

# Impact report

## Annual Review 2011-2012

### From the general director

Thank you. Thank you for partnering with us on our journey over the past year. Thank you for your time. Thank you for your friendship, your words of encouragement and your financial support. Thank you for walking with us as we work for a united Church which is confident in voice and inspired for mission.

Quite simply, we wouldn't have been able to do any of the amazing things we have done this year without you.

It's because of your support that we have continued to build unity, not for unity's sake, but for a purpose – for the spiritual, physical and social transformation of the society in which we live. Nowhere better was this demonstrated this year than during the riots which rocked our towns and cities in the summer of 2011. While our streets burned with rioters and looters, we encouraged the Church across the country to come together and take part in riot clean-ups. We also featured in the media, telling the stories of how the Church responded.

We poignantly celebrated the Church being good news to society during our Inspire Awards ceremony in the Jubilee Room at the House of Commons in which we, in partnership with *Inspire* magazine, awarded Christians doing great work in their communities – from housing the homeless to working with vulnerable women.

Thanks to your support, our advocacy team were able to work with Christians in Parliament to hold the Clearing the Ground inquiry into whether or not Christians are being marginalised in our society. This followed a number of instances in which Christians were reported as being hindered from expressing their faith in the workplace and in public life, resulting in a number of court cases. Our national offices in Northern Ireland, Scotland and Wales also continued their great work in engaging with politics and encouraging the Church to do the same. Some highlights have included work in Scotland on the protection of marriage, the continued brilliant work of the Cymru Institute for Contemporary Christianity in Wales and the Churches Public Policy Network in Northern Ireland.

This year, we continued to equip church leaders with knowledge of the beliefs, habits and practices of evangelical Christians, through our quarterly surveys looking at a range of topics including the family, public engagement and communication. This was part of our *21st Century Evangelicals* series, which we believe will be a vital tool to help leaders plan for mission in the future.

Our role as a unifying voice was demonstrated this year in the instrumental part we played in bringing together organisations and individuals as part of the Coalition for Marriage campaign, which was backed by more than 580,000 opposed to the redefinition of marriage.

And who can forget Biblefresh? With your support we led this coalition of more than 120 Christian organisations dedicated to re-igniting a love of the Bible in the 400th year of the King James Version.

These snapshots tell just a small portion of the great work that we have been able to do in the knowledge that we are speaking on your behalf. But alongside these are the day-to-day tasks, the nitty gritty work that our staff plug away at each day. We're about unity. We're about bringing the body of Christ together and impacting our community. We're in it for the long-haul and grateful that you are fully behind us, cheering us on.

So thank you, for all that you do and for the encouragement that you give us.

Steve Clifford  
General Director



.....  
"we wouldn't  
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.....

# Last year, you helped us...

## Stand up for marriage

As the government made plans to redefine marriage away from its traditional understanding as between a man and a woman, we played a crucial role in the Coalition for Marriage campaign, bringing organisations and individuals together to protect the traditional understanding of marriage. The Coalition for Marriage petition opposing the government's plans was signed by more than 580,000 people. The Alliance in Scotland also co-ordinated meetings between evangelical leaders and the Scottish government around plans north of the border to redefine marriage.

**580,000** people signed the C4M petition  
- and counting...



## Gather local church leaders

We believe that the unity of the Church is best expressed when local Christians come together, and share each other's heart for mission. All over the country, God has been bringing church leaders together in a renewed unity, for the sake of the places in which they live. With your help, we launched the Gather initiative, helping to facilitate unity for mission movements and encourage leaders to start them where they do not yet exist. These unity for mission movements are taking seriously the prayer of Jesus: "May they be brought to complete unity to let the world know that you sent me." (John 17:23) It was so great to bring together more than 140 people at the first ever Gather conference in February. Roger Sutton, who leads Gather, said of the conference: "We heard story after story of creative, inspiring and effective unity-building that is resulting in changed lives and changed places. There is a growing belief in many places that they see themselves as one Church with many congregations."



