

The Genesis Foundation is committed to helping Christian ministries in Australia and New Zealand present the good news of Jesus in word and deed and give people the chance to respond to Him.

We do that through providing seed capital and strategic support to Christian ministries for tactical projects that will deliver long term sustainable ministry growth.

Chairman's letter

The Genesis Foundations supported 90 projects during 2021/22 including 25 new grants approved this year.

For church plant and growth grants, we have partnered with the Gospel Future Fund: we provide funds in bulk for the grants and participate on their committees. The Gospel Future Fund currently has 21 Church Plant grants and 19 Church growth grants.

Collectively the Genesis Foundations have supported 130 projects in 2021/22.

Of the 99 projects supported in 2020/21, 35% were directed to youth work, 28% to Church Development (plants & growth) and 15% to Christian media. 85% were for Australian and New Zealand projects (overseas included 6 with global impact).

We sincerely thank those donors who have continued to support Genesis.

I thank our Board and Committee members who volunteer their time. A special thank you to Lisa Wong, our Administrator who is a great help in the smooth operations of the Foundations.

*David R Smith
Chairman*

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Genesis Vision 2030

Our Vision 2030 strategy is the legacy we think our Lord would like us to achieve by 2030. It is our hope that the funds will be fully distributed before 2030.

The Genesis vision 2030 for the foundations is:

“To see God’s Kingdom grow”.

In particular, we would like to see:

- *men and women coming to a personal faith in Jesus and participating in a healthy local church, and*
- *a supportive framework for new and growing churches.*

We are particularly interested in receiving Ministry Grant submissions for Bible-based projects in Australia and New Zealand that include sustainable growth projects focused on:

- *Youth*
- *Evangelism*
- *Christian media*
- *Community based ministry*

The funds are directed towards the establishment of strategic ongoing growth projects that are likely to become self-funding after a reasonable time. Genesis does not support the regular funding of ongoing projects.

In addition, we have partnerships for specific ministry areas. If your area of interest is related to the following, then please direct your enquiry in the first instance to our relevant partner via their link:

- *Church growth – [Gospel Future Fund](#)*
- *Church plant – [Gospel Future Fund](#)*
- *African bible college development – [Local Leaders International \(formerly Overseas Council\)](#)*
- *Global ministry support – [Glolead](#)*



Examples of Christian ministries that Genesis currently supports

Category	Some recipients in 2020/21
Church Development	<ul style="list-style-type: none"> • Gospel Future Fund (church planting & growth) • Geneva Push – church innovations • Local Leaders International for African initiatives
Youth Ministry	<ul style="list-style-type: none"> • School Scripture teaching in NSW, QLD & VIC • Baptists NSW – GodSpace review • QuizWorx • Crusader Union (CRU) - leadership & WA • Youth for Christ Australia (YFCA)
Christian Media	<ul style="list-style-type: none"> • Christian Media & Arts Australia (CMAA) advocacy • Good TV (Formerly called ACCTV) • SoulTread magazine
Leadership	<ul style="list-style-type: none"> • Ministry Training Strategy (MTS) • Arrow Leadership
Evangelism and Mission	<ul style="list-style-type: none"> • City Bible Forum • Billy Graham Association Aust – TAS mission
Community and Sports	<ul style="list-style-type: none"> • Emerge (arranging employment for refugees) • Kairos Prison Ministry • Prison Fellowship Australia- extraordinary lives
Global Ministries	<ul style="list-style-type: none"> • GAFCON • Global Sports Chaplaincy Association • Christian Surfers International

Grant process – once a year

Our grant application process involves 2 stages – first a brief online “Preliminary Enquiry” (PE), which we ask to be brief to minimise the speculative work by ministries. If we sense it is possible that the proposal will meet our criteria, then the enquirer is invited to make a more substantial “Grant Submission” for consideration by our Board. Usually around 1/3 to ½ of the PEs are invited to submit a Grant Submission and around 80-90% of Grant Submissions are approved by our Board.

We consider PEs and Grant Submissions once a year. The majority of our enquiries and submissions have been with ministries with a calendar financial year so our grant making Board meeting is usually in October in preparation for their next few years of growth.

We do not consider nor respond to enquiries from unknown sources outside Australia and New Zealand, which are outside our target area and mostly computer-generated spam.

Teaching life values to Australian youth

In NSW, QLD and VIC, multi faiths associations have been formed to work with each State Government on providing religious instruction in public schools. State governments support multiculturalism and cultures are derived from their scriptures (Bible, Koran, Torah etc): students should have the opportunity to learn about their culture's scripture at school. The association determines the basic criteria for volunteers (such as Police checks), curriculum made public, complaints process and pursue professional teaching: each faith then trains its own volunteers, develops its own curriculum etc. The largest number of volunteers are Christian (in NSW it is 90% of the 11,000 SRE teachers).

