

2024 Shining Lights Trust Annual Report

Why
Christians
Believe 

HopeProject
nz

10
Day
Challenge

GODtalk.nz

CHRISTmas

AROHA
the reason for the
SEASON

alltogether
.co.nz



ACTION — NOT TALK

shiningLIGHTS
TRUST

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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.

COOPERATING CULTURE	SKILLS EQUIPPING	LEADERSHIP STRATEGY	YOUTH MOBILISATION	DELIVERING PUBLIC MEDIA	CHRISTIAN VALUES & BICULTURAL HISTORY
Catalysing a cooperating culture among Pastors, and Pastors Groups, leading to increased capacity for united action at all levels nationally	To catalyse personal conversational training to enable confident engagement in witnessing and other conversations at personal, city and national levels	Equipping local church leaders with strategies for mobilising their members in a sustainable way to personal witness	Equipping Christian youth leaders and youth with conversational skills and leadership strategies that help them represent Christ well together	Sharing hope while profiling the positive impact of Christian churches and faith	Making famous the legitimate and powerful stories of Christian impact that exist within our bicultural and values history

An overview of our annual calendar

January to May

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

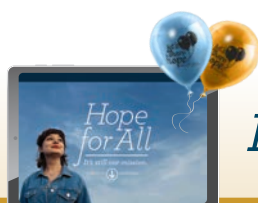
June to September

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

October to December

- › Hope Project Christmas
- › Networking with leaders necessitated as preparation for Hope Project Easter while being foundational to all areas of the work.

Ongoing Areas: Promotion to Churches including various monthly updates, six websites, outreach resources, five social media channels, finances, Godtalk.nz, Why Christians Believe, 10-Day Challenge, partnerships and networking around a range of sub-projects that are core to our strategic gospel pillars, gospel-related resource development and planning.



HopeProject nz

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1. Introduction

from Dave Mann, Director

We have had another amazing year, with positive outcomes in many areas.

The 'Strategic Pillars' are the best summary of what we do and have done — innovating in what we perceive to be 'gaps' in the outreaching efforts of the NZ Church.

Within the mix of that we've juggled another rewarding Hope Project effort at Easter — inclusive of the volunteer booklet delivery. It feeds into many areas of our work due to the unique level of personal contact needed with church leaders in so many locations. This year, unfortunately, we had our first ever image error. The report will summarise both the negative and positives that came from this.

Looking forward, a key organisational challenge remains the funding for our work — as contrasted to funding only for Hope Project at Easter. Efforts made five years ago to become known as the 'Shining Lights Trust' rather than only 'Hope Project' have been successful. However, funding for the wider work hasn't followed. Given our felt mandate, we believe the opportunity costs are disproportionate. Much of our work is 'pre-emptive', by way of responding to changes within culture before the moment of crisis arrives.

Concurrently, we rejoice at work that is happening — engaging broadly to catalyse changes in thinking and perspective, and therefore in behaviour. There is much to be thankful for — especially with this scale of only 2.4 full-time equivalent staff considered.

We hope all who read this will be both encouraged and inspired with fresh vision.

- A summary of statistics is on the back page.
- Short testimonies are found throughout — though with a specific collection related to Hope Project included.
- Our thanks and recognition to core team members is at the back of the report.

Thank you!

Looking to all God can yet do

Dave Mann

2. Our work

Our 'top line' goal:

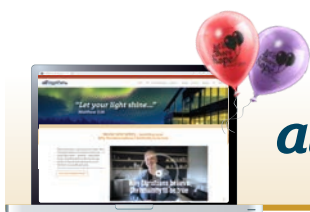
Bringing messages of hope to a world in need of hope.

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, though we are one that is focused on solutions and action rather than strategic reports that articulate problems. As a result, we work in a multi-faceted way toward long-term goals in pursuit of subtle changes in thinking that are sometimes difficult to perceive or measure. These changes are deemed significant by way of what they can catalyse. Programme applications like Godtalk, Hope Project or Why Christians Believe are what is seen on the surface. Multi-faceted communication in view of wider change is what is at the core.

Words that best describe what we are attempting in each area of our work are strategic, networking, innovating, and catalysing.



STRATEGIC PILLAR #1

COOPERATING CULTURE AND LEADERSHIP STRATEGY

- Partnerships
- Regular communications
- Networking Pastors' groups / encouraging proactive local unity

a. Partnerships — to enable activity

We continue to enjoy various interactions with God's people across New Zealand, including pastors, pastors' group convenors and youth leaders. Partnerships also exist with various organisations, individuals, groups and businesses where skills and /or interests connect together.



The volunteer booklet delivery catalyses significant networking across God's Church.

A particular partnership of note in the prior year was with RightNow Media, co-producing the 'Why Christians believe Christianity to be true' video / booklet / discussion series.

b. Regular communications — to feed vision

Monthly communications are sent to 3153 partners. This is a significant component of our work. We hope to be a positive 'voice' to churches, encouraging ongoing thought and intentionality regarding outreach.

Partnered Pastors & Prayer updates — These update on all areas of our work — though only at the 'programme level' which has relevance to them (not the strategic level). Beyond outreach equipping approaches and resources to help church leaders, these cover various seasons like Christmas, Easter, Waitangi, ANZAC, Matariki. This past year included the election — empowering and helping Christian leaders to engage and lead with intentionality and fore-thought. Feedback from pastors indicates they greatly appreciate the vision and resources provided during these significant cultural occasions.

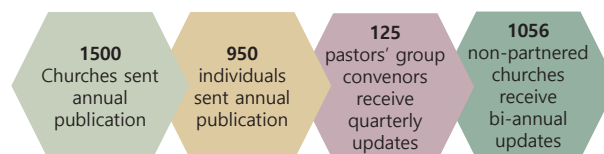
MONTHLY COMMUNICATIONS SENT TO



Godtalk — These updates share vision and resources with youth and youth leaders, to sustain and strengthen their outreach focus.

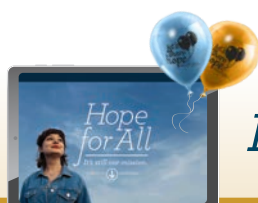
Pastors' Group Convenors — These quarterly updates serve as a communication line throughout our nation raising and/or sustaining awareness of various initiatives, thoughts and ideas relevant to pastors' groups.

'Outreach Today' — This is our annual magazine, sent to churches nationally near the start of the year. This year's publication was focused on local church outreach — covering



12 different areas, in each case bringing (1) strategic thought, (2) with practical application and (3) support resources. Approx 1500 churches and 950 partners received this — while 6500 were printed, with some churches and others requesting / receiving extra copies for their leaders or to give at conferences. It's encouraging to note that our publication made a difference. In a survey six months on, 61% of church leaders recalled it, with 28% highlighting how it sparked ideas and influenced their thinking and planning. PDFs of this publication can be found at AllTogether.co.nz/printmaterial

In social media we run five social media channels with regular intentional posts. Links on inside back cover.



C. Networking pastors' groups / encouraging proactive local unity

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.

Communication lines: With Dave doing no travel this past year, most engagement was relational, via phone, emails and zoom. The quarterly updates served as a communication line.

Touring Roy Crowne: We also hosted Roy Crowne from the UK — visiting with pastors / pastors' group in eight locations including via Auckland to Wellington, Kapiti, Invercargill, Masterton, Tauranga, Rotorua and Cambridge. The wisdom shared was profound — noting churches in the UK united in 1500 separate areas to actively engage together in meeting a need in their cities / suburbs back in 2008. This started a movement — which birthed a few unity movements. They are ahead of us in the unity space in some areas — which we could do well to learn from. Concurrently, it is an intriguing reflection to consider how many things mentioned have been innovated here by us, as we've engaged intentionally in the unity space. A similar culture has bred similar innovation. Summary points and a video-interview 2 months after his travels, can be found here — AllTogether.co.nz/roycrowne

Fresh thought: Several articles were written on unity, purposed to inspire an upward-looking vision, perceiving and believing for more. Articles covered many aspects of unity including how we measure it, how churches could better find their voice in our cities, pitfalls / common hurdles, and more. Together these provide us with a growing resource of clear thought when engaging with pastors' groups and their convenors.

Some leadership articles written over the year:

- › How is the strength of unity to be measured?
AllTogether.co.nz/measuringunity
- › For a united church — there are leaders we cannot see
AllTogether.co.nz/leaderswecannotsee
- › Four characteristics of leaders who take unity from talk to action AllTogether.co.nz/unitytoaction
- › Unity finding its voice in the city (summarising Roy Crowne's input to NZ pastors' groups)
AllTogether.co.nz/roycrowne
- › Family relationships — an under-utilised gateway
AllTogether.co.nz/servingfamilies

- › Invercargill's Community Service Day
AllTogether.co.nz/invercargillcommunityservice
- › Marriage Week — What and Why
AllTogether.co.nz/marriageweek
- › What if we were more strategic in our prayer?
AllTogether.co.nz/unitedprayer
- › 'MISTAKEN' — a painful comic parable
AllTogether.co.nz/parableonunity
- › 'MISTAKEN' — "...and Jesus then explained the parable to them"
AllTogether.co.nz/parableonunityoffensive
- › Fresh vision for unity (January 2024)
AllTogether.co.nz/freshvisionforunity

Primary webpage: AllTogether.co.nz/pastorsgroups

Extra: AllTogether.co.nz/unitymessages

Social media: FaceBook — search 'Mahi Ngatahi — Working Together'

Book: In One Spirit, by Dave Mann
— print or free online:
<https://alltogether.co.nz/ebooks/>

AllTogether.co.nz is the hub where pastors, Church leaders, and congregations can access all our resources and initiatives.

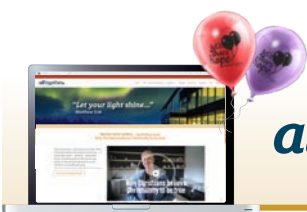


THANK YOU!

👏 Thank you so much for the work you are doing on a national scale. You are a gift to the body of Christ in NZ with great content you provide to advance the Kingdom. Good on you and Glory to God!!

RESPONSES TO AN ONLINE VISION-CAST FOR PASTORS' GROUPS (approx. 15 locations attending)

- 👏 I want to affirm you. Thank you so much for the vision you share and content you create and provide on so many different levels — including in preparation for the elections. This helps us as pastors and people in ministry. Thank you.
- 👏 I just want to say it's an excellent vision. The things shared were enlightening, encouraging and inspirational. Thank you!



STRATEGIC PILLAR #2 & 3

OUTREACH SKILLS EQUIPPING + LEADERSHIP HABITS

This area of our work involves innovation in any area in which we see an equipping gap that might not be broadly fulfilled by another existing ministry or visionary individual.

Beyond innovation, our role is to be a 'voice' for the intentional equipping of church members (including youth) for everyday conversational outreach.

a. A conversational skills gap

While the goal is gospel outreach — we discerned a gap in the teaching of conversational skills. If not plugged, most would have remained silent. Hence over a dozen years of work to catalyse a change in the thinking and practice of church leaders in this area. Many participated in that change.

- The dream: Conversational outreach training in every pulpit, every small group and every youth group, every year.
- Pulpit and small group resources: AllTogether.co.nz/sermons-studies
- Video resources: AllTogether.co.nz/equipping-videos-members
- Support books: 'Because We Care' and 'Elephant in the Room'.
- Access all the above via this webpage: AllTogether.co.nz/pastors
- Youth resources — covered later in the report: Godtalk.nz

During mid-2024, we surveyed churches across New Zealand, engaging pastors and leaders from more than 60 churches of various denominations and regions. Among these, 69% are actively equipping members for conversational outreach. The 31% not currently emphasising this area underscores the significance of our resources and ongoing initiatives to encourage this change in approach.

2024 SLT Survey — Churches intentionally equipping members for conversational outreach in the past year



b. A methodology gap

When we started this work, most evangelism training was 'how to share the gospel', passed on via a Saturday seminar — which few attended.

