

STRATEGIC VISION 2019–2021





2019 Strategic Vision

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Evangelising the cities of Africa through Word and Deed in partnership with the Church.

Introduction

By 2050, half the world's population growth is projected to occur in Africa.¹

Most of that growth will be in urban areas, so that by 2050 it is estimated that 60% of Africa's population will reside in cities.

¹African Development Bank, 2012

African Enterprise is well-positioned to bring the Good News of Jesus Christ to the growing cities of Africa in partnership with the church. We want to ensure that AE supporters and mission participants all share this vision to fund, pray and engage in unity in the Great Commission so that we are able to meet this growing demand to equip and send evangelists.

This strategic plan indicates how we will build on what our current supporters have made possible, and to encourage and engage new generations of believers to win Africa for Christ through local evangelism and mobilisation of the church.

We ask that as you read this, you ask God to help you to discern where His will is for you in partnering with African Enterprise on the Great Commission. The vision we have cast within this strategic plan is based on our 60 years of experience, current successes and challenges, and where we believe that the Lord is leading us to capture new lands and hearts for Christ.

Vision

Our vision is to be the most faithful and effective catalyst for holistic urban evangelism in Africa.

Mission

To evangelise the cities of Africa in word and deed in partnership with the church.

Values

Authority of scripture

We hold the Bible as the ultimate source of truth.

Commitment

We are committed to honouring God in all we do.

Excellence

We are committed to achieving best outcomes.

Integrity

We reflect integrity in all our work, in our accountability to supporters.

Unity

We believe in unity in Christ



Reaching out to people of all walks of life. Evangelism pictured! Kampala Mission, Uganda 2018



Missions

Missions goal

Equip the church in Africa to reach more cities through stratified evangelism.

The purpose of African Enterprise is to bring people into a relationship with Jesus, by being a catalyst for urban mission amongst evangelically grounded churches and individuals.

We believe that the Lord has prepared the hearts of millions more in Africa to hear the Good News of Jesus, and it is up to the church family to equip AE evangelists with the skills and resources they need to make this happen. Over the last two years, we estimate that over two million people heard about God's grace through Jesus at outreach events held in 15 countries, made possible by AE evangelists, mission volunteers and supporters.

Missions objectives

Over the next three years, we aim to reach another 3 million people with the Gospel message, and we pray that over 300,000 people would commit or recommit to Jesus.

We aim to scale up our mission through the support of church communities to house and care for the thousands of volunteers involved.

We are deeply appreciative of partners to enable our evangelistic momentum to grow.

People reached through missions



Approximately ten percent of all people reached make a commitment to Christ

Training and Discipleship

Discipleship goal

Build the capacity of the church to retain and nurture new believers.

With the huge numbers of commitments to Jesus each year, we have a duty of care to ensure that all new believers are connected with a participating mission church and are followed up and disciplined appropriately. Importantly, we must have well trained pastors participating in mission, with a solid understanding of the bible and theologically aligned to the Lausanne Covenant.

