

Malawi

NON TAX
Project No: N/A



Jesus. All About Life

Overview

African Enterprise Malawi (AEM) is partnering with Bible Society Australia to engage the church with the *Jesus. All About Life* (JAAL) campaign, enhancing their efforts to share the word of God with their communities.

The Need

Many in Malawi need hope and guidance following the global pandemic and Cyclone Freddy's impact in early 2023. In addition, there are many needs among those in Lilongwe City, known for conflict, domestic violence, and substance abuse.

While Malawi is considered a Christian nation, many Christians are nominal. There's a significant need for robust biblical teaching to deepen their faith and equip them for effective ministry. Sound doctrine has taken a back seat in many churches, with deviation towards teachings like the prosperity gospel.

Malawi-based organisations working in evangelism, including Bible Society of Malawi (BSM) and African Enterprise Malawi, as well as members of the Evangelical Association of Malawi, are concerned about knowledge gaps within churches in what the Bible teaches regarding outreach and evangelism.

This lack of knowledge about the Bible's teaching is compounded by the nation's youthful population, with 70% under 30 years old, meaning many are unreached by the gospel. Additionally, most church leaders are young, contributing to the challenge.



20m
population in Malawi

70%+
of citizens are under the age of 30

85%
of citizens in Malawi ascribe to Christianity

"The thief comes only to steal and kill and destroy. I came that they may have life and have it abundantly."

John 10:10, ESV

Goals

The main goal of this project is to share the love of Christ through the Easter season and to promote Christ-centered gospel sharing among Bible-believing Christians. This is with the aim of involving the whole church in reaching out to the needs of their communities.

The major project objectives are:

1. To train 1,000 church leaders and evangelists in evangelism (including marketplace evangelism skills and tools), and to adhere to sound biblical teaching.
 2. To preach the gospel to 50,000 people in communities around Lilongwe city.
 3. To reach an additional: 10,000 youth through sport, poetry and dance competitions; 30,000 through radio and TV broadcasts; 9,000 through established ministries.
 4. To strengthen and equip community leaders, pastors, children and youth ministry in discipleship, so they can effectively pastor new believers during and after the JAAL campaign.
 5. To provide young believers with biblical discipleship materials through the local church leaders and JAAL campaign groups.
 6. To distribute 2,000 Bibles to new believers through local churches.
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Impact

This project will reach a total of 100,000 people, directly and indirectly, in Lilongwe city. In addition, the project will also reach out to survivors of natural disasters in many communities across the country.

The impact of this project will be that:

- local churches will be equipped for on-going evangelism and discipleship.
 - people will come to faith in Christ this Easter and be enrolled in effective discipleship groups.
 - accepting the gospel and the teaching of the Bible would result in spiritual transformation, which will in turn lead to a change in behaviour (such as reduced child abuse, domestic violence and substance abuse, reduced crime) and peace in the communities.
 - there would be a growth in Christian unity and love among churches and pastors, which will lead to the on-going collaboration and partnership.
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Testimonies

"The *Jesus. All About Life* campaign ... is strategically aligned to African Enterprise Malawi's mission of evangelising the Cities of Africa in Word & Deed in partnership with the church. Malawi ... celebrates Easter season with great passion. The reminder of the death and resurrection of Jesus Christ brings renewal of commitment to the faith and also resurrects the soul-winning consciousness in the church." — Cornelius, African Enterprise Malawi

Prayer Needs

- Pray for everyone who will be involved in the entire project.
- Pray that the local churches will respond positively and participate in this campaign.
- Pray for the target groups to receive the gospel wholeheartedly.
- Pray for more opportunities to support such programs, and open doors to enhance the ministry of spreading God's word.