

# IMPACT REPORT

## ANNUAL REVIEW 2014-15

### From the general director

**Each year the summer months come around and I have the happy task of writing the year's Impact Report – a chance to give you a taste of some of the Alliance's wonderful achievements over the last year and to thank you for your support.**

Yet I often don't feel I have the words within me to express how vitally important your part is in this work, nor to capture my deep and sincere gratitude to you for making this work possible with your prayers, gifts and support in numerous other ways. It is no exaggeration to say that all of this simply wouldn't have been possible without you. So thank you.

It's been an astonishing year, I'm sure you'll agree. Scotland's independence referendum and the general election have kept us on the edge of our seats. The Alliance has been at the forefront of these key moments and many more, ensuring a united and Christ-centred Christian presence and voice. I'd like to highlight just a few stories here to encourage and excite you about the work in which you play a crucial part.

I have always had a particular passion for united mission within the Church, and feel privileged to tell you of a strategic gathering of key denomination and network leaders in March, brought together to consider the recent findings of research into the UK public's perception of Jesus. You can read more about this inside and on the final page you can read a bit about our plans for responding to the challenges this research has posed.

With an ever-growing staff team, the Gather network went from strength to strength last year, holding a key conference in Salford – Gather North – to envision and equip unity movements across the north of England to unite to transform their cities and towns.

We had an amazing year for media engagement, with 888 media appearances across the UK, no doubt thanks in part to our partnership with Christians in Politics for the Show Up campaign ahead of the general election. In Northern Ireland, the Alliance's media profile has grown exponentially, with 2,500 people now receiving weekly video blogs from director Peter Lynas offering a biblical perspective on current affairs and big issues in the news. Evangelical Alliance Scotland produced and distributed a fantastic resource – *What Kind of Scotland?* – collating and communicating the Church's priorities during the independence referendum discussions and beyond, which they then presented to a number of MSPs at hustings across Scotland. And Evangelical Alliance Wales continued to speak out with a united voice in a coalition of eight national organisations called 'Gweini' which represents the Christian voluntary sector in the nation.

One of the most exciting parts of my role at the Alliance is the opportunity to walk alongside some wonderful, gifted men and women of God. It has been fantastic to welcome Chine Mbubaegbu and Gavin Calver to our leadership team. They are already making an enormous impact on our work. The work of the One People Commission, with Yemi Adedeji as its director, also continues to be a key influence upon the work of the Alliance as we recognise we are part of a united Church which includes an amazing diversity of backgrounds and cultures.

So please do read on and join with me in praising God for all that He's made possible. It's been a fantastic year, and I can't thank you enough. This is truly a partnership effort.



**Steve Clifford**  
General Director

***"It is no exaggeration to say that all of this simply wouldn't have been possible without you."***



# THE YEAR IN NUMBERS

## IMPACT REPORT 2014-15

With your help, we achieved so much last year. Here are some of our highlights from 2014-15:

### UNITED IN MISSION

# 50

# 26

#### DENOMINATION AND NETWORK LEADERS COMMITTED TO UNITED MISSION AT LEADERS' SUMMIT

The Alliance partnered with Hope UK and the Church of England to bring together around 50 heads of denominations, network leaders and key influencers in March 2015 to consider the results of some new ground-breaking research into the general public's perception and understanding of Jesus. The findings were so shocking that all those present were moved to commit then and there, both in work and in financial gifts, to a renewed vision for united mission over the next 35 years.

#### PEOPLE EQUIPPED AT OUR GATHER NORTH CONFERENCE

In the heart of Salford's Media City, 260 church and organisational leaders gathered together in March 2015 to pray, plan and be inspired for united mission across the north of England and across different cultural spheres. Your support is transforming communities by enabling the Gather initiative to draw together groups of Christians uniting across towns and cities for the good of their areas. At the end of March 2015, Gather had uncovered or initiated more than 120 such unity movements across England.



#### EQUIPPED IN NORTHERN IRELAND

With your help, last year saw the launch of weekly email Reach: Think Friday with video blogs by Evangelical Alliance Northern Ireland to resource, challenge, encourage and inspire Christians in Northern Ireland with a biblical perspective on a topical news story. By the end of March 2015, we'd reached a wonderful 2,500 sign-ups to receive this dynamic resource. If you'd like to receive these yourself, visit [eauk.org/signup](http://eauk.org/signup).

# 2,500

# 132,700

#### VISITORS TO THREADSUK.COM

Thanks to your gifts and prayers, *threads* – our online and offline community of young adults in their 20s and 30s exploring faith and life – continued to grow and reach more and more people last year. *threads* spoke into the lives of 132,700 people online, won Multi-Author Blog of the Year at the Christian New Media Awards, and partnered with an ever-growing number of organisations to hold *threads* network gatherings looking at a range of issues facing young adults.

threads

# 15

#### HOME FOR GOOD STAFF

At the end of March 2015, just seven months on from its launch as an independent charity, Home for Good had grown to 15 staff, 250 champions in UK churches,

and 12 local expressions of Home for Good developing in towns and cities. This simply wouldn't have been possible without your wonderful support – thank you. We continue to support and champion Home for Good's work as they encourage Christians to consider fostering and adoption to meet the crisis in the numbers of children who are left without a loving home in the UK.

home for good



# CONFIDENT AND EFFECTIVE IN VOICE

888

## ALLIANCE APPEARANCES IN THE MEDIA

Our media engagement increased exponentially last year thanks to your support, particularly in the run-up to the general election. We are thrilled to report 295 appearances in broadcast media, compared to 177 the year before, and 593 in print media, compared to 380 the year before. Some 94 of these press mentions were specifically on our election work. With your support and involvement, we continue to have a voice in both Christian and mainstream media, ensuring a more confident and effective evangelical voice in the press. Last year, our dedicated press office built upon its strong relationships with journalists, placing stories across the press to build the reputation of the Alliance and to ensure evangelical perspectives were represented in public debate.

