

# Global Radio Ministry Embarks on 'Year Beard' Fundraiser

Things are getting hairy around The Tide® Gospel Radio Ministry.

Men around the country may have heard of No Shave November, but the 70-plus-year-old gospel radio ministry is taking it much further for a unique, yearlong fundraising campaign.

The ministry is looking for men who are willing to stop shaving and grow a beard for the entire year to raise awareness and funds for its global mission. Through the "Year Beard" campaign, the bearded guys will each have a fundraising goal that will help purchase more airtime for the ministry's gospel radio broadcasts in Asia, Africa and Europe.

"The Tide takes a creative partnership approach to fulfill the great commission," said Jared Brock, author of *Bearded Gospel Men*. "Through their international radio ministry, people hear about Christ for the very first time. I heartily endorse the Year Beard challenge—what better way to advance the gospel than by remaining follically faithful? Year Beard is a whole new way for everyday men to live out their faith and grow their own neck scarf."

The Tide ministry records and broadcasts gospel programming in eight countries on three continents in 27 languages. With more than 7,000 languages spoken worldwide and more than 2,000 people groups that have been unreached by the Good News of Jesus, the opportunities are tremendous, and the need is great.

Participants in the Year Beard challenge can sign up to grow out their beards for one, three, six or all 12 months with the goal to raise money each month. A motivating factor is the knowledge that for every \$1 given, 20 more people worldwide

can hear about Jesus and, in 2019, the challenge raised more than \$27,000.

Depending on the time they commit to growing their beards, participants will receive T-shirts, beard combs, beard oil and a devotional book called *Bearded Gospel Men*, along with conversation starters such as country fact sheets, a testimony sheet and a pocket information card so they can speak to potential donors about The Tide mission. Those who raise the most money throughout the year will be eligible to win sporting event tickets and gift cards. {eo}