

The Great Commission Ministry Ethiopia

July '19 to June '20 National Report

Introduction

Great Commission Ministry Ethiopia is a ministry of Campus Crusade for Christ International that is committed to helping fulfill the Great Commission of our Lord Jesus Christ in Ethiopia and beyond in partnership with local churches, individual Christians, and mission agencies. To increase fruitfulness, the Ministry has organized itself in five main Field Mission Critical Components, which are Global Church Movement, Student-Led Movement, Leader Impact, Digital Strategies, and Prayer Movement. In addition to these, we have a department called Special Ministry under which are cross-cutting ministry strategies like the Jesus Film and Family Life. The Ministry has seven regional offices located in Harar, Adama, Hawassa, Jimma, Nekemte, Bahir Dar, and Mekelle in addition to the national office based in the Capital. This twelve-month report is done directly by our staff, mobilization, and our partnerships.

40th Anniversary

The year 2020 is a unique season for the Great Commission Ministry Ethiopia because it has been forty years since the Ministry started in Ethiopia. We had a plan to conduct evangelistic outreach across the country as we celebrate our 40th anniversary. However, when we were about to launch into the implementation, the government declared a state of emergency because of the COVID-19. Even if the COVID-19 case challenged our plans, it brought opportunities to the Ministry. It brought numerous opportunities for Christians and the church to take the Gospel to the world. Being powerless and unable to save themselves, people are looking for hope in this crisis, and the situation has confirmed that God is the only hope. Recognizing this great opportunity in history, we shifted our ministry to digital platform. God has used the digital platform for his kingdom expansion.

Summary Report

In total, 4,470,603 people heard the gospel through the in-person proclamation and digital platforms, 83,576 people decided to follow Christ, and 46,310 people are engaged in follow-up and discipleship programs. Furthermore, 50,054 people took long and short-term pieces of training of different sorts from all the available strategies, and 1579 communities of churches and smaller fellowships started. 63,375 people were engaged in our daily bible study program dispatching contents through mass SMS.

Over 35 million people watched the Jesus Film on 22 TV broadcast stations. In our effort to serve the community holistically, we mobilized 393 people to donate blood, 1392 needy families were supported financially and in-kind, and over 5000 trees were planted.

1. Global Church Movement (GCM): Through our church-led movement, we aimed to equip churches to be healthy and multiplying. There are five sub-departments under the Church-led movement department, which are Church Multiplication, North-East Initiative, Women for Change, Mobilization, and Awana – children ministry.

1.1. Church Multiplication (MC²): Currently, there are 42 active church planting centers. Launch and multiply training were conducted in 36 clusters so far, and the other 6 clusters recruited church planters. Each cluster covers villages in 100km reach. We have an average of 10 coaches in each center. Overall, we have 420 training and coaching centers that are actively working. We have 420 trained coaches, and they are now coaching 4200 church planters. We are doing this in partnership with local churches.

- 2,263 people took church planting training,
- 231,173 people heard the good news,
- 20,675 people decided to follow Jesus,
- 13,402 people passed through follow-up and discipleship groups
- 816 churches have been planted.

1.2. North-East Initiative (Missionary Sending): The North-East initiative is a missionary sending strategy for unreached people groups in the North and Eastern parts of Ethiopia. Northern Ethiopia is Orthodox populated, and Eastern Ethiopia is Muslim populated. Through the North-East Initiative strategy, we recruit, train, and deploy local missionaries who know the two groups' cultures and social contexts. Currently, we have employed 143 full-time missionaries partnering with Berea International Gospel Ministry.

- People who heard the Gospel – 78,978
- People who decided to follow Christ – 4804
- People who went through follow-up and discipleship groups – 2389
- People who were baptized – 274
- Churches and Communities that were planted – 92
- Missionaries that were trained – 112

1.3. Women for Change: Women's ministry is launching movements by mobilizing women that account for half of the Christian community. Women have an impact in bringing transformation within society. Therefore, the Ministry strives to mobilize women to multiply themselves from homes, neighborhoods, and the community.

