

2023 Shining Lights Trust *and* Hope Project Report



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND



shiningLIGHTS
TRUST

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1. Introduction

from Dave Mann — Director, Shining Lights Trust

We consider our involvement with this work a privilege. The health and work of the Christian Church is important. We get to consider that work as a whole, to apply strategic giftings to the innovation of creative solutions, in view of identified 'gaps'. This connects us with a great many people. God's Church is amazing — and this work 'in the gaps' is fast-moving and dynamic. It's an honour to be involved with!

Beyond the continuing joy of Hope Project and its various off-shoots, the two other key areas of development this past year were (1) laying foundations for HeLP Project (section 5B in the report), and (2) the completing of the writing and recording of the 'Why Christians believe Christianity to be true' series. This plays into a wider objective related to a restoration of discussion about 'reasons for faith' across the NZ Church (section 4B in the report).

Financially, while our work is currently sustained, there are innovations that remain unfunded. HeLP Project and Godtalk are of special note. We remain convinced these are needed, with the collective outreaching efforts of all NZ churches in view. We, however, take the funding and manpower that is available as God's leading, and choose an attitude of joy in the work that is possible.

We hope you find the various reports interesting and encouraging. They include:

- A summary of statistics on the back page.
- Short testimonies are included in the middle of the report.
- Thanks to core team members and others.

Looking to all God can yet do



Dave Mann
Director — Shining Lights Trust



2. Shining Lights Trust Mission and 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.

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

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

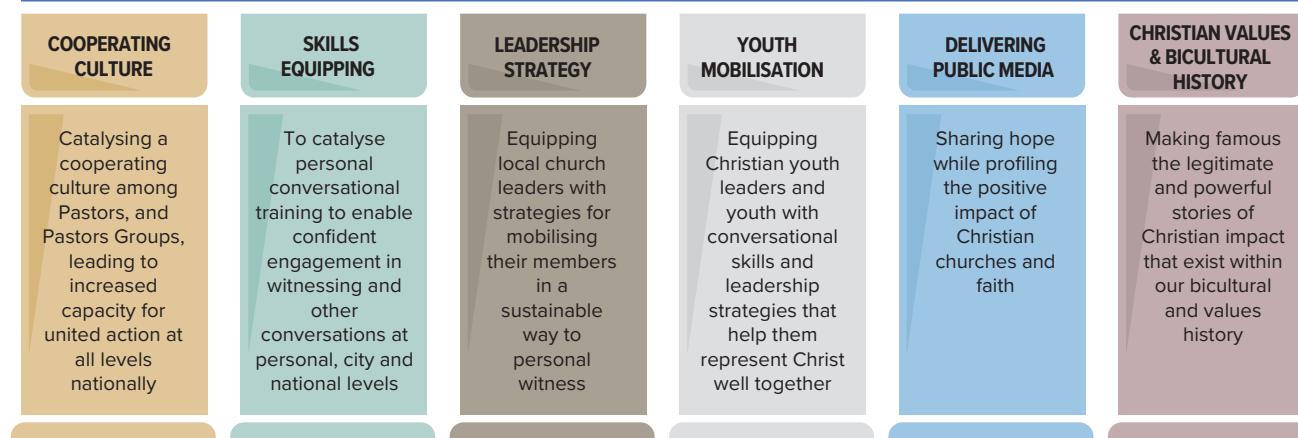
- › Strategic Review
- › Pioneering new resources and innovations
- › (Or Unity Tour and Engage Conferences)

October to December

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

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



A. Partnerships

Many partnerships exist, with organisations where goals align, as well as with individuals, groups or businesses where their skills and/or interests match a need.

The volunteer booklet delivery and prayer walk connected with Hope Project is the largest single effort each year. God's people and churches were again willing and desiring to see this accomplished in each city and town. We estimate about 4,000 volunteers were involved. We thank God for the shared vision and values of his people!



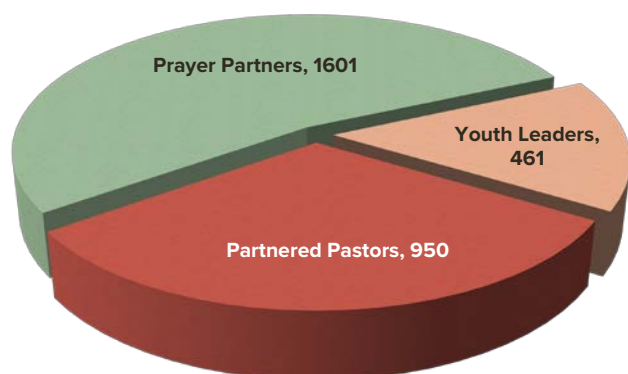
"When leaders lead in Israel, When the people willingly offer themselves, Bless the LORD!" — From Deborah's song as in Judges 5:2



B. Regular communications

Shining Lights Trust communicate and partner with churches and organisations in various ways to share vision and enable access to created resources.

Monthly Communication Updates



Monthly communications are sent to 3012 partners.

- **Partnered Pastors & Prayer updates** — These update all areas of our work. Topics include a range of strategies and tools for outreach and building a culture of this in their congregations. Ideas pertinent to specific seasons like Christmas, Easter, Waitangi, ANZAC and Matariki are emphasised.
- **Godtalk** — These updates share vision and resource with youth and youth leaders, to sustain and strengthen their outreach focus.
- **Pastors' Group Convenors** — These quarterly updates facilitate communication lines nationally, so many things can have 'breath' concurrently. They include unity & leadership strategy, upcoming events and articles that encourage unity.

We do one mail out each year to churches nationally. Called 'Outreach Today', our annual magazine is posted early February to 1820 churches, plus another 1011 individuals.

Spare booklets: Separate to this, each Easter we send approx. two Hope Project booklets per member to partnering churches.

- These are intended for pastors to give to their members for their personal use.

- The fruit coming from this validates the effort many times over — despite confusion every year in numerous churches as to why these smaller quantities of booklets have arrived. (A letter and email do explain, but are not always read).

In social media: We run three FaceBook pages with regular posts.

- 'Hope Project' is for the Public.
- 'All Together NZ' is for Christian believers.
- 'Mahi Ngatahi (Working Together)' is for church leaders committed to church unity in their city or town.

Content is both intentional and deliberately varied on all three platforms. Content is again a combination of topical and seasonal (E.g. Christmas, Waitangi, Easter, ANZAC, Matariki). This coming year some posts will be related to the election — like three years ago, speaking to the values that undergird and protect robust democratic system.

C. Pastors' groups

Encouraging anything and everything in the unity space is at the core of our work because it takes the whole church to take the whole gospel to the whole world. Simply put, there are things we can do together that we cannot do apart!

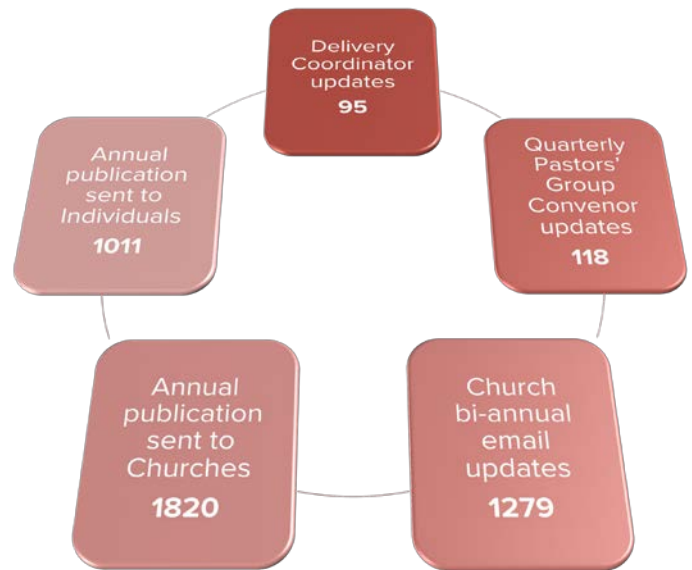
Most cities and towns have a central pastors' group, within which a core of those who see the vision of a church united for the city gather. Not all pastors have capacity for this — but in all places there are some, and they gather with sincere and open hearts.

Our first 'strategic pillar' (Cooperating culture) is about the unity space. Our partnerships and regular communications create a platform to engage conversations. We put considerable thought and effort into this area — and plausibly more than for any other area of our work. Many of our greatest gospel opportunities nationally sit in the 'unity space' — and in view of wider societal changes it is our firm conviction that some of these areas are more important now than in prior decades. Catalysing a longer-term conversation and change is therefore a part of our role. We have a range of thoughts and contributions — but readiness for many of



these is a work in progress. We do what God graces us to do so with joy.

- Our quarterly pastors' group updates sit in this space as a service to the body of Christ, benefitting many efforts throughout our nation.
- Our travel serves this purpose.
- A large portion of all phone conversations serve and connect into this purpose.
- The Hope Project delivery coordination feeds into this purpose.
- 'In One Spirit' was written to develop a shared vocabulary — to enable conversation. (Free online — URL in footnote¹)
- Occasional videos to feed the vision and conversation.
- Promotion of ministries, ideas and initiatives relevant to the united space.
- Examples of other activities:
 - › In 2022 we co-hosted three webinars in which we invited overseas speakers to share with pastors' group facilitators from across New Zealand. (AllTogether.co.nz/unitymessages)
 - › Later this year (2023) we facilitate Roy Crowne from the UK visiting 6 pastors' groups in person.
- The homebase for this part of our work is AllTogether.co.nz/pastorsgroups



>> Find more on this part of our background facilitation work at AllTogether.co.nz/pastorsgroups

THANK YOU! THIS PASTORS' GROUP CONVENORS UPDATE IS OUTSTANDING!