## Clear the ground

Are Christians being marginalised in society? Read the media stories of tribunals and court cases involving Christians and you might think so. Together with Christians in Parliament, we ran an inquiry called *Clearing the Ground* to investigate. We found – through evidence from more than 50 Christian organisations – that Christians in the UK face problems in living out their faith, but that these problems have been mostly caused and exacerbated by social and cultural and legal changes over the past decade. Speaking about the report, Fiona Bruce MP said: "For the first time we have a thorough report articulating the real concerns of Christians across our nation who feel that their freedoms to live out and speak freely about their beliefs are increasingly restricted - action must follow." Other advocacy work in our national offices this year included the continued brilliant work of the Cymru Institute for Contemporary Christianity in Wales and the Churches Public Policy Network in Northern Ireland.

**50** organisations gave evidence in the Clearing the Ground inquiry

## Equip the Church

What does an evangelical Christian look like? What are our beliefs, habits and practices? We continued to help paint a picture of evangelical Christianity through our series of research booklets, as part of the *21st Century Evangelicals* project which we started in 2010 with a survey of more than 17,000 Christians. Thanks to you, and our Research Club of Christian organisations, we have produced quarterly reports surveying evangelical Christians on topics including family life, communication and political engagement.

**4,689** questionnaires completed in our 21st Century Evangelicals research



**3,583** - the number of volunteer



hours that have been donated to the Alliance this year by an amazing group of people who have shown commitment to our mission and have given themselves to helping us fulfil it.

# Make the Bible fresh again

In the year that saw the nation celebrate the 400th anniversary of the King James Bible, we ran the Biblefresh campaign, helped hundreds of churches, agencies, organisations, colleges and festivals re-ignite their passion for the Bible. The campaign included a photo competition and a Viral Bible challenge, which was spectacularly launched by the Christian Motorcyclist Association at Spring Harvest. An independent evaluation of Biblefresh carried out by think-tank Theos confirmed: *"Biblefresh can be fairly judged to have been a success, earning high praise from the vast majority of people who came into contact with it, either as a partner or a user."*



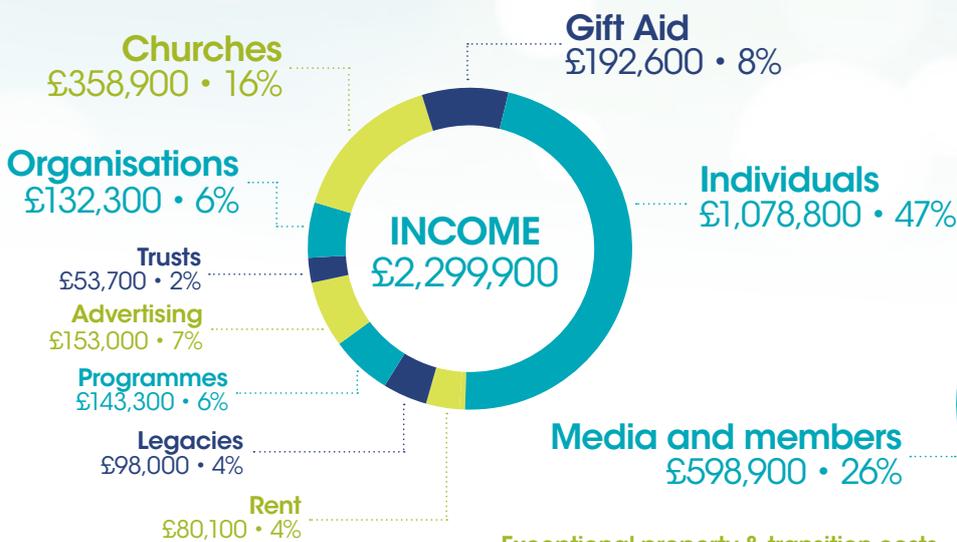
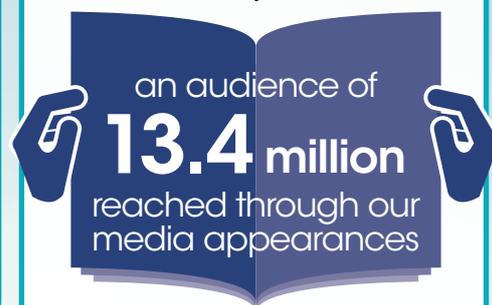
# Celebrate inspirational Christians