- Women passed through our training curriculum = 686
- Women mobilized for prayer and outreach = 1720
- Fifty weekly based bible study groups established with members of 479 women.
- People who heard the Gospel = 5053
- People who decided to follow Christ = 428
- People who went through follow-up and discipleship groups = 55
- Churches that were planted = 3
- Associates trained and engaged = 50

1.4. Children Ministry (Awana): Children's affairs are a priority to God. Therefore, the Great Commission Ministry Ethiopia, in partnership with AWANA children ministry strives to reach children and parents through evangelism, and discipleship. In our children's ministry, we offer empowerment training for church leaders and Sunday school teachers. We also equip Sunday school teachers with curriculums, we trained 611 leaders and 145 Children in Summer Camp.

- Exposure = 9341
- Decision = 580
- Follow-up = 67

1.5. Mobilization: We have mobilized local churches for evangelic outreaches.

- Training = 1940
- Exposure = 234,512
- Decision = 2627
- Follow-up = 1530
- Action Groups = 19 team with 447 members
- Associates that were trained and engaged = 55

1.6. COVID-19 Season Digital MC2: For most of our church planters are living in rural areas, have limited access for smartphones, and the internet, we found out that the SMS platform is the best option to serve them. We send the bible study text message twice a day with discovery questions, application, and summary points to all our church planters, Children Ministry Volunteers, Missionaries, and Action Groups members. We are currently sending the daily bible study text message for 8350 people, who, in turn,

send the content to five to ten people in their network. As the feedback, we get over 63,105 participants are engaged in the daily bible study. After each study, all participants have the responsibility to send a gospel message at least five non-believers per-day. We got many inspiring testimonies from different places. Many people heard the good news about Jesus Christ, some got saved, some people get reconciled with their parents, neighbors, and many people get healed.

Using the daily SMS message, and other activities:

- 11,452 people mobilized and trained,
- 500,300 people heard the good news,
- 23,654 converted,
- 13, 845 new believers engaged in the follow up discipleship,
- 667 churches and communities planted with a member of 10, 922 new believers

Generally, in GCM:

- People who heard the good news = 749,908
- People who decided to follow Christ = 52,433
- People who went through follow-up and discipleship groups = 31,283
- Churches and Groups that were planted = 1,579
- People that were trained = 19,741

2. Student-Led Movement (SLM): As a Student-Led Movement, our focus is to take the gospel to every student, build a spiritual movement on every campus, and raise godly leaders for our nation and beyond. With a grateful heart to the Lord and deep appreciation for our staff and volunteers, we reiterate our mission, which is taking gospel for every student, building spiritual movement on every campus, and raising godly leaders for every nation.

2.1. Gospel for Every Student: Preached the gospel to 113,705 students. This evangelism fruit includes one-on-one gospel presentations, mass exposures and mission. These works were supported by continuous fasting and prayer. We had such a wonderful time of prayer and fasting time with 34 Staff of National Student Led Movement.



2.2. Movement for Every Campus: As a result of the face-to-face evangelism approach, we were able to help 20,788 students accept Jesus Christ as their personal savior and Lord. In our follow up strategy, we helped 11,852 students to go through faith deepening follow-up series materials. Such follow up helps new believers to learn assurance of salvation, fellowship with Christ, role of the Holy Spirit in Christian life, growth in the Word of God and Prayer. We helped 3,152 to become disciples for Jesus Christ who truly follow Him and commit to build God's kingdom (from both existing and new believers). We made 6,261 Engaged Disciples. 6,075 students are part of our intentional and continuous prayer movement.

2.3. Leaders for Every Nation: Through our 100% Sent focus (raising leader who serves for life), we trained 437 alumni. They are currently building spiritual movements in 35 cities and towns. We trained and mobilized 17,070 for action. We sent 1,343 students on short-term missions to go and change lives with the gospel of Jesus Christ. We also trained 70 student leaders. We also mobilized and trained 950 high school students.

Totally in SLM:

- People who heard the Gospel = 113,705
- People who decided to follow Christ = 20,788
- People who went through follow-up and discipleship groups = 11,852
- Students that were trained = 20,647



Pic. High school mobilization



Pic. Mekelle alumni training



Pic. Addis alumni training

3. Leader Impact (LI): A leader is one who influences, and leaders exist at every level of society. When a leader begins a relationship with Jesus, he/she will be able to influence those around him/her for the Kingdom of God. Our Leader-Led Movement strives to reach professionals, and executives in their marketplace, and to see spiritual movements for the fulfillment of The Great Commission. Sub-departments under the Leader Impact strategy are Professionals, Athlete in Action, medical mission, and Abigail Professional Women's Network.

