



Scripture Union

# Mission Report

YEAR ENDED  
31 MARCH  
2018



## Thanks so much for your continued support.

I can't quite believe a whole year has passed since I wrote the introduction to the last Mission Report. It only seems like yesterday we were looking forward to the launch of The 95 Campaign and all the activities we had planned to help celebrate our 150th anniversary. But here I am, looking back and reflecting on that year, and what a year it has been!

It's been such a huge privilege to witness God at work through so many innovative and effective gospel-sharing activities, and it's a joy to be able to share the impact of just some of that work with you now. I'd also like to take this opportunity to say a big thank you because that work is yours, too. Without your prayers and generous ongoing support, this vital ministry simply wouldn't be possible.

As you'll see, we've split this report into four main sections, reflecting the areas of focus for our anniversary year and beyond. I hope you'll enjoy seeing what your support has enabled.

Thank you again for the part you play in sharing the good news with the next generation. Your prayers, gifts and actions continue to have a massive impact. With 95% of children and young people not in church, the challenge ahead of us remains huge. But, together, we are making a real difference.

Yours faithfully,



**Tim Hastie-Smith**

National Director, Scripture Union



During the year, **4,454** people joined The 95 Campaign. It's been great to see so many people getting on board but with the **95%** equating to around **12 million** children and young people, we need many (many!) more people to sign up and play their part. Join up and find out how you can help us spread the word at **[www.the95.org.uk](http://www.the95.org.uk)**

# We listened



## THE 95 CENSUS

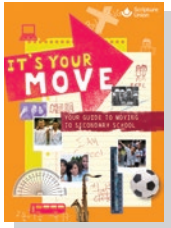
We invited those of you involved in children's and youth work to complete our survey, The 95 Census.



**319** people told us about **1,304** activities with children and young people that are already happening, giving an indication of what is working and showing us where more help and support might be needed.

**Interesting fact** We found that there is more work happening with children than teenagers. In response to this, we have been creating and curating new video resources to help you start conversations about Jesus with young people. Check them out here at [www.su.org.uk/resources](http://www.su.org.uk/resources)

## FEEDBACK THAT COUNTS



We set up **3** panels of children, young people and parents from among 'the 95' to provide feedback on new mission models and content.

**130,000+** copies of *It's Your Move* (SU's book for children moving up to secondary school) were distributed this year. The feedback panels gave us their opinions to help us improve the resource for the next edition.

## CONTENT INNOVATION

From drama to music videos, poetry to painting, we've been developing new and creative content to connect with children without a church background.



- The 'Creative Collective' group was formed, bringing together key voices with a flair for the creative and a heart for 'the 95'.
- We engaged with over **500** practitioners via social media to share ideas and to get feedback on our creative outreach ideas.

If you would like to be part of this creative process, go to [www.su.org.uk/creative-collective](http://www.su.org.uk/creative-collective)

# We learned



## MISSION EVALUATION



During the year, we stepped up the evaluation of our missional activities.

**67**

initiatives participated in a research project to help us learn about mission with children and young people. We also improved our review process to better understand how to support the church in mission, from directly engaging with those who are involved in mission to processing the feedback we received from thousands of people using our free missional resources.

**Interesting fact** The research highlighted the importance of building relationships, being distinctively Christian and a reliance on prayer. Join The 95 Campaign to access the full report of our findings: [www.the95.org.uk](http://www.the95.org.uk)

## THE 95 TALKS

**6** online 'lectures' were given by thought-leaders in mission with children and young people, seeking to address some of the big questions in children's and youth work. **You can watch them for free at** [www.su.org.uk/the95talks](http://www.su.org.uk/the95talks)



## MULTIPLYING MISSION

We've got **73** mission partners across England and Wales, sharing the good news in a whole range of exciting ways. Between them they employ **130** staff.



Many churches used our free resources such as the *Light Party Pack* and the *Christmas Party Pack* to support them in sharing the good news with an estimated **28,000** children and young people.

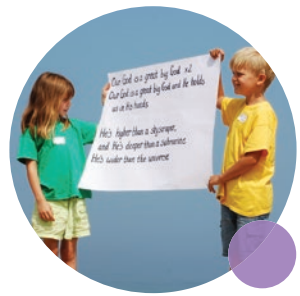


We rely on volunteers to do what we do. There were **3,200** known opportunities for volunteer involvement – the equivalent of **6,636** working weeks, or **141** full-time staff.



There are over **130** Scripture Union movements working in around **120** countries around the world.

# We pioneered



## NEW MISSION ACTIVITIES

**188**  new mission activities established across England and Wales seeking to share the good news with children who don't go to church. We smashed our 150th anniversary target of **150!**

**15,500** children and young people were reached by these new missions, **85%** of whom were from non-churched backgrounds!

