

# Jesus. All About Life



Project: N/A  
Non-Tax-Deductible

## Rwanda

### Overview

Bible Society Australia is partnering with African Evangelistic Enterprise (AEE) Rwanda to engage churches, young people, and communities with the *Jesus. All About Life* (JAAL) Easter campaign in 2026. This movement encourages believers to share the hope of Jesus in everyday life, helping churches reconnect with their mission and strengthening spiritual foundations across Rwanda. Through outreach, training, and discipleship, JAAL equips leaders, students, and volunteers to share their faith with confidence and support new believers in their journey with Christ.



### The Need

Rwanda is a nation shaped by the Christian faith, yet many believers lack confidence in sharing the gospel or understanding its core teachings. More than 70% of church leaders have no formal theological training, limiting their ability to disciple their congregations well. Meanwhile, Rwanda's young people — who make up over 60% of the population — are increasingly disengaging from church and exploring alternative belief systems.

This reveals an urgent need to strengthen biblical teaching, nurture young believers, and help churches rekindle a vibrant culture of mission. JAAL responds by equipping Christians of all ages to grow spiritually and confidently share the message of Jesus in their communities.

Reaching unreached people groups also remains vital, with around 11,000 individuals in three groups having little or no access to the gospel within their own communities.

- **93%** of Rwandans identify as Christian, yet 51% regularly attend worship
- **70%** of church leaders in Rwanda lack theological training
- **3** people groups (approx. 11,000 people) in Rwanda remain unreached by the gospel

### Goals

The goal of this project is to awaken and strengthen the Church's commitment to sharing the gospel by equipping believers to engage their communities with confidence and compassion.

In 2026, working in partnership with churches, Christian organisations, and student fellowships, AEE Rwanda will train leaders, students, and volunteers in evangelism and discipleship, ensuring they are well prepared for the Easter outreach season. The project will focus on reaching communities across Kigali, Muhanga and five key secondary cities, engaging high school and university students, vulnerable groups, professionals, children, and unreached people groups.

The following are some of AEE Rwanda's outreach goals for 2026:

- reach 55,502 people
- equip 930 Christian professionals for workplace mission
- support 28 open-air Easter events
- provide 186 Bibles to new believers equipping discipleship in local churches.

## Impact

JAAL is cultivating a culture of everyday witness across Rwanda. In 2025, AEE Rwanda and partners ran a six-month Easter campaign with churches, student fellowships and Christian professionals working together to share the gospel and walk with new believers through small-group discipleship. Partners strengthened outreach to campuses, children and marginalised communities, including Deaf Rwandans through sign-language ministry, while radio broadcasts extended the Easter message nationwide. Leaders and volunteers were equipped in evangelism and follow-up, and local

churches established ongoing pathways for growth — Bible engagement, mentoring and integration into church life — so new Christians could mature in faith. These results show both spiritual fruit and strong Bible engagement patterns that will carry forward.

In 2026, the impact of JAAL will grow with coordinated outreach and embedded discipleship in Kigali, Muhanga and other key cities.

## Impact in Numbers

# 68,141

people were reached in person in 2025; 1,496,990 reached through radio and other media.

# 3,130

people made new commitments to Christ; 62 discipleship classes were formed in 2025.

## Testimony

"I am experiencing a deep inner freedom like never before. I came to the 'Jesus All About Life' evangelistic conference after being invited by someone I met on the street. As the message was preached, something stirred in my heart, like a weight was being lifted. When the invitation was given to receive Jesus as Lord and Savior, I stood up without hesitation and immediately felt peace flooding my heart."

— Aline\*, university student

\*Name changed to protect privacy.

## How Your Support Helps

### \$60

will help provide Easter outreach and discipleship resources for local events (e.g., adapted Easter materials and start-up discipleship manuals).

### \$350

will help train church leaders, student ministers or facilitators in evangelism and follow-up.

### \$2,500

will help deliver a major outreach initiative with partners (e.g., community event or strategic engagement like a prayer breakfast), with follow-up discipleship support.

"And this is eternal life, that they know you, the only true God, and Jesus Christ whom you have sent." — **John 17:3, ESV**