

# 2022 Shining Lights Trust and Hope Project Report

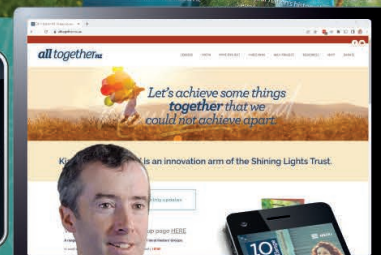
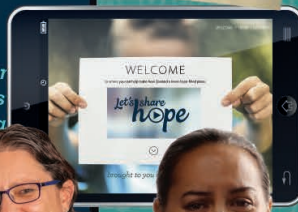


## HopeProject nz



AM  
GRACE  
ZING

Celebrate the true  
meaning of Easter  
at a community



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND



shiningLIGHTS  
TRUST





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## 1. Introduction

### from Dave Mann — Director, Shining Lights Trust

In summary, the past year was spectacular! We are very grateful to God for his favour, and to all the amazing people who have so willingly partnered together to enable so many things to happen.

The first section of this report will introduce our 'strategic pillars' — with a brief report on our work in these areas found in the pages following.

Our own analyses of efforts, and strategic reflections arising from these, are plentiful — as this is the nature of our work. This report will keep things simple and brief. However, if there is interest in more detail on a matter, please do freely be in touch.

A summary of some statistics is on the back page. Some short testimonies are included remembering that all of this is really about people!

The names of some core team members are found near the back. We thank them — and all who have participated together or supported any of these initiatives!

Looking to all God can yet do



**Dave Mann**

Director — Shining Lights Trust



## 1. Shining Lights Trust Mission & Overview

### 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, 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. Words that best describe the core of our work are strategic, networking, innovating, and catalysing.

### Shining Lights Trust – 6 Strategic Pillars

SLT exists to: Identify gaps in the outreaching efforts of the New Zealand Church to see them filled with fresh innovation.



### Functional Level Strategies

All SLT Strategic pillars are underpinned by these key areas

#### 1: FUNDRAISING

Ongoing financial support

#### 2: MARKETING

Identity / communication / brand messaging

#### 3: TEAM

Operational personal / volunteers / partnerships



## An overview of our annual calendar

### January to May

- › Communications / Outreach Today Magazine
- › Hope Project Easter — media effort
- › Hope Project Easter — volunteer delivery

### June to September

- › Unity Tour and Engage Conferences
- › Strategic review
- › (Resource development)

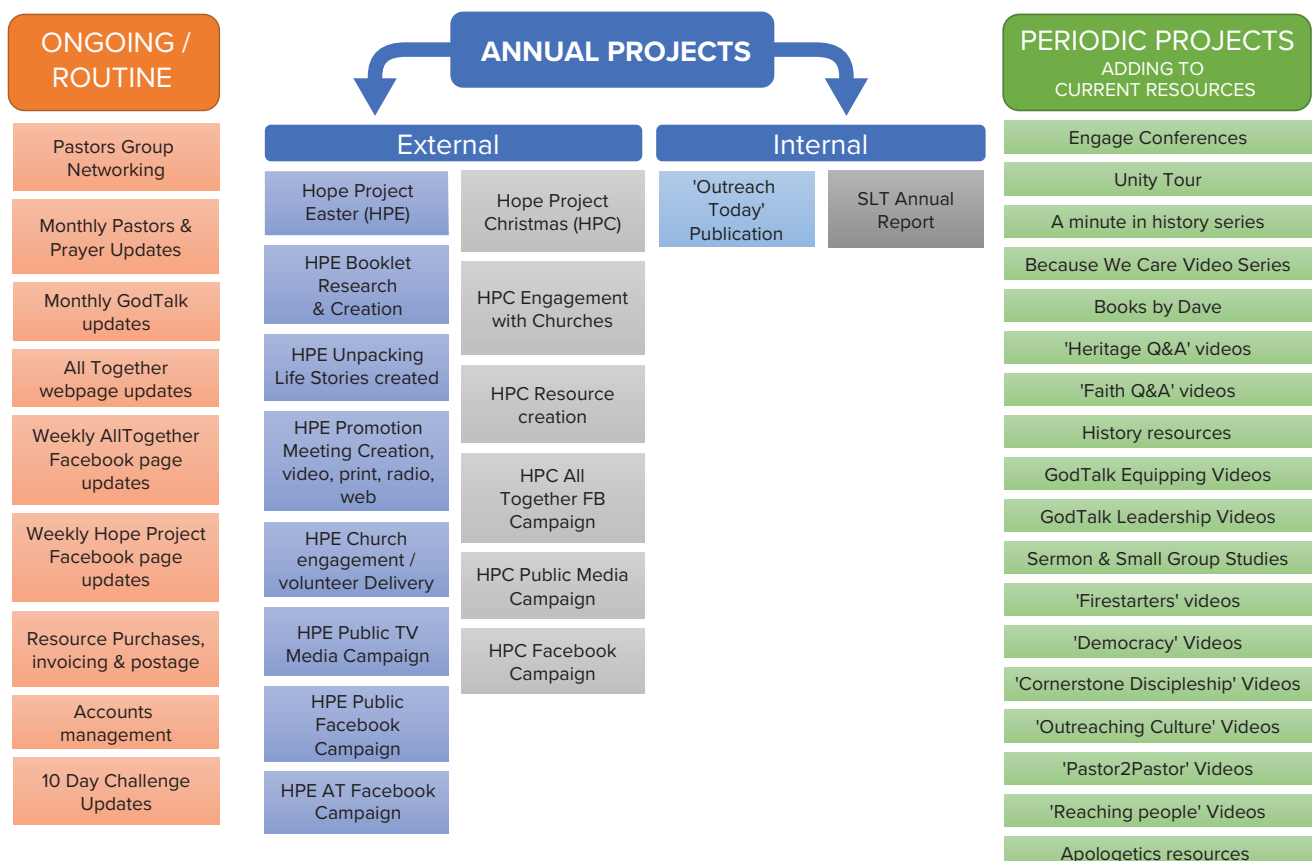
### October to December

- › Hope Project Christmas
- › Networking with leaders in preparation for Hope Project Easter

**Ongoing Areas:** Promotion to Churches including various monthly updates, 6+ websites, three social media channels, finances, Godtalk.nz, partnerships on a range of sub-projects, resource development, planning.

### 2022 — May onwards focus'

- Lay foundations for HeLP Project — as outlined later in this report. (Offers of funding support / general enquiries welcomed).
- Resource: A 7-booklet apologetics series — inclusive of video series and discussion guides. (Offers of funding support / general enquiries welcomed).
- Resource: A range of unique and new history resources are in process, including a specific 'NZ values history' resource (likely completed 2023),
- Hope Project Christmas





## 2. Cooperating Culture and Leadership Strategy

- a. *Partnerships*
- b. *Regular communications*
- c. *Unity Tour 2021, Pastors' groups and Regional Engage Conferences*

### a) Partnerships

The Church is amazing! We continue to enjoy all our interactions with God's people across New Zealand, including pastors, pastors' group convenors and youth leaders.

While the number of people financially participating decreased, needs were met. (See section 7 of the report)

The volunteer booklet delivery and prayer walk connected with the Hope Project was a sizable effort again. God's people and churches were again willing and desiring to see these booklets in the homes of their own communities. While there are always challenges, we thank God. His people are amazing!



*"When leaders lead in Israel, When the people willingly offer themselves, Bless the LORD!"*

— From Deborah's song as in Judges 5:2

### How we view partnership

Our work involves an amount of networking, and many partnerships. Different partners are enjoyed for different innovations and projects — partnering where we share the same goals, or vision. Many remain unlisted.

Partnership is about the Kingdom. We are a part of God's Church, and we serve the interests of God's Church. We do not therefore see specific projects as ours, nor those involved in them as our own volunteers. For example, a volunteer in Thames belongs to God's Church in Thames — not us. We just happen to have the privilege of partnering with them because of some shared goals or interests. These values play out in various ways — most likely to the detriment of us looking 'grand', but in a beneficial way with regards to effectiveness.

If we are effective in encouraging or somehow enabling changes, those involved will have led the change because they understood the reasons for changing and chose to do so themselves. We won't, therefore, be thanked — or sometimes even noticed. They will concurrently 'own' whatever change they have participated with and continue in it.

Some partners are shown in this diagram — while some others are listed in Section 8 of this report, where we thank various team members.

We are concurrently active promoters of the work of about 20 ministries and individuals to pastors' groups and others at various times — because all these works are a part of 'us', the Church. Active promotion in 2021, for example, included (but was not limited to) Thinking Matters, NZ and Beyond, Family First, Te Hāhi, 24/7 Youth Work, CAP, NZCN, UNASHAMED, Pioneer Ministry (Joseph and Leslie Lee), City by City and the outreaching work of Daz Chettle.



## b) Regular communications

Monthly communications exist to 3333 partners.

**We do one mail out each year to churches nationally**, this being the 'Outreach Today' magazine, posted early February to **1870** churches, plus another **990** individuals.

Separate to this, we send approx. 2 booklets per member to partnering churches only.

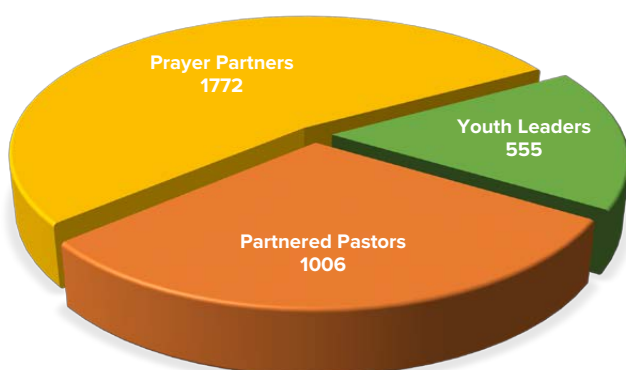
- › These are intended for the pastor to give them to the members, for their personal use
- › The fruit coming from this convinced us to keep doing it.

**In social media** we run three FaceBook pages with regular posts.

- › 'Hope Project' is public facing
- › 'All Together NZ' is for Christian believers
- › 'Mahi Ngātahi (Working Together)' is for church leaders committed to church unity in their city or town.

Content is deliberately varied on all three platforms — specific to intended audiences. Content includes intentional seasonal engagements with times like Christmas, Waitangi, Easter, ANZAC and this year Matariki.

