

5/15/25

Week 20: SMF

James & Betty Robison

Randy Robison

“The Importance of One”

Studio discussion:

JAMES: Welcome to *Life Today*! I'm James Robison. Betty and I are thrilled to be able to share an opportunity with you to put God's arms around the overlooked, and those Jesus referred to as “the least of these.” He made it very clear that what you do for the least of these, you're doing it as directly to me as if I were right there in that place, and you were ministering to me. He's that real. He said if you really care about the least of these, and you do these things for them as I have commissioned you, you're my sheep, and you're blessing me.

Betty, you know that I've spent my life preaching all over the world doing mission outreaches, everything I can to share Jesus. But right now, I have never been more captivated by the Father's dream, the Father's vision for his will in kingdom power, and kingdom gospel truth to be proclaimed, not just in word but in demonstration to the world. His dream is for the gospel of the kingdom to prevail on this earth. And you know, and I've been saying this several times over the last weeks, you can be more than a conqueror. You can walk over the enemy like a serpent or a scorpion, or dust, in the next kingdom. There's nothing to conquer in the next kingdom. If we're going to fulfill his will as overcomers, it's in this kingdom, and his will can be done on his earth. And he said, “One of the greatest expressions of my will is touching the least of these.”

Randy, you did without your father a lot when you were growing up, because I preached 250 to 300 days a year. I said I'm really sorry because Billy Graham was one of the main people pushing me out, and Jerry Falwell, and everybody just about who was pretty famous in ministry were telling me I was so effective I just had to go. But I do think I went way too much. It breaks

my heart. I got to spend more time with my grandchildren, as you know, than I did my own children. It was sheer joy to be with the grandchildren, and I praise the Lord for that.

But you watched your dad ministering all these years, and then you watched us go to the mission field, and you went with me. You went to a very dangerous place, Romania, where Mom thought she was going to watch us die in Revolution Square. We're going to have another one where the Ceaușescus are out and Iliescus come in. It was just a scary thing. But you went with us, and then you kept going to the mission fields.

So I want to ask you because you've just come back from South Sudan, do you have in your heart after watching all you've watched all your life, over 50 years, do you have a burning desire to see this gospel taken to the least of these, and continuing to put God's arms around the poor and the overlooked? Is that a force inside of you that's as big as God in your life?

RANDY: Yeah. And just so you know, Mom did such a great job raising the kids that everything worked out. It is great.

JAMES: Thank you, Mom!

RANDY: The interesting thing -- it's interesting that you bring that up because what you were doing all those years preaching the gospel, you were bringing people into God's kingdom, one at a time. And over the last, I mean, my entire life, I've had people come up to me and say, "I got saved in your daddy's crusade." You know? I mean, it happens -- it's happened my whole life. Well, what a beautiful legacy of reaching out and bringing people into God's kingdom. And the mission outreaches aren't too dissimilar.

There was a beautiful moment, and I don't know how well we captured it because it was a very private moment, between Isak and his daughter, Kiera. And she's, I believe she's about 20 years old, but Kiera hadn't been with her father, Isak, to all the places he's been. But she said there were many times when she had cried herself to sleep at night as a little girl because her dad was gone. He wasn't gone as much as you were, but she missed her daddy, right? Well, she went to

one of these malnutrition clinics. She knelt down with Isak, and she saw a child who was malnourished. She said, "I get it now. I understand." When I looked over, I saw Isak and Keira just hugging. I was like, what has just happened?

Well, it was that revelation of God's heart to reach out and save that one. Just that one. Because a lot of times we get lost in the numbers, whether it's preaching the gospel to salvation or whether it's reaching out in these mission outreaches, we get lost in these big numbers. And 350,000 children being fed every day right now is a big number. I get it, and I want to see it go up. But when you look in the scriptures, Jesus talks about the one over and over. He told parables about it, leaving the 99 to get that one lost sheep. The Good Samaritan was about helping one person who was in that ditch and in pain. There is something in God's heart about reaching, about saving just one.

Understanding the power of that, I think should get everyone excited about missions, about preaching the gospel, about demonstrating the gospel because it's a one-at-a-time endeavor that we're on. And we can all do it.

