

2025 - 2029



“I have plans to give you hope and a future”

Jer.29:11b

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Introduction

Before you is a plan born out of a crisis. People say you should never make major decisions during moments of crisis. And that is true. But sometimes God works through just such a crisis and shows you the way in making decisions. And that's also how the plan for HiKidz came about. When the crisis seemed to cripple everything, God was clear that He still has those 2.2 billion underprivileged children in mind who desperately need hope, help and a future.

And so God brought different organizations and countries together into what is hopefully a wonderful whole to reach millions of children with His love. All these organizations have a wonderful structure and ministry of their own but can strengthen each other by learning from each other and developing new things together.

That is what we hope to work on together in the coming years to serve the children in all the countries involved. And of course, we also hope to grow to reach more children in more countries! So, we want to execute the existing, learn the new and build for the future!

I hope you enjoy reading this plan.

Soli Deo Gloria

Rob Hondsmark

Otterlo, 2024

1. Founding

Hi Kidz International was created as the result of personal involvement of spiritual leaders in the need among children worldwide, social developments and common future perspectives. From their own experience and many conversations with potential stakeholders, the initiators came to the establishment of HiKidz.

Of course, there are already many organizations doing great work among children worldwide, but we believe that HiKidz International is the bundling of many initiatives with similar goals so that funds, energy and vision can be deployed more powerfully than separately. A market analysis was done.

HiKidz is a partnership of De Katapult, Children Asking and Dumari to shape the vision for underprivileged children both nationally and internationally through evangelism, discipleship training and leadership development. The form of collaboration will be further developed in the coming years to maximize shaping the shared vision.

2. Organizational Description

2.1 HiKidz International

HiKidz International is the umbrella for the collaboration of three organizations and the international headquarter for about 24 countries that are working with HiKidz. The organization is lead by an International Board based and directed by an international staff from the office in The Netherlands. A regional office in Bangkok will be opened as well.

2.2 De Katapult

"De Katapult" is a training school in the Netherlands specifically focused on providing education and professional development for **children's ministers** based on biblical values. This institution is dedicated to equipping individuals with the necessary skills and knowledge to work effectively with children in order to raise them as disciples for Jesus Christ. There is a lot of experience in both theoretical and practical ways in working to, for and with children. De Katapult has a staff and several volunteers who run the school and do other things, like creating children's programs for every situation you can imagine.

Key Features:

1. Specialized Training Programs:

- De Katapult offers a range of courses designed to meet the specific needs of child ministers. These programs cover various aspects of child development, behavior management, educational activities, and safety protocols. The training is hands-on and practical, preparing participants for the day-to-day challenges they will encounter in their roles. Next to these aspects, the training is focused on the personal life of the students to help them become better disciples themselves.

2. Certification and Professional Development:

- Upon completion of the programs, participants receive certifications that are recognized within the "Christian world". These certifications can enhance a child minister's qualifications, making them more competitive in the job market and better prepared to advance in their careers.

3. Focus on Child Development:

- The curriculum places a strong emphasis on understanding child development stages, learning how to create nurturing and stimulating environments, and implementing activities that support the spiritual, physical, emotional, and cognitive growth of children. This knowledge is crucial for professionals who

want to provide high-quality care and education to young children and make them disciples.

4. Behavior Management and Social Skills:

- A significant part of the training involves learning techniques for managing child behavior and promoting positive social interactions among children. This includes strategies for dealing with challenging behaviors, fostering cooperation, and teaching conflict resolution skills.

5. Safety and Well-being:

- Ensuring the safety and well-being of children is a core component of the training. Students learn about best practices in health and safety, including how to respond to emergencies, administer basic first spiritual aid, and create a secure environment for children.

6. Practical Experience:

- The programs at De Katapult incorporate practical experience through so called international mission trips. This allows students to apply what they have learned in a supervised environment, gaining valuable experience and confidence in their abilities.

7. Supportive Learning Environment:

- De Katapult provides a supportive and collaborative learning environment where students can share experiences, ask questions, and receive guidance from experienced instructors. This helps create a community of learners who can support each other throughout their training and into their professional careers.

2.3 Dumari

Dumari.nl is the online presence of the DUMARI Foundation, a faith-driven organization based in Amsterdam, Netherlands. Inspired by biblical principles, particularly Matthew 7:25, the foundation focuses on creating lasting change for vulnerable communities worldwide, primarily in Kenya. Their key initiative, "The Power of €7.25," invites supporters to contribute monthly, symbolizing building a foundation of hope "stone by stone." Each €7.25 donation funds projects that improve education, access to clean water, healthcare, and sustainable development.

The organization operates in the Goshi region of Kilifi County, Kenya. Current projects include building a secondary school, digging water pans for clean water access, and developing sustainable agricultural initiatives like a black soldier fly farm to support local food systems. They also work on community empowerment through training and infrastructure development

2.4 Children Asking

The "Children Asking Foundation" is a charitable organization focused on addressing the needs, concerns, and rights of children. The uniqueness of the ministry is found in the complete curriculum for elementary schools that is based on 7 biblical principles. While implementing and teaching this curriculum in schools in 14 countries, the ministry also focus on the following elements.

Key Areas of Focus:

1. **Child Protection:**
 - The foundation may work to protect children from abuse, exploitation, and neglect. This could involve raising awareness, providing support to affected children, and advocating for stronger laws and policies to safeguard children's rights.
2. **Education and Empowerment:**
 - Education is often a central focus, with the foundation working to ensure that children have access to quality education. This could include building schools, providing scholarships, or creating educational programs that cater to underprivileged or marginalized children.
3. **Health and Well-being:**
 - The foundation might focus on improving the health and well-being of children, particularly in areas where access to healthcare is limited. This could involve running health camps, providing vaccinations, promoting nutrition, and supporting mental health initiatives.
4. **Advocacy and Awareness:**
 - Advocacy is likely a significant component, with the foundation working to raise awareness about children's issues and advocating for their rights at local, national, and international levels. This could include campaigns, lobbying efforts, and partnerships with other organizations to influence policy and public opinion.
5. **Support for Vulnerable Children:**
 - The foundation may provide direct support to children in vulnerable situations, such as orphans, refugees, or those living in poverty. This support could come in the form of shelter, food, education, and emotional care.
6. **Community Engagement:**
 - Engaging with communities to create a safer and more supportive environment for children is often a goal. This could involve working with parents, educators, and local leaders to promote practices that benefit children's development and well-being.

