

SPECIAL TRIBUTE EDITION

THE LIFELINE

A QUARTERLY PUBLICATION CREATED FOR OUR FAITHFUL LISTENERS AND SUPPORTERS

CELEBRATING THE LIVES OF BOB AND ROB McClURE: THEY FINISHED WELL



Bob McClure
April 15, 1926–November 5, 2021

It is with deep sadness that The LifeFM announces the loss of its President and Co- Founder, Rob McClure, and the loss of its Founder, Bob McClure.



Rob McClure
May 14, 1953–October 28, 2021

Both father and son were natives of Greenville, South Carolina, and shared a common passion for radio broadcasting, which spanned more than four decades. They built and operated numerous Christian radio stations all over the country, striving to spread the Good News and provide a source of daily encouragement.

Rob, a liver transplant recipient in 2012, had fought a recent cancer battle—one which reflected courage, determination and a zeal to press on. Despite the setbacks he faced over the past year, Rob did not complain and continued to maintain contact with his LifeFM staff up until his final days. Rob's heart for ministry and testimony of perseverance were a blessing to all who knew him.

Bob was a World War II Navy veteran who had served in the South Pacific seas during wartime. Upon his return home, Bob married the love of his life, Fran. Together, they partnered in many church ministry and business ventures. They raised five children and were married for 58 years, until God called her home to heaven. Fran's death in 2010 served as a catalyst for the formation of The LifeFM Network.

Many are mourning the loss of these two godly servants. Liz McClure, Rob's wife, captured the essence of their labors best with these words: "There is nothing these two enjoyed doing together more than expanding the Southern Gospel music stations and bringing the blessing of the Gospel to so many...it was a *shared vision* and a *shared legacy*...they 'finished well'."

IN THIS ISSUE:

Dedicated in loving memory of:

Bob McClure

The LifeFM Founder

&

Rob McClure

The LifeFM President and Co-founder

"Precious in the sight of the Lord is the death of his saints."
Psalm 116:15

- God's Amazing Grace**
- Fall Sharathon Update**
- End-of-the-Year Giving**
- The LifeFM Pledge Card**

Have a comment, suggestion or feedback for us? Leave a message for us on our Comment Line: 888-500-8047 (Available 24/7). Thank you for listening to The LifeFM!

BOB AND ROB MCCLURE:A SHARED VISION....A SHARED LEGACY



Legacy: (leg'-a-si), noun.
Something that someone has done successfully and that has positive effects even after they retire or die.



Bob enlisted in the U.S. Navy at the age of 17 and served several tours in the Atlantic and Pacific. On June 2, 1945, during the Battle of Okinawa, Bob became a born-again Christian. "When I came back, I wanted to serve the Lord," he said. Many LifeFM concert-goers could easily spot Bob in the crowd because he liked to proudly wear his WWII baseball cap to every event.



Rob was known by many as a "gentle giant" in his youth and played football at Wade Hampton High School in Greenville, SC. In August 2021, despite his illness, Rob and his wife, Liz, were able to attend his 50th high school reunion.



Bob and his wife, Fran, were faithful servants of Christ, who shared a lifetime of Christian ministry together. They loved to travel and no doubt, impacted countless lives for the cause of Christ, both nationally and abroad.

Known affectionately as "Big Dad," Bob is survived by his four children, their spouses, fourteen grandchildren and two great-grandchildren. He was preceded in death by his wife, Fran, his son, Rob and his great-granddaughter, Emmy.

A summary of Bob's testimony was stated as: "*He lived with purpose, loved with passion, gave generously, served extravagantly, and longed for his precious Savior's return.*"



Rob is survived by his faithful wife, Elizabeth McClure, his daughter, Suzanne (Jason) Dow and grandchildren, Ella Jane and Marshall Dow; and his sons, Michael and Jeremy McClure.

He is also survived by his stepchildren, James Wiggins, Lucille Wiggins and David Wiggins; and step-grandchildren, Phillip and Lily Wiggins.

Rob was the oldest of the five McClure children, born to Bob and Frances McClure. He loved them all very much: Steve (Julie) McClure, Carolyn (Jim) Robinson, Jon (Jennifer) McClure and Mark (Susan) McClure. He leaves behind numerous nieces and nephews - all whom he adored.

His family is comforted by the image of his home-going, and will forever cherish the memories of his life, well-lived.