Discipleship objectives

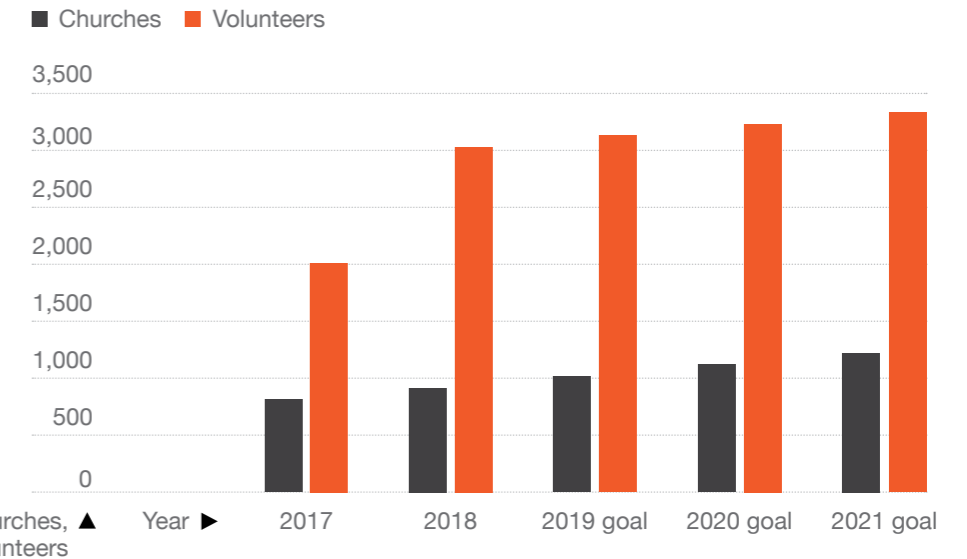
Our aim over the next three years is to train 3,000 pastors and 15,000 volunteers for mission and discipleship, equipping them to effectively evangelise and to disciple new believers.

We are also preparing to establish 6,000 groups of new believers in various churches (approximately 60,000 people), ensuring that their spiritual growth continues in Christ.

Our long term aim is to translate all AE evangelistic training material into new languages to widen our mission impact.

Also our aim is to introduce mentor programs for up and coming evangelists, equip the church to respond to the influences of other religions and secularism and see that evangelists are supported and equipped within their local churches.

Churches and volunteers involved



Community

Community transformation goal

Our aim is to promote holistic and transformative social action programs for individuals and communities, demonstrating the love of Christ to vulnerable and marginalised people.

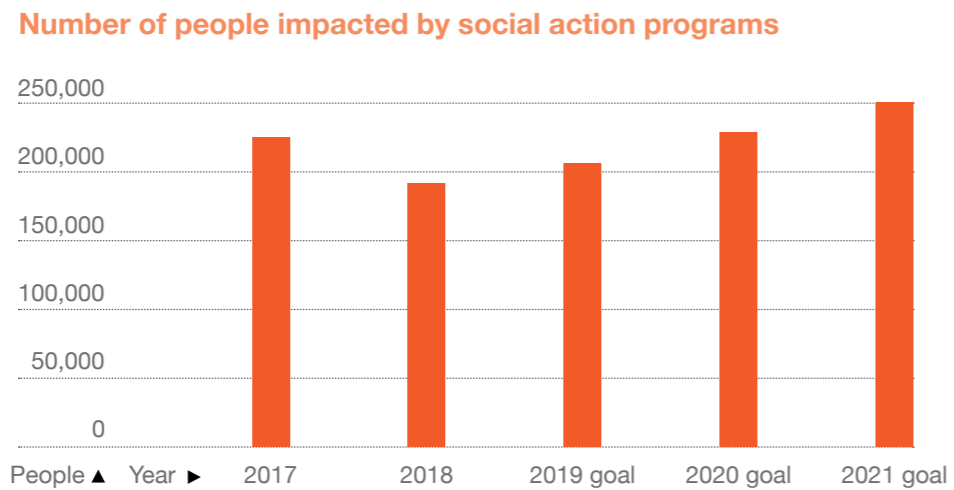
Community programs aim to provide practical avenues for beneficiaries to start a new life thanks to the love of Jesus. It forms the 'Deed' component of AE's mission statement, and has been an important part of AE's outreach for over 50 years.

Ultimately, AE's aim is to hand them back to the community to run whilst we move into other mission fields.

Community transformation objectives

Over the next three years, our goal is to introduce **200 programs** both inside and out of mission, and serve over **250,000 people** with social action programs.

The programs range from pop-up medical services to long-term apprenticeship programs that continue over 3 years such as hairdressing. All these programs are provided regardless of social background or religious affiliation, and are clearly inspired by the love of Jesus.





Leadership care and outreach

Leadership

Leadership goal

Increase the number of transformational servant leaders who are accountable & agents of positive change in every city, and raise and mentor godly, talented and influential young emerging leaders.

