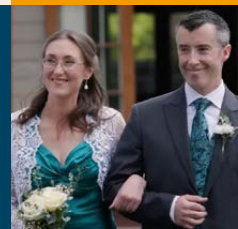




UNPACKING
LIFE

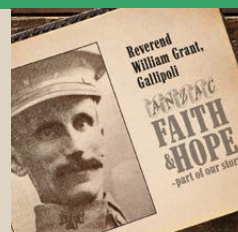


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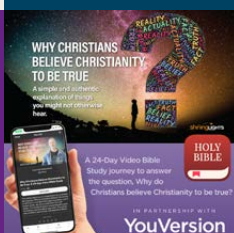
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Hope
Heroes



Why
Christians
Believe



alltogether
.co.nz



HEALTHCARE:
THE RED CROSS



Why Jesus?
Talk with our hope-filled bot

10
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Challenge

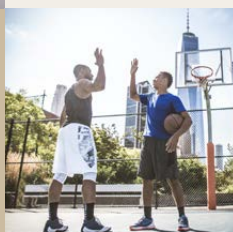
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A
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GRACE
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Outreaching
CULTURE
A Leadership Strategy



Annual Report
2025

Bringing
INNOVATION to
outreach

Director's note

I'm delighted to share this report — so much good is happening.

Our work continues to identify gaps in the Church's wider outreach to bring innovative responses to fill them. We've once again given ourselves fully to this mission — made possible by your support. Thank you.

A Year of Strategic Shifts

This year, with Easter designated as a gap year for the TV ads and booklet delivery, we were able to focus on other key areas of development:

- Hope Project Easter 2025 focused on an expanded online media campaign, reaching about **1.9 million** through social media and 165,000 through online media while gaining fresh insights.
- We reviewed and refined the longer-term vision for **Hope Project**, including brand updates, a new biannual booklet delivery model while other media remains annual, and a revised financial approach: future deliveries will depend on a confirmed cash balance each October. New TV ads were also created for broadcast, on-demand, and online media.
- We created new, long-requested **simple gospel booklets** for Easter and Christmas — with a booklet on **re-thinking Halloween** to follow.
- Our online media presence is growing through two video series:
 - **YouTube Shorts** based on *Why Christians Believe*
 - **A Minute in History**, adapted from our radio content. The first topic, *Healthcare*, is already live. Over 150 unique videos are planned.
- **Hope Project Christmas** once again encouraged nationwide outreach. Many churches and organisations took part — often without mentioning us, which we see as a sign of success. We also reached approximately **1.5 million people** directly through social media, helping ensure a strong Christian presence online during the season.

In Memory

In January, we honoured the life of **Linden Willetts**, who pioneered booklet delivery in Auckland. Linden gave thousands of volunteer hours to unite churches at a time when few believed the level of collaboration needed for the booklet delivery could be widely achieved. His friendship and faithful service will be deeply missed.

Forward Focus

Please continue — or even increase — your support as we look to the future. There are many open doors. The cultural tide is turning, and a fresh openness to Christianity is emerging. This work is here to help churches engage with greater gospel **focus, collaboration, and effectiveness.**

Thank you.

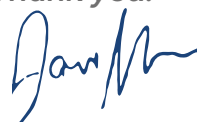



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Shining Lights Trust – 6 Strategic Pillars

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.

June 2024 – May 2025 Highlights

357,448
TOTAL VIEWS



**NEW ZEALAND
WEBSITE USERS** **18,863**



Total Impressions
203,781



Total Impressions
9,002,347

**PAGE VIEWS
WEBSITES**

TOTAL 56,824

**Social Media
Reach**
2,500,779



HopeProject
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alltogether
.co.nz

shiningLIGHTS
TRUST

10
Day
Challenge

Why
Christians
Believe?

HopeProject
CHRISTmas

GODtalk.nz

Content Views
115,852



**CONTENT VIEWS
GODTALK
YOUTH EQUIPPING**

1,520

national youth leaders' 'round table'
24

10 Day Challenge
Total Plays
2,483

**YouVersion
Devotions**
TOTAL 2552
SUBSCRIBES

353 **Social Media**
Total Content Posts

"THANK YOU FOR GIVING US USABLE RESOURCES!"

A church leader wrote: "I tremendously appreciate the vision, commitment, sacrifice and tenacity your team has shown in producing high-quality publications over the years. May your wide-reaching sowing result in wide-reaching fruit — unto eternity!"

LIGHT IN A DARK TIME

A cancer sufferer in a community support group wrote to thank us for the Hope For All booklets. She said the stories gave her fresh hope — not only for herself, but also for the many hurting people she shared them with in the groups.

STRATEGIC PILLAR #1

Cooperating Culture

Our speciality and interest is in unity for mission with a strategic view. There are things our churches and various Christian organisations can do together that they cannot do apart. This part of our work is about looking at the whole Church, to consider and catalyse new possibilities. However, credit for outcomes is rare. Those taking new steps naturally do so as their own choice.

