

ADRA Ambassadors Meeting – 30 November 2025

Agenda

- Welcome and prayer
- 2025 Advent Appeal
- Annual Appeal Update
- Hurricane Melissa Emergency Appeal Update
- Launch of Philippines Emergency Appeal
- Ambassadors Check-in / News
- Ambassadors T-Shirts – Distribution Update
- ~~ADRA Project Insights – Timor Leste Nature-based Water Solutions~~ – postponed to next meeting in January
- Upcoming Dates for your Diaries
- Questions / Comments
- Adjournment

MEETING NOTES

2025 Advent Appeal

- It was shared that the delayed Advent Appeal would be launched in churches on Sabbath December 6th and run until December 31st. (The launch was postponed by a month because of the devastation caused by Hurricane Melissa in Jamaica, Haiti, Dominica and other Caribbean countries. The team will have the resources live online by December 1st.)
- Resources will be available for the Advent Appeal and will include:
 - Artwork for Posters / flyers
 - Letter about the Advent Appeal – to share with members
 - PowerPoint slides about the Advent Appeal that ambassadors can use to aid their promotion of the appeal.
 - Promotional Video – featuring a 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, 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 and or in the church bulletin if they can.
- Other ideas were shared in the meeting on what ambassadors / churches can do to support the appeal as outlined on the PowerPoint slides shared.
- A separate letter about the Advent Appeal was also sent via email to all Pastors and Head Elders in the BUC along with the flyers and access to the promotional resources.

Annual Appeal Update

- It was reported that ADRA-UK have now received £84,459.14 in donations as of October 31st for the annual appeal. Churches are still receiving and sending funds for the annual appeal so the final update on this will be provided in our next monthly meeting scheduled for January.

Hurricane Melissa Emergency Appeal – Update

An update was provided on this (please see slides for details on statistics overview and photos shared in the meeting) which outlined impact and response – including the aid provided by ADRA up to November 14th. Up to November 20th ADRA-UK have received £52,588 for this appeal.

- ADRA's Response Plan is to target areas and populations most affected by the hurricane.
- Jamaica is the primary area where the response is being targeted as it's the most severely affected. It had a direct hit from the hurricane and had its impact when the hurricane was at its peak (strongest).
- See slides with photos with overview of specific details of ADRA's response to Jamaica, Haiti and Dominica Republic.
- ADRA is a part of the official response and routinely attends the inter-cluster coordination meetings with the Government of Jamaica and other NGOs and charities (locally and internationally) who are assisting with the emergency response. This allows ADRA and all involved to provide humanitarian aid efficiently, effectively and in an organised way.
- There are some photos in the slide which shows the flood impact and destruction caused by the hurricane in Haiti. Some photos are showing ADRA volunteers and staff on the ground assisting with issuing vouchers and gathering data for needs assessment and reporting.
- Slides were shared showing ADRA's work across a few media (newspapers) / journals responding to Hurricane Melissa – see slides for details and link to read the full articles.

Launch of Philippines Emergency Appeal

- ADRA-UK launched an emergency appeal for the Philippines on November 19th 2025. This is because of the unprecedented number of recurring earthquakes and typhoons that has been affecting the country in the past few months.
- A total of seven disasters has hit the country over a very short period – consisting of 2 massive earthquakes and 5 typhoons between August and November.
- The typhoon affected 4.4 million people across 16 regions in the country.
- There have been 354 fatalities, 733 injuries and 112 persons missing so far.
- Many persons have been displaced as homes and many other infrastructures (hospitals, schools) have been destroyed. (See slides for photos showing the devastation across the different regions and the team of ADRA staff and volunteers supporting in the response effort on the ground).

- Flyers and letters with more details were sent to all Ambassadors as well as Pastors and Head Elders across the BUC via email to assist with mobilising support.

