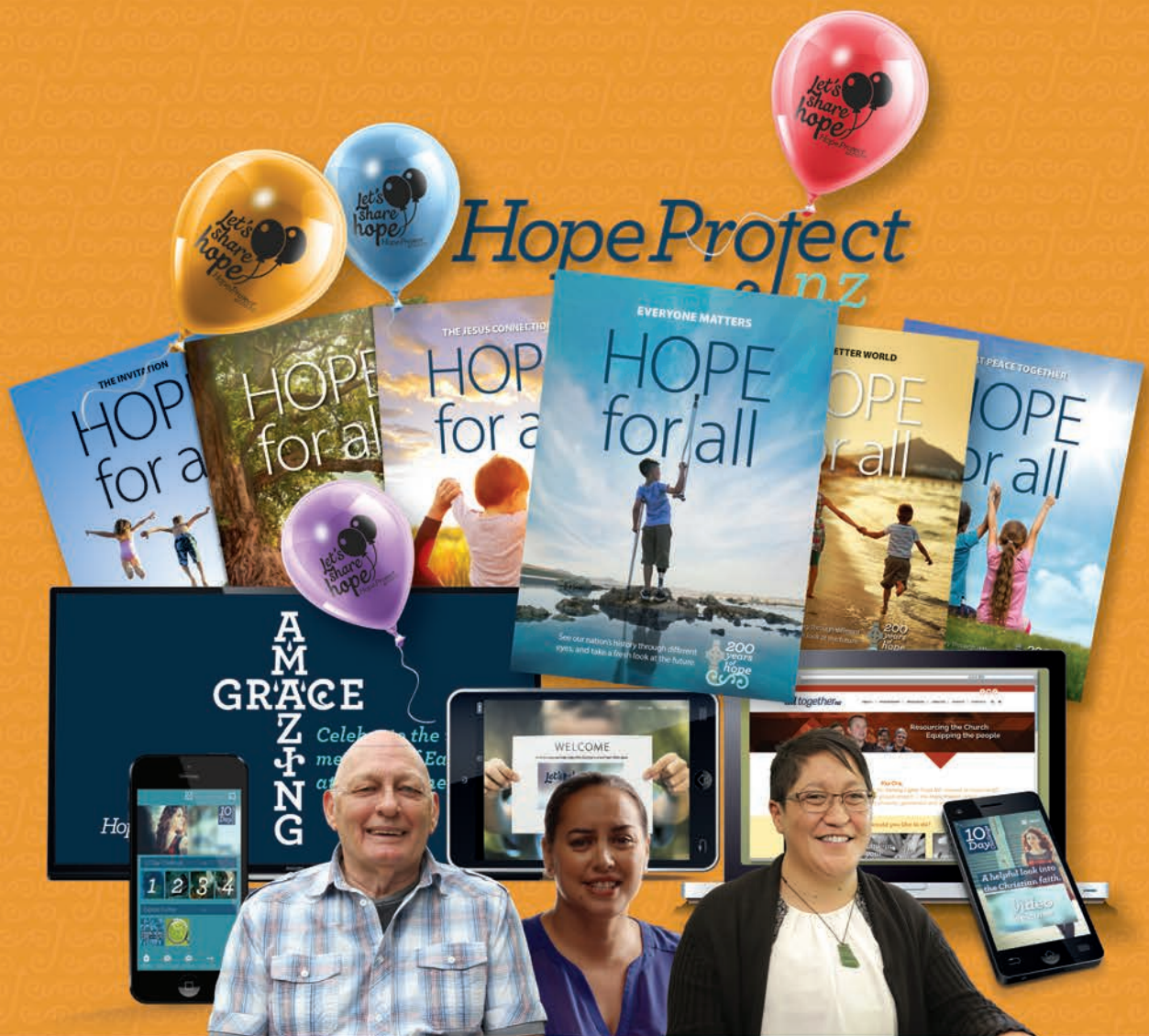


2020 Shining Lights Trust *and* Hope Project Report



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND



shiningLIGHTS
TRUST

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Introduction

For this report I will summarise basic Hope Project data, along with a few testimonials. I will then give summary-reports for some other areas of our work including the first run of Hope Project Christmas 2019 and the Godtalk.nz youth equipping initiative. An introduction to our Trust's goals and year-plan will then suffice as a concise way to report the various other areas of innovation we're working on.

An amazing new accomplishment and context

The most exciting part of this report is, by far, the volunteer-based delivery of the Easter 2020 booklet. This report includes a fuller detailing of the story of this in section 4, to give glory to God for what happened. The true calibre of God's Church nationally was especially shown when the Coronavirus lockdown was announced with just 40 hours' notice. Volunteer teams sprang into action, asking Delivery Coordinators to mobilise teams wherever possible prior to the lockdown — and then to stop entirely when the delivery began. We estimate that about 700,000 homes (of a total of 1,080,000 homes for volunteer delivery) received the booklets in this short period before the lockdown began. Many of the public felt deep concern at the epidemic — and the greatest message of hope ever told was in their homes!

BURSTING INTO TEARS — "HOPE, THAT WOULD BE NICE!"

A pastor told of a lady who, when she saw the title of the booklet, burst into tears and said,

"Hope, that would be nice"! She confided that she had had a rough few weeks, and was in need of encouragement. Those who passed her the booklet told us they remained in contact with her, and as part of that intended to extend an invitation to visit church when the Coronavirus lockdown ended.

A concurrent miracle was the topic of the booklet — which was on the Christian origins of our cultural values and practices related to healthcare. It even included the discovery of bacteria and vaccinations! Atheists and other antagonists couldn't help but try to accuse us of 'leveraging people's pain for our own propaganda' — but our replies were simple. "Actually it's a small miracle. This was planned months in advance. How amazing!"

BOOKLET A COINCIDENCE?

"Holy [Moly]!" wrote one supporter to us. "Talk about a divinely inspired and timed Hope Project booklet on healthcare... Praise God!" Others wrote to express the same, amazed at the content of the booklet in the light of Coronavirus and other current 'value of life' issues. Coincidence? We thank God!

Thank you to all who have supported.

We will never know in this life the extent of what has been achieved, but this report will reveal some of it.

Looking to all God can yet do.



Dave Mann

Director — Shining Lights Trust



(1) Promotion to churches

The goal of any national media project must be to enable connections between public media and private conversations. As a strategy, partnership with churches and interested believers is therefore vital to the true success of the project, even though this is difficult to measure. We remain highly committed to this partnership, recognising that it is essential to the achieving of our goals as the Shining Lights Trust, in service to God's wider Church.

Our promotions to Christian communities included:

■ Christian media

- › On Shine TV we promoted Hope Project Christmas In November to December, and then Hope Project Easter in the February to April period.
- › The same happened through radio ads on Life FM, Radio Rhema and Southern Star, with a range of ads created including both information, inspiration and testimony, to keep audiences interested and encouraged.

■ Via postal mail we sent our annual 'Outreach Today' publication to 2200 NZ churches we have contact details for in February. This was to raise awareness of a few outreach-related things nationally, including the Hope Project, but also initiatives of other ministries like Thinking Matters and NZ and Beyond.

- › The publication was also sent as a pdf to churches via email.

■ Our monthly pastors' updates currently go to 892 church pastors.

■ Our monthly prayer updates go to 1920 subscribers.

■ Our monthly Godtalk (youth and youth leader) updates go to 663 subscribers.

BOOKET RECEIVED WITH GRATITUDE BY SICK

A non-believer who was offered a booklet received it with gratitude. His partner was terminal with cancer, and he wondered if he had been placed in her life to help.

Hope Project Regional Reps: This volunteer group exists to encourage local pastors on their outreaching focus — and in particular with regard to equipping members for everyday conversations. We have 8 regional reps currently, whose efforts were invaluable to this work. Their efforts this past year included raising awareness of both Hope Project Christmas and the volunteer-delivery, both of which were new efforts.

Funding strategy: In keeping with our DNA, funding continues to be mentioned more in passing than directly, and is never deliberated upon. Our goal is to raise awareness of needs, while viewing God as our provider — not churches or individuals. This is one of our core values. God is the one we look to as our provider — even though he works through people.

Volunteer strategy: The same principle applies as for funding. Where people are not willing to help we do not give our team members permission to be frustrated. This is one of our core values. For example, while we asked churches to help with the booklet delivery, every one was free to decline. When they decline we look to God for wisdom for what to do next. With this approach we not only journey with peace and hope — and irrespective of the scale of challenges, we also see God work!

City pastors' groups: In 2019 our team connected with 45 city/town pastors' groups in person, engaging discussion on the purposes and potential of their unity. We gifted a copy of Dave Mann's book, *In One Spirit*, to most pastors who joined these discussions. We have connection with about 80 pastors' groups in total — and usually meet with about 60 per year. In 2019 we became travel-weary, so cut travels short. With regard to these groups, we very occasionally send them information on unity matters related to national things.



DISCOVERING A NEW FAITH JOURNEY

A young lady who contacted us requesting a hard copy of the New Testament shared her excitement that she could now, "...start learning about Jesus and his teachings and how to apply them in my life". We thank God!

BLOWN AWAY WHEN TOLD THEY LATER ASKED FOR A BIBLE

A man who delivered booklets — but who wasn't feeling overly hopeful of any response, was blown away when two days later we were able to encourage him that someone from his delivery area had requested a Bible.

MEMBERS UNKNOWINGLY SHARE WITH STRATEGIC LEADER

Two team members went out knocking on doors to gift the hope booklets. A notable leader answered the door at one place who might typically be expected to be negative toward Christian things. But they did not know who he was. A discussion followed, including questions from him — and they were welcomed to pray with him at the conclusion. The pastor commented how encouraged they all were when they later discovered how God had used them to connect with people they might otherwise have felt nervous to share with.

POSTED A BOOKLET TO MY FRIEND. GUESS WHAT?

An amazing children's pastor wrote to tell us that he'd posted a booklet to a friend who he'd wanted to discuss faith things with for a while. His small gesture triggered the very conversation he'd been desiring.

(2) Intentional Conversational Outreach Equipping

Section 7 of this report reveals our core goal areas as the Shining Lights Trust. Bringing a national change in thinking in God's Church regarding how outreach and outreach equipping is approached is one of our goals.

The statistics

Based on a survey of our partnering pastors...

- The total number of church members equipped for conversational outreach by their pastor in the months prior to Hope Project Easter 2020 was 57,000. This represents 65% of our partnering churches.
- 41% of these utilised our 'Because We Care' or 'Godtalk.nz' videos.
- 13% of these utilised our 'Conversational Outreach' Sermon Series outlines.
- 9% of these utilised the matching small group studies we provide.
- 58% used 'other materials'.