How great it was to have the opportunity to honour those Christian individuals, projects and churches that are blessing their communities. That's what we were able to do when, in partnership with *Inspire* magazine, we ran the Inspire Awards, honouring unsung Christian heroes. We held a reception in the Jubilee Room of the House of Commons, where church leaders and MPs joined the shortlisted candidates at a special awards ceremony. With scores of entries, this proved a success and we were humbled at hearing about just how many Christians are being good news to their society. Communities secretary Eric Pickles MP gave a thumbs up to the Alliance and *Inspire* magazine for the awards, saying: *"I would like to congratulate all participants at the Inspire Awards 2011. Christian churches... have an extensive framework of buildings, experience, volunteers and 'reach' that can put them at the very heart of service delivery to the homeless and others in need."*



# Tell stories

Whether it was through our website, through local and national press, radio, television or our very own *idea* magazine; we were getting the Church's voice heard and telling good news stories of how Christians are engaging with their communities and the issues of the day. In March 2011, we unveiled our brand new website, which helped us to better represent a 21st century organisation which values communications. We featured in the media 465 times on diverse topics including marriage, betting shops, mayoral hustings, court cases involving discrimination against Christians, adoption, social action and the 2011 riots. We have continued to increase our presence in the ever-important world of social media, gaining great numbers of people who want to read about, and engage with, the great things we've been able to do thanks to you.



The deficit of £69,500 reflects restricted fund payments for which income was received in previous years and a budgeted deficit in unrestricted funds.

This is a summary of the financial activities for the year ended 31 March 2012. Figures include unrestricted and restricted funds of the charity and the trading activities of EA Developments Ltd. They are taken from the full audited Annual Report & Financial Statements, which are available from the Evangelical Alliance, 186 Kennington Park Road, London, SE11 4BT.

# What's next?

We're so thankful for your involvement in the work of the Alliance, and we hope that you will continue supporting us in some of the exciting projects that are ahead:



We have been in our current building in Kennington, south-east London, for more than 30 years. But in 2013 we'll be moving to a new premises which will better reflect our needs as a 21st century organisation committed to an ethos of working together. Our new open plan office north of the river will help us do this. We pray that our new home in the heart of the King's Cross development area will prove to be a meeting place for evangelical Christians, an accessible UK advocacy and communications hub, and a contemporary, professional resource centre. We have felt God's hand steering and guiding us through this move and are excited about the new beginning that this signifies for the Evangelical Alliance.

[eauk.org/newhome](http://eauk.org/newhome)

## Confidence in the Gospel

We want to see churches across the UK have a renewed confidence in the gospel. We want to see them engaged in creative evangelism which will produce lasting results. Our Confidence in the Gospel campaign is about looking at how we can make small changes that will nurture a gospel-confident culture within our churches.

[eauk.org/confidence](http://eauk.org/confidence)

Confidence  
in the Gospel



## Adoption and fostering

There are 6,800 children waiting to be adopted in the UK, and 8,750 more foster families are needed. The Church is uniquely placed to open our arms to the children most at risk in our society. In collaboration with Care for the Family, our new adoption and fostering initiative is a rallying call to the Church in England, Northern Ireland, Scotland and Wales to play a part in creating homes for children who desperately need them.

[eauk.org/adoption](http://eauk.org/adoption)

## Serve

In autumn 2012 we will launch Serve, an alliance of Christian organisations committed to passionately supporting churches in England as they transform their communities – sharing resources, encouraging good ideas, celebrating successes to government and the media and using the stories of churches to inspire others to action. We're excited at the opportunity we have to equip the Church and at the chance to work with great Christian organisations, including Tearfund, HOPE, Care, Prospects and the Ascension Trust.

[serveuk.org](http://serveuk.org)

Serve™



We love hearing stories of how you are being good news to society. We're passionate about sharing news that will inspire and equip the Church. So if you've got a great story, get in touch with our media team.

[stories@eauk.org](mailto:stories@eauk.org)



We're here to help you. Our dedicated information officer receives scores of requests each week for help and resources. Whether it's sermon ideas for Christmas or statistics about Easter, get in touch and we'll do our best to give you the information you need.

[info@eauk.org](mailto:info@eauk.org)



We hope that you've been excited by the stories in this report and hope that you'll continue to give to our work. Without your help, we wouldn't be able to do any of it. So if you'd like to give to the work of the Alliance, call **0207 207 2100** or visit [eauk.org/donate](http://eauk.org/donate)

[www.eauk.org](http://www.eauk.org)

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evangelical alliance  
better together