### MONTHLY COMMUNICATION UPDATES



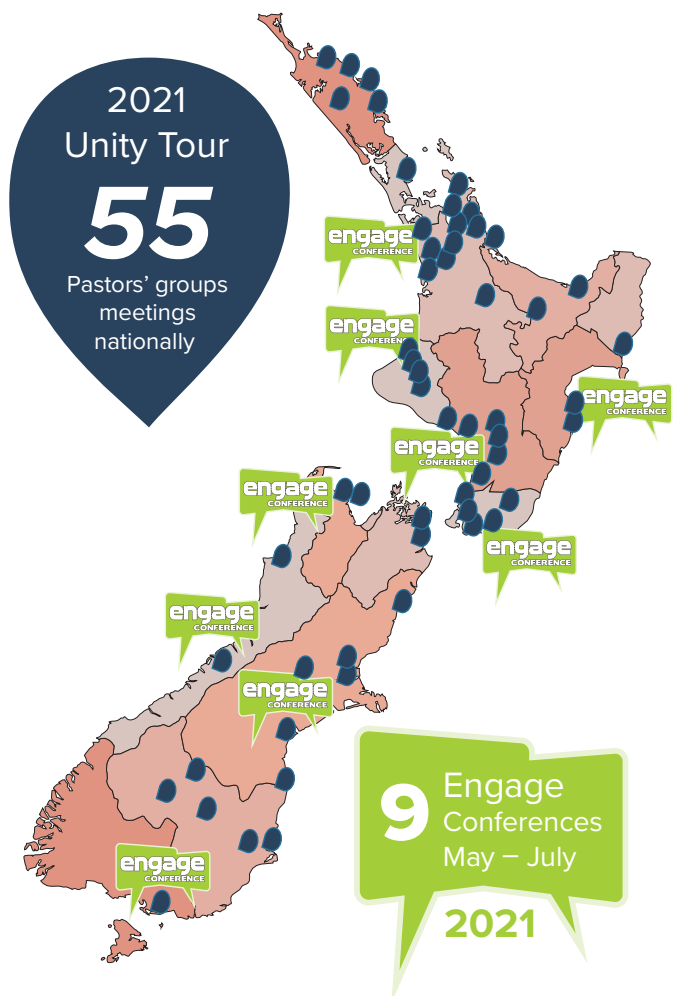
## c) Unity Tour 2021, Pastors' groups, and Regional Engage Conferences

### Unity Tour 2021:

We had an outstanding 'Unity Tour', meeting with 55 city and town pastors' groups for strategic conversation, discussing the goals / purpose / nature of these groups, while also promoting the work of about 20 people or ministries.

- Many pastors expressed very positive appreciation for the 'service' offered to them, by way of connection to resource, people, ideas and things happening in our nation that are relevant to the purpose of pastors' groups, 'lifting Jesus up' in the city

- › See some at [AllTogether.co.nz/pastorsgroups](https://AllTogether.co.nz/pastorsgroups)





- Dave's family (Heather and four boys) joined three months of the trip in a caravan and enjoyed their adventure.

About 8 planned pastors' group meetings in Auckland were unfortunately cancelled due to the Coronavirus Lockdown that started mid/late 2021.

## A new quarterly update:

A quarterly update was started specifically for pastors' group convenors. Previously we had only sent the same at the start of each year. This enables a communication line — which we had identified as a specific strategic gap, inhibiting 'functional unity' amongst us where it would happen otherwise if only we were aware of things. This is currently going to maybe 80 to 90 pastor's groups in about 70 different cities and towns.

- Each recipient can do whatever they feel to with that information. It is about enabling a communication line — not control of what anyone does with the information.
- We see wide benefits that can be catalysed through this awareness.

## Webinars:

In 2022 we have partnered with NZCN and City by City to host three webinars for pastors' group convenors. Our guests have been 'leaders' of unity, each with decades of work in this space behind them.

- › Roy Crowne (HOPE Together, UK)
- › Roger Sutton (Gather, UK)
- › Ian Shelton (One Heart, Australia)

## Engage Conference — 2021:

Nine regional conferences took place. Most were not highly attended, but nearly all were amazing times together. Kristen Williams joined Dave Mann as co-speaker in three of these. A

tenth conference was cancelling due to the Covid lockdowns in the later part of the year.

Feedback was overwhelmingly positive — see AllTogether.co.nz/Engage. The purpose of these is to seed fresh ideas and thinking, and we have found these efforts to be fruitful, despite low numbers. If attendees go away with new thinking, they pass that on to others.

Four strategic messages from Dave that were a part of some of these conferences can be viewed at AllTogether.co.nz/Engage

**2022 travels:** Due to lockdowns, we planned a year without much travel, instead focusing on resource development / forward planning through the winter months.

**2023 travels:** Because HeLP Project is coming up, we expect an amount of travel in 2023.

## In summary

The goal in this area of our service to God is to serve and to catalyse new thinking and innovation — not to control anything.

The below webpage for pastors' groups includes some videos of webinars for pastors' group convenors, feedback from pastors' group convenors, and various articles / thoughts relevant to our unity and collaboration.



› AllTogether.co.nz/pastorsgroups





## 4. Outreach Skills Equipping

### Intentional Conversational Outreach Equipping

The dream: Conversational outreach training in every pulpit, every small group and every youth group, every year.

Whatever we can do to serve this goal is a valid part of our work.

This continues as one of the most important areas of our work, with a wide range of resource available.

Our role is maybe as a 'voice' that speaks up to remind churches of this important area — to build a sustained CULTURE of conversational outreach effort in their members.

This kind of culture can only be built through habits that church leaders embrace — rather than through a programmes based approach. Hence the scope of what is offered to churches, inclusive of leadership ideas, pulpit, small group and youth group resources.

See AllTogether.co.nz/ATConsulting — and more in the drop down under the 'leaders' page.

### NEW RESOURCE: "CONVERSATIONAL SKILLS FOR HOSTILE ENVIRONMENTS"

This four-week long sermon resource includes small group discussion guides, and power points. The topics match those in the newest 'Because We Care' videos (Series 3 — released late 2020), which are on the same topic.

- AllTogether.co.nz/equipping-videos-members
- AllTogether.co.nz/sermon-series

### Regarding data

- With 800 partnering churches (as distinct from just over 1000 partnering pastors), based on our survey we estimate the number equipped for 'conversational outreach' by their pastors in the past year to be approximately 41,600.

The AllTogether.co.nz website is the hub of our resourcing for pastors, leaders and churches — with links through to Godtalk.nz for youth and youth leaders.

### NEXT STEPS

We are content in existing strategies. This is a fruitful area of our work.

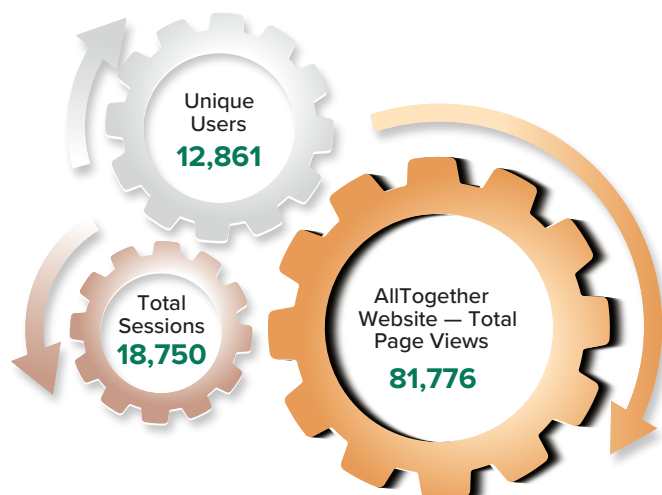
We are aware we need to continue to be a voice for "conversational outreach equipping through pulpit, small group and youth group", because doing this is not yet the habit of many pastors, or a habit (culture) yet created in many denominations.

### RE NEW RESOURCES (2022 AND 2023)

Re apologetics: Dave is working on a 7-booklet apologetics resource targeting use with (a) older youth and young adults in churches to help to fortify their faith so they stay in it, and (b) as an outreach resource for thinking individuals.

The booklet series will be offered to churches through a one-time 'bulk deal discount', suggesting purchase of a set for every youth and young adult.

Videos will accompany — with discussion guides, which will be available without charge online for use on Christian TV, in small groups, in youth groups, and for international use via international partners.



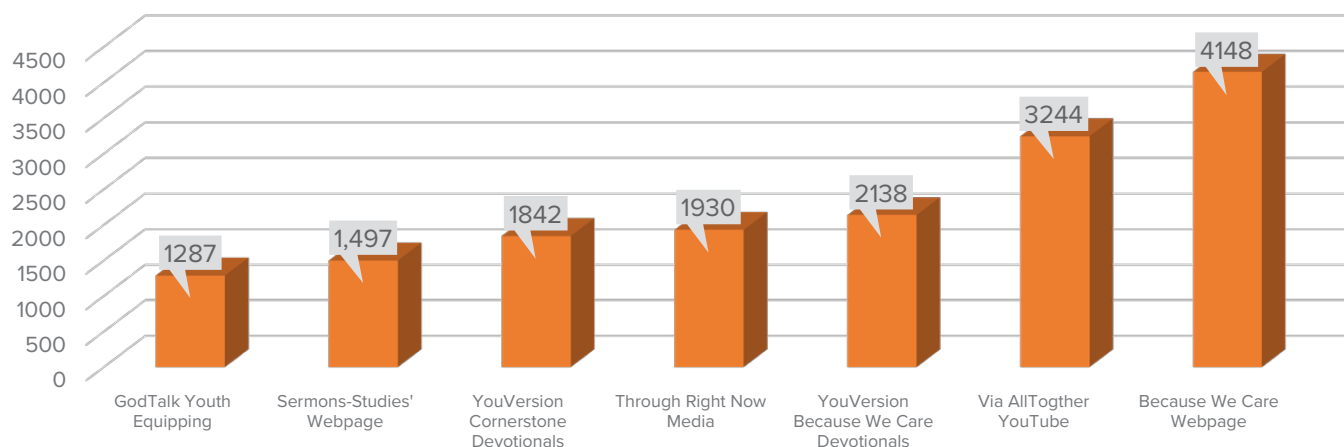
Re NZ bicultural and values history: Some resources are in continuous development under a different 'brand' identity than what we report on here. A specific resource on 'NZ values history' is planned — which we hope will be completed in 2023. While a simple resource, we believe it will be of strategic benefit for use with both church and public audiences.