Web data — AllTogether.co.nz (Church resourcing website)

- The AllTogether.co.nz website had 10,063 unique users (different people) visit the site in the past year. This was up from 6,319 in the previous year. It also had an extremely low bounce rate of 2.89%.
- These users had 80,170 pageviews — up from 46,010 last year.
- The sermons/studies webpage was visited 1,560 times by 448 unique users (AllTogether.co.nz/sermons-studies)
- The 'Because We Care' equipping videos webpage was visited 1,346 times by 388 unique users (AllTogether.co.nz/equipping-videos-members).



Analysis very positive

- **The overall percentage of pastors equipping members for outreach has increased:** In comparison, during 2019 we measured 22,660 church members intentionally equipped by their pastors for 'conversational outreach'.
- **Numbers will be higher than is reflected in our surveys:** Many churches who do not receive our pastors' updates access and use our resources.
- **The equipping videos continue to be well-utilised despite no new materials for three years:** In our assessment, the production of new videos for these series is long over-due.
- **The sense of responsibility amongst pastors to equip their members for outreach through the pulpit is increasing:** When we started, our suggestion that outreach training be done through the pulpit was novel to most. At that time Bill Hybels' 'Walk Across the Room' resource was the most recent used by many in their small groups — without thought given to the idea of parallel messages in pulpits. 'Evangelism training' was done in seminars. In most cases where a pastor ticked 'other resources' this year, they were referring to sermons they wrote themselves. When all data is put together, this reflects an encouraging ongoing change in thinking.
- **For action: Lower than expected use of our own pulpit resources:** We believe our pulpit and small group materials to be of good quality — in terms of their content. We realise the resource might need more promotion. AllTogether.co.nz/sermons-studies
- **For action: Use of the church small group as a disciple-making platform continues to be surprising low:**
We continue to be convinced that a change in thinking on the necessary role and function of small groups in the local church is needed throughout Aotearoa/ New Zealand. Any equipping delivered through video or sermon is unlikely to 'stick' without matching small group engagement. AllTogether.co.nz/small-groups

It remains our conviction that any strategy to sustainably mobilise members to personal outreach will not work if the church small group is not an integral part of it.

We can all thank God that 65% of partnering churches chose to equip members for conversational outreach. This is amazing!





SHY LADY FINDS BOLDNESS TO TALK

A shy lady in Wellington offered a booklet to a man cleaning his car as she delivered, and it resulted in an unexpectedly conversation that lasted several minutes. Within the conversation the lady was then able to share the basis of the Christian hope she held. Even though at the conclusion the man said he still only wanted to base his hope in things he could control, she was really encouraged. Not only did she feel it was a divine appointment. God had given her the courage to speak!

BOOKLET SPARKS DISCUSSION WITH FAMILIES

When visiting the homes of some 'at-risk' children, a worker included booklets with a gift-bag and was delighted when the parents initiated discussion about the booklet. An open conversation followed with seeds of hope and faith sown.

NEW RESOURCE

TEAMWORK

makes the dreamwork

This year we added graphic design to this series — which sits amongst five other similar series online.

This series includes

- 4 sermon outlines
- 4 matching power points
- 4 matching small group discussion guides (designed)

Everything is available in Word and PowerPoint so it can be freely edited.

Download at:
AllTogether.co.nz/sermons-studies

WEEK 1

TEAMWORK
makes the dreamwork

A new series introducing six simple habits for your small group, to become more effective in your relational witness individually, and as a team for Christ.

Different for a reason

WEEK 2

TEAMWORK
makes the dreamwork

A new series introducing six simple habits for your small group, to become more effective in your relational witness individually, and as a team for Christ.

The power of a team approach

WEEK 3

TEAMWORK
makes the dreamwork

A new series introducing six simple habits for your small group, to become more effective in your relational witness individually, and as a team for Christ.

One step at a time

WEEK 4

TEAMWORK
makes the dreamwork

A new series introducing six simple habits for your small group, to become more effective in your relational witness individually, and as a team for Christ.

Only teamwork makes the dream work

Find all our conversational outreach equipping resources for pastors, elders boards, small groups, and members via
AllTogether.co.nz/ATConsulting

Youth and youth leaders — See Godtalk.nz



(3) Hope Project Easter – TV

Hope Project Easter 2020 again included two public TV ads. The first was a 15-second ad featuring Dave Mann, to raise awareness of the booklets arriving in letterboxes. The second, which had both a 15- and 30-second version, featured Jade Hohaia, giving a 'spoken word' (poem) about Easter. These were played on the two weeks leading into the Easter weekend, with a two-thirds weighting in funding toward use of the spoken word.

Overall we decreased our TV spend by about 10% this year.

Channels included TVNZ 1, TVNZ 2, Duke, Three, Three, Life, Bravo, Prime, Sky, Maori TV and Choice TV.

Programme highlights that ads were placed around included:

- › 1 News
- › Seven Sharp
- › Lego Masters
- › Newshub Live
- › The Chase
- › and movies like Despicable Me and Minions.



Video OnDemand performed very well

A parallel campaign was run via TVNZ OnDemand and THREE NOW. There were 91,063 completed views of the 15-second and 30-second Easter TV ads online, with a 98.32% completion rate.

An analysis

There is no question that the Covid-19 Lockdown increased TV audiences. While we decreased our TV budget by 10%, our overall results increased. For future years we would expect the total audience nearer to 1.5 million.

Data exceeded expectation

- › Overall, the flight achieved 335.8 TARPS (up from 246.6 TARPs in 2019)
- › The flights reached 59.5% of all 18-54 year-olds (up from 54% in 2019) at an average frequency of 5.6 times (compared with 4.6 times on 2019)
- › This represented an audience of 1,387,716 people aged 18 to 54
- › If we assume those aged 54-74 were watching TV just as much (in reality it would be more), the total reach can be estimated at about 2,080,000 New Zealanders

INCREASED SPIRITUAL INTEREST DURING CORONAVIRUS CONFIRMED:

A poll conducted in March by the Joshua Fund in the USA found that 43.4% of all respondents said yes, we are experiencing a "wake up call" from God. One-in-five non-Christians in the survey (21.5% of the polled) said the crisis is causing them to start reading the Bible and listen to Bible teaching and Christian sermons online even though they usually don't... God has used this time to cause people to reflect on the most important things — and our own Hope Project data has evidenced the same.



TV ADS A LIGHT IN THE DARKNESS

"My TV recorder died, so I was stuck watching all the TV ads. I wasn't impressed with what I saw — but then your ad appeared on the Prime channel. It was like a light in the darkness. Well done!"



RESPONSE AT DOORS CONSISTENTLY POSITIVE

A church leader told us of the surprise of their members at the unexpected warmth with which the booklets were received by people at doors of homes.

(4) Hope Project Easter — Booklets & delivery

Data:

- › 1,530,000 copies of the 2020 booklet were printed.
- › The booklets were delivered to about 1,380,000 homes.
- › Approximately 130,000 were sent to churches and others upon request for their own use.
- › This leaves us approximately 20,000 in supply.

Note: Copies of all booklets are available free of charge, upon request, as long as stocks last.

GOD MUST HAVE BEEN INVOLVED IN THE WRITING OF THAT ONE

"Your new booklet received today is so wonderful and appropriate for this very time", wrote a householder. "Even when you put it together you somehow knew the world's coming circumstances. God is amazing!"

TESTIMONY

How Kiwi churches united nationally to deliver nationally

Our testimony regarding how the national delivery came together is online at:

AllTogether.co.nz/storyauckland



A YOUNG ADULT FELT UNABLE TO OUTREACH — "YOU'VE HELPED CHANGE THAT!"

"I've always felt a burden to share the hope of Jesus but felt too ill-equipped. As a young adult I've thought and prayed hard about this. How do we share in a clear but loving and sensitive way? Then I read a booklet from the Hope Project. I was just so thankful. It explained the Hope of Jesus with such sensitivity — and in a way that is specific to our story as a nation. Thank you for what you are modelling. I am learning! By the way, I also delivered the booklet to my entire neighbourhood before the lockdown too. The booklet was so relevant, and I am expectant for God to move!"

LOCAL VOLUNTEER COORDINATOR TELLS STORY TO NEWSPAPER

Bill is one of our Hope Project Reps. He felt the Lord had challenged him to oversee the booklet delivery in his city and to believe that every home would be delivered. He contacted the local churches for help — and they united quickly to help see it done. But Bill wanted to do more — so he contacted the Guardian newspaper in Palmerston North. With a photo taken, he explained the great hope that Christians remember at Easter, and how this was all summarised in "...this booklet full of interesting articles about New Zealand history, and in which every person could find something they identify with and can gain value from reading." It was a bold move — and his message was widely heard!

While public media can be negative toward our faith — they can be positive too. What if we were to engage with the media with a little more hope?

VOLUNTEERS COME IN WHEN THEY COULD NOT HAVE KNOWN THE NEED

With the completion of deliveries held up due to the Coronavirus lockdown, our team were blessed by people who continued to contact us well after Easter to offer to help deliver booklets. What they could not know is that, due to changes, extra volunteers were needed in a few places. For our team it was yet another evidence of how much God had his hand on this effort.

WHAT, YOU DON'T WANT MY HELP?

Our office literally couldn't keep up with the numbers of generous people contacting us to volunteer — resulting in emails like this: "Sadly I was not given the opportunity to participate. We made contact and put our names down..." but when it came to the time of the actual delivery, "...I was informed there were no delivery areas left... Oh well. We would like to be involved next time!"

RESPONSE EVEN BETTER THAN EXPECTED

A volunteer told us this story. "I finished my deliveries — and the response was so positive. One lady even got out of her car to call after me because she worked out I was giving away these booklets and she wanted one." Many others likewise commented on how positive their delivery experience had been. People met along the way and offered booklets were consistently pleased to receive them.

UNIFIED AND ACTIVATED

A delivery coordinator for a city told us how over 50% of their own church's members helped with the delivery. Also, for 80% of them this was something they'd never done before. There was joy to see themselves so unified and activated in prayer and action.



To give glory to God —

Auckland effort led by two humble men, supported by an 'unlikely' team

The two men who 'anchored' the delivery in the city of Auckland deserve mention — and the lesson of their lives can encourage us. Both live with limitations — and yet were bold enough to believe this delivery was possible in Auckland when many others weren't! They then put that faith into action — despite the limitations!