"...This email is simply outstanding. The depth and breadth of content, the relevance and its immediate usefulness hits every nail that needs hitting. Huge thanks to the entire Shining Lights team. Let's get every prayer and intercessory geared believer going hard in their closets for every item! — Grace and peace "

1 'In One Spirit', by Dave Mann — free online: <https://alltogether.co.nz/wp-content/uploads/2022/07/In-One-Spirit-Second-Edition-2022-Text-4PRINT.pdf>



4. Outreach skills equipping

A. Intentional Conversational Outreach Equipping

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

Anything we can do that serves this goal is a valid part of our work.

Comments: This continues as one of the most important areas of our work, with a wide range of resources available. We are also continually considering 'gaps' and possible resources that could help churches in this area.

In some ways, our work is a 'voice' that speaks up to remind churches of its gospel mission — which can be overlooked quite easily in the mix of a busy community life. Many appreciate our updates for this specific reason.

Seeking to encourage the value of habit-based leadership approaches (that build outreaching culture in members)

— vs programme oriented leadership that imparts skill or perspective (that might soon be forgotten) — remain at the core of this. Dave considers this the most valuable and important contribution in our entire work.

- See AllTogether.co.nz/ATConsulting
- Support books by Dave: 'Because We Care' and 'Elephant in the Room'.

The most popular and used resources continue to be:

- 'Because we care' outreaching equipping video / discussion series — AllTogether.co.nz/equipping-videos-members
- 'Pulpit and small group' outreach equipping series — AllTogether.co.nz/sermons-studies
- The youth equipping resource — Godtalk.nz

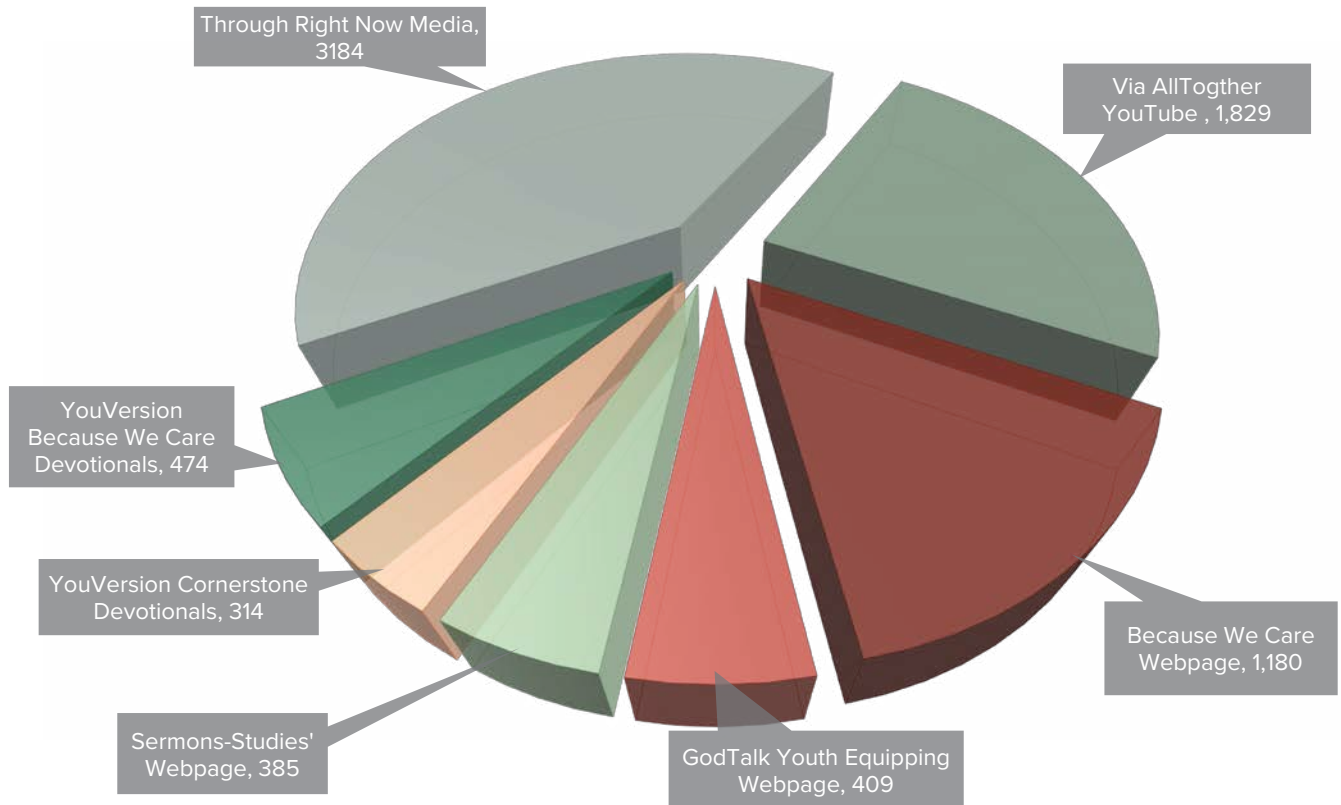
The AllTogether.co.nz website is the hub for all of our resourcing and initiatives for pastors, wider Church leaders and churches.



Conversational Outreach Equipping Use

The conversational outreach resources created by Shining Lights Trust continue to be used across various media platforms throughout New Zealand and internationally with RightNow Media and YouVersion.

CONVERSATIONAL OUTREACH EQUIPPING USE



B. NEW Resource — Why Christians believe Christianity to be true

The following is a strategic summary of this new initiative.

The identified gap

It's widely recognised that approximately two-thirds of our young adults leave our churches in the 18 to 22-year-old age bracket. This pattern has been true for 30 years. Contributing factors include:

- Insufficient **EXPERIENCE** of our faith
- Insufficient **REASONS** for believing our faith when facing opposing ideas and temptations
- Insufficient **SUPPORT** when transitioning to a new life-stage.

We view reasons for faith as a primary root cause. More-so, we suggest that we lose people **of all age groups** from our churches due to a lack of talk about these reasons. This is easily reasoned if we reflect on the truth that beliefs invariably lead to behaviour.

- A question unanswered can become a doubt.

- An unresolved doubt can become a belief.
- This will logically undermine the level of conviction with which a person believes and follows our faith.

Within God's Church we therefore suggest there has been **a general culture of neglect toward discussion of reasons for faith.**

Our proposed course of action:

Step #1: To create a video-booklet-discussion resource that could be widely used as a partial solution — hopefully finding its way to the hands of every older youth and young adult in every possible NZ church.

Step #2: To leverage this to catalyse a wider conversation about the benefits of restoring discussion about reasons for faith to all levels of both church and individual Christian life and witness.

This is done knowing that a sound knowledge of reasons for faith will strengthen the conviction level within disciples, and also the confidence of their witness.

Regarding Step #2 — we see two distinct but connected dynamics involved

Dynamic #1: A change in 'methodology' (approach) is needed for the conveying of reasons for faith. The 'old' mode was 'argumentation' with reasonable people. This approach is associated with traditional 'apologetics' which 'explains', 'reasons' and 'tells'. The new mode is storytelling — which does not presume the interest of the other person. The goal is therefore to intrigue interest. Reasons for faith are therefore best communicated in some contexts as the secondary and unspoken point of an illustration.

As an expected hurdle: We recognise that many church leaders will remain disinterested until they comprehend and see how easily this new mode (storytelling) could be imparted to their members.

Dynamic #2: Habit-based approaches shared with leaders (AllTogether.co.nz/pastors) to help them see how they

STORY

'Why Christians believe Christianity to be true' — our very first feedback

"...I've been enjoying watching them... Really good clear and succinct material. I love how the videos have a natural flow on to the next one... The booklets are looking really good — thorough resource. You've made big concepts easy to grasp... The discussion notes are also really good! Thanks again for all the energy you've put into this course!"

— Ps Josh Pound, Central Baptist, Whanganui



might establish a longer-term CULTURE within our nation's churches in which a knowledge of reasons for faith is esteemed, valued and discussed on ALL platforms, Christian and secular.

Only a habit-based approach can achieve this change.

The natural results of increased discussion about reasons for faith will be:

- (a) Less loss of people from our churches in all age groups — due to a stronger inner conviction regarding the rational truth of our faith.
- (b) Greater confidence for and competence in personal witness — via conversations.

Partnerships and audience: Beyond providing this resource FOR FREE online, it will be promoted internationally via partnership with RightNow media and the YouVersion Bible app.

Funding: With all costs included — except time, the resource cost just under \$40,000 to create. This excludes printing. At the time of writing we have a \$10,000 donation toward this, and three pledges of funds.

To enable a low-cost for printed booklets we are offering a pre-print discount for anyone who purchases prior to September 2023. The purpose is to enable a larger print run to ensure as low a cost as possible.

By this means we hope to enable a truly low-cost, yet profoundly meaningful, gift option for churches to give their older youth and young adults.