If interested, see a message by Dave on, 'The importance of history to the future of the NZ mission' at:

› [AllTogether.co.nz/engage](https://AllTogether.co.nz/engage)



## CONVERSATIONAL OUTREACH EQUIPPING USE



## NEW RESOURCE

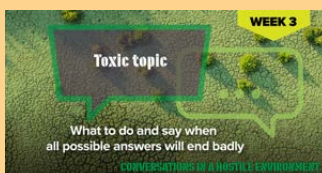
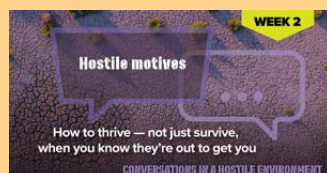


## Conversations in Hostile Environments (SERMON SERIES)

See: [AllTogether.co.nz/sermons-studies](https://AllTogether.co.nz/sermons-studies)

Find conversational outreach equipping resources for pastors, elders boards, small groups, and members via [AllTogether.co.nz/ATConsulting](https://AllTogether.co.nz/ATConsulting)

Or the same for youth and youth leaders at [Godtalk.nz](https://Godtalk.nz)





## 5. Delivering Public Media & Christian Values & Bicultural History

a) *Hope Project — Easter*

b) *Hope Project — Christmas*

c) *HeLP Project*

### a) Hope Project Easter

The eighth Hope Project Easter effort was another great success. Efforts went to plan.

The effort, especially related to the volunteer-based delivery, is a big effort — though rewarding. The things it catalyses make it worthwhile.

The public view the 'Hope Project' with favour, broadly recognise the 'brand', generally love the booklets — and we hear stories of people taking steps toward Jesus in connection with the various materials regularly.

A big change for 2022 was in the length of the booklet.

- We reduced it from 28 pages to 16 pages, in view of an easier read, and intentionally hoping for a better emotional connection for audiences. We felt that the 'historical series' had run its course as part of a wider effort to revive awareness of the Christian dynamic in our history for both church and non-church audiences.

#### Overarching budget and budget changes:

We have managed to keep the budget for Hope Project Easter to \$600,000 or less since 2016 — but cannot sustain this. A few years ago we also 'reallocated' some of the Hope Project Easter budget (\$25,000) to Hope Project Christmas, to enable promotion of the idea, and some social media engagement (all within the same \$600,000 total). Since that time, we have always raised funds for the two, as one.

- › In this time we have trimmed and refined the TV spend, with awareness of engagement assessed through studying web engagement in connection with the timing of ads, to focus on programmes/channels that get the best levels of engagement.

- › We have refined online spends to areas that data indicated endeared the most engagement.
- › We shortened the booklet from 36 pages to 28, and now to 16.
- › We shifted the delivery from being a paid delivery nationally, to volunteer based in all cities and towns of 5000 or more (letting God's people in each place choose what they would do).

Through these means — and by God's grace the total budget has stayed the same.

For 2023 we will

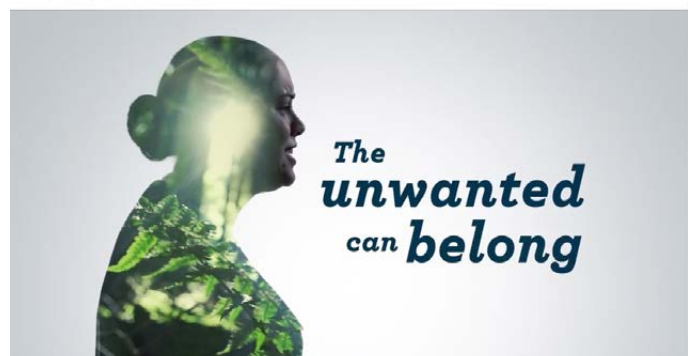
- › Increase the Hope Project Christmas social media spend by \$10,000
- › Allocate another \$40,000 to Hope Project Easter — in view of inflation.
- › The new proposed budget will therefore be approx. \$650,000, up from \$600,000.

*Communications with churches in coordination of the effort were via phone calls, emails, a 'delivery coordinator' network and Rhema Media (Radio & Shine TV – 2175 Ads).*

EASTER... it's part of our culture and part of who we are as a nation. This video offers a poetic exploration of what's behind this momentous event in our history, see the video below.

For more Hope Project content, visit our Facebook channel home-page, or for more on the Easter story click here: <https://hopeproject.co.nz/easter/>

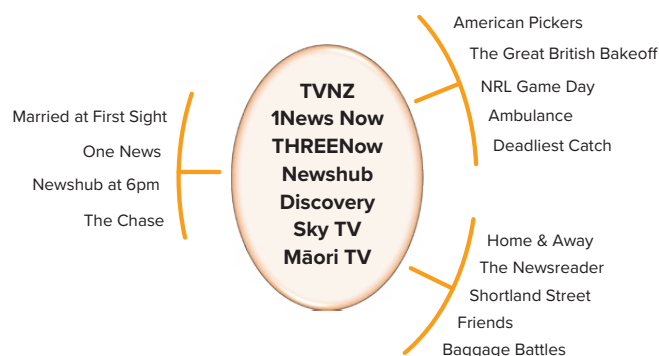
Or, if you'd like to celebrate with a church near you, click here: <https://hopeproject.co.nz/christian-communities/>



## (1) Hope Project Easter — Television

Our public TV campaign was again on a range of channels, with a 15-second ad about the booklet (featuring Dave Mann) and then the spoken word / poem (featuring Jade Hohaia) with both a 15sec and 30sec option

Easter Poem and Booklets ads were placed on these media platforms around the following programmes:

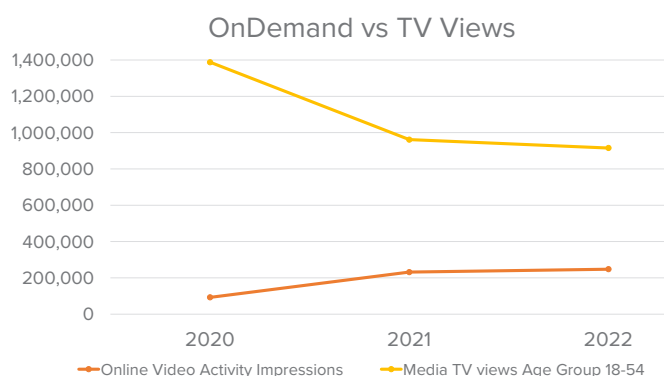


### Video OnDemand performed very well

OnDemand continues to increase which offsets the decreasing views via standard TV. OnDemand had an 87.3% completion rate.

### Budget and analysis

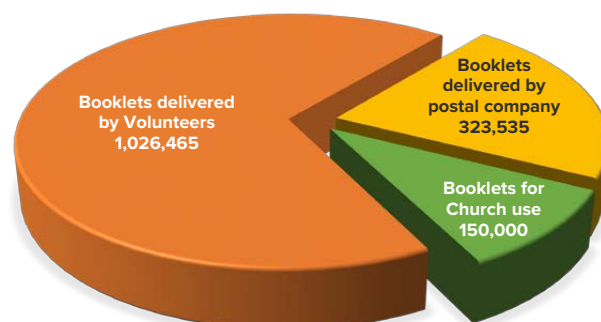
TV media performed very well.



As noted above, we had decreased the media spend related to the ads (on TV and online) by \$10,000. This possibly explains something of the decrease in viewership, while TV engagement during prior Covid lockdowns is another factor.

## (2) Hope Project Easter — Booklets and delivery

### 1.5 MILLION HOPE BOOKLETS PRINTED



As noted above, the booklet was reduced from 28 pages to 16, therefore ending the 'NZ values history education' focus that the prior 5 booklets intentionally had — with both church and non-church audiences in mind.

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

See all booklets online at [HopeProject.co.nz/ebooks](https://HopeProject.co.nz/ebooks) and [AllTogether.co.nz/orderresources](https://AllTogether.co.nz/orderresources)

### Strategic notes

There was no option for those desiring to, to deliver to 'no circulars' homes via visits to doors this year due to Covid restrictions.

A few volunteers each year reflect some discouragement stemming from the number of 'no circulars' letterboxes.

We continue to point out this is 15% nationally, though higher in higher socioeconomic areas.

Regarding attitude, we rejoice where we can gift the booklets. 'Every eligible home counts, because every person counts!'

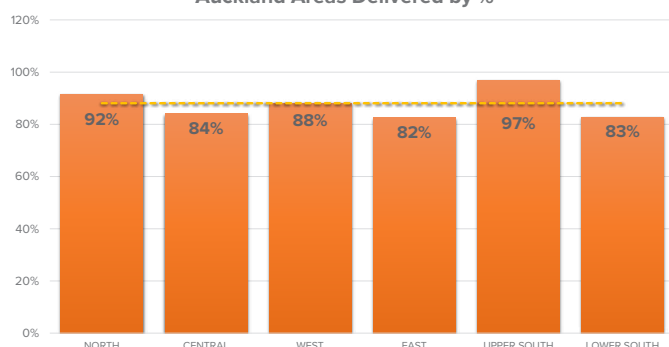




17% of surveyed churches confirmed that they had involved their youth in the delivery. We applaud their initiative.

The Auckland effort was encouraging in that some local church leaders took responsibility at a higher level for their city. Auckland has uniquely been a place where our team have had to step in to help the delivery happen. While outside help was still needed — it was less. The delivery was 88.1% achieved in Auckland. We thank God.

Auckland Areas Delivered by %



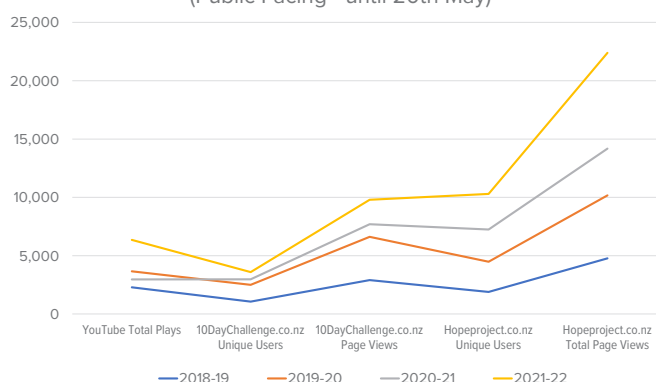
## (3) Hope Project Easter — Web and Social Media

Our public web media carries two brands. 'Hope Project' and '10 Day Challenge'.

### HopeProject.co.nz Website

This is our key public facing website, at which stories shared in our social media are stored and can be found for those wanting to view them, or to view similar material.

Year on Year Web User Trends  
(Public Facing - until 20th May)



### 10DayChallenge.co.nz

This is a 'gospel and discipleship' website — branded as '10 Day Challenge — a hopeful look into the Christian faith'. It is promoted in the booklets, and can be accessed from HopeProject.co.nz if people choose to click to 'investigate Christian hope'.

