

2021 Shining Lights Trust and Hope Project Report



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND



shiningLIGHTS
TRUST

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Introduction

While completed later than desired due to travel, this full report is for those desiring to know something of the thought and details behind our multifaceted work. We are aware that, for most, the graphic summary on the back cover and a few stories suffice. However, the details are important, as analysing things in an attempt to work out how to best adapt or innovate is at the core of our daily work.

As a summary of the report, we are very happy with all that is happening and being achieved in and through this work currently, despite the budget and manpower restraints which are common to many ministries and businesses. Much is still being achieved! This is, in our view, a work of God and we consider participation with it a privilege.

Our thanks go to all who have supported or helped this work.

The names of some core team members are found near the back.

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 our work. We're highly committed to these partnerships.

Our promotions to Christian communities are multifaceted, including the following:

■ Christian TV and radio

- › Shine TV — updated promotional videos related to Hope Project Christmas and Easter, as well as the use of various short testimonial, discipleship and 'outreach equipping' videos were created.
- › Life FM, Radio Rhema and Southern Star — with promotions created related to Hope Project Easter, Hope Project Christmas and 'Global Outreach Day' (now internationally rebranded as 'GO Day'). As a strategy, instead of ads targeting funding alone, we seek to leverage ads to inform, inspire and encourage — in view of other goals we have and also our core values.

■ Via postal mail

- › We sent our annual 'Outreach Today' publication to about 3000 pastors and prayer partners. (In 2021 this was 1958 pastors and 1017 prayer partners, totalling 2975). This short publication is very intentional — feeding into the 6 core identified areas for our work. This year, the substance of the publication also conveniently sufficed as a summary to give to pastors during our discussions with pastors' groups across the nation.
- › We concurrently promote the work of others wherever it fits the goals — including Thinking Matters, NZ and Beyond, Family First, Te Hāhi, 24/7 Youth Work, CAP, NZCN, UNASHAMED, Joseph and Leslie Lee, City by City, Daz Chettle — amongst others.
- › **Our monthly pastors' updates** currently go to 890 church pastors.



- › Our monthly prayer updates go to 1785 subscribers.
- › Our monthly Godtalk (youth and youth leaders) updates go to 568 subscribers.
- › Hope Project Regional Reps are a team of regional volunteers and they remain one of our most valuable teams. We have 9 active reps — most of whom are retired (or current) farmers or business people. Their confidence, competence and heart is an asset to this work.

Funding strategy and values:

As per our core values, we view God as our provider; not people, and not churches. Concurrently, we recognise that God primarily provides through his people and Church. We have continued to raise awareness of financial needs — and were intentionally more direct in doing so this year amongst the 80 'delivery coordinators' who helped facilitate the volunteer-based delivery of the Easter booklets. This more direct approach made no difference to funding patterns that we can see, though will be continued again next year.

For more, see section 6 of the report. on page 22

Volunteer strategy and values:

We continue to maintain that no pastors' group, nor person, is obligated in any way at all to help us. We therefore humbly request help from pastors' groups or others — without placing any sense of obligation upon them. In only one place was this request misunderstood this year — resulting in them clearly feeling tension, and upon review we see nothing we could have done differently. The pastors' groups in three out of eighty places chose not to participate together for the delivery. In all cases, individual churches or believers in those areas picked the delivery up, and saw that it was done.

The same principles continue to be applied in all our volunteer teams. We pray continually for eyes to see people whom God may have positioned to help in a key area at any given time.

City pastors' groups — a core area of focus and investment:

Connecting relationally with these groups continues to be something we give significant time to. This would be an area in which our work is unique in New Zealand as networkers and strategic encouragers / facilitators / resource-providers.

At the time of writing, travel to meet with 49 city/town pastors' groups has been accomplished thus far this year — with hopes to meet a further 11 in the remaining regions of Auckland and Northland.

- This has required a commitment to nearly 5 months of travel.
- We view this travel as being core to our work, in view of our six goal areas.
- We also facilitate communication lines for various things and ministries. Things move at the speed of trust. Nothing replaces the face-to-face.
- 20 ministries and/or initiatives are being promoted to groups this year.
- Most-often we do not mention our own financial needs — as the goal is facilitation for the 'Kingdom' and gospel, and motives in other things can be called into question if we are perceived to be carrying concern for our own work. The bigger picture is more important than us.

A summary report on these travels can be found in section 9 of this report.

(2) Intentional Conversational Outreach Equipping

57 churches completed a survey we sent out. If we average this across our current 890 partnering churches we get the following. These numbers are purposed to paint a picture — with prior years as a comparison. For awareness, we have asked almost the very same questions of churches every year.



THE STATISTICS

Based on a survey of our partnering pastors...

- The total number of church members in our partnering churches who were equipped for conversational outreach by their pastor in the months prior to Hope Project Easter 2021 was about 50,700. This represents 57% of our partnering churches.
- For a one-year comparison, this number was 57,000 last year.
- For a wider context, a decade ago 'evangelism training' was 'how to share the gospel' in a Saturday seminar. The fact that hundreds of churches now give much-needed conversational training to their members, and also do this through their pulpits, is very encouraging. This also overlooks the fact that many non-partnered churches are likewise making the same changes as they are also present in pastors' group discussions, and given access to free resources. (We have travelled nationally to meet pastors' groups 8 times in the past 11 years).
- 27% of these churches utilised our 'Because We Care' or 'Godtalk.nz' videos.
 - Given that these are usually shown to groups, or to congregations, we continue to thank God for the effectiveness of these series.
 - The new sub-series within this on 'Conversations in hostile environments' is receiving considerable feedback where it has been viewed, and will be on the radar of more churches due to current travels.
- 15% utilised our 'Conversational Outreach' Sermon Series outlines.
- 27% utilised the matching small group studies we provide.

- As a trend, this is positive. A decade ago not only did NZ pulpits not discuss evangelism skills or 'conversational outreach' training; small groups didn't either. 'Outreach' was not considered a part of their core role, function or purpose. This is changing. The fact that a quarter of the pastors who preach their conversational outreach training succeed in getting their small groups to then discuss the same is very positive. (It is said that, a month later, people remember 10% of what they hear; 40% of what they say and 70% of what they do). To view some of the resources created to feed this conversation about mobilising through small groups, see AllTogether.co.nz/small-groups.

■ 42% used 'other materials'.

- We thank God that other materials are being created!

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

- The AllTogether.co.nz website had 13,175 unique users (different people) visit the site in the past year. This was up from 10,253 in the previous year. It also had an extremely low bounce rate of 3.12%.
- These users had 107,581 pageviews (excluding our own teams visits to this website) - up from 81,562 last year.
- The sermons/studies webpage was visited 1,310 times by 378 unique users (AllTogether.co.nz/sermons-studies)
- The 'Because We Care' equipping videos webpage was visited 5,649 times by 1,351 unique users — with 6793 YouTube video plays. (AllTogether.co.nz/equipping-videos-members).

We have partnered with RightNow Media since October 2020 to share our resources to their global platform. RightNow Media provides Christians across the globe with resources that will inspire them to champion the mission Jesus gave to his people—making disciples of all nations, and they do this by providing video and training resources. We made available all 16 videos from the 'Because We Care' series 1,2



and 3 for their online distribution. Over the 9 months there have been 10,255 total plays of these videos by an estimated 6,179 different viewers. (What cannot be estimated here is audiences if videos are played to church small groups, or in church services). Into the coming year we plan on increasing this partnership, including adding the Godtalk equipping and leadership videos, along with the 10 Day Challenge and Cornerstone Discipleship tutorial videos to their platform.

It is a blessing to see resources created being used more widely.

Analysis very positive

■ The overall percentage of pastors equipping members for outreach continues to increase:

- For a comparison, during 2019 we measured 22,660 NZ church members intentionally equipped by their pastors for 'conversational outreach'. For a comparison to ten years ago when we started, our suggestion that outreach training be passed on through a pulpit was novel to most. As a pattern, it wasn't done. At that time Bill Hybels' 'Walk Across the Room' resource was the most recent used by many in their small groups — without thought to giving parallel messages through pulpits.

■ Numbers will be higher than is reflected in our surveys:

- Many churches who do not receive our pastors' updates access and use our resources; and others have embraced the values being promoted — while creating their own resources.

■ For action: Lower than expected use of our own pulpit resources:

- We believe we provide pulpit and small group material of considerable quality — in terms of their content. These need more promotion. Two additional series are also drafted, to be added to this resource when we have time available to complete this resource development. AllTogether.co.nz/sermons-studies

CONFIDENCE AND EQUIPPING:

"It's encouraging to have this type of content from NZers, by NZers. Thank you! We wholeheartedly support this — and your conversational equipping resources have been really helpful in our church too!"

We thank God for the continuing trend in which pastors are seeing the equipping and mobilising of their members for conversational / every-day outreach as a core part of their work, requiring expression in the pulpit and small group.

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

Or the same for youth and youth leaders at Godtalk.nz

SAYING SOMETHING TO A WIDER AUDIENCE — INSTEAD OF NOTHING

"For us, we see that the Hope Project has increased awareness of the Christian faith in our local community and has helped promote the positive aspects of Christianity - as opposed to the typically negative portrayal by mainstream media. We are stoked to be involved with something so wide reaching that can 'elevate and celebrate' the realness and relevance of Jesus!"



NEW RESOURCE

We created 10 new conversational outreach training videos this year — each being 5 minutes in length.

Because We Care — Series II

It's all about the conversation

1. Why Christianity is good news — not bad (5mins)
2. Conversations move at the speed of trust (5mins)
3. How to start a NORMAL conversation (5mins)
4. How to disagree without disagreeing (5mins)
5. The power of a testimony (5mins)



Because We Care — Series III

Conversation in a hostile environment

1. How to be effective in a hostile environment (5mins)
2. Answering questions with questions (5mins)
3. Avoiding the quotable quote (5mins)
4. When it's right to confuse people (5mins)
5. How to say nothing (unless you really say something) (5.5mins)



See: alltogether.co.nz/equipping-videos-members

(3) Hope Project Easter — TV

Hope Project Easter 2021 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 has 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.