JAMES: The fact is, it's about everyone, which is every one. Jesus never overlooked the one. He never overlooked the least of these. I feel like I was, above all, the least of these. Believe it or not, this precious little church girl thought that about herself. She knew church, but she didn't know Jesus. I never had a home. I met Jesus, and he was so real it was like he was -- I could feel him. When I told her that, she realized he wasn't that real to her. In a few days, she trusted him. Boy, has she been a giant.

But the point is that he wants everybody to know that sheep he would come get, you're that sheep, you're that important. But every one of you in a crowd is the one important. That's what I think our viewers get.

BETTY: Just like y'all said, God wants each one of us to feel special. As a mother of three children growing up, I wanted each one of them to know from their mother that they were

special in their own way; they weren't all alike but in their own different ways. I tried to notice the gifts that God put in each one of them. They didn't have to be like the other one.

Well, God doesn't want you to necessarily be like the other one. He wants you to be who he created you to be. You're the one. You're unique, you're different. He likes that. I loved my children being different. I love to watch our grandchildren. They're all so different, and we've got a lot of them. But it just brings such joy to my heart. I feel like God says, I've got a lot of children. They're all different, but they bring such joy to my heart -- every one of them!

JAMES: Boy, you sure do give me joy. I just thank God that she was in my life to be in the life of our children, to fill up all the places I wasn't, to be so loving and faithful in our relationship, and to lift me up when I would fail because I had such a sorry upbringing as a child. Boy, did she just show me Jesus after I introduced her to Jesus. The church failed. She became churchy but didn't know him. Boy, does this girl know him! And to have been married to you for 62 years is one of the greatest joys one can imagine. And it gets better every day. I spend a tremendous amount of time in our family room. She'll say, "What are you doing?" I'll say, "I'm just looking at you. I'm just thanking God for how beautiful you are, how precious you are. Thank you for how much you love others, how much you love God, and love me and the family."

Do you know what I think when I start talking this way? You know what I was thinking before I started talking this way? Most couples haven't had this. You don't have any idea how much that breaks my heart. You don't have any idea how much I minister to couples. And Betty catches me. She called me on the phone because I hadn't gotten to where she was tracking me on my car to see if I was getting to the store or wherever I was going. I said, "No." She said, "I see you out there in the street." I preach out the window of the car. I stop. I'll stop and talk to them about the dog they're walking, or I say, "The dogs walking you." Then I'll say, "It's easier to love dogs than it is a lot of people." They'll just laugh. Then I start talking to them about Jesus.

Do you want to know why? Because his love is in my heart for everybody. All the least of these. Randy, the overlooked, the people that think nobody cares. I care. That's why we do what we do.

RANDY: I have a question because I've seen you do this, by the way. What is Dad doing? He's got one person cornered, and he's preaching to them. We kind of joke about it. But you used to preach to large crowds. Why do you still care to preach to one person?

JAMES: Because I always did. When I looked at 10,000 or 20,000, I was looking for one. I identify with them. I could see when I looked in their face, God would tell me things about them. Look, I know I can't see you, but I love you. We've spent millions of dollars not just to feed children, but to feed you. We've got some beautiful books to offer you as a gift to help you with your health. We just love helping people. We'll never stop. By the way, we couldn't help many people. We couldn't even be on television without you. The love of God that's in our hearts, this is kingdom life. It's what he wants to put in you. It's what he's put in our son.

We have so enjoyed Randy and his four children, and now all the in-laws in the family, and now, he's having grandchildren. Let me tell you something, they are really cool. They are gifted little athletes. Already one of them, especially, they just know all these things. We're watching all of our great grandchildren now, and all of them, we are so proud of them. Randy, it's fun to watch you be a dad.

RANDY: It's great because I think being a parent gives you a little glimpse of God's father-heart. And it is that one, like you say, just to reach that one for Christ. And here's the beauty of it. Scripture tells us that all of heaven rejoices when one comes to Christ. I don't think we fully get the picture of that. All of heaven? You want to make all of heaven rejoice, help bring one to Christ.

I want to show you something. We've got pictures, we've got video of a beautiful celebration in a village in South Sudan where mission feeding takes place. And it's not just mission feeding, but it's preaching the gospel. When we got there, they greeted us with a song. The children sang

this beautiful song, and it reflected the gospel because we heard them preach as well. You start to see, I think, a glimpse of heaven when you see that kind of rejoicing over life and over the gospel.

