

A group of African children, mostly girls, are standing in a line on a dirt ground, clapping their hands. They are wearing bright yellow t-shirts and patterned skirts. In the background, there is a building with a red roof and a large poster on the wall. The sky is overcast.

we are
the message®

EXPANDING INTO AFRICA
INTRODUCING OUR VISION TO OPEN FIVE
NEW AFRICAN HUBS BY 2030

The Message Trust was founded in 1992 in Manchester, UK, by Andy Hawthorne. In 2014, I had the privilege of launching their first international hub in Cape Town, South Africa.

Since then, God has truly done more than we could ask or imagine (Ephesians 3:20).

From the outset, the leaders of The Message South Africa had four priorities.

Firstly, to absorb the vision, values and DNA of The Message into the South African hub. Secondly, to adapt the ministry of The Message to the South African context, helping to ensure that our mission reached people in a way that was the most impactful. Over a ten-year period we have seen incredible fruit as we've effectively reached young South Africans with the gospel and partnered extensively with churches.

The third priority was to raise up and appoint South African leaders. In 2023, Shaun Pretorius became the CEO of The Message South Africa and a new era for the ministry in this country began, which will include the launch of a Message hub in Johannesburg/Gauteng.

The fourth priority was to build a team of faithful and generous donors who would partner long-term with The Message South Africa. We've been so encouraged by everyone who has stood with us and enabled The Message South Africa to grow into a fruitful and productive team of passionate Jesus-followers.

With The Message South Africa well poised for healthy and sustainable growth, we're now looking at expanding the ministry into new city hubs across Africa. Our vision is to launch five thriving Africa hubs by 2030, impacting tens of thousands of young people in tough communities with the good news of Jesus in word and action.

I'm excited to announce that the first hub will be launched in Uganda by 2025 and we're already exploring opportunities in other nations. Please stand with us in prayer, encouragement, and financial support as we go all out to see Jesus lifted higher in this continent.

In Christ,



Tim Tucker

Africa Development Director, The Message Trust



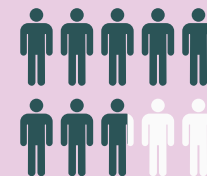
The Message Trust is a worldwide movement passionately sharing the love of Jesus Christ in words and actions with the hardest-to-reach young people and communities

Our Vision



Empower Young People

Across Africa, The Message wants to raise up a generation of Urban Heroes, seeing thousands of youth from the margins find their hope and purpose in Jesus.



77% of Africa's population is under the age of 35. That's 957 million young people!

10 million

Did you know that every year since 1970, 10 million people across Africa have become Christians?

Equip The Church

Bekele Shanko writes, 'Africa has experienced a critical shortage of leaders both within and without the church, people who would live and lead as 'the salt of the earth' and 'the light of the world'. We want to work hand in hand with African churches to raise up Christ-centred transformational leaders.

Eradicate Youth Crime

'Organised crime is emerging as a bigger threat to Africa's development than terrorism, analysts have claimed. In the wake of tough economic times affecting most African nations, more and more young people are ending up in criminal gangs.' George Okach

40%

Today, 40% of Africans live in urban areas. This will grow to almost 66% by 2050, bringing with it great opportunities. However it is predicted that there will be significant challenges as crime, gangsterism and poverty grow. Our discipleship programmes for at-risk youth will help be part of the answer.

What we do

creative mission

**We want every single young person to hear
THE GOOD NEWS OF JESUS.**

Our cutting-edge mission teams creatively share the good news of Jesus to young people through music, school lessons and gospel-centred concerts.

We believe all young people have the right to hear the gospel in a way they

understand and be connected to a church community where they will be disciplined. Alongside this, we teach and encourage young people to share their own stories of hope on stages, in schools and on streets, allowing them to be catalysts for change in their communities.



community transformation

Everyone needs to hear the good news of Jesus
SO OUR TEAMS HEAD INTO SOME OF THE HARDEST-TO-REACH PLACES TO DO JUST THAT!

We mobilise teams who will serve long-term in the toughest urban neighbourhoods sharing the good news of Jesus in word and action. In partnership with local churches, they develop Message community hubs that provide a safe environment for young people to engage in after-school programmes including life skills, discipleship, educational support and fun-based youth activities.

The community hubs empower young people to share their faith in their daily lives and give opportunities for them to serve their community alongside our team.

Our heart is to provide young people with positive role models so that they are empowered to live a Christ-centred life and become transformational leaders in their community.



prison and enterprise

We're helping those who have been in prison.
AND THOSE WITH BARRIERS TO EMPLOYMENT TAKE THE NEXT STEP ON THEIR JOURNEYS.

Our prisons and enterprise work provides a Christ-centred holistic approach to breaking the cycle of crime and gangsterism young people can find themselves in.

We provide a support system from prison, to reintegration, through to employment that offers long-term care

and discipleship for each person we work with.

Our social enterprises businesses give ex-offenders job opportunities, through which they can provide for themselves and their families, all whilst sharing about how Jesus has changed their life.

equipping and training

Raising up the next generation and equipping evangelists
SO THAT MORE PEOPLE CAN HEAR AND SHARE THE GOSPEL IS AT THE CORE OF OUR DNA.

We long to see the church and individuals changed by Jesus, so we're passionate about equipping and empowering people to share the gospel.

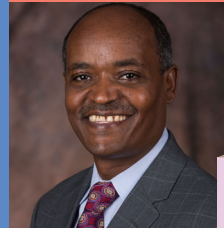
We want to work alongside local churches equipping them for evangelism, whether that's through our evangelism-focused Academy gap-year programme, our Advance small group mentoring, or our servant-leadership programme called Grab a Towel.



Dr John Bunjo

FOUNDER AND DIRECTOR CRM

'Africa is a continent of young people. And to meaningfully engage them with the good news of our Lord Jesus, the church needs innovative strategies and holistic approach. The Message is equipped to meet such critical needs on the continent and beyond.'



Dr Bekele Shanko

GLOBAL VICE PRESIDENT, CAMPUS CRUSADE FOR CHRIST INTERNATIONAL



Susannah Farr

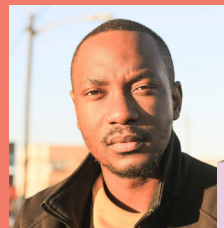
CEO AT GOLD-YOUTH AND GOLD-YOUTH ENTERPRISES

'I have personally witnessed the significant impact The Message has had on at-risk young people, transforming them to become responsible, financially independent, and exemplary young adults. It would be wonderful to see The Message Trust programmes expand to every corner of the world.'



Dr Carolyn A. Opinde

FOUNDER AND CEO, THE NGO WHISPERER® CENTRE FOR SOCIAL IMPACT



Luxolo Kentane

NATIONAL DIRECTOR, ALPHA SOUTH AFRICA

'I love The Message Trust and the amazing work they are doing to raise urban missionaries, who will reach some of the hardest-to-reach young people. There's no better time to have organizations like The Message doing what they do.'

Can you stand with us?



PRAY



JOIN



DONATE



Email: africa@messageglobal.org

messageglobal.org



The Message Trust is a registered data user and only uses personal data in connection with its charitable purposes. Registered Office: Lancaster House, Lancaster Campus, Harper Road, Sharston, Manchester, M22 4RG. The Message Trust is a company limited by guarantee, registered in England and Wales No. 3961183 Registered Charity No. 1081467 VAT Registration No. GB 727 177616