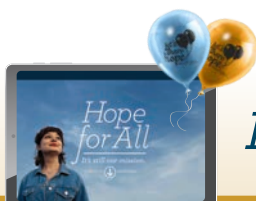
- **The dream:** Our goal and prayer are that church leaders would adopt a set of simple HABITS, through which they could build an outreaching CULTURE within their members — and that this vision would be adopted by and promoted through all church networks / denominations as their own vision.
- **Support resources:** A series of four leadership videos exists for church leaders and their teams, including access to the above-mentioned support resources to aid application. AllTogether.co.nz/pastors

This is an ongoing work, presented annually through our regular communications.

c. A 'reasons for faith' gap

Our most significant resource launched last year was the 'Why Christians believe Christianity to be true' video / booklet / discussion series.

- We chose to make this available for free online in full, including PDFs of the booklets.
- This was produced in partnership with RightNow Media, who are making the series available via their own platform internationally.
- **Why it was created:** We observed a general neglect in our nation's churches regarding discussion about 'reasons for faith'. We saw that creating a specific resource to fill this gap, could catalyse a wider conversation. For a decade we have intentionally supported 'Thinking Matters', having assessed that a greater focus was needed in this area across the NZ Church. Because a wider conversation was a goal behind the resource, we also gave time to thinking this through, articulating four leadership HABITS for local church leaders that would



Why Christians believe?



build a CULTURE of confidence in our faith. *These are the most important application — which all else stands in support of.*

Printed booklets — an option to achieve: A challenge in this picture was the enabling of printed copies — which a Christian Trust generously helped to enable. While free as PDFs online, we believe the use of printed booklets — read in the days prior to a group meeting to watch and discuss the video — is more effective for discipleship. We also recognised that the printed series could be a meaningful gift for graduating youth group members — 2/3rds of whom have otherwise been leaving our churches in the following two or three years (statistically speaking). We thank God for providing for this.

Feedback has been very encouraging.

AN EARLY FEEDBACK FROM A PASTOR

☞☞ *I've been enjoying them... Really good clear and succinct material...I love how the videos have a natural flow from one to the next...The booklets are looking really good and are thorough...You've made big concepts easy to grasp...The discussion notes are also really good! Thanks for putting the energy into this!*

FEEDBACK FROM A SMALL GROUP FACILITATOR

☞☞ *There were 13 people that attended our first course...The next is in Term 3...it made a difference. One group member shared how he'd had regular conversations while on holiday — inspired by what he'd learnt in this series. Thank you for these seeds that you sow.*

FEEDBACK FROM A YOUTH GROUP LEADER

☞☞ *We ran this series for a term as a way to show our youth that Christianity is a faith based on real evidence and accepted historical events. Presenting the evidence with gentleness provided many opportunities for our youth to respond with their own personal reasons for why they did or didn't like what the Bible had to say. This approach generated many, many helpful discussions as it addressed the state of our youth's hearts. We saw new levels of honesty displayed in each of them as they shared their deep questions and personal experiences of faith.*

FEEDBACK FROM A PASTOR

☞☞ *I'm leading our church through the 7 part series on Sunday mornings spread out over the year to encourage conversations that 'sow seeds' about our faith. Last Christmas, we gave each family a set of Why Christians Believe booklets. During service, we watch a video and summarise its key points on screen. The points serve as effective conversation starters with non-churchgoers. For instance, I've used 'Have you heard of Kinesins?' in about 15 conversations to start discussions about why I believe in a Creator God — it consistently captures people's attention, as most are unfamiliar with them.*

FEEDBACK FROM INDIVIDUALS WHO HAVE BEEN THROUGH THE SERIES

- ☞☞ *It is very good! ...I don't think I've actually seen someone address the main issue like Dave does...really powerful to use quotes from career atheists.*
- ☞☞ *It gave me good facts and thought-provoking topics to engage around with non-believers.*
- ☞☞ *It was interesting to find out how much 'evidence' there is supporting the historical truth of the Bible passages.*
- ☞☞ *This gave us tools and confidence to share seeds of salvation to others.*
- ☞☞ *It was a very thought-provoking set of topics to use in a non-threatening way.*
- ☞☞ *I have never been a 'bible scholar'. This course helped.*

d. A storytelling skills gap — also suiting secular environments

This is a gap we only recognised in a clear way in 2023. This initiative was not planned at the start of the year.

The catalyst was our release of the 'Why Christians believe' series. We then considered church members now equipped with this knowledge — needing to translate it into a form suiting their everyday conversations. We likewise considered pastors standing to



talk on secular platforms — and were aware that it takes time to develop the skills needed to convey this kind of content to others as a Christian in 'semi-hostile' environments.

From Dave

At the present time I can speak about our faith with relative ease in secular environments. However, it wasn't always that way. There are many stories within the 'Why Christians believe' resource. This gives participants stories they could then also tell. However, I realised they were not equipped to pass that information on. What was missing? What had I learned across my prior 30 years as a communicator? I was forced to find articulation for a topic I'd never spoken on before: Namely, the dynamics of storytelling in secular environments as Christian witness.

Firstly, I'd worked out that a wide scope of stories could be a bridge — whether from history, or from our lives. Additionally, where faith isn't the topic, stories on almost any topic could include a 'by the way' faith component. I had come to perceive that almost every point of reason for our faith can potentially be shared as a short story by some means. For example, I share my own amazement at the evidence of prophecy in the Bible — as a personal story.

Secondly, if the concluding statement were something that the audience could agree with, I'd worked out that this made the details 'palatable' — even in a significantly secular environment. I have had opportunity to practice this hundreds of times across 30 years of ministry, most of it as a Christian communicator in secular environments, I realised there was something simple to pass on. The short book 'The Art of Storytelling — and of becoming an intriguing person' is the result.

SUPPORT RESOURCES:

A. Habits for leaders — to instil CONFIDENCE in the rationality of our faith in church members

We perceive this to be the most important 'reasons' resource we've created — because this is about how a church leader can actually lead a change — equipping members in a sustainable way!

- Leadership habits — A simple article with four points:
AllTogether.co.nz/rationalfaith

B. A book: "The Art of Storytelling — and of becoming an intriguing person"

Dave wrote this to pass on communication skills he'd learnt across 30 years of Christian ministry, communicating as a Christian in secular environments.

- This is available as a free PDF
- This is available as an audio book — with Dave reading it out — via YouTube (under 2 hours at normal speed).
- AllTogether.co.nz/rationalfaith

Our next steps: The NZ Church as a whole doesn't yet see the importance of these habits for leaders, but they are ready for the 'Why Christians believe' series. We will attempt to leverage the current resource for the wider conversation. As an observation, maybe our churches have a culture of disbelief regarding communicating Christian messages in secular places in a palatable way. This is why there is no HUNGER for this learning. Changing that belief is therefore an important dynamic in our work.

Summarising — three new resources

Innovation in 'gaps' in the outreaching efforts is our felt sense of calling, and three new resources now exist to aid this.

1. 'Why Christians believe Christianity to be true' (the series, including videos/booklets/discussion guides, also a new 24-day devotional & 9-week children's church programme)
2. Habits for church leaders to instill confidence in the rationality of our faith (articles/strategic teaching)
3. The Art of Storytelling — and of becoming an intriguing person (book)

Measuring our work: The reality of a work purposed to catalyse longer-term changes in the thinking and practice of church leaders is that it takes time. Regarding this area of engagement ('reasons for faith') we concluded as an office team that we had delivered excellence in our service to the NZ Church. We believe the three resources created are simple and sound in substance and cultural assessment / strategy. They are a remarkable gift — and now available as a part of the wider strategic resourcing and help we can give churches, pastors' groups and denominations where and when there is the hunger for what is on offer.

'Why Christians believe' can open the conversation — while



our support for 'Thinking Matters' (the ministry) will remain resolute. Our nation needs that ministry in the mix of all we have and do.

e. Support for timely topical engagement – where there is a gospel relevance

To strengthen outreach, local churches are wise to leverage both current seasons as well as other local and national events of interest. Doing so together can also impact public perceptions and culture.

Another area of our work is therefore to provide current thought — to help local church leaders to engage in an intelligent and timely manner as representatives of Christ.

Below are examples of our topical resourcing across the prior year.

Election support

We wrote some commentaries and then, in partnership with Shine TV, created some short videos, to help local pastors find their voice in the election. We are a culture that is largely politically illiterate. That ignorance leaves us highly vulnerable to manipulation and change. This may be due to a limited framework from which to perceive the dangers of certain political ideas or actions.

Resource: 10 short videos for the 2023 NZ election at AllTogether.co.nz/democracy

Video topics cover, Democracy - be moral, informed and involved, a look at Religion, morality and politics, exploring the limitation of powers, New Zealand Parliament's first debate, and where the Left and Right in politics came from.

We received a lot of positive feedback from church leaders in response to these resources.

Interestingly, our consistently highest viewed and liked video (year on year since 2020) on our Alltogether YouTube channel is also an election resource called: "Why Plato rejected Democracy? (What's wrong with Capitalism?)". This is one of 20 short commentaries (videos).

- To find the series, find our 'All Together NZ' YouTube channel, then select the 'What is democracy' playlist.

Waitangi

Our annual Waitangi update seeks to help local church leaders value the history while leveraging the occasion for prayer, education and service to the community.

One networking leader replied: *"That was really good! Don't underestimate the power of the things you write"*

The Royal Commission of Inquiry into Abuse in (State and Church) Care

We firstly networked awareness with some who have communications platforms in the NZ Church — encouraging discussion on this matter to prepare Christians for the coming conversation. For us this was a 'gospel matter', in the sense that the way our churches respond would speak volumes to the public. Significant animosity toward 'the Church' was expected. Would we have humility — or would we be defensive? With the need for intentional preparation of church leaders noted in a few circles — to hopefully catalyse a wider proactive approach — we then also wrote on the matter to pastors.

An amount of feedback was received, thanking us for the 'heads up' while primary credit rightly goes to those who wrote the report: AllTogether.co.nz/abuseincare

Matariki

We have shared thoughts, ideas and resources related to this new cultural festival / public holiday. This references resources from various people. Again, this has been appreciated as a support to local church leaders.

AllTogether.co.nz/matariki

ANZAC

We are vocal regarding ANZAC in our public facing social media. Encouragements to churches are more around stewarding opportunities they have — while remaining well connected with those in the seats of power and influence in their own communities, to be at the table, to know needs, to be positioned to help.

Unfortunately, in 2024 we cancelled some of our ANZAC public media. Permissions related to the stories could not be fully confirmed in time.

HopeProject.co.nz/hope-inspirations

With stories of various chaplains in the wars written, our next step is to add stories of valour from Christian doctors and nurses to the series.

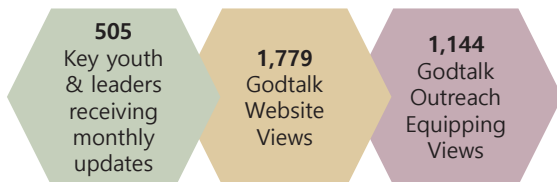
These stories generate a positive view of our faith.



STRATEGIC PILLAR #4

YOUTH MOBILISATION — GODTALK.NZ

The full vision is stated below because this section is particularly important. It contains a strategic report on NZ youth ministry — unquestionably one of our most costly outreaching gaps.



A starting perspective: About 85% of those who come to faith do so before age 20.

- The majority of those who come to faith from non-church families do so in their teenage years.
- As a further sub-group, most of those do so in the age 11 to 14 age bracket. Worldview is largely considered set by about age 14.

If the NZ Church is failing in youth outreach, we are largely failing in outreach.

A second perspective: Evidence suggests our churches are still losing youth — leaving Christian youth ministry nationally in a worse position than eight years ago.

- Our own assessment around 2016 was that youth ministry was attending between one-third and one-quarter of what it was 25 years previously.
- Recently we became aware of a denomination with a strong youth ministry who can measure a 40% decline in the past decade alone.

