

Bibles For Bubs



Australia

Project: N/A
Non-Tax-Deductible

Overview

Bible Society Australia is supporting Bibles for Bubs, a program that helps families introduce their children to God's Word from birth to age five. Each year, participating children receive age-appropriate Bible resources designed to nurture early faith and support parents in building a regular Bible-reading rhythm at home. In 2026, the program continues with children previously enrolled, ensuring they receive birthday cards, parent guides and, at age five, their own Big Rescue Bible. This simple gift helps families open the Bible together during these foundational years.



The Need

Reading aloud is one of the most valuable ways parents can nurture a child's development, confidence and emotional security. Many Australian parents want to read the Bible with their children but lack simple, age-appropriate tools to help them begin. Bibles for Bubs meets this need by providing families with resources that make Scripture engaging, joyful and part of everyday life. As digital noise increases and traditional mail becomes rare, receiving a personalised card and Bible creates a moment of delight that reinforces the message of God's love.

- **1 in 6 Australian children** has not been read to or told a story by the time they turn two years of age
- **62.6% of Australian children aged 5-8 enjoy reading and 44.5% read daily** — a window where simple mail, a child-friendly Bible and practical parent ideas can make lifelong habits stick.
- **40% of Australians surveyed** say religion is important in daily life, and **across every global context, people agree it's good for children to know at least some Bible stories**. Programs like Bibles for Bubs help families keep Scripture present in early childhood.

Goals

The goal of the Bibles for Bubs program is to build a lifetime of faith and reliance on God's Word for children through early engagement with the stories of the Bible.

In 2026, Bibles for Bubs continues supporting previously registered families as their children grow in faith. With only four- and five-year-olds cycling through the program this year, the project aims to **send 3,373 birthday cards and parent guides** to participating children, helping families build consistent spiritual habits at home. Around **1,866 children turning five in 2026 will receive a Big Rescue Bible**, giving them a child-friendly Bible they can continue reading throughout their early primary years. The goal remains simple: to nurture a lifelong love of Scripture by equipping parents and delighting children at each stage of early development.

Impact

Since its launch in 2018, Bibles for Bubs has helped thousands of Australian families open the Bible together, building joyful early encounters with God's Word. Parents consistently report that the birthday cards and Bibles arrive as meaningful reminders of God's love, sparking treasured family reading moments.

In 2025, the program distributed Big Rescue Bibles to newly-turned five-year-olds and sent birthday cards to children

across Australia. These simple gifts continue to shape spiritual foundations and foster faith conversations at home. Families tell us that receiving something in the post feels incredibly special for their children—many keep their cards for years. As the program continues to mature, its long-term impact is seen in ongoing engagement, repeated expressions of gratitude, and growing confidence among parents to nurture their children's faith.

Impact in Numbers

3,183

Big Rescue Bibles delivered in 2025.

6,699

birthday cards sent to children in 2025.

13,784+

children impacted by Bibles for Bubs since 2018.

Testimony

"My twins received their 5th birthday cards and presents in the mail today. They were both so excited. The twins have been telling everyone they got a Bible for their birthdays and that God loves them. My three-year-old still cuddles his card from December. In a society where no one sends cards anymore, my kids get so excited to get mail... Thanks for doing what you do. It's such a special program."
— Jen, Mother

How Your Support Helps

\$5

will help send a birthday card and parent guide to one child this year, encouraging faith conversations at home.

\$40

will help send a Big Rescue Bible to a child turning five, giving them a Bible they can grow up with.

\$100

will help a child participate in the full five-year program, supporting their spiritual development from toddlerhood to early primary years.

"Jesus said, 'Let the little children come to me, and do not hinder them, for the kingdom of heaven belongs to such as these.'" — **Matthew 19:14, NIV**