

## What is A Passion for Life?

**A movement to see the gospel of Christ proclaimed in every community, to every generation, across the four nations of the United Kingdom and beyond.**

## Why is A Passion for Life needed?

A Passion for Life is needed because the great task that lies before the believing church in the UK is nothing less than the re-evangelisation of our country along with the evangelisation of those from many other nations whom the Lord has brought to live within the UK. A Passion for Life exists to inspire, encourage and equip churches and individual believers for this great work.

## What is our mission?

**We work to promote confident, Bible-centred, Christ-proclaiming evangelism in and through local churches by:**

- Inspiring and equipping church leaders to develop and sustain a healthy and effective culture of evangelism
- Inspiring and equipping congregation members for a lifetime of personal witness
- Calling churches across the UK together for times of concerted nationwide mission under a common banner

We also seek to foster dialogue, partnership and collaboration between church leaders, evangelists and evangelism resource providers; and to facilitate earnest and united prayer for the advance of the gospel.

## How are we fulfilling our mission?

**We aim to fulfil our mission through:**

1. An annual Evangelism Day Conference (live-streamed from central venues to multiple regional hubs)
2. Stories, expertise and experience shared through our website and other communication channels
3. A set of video-based training resources to encourage and equip leaders to develop healthy and effective evangelism cultures in their churches
4. Offering consultancy to church leaders
5. Guided signposting to help evangelism leaders discover and make best use of the digital and printed resources available from others
6. An extensive suite of video-based training resources to encourage and equip believers in their personal witness
7. 1000+ churches from across the UK joining together for the next 'month of mission' in 2026

## Our Convictions

1. We are convinced of the full and final trustworthiness and authority of the Bible and the truths set out in the A Passion for Life doctrinal basis.
2. We are convinced that our sovereign God is a God of mission who calls us to a prayerful dependence on him as we fulfil our calling to take the gospel to the nations.
3. We are convinced of the need for lost people to hear the good news of Jesus who died for our sins and rose again according to the scriptures.
4. We are convinced of the power of God's word to bring people to new birth and the need for the verbal proclamation of the gospel.
5. We are convinced of the centrality of the local church in the purposes of God as he works to gather a redeemed people for himself and for his glory.

8. National online prayer meetings ahead of the 2026 mission
9. Mission toolkits, 'LIFE' campaign branding, and promotional resources for the 2026 mission
10. Evangelistic resources for the 2026 mission with 'LIFE' branding
11. An annual Evangelism Forum to foster dialogue and collaboration between network leaders, thinkers, evangelists and church leaders
12. Partnerships with other agencies to support local churches in their evangelism

## What projects are planned for 2024-25?

*The following major projects are planned for 2024-25*

### 1. Refresh and expand our suite of video-based personal evangelism training modules

The most valued resource made available to churches ahead of the 2022 mission was a suite of 21 video-based training modules for churches to use with congregation members. The mix of clear biblical teaching and highly practical application, together with the flexibility of a 'menu' of modules (rather than a fixed course) has been highly appreciated.

Following a thorough review, we plan to revise and refilm the existing modules to address weaknesses and make them more engaging for younger adults. We also plan to extend the range with new modules addressing further topics requested by church leaders. An exciting development is the potential for collaboration with a German mission agency that, inspired by the APFL resources, is working on producing a similar set of resources for churches in the German-speaking nations.

**Cost estimate: £57,500**

### 2. Develop and produce a video-based training course for church leaders on the essential elements of a healthy mission culture

Our Ministry Director has been working with leaders from a small group of diverse churches, helping them think biblically, contextually and practically about the development of a healthy mission culture. This pilot project has resulted in the development of a framework and process that leaders have found very helpful. We plan to produce a video-based course that will equip leaders to understand and address the various factors that contribute to the mission culture and evangelistic effectiveness of a local church.

**Cost estimate: £17,500**

### 3. Refresh the LIFE mission toolkits and campaign branding ahead of the 2026 mission

Experience with the LIFE '22 mission demonstrated that an essential part of engaging churches in a nationwide mission and reaping many of the benefits of a nationwide initiative is to create a strong and effective campaign identity.