We continue to enjoy wide-reaching interactions with God's people across New Zealand, including pastors, pastors' group convenors, youth leaders and numerous organisational leaders.

- **Partnered Pastors & Prayer updates** — These updates connect with all areas of our work, aligning outreach with key cultural moments like Easter, Waitangi, ANZAC, Matariki, Marriage Week, and Halloween.

SPOTTING THE GAPS

A retiree in provincial New Zealand was watching the Auckland Christmas Parade on TV and asked a simple but powerful question: "Where was Jesus?" She shared her concern with us — noting that this is the only nationally televised Christmas parade, reaching hundreds of thousands. We saw the significance and quietly spoke with a few people in Auckland, simply pointing out the gap. One of them took the idea further, rallying others. Thanks to their initiative, a Jesus-honouring float is now being created for this year's parade. The credit rightly belongs to those now raising funds and doing the work. But this story highlights our role — quietly watching for opportunities, and connecting the right people for gospel impact. Who else is thinking this way? Week by week we facilitate unity through engagements like this.

- **Godtalk Youth Leader updates** — Monthly encouragement and resources to empower youth leaders in outreach.
- **National Youth Leader Collaboration** — Helped bring together leaders from 24 youth organisations around a shared mission.
- **Pastors' Group Convenors** — Quarterly updates serve as a simple communication line giving profile to united endeavours at the city and national levels. See AllTogether.co.nz/pastorsgroups
- **Fresh Leadership Thought on Unity** — Thinking leads to behaviour which means current behaviour reflects current thinking. We are continually writing to challenge thinking and inspire fresh approaches. See articles at: Alltogether.co.nz/encouragement-blog
- **Hope Project Networking** — Strong, up-to-date connections formed nationwide through volunteer coordination help support wider gospel partnerships.

1603
Prayer
Partners

987
Partnered
Pastors

482
Youth
Leaders

Monthly communications — over 45,000 emails sent to 3,072 partners — offering a steady voice encouraging outreach and intentionality.

FORWARD FOCUS

- We will continue to develop collaborative strategies in both the national youth space and the family, marriage and parenting space. The latter is awaiting the right timing to serve key under-utilised opportunities.
- We will keep bringing encouragement to pastors' groups, aiming for visible unity, where churches are tangibly present in their communities. We've seen many seed-like efforts in this space bear long-term fruit.
- We're networking with some who are engaging with funded social media to reach the NZ public, noting *LifeTV / KNOWN* and *Long Story Short* in this space as examples — pursuing long-term connection, shared learning, and potential collaboration for greater impact.
- At the right time, we plan to compile a new and highly practical book on unity for city and town pastors' groups.

STRATEGIC PILLAR #2

Skills Equipping

Our core aim is to see every pulpit, small group, and youth group equipped for conversational outreach — every year. We don't mind who leads it, promotes it, or whose resources are used — we just want it happening. This is biblical and essential. God uses people to reach people. There's no other way. It goes without saying that it is a first responsibility of a Christian leader to ensure that the mission Jesus gave us really is the mission of the local church they lead.

A wide range of existing resources continue to be used on topics such as gospel skills, gospel preaching in secular environments, conversational and storytelling skills, response and team skills, as well as apologetics, history, and testimonial knowledge. These are designed for use in pulpits, small groups, seminars, leadership training, and youth groups.

Highlights of Strategic Projects

Promoting the Vision: Monthly updates continue to cast vision and connect leaders to practical resources — including tools for developing an outreaching culture and habits, supported by gospel, storytelling, apologetics, history, and conversational resources.

Why Christians Believe

Our 7-part series — continues to be widely used across churches, youth groups, Christian schools, RightNow Media (11,175 views), Shine TV, and online (7,349 webpage views).

This year we also launched the 24-day devotional on the YouVersion Bible app (1,907 subscriptions) also available on the Why Christians Believe website



Ongoing promotion has included online media, monthly email updates, and presence at Thinking Matters NZ conferences.

One highlight came when Dave briefly visited a youth group. A young person spotted him and exclaimed, "Oh, it's you!" — they'd just completed the series two weeks earlier.

Unwrapping Christmas booklet

Designed for non-Christians, while also informing Christians about aspects of the history of this cultural season. Printed 15,000, sold 12,500 with a re-print planned due to high demand.

What Christians Believe about Easter booklet

Created for non-Christians, designed to communicate the core message and key reasons for belief very concisely. Printed 10,000, sold: 4,900 with a healthy supply remaining for future use by churches and youth groups



"BEST OF ITS KIND I'VE SEEN!"

One partner praised our new Unwrapping Christmas booklet as "light and easy to read," and said it conveyed "the Christian face of Christmas without pressure." "It's the best of its kind I've come across."

"I WOULD GIVE THAT TO MY FRIENDS."

A pastor we have previously noted for his insightful feedback reviewed the draft booklet and said: "I like it. I would give that to my friends." For us, that's the highest praise.