For more details:

The resource: WhyChristiansbelieve.nz

Our reason, goals, FAQs:

AllTogether.co.nz/whychristiansbelieve

The wider goals (habits): AllTogether.co.nz/rationalfaith

Or contact Dave: dave@shininglights.co.nz or 021 261 7719

WHY CHRISTIANS BELIEVE CHRISTIANITY TO BE TRUE

Next areas of focus for the SLT re outreach equipping:

Why Christians believe: Diligence in the promotion of this series.

Storytelling in secular environments: Work toward a new conversational-skills resources on the dynamics of 'by the way' storytelling, to help Christians bring Christian messages to secular environments.

Find various conversational outreach equipping resources for churches and their small groups via AllTogether.co.nz/ATConsulting

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



NEW SERIES

WHY CHRISTIANS BELIEVE CHRISTIANITY TO BE TRUE

WHY?

The series reveals something of the scope of evidence that explains why more people conclude Christianity to be true than any other explanation of life.

WHAT

7 Videos
15min each



**7 Discussion
Guides**

Questions and
stories



**7 Reference
Booklets**

with expanded
information



HOW

7 Group sessions

- A. – Older Youth
- Young adults
- Adult small groups



- B. – Christian Schools
- Christian seminars



GIVE

**Boxed set
of 7 booklets
taken home**



Given one per week until the set is owned as an ongoing reference resource on reasons for faith.



The booklets are well researched, and referenced to academics with recognised expertise in a wide range of areas.

shiningLIGHTS
TRUST

rightnow
MEDIA

YouVersion

WHAT is it?

7 Part Series covering 7 big questions

- 7 videos — 15mins each
- 7 booklets — a wealth of information concisely written as an ongoing reference
- 7 discussion guides — questions & stories

WHO is it for?

- Group use with younger youth — videos only, for discussion (general comprehension level from age 12).
- Group use with older youth, young adults and adults — videos and booklets, for discussion. (reading level for booklets about age 15/16)
- Non-believers — in the context of private conversations

PLATFORMS?

- Discussion at youth group
- ...in a church small group
- ...at a Christian School
- ...as a weekly seminar / 'night class' at church.

How to USE with a group?

- Booklets given a week before a topic is covered — to be read.
- Video is watched (15 minutes)
- Discussion takes place with reference to both the videos and booklets (20 to 40 minutes)

Visit: WhyChristiansBelieve.nz



5. Delivering Public Media & Christian Values & Bicultural History

(a) Hope Project — **EASTER**

The ninth Hope Project Easter effort was another great success.

The nation-wide delivery, always a sizeable effort, was rewarding.

The public continue to view the 'Hope Project' with considerable favour. We hear stories of people taking steps toward Jesus regularly.

Overarching budget:

The 2023 budget was \$650,000 — \$35,000 of which is for Hope Project Christmas. As at 30th June 2023, \$40,000 of this was yet to be raised. General funds are used to balance budgets, though doing this affects other areas of the work.

Adjustments were made to the areas of TV and social media, increasing our spend with awareness of inflation. This yielded good results in our data.

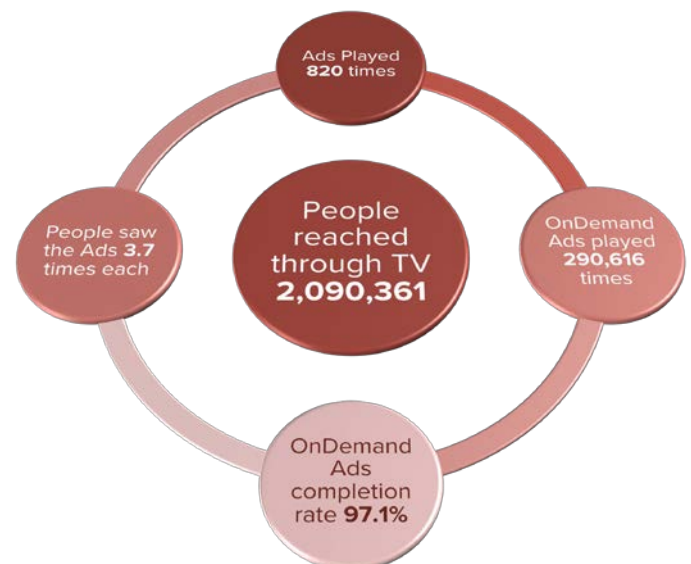
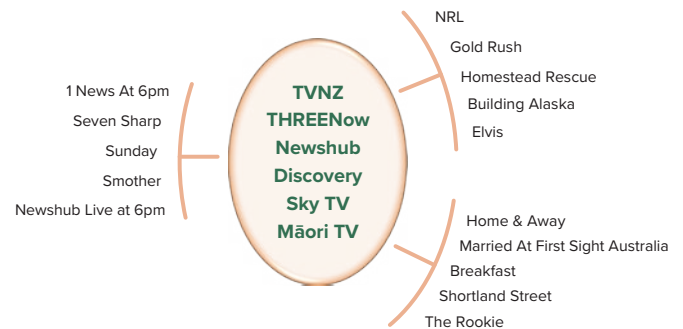
An area of pricing we are particularly conscious of is the increasing expenses of paper and print. Postal costs have also increased considerably, but we are less affected by this due to the majority of all booklets being delivered by volunteers (almost 100 cities and towns in 2023).

No increase is proposed for the Hope Project 2024 budget, while we remain cautiously aware that inflation might yet affect things.

(i) Hope Project Easter — TV

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) which included a 15sec and 30sec option.

Easter Poem and Booklets ads were placed around the following programmes



(ii) Hope Project Easter — Web and Social Media

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

The communications strategy continues to connect with people in three primary ways. 1. TV Ads — including



platforms like 'TV on demand', 2. Through social Media posts, 3. Through receiving the booklet.

Facebook/Instagram campaigns continued to be a key part of our strategies. Engagement on these platforms is all year-round. We particularly leverage the seasons of Easter, Christmas, Waitangi, ANZAC, Matariki, Mothers' Day and Fathers' Day. Strategies are more finely tuned with each passing year, due to data analysed and approaches updated accordingly.

As a change in approach, the Hope Project Facebook campaign this year was optimised for reaching people with the goal of raising broad 'awareness' rather than to catalyse 'engagement' (which was the previous campaign focus). This was remarkably successful in terms of the numbers of New Zealanders who saw a Christian reference or message within their regular media engagement.

The social media campaign from mid-March (Easter) until ANZAC consisted of 22 unique video and image posts sharing stories from the booklet, gospel messages and ANZAC stories.

Number of different people who saw our content during the Easter period itself:

- Hope Project Facebook — 1,041,150
- Hope Project Instagram — 323,493

Of this, over 2,300 people clicked through to view additional links.

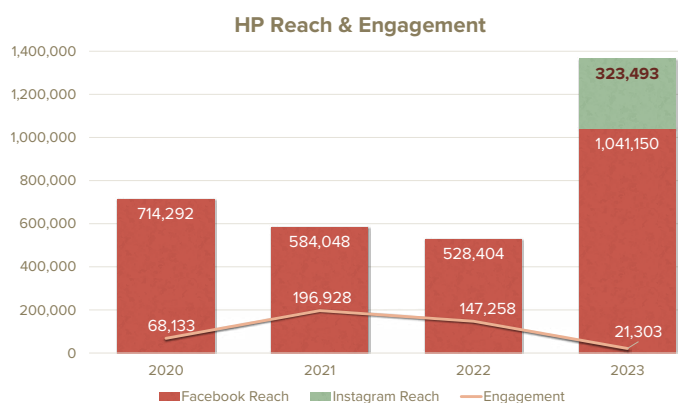
A STRATEGIC GAP AND NEED

Engagement around Christmas and Easter elicit all manner of comments regarding the claimed pagan associations of Easter and Christmas. Some of these are true — but a great many are not. They are instead 'internet myths' — popularised by the nature of web media in which the things most searched for become the things most easily found. Many Christians have been caught up in this. This is problematic. The 'Jewish roots' and similar groups continue to bring discredit to the faith in our view by way of their criticisms and dogmatism regarding these matters. This comes across to the secular public as 'internal Christian division'. Non-Christians mock this. Two things are needed. (1) Wise engagement from Christians with a knowledge of

history at the time. (2) An initiative bringing wider education to Christians throughout NZ regarding the origins of various Christmas and Easter traditions.

We have drafted a 5-part video series on these topics — with Christian audiences in mind, and have 4 online articles to refer people to. Even if audiences seeing these videos and articles are not large, a growing 'informed' population will increase the number of people 'policing' errant views. In change theory, a tipping point can often be achieved if only 10% of a population become convinced on a matter.

Exactly when we create these extra resources will be constrained by our personal capacity and finances.



HopeProject.co.nz Website

This is our key public facing website, where our social media stories reside.

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

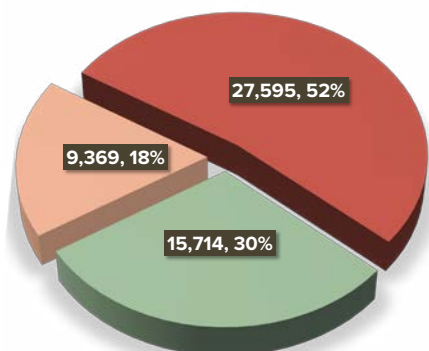
In addition to the web data in the graph below...

