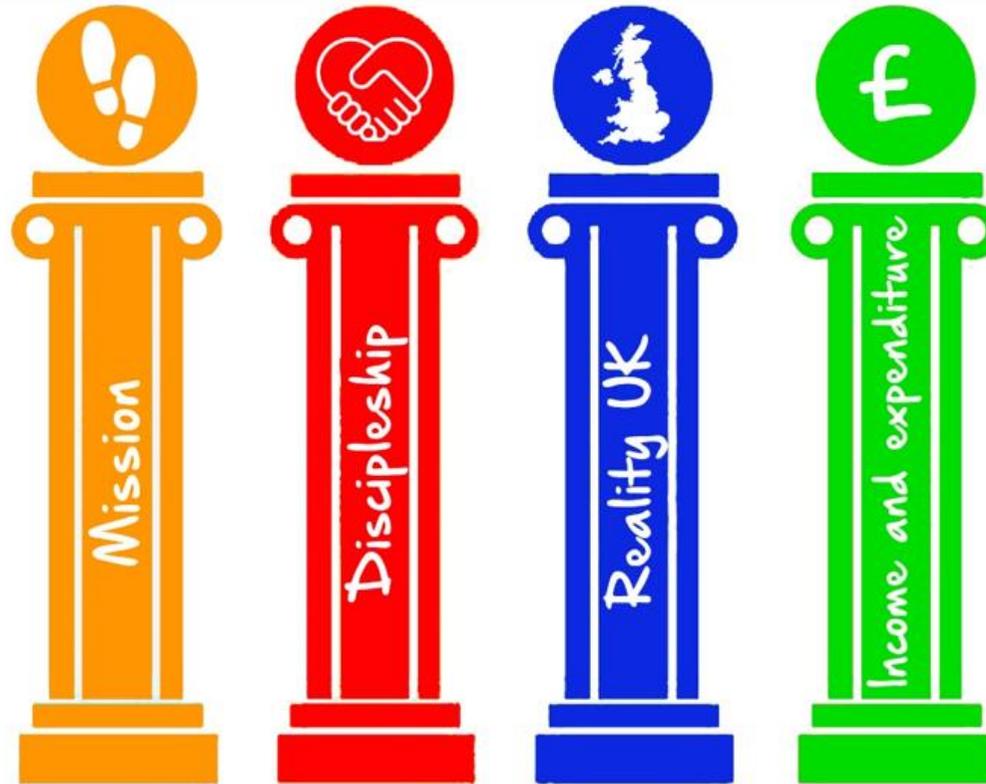


**Reaching out with
the good news
of Jesus**

**to young people
across the
UK**



Intercession, Intentional, Integration, Innovation, Integrity, In touch

Strategic Framework *A man plans his course, but the Lord determines his steps (Proverbs 16:9)*

To reach out with the good news of Jesus to young people across the UK, by working in partnership with churches, schools and communities to make a positive difference in their lives, helping them to reach their full potential.

STRATEGIC PILLAR 1 – MISSION

This strategic pillar aims to grow the work we do in mission, while ensuring that it is as effective as can be.

For this is what the Lord has commanded us: “I have made you a light for the Gentiles, that you may bring salvation to the ends of the earth.” (Acts 13:47)

Objective	Action	Impact
To help young people find a place of acceptance and belonging before they have made a commitment to follow Jesus.	Meet or invite with young people for an informal conversation about their well-being. This can be done through Abundant Life, open youth clubs and the Reality bus.	To see young people open up, are honest and be vulnerable with the workers.
To provide more opportunities for young people to explore faith. Being intentional about inviting people to become followers of Jesus.	Planning for events to add momentum to our mission with young people at key points in the churches calendar. <ul style="list-style-type: none">• 40 acts over Lent• Thy Kingdom Come• ncounter Summer• Autumn Celebration	To have an increase in the number of young people engaging with our missional events.
To provide missional opportunities that have a lasting impact in the communities we engage with.	Challenge young people to mission in their communities will leave a lasting legacy. This can be done through, ncounter summer and HOPE Mission Academies.	Seeing young people with a greater understanding and journeying towards faith.