2.5 How will we work together?

Each of the 3 organizations mentioned has unique opportunities. Each of the organizations has the vocation, the desire and the opportunity to make a difference for children

worldwide. We want to combine these strengths, energy and qualities, coordinate them and strengthen them wherever possible so that we can use the resources we have in the most effective way possible and be each other's hand and foot. So do as much as possible together, do not reinvent the wheel, reduce overhead costs, combine fundraising nationally and internationally. For example, we can also create a joint newsletter, coordinate social media posts, etc.

Coordination of all this takes place from the international office where the link is also made between the different countries and the needs they have, versus what the partners have to offer. In addition, as mentioned, there will also be international fundraising for both partners and countries.

This means that in practice the work could look like the following:

- De Katapult: training children's workers- development - programs for kids – podcasts
- Dumari: education, schools and other projects
- Children Asking: discipleship curriculum elementary school in Portuguese and English

These qualities and resources are then deployed and made available to the 24 HiKidz International member countries.

3. DNA and Core Values

One of the most important aspects for the survival and renewal of ministries is the understanding of the DNA of the ministry that is implemented in the board, the employees and the volunteers. The DNA consists of the vision, mission and the core values. Every partner has its own DNA. Our common DNA in HiKidz is reflected by the following elements.

- **Vision**
Giving a hopeful future to children in hopeless circumstances
- **Mission**
HiKidz International provides spiritual support and outreach to children in difficult circumstances worldwide to improve their future prospects and help them become disciples of Jesus Christ.

CORE VALUES

1. Love
2. Hope
3. Accountability
4. Stewardship

DESCRIPTION OF CORE VALUES

1. Love
As an image of the love of Jesus Christ, we do everything out of love for God and out of love for the children and their families. We teach the children that they are loved unconditionally.¹ Our love wants to reflect God's love, defined as the exercise of his goodness toward individual persons, i.e. children and adults.
2. Hope
There is always hope, in every circumstance. The trick is to find or bring that hope. God indicates in Jer. 29:11 that he wants to give us hope and a new future again. We want to bring that out in everything.
HiKidz doesn't consider any culture better/higher than another. We humbly respect each of the local cultures worldwide in which it works. Each child grows up in its own culture and with its own customs. In order to truly help children and be able to change their situation, HiKidz needs to be culturally sensitive. HiKidz therefore works together with local volunteers, churches and trainers, who design programs that respect this cultural context.²

¹ John.3:16; 1 John 4:18

² Phill.2:3; Rom. 14:5,13; Rom.15:2; 1Cor.9:20; Luc.20:25

3. Accountability

HiKidz International is committed to the highest level of reliability in all areas and locations of work. Openness and transparency are always present in all that is developed and done. Insiders and outsiders may request information at any time, and HiKidz International undertakes to provide it.

4. Stewardship

In establishing faithful stewardship of everything God has entrusted to it, HiKidz strives to be innovative, professional and accountable. *Innovative* in that it seeks new ways to reach children with hope and the Word of God in a way fitting to their own community;³ *professional* by complying with accepted international guidelines for working with children;⁴ and *accountable* towards its constituency and donors as to its decisions and actions, f.e. via monthly newsletters and annual reports.

³ Isaiah 40:31; Isaiah 43:19

⁴ Coll.3:17; Eph.2:10

4. Vision for the coming years

Innovation and professionalizing are leading processes in the changing times that we face. In this chapter I will describe how we hope to implement these processes and what it means for the ministry.

Goals

1. Education: Providing access to quality, biblically based education for disadvantaged children.
2. Spiritual Support: Providing spiritual, emotional and psychological guidance to help children develop their God-given potential and grow into disciples of Jesus Christ
3. Health care: Improving the health of children through medical care, hygiene education and (trauma) counseling.
4. Nutrition: Providing nutritious meals to combat malnutrition.

Innovation

Innovation in HiKidz will be driven by the digital age, the Covid-19 pandemic, with the rise of online platforms and social media providing limitless opportunities for communication and outreach. Churches and faith-based organizations like HiKidz are using technology to reach new audiences, stream worship services, and provide digital resources such as podcasts, Bible apps, and online small groups. Additionally, virtual reality and augmented reality are being explored as potential tools for creating immersive spiritual experiences. Overall, these innovations should allow HiKidz to adapt to the changing needs and behaviors of modern society, expanding its reach and impact.

For the next five years, this call for innovation will remain and be even stronger. Our directors need to understand the need for innovation and work out new initiatives and programs to reach children, to generate more local income from new donors or business development and to get involved in community activities. The HiKidz office will motivate our directors for this, organize calls or meetings between directors and publish about good new ideas that have had good results. We also hope to learn from partners and other organizations.

Creativity

Creativity is the ability and intention to do the same things in a different way.

The Creative Process:

- a) Preparation: Gathering relevant information, exploring different viewpoints, and fostering curiosity.
- b) Incubation: Allowing ideas and thoughts to simmer and develop subconsciously.

- c) Illumination: Experiencing sudden insights or moments of clarity.
- d) Verification: Evaluating and refining ideas, transforming them into tangible outcomes.

The Importance of Creativity

Problem Solving:

Creativity empowers us to approach challenges with fresh perspectives, innovative solutions, and effective problem-solving strategies. It encourages flexibility in thinking, adaptability, and the ability to consider multiple alternatives.

Innovation:

Creativity is the driving force behind innovation. It helps us invent new products, services, and processes that improve lives, drive economic growth, and contribute to societal progress. By fostering creativity, we unlock the potential for groundbreaking discoveries and advancements.