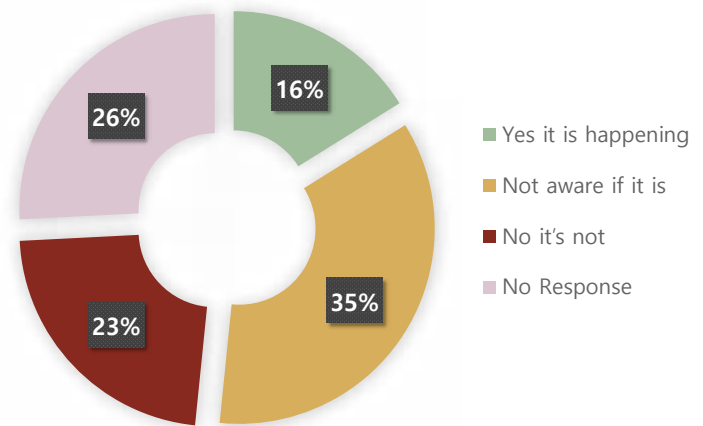
A simple conclusion for God's Church: Something fundamental needs changing in Christian youth ministry across our nation. We believe our earlier (2016) assessment was accurate — and the proposed course of action simple and sensible to reposition Christian youth ministry for new momentum.

An extended assessment: Eight years on we would suggest that the critical mass needed to grow with NZ Christian youth ministry has been lost. While there is no 'quick fix', it is important to consider what might catalyse a change.

Consider the proposed solution:
Godtalk — a report on the vision

On the surface 'Godtalk' is a resource and a voice for outreach to youth ministry. Those receiving the monthly email updates for youth leaders went up from 461 leaders a year ago to 505 today. The resource has good profile amongst Christian youth ministries.

Conversational outreach equipping amongst our youth

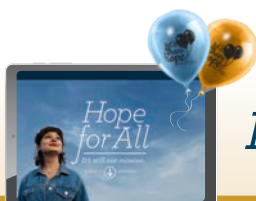


However, if we assess honestly, the resource is only getting very basic use. Patterns do NOT suggest that outreach has very much priority or prominence in Christian youth ministry. Our own survey (2024) was completed by pastors / leaders from over 60 different churches, a range of different denominations and regions. Only 16% say that conversational outreach equipping is happening amongst their youth. 84% either know it's not happening, or are not aware if it is.

There is a gap — despite good things happening in some places.

The irony is, that the cultural environment is now shifting, and that Christian youth ministry could now be growing — when in reality is that it is still declining. (Read one of our Godtalk articles: "This generation are OPEN — a new boldness is needed" — Godtalk.nz/openhearts).

How could that gap be closed?



The strategic goal is to see a new INTENTIONALITY in equipping youth leaders for outreach come about. This can position these youth leaders for GROWTH they will not otherwise achieve. How could a change in thinking be catalysed amongst youth leaders nationally?

From a strategic perspective, 'What triggers an avalanche?'

We identified FOUR key gaps — with solutions that could change the dynamic

1. There needs to be intentional outreach (gospel) EQUIPPING in every youth group every year — which will only happen if required by the 'church culture' we are in. Annual outreach equipping needs to become a *requirement* of all youth leaders, (as also of all pastors). A leadership saying states, "You cannot expect if you do not inspect."

With this foundation in teaching and equipping in place, three other gaps can then be addressed.

2. We encourage and require youth leaders to UNITE with the youth leaders around them where they live — from the other churches. This unity can bring needed support to our leaders. This will catalyse much-needed combined youth EVENTS which bring momentum, and...
3. SCHOOL groups which can see the 'God conversation' being triggered amongst this current generation. What starts at the school then flows into the conversations and youth events taking place out of school.

This is a natural cycle. This is a natural wisdom — and it works.

Summary — what is good: Easter camps are still going great. Festival One is amazing. 24/7 is outstanding. 'The Send' is a fantastic initiative in the current year (2024). There is still much good — and there are some truly amazing youth ministries still in our nation's cities and towns!

Summary — what we must address: *We are still losing numbers and momentum — while there are things we could do to change this.*

*This is a time for courage and action.
What is specifically needed is sensible
action that changes something
fundamental in the dynamics!
The above four action-oriented
solutions could do that!*

Next steps for us:

As a new development, in partnership with Dave Gow of Word of Life Ministries, we are hopeful for a first-ever networking of BOTH denominational organisation leaders and national Christian youth outreach organisation leaders. Between us we have relationship with approximately 12 of the 14 major Christian youth organisations leaders we can think of.

A united vision could then be defined: That every young person in New Zealand has an opportunity to hear about the hope of Christ.

From there, the areas we could strengthen together are

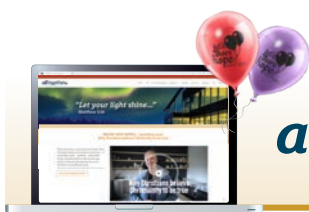
1. gospel equipping with all our youth,
2. the unity of youth leaders in each place to help them last,
3. school groups to see the God-conversation being started with this generation, and
4. combined events — to build a crowd and momentum, while giving voice to the life-changing and hope-inspiring messages of our faith.

The thought is to attempt a first gathering of those in denominational and national outreach organisations early in 2025.

In the meantime, the Godtalk.nz resource is still helping youth leaders and their youth with their outreach.

Please pray ...that this wider picture of 'unity for mission' comes about with this generation of youth leaders. We otherwise wait another three to five years for 'round four'.

GODtalk.nz



alltogether
.co.nz

GODtalk.nz



Why
Christians
Believe?

STRATEGIC PILLAR #5

DELIVERING PUBLIC MEDIA

We have three initiatives in this space.

- I. Hope Project Easter
- II. Hope Project Christmas
- III. HeLP Project.

Our assessment has been that all three are needed, each bringing a unique voice and dynamic to and within our society. The first two efforts are established. HeLP Project is positioned, though further funding, and staffing is needed.



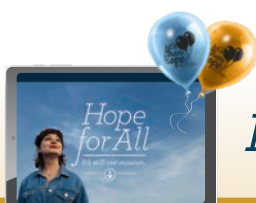
The tenth Hope Project Easter effort was another great success. Unfortunately an image was used for which we did not have correct permissions, and then edited which caused a very understandable offence.

The Easter effort achieved close to 80% of its goals. As a low-budget effort with national reach, we take consolation that there is at least good value for money.

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

Recent feedback from churches reveals the significant benefits to them of participating in the Hope Project. These include homes in their area getting the gospel message, ensuring Christ remains prominently visible during Easter celebrations, enhancing church members' outward focus, and providing practical outreach opportunities.

Unfortunately, from the week before Easter onward our office focus was understandably consumed in the copyright / editing matter for over a month.



POEM SCRIPT

*There is a life that's upside-down
Where the humble are the strong
The smallest seeds make the tallest trees
The unwanted can belong
And the act of love that made this life
Was an act of sacrifice
By a man of light who split the night
And paid the highest price
So those in pain could rise again
And make a fresh new start
And that's the point of Easter
You may wish to take to heart*

A reminder of the big picture: The value of seasonal media engagement nationally

It must be noted that Christmas and Easter are cultural festivals — not just religious ones. They exist to preserve a knowledge of history, and of the values that history represents. They come with public holidays for a reason. However, their cultural purpose in our nation is failing!

Regarding our efforts, this past year we engaged with a higher level of intentionality regarding the history behind these two cultural festivals. Research and writing undertaken proved fruitful by way of improved engagement online with that information.

- In the future a 25min 'programme' (video) could be created in which Dave will summarise some of this information, demystifying these two cultural festivals. This could be viewed via Shine TV or online viewing by those interested (this is pending funding).

What we would hope to see more widely discovered is, firstly, that Christ truly is the foundation of these festivals. This is despite the timing of Easter that doesn't match the Jewish Calendar, the fact that no one knows when Jesus was actually born, the naming of our festival as 'Easter' by the

Celtic / Nordic / Germanic people's around 600AD — and the addition even of bunny rabbits, chocolate eggs and Santa Claus.

Secondly, as cultural festivals they don't exist merely to remember Christ's birth, death and resurrection. They remind us of his significance to who we are as a nation, most especially noting the Christian origins of so many of our amazing values!

For a comparison, ANZAC isn't only a time to remember one battle (25th April being the date that Australian and New Zealand troops landed at Gallipoli in 1915). As a cultural festival, it is a time to remember all who have fought or fallen in war.

Cultural stories about how Christian influence has gifted us so many amazing values are the true story of Christmas and Easter.

Public opinion on Christmas and Easter

The 2022-2023 Bible Engagement Survey by Bible Society was enlightening. 77% of NZers associate Easter with the Christian calendar and 68% that Easter is about the death and resurrection of Jesus. We at Hope Project can only lament that we did not have this kind of research in 2013 — to make any comparison.

Their study also showed that 65% of New Zealanders felt the true meaning of Christmas has been watered down over time

This data is an invitation of sorts. Public sentiment is different to what is projected through public media. We would be wise to strengthen efforts to engage around the Christmas and Easter seasons.

Suggested strategic direction

We therefore suggest the purpose of these Christmas and Easter festivals isn't merely to preserve knowledge of Jesus birth, death and resurrection. These are instead cultural symbols and platforms, to remind us of the much wider-reaching impact of Jesus' teachings within our cultural and values history. The story therefore needs telling regarding how we became one of the most free, prosperous, equality-based and charitable nations on the planet.

- We are silent on this to our own peril in these times.
- There is no reason for us to be silent when secularists are discovering the same and speaking out. Historian Tom Holland who concluded that his primary cultural

influence was not in fact his European heritage but the Christian faith. A non-Christian Richard Dawkins also made similar comments this past year, calling himself a 'cultural Christian'.

These seasons are our opportunity as a culture to uncover, tell and again treasure our own cultural story!

HOPE PROJECT EASTER

Summary of outcomes

The 2024 effort achieved 80% or more of its targets.

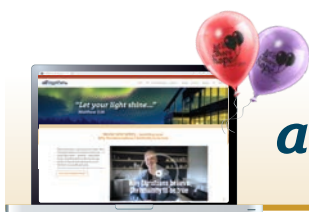
- Despite pulling our social media in the week prior to Easter we saw only a moderate to small decrease online. (FaceBook and Instagram reached 1,364,000 in 2023 and 1,193,000 in 2024.) This means our social media was otherwise out-performing expectations.
- The most visible area of decline was in the delivery — with somewhere over 300,000 booklets going into the recycling (out of the total of 1.4m) due to the wrongful use of an image.
- The other decline was in the TV audience — but this was to be expected, as we intentionally reduced our TV spend by about half. We still reached a remarkable 1.75million people as compared with 2.3m the year prior.

All things considered, these are positive outcomes — despite our understandable disappointment in seeing beautiful booklets being thrown away.

Regarding the delivery, this came together easier than previous years. Extra time given to networking via phone / zoom by Dave in the September to December 2023 period played a role in that. Dave had cancelled all travel and speaking for health reasons. (For Dave, office work was fine through the prior year while travel and speaking were not an option).

A specific action step we applied was a clearer communication with church audiences regarding WHY this effort exist. This affected the tone and content of emails, Rhema radio ads, Shine TV ads — and more. We had concluded that many church leaders had lost sight of the vision. This made the delivery in their city or town more difficult. An article titled '10 benefits of Hope Project for the NZ Church' was communicated by various means (See alltogether.co.nz/whyhopeproject). This summarised our updated messaging. We see evidence this effort made a difference.

You will find data and stories later in this report.



Hope Project Easter: *The 'image disaster'*

While not with intent, it was a significant failure that we ended up with an image in our booklet that (a) we had believed to be 'public domain' — which (b) had been altered using AI insufficiently to be considered a 'new image'. Being recognisable to the photographer and whanau they were understandably very angry. This erupted through social media with consequences.