STRATEGIC PILLAR 2 – DISCIPLESHIP

This strategic pillar aims to equip more young people to become life-long disciples, making disciples.

“A disciple is not greater than [their] teacher, but everyone when fully trained will be like [their] teacher.” (Luke 6:40)

Objective	Action	Impact
To inspire more of the young people we work with to be intentional and passionate in their spiritual health and growth.	Provide opportunities to challenge and stretch peoples comfort zones, relying on God, including: <ul style="list-style-type: none">• The River• Missional events• HOPE Mission Academy Live	For the young people we disciple to step out feeling equipped to live out and share their faith confidently.
To educate the church in how to effectively disciple and integrate young people in the church community.	<ul style="list-style-type: none">• Build a team of volunteers willing to disciple young people and keep them accountable. This can be done through Authentic Discipleship.• Recognise gifts in our young people and encourage them to use those gifts in church.	<ul style="list-style-type: none">• To have small groups or 1-1 discipleship schemes in our churches.• To have young people on church rotas, such as stewarding, hospitality, sound desk, worship, readings, etc.

STRATEGIC PILLAR 3 - REALITY UK

This Strategic Pillar aims to take three big impact youth projects birthed in Leicester; ncounter Youth Led Mission, Authentic Discipleship and Abundant Life Courses, going to the nation to inspire the church and transform a generation.

“Can a nation be changed? Can a nation be saved? Can a nation be turned back to You? Let this nation be changed. Let this nation be saved. Let this nation be turned back to You. We're on our knees. We're on our knees again.” (Matt Redman)

Objective	Action	Impact
To see Abundant Life Courses supporting young people suffering with poor anger management and low self-esteem all over the UK.	We will Franchise our 2 most popular courses are “Mad” and “Worth It”. “Mad” is a six week course to help young people who are suffering with anger management. “Worth It” is a six week self-esteem course. We will also look to develop 2 additional courses on Loss and Resilience.	In 3 years we want to see 200 Abundant Life courses delivered across the UK through churches and organisations buying a franchise and having been trained to deliver the course, reaching up to 1,200 young people.
To train and equip the church in the UK to deliver Authentic Discipleship, helping young Christians make the increasingly difficult transition into adult hood.	Reality UK will train and equip the local churches and organisations to set up Boys2Men and Lavish groups to deliver the “ManMade” course for boys and “Lavish” for girls in their own area. We will also work with Churches and other organisations to establish and resource ongoing, one to one Authentic discipleship, through online resources and an annual Authentic conference.	In 3 years we want to see 25 churches across 5 areas in the UK committed to Authentic discipleship, registering their churches and having been trained to run the courses and set up discipleship schemes working with up to 125 young people.
To inspire a generation to see lives changed and communities transformed up and down the country through ncounter youth led mission.	We are going to bring together all our learning over 16 years of doing youth led mission to develop an easy to use “How to” guide that people can buy “off the shelf” to be inspired and equipped to do youth led mission in their village, town or city.	By the end of the initial 3 years we want to see 100 groups taking the challenge of running a youth led mission in their area, we will measure this by asking groups to register their mission on our website.

STRATEGIC PILLAR 4 – INCREASING REVENUE AND REDUCING COSTS

This Strategic Pillar aims to provide long term, sustainable financial stability using a wide variety of creative solutions.

“.....for every animal of the forest is mine, and the cattle on a thousand hills.” (Psalm 50 vs 10)

Objective	Action	Impact
To increase unrestricted revenue	<ul style="list-style-type: none">• Set up and advertise the use of Easy Fundraising.• Start a “Friends of Reality” scheme for each member of staff and Trustee to find 5 people to support Reality £10 pcm.• To consult with departmental managers on an increase in fees to be implemented in September.	To raise £12,000 per year or £1000 per month to cover all office costs (including rent, utilities and accountant).
To cut costs	<ul style="list-style-type: none">• Renegotiate office rent and cap parking arrangement.• To look for best value across the organisation especially as contracts come to an end.	To cut costs by £5,000.
Increase visibility	<ul style="list-style-type: none">• To look at new marketing materials• To speak in as many public forums as possible	To have 10 new key contacts this year.