Professionalizing

Professionalizing HiKidz has many aspects. I will describe several of them here, as far as they seem to be important for our process.

Education and training

It is not only important for our directors and staff to pursue formal education and training in theology, biblical studies, counseling, and leadership, but we also need to standardize our trainings for volunteers. For that reason, we will introduce the Philosophy Orientation that was developed earlier. The ideal goal is that every HiKidz board member, director, staff and volunteer will go through this course in order to fully understand our DNA, Core Values, history, present and future. We need to seek opportunities for continuing education and growth, where possible in partnership with others.

Accountability

We need to establish a system of accountability with boards, mentors, colleagues, and church leaders to ensure integrity, effectiveness, and best practices. Not only financial accountability is important but also attitude and the way people speak about us. We need to say what we do and do what we say!

Communication skills

Communication is key. Real communication works with feedback, short lines and decisions. In order to do this, board and directors need to understand what communication really is, develop excellent communication skills, including public speaking, writing, and interpersonal communication.

Technology and social media

We need to embrace technology and social media as tools for expanding and enhancing ministry, while also being mindful of their potential pitfalls and risks. We have testimonies of how God used TikTok clips and other social media platforms even though many adults are warning for the dangers for children. Finding a balance is key. But let us be eager to make a good use of new technology for the sake of children and the Kingdom! To my opinion, in order to do this the best way, we need to have a younger generation who can help us develop this.

Collaboration and teamwork

One of the developments that we want to develop is to foster collaboration and teamwork with other ministries, churches, and organizations in the HiKidz community. This is not the regular “family talk” but more specific collaboration around a theme or project. For example: we have now several countries that have schools and others are interested. Can we have a collaboration between those interested countries and learn from each other? And encourage, help and advice?

Organizational skills

Professionalizing means also building strong organizational skills in the staff, including budgeting, team building, planning, and project management. We might work on team building, planning and time-management and other organizational skills depending on the outcomes of a SWOT analysis per country.

Ethics and values

We want to maintain high ethical standards and values consistent with biblical principles, particularly in areas such as financial stewardship, relationships, and leadership. To maintain means that we need to be open to discuss this. We also need to address several ethical issues in society like LGBT. I write about this later.

Professional attire

Dressing in a professional manner reflects the importance of the ministry and the respect you have for the people you serve. Of course, this doesn’t apply to camps when we work with children or when we play soccer with them. But in our offices or in meetings with external people it is very much appropriate.

Continuous self-improvement

A ministry that is professionalizing needs staff that is willing to evaluate itself. Commitment to ongoing self-improvement and evaluation of ministry effectiveness, seeking feedback and making necessary changes to improve the service to the community is inevitable. In the coming years we need to develop instruments to help our directors do that.

Managers versus (spiritual) leaders

We are not looking in the first place for good managers that run the business. Management skills are welcome and may be even important but in fact we are looking for leaders. A manager is guarding the ministry that has been developed so far, a leader dares to get out of the boat, thinks outside the box, and is able to bring his staff and volunteers to the next level. We want to help our directors to change into leaders. Even more, into spiritual

leaders. Leaders who understand the voice of God, dare to follow Him and His instructions, going against the flow, joining Him where He is working. That requires a good personal spiritual life, connected to Jesus.

In that sense, prayer and bible study are necessary. Also, to share from the international office.

Board development

Board development is an important aspect in the administration of Christian ministries. The (local) board of directors serves as the governing body of the ministry and is responsible for setting policies, making decisions, and ensuring the organization's overall health and effectiveness. The following are some steps that can be taken for board development in HiKidz:

Clarify the Role of the Board

The board should have a clear understanding of its role and responsibilities. This includes defining the scope of authority, establishing clear lines of communication, and ensuring compliance with legal and regulatory requirements.

Recruit and Select Board Members

Recruiting and selecting the right board members are critical as they lay the foundation for the ministry's success. Christian ministries must focus on finding individuals who share the ministry's vision and values, have a servant-leadership mindset, and bring diverse perspectives and expertise to the table.

Provide Orientation and Training

After board members are selected, they need to be oriented and trained on their roles and responsibilities, organizational operations, and key issues facing the ministry. This step will ensure that board members are well equipped to make informed decisions.

Establish Performance Metrics

Christian ministries should establish performance metrics to evaluate the board's effectiveness and progress toward ministry goals. The metrics can include board attendance, committee participation, fundraising targets, and ministry impact.

Foster Board Engagement

Board members need to be engaged and committed to the ministry's mission and goals. Christian ministries should foster an environment that encourages board members to contribute actively in meetings, committees, and other aspects of the organization.

In conclusion, the development of a strong board is a crucial factor in the success of Christian ministries. By clarifying roles, establishing effective recruitment processes, providing orientation and training, setting performance metrics, and fostering board engagement, HiKidz can ensure that their boards contribute to the ministry's success and impact.

Staff development

Staff development within HiKidz is in the first place the responsibility of the local board and director. It refers to any activities and strategies undertaken by the local office to enhance the skills, knowledge, and competency of its employees and / or volunteers. It is a continuous process and may include a variety of activities such as training programs, mentoring, coaching, professional development, workshops, conferences, and team-building activities. The main goal of staff development is to improve the effectiveness of employees and the overall performance of the local organization by ensuring that staff has the necessary skills, knowledge, and expertise to carry out their roles and responsibilities. It means that it is fair to have an annual performance review with every staff and, if possible, every volunteer. For the development of staff and volunteers it would be good if local organizations would have a (small) budget to create the opportunity for staff to go on training or follow a course or conference.

Prayer development

Prayer development is a crucial aspect of HiKidz as it allows our staff to connect with God, seek guidance, and build a deeper relationship with Him. Through our prayers, we can also intercede for others, offer thanksgiving, and express our needs and concerns. Effective prayer development involves a consistent practice and a willingness to surrender to God's will. It is also important to prioritize prayer in ministry, creating opportunities for communal and individual prayer within the church context. Ultimately, prayer development should be viewed as a lifelong journey, a discipline that strengthens faith and empowers believers to carry out God's work. We will have devotions two times a week and a bi-monthly meeting with all directors in which we take time to pray as well. Building a network of prayer partners worldwide will be key.

