

**\$14.95**

Biography & Autobiography / Social Activists

"It is an age-old question—Can someone like me serve?—and this marvelous book answers it. In showing us JoeAnn Ballard's work from the 1960s through 2008 and the founding of Neighborhood Christian Centers in 1978, *Called* gives a resounding YES and calls on each of us to put our individual talents to work."

— Eugene Cashman, President / CEO, Urban Child Institute

"We in Memphis are deeply grateful that Sheridan Hill has captured in writing one of the greatest stories of the past century in Memphis: that of JoeAnn and Monroe Ballard. Their testimony of loving, sacrificial service to thousands of under-resourced children and adults in our city is truly remarkable. Read this book, and, with tears, give thanks to God for these special servants."

— Sandy Willson / Second Presbyterian Church / Memphis, TN

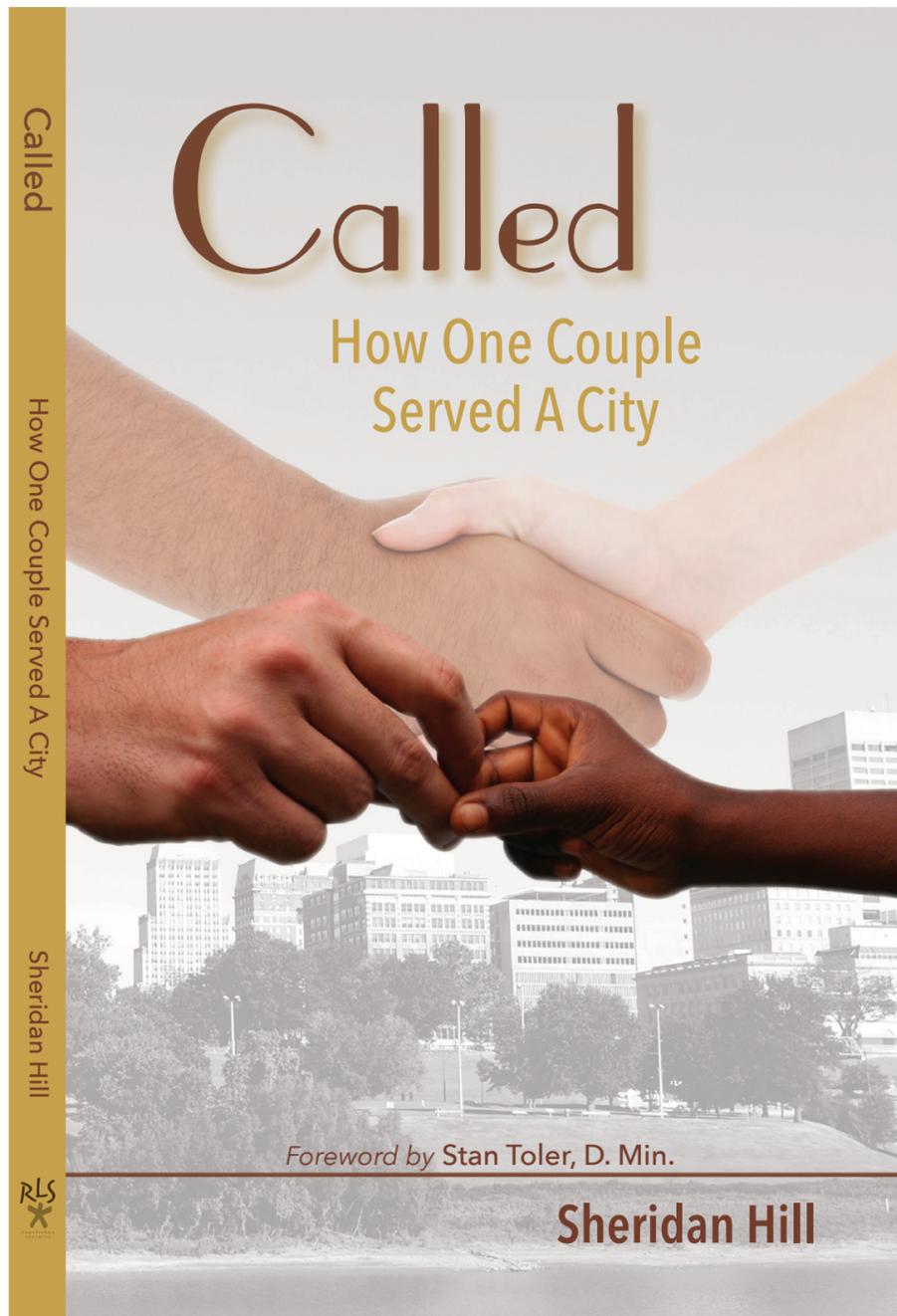


It is a story of radical servanthood born in the South. **JoeAnn Ballard** was given away as an infant and raised by distant relatives on a farm. Poor as they were, their homespun compassionate ministries set the stage for what became JoeAnn's life-long path of service.

Working in the poor neighborhoods of Memphis—a city that is half white and half black, a city where slaves were bought and sold to service the cotton market, the city where civil rights leader Rev. Martin Luther King, Jr. was shot down in cold blood—she achieved the impossible.

Believers and skeptics alike will be inspired to read the story of how JoeAnn and Monroe Ballard raised 75 children—without a penny of state or federal money.

Real Life  
Stories.  
PUBLISHING  
SERVICES



Foreword by Stan Toler, D. Min.

Sheridan Hill