Impact

We are often greatly encouraged by feedback showing how our resources have changed the way people think about outreach, leading them to engage more actively and confidently.

For example, a networking leader mentioned in passing how significant our ‘conversational outreach’ resources had been a few years earlier in reshaping his approach. The impact is not just in the one-time use—it is in the shift in thinking that results. This is intentional. Gaps will be filled primarily through changing the thinking of many.

Without donors who believe in the strategic nature of what we do, the above efforts wouldn’t exist.

FORWARD FOCUS

Our primary focus remains the ***promotion of a vision for an equipped Church***, while supporting leaders with practical, relevant tools and outreach resources.

As we look to the future, several key resource gaps stand out.

NZ Values-History Content

Concise, story-based resources to help church leaders and members understand our nation’s values and Christian heritage. (Details in Strategic Pillar #6.)

Re-thinking Halloween

(Rolling out in stages — several elements completed, others underway). This is a re-education campaign on the history of Halloween to inspire fresh ways of sharing Christian messages and hope through it. The total campaign includes articles, radio segments, videos, and a quality booklet to re-educate the Christian public. The entire effort now exists as an ongoing asset. The Unwrapping Halloween booklet is intentionally suitable for both informing church members and giving to kids for their parents at Light Parties or during trick-or-treating. Additional future resources are planned to help churches desiring to creatively connect Christian messages with non-church people.

School Groups Video Series

(No timeline set). Videos to support unity and outreach among Christian students in schools are needed. While we may develop these ourselves, we’re also open to catalysing others to do so. Our priority is that it gets done and done well.

Storytelling Resources for Small Groups

(No timeline set). Our book, *The Art of Storytelling* (AllTogether.co.nz/rationalfaith), contains valuable insights but has not yet reached a wide audience. Reframing its key messages into short 5-minute videos with small group discussion guides could significantly broaden its impact.

“THESE ARE SO USEFUL IN MY CHAPLAINCY WORK.”

A chaplain contacted us to request more copies of prior booklets. “They are so useful in my chaplaincy work,” he said. People are looking for hope — and hearing a story of hope like is in these booklets can really help!

NO NEW DELIVERY? “WE’LL STILL DO OUR STREET!”

Despite no new booklet release at Easter 2025, some weren’t deterred. A couple who’d moved to a new city rallied local friends and prayer-walked 1600 homes with prior booklets. Others did the same. One man requested 5 boxes (2500+ copies) to prayer-walk his part of Auckland. A woman in Hamilton accessed leftovers through local networks and asked for more after exhausting the supply. In total, around 10,000 booklets were distributed in this way — a testament to how ongoing use continues beyond official deliveries.

“I’M PREACHING YOUR SERIES”

Meeting with a pastor, we discovered they were preaching their way through the ‘Why Christians believe’ series. The idea of an equipped church made sense. Why equip only those in small groups when you could equip all through the Sunday sermon?

STRATEGIC PILLAR #3

Leadership Strategy for Outreach

Our goal goes beyond sparking one-off outreach events. We aim to catalyse a habit-based leadership culture that sustainably equips all members for their mission. It's about leadership, habits, and culture.

In many cases, while the use of a resource may naturally end, the new thinking and habits it fosters remain. This is our greater goal, and many of our resources are created with this awareness and intent.



Highlights of Strategic Projects

A key initiative this year was a series of 10 topical articles offering a comprehensive guide for pastors and church leaders on building a holistic outreaching culture:

- › Outreach and Building Culture
- › Outreach and Unity
- › Outreach and Equipping Strategy
- › Outreach and Discipleship
- › Outreach and Small Groups
- › Outreach and Youth Ministry
- › Outreach and the Art of Gospel Preaching
- › Outreach and Reasons for Faith (Apologetics)
- › Outreach and NZ History
- › Outreach and Community Service

Our updates also continued to feed into seasonal and community opportunities, helping churches to recognise and take local opportunities — as has been noted already.

FORWARD FOCUS

Our task is to keep adapting. While some of the habits needed to build an authentically outreaching culture in a church have been widely embraced, others have not. In our assessment, the pace and quality of gospel focus in many churches remains insufficient for real momentum in outreach.

Although we have a strong library of resources and notable connections with pastors and youth leaders, our long-term strategic engagement with denominations remains limited. To catalyse measurable change at the grassroots, the same messages need to be affirmed from every possible direction. This may yet await its right season. In the meantime, we are grateful for the opportunities before us.

Unity Book — Volume 2: The vision is to produce a strategically focused book offering practical steps for pastors' groups, designed to spark fresh thinking and action that could shape the next stage of church unity across New Zealand. The content is already drafted. What remains is principally the timing required for compiling, editing, design, and print.

Its greatest impact will not come through posting copies—since books sent this way are rarely read — but through personally placing it in the hands of 500+ unity-minded pastors. The strength of this book lies in its simplicity and practicality, combined with the personal connection that comes with its distribution. It is a small tool in a wider vision. These kinds of initiatives are what your support to this work enables.