Ambassadors Check-In

- The Ambassadors shared information about some of their recent activities. This included:
 - The ADRA Ambassador for Northampton Central SDA Church hosted an ADRA Day on Sabbath November 29th. They had guest speakers John and Gudrun Middleditch who are ADRA Champions – They are based in the Midlands and support the work of ADRA across that region by doing presentations and promotions on behalf of ADRA-UK. ADRA-UK will be trying to appoint ADRA Champions to support the other regions across the BUC. The ambassador for the church said it was to educate and sensitise the church about ADRA and the mission of compassion. He said the day went very well with several members and attendees choosing to sign up to become ADRA Angels (to donate to ADRA monthly using Direct Debit).
 - ADRA Ambassador for Derby Chester Green SDA reported that he hosted an ADRA Day at his church which was good - as the church had the opportunity to learn more about ADRA's mission and work. They were also able to collect an offering towards one of the Emergency Appeal on the day.
 - 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

- Croydon SDA Church Music Department is hosting a Winter Concert dubbed – "Unto Us" to raise funds for the Hurricane Melissa Emergency Appeal. This will be held on Saturday December 13th at 6:00pm at the church. See slides with flyer and link for more information and to donate.
- Great Yarmouth SDA Church will be hosting a fundraising Carol Service in support of ADRA-UK on Saturday December 20th.

A big thank you to all the ambassadors for your continued hard work and for sharing the photos / videos of your 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. Please try to take photos and or videos from your activities and share with Petrian to share in the next monthly meeting. If you are hosting an event in support of ADRA please also let the ADRA team know.

Sharing Information about your ADRA Activities

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. If you are unsure of where to send your write up please contact Petrian directly.

Share Information on ADRA Projects and Programmes in Your Churches

Ambassadors are encouraged to share information and regular updates with their churches and at community activities about ADRA's work and projects. They should aim to share at least twice 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 at appeal times. 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.

Ambassadors T-Shirts - Update

- The Ambassadors T-shirts have been distributed to all ambassadors who we have sizes for. Ambassadors who have not received their t-shirt to date should contact Petrian immediately.

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.

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 start of 2026.

DATES	ACTIVITIES
December 1st – December 31st	Advent Appeal
Sunday January 25 th 2026	Monthly Ambassadors Meeting
Sabbath March 28th 2026	2026 Annual Appeal Launch

- Please make note of these key dates and share 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 January 25th 2026 on Zoom at 10:00am.**

Holiday Closure Notice

The ADRA-UK office will be closed from Monday December 22nd 2025 to Friday January 2nd 2026.

Q&A | Comments

- Jenny Read shared that her congregation is quite small, and she thinks some of them are getting fed up with her asking for donations. There have been several appeals this year mainly due to the frequency in natural disasters (emergency appeals). She explained that her church usually raises funds at this time of the year to donate to a local children's charity. She is therefore a bit hesitant to ask for more donations for the Advent Appeal also. She suggested that maybe next time instead of having a Flyer for the appeals we produce a newspaper style document with information about the appeal and the people affected with photos etc... As the real-life photos and stories will resonate more than the flyer.
- Hellen Williams spoke of her recent trip to Jamaica where she spent 2 weeks and she shared how the need for help is quite great there in the aftermath of Hurricane Melissa. She expressed that she is pleased to see how ADRA has been supporting the response so far. She commended ADRA for working in this area and said it was a privilege to see the work on the ground and sobering to witness the resilience of the people despite the hardship many now face.
- Joy Green asked about how the ADRA vouchers are issued in the emergency response. Petrian explained that the organisation has a procedure of how cash vouchers are distributed in an emergency context – as all funds must be accounted for and audited. All recipients are also noted and documented in line with due diligence so all distribution is accounted for and can be accurately reported on.
- Ruth Arthur asked if there is any update on the amount of donation received for the Philippines Emergency Appeal so far. Petrian explained that this is not yet available and an update will be provided in the next monthly meeting.
- Ruth Ndori said that the Community Services Leader at her church is very active and vibrant and that in her church she does the promotion of the ADRA activities also.

Petrian explained that it's good that she has support in promoting the work of ADRA in her local church and community. However, she urged Ruth to use the resources she has to educate the church also about the projects and programmes to keep them informed as the other person who is helping won't have all the information. She reminded her that Community Services and ADRA works collaboratively too but mainly on domestic projects. The primary focus of Community Services Department is the immediate local community and city where the church is based.

- Elijah Mugisa (Northampton Central) introduced the newly selected ADRA Youth Ambassador for his church and asked her to say a few words – Her name is *Midnight Northant* and she made a short greeting during the meeting expressing that she looks forward to supporting the work of ADRA.

Actions

Petrian to provide update on Philippines Emergency Appeal donation in the next meeting.