3.1. Professionals:

Pic. TLGS training at Butajira: 50 professionals took marketplace evangelism training.



- Nine Professional fellowship leaders from five Ethiopian Christian fellowships took training on the Great Commission, Marketplace calling, and PCS.
- We gathered 80 professionals and trained them on the ways of Integrating God in the whole area of their lives.
- We trained 79 professionals who work in governmental offices around Mexico on marketplace evangelism strategies.
- Twenty-nine professionals completed the TLGS lessons, have graduated, and another 70 professionals are passing through TLGS training.
- Eighty professionals are trained on Change and collaborative leadership on January and other 188 professionals took leadership and evangelism training.

3.2. Christian professional women:

- Eighty-five professional women started a life-changing bible study in 7 groups.
- Training for 75 professionals and pairing 45 mentees with mentors has been held.



Pic. Christian Professional Women Mentors' Conference

- A conference in which 70 professionals' women including 90 orphan children attended, has been conducted; many heard the good news.
- Christmas outreach training given to 60 professional women
- Another 33 women professionals took series of evangelism training
- Five hundred professionals heard the Gospel and discussion were held with them for further follow up at charismas Evangelism.
- Using social media and also using Jesus film 7000 people heard the good news (The work was done partnering with associates and volunteers of the network)
- Using megaphone and car city evangelism has done and more of 12,000 people has heard the good news.
- Fifty people were heard the good news on May,30,2020 through megaphone along CMC road (northern part of Addis Ababa).

3.3. Medical Mission: In partnership with Korean Hospital, free medical mission outreach conducted and as a result 1,855 people heard the good news and 66 of them came to Christ.

3.4. Athletes in Action: We want to see Christ-follower in every team, in every person and in every nation. We focus on reaching sport professionals in their sport fields and organizing youth sport teams to reach their communities.

- Exposure – 14,600
- Win – 231
- Follow-up – 108
- Associates - 20
- Volunteers - 150