Channels included TVNZ 1, TVNZ 2, Three, Prime, Sky, Maori TV and Discovery NZ.

Programme highlights that ads were placed around included:

- 1 News
- Married At First Sight
- Newshub Live at 6pm
- Home and Away
- The Project
- The Big Bang Theory
- Breakfast
- Shortland Street



Data exceeded expectation

- Overall, the flight achieved 150 TARPS (down from 336 TARPS in 2020)
- The flights reached 40.2% of all 18-54 year-olds (down from 59.5% in 2020) at an average frequency of 3.7 times (compared with 5.6 times on 2020)
- This represented an audience of 961,383 people aged 18 to 54
- This represented an audience of 2,114,674 if all ages are considered, from a potential of 4,508,900.

Video OnDemand performed very well

A parallel campaign was run via TVNZ OnDemand, THREE NOW, 1 News Now and Newshub. There were 209,853 completed views of the 15-second and 30-second Easter TV ads online, with a 90.7% completion rate.

The same ad in social media

The spoken word Easter ad was also our most viewed item in our main social media platform, with 269,952 views.

Analysis

TV media performed very well. Decreases in numbers as compared to 2020 relate to the lockdown, during which there was a significant increase in both TV viewership and web use.

(4) Hope Project Easter — Booklets and delivery

Data:

- 1,530,000 copies of the 2021 booklet were printed.
- The booklets were delivered to about 1,370,000 homes.
- Approximately 130,000 were sent to churches and others upon request for their own use.
- This leaves us approximately 30,000 in supply.

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

Youth or young adult involvement in 24% of churches

We are both surprised and delighted at this particular feedback — as it shows that there is intentionality at the grassroots, giving young people experiences connected to the mission Christ gave them. This is surely wise from a discipleship point of view. Well done NZ Church!



INTENTIONALLY DISCIPLINING YOUTH

"Our youth had a ball delivering the booklets! We had some laughs including racing and surprising each other in the dark!"

THIS OPPORTUNITY IS GIVING COURAGE TO OUR PEOPLE — INCLUDING CHILDREN

I have enjoyed seeing the confidence grow of those delivering. They 'feel' like they are doing something to spread the Good News, which they would not be doing otherwise. I watched the smile beam across a 9-year-old boy when he offered a booklet in-person to a pedestrian. The first time he did it, it was rejected, but by the end, he had three more who did accept it. 'I want to do this every weekend,' was his comment. Others were pleased to share that they had spoken to a stranger and given them a booklet — just that first step to building confidence for more. I have also heard of a doctor leaving them in their waiting room; industry workers leaving them in smoko rooms; and others keeping them in their car to give when the need arises.

talk with other members of a church — but it paints a picture). Regarding the 5%, this was the first time we have asked this question.

The delivery was completed in all but two places

One of these was Auckland, with 100 of approx. 1000 delivery areas not completed. The lack of functional geographic unity in many parts of the city is one reason. However, even where this exists a little, some of those groups see no reason to unite with things beyond them. Solutions beyond continuing to relationally connect with pastors, one by one, are hard to find. We rejoice that pastors at the grassroots are no different to pastors anywhere else in our nation!

The other place was a city in which 2/3 of the city remains undelivered. There have been challenging dynamics that have discouraged unity somewhat in that city, while there have been valiant efforts to push against this discouragement also. Bringing a group together to see this task completed has been difficult. However, this matter has catalysed important conversations. It is possible that the healing of disappointments will be needed before readiness for more functional unity (beyond coffee and prayer with occasional events) comes about. Time will tell — and our objective will be to encourage. None are obliged to help the delivery, so none have failed here, or failed us!

Observation 1: The lamentation over 'no circulars' houses is not necessary

Feedback revealed that many were feeling discouraged by the number of 'no circulars' houses who could not receive the booklet in the letterbox. In truth, this is only 15% nationally, and these houses could still get booklets. (Read on!).

When I (Dave) was delivering near the Mount in Tauranga, about 50% were 'no circulars', while in the suburb of Judea (also in Tauranga) it was about 15%. We had a team help deliver Titirangi last year — and it was at least 90% 'no circulars', while we helped deliver an area of Mangere last year that was not even 1%. The national average is 15%.

But all is not lost! In an experiment by our team a couple of years ago a wealthy suburb of Tauranga had 2 in 10 declining. Those declining said a polite, 'no thank you'. There

19% of partnering churches had people in them who took booklets to people in 'no circulars' houses

Before the delivery was volunteer based this number was over 50%. The primary focus of volunteerism is now on the letterbox delivery. This leaves less energy available for visits to the 15% of NZ households that have 'no circulars' or similar stickers on their letterbox.

12% of pastors were aware of a visitor who came expressly because of Hope Project, and 5% of someone returning to church after a long absence.

The 12% matches previous years, in which about 10% were aware of the same. (The number would be higher as not all pastors would ask why a person visited, and visitors often



was no suggestion any were offended at the offer. To note the opportunity, this suggests 8000 of about 10,000 'no circulars' houses in the city could yet receive booklets if visits were made to doors!

For a remarkable story — one person delivering an area of maybe 400 homes in a South Island city decided to personally visit the approx. 150 'no circulars' homes of that delivery area. (They had spare booklets from their letterbox delivery, but needed an additional 120 to complete the task). When offered the booklet, only two people in total said 'no thank you'. That would be less than 2% of the 'no circulars' houses declining the booklet!

If the booklets are presented gently and wisely, the up-take is high.

"Good morning. We're distributing these booklets about hope and New Zealand history from churches across the country for Easter. Would you like one?"

For application

- There is an opportunity here. The need is 'workers for the harvest-field'.
- Church leaders could encourage those with the confidence to talk briefly to strangers to NOT join the letterbox delivery, so they could instead visit a few more of these homes.

Observation 2: Other groups sometimes deliver literature at the same time

One city delivery coordinator told us they'd had leaflets dropped by both a fringe SDA group and also the JW's. While this was disappointing, they prayed God would give householders an ability to see the difference between these different pieces of literature. The creativity, clarity and credentials ('on behalf of a wide group of churches...') of the Hope For All booklets do make them stand out. We can only look to God to draw people to himself — and he does!

IT MIGHT SAY 'NO JUNK MAIL' — BUT WHEN OFFERED HOUSEHOLDERS WANTED IT!

One couple emailed to tell us about their experience. Knowing they couldn't deliver to any letterbox with 'no junk mail' (or similar) on it was disappointing to them — because there were so many. They were therefore encouraged when they saw householders in these homes to offer one. When offered a booklet one lady said, "Oh yes thank you, I love reading these!" Another couple asked what church they were from. When told they replied, "Oh, that's where we go to vote. Please give us a couple of those books!"

Observation 3: This effort is proving that our capacity together is many times greater than we have been thinking

This matter has been discussed in pastors' groups nationally this year. In Tauranga, only 15 of 130 churches were needed to see the delivery done, only requiring 8 to 10 volunteers per church (which is less than one church small group). Were a promotion for volunteers to a congregation to be done with a sign up form handed along rows, we know that about 40% (or more) will often volunteer. Tauranga could therefore be delivered by 2 churches of 200 promoting this way if so-desired. The contrast is to 2013 when pastors' groups did not generally believe they could achieve on this delivery. "We are too busy. It would be too much work." The way we view the role and function of our pastors' groups has changed considerably across the past decade. This delivery is now recognised as being easy by most — while it begs important questions and conversations where it is not felt to be easy. Many are also realising that, if we can continue this journey in how we understand our united function, we are actually capable of even more!



TESTIMONIES

Be encouraged!

PARTNER READ THE BOOKLET THEN ASKED, "HOW DO I BECOME A CHRISTIAN?"

A Shining Lights Trust board member was out delivering booklets to help see the Auckland delivery completed. Needing a break he took shelter from the drizzle in a cafe in Royal Oak. A young lady sat near him with her coffee — and was chatty. He mentioned he was delivering Hope Project booklets to which she replied, 'I'm a Christian but my partner isn't. He read that booklet two weeks ago, and afterwards asked me how to become a Christian, and then he committed his life to following Jesus!'

THE BOOKLET MADE ME THINK. I'M GOING TO CHANGE!

A lady called our office requesting a new booklet because, while hers was wet from the rain, she was already so touched by it that she'd decided to get her life right with God. She said she hadn't been to church in a long time — but was going to go back. She then asked for a New Testament — and also for a few copies of the booklet, and some more copies of the Scriptures, because she wanted to share this with some of her friends also. "The booklet in the post has made me think and I want to change and refocus on God!"

MY NON-CHRISTIAN RELATIVE HAS KEPT ALL THE BOOKLETS

A lady fed back to us that her non-believing relative in the Manawatu had told her she was so intrigued by these booklets each year that she had kept them all. They were sitting there in her house — ready to be read again when she felt ready!

I'VE BEEN PRAYING LATELY — THIS BOOKLET WAS A SIGN!

A man emailed to thank us for the booklet, saying he'd been praying recently because of a family matter. To him, the arrival of this booklet was a sign of encouragement from God. He saw that as he had reached out to God — God had reached back to connect with him.

We thank God that there are unknown stories all over the place of people taking steps toward Christ, and into relationship with him. As Isaiah 55:11 says, "... so is my word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it."



BOOKLET CONVINCED ME IT REALLY IS TIME TO GET RIGHT WITH GOD

A lady contacted us to say that she found the people in the booklet to be such an inspiration that she would like a copy of the New Testament, and intended to renew her faith in God after having walked away from it many years ago. To understand her situation, she shared about marriage challenges, disability they live with within the family, and of grown children they had who were in abusive relationships. She shared — "We are good people and can stand a lot of hurt but..." these challenges, and the pain, is real and are not fixed easily. "Thank you for the booklet that has come just at the right time!"