We want to see the church thrive with great leadership. We would also like to positively influence civic and political leaders to turn their hearts to their people, eg caring for the vulnerable, providing good education for all youth, establishing holistic health for society and allowing the church to live peacefully in the community.

Leadership objectives

The key leadership areas of focus for us are as follows:

Emerging young leaders

Inviting potential new leaders to be involved with youth evangelism, AE mission and training.

Political leaders and royalty

Leadership prayer breakfasts in every country coinciding with mission.

Church leaders

Leadership training for mission and discipling new believers.

Community leaders

Lunch time events for business leaders and uniformed services.

Our programs for leadership training vary in each city depending on the political situation, and we will adapt them as best we can in consultation with the community of churches.



Youth Empowerment

Youth empowerment goal

Holistic empowerment and discipleship of African youth and effective evangelistic outreach to young people.

"Investing in the youth at the Lord's vineyard is creating the best and strongest present and future godly generation,"

Caroline Matheu
Foxfire Team Coordinator, Kenya

Youth empowerment objectives

Foxfires outreach

The Foxfire programs reach into both the school and street environments through drama and dance in South Africa, Malawi, Zimbabwe and Kenya. They provide a message of hope, love and acceptance.

They are a core component of AE mission, reaching hundreds of thousands of young people every year.

Our goal is to impact approximately 300,000 children per year through this ministry.

Youth holiday programs (Year 5- Year 12)

Approximately 20,000 students are engaged each year in Ethiopia. This program extends from Year 5 primary school to end of high school. Our goal is to see the training materials adopted by the Foxfires programs and rolled out to 10 African nations over the next 5 years.

Youth services

Entrepreneurship training

HIV training in Tanzania: schools

Peer to peer evangelistic training

Mentorship program

Apprenticeship programs



Foxfires in action



Peace and Reconciliation

Peace and reconciliation goal

Strengthen God-centred peace, reconciliation and unity within and across African nations and communities.

Trauma and conflict are daily realities for many millions of people in Africa as a result of war, disease, poverty and corruption. Bringing hope for a better future is an essential part of the AE ministry.

Since our intervention in South African elections, and post-genocide support in Rwanda, the AE team has continued to update its skills in trauma skills and to continue to apply these in settings such as Burundi, Rwanda, DRC and South Sudan.

Peace and reconciliation objectives

Peace clubs and trauma healing goals

100 facilitators to be trained over the next three years. **10,000 people** reached through these groups.

Establish a South Sudanese leadership centre partnership

Parliamentary outreach campaigns

Applicable to all African countries

Partnership

Our goal is to partner with at least two like-minded organisations in a conflict resolution strategy.



Capacity Building and Governance

Capacity building and governance goal

Great governance and increased capacity for growth and sustainability to expand mission to new cities of Africa.

AE's vision is to be a catalyst for holistic urban evangelism in Africa, in partnership with churches. It was established in South Africa in 1962, and is steered by an international team representing 10 African nations and 5 Western/European countries. Independent governance structures are in place in each of the 10 representative countries. In Africa, all National Teams report to the International Team Leader.

The partnership works together to undertake the work of the Great Commission in accordance with Matthew 28. Our beliefs are aligned with the Lausanne Covenant and a covenant of partnership provides a general governance and accountability structure.

We are committed to achieving the work that the Lord has called us through effective ministry, development, fundraising activities and good governance.

Our aim, with our partners' support, is to reach out to new communities for Christ through Word and Deed.

God willing, we will increase our footprint in Africa through the following:

1. Reaching out to new communities in Christ, eg Togo, South Sudan.
2. Identifying contemporary social action initiatives for job security
3. Increasing our capacity to train more pastors and prepare more people for mission.
4. Bringing peace, reconciliation and trauma healing programs where most needed
5. Influencing more leaders to accept Christian principles of love and compassion for their people.