At age 73, Linden has limited energy because of a health matter — and yet had faith to take on a city-wide delivery in Auckland. Even in some smaller towns church people feared that the delivery might be difficult to achieve. Linden had faith to believe for Auckland — even though it is about five times as big as any other city in our nation!

Peter is a full-time care-giver for his wife, who has physical disabilities — and they endured a challenging cancer treatment this year also. Yet Peter saw that this could get the gospel to homes and catalyse bringing churches together in action — so he put his feet where his faith was — despite his role as a full-time care-giver.

...and if we could continue to boast in our weaknesses, you might think we're crazy
(2 Corinthians 11:16-30)

For us as the Shining Lights Trust this national effort is just one part of our work. This effort was also undertaken with a staff count of only approx. 2.4 full-time equivalent paid positions, and this was reduced to just 1.4 full-time equivalent paid positions at the start of April 2020. But what these measurements don't reveal is how this small team is supported by a strong, skilful and committed team of core volunteers, all of whom are 'nameless' when standing amongst others on the national scene, yet who have faith sufficient to take on big challenges.

Amongst our team there were two other people with cancer in this season, and another with a close family member suffering cancer. One member endures regular seizures — while being a significant part of the team, and with amazing skills. And this is God's team for this task!

They have given hundreds of hours to enable the Easter delivery and media effort, and together with a much wider body of 900 churches and 2000 volunteers, it was achieved.

We thank God for his wisdom!

"But God chose the foolish things of the world to shame the wise; God chose the weak things of the world to shame the strong. God chose the lowly things of this world and the despised things—and the things that are not—to nullify the things that are, so that no one may boast before him. It is because of him that you are in Christ Jesus, who has become for us wisdom from God—that is, our righteousness, holiness and redemption. Therefore, as it is written: "Let the one who boasts boast in the Lord." 1 Corinthians 1:27-31.

RADICAL ENTHUSIASM FROM OLDER VOLUNTEERS

"When we showed the promotional video to our church, and passed the clip board around for delivery volunteers, I expected maybe 10, but we got 36! And they were really enthusiastic! One was a 40-year-old paraplegic man in a wheelchair. I expected he would drive his van while others hopped in and out to deliver. But no — he used his motorised wheelchair to deliver a whole area by himself — and then offered to do more! An 80-year old with multiple cardiac stents took a smaller flat area of about 150 houses, with just one steeper hill. As his pastor I felt a bit of concern. He wanted to do it — and four days later he finished it. Another who can hardly walk to her gate insisted on involvement — and ended up helping with a small part of a delivery area. In short, they loved the exercise; they loved the activity; but mostly, they showed me again how much they love Jesus! They were glad of an opportunity to do something that counts. I thank God!"



The Coronavirus 'interruption' — God's opportunity?

We believe in a God who can turn even bad things to good.

By mid-March all could see that the Coronavirus situation would escalate quickly. We contacted all DCs (Delivery Coordinators) across the nation to release them to deliver whenever they felt to. We concurrently moved the delivery window from the 2 weeks before Easter to encompass the 3 weeks before Easter — to encourage an earlier delivery. But then a national lockdown was announced.

With just 40 hours' notice, our teams sprang into action again and contacted every DC saying, "40 hours to go — if you can". Across the nation volunteers rose to the occasion. The effort was epic — and we estimate that 700,000 volunteer deliveries (out of 1,080,000) were completed in those 40 hours.

Many rejoiced that these booklets about healthcare and the Christian hope were in so many homes during the lockdown!

On the Monday of that week, the tone of the Government's '40 hours to go' announcement had suggested that 'delivering booklets while on personal walks for exercise near our homes' might be ok. No one disagreed with this idea. The Warehouse also believed it would remain open — as did many butchers, grocers, charities and others. But on the Wednesday a new announcement came — and the tone was different. It was clear to all that the lockdown was going to be a lot more restrictive than was at first indicated. Our teams sprang into action again and, in one afternoon, connected with all DCs again to get the message through that no more deliveries were to be done beyond midnight when the national lockdown began. Emails were also sent to all contracts. FB posts posted. Text messages went to all known volunteers. Deliveries were done — even late into the night by some. And then it all stopped.

Silence.

But not everyone heard the message. This was understandable. What everyone understood on Monday was different to the message from Government on the Wednesday. Everyone was adapting to a unique set of circumstances, and doing their best.

Atheists and other antagonists saw an opportunity — and three weeks of accusations of 'rogue deliveries by Christians' followed. We were 'spreading Covid-19 into their homes on our booklets'. While some complaints were sincere — with fear of contamination and death without a religious overtone, many had a clear tone of religious prejudice.

Every complaint was taken seriously, and religious slurs were ignored. Every complaint was therefore investigated. Every complainant was also thanked for their information — and later updated with whatever investigations uncovered. In no case did we discover wilful and deliberate disregard for laws. In some cases — like with elderly people delivering on the first day of lockdown, we found some had simply not checked their email or phone yet. The challenge beyond that was in how people processed what was or wasn't permitted or safe.

In just one unfortunate case, a complaint was made to public media where a volunteer chose to act contrary to instruction — somehow believing neighbours would be grateful for a message of hope, and that we would be ok with their actions. In the words of Prime Minister Jacinda Ardern in reference to a Minister of Health (who went Mountain biking), it was a 'lapse of judgement'. They intended no harm. They'd been in lockdown a month so knew they were well. They had booklets in their home, so they knew no other sick person could even have touched them. They just didn't comprehend the seriousness of the lockdown in the eyes of both the Government, the public perception, and our instructions.



Positively, this person was openly apologetic and immediately accepted fault. A newspaper article was unfortunately published — with various inaccuracies and a distinctly negative and judgemental tone.

Then — as quickly as the complaints had started they all ended.

Interestingly, complaints were made to TVNZ and the Broadcasting Standards Authority (BSA) about our TV ads. BSA saw no merits in the complaint. Complaints also went to the Government's Coronavirus team — who likewise recognised that all our policies and efforts were in line with the Government's requests. The phone conversations from them didn't even last 60 seconds. They were content with our policies and actions.

We fought various 'storms' in social media in this period of time too. For example, when Rural deliveries happened (which was during lockdown, because national postal services were continuing their work), those with a religious prejudice naturally judged, and assumed the worst of us. A few local Facebook pages quickly had people believing Christians were even roaming the countryside flouting the rules. We sought to engage wherever possible — because correct information quickly settled the matter. (A testimony on this page tells one of these stories)

In observing the dynamics the Shining Lights Trust Board made a decision to delay the paid delivery of the booklets to small towns until after the lockdown — because the religious prejudice we encountered was real. This was about brand protection for all concerned.

WISE LOCAL DIFFUSES HOSTILE CONVERSATION IN COMMUNITY

When the rural delivery of booklets took place, a community Facebook page filled with concerned comments about booklets being delivered by Christians during Coronavirus lockdown — to push their own cause while ignoring public health. A local Christian from that community decided to investigate. Discovering that our Facebook page said deliveries by volunteers should have stopped during lockdown they contacted us. Discovering that rural deliveries were still happening via NZ Post they were able to then inform those on the local community FB page. A negative conversation was interrupted — and our praise goes to that Christian believer! Instead of sitting by and watching a problem unfold she got involved. Through wisdom and grace she became the solution, and protected the reputation of Jesus. "Well done!"

Of note, of the more than 3000 people prosecuted for breaking the lockdown rules, none were connected with us. While there was certainly sincerity in some, a huge part of the 'noise' was religious prejudice speaking.

Only once other companies were already delivering their own circulars again did we contact and release volunteers to complete their deliveries. Everything was wrapped up quite quickly after this. God's Church is amazing!

SURPRISING LEVEL OF SUPPORT FROM MEMBERS

"We had a huge level of uptake from our members", said one pastor. He found it especially surprising due to their average age, but they wanted to help because this was a form of evangelism they could do. He commented that the process of this delivery also increased their prayer life for the city, and that some good conversations with locals at their gates happened along the way.

SO PLEASED THIS WILL IMPACT OTHER 'OLDIES' LIKE ME!

"People in the older age bracket are sometimes overlooked - but they are still important to God. I was saddened by a conversation with some of my Aunts before they passed away recently. Despite growing up with Christianity, they had no relationship with God. This makes me so grateful for the Hope Project, because older folk like this will be amongst those who do read these booklets cover to cover. We thank God for seeds being sown!"



MIRACLE COORDINATION IN 'SILENT' CITY

While deliveries were coordinated in most places through the city pastors' group, there were exceptions. In one city the pastors somehow just didn't feel to engage with this — and we recognised that they were doing many other good things, so were not critical of this. No one had to help! But how could the delivery still be achieved?

A single lady from a conservative and vibrant church contacted us and offered her help. When the need was explained, she had faith to believe it was possible and said, "I'll make a start on that!" And then, as she took initiative, everything fell into place around her. God led her to people. She met a lady — who took on delivery to a whole suburb on her daily walks. Two friends committed to another area together. The church she attends then rallied some volunteers, as did another church they regularly connect with. Also, quite incredibly,

3 of the first 6 people who called our Tauranga office to volunteer for the delivery came from that very city! And so, with most churches in that city not involved, Christians from across the city were still united, and the homes received their booklets!

This raises an intriguing question: Might God therefore have still seen a united Church in action in this city — even though very few churches were involved via their pastors? What is the Church — and how does Church leadership work from God's perspective? Consider — what were the leadership credentials of Gideon, Deborah, Jephthah, Ehud and Samson? Were they national leaders? How did they lead?

God uses normal people to achieve supernatural things. Let's believe this!

(Though we think this particular Delivery Coordinator is far from normal. She's amazing!)

What Hamilton just did in one evening

When our Hope Project Regional Rep Martin Stevenson talked with the pastors, they agreed upon a combined prayer gathering to which church members could be invited. At that gathering those who were willing to volunteer for the prayer walk and delivery could volunteer. So a date was set, and Martin (and others) promoted this to local churches.

...but was there faith in the city to see it done? Hamilton is a big city — and growing fast!

With only about 50 expected to turn up to the Monday evening meeting at Central Baptist, over 100 turned up! During the times of prayer representatives of each church were encouraged to visit the administration desk to take at least 10 delivery routes each for their church. This was done with awareness that even if only one small group from each church participated, 10 areas could be covered by them in one evening. 80 boxes of booklets were on a table, and the city's 180 delivery maps printed.

By the conclusion of the evening only 6 boxes remained, and just 10 delivery areas — and Martin knew of other willing volunteers who were unable to be there that evening! But more was achieved than this. During the evening the 3min safety briefing video had been shown, and a photo taken of those who saw it. The photo was then emailed to our team — which fulfilled the safety requirement for those present. The printed delivery route maps were also passed to those volunteering, so they left with these and their needed booklets in hand, ready to take the hope of Christ to the homes of their entire city.