May God help us all to be compassionate and caring toward others — while also sharing his great hope!

FINISHED 10 DAY CHALLENGE — BIBLE PLEASE — I'M RECOMMITTING MY LIFE TO GOD!

A lady contacted us to ask for a New Testament to help her continue in her Christian walk. She said, "I have just finished the 10 Day Challenge and I am recommitting my life back to God!" With that decision she had started at an Alpha course — with the first night completed, and also told us she intended to reconnect with a local church she'd been to before. We thank God!

I KNOW FOR A FACT GOD DOESN'T EXIST — AND NOW I BELIEVE IN HIM

It's not often that someone who contacts us to complain or abuse us for doing this effort admits a change in their views — but this man did. An initial message told us how he believed faith in God was basically rubbish. He had died and then was resuscitated — and saw and felt literally nothing when dead. 'The doctor told me the same — when you are dead you are dead.' A gentle reply from us followed, asking a gentle question — which he engaged with. He then stated his objection to the idea of God because of the existence of suffering and evil. A 400 word reply from us followed (which is long) — to which he simply replied, "Thanks. You've just helped me understand something that no one else has ever been able to explain." Our explanation of suffering to him had started by saying his words sounded like Job in the Bible — wanting God to stand before him so he could ask God some questions about his justice (or lack thereof). This man went on to request a Bible, so he could read the book of Job — which we posted out. We explained that we couldn't convince him about God. Each of us either chooses to trust God is who he claims in the Bible despite the existence of suffering — or we choose to deny God and feel bitter toward him because of the suffering. One path chooses hope and peace — while the other chooses disappointment and possibly bitterness — and we each get to choose. He responded a week later to say that, since he'd decided to trust God he felt this amazing peace — even though the idea of God existing still made no sense to him. At the time of writing about this conversation he's finding a church near him to visit.



BOOKLET HELPING OUTREACH IN MANY PLACES

Many have contacted us to share how the booklets have helped them with their outreach. "We have used the booklets in our Saturday market outreach, and they have been received well." "We use these when visiting the prison." "We've been giving the booklets out with our food parcels..." "We include your booklets in our welcome packs for visitors to our church." "We gave them out at the local Market — and many people at a large city event were pleased to receive them."

CONVERSATIONS WEREN'T THE GOAL — BUT THEY HAPPENED ANYWAY

"I'm so pleased. Beyond delivering the booklets I had a couple of really worthwhile conversations with people I met while I was out delivering!" Our team have heard this kind of comment innumerable times. There is warmth in the community to these booklets because of their tone, and the hope they bring!

INITIAL HOSTILE RESPONDER DOES A 180

One of our ladies out delivering had a negative response from another lady who was in her garden. However once the women in the garden heard what the booklet was about she decided she'd like to help with the deliveries.

NEIGHBOUR TOUCHED BY BOOKLET GIVEN TO HER

Testimony of a woman from Auckland visiting us at church who told us she gave a booklet to her Hindu neighbour, who was powerfully moved by the testimony of Raki and enquired about Christian faith as a result of that... She had been praying for opportunities.

I MIGHT BE OLDER — BUT I'M NOT OUT!

An elderly lady contacted our office to ask for areas to deliver near her house. She said (in summary), I might be 80, but I have legs, and I can walk! For her, the delivery was not only an extra motivation to take a short walk each day, but also an opportunity to do something that really matters. She assured our team she would get her areas covered — and that nothing would stop her, even though the two delivery areas she took would take a number of days to complete. May we all have such an attitude!

PERSONAL ENCOUNTERS WHILE WALKING, PRAYING AND DELIVERING

One volunteer in the Manawatu wrote to tell us of conversations that he'd walked into while delivering. At one home a father with two sons shared how his marriage had recently broken down. He gladly received a booklet — and with it an invitation to an Easter church service to which he was encouraged to also invite his ex-partner. He was so encouraged by the conversations. "God was at work while we were walking yesterday, and we prayed for our houses that received them as we went."

BOOKLETS HAD HARDLY ARRIVED AND I HAD MY FIRST OPPORTUNITY!

While receiving the booklets needed for his town one local coordinator from Northland told us the boxes had hardly touched the ground and he'd had his first opportunity. The courier wanted to know why the boxes were so heavy — so he showed him, gave him a copy, and they engaged a conversation. "Glory to God. What an honour to share about Christ's death with her, and about God's saving grace. First booklet out of the box!"



THANKS FOR SEEDS OF HOPE TO SOMEONE LOSING HOPE

Someone wrote to tell us they'd felt prompted to visit and talk with a guy — and it turned out that their partner had just tried to kill themselves. However, this man had received a Hope For All booklet — which provided an opportunity for a discussion. The conversation connected enough that the two of them planned to meet again to discuss the same — and with the man's unwell partner hopefully joining them. The booklet provided a platform — while the hero of the story is the man who reached out to show care to someone!

A STARTING POINT 1

"Thanks for giving us an easy & non-confrontational way for people to be involved in outreach, and to help them to keep looking outwards. This helps!"

A STARTING POINT 2

This effort gave our people a greater awareness of the need to reach out, and the need to be part of a bigger group to reach our community. It was great to see how some really responded to this and engaged so willingly.

A STARTING POINT 3

I think it gave our people a simple opportunity to share the gospel story with others. Especially for those who find it harder to talk to others, it was an easy, non-confrontational way to provoke thoughts about God.

IT FED OUR PRAYERS

"Thank you. This effort has increased our enthusiasm and prayer for a fresh move of the Holy Spirit" Another contacted us to tell how this effort had raised the profile of outreach for them, bringing people together in their involvement, while focusing them on prayer.

THANK YOU FOR YOUR HARD WORK. WE'RE HAPPY TO DO MORE!

We were delighted with feedback from one church, telling us the delivery experience was so appreciated that they could do more next year — and wouldn't mind if all the delivery areas were bigger too! The heart of so many of God's people is amazing!

AMAZING HUMAN EFFORTS — DELIVERED ALMOST HALF A CITY, AND ANOTHER 9000 HOMES

In a city where facilitation didn't go as planned a man who was out of employment gave his time to deliver half of the city, to ensure it was done. In Auckland, a man, discovering homes were not all completed in his part of the city, committed regular walks to deliver. By the time he'd completed his part of the city (August 2021) he'd delivered over 31 delivery areas, and 9000 booklets. There are amazing people in our churches!

A MIRACULOUS DELIVERY COORDINATION IN WANGANUI

In one city a pastor who was to coordinate the delivery was unable to do so due to a significant family health matter that came up. It was early March, four weeks until Easter, and nothing was coordinated — but none were fearful, as this is a 'God thing' or it's a 'no thing'! He suggested we call a particular Indian pastor. Through discussion with him we emailed and sent messages to 7 pastors we knew personally to ask involvement. That pastor hadn't coordinated anything city wide before — but knew them all. He then also called them — and they were willing. So too were other pastors he then also called. Hardly a week later everything was sorted, with 14 churches involved — which is more than were involved the previous year. Together they covered a city of about 35,000 people with joy. God's Church is amazing!



Explanation:

Why we have a strategic focus on history — *and three related testimonies*

Those who tell the history write the future!

- Culture is passed on from one generation to the next through story.
- Our nation has powerful testimony in its history. We are distinctly 'Christian' — if measured by values. (Our values are not atheistic, or matching those of any other religion)
- Our people have been denied a knowledge of their history, so they are malleable. Few can defend who we are as a nation, as few know.
- As an example of the power of a story from history, if Christianity were an imposition of colonisation it would have no place in the future of our nation. However, if it were invited by Maori, embraced by Maori, and spread by Maori, it would be legitimately here. By telling the story of the Gospel invitation and embrace in this nation we protect the legitimacy of Christian faith here.
- The above is just one of many important and significant stories in our bicultural and values history. (The seven existing Hope Project booklets contain about 50 more stories)
- A challenging dynamic to this is that those who control the present control the past.
- However, there are 800,000 'regular' attending church members in this nation. If we can gain the perspective discussed here, we could yet

make an enormous impact through our shared storytelling and creativity!

- Doing this will also change the starting point of our 'God conversations' as the cultural benefits of the Christian faith (which is foundational to who we are as a nation) become better appreciated.

We are working in multiple ways to not only see these stories known — but to help key church leaders come to an increased appreciation of the strategic importance of this area so they will take this to their congregations, denominations, and other networks.

This is the same process engaged upon with regard to the bicultural narrative — with many players involved.

This explains the focus on history in our booklets, radio series, and more.

This area is also one of our 6 strategic pillars. However, this catalysing of a greater appreciation of the strategic importance of our values history to the future of the NZ mission is the most lagging area of our work! We need help. We need others to see and pick up this baton also. We need investment to help us create more resources that tell our nation's stories.

Telling of the testimony of our history changes perspectives. Let's keep this conversation going.

See 3 testimonies next page...



MĀORI LADY SAYS — I READ THAT, THEN I STARTED FOLLOWING JESUS

An older Māori lady came up to Dave saying, "When you started speaking I was thinking, 'Who's this?' Then I realised you understand our people and are connected to the Hope Project. I read one of your booklets — and I saw our people in it, so I read it again and again and again. Then I decided to become a Christian and later came to this church — so I don't read your booklets anymore. I read the Bible!"

THIS IS AMAZING! CAN I HAVE A COPY OF ALL BOOKLETS — BECAUSE I WANT TO TELL THESE STORIES!

A lady who read a booklet contacted us to say she was simply blown away by the stories from history, because they told us so much about who we are as New Zealanders. We were delighted to send her a copy of each of the other six prior booklets — because of her desire 'to learn from them too'. She intended to then share them with her friends.

ELDERLY LADY ENCOURAGED BY HISTORY — ASKS FOR COPIES FOR FRIENDS

An 87 year-old lady from Wanganui contacted us — delighted at the booklet she had received, requesting more copies. She found the testimony of the history that explained where our culture freedoms have come from to be profound. She wanted more copies of the booklets so her friends could have the opportunity to read about this history too.