We also want to have a regular day of fasting and praying in the near future.

We tend to pray and intercede for a lot of things, which is important, but we don't want to forget our thanksgiving. It should be good to have a kind of a prayer journal in which we write what we pray for and what and when God answers.

Teach children how to pray

Another thing in our ministry is to teach children how to pray. We realize that they sometimes are an example in how they pray but sometimes we need to help them understand what prayer is. More focus on prayer leads us in being more depending on God instead of our own skills and opportunities!

Donor development

Donor development is the process of establishing and maintaining relationships with donors in order to encourage their continued support of HiKidz. This includes identifying potential donors, cultivating relationships, and stewarding current donors. The goal of donor

development is to increase donor engagement, loyalty, and lifetime value. This process can involve various activities such as donor research, prospecting, donor recognition, and personalized communications. The ultimate goal is to create a mutually beneficial relationship between the donor and the organization that leads to sustained giving and support. For that reason, I love to refer to “friendraising” instead of fundraising.

Fundraising

Of course, we realize, and that will always be our number one statement, that God has all the resources that we need. But we can do a lot ourselves and that is also our responsibility. We have a rule that we expect at least 30% local income for every project and total budget per country. But we can do more and that is what we want to work on in the next five years.

Create a Fundraising Plan

As a Christian ministry, fundraising is critical, and the best would be that every HiKidz partner or country develops an effective fundraising plan. This plan should include different strategies such as online campaigns, grant applications, sponsorships, and events where applicable. It's also important to set achievable fundraising targets that differ per country. The commitment of the international office is to help countries to do this and to do overall fundraising with international foundations.

Promote Your Ministry

Once a country has a plan in place and a team to support it, they have to promote the ministry to the wider community. Utilizing social media, newsletters, and other marketing materials to create awareness about our mission are important to attract potential donors.

Cultivate Donor Relationships

Cultivating donor relationships is an essential part of running a fundraising Christian ministry. Learn to communicate with donors effectively, show appreciation for their support, and keep them updated on the progress of our ministry. Here we can win a lot in many countries.

Evaluate and Adjust

As we execute our plan, we need to monitor progress, and evaluate success. Does it work? Are donors happy? Dare to make necessary adjustments to strategies, tactics, and communication styles to achieve goals. Here also: think innovative!

Stay Faithful

Finally, we need to stay faithful to our cause and keep Jesus at the center of our mission. Not money! Trust in Him to provide resources, connect us with donors, and provide for the needs of our ministry. With dedication, prayer, and hard work, our fundraising Christian ministry will flourish.

Social media

As written earlier in this document, we will make use of social media posts and using Facebook, Instagram and LinkedIn. We will have to learn a lot and professionalize this as well. We need to work on appearances in English, French, Spanish and Dutch.

We believe social media can be a powerful tool for HiKidz to reach a wider audience, engage with our younger community, and spread our message. We have several ways in which social media can help us:

Increased Reach

Social media platforms provide an opportunity to reach a large and diverse audience. By sharing content such as Bible verses, inspirational quotes, sermons, testimonies, and engaging stories, we can connect with people who may not have otherwise come across our message.

Community Building

Social media allows us to build and nurture an online community. They can create groups or pages where followers can gather, interact, and support one another. This fosters a sense of belonging, encouragement, and accountability. This is new to us, but we need to develop this.

Real-Time Updates:

We can use social media to share real-time updates on events, conferences, crises, and other activities. This ensures that our followers are always up to date with the latest information and can plan their participation accordingly. Also, an area that we need to develop!

Educational Resources

Social media platforms provide a convenient way for us to share educational resources such as articles, videos, podcasts, and blog posts. They can share teachings on various biblical topics, offer guidance on practical matters, and address common questions or challenges faced by our followers. We want to start with podcasts in the near future, a plan is being written. This is particularly something De Katapult can develop.

Engagement and Interaction

Social media enables direct communication and interaction with followers. We can respond to comments, messages, and inquiries, creating a more personal connection with our audience. This allows for a two-way conversation, where HiKidz can offer support, guidance, and prayer to those in need. This also requires hours from somebody who can do that, but it might be worth it.

Fundraising and Support

Social media platforms provide avenues for HiKidz to raise funds for our projects, missions, and charitable initiatives. We can share stories, pictures, and videos highlighting our impact, and encourage followers to contribute through donations or volunteer work. We should work on collecting donations online.

Global Outreach

Social media breaks down geographical barriers, allowing us to extend our reach beyond our local communities. We can connect with people from different countries and cultures, sharing the message of Christ and fostering international relationships also from our local offices. We see it happen in Myanmar for example.

Inspiration and Encouragement

HiKidz can use social media to inspire and encourage their followers through uplifting content. By sharing positive messages, prayers, and personal testimonies, we can provide hope, encouragement, and motivation to those facing challenges or seeking spiritual guidance. It is a part that we have not developed enough so far, but it can have an impact and if we want to grow into a position of specialists, we can use this very well.

It's important for Christian ministries in general and for us in particular (as we work with children) to approach social media with wisdom, discernment, and integrity. We should prioritize authenticity, biblical accuracy, and nurturing genuine relationships with our followers.

Addressing new groups

HiKidz needs to find a group of faithful donors and supporters. So we have to develop new relationships and find audiences to help the ministry get ready for a new season. I see a couple of important steps for this.

Research the target audience

HiKidz should conduct market research to learn about the interests, concerns, and needs of the new constituency. Understanding their lifestyles, culture, language and preferred communication style can aid in serving them better. We need to find the best way how we share our needs with them.

Collaborate with community leaders or partners

Building relationships with community leaders and influencers can improve outreach and aid in establishing trust. HiKidz can work with them to create programs and initiatives that address the needs and interests of the new constituency. For this, we need to find a couple of ambassadors.

