



# Generosity Path

Impact Report 2023

# Executive summary

## The vision

Generosity inspired by love is at the heart of the good news of Jesus.

The sad thing is that so few people have experienced the transformation that comes from embracing the generosity that Jesus spoke of and lived out every day.

At Generosity Path, we are building a movement to see God's Kingdom come through releasing individual hearts to live generously. From these single moments of surrender to Jesus, and small groups forming to give collaboratively, we believe it will bring positive and powerful change, releasing unprecedented levels of giving for global ministry.

In turn, this leads to communities being united; the homeless housed; the hungry fed; the vulnerable protected; and hearts transformed by the Good News of Jesus.

It's because of this, we believe the world really can be healed through generosity.

## The solution

Our primary tool is the carefully-crafted Journey of Generosity (JOG) – a simple, interactive experience that creates a space where people are excited to bring their friends for a conversation about faith, life and money. Importantly, we commit never to ask participants for money. What each person chooses to do with their new-found generosity is up to them.

The JOG features a proven model that leads to this transformation.

Last year, 72% of participants said they increased their giving, and 96% indicated a positive personal change in their attitude to giving in the following 12 months as a direct result of their Generosity Path experience.

We have already seen thousands of lives all around the world, freed to live more generously than they might ever have thought possible. However, we are driven to respond to God's call to further accelerate our growth so that the Good News of Jesus can reach people everywhere through the Journey of Generosity

## The opportunity

In the last 2 years, we have seen a tenfold increase in the number of JOG experiences delivered, reaching a total of 1,052 retreats in 51 countries in 2022. In 2023, our forecast is for more than 1,411 retreats across 80 countries, but **we recently embarked on an accelerated and ambitious programme to achieve an active presence in every country of the world in the next five years.**

The step-change this requires across every level of the organisation is significant. However, if we are able to increase funding from \$2.6m in 2023, to \$4.65m in 2024 and beyond, we believe we can see this opportunity become a reality, whilst simultaneously building sustainability and impact into all that we do.

### **Deliver a truly global product**

- Delivery of a fully contextualised Journey of Generosity experience for each of our 10 regions by the end of 2024, and for each participant group, sub-region and country by the end of 2028.

*Increased cost to budget of \$280k per annum  
One-off cost of \$520k to translate the full product into 50 priority languages in 2024  
One-off cost of \$760 to deliver fully contextualised JOG product by region in 2024*

### **Develop a distributed leadership structure supporting every region and country**

- Regional Directors in MENA, Sub-Saharan Africa, Latin America, Europe, Southeast Asia, Eurasia, South Asia, East Asia, UK & Ireland, and Oceania.
- Development of a leadership and volunteer network in every region, sub-region and country, supported by fit-for-purpose tools, processes and reporting.
- Ongoing emphasis on strategic partnerships

*Increased cost to budget of \$1.16m per annum*

### **Build a larger, fit-for-purpose staff team to increase capacity and meet demand**

As we see a presence in every country by the end of 2027, we'll need a significantly larger core team to achieve this goal. New roles - some of which we need immediately and others that will follow in 2024 - include:

- Chief of Staff / HR Manager / Content Production Manager / Digital & Technology lead / Developer / Data Analyst / Volunteer Manager / Partnerships Manager / Collaborations Manager

*Increased cost to budget of \$604k per annum*

With the extensive experience gained over the last 10 years, and our existing momentum, our strategic focus is on the rapid expansion of this ministry.

### **Will you partner with us to help Generosity Path scale?**

In partnership with the local church, you can join us to see hearts opened to God's healing work, millions of lives transformed, billions of dollars released toward global ministry, and God's kingdom breaking through on earth.

a world healed  
through generosity

but change that  
begins with  
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# We long to see a world healed through generosity

## For God so loved the world that He gave...

As Christians, everything we know about generosity is rooted here. All that we might give is only ever a reflection of God's incredible generosity to us.

Yet, despite knowing this truth, we struggle to give in a way that reflects our understanding. Instead, we find it hard to even talk openly about money, let alone live the generous life that Jesus calls us to.

This is the reason that Generosity Path exists - to see God's Kingdom come through releasing individual hearts to live generously. In turn, we believe this has the power to bring Gospel healing – restoration, justice and freedom through the generosity and grace of God.

It leads to communities being united; the homeless housed; the hungry fed; the vulnerable protected; and hearts transformed by the Good News of Jesus.

Our tool is the carefully-crafted and privately-funded Journey of Generosity – a simple, interactive experience that creates space for conversations about faith, life and money.

