget-blues. We need a mid-winter PICK-ME-UP. And we need it FAST.

If you're in a position to help, can I invite you to:

- 1. Send us an extra-generous, recession-beating, bigger-than-usual JUNE DONATION.** Your \$50 ... \$100 ... \$500 ... \$1000 ... (or more) donation will enable us to put Grapevine into homes and families that desperately need a 'lift' but might otherwise miss out. Return your gift with the enclosed coupon asap.
- 2. Respond to our cost-increase letter – if you're a Grapevine Sponsor.** We wrote to you in March – remember? – asking if you would accept a long-overdue cost-increase, and raise your regular sponsorship payments accordingly. If you've already returned the response form that came with that letter (or changed your automatic payment yourself) – thanks so much! If you haven't yet done so, don't put it off any longer – please do it today.

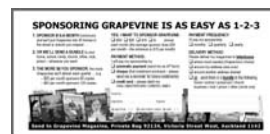
Complete the response form you received in March and pop it in the post. If you're confused or need a replacement form, just phone 0800 Grapevine (0800 47 27 38). If you wish to change your automatic payment yourself (online, for example) please make sure your supporter ID number and name appear in the payee reference fields on the AP (your ID No. appears on your Update coupon) – and let us know the details (by phone or email): your name, supporter ID number & the new amount – so we can update our records.



- 3. Become a Grapevine Sponsor – if you're not one already.** \$15-a-month (minimum) puts Grapevine into 30 homes in the street/suburb you request – or sends a bundle to your home, school, kindy, church, office, club, wherever-you-want. \$25 a month sponsors 60 copies, \$50 a month sponsors 120 copies, etc – the more \$\$ you sponsor, the more Grapevines we deliver! Phone 0800 Grapevine (0800 47 27 38) for more details – or complete the enclosed coupon: 'Sponsoring Grapevine Is As Easy as 1-2-3' ...



John



PS: This letter is going to several thousand of our supporters. Different people ... living different lives ... in different places ... and facing different problems. It's safe to assume that these belt-tightening times are proving difficult for more than a few Grapevine friends ... and our hearts truly go out to you if you're struggling. Be encouraged ... don't lose hope ... hang on to your dreams ... and know that you're not alone!