*“As there are 21 [modules] in the series, we had originally decided to cherry pick quite thinly, aiming to do 6 or 7... but it has been SO good that we are now already into double figures and still going!!”*

*“The excellent series of consultations with our church leaders have helped us to reflect on scripture, examine our context, challenge our hearts and develop our strategies.”*

This requires a professionally produced campaign identity that is adaptable to the wide variety of missional contexts across the UK, from rural Cornwall to inner city Birmingham.

We plan to commission a professional Christian design agency to develop the visual identity for the LIFE '26 mission. They will design and prepare a wide range of downloadable and adaptable assets for many hundreds of churches to use to promote their outreach events during the 2026 mission.

**Cost estimate: £12,000**

#### 4. Design and development of a new website ahead of the 2026 mission

In our digital age, the **apassionforlife.org.uk** website is a primary platform for delivering resources to churches and Christian believers. The design and development of a new replacement website is required for a number of reasons.

Firstly, we plan to adopt a paid-for annual subscription model for access to the video-based training resources and LIFE campaign toolkit. (This will help recover some of the cost of producing these resources.) Secondly, we want to make it easier for users to navigate the website and find the resources they are looking for. Finally, there are technical issues with the existing website that require fresh development work.

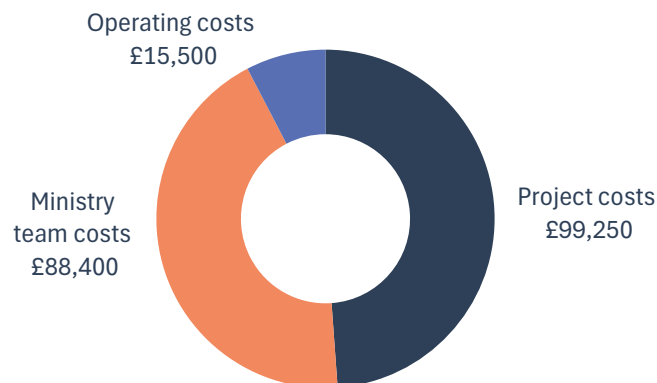
**Cost estimate: £12,000**

“ To see over 800 churches gather together, unified in aim and doctrine, holding hands from Bodmin to Elgin is such an encouragement. So, winning back the Nation for Christ stops being just a pipe dream. It makes your heart sing. And I'm sure in 2026 we can get well over 1,000 churches involved with the right resourcing. ”

Rico Tice, Evangelist

## Our Funding Need (for our current financial year, 1 Sep 24 to 31 August 25)

### Forecast Costs (2024-25)

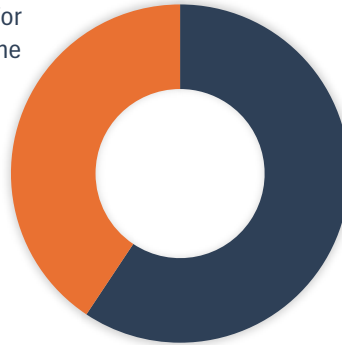


## Funding Requirement

### Note

£21k shortfall in meeting Ministry Team and Operating Costs before meeting project costs.

Received and/or pledged Income  
£82,600



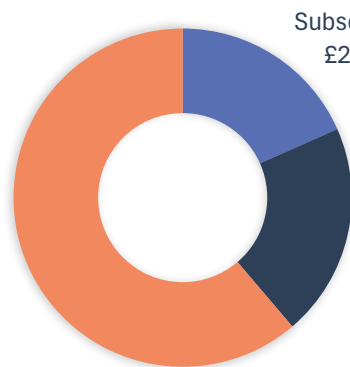
Further funding requirement  
£120,550

## How are we seeking to raise funds?

We are looking to the Lord for the funding we need through a combination of grants and donations from trusts, churches, individual donors and the Christian public. In addition, we plan to move to a subscription model in the Summer of 2025 with churches paying an annual subscription for access to the video-based training resources and mission campaign resources. This will help provide a regular source of income which is expected to increase in subsequent years. We are also looking for local churches who will adopt A Passion for Life as a mission partner and support our ministry with regular giving.

## Fundraising targets

Grants, Donors and Christian Public Fundraising  
£75,000



Subscriptions  
£22,500

Partner church donations  
£25,000

## How to give

**Visit:** [www.apassionforlife.org.uk/get-involved](http://www.apassionforlife.org.uk/get-involved)

### For further information please contact:

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*Could you or your church  
prayerfully consider supporting  
**A Passion For Life?***