- 10 Day Challenge app — 202 unique users
- 10 Day Challenge via YouVersion Bible App — 106 completions.

In summary, it is not widely utilised, but fulfils a purpose, and this is a game changer for some people every year.



HOPE PROJECT & 10 DAY CHALLENGE VIEWS



■ Hope Project & 10 Day Challenge YouTube Total Plays
■ Hopeproject.co.nz Total Page Views
■ 10DayChallenge.co.nz Page Views

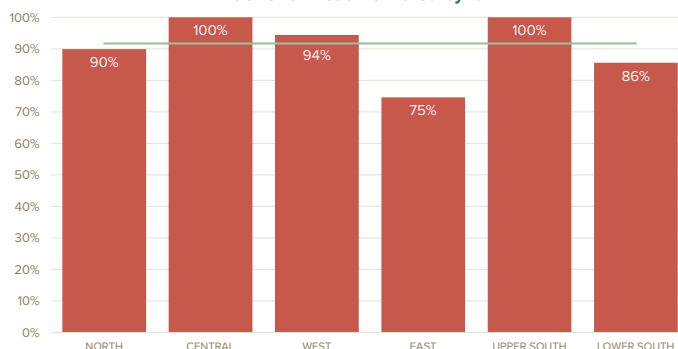
(iii) Hope Project Easter — Booklets and delivery

Volunteer delivery: In 2023 this happened in 100 cities and towns around New Zealand. This was facilitated through 95 delivery coordinators, some for their first time, while for others it was their fourth.

Paid deliveries: In view of the flooding and following efforts by churches in areas like the Hawkes Bay, Gisborne and Coromandel, we offered a PAID delivery to a number of places. Gisborne, Napier and Whitianga received this offer. This enabled them to stay focused on their 'hands on' work helping flood victims with the clean-up. The extra costs incurred were not significant.

Auckland: In Auckland some churches were unable to be part of the delivery due to their churches being flooded. The volunteerism of others saw a higher percentage of Auckland covered than ever before, achieving 92% coverage.

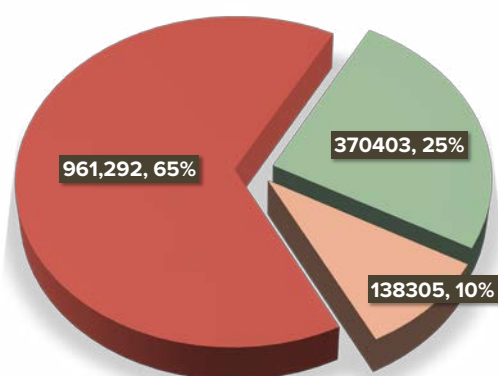
Auckland Areas Delivered by %



Remaining booklets: Nationally, we are aware of about 45,000 booklets that were not delivered. Every year we work with the various cities and towns, considering all options, in the hope that they will engage together to see their deliveries completed.

Print numbers: Regarding print numbers, we reduced these last year in view of non-deliveries, and might reduce a small amount again next year also. This is now, however, something of a guessing game. If all deliveries happened, there would be none left over.

1.47 Million Hope Booklets Printed



■ Booklets Delivered by Volunteers
■ Booklets Delivered by postal company
■ Booklets For Church Use



Snapshots of Hope Project Easter & Christmas Social Media interactions

How can you get other books please
Like Reply Hide See response 3 w

Author
Hope Project
Hi we'll send you a message
Like Reply Commented on 3 w

I've got two that are the same age as my kids haha
Like Reply Hide 4 w

Would it not be better to spend the money it took to produce this rubbish on actual meaningful social change?
Like Reply Hide 3 w

Author
Hope Project
We (the churches) are the people who run the food banks, and an enormous myriad of other charities. But we're not only do all that charitable action. There is a message of hope that brings hope to people, and that's important too. How we think affects our happiness and sense of wellbeing more than anything else does. This effort is about the message and stories of hope - and it makes a difference for people. A marriage restored helps society. A person breaking free from drugs helps a society. A person turning from crime helps a society. A person suffering depression who finds a reason for hope - who then lives a fulfilling and giving life as a result, helps a society. We hear your point. We note that what you're looking at is part of a picture - not the whole.
Like Reply Commented on

Yeah cry to your invisible friend, that will help. Grow up.
Like Reply Hide 2 w

Jesus loves you too! He wants to be your friend too. And He hears our cries. God made Himself very visible when Jesus came to Earth.
Like Reply Hide 2 w

your religion is just a recycled version of the babylonian gods, Jesus wasn't the 'son' of God, he was the 'sun' of the gods. When you worship Jesus you are actually worshipping ancient sun gods.
Like Reply Hide 2 w

Thank you for responding, I appreciate it. I do not agree with you, though. I am worshipping Jesus, the Son of God. Not about a religion, but about a relationship.
Like Reply Hide 2 w

No, revenge !!!
Like Reply Hide 3 w

vengeance is mine says the Lord
Like Reply Hide 2 w

Author
Hope Project
So good. Totally depends on what we think is real, yeah? If God forgives us even though we don't deserve it, then forgiving others comes easier - because we know forgiveness and grace ourselves (and we're in a sense obligated to forgive - because God has first forgiven us). But if we don't think a good God exists, then life's origins are random chance, and the guiding principle of life is the 'survival of the fittest'. It's about power - not love. It follows that our Christian ideas like forgiveness (selflessness, service, self-sacrifice, charity etc.) are just silliness! As the Bible puts it, "We love because he first loved us". (But when one of my kids hits the other - that first reaction to hit back sure does come naturally, lol)

Amen
Like Reply Hide 1 w

Jesus came back to life, where's the sacrifice?
Like Reply Hide 2 w Edited 3

Author
Hope Project
Ha - a really interesting question! Same for us though. In the Christian belief, no matter what we lay down / sacrifice for others (as a service to God) the same promise of the resurrection is there once we've turned our lives toward God (asking his forgiveness / seeking to follow Jesus amazing teachings in the way we live).
Like Reply Commented on 2

Hope Project blah blah blah there was no sacrifice. Your little boygod had a three day weekend holiday, and came back to life!
Your beliefs have been cheapened by this.
Like Reply Hide 2 w

Author
Hope Project
Not even remotely. The belief is that the God of the universe did the unthinkable. It's one of the most profound thoughts in history. To leave the 'security' of the heavens to confine himself to a human body - and then to go through death... ..for us - it's an ultimate act of love, and hence why these ideas have inspired the largest volume of poetry, songs, theatre, books, architecture, charity and selflessness through history - transforming the world, including our culture. Nothing even remotely cheapened - and we all benefit, even if the ideas weren't true, by way of the considerably free, equality-based and charitable society we've been blessed to have been living in - which principally due to the impact of these very ideas upon culture, through history. If not for these valuable and profound ideas, the tales of history paint a clear picture that we would still have slavery, no equality movement for women, nothing like the charity the world does - and a lot more. (And - if a good God does exist, with an explanation for suffering and evil - the meaning of it all is even more profound than that!)

We must never forget the wonderful Nativity Story, it is the basis of our civilization. Christ is the ever living God of our salvation.
Like Reply Hide 9 w Edited 18

Like Reply Hide 8 w

Fantastic to see Jesus in a manger with baby lambs in Jerusalem in December, Fantastic, so how did they stay baby lambs for so long 9 months to be exact
Like Reply Hide 9 w

You need to look deeply, to see the incredible design, in everything created, intricate design, created by God, who loves us so much, even when we turned our backs on Him, that He gave His son, born on this earth, who gave His life, for us. To be justifiably, reconnected with God, our Father, our creator. That is the truth, the only truth, one day we will all face Him, I hope from my heart, that we know that truth.
Like Reply Hide 9 w 27

that's beautiful, did you know our body cycles through 120 trillion biological processes every second, that's as many as all the stars in the universe every second; absolutely astronomical complexity, the trouble is it's all cursed at the moment ay
Like Reply Hide 9 w Edited

yeah, we live in a broken world, been broken myself, but I hold on to the Lord, gets me through all of this, as you said, there is incredible beauty too.
Like Reply Hide 9 w 2

I'm sorry to hear that sister; there's going to be new heavens and a new earth though



Thankyou I needed that

Like Reply Hide 11 w

I vote Christmas gets moved and this whole silly season needs to go we should be celebrating Christ every day not just one day , I feel it's time for a change, I refuse to get caught up in it all.
It should be about family friends zero gifts why because it takes away from the real meaning of Christmas Jesus was the gift.
And BBQs and backyard cricket and the beach everything else can go

Like Reply Hide 11 w

For part of that I agree - Christmas has lost the meaning it had over the last few centuries, and it was dubious as to how it shares it's time-frame with non-Christian beliefs and some, perhaps most of the traditions and rituals around it certainly could be said to have had their origin in pagan worship.

But it is a time we can still use to evangelise. We can put Christ in Christmas even if it wasn't the original time, we can mark this time as a time to make sure our friends, our family and our neighbours see something of Him in us, and they are reminded what that "Christ" in Christmas means.

As to back yard cricket, BBQs and other things people enjoy, why would you be against them? Some of us use those things to relax, to help us enjoy time with family and friends, to serve our neighbours, and to focus on Him.