Extra — regarding the booklets

Unpacking Life testimony series — as in the booklets

The two new stories related to the 2021 booklet were:

- (1) Mandy Cremer
- (2) Raki Wiriingi

The videos of these stories generated wonderful interaction in our social media — and people contacted us in relation to the same stories in the booklets to tell us how they had been touched.

Tragically our team member who oversaw this series, Alex Watts, passed away November 2020, aged 36. A tribute to him can be found at the back of this report.



10DayChallenge.co.nz/stories



(5) Hope Project — Web Media

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

A year-on-year comparison is especially interesting here,

Hope Project Facebook

Total reach: 18% decrease Hope Project Easter (HPE)

- › HPE April 2021: 473,354 (as a subset of 1,734,832 impressions)
- › HPE April 2020: 638,080

The key reason for the decrease is the 2020 Coronavirus lockdown, during which people spent a lot more time online.

*Dave notes that some pastors' groups were shown numbers slightly different to the above, stemming from different ways this can be measured. The below comparisons remains the same.

Total engagement: 190% increase

(As measured by a 'like', comment, share or link click)

- › HPE April 2021: 196,928
- › HPE April 2020: 68,133
- › Comments: 26% decrease
- › Shares: 19% increase
- › Link Clicks: 600% increase
- › Reactions: 20% increase

Some analysis of Hope Project social media

- The increases in data are intriguing. Of special note, a 'link click' is the one thing a person can do who doesn't want anyone to know they have been 'to a religious webpage'. (If they commented, shared, 'liked' or 'hated' a post, other people would know they had been there). A 600% increase is remarkable, and it shows people are somehow more interested in our message than

a year ago. Maybe it is as in the saying, 'As the world gets darker, the light shines brighter'. Even if religious freedoms were to one day be more restrained, the best day for the NZ Church might yet be ahead!

- Concurrently, Christian materials on public platforms online continue to polarise audiences.
- What motivates people to write negative and hostile comments? Some people who comment on FB to purely 'rubbish' the content are not interested in engaging in any conversation — yet they still feel it's their right to put negative comments up that have no purpose. E.g "What a load of dingoes kidneys", "Go away", "How on earth did I get this garbage pop up", "Happy spring equinox, silly ignorant Christians", etc. Social Media algorithms people condition people to only view things that they agree with. As a result the tolerance levels of society are being eroded, and an increasing number are losing the ability to engage with any point of view that is different to their own. Concurrently they feel they cannot ignore something that doesn't say what they like — so feel compelled to attack it.
- There continue to be evidences that more people are watching conversations than are participating in them. This highlights the importance of care in the tone and innuendo of every single comment.
- For a contrast, comments connected to videos usually resulted in encouraging one-liners. Measuring their impact is therefore more difficult, though content is clearly faith-building.
- Atheists continued to try to cause trouble related to the topic of Easter's pagan roots.
- Christians also continue to cause trouble related to the topic of Easter's pagan roots. The 'Jewish Christian' / 'Jewish Roots' movement is a contributor.
- A shortage in good manpower to engage in online discussions meant that many opportunities were again missed — however we finally see a team developing.



Building a social media team

Attempts to find people through churches who could help interact with people in our social media platforms have failed.

We are now intentionally noting Christians who make wise comments in our social media, to invite them via FB messenger to engage again prior to the Christmas or Easter period. While many Christians make small positive statements, very few have the knowledge or wisdom needed to engage meaningfully in difficult conversations. We hope the number of people we have identified will grow, and that we'll be able to gain their repeated involvement.

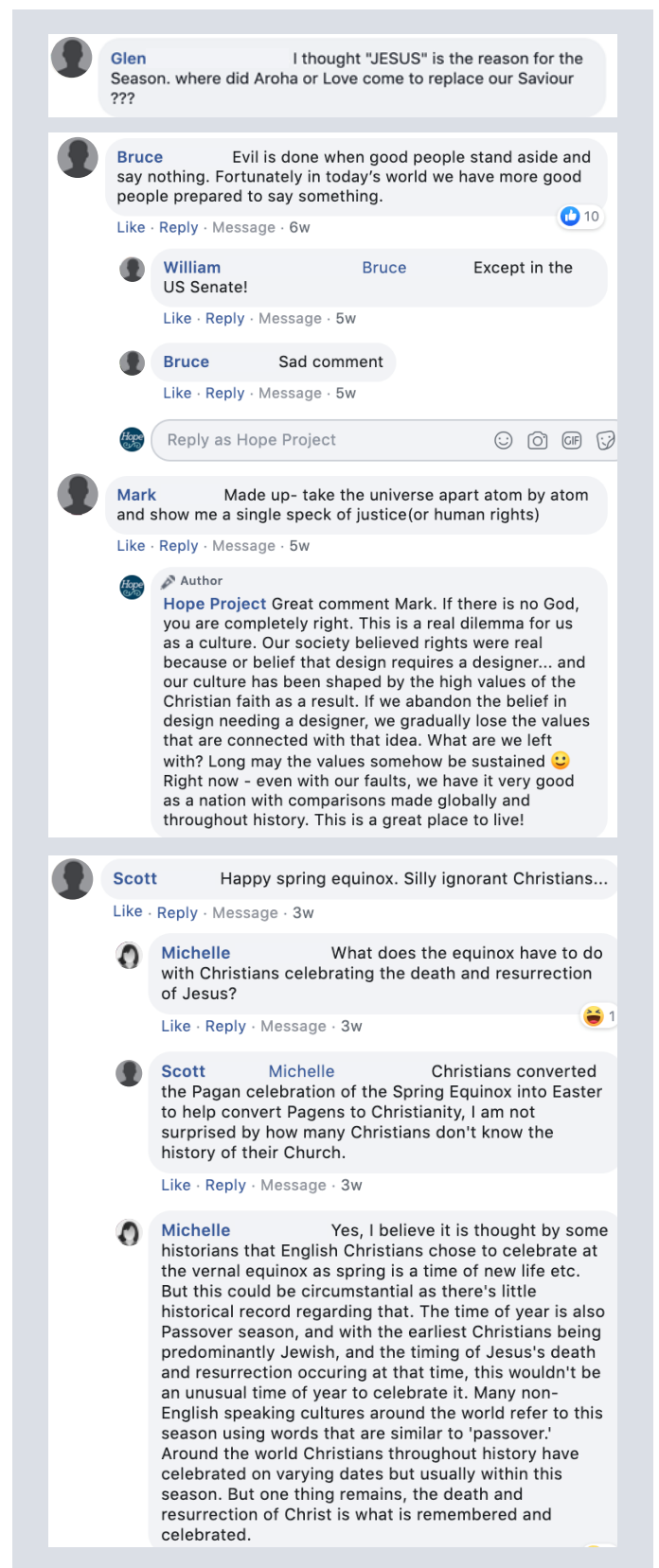
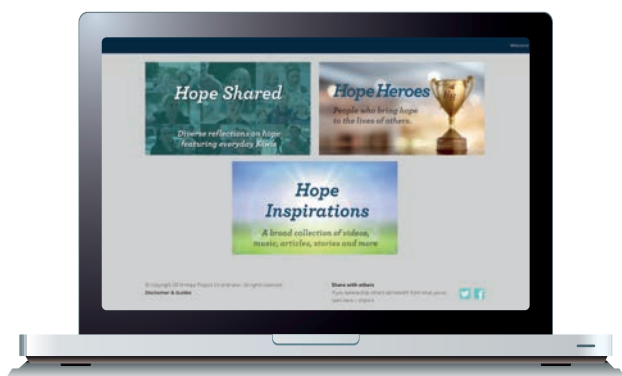
Our social media at ANZAC

Our public social media continues throughout the year. A small amount of finances goes into enabling this to be delivered with a quality matching that of the Easter and Christmas periods.

This year we targeted our ANZAC social media for improvement, to lessen some contentious engagements our posts were getting — while improving the overall reach and effect. Our goal is Christian messages being visible in the public square.

We researched stories of some New Zealand chaplains who died in the wars, and then created versions of these stories suiting social media, with longer versions of each at a designated webpage. Interaction was remarkable.

A dozen more similar stories are planned for use in the coming few years. Meanwhile, similar work is being done to improve the nature and level of engagement in other seasons of the calendar year.



Pop Labour and national have destroyed this country they follow the United Nations agenda 21 new world order one world government 🐼

Like · Reply · Message · 6w

Author
Hope Project Living with hope is largely about attitude. Even if you are right, it still remains that we are in one of the most free, prosperous and equality based societies not only in the world today, but in human history. Despite the challenges - which we are to engage with in a democracy, we also have every reason to feel very appreciative for our blessings. It could be said that we all 'won the lottery' when we were born in this nation. Glass half full?

Like · Reply · Commented on by Dave Mann [?] · 6w

Dave **Hope Project** Not iof you listen to all the activists whinging and moaning around the place. According to them, it would be better in somewhere like Iran or Iraq. Trouble is, they don't just go

Like · Reply · Message · 6w

David **Pop** How do you live? Do you live as someone who is a child of the King, do you live free as best you can, or do you cower away and whimper about all the evil in the world?

Do you stand up and fight? Do you challenge these abuses in any form, or just mutter "tut tut" over your cuppa?

There are those who are largely free yet cry over a little lost freedom, and there are those who are locked in a small cell 24/7, barely able to even move, yet revel with joy in that they can still spend time with Christ.

Remember that Paul said he found considerable joy in any circumstance. And also please bear in mind that we are, all of us in Christ in NZ with a small few exceptions (Hi DaveM! I count you among these exceptions) far too soft. We could actually use some challenges to our faith, some real persecution, to grow our character and grow the real church of Yeshua, not the Sunday-only church of pew-warmers we have today. If this statement offends you, good, it shows you want to grow. If you don't fit it, then double good - and with my thanks!