In addition to the web data in the graph above...

10 Day Challenge app had 255 unique users (not widely utilised — and not promoted at all this year)

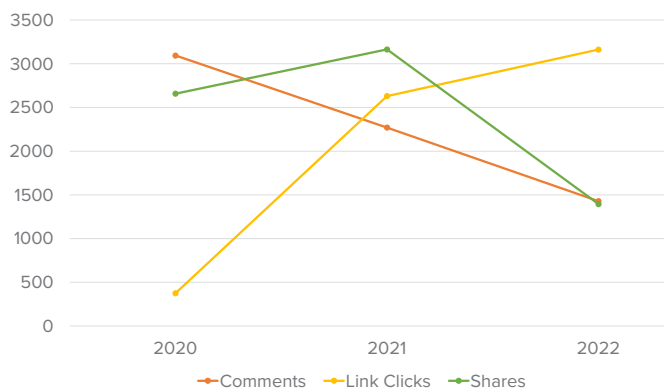
The 10 Day Challenge was also loaded as a 'Bible reading plan' into the YouVersion Bible App, where it had 833 completions.



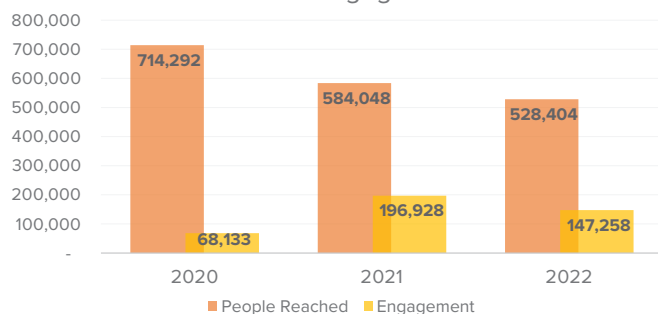
Our primary online engagement is in connection with the Hope Project NZ Facebook page.

For our Hope Project Easter Facebook campaign, statistically the reach has reduced by 26% over the last three years, while the 'quality' of engagement with media is above that of 3 years ago.

Hope Project Easter Social Media  
Types of Engagement



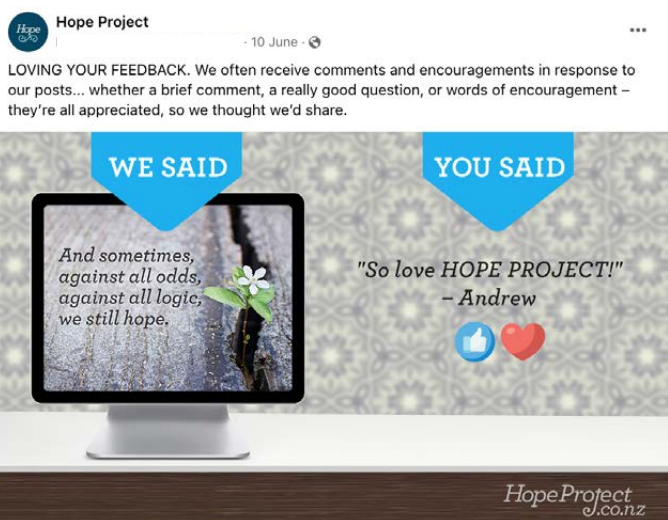
Hope Project Easter 2022 Social Media  
Reach & Engagement



- › Inflation decreasing the reach of an unchanged budget could be one factor.
- › Another factor is Covid, noting that the 2020 campaign was during lockdown, endearing higher engagement.

## Some analysis

- **Summary:** Our team connected with the social media part of this meet periodically, analysing data and refining strategies, considering especially improvements to how messages are shaped — to 'interrupt'/engage with audiences, timing, and budgets.
- **Need:** We note a need for more Christians to engage wisely and graciously in conversations.
- **ANZAC:** We made strategic changes to the way we engaged with ANZAC. This yielded good audiences and much positivity, including avoidance of unwanted debate around topics like the Ukraine, or the justice of WW1.
- **Matariki:** We put out some first posts related to Matariki just recently — with excellent engagement, though widely varied in opinions. There was again insufficient involvement from Christians who have some knowledge on our history, to bring balance to some conversations.
- **Coronavirus:** Strategies were used to try to keep all debate about Coronavirus, lockdowns and vaccinations out of our social media. These were successful.
- **The importance of our manner of engagement:** There continues to be evidence that more people are watching conversations than are participating in them.





## Unpacking Life

— Feature stories for 2022

The testimonial stories in the 2022 booklet were of Zion who came out of Gloriavale with his family, and of Mark and Carol who faced and overcame financial challenges with God's help.

Engagement with stories like this is always positive — on all platforms.

Most in the audiences read or watch without comment.

### An opportunity to do something new

Because Zion had communicated with such grace and at length in our interview with him, and also because Gloriavale is newsworthy currently in NZ, we felt there



were merits in the idea of creating a short TV programme telling his story — beyond the 5min video.

A 22min version of his story was therefore cut, which was then utilised by Shine TV and made available on YouTube and social media.

Interestingly, the longer version on YouTube has had 10,400 views at this point — as contrasted to 1400 views on the 5min story. (Note — data graphs in this report is measured only to 20 May).

All these stories generated wonderful interaction in our social media — with some contacting us directly also to tell us how they had been touched or to share their own journey and thoughts.

All can be viewed at [10DayChallenge.co.nz/stories](https://10DayChallenge.co.nz/stories)



## Snapshots of Hope Project Easter & Christmas Social Media interactions

Kapai nice"" so many Great Maori Matua Rangatira, too Represent a faith, that was Passed dwn to Our Mana Maori. Awesome ❤️ Kiaora Maori Kiaora.

Like Reply Hide 3 w

My favourite person from that difficult period Tony. A moment of genius, compassion, and profound insight.

for you now yes! Not forever.

Like Reply Hide 2 w

may logic and reason find you one day 😊

Like Reply Hide 2 w

**Author**  
**Hope Project**  
For an illustration - everything from nothing also makes no sense without a Creator. The alternative is to say 'we just don't know how this happened'. But the idea that this is more logical than suggesting the idea of some kind of Creator falls over fo... [See more](#)

Like Reply Commented on by 2 w Edited

**Hope Project** just out of curiosity why does jesus let 3 million children stave to death every year? year after year

Like Reply Hide 1 w

**Author**  
**Hope Project**  
There is a notable war happening now - is that Jesus' fault? A friend just got diagnosed with terminal cancer. Is that Jesus' fault? The Bible talks openly about this topic of suffering - explaining why things are as they are. But even an explanation that gives ultimate hope (if true) will feel deficient when we are suffering, right? Of note - most answers in the various religions give no hope. What's considerably unique in the Bible's explanation is that it is rationally coherent (if God exists and is good), and give hope, rather than just saying - it is what it is, and there is no hope. (Btw - if you don't beleive in God or Jesus, why do you point to him as if it were his fault? To note the irony of the question). I will pray for God to spare the life of my friend - to give her more years with family. But that may not happen - and every person dies. Is there more to life than what is material / physical? Is there a spirtual realm, a reality, a creator? The existence of suffering doesn't disprove God. But it does raise questions.

I found the HOPE Project Booklets I helped deliver were full of hope. I was challenged by the Maori Chief who forgave SO much. Very impressive proof of the reality of his faith.

Like Reply Hide 1 w Edited

Where in the Bible is easter mentioned.

Like Reply Hide 2 w

**Author**  
**Hope Project**  
Where in the Bible is the word rapture mentioned? While the word isn't in the Bible, the ideas or meaning we associate with these words. However, if your point is that Jesus actually died and rose on the Passover weekend on the Jewish calendar (different calendar) - you're entirely correct. Some other discussion threads reveal various people's thoughts on this 😊

I encourage all who have not done so yet to research the historical evidence for Christ, His Death and Resurrection. It truly happened, and we have reliable documents and extra documents outside the New Testament to testify to all of it.

Like Reply Hide 1 w

But didn't he get up and walk away? I'm confused

Like Reply Hide 1 w

**Author**  
**Hope Project**  
Easter Friday commemorates Jesus' crucifixion, while Easter Sunday his resurrection. The logic is that, if God exists miracles are possible. But if God is good - he'd have to explain that to us, because it doesn't look like he is from a look at this world (which logically reflects what he is like if he made it). Christians believe God's ultimate effort to reveal his good and loving nature was in coming in Jesus. For the logic of that, having never done any wrong, Jesus was unjustly killed - which God took as the perfect sacrifice for all who have done wrong (which all the rest of us - the innocent punished in place of the guilty). However, if he was the 'God-Man', he'd have to rise again to life. The early disciples (and hundreds of other eyewitnesses) say this happened. It would take a miracle of course - and that is what is claimed and believed. If spiritual things exist, miracle can occasionally happen. The best evidence he wiked around again is the fact that the disciples believed it enough to die for it. People don't die for things they know are not true. But believing God is loving and good enough to do all this is unavoidably a matter of faith. While various reasons point to the truth of this for people - including investigation of the details of the above, personal experience / spiritual experience that matches, and changed lives in ways they could never achieve otherwise etc... there is a spiritual dimension to it. Whatever our belief - we all put faith in something. So - yup. dead, then got up again.

Like Reply Commented 1 w

Amen

Thanks

Like Reply Hide 2 w

Thank you for acknowledging my Tupuna Wiremu Tamihana Ngāti Haua Tauwhare Pa...

Like Reply Hide 3 w

a great man

Like Reply Hide 2 w

Reply to

I got my hope booklet on my draw beside our Maori Queen. ❤️❤️❤️❤️❤️❤️❤️

Like Reply Hide 3 w

One of my favourite NZ historical figures, the King maker! 🇳🇿🇳🇿🇳🇿

Like Reply Hide 3 w

Wow that's my Tupuna.

Like Reply Hide 3 w

Sound very good read

Can I ask where the bible teaches about freedom please?!

Like Reply Hide 3 w

John 8.36 So if the Son sets you free, you will be free indeed.

Like Reply Hide 3 w

But this is freedom from our condemnation to hell, not freedom on this earth?! Yes?

