

NEWFORD MINISTRIES

A SUBSIDIARY OF KAMBY MANAGEMENT GROUP, LLC | APPAREL • FILMS • MUSIC • PUBLISHING • RADIO
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January 26, 2021

RE: This Letter of Explanation is about the following business entities – Newford Apparel, LLC; Felicia Crawford Ministry, Kamby Management Group, LLC; Newford Music; and other business entities and ministries associated with Newford Ministries, our parent corporation.

Greeting,

We have recently received inquiries concerning the activities of our business entities on social media. This letter explains why the business owners have decided to hold off on any future activities on such social media platforms as Facebook, Twitter, and YouTube. However, the owners' issues and concerns are primarily with Facebook and its algorithm business model, as it always has been since the inauguration of our Facebook page. But we are not here to get into that discussion today. Today, we are providing 2 reasons for the reduction of activity on the business side of our social media platforms, which are stated below.

1. Our team has been primarily focusing on our corporate relocation. Our entire operation on both the ministry side and for-profit businesses are finally moving into the territory God has called us to. This requires a great deal of restructuring and preparation as we head into Phase Two of our ministry activities, which will eventually lead to Phase Three of our final destination and the objective God has for our operation. Therefore, most of our time, energy, finances, and resources have been redirected towards this major move.
2. Reason #2 is the main reason why we have reduced our business activities on social media platforms like Facebook.

We are prayerfully considering how we should proceed with social media platforms like Facebook, Twitter, and YouTube. Since these platforms are directly targeting the core mission of the Christian faith. First through their censorship, which will lead to more rigorous, dismantling of our Christian moral standards and faith. Newford business owners feel we need to seek God's face for direction concerning how we should appropriately respond to these platforms' dismantlement of the United States Constitution and its moral compass. So, we are seeking clarity from God. Until we have that clarity we need from God, Newford owners have decided to reduce the amount of content, especially paid ads, we promote and share on Facebook, Twitter, and YouTube. Once Newford owners hear from God, then they can make a definitive decision as

- to continue business as normal on social media
- whether to cut all ties with social media
- or conduct business with social media at half-capacity

Either way, we are here to serve in whatever capacity the Lord needs. For social media is not our Source nor resource. GOD IS!

Sincerely,

Deaidre Newby, IMBA-PM
Executive Director