Some of us who have suffered considerable mental health issues, or who have had family members with very severe mental health issues, look forward to this time as people generally are in a better space and are more likely to lift a struggling person than to put them down. Yes there are some struggles with the long break coming, but that's not because it's the end of year or because it's Christmas, that's because most people take a summer break. And it's much better to take our breaks at a time when people can be outside with good weather than to take the break at a time when the weather is bad and most people will be indoors because of the cold and wet. Few of us are so messed up in the head that we can enjoy travelling or camping on bleak winter's days, and none of us can get much of the much-needed vitamin D during colder months no matter how many sunny Winter's days we enjoy. That's why colds and flus are around more in winter, Vitamin D gives a powerful boost to our immune system, a lack of Vitamin D suppresses our immune systems, and so winter illnesses happen at a time when Vitamin D is low.

God Bless

England is wise there break is the middle of the year why not have the long break in the middle of the year to avoid the burn out to avoid the mad rush to the end of the line it's just silly , we could all have a ski holiday up the mountain and Christmas in winter and get a much need middle year rest.

How we do it is so not logical
Happy holidays Jesus is the only reason for the season.

Hope Project

9 December 2022

DON'T LET YOUR CHRISTMAS SEASON BECOME A SILLY SEASON – Be kind, even while feeling like you're hurtling towards the end of the year. Take time to breathe... to smile... to listen to good music... to hug those close to you... and to be an encourager. That's a hope we have for you as Christmas approaches.

HopeProject.co.nz

Hope Project

26 December 2022

THE GIFT OF CHRISTMAS. Giving and receiving gifts is fun! And the Christmas story is all about this... God's gift of Jesus to live amongst us and we received the ultimate example for how to truly live. However Christmas culminated in the happenings of Easter (many years later)... where the gift kept giving in extraordinary ways. For more, go to: <https://hopeproject.co.nz/christian-hope/>

Thx for this free Christmas gift Halleluyah

Like Reply Hide 9 w

What a mighty God we serve

Like Reply Hide 9 w

Happy birthday Jesus

Like Reply Hide 9 w

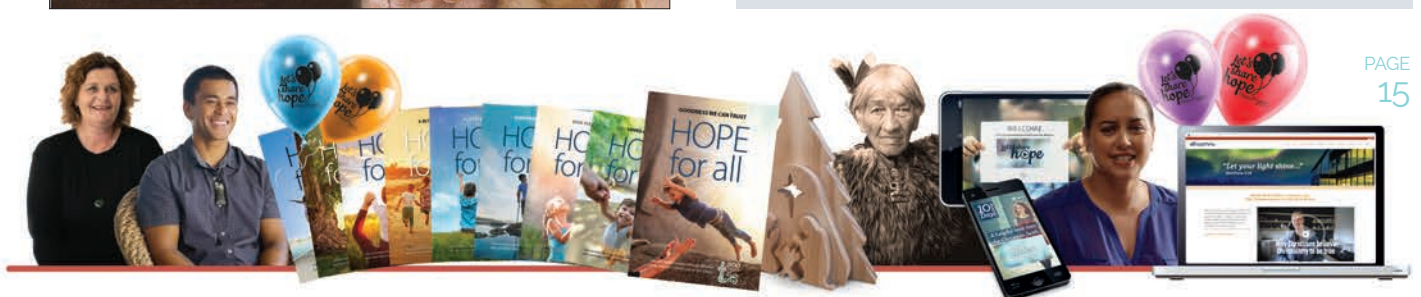
Jesus was not born on 25th December Christmas is a pagan holiday wake up christians should know this

Like Reply Hide 8 w

Author
Hope Project

Hi. Not actually a pagan holiday (the date is originally from Christian tradition) - but pagans certainly brought their practices into it over the years. But you're entirely correct that no one knows when Jesus was born, so it's an early tradition created for that purpose (as also a holiday holiday in our culture for the same) - while no one's claiming it's the actual date 😊
<https://www.christianitytoday.com/.../was-easter-borrowed...>

CHRISTIANITYTODAY.COM
Was Easter Borrowed from a Pagan Holiday?



Vision leaks — a strategic observation.

Regarding the deliveries, we see a pattern in which some church leaders are increasingly taking Hope Project for granted. It appears to be that 'familiarity breeds contempt'. A very small few have even suggested its time is over. We would suggest the opposite. Our analysis of gospel efforts and freedoms suggest that God's Church needs to do more in the public square to be present within current cultural 'conversations', not less. At the coal face, some churches are now taking a mere 1 or 2 delivery areas (suiiting the pastor and his wife). Many of these are not even bothering to promote on a Sunday — whereas between 20% and 40% might volunteer if the opportunity is promoted.

In response, it is about vision! We serve what we can see! A blog (article) titled '10 benefits of Hope Project for the NZ Church' summarises thoughts that will be injected into 2024 communications and promotions.

See <https://alltogether.co.nz/whyhopeproject/>

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

As a testimony, we receive requests for booklets for use in a wide variety of contexts including chaplaincy in workplaces, prisons and hospitals. Also for use in church 'outreach' programmes like foodbanks, op shops, and at 'Mainly Music'. Home schoolers sometimes value them for the history stories, while others give them out when visiting people in rest homes, or to fellow tenants in their boarding-houses.

- › God's people are amazing!
- › See all booklets online at HopeProject.co.nz/ebooks
- › Request copies via admin@shininglights.co.nz



UNPACKING LIFE

FEATURE STORIES FOR 2023

Three testimonial stories were featured over Easter in the booklet or social media. Jared experienced God's help in breaking free from drug addiction and Leayne who journeyed through a deep-rooted doubt of God's goodness. Gina also journeyed through loss and grief (with questions related to the character and 'goodness' of God) to discover a free and full trust in God.



Engagement with stories like this is always positive. All can be viewed at 10DayChallenge.co.nz/stories



(5b) HeLP Project

HeLP Project .co.nz

INTRODUCTION

HeLP Project is a united communications initiative, to promote what churches are doing within their communities.

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

Why?

There is a culture developing in public media that attacks Christianity — and overlooks 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

This will sit 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).

Strategy

There are FOUR distinct outcomes that could be leveraged from this information-collecting effort.

- 'Help on offer' from churches displayed on a website with search engine (ongoing)
- 'Help on offer' — and the story about it, intentionally promoted via public media (ongoing)
- A report for pastors' groups, enhancing cohesion, collaboration, partnerships...
- A formal 'audit report' on the contribution of faith organisations to the welfare of the city (or nation) — for local and national Government and public media.

Update

Because we were unable to find the needed seed money to enable staffing we have delayed the launching of this project that was otherwise planned for 2023.

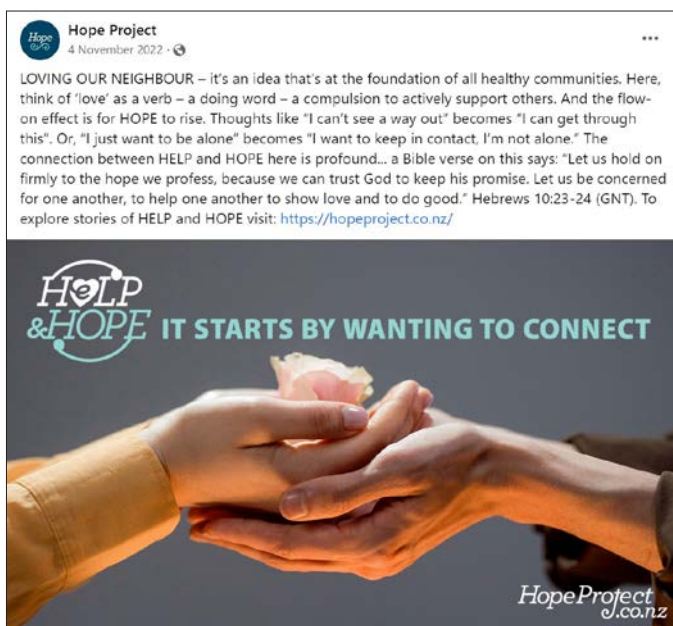
- The effort in laying foundations in 2021 and 2022 is not wasted. An amazing platform now exists inclusive of a considered survey and plan, data-to-web integration, marketing (communication/promotional) ideas, partnerships and more.
- \$100,000 seed money, then \$300,000 annually, is needed.
- We believe the outcomes will be disproportionate to costs and effort.

We now await confirmation from both God and his people to proceed. Because we do not have the manpower needed, finance is a necessary gateway. Our attitude is like that of Moses when he said, "If your presence does not go up with us, do not send us up from here" (Exodus 33:14-16).

An offer

In the meantime, with the groundwork done and systems in place, any city could choose to begin now, to gain the benefits listed above for their own city!

Contact michael@shininglights.co.nz for details — or see AllTogether.co.nz/helpproject



(5c) Testimonies

BOOKLETS — AN IMPORTANT PART OF OUR GROWING OUTDOOR SERVICE AND BREAKFAST

A pastor wrote to tell us of the important place the booklets played in their growing outdoor Easter service, followed by an outdoor breakfast, attended by 350 in their community. The giving of booklets added another layer to the message of God's love, and its relevance to lives.

A FRIEND UNKNOWNLY IMPACTED THEIR LIFE

Having been given a booklet by a friend, intrigue was stirred. Upon reading the booklet, the request quickly came to us for a hardcopy of the New Testament to "read, to learn about Jesus and his teachings".