Upon being alerted to a possible image we didn't have rights for ...and having not been told which image at that time, we made a guess, and an emergency board meeting was called as it was clear to us that, if it were the image we suspected, we had seriously broken Tikanga. Our priorities were, (1) to be open and up front about what we had done, (2) to connect with those most affected and (3) to let our actions speak louder than our words. We acted promptly on multiple fronts.

The following process spanned a month of time. There were many angry comments in social media and funnelling to us by various other means. It was, in some senses, a cultural moment.

Our most significant act, ...to show the sincerity of our words, was to stop our own booklet delivery once it was clear there was no other path through. To undermine our own charitable effort, purposed to bring hope, was painful. We concluded that it was necessary to dispose of thousands of booklets as we did not have rights to print and use one of the images in the booklet. This spoke loudly to many — *and it may have spoken more-so than the delivery of those booklets.*

Those we had most offended were gracious. We engaged in a tikanga Māori reconciliation process together. This was at the generous offer of those we had most offended. The resulting hui was a profound occasion. Words of grace spoken toward us were humbling. The support of Christian Māori and local pastors was also humbling. Bishop Kito of the Tikanga Māori (Anglican) Church of Te Tai Tokerau (Auckland / Northland) had engaged to help bring about peace. He and his team led our visiting party at the hui, 'carrying our guilt' together to bring sincere apology. Some financial remuneration was included, while the longer-term sincerity of our apology will be seen in the work we continue to do, and the way in which we do it.

Final comments:

- Our wrongdoing was also against (a) God's Church — noting that our failure in our 'care of duty' brought disrepute to the Church's reputation at that time, and (b) Christian Māori — who were naturally torn between their concurrent love of both their culture and faith. It is important that these points are recognised.
- The grace of God's people toward us was humbling — choosing to trust our motives while also expecting that we proceed with the utmost humility to recognise and address the wrong.
- The 'covering' Bishop Kito and team brought in this situation (and others — including local pastors) was also profoundly loving and even visionary — in service to Christ's reputation. Theirs was an act of kindness we will never be able to repay.

For two Scriptures ...that we felt were particularly relevant to this experience.

Scripture 1: James 3:1 *"Not many of you should become teachers, my fellow believers, because you know that we who teach will be judged more strictly."*

- Public sin requires public apology.

Scripture 2: Genesis 50:20

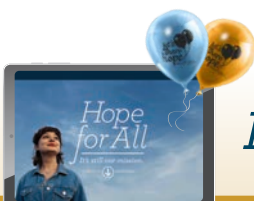
These are the words of Joseph to his brothers — though comment is needed to clarify their relevance.

"You intended to harm me, but God intended it for good to accomplish what is now being done, the saving of many lives."

- Where this does NOT apply: We did this to ourselves — not anyone else.
- Where many felt this did apply: God can bring good even out of bad things.

For links:

- Our official apology [HopeProject.co.nz/reconciliation-process](https://www.hopeproject.co.nz/reconciliation-process)
- Te Ao with Moana (12-minute news report): <https://youtu.be/Uzum-GSogNk?si=f3SiLSL4nO-762b5>
- Example of Stuff newspaper report: Should we be worried about AI stealing our faces? <https://www.stuff.co.nz/nz-news/350233028/should-we-be-worried-about-ai-stealing-replacing-our-faces>



HOPE PROJECT EASTER

Forward looking assessment and decisions

Pace: We are conscious that the pace of our work is significant — in proportion to finance and low staffing for the scope and scale of work. Regarding Hope Project, the financial risk and annual effort associated with its volunteer delivery are disproportionate, bringing a significant year-on-year pressure to a very small staff team.

Funding: Funding patterns affect staffing. Only 11% of current funding comes through regular (weekly / monthly) giving. 89% is therefore from one-time donations made within each year. There are many faithful donors. Many donors give once every two to five years. We have to make spending decisions to do the work, based on faith. A very small group then underwrite the financial risks of this — including the Easter effort. With changing circumstances their ability to play this role is decreasing. The board see benefit in changing some of these patterns. Wisdom is being sought regarding achieving more regular support, and developing a wider support base to suit a consistently growing work.

A strategic decision: The decision has been made to have no Hope Project booklet in 2025, as well as no TV. Social media will continue, pending funds, with decisions on 2026 and beyond to be looked at later.

Regarding 2026: We have no way to tell at this point how easy or difficult getting the delivery going again might be. It will be about vision. If church leaders see the purpose of these efforts and convey that, the delivery and funding will be easy.

This strategic decision will slow the pace of our work late 2024 through to mid 2025. This makes focus on other areas of our work possible — while re-strategising for the coming decade.

The risk through this period is financial, that the wider body of Christ might not see our work often enough to fund it.

Adaption to inflation in print and post: Regarding future changes to the Easter Hope Project effort — inflation has already affected this work considerably. Where a national delivery once cost under \$50,000 for the entire nation, just the rural component plus 'villages' (small towns) now costs \$93,000 — while volunteers deliver 100 larger cities and towns.

Donations have not kept up with increases — but God made a way!

- We felt led to reduce the booklet from 28 to 16 pages, the very year the printing of a 28-page booklet would have been \$100,000 more expensive than the previous.
- We felt led to shift from a paid to a volunteer delivery in cities and towns over 5000 population the very year postal costs began to shift significantly.

Future/adaption of the delivery and post: There are indications of changes within NZ Post over the next few years. These would impact the standard delivery of mail to both urban and rural areas. Further adaption might yet be needed. (However, the delivery-capacity of the united Church could become something that is considerably unique).

Regarding broadcast media: 'Broadcast media' is about getting simple messages to large audiences via TV / radio / web — in contrast to communicating with detail or depth. It makes a person aware of a 'brand' or thing — like 'Jesus and his Church' or a particular soap. This creates an impression that feeds a perception, influencing that person's attitude toward the organisation / business / product. One important reason for our continued efforts to keep the CHRIST in CHRISTmas and Easter via 'broadcast' media is therefore both (a) the informing of these perceptions and (b) the preservation of our freedoms to do this. By speaking, we (God's Church in New Zealand) help to maintain a 'spiritual consciousness' in the public square, as well as a sustained freedom to speak.

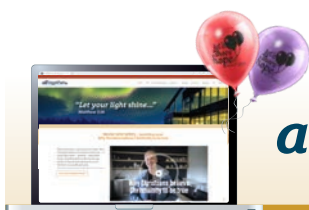
Hope Project is unique in this space. We believe this has value for our faith in this nation.

SO AMAZING TO SEE THESE CHRISTIAN MESSAGES IN PUBLIC MEDIA

🗣️ *Someone in the media industry commented how remarkable it was to see Christian messages in the public square along-side mainstream brands. It's typically never in this space. And yet here it is, at scale, even if only for brief periods. Remarkable!*

WATCHING SPORT IN THE PUB, I FELT SO PROUD

🗣️ *Sitting in a small pub with friends watching sport on the TV, 'there were the Hope Project TV ads — as many as three or four times'. Being a Hope Project supporter he told us how he felt so proud seeing such a powerful message so beautifully and simply portrayed.*

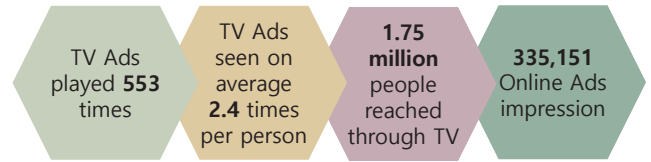


TV as a broadcast media: Looking forwards we believe current strategies are good, including a mix of TV, TV streaming, social media and online static ads. While there is a trend away from traditional TV, an enormous amount of screen time continues to be watched across a variety of platforms.

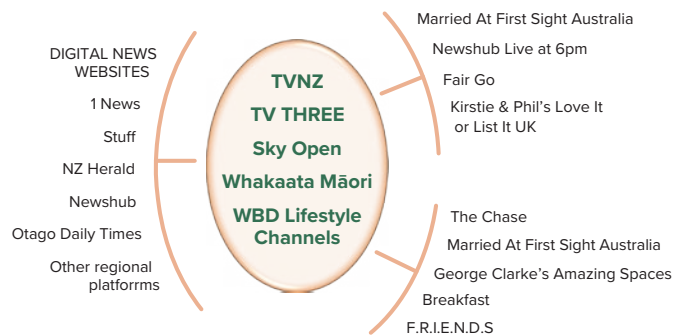
Online strategies: While social media can be effective as a 'broadcast' media (achieving reach), it remains a difficult channel for catalysing deeper conversations. Anything political or religious is especially polarising. We have learnt a lot over the years, seeking to achieve the most positive outcomes in a difficult space. Measuring effects remains difficult because it is intangibly within the 'impression' and sentiment of the audience, generating a positive view.

Our financial risk: By having no booklet or TV components at Easter 2025 we risk donors pulling back to an unsustainable level. While the Easter (and Christmas) media effort represents approximately 50% of our work, it accounts for close to 85% of our funding. Positively, we suspect our wider work actually is quite well known and valued. The challenge is more that many have never considered giving to this wider work — only to Hope Project.

and 30sec option. This ad was created in 2018 and has been used since. Any re-start of Hope Project in 2026 would likely invest in the creation of new advertisements.



Easter Poem and Booklets ads were placed around the following programmes



HOPE PROJECT EASTER

Data

Our communications strategy continued this year to connect with people in three primary ways. 1. TV Ads, 2. Social Media posts, and 3. Receiving the booklet.

FINANCES

The 2024 SLT total budget was \$738,800. The Hope Project portion of this was \$598,800 for Easter and \$35,000 for Christmas. As at 30th June 2024, \$631,882 was raised, with \$106,918 yet to be raised. General funds held in December are used to balance the Easter budgets — ensuring all current invoices are paid. This generally leaves us without cashflow for our wider work each year. Funding for our wider work in outreach innovation remains our challenge. Additional details are in the finance section later in this report.

TV

Our public TV campaign was again on a range of channels, with the budget halved. We focused on use of the spoken word / poem (featuring Jade Hohaia) which has both a 15sec

WEB AND SOCIAL MEDIA

Facebook/Instagram campaigns continue to be key parts of our strategy year-round leveraging the cultural events of Easter, Christmas, Waitangi, ANZAC, Matariki, Mothers' Day and Fathers' Day. Over the last 12 months 1.3million different people have been seen Hope Project content on Facebook from 8.5million total impressions. Our key campaigns at Easter and Christmas are analysed and approaches updated accordingly each year.

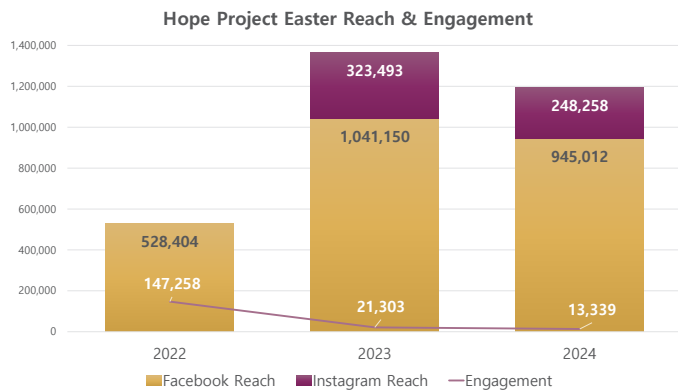
The 2024 Hope Project Easter campaign was structured into two parts.

The first segment from mid-March focused on Easter, followed by the second segment, dedicated to ANZAC, late April. All posts targeted a high reach rather than engagement and were successful in terms of the numbers of New Zealanders seeing a Christian reference or message within their regular media engagement. Throughout this time specific Google Ads were also run, based on keywords searched relating to the Easter season.



