

No Reserves, No Retreats, No Regrets

Does anyone here remember Borden's ice cream? How about their mascot, Elsie the cow? Borden's milk, ice cream and other products were a household word in the last century. From milk to ice cream to Elmer's Glue they were a mainstay of American business founded in 1857. Yet what you might not know is the story of William Borden the heir of that multi-million dollar company.

William Borden in 1904 upon graduating from high school was sent on an around the world trip as a graduation gift from his parents. He was so gripped by the needs he saw that he wrote home to say, "I'm going to give my life to prepare for the mission field." A friend expressed surprise that he was, "throwing himself away as a missionary." In response, Bill wrote two words on the back of his Bible: "**No reserves.**"

As a student at Yale Bill wrote an entry into his personal journal that defined what his classmates saw in him. He wrote, "Say no to self and yes to Jesus every time." Bill went on to start weekly Bible studies and prayer meetings. By the time he was a senior 1,300 Yale students were meeting in such groups around campus. Upon graduation Borden turned down some high paying job offers. He also gave no thought to the millions his family was worth. In his Bible he wrote two more words: "**No retreats.**"

When he finished his studies at Princeton, he sailed for China. Because he was hoping to work with Muslims, he stopped first in Egypt to study Arabic. While there, he contracted spinal meningitis. Within a month, 25-year-old William Borden was dead. Prior to his death, Borden had written two more words in his Bible: "**No regrets.**"

Was his life a waste? You would have a hard time convincing his classmates who were impacted by his life that he wasted his life. His story has been told countless times making an impact long after he departed this world. He lived as a Christian should live. All of us should live with, *No reserves, no retreats, no regrets!*

You might not be called to be a missionary but today through this offering you can help support the mission work we do here and around the world. May our gifts today represent, *No reserves, no retreats, no regrets!*