That's what I'm committed to, that's what the staff here is committed to, that's what Isak is committed to, that's what the people in the field are committed to. My prayer is that our viewers will be committed to reaching one more, and one more so that heaven can rejoice again and again.

JAMES: Well, you know, we're talking to you and our mission feeding outreach, and we told you that the missionaries that are there full time, and they asked us not to stay there. They said, "Go back home, please." It wasn't that they didn't like us, they liked us. They said, "Go back home and see if you can get us some help so we can stay here and not be empty-handed and brokenhearted."

We've done it. We've been doing it now for over 40 years in total. That's just in the mission feeding and drilling the water wells. And I'm not going to stop until every village that doesn't have water has water. But I can't do that without help from you. I want you to be a faithful giver right now in everything we do because we're giving his life. Right now, we've got 350,000 needy children and their families located. All they're waiting for is for us to tell them, help is on the way. Right now, would you pray and say, God, what can I do to touch the least of these? What can I do to touch that person you gave your life for? Would you please? And then would you get your bank card and make the best gift you can? Please do that.

RANDY: Can I mention something here? Because I discovered something when I was in South Sudan. And that is the power of the funding that we give, that our donors give to mission feeding is multiplied in the field by the influence we have with multinational organizations, a lot of aid agencies that you would recognize. Because we provide the funding, we are also able to secure ancillary things that make the mission feeding program just explode. It could be as something as simple as getting on one of their planes to fly somebody into a critical location or getting some additional food supplies. All of that is a little uncertain right now. When you look

at the political situation here in our country, you look at the instability in a lot of European countries, as well as on the ground in some of the African countries. A lot of people right now are asking, can we depend on some of the governmental organizations out there? I want them to know they can depend on God's people. It's critical that we step up right now during this time.

So whatever happens on a political level doesn't matter, because the church rises up and says, I'll take care of that one. That's my prayer right now and during the immediate future.

JAMES: Father, hear that prayer. They're wonderful people watching, some of them have never helped, but Lord, maybe they can give \$100 today and take care of ten children, or \$50 for five, or \$30 for three. Lord, I think there's some watching that can give several thousand. There might be somebody watching who could give more money than we could imagine. But what it'll do is it'll give life, and it'll give hope and help that's undeniable and visible. Please, God, touch their hearts.

You who watch *Life Today* are the ones who give life today every day, all over the world. And you have touched the leaders of the world. Please, you respond as God leads and help us become the miracle some mother prays for, and some child desperately needs. Thank you for your help.

Transitional Roll-in: (Through Generations)

PETER: You see it always in their hair. You know, the Bible says it's with the measure that you give.

JAMES: To me, the reward is seeing the lives saved, seeing people learn about the love of God.

ANNOUNCER: *In the late 1980s, Peter and Ann Pretorius met James and Betty Robison of Life Outreach International sparking a lifelong partnership that started with feeding 5,000 starving children in war-torn Mozambique to what is now 350,000 children a day in several countries on the continent of Africa.*

Today, the sons of Peter Pretorius and James Robison continue this legacy, saving lives through mission feeding and the gospel of Jesus Christ.

ISAK: Hallelujah! Hallelujah! Amen.

RANDY: This, to me, is the model I wish everyone would adopt, and of course, the gospel being the essential part of it. But this is salvation at every level. All of this started decades ago with your father, my father seeing a need, and out of it, countless lives have been saved. Through the generations, Isak, I want us to expand, to continue, to save even more lives, and to reach even more people with the gospel.

Will you stand with me if I stand with you?

ISAK: If you'll stand with us, we're here. We're going to do this. Our commitment is there to not just continue the work but to do the work on a broader scale, on a deeper scale.

RANDY: Where it's needed! They need it! They're dying!

ISAK: Let's dream together of a day where we're not just saving lives, where we actually don't even have to do that anymore because we've had the level of impact that we needed to have in our generation.

RANDY: We're standing with each other. Will you stand with us as we stand for these children?

Studio Appeal:

JAMES: Betty and I are not planning on going anywhere but we have enough wisdom to know that the future of a ministry doesn't depend upon the life of two people, or any one person but Jesus. But Jesus uses people to accomplish his will and purpose. We do know that the starving

and the hungry, the least of these were a focal point of Jesus. He says the people who do this are my sheep. They're the ones that you can know, know me. You don't have to wonder about it.