In just one evening our nation's fourth largest city apportioned out and administered the prayer walk and booklet delivery in its entirety!

What else might God's Church be capable of if we were both united and organised?



So — what is the story? What is the lesson?

(A reflection from Dave Mann)

In my view, what the Auckland Church demonstrated this year was that it had the capacity and will within itself to get the gospel to all **347,000 homes** the booklets could go to, while also prayer walking **every single street of the city** in a coordinated way! It was a remarkable accomplishment — and was achieved by many churches working together, and against the expectation of most.

The national delivery in the other 70 cities and towns was remarkable too. God's people worked in unity, each doing a bit — to achieve something large. God's Church showed itself to have remarkable capacity.

To ask a question, specifically why was this united goal achieved? It is because there was **WILLINGNESS** to consider the idea in the first place — followed by recognition that the idea was simple and sensible enough to bother with. Not every idea is a good idea. It is only because this idea resonated with so many that it was achieved. But **it started with the WILLINGNESS to consider the idea!**

But...how long did finding willingness to discuss the idea take?

While it took different lengths of time to get the idea considered in different places this past year, it actually took all of us 8 years to get to this point. This idea was first presented in 2012, and was rejected by us all (as represented by our pastors' groups). We didn't consider it possible, and here-in I wonder if there is something worthy of reflection.

What inhibited our WILLINGNESS to consider the idea?

With nearly 10 years in this work behind us, we have found no conversation more difficult to get started than one on the potential of our unity. In most instances, there is no interest in or belief for the conversation, and it is over before it begins. These statements are not made lightly. What is going on here?

Could it be that bad experiences from the past have left us with little hope for our unity? Have we maybe become

discouraged regarding the potential of our unity — which is why we aren't strong on courage (as measured by energy and time) to discuss it? Might this be why we so easily reduce 'unity things' to pastors meeting for coffee, and occasional united prayer gatherings — instead of engaging in sensible conversations together, in a disciplined manner, to consider what we might need to achieve together in service to our mission that we cannot achieve apart?

While there are many benefits from making this a volunteer-based delivery, I can't shake the thought that this little reflection might be God's chief purpose. God wants us to take this question seriously — because his Holy Spirit is with us to see this achieved: What exactly could we achieve together in service to our mission in this nation that we could not achieve apart?

We pray God' Church will be encouraged by what just happened. God's Church demonstrated that it can work in unity to achieve something amazing.

Let's celebrate this. Let's tell this story. Let's feed this conversation!

How does united action work?

In One Spirit
by Dave Mann



"The Christian Church is no longer in the majority. How could we become an effectively mobilised minority?"

\$25 including P&P

Buy online: alltogether.co.nz/shop



No-Circulars homes

Our survey of partnering churches this year accidentally omitted the question about the extent of involvement in delivering booklets to people at the doors of 'no circulars' houses.

For reference, in 2019 52% of churches surveyed were aware of members within them who had done this.

A notable feature in feedback this year was recognition of just how many homes had 'no circulars' (or similar) stickers on their letterboxes. Involvement in the delivery raised awareness of this, and many wondered what could be done. 15% of homes have 'no circulars' (or equivalent) on their letterboxes. It sometimes feels like 40% because the percentage is higher in more affluent areas, and also in cities as compared to towns, and also in towns compared to rural areas.

The only option we can give is that those desiring to do so offer booklets to people at the doors of these 'no circulars' homes. Were this coordinated, most churches have one to five people in them who feel energised by this kind of opportunity. These people could be a gift to God's Church if rallied together from amongst the various churches for the task.

Regarding words to say with a friendly smile: "Hi. We're handing out on these booklets about NZ history, Easter and hope from all the local churches. Would you like one?" Typically 9 out of 10 householders will accept the booklets, while most others will decline politely.

Regarding the shortened booklet length

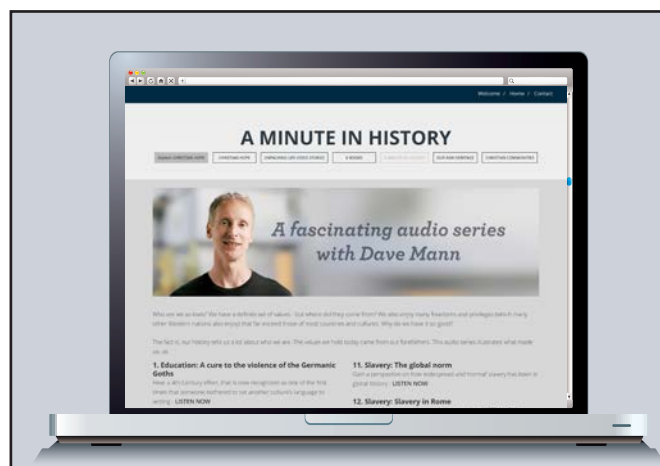
The reduced length was received well — and without comment.

RESPONSE AT DOORS CONSISTENTLY POSITIVE

A church leader told us of the surprise of their members at the unexpected warmth with which the booklets were received by people at doors of homes.

I DECIDED TO DO SOMETHING WITH MY LEFT-OVER BOOKLETS... WOW!

A volunteer who had 4 or 5 booklets left over after their delivery decided to try knocking on the doors of a couple of 'no circulars' houses. They offered them this booklet 'about hope and NZ history.' At the first door a lady answered who had clearly just been crying, who she said a sincere 'Thank you' when offered a booklet. At another door the person revealed that they were just out of prison — and had started reading the Bible and doing "Word for Today" studies. They were pleased to receive the booklet. The volunteer was encouraged — and we can only wonder how much more God might already be doing in the hearts and homes of New Zealanders — if only we were to knock!



Know the stories of our Christian heritage —

'A minute in history' radio pieces

A series on the 2020 theme of 'Healthcare' is being added to this collection — which Rhema Media record and play.

See: HopeProject.co.nz/a-minute-in-history



Tell the stories of faith —

'Unpacking Life' (testimony) videos:

The two new stories related to the 2020 booklet were:

- (1) **Wayne Curham** — regarding the loss of his wife to cancer, which was proceeded by her miraculously long survival despite the cancer, and the choice to live a full time.
- (2) **Aisha Te Kani** — who was born with health challenges, and yet has overcome them through her faith and positive attitude, to live a full life.

10DayChallenge.co.nz/stories



VALUE OF LIFE — A DELIBERATE BUT SUTLE THEME

While the topic of the 2020 booklet was not about the value of life, the selection of the stories was intentional, with awareness that issues like Abortion and Euthanasia might become bigger in 2020. With a Referendum on Euthanasia in the planning by the time of the Easter 2020 project we see God's hand in this.

ONLINE VIDEOS GET SECOND LIFE

Our social media crew told us how 'old videos' had 'second lives' recently, as the public rediscovered them and shared them. Two videos in particular had a really good run, with multiple 'sharings' both in New Zealand and overseas. The comment came, "...our work does keep on giving."



(5) Hope Project — Web Media

Our public web media carries two brands. 'Hope Project' and '10 Day Challenge'. Both have websites. Our primary online engagement is in connection with the Hope Project NZ Facebook page.

Hope Project Easter 2020 social media

- People reached: 638,080 (as a subset of 1,904,272 impressions)
- The most viewed item was the Easter poem, with 269,952 views — which is amazing.

Hope Project Website

People connect with this via social media or the web URL found on the Hope For All booklet.

- 4486 unique users with 10,174 page views
- 67.38% bounce rate (people leaving quickly)

The high bounce rate is notable — as compared, for example, to AllTogether.co.nz, which has a bounce rate of 2.89%. This demonstrates again the polarising nature of religious content when amongst public audiences online — as contrasted with face-to-face engagement, or engagement through literature. The web can be a challenging environment for meaningful engagement — while also representing a remarkable opportunity to connect with large numbers of people in smaller ways.

It's all a part of the conversation!



NUMBER OF FOLLOWERS ON FB GROWING AS PEOPLE SEARCH FOR HOPE

With the Covid-19 lockdown as one factor, the Hope Project saw the number of people engaging with Hope Project social media increase — and also the length of time spent at websites. Some specifically commented that they were there looking for hope at this time.

Hope Project YouTube

Meanwhile, 3600 people went to the YouTube channel to view videos (out of 26,800 people who saw a video promoted).

10DayChallenge.co.nz

This is a 'gospel and discipleship' website branded as '10 Day Challenge — a hopeful look into the Christian faith'. It accessed directly by many, due to the weblink on the back cover of the Hope For All booklets, though is also accessed via HopeProject.co.nz by those indicating an interest in finding out more about the Christian hope and faith.

- This website had 2558 unique users, with a 57.97% bounce rate..
- The bounce rate again reflects the polarising nature of religious content with public audiences.
- The 10 Day Challenge app had 271 unique users.