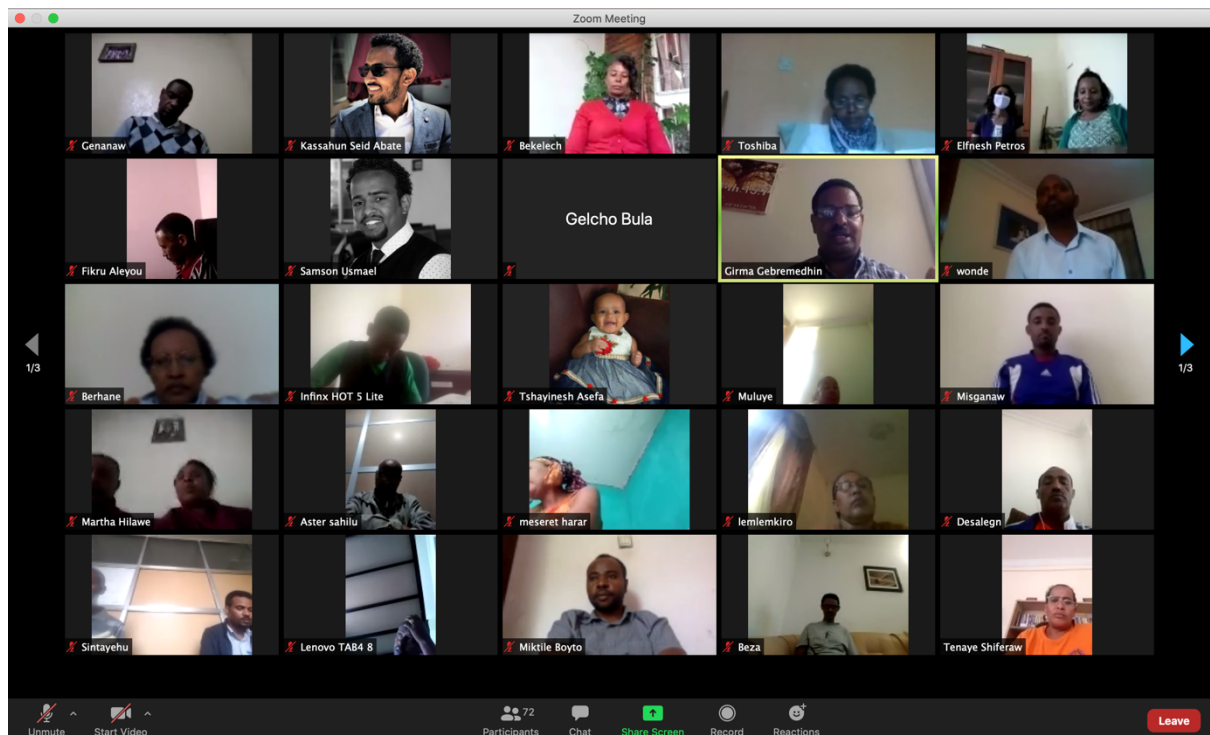
Summary of LI

- People who heard the Gospel = 42,005
- People who decided to follow Christ = 297
- People who went through follow-up and discipleship groups = 108
- Professionals that were trained = 1,363

4. Digital Strategies (DS): Digital Strategy, as one of the strategies in the Great Commission Ministry of Ethiopia, helps to reach people through websites, email, social media, and telephone. In addition to evangelizing people, it gives training on understanding the digital era, the pros and cons of technology, the influence of technology, how to use digital technology for evangelism, and understanding the digital world for parenting. We also use short movies, personal testimonies, various videos, gospel links, and designs to share Christ with others. Through all these strategies:

- People who heard the Gospel = 3,243,002
- People who decided to follow Christ = 9104
- People who have been followed up = 2880
- Number of Engaged disciples = 2340
- Number of Multiplying disciples = 789
- Engaged = 280,514
- Connected to us = 100,000
- New Digital Missionaries = 978
- Pieces of trainings (Internet Purity, Sexuality, Digital missionary, Social Media Strategic planning and implementation, Content Strategy, Short films for ministry, Jesus Film APP) = 1244

5. Prayer Movement: It is the first focus of GCME that staff gives due attention to prayer and fasting, and each ministry strategy is appreciated to give priority to it. We implemented devotion times with staff weekly, monthly prayer. We also conducted quarterly prayer meetings and fasting times that involved every staff member. The focus of our prayer was our nation and the expansion of the Gospel.



Pic. Three-day national zoom prayer meeting

6. Special Ministries (SM): Departments under Special Ministries include: Pastoral Training Program, Biblical Counseling Training, Family Life and, The Jesus Film Project. Special Ministry Summary Report:

- People who heard the good news = 6732
- People who came to Christ = 619
- People who have been followed up = 141
- People who engaged in disciples = 41
- People who trained = 6717
- Churches that were planted = 1
- Eight languages are on final process of translation: Saho, Konta, Malo, Yemsa, Dime, Oyda, Mosiye and Inor
- Family life on FM 98.1 for three weeks - millions tuned to it.

6.1. Jesus Film TV Broadcast: While we were celebrating Ethiopian Easter last April, we approached various TV Broadcast Stations to air the Jesus film and Magdalena films. We gave the 47 language translations of the JF, the 8 language translations of Magdalena, and 3 language translations of JF children for 27 Christian, Public, and Commercial TV Stations with a cover letter requesting them to air the films. We got a good response. 22 TV stations out of which 9 are commercial, 3 Public and the rest Christian TV stations showed the films 38 times during the Easter week. We tried to get the estimates of exposure from the TV stations. What they gave us shows big numbers. We made our rough estimation, and an average of 35 million nonbelievers watched the showings of the Jesus Film, including the Magdalena and children Jesus Film.

7. Ignite Ethiopia L.I.F.E. Partners Conference: We have conducted Ignite Ethiopia L.I.F.E. partners conference for Christian professionals and businessmen in Nekemte, and 135 people were in attendance. The theme of the conferences was “Ignite the gift that is in you”. Topics covered during the conference were Stewardship, L.I.F.E. (Leadership, Influence, Finance, and Expertise), Profession as a call, The Great Commission, Importance of reaching leaders and Strategies of reaching leaders. All of the attendants were motivated and willing to give their L.I.F.E. to the work of the kingdom.

- Six professionals and businessmen participated in an international ignite conference and as a result they are working with us on this department.

- TLGS training is being given to professionals in Jimma, Nekemte, and Addis Ababa and 80, 70 and 20 professionals are in attendance respectively.
- We have Gideon 300 soldiers in Jimma and Addis, 80 and 20 respectively.

8. Human Resource Development: The fourth cycle of GATL (Global Academy for Transformational Leadership) Master's class was conducted. 23 full-time missionary and associate staffs are part of this development program. This cycle covers two courses Resource Development and Networking (RDN) and Holistic Societal Transformation (HST).