In QLD the Christian churches have recently formed the Christian Religious Instruction Alliance Queensland (CRIAQ) which has now embraced the volunteer organisations and has developed new and consistent Statewide training with support from the Department of Education. CRIAQ has recently appointed 9 Regional Leaders to work with the 9 branches of the Department and the churches and schools in those areas.

In NSW the Inter Church Commission on Religious Education in Schools (ICCORIES) have recently decided to strengthen senior management to grow the participation of students (with parents "opt in") and donor support.

In VIC, the Faith Life Values Victoria (FLVV) has been established to develop the model with churches and the State Government with early encouraging discussions.

Genesis has supported the above initiatives (provided that in QLD and VIC over half the funding is provided locally from churches and or individuals).



Growing demand for Christian Media

The recent McCrindle survey on the listeners of Christian radio in Australia (Listener Engagement Report April 2022) reported that Christian radio listeners:

- Remain loyal and engaged with their station (53% tune to their radio station several times a day compared to 35% of commercial radio listeners)
- Experience meaningful spiritual growth through Christian radio (78% agree or strongly agree)
- Are engaged in their local community (75% volunteer in at least one community, political, charity or church group, Vs 35% commercial radio listeners)
- Have greater trust in their stations sponsor than commercial listeners (in past year 67% responded to a sponsor Vs 35% commercial listeners)

And Christian radio:

- Provides safe, trustworthy listening for families (91% Vs 53% for commercial listeners, feeling uncomfortable to some extent with the impact commercial radio can have on their children)
- Is reaching more non-Christians (people who consider themselves not Christian increasing - 11% in 2021, 5% in 2017 & 6% in 2014)
- Is highly recommended by listeners (Net Promoter Score of 45 Vs 14 for commercial)

Christian radio listeners are

- Parents listening with their dependent children (42%)
- 33% baby boomers (57-75), 33% Gen X (42-56), 23% Gen Y (27-41)
- 63% female
- 35% fulltime work, 23% parttime, 15% retired

Christian radio listeners tune in to the radio with their children as it provides appropriate (78%) and uplifting (71%) content and because it teaches morals and values (69%).

Christian media in Australia is now listened to/watched by nearly 30% of Australians over the age of 12. Christian Media & Arts Australia (**CMAA**) provides support to the 35 Christian radio stations. With **Good TV** (formerly called ACC-TV) accelerating in demand, there are over 5 million Australians a month listening/watching Christian media.

Getting the message out

The Will Graham tour of Tasmania, organised by the **Billy Graham Evangelistic Association of Australia**, was held in May 2022. There were 5,415 attendees and 684 responded to an invitation to know Jesus: 12.6% is one of the highest response rates for BGEAA.

A training centre for evangelists has been developed by **City Bible Forum - Third Space**, which will provide training, resources and importantly inspiration and encouragement to churches and individual evangelists.

Africa Update

The population on the continent of Africa is expected to quadruple by the end of the century, while the population on the rest of the planet will remain much the same. Next century Africans will be the largest people group on earth. Already half the population in Africa are under age 21.

*The strategy to strengthen the leaders of churches in Africa with our partner **Local Leaders International** (formerly named Overseas Council Australia) is centred on 6 bible colleges on the continent – Cape Town, Tanzania, Uganda, Nairobi, Nigeria, and Alexandria (self-named the “big 6”). As these colleges are growing, they are helping smaller colleges nearby.*

The annual vision meeting of the “big 6” leaders have identified the main challenges for Africa – growth of the prosperity gospel (colleges to accentuate teaching on giving), the growth in Islam (2 colleges established Islam centres to explain its differences and provide care into Muslim communities) and growth in cities by establishing urban mission study centres.

*The immediate need for small local church leaders gaining a better bible knowledge is available with the **Explore** course (based on the Moore college PTC). We have just provided a grant to assist the progressive translation of the online course into French, Portuguese, Swahili, Zulu, Chichewa, Africaans and Xhosa with several modules to be completed in each by mid 2023.*

*The accrediting body **AfCCA** is for Christian churches and ministries who see the benefits of running their organisations more professionally and to build donor trust. While the need for such accreditation is great, gaining ministries and churches willing to be assessed has been difficult. Our incentive grant provides assistance to AfCCA and the applicant.*

Genesis Foundations Structures

The Genesis Charitable Foundation is a foundation to which donations are tax deductible. Accordingly, the Australian Taxation Office requires that distributions from this foundation must only be to organisations that are also “Deductible Gift Recipients – item 1”. Genesis Charitable Foundation mainly supports youth and Christian media projects.

Genesis Life Foundation is a foundation to which donations are not tax deductible. The distributions from this foundation must be for organisations that are income tax exempt charities.

The trustee of both Foundations is the company Genesis Charitable Foundation.

Thank You – your support has eternal value!

www.genesisfoundation.org.au