IN RESPONSE TO OUR WAITANGI UPDATE

"Great update — thank you!" "I've used some of this material and will likely do so again."
"Significant resourcing. Loved the history stories."

In response to the update, an elderly Māori woman requested back copies of the Hope For All booklets to re-read the stories. Concerned about the increasingly rosy retelling of pre-Christian history, she valued our accessible resources and intended to learn from them afresh — so she could share important stories herself.

STRATEGIC PILLAR #4

Youth Mobilisation

We consider some of the 'gospel gaps' we have discovered in youth ministry to be of particular importance. Youth group attendance is now only 25% of what it was 25 years ago.

- Outreach equipping for youth is rare.
- City and town-wide youth leader unity is sporadic.
- The unity of youth in their schools is often short-lived.
- Combined youth outreach events are uncommon.

We continue to work strategically to catalyse change in all four areas.

Regular updates:

We send monthly updates to youth leaders and key youth. Since youth leaders change on average every 18 months, our primary marketing focus is pastors. (With more manpower, we would attend all youth conferences.) Annual promotions prompt many pastors to subscribe on behalf of new youth leaders, ensuring ongoing outreach focus. This sustains the reach of these youth leader updates in a fast-changing space.

A united national vision:

The four key challenges above cannot be solved by any single youth outreach organisation or denomination. Momentum is too low for isolated efforts; only a united national approach will work. Hopes of funding to employ someone, to catalyse a change, never came about.

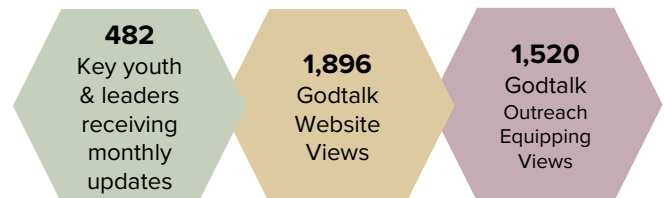
Through persistent networking — notably with Word of Life Ministries (Hamilton) — a uniting of the leaders of about ten national youth outreach organisations, together with about 14 denominational youth reps has now come about. First meetings took place in February and May 2025, with ongoing meetings planned.

The group came to a shared vision: *Every young person having the opportunity to know and encounter Jesus through a conversation with or invitation from a friend* — something not currently being achieved. Four sub-goals then

focus on specific gaps identified in local youth leader unity, outreach equipping, youth unity in schools, and combined outreach events.

These meetings (hosted by Word of Life in 2025) are hoped to continue three times per year. Dave has played a key role in connecting leaders. Discussions are on matters like:

- How to catalyse and sustain youth leader gatherings in 70+ cities and towns.
- How to catalyse and sustain youth unity in schools nation-wide, with momentum.
- How the group might catalyse a greater focus on outreach equipping across all youth ministries



We are conscious of a need to steward well what has been started. We believe this is God's time for this — with ideas having had positive reception from denominational youth reps as also the leaders of various national youth outreach organisation like Word of Life, Christian Camping, Alpha, UNASHAMED, Scripture Union and For This City.

Finances

This will require both financial investment and a time commitment. A national survey of outreach among NZ youth ministries is about to be undertaken, and a 'lead and feed fund' is being initiated with a specific purpose: giving money strategically to catalyse a particular activity. Few recognise the rarity and therefore value of this kind of collaboration, or can free up time from other work to prioritise unity in a way that moves beyond words to wide-reaching action and impact. Your support can help make this possible.

RESOURCES APPRECIATED BY ALREADY LEGENDRY YOUTH LEADER

We were honoured when a seasoned youth leader reached out, praising the usefulness and wisdom of several resources we've produced (his words, not ours). In particular, our articles and a podcast interview with Dave on addressing the NZ Church's young adult attrition problem deeply resonated with him.

NATIONAL YOUTH ROUND-TABLE BEARING FRUIT ALREADY

Although still in its early stages, collaboration is already taking shape. One key organisation leader shared that they are now networking with two other organisations, with local staff and youth workers set to "team up." They applauded the effort taken to bring these leaders together, recognising the catalytic potential.

Another pioneering leader connected with one organisation's leaders through our networking — and then with another. From this, new vision has emerged including potential long-term support for Christian school groups in their region and the planning of a first conference, with the possibility of replicating the model in other regions. If this occurs, both youth unity in schools and youth leader unity between churches could be significantly strengthened. Encouragingly, current dynamics suggest all denominations and organisations now meeting could be involved, giving this initiative unique potential for nationwide momentum.

"I am so thrilled that this connection brought us not only into connection with other unity focused, gospel driven people..., but also that it is furthering the deepening of relationships to enable us to serve God well." (National youth organisation leader)

STRATEGIC PILLAR #5

Delivering Public Media

Even when combined, local church efforts typically reach only a small fraction of non-church-attending public. While every outreach programme is valuable, this gap highlights the need for coordinated national and city-wide initiatives to achieve what individual church efforts do not.