Like Reply Hide 3 w

Freedom from sin, which gives us freedom in earth





Reverend  
Guy Bryan-Brown,  
Passchendaele

**FAITH  
& HOPE**  
-part of our story.

HopeProject  
J.co.nz





## Some stories from Hope Project Easter 2022

### STORIES FROM THE SLT OFFICE

#### THE 'NON-DIGITAL' REQUEST HARDCOPIES OF THE BIBLE

##### (A WINDOW INTO PEOPLE'S HEARTS)

- ❧ "Could I please have a hard-copy Bible. I feel I need to open myself back up — that's why I'm looking for a Bible."
- ❧ "Can I please get a hard copy of the New Testament? I read a pamphlet that was in my mailbox. Thank you for that, it was a very good read."
- ❧ "Hi... I would like a hard copy of the New Testament. I'm a new Christian. I love reading about God, and I love books."
- ❧ "I have just been out to check my mail and found a copy of Hope For All — Loved and Free. While I can use the internet, I enjoy reading books. Can I please have a copy of the New Testament? I am very very much enjoying reading through the booklet..."
- ❧ Another person wrote to request 6 booklets so they could give them to others — while asking for a hardcopy of the New Testament for themselves.
- What we observe in these kinds of requests is that, to the most part, these requests are not from church people. God is at work!

#### FULL SERIES BECOMING AN ITEM OF VALUE — AIDING WITNESS

- ❧ A trend is growing in which people are wanting the full collection of all 8 booklets. For example, "Please can have booklets 1, 2 & 7 and some spares to give away?" (We sent them the booklets requested plus 2 full series to pass on — which they expressed delight at). Others are valuing having the full series for their witness to strangers — because sometimes people say "I've read these ones — but not that one. Could I have that one please?"

#### MIRACLE DECISION

After the 2021 effort, the SLT Board decided to shorten the booklet from 28 pages to 16 pages. This was decided because (1) we felt the NZ values history series had achieved its purpose/run its course, and (2) to enable a simpler and more emotionally connected read. As it turns out, print prices changed so significantly in the year that followed that this change resulted in no financial savings. In fact, had we not done this, the project would have cost about \$100,000 extra! The same has happened with the delivery in the two years prior. We had felt to change this from paid to volunteer in all cities and towns of 5000 or more people. We believed God was purposing this — even though it put a significant extra workload on our office. Delivery costs have moved around \$50,000 from what we can tell in the past 3 years — and possibly more. Our God is good!





## STORIES ABOUT PEOPLE AND HOW THEY ENGAGED

### THAT PRAYER AT THE END OF YOUR BOOKLET HAD REAL MEANING IN IT FOR ME

- “A lady contacted us to say she was awaiting an operation — and nervous, and this had caused her to pray. Finding this years’ booklet in her letterbox she read it — and was touched. She told us that it was specifically the prayer at the end of the booklet had real meaning to her. She therefore wanted to read more about Jesus. ‘Could I have a New Testament please?’”

### ELDERLY MAN CHOOSES CHRIST

- “A story came in of an elderly man who gave his life to Christ after reading the booklet. His daughter was a Christian — and relayed the story back to her pastor. We thank God.”

### EVEN BEFORE THE DELIVERY’S OFFICIAL START — “GOT YOUR BOOKLET — NEW TESTAMENT PLEASE”

- “A week before deliveries were to start some were already so keen they were out delivering. One young man contacted us with this simple request, ‘We got your booklet in the letterbox last night thank you for that. Could I have a New Testament please.’ Right from the get-go in these efforts, there is interest in knowing more!”

### MET A LADY WHILE DELIVERING. AMAZING CONVERSATION!

- “When out delivering a man offered a lady a booklet — and she not only gladly received it; an amazing conversation opened upon which real life things were meaningfully discussed and connection made for a church who actively pray for their wider community. God is at work!”

### “PEOPLE ARE JUST SO WILLING TO RECEIVE THESE BOOKLETS!”

- “In a piece of feedback we’ve received many times, someone wrote saying, ‘The vast majority of people passing by that I offered a booklet too were happy, even keen, to receive one. One young man responded, ‘That looks great, thanks so much!’”

### BROUGHT A FRIEND TO HELP ME DELIVER — THEN THEY CAME TO CHURCH

- “A church member took a friend who needed company out to deliver booklets with her. Following this, the friend opened up a little more, and has now connected with their church.”

### IMMEDIATELY POSITIVE UPON SEEING BOOK — “A MATERIAL I TRUST”

- “A story was passed on to us, received from a volunteer who offered a booklet to a Māori lady while delivering. She responded ‘These are very good’ — and was even more delighted when opening it and seeing the story of Wiremu Tamihana Tarapipipi.”

### PEOPLE FROM OTHER RELIGIOUS TRADITIONS LOOK TO CHRIST

- “One church told us about a couple who had started attending. Their own religious background believed there were many gods. Having read the booklet, they were interested in Jesus and started attending a church with the desire to pray and learn more.”

### RANDOM BOOKLET — AND A DIVINE CONVERSATION

- “Finding a booklet, a church person sat in a park to see what it was about. Asking if he could sit next to her, a gentleman asked what she was reading — wondering if it was from a sect. A conversation was sparked in which the gentleman admitted to having walked away from faith many years earlier due to hurt - but now heard through that conversation a call from our loving Father to return.”

### MET A LADY WHILE DELIVERING — AMAZING CONVERSATION. WOW!

- “One volunteer told us of a lady he offered a booklet to while delivering — who gladly received it, with a conversation to follow. She shared about a painful situation. With discussion of faith in the picture, they concluded with the thought of connecting again to discuss more. The volunteer concluded their email to us saying — regarding their church, ‘We continue to pray that these books will help people in our area who are seeking God, to find Him in Jesus.’”



## ABOUT THE DELIVERY

### HOW DID HOPE PROJECT BENEFIT YOUR CHURCH?

We had a good amount of feedback on this from pastors. Comments included the following:

- ☞ A feeling they had of being a part of spreading the good news in our community.
- ☞ It encouraged people to pray for our community.
- ☞ Information from the booklet was used in our Waitangi celebration
- ☞ It strengthened connections among other church members
- ☞ We made contact with new people in our community
- ☞ We were caused to think how better to reach our community
- ☞ Raised awareness of how many families are in our area and the needs of many homes
- ☞ Many ended up having brief conversations with people they met along the way
- ☞ 'A family of 3, and another person came to our Easter services as a result.'
- ☞ We made it one of our church-wide community events for the year...a really good spirit among the 30 or so of us who delivered. ...pizzas/worship/prayer afterward ...encouraging time together!

### NOT ENOUGH SUPPORT FOR THE DELIVERY... ...THEN OUR PEOPLE CAME THROUGH

- ☞ In one place, insufficient support for the delivery prompted a pastor to take it to his congregation. "This is the gospel to the homes of our own city. We can't let the opportunity be missed — and it's so easy, all we need to do is go for a walk!" The pastor reported how God's people there rose to the occasion.

### HELP FROM PEOPLE NOT EVEN GOING TO CHURCH

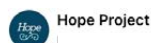
- ☞ A city reported that two people who didn't attend any church volunteered in response to the Rhema radio ads. One had since joined a church, while the other was watching a church online.

### WE CONNECTED WITH 40% OF THE BUSINESSES IN OUR COMMUNITY

- ☞ With Covid rules lightening, two friends embarked on a personal mission to offer booklets to the managers of their city's businesses. They reported that 95% accepted it saying "Thank you" — with the few that didn't declining politely. Where there was more than one staff they'd sometimes say, "I better give you one each so there are no arguments". They achieved an estimated 40% of the businesses before their 'legs wore out'.
- God's people do some amazing things!

## DELIVERING ON THE WAY HOME FROM SCHOOL WITH THE KIDS

- ☞ To achieve some deliveries a Mum walked her children home a different way each day, with the kids on scooters.
- A great life-lesson for the children.



EASTER - it's part of our culture and part of who we are as a nation. The events of Easter opened the door to new possibilities. If there really is more than this life, what is important today?

For more Hope Project content, visit our Facebook channel home-page, or for more on the Easter story click here: <https://hopeproject.co.nz/easter>





## NEW EXPERIENCES FOR TEENS

☞ Another shared how she took three 10-12yo girls from their church out to deliver. The youth were excited that they could be part of something 'bigger' — and commented they were glad there was no age limit so they could join in!

### 'ONE CHURCH TOOK HALF THE AREAS IN OUR CITY THIS YEAR!'

☞ In one city, the pastors' group convenor wrote to say, "Just to let you know, this year was a breeze to organise." A congregation had discussed the opportunity together and concluded it was a privilege they wanted to be involved with together. As a result, they ended up taking half the city — to the delight of the pastors' group coordinator. Every year is different!

### 'WHEN GIVEN THE OPPORTUNITY — OUR PEOPLE WERE AS KEEN AS EVER. THEY REALLY DO LOVE THEIR COMMUNITY AND WANT TO SEE THE GOSPEL IN THEIR HOMES!'

☞ A church in a rural town was greatly encouraged when 29 people volunteered again from their one church to ensure their local delivery was done — which is more volunteers than were needed.

### PASTOR BOLDLY PICKED UP THE DELIVERY 3 WEEKS BEFORE EASTER

☞ In one place the ball had been dropped. It happens. A pastor decided he still wanted the gospel in the homes of his city — so took responsibility to promote the delivery 'last minute'. A number of churches helped, but it wasn't yet completed. After Easter, a call went out to a local Bible college and others to help — and there was willingness.

- At all levels in this story, God's people are amazing!

### 'I TOOK ON THE DELIVERY — THEN KEPT BUMPING INTO PEOPLE WHO SAID THEY'D HELP!'

☞ While most-often churches rally together for the delivery — which keeps it very simple, things don't always go to plan. A volunteer coordinator for a city reported how they looked to God for help — and then kept bumping into Christians from their city who saw value in the effort. One volunteer had just been involved in outreach training — so wanted the experience of delivering. Another lady took half a suburb — and rallied 5 friends from her church to go for a walk. 3 others from a Bible study group then also volunteered. By such means, all eligible homes across their city received the booklets again. We thank God!

### BEFORE YOU CAN HAVE 'GIDEON'S 300' YOU NEED A GIDEON

☞ The 'Hope For All' booklet delivery was volunteer based in 90 cities and towns this year. The stories of how deliveries are completed in different places are always exciting because this is an effort that requires faith and unity. People who love God — whether a pastor or not, need to arise in each place for the task. They then need to courageously and tactfully work to pull people together for a city-wide effort. Things don't always go as hoped or planned. A few things often need navigating to achieve a whole city. So, leaders pray and step out, and all manner of amazing things then happen to see our nation's cities and towns completed!

- We can't help but see that God is raising up people in each place who have the vision and wisdom needed to enable united city-wide endeavours for the gospel!

### RURAL DELIVERY SUCH A BLESSING — THANK YOU

☞ A lady wrote who's non-believing husband had forbidden her from being involved in the delivery. She expressed her delight when the booklet turned up in the letterbox of their rural house anyway. "I am so very thankful to your donors", she said

- >> We reiterate that thanks!