Use Technology to Reach Out

In today's digital age, we are already offering content through websites, social media, podcasts, and online streaming. That will help reach more people effectively. We should use modern technology to connect and provide meaningful content to the target audience as written above. Improvement and innovation are key words here.

Avoid Being Judgmental

It's essential to be inviting and inclusive without making people feel judged. By avoiding language and practices that may unintentionally exclude certain groups, we can ensure that

every child is welcome and feels comfortable to engage to our activities. This seems to be logic but in certain countries it can be tricky and we need to be careful.

Adapt to New Culture

HiKidz should approach new constituencies with an open mind and an understanding that certain aspects of their beliefs and culture may differ from the traditional Christian faith as we believe in. Creating an environment that allows respectful conversations where everyone can learn from one another will lead to a deeper understanding of one another. At the same time, we need to know where we put the line that we do not want to cross.

5. Expansion

In this chapter I will write about thoughts for growth and expansion while we try to understand Gods ways to do this and see where He is at work. First, I will try to describe why we should grow and expand before going deeper into several areas that are new or can grow deeper. Topics are child theology, psychological and emotional help to children, sustainability, schools and education, involvement of children.

A fair question to ask is why we should grow and/or expand?

There are several reasons for this. It is important to realize that growth and expansion can have different meanings and areas. Growth is not only in numbers but can refer to maturity as well. Growing in quality and professionalism is one of our goals. The more we understand of Gods work with children in and through our ministry, the more we grow. At the same time, we know that there are 2,2 billion children worldwide who never heard the gospel. So, we need to grow in numbers of children that we reach and bring hope in order to fulfil our calling as well.

Spiritual

As we believe that God has spoken about our goal and calling to reach children, we want to be obedient. We cannot be satisfied with the number of children that we reach now while 2,2 billion children are desperately waiting for hope for the future and the love of Jesus Christ. We trust God that He will give us the necessary tools and resources to be obedient. And when He opens doors, we want to walk through (prayerfully) to see what comes from it! We can use (or abuse) many bible verses here, but I don't want to do that. I believe God is faithful and He will do and finish His work according to His goals!

Child theology

Child theology is a branch of theology that focuses on the relationship between children and faith. It seeks to understand the ways in which children experience and express their faith, as well as how they can be integrated into the life and practice of the church. Child theology recognizes that children are not simply passive recipients of religious teachings, but active participants in their own spiritual development. It also emphasizes the importance of listening to and learning from children's perspectives and incorporating their voices and experiences into the wider conversation about faith and theology.

I would love to form an international workgroup within HiKidz that will discuss this topic and produce an intentional paper that we can use within the ministry to show others where we stand regarding the position of the child in theology, the bible, the church and society.

An example is that we do not have a theology of suffering for children. But many of the children that we engage are suffering due to circumstances out of their choice. We confront them with Jesus' love and God but do we know how they receive our lessons while their circumstances are so far away from what we talk about? So we have a lot of work to do here!

Lots of resources can be found on www.childtheologymovement.org

Psychological and emotional (pastoral) help for children.

Pastoral care for children involves providing emotional, spiritual, and practical support to children in a caring and nurturing environment. This can take place in a variety of contexts, including schools, churches, community centers, and our HiKidz ministries.

One of the key elements of pastoral care for children is recognizing the unique needs and challenges that children face at different stages of development, in different cultures. This may include helping them to deal with issues such as bullying, anxiety, family problems, or grief. Here again we see the need for child theology and suffering.

Overall, pastoral care for children involves recognizing that each child is unique and deserves to be treated with respect, kindness, and compassion. By providing this type of care, we can help children to grow and thrive in all aspects of their lives.

Schools and education

Nowadays, we need to deal with the idea that if we really want to do something for children in poverty, we need to focus on education as well. And in fact, discipleship is a kind of education. What good does it do to give a child a fish to eat? We need to teach them how to fish!

In a couple of our HiKidz countries we already see this happen. In Myanmar we see the Schools of Hope really making a difference in the lives of thousands of children, in Uganda 350 children of the Muslim community go to a Christian school and hear the gospel, where in South Africa 600 kids from the townships learn to read and write while they are embraced with God's love. Colombia has ideas for schools as well.

Involvement of children

In children's ministries in the last years, we have seen a shift from working **to** children, to working **for** children, and now it is more and more working **with** children. For decades we were used to share the gospel with children and entertain them with a nice program. Not so long ago we realized that we can be advocates for children to speak on their behalf and protect their rights etc. It is only for a few years now that we see a change here again. More and more we realize that children are willing to be involved in many areas of their lives that relate to what we do. There are several biblical references that acknowledge why we should do this. Within HiKidz we see it happen in more and more countries and we will continue to support it. The more we have children involved in programs and activities, the more we build leadership characteristics in them and by doing that and helps them to grow into discipleship. In the next years we will pay more attention to this involvement of children.

Partnerships

As shown by Greiner, an organization can grow by partnerships and entrepreneurship. Both topics are relevant for HiKidz International. I will address entrepreneurship later, here I will

write about partnerships. From the forming of the ministry, the thoughts and ideas have been that HiKidz cannot and will not work as a stand-alone ministry. We have a goal that we can only reach together with other ministries.

In the coming years, we will seek for partnerships that help us to reach our goals but with a mutual benefit. We will develop several levels of partnerships with different organizations, national and international. Ministries like OneHope, Biblica, World Without Orphans and AWANA are very much open to bring our collaboration to the next level. We have excellent examples already how we partner with them and how both ministries benefit from it, but most of all the children and families that we can bring hope. We can do this both on international level as on national level.

Sustainability

Sustainability in Christian ministry involves a commitment to caring for God's creation, promoting social justice, and engaging in practices that are environmentally responsible. This means recognizing that the world is a gift from God, and that our stewardship of it is an important part to Christian discipleship. We have to teach this to children AND think what we can do ourselves on international and national level

6. Strategy

Introduction

Making plans without a clear strategy is impossible. And although I already wrote a lot about strategy in the former paragraphs, I want to add here a couple of important issues that are strategic. Our strategy needs to reflect the why and how of what we plan to do.