For example, if only 10% of non-churchgoers hear Christian messages from a Christian friend each year, and another 10% are reached through church ministries, 80% remain unreached. Meanwhile, Christianity often faces negative portrayals across public platforms.

This is where the value of wider-reaching, combined efforts becomes clear. Our nation's two public holidays related to our Christian history and values are Christmas and Easter (Waitangi Day could also be considered). These occasions provide cultural opportunities — God-given gifts for churches to communicate more broadly. Hope Project operates in this space, catalysing a wide array of initiatives so that people hear the message who otherwise never would.

All Hope Project media efforts are funded entirely by donations. We are deeply grateful to those who share our vision of 'seeding' ideas across the public square to reach people with the hope of Christ to others. Thank you.

Projects

1. Hope Project Christmas 2024
2. Hope Project Easter 2025
3. Continuous Online Media Presence

1. Hope Project Christmas 2024 — Church Promotion + Public Media Campaign

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

Hope Project Christmas includes both church-focused resourcing for pastors and a nationwide online media campaign to keep Christ visible in public life. Our efforts are already shifting culture, as more churches and organisations creatively focus on keeping the 'Christ' in 'Christmas' through storytelling and displays. Over time, this will influence cultural perceptions nationwide.

Each year we hear many encouraging stories of people taking initiative, nativities on motorhomes, shop displays, church-front installations, and bold public signs.

Our December 2024 online public media campaign reached over 1.5 million people — a 43% increase from the prior year. A refreshed creative approach featured new imagery and increased use of Reels, all with a sharp focus on the campaign's core goal: keeping nativities in public view.

Christmas 2024 Online Media Campaign

3.5 million
social media
impressions

1,524,143
different
people saw
gospel
messages
online

12,074
people
engaged with
the posts

5,222
people
clicked links
for more info
up **99%**

CHRISTMAS LIGHTS WITH A MESSAGE

While touring promoted Christmas light displays in Palmerston North, a partner noticed not a single decoration referenced Jesus. Inspired to change that, they created a large, artistically painted sign about God's greatest gift. Placed on their lawn along a busy main road, it now reaches thousands every day.

MAKING THE REASON FOR THE SEASON CLEAR

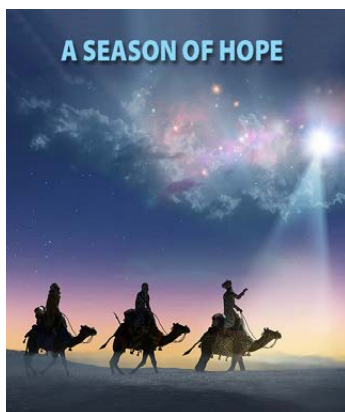
On a busy road, Whangārei Central Baptist put up a large Advent Christmas tree and a striking nativity lighting display on their building frontage. No one passing could miss who and what Christmas was about celebrating.

A MOTORHOME ON MISSION

A travelling couple turned their motorhome into a mobile witness, adding nativity decals to their windows — seen by passers-by and the many 'migrant retirees' enjoying life on the road.

BOLDNESS KEEPS THE NATIVITY IN SCHOOLS

A community-minded dad regularly gifts nativity decorations to school offices. This year, one administrator again resisted, saying religion had no place in schools. He calmly reminded them that 25 December is a historic celebration of Jesus' birth. The nativity stayed — again.



2. Hope Project Easter 2025 — Online media campaign

As with Christmas, the Hope Project Easter online media campaign keeps Christian messages visible during a significant season for our faith, and a nationwide cultural festival.

With 2025 designated as a gap year for the national booklet delivery and TV ads, we focused on an expanded online media campaign, reaching new audiences and gaining fresh insights. This included recording a new Easter poem video, themed 'Many Voices — One Message', created for online use this year and ready for future TV broadcast.



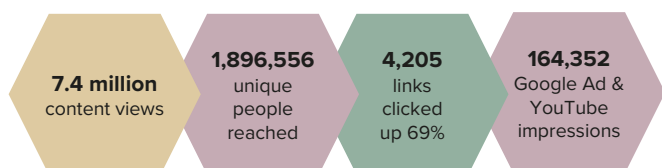
Easter campaign goals:

- 1. Make Easter visible** — Using images and a poem to highlight the cross as the central symbol of Easter and raise awareness of the Christian message.
- 2. Prompt action** — Encouraging attendance at a local church during Easter.
- 3. Rethink the story** — Challenging the secular narrative and prompting consideration of a God who has revealed himself through history.

Considerable thought went into both the content and delivery methods. This year's campaign featured images, quotes, and videos. This included Zion and Gloriana's arranged marriage in Gloriavale story, and targeted promotion of the Why Christians Believe series — timely for Easter.