## Summary:

We'll give the final word to a comment emailed to us from someone with four decades in the NZ advertising industry behind him.

"My sense is that 'Hope Project' has become an expected and comforting activity on behalf of the Christian Church in NZ. There's nothing else like it... and all churches (whether they admit it or not) rely on it to elevate the Gospel to audiences en-masse. I must confess to a certain guilty pleasure when I hear complaints remarking about... on TV... in letterboxes... on Facebook etc. etc. These adverse reactions reveal more of the recipient's emotional condition than any multi-levelled media assault Hope Project is exerting. My outtake... what Hope Project is doing is working... ..as water is to rock, it exerts its force gently over time — it inevitably has its effect to smooth and re-shape."





## b) Hope Project Christmas 2021

**The goal:** To see Nativity Scenes returned to public view at Christmas — including efforts by individuals, churches and in businesses.

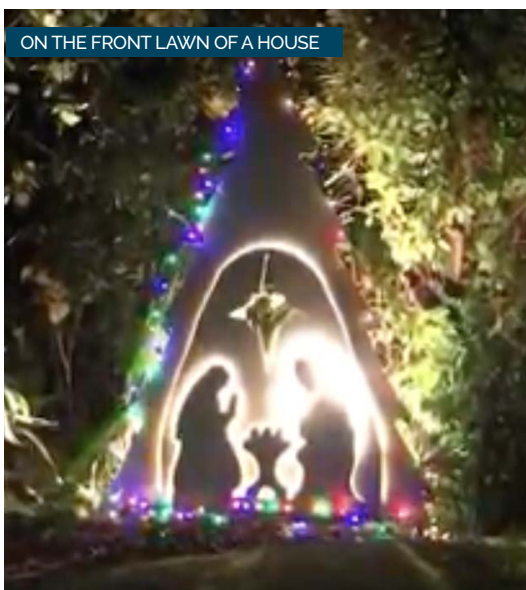
**To help:** A growing bank of ideas for churches, individuals and businesses are being collated at a single webpage: [AllTogether.co.nz/Christmas](http://AllTogether.co.nz/Christmas)

**A simple idea anyone can embrace:** A growing number of organisations are embracing this general idea as their own. A culture of public celebration, utilising nativity scenes and Christmas carols, is being encouraged.

**Promotion of the idea to church communities:** Efforts again engaged through Shine TV, Rhema Media radio channels (1132 ADS), emails to pastors and more.

- 3 blogs were written and circulated to tell the stories of three amazing efforts we discovered, so they could be duplicated. Details of various ideas for churches/Christmas are found by clicking on them at [AllTogether.co.nz/Christmas](http://AllTogether.co.nz/Christmas).

**Public facing media — from us:** With no real finances to engage as desired, we've leveraged our social media teams expertise, and that is about it.





- However, we do not believe this effort is greatly constrained by this lack of funds for public-facing media — because 'mobilising the saints' nationally to creative efforts can achieve the goal, and is the primary strategy.
- We dedicate \$24,000 to the promotion and public media for this annually, which we will increase by \$10,000 for Christmas 2022.

## Christmas products to empower efforts

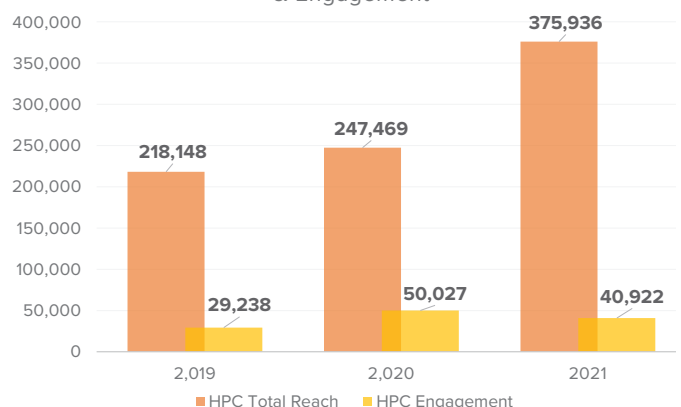
We only create products where we see a gap — and while they can cover costs, or generate funds to enable the next creation, the goal isn't finances. We limit what we create to things that we can't find elsewhere, and which serve the public-facing goal of 'Hope Project Christmas'.

- **Reusable Nativity Window Decal** — For Christmas 2021 we created an updated version of this
- **3D Wooden Nativity' display** — We created a supply of these, for the next few years
- **Christmas 30 second poem/video** — We shared a simple poem about Christmas, as a video, for use / sharing.
- **For 2023 — a first animation.** We hope to create an animated version of 'The First Kiwi Christmas', with rights of use generously given by the authors / artist / publisher.
- **For 2023 — new children's story about Saint Nick.** The purpose here is to tell the story that sits at the root of the 'Santa Claus' tradition. Alison Condon is the author and has written a spectacular story for ages 4 to 7, which an artist is now working on. An animation will hopefully follow.



- Social media engagements increased in reach, while decreasing in engagement levels overall. Reach was up 52%. Some areas of engagement were up (like link-clicks up 151%), while others were down (like 'shares'). As a strategic observation, 'shares' can be publicly seen — so could be avoided for 'religious' things, while clicking through to investigate further yourself would not be seen.
- Reception to posts was notably positive — though there are always critics.
- 'Nativity' Facebook frames had 1996 uses used in 2020 & 2021 — but due to changes in FaceBook rules are no longer available.
- Separate to our public-facing online media, our "All Together FB" page posts (for church audiences) reached a further 20,764 people with 5,343 post engagements.

Hope Project Christmas 2021 Social Media Reach & Engagement



- The careful wording of posts helped to avoid, or minimises, negative conversations about Covid, the fact that no one knows when Jesus was born, the 'evils of Christmas trees' Etc. The coming of Jesus was kept central.

## Summary:

This effort is succeeding in its goals, and we are blessed by the way God's people are engaging to see 'Jesus lifted up' in their own cities and towns.

[AllTogether.co.nz/Christmas](https://AllTogether.co.nz/Christmas)

## Analysis of Hope Project Christmas 2021

- Churches engaged very positively.
- The AllTogether.co.nz/Christmas webpage had 5,266 views from 1,871 unique users.



## c) HeLP Project

### Introduction

HeLP Project is a united communications initiative, purposed to promote things churches are doing to help people within their communities.

## HeLP Project nz

"Imagine an online platform where every church's community work is displayed, with stories of breakthroughs shared through public media, providing a place where those in need can seek out potential and applicable help. That's what HeLP Project is".

### Why?

A culture is fast-developing in public media that attacks Christianity — overlooking the thousands of positive stories that exist for every negative story.

No one is going to tell our story for us! We need to tell our story!

Jesus said, "...let your light shine before others, that they may see your good deeds and glorify your Father in heaven." Matthew 5:16

With five years of discussion behind it, foundations are therefore now being laid for HeLP Project, with a view for launch in 2023, God-willing.

This sits as the third annual 'Hope Project' media effort

- › Hope Project — Easter
- › Hope Project — Christmas
- › HeLP Project (because the hope and the help need to go together).

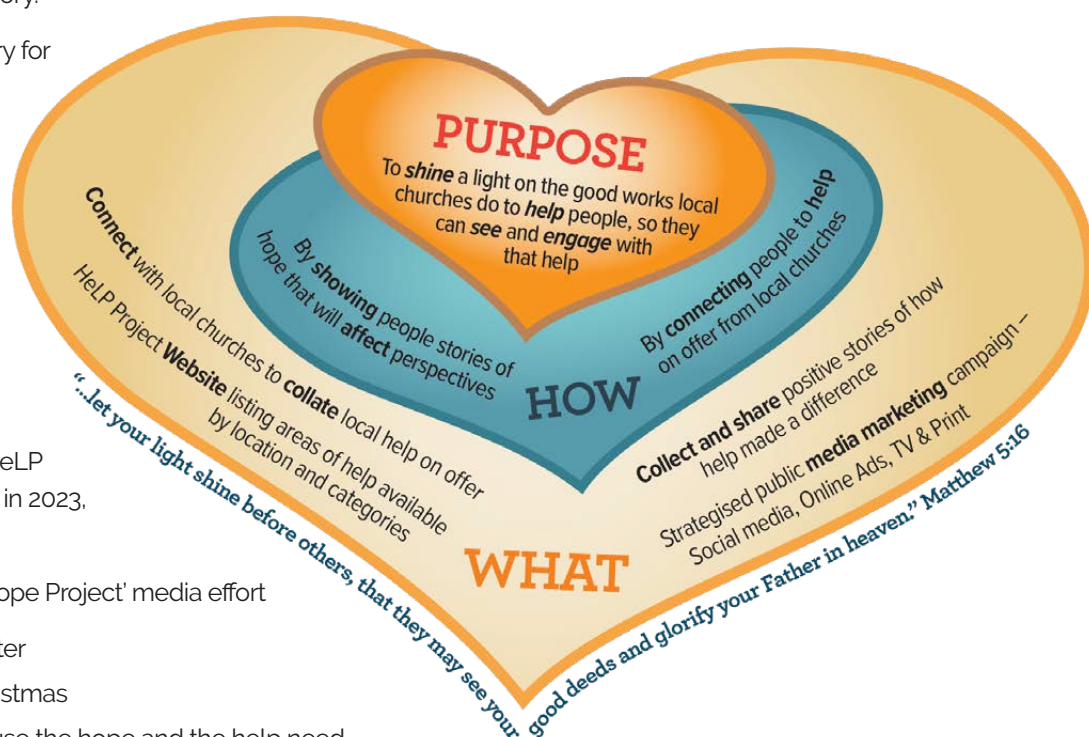
**To get specific — its purpose statement is:**

To shine a light on the good works local churches do to help people, so they can see and engage with that help.

**This will be achieved by...**

1. Collecting positive stories of help received through churches and their associated trusts — along with basic information about that help
2. Making that information available on a website, to be searched by location or category
3. While also taking the stories to market through
  - a) An annual midyear public marketing campaign — including social media, online and TV Ads
  - b) Year-round media — like Google Ad words — so people who search online for help in a given area can see an ad pop up that lets them know help on offer from a church near them.

By doing this nationally together there are remarkable economies of scale made possible.







Secondary outcomes are also quite significant — especially for churches together in each place.

## In summary

This is a very simple and beneficial initiative — that could be made possible through collaboration together.

Churches already do amazing work. This is about seeing that work — and the story, better connected to audience!

## Where we are up to:

There is an amount of background work needed to achieve this.

We have the networks — and we sense that God's people see the benefits of this simple idea.