Kate Love is, definitely.

However, the reason for the season is actually a Pagan festival that was appropriated by christianity and renamed to suit their narrative.

Like · Reply · Message · 14w

Author
Hope Project Hi Kate. Not actually true. You are correct that the dating isn't Jesus' actual birth. No one knows exactly when that was. But the origins of the date and also of the tradition are specifically Christian. See a NZ academics blog on this here - <http://www.rightreason.org/.../have-yourself-a-very.../> Easter is a different story tho. The Jewish calendar kept changing in comparison to the Greek calendar. Too confusing for the growing Christian community. So they selected a date on the Greek calendar - which was later at the time of a different pagan festival - so the name 'Easter' became connected (and again - our Easter dating is the incorrect dating, due to changing to use of the Greek calendar. The correct date would be the Passover weekend on the Jewish Calendar). Interesting stuff 😊

Chas
Hope Project It's a pagan tradition, also half of what is in the bible is stolen, the story of noahs ark and the garden of eden was taken from the Sumar the Epic of Gilgamesh 700BC, quote me directly these secular academics and show me written proof other than the bible which is a claim not evidence that this jesus person ever existed - and don't quote josephus because his work was found to be altered/forged by the church.

Grant Christianity was the colonial plow used to crush Maori sovereignty..nothing to be proud of

Like · Reply · Message · 4w

James **Grant** terrible things have been done throughout history in the name of Christianity, but they are not consistent with the example and teaching of Christ, so they are not Christianity.

Like · Reply · Message · 4w

Author
Hope Project Thanks for comments. Regarding 'colonial plow' - it has to be remembered that Maori invited the missionaries here. They did this for a reason. The missionaries anti-colonialistic bent was interrupted when NZ was opened for limited colonisation in the 1830s (noting missionary involvement with He Whakaputanga to ensure together that Maori had a recognised standing as the Sovereigns of NZ, which s what protected them from outright colonistatoinm and necessitated Te Tiriti (as Pakeha couldnt govern in any way here without permission). However, as Wakefield set his sights here it was clear the place was going to be colonised anyway. It was the missionaries counterparts in the Colonial office in Britain who saw this first and raised the warning. Together they worked to see the Treaty that we have established - from a desire to protect Maori from Colonisation. It has to be remembred times were very different back then - and also that we're only talking about 30 missionaries with CMS as one example. They were a very very small group, who achieved unbelievable good - but who did not have the power to achieve their goals. The were also squashed and maligned because they continued to stand with and for Maori. For example, they continued to do church and also to teach in schools in Te Reo long past when the British had told them they were not allowed to. They were gradually squashed out of the picture (and especially as the Pakeha population boomed well past that of Maori, bringing a huge shift in public opinion against Maori). Newspapers were at times filled with accusations against the missionaries

Sal
Thank you Lord Jesus Christ Amen 🙏🙏🙏

Like · Reply · Message · 3 w

Amen 🙏🙏

Like · Reply · Message · 3 w

THANK YOU LORD JESUS AMEN

Like · Reply · Message · 3 w

Felicity
Absolutely...

Like · Reply · Message · 3 w

Ann
Oh taste & see that the Lord is good 😊

Like · Reply · Message · 3 w





Julie Conjunction of comets giants.
🌌🌠🌟🌌

Christmas is a pagan celebrations, we may twist it to serve Christ, which is "noble" but unfortunately only adds to the covering up of the truth.

Jesus is TRUTH and has NOTHING to do with liars. Liars to children on whom a givers is or liars on dates when He, our King was born. You were ignorant, but now is a time not to be and serve Christ in spirit and in/with TRUTH.

25th Dec is NOT Jesus birthday - they liar to us and laugh at your help in covering the true meaning.

The coming days you are to celebrate for the elite and powerful pagans of the world who have already deceived the entire world in darkness are about to be entering a new age, a change in the demonic tactic they are about to become light.

It is not the star of Bethlehem on display. It is the cross over of dominating power which God Almighty has given them for a short season to test the entire world.

The rise of the False Christ (anti christ) the first white horse of the apocalypse is on it's way to make false promises to the world and deceive all the nations, apart from God Almighty own children, who know better.



Trev | https://www.therefinersfire.org/christmas_is_unbiblical.htm

Like · Reply · Message · 13w



Author

Hope Project Hi Trev. Thanks for your comment. No one debates the reality that this isn't the date of Jesus' birth. No one exactly knows the date either. However, the tradition is very clearly connected with the Christian faith, and a desire to remember the radical idea of God becoming human, to reveal his character and nature to us. All cultures have their traditions. This is certainly a very good cultural tradition! For an alternative article that suggests a more 'open' approach, also explaining the origins of the dating for this tradition, see <http://www.rightreason.org/.../have-yourself-a-very-.../>.

Like · Reply · Commented on by Dave Mann [?] · 13w



Maggie **Hope Project** you need to open your bible and find out how much God hates it. Before it's too late and his fury is poured out on your idolatry !

Like · Reply · Message · 13w



Maggie **Trev** great article except I believe Jeremiah 10 is indeed referring to the Xmas tree. So clearly obvious is that scripture. December 25th is the celebration of Tammuz the reincarnation of Nimrod King of Babylon.



Jillian Christians should keep God's festivals, not the counterfeits. He has commanded us to observe the sabbath and others which honour him. Christ mas does not honour God, no matter which way you dress it up.

Like · Reply · Message · 14w



JoandMike Amazing changes through history and lives that are being changed. Just read it.

Like · Reply · Message · 5w



Geoff There is no hope without God and you can only know him through Jesus.



Lyn Mine is a Nativitree. the old guy in red doesnt get a look-in on my home.

Like · Reply · Message · 14w



Ellie Beautiful pic! ❤️

Like · Reply · Message · 14w



Moira Love you! ❤️❤️

Like · Reply · Message · 14w



Carole Amen

Like · Reply · Message · 14w



Venessa Amen 🙏❤️ ...

Like · Reply · Message · 14w



Johann Amen 🙏🙏🙏

Like · Reply · Message · 14w



Carolyn God's gift to all love hope and peace let us not forget those being persecuted those at war the homeless and the sick pray for them



Jennifer I am sorry, but the real Christmas message should be centred between September and October. Yeshuah was not born in December, so why tell lies to our children, for them to grow up and tell lies to their children. Please check your history starting from Herod's census.

Like · Reply · Message · 14w



Author

Hope Project Thanks for your thoughts. You are probably correct. However it remains that our own culture established 25th December as Christmas, and our nation gave us all a public holiday, because of a desire to remember the birth of Christ. This remains a significant cultural memorial - even if the actual date of Christ's birth is unknown. We note the following article which articulates a few useful things on this. All the best! <http://www.rightreason.org/.../have-yourself-a-very-.../>



Kay A beautiful promise to us-thank you Jesus!

Like · Reply · Message · 13w



Chris For God so loved the world that He gave His only begotten Son that every one who believes into Him would not perish, but would have eternal life.

Like · Reply · Message · 13w



Sina My Lord might in heavenly Father ❤️ Amen!! ❤️

Like · Reply · Message · 13w



Melinda In JESUS Mighty Name 🙏 Amen

Like · Reply · Message · 13w



Natalie Wonderful words. 🙏 4



HopeProject.co.nz Website

People connect with this via social media or the web URL found in the Hope For All booklet. This website serves as a 'storage site' for media shared on social media.

- › 7,246 unique users with 14,176 page views
- › 64.58% 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 3.12%. This demonstrates again the polarising nature of religious content when amongst public audiences online. While online media can reach large audiences, the quality of engagement is far less than print or face-to-face.

Hope Project YouTube

Meanwhile, 2,969 people watched videos on the Hope Project YouTube channel (down from 3,659 last year), resulting from HopeProject.co.nz and 23,209 promotional impressions when they were watching something else. (This data is separate to the same videos viewed on Facebook platform as these are uploaded separately).

10DayChallenge.co.nz

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

- › This website had 2,975 unique users, with a 53.64% bounce rate.
- › The bounce rate again reflects the polarising nature of religious content with public audiences.
- › The 10 Day Challenge app had 267 unique users.

Regarding church use of the 10daychallenge.co.nz website, our survey of partnering churches revealed that 62% were aware of it, and 19% had encouraged members to use it with new believers. This is remarkable, given it is a 'sitting asset' requiring very little maintenance. It is meeting a need.

When a recent year to year comparison is done, a pattern of increased use is revealed.

	Unique users	Page views
2019	1,057	2,902
2020	2,498	6,612
2021	2,975	7,701

We have no explanation for this other than increased brand awareness (trust), and the possibility of increasing spiritual interest as our society continues to be polarised.

A SNAPSHOT

Themes and objections in our social media

HOPE PROJECT CHRISTMAS 2020 CHRISTMAS POSTS

From anti / agnostic / atheistic view:

- Christians are claiming pagan holidays, all major religions borrow from old pagan myths
- Jesus / God doesn't exist, it's just a story — can't be proved
- Bible stories are fairy tales, not true, just embellished
- Religion imposing their religious beliefs and days on people
- Christians / churches are all about corrupt power and money
- Christians are deluded sheep and don't have any reason or logic — just believe fables
- Christianity has killed millions
- Christianity has taken lands
- Christianity controls people with fear and lies

Distracting / Unhelpful believer's views:

- Christmas is pagan — Christians shouldn't celebrate it, Christians shouldn't deal with counterfeits — only God's festivals



- Christmas is the birthday of Nimrod/Lucifer
- Santa Claus was considered Satan
- HP not promoting the real reason of Christmas — using other strap lines on the photos
- Jesus is reason for season — not aroha (love)
- Jesus before God is luciferianism

POSTS RELATED TO THE THEME OF HOPE

From anti / agnostic / atheistic view:

- God causing suffering to the world
- God lets people down and He cannot bring hope
- If God was real he would sort out the human mess
- Christianity is led by corrupt sinful leaders in churches
- God can't be trusted
- God / Jesus is a hoax — no real evidence and so-called miracles in the Bible
- Religion was made by perverted men and condoned by brainless weak and brainwashed people

Distracting / Unhelpful believer's views:

- Masks are dangerous*
- Wearing masks make you a slave*
- Don't do what is being dictated from the Government*
- Covid doesn't exist*
- Conspiracy theories*
- NWO, end times*

*There are two ways of
spreading light: to be the
source or the mirror that
reflects it.*

HopeProject
J.co.nz

* These unhelpful views resulted from use of a photo of someone wearing a mask — under which we had placed a positive comment about 'a challenging year behind us, and better year ahead.'