These elements fulfilled our goals: keeping the Christian message visible, encouraging church attendance, and prompting people to rethink the story. The content reached widely across web and social media platforms, with many engaging and clicking through to websites to learn more.

Easter 2025 Online Media Campaign

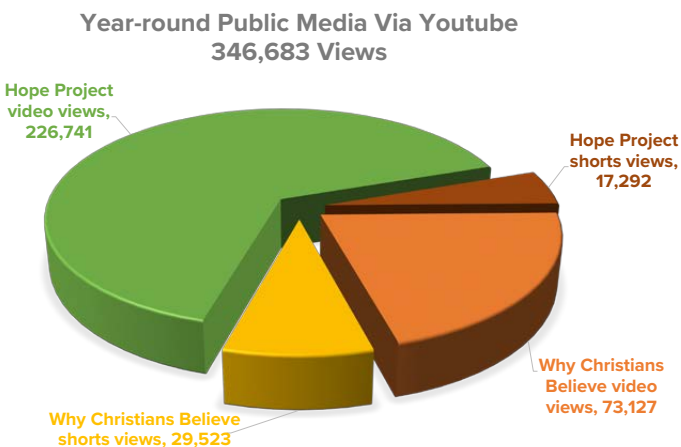


ZION AND GLORIANA'S 'ARRANGED MARRIAGE GLORIAVALE STORY'

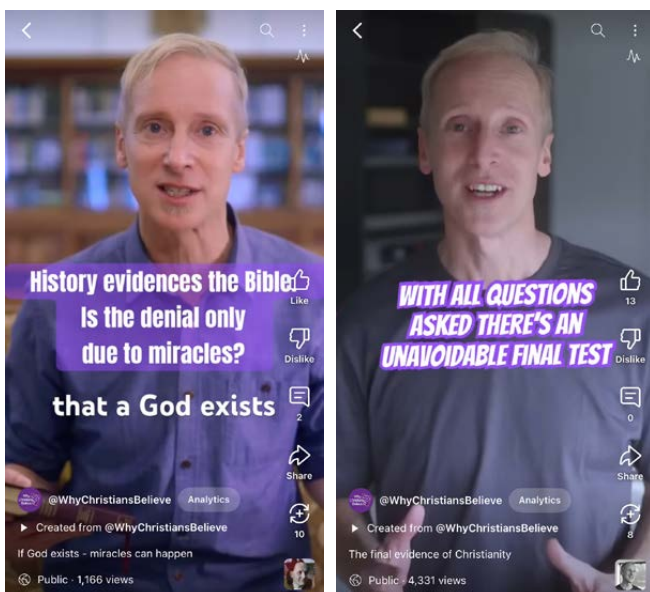
Zion's 2023 Hope Project interview was so compelling it became a 23-minute documentary with strong online engagement. When his wife, Gloriana, invited us to film their vow renewal, the follow-up video gained 150,000 views in weeks and aired on Shine TV. Feedback poured in — "I always wondered about their faith." "What an amazing couple." It gave proof that there is life and faith beyond Gloriavale.

3. Continuous Online Media Presence — Why Christians Believe & Hope Project media

Early in 2025, we made a strategic decision to expand our ongoing public media engagements beyond our usual focus-times of Christmas and Easter. Our expansion included increased year-round effort via the Hope Project YouTube channel, and a new dedicated *Why Christians Believe* YouTube channel. Multiple videos are promoted each month, with 345,000 total media views resulting, including an international audience with strong engagement.



HopeProject
nz



FORWARD FOCUS

The SLT Board made several key decisions shaping the next decade of Hope Project:

- **Underwriting Support** — We're grateful for an underwriter now helping with cashflow—an annual challenge that has previously fallen on immediate team members.
- **Minimum Bank Balance** — From now on, we will not commit to an Easter effort without a set cash reserve in place by October. While God has always provided, prior efforts involved significant risk, and the need for underwriting had fallen on a small group of people. God can supply this.
- **Bi-Annual Booklets** — With limited funding and staffing, the workload of an annual booklet delivery is unsustainable alongside the wider work. From 2026, booklets will go to all possible homes every second year, allowing us to give more focus to other important areas on alternative years.
- **New TV Ads** — We thank God for clarity on refined Hope Project branding thoughts resulting in the rapid production of a new set of TV and TV-on-demand ads.
- **2026 Booklet Theme** — Life Beyond Limitations will share historic accounts such as Christian influence in care for the deaf and blind, and testimonies of believers living with significant physical disabilities. Even in the hardest situations, God gives hope.

Support needed

1. **Committed Donors are needed** — Hope Project's Christmas and Easter initiatives will continue annually. God-willing, booklet deliveries are planned for 2026, 2028, 2030 and 2032 — then possibly also in 2033, which will mark 2,000 years since Jesus' death and resurrection. Our aim is to complete each effort with funds in the bank, so we can immediately focus on other areas of the work.
2. **Volunteers are needed** — Booklet deliveries rely on volunteers in 100 cities and towns (with Auckland counted as seven separate city areas). We need both deliverers and local coordinators to keep this effort thriving.
3. **Advocates are needed** — Hope Project is our most valuable connection point to churches. We dream of conversational and gospel equipping taking place in every pulpit, small group and youth group every year. This vision needs local "torchbearers" connected with church, denominational, and ministry leaders. It's a simple goal, but one rarely pursued—and it will remain a key focus for us.