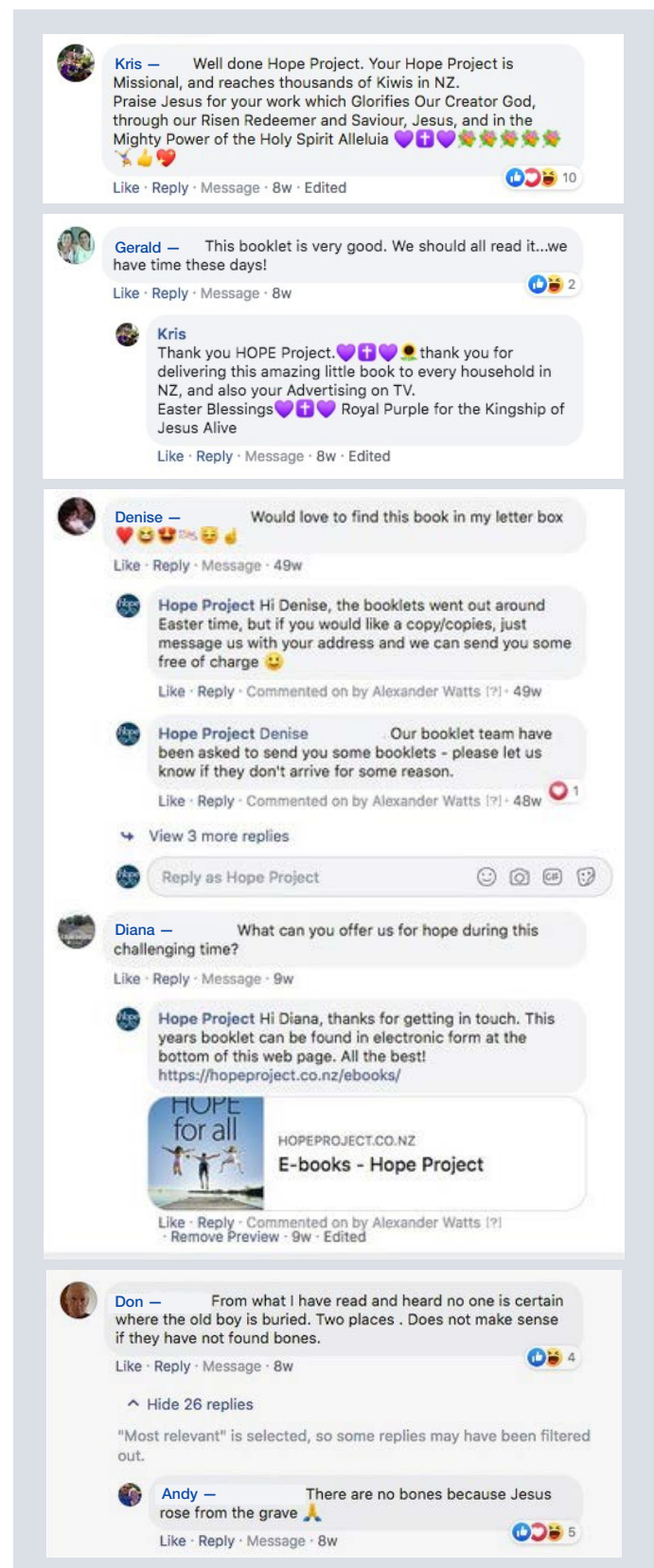


LOVING THE VIDEOS AT 10 DAY CHALLENGE — THANK YOU!

One person who requested a New Testament from us told us they had also started their way through the 10 Day Challenge. They commented that they loved watching the "amazing videos of whanau" giving their testimonies. "They are awesome. Thank you very much!"

Some analysis of our social media

- Christian materials on public platforms online continue to polarise audiences. People are 'invisible' online as compared to face-to-face. Self-discipline in the manner and tone of comments is less. While there can be large numbers of impressions with messages, there are comparatively fewer meaningful conversations.
- There continue to be evidences that quite a few people are watching conversations who are not participating in any visible way. Audiences are bigger than statistics show. All are reminded that it's not only what we say that's important — but also how we say it, because people are watching!
- People were almost twice as likely to share (pass on) gospel image content as compared to 'general' content.
- Gospel image content also created the most obvious responses in terms of comments and reactions.
- For a contrast to the use of images, comments connected to videos usually resulted in encouraging one-liners. Measuring their impact is therefore more difficult, even though content is clearly faith-building.
- Atheists continued to try to cause trouble related to the topic of Easter's pagan roots — but the numbers of those doing this were decreased as compared to last year.
- Some Christians continued to try to cause trouble related to the topic of Easter's pagan roots, sometimes speaking in an inappropriate manner. While their actions



Kris — Well done Hope Project. Your Hope Project is Missional, and reaches thousands of Kiwis in NZ. Praise Jesus for your work which Glorifies Our Creator God, through our Risen Redeemer and Saviour, Jesus, and in the Mighty Power of the Holy Spirit Alleluia 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌

Like · Reply · Message · 8w · Edited

Gerald — This booklet is very good. We should all read it...we have time these days!

Like · Reply · Message · 8w

Kris
Thank you HOPE Project. 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌 thank you for delivering this amazing little book to every household in NZ, and also your Advertising on TV. Easter Blessings 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌 Royal Purple for the Kingship of Jesus Alive

Like · Reply · Message · 8w · Edited

Denise — Would love to find this book in my letter box 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌

Like · Reply · Message · 49w

Hope Project Hi Denise, the booklets went out around Easter time, but if you would like a copy/copies, just message us with your address and we can send you some free of charge 😊

Like · Reply · Commented on by Alexander Watts [?] · 49w

Hope Project Denise Our booklet team have been asked to send you some booklets - please let us know if they don't arrive for some reason.

Like · Reply · Commented on by Alexander Watts [?] · 48w

View 3 more replies

Reply as Hope Project

Diana — What can you offer us for hope during this challenging time?

Like · Reply · Message · 9w

Hope Project Hi Diana, thanks for getting in touch. This years booklet can be found in electronic form at the bottom of this web page. All the best! <https://hopeproject.co.nz/ebooks/>

HOPE for all HOPEPROJECT.CO.NZ E-books - Hope Project

Like · Reply · Commented on by Alexander Watts [?] · Remove Preview · 9w · Edited

Don — From what I have read and heard no one is certain where the old boy is buried. Two places . Does not make sense if they have not found bones.

Like · Reply · Message · 8w

Hide 26 replies

"Most relevant" is selected, so some replies may have been filtered out.

Andy — There are no bones because Jesus rose from the grave 🙌

Like · Reply · Message · 8w



on a public platform are unwise (debating 'in-house' matters with other Christians in front of non-believers) this was largely ignored by the public, and didn't have much of an effect.

- A shortage in good manpower to engage in online discussions meant that many opportunities were again missed. Committed followers or Jesus who have good apologetic knowledge and a gentle wisdom for interacting with a wide variety of people are needed — along with willingness to be present on the platform with a team in the Easter period. Potential volunteers matching this description are invited to contact us.

Michael religion has a lot to answer for, starter of wars an hate for our brothers n sisters it all shud be banned
Like · Reply · Message · 8w

Author
Hope Project The challenge Michael is that the opposite to religion is no religion - which we all know resulted in more deaths via Communism etc. in the previous Century than ALL religions combined in the past 2000 years. So, by your measure 'no religion' should also be banned - which means there are options left. This begs a thought: What if the opposite of bad religion isn't no religion, but good religion? If so (as that is simple logic) - what is good religion, and how would you measure that? (Because all religions are not the same, nor their values, nor what they bring to the societies they are in terms of human wellbeing and welfare).

Like · Reply · Commented on by Dave Mann (?) · 8w

Michael ur logic beggers beleive
Like · Reply · Message · 8w

Chris Hope Project modern science and technology give me hope for the future, not evil bronze age myths.
Sin is an invention by church to prey on weak minded people and guilt them into a belief system that makes them easily controlled.
Like · Reply · Message · 8w · Edited

Emmanuel These people are not Believers . Try just keep on trying they just might I said might come to realise it did happen . Glory to God on high and Our Lord and saviour Jesus ChristAMEN
Like · Reply · Message · 8w

Author
Hope Project Chris Sin is just another word for doing wrong things - and we've all done those - or at least we have. That's why Jesus came to set things right. That's what we're celebrating today! 🙌
Like · Reply · Commented on by Alexander Watts (?) · 8w

Benjamin sorry, it's you who doesn't get it! Everyone has to die, when old, but not young, when they haven't even lived yet, or barely! And think of the heartbreak for the parents? What a cruel thing for him to do, he who has the power to stop it, especially if this follower pray. I mean, my mother went to a church, and there was a nice clean living lady aged only 40, came down with cancer. They prayed and prayed but she still died, leaving a bereaved father and two kids aged around 10. Proof that he doesn't even care for his own! I have to laugh when people pray (as an example) before a hurricane hits, then it does and many of them were wiped out. Then you get people saying prayers for them in comments. What a lot of rot. The only people that should be looked up to are the ones actually doing something within their means, while the one with all the power does nothing. Again, all irrefutable proof he doesn't give a toss, about even his own. If he was caring he'd make sure at the least his own followers didn't suffer grievous heartache, but that's stating the obvious. If you think this is justifiable as you probably will, always justifying his actions, but you can't say he answers prayer.
Like · Reply · Message · 6w

Chrystal — Benjamin First, I am sorry for the loss of your precious mom at such a young age ❤️ Can I share with you? I was only 6 months old, when my dad died at 38 years. I grew up with similar questions and anger as you. Then, I was diagnosed with cancer at 33. I decided to search for answers. I took my bible and read the New Testament.. which means a new agreement/covenant. And I asked why? What is God's will? In reading the books written by Matthew, Mark, John - 3 disciples/followers of Jesus and Luke, a doctor, who later researched and interviewed people and then wrote his book. I found the following
1. Jesus said He came to reveal God the Father to mankind. So if we want to really understand -we need to look at the life of Jesus.
2. Jesus healed them all. He healed multitudes and He healed individuals who came to Him. Most of His time was spent healing.
3. He chose to go to the cross and die as sacrifice to legally pay for our forgiveness of sins and for our healing - for the wounds in our hearts as well as for our physical healing.
4. He explained that we (mankind created in God's image) have an enemy and that we live in a fallen world - where bad things happen to good and innocent. I suggest you read those 4 books..it answers many questions.

Colleen What a heart warming story wayne may the lord richly bless you on the rest of lifes journey untill christ calls us home
Like · Reply · Message · 10w

Sandy Beautiful testimony, much love and many blessings to you Sir. ❤️
Like · Reply · Message · 9w

Gina And thank you for the booklet that I found in mt mailbox....packed with positive stories and lifting up my spirit....May God BLESS your team even more!!!
Like · Reply · Message · 10w

Author
Hope Project Thanks for the encouragement Gina!
Like · Reply · Commented on by Alexander Watts (?) · 10w



(6) Partnership and funding

Partnership and giving

The Shining Lights Trust has 892 partnering pastors in churches across New Zealand, and 1920 individuals who receive our monthly prayer updates.

The positive attitude and sentiment of these pastors and churches toward this work continues to encourage all who are involved.

As noted earlier, participation with the financing of the effort is not strong. For some statistics...

- In 2019, 74 churches and 386 individuals contributed to our work in all its dimensions in the year ending 20th May 2019.
- In 2020, with the volunteer-based delivery added about 4000 extra volunteers to the equation, 82 churches and 448 individuals contributed financially in the year ending 20th May 2020.

The small increase is puzzling.

Funding — Hope Project

Easter — a pagan festival?

1. The name 'Easter' undeniably comes from pagan religious practices.
2. For those unaware, it can be argued that the timing of Easter relates directly to the death and resurrection of Jesus — with dates adjusted due to the Greeks use a different calendar to the Jews.
3. The meaning of 'Easter' to the public in our nation is specifically of a Christian celebration at which Christians globally remember the death and resurrection of Jesus. So, what to do?

Hope Project holds the view that the key to clear communication within any culture is to understand the culture. As wise communicators, given what New Zealanders believe about Easter, it makes complete sense that we would seek to leverage this cultural understanding to highlight the message and hope of Christ.



