

PROJECT NO: N/A

TAX | NON-TAX

# Kenya



*Jesus. All About Life.*



## Overview

Although Kenya is seen as a Christian nation, many Christians have a shallow understanding of their faith, and evangelism is a low priority for a majority of believers and churches. This Easter, in partnership with Bible Society, African Enterprise Kenya is taking the opportunity presented by the season to champion, prioritise and centre evangelism in the local church by running the *Jesus. All About Life* campaign.

## The Need

The lack of sound biblical teaching in Kenya has left many Christians with a very shallow understanding of the core tenets of the Christian faith. Moreover, the widespread emphasis on prosperity gospel and Christian nominalism means that many people have not considered making a personal commitment to follow Jesus Christ as the Lord of their lives.

Evangelism is no longer a priority for a majority of believers and churches in Kenya. If not slowed or stopped, this trend will result to very little or no growth of the church in Kenya in the long run. As individuals and communities continue to grapple with the disruptions brought about by COVID-19, the question of what life is all about is in many people's hearts and minds.

47.6m  
people in Kenya (2019 census).

85.5%

of Kenyans are Christian (53.9% Protestant and 20.6% Roman Catholic).

Goals	Impact
<p>The main goal of running the <i>Jesus. All About Life</i> campaign this Easter is to encourage Christian believers to keep holding on to Jesus, to practically live out their faith in Jesus Christ, wherever God has placed them, and to actively participate in winning others to him.</p> <p>This project will primarily focus on empowering the local churches to effectively proclaim the gospel in three sub-counties of Nairobi County (Embakasi, Dagoretti South and Kibra). This project will specifically work with evangelists, lay church leaders and the clergy.</p> <p>The project will seek to reach as many people as possible with the gospel through various evangelism and discipleship outreach, collaborating with influencers and community leaders to proclaim the gospel and empower the local church for discipleship.</p> <p>The project will seek to: train local community leaders and pastors in ongoing discipleship; provide young believers with biblical discipleship materials through the local church; train children and youth ministry leaders with effective skills and biblical materials; and to train evangelists with effective digital and marketplace evangelism skills and tools.</p> <p>Activities of the project will include community sports activities as opportunities for evangelism, radio and television outreach (with evangelistic messages and trained counsellors to pray and answer questions following the broadcasts), outreach activities in the open air, in the street, and door-to-door, outreach activities in selected schools, and audio-visual materials and resources for youth.</p>	<p>This <i>Jesus. All About Life</i> project aims to reach 500,000 people. This will include:</p> <ul style="list-style-type: none"> <li>• 80,000 people effectively reached with the gospel within the target communities.</li> <li>• 1,200 pastors and evangelists are trained in stratified evangelism</li> <li>• 20,000 youth are reached with the gospel through sports and music extravaganzas</li> <li>• 300,000 people are reached with the gospel through radio and TV broadcasts</li> <li>• 120,000 people are effectively reached with the gospel in the target areas.</li> <li>• 80,000 people are reached with the gospel through institutional ministry in target areas.</li> </ul> <p>The impact of this project will be seen in local churches being empowered for on-going evangelism and discipleship outreach, many people brought into the Kingdom of God and enrolled in effective discipleship groups during the forthcoming Easter season, communities transformed by the word of God (resulting in reduced crime and peaceful coexistence), collaboration and partnership amongst different churches and pastors leading to Christian unity.</p>

## Prayer Needs

- Thank God for African Enterprise Kenya and their passion to champion, prioritise and centre evangelism in the local church.
- Pray that many Christians would be encouraged and challenged to deepen their faith and share Jesus with others this Easter
- Pray for the many events which will be organised as a part of the JAAL campaign, that plans would fall into place, logistics would run smoothly, and many would be introduced to Jesus.

