

January 21, 2021

Jesus Cares

About

CANADA

 **outreach**
CANADA
Serving Leaders • Discipling Nations

GROUNDWIRE

Do I matter?

Is there any hope for me?

Generations Crying Out for Help

The younger generations (Millennials and Generation Z) are aimless, distracted, and confused. They are broken and lost. Jesus would classify them as "Harassed and helpless, like sheep without a shepherd." (Matthew 9:35-38)

Their crisis is real, and it can be the doorway through which they will consider all that Jesus offers.

- 79% of Canadians rarely or never attend a church¹
- 50% of Canadians have no religious affiliation²
- 60% of younger people ages 18-24 report a decline in mental health since March 2020³
- 19% of people age 18-24 and 21% of adults age 25-34 contemplated suicide in the fall of 2020⁴

Jesus is the Solution:

Millennials are asking the Question "Where can I find hope?" "Please tell me life will get better" and "Do I matter?" Jesus needs to be at the center of those conversations. He can provide hope, perspective, purpose and value. And, only He can offer forgiveness and eternal life. Young people are drowning and dying in this culture that strips them of joy, peace, and direction, but if approached in the right way, with the right message, they are discovering that Jesus can answer all of life's meaningful questions.

www.jesuscared.ca

JesusCares
CANADA Home Chat Find a Church Who We Are

Even in this moment Jesus
cares
Chat Now with someone who cares
CHAT NOW

Show More

Chat Now Email A Coach Find A Church

1. Rick Hiemstra, *Evangelicals and (Non) Religion in Canada Today* (Montreal, QC: The Evangelical Fellowship of Canada, October 24, 2019).

2. Ibid.

3. "New National Survey Finds Canadians' Mental Health Eroding as Pandemic Continues," *UBC Faculty of Medicine*, last modified December 3, 2020, accessed January 15, 2021, <https://www.med.ubc.ca/news/new-national-survey-finds-canadians-mental-health-eroding-as-pandemic-continues>

4. Ibid

A Relevant Approach

By saturating the digital media landscape with the message that Jesus cares, we are seeing hearts open to Jesus Christ and lives transformed. In 2020 we saw 116,437 professions of faith in the USA. In just two months (May and June) we saw 2,220 Canadian young adults decide to follow Jesus! Today we are praying to see 10,000 Canadians place their trust in Jesus in 2021.

Our Program is simple:

INTERRUPT

Use social media commercials to interrupt young adults on their smart phones with a simple message that Jesus cares about them.

COMMUNICATE

Communicate the gospel in a relevant and authentic way through videos, website, and 24-hour coaching.

COMMIT

In addition to listening, loving, and encouraging each one who visit the website, our goal is to lead each person toward a commitment to Christ.

EDUCATE

Offer tools to help new believers grow vertically toward Christ and horizontally toward local community.

CONNECT

Help to bridge new believers to a local community of believers where they can continue on their journey.

The Numbers

Our Canadian test in May and June saw the following results:

 **3,384,641** commercials viewed on Facebook and Instagram

 **63,777** Canadians visited the jesuscared.com website

 **2,220** Canadian professions of faith in Jesus Christ



Encouraged by the Canadian test results, we are praying to see **10,000** Canadians respond to the Gospel through a more sustained [Jesus Cares Canada](https://jesuscared.com) campaign in 2021. Based on our experience with JesusCares.com, our goal is to raise **\$237,000** to apply toward content production, advertising, and related expenses to meet that level of outreach.

Next Steps

How you can get involved...



We need Prayer

We are working to build the prayer strategy around this event. If you would like to be a part of this initiative, please send an email to JesusCaresPrayer@outreach.ca to be added to the communications list.



We need coaches

Our volunteer coaches are available 24-7. We need more online volunteers who are ready to answer the question "Does Jesus Really Care About Me?" If you are interested in learning more about our training and what our coaches do please visit:

www.jesuscares.ca/coaching



We need your church

We have begun the process of building out the church network and creating the follow up structures. Please invite your church leadership to join our list of partner churches that we will work to funnel new believers into.

To be added to the map contact: JesusCares@outreach.ca.



We need financial partners

How can you give?

Canadian donors can give anytime on the Outreach Canada website www.jesuscares.ca/donate or by contacting us at donations@outreach.ca or 604.952.0050 (option #1)

Jesus Cares Canada is a partnership between Groundwire and Outreach Canada Ministries.



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