

ADRA Ambassadors Meeting 2 March 2025

Agenda

- Welcome and prayer
- Advent Appeal Update
- Update on ADRA's work in Ukraine
- Annual Appeal 2025
- Video Resources for Churches
- ADRA Europe Art Contest
- Questions / Comments

MEETING NOTES

Advent Appeal 2024

- An update of the total donations received to date for the 2024 Advent Appeal was given - £1744.

ADRA's Ukraine Work

- The information from ADRA Ukraine's was shared with the Ambassadors.
- Data from one of the 98 projects was shared with at the meeting.
- A video was shared to show some of the work that was undertaken by ADRA Ukraine.

Annual Appeal 2025

- Launching on 29 March 2025.
- The appeal will run until to 30 June 2025.
- The promotional materials will be dropped by 26 March 2025.

Video Resources for churches

- There are five short videos that have been produced about the work of ADRA that can be shared with Ambassadors to support their promotion of ADRA in the local churches and wider communities. The video resources will be sent via email to ADRA Ambassadors using 'we transfer' which will be a link provided to download the files from. Each video is no more than 3 minutes long.

ADRA Europe Art Contest

- This is an ADRA Europe art contest in commemoration of the World Refugee Day 2025.
- This is open to children, youth and families.
- The closing date to enter this competition is 31 March 2025.
- A promotional video was shared in the meeting which will also be sent to all Ambassadors to use in their own promotion of the art contest.

Q&A

ADRA Art Competition

- Is there a fee for entering the competition?

- No, it is free.

What is the length of the annual appeal?

- It will run from March 29 to June 30
- We have moved from the door to door ingathering to a longer appeal timeframe but churches can run events all throughout the year.

Sponsored Walk

- Can ADRA provide the sponsor forms needed for when people undertake a sponsored event?
- Yes – we will be able to send these to ADRA Ambassadors

Coin Cards

- Can we recycle the cards that we use?
- Yes

Paying into the bank account. They normally pay via the SEC account and not into the ADRA account, as they

Charlotte Houston – Brixton Church. They would like to have someone to come and do an appeal at their church

Door to door

- Are we still able to undertake door to door work?
- No – this is no longer legal and should not be undertaken.

General question

- Master guide – is there a way to engage with Pathfinders getting involved with ADRA-UK
- Yes there are honours/awards that Pathfinders and Adventurers can do.

Actions

- Share the ADRA sponsorship form
- ADRA Champions programme details to be shared when completed.
- Share Pathfinder | Adventurer badges information.
- Fundraising guide to be updated and shared.
- ADRA Ambassador programme to be updated and shared.