STRATEGIC PILLAR #6

NZ Bicultural and Values History

Our interest in history relates to public perception and cultural preservation. A positive view of faith naturally increases openness to the Christian message. A negative view of our faith naturally breeds resistance. The stories of history that are told — or omitted — shape these inherent prejudices.

In 2010, most New Zealanders had little to no understanding of Christianity's significance to our bicultural history and the Treaty / Te Tiriti. That has changed. How and why? It was a process involving many players — and that change was achieved. Because our own efforts were about catalysing a long-term change, they were multi-faceted.

At SLT, we have since shifted our primary focus to reviving awareness of Christianity's significant role in shaping our nation's values. Below are several initiatives related to this.

Highlights of Strategic Projects

Stories in Hope For All booklets:

Stories are intentionally included to connect faith and our history.

A Minute in History

— One-minute length radio series:

- Continued broadcasts on Radio Rhema Media and Life FM, with 1,180 additional plays on SoundCloud over the year. <https://hopeproject.co.nz/a-minute-in-history>
- Created 6 new Halloween audios (released late 2024).
- Produced 14 new Christmas and Easter episodes.
- About 150 audios now exist in the series, with 100 more planned, based on current research and writing.

A Minute in History

— One-minute length video series:

- Planned production of over 100 in-house videos for social media and Shine TV use, extending reach via new formats.

- Launched a first series of 12 videos on the history of healthcare values in April 2025, getting 13,400 views on YouTube Shorts in two months. Widescreen versions now airing on Shine TV.
- New videos are added on a regular basis.

NZ values-history book

- Dave is writing a 15-chapter book on New Zealand's untold story, tracing the origins of many of our cultural values, from Jesus through Africa and Europe to their influence in New Zealand.
- Expected launch is mid-2026.
- The book will be comprehensive, distinctly NZ-focused, and highly engaging.
- It is being created for a wide audience, including Christians and Christian communicators, as well as leaders in government, media, and education.



Support needed

We pray that Christians will use the videos and upcoming book to share these stories widely. As hundreds, then thousands, and eventually tens of thousands come to understand this heritage, cultural perspectives will shift — opening the way for greater receptivity to the Christian faith.

NZ Values-History Book: Finances are required to cover design, printing, and promotional costs. We thank God for a funder looking at these production costs.

A Minute in History Series: Prayer, active sharing, and financial support are needed to continue media creation for radio, video, and online use. Funding is required for specialist help, equipment, and software, while staff time remains a major investment, editing new videos regularly between other responsibilities.

YOUR 'HOPE FOR ALL' HISTORY STORIES MAKE A DIFFERENCE

A partner thanked us for the history stories in our booklets, saying they've been especially helpful in conversations with elderly people — introducing and gently exploring spiritual topics.

INTENTIONAL HISTORY EDUCATION HITS ITS MARK

Someone reached out, recalling talks, print resources, and videos we produced over a decade ago. They realised they needed to now know and remember what they had once heard. We gladly helped them reconnect with those resources to learn afresh.

similar organisations — and in view of the scope of the work. Without increased funding we concluded that the workload of previous years could not be sustained. We have made the Hope Project Easter booklet delivery biannual to better manage that capacity. Increased staffing would allow us to pursue more of the opportunities before us. We believe the outcomes of this work to be disproportionate due to its strategic nature.

Board

Two new Board members have recently joined us from the business sector.

Finances

The board has identified connecting with more businesspeople who might be open to hearing our vision as a need for this work. Dave and Michael can communicate this well. The work is inspiring, but only if it's seen. We need help making these connections.

The number of donors last year was down on prior years, and likely due to there being no Hope Project booklet at Easter which reduced our visibility within churches.

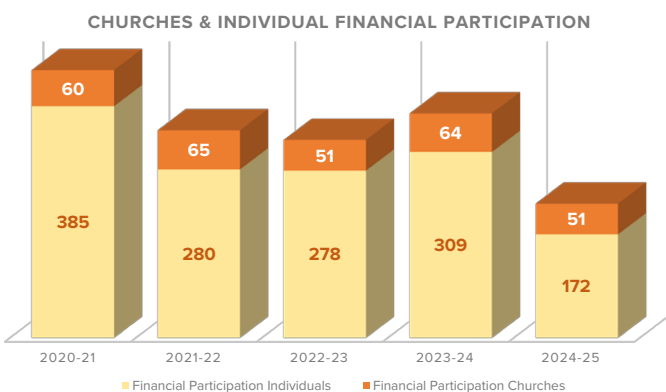
Financial Overview

We sincerely thank all who have given to support this work. Your giving makes it possible.