Pics. SLM coaching and Mentoring session and GATL class

- **Leading 50X** is an initiative to maximize our movement-building effort by empowering and developing associate staffs in every field ministry. In leading 50X, every staff develops five associates who can develop ten leaders each. In leading 50X, launching a spiritual movement, missional effectiveness, and Local sustainability can be achieved. Therefore, GCME requires every staff to recruit and develop five associates to maximize their impact fifty times. GCME has more than 1000 trained associates.
- **Associates orientation:** The staff is working hard to envision and give responsibility to lead the movement in every part of the country. LDHR is empowering associate staff in partnership with regional and department Leaders. Last year we had trained 350 associates from SLM, 450 with GCM, 42 with DS, and 23 with Nekemte office.
- **7th Round New Staff Training:** In 2016 GCME had a goal of accepting 100 full-time staff by 2020. Every year we are receiving about 20 new staff in our training center. By mid of December, our new staff training center accepted the 21 students, gave them orientation and trained basics of the ministry, evangelism, and discipleship. This training concluded in May assisted by the Digital Platform.

- **Staff Care:** One of the LDHR contributions is staff care. We ensure that they are known, needed, and have the future. LDHR initiated staff subsidy systems that support staff who go through temporary support challenges. The other effort LDHR contributed to establishing staff cooperatives is that it interfered with the staff's social needs. LDHR offers social support in walking with the staff in their joy and sorrows so that every staff ensures that they are needed. The third initiative LDHR started to ensure staff has a future is by forming a saving and credit share company. Great Saving and Credit were stated with a capital of 2.4 million birr from contributions from staff and the Ministry.



9. **COVID-19 Response:** The COVID-19 pandemic brought both challenges and opportunities for GCME. The problems are both in terms of ministry fruitfulness and staff financial support. However, the pandemic brought a huge opportunity for the ministry and utilization of our digital platforms. God prepared the organization digitally and it was an easy shift to online ministry because technological advantage. The following are some of the ways we responded to the COVID-19 pandemic:

- **Online Networking of staff and associates:** We created online communication platforms for our staff using social media like telegram, WhatsApp, Facebook, workplace and daily SMS. Our telegram page has more than one thousand members, our Facebook page has more than 20,000 followers. These communication channels helped in the fast flow of information and sharing messages of encouragement.
- **Staff care and support:** Due to the decrease in support, we have closely monitored the staffs' situation and supported in whatever way we could. In April, we gave a month's salary for all staff members to allow them buy groceries. We also set-up staff care funds setting aside 10% of all ministry funds to give financial support for staff in need. We continue to support the staff case by case. Currently, the staff care fund has close to 1.5 million Ethiopian Birr, and we continue to come alongside staff in need.
- **Online ministry:** All our ministry departments have moved their ministry to online platforms. Staff, associates, and volunteers were engaged in daily Bible Study programs in Amharic and Afan Oromo languages. We sent out Bible Study contents in these two languages, and there was a reported regular engagement of more than 63,000 participants. Also, webinars were addressing various topics. We empowered church leaders, student leaders, professionals, and digital missionaries through these webinars.
- **Street Evangelism:** The fear of COVID-19 led people to open up for the Gospel. The Great Commission Ministry mobilization team went out on the street almost every day, proclaiming the hope in Jesus Christ.

10. GCME 40th Anniversary Celebration: In 2020 it is 40th anniversary of GCME. We planned various programs. However, because of the coronavirus pandemic, we couldn't execute most of our planed activities. To mention some of the implemented activities:

- **Gospel Outreach in 7 cities:** We have implemented holistic gospel outreaches in seven towns that included one on one gospel presentations, mass evangelism events, blood donation, outreach to needy segments of the community like elderly, and street children.

- **We have started a media campaign:** These include TV interviews, banners, and posters. We are working on a documentary and special 40th anniversary magazine.
- **Other programs:** are carried to the next Ethiopian year.



11. Partnerships: The COVID-19 pandemic opened opportunities for us to develop essential partnerships. Among them was connections we developed with World Vision Ethiopia, and Compassion International. With Compassion International, we trained an estimated 1500 church leaders and project workers. With World Vision Ethiopia we are preparing to launch a training program for 300 church leaders.





Jinka Ber Adis Kidan Church Ten



Godana Dadecha 7 Generation

