

# Jesus. All About Life



Project: N/A  
Non-Tax-Deductible

## Ethiopia

### Overview

Bible Society Australia is partnering with African Evangelistic Enterprise Ethiopia (AEE-Ethiopia) to share the Easter story through the *Jesus. All About Life* (JAAL) campaign in Addis Ababa, Adama and Debre Zeit. The goal is to Open The Bible and offer hope and healing to communities scarred by conflict and hardship.

### The Need

Ethiopia's cities are facing a deep convergence of crises. Years of conflict and ongoing violence have left families grieving and young people struggling with trauma, anxiety and fading hope. Inflation is pushing households into daily survival mode, and many are searching for meaning and spiritual answers when familiar supports no longer hold. Across communities the questions echo: *Where is God? Is there hope?* In this pain, the Easter story speaks powerfully. Jesus enters human suffering — betrayal, injustice, even death — and his resurrection offers a living promise that new life and peace are possible, even after war and despair.

- **47%** of young people in Amhara, Ethiopia report PTSD symptoms.
- **4.5 million** people are internally displaced in Ethiopia.
- **63%** of young people in Tigray witnessed a killing.



### Goals

The *Jesus. All About Life* campaign aims to bring the hope of the Easter story to Ethiopia's urban communities deeply affected by conflict, displacement and economic hardship. Throughout 2026, AEE-Ethiopia will work with the Evangelical Churches Fellowship of Ethiopia, the Evangelical Students Union of Ethiopia, Scripture Union Ethiopia and Biblica Ethiopia to deliver the project in three phases: preparation, outreach and follow-up.

From January to April, AEE will train 300 evangelists and volunteers, develop culturally relevant materials in Amharic, Oromo and Tigrinya, and mobilise churches in prayer and planning. During Holy Week, city-wide outreach in Addis Ababa, Adama and Debre Zeit will reach 30,000 people, with 5,000 Bibles and 30,000 tracts distributed, before new believers are linked into local churches for discipleship.

## Impact

AEE-Ethiopia anticipates that the JAAL campaign will bring profound spiritual, emotional, and social renewal to urban communities in Addis Ababa, Adama, and Debre Zeit. The project seeks to address deep trauma, despair, and economic hardship by presenting the Easter story as a source of hope and transformation.

Through city-wide evangelistic outreach and structured follow-up, AEE-Ethiopia expects thousands to hear the gospel, explore its meaning, and experience new life in Christ.

Hundreds of new believers are expected to be integrated into local churches for ongoing discipleship and community support. The campaign aims to strengthen church capacity, empower youth, and foster resilience, ensuring that the message of Jesus brings lasting impact in lives scarred by conflict and hardship.

## Impact in Numbers

# 30,000

people expected to hear the Easter message and engage with Scripture.

# 100+

new believers anticipated to join local churches for ongoing discipleship. Thousands more expected to begin exploring faith and take steps toward transformation.

### Testimony

"As we preach the gospel during Holy Week through the JAAL Project in Ethiopia, I anticipate that many people will find hope that transcends their daily reality of a souring economy, severe social fragmentation, and dire political instability. Moreover, it elevates the capacity of the church leaders and ministers for the Great Commission by providing training and tools."

— Meles\*, Team Leader, AE-Ethiopia.

\*Name changed to protect privacy.

## How Your Support Helps

### \$80

will help cover the printing of 1,000 Scripture tracts in local languages.

### \$165

will help cover the production of a short gospel video to share on social media.

### \$550

will help cover costs to host campaign prayer services.

"I have come that they may have life, and have it to the full." — **John 10:10b, NIV**