

ADRA Ambassadors Meeting – 26 October 2025

Agenda

- Welcome and prayer
- 2025 Advent Appeal
- Annual Appeal Update
- Update - Afghanistan Earthquake Emergency Appeal
- Ambassadors Check-in / News
- Update - Ambassadors T-Shirts
- Justice Compassion Love – T-shirts for Sale
- ADRA Project Insights – CASE to Learn Education Project
- Ambassadors and Youth Ambassadors Recruitment
- Upcoming Dates for your Diaries
- Questions / Comments
- Adjournment

MEETING NOTES

2025 Advent Appeal

- It was shared that the Advent Appeal would be launched on Sabbath November 1st and run until December 31st. (In light of the devastation caused by Hurricane Melissa in Jamaica, Haiti, Dominica and other Caribbean countries, the launch of the Advent Appeal has been postponed for a couple weeks. An Emergency Appeal has since been launched by ADRA-UK on Wednesday October 29th to assist those adversely affected by the hurricane in Jamaica and in other Caribbean countries).
- Resources will be available for the Advent Appeal and will include:
 - Artwork for Posters
 - Artwork for flyers
 - Letter about the Advent Appeal
 - Social Media Posts to share over the period of the campaign
 - PowerPoint slides about the Advent Appeal that ambassadors can use to aid their promotion of the appeal.
 - Video – showing human interest story
- Ambassadors can arrange for their churches to print flyers, posters and letters as they require for their notice boards or to issue to their members and wider community.
- The resources will be on the Ambassador Resources page, and a notification will be shared with everyone once these are published and available for download.
- Ambassadors were encouraged to share resources with their Communications / Media / PA teams and to promote every Sabbath over the period of the appeal and to include the flyer in digital announcements every week if their church has such facility.
- Other ideas were shared in the meeting on what ambassadors / churches can do to support the appeal as outlined on the PowerPoint slides shared.

Annual Appeal Update and Check-In

- It was reported that ADRA-UK have now received £75,929.56 in donations as of September 30th for the annual appeal. Churches are still receiving and sending funds for the annual appeal so further updates will be provided later in the year.

Update - Afghanistan Earthquake Emergency Appeal

- ADRA-UK reported that it has now received a total of £3,093 as at September 30th. There are many needs still in the region that was affected by the hurricane and ADRA is still appealing for donations to assist. For more information about this emergency appeal or to donate visit our website:
<https://adra.org.uk/afghanistan-earthquake-emergency/>

Ambassadors Check-In

- The Ambassadors shared information on their activities so far. Some of what was shared include:
 - The ADRA Ambassador for Norwich SDA Church shared that they hosted an ADRA Day the previous day on Sabbath October 25th. The ambassador shared that the presentations from ADRA helped to educate the church about ADRA and about the types of projects the donations help to fund and how areas for assistance are prioritised etc... He explained that the ADRA team did the sermon during divine service and also did an interactive afternoon programme.
 - Plaistow SDA Church ADRA Ambassador shared a video highlight of a special recognition she hosted on Sabbath September 27th at their church. She presented recognition certificates to persons who participated in the appeal and announced the overall amount the church donated to ADRA.
 - Preston SDA Church will be hosting a Musical on Saturday December 13th to raise funds for ADRA – A 'Just Giving' page was set up to receive donation for the production which is already raising funds. Please refer to the slides with flyers and link to donate. Ambassadors were asked to support by helping to circulate the flyer and the donation page to support this event.

ADRA News

- It was shared that a family of 4 from Newbold SDA Church took on a walk for ADRA-UK by walking over 110 km along the famous El Camino de Santiago pilgrimage in Spain. The family consisted of parents along with their kids (10 years and 7 years old), who wrote a story about why they were doing the walk for ADRA. You can see more information and photos from their walk on their Just Giving page set up for the walk. Video highlight has also been shared on their family Instagram page (see slides for details). So far, they have raised over £2,000 after 3 days of walking with 1 day left for walking They doubled the fundraising target.

- Another group of family and friends from Dundee SDA (Scotland) competed in a half marathon to raise funds for ADRA-UK. The team consisted of a father and son team and some of their friends. The father is a trustee of the Scottish Mission. You can read the full story by using the link on the slides shared.

A big thank you to all the ambassadors for their continued hard work for the annual appeal and for sharing the photos / videos of their activities. It is important to share what you are doing as it helps to inspire others, to learn from each other and to get support from the team.

Ambassadors T-Shirts - Update

- The Ambassadors T-shirts have been delivered, and the team have already began to dispatch these out to the ambassadors and will continue to do so over the coming weeks.