We have been working 9 months already on the needed database and web integration systems for this (which need integrating with all existing data and its current uses first).

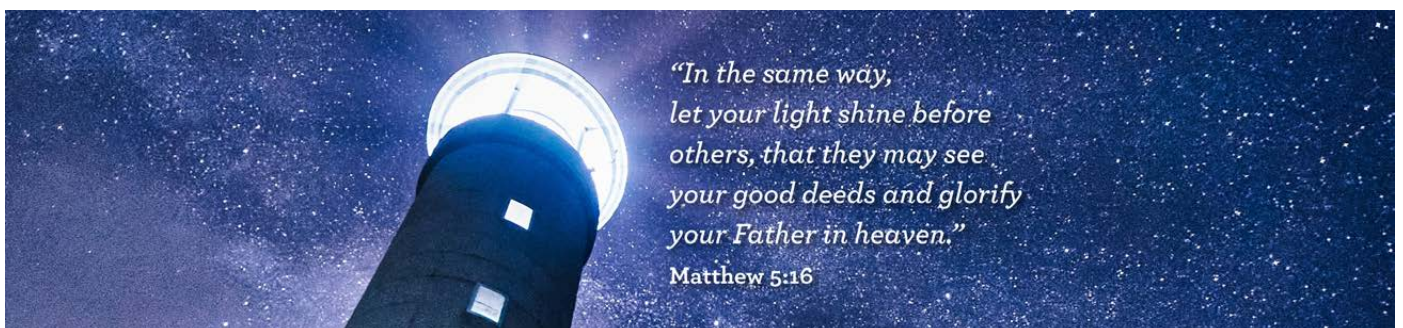
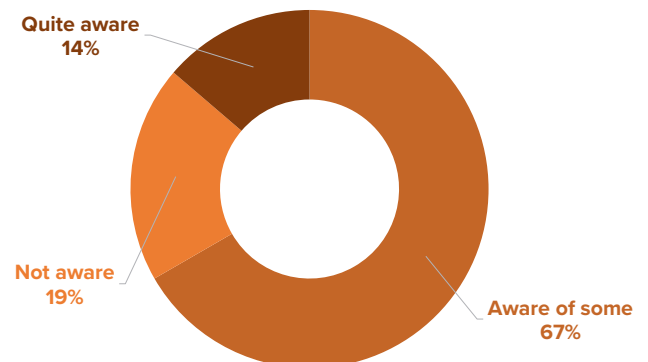
## Please pray

- › ...for favour and the overcoming of the hurdles we're working on before we take this to the wider Church.
- › ...for some key 'sponsors' to help it get started, who see the benefit in seeing higher profile given to the amazing things churches already do to help people within communities.

God-willing, we will be in touch with pastors' groups and individual churches early 2023.

## In a recent survey churches were asked

Do you think the public are aware of the services your church provides to meet the needs of people in your community?



## 6. Youth Mobilisation — Godtalk

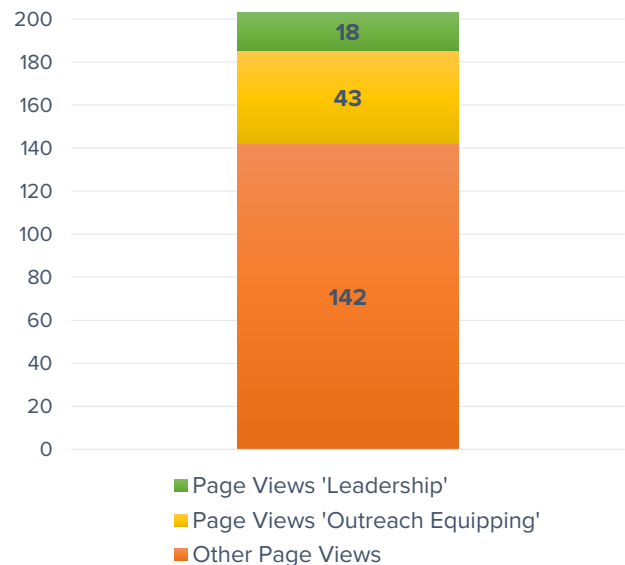
### Godtalk.nz

*555 key youth and youth leaders currently receiving the monthly Godtalk.nz updates.*

As stated at Godtalk.nz, this innovation is a solution to some challenges to Christian youth work identified through conversation with about 1000 pastors in 2015 and 2016. It's goals and help relate to the following four areas.

1. Youth leaders to meet together in every city and town
2. Conversational outreach training in every youth ministry, every year
3. Those youth encouraged to pray together in their schools about how they could best represent Christ
4. Youth leaders beginning to organise united outreach events to compliment individual youth group events.

GodTalk.nz **MONTHLY** Website Views



Of note, this service to youth ministries does not therefore clash with the work of the various denominational support networks. The areas of focus are specific to things requiring unity, and the enabling of sensible outreach equipping everywhere.

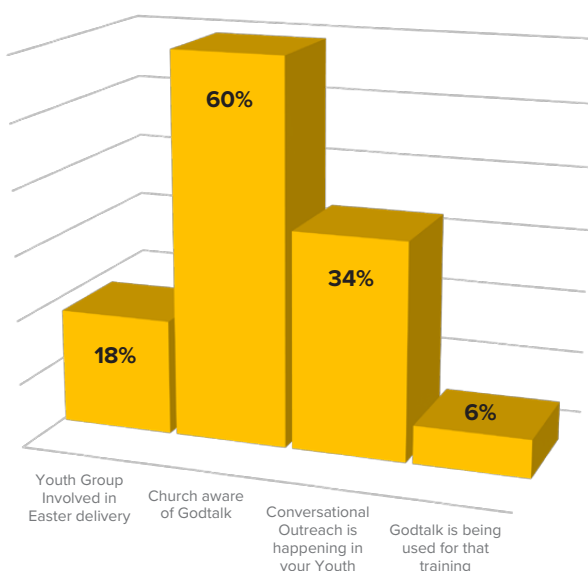
Dave notes that, when on rare occasion he does promote this to youth and youth leaders the response is always overwhelmingly positive. This meets a need. This is also unique.

This sits as a remarkable opportunity, hampered by a lack of funds, and with it a necessary national promotional staff, to 'wave the flag'. With that person, the level of connectivity to this in youth groups, denominational, and school groups, could be greatly increased.

- Youth leaders change, on average, every 2 years, so this needs continual promotion to 'catch' new leaders.
- The ideas represented in the four goals above need an ongoing 'voice' to stay vibrant.

The above monthly data shows a basic level of engagement. This is benefitting some youth leaders and youth groups each month — however we would like opportunity to see these numbers grow to ten times what they are.

**Recent Survey – Youth from partnered Churches**



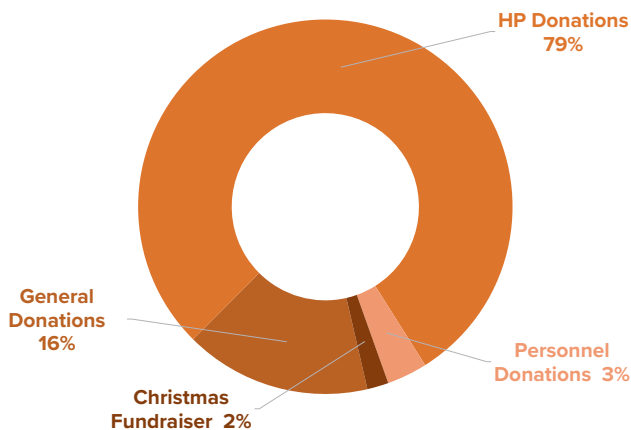


## 7. Funding

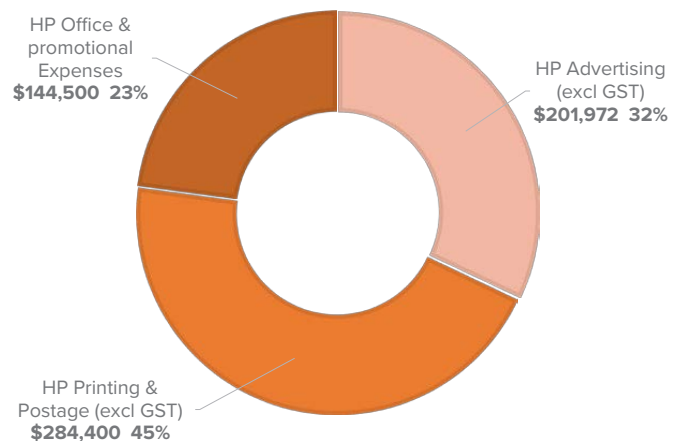
### Shining Lights Trust Income

(for the year ending 31 March 2022)

DONATIONS RECEIVED 2021-22 FINANCIAL YEAR



HOPE PROJECT EASTER 2022 EXPENSES

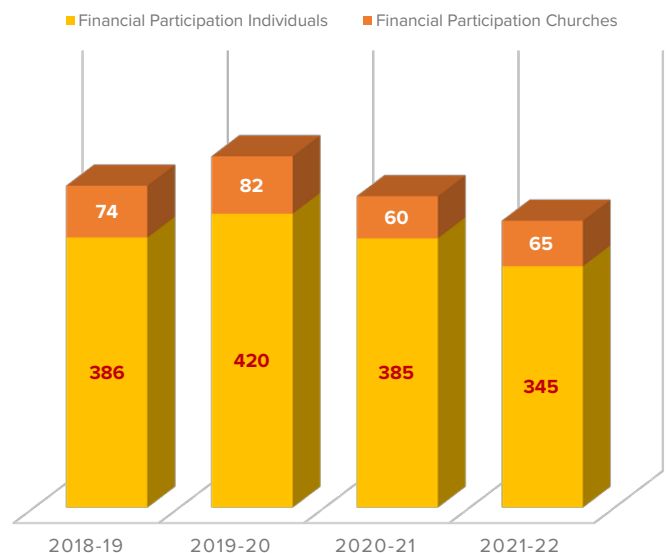


Overall, the numbers of people and churches participating financially decreased again in the Financial year to March 31st, 2022 — while our scaled-down budget (in view of giving patterns) was met. We thank God.

For two comments immediate to this graph:

- › **Our thanks:** We are grateful to all donors
- › **An area of need (entrepreneurs please take note):** While general awareness of Hope Project Easter is sufficient for its funding, many are not aware of the scope of multitasking that our growing teams have become capable of for the gospel, or of the specifically strategic nature (with view to change theory) with which we work. As a team (or network) of innovators and creatives, there is more going on than meets the eye, and with more layers to it than might be expected. To achieve what we could in some areas, new (additional) strategic funders are needed — and their absence comes with an opportunity cost. We wonder if some possible funders might themselves be multitasking entrepreneurs, similar to our own gifting — who might be intrigued were they to discover the way we are working, with various layers of effort, all with intent. We invite enquiries regarding this, because there are opportunity costs involved, and in important areas.