HOPE PROJECT EASTER 2021 HP Booklet & Easter Posts:

From general / anti / agnostic / atheistic view:

- There is a loss of Human Rights in society
- Political themes — immigrants taking NZ, US political issues, NZ government restrictions on property, water
- Animals need rights — we need fewer humans
- NWO & NZ Government agendas
- Christianity colonised and crushed Maori sovereignty, missionaries killed, raped, family were beaten for speaking the language
- Easter is pagan, Spring Equinox, Christians plagiarised and stole the festival
- Christians are ignorant of history and where Easter came from
- Jesus / God doesn't exist, it's just a story — can't be proved, religion and the Bible stories are fairy tales
- Religion is the curse of the earth and the cause of wars and death
- NZ's heritage was not Christian, it was from the beliefs of Maori and Polynesian, Christianity is a 'white religion'
- NZ is not a Christian nation, Christianity is not part of our culture, only 9% go to church weekly
- Religion / Christians are bigots, full of delusion and exclusion and persecute gay, trans, abortion

Distracting / Unhelpful believer's views:

- Easter is pagan — Christians shouldn't celebrate it — Christians are
- supporting a pagan goddess event. If you celebrate Easter, God has not revealed his truth to you



- Easter is part of the 'old law' and shouldn't be celebrated
- The days & dates we celebrate are wrong
- Suggestions / assumptions that HP is part of SDA or Roman Catholic religions
- HP shouldn't use slogans like, "Paying it Forward", "Game On" as it waters down the true message
- The Bible was corrupted by Rome and popular versions have been corrupted to support false doctrine

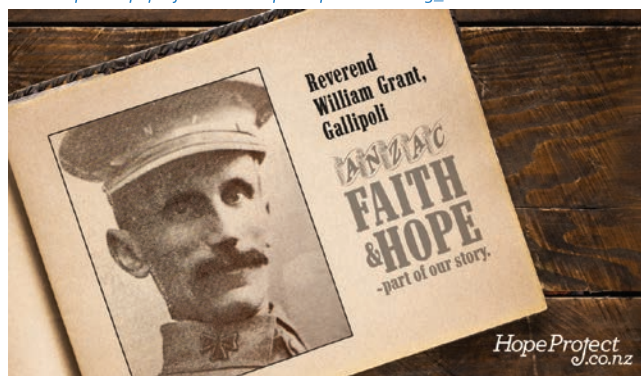
For perspective: There are many positive comments in our social media also. The above relates to the challenges.

ANZAC THEMES:

- There were a myriad of positive comments.
- Political responses — our freedoms are now being eroded that were fought for (referencing, NZ, USA and China governments)
- There was no honour in fighting Britain's war (anti colonisation)



REV WILLIAM GRANT – With the outbreak of WW1, despite being in his fifties and too old to be a soldier... William Grant's care for others saw him leave the safety of home and family to enlist. As a Chaplain he shared in the horrors of war – including on the rocky cliffs of Gallipoli. He joined troops constantly, searching the front lines for injured men. After fierce fighting at Chunuk Bair on 27 August 1915, he strayed into Turkish territory searching for the wounded – where he was seen and shot dead. Aged 56, Grant gave himself to serve amidst battles because of his faith that there is a hope even greater than the darkness of war. We remember him.: https://hopeproject.co.nz/hope-inspirations/#!mg_id=2630



(6) Partnership and funding

Partnership and giving

The Shining Lights Trust has 890 partnering pastors in churches across New Zealand, and 1785 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 our work continues to be lower than desired. For some statistics...

- In 2019, 74 churches and 386 individuals contributed financially to our work in all its dimensions in the year ending 20th May 2019.
- In 2020, 82 churches and 420 individuals contributed financially in the year ending 20th May 2020.
- In 2021, 60 churches and 385 individuals contributed financially in the year ending 20th May 2021.

We note that 2020 is the year the volunteer-based delivery was started — adding about 4000 or more extra volunteers to the equation. This coincided with a small increase in financial involvement that year — but also with a decrease the next. The small increase is puzzling.

Shining Lights Trust Income (for the year ending 31 March 2021)*

General Donations	\$ 25,900
Hope Project Donations	\$ 694,421
Personnel Donations (passed on)	\$ 25,960
Christmas Fundraiser efforts	\$ 17,115
TOTAL	\$ 763,396

Hope Project proposed budgets (Measured on a 20th May fundraising year**)

Hope Project Easter 2021 Proposed budget:**	\$ 594,514
Hope Project Christmas 2020 proposed budget:***	\$ 22,000/\$ 150,000



Hope Project Christmas 2020 — income and expense:

Hope Project Christmas proposed budget: ***	\$ 22,000
Actual expenditure	\$ 19,750
Income — specific to HP Christmas	\$ 17,776

Hope Project Easter & Christmas 2021 — income and expense :

Hope Project Easter proposed budget:	\$ 594,514
Hope Project Easter income	\$ 593,540
Actual expenditure	\$ 595,873
Deficit as at 20 May, 2021 **	\$ 2,333

Summary

In the wider picture, everything ran to budget. While the Easter 2020 effort had a notable deficit as at 20 May 2020, donations received later in 2020 covered this. These had been underwritten by team members in the interim. Apparent surplus' are funds in the bank at 31 March 2021 for the Easter 2021 effort – with accounts due for payment 20th April and 20th May 2021 (Good Friday was 2nd April, 2021).

We thank God for his perfect provision.

Notes

- * Accounts are audited annually. Be in touch with accounts@shininglights.co.nz for more details
- ** We fundraise to a 20th May year so there is only one fundraising period covering all Hope Project efforts — not two. The deficit on our budget as at 20 May 2020 was covered by donations received in October of that year. The financial year income seems to show more raised for Hope Project Easter and Christmas than needed by about \$70,000. This is only the case as measured at 31 March — noting a donation given toward Hope Project 2021 in April 2021 would not appear in these accounts, while a donation give in April 2020 toward Easter 2020 would. Hence the measuring of Hope Project funding as at 20 May annually.
- *** While the Christmas project as we envision it includes a simple run of TV ads, with increased web-media, the project is scaled to funds available as at 20th May. As funds were not available, we scaled down to \$22,000 — which ensured our leveraging of our superb social media team, and promotion of the wider vision to Christian churches nationally. See the Hope Project Christmas section in this report for more details.

To note what is funded separate to budgets specific to Hope Project

Other areas of work include portions of staffing and office, Godtalk.nz, media development related to equipping resources, the maintaining of 3 other websites and 2 other social media channels (separate to Hope Project and 10DayChallenge.co.nz), and expenses incurred in our significant travel endeavours to connect with pastors' groups nationally.

Summary of over-arching vision and 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. This has run 7 times since 2014 — enabling remarkable efficiencies through the analysis of data. This includes an overall reach that has increased — and an overall cost that has decreased.

The first run of Hope Project Christmas happened December 2019, with a 'zero dollar budget' for public media, as has also been the case for 2020 and 2021 based on funds available on 20th May annually. We continued with social media strategies, as our teams' achievements in this area are superb. Over-all, this Christmas effort is achieving its objectives — especially regarding a mobilising of the body of Christ behind a simple shared goal.

Hope Project Family has not yet been attempted due to funding. We maintain that it would be a highly beneficial endeavour for the Church of this nation, from a strategic messaging point of view, giving voice to positive stories, building positive perceptions in the face of negative perceptions, aiding the preservation of certain freedoms by way of using them — while also connecting people to the many amazing support services that local churches in our nation provide.



Images from 2020

Summary:

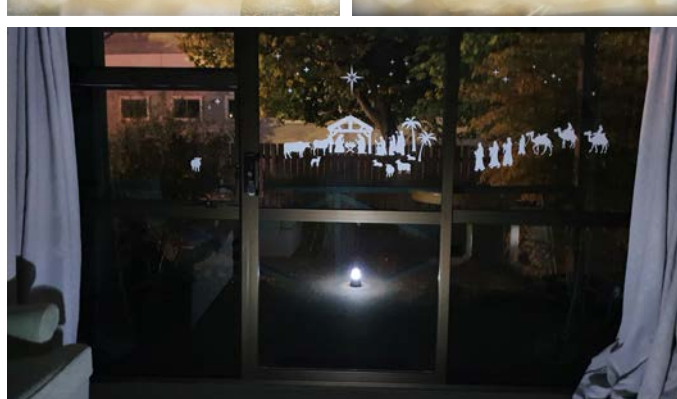
This effort is succeeding in its goals, and we pray the creativity given to it will continue to increase.

Looking forwards, our efforts will continue the same, as the pattern of promotion and networking is working to achieve the goal.

Regarding innovations — for 2021 we have been refining the reusable window Decal product and will market this through Manna Book Stores this year — and then through public (secular) bookstores in 2022. Our team are considering other innovations.

We see value in adding TV ads to this effort, but take consolation in the fact that the primary effort is the mobilising of others, and this is working.

We still pray that unity conversations in Auckland will turn a corner, enabling the possibility of wider involvement by this city in collaboration with other places. Auckland is the city in which most of our national media commentators and presenters live. United creative efforts there could have a greater level of impact were they to catch the eye of public media.