Its ability to bring hearts to a deeper understanding of Jesus-like generosity is strengthened by the unique promise that we will never ask for money, allowing everyone who attends the freedom to make their own giving choices.

As these conversations take place around the world, and hearts are being transformed because of them, a movement is beginning to grow.

“Since the Journey of Generosity my thinking has changed, and I have been confronted as to how attached I am to the resources that God has put in my hands. Understanding that everything is from God changes everything. Everything I have is at the service of God and people, and I put my security in Him.”

*Anonymous*

# Change that begins with a single heart

Our ambition is undeniably huge.

What gives us hope is the heart transformation we see in the lives of individuals who participate in a Generosity Path experience. The hearts of these individuals is where it all begins as they surrender it all to Jesus, but this is never our endpoint.

Generosity for ordinary people is empowering.

As those with and without wealth realise that everyone has something to give, people are motivated to stand up and take hold of the resources that God has given them. In turn, cycles of victimisation and disempowerment are broken as every person recognises the role they can play in the healing work of God.

Generosity for business leaders has the power to be transformational.

These are the men and women who hold the most influence in almost every nation. As their hearts are changed, unparalleled funds are released for the Kingdom of God, and the destiny of entire nations is changed.

As ministry leaders capture this wind, they are not only energised and challenged themselves but open up the networks that will carry us into every nation. The local church is strengthened, and the Gospel is lived out in new and exciting ways.

This is economic, social, political, and spiritual change at a scale never seen before.

As hearts are opened to God's healing work, with the local church at its core, millions of lives are transformed, billions of dollars are released toward global ministry, and God's kingdom breaks through on earth.

"We've been so blessed to grow in this area of generosity. Many of our staff and volunteers have grown personally in their own generosity journey. As they've invited their communities along, we've had countless stories of supporters growing in their generosity as well. We've seen many of the families attending these Journey of Generosity events doubling or tripling their giving, not because of an ask, but from the joy they've received. We've also heard so many stories of people giving more and more generously in their communities and churches."

*Adam Miller, Young Life International*

# A transformational experience

Our Journey of Generosity is a simple, interactive course that creates a space where people are excited to bring their friends for a conversation about life, faith and money.

This journey of self-discovery takes place over 4-sessions lasting a single day or can be organised as an overnight retreat. It provides an opportunity to explore real-life stories of generous givers from around the world, study what the Bible has to say about giving, and walk through a number of thought-provoking activities.

When they leave, equipped with the tools to take the next step, our prayer is that participants are inspired to grasp the opportunity to find new freedom through God's gift of generosity.

To ensure they can fully enjoy that freedom, we commit never to ask for money, or allow anyone else to, at our events.

## A proven model

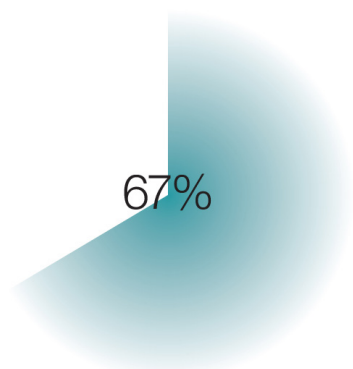
It is not Generosity Path that brings about this transformation. Our focus is to intentionally curate an environment in which God, through the Holy Spirit, speaks to someone's life. The Journey of Generosity enables this in 4 steps:

1. Begins with an invitation from the Holy Spirit to a different way of life when relating to money, possessions and giving.
2. Builds upon a holistic experience containing 5 key elements:
  - i. the opening up of conversations amongst peers
  - ii. permission granted to talk about money
  - iii. pressure-free environment
  - iv. reliance on the prophetic voice of the Holy Spirit
  - v. provoking new ways of thinking
3. Leads to a transformational experience that releases people to live more generously and more freely than they might ever have thought possible.
4. Embedded through a 12-month journey focused on the application of people's generosity, in collaboration with newly developed giving communities.

# Our impact

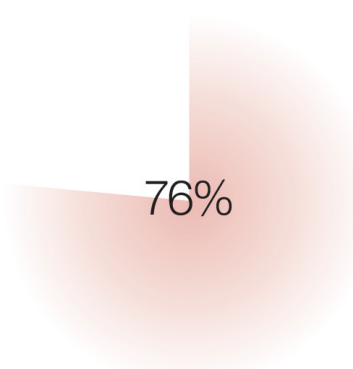
We have already seen thousands of lives all around the world, freed to live more generously than they might ever have thought possible.

In the last year alