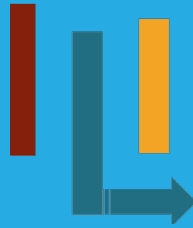


**From:** Rudy and Elsa [lovingnleading@gmail.com](mailto:lovingnleading@gmail.com)  
**Subject:** A Compelling Future in the Middle of Pandemic  
**Date:** February 4, 2021 at 12:32 PM  
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RE



# Loving and Leading Others

## A Compelling Future in the Middle of Pandemic

### Welcome to 202WON!!!

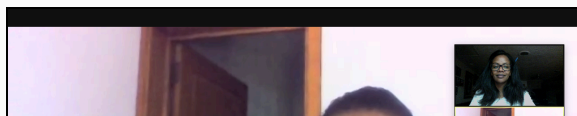
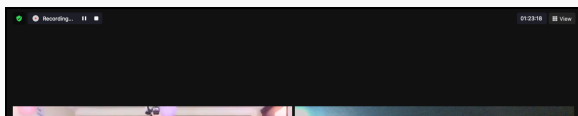
We have fascinating updates to share with you as we kick off the New Year together. The start of a new year means new possibilities and opportunities. We know that because we're standing on God's promises.

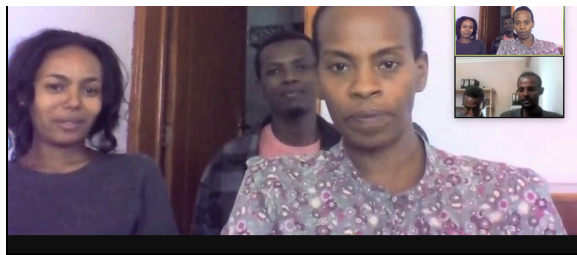
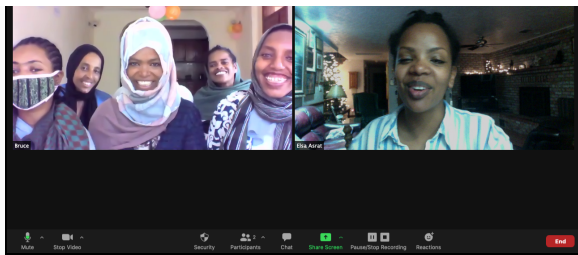
"In this world, you will have trouble. But take heart! I have overcome the world." John 16:33

We are starting 202won with a laser-focused vision with a compelling future. We believe from the bottom of our heart that God opens a window with a beautiful view when one door closes. We're starting to see the beautiful things that God is raising in Ethiopia in the middle of a pandemic. We can't help but notice His heartbeat and continue envisioning the future with Him.

## Ongoing Mission

Every Tuesday at 4 am, we teach and train our team in Ethiopia using Zoom as a digital platform. We are also teaching and building relationships with women who are hungry to grow. The purpose of the training is to encourage our team and the women to redefine their purpose and stay consistent, owning their stories in the middle of uncertainty. A person's identity is defined by who they think they are and who they think they are not, which becomes a central part of a person's story. Our stories affect our identities inwardly and outwardly.





## Love in Action

We are witnessing our team in Ethiopia being transformed from the inside out. They have realized that the secret of living is giving and adding value to others and they have taken incredible action to help others in light of their current hardships.



Our team showed an incredible act of kindness to one of our women named, Tigist. Tigist is a single mom and has a five-year-old boy. She was one of our twenty-four women who have been attending our program faithfully. Before we came back to the USA, we helped Tigist start a coffee business on the side of the street.



One of our team members found out Tigist's little coffee shop was destroyed and damaged by a thief. Our team organized their time and energy to rebuild her shop with little money.

We celebrate this story because the team shifted their focus on what they have to give rather than what they do not have. Where we focus is where our energy flows.





Tigist with her brand new coffee shop :)

### Our Vision for 2021

In light of COVID-19, Loving and Leading others, is continuing to serve and support women in Ethiopia financially. We currently shifted our focus and connected women to a local business where they are being trained to make leather products. Each woman will get the opportunity to be trained by the local industry for six months. After six months, we have to find another leather company who can hire them in the area they had trained with. There is not always a guarantee that the women will be getting a permanent job. This is why Loving and Leading Others is very determined to start the leather business, so our women continue to have guaranteed employment and become financially independent.

We aim to continue to have a more significant impact this year, transforming women's lives inwardly and outwardly. The biggest risk in life is not taking any risk. Despite the challenge we are facing, we are determined to return to Ethiopia in the fall of 2021, knowing the challenges are there to make us strong and increase our creativity.

Our plan is to purchase a house in Ethiopia where we can do ministry and start a leather product business to help our women have guaranteed employment.

We ask you to join us as the Lord is leading us in this incredible journey.

### Prayer Needs:

- Please pray for the safe delivery of baby Elelta in the upcoming weeks (Due date is March 20th)
- Pray for peace in Ethiopia. The civil war is still happening in the country.
- We have a 2-door car that the Lord had blessed us with when we arrived in the USA, and it served our family really well. However, now that we have an additional baby on the way, we need a bigger car (it doesn't matter how old, we just need a 4-door car). Given our short time in the USA, investing in a vehicle doesn't seem wise to us. We're looking for anyone to let us borrow their unused car or trade with our 2-door vehicle until we return to Ethiopia this fall.

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