(8) Godtalk.nz

Background

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 568 youth and youth leaders in it, who receive the free monthly updates. These represent youth ministries in most cities and towns from Kaitia in the North to Invercargill in the South.

Director — Raki Wirangi / Dave Mann

Raki served part-time as the National Director for 18 months, but ending in this role December 2020 so as to move to take on a pastoral position in a church in Hamilton. He continues to encourage youth ministries where he is.

This has placed the 'ball' back in Dave Mann's hands, overseeing the monthly updates which exist to share resources, while promoting the vision.

The Regional Reps — Godtalk.nz/unity

While we can offer wisdom to networks of youth leaders in cities and towns where asked, without a National Director we are unable to bring together a network of key people from different cities.

Observations on the youth scene

Travels to meet pastors and pastors' groups enable us to develop a perspective on things that are happening. It is not the only perspective, but it is a reasonably unique perspective.

- We believe youth ministry to be weaker than when we started this effort just four years ago. This effort was started because pastors were sounding an alarm regarding the demise of youth ministry in our nation.
- In particular, we sense that there isn't the momentum needed in many places in our nation now for a vibrant united youth network or effort to exist. Where there is still enough momentum, there is a spirit of independence in the leaders. These 'unity groups' amongst youth leaders come and go. The leaders are typically young. The leaders are also not being inducted into an existing culture that understands unity things and their wider potential. Beyond the larger motivational conferences and camps, this places a limitation on developments in the current environment. Significant investment would be needed to break through to bring a change.
- In a meeting we called for denominational youth leaders early in the year we presented a request that we all intentionally build unity amongst youth leaders in each city and town for the four reasons listed below. To our surprise the group affirmed that it would not commit to encourage their youth leaders to unite with other youth leaders in the cities and towns they are from for the purposes of (i) encouragement so they last longer, (ii) enabling conversational equipping to help them stand, (iii) uniting them in their schools and (iv) enabling some additional united youth outreach events, to increase their overall outreach and efforts. The reasons why they resisted replying to the request with a simple 'yes' bewildered us to this day. The question was simple. All replies were long — and negative in tone toward the idea. We maintain that a united approach is needed, as a denomination alone cannot support its youth leaders in the way that is needed in these times. The denominational structures and the geographic Church structures of God's Church need to come together.



- We are encouraged by new networks of youth leaders in some places — like amongst Baptist and others in Auckland. But we concurrently observe that these tend to come and go. Without a willingness to partner more widely, momentum behind things like school groups (or the acquisition of cultural wisdom for difficult conversations taking place in schools etc...) will not come about.
- Positively — beyond our own Godtalk.nz effort which is achieving unique goals, we note that people running united youth outreaches are getting some traction, though the number of such events is surely at an all-time low nationally! Luke Collis is of specific note. But much more is needed. (Combined youth outreaches were monthly in many cities just 20 years ago).

Some data

- 45% of our partnering pastors were aware of Godtalk.nz for their youth group and its leaders.
- For those with a youth group, 58% affirmed that conversational outreach training was happening.
- Only 12% of the whole were aware of the Godtalk.nz resource being used.

Analysis

- If true (noting this is a survey of pastors, not youth leaders), the number being equipped is very positive, and higher than expected based on experience on the ground.
- If true, the percentage believed to be using the Godtalk.nz resource in their equipping is lower than expected based on experience on the ground.
- Regarding connection to or awareness of Godtalk.nz, it is pleasing that the vision is being heard. However, we doubt all of these pastors are actually connecting their youth leaders to Godtalk.nz. Experience on the ground tells us many pastors are 'hands off' when it comes to youth ministry, and bring very little guidance to what happens in the group. The above does not therefore represent the awareness of youth leaders — but instead of pastors.

Strategy, resources and plans

- Dave's primary strategy for promotion is to discuss youth outreach with pastors when meeting them. This approach recognises that youth leaders turn over regularly. If pastors value the vision that Godtalk.nz brings, they will get their successive youth leaders to subscribe. Their intentionality is the needed link.
- In 2020 an additional 10 conversational outreach equipping videos, with studies, were added to Godtalk.nz/equipping. We perceive these to be underutilised thus far. Face-to-face promotion to key youth leaders in different networks is needed, but this is difficult without staff.
- God willing, creating some simple videos on 'how to run a school group' will happen in 2022, pending finding someone to front the videos who has enough experience and success in this area to be a voice. No comparative resource exists as far as we can tell.
- Godtalk.nz needs a National Director who will (a) connect with denominational networks as an ambassador for conversational outreach equipping, unity and schools groups. They would also (b) connect with the facilitators of youth leaders networks across the nation wherever they come to exist. The hindrance is both financial, and in finding a person suited for this challenging role. It is a national role requiring a high level of self-motivation.



(9) Pastors' groups and Regional Engage Conferences, 2020 and 2021

Networking Pastors' groups — 2020

National travel to meet pastors' groups was postponed in 2020 due to Coronavirus.

- › A discussion video, considering the possibilities of national collaboration, was created and sent. This can be viewed at AllTogether.co.nz/pastorsgroups.
- › Later in the year Dave met with a dozen pastors' groups — especially working to relate to areas in which readiness to collaborate on the Hope Project booklet delivery together was a problem. All work in this space is about bringing encouragement. Challenges with the delivery are recognised as symptomatic of other things, noting how easy the delivery can be. This included specific connection with specific groups in at least 5 provinces, building bridges. This travel and networking significantly achieved its goals.

Networking Pastors' groups — 2021

The planned 2020 travels to meet pastors' groups in 60 cities and towns were undertaken in 2021, to engage in strategic discussions. The nature of these conversations, like all conversations, is about journeying together and developing perspectives together, one step at a time. Outcomes are measured in longer-term trends, rather than by immediate data (even though there is some of that also).

- › Planning was managed via AllTogether.co.nz/UnityTour2021
- › A page of references is attached for encouragement.

Analysis:

The conversations had, and ideas discussed, could not even be discussed freely in most pastors' groups five years ago. The NZ Church as a whole is definitely on a journey toward a greater embracing of the idea of 'functional unity' (What could we achieve together that we could not achieve apart?).

Engage Conferences — 2021

To make use off weekends — as Dave has been in each province anyway, the above travels included 10 regional Engage Conference (with 9 completed at the time of writing this report).

- › Planning was managed via AllTogether.co.nz/Engage (EngageConference.nz redirects to this webpage)
- › A page of feedback from these is also attached, for encouragement.
- › Pastor Kristen Williams helped as a co-speaker at four of these conferences.

Analysis:

While attendances were moderate at best, and sometimes decidedly low, these conferences sit in a strategic space, purposed to affect perspectives. They are a contribution to the same conversations all our work has been about feeding. Based on prior experience, this 'injection of thought' into 20 or 40 or 60 people in a place, feeds into all manner of other conversations in the years that follow, and has an effect.

Were our staff team larger, and budgets also, maybe we could achieve a greater momentum in these conferences. However, with the sized team and budgets that we have, and also the reality that these 10 conferences are an 'extra' in our work, we recognise that the return-for-effort ratio from these conferences is very good.

As feedback is also very positive, this feeds into local awareness and appreciation of our work.

Relational connections with key people are also further consolidated through extra time with them, serving them and their people.



Unity Tour 2021

Feedback from pastors' group convenors

- ☯ I was aware of how useful input from Dave, as an outsider and visitor, could be. He has the ability to facilitate discussion with pastors regarding 'What can we be doing better together locally?' without being entangled in any internal politics. This can be hugely useful for catalysing change!"
- ☯ The guidelines on how churches could work together were practical and really useful: Do apart what you can do apart; 'We don't have to'; What can we be doing better together? And also all the resources available for churches to equip the saints for the work of the ministry."
- ☯ I was personally encouraged and helped by the sharing of things that are currently happening around New Zealand, including different resources on offer and practical ways churches can support each other."
- ☯ I feel that as a minister's group we are already on a journey of trying to help each other and connect more with a combined force. This visit and input was a helpful encouragement, and it was a shame so few of us turned up."
- ☯ I was encouraged by Dave's genuine interest in people...and his obvious passion for the health and advancement of the wider Kingdom of God. It was also helpful to be advised of people and/or ministries across the country that are worthwhile and making a positive difference for the Gospel."
- ☯ For our pastors' group this connection was ..hugely valuable. Christians/churches around the country will undoubtedly have a greater impact when we work together.."
- ☯ While our churches already have a good working relationship there is always room for improvement, this input encouraged us, and my guess is that there may be more resource-sharing in the future as we work even more closely together. The Shining Lights team seem to have their finger on the pulse of the needs of the Christian Church across Aotearoa."
- ☯ Thank you. You are a key resource to the church in NZ"
- ☯ Dave was very good at inspiring and equipping us for the task of conversational evangelism... [and] ...also very good at reminding us of our Christian heritage and its contribution to our nation."
- ☯ All felt that the range of strategic ideas, resources and connections it passed to us were valuable. We had the majority of our pastors... [present and] ...will discuss this further at our next meeting."
- ☯ I think it was fantastic. Not only equipping and encouragement for Evangelism and mission, but necessary strategic thinking that Dave is gifted with for such a time as this."
- ☯ This was of great value. Dave does a unique job of opening our eyes to see the better ways to dialogue with unbelievers. He is a think tank of ideas and resources for evangelism in the Kiwi culture!"
- ☯ So appreciate Dave's servant heart and vast experience and his connectedness to the church of Aotearoa as he's mapping out of a way forward."

