



## *Jesus. All About Life*

### Overview

In partnership with Bible Society, African Evangelistic Enterprise (AEE) Rwanda is planning to empower local churches in running the *Jesus. All About Life* (JAAL) campaign for Easter 2024. This project aims to mobilise churches to reach out to their communities with the Easter message. The JAAL campaign is also intended to serve as a healing tool for Rwandans who continue to suffer from the traumatic effects of the genocide in 1994, as its Easter message will focus on forgiveness, hope, faith and a better future.

### The Need

Despite Christianity being the dominant religion in Rwanda, more than half of the Christian population are nominal Christians. Many lack a proper understanding of Christian principles and lack the necessary maturity to share their Christian faith. Over the last 10 years, the Christian population in Rwanda has decreased by 2.4%.

In Rwanda, about 11,000 people from three people groups are unreached (according to The Joshua Project, 2023). Most of these people are said to live in remote areas with limited access to the rest of the world, or in places with high levels of Christian persecution, thereby limiting the spread of the gospel (according to East-West Ministries International, 2023). These unreached groups have too few followers of Christ and resources to evangelise their own people.



# 11,000

people from 3 people groups are unreached in Rwanda

# 2.4%

decrease of the Christian population in Rwanda over the last 10 years

# >92%

of Rwandans identify as Christians

# 13.2m+

people live in Rwanda in 2022

**"And this is eternal life, that they know you, the only true God, and Jesus Christ whom you have sent!"**

John 17:3, ESV

# Goals

The *Jesus. All About Life* project in 2024 aims to foster reconciliation between people and God, as believers are inspired and equipped to effectively share the central message of Easter, the reconciliation of man to God through Jesus' death and resurrection.

The goal of this *Jesus. All About Life* (JAAL) project is to raise awareness of Jesus Christ and the relevance of his teaching in today's modern world, by mobilising Christian churches to re-engage with their local community through cultural, community and arts events. These evangelistic events include sports evangelism, open air campaigns, holding activity stations during Easter, and more.

For the effective implementation of the JAAL campaign activities, AEE Rwanda will work with churches and evangelistic organisations, organising seminars and workshops involving 225 Christian leaders to create awareness on the role of the church and believers in evangelism.

Part of the plan for 2024 is to reach communities in Kigali cities, including five secondary cities (Huye, Musanze, Nyagatare, Rubavu and Rusizi) and three satellite cities (Muhanga, Nyamata and Rwamagana), with target beneficiary groups including Secondary and University students, out-of-school youth, professionals and government officials as well as people of other faiths.

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# Impact

The *Jesus. All About Life* (JAAL) campaign will give quiet Christians the motivation to share their faith.

A total of 76,600 beneficiaries will be reached directly and it is expected that at least 8,000 people among the beneficiaries will receive Jesus Christ as Lord and Saviour of their lives through the various evangelistic outreach initiatives.

Furthermore, the trained pastors, young evangelists and facilitators will use the skills they acquire during the campaign to disciple young believers, and continually reach out to other community members with evangelistic messages.

In addition, it is hoped that tens of thousands of Christians will change their practice and perception of evangelism as an event-based activity to a lifestyle practiced by every Christian.

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# Testimonies

"AE Rwanda is so thankful to God and to all the people that have supported the JAAL Campaign. We rejoice because of the good harvest that we received for the Lord Jesus! Glory to his name!

"There is yet a lot to be done, but we believe that the seed has been planted and will continue to grow. With various groups trained in discipleship, they will continue to follow up on the new Christians so that they can grow in their faith.

"AE will continue to encourage all partner churches and institutions to keep working together for greater achievements along the remaining activities of the JAAL Campaign." — John, the Director of AEE Rwanda, 2023.

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# Prayer Needs

- Pray that the many Rwandans who are nominal Christians would be moved to delve deeper in their relationship with God.
- Pray that the many Rwandans who suffer from the scars of the genocide and other challenges of life — like the impact of COVID — would know that God does love them and cares for them.