- To those who give booklets to friends — our small efforts make a difference!

I BELIEVE THERE IS MORE. I'D LOVE TO LEARN!

Another who requested a hard-copy Bible said, "...I have never owned a Bible and truly believe there is something. I would love to learn, and having a Bible would give me the opportunity..."

THE FOOD PARCEL STIRRED MY SPIRITUAL HUNGER

Another who requested a Bible told us this resulted from a booklet received with a food parcel. Her physical hunger had now become a spiritual one.

- In a later reply she revealed that her great grandmother had been a Christian believer. "...that's how she lived her life!" When at her great grandmother's place there was, "...always a prayer at bedtime and morning, and she went to Church every week...She was the most beautiful person." Regarding her own journey — she was clearly now in a process of turning toward faith in Christ. She said, "I've never read the Bible and it's time!"

SOMETHING IS MISSING — AND FOR SOME REASON I'VE BEEN SEARCHING FOR A BIBLE!

A young lady who said she was a mother of young children but not a Christian, said that her, "...parents never believed in the faith but as I'm getting older I feel something is missing. ...I often find myself searching to read a Bible — but I have never read one nor do I know where to start."

- Yet again we see someone journey toward faith — potentially with no connection to a church — yet. There is spiritual interest and hunger in our nation, beyond what we see!

CAREGIVER VISITS HOMES — FINDING BOOKLET ON TABLE AFTER TABLE

A Christian healthcare worker who visits many homes daily commented that she'd seen the booklet on the dining room table in many. Conversations were natural — based around what they'd read, or to encourage them to read the hope-filled stories if they hadn't yet.

THE CYCLONE AND FLOODING WERE A CHALLENGE — NOW A BOOKLET ABOUT HOPE!

A volunteer commented how meaningful the booklet felt in the light of the recent cyclone and floods they'd been through. Here was a message of hope in all their homes arriving two months after a devastating event — in which churches were so active in helping people within their communities!

- In this instance, the message of love and works of love came together — as they should. We point out in the wider picture that the Hope Project — which does share the core Christian message of hope, in many ways 'redeems' the efforts of various churches in their communities. Our works of love — and our words of love — therefore come together like two hands that clap!

DISCIPLING A GENERATION TO THINK AND LIVE DIFFERENTLY

The involvement of youth in the delivery is always an encouragement to see. We were aware of youth leaders who even 'chased' the opportunity to have their youth involved — not wanting to miss out. Many parents likewise involved their children, knowing this can be a discipleship/learning opportunity.

BOOKLETS TO THE WRONG HOME A GREAT OPPORTUNITY

A personal trip to give a booklet to someone who'd requested one resulted in an unexpected conversation. The incorrect address had been given — but the householder was delighted nevertheless. A conversation followed, with an invitation for prayer, and an ongoing connection.



I'M A NEW CHRISTIAN — THIS BOOKLET WAS SO ENCOURAGING!

- ☞ Someone new to the faith wrote in to thank us for the 'uplifting' stories. They were new to the faith, and in reading the booklet were 'feeling the joy'!
- ☞ A letter similarly arrived from a prison, thanking us for a booklet that had been passed to them — request any information or help we could offer (or refer them to) for their new-found faith.

I'M INSPIRED TO FOLLOW JESUS — THANK YOU

- ☞ Another gentleman wrote from prison who'd been offered a booklet on Easter weekend. He said the stories had inspired him to give his life to Jesus. He's always believed in a God, but hadn't made the right choices in life. He said that was now his turning point in life.

I STARTED THE 10 DAY CHALLENGE — AND I'M DRAWN TO THIS!

- ☞ Seeing a reference to the '10 Day Challenge' discipleship series in a booklet, a person engaged with the first video and its reflection questions — and immediately contacted us to say they were feeling impacted, and now genuinely keen to continue.

- God is drawing people to himself!

DISCARDED BOOKLET FOUND AND VALUED

- ☞ Discarded, wet and possibly even a little eaten by snails, this booklet was found and read. Immediately seeing a message of hope that could help a friend, the person who found it contacted us for a clean copy. They'd been talking to someone the prior day who was intermittently suicidal — looking for hope and questioning the purpose of life. Here was something that could help!



WE LOVE THAT TV AD

- ☞ As happens every year, we had feedback appreciating the TV ad with the poem (spoken word) about Jesus. Seeing something related to faith on the TV — amongst the barrage of materialism, is like a 'window of light' to some people.
- We thank our donors — because it is they who enable all of this!

WHILE DELIVERING, THE OPPORTUNITIES WERE THERE!

- ☞ We again received many stories of people who ended up in conversation with others when out delivering the booklets. A volunteer visited a family they knew when walking past their house — then engaging with a wayward son who became open-hearted. A conversation with a teenager led to them expressing their great respect for Christians. A long chat with a young man while on my walk led to him downloading the Bible app, and being genuinely interested to talk and learn more. A person with a 'no junk mail' letterbox who was in their drive showed interest, gladly receiving a booklet and then engaging a meaningful conversation. An Indian lady at a pedestrian crossing looked at the booklets in a volunteer's hands with interest — so he offered her one. A man offered booklets to two 'rough looking people sitting on the footpath' — which they positively received. Walking past two workmen one said "What's that you've got?" The volunteer offered a booklet resulting in a conversation in which one of the guys admitted to being a Christian — with a meaningful conversation amongst the three of them. And so the stories continue. God's people are amazing!

BOOKLETS VERY POPULAR IN OUR HOSPITAL

- ☞ As a practice, chaplains never assume faith in others and relate openly to people of all faiths. However, with this one understood, one contacted us to tell us how popular the booklets are, bringing hope to many. They requested a few hundred more copies — and "especially booklet — titled Everyone Matters — as that is very pertinent to our patients and their whanau".

WHAT TO DO WITH SPARE BOOKLETS?

- ☞ With leftovers of the booklets from personal deliveries, a church coordinator told of her delight in meeting a man who was keen to have all her 'spares' to give out to people he met.
- All across our nation, booklets that don't find a letterbox find their way to other good uses.

BOOKLET AT A BUS STOP

- ☞ Finding a booklet at a bus stop, a young man contacted us with a desire to have and read a Bible. Once he received it he made contact again to thank us, stating his intention to take it to work to begin to read in his break times.



(5d) Hope Project Christmas 2022

CHRISTmas



The goal: To see Nativity Scenes returned to public view at Christmas — through the efforts of individuals, churches and businesses.

Our hope: An increasing *culture* of public celebration that utilises nativity scenes and Christmas carols.

Promotional efforts: We again engaged through Shine TV, Rhema Media radio channels, emails to pastors and more.

- Updated Hope Project Christmas and Radio Ads were created
- 2 new blogs were written and circulated to tell the stories of the amazing efforts we've discovered, so they could be duplicated — found via links at AllTogether.co.nz/Christmas.

To help: A growing bank of ideas for churches, individuals and businesses are collated at a single webpage: AllTogether.co.nz/Christmas

Public facing media: With funding limited, we've focused on leveraging our social media team's expertise. Our actual proposal for Christmas includes TV and other media engagement.

Our strategic assessment is that it would be in the interests of NZ churches for the 'Christian' dynamics of Christmas to have a higher profile. Secular media do have a clear bias against this — so they don't give the Christian story that sits at the origins of the season very much focus. The underfunding of Hope Project Christmas is the product of what God's people across the nation see and value. For our teams, all we can do is take current funding as God's leading, and adapt, which is what we have done.

However, within these limitations we can still feed a culture of public joyous celebration in and through our churches and their people— with the nativity scene and story included.

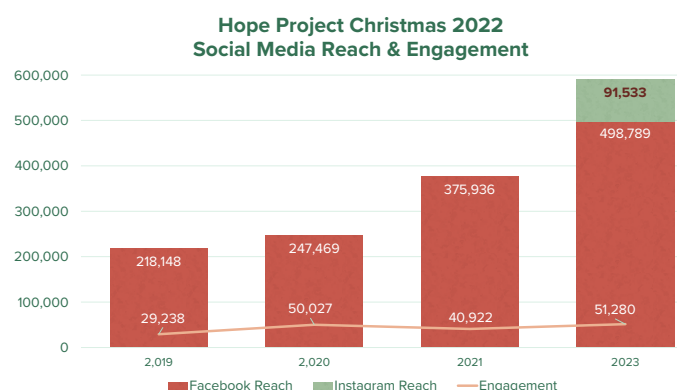
Products: We create products where we see gaps.

- This year we continued selling both the **Reusable Nativity Window Decal & 3D Wooden Nativity' display**.
- In development we have a children's story about Saint Nicholas.
- We also have a replicable template for a wooden nativity display in preparation. The final creation will stand 1.2m high with lights around it, suitable for the outdoors. We believe most churches have people capable of constructing these, suiting placement on church roofs and people's front lawns.

Funds: We dedicate \$35,000 total to the promotion, resource creation and public media engagements of Hope Project Christmas. These funds are raised as a part of the annual Easter effort, so that there is only one fundraising period annually.

What we see happening:

Individuals, businesses and churches together are indeed engaging in various amazing and creative ways. This includes examples of every creative idea shown at AllTogether.co.nz/Christmas. We thank God!