GOD'S GRACE IS AMAZING...in Rob's Words

Rob McClure was a warrior. His body faced the enemy, (a.k.a. cancer), head-on. He fought courageously, never doubting that God was in control. In the final weeks of his life, Rob's voice could no longer be audibly heard. The following words were recorded on his iPhone and shared with all who visited him during that time:

"I've read what some have said. I hear the words, but deep down inside, I still feel like a shameful sinner unworthy of God's Grace... but I accept that it's not what I've done-or could have done-to secure my salvation. It's my confession of sins, and God's sacrifice of Jesus Christ that has made me whole. Thank you, Jesus.

Oh, how glorious heaven will be! I know I am saved and my name is in the Lamb's Book of Life. I know even with my past sinful life, that when I repented, God answered my prayer and forgave me all my sins.

*I pray each family member will meet me in heaven, and every friend I've ever met, will trust in Jesus as their Savior, and be saved and join me in heaven. Heaven is real! Don't miss it!
Love you all! Until we meet again in heaven!!"*

God Has a Plan for You!

God loves you. His desire is to spend eternity in Heaven with you. If you believe on Him as your crucified, buried, and risen Savior, you receive forgiveness for all of your sins and His gift of eternal salvation by faith.

Just like Rob realized how unworthy he was in comparison to God's Holiness, we need to realize we are sinners.

"For all have sinned and come short of the glory of God." Romans 3:23

There is a payment for our sins-it is death, eternal separation from God in Hell. This is the bad news.

"For the wages of sin is death; but the gift of God is eternal life through Jesus Christ our Lord." Romans 6:23

But, there is Good News! The perfect Lamb of God, Jesus Christ, was sacrificed for our sins. He died in our place. Praise God for His great Mercy, Love and Faithfulness to us!

"...God commendeth (proved) His love toward us, in that while we were yet sinners, Christ died for us." Romans 5:8

The free gift of salvation is ours, when we believe these truths in our hearts and trust Jesus as our Savior. "Whosoever" includes everyone-God's plan is for the whole world!

"For whosoever shall call upon the name of the Lord shall be saved." Romans 10:13

The decision is yours whether to receive or reject Jesus Christ as your Savior. You can call upon God in prayer, acknowledge that you are a sinner, believe that Jesus paid the penalty for your sin and commit your life to following Him.

It's a decision you won't regret!

FALL 2021 SHARATHON UPDATE



The results are in, and it's exciting news! The LifeFM met its goal of \$175,000 and continues to receive pledge renewals and gifts which are applied to the Fall campaign.

We also have heard from more than 200 new donors- a sign that The LifeFM is broadcasting to more listeners who are pleased with what they hear. Welcome!

Thank you again for your generosity, faithful support and friendship. Most of all, we thank God for His Provision and many blessings He has bestowed upon us.

END-OF-THE-YEAR GIVING

Donations to The LifeFM are accepted anytime, not just during Sharathon season.

Here's the various ways you can make a one-time contribution:



Contact us at 877-700-8047.
We will gladly assist you!

Donate securely and safely online at:
www.thelifem.com



Clip out The LifeFM pledge card (on the last page of this newsletter) and mail to: PO Box #52, Greenville, SC 29602.

Thank you for your financial and prayerful support throughout the past year!

Your Friends at The LifeFM

NOTE: All financial gifts postmarked by 12/31/21 will receive the 2021 tax benefit.



PO Box 52
 Greenville, SC 29602
 877-700-8047
 info@thelifem.com
 www.thelifem.com

Merry Christmas!
 Happy New Year!



YES, I WANT TO SUPPORT TheLifeFM IN ITS MISSION TO REACH SOULS!

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- I would like to be a Forever Friend of The LifeFM. Please automatically renew my pledge every year.
- Debit/Credit Visa Mastercard AMEX

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C V V # _____ (last 3-4 located on the back of the credit card)

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TO GIVE BY CHECK:

Enclose your check with this
 form and mail to:

PO Box #52
 Greenville, SC 29602

IN MEMORIAM

*"Keep on
 keepin' on"*

May 14, 1953 -
 October 28, 2021

April 15, 1926 -
 November 5, 2021

The LifeFM was founded in 2010 by
 Bob McClure and his son, Rob.

Together, they established a legacy
 which ministers and encourages
 with Gospel music and messages
 on the radio.

Together, they finished well. Our
 loss is heaven's gain.

*The LifeFM is the radio ministry of
 the Power Foundation, a non-profit
 501(c)3 organization.*

**The LifeFM
 Comment Line:
 888-500-8047**



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