I want to thank you for your love for Jesus, and the fact that you know how much he cares, and you want to do what he wants you to do and put his arms around the least of these and give them food, give them water, and do everything we can to help. I'm praying we'll see the greatest response, perhaps, we've ever seen with people giving whether it's \$30, \$50, or \$100 to feed three, five, or ten children. Or give \$1,000 to feed 100. Just please do all you can because I'm telling you, the situation is desperate. And Randy, I know you saw some areas that just almost knocked you back because there's been a lot of work going on around, but here it is, it's like a death center. Sometimes, it's happened because of a skirmish. There were some killings and some skirmishes that caused y'all to delay your trip. And yet, now then, you can see what God's people are doing.

Please, we're asking you to make the greatest gift possible that you can make. Do you want to say something about it?

RANDY: Yeah. You know, there are a lot of good people doing a lot of good work to help save lives around the world. And there are a lot of good people preaching the gospel to help save souls eternally. But combining those two into the same mission, I believe, is the core of what Jesus called us to do. We save them right now by meeting that immediate, desperate need. And it is desperate, it is urgent. But we also preach the gospel of Jesus Christ. Unashamedly, we proclaim it because that's how you save their souls eternally. Seeing Isak and his group do that in the field is a beautiful thing. Seeing this ministry here and all of the staff that's committed to that is a beautiful thing. It can be beautiful, but it doesn't mean a lot if the people don't stand with us.

BETTY: Well, I've just been so blessed, James, even reminiscing as we watched you and I there with Peter and Ann and remembering the hard trips. Yes, they were hard. But we always came home, and I felt, God, thank you for blessing us. We were able to see what you see and to

know that there is such a need there that we can make a difference. So, thank you, God, and thank all of you for joining with us to notice these little ones.

JAMES: Amen! Please get your bank card right now. Use it like a check. If you want to write a check, make it to *LIFE*. Please call us and tell us what you're sending. We need to let the missionaries know that help is on the way. Please, please do it right now. You are the difference in life and death and eternal life for all of these we reach out to. Thank you so much.

SMF Cause 2025:

ANNOUNCER: *Right now, across the continent of Africa, children are suffering, facing severe malnutrition, and even death. With food reserves gone, and many areas experiencing severe famine, we urgently need to replenish supplies to keep feeding the 350,000 children who are counting on us.*

Through Life's mission feeding outreach, your gift of love can be an answer to prayer for a hurting and hungry child in their time of need. Call now with your life-saving gift of \$30, \$50, or \$100 to help feed and care for three, five, or ten children for three full months. With your gift, we'll send you Natural Remedies. This beautifully illustrated book explores ancient nutrition and the health benefits found in God's creation to help you live your best life. With your gift of \$100 or more, please request your "Health and Wellness bundle." This three-book set includes Natural Remedies, as well as Essential Fasting, a simple eating strategy to accelerate weight loss, crush cravings, and reverse aging, and the probiotic diet that gives effective strategies to improve digestion, boost brain health, and supercharge your immune system. Finally, please consider a gift of \$1,000 or more, which will help feed 100 children, and you may request our inspiring bronze sculpture, "Lion of Judah."

Please call, write, or make your gift online today.

JORDAN: Hi, I'm Jordan Rubin, and for over two decades, my wife Nicki and I have been supporting the ministries of *LIFE*. With any gift to mission feeding, you will transform the lives

of 350,000 children in Africa by giving them nutritious food and a hope for the future. With your gift, you'll receive a powerful wellness bundle, which can bring the power of health and nutrition into your own home. Transform the lives of thousands and your own family. Do it today.

Studio good-bye:

JAMES: Well, I'm praying for a miracle, miracle response. Randy, I know you reached over and picked up the Bible for a reason. Why?

RANDY: You know, the 100th Psalm, the second verse says, "Serve the Lord with gladness. Come before him with joyful singing." It just reminds me of what we do, what our viewers do when we serve God by reaching out and noticing those in need. It puts a song in their heart. And I believe it puts a song in heaven. I just want everybody to experience that.

JAMES: And those children that have been saved through outreaches will meet us when we come in on an airplane and they're out singing and they're singing songs they learned in churches that we helped build right there in the midst of where they were dying. So you are miracle workers!

We sure love you. Thank you. We have some gifts for you if you'd like to have them. Thank you for being the greatest giver of the greatest gift, Jesus and life. Thank you.