All our activities and plans, all our expectations are based on the foundation of the ministry, its DNA, understanding Gods work and joining Him there and Gods speaking into our hearts and minds. All plans need to be approved by the International Board and when it comes to national plans by national boards.

The answer to “why” is easy: because we believe that God has called us to do this. This doesn’t mean that we cannot make mistakes or misunderstand Him, but we are open for correction and know that He will remain faithful even in those circumstances that we are wrong. Another part of the answer to the “why” is the creativity and experience that God has given us. We can make use of research and knowhow to improve the ministry.

In the next part of this paragraph, I will dig a bit deeper into the “how”.

How?

Reading all the plans and ideas brings up the question: how are we going to do this? How are we going to reach our goals? First thing: it is a plan. It is not something in concrete. Changes, crises (like the Covid-19 pandemic or the war in Ukraine and Gaza) and other unexpected things can happen. That will require flexibility. But we want to go into the direction of the plan as we believe this is what is needed to make HiKidz futureproof and professional. We need at least the following content to reach our goals:

Wisdom

James 1:5 *“If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.”*

This is key in everything we do. Asking God for wisdom and trust Him that He will give it.

Wisdom of others

Although we might have the idea that we are sure about the direction to go, it is always good to mirror ideas and plans with people whom you trust. Even if they have different opinions! For HiKidz the International Board is the first group of people where we can find wisdom and opportunities to share ideas. Also local boards can be involved as well as trusted other people.

Proverbs. 15:22 *“Plans fail for lack of counsel, but with many advisers they succeed.”*

Proverbs 20:18 *“Plans are established by seeking advice”*

Prayer and fasting

It will be good, in order to understand Gods ideas in certain circumstances or to bring really important things before Him, to have days of fasting and praying. It is not seldom that God answers through these days!

Human resources

We need boards, directors and staff to embrace the plans that we have made. It is not possible to achieve goals if they are not supported by the players in the team. It will be important to explain and teach them why and for what reasons we have made these plans. This is an important part, and we can expect that not everyone will be happy because it requires change of mind, activities or even a different approach in using money. It all will start with our international team and their conviction to carry this plan. They are the ones who must help our directors to become partners in the execution of the plan. This will take time and energy, lots of questions, hesitations, or even negative responses.

Funds

I already wrote about fundraising but of course we need (extra) funds to realize several of the plans mentioned. The challenge will be to find foundations, businesses or individuals who are willing to support the professionalizing of the ministry. That will require a good convincing “story” to tell. This is also an area in which we can make progress by going unexpected ways.

Partnerships

We will need partnerships with other ministries or organizations (or even businesses) that can help us to grow towards the goals that we have set. Their value can be in knowledge, experience, activities or even money.

Entrepreneurship

More and more we should realize that “free money doesn’t exist”. What can we develop to make money? Can we set up local businesses that bring us money that we can use for the ministry? We already see small examples like the agricultural project in Uganda. We have to encourage our directors to think in this way and connect them with specialists who can help them.

Professionalism

If you want to professionalize, you need to be a professional! The good thing within HiKidz is that we are specialists! We know what we are talking about when it comes to children. In that area we have a lot of knowledge and experience, where in other areas we need others to help us.

Innovation

A lot has been written in this plan about innovation. But it is a strategic issue in itself as well. The mindset to innovate, to understand developments in society or children’s ministry and respond to it with a spirit of innovation, is very important. This is probably not something you can learn but we need to discover this mindset in our directors and staff.

Marketing

Marketing in Christian ministry is the process of promoting and disseminating the message of the ministry to a target audience. It involves creating awareness, generating interest, and fostering engagement with the ministry's mission and activities. A good marketing strategy for HiKidz is crucial as it helps attract new members, raise funds, and promote the ministry's impact on individuals and communities.

Here are some key aspects of marketing for HiKidz:

Define the ministry's mission and target audience

Understanding the ministry's purpose and identifying the specific group of people it aims to serve is crucial in developing effective marketing strategies. We have done this, but we can specify more per country or culture I think.

Competitive Analysis

HiKidz International competes with other nonprofit organizations such as World Vision, Compassion International and Save the Children. Our unique value proposition lies in our strong Christian foundation and integrated approach to education, health care, nutrition and spiritual support (discipleship training and leadership development).

Develop a clear brand identity

Creating a recognizable brand identity helps communicate the ministry's values, vision, and unique offerings. This includes designing a compelling logo, developing consistent messaging, and maintaining a cohesive visual identity across different communication channels. Especially our visual identity can be improved.

Utilize various communication channels

Christian ministries can use traditional and digital platforms to reach their audience effectively. This includes leveraging social media, email marketing, websites, church bulletins, radio spots, and community outreach events as written earlier in this plan.

Engage with the audience

Engaging with the audience is essential in building relationships and fostering a sense of community. This can be done through interactive social media posts, email newsletters, personal testimonies, and inviting participation in ministry activities.

Use storytelling and testimonials

Sharing personal stories and testimonies of individuals impacted by the ministry can be a powerful tool in marketing. These stories can inspire and resonate with the target audience, showcasing the ministry's transformative impact. This is what we will do in our newsletters and social media. Are there other opportunities?

Build strategic partnerships

Collaborating with churches, other organizations, and influencers can help extend the reach and impact of the ministry. Strategic partnerships can involve joint events, cross-promotion, and shared resources. We are working on it.

Seek feedback and evaluate effectiveness

Regularly seeking feedback from the target audience and evaluating the effectiveness of marketing efforts is crucial. This can be done through surveys, focus groups, and analyzing data from website analytics or social media insights.

Overall, marketing in HiKidz involves leveraging various strategies and channels to communicate the ministry's mission and engage with the target audience. The goal is to attract individuals, generate support, and ultimately achieve the ministry's objectives in spreading the message. We are doing this but can improve on every level. Help from a marketing specialist is welcome!