CHURCHES & INDIVIDUAL FINANCIAL PARTICIPATION



## 2022 Calendar Year



## Observations and notes

**Accounts:** These are audited annually.

**Donation details:** These can be found at:  
[AllTogether.co.nz/donate](http://AllTogether.co.nz/donate)

**Donor base:** While the low number of donors — in total, continues to be a concern, our needs have been met. We thank God! There are however whole areas of our work that are unfunded — and therefore running on 'fumes', leveraging existing platforms. We also made cuts again to our gospel plans due to underfunding. We leave these things before the Lord in our weekly prayer times.

**Hope Project budgets:** As noted in the 'Hope Project Easter' part of the report, we've kept the Christmas and Easter efforts to \$600,000pa total since 2016 by creatively adapting and fine-tuning, cutting, refining, etc. (To achieve what we did in 2016 would cost well over \$800,000 today). In 2023 the Hope Project (Easter and Christmas) budget will therefore

be increased to about \$650,000. \$10,000 is to increase our social media spend at Christmas. \$40,000 is buffer for inflation, to sustain existing Easter engagement and/or to strengthen online engagement.

**Significant changes in print and delivery prices:** The volunteer delivery and shortened booklet explain most of the cost savings in Hope Project. As per the Hope Project Easter part for this report, print costs would have gone up by as much as \$100,000 in one year had we not reduced the booklet length from 28 pages to 16 pages. We did reduce it — but not for financial reasons. We thank God. The delivery, had we not changed to volunteer-based for cities and towns over 5000 people, would already likewise be costing about \$50,000 more annually.

**HeLP Project:** While it has been 5 years in the pipeline, it remains a risk. However, risks are far outweighed by opportunities it engages with and also the opportunities it will create. Regarding funding, it has a proposed annual budget of \$250,000 — which sounds a lot but is actually a very small budget for an effort of this nature. Significant creativity will be needed to pull it off with this budget. We are praying for new donors to come into the picture, who see the national benefits of this, covering \$100,000 annually. We pray the rest comes from small annual monthly donations from churches who see the benefits this is to themselves, *and to the churches together in their city or town*. Key hurdles relate to database/web integration challenges; secularised 'Christian' ministries, the scope of data collection involved in setting it up and achieving all this and the public media engagements within these budgets.

**Godtalk.nz** sits as one of our most puzzling efforts, being entirely unique, strategically needed if we consider Christian youth ministry as a whole in NZ, well within our strategic and networking capacity, but without its needed staff and funding. It achieves good like it is, so we thank God — while praying every single week that vision and support for this, to see these things (the four national goals it serves) happening in support of Christian youth ministry and outreach nationally, will come about.

**Apologetics booklet and video series:** This project needs approx. \$25,000 for the video series, and \$20,000 for the design and first print of the booklets — to gift samples to





churches — to take orders. We have a possible contributor toward some of the video series costs. The rest sits in our 'general' work, without specific funding. It is a risk, but also an idea we couldn't shake, because the promotional plan might work (which would impact lives) — so we're attempting it.

**New Christmas story and first animation:** We will achieve these largely through creative budgeting — and sales of the new printed story.

**Team building key to efficiencies:** We run a very lean staff team, outsourcing various roles. Various projects involve various people — each participating due to a specialist skill or role they can fulfil. Most things are achieved digitally also — with people working / contributing from wherever they live. Somehow it works. God's people are amazing!

## A note of thanks

We are truly grateful to all who have given to enable Hope Project or our wider work in innovation 'in the gaps' for outreach.

Special thanks goes to a number of Christian trusts who give particularly generously. Your commitment to enabling gospel work is remarkable. You are true partners in enabling this work! Thank you!

## 8. 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 90 cities and towns. Thank you!

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

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

Finally, we thank our team, including the board, office team, office volunteers, wider 'problem solving' volunteers, and Hope Project regional reps.

We also thank 'subcontractors' who, while they are paid, usually give and gift plenty in the process because they believe in the work they are doing. This includes people in fields related to with media development, media buying, web media and websites, content development, videography, graphic design and more.

*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)

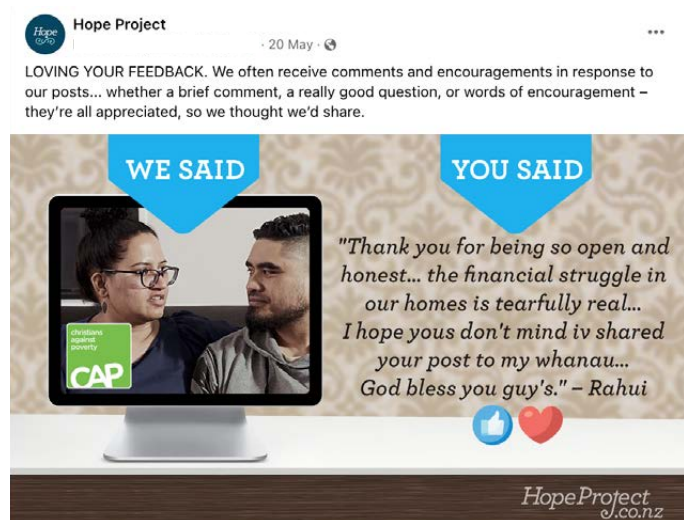
John Elliott

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***

Beau Spicer — Graphic design

Heather Mann — General support and mailouts

Joy Lachlan — General support, prayer, phone calls /  
networking

Linden Willetts — Auckland

Norman Sutton — General support, prayer, phone calling/  
networking

Rob Grindlay — Marketing strategies

Sue Hardgrave — Editing

Robyn Hamilton — Editing

Sharon Hanna — HeLP Project start-up

## ***Hope Project Regional Reps***

Chris Condon

David Salmon

Fred Barrett

Linden Willetts

Martin Stevenson

Norman Sutton

(Lincoln Rout — serving Christchurch)

## ***Hope Project Delivery Coordinators***

90

## ***Delivery volunteers***

Approx. 4000

## ***Thanks also to***

C3 City Church Tauranga.

Chris Booth

Generate Ltd

Generate Insights Ltd

Luke Cawte

Touch Media

GSL Promotus

Inspire Films and  
Freddie Muller

Second Mile Ltd

Spicer Design

*"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](http://HopeProject.co.nz)

Hope Project Christmas — info for churches  
[AllTogether.co.nz/Christmas](http://AllTogether.co.nz/Christmas)

Hope Project Easter — info for churches  
[AllTogether.co.nz/hopeproject](http://AllTogether.co.nz/hopeproject)

HeLP Project — info for churches  
[AllTogether.co.nz/helpproject](http://AllTogether.co.nz/helpproject)

Equipping resources — click the 'leaders' page at  
[AllTogether.co.nz](http://AllTogether.co.nz) (while also noting the drop-down menu,  
and more via 'resources')

Pastors' groups — [AllTogether.co.nz/pastorsgroups](http://AllTogether.co.nz/pastorsgroups)

Faces of some of our team — [ShiningLights.co.nz/our-team](http://ShiningLights.co.nz/our-team)

Godtalk — [Godtalk.nz](http://Godtalk.nz)

10 Day Challenge — [10DayChallenge.co.nz](http://10DayChallenge.co.nz)

## **Facebook**

— Hope Project NZ (for public audiences)

— All Together NZ (for church audiences)

— Mahi Ngātahi

(for pastors in pastors' groups only — request to join)

**To donate** — [AllTogether.co.nz/donate](http://AllTogether.co.nz/donate)







A recent gathering of some core team members and families (with children out of picture)



# HOPE PROJECT 2022 STATS



Project budget: \$ 571,100

Project Income: \$660,872

Total Expenses: \$630,872



**FINANCIAL PARTICIPATION**

65 churches + 345 individuals

↑ +8.3% ↓ -10.4%

**2.18** MILLION TOTAL  
**SEE TV ADS**

TV campaign audience:  
37% of 18-54yr olds  
an average of  
**3.4 TIMES**

TV OnDemand Impressions:  
**247,532** 7%↑

**BOOKLETS**  
**1.33** MILLION  
**HOMES**

Spares remaining:  
Approx 25,000

Google Ads Impressions  
**46,000**



**1006** PASTORS  
FROM  
**800 CHURCHES**

People receiving  
MONTHLY PRAYER  
updates:

**1772**



**4000** **DELIVERY VOLUNTEERS**

COVERING **1,026,465** HOMES IN **90** CITIES & TOWNS

Church digital  
**ENGAGEMENT**



**WEBSITE:** AllTogether.co.nz

(Data reflects church-audience interest and participation)

Users Sermon/Study  
UNIQUE **12,861** resource users: **1497**

**PAGE VIEWS** **81,776**  
May 2021 - May 2022:

Hope Project  
**4,822**

Christmas  
**5,266**

**BOUNCE RATE** **6.44%**  
(reflecting high level of engagement)

**'BECAUSE WE CARE'** Total Plays **8,599**

SOCIAL MEDIA



Impressions  
**2,900,664**



Reach  
**877,071**

Engagement  
**201,024** 19.9%↑

**Easter**  
Link Clicks up  
**20.3%**

**Alltogether**  
Total FB Reach  
**28,959**

**Christmas**  
Link Clicks up  
**151.2%**

PAGE VIEWS  
ALL OTHER  
WEBSITES



HopeProject.co.nz  
2019-20 10,174  
2020-21 14,176  
2021-22 22,391  
↑ 58%



**10 Day Challenge**  
**9,794**  
↑ 27.2%

shiningLIGHTS.co.nz  
**6,226** ↑ 18.7%



YouVersion  
Bible Plans

SUBSCRIBES **7,531**  
COMPLETIONS **4,905**

rightnow MEDIA  
VIEWS **12,095**



PARTNERING  
CHURCHES

Intentional outreach-equipping: **52%**

**People equipped: 41,600**  
(estimate — not counting efforts by non-partnering churches)

PASTORS  
GROUPS MEETINGS

**55**

engage CONFERENCE  
HOSTED **9**

CREATED  
NEW

NZ 'Christian heritage'  
**RADIO SPOTS 28**



Total  
Videos Played  
**31,663**



**shiningLIGHTS**  
TRUST

Tel: +64 7 576 9083

admin@shininglights.co.nz

www.shininglights.co.nz

PO Box 6078

Tauranga 3146

New Zealand