

ADRA Ambassadors Meeting – 25 January 2026

Agenda

- Welcome and prayer
- 2025 Advent Appeal
- 2025 Annual Appeal Update
- Hurricane Melissa Emergency Appeal Update
- Ambassadors Check-in / News
- Introduction of New Ambassadors
- Ambassadors Quarterly – To Do Checklist
- ADRA FAQs – Ambassadors Edition
- Upcoming Dates for your Diaries
- Questions / Comments
- Adjournment

MEETING NOTES

2025 Advent Appeal - Update

- It was shared that £884 has been donated so far for the Advent Appeal. Petrian explained that there were several competing emergency appeals which led to the delay in the launch of the Advent Appeal this year. This was primarily due to a significant increase in the number of natural disasters in 2025 and particularly towards the second half of the year where there were back-to-back earthquakes and typhoons in the Philippines, earthquake in Afghanistan and Hurricane Melissa in the Caribbean.

ADRA-UK Emergency Appeals 2025 Overview

With the help of our ambassadors, churches and other stakeholders ADRA-UK was able to assist with 4 emergency responses this year: Myanmar earthquake, Afghanistan earthquake (they had a couple earthquakes), Philippines emergency due to 7 consecutive earthquakes and typhoons adversely affecting the country and also the Hurricane Melissa emergency which affected Jamaica, Cuba, Haiti and a few other Caribbean territories. We are very grateful for your support and the generosity of the members and wider community for contributing so we could have provided some assistance for the many persons adversely affected by these disasters in 2025. A total of £120,651.52 were raised for all the ADRA-UK Emergency Appeals for 2025. The breakdown is as follows:

- Myanmar Earthquake Emergency Appeal - £14,318.29
- Afghanistan Earthquake Emergency Appeal - £4,267.30
- Hurricane Melissa Emergency Appeal - £82,168.10
- Philippines Typhoon Emergency Appeal - £2,936

All the emergency appeals are still open as needs are still great in all the affected countries. Many families are still homeless and without basic supplies such as food, hygiene and shelter on an ongoing basis. A lot of resources are still required for the re-building efforts also.

Annual Appeal Update

- ADRA-UK have now received £100,274.07 in donations as of December 31st for the 2025 annual appeal. We thank the Lord for the 59 churches across the BUC who donated and all the ambassadors for their hard work and generosity towards the annual appeal which will help those who need it most.

Hurricane Melissa Emergency Appeal – Update

- For this appeal, ADRA-UK have received £82,168 in donation as of December 31st.
- Petrian explained that ADRA-UK's CEO, Sandra Golding went to visit Jamaica in early January to get a first-hand report of how our contributions have helped with the response so far. £25,000 from the funds raised in the UK was used to purchase the Water tanks that were issued and several thousand sanitation and hygiene kits purchased and distributed to those left destitute because of the Hurricane in Jamaica.
- The team is now collaborating with the primary stakeholders in Jamaica to map out the next phase of the response which is to help with building back in areas that suffered a lot of damage. We will continue to provide updates on this.
- A promotional video was shared providing updates on ADRA's response specifically in Jamaica since Hurricane Melissa. Petrian encouraged the ambassadors to share the video to provide update and thank you for the donations to their churches and community.

Philippines Emergency Appeal - Update

- Since ADRA-UK launched an emergency appeal for the Philippines on November 19th 2025, there was a total of £2,936 as of December 31st 2025. This appeal is still open so please continue to promote and support. Link to the appeal page is in the slides shared during the meeting.

Ambassadors Check-In / ADRA News

- Updates were shared from some of the Ambassadors recent activities. This included:
 - Preston SDA Church hosted a Christmas Nativity Musical Drama on Saturday December 13th to raise funds for ADRA. Over £3,000 was raised. They also used 'JustGiving' platform to facilitate online donations and enabled persons who may not be able to attend the concert to donate also. Well-done to Cecil Jeffers the ADRA Ambassador and to his team for all their hard work. Photos submitted by the ambassador were shared on the slides during the meeting.
 - Croydon SDA Music Department hosted a winter concert to raise funds for the Hurricane Melissa Emergency Appeal on Saturday December 13th. It featured their Gospel Choir and other groups from New Addington SDA and Hope Community Beckenham SDA churches. Over £2,000 was raised during the concert. Attendees and viewers were also able to donate online who could not attend the concert in person.

- Great Yarmouth SDA Church also hosted a fundraising Carol Service on December 20th to raise funds for ADRA. This was organised by their Head Deaconess. Over £300 was raised.
- ADRA-UK was pleased to host a promotional stand at the recent SEC Expo held at Newbold College on Sunday January 11th. Photo highlights were shared (see slides) along with link to an article featured in the BUC and SEC E-newsletters.

A big thank you to all the ambassadors and churches 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.

New ADRA Ambassadors – Introductions

Several new ambassadors who started to serve as of January 2026 and a few who started towards the end of 2025 were welcomed by Petrian and the other ambassadors. They were given time to introduce themselves, which included ambassadors and a few Youth Ambassadors from:

- Limerick SDA (Rebecca was representing the ambassador)
- Milton Keynes Central SDA
- Willesden SDA
- Croydon SDA
- Chelmsford SDA
- Hemel Hempstead SDA
- Plaistow SDA
- Galway SDA

Ambassadors Quarterly ‘To Do’ List

Please refer to slide shared with list of suggested activities for ambassadors to do in their local churches and communities. Ambassadors are encouraged to do at least 2 activities from the list each quarter and to let Petrian know what activities you are doing so you can be adequately supported.