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

- Hope Project Facebook — 945,012
- Hope Project Instagram — 248,258

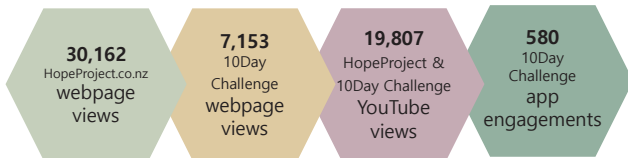


HopeProject.co.nz Website

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



Regarding the 10 Day Challenge devotional on YouVersion which is promoted in the Hope for all booklets: Unfortunately, unknown to us YouVersion made a policy change, and our 10 Day Challenge devotional was deleted in early March. As they had amassed over 30,000 reading plans, they deleted a number. Upon discovering this early May we engaged with them, and it was reinstated. However, we believe it was 'down' through our primary promotional period.

In summary, this resource is not as widely utilised as we would hope, but fulfils a clear purpose, and this is a game changer for some people every year.



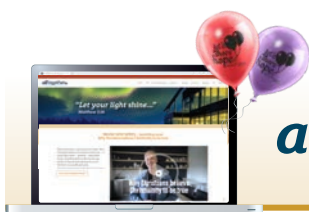
BOOKLET AND DELIVERY

Volunteer delivery: In 2024 this happened in 100 cities and towns around New Zealand, with a delivery coordinator in each. Our office helped facilitate deliveries in Auckland, Nelson and South West Christchurch, while a digital (online) map system was administrated by our office to serve Auckland, Hamilton, Nelson and Christchurch.

Paid deliveries: These took place through all other parts of the nation, including small towns (villages) and all rural areas.



Percentage completed: We have estimated that 300,000 or more booklets went into the recycling. Regarding places we can measure (as our office administrates the delivery) based on volunteer sign-ups prior to the delivery being halted, numbers were as follows. Auckland was 78%, Hamilton 91%, Nelson 79% and Christchurch 79%. This averages at 80%. Given the shortened delivery time, this is a great outcome. God's Church is amazing!



Snapshots of Hope Project Easter & Christmas Social Media interactions

Thank you for existing, Hope Project. We appreciate the unity you represent that created you 😊
Happy Easter to all of you at the Hope Project team

Amen, thank you Lord Jesus Christ for Your merciful love
13 w Like Reply Hide

Nga mihi tautoko ki te tatau pounamu a Ihowa.
The Greenstone door of God: Jesus

For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life - John 3:16 🙏
13 w Like Reply Hide

The Lord died for our sins so he can take us home to be with him
13 w Like Reply Hide

Easter is a Pagan ritual.
12 w Like Reply Hide

It is a time to celebrate what Jesus did for us. He paid the price, on the cross, for our sinning, our rebellion against God, He therefore gave us all an incredible opportunity to reconnect with God, our Father, our creator. If Jesus hadn't given us that choice, we would be literally doomed. I would much rather be with Him for eternity, than with the devil.

Hasn't stopped any wars yet lol, funny how religion is the biggest war monger of all time, anzac day is for remember soldiers that gave their lives not God so keep it to yourself thanks
8 w Like Reply Hide

History shows Religion has been the cause of most wars!!
8 w Like Reply Hide Edited

Don't think you are correct...
34 "Do not think that I have come to bring peace to the earth. I have not come to bring peace, but a sword. 35 For I have come to set a man against his father, and a daughter against her mother, and a daughter-in-law against her mother-in-law. 36 And a person's enemies will be those of his own household."
8 w Like Reply Hide

Author
Hope Project
Thanks for your comment. God certainly wants peace on Earth. Re the Middle East most Christians accept the encouragement to pray for the peace of Jerusalem as an example - which means there needs to be peace in that whole area (Psalm 122). It's good to pray. The Bible says 'blessed are the peacemakers'. The verses you correctly cite refer to the implications of following Jesus. Despite his mandate and amazing teachings about love and peace, Jesus was warning that persecution would come to those who stood for those things. This is a broken world. Statistically, Christians are the most persecuted group on the planet. Indeed, following Jesus has been costly for many people in history - even though many of their stands have progressively brought great good. The Bible's view is that the evil in the planet comes from our hearts. Ultimately God's help is needed to save humanity - because that selfishness in our hearts is always lurking. Give someone an opportunity at power, and that power invariably corrupts them.

There will never be world peace while we have religion, as religion is the most dangerous human invention.
8 w Like Reply Hide

there will be peace when all know Jesus, and he returns.
8 w Reply Hide

Author
Hope Project
Opinion would vary greatly on that one. In the words of the scholar NT Wright, religion has killed its thousands, and secularism its tens of thousands. The death count from the absence of religion where it has been tried has far exceeded that of religion. The problem therefore isn't with religion but something inside the human heart that is inclined towards selfishness. As Lord Acton (and Spider-Man) put it, power corrupts, and absolute power corrupts absolutely. This doesn't deny the fact that there might be bad religion. However the opposite of bad religion is not no religion, but good religion. And an objective study of history reveals that good religion, bringing about the possibility of free economies, high human freedom, human rights, systems of just law, systems of government with the well-being of the people in view based on the idea of the limitation of powers, concepts of charity, education for all, healthcare for all, a pursuit to end slavery, equality of races, equality of genders and more... clearly does exist. We enjoy its benefits every day as one of the most most free, prosperous, equality based and charitable societies on the planet and in human history. We aren't like this for no reason. And we certainly didn't become like this due to the absence of religion. The problem of evil however remains, and we all hate it!!!

Hope Project the Jewish fairytale is not our culture
13 w Like Reply Hide

Hope Project Are you able to explain why RABBITS and EGGS are used to represent Easter???

never been able to find them in the resurrection story in Scripture. Nope! Possibly a marketing gimmick?
13 w Like Reply Hide

both have been associated with fertility and new life thru many cultures
13 w Like Reply Hide

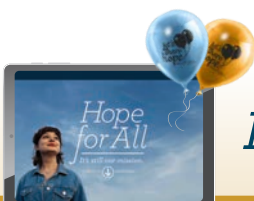
well I think eggs is for new life. No idea about rabbits....not a Christian tradition I presume.
13 w Like Reply Hide

pagan cultures, you mean. ...
13 w Like Reply Hide

no, any well studied Christian can understand what Easter is about, Christians don't worship an egg or rabbit, as in the bible, do not worship idols
13 w Like Reply Hide

But Easter is being marketed with rabbits and eggs, that's the point. This Easter being celebrated by the world is not Passover, which is biblical.
13 w Like Reply Hide

Romans 14:5 (KJV) One man esteemeth one day above another: another esteemeth every day alike. Let every man be fully persuaded in his own mind.



The feast day of easter, a pagan holiday of renewal and birth. Honoring the goddess of fertility Eastre or eostre...adopted by early church in place of Passover....applied to "jesus"...and is in direct disobedience to God's word on adopting pagan holidays and worship styles...are you one whom He calls lawless ?

13 w Like Reply Hide Edited 2

I agree, thanks for your comment.
God's Holy Days should all be observed by christian believers, as outlined in the (jewish) Holy Bible.
Praise the Lord for PASSOVER!

13 w Like Reply Hide

Author
Hope Project
Thanks for thoughts. Re Eostre - the name stuck, but it's got nothing to do with what we call Easter historically. Early Christians celebrated the festival likely from the one year anniversary of the actual event. 600 years later - with a firmly established tradition, the name 'Eostre' connected with it - but only amongst 3 of the worlds people groups (the Nordic, Germanic and Celtic peoples). A key historic details is that the name Eostre had become their name for the month of APRIL. So when was the Christian celebration of Jesus' death and resurrection? Easter! 😊

Incorrect. There is little evidence for Jesus. There may have been an itinerant jew called Jesus however that does give him supernatural powers or makes him the son of some magical imaginary undetectable sky god which is obviously psychotic nonsense.

1 w Like Reply Hide Edited

so does ignorance

1 w Like Reply Hide

Which religious people are.
Religions are based on either fear, ignorance and culture, usually all three.

1 w Like Reply Hide Edited

Author
Hope Project
You are correct that evidence for Jesus doesn't automatically mean his claim (to be the man from God / divinity) was true. Other evidence would need considering. As a starting point however - if there is a God, miracles are possible. If God wanted to, there is nothing to say he couldn't visit Earth as a human, if he had sufficient reason to do that otherwise seemingly crazy thing. The question is whether or not he did. The better question is maybe, it is possible that the all-powerful God could be both as humble and loving as would be needed to do what it is claimed Jesus did??? This question is about the character and nature of God - and is profound. It's hard to imagine someone with so much power being that loving - and also that humble!!! There's plenty to ponder in Christmas! 😊

The date we choose to celebrate the birth of Jesus is less important than the fact of celebrating the coming of the Lord. The one true gift that keeps on giving. Forgiveness for those who truly seek it. Love abounds from him each and every day. Amen and Amen

1 w Like Reply Hide 42

are so right. I thoroughly agree

1 w Like Reply Hide

Author
Hope Project
Absolutely! The Bible never tells the Christian they need to celebrate Christmas or Easter. Jesus instead initiated the traditions of communion and baptism. Romans 14:5 then affirms our freedom around festivals (one considers one day holy, another even day alike, let each be fully convinced in their own mind) - so we can choose to have cultural festivals like this if we want to, which our culture has. The message and hope are indeed what is of value here. Really well said!

1 w Like Reply 3

Only the old testament idea of the "Lord" was pretty crude at times...those who seem to live there dont talk much about Jesus ,because he did correct alot of that stuff

Nonsense what we need is no suffering, but God won't provide that lol but he will provide a teacher, a scientist, an economist... what nonsense

1 w Like Reply Hide 4

God doesn't fix Humans stupid choices 😊

1 w Like Reply Hide 3

Reply to

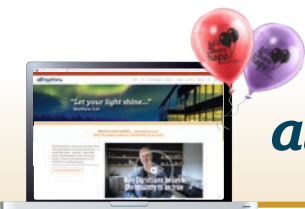
All people who can contribute to no suffering!

1 w Like Reply Hide

Author
Hope Project
How are we to get no suffering if human nature is corrupted? Who doesn't have selfish thoughts? Most suffering is the product of human choice and action. We can all do good - but also evil. Which has the greater power within human nature? This is the quandary. Those with good intention rise to power - 'power corrupts, and absolute power corrupts absolutely. So the cycle of human suffering at our hands repeats itself. Who or what could save us from this? The story behind Christmas points to the most profound and hope-filled of all possible answers. It is intriguingly also the most significant factor in history that has ever led to a reduction in human suffering, despite the failures of a myriad of people along the way.

1 w Like Reply 7

Hope Project so putin had good intentions, just like trump and the African despots and the far right leaders currently gaining power, and that's only the current crop in power and the Christian nationalists who want a theocracy like irans evil bunch with god on their side, executing people for crimes against an imaginary being
Humans, specifically men created gods in their own image and it shows



UNPACKING LIFE

Feature stores for 2024

The two featured testimonial stories in the 2024 booklet were of Anna who experienced God's healing in the face of prior abuse — but also then her courage to see that any pattern of abuse was addressed. Matt humbly shared of a crime and time in prison — after which through faith both he and his prior partner (who he had acted violently against) were transformed from the inside out. They have now been married for over 15 years.

Engagement with stories like this is always positive.

All can be viewed at 10DayChallenge.co.nz/stories



Copies of prior booklets available for the cost of the post

alltogether.co.nz/orderresources

We have significant numbers of some — sufficient to enable the delivery of whole towns or suburbs. Get in touch if you want a 2025 delivery.

(II) 2023 HopeProject nz CHRISTmas



Imagine the lead-up to December 25th, where every New Zealander, from young to old, encounters nativity scenes woven into the fabric of their daily journey.

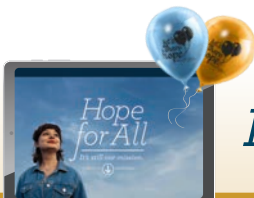
Hope Project Christmas aspires to make CHRIST the CENTREPIECE at Christmas by encouraging individuals to display NATIVITIES wherever they can.