Hope Project Easter 2020 proposed budget	\$540,000
Actually expenditure	\$520,000
Income	\$455,000
Deficit	\$65,000

Deficits have been underwritten by Hope Project team members. Donations in following months have typically cleared a deficit — but all of this is not without implication. Hope Project Christmas will again proceed without funds because its scale is determined by funds available 20th May annually. Also, because the Hope Project's three envisaged media efforts (Christmas, Easter and Family) are only one thing we do — other things are hindered by the financial squeeze.

Funding — Shining Lights Trust

- Total Shining Lights Trust incomes for the financial year ended March 2020 (including Hope Project) were \$769,685.36.
- To note: The financial year end date of 31st March confuses the donations and expenses of two Hope Project Easter efforts. The potential for analysis from this measurement is therefore limited.
- In round figures, the previous Hope Project effort cost \$600,000 — which means all other things The Shining Lights trust does accounts for \$170,000.
- The approx. \$170,000 covered staffing and office, the Godtalk.nz national initiative, Hope Project Christmas, media development related to equipping resources, maintaining 7 websites and 3 social media channels, and significant travel to connect with pastors' groups nationally — spanning a few months of continuous travel.
- Of note, the top 6 donors gave \$390,500 of this total amount.
- All other efforts run without incurring losses because they are scaled to available funds. There are numerous opportunity costs here.

Summary of strategy for Hope Project

The goal remains to see three public media efforts happening per year that bring profile and presence to the Christian faith and hope in the public square. These are...

- › Hope Project Easter
- › Hope Project Christmas
- › Hope Project Family.

Only Hope Project Easter involves literature.

The first run of Hope Project Christmas happened December 2019, with a 'zero dollar budget' (Details are in the next section of this report).

Hope Project Family has not yet been attempted due to funds.

DELIVERY COORDINATORS STEP OF FAITH

Bill is a retiree, and one of our Hope Project Regional Reps. He felt the Lord prompt him to boldly take on the booklet delivery in Palmerston North, believing that God would raise up volunteers to see a delivery to every possible home achieved — and this is exactly what happened. Churches generously supported, taking areas of the city they were located in. Even when it came to see in a few remaining areas covered, people came to him to offer — and all was done! God's hand was on it. Bill rejoiced!

I READ THE BOOKLET. I'M GOING TO CHURCH. NEW TESTAMENT PLEASE!

A lady contacted us to say she'd read the whole booklet. She was now getting involved in a church with a friend, and requested a New Testament so she could read God's teachings for herself.



(7) Hope Project Christmas 2019 (Report)

The reason for the project

Through meeting with pastors' groups nationally across a few years we have had opportunity to identify a few national patterns. One was these was constant stream of stories of churches losing opportunities within their communities in connection with community Christmas gatherings and events.

We began to investigate the pattern more specifically — and concluded that 'Christ' had been all-but fully removed from visibility in the public square at Christmas time nationally. This absence included Nativity Scene imagery on television, print-media, Council decorations and shopfront windows. This exclusion also applied to removing nativity-related lyrics in Christmas carols in stores and in various public Christmas carol gatherings.

ELDERLY COUPLE CONSIDER THE REALITY OF LIFE AFTER DEATH

An elderly couple aged 75 and 88 contacted us for a copy of the New Testament. They said 'we want to know about Jesus and the reality of life after death. Thank you so much for this offer.'

Because our nation has a rich Christian heritage with most of our treasured values, we felt this wasn't right. We feel our nation is being 'rebranded' — and with it our key celebrations. History is being rewritten, or selectively told. However, rather than protesting what was happening we thought it might be easier and more effective to do something about it!

The goal

To facilitate a united effort to see Nativity scenes returned to Christmas throughout New Zealand.

What happened in 2019: — Preparation

- The first Hope Project Christmas effort took place at Christmas 2019.
- The fundraising period was concurrent with Hope Project Easter in 2019, with an end date of 20th May 2019. There were no funds available for Hope Project Christmas.
- Due to no funds — we proceeded with strong strategies, but with a \$0 budget for the Christmas effort. The focus was on mobilising believers and churches to achieve the goal, without accompanying media engagement from ourselves.
- In reality we spent \$25,000 in design, promotion and social media — with generous partnership from Rhema Media involved also, in recognition of the lack of any budget.
- The webpage at AllTogether.co.nz/Christmas was created with the idea of having everything needed for this project on one webpage
- Promotional graphics, power point, video and radio ads were created — with the initial brand design work being generously donated.
- Necia (who was a pioneer managerial staff with us through this period until Easter 2020) took the lead in the research, web developments and communications of the project.
- Christmas resources created by churches and other Church organisations (Scripture Union, Baptist Children's Ministry, Bible Society, Maori Postal, etc.) were researched so we could promote them.

Merry CHRISTmas



AllTogether.co.nz/Christmas



- Information promoting a united effort to see a return of Nativity Scenes to Christmas throughout New Zealand went via email to 2200 churches + our approx. 1900 prayer partners.
- Promotion was concurrent with this via Rhema Media on Shine TV, Life FM, Southern Star and Radio Rhema.
- Hope Project Regional Reps made phone calls to most of the 860 partnering pastors to raise awareness of a single email sent to them with links to the vision, with all available ideas and resources connected (AllTogether.co.nz/Christmas).

Ideas were passed on in three broad categories

1. For individuals

- › E.g. Nativity displays on lawns,
- › Nativity imagery with lights in windows or on the house,
- › Play and sing Christian Christmas carols,
- › Post nativity themed imagery and videos on social media,
- › Use or give an advent calendar,
- › Engage with resources available from various organisations,
- › Give Christmas Cards with nativity imagery on them

2. For businesses and churches

- › E.g. Download branding we created — to use however you decide,
- › Do window decals on shop fronts and church doors
- › Put up Christmas trees and include nativity items in the decorations,
- › Included nativity scene imagery on flyers, posters and in shop front windows.
- › Enter floats into community Christmas parades,
- › Sing Christian Christmas carols in your church services and small groups,

- › Include Christian Christmas carols on the in-store playlist of your business.

3. Combined churches in cities and towns

- › E.g. Collaborate with others to create resources you could all use — like nativity scene imagery for windows or car bumpers,
- › Christmas carol gatherings,
- › Group-fund billboards,
- › Include Nativity imagery on posters and flyers for other things you do,
- › Run events that bring profile to Christ — and all while speaking well of and respecting others.

What happened in 2019 — in summary:

- Churches engaged very positively.
- This was reflected in the webpage at AllTogether.co.nz/Christmas which had 7928 views.
- Our own social media engagements reached 193,952 people, with 41,770 post engagements.
- Reception to these public media initiatives was notably positive.
- But the best way to reflect what happened is through a few of the photos sent to us. Pages 27 to 29



AllTogether.co.nz/Christmas



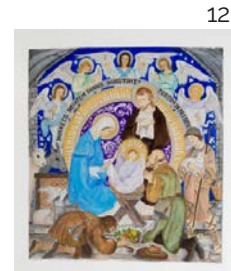
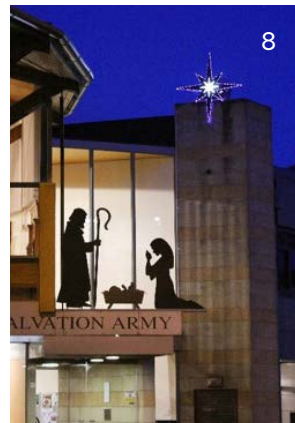
Images from 2019

Billboards

- 1 Howick Community Church
- 2 Mobile Mission Maintenance on highway 39
- 3 A digital billboard in new plymouth
- 4 On a private house
- 5 Outside a church in napier

Stickers, cards and displays

- 6 Stickers on shop windows in New Plymouth
- 7 A permanent statue outside a church in Tirau
- 8 visual display on SH1 Wellington
- 9 Figures outside a church in Brandwyr Christchurch
- 10 And on cars
- 11 A display in the Pak'n'Save window in Porirua
- 12 Personal art
- 13 Tauranga church Christmas cards
- 14 Images in a window



1 PUTARURU

2 LEVIN – In Levin the Assembly of God organises a display which many were involved in. It was a 'progressive' display (one after the other) of the different scenes of the nativity story – and they won the float competition!

3 WELLINGTON – In Wellington some Shepherds
went for a few walks to engage with the public

4 MORRINSVILLE



AllTogether.co.nz/Christmas





bring about some very positive media engagement — affecting public perception.

Comment

- › Hari Raya Puasa is a religious festival Muslims celebrate.
- › Deepavali (Diwali) is a religious festival Hindus celebrate.
- › Christmas and Easter are religious festivals Christians celebrate.

In a society that believes in the freedom of religion there is no need to deny the religious connections of any of these festivals, nor to try to change them — and to try to do so could validly be considered disrespectful.

The opposite is what has been happening in New Zealand. This defies our national value of 'tolerance' — which is about tolerating others despite difference. Suppressing freedoms to keep the 'Christ' in Christmas also defies our values regarding the freedom of religion. Each celebration should be respected for what it is.

Summary:

The simple idea Hope Project Christmas promoted resonated with the Christian community.

The public were shown to have very little problem with this idea also — so long as there was wisdom and sensitivity in the way Christian messages were portrayed or stated.

Given how many businesses have had pressure on them to remove Nativity imagery, it was remarkable how little backlash there was. In all likelihood, the removal of Nativity Scene imagery is sufficiently recent to not get too much of a reaction

We pray this effort will increase — so a new (renewed) trend is established in the visuals, imagery and messaging of Christmas in our nation.

Looking forwards, ideally some of our bigger cities will come on board, leveraging their unity to do something remarkable that captures the attention of news media.

An epic effort by a city like Auckland — where most of our national media commentators and presenters live, could

Regarding Hope Project Christmas in December 2020

The fundraising period was conducted again at the same time as that of Hope Project Easter. Everyone was informed via our updates, and on the fundraising barometer at our website.

Because funds raised by 20th May 2020 did not even cover the Easter effort, we again have nothing in reserve to engage more broadly at Christmas.

However, strategies are strong — so this can proceed, and also build upon last year's effort.

- › We will promote to churches nationally as we did in 2019.
- › We will share even more ideas, so one place can borrow from another
- › If we do feel able to put some funds aside for it, we will again engage with social media — as the scale of the 'reach' in the hands of our experienced teams is very-much worth it.



(8) Godtalk.nz (Report)

Background — Godtalk.nz/about

Godtalk.nz was initiated by the Shining Lights Trust in 2017 in response to feedback from pastors' groups across NZ on the state of youth ministry in their cities and towns. Conclusions were as follows.