Training and coaching

In our strategy we have an important place for training and coaching. Besides the in-country trainings from which I wrote that the approach needs to change, we also value the fact of training and coaching our directors and their boards. It is not to tell them how to do things, but to help them discover what is best practice. Biblical principles, marketing strategy, board and staff development etc. are issues that need extra attention in many countries.

7. Operations

Before discussing the practical operational consequences of this plan, I want to describe several important issues for an operational plan. It would be ideal to have an operations department within HiKidz, but we have a long way to go before we will be able to organize that. Yet, we have to deal with many operational issues.

Core mission

The operations department of a Christian ministry plays a crucial role in fulfilling the organization's core mission of spreading the gospel and serving the community. It ensures that all the logistical aspects are managed efficiently, allowing other departments to focus on their specific functions. As a ministry with a small international office, we do not have a separate operations department. This means that every member of the staff is responsible to ensure operations work smoothly.

Facilities management

The operations department oversees the maintenance and management of the ministry's physical facilities. This involves ensuring the safety, cleanliness, and functionality of the premises.

Technology and IT support

In today's day and age, technology plays a vital role in ministry operations. The operations department facilitates the use of technology by providing reliable IT infrastructure, managing software and hardware systems, and offering technical support to staff members to ensure smooth operations and data security. Although we are small, this needs to work properly.

Resource management

HiKidz offices heavily rely on resources, both human and tangible, to carry out their work effectively. The operations department takes responsibility for managing and optimizing these resources, including budgeting, financial management, procurement, and inventory control. This helps the ministry function efficiently and be good stewards of their resources.

Event planning and logistics

HiKidz would like to host various events and programs, such as conferences, retreats, church services, or community outreach initiatives. The operations department plays a key role in planning, organizing, and executing these events, ensuring that logistics, coordination, and safety measures are in place. It is inevitable that we grow in this area!

Volunteer coordination

Christian ministries heavily depend on volunteers who passionately contribute their time and skills. The operations department takes charge of recruiting, training, coordinating, and appreciating volunteers, ensuring that they are fulfilling meaningful roles within the organization and making a real impact. In the light of professionalizing, we have a lot of work here.

Compliance and legal matters

Christian ministries must comply with legal and regulatory requirements to maintain their integrity and credibility. The operations department ensures that the ministry operates within the boundaries of the law, maintains proper documentation, and meets reporting obligations, ensuring transparency and accountability. This will be mainly on the plate of the CEO with the International Board.

Risk management

As with any organization, HiKidz faces various risks and challenges. The operations department identifies potential risks, implements appropriate risk mitigation strategies, and ensures the safety of staff, volunteers, and beneficiaries through effective policies, procedures, and emergency preparedness.

Collaboration and support

Ultimately, the operations department serves as a support system for all other departments within the Christian ministry. It collaborates with different teams, understanding their needs, and providing necessary resources, be it administrative support, project management, or operational guidance. This allows other departments to focus on their specific areas of expertise, ultimately working harmoniously towards the overall mission of the ministry.

Hereunder is a list of operational responsibilities in random order but distilled from the plan.

- Reaching out to churches: from international office
- Expanding social media: CEO and social media team
- Fundraising and donor development: CEO, country directors, local boards
- Coaching boards: international office
- Implementing Philosophy training: international office
- Entrepreneurship: CEO
- Collaboration international: CEO, directors
- Collaboration national: (country) directors and staff
- Schools and education: working group
- Implementing pastoral care training: specialists
- Child theology: working group
- Innovation and professionalizing: all
- Marketing: CEO and specialist

- Mission trips: team
- Podcasts: Katapult
- In all plans: support of volunteers

8. Budget

The financial paragraph of this plan is a journey in faith. I will address here the donations side in the respective countries The Netherlands and USA. Then I will pay some attention to the other countries and their in-country fundraising, before closing with some remarks and ideas regarding entrepreneurship and finding ways to “make money”. Again, we want to stay with the starting point that a Christian ministry is Spirit driven and not money driven. God is our Provider!

It is several times mentioned to me that organizing mission trips can be (the start of) a good source of income. So, in the next 5 years we must develop that as well.

USA

In the past years I have got contact with several foundations in the USA, with churches and individuals. Yet it is still limited. To build our new name we need to continue exploring new contacts, new foundations, new churches. And it will all be a process of long breath.

The Netherlands

Foundations, churches, and individuals are the targets, and the first results are there. To grow we need good social media (in Dutch) and probably a Dutch newsletter.

Make money

As written before, we need to understand that it is difficult to increase the amount of donations without new ideas. Here, as well, the key word is innovation. We need to find ways to make money and for that we need entrepreneurship. Can we develop small businesses that generate income for the ministry? I believe that it is possible, but for that we need a mind change in Christian ministry.

I believe that with small businesses we can make money! We already see the revenues of the agricultural project in Uganda. Projects can be improved. We have several international country directors who have a business background or an MBA. In some cases, we can involve children, in other situations the revenues can support the ministry, but we must learn to think differently!

Budget

Explanation of budget. In fact it is a double budget, one for international office, one for the countries.

Coverage plan: **what we need is a coverage for two years to start up!**

The amount of € 126,230 for donations international office. This has to come from donations in Ned and USA. Churches, individuals and companies. Largely from contacts Rob

Goal:

- To find 500 individual donors in the Netherlands for at least € 10 per month: € 60,000
- To find 100 donors in the USA for US 50 per month: \$ 60,000.
- Churches and companies for extras

€ 285,000 for the countries must come from major sponsors in Europe and US, supplemented by funds from US and Ned. 85,000 has already been pledged by De Katapult.