Why: Over time, Christmas traditions have shifted, and nativities that once boldly showcased Christ's central role have gradually disappeared from public view.

Picture this: Nativity scenes popping up all around: in house windows, on Christmas cards, stickered on car windows, streaming through social media, displayed outside churches, featured in shop windows, gracing front lawns, appearing on public TV, part of Christmas parades, in community events, illustrated in children's books, decorating Christmas trees, and highlighted on billboards.

Make it happen: Wherever people go and whatever they do, the nativity makes Jesus the season's centrepiece. As the Church of Aotearoa, we can shift culture and refocus on Christ.

This simple idea will normalise nativities again in the public view, highlight Jesus's significance at Christmas, influence negative perceptions, engage public curiosity, and inspire conversations. Together, let's use the simple NATIVITY imagery to bring Jesus back into view.



For Pastors and Leaders: For Hope Project Christmas to have a nationwide impact, it depends on leaders to embrace and spread this vision among every member of their churches and areas of influence.

We have ONE REQUEST – that church leaders share the vision and promote these ideas with their church community. Spending just one minute over 2-3 Sundays in November and early December can help individuals see how their small contributions can make a significant impact.

Promotional efforts: In 2023 we engaged through Shine TV, Rhema Media radio channels, social media, emails to pastors and more.

Result: This mobilisation has been successful, as measured by the initiatives of thousands of people across our nation in the Christmas period.

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

Public facing media: We again engaged only via social media, with an approx \$15,000 budget, to see Christian messages being seen by a wider audience.

New products:

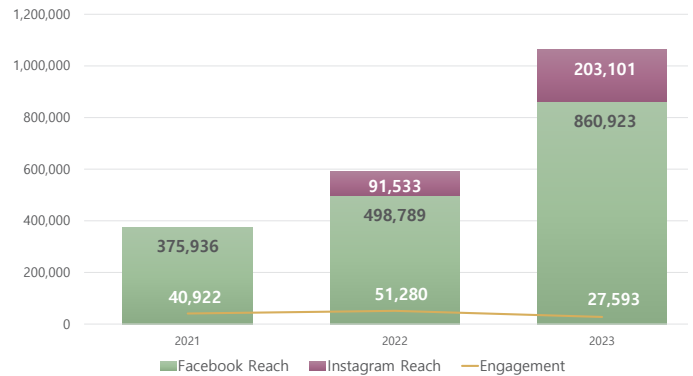
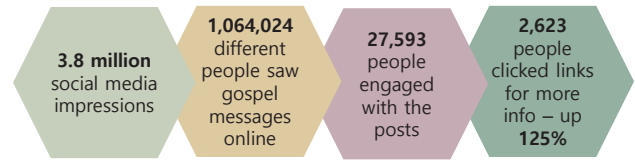
- We released a new children's story titled, 'Gifts at Christmas – the Story of Saint Nicholas', written by Alison Condon, with artwork by Tania Hassounia. This was initiated in view of the significance of this story as one to redeem – to see talk of Christ back in Christmas – noting Saint Nick sits at the root of the modern Santa Claus tradition.

Funds: \$35,000 total was involved in all aspects of 'Hope Project Christmas' – excluding the creation and print of the children's story. These funds have been annually raised as a part of the annual Easter effort, so that there is only one fundraising period annually.

Data

- The AllTogether.co.nz/Christmas webpage for churches had 1,339 views.
- Reception to social media posts was notably positive. Intentional engagement with more detail around the history behind our cultural festivals of Christmas and Easter was also fruitful – as noted earlier in this report.

Hope Project Christmas 2023 Social Media Campaign



KEEPING CHRIST IN A CHRISTMAS TREE COMPETITION

Seeing an upcoming Christmas Tree competition Ave got creative. She designed a 3-sided wooden Christmas tree with the words hope, love and joy on the sides. Nativity images were silhouetted through coloured plastic from a light within. It was a glimpse of CHRIST in Christmas from amongst 70 entries in the competition – and yet because of her effort, CHRIST was seen!



Is Christ still a part of CHRISTmas in New Zealand? He is if he is seen!

OUR EFFORTS MAKE A DIFFERENCE!

CREATIVITY INSPIRES CREATIVITY

“Thank you for the ideas. ...A handy carpenter in our Parish made us a beautiful back-lit Nativity scene to sit on the lawn in front of the church.”



IMAGES REFLECT LOCAL INNOVATION: THE VISION IS DEFINITELY CATCHING!

“...with images sent of nativities on lawns, lighting displays, creative artwork and billboards.”

OP SHOP CUSTOMERS WANT NATIVITY SETS — AND THE WAREHOUSE HELPS!

A lady shared how customers asked to buy their own nativity decorations. Searching for options she found 'Advent Calendars' at the Warehouse for \$2.50, and bought a box full to give away in the shop!



'HOPE FOR ALL' BOOKLETS — A CATALYST FOR OUR CHRISTMAS IDEAS

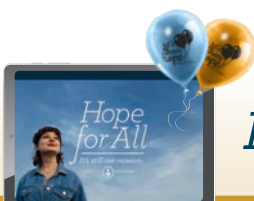
A church invited people from the community to a Christmas Eve service at which some well-known Scriptures were read followed by 2-minute testimonies — with 'Hope For All' booklets handed out. With several testimonies planned, a number of newcomers came to hear their family members speak. They thanked us saying 'Hope For All' was the catalyst. We thank God that they positioned their loved ones to hear some amazing stories!

A&P SHOW — NATIVITIES A CONVERSATION OPENER

A church with a stall at their A&P show included nativity figurines for children to play with. This led to discussions around the Christmas story with parents — to who they gave Scripture calendars as a gift.

OUTSTANDING INVOLVEMENT IN CHRISTMAS PARADES

The pictures say it all. God's people are fun — and amazing!



Is Christ still a part of CHRISTmas in rural New Zealand?

FINDING INNOVATION

1. *Waiting for fish and chips in a rural town, Dave and son walked through the town with nothing of CHRIST to be seen — until they came across a church located in a row of shops. There was CHRIST, represented to the public through a nativity window decal. It wasn't much — but Jesus was at least still visibly present to be remembered.*
2. *Sarah walked through a small rural village — with silence about Jesus until the same window decal was seen on the windows of a church.*
3. *In another town the owner of a prominently positioned house that thousands walk past to get to the beach had a large nativity on their front windows — which couldn't be missed!*



(III) HeLP Project
nz

Introduction

HeLP Project is a proposed united communications initiative — though 'on hold' until funding is forthcoming, combined with a conviction that we are to proceed.

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?

We are plausibly 50 years into a culture of negativity toward our faith. Yet for every negative story told about our faith there are literally thousands of positive stories that remain untold. No one is going to tell our story for us. We need to tell our story!

The verse

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

A possible 'trigger' to bring support

Recent questions in Government (as also fed by public media) around the charitable status of churches reflect the kinds of challenges that lie ahead if public perception is left (by us) to continue on its current path.

Unless we do something to 'interrupt' the narrative, the narrative remains unchanged.

As a strategic proposal for the NZ Church, HeLP Project leverages one survey for four outcomes. See details at the webpage.

Funding

We had estimated a need for \$300,000pa to run this effort. In view of inflation and a needed support staff the real budget might now be higher. In all cases, we believe this to be a very low cost for the nature of engagement it enables, purposed to affect perspectives of our faith. This is a work with significant gospel-related relevance.

It is, however, our determination to sit and wait until funding is given. We have no ambition here. We are simply doing our job.

An offer to individual cities

With considerable groundwork done and systems in place, the offer exists for churches together in any city who, seeing the outcomes, would like to do this for their own city. This is about kingdom partnerships, enabling things that are very unlikely to happen otherwise. A timeline of about 1 year before starting would be needed, as the final web-build and coding for data-to-web integration has been delayed until there is a city (or national) plan to utilise the service.

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



STRATEGIC PILLAR #6

NZ BICULTURAL AND VALUES HISTORY



In short:

- Those who write / tell the history write the future
- Those who control the present can control the past
- Only a culture that despises itself neglects the telling of its own cultural story.
- Our nation has been ignorant of its bicultural history.
- Our nation is, also ignorant of its wider values history. This leaves us in a precarious position, because unformed minds can be easily manipulated and turned. Our faith is negatively critiqued instead of being valued. Values that protect human wellbeing are being undermined — and left unduly unprotected.
- If we choose to learn and value our own history — this can change.

We have undertaken multiple initiatives in these spaces.

- › History stories are a feature on all platforms.
- › Some are not under the Shining Lights Trust — but still connected to our work and goals.
- › Hope Project includes history stories for this same reason.

LOOKING FORWARD

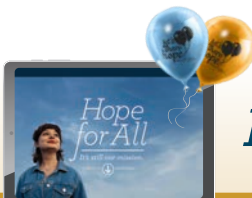
- › **Bicultural history:** We intend to continue to support a growing knowledge of our bicultural history.
- › **Values history:** Our hope and intent is to trigger an interest in our values history (in the same way as was done regarding our bicultural history in the 2011 to 2014 period). The hope is: to see Christian leaders readily telling these stories on all platforms (church and public) — to encourage the storytelling of many — to catalyse a national change in perspective on our faith.

WIDER PURPOSE

- › To shift peoples perspective regarding the place of the Christian faith in our nation — and its relevance to them.

SUPPORT RESOURCES

- › Ten years ago, we talked about 'post secularism' as the new trend — in contrast to the earlier 'post Christian'



cultural trend. We then stated that, like a surfer paddling to have speed before a wave arrives, we must be ready to leverage what is coming.

- › Today, that wave is beginning to break. This is the time! Conservative news reporters and academics across the West now regularly refer to our Christian heritage, culture and values — including many who are personally atheists.
- › Today across Europe there is coming a widespread and growing pushback against 'far Left' policies of immigration — although in tension with a political culture of self-deprecation in European societies. As Western culture is undermined, there is also a re-evaluation of what Western culture is. What made it so charitable, caring, prosperous and equality-based? The answer is that it is a significantly 'Christian culture'
- › It is a cultural wave, and one we would be very wise to catch.

A CALL TO KNOWLEDGE AND COURAGE BY CHRISTIAN LEADERS

- › Many Christian leaders and spokespeople have been intimidated into silence by the secular narrative. It is just a narrative. This has not been good. With information, this could be changed. For the sake of the gospel, we believe it is important that this is changed.
- › While still a 'side topic' to many, we believe a restored knowledge of our wider values history is a fundamental and necessary component of our missional efforts as the NZ Church.

REGARDING OUR OWN VALUES HISTORY RESOURCES

- › The 'A minute in history' radio series exists to highlight these stories.
- › The Hope Project booklets — as a collection — are a remarkable resource, having intentionally covered 6 areas of our values history.
- › We have networked in the hope of a more collaborative approach amongst some key players, but these attempts have not yielded fruit yet.
- › We are promoting resources by others (all from overseas) on this topic.

INTENDED NEW RESOURCE: NZ VALUES HISTORY HIGHLY ILLUSTRATED BOOK

God willing, our next focused contribution will be the writing of a highly illustrated (Hope Project quality) A4 sized book about New Zealand's values history and the Christian faith. This will be a significant project and requiring a considerable amount of time reading and writing by Dave. Simple and concise writing is the end goal. This would need editing and improving by people with expertise in different topic areas. Following graphic design, the resource could be placed in the hands of every politician, local council leader, pastor and journalist. Any other person positioned to inform or shape national culture could also be given a copy. This effort is intended as a 'trigger', to catalyse a conversation that isn't happening; or to highlight a topic that is not only avoided — but untruthfully spoken about within public culture.

Because all other areas of work also need to continue, writing could take place across the 2024 to 2026 period, with design and the final product printed after this.