The aim of this initiative is to keep ADRA alive all year and create deeper connection and ownership of ADRA and of the mission we share as a church family. Petrian urged ambassadors to offer ongoing education and updates about ADRA and the projects and programmes being done. This will help to:

- Build a culture of compassion, not just fundraising activities
- Educate our members and communities to see ADRA as a mission and not an event.
- Appeal seasons should become a natural overflow for a church tuned in to its charity’s mission and not be a pressure moment for resources / donations.

As outlined on the list of suggested activities to do each quarter (see slide with list):

- Educate your church on ADRA's projects. Let them get real insight on what their donation is helping to do for those in need. Use up the presentations on project insights you have received on some of the monthly meetings.
- Provide feedback on the church's donation to ADRA each quarter. Work closely with the Treasurer. Get an idea of the numbers of members donating to ADRA each month. Set quarterly goals to achieve as a church and keep them inspired to encourage more support / sign-ups. Direct Debit forms can be sent to ADRA Ambassadors for this. (Look out for ADRA Angels campaign which will be launched later this year to help with this)

ADRA FAQs – Ambassadors Edition

- Petrian invited ambassadors to share questions they are usually asked and struggle to respond to or would like an official response for. All the questions received will be complied and answers will be given for each question. Once completed, the document will be shared with the Ambassadors to empower them to address the these 'frequently asked questions' confidently and to help improve their knowledge of the particular issue being raised in the questions.
- Question should be sent directly to Petrian via a WhatsApp direct message (not in the group chat) or by email.
- When submitting questions – please use as subject 'Question for FAQs'.

We hope that these incremental activities will create a shift in everyone's consciousness to move away from *ADRA = Annual Appeal* to **ADRA = how our church lives out compassion all year**.

ADRA Europe ART Contest 2026

Please refer to slides shared with details regarding the ADRA Europe Art contest for children, teens and youth (ages 5 to 25 years old). The contest will begin on February 1st and the last date to submit artwork for the competition is March 31st.

- Resources for the contest include artwork and packs that can be used to introduce the contest to the different age-cohort of prospective participants.
- Resources are accessible on the ADRA Ambassadors Resources page:
<https://adra.org.uk/ambassadoronly>
- Visit the ADRA Europe Art Contest website for more information:
<https://adra.eu/get-involved/art-contest-2/>

Key Dates for your Calendars

Some key upcoming dates were shared on the presentation slides. These include the upcoming 2026 Annual Appeal date and the dates for our monthly ambassadors meeting for the rest of this quarter.

DATES	ACTIVITIES
Sunday February 1 st 2026	ADRA Europe ART Contest Launch
Sunday February 22 nd 2026 – 10:00am	Monthly Ambassadors Meeting
Sunday February 22 nd 2026 – 11:15am	New Ambassadors Orientation Meeting
Sabbath March 28th 2026	2026 Annual Appeal Launch

Sunday March 29 th 2026	Monthly Ambassador Meeting
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- Please make note of these key dates and share with your church leaders so that you will be able to promote accordingly and have them added to your church's calendar.

Date of Next Monthly Ambassadors Meeting

- **Sunday February 22nd 2026 on Zoom at 10:00am. This will be followed by a short Orientation Meeting for new ambassadors at 11:15am.**

Q&A | Comments

- Jenny (Torquay SDA Church) shared that she would like some help in how to access resources from the landing page.
Petrian said she will spend some time illustrating how to navigate the Ambassadors Resources Page in the next monthly meeting.
- Jenny asked for the video resources to be shared in the WhatsApp group also and not only in the resources landing page as it is easier for her to share them with the tech team at church and other people.
Petrian explained that most of the video resources are shared in the group once its already published on YouTube and / or on our website – and this would be shared as a link. However not all the videos can be shared as a link. So those ones, which are usually an MP4 video files - it's best to post those on the Resources page for download as and when needed. The MP4 files are usually too large to share via WhatsApp.
- Ruth (Crieff SDA Church) suggested that future appeal's video could be improved with slower pacing (allowing enough time to read content on screens where applicable), clearer text and inclusion of an English-speaking narrator to enhance comprehension (particularly for non-native speakers).
Petrian acknowledged the feedback and promised to share with the production team. She also pointed out that sometimes, when there is an emergency and persons tries to get footage quickly in less-than-ideal circumstances it can be challenging. So, we rely on what is received from those in the field and working in very difficult circumstances in the aftermath of natural disasters.
- Jenny suggested that for future promotional videos we avoid using background music when people are speaking in the videos as it drowns the voices – making it difficult to hear what is being said in the video.
Petrian thanked her for the feedback and said she will share with the production team.
- Eugenie (Wolverhampton Wednesfield SDA Church) requested that ADRA provide a breakdown of the number of persons contributing to ADRA-UK via monthly Direct Debits.

Petrian said she will obtain the numbers from the Finance Team and share in the next meeting.

Actions

- Ambassadors are to submit their questions to Petrian for the FAQs being developed.
- Petrian to provide numbers on the Direct Debits being made to ADRA-UK each month.
- Petrian to share feedback on appeal videos with production teams.