## GUARDIANS OF ANCORA

Our digital Bible game continues to go from strength to strength, helping many thousands of children to explore the Bible in this creative way.

**2** language releases: *Arwyr Ancora* in Welsh (May 2017) and *Čuvari Ankore* in Serbian (January 2018).

There were **1,224,411** game plays by the end of the year.


Around **1,600** copies of the *Guardians of Ancora* club leader guides were downloaded, helping to make the game a really useful missional tool.



## HOLIDAYS FOR EVERYONE

Scripture Union holidays continue to be the perfect place for children to get away from home and closer to God.



**130**  children attended a holiday this year, funded by the Scripture Union Holiday Fund. The Holiday Fund ensures that tight finances aren't a barrier to a potentially life-changing experience.

**2,045**  amazing volunteers helped make our holidays and missions possible! We also ran **10** brand-new holidays as part of a programme of **65** residential events.

# We are a catalyst



## THE GOOD NEWS FUND

More than **£150,000** worth of Good News Fund grants were awarded to help **56** great mission ideas see the light of day. We estimate that around **30,000** children and young people will have heard the gospel as a result!  
[www.su.org.uk/goodnewsfund](http://www.su.org.uk/goodnewsfund)



## RESOURCES FOR MISSION

We took our learnings and created free resources to support churches in their outreach, sharing best practice and helping take the strain out of children's and youth work...



### LIGHT PARTIES

Over **8,000** *Light Party* Packs were distributed to help churches plan and run exciting Light Parties as a Christian alternative to Halloween. [www.lightparty.org.uk](http://www.lightparty.org.uk)

### CHRISTMAS PARTY PACKS

Around **2,500** people downloaded our brand new resource to help churches run Christmas parties, *The Christmas Party Pack*. We hope to be able to offer a new and improved pack this year.



### SHARING THE REAL CHRISTMAS STORY

Over **80,000** copies of our book *The First Christmas* were distributed to help children explore the real Christmas story. These were given away by local churches, our mission partners and through food banks and children's hospitals.

With your support, we also supplied copies for the Prison Fellowship's Angel Tree project that provides gifts for children with parents in prison.



# Money matters

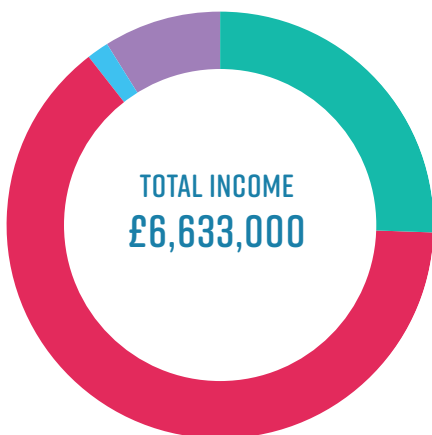


We'd like to thank all of you who have supported the work of Scripture Union this year.

It's only through your gifts, time and prayers that so many children and young people are able to explore the difference Jesus can make to their lives.

Your gifts, along with the income from selling some of our mission resources, make an enormous difference to Scripture Union's work. Through your generosity we've been able to ensure any money spent on securing funding for our mission has achieved nearly a 7:1 return.

Here's an overview of the money we received during the 2017/18 financial year, and the ways in which it was spent.



**£4,225,000**

Donations and legacies

**£1,710,000**

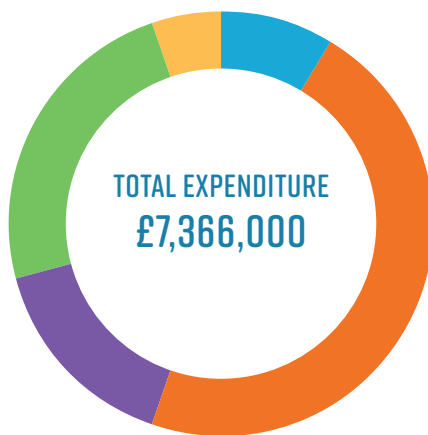
Publishing sales

**£573,000**

Holidays and missions

**£125,000**

Other, including investment income



**£652,000**

Cost of raising funds

**£3,438,000**

Face-to-face mission (including holidays and missions):

**£1,137,000**

Digital publishing

**£1,755,000**

Conventional publishing

**£384,000**

International activities

None of this success would have been possible without people generously giving what they could. If you supported us in that way, THANK YOU – this success is yours too.

**Could you ensure even more is possible next year?**

This is a summary of Scripture Union's financial activities for the year ended 31 March 2018, extracted from the full Trustee's Report and Financial Statements which have been audited. A full statement of our financial activities can be found in our Trustees' Annual Report and Financial Statements, a copy of which can be obtained by contacting us on 01908 856135.

**MAKE A GIFT**

Help more children  
and young people  
hear the good news

**Give a gift**