



December 16, 2015

Re: Good Gifts

Dear SON friend,

It's Gift Season! Best Buy is urging us to "Win the Holidays" by giving electronics. Target's latest ad reads, "Win At Gifting" (which I suppose requires items in their store). And then we have the sermons about gifts of gold, frankincense, and myrrh.

All of this had me pondering: What determines "good" in gifting? I found the answer as I wrote this letter.

SON set out over four years ago in response to a general urging that people who hold to Judeo-Christian values needed support as they went about making mainstream movies, books, and TV shows. For nearly three years, we provided that support and encouragement via relationships and by organizing film screenings and public appearances in Naples, Marco Island, and Bonita Springs for those content creators.

Twenty-three months ago, a supporter suggested that SON build a film and TV studio and move into making product ourselves. Research informed the feasibility of the idea. I'd like to claim that we are so smart and have such *enormous* prophetic gifting that we immediately ascertained God was at work on a larger vision. . .but lying is a bad thing.

On August 2 of last year, the larger vision for SON was finally seen. By January, the tiny little SON ball sat poised at the top of the mountain before us – ready to roll into a new day. My, how that little ball rolled!

In the past twelve months, SON:

- Instructed over 2,000 writers
- Saw annual membership spread across 25 states and Canada
- Helped bring a dozen culture-enriching movies and books to market
- Put a values-driven content creator as a speaker in front of audiences totaling more than 6,500 to share his life-changing story
- Grew from a paid staff of zero to four, with three additional consultants on retainer
- Created an entirely new website (<http://SONStudios.org>)
- Added two members to the Board of Trustees
- Worked with industry professionals to secure creation of eight educational courses and a plan for four more in 2016



- Identified suitable property for the studio after an exhaustive search
- Developed the studio program as 184,000 square feet with four sound stages
- Determined the budget needed to build the studio as an estimated \$41M
- Identified architectural firm as Bastien Architects out of Los Angeles
- Identified and secured promise of participation from a long-time studio director for a major entertainment company to serve as SON studio director when studio is built

That marvelous list testifies to gifting. (Finally, I've come back to that, right?)

I caught a part of John Greco's interview about his book, *Manger King*, this month. John noted that not long after the wise men's visit, Joseph and Mary fled to Egypt to escape Herod's wrath. He asked, "Did you ever wonder how they financed that trip? It's expensive to get from Bethlehem to Egypt. How'd they pay for it? Hmm. Perhaps with some valuable gold, frankincense, and myrrh?"

What a testament to the God who prepares the way, right?

Now, any guess what financed SON's expensive journey this year? When I sat down to write this letter, I reviewed our numbers.

Thus far in 2015, SON received a 685% increase in giving over last year.

Whispers of gold, frankincense and myrrh. God still moves people to bring His resources to His purposes. Hearing His direction and following through with our resources. That is good gifting.

May you both give and receive good gifts this year, my friend. Because, in so doing, you become a part of His story.

Merrily,

Rebeca Seitz
President & CEO

Every good gift and every perfect gift is from above, and comes down from the Father of lights, with whom there is no variation or shadow of turning. (James 1:17)