

Africa



Jesus. All About Life

**Project: Non UBS
Non Tax Deductible**



85%

of Malawians identify as Christians,
among its 20 million population

>92%

of Rwandans identify as Christians
(Rwanda's Fifth Population and
Housing Census, 2022)

2.4%

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

Overview

Bible Society Australia is partnering with African Enterprise Malawi (AE Malawi) and African Evangelistic Enterprise Rwanda (AEE Rwanda) to engage the church in Malawi and Rwanda with the *Jesus. All About Life* (JAAL) campaign during Easter 2025, enhancing their efforts to share the word of God with their communities.

The Need

While Malawi and Rwanda are considered Christian nations, 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. In Malawi, Evangelism organisations like the Bible Society of Malawi, African Enterprise Malawi, and members of the Evangelical Association of Malawi have expressed concern about gaps in biblical knowledge, especially regarding outreach. This challenge is compounded by the nation's youthful population — 70% under 30 years old — many of whom remain unreached by the gospel.

Additionally, in Rwanda, the Christian population in Rwanda has decreased by 2.4% over the last 10 years. About 11,000 people from three people groups are also 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 few followers of Christ and resources to evangelise their own people.

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 goal of the 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 including sports evangelism, open-air campaigns and more.

For the effective implementation of the JAAL campaign activities, AEE Rwanda and AE Malawi will work with churches and para-church organisations in introducing and implementing the campaign and training gospel ministers in effective evangelism.

For AEE Rwanda, their focus in 2025 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, female sex workers and unreached people groups. For AE Malawi, the aim is to reach schools, universities and survivors of natural disasters in Lilongwe city — an area that is also inflicted by conflict and drug abuse, among many other issues.

Testimony

"The loss of my father ... had left me feeling hopeless and in profound emotional pain. A peer from the counselling group invited me to participate in the 'Reaching University Students with the Gospel of Christ' conference, and I was drawn to the promise of forgiveness, healing, and a new-found sense of belonging in God's family ... Life will be different for me as I embark on a journey of faith, forgiveness, and healing." — Diana, accounting student*

**Name changed to protect privacy.*

Prayer Points

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

Impact

The *Jesus. All About Life* campaign has profoundly impacted over half a million people reached in previous years and aims to reach more in 2025, including both Christians and first-time hearers of the gospel.

In 2024, AEE Rwanda and AE Malawi reported remarkable outcomes. In Rwanda, 511,990 people were reached, with 16,178 accepting Christ. In Malawi, 168,853 people encountered the gospel, and 12,173 made commitments to Christ.

For Christians, the campaign inspires and equips them to share their faith, transforming evangelism from an event-based activity into a daily lifestyle. For gospel ministers, JAAL provides effective training in evangelism and discipleship, empowering them to guide new believers and engage their communities. This initiative fosters growth in Christian unity and love among churches and ministers, encouraging ongoing collaboration and partnerships for future kingdom-building efforts.