ADRA Shop – T-shirts for Sale

- ADRA-UK still has T-shirts for sale in their online shop available from the ADRA-UK website - <https://adra.org.uk/shop/> and at the ADRA -UK office.
- T-Shirts cost £12.50 each and a photo of the t-shirt was shown which is branded with the ADRA motto – JUSTICE COMPASSION LOVE.
- Ambassadors are encouraged to promote to their network of friends / family and churches.

ADRA Project Insight - CASE to Learn Education Project

This project was implemented over a 5 year period since 2019 in Myanmar.

- The project rolled out in 9 areas in Myanmar targeting children, teachers and schools across 10 States and regions across the country.
- The acronym CASE stands for – Conflict Area Support for Education and as the name suggests the project targets areas in Myanmar that have been adversely affected by ongoing political conflict in the country.
- Because of this internal conflict, many communities are unable to access education. This project is one of the ways to address this need and offer teacher training, certification and resources for schools, children and young people - including TVET skills training which is also provided.
- See slides for more details shared in the meeting about this project.

Ambassadors are encouraged to share information and regular updates with their churches and community about ADRA's work and projects. They should aim to share at least twice or 3 times per quarter. It was suggested that they could do so in mission spot or personal ministry slot. We do not want churches to only hear from the ADRA ambassadors when there is an appeal. It is important to keep the members updated and informed so they can see what their support is helping to do and how it is impacting lives.

Recruitment of ADRA Ambassadors and Youth Ambassadors

- The recruitment of ADRA Ambassadors is still ongoing and we are targeting churches without Ambassadors in the first phase of this campaign. Then we will reach out to other churches to request they appoint Youth Ambassadors if they have the capacity to do so.

Key Dates for your Calendars

Some key upcoming dates were shared on the presentation slides. These include the upcoming 2025 Advent Appeal, the 2026 Annual Appeal date and the dates for our monthly ambassadors meeting for the remainder of the year and for the start of 2026.

DATES	ACTIVITIES
Sabbath November 1st Postponed	Advent Appeal Launch
Sunday November 30 th	Monthly Ambassadors Meeting
Sunday January 25 th 2026	Monthly Ambassadors Meeting
Sabbath February 28th 2026	2026 Annual Appeal Launch

- Please make note of these key dates and share the Advent Appeal and Annual Appeal dates with your church leaders so that you will be able to promote accordingly and so that it is on your church's calendar.

Date of Next Monthly Ambassadors Meeting

- **Sunday November 30th 2025 on Zoom at 10:00am.**
- Ambassadors are encouraged to send a write up of their activities to The Messenger and to the communication directors at their respective conferences and missions.

Q&A | Comments

- An ambassador asked if there is any progress / update regarding the conference treasurers giving the go ahead for the church treasurers to assist in processing ADRA funds and transferring to ADRA's account. Petrian indicated that Sandra is still working on that and will provide an update once I have information on this.
- An Ambassador asked if fellow ambassadors could share their tips on the most effective way to raise funds for their annual appeal and to get their members to donate and respond positively for the cause.
 - Audrey (Stanborough Park Ambassador) shared that she finds using a 'Just Giving Page' really helpful and effective. So, she uses it for most activities including to fundraise for ADRA. She also pointed out that they also encouraged her members to not accept birthday gifts for themselves and instead to request a donation for ADRA. Last Christmas, she encouraged the church to each give a

donation to ADRA instead of giving Christmas cards to each other. Instead, they would display the greetings (in lieu of cards) for each person on the screen on Sabbaths. She said this was very popular. They also did a 'Lilies for Easter' fundraiser – where persons could buy a lily with a card and send to someone with a message for easter. She shared that for the College of Music, they did a concert, and she asked the students who were performing to donate and gave them sponsorship forms to help raise funds for ADRA.

- Charlotte (Brixton Church Ambassador) shared that she fasted and prayed for the annual appeal and use scripture to remind the congregation of their responsibility to the needy. She also speak to persons one to one and give them envelopes. She also issued a goal to each Sabbath school class on how much to raise.
 - Ruth Arthur – said we have to be mindful of donor – fatigue. She shared that she wears her Ambassadors Pin every Sabbath and to church functions and it attracts a lot of attention and also reminds people about ADRA. So, she keeps donation envelopes handy as people always ask when they engage with her about ADRA when they notice the pin.
 - Roseline and Bobby (Hampstead SDA) also shared that they wear their pins too and people respond positively as they notice it.
 - Venice (Bedford Central Ambassador) suggested that someone from the Ambassadors' team could volunteer to be the scribe during the meetings to support the chair during the meeting. Petrian explained that she will speak to Sandra about this.
- Petrian shared that a FAQs document will be prepared and shared with Ambassadors to empower Ambassadors to be able to respond confidently to some popular and routinely asked questions. Petrian explained that by early next year she will invite ambassadors to submit question they are frequently asked that they would like to be addressed in the FAQs.

Actions

- ADRA to work of FAQs document early in 2026.