Engage Conferences 2021

Feedback from attendees

- ☯ Truly amazing and helpful. A wealth of information, inspiration & direction to ponder and become more fruitful."
- ☯ Very encouraging, thank you. A significant voice for/in our nation. Excellent teaching and history."
- ☯ I learnt so much — you are a great encouragement to all — keep it up!"
- ☯ Wow, everything spoken about was gold."
- ☯ Absolutely loved the practical content you share about every topic!"
- ☯ Great delivery on real life issues that's now changed my thinking."
- ☯ I wish I'd heard some of this content years ago."
- ☯ I felt truly enlightened by what I learnt about the history of our nation and its relevance to sharing the gospel and protecting freedoms. Thank you!"
- ☯ Very, very challenging, enlightening & thought provoking in a positive & encouraging way."
- ☯ You are such an awesome communicator! Thank you so much for what you do / are doing. You are so easy, enjoyable & interesting and knowledgeable to listen to and for inspiring us and teaching us and gently encouraging us. Keep up the great work Dave, family & ministry."
- ☯ The energy, enthusiasm and authenticity was evident, & appreciated. Thank you for making it "simple" and also for providing so many different resources on the website. Thank you for coming & sharing with us!"
- ☯ Wished there was more people to have been here to listen and learn" (This was a feedback from every conference).
- ☯ I was helped and encouraged by the connection I got from this to other pastors. I'll start having coffee with each one with a view to strengthening our connections together. Thank you."
- ☯ Great presentation. Amazing content. Knowledge, skill, experience & research apparent."
- ☯ Great material — prompts a desire to learn more!"
- ☯ Gave me tools and confidence. Encouraged to be more intentional about having authentic conversations and using questions as a key to start and fuel those conversations."
- ☯ Tons of resources to go forward and like Dave, I lifted in faith!"



(10) Shining Lights Trust

Our 'top line' goal:

Bringing messages of hope to a world in need of hope.

Our wider purpose

The Shining Lights Trust exists to identify gaps in the outreaching efforts of the New Zealand Church and to see them filled with fresh innovation.

As such, we are a think tank at our core, working in a multi-faceted way toward the achieving of long-term goals.

Six strategic pillars

1. Cooperating culture

Catalysing a cooperating culture among pastors, and pastors' groups, leading to increased capacity for united action at all levels nationally.

2. Skills equipping

To catalyse personal conversational training to enable confident engagement in witnessing and other conversations at personal, city and national levels.

3. Leadership strategy

Equipping local church leaders with strategies for mobilising their members, in a sustainable way, to personal witness.

4. Youth mobilisation

Equipping Christian youth leaders and youth with conversational skills and leadership strategies that help them represent Christ well together.

5. Delivering public media

Sharing hope while preserving Christian freedom.

6. Christian values and bicultural history

Making famous the legitimate and powerful stories of Christian impact that exist within our bicultural and values history.

Multiple efforts support each of the above goals — including the encouragement and support of other organisations.

Hope Project is leveraged to strategically feed into all 6 areas.

Travels to meet pastors' groups strategically feed into all 6 areas.

2020 primary areas of focus

- Hope Project Easter
- Godtalk.nz promotion
 - › Adaptation due to Covid-19 led to resource developments:
 - › 10 new Because We Care videos and 10 new Godtalk videos
- Other subsidiary resources also — including more 'A Minute in History with the Hope Project' radio pieces.
- Hope Project Christmas
- Michael Taylor joined the team as a project manager, and Kaya as part time administrator.

2021 primary areas of focus

- Hope Project Easter
- Unity Tour (strategic meetings with pastors' groups nationally, including 10 conferences)
- (Dave working separately on a school curriculum resource related to upcoming NZ history education).
- Hope Project Christmas

(11) A team to be thanked!

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

We are grateful to every one of the approximately 4000 volunteers who helped with the Hope Project Easter booklet delivery — and the coordinators in each of 80 cities and towns. Thank you!

We thank pastors and their pastors' groups for friendship, and for amazing openness and willingness to discuss difficult matters related to the future of our unity and outreach in this nation.



A tribute to Alex Watts (1984 — 2020)

Alex joined the Hope Project team at the start of 2013 from a sense that God had called him to help the project get off the ground. This was a time when few believed the Hope Project would ever happen — but Alex was truly a man of faith, and believed it would. In 2014 the first project was achieved, with the gospel going to homes nationally for the first time in over 30 years.

Alex's heart, adaptability, character and skill sets were remarkable. Regarding skill sets, he brought media, videography, TV, script writing and advertising skills with him. In our work Alex inputted into branding, and created our entire 'Unpacking Life' testimonial series which has had more than one hundred thousand views online annually, with more on Christian TV. The first drafts of written versions of these stories that appeared in Hope Project booklets were also written by Alex. Alex also did the videography and editing for various of our other video programmes, from talks on bicultural history, through to training videos on conversational evangelism, through to leadership training videos on how to build outreaching culture in a church. These were seen by pastors' groups, in church services, small groups, combined church gatherings and on Shine TV especially in the 2013 to 2016 period when our work focus was about getting these themes on the radar of churches nationally.

Alex recorded Engage Conferences to help content reach wider audiences, and also helped us create some ridiculously short 5 minute outreach equipping videos as an experiment — which worked. We follow the format of those videos to this day.

Beyond videography Alex inputted into scripts. When asked about various media and marketing things, his insights were so profound that we began to ask his opinion regularly — as did a marketing professional in our team! We then invited him to join our advisors board. The average age of others in that group was about

60, while Alex was just 34 years old. Yet he had wisdom to merit this involvement.

Alex was also the hands-on person managing interactions in our Hope Project social media for a number of years, which connected with hundreds of thousands annually. He had wisdom for the nature of these online conversations, which can sometimes be difficult.

The annals of history in heaven will tell of the reach of the things Alex did for the gospel. We were only one ministry he worked with — with things he initiated himself, like the 'Footprints of Hope' documentary series in addition.

However, what is not so easily seen are the challenges Alex lived with. He suffered ill health for years — and didn't complain. He missed all social life in the evenings because his health required him to go to bed early every day (including leaving team meals before dessert). Yet he kept his cheer. He gave compliments freely, encouragement meaningfully, and chose remarkable faith and contentment despite limitations.

Alex passed away in November 2020 at age 36. We had all become friends. He stayed annually at the Mann family house; one time for six months. Conversations on the phone, and in person with Alex and a few of our media team members were regular — and almost weekly. Many meals were shared, with all manner of matters related life and faith meaningfully discussed!

Alex was simply amazing, and we miss him!
"Well done Alex!"



We thank all churches and individuals who have financially supported also. Thank you!

Finally, we thank our team, including the board, office team, office volunteers, and Hope Project regional reps. Also 'subcontractors' who help with media development, media buying, web media and websites, content development, videography, graphic design and more.

When the scope of our work is considered as compared to the size of the core paid team, we are very humbled. Thank you!

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)

The Shining Lights Trust Board

Alan Hood (Chair)	John Elliott
Richard Burne	James Williamson
Tamati Cameron	Dave Mann

Tauranga-based office team

Dave Mann — Director
Michael Taylor — Project Manager
Maree O'Halloran — Accounts
Kaya McCarthy —Administration
Vanessa Bishop — Database and systems

The Tauranga-based wider team, plus media members

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

Hope Project Regional Reps

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

Hope Project Delivery Coordinators: 80

Delivery volunteers: Approx 4000

Thanks also to

C3 City Church Tauranga.
Chris Booth
Generate Ltd
Generate Insights Ltd
Luke Cawte
My Promo Video and Freddie Muller
Second Mile Ltd
"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

Weblinks

Hope Project — public website HopeProject.co.nz
Hope Project Christmas — info for churches
AllTogether.co.nz/Christmas
Hope Project Easter — info for churches
AllTogether.co.nz/hopeproject
Equipping resources — see the dropdown menu at AllTogether.co.nz under 'resources'
Faces of some of our team — ShiningLights.co.nz/our-team
Godtalk — Godtalk.nz
10 Day Challenge — 10DayChallenge.co.nz

Facebook

- › Hope Project NZ (for public audiences)
- › All Together NZ (for church audiences)
- › Mahi Ngatahi (for pastors in pastors' groups only)

To donate — AllTogether.co.nz/donate



HOPE PROJECT 2021 STATS



Project budget: \$594,514
Project Income: \$593,540
By May, 2021
Total Expenses: \$595,873



FINANCIAL PARTICIPATION
60 churches + 385 individuals
↓-26.8% ↓-8.3%

2-12 MILLION TOTAL
SEE TV ADS

TV campaign audience:
40% of 18-54yr olds
an average of
3.7 TIMES



TV OnDemand Impressions:
231,361 150% ↑

BOOKLETS
1-37 MILLION
HOMES

Church booklets:
160,000
Spares remaining:
Approx 30,000



890 PASTORS
FROM
721 CHURCHES

People receiving
MONTHLY PRAYER
updates:

1785



4000 **DELIVERY VOLUNTEERS**
COVERING **1,100,000** HOMES IN **80** CITIES & TOWNS

Church digital ENGAGEMENT



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

Users Sermon/Study
UNIQUE 13,175 resource users: **1310**

PAGE VIEWS **119,581**
May 2020 - May 2021:

Hope Project **13,199** | Christmas **7,591**

BOUNCE RATE **3.12%**
(reflecting high level of engagement)

'BECAUSE WE CARE' Total Plays **17,048**



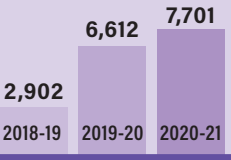
Reach
710,131
Engagement
250,810 149% ↑

Easter Link Clicks up 601% Reactions up 20%
Christmas Engagement up 71% FB Frame used: 1,205x Shares up 23%
Alltogether Total FB Reach **25,000**



PAGE VIEWS ALL OTHER WEBSITES

10 Day Challenge
10dayChallenge.co.nz



HopeProject.co.nz
14,176 ↑ 39.3%
shiningLIGHTS.co.nz
7,658 ↑ 27.3%



PARTNERING CHURCHES

Intentional outreach-equipping: **57%**
People equipped: 50,700
(estimate — not counting efforts by non-partnering churches)

Played Videos



23,710
67% increase

CREATED



NZ 'Christian heritage'
RADIO SPOTS: 17



BECAUSE WE CARE VIDEOS: 10
YOUTH EQUIPPING VIDEOS: 10



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TRUST

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