Data and comment regarding Hope Project Christmas 2022

- › The AllTogether.co.nz/Christmas webpage had 1,899 views from 1,253 unique users.
- › Increasing the social media spend at Christmas from \$10,000 (2021) to \$15,000 (2022) yielded an increase in engagement.
- › Reception to posts was notably positive — though there are always sceptics.

Hope Project Christmas Social Media Campaign

590,322
different
people saw
gospel
messages
online

1,166
people
clicked links
for more
info — up
44%

19,271
people liked
or reacted
to the posts
— up 6.2%

1,139
commented
on the posts
— up 10%



AllTogether.co.nz/Christmas





6. Youth Mobilisation — Godtalk

Godtalk.nz website continues to be a great resource for key youth and youth leaders.

Monthly email encouragements are sent to 461 leaders providing resources, articles, blogs and training videos.

From a strategic view, an analysis of this initiative last year led to the conclusion that it is still unique, and still needed. The outreaching focus of many youth groups, and youth movements, is not strong, and nothing similar to this initiative exists to fill those gaps. The majority of those who come to faith do so in the 11 to 14 year-old age bracket, and then in the 15 to 18 year-old bracket. Without funds that enable staffing, while this effort exists it cannot thrive. We believe this is to the detriment of God's Church and the gospel in this nation. Were we to secure funds — and with them a staff — our desire would be to establish Godtalk under its own charitable trust.

We continue to be delighted at what is achieved through this effort.

An Australian youth network recently discovered the Godtalk resource, and now has the video series within their own resources.

The recently developed 'Why Christians believe Christianity to be true' series will be promoted via this network.

GODTALK APPRECIATED

"I just wanted to feedback that I just re-watched video 7 of the Godtalk series, and I am again impressed with the quality of the content... and the relatability of the presenters. Thank you for distributing these helpful and timely newsletters and resources to the youth leaders of our nation. Keep up the great work!"

2,158
Godtalk
Website
Total
Views

1,374
Godtalk
Outreach
Equipping
Views

1,299
Godtalk
Website
Different
Users

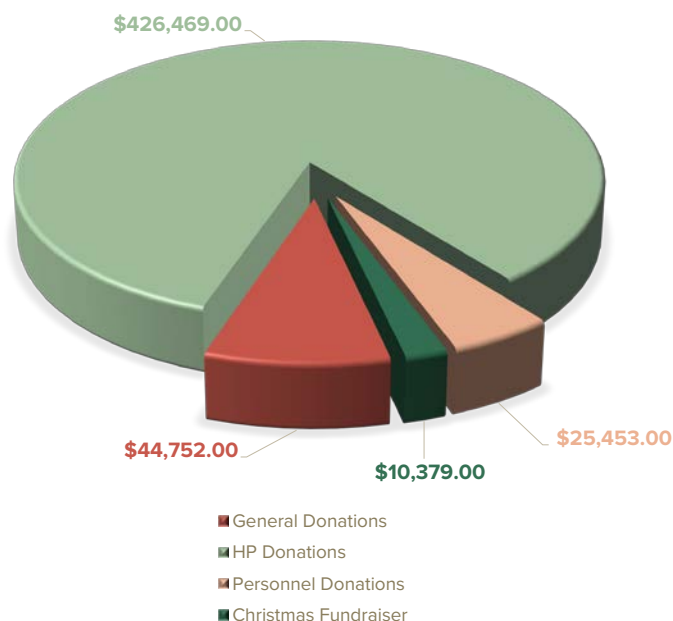
461
Key youth
& leaders
receiving
monthly
updates



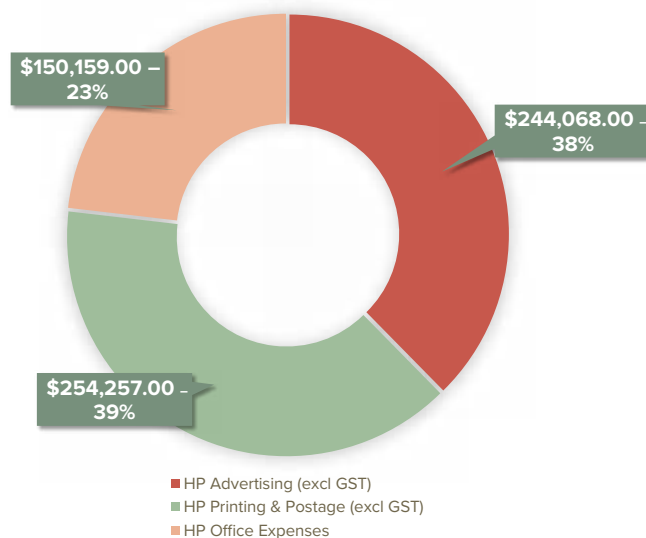
7. Funding

1. Shining Lights Trust Income (for the year ending 31 March 2023)

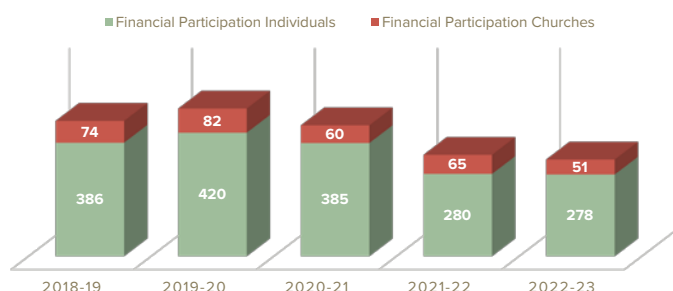
DONATIONS RECEIVED 2022-23 FINANCIAL YEAR



Hope Project Easter 2023 Expenses



CHURCHES & INDIVIDUAL FINANCIAL PARTICIPATION



Comments:

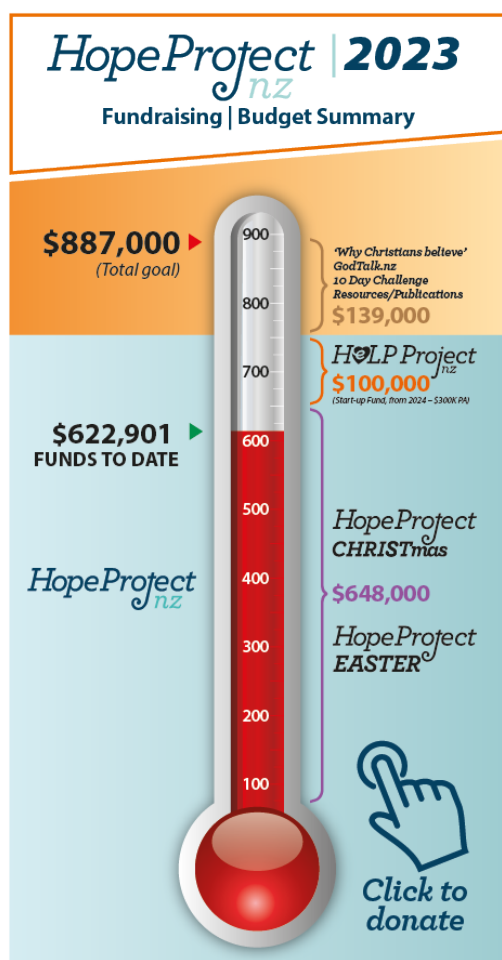
- **Our thanks:** We are grateful to all donors
- **Please note a difference between calendar year and financial year:** The numbers above are somewhat confusing due to the timing of the 31st March financial year — which ends and begins afresh in the middle of our fundraising efforts for Easter each year.
 - › The March 2023 financial year incomes seem smaller than what was required due to the timing of some larger donations.
 - › Our funding 'barometer' measures by calendar year, and is a better measure.
- The numbers of people and churches participating financially decreased again in the Financial year to March 31st, 2023. Needs were scaled-down to meet the giving pattern.

- **Funders needed for HeLP Project and Godtalk:** Financial constraint sees these strategic innovations sitting largely idle. We suspect those who would fund them to be entrepreneurial and future-oriented – assessing culture and trends. What we do today affects tomorrow.



2022-2023 Calendar Year

This is the funding barometer as of 24th May 2023



The 'Why Christians believe' video/booklet/discussion series: As noted earlier in the report, the creation of the resource costs just shy of \$40,000. \$10,000 has been donated to date, with 3 more groups considering a contribution. The print run is separate. The 'pre-print offer' is purposed to raise funds for this print run. We are aware temporary loans might be needed to bridge the gap. In summary, the goal beyond the \$40,000 production costs is that the effort become self-funded — with incomes from sales being built to cover re-print costs.

New Christmas story and first animation: While our animation project fell over due to a technicality, a new story on Saint Nicholas is in production. The costs of new resources can be paid from the sales of previously created Christmas resources.

Low staffing costs: A key dynamic within our budgets is the low percentage of our funding allocated to staffing (less than 20%). Our office is a finely tuned 'machine', with very few people in it — overseeing the ongoing promotion and use of an ever-growing scope of resources and innovations related to outreach. Secondary teams then exist in connection with various innovations, each person being involved due to skills or abilities they have. Many things are also achieved digitally. Somehow it works.

A note of thanks

We are truly grateful to all who have given financially to enable this continuing gospel and innovation work.

Special thanks to a number of Christian trusts who give generously.

You are true partners — without whom this work wouldn't be possible. Thank you!

Observations and notes

Accounts: Audited annually.