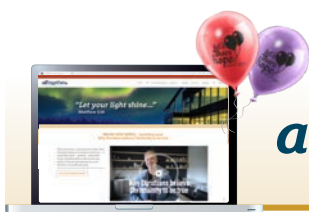
Telling amazing history stories

A Māori homeschooling family contacted us to state their appreciation for the booklets. They were introducing their children 'to important stories from our history. Thank you for what you do.'

From our office, when people contact us and discover the Chronicles of Paki' illustrated history series, they are often surprised. It exceeds expectations. It tells important and powerful stories.

Common feedback regarding our booklets is of the love people have for the amazing history stories we tell. These stories are unquestionably a significant communication tool.

We have had feedback expressing surprise at stories we've told — because they had no idea Christ was a component in what happened. The account of the response of Māori to the Government invasion of Parihaka is an example.



3. Testimonies from the Hope Project

GOSPEL PAMPHLET 'GETS ITSELF OUT OF THE RUBBISH BIN'

☞ Receiving a gospel pamphlet a man threw it straight in the bin — only to later find it on the floor. His partner agreed that he had in fact put it in the bin. This made him wonder if there was something to take note of. He's now connected with a church person, and they are enjoying conversations about faith together.

'I READ THIS BOOKLET — IT HELPED ME!'

☞ A guy came into an Auckland church's care centre who was "struggling from every addiction under the sun". The pastor told us how he then saw another guy with his own set of challenges pick up a 'Hope For All' booklet. He opened it and pointed to the prayer on the last page and to the surprise of the watching pastor said, "This has helped me." The first guy read and was grateful, saying "This was just what I needed!"

FROM SOCIAL MEDIA: ALL 9 BOOKLETS PLEASE — THEN A BIBLE — THEN A CHURCH FOR MY FAMILY?

☞ A December FaceBook post offering copies of a set of all prior Hope For All booklets was responded to with a 'yes please'. Shortly after a second request came — this time for a New Testament. Engaging with them and discovering the remote area they lived in we suggested some churches nearby — to which the reply later came that they'd now identified a church and were going to take their family along. God is drawing people to himself in this nation!

A STRANGE COMPLIMENT: "...ABOUT YOUR BOOKLETS, I DON'T HATE THEM!"

☞ This compliment was from someone in the care industry who sees the booklets annually through their workplace. They stated their opinion to their Christian relative. As someone who is usually strongly opposed to the Christian faith their relative asked, "Why do you say this?" The reply was, "They have great stories in them, and they aren't pushy!"

We thank God because it shows again how the booklets are being quietly read and considered. 1 Peter 3:15 comes to mind. "But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect"

Look how God can work!

TURNED UP TO CHURCH AFTER A 65 YEAR GAP

☞ A church leader told us of Sunday visitors they assumed to be people on holiday — who it turned out were locals who had just decided they needed to come to church for the first time in their 65 years of marriage.

We are reminded that, even without a current personal connection, God can draw people to himself through wider-reaching gospel efforts — or even the memory of conversations they had decades before!

WOW — THERE IT WAS ON THE TABLE WAITING TO BE READ!

☞ A lady popped over to visit a neighbour who they knew to have been unwell. They saw the booklet prominently on the table — with no other magazines of any kind around. When she asked if she could pray with her neighbour, he then gave permission. She told us that, "I was so grateful the gospel was right there on his table to be read!"

I'M SO GRATEFUL FOR THIS BIBLE FOR MY FAMILY

☞ A family we suspect are new immigrants contacted us to request a Bible as offered in the back of the booklet. Receiving the one we posted they responded, "It arrived on Saturday already! I am overwhelmed by your generosity and kindness; I want to cry! Thank you." They told us they had neglected church and faith but were now prompted to change that. They were going to re-connect!

"I ENJOYED THAT PRAYER — COULD I HAVE A BIBLE?"

☞ This request is an example of feedback we received. While we cannot know exactly what transpires in a person's heart, how remarkable that they expressed pleasure specifically in praying the 'salvation prayer'! God responds to humble and open hearts. While they had no 'church vocabulary' to say it, we'd guess that salvation just came to that home!

TWO YEARS ON — STILL HAVING WEEKLY TWO-HOUR BIBLE STUDIES

☞ A lady passed on how she had knocked on doors to engage conversations while giving Hope For All booklets — two years ago. A few months after enjoying a 20-minute conversation at one home she felt prompted to go back to ask the lady if she'd be interested in meeting to study the Bible. Two years later, their weekly studies are still going. Aren't God's people amazing!



Booklets in the hands of God's people

USEFUL ON THE CAMPUS — THANK YOU

☞ A TSFC worker who collected copies of previous booklets said, 'What a joy to be able to give these to students throughout the Polytech with our event flyer. Thank you!'

THIS PASTOR SAW AN OPPORTUNITY TO HELP MEMBERS ENGAGE IN PERSONAL WITNESS

☞ Seeing the local supply of booklets for delivery a pastor asked if he could take 800 for his youthful 'adult and young adult' congregation — but not for them. His vision was that each of them would give it away in a conversation they engaged. He didn't see 800 booklets — but instead, 800 conversations! What vision!

BOOKLETS ADD FUEL TO INDIVIDUAL EFFORTS

☞ A retired gentleman told us how he goes for drives around his country town some evenings to see if there are any people he can help or encourage — and he always takes 'Hope For All' booklets with him to give. Sometimes it is a roadworker, sometimes someone at a bus stop, sometimes someone homeless or upset — and sometimes someone needing help with a large supermarket trolley.

WHEN I OFFERED THEM AT MAINLY MUSIC — IT PROVED THE DELIVERY IS WORKING!

☞ A volunteer offered booklets to about 25 attendees at Mainly Music, one by one — and only two took them. Why not the rest? They had received one already in their letterbox! "It is working," was the comment. 'People see them, read them and remember them!'

HIGHEST CHURCH ATTENDANCES — MIGHT IT BE HOPE PROJECT?

☞ While there is no way to validate this — a pastors' group told us that they'd discovered they had just had their highest 'sum total attendances' at their various Easter services. The Catholic Priest wondered if the 'Hope For All' booklets were generating the timely interest. Whatever the case, we thank God and pray the trend continues!

DELIVERING THE BOOKLETS THE MOST EFFECTIVE EVANGELICAL THING I DID — THANK YOU!

☞ First steps in outreach can be difficult. The above comment was the thankful words of one person to us. They expressed appreciation of the help this effort had been to them — actually doing something for the gospel itself. It's another part of the picture.

BRINGING HOPE TO BOARDING HOUSES

☞ A person contacted us, delighted to receive booklets to share hopeful thoughts with people in boarding houses. These houses were accommodating people in difficult circumstances. Everyone is looking for hope!

THE TABLES ARE TURNED: ELDERLY IN HOMES GIVE BOOKLETS TO VISITORS

☞ Instead of visitors giving booklets to encourage the elderly — an inspirational elderly couple requested copies to give their visitors! Sharing some stories how they had served gospel purposes throughout their life, age wasn't going to stop them from continuing!

BOOKLETS TRAVELLING FAR & WIDE

☞ We have been grateful to distribute Hope For All booklets to hundreds of cargo ships visiting Auckland!

☞ We really are blessed as a country to have people like you and the team ministering in this way. May the way ahead be even more fruitful and blessed.

☞ Thanks again for all that you do. Such a wonderful project.

☞ I loved the stories in the Hope booklet. Walked the streets of my home town and delivered lots. Keep it up!

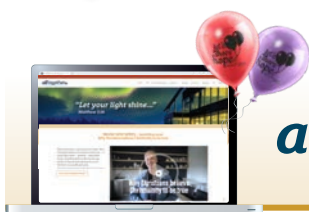
☞ We love what you are doing through the Hope Project. We are praying for Godly success always for the Hope Project.

☞ Thank you for the wonderful booklets. Throughout the past year, I have also had the opportunity to give away several additional booklets, giving hope to many through your great booklets."

☞ Thank you — We have an Easter Family event planned for Good Friday so we can give these away to families then.

BOOKLETS GIVE CONFIDENCE FOR INDIVIDUAL EFFORT

☞ A retired gentleman told us how he goes for drives around his country town some evenings to see if there are any people he can help or encourage — and he always takes 'Hope For All' booklets with him to give. Sometimes it is a roadworker, sometimes someone at a bus stop, sometimes someone homeless or upset — and sometimes someone needing help with a large supermarket trolley. Regarding our serious image error he said 'What a kick in the guts. Don't give up! Aren't God's people amazing!'



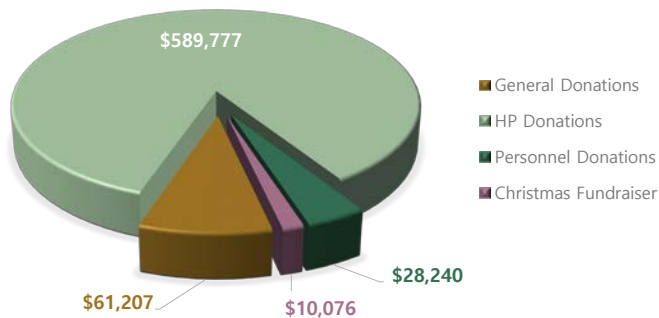
4. Funding

SHINING LIGHTS TRUST INCOME (FOR THE YEAR ENDING 31 MARCH 2024)

Comments:

God really does provide: We testify again that, after managing the mix of tasks, opportunities and budgets as well as possible, we have been able to pay all invoices on their due dates. Provision for what is needed continues.

DONATIONS RECEIVED 2023-24 FINANCIAL YEAR



Our thanks: We are grateful to all donors

Please note a difference between calendar year and financial year: The numbers in our accounting systems are somewhat confusing due to the timing of the 31st March financial year. This ends in the middle of the annual Easter effort.

- The funding 'barometer' measures by calendar year, making it a better indicator of budgets and funds raised.

The number of donors: The numbers of people and churches participating increased for the first time in 3 years, following a notable decline since 2021 (Covid time).

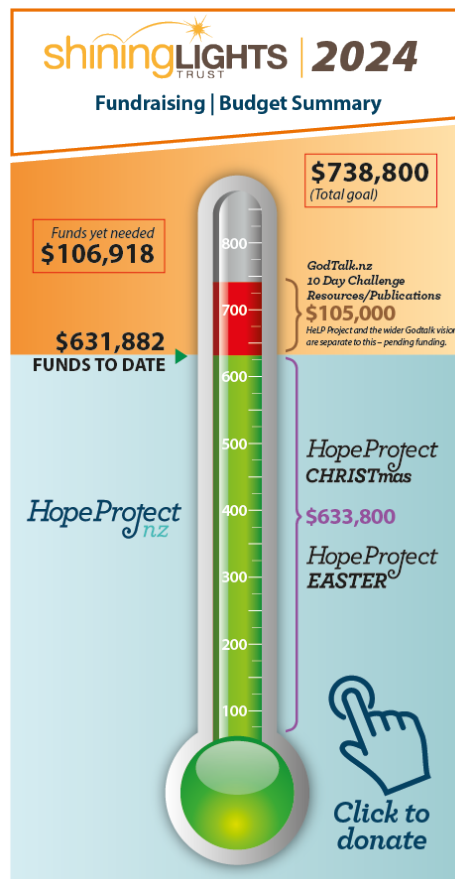
- We have almost the same total number of donors as four years ago (approx. 450).
- This is still 100 short of prior to five years ago (approx. 500+).
- The pandemic was a factor.
- We believe the total number of donors is insufficient for a work of this pace, scope, scale and strategic merit.
- Regarding Hope Project, this past year we focused on communicating WHY the national Easter effort exists. Vision leaks over time. More than half of our nation's pastors likely weren't in ministry when Hope Project

started in 2014. The work of 'selling the WHY' never ends.

- The board recognises the need for increased finance and a stable regular base of giving. Only 11% of our funding is regular giving (weekly / monthly). 89% is one-off or annual giving — the majority of that also being given around the Easter period.