5,640

## HOURS GIVEN BY OUR FANTASTIC VOLUNTEERS

We thank God for every one of our amazing volunteers who gave their time, skills and energy last year to furthering our vision for a united Church speaking out boldly into society.

## NATIONAL ORGANISATIONS WORKING TOGETHER IN WALES COALITION

Thanks to your support, Gweini is now bringing together eight national organisations in the Christian voluntary sector in Wales to collaborate in this Evangelical Alliance coalition. With your help, Gweini is representing the sector and these key organisations to all levels of government, networking locally and nationally, and keeping them informed of best practice.



8

7,694

## SURVEY RESPONSES FOR OUR 21ST CENTURY EVANGELICALS RESEARCH

Your gifts helped equip church leaders with our 21st Century Evangelicals research into the beliefs, habits and practices of evangelical Christians. In 2014-15, three such reports were produced exploring and analysing these findings – *Time for discipleship? Are we good neighbours? and Faith in politics?* We partnered with a number of other organisations who joined our Research Club to carry out these surveys and to come up with discussion and action recommendations based on the findings, designed to resource and inspire church leaders.

2,000



## WHAT KIND OF NATION? MANIFESTOS DISTRIBUTED IN SCOTLAND

In the run-up to the independence referendum in September 2014, Evangelical Alliance Scotland were busier than ever producing a landmark manifesto on behalf of churches to present to MSPs, titled *What Kind of Nation?* This manifesto comprised 38 recommendations covering the four pillars of Scottish society – the economy, family, civil society and the environment. With your support, we were able to do a reprint of this due to such high demand, making a total distribution of 2,000 manifestos. Eighty leaders from politics, business and church were at the manifesto's event at the Scottish Parliament. In the months leading up to the referendum, the Alliance in Scotland equipped and inspired churches across the nation to run hustings with local parliamentary candidates to engage them in debate and discussion with the Christian body. Twenty-four MSPs and three cabinet ministers took part in these.

# 91% of expenditure related to charitable activities



# COMING UP...

## MISSION

Following March's summit of key denomination and network leaders focusing on mission, a similar gathering was called in early July to consider the more extensive results of research into the general public's perceptions of Jesus. Over the coming year, we will be considering how we can begin to respond to this landmark research, refocusing within the Alliance on one of our top-level visions of uniting the Church *for effective mission*. With Gavin Calver, former national director of Youth for Christ, recently joining us as director of mission, we are excited to be in the planning stages of initiatives to help raise the bar of the UK population's understanding of who Jesus is and the Christian community's commitment to share their life and faith with those who don't know him. Watch this space for more news of what's to come.



## GATHER

Over the next year, Gather has ambitious plans to launch culture-specific unity groups across the UK, developing a series of workshops on engaging the arts, business, the media and much more. We will also be holding our next regional conference, Gather South, on 25 November in Watford, looking at transformation arising from a base of relational unity and sustained prayer across the south of England.

## THREADS

*threads* is entering a new phase. Thanks to your generous support over the last three years, *threads* has established a trusted and increasingly well-known community of young adults connecting faith to life across the UK. We would like now to put *threads* in the hands of the Church to be used as a resource and tool to draw back millennials into church congregations. We want to equip churches to engage young adults on the issues and questions they have and the struggles they are going through. So in the next year, we will be producing a pack of resources for member churches to help draw back young adults, and we will be piloting two training days for church leaders to equip them to engage the "missing generation".



## PUBLIC LEADERSHIP

We have exciting plans for Public Leadership in the year ahead. After the success of the first national gathering in July 2015, we will hold similar gatherings each year to bring together public leaders. Alongside this, we are developing local Public Leadership networks to help support and build up leaders. We are producing a small group course on the biblical basis for leadership in the public sphere to help Christians understand how they might serve God by taking the lead and speaking out for Him.



**ASK** We are here to serve you – the Church. We love to equip, resource and support you with a whole range of resources, whether that's training and events in your area, regular theological or political emails or research materials to look at in your small groups. So get in touch and our dedicated information officer will do all she can to help you.  
[info@eauk.org](mailto:info@eauk.org)

**SHARE** We love hearing your stories so we can share them with our member churches, organisations and individuals, to encourage and inspire. Do you have a story of being good news to society? Does your church unite with others in the area to bless your community? Are you a public leader who could share how your faith impacts your leadership? Get in touch.  
[stories@eauk.org](mailto:stories@eauk.org)

**GIVE** Thank you once again for your faithful support of this crucial work – I hope you've been encouraged by what you've read within. Please consider giving again or increasing your regular gift to make sure we have an even greater impact in the year ahead.  
**You can do so by ringing 0207 520 3848 or visiting [eauk.org/support](http://eauk.org/support)**

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