1. Youth leaders are still lasting an average of about 18 months each in the role
2. Youth ministry attendance in our cities and towns as a whole is sitting at about 1/3 to 1/4 of what it was 25 years ago
3. Christian school groups have fallen over nationally, and there is no national support, encouragement or equipping structure for them.
4. The youth leaders in many of our nations' cities and towns have stopped meeting together as they once did. Organisations that pulled them together for outreach previously - like YFC, no longer exist as they did.

The Godtalk network today

The Godtalk network today has of 663 youth and youth leaders in it, who receive the free monthly updates. These represent youth ministry in most cities and towns from Kaitiaki in the North to Invercargill in the South.



The Director and core team — Godtalk.nz/Raki

The National Director is Raki Wiringi, who gives two days per week to this effort. His wife, Karen, serves one day per week as administrator. Dave Mann — who initiated Godtalk, works in a support

capacity, and helps with digital communications.

The Regional Reps — Godtalk.nz/unity

Godtalk seeks to identify regional reps whose role is as follows:

- **Unity:** To encourage and facilitate the gathering of youth leaders in cities and towns for their support and united effort
- **Equipping:** To encourage local youth leaders to intentionally prepare and equip their youth with conversational outreach skills, so they can confidently engage with their peers.
- **Events:** To work with local youth leaders to see combined youth outreach events happening — to compliment the smaller outreach events each individual group might also be doing.
- **Schools:** To help the youth of all local youth groups become connected, so they can work as teams in their schools, beginning by praying together.

Currently we have about 6 regional reps.

Finding youth leaders who like what we do is easy. Finding leaders with a confidence, sense of calling and gifting to network, facilitate and innovate regionally is very difficult. The challenge is exacerbated by the challenges that grass-roots youth ministry faces, including

- › youth with significant mental illness and family challenges
- › the challenges of the divergent sexual worldviews being presented to them
- › the significant over-all decline in youth ministry attendance mentioned above
- › and also the decreasing ability of many churches to financially employ a youth leader (another noted trend).



The web resources

The web resources are designed to support Godtalk's goals — which are to see all Christian youth equipped for conversational outreach every year, united in their schools, and also working together between youth ministries where beneficial to their mission.

Area 1: Outreach equipping — Godtalk.nz/leadership

5 concise outreach equipping videos are created + matching studies. (10 more are in production currently).

Area 2: Leadership equipping — Godtalk.nz/equipping

12 concise leadership training videos are created — with printable notes / discussion questions.

Strategic key: We have worked out that our primary promotional target for Godtalk needs to be senior pastors in local churches. The average senior pastor will have more than 5 different youth leaders in a 10 year period. An effort anchored with shorter-term youth leaders would be unsustainable. If senior pastors are committed to seeing God's mission as the mission of their youth ministry, they can induct each new leader by asking that they:

- View these 12 videos,

- Start raising up new leaders — using these videos as a part of that, and
- Commit to equip their youth for outreach every year (just like the senior pastor is also doing with his/her congregation).

Area 3: School groups — Godtalk.nz/schools

Due to a lack of resources we have not yet created the basic 'launch' videos planned to help youth gain a clear vision and ethos for how they might achieve something valuable in their schools together.

Currently a range of topical ideas and resources are accessed via this page.

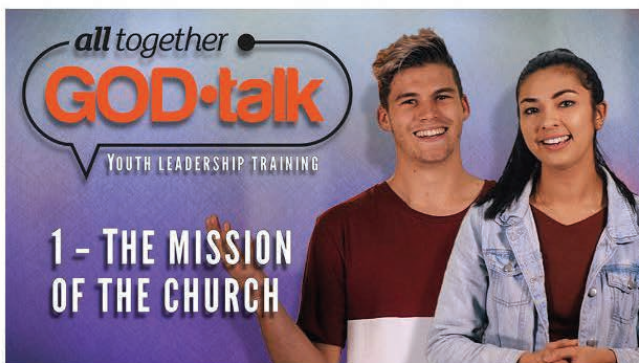
Achievements in the past year

- Godtalk has 663 subscribers currently, up from 530 one year ago.
- Remarkably, more than 1200 different youth and youth leaders are currently accessing the online resources every month.

The fact that videos and discussion guides are used with youth groups also suggests a much wider audience than this.

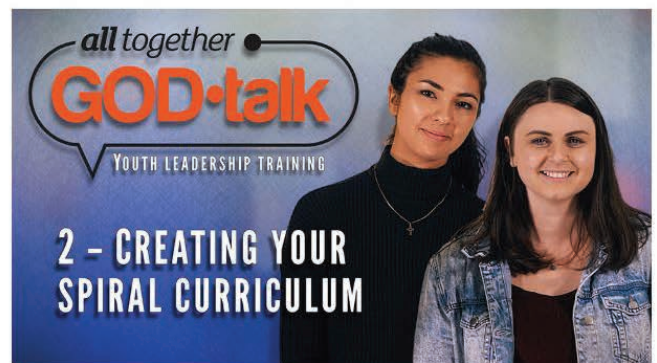
Godtalk.nz might be the widest-reaching outreach equipping effort among Christian young people in our nation currently.

1. The Mission of the Church (5.15mins)



It is essential that new church youth leaders are able to articulate what the mission of the Church is and isn't, because it is THEIR mission as a youth leader. This short video can help this very important foundation stone to be laid!

2. Creating your spiral curriculum (5.10mins)



Some people think knowing how to share the gospel is all that's needed — but it's not true. Conversational skills are the real need. What needs teaching, and why? Watch this short video to find out!



Needs —

Godtalk.nz/donate | raki@godtalk.nz

Online resources

- 10 more conversational outreach equipping videos are currently being created. (\$20,000 project total).
- Funds are needed to help us create the schools group equipping videos.

Finances for manpower

- **Current:** Donations given specifically to Godtalk.nz are very low. It has been pioneered using general funds. The 2020 budget is \$64,000.
- **Looking forwards:** We believe the next step is to find \$50,000 to employ the first 5 Regional Reps for just one or two days per week. We see strategic strength in this idea to catalyse change.
- We believe a fulltime regional rep (youth evangelist) in each province to be a worthy goal.

Prayer

- Raki is focusing this year on networking to find a few more Regional Reps. He and Karen pastor a local church in Papamoa the rest of each week. Pray for success in this.

Summary

We are amazed at how well this effort is going, especially with so few resources invested. We thank God

YOUTH INVOLVED IN HOPE PROJECT DELIVERY

One youth group went out to deliver about 500 booklets as part of an evening programme a couple of weeks prior to the lockdown. Beyond the valuable experience some 'chance' meetings took place, one of which led to a person committing to join them at church the next Sunday.

JESUS SENT OUT THE 72. WE TOOK OUR KIDS!

A dad grabbed his boys' bicycles, and off they went to deliver Hope Project booklets. Outreach to an area they overlooked daily from their house was completed — and for their children, outreach to the city they prayed for was now made tangible too! Across the nation various parents, youth leaders and children's workers took this opportunity. Jesus sent out the twelve and then the 72 for a reason. We pray many more children's and youth ministries will recognise the discipleship opportunity this could be in future years!

Seen the Godtalk Leadership videos yet?

Our research revealed that youth ministries are attending about 25-40% of what they were 25 years ago — while 85% of those who come to faith still do so before the age of 20.

Godtalk is a response. It is a national youth initiative, seeking to help youth become effective in reaching youth again — so youth ministries can grow!

NEW RESOURCE: The amazing new 'leadership' series has twelve 5-minute videos in it, with youth leaders and young teachers helping to present the teaching. It covers topics including our mission, how to mobilise youth, what to teach, how to make teaching effective, outreach events, clear gospel communication, follow up of interested people, school groups — and more.

What would happen if all Kiwi youth leaders were equipped with these 12 short videos when they started?

> Pastors > church leaders > youth leaders
These are free online (and Kiwi-made)

Check them out now! Godtalk.nz/leadership



(9) Shining Lights Trust — Updated goals

1. Overarching goals

The overarching goal of the Shining Lights Trust is to identify gaps in the outreaching efforts of the NZ Church so as to bring fresh innovation to them. All our innovations fit this criteria.

By definition, this makes us a strategic and adaptive organisation. Beyond possible programme solutions, achieving broader cultural changes is the greater goal behind all we do.

Until now our stated goals to the public have only ever been with regard to 'programme solutions' we bring — which are actually just a subset of any goal. This is because few have seemed ready to engage with the idea of a united strategy.

Key goal areas

The key areas in which we desire to see national change, and in which we have been instigators of conversation are as follows:

- **Area 1:** The importance of conversational skills equipping for outreaching and other conversations becoming a priority in churches nationally
- **Area 2:** The importance of conversational outreach equipping becoming a priority for youth and youth leaders too.
- **Area 3:** The need for habit-based approaches to mobilising members in local churches (vs programme-based approaches) to be appreciated and embraced if changes envisaged are to be achieved and sustained.
- **Area 4:** The need for God's Church to have brand-aware public engagement at a national level, protecting and utilising the freedoms we have
- **Area 5:** The importance of telling stories from our bicultural history. This is important because of the way it validates the core place of Christianity in our nation.

- **Area 6:** The importance of telling stories from our values history — for the same reasons as the above, because it is a significant part of understanding who we are as a nation.
- **Area 7:** The importance of restoring a higher level of functionality to our unity as churches in each city and town — and through this nationally.

CHURCHES UNITED IN DELIVERY

A pastor emailed to share his joy. When asking churches in their town if they would help, participation quickly came from the Brethren, Catholic, Anglican, Presbyterian, New Life, Salvation Army, Baptist and another non-denominational church. With a united Church the delivery was not only quickly sorted and done, the process was easy!

Strategies in support of goals

Strategies are progressively developed around these goals:

- In every case we create media (or action-based strategies) in support of a goal — so we have 'skin in the game'.
- We then share vision, seeking to encourage growing vision in each area in a broad way. National changes require the united efforts of many.
- We certainly hope to see things build to a point where all 7 areas have become an intentional area of focus in most churches nationally. The unity of many organisations and denominations and key creatives would be needed within the process toward each goal.

An example

The change in regarding biculturalism within churches nationally (Goal area 5) illustrates this thinking well.



#1 — 'Academics' - played a key role at the start of the process. Their messages were then disseminated by key individuals.

#2 — 'Creatives' to a much larger audiences. This won over...

#3 — a range of 'key leaders' — who then won over...

#4 — their next layer of leaders, until a tipping point in our thinking together as God's Church nationally changed.

All voices were needed to generate the change — but there was a discernible pattern and process within it. There were early adopters, mid-adopters and late-adopters.