A tightened budget in 2024: Due to a personal 'sense' Dave sought to tighten budgets. The office team undertook various initiatives to lessen the 2024 Easter spend.

- Some decisions created more work for the team, while others decreased audience reach.
- With inflation considered, final Easter 2024 costs were reduced by about \$50,000.

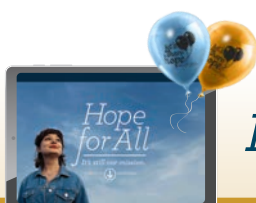


The Easter 2024 financial testimony: With an early Easter, invoices fell 20th March and April, instead of 20th April and May. Our bank would not give us an overdraft facility. Cashflow was going to need a miracle. Often the full Hope Project budget is not raised until a number of months after Easter. It came 'down to the wire'. There were no further action steps we could take. By God's grace on

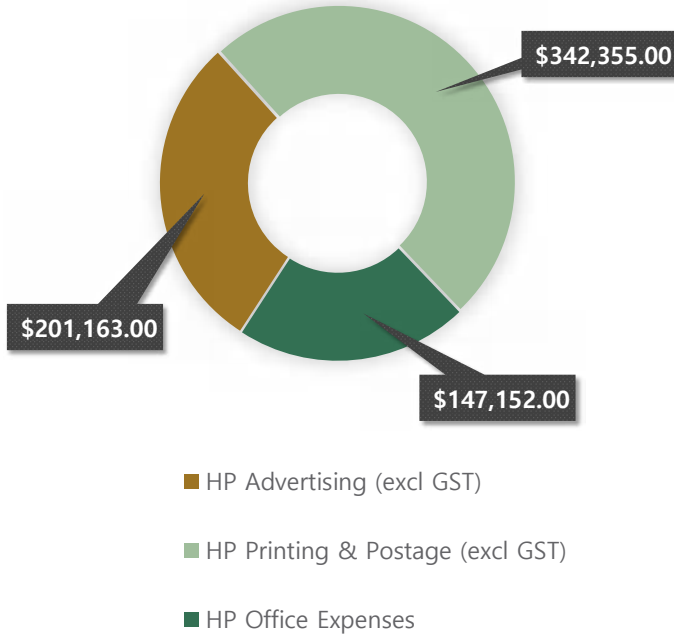
20 March and April there were sufficient funds to cover all expenses. This is amazing provision!

In summary: We thank God!

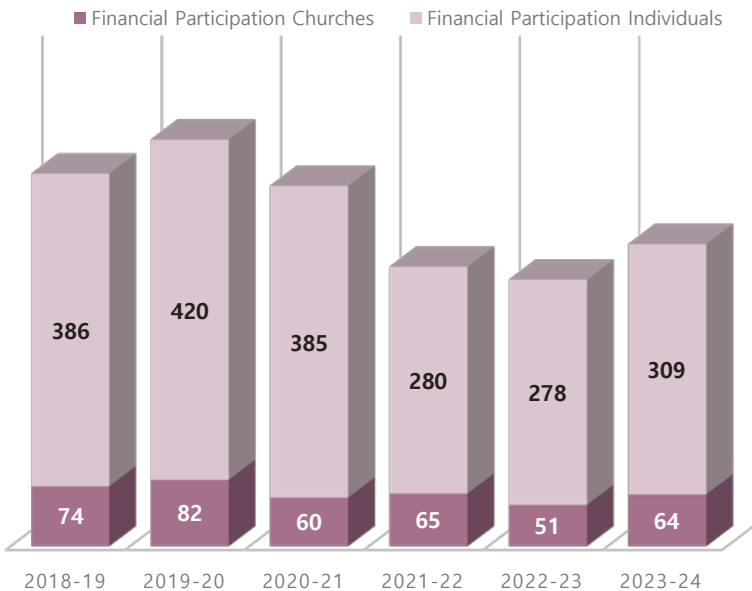
NOTE: The barometer reflects 2024 funds as at 30 June 2024.



Hope Project Easter 2024 Expenses



Churches & Individual Financial Participation



Notes:

- > **Accounts:** Audited annually.
- > **Donation details:** AllTogether.co.nz/donate
- > **Donor base:** We are grateful to all donors. A small number fund about half of the Easter effort's budget. We thank them — and God. Most churches never give a donation (About 5% of partnering churches do). Most prayer partners likewise. An intriguing note was that many individual donors give once every few years. Amongst it all, all invoices are paid.
- > **SLT budget for 2025:** Our proposed budget is \$280,000, down from \$780,000. This sustains all areas of the work — noting there will be no national booklet delivery and TV ads at Easter 2025.
- > **The 'Why Christians believe' resource development:** This innovation is within about \$20,000 of covering its own costs. Ongoing sales of the printed booklet sets will chip away at this, eventually covering it.
- > **New Christmas story:** While it will take a number of years for sales to cover the costs of creating and printing the 'Saint Nicholas' story, in the mix of all of our Christmas innovations we have broken even (sales have matched production costs).
- > **Low staffing costs:** A continuing dynamic of our work is a very low paid staff count (2.4 full time equivalent paid positions, similar to a medium sized church). This is not how we want it to be, but we thank God for what is possible — also aided by wider teams of amazing skilled volunteers.
- > **Repositioning finances and risk:** Risks undertaken each year are considerable. These risks (via underwriting) sit with a small group. It is the hope of our board that this work somehow find an increase in support, concurrent with help from others better positioned to give underwriting/cashflow support than current team members.

Thank you to all who give so generously to enable this work. You are true partners — without whom this work would not be possible.



5. New innovation

While our work is in innovation, our existing work must continue through to fruition first. With 14 years in this work behind us, what of the next decade? An expanded team and finances is needed

Vision comment from Dave Mann

Much of what we do in any given moment isn't about the work seen in that moment. Our initiatives are vehicles for change through which we are engaging with intent. Many thousands of words could be spoken on this matter. We fundamentally believe that broad changes across the body of Christ in this nation are possible.

To merely sustain this work, (in contrast to expanding it) is a worthy work. If financial resources dictate that we 'merely' stand (Ephesians 6:13) — rather than advance, we thank God for the privilege of all that this work already involves.

However, what if we were released to continue innovating and adapting in the way we have been positioned for — and still desire to do?

- How might the thinking of God's people be changed as a result, then spawning new initiatives and actions by others?
- What if some of those other initiatives then changed the game? (Maybe some then make some of our initiatives redundant — as has already happened. We thank God!)
- How might the public perception of Christ and his Church be positively affected — *because God's people were helped to think, behave and initiate differently?*

This is what we labour for. Change is often imperceptible — until we step back to consider.

- Our initiatives are not the goal. They are a vehicle.
- The changes in thinking that various efforts cumulatively catalyse are the goal.

We would like to do more for the gospel in this nation.

For more on 6 current future-looking initiatives see: <https://alltogether.co.nz/2030/freshvision>

6. A team to be thanked

That team is called the NZ Church. God's Church really is amazing.

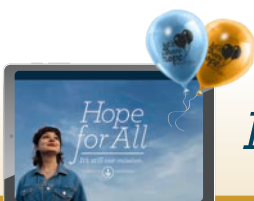
Churches are willingly to unite in so many parts of our country, working 'as one for the gospel' (Philippians 1:27) to homes — is amazing!. The city of Tauranga has about 150 delivery areas, 20 churches — averaging 8 volunteers — delivering near their buildings — and within two hours it was done. The task becomes effortless where there is unity of heart. It is a positive experience. It encourages outreach and encourages outreach equipping via pulpits, small groups and youth groups.

We are grateful to our office team and board, to our core team members — mostly in Tauranga, to pastors' group convenors and delivery coordinators in each location nationally, to the 1000+ churches that participate — and to every volunteer. Thank you!

Furthermore, we want to thank various 'specialists' — many noted below. Thank you for the skills you bring to various aspects of our work! Amazing!

"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

May God give us all vision, faith, discernment, wisdom and favour to do even greater things!



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
Sarah Perkins — Administration

The wider Tauranga-based team, including media members

Beau Spicer – Graphic design
Brett Mallory – Videography/audio
Heather Mann – General support and mailouts
Joy Lauchlan – Prayer/networking
Rob Grindlay - Marketing strategies
Sue Hardgrave — Editing
Robyn Hamilton — Editing

Hope Project Regional Reps

Linden Willetts
Martin Stevenson
Chris Condon
David Salmon

Team efforts:

- › Auck: Joseph Fa'afiu, Craig Millar, Allan Oliver, Barbara Carr, Linden Willetts
- › Chch: Sandra Blackie, Heather Rout, George Ryan
- › Wgtn: Bruce McKeivitt, Elizabeth Morris, Phil Coates, Teepa Wawatai, Murray Collingwood

Hope Project Delivery Coordinators — 97
Delivery volunteers — Approx. 4000

Thanks also to

C3 City Church Tauranga. Generate Ltd
Generate Insights Ltd Touch Media
GSL Promotus Spicer Design
Freddie Muller — My Promo Video

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

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
AllTogether.co.nz/small-groups

Unity and city / town pastors' groups —
AllTogether.co.nz/pastorsgroups

Godtalk — Godtalk.nz

10 Day Challenge — 10DayChallenge.co.nz

Why Christians Believe — WhyChristiansBelieve.nz

For public audiences:

Facebook.com/HopeProjectNZ

Instagram.com/hopeproject_nz

For church audiences:

Facebook.com/alltogethernz

Instagram.com/alltogethernz

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

To donate — AllTogether.co.nz/donate

Shining Lights Trust / Hope Project

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SHINING LIGHTS 2023-24 STATS



MAY 2023 — MAY 2024
 Budget: \$738,800
 Income: \$631,882



FINANCIAL PARTICIPATION
 64 churches + 309 individuals
 ↑+25% ↑+11%

1.75 MILLION TOTAL
SEETV ADS

TV campaign audience:
 25% of 18-54yr olds
 an average of
2.4 TIMES



1000 PASTORS FROM
818 CHURCHES

TV OnDemand Impressions:
335,151 11%↑

Broadcast spots
TV 553

People receiving MONTHLY PRAYER updates:

1648



Monthly Godtalk youth updates **505**



Connected with Pastor's Group Convenors **125**

Hope Project Radio Plays: **6080**



TOTAL WEBSITE UNIQUE USERS 34,692

2,450 Outreach Today PUBLICATIONS



all together .co.nz CHURCH DIGITAL ENGAGEMENT

UNIQUE USERS 13,145
 May 2023 - May 2024:

Hope Project **2,983** Christmas **1,339**
 (Data reflects church-audience interest and participation)

DIGITAL MEDIA

Reach **1,644,760**
 Impressions **8,358,767**
 Engagement **48,773**

Easter Facebook Reach **945,012**

Alltogether Total Social Reach **6,349**

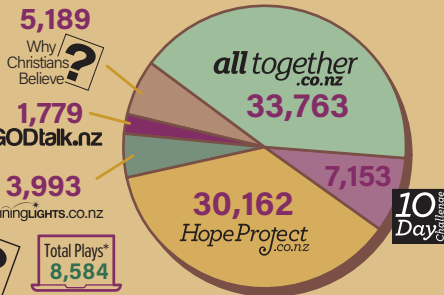
Christmas Social Reach **860,923**

Hope Project CHRISTmas Link Clicks **2,623** ↑125%

341 Total Content Posts Hope project & Alltogether

Google Ads Impressions **67,554** Ad Clicks **1,611**

PAGE VIEWS WEBSITES
TOTAL 82,039
 May 2023 - May 2024



YouVersion Bible Plans

TOTAL 1,016 SUBSCRIBES

rightnow MEDIA
4,987 VIEWS

Why Christians believe?

Total Plays* **8,584**

'BECAUSE WE CARE' Total Plays* **3,635**

*ACROSS ALL PLATFORMS YouVersion, Rightnow Media, YouTube

PLAYED **A Minute in History** Rhema & Soundcloud: **1,166**

YouTube Total Videos Played **39,036**



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