Charges International office

Salaries and social charges	120.000
Office rent	donated
Electricity, gas, water	donated
Telephone	480
DRAFT Budget HiKidz 2025	500
Insurances	500
Travel expenses	20000
Public Relations and communications	2500
Fundraising	2500
Donations partners	15000
	161.480

Charges countries

Allocations	85000
Projects	200000
	285000

Income international office

Donations national and international	126230
Speaking engagements	1500
Admin costs foundations 15%	33750
	161480

Income countries

Local 30%	60000
Foundations	225000
	285000

"I have plans to give you hope and a future"

9. Summary and conclusions

Summary

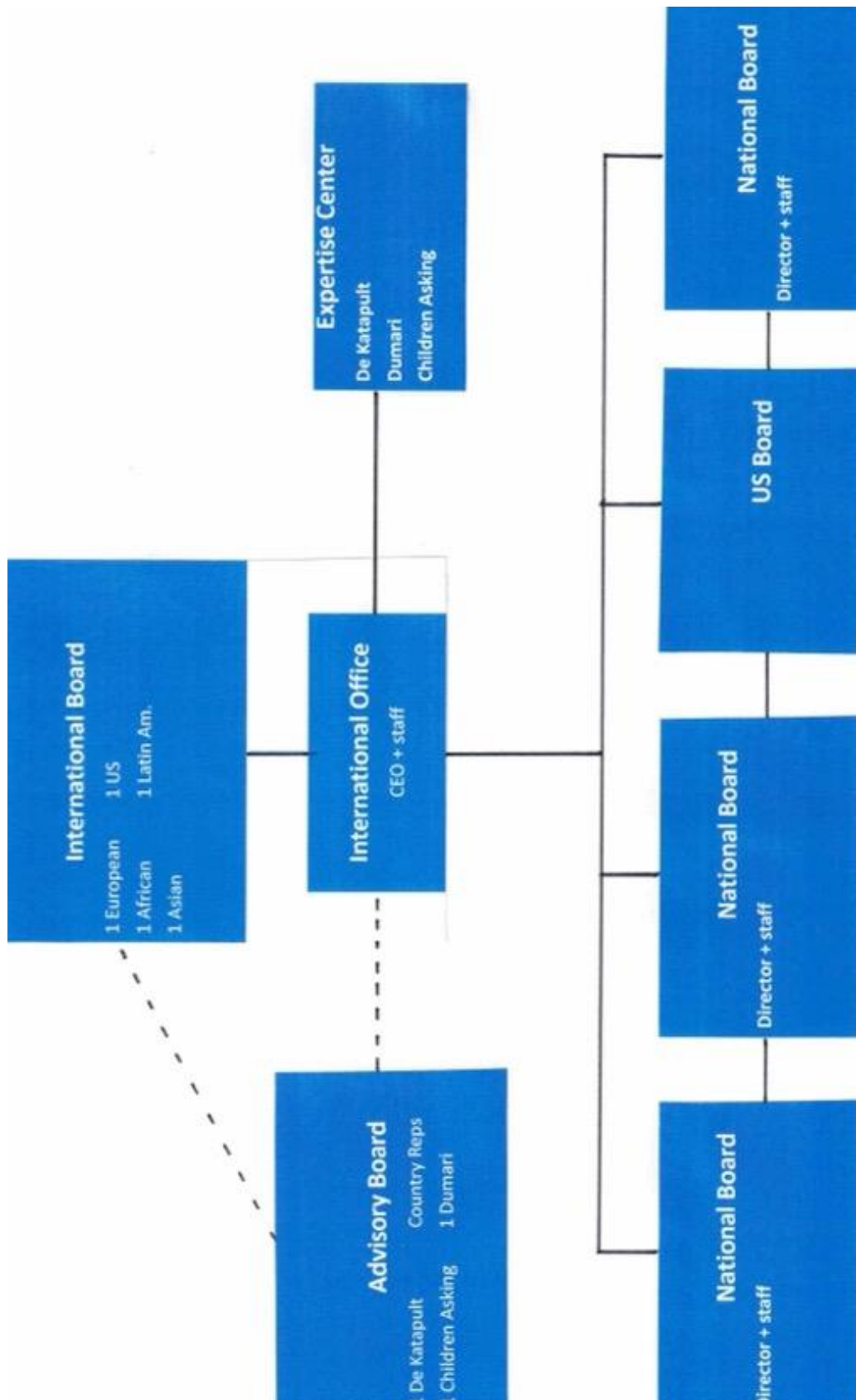
HiKidz International is a new organization working for underprivileged children worldwide. The main goal is to give them a future and help them to become disciples of Jesus Christ. In order to achieve that three organizations work together: De Katapult, Dumari and Children Asking. Each of them has their unique resources to disciple children and to help them escape poverty and find a new future. HiKidz International serves 24 countries and is willing to embrace every opportunity for fundraising to see the ministry grow. There are still 2.4 billion children who never heard the gospel.

To grow and be equipped for the task that lies ahead, HiKidz is willing to partner with any other ministry that shares the same goal and vision for children.

Final conclusions

At the end of this document, we can conclude the following:

- In the first 5 years a couple of new things can be expected as innovation remains keyword. We think about starting small businesses to generate other ways of income, make intense use of social media, we want to start podcasts and use video programs for children.
- We want to combine our training- and coaching resources for the countries that we work in as well as to introduce our Philosophy Orientation.
- New areas will also be child theology, pastoral care for children, and trauma counseling
- In the first 5 years we will pay attention to our marketing to grow our constituency and donations.
- Everything needs to be embedded in prayer and in seeking Gods guidance in everything we do. We want to introduce fasting (and more prayer) within the ministry.



"I have plans to give you hope and a future"

Annex 2 Involved countries and websites partners

Angola

Brazil

Cambodia

Cape Verde

Central-Asia (expected)

Colombia (expected)

East Timor

Guinea-Bissau

Hungary

Indonesia

Kenya

Laos

Madagascar (expected)

Mongolia (expected)

Mozambique

Myanmar

Namibia

Nepal

Pakistan

Russia (expected)

South Africa

Thailand

Uganda

Venezuela (expected)

HiKidz International:

www.hikidzinternational.org (under construction)

Dumari

www.dumari.nl

De Katapult:

www.dekatapult.nl

Children Asking

www.childrenasking.org