If God's Church (nationally) could agree on a few things together — with a little organisation amongst us also, our potential influence is significant. The above goal areas specifically target increased engagement by God's people within the public square. We believe national changes like these are both possible, and strategically important.

2020 overarching goals and resource development

1. Hope Project Easter
2. A first volunteer-based delivery for Hope Project Easter
3. Vanessa Bishop — winter plan for the office: The refining of various database and administrative systems, for greater efficiency in light of the changing shape and scope of our work without increased staffing.
4. Raki Wirangi — winter plan for Godtalk: Finding fresh contacts and potential Reps in half a dozen new locations.
5. Dave Mann — winter plan: With four months of travel cancelled due to Covid-19 the goal is now the completion of resources to serve gospel purposes:
 - › **Church unity:** A video for city/town pastors' groups on 4 strategic goals churches could unite in nationally.

- › **Conversational outreach:** Create the next 10 'Because We Care' and 'Godtalk' outreach equipping videos.
- › **Values history:** Create the next 15 'A Minute In History' radio pieces on the connection between current NZ values and the Christian faith in our heritage. No charge.
- › **Bicultural history:** The 'Chronicles of Paki' is an illustrated history series about our bicultural story. This winter the team are attempting the creation of a 'Junior Series' for ages 5 to 7. This is undertaken with awareness that from 2022 onwards there will be compulsory NZ history education in schools.
- › **Education on reasons for believing in the Christian faith:** If possible, the completion of an apologetics tool covering 7 overarching reasons why Christians believe Christianity to be true — with 7 booklets, 7 matching videos and 7 matching discussion guides.
- › **Hope Project 2021:** The writing of the next Hope Project booklet along with associated media

6 Hope Project Christmas 2020

BOOKLETS CONSISTENTLY TAKEN AT CAFE

We were told of Cafe owner on the North Shore who have been placing Hope Project booklets on tables. They have been encouraged by how many patrons have been taking them.

SUCH A PRIVILEGE TO DELIVER THESE!

"It has been a joy to deliver these booklets", said one volunteer – who also told us how they were leaving copies on their church foyer table. These were regularly picked up and taken.



(10) A team to be thanked!

To conclude this report, there is a team to be thanked.

Firstly, we are grateful to every one of the approximately 4000 volunteers who helped with the Hope Project Easter booklet delivery this year.

Secondly — in our core team, we have an amazing group who deserve specific mention.

[A small team] As articulated in the article titled 'An Unlikely Team' on Page 9, this team ran the Easter project and it's national delivery with only 2.4 equivalent full time paid positions in the organisation. 0.6 of those positions were focused on Godtalk, and 0.2 managing finances. To stretch things further, by April (just before Easter) this was reduced to 1.4 equivalent full-time paid positions in the organisation. Yet all the work kept going because of this amazing team who, by God's grace, have skill and an amazing ability to adapt.

When the scope of work is considered — you will quickly see why we boast about this team.

Very truly I tell you, whoever believes in me will do the works I have been doing, and they will do even greater things than these, because I am going to the Father. And I will do whatever you ask in my name, so that the Father may be glorified in the Son. You may ask me for anything in my name, and I will do it. (John 14:12-14)

Very truly I tell you, whoever believes in me will do the works I have been doing, and they will do even greater things than these, because I am going to the Father. And I will do whatever you ask in my name, so that the Father may be glorified in the Son. You may ask me for anything in my name, and I will do it. (Matthew 18:18)

The Shining Lights Trust Board

Alan Hood	John Elliott
Richard Burne	James Williamson
Dave Mann	

Tauranga-based staff team

Dave Mann — Director
Vanessa Bishop — Database and systems
Maree O'Halloran — Accounts
Eden Fraser — Administration during Hope Project 2020
Necia Posthumous — Project management during Hope Project 2020
Sharyn Weeks — Previous accounts

The Tauranga-based wider team, plus media members

Alex Watts — social media and videography
Beau Spicer — Graphic design
Heather Mann (Jnr) — General support and mailouts
Joy Lachlan — General support and phone calls
Karen Wiringi — Godtalk administration
Linden Willetts — Auckland Rep
Norman Sutton — General support, prayer, Hope Project Rep
Raki Wiringi — Director, Godtalk
Rob Grindlay — Marketing strategies
Tony Collis — Presenter

Hope Project Regional Reps

Bill Pascoe	Chris Condon
Christine Taft	David Salmon
Fred Barrett	Graeme Stitt
Linden Willetts	Martin Stevenson
Norman Sutton	Peter Leong

Others helped in Auckland — function like Delivery Coordinators (see below). Colleen Simpson is of special note.



Advisors board

Alex Watts	Colin Shaw
David Dishroom	Jay Matenga
Lew Meyer	Lincoln Rout

Hope Project Delivery Coordinators

70

Delivery volunteers

Approx. 4000

Godtalk Regional Reps

8

Thanks also to

C3 City Church Tauranga.
Chris Booth
Generate Ltd
Generate Insights Ltd
Luke Cawte
My Promo Video
Second Mile Ltd
Spicer Design
Watts Lounge Studies

"For my thoughts are not your thoughts, neither are your ways my ways," declares the Lord. As the heavens are higher than the earth, so are my ways higher than your ways and my thoughts than your thoughts." Isaiah 55:8-9

Some notes of encouragement to the core team

THANK YOU FOR MAKING THE DELIVERY EASY

— Matt (Church Leader), Timaru

The delivery process was thorough and well resourced. The zoom chats and safety video supplied what was needed. And WE were given the opportunity to coordinate with other churches, and believers within them! Thank you!

YOU EVEN WENT THE EXTRA MILE WITH THE MAPS. THANK YOU! — Ps Tom, Blenheim

I would like to say that I super appreciate the work done by the Booklet Team when it came to producing the delivery route maps of our city. That was AWESOME!!! It made the delivery planning and distribution so much easier. Thank you!

THIS BLESSED US. THANK YOU TEAM FOR YOUR EFFORTS

— Ps Craig, Alexandra

The Hope Project is a great initiative, and we really appreciate all the behind-the-scenes efforts the team does to make it happen. The simplicity of what was required for the delivery made the task easy too — and our volunteers felt they were walking with purpose when helping. Thank you!

BLESSED TO WORK WITH YOU FOR CHRISTCHURCH

— Lincoln, Rutland St Church & Canterbury Evangelism Network

To the Hope Project team. So very special to be able to engage with you all through this unique time in NZ's history. Your work with the maps, dispatch of the books to all the different Churches where we wanted them, and especially your ready-availability for any questions all added to our joy in being involved. Thank you!



THANK YOU TEAM — WE NEED YOUR RESOURCES, AND COULDN'T MAKE THESE OURSELVES — Captain Kylie, Rotorua

I really appreciate all the work that goes into this ministry. For us at the frontline of our ministry here, we can get stretched thin in time and resource capacity to put robust material together ourselves. This is a prayerfully and thoughtfully put together resource that we embrace. Thank you.

WELL DONE TEAM ON ADJUSTING TO COVID-19 — Ps Bruce, Upper Hutt

I think your team did a great job. Your visit to Lower Hutt late last year was timely, and the website information is great. And while things went out the window a bit with Covid-19, I think your team did a great and correct job in the way you instructed a halting of the deliveries until later, and then adapted to all that meant for you. Thank you!

THIS IS QUALITY- THANK YOU HOPE PROEJCT TEAM — Ps Martin, Feilding

The size and quality of these booklets is excellent, and I thought the content was superb. Thank you Hope Project team!

WELL DONE TEAM — WHAT AN IMPACT!

A businessman emailed to congratulate the team on a delivery project 'sped up' because of the pending lockdown. The day prior he'd had two conversations in which Hope Project had come up. One was with his dad, who was amazed at the relevance of the booklet. The second was a client he called who replied "I can't talk sorry. I'm helping get these booklets about hope out today!" When the Church unite in something — wow!

THIS WASN'T JUST ABOUT OUTREACH. THIS BROUGHT PURPOSE TO GOD'S PEOPLE! — Ps Leighton, Central Auckland

In these 'unprecedented times', there was a sense for us that this project provided not only good news for unbelievers shaken by the crisis, but also purpose for believers wondering what they could do of eternal value at this time. You are God's people for God's time — don't give up!

Thank you all for support given to this work by way of practical help, prayer and financial giving.

Looking to all God can yet do



Dave Mann | Director — Shining Lights Trust

Weblinks

Hope Project — public website	HopeProject.co.nz
Hope Project Christmas — info	AllTogether.co.nz/Christmas
Hope Project Easter — info	AllTogether.co.nz/hopeproject
Equipping resources	See the dropdown menu under 'resources'
Faces of some of our team	ShiningLights.co.nz/our-team
Godtalk	Godtalk.nz
10 Day Challenge	10DayChallenge.co.nz
Facebook	/HopeProjectNZ (for public audiences) /AllTogetherNZ (for church audiences) Mahi Ngatahi (for pastors in pastors' groups only)
To donate	AllTogether.co.nz/donate



HOPE PROJECT 2020 STATS



Project budget: \$540,000.00
Project Income: \$455,000.00
By May, 2020
Total Expenses: \$520,000.00

638,000
ONLINE
AUDIENCE

2.08 MILLION TOTAL
SEE TV ADS

TV campaign audience:
54% of 18-54yr olds
an average of
5.6 TIMES

BOOKLETS
1.37 MILLION
HOMES

Spare booklets:
160,000
Spares remaining:
Approx 20,000



892 PASTORS
FROM
680 CHURCHES

People
receiving
MONTHLY
PRAYER
updates:

1920



4000  **DELIVERY VOLUNTEERS**
COVERING **1,080,000** HOMES IN **70** CITIES & TOWNS

2020 FINANCIAL
PARTICIPATION
82 churches + 420 individuals



2019 FINANCIAL
PARTICIPATION
74 churches + 386 individuals



PARTNERING
CHURCHES

Intentional outreach-equipping in Feb/Apr 2020: **65%**
of partnering churches. Number equipped: **57,000**
(an estimate — not counting efforts by non-partnering churches)

CREATED



NZ 'Christian heritage'
RADIO SPOTS: **15**



RADIO ADS TO ENCOURAGE
OUTREACH AND EQUIPPING: **20**

Church digital
ENGAGEMENT



WEBSITE: AllTogether.co.nz
Data reflects church-audience interest and participation)

INDIVIDUAL users Sermon/Study
10,063 resource users: **1560**

PAGE VISITS **80,170**
Nov 2019 - May 2020:

BOUNCE RATE **2.89%**
(reflecting high level of engagement)

'BECAUSE WE CARE' **1346**
equipping video page visitors:



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TRUST

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