Donation details: AllTogether.co.nz/donate

Donor base: We are grateful to all donors. We note that a small number of people are funding a sizable part of the work. Thank you all.

Hope Project budgets: Our attempt for the coming year will be to keep Hope Project Christmas and Easter budgets within \$650,000 despite inflation. The 'Why Christians believe' print run needs to self-fund. Godtalk and HeLP Project are left to sit. Wider resourcing, networking and resource development related to all six Strategic Pillars of the work can continue.



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 100 cities and towns. Thank you!

We thank pastors and their pastors' groups for friendship, and for amazing openness and your willingness to engage around matters of unity and outreach — for the people of our cities and nation.

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, delivery coordinators — and 'subcontractors' (in media development, media buying, web media and websites, data systems, content development, videography, graphic design and more) who, while often paid, usually gift plenty of time also.

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

(Left September 2022 to have her second baby)

Sarah Perkins — Administration

(Joined October 2022 onwards)

Vanessa Bishop — Database and systems

The Tauranga based wider team, plus media members

Beau Spicer — Graphic design

Brett Mallory — Videography/audio

Heather Mann — General support and mailouts

Joy Lauchlan — Prayer, phone calls /networking

Linden Willetts — Auckland

Norman Sutton — Prayer, phone calling/networking

Rob Grindlay — Marketing strategies

Sue Hardgrave — Editing

Robyn Hamilton — Editing

Hope Project Regional Reps

Chris Condon

(Geoffrey Friars — Auckland)

David Salmon

(Permilla Ram — Auckland)

Fred Barrett

(Warren Knott — Auckland)

Joy Lauchlan

(Mike Brewer — Auckland)

Linden Willetts

(Craig Millar — Auckland)

Lyn Chaston

(Lincoln Rout — Christchurch)

Martin Stevenson

Norman Sutton

Hope Project Delivery Coordinators — 95

Delivery volunteers — Approx. 4000

Thanks also to

C3 City Church Tauranga.

Touch Media

Generate Ltd

GSL Promotus

Generate Insights Ltd

Second Mile Ltd

Freddie Muller

Spicer Design

— My Promo Video

Jesus replied, "What is impossible for people is possible with God." (Luke 18:27)



Vanessa Bishop

Amazing servant – now in the arms of her Saviour

It was with great sadness that we farewelled Vanessa Bishop — who passed away Friday 2nd December, 2022, aged 30.

Vanessa had joined our office team as a volunteer in 2018. She had significant health challenges — including regular epileptic seizures. Yet in her heart, she loved God, and wanted her skills to be utilised to help others. The first time I remember talking with her she was using crutches due to muscles in her legs not working properly — similar to the effects of a stroke. This was from a series of seizures she had recently had. Yet she was cheerful and smiling. I remember thinking, "I'm looking at one of the most courageous people I've ever met!"

The past two years saw her largely confined to a wheel chair — yet always giving a smile and showing kindness toward others. She'd come into the office, up and over the 'lip' of the sliding doors with some speed and no fear — while we would jump, fearing she'd fall out.

What her health challenges didn't show was her heart and her talents. Qualified in various areas, she was our 'problem fixer' when it came to a range of tech things, especially in the area of databases. Many good times were had. She anchored our administration in 2019 for six months also, when I ended up alone in the office for a season, without any administrative support. She was also genuinely smart — and was still in the process of adding new tertiary qualifications to her repertoire last year. She was a true blessing to our work and team, and is missed by many.

Together we rejoice that she is now in the loving arms of her Saviour — free from pain, knowing unhindered joy, awaiting our eventual trip to join her!



Hope Project
25 March

HĒNI'S STORY – Hēni Te Kiri Karamū, or Jane Foley as she was also known, was one of New Zealand's most remarkable women. Growing up with a deep Christian faith, she risked her life in the midst of battle to bring water to wounded enemy soldiers. It was an act based on sincere faith and courage. Booklet-9 from the Hope Project presents this story... look out for it in your letterbox, or have a look online here: <https://hopeproject.co.nz/ebooks/#booklet9>

AT THE RISK OF BEING SHOT, HĒNI TOOK WATER TO WOUNDED ENEMY SOLDIERS. HER COURAGE WAS INSPIRING!

Keeping our stories alive.

HopeProject.co.nz

Hope Project
6 April

EASTER... it's part of our culture and part of who we are as a nation. Yet Easter is more than a historical event... it's an enduring invitation to us all – it's about hope! 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-feature>

ONE UNIQUE SACRIFICE **OPENED HOPE FOR ALL**

HopeProject.co.nz



Norman Sutton

Amazing servant – Crossed the finish line still running

Having given his all to help with this year's Hope Project effort, Norman Sutton passed away right as Easter arrived (on Good Friday) age 77 — and with a smile on his face. Known to thousands nationally due to his willingness to do things that few else ever would, Norman had been 'quietly unwell' for years, but never liked to talk about himself. He was also without pain until the last week — which was a true miracle.

Norman was a powerhouse for action — and his celebration service included stories of the same from throughout his life. Joining our team as an ever-ready volunteer shortly after moving to Tauranga, I quickly saw he was someone who had an ability to make things happen.

He helped the volunteer delivery get started by making literally hundreds of phone calls to churches. He would do this hour upon hour without any sign of weariness. In seeing an opportunity to test the receptivity of people to the booklets — beyond giving them out on streets he walked entire commercial and shopping areas to offer them to shop and business owners/managers in person — covering hundreds of businesses — with nearly all receiving them. He did the same for residential homes — testing receptivity rates in affluent areas (9 out of 10 received them). He then repeated efforts like this — simply because no one else would.

When our family announced plans for another national trip in 2017 to connect with pastors' groups with our four kids in a caravan, he and Barbara put their hands up to purchase a caravan and join us. There were over 300 speaking engagements for me on that trip — while Norman was present connecting with people in every one of them. He became one of the most networked people in the NZ Church as a result — while unrecognised by most.

He joined us every Monday morning for prayer. He spoke regularly into areas of our work — with insight that reflected his continuous thought on how we might be most effective for the gospel. He started our 'Regional Reps' system (it was his idea). As recently as February, upon seeing a lack of help on the ground to coordinate the delivery in Auckland, he made phone calls to find key individuals to help.

While Norman's life was obviously far bigger and broader than our work, he — along with Barbara — were core team members, and an immense blessing. He will be missed! His example is inspiring: He knew what he wanted to give his life to — and no one can deny that he truly did 'cross the finish' line still running!



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

HeLP Project — info for churches
AllTogether.co.nz/helpproject

Equipping resources for pastors and small groups —
AllTogether.co.nz/pastors
(also AllTogether.co.nz/small-groups)

Regarding unity, and city and town pastors' groups —
AllTogether.co.nz/pastorsgroups

Faces of some of our team — ShiningLights.co.nz/our-team

Godtalk — Godtalk.nz

10 Day Challenge — 10DayChallenge.co.nz

Why Christians Believe — WhyChristiansBelieve.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

Shining Lights Trust / Hope Project

PO Box 6078, Brookfield,
Tauranga 3146
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07 576 9083



HOPE PROJECT 2023 STATS



Project budget: \$ 647,800
Project Income: \$637,035
Total Expenses: \$681,907



FINANCIAL PARTICIPATION

51 churches + 278 individuals
↓-22% ↓-1%

2.09 MILLION TOTAL
SEETV ADS

TV campaign audience:
34.7% of 18-54yr olds
an average of
3.7 TIMES



TV OnDemand Impressions:

299,279 21%↑
97% COMPLETIONS

BOOKLETS
1.33 MILLION HOMES

Spares remaining:
Approx 60,000



rhema media
Hope Project Radio Plays **3587**



950 PASTORS FROM
776 CHURCHES

People receiving
MONTHLY PRAYER updates:

1601



Monthly Godtalk youth updates **461**



4000 **DELIVERY VOLUNTEERS**
COVERING **961,292** HOMES IN **100** CITIES & TOWNS

all together .co.nz CHURCH DIGITAL ENGAGEMENT



UNIQUE USERS
June 2022 - May 2023: **11,324**



Hope Project
2,212



Christmas
1,899

(Data reflects church-audience interest and participation)

DIGITAL MEDIA



Reach
1,242,768

Impressions
8,050,855 178%↑

Engagement
105,531

Easter
FaceBook Reach
1,041,150

Alltogether
Total FB Reach
16,385

Christmas
Link Clicks up
1,166 44%



Instagram Reach
359,798



268 Total Content Posts
Hope project & Alltogether

CHRISTmas
engagement
51,280 25%↑



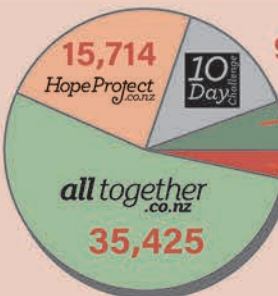
Google Ads Impressions
59,377



PAGE VIEWS WEBSITES

TOTAL 66,377

June 2022 - May 2023



YouVersion Bible Plans

SUBSCRIBES

1,695

COMPLETIONS

922

rightnow MEDIA



7,126 VIEWS

'BECAUSE WE CARE'



Total Plays 5,487 ACROSS ALL PLATFORMS
YouVersion, Rightnow Media, YouTube

PLAYED



A Minute in History
Rhema & Soundcloud: **3,389**



Total Videos Played

41,014



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