Looking ahead, the Board aims to strengthen our finances and reduce the level of risk we have previously carried. Strategic decisions noted in the Public Media / Hope Project section of this report are relevant here.

Staffing

Our team love their work and friendships in it. We believe the work remains significantly under-staffed in comparison to



A team to be thanked

We work with and serve all of God's people — and what an amazing Church he has!

We thank and honour our Board for their wisdom, courage, and faith, especially through the challenges of the past two years. Special thanks to Tamati Cameron, who stepped down after four years to take up a national role in the C3 movement. Tamati brought not only wisdom, but also an unwavering perspective of faith.

Regarding the small office team, Maree needs to be credited as 'office mother'; Sarah as an avid learner; Michael for adaption around video-editing; and Dave for consistent vision and effort by way of creative communication for the gospel.

Not noted elsewhere in this report, Dave was given a 3-month break / Sabbatical by the Board mid-2024. This was in view of health, as also 14 years already given to this work at pace. He returned with fresh vision.

We also thank various specialists who contribute behind the scenes. In particular, Ian Pittendreigh who has invested many hours alongside Dave revising chapters of the upcoming NZ values history book.

As noted earlier, Linden Willetts (Auckland facilitator) will be deeply missed for his friendship, vision, and cheer. We testify how, even before his passing, other Christian leaders had reached out to offer expanded support — ensuring Hope Project deliveries continue across large areas of Auckland. Linden had achieved his part — and God raised up his replacements.

This is truly a team effort at every level, including generosity from a wide body of people, each in their area of speciality. A united Church is a beautiful thing — and we thank God for it!

The Shining Lights Trust Board

Alan Hood (Chair)	John Elliott
Richard Burne	James Williamson
Chris Higgins	Nathaniel Hart
Dave Mann	

Tauranga-based office team

Dave Mann — Director

Michael Taylor — Project Manager

Maree O'Halloran — Accounts

Sarah Perkins — Administration

The Tauranga-based wider team, plus media members

Beau Spicer — Graphic and web design

Brett Mallory — Software development

Heather Mann — General support and mailouts

Rob Grindlay — Marketing strategies

Robyn Hamilton — Editing

David Salmon — Strategic input

Nathaniel and Catherine Hart — Strategic input

Martin Stevenson — Strategic input,

Wini and Roger Lewis — Strategic input & bicultural lens

Thanks also to

C3 City Church Tauranga.

Generate Insights Ltd

Generate Ltd

My Promo Video — Freddie Muller

OAC — Lew Meyer and Maria Henderson — editing

Spicer Design

Touch Media

Ultimo Group

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

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

Social media for public audiences:

Facebook.com/HopeProjectNZ

Instagram.com/hopeproject_nz

Social media 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 2024-25 STATS



FINANCIAL PARTICIPATION

51 churches + 172 individuals
 ↓ -28% ↓ -43%



TOTAL SUBSCRIBES
 ↑ 151% **2,552**



987 PASTORS FROM
 811 CHURCHES

rightnow MEDIA.

6,681
 VIEWS

People receiving MONTHLY PRAYER updates:

1603

10 Day Challenge
 Total Plays **2,483**

Monthly Godtalk youth updates **482**



Connected with Pastor's Group Convenors **123**

HopeProject
 YouTube TOTAL PLAYS
244,033

National Youth Leaders round-table **24**

Why Christians believe?

Total Plays* **115,852**



'BECAUSE WE CARE'

Total Plays* **5,749**

15,964
 Rhema & Soundcloud

*ACROSS ALL PLATFORMS: YouVersion, Rightnow Media, YouTube

SOCIAL MEDIA



Reach
2,500,779



Impressions
203,781

Impressions
9,002,347

Engagement
70,737

Ad Clicks **3,038**

Easter

Social Reach
1,896,556

Alltogether

Total Social Reach
5,489

Christmas

Social Reach
1,524,143

HopeProject
CHRISTmas

Link Clicks **5,222** ↑ 99%

353

Total Content Posts
 Hope project & AllTogether



PAGE VIEWS WEBSITES

TOTAL **56,824**

MAY 2024
 MAY 2025

7,349

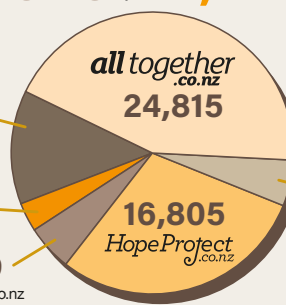
Why Christians Believe?

1,896

GODtalk.nz

2,959

shininglights.co.nz



TOTAL WEBSITE UNIQUE USERS
29,343

10 Day Challenge

alltogether.co.nz

CHURCH DIGITAL ENGAGEMENT



UNIQUE USERS

May 2024 - May 2025: **11,174**



Christmas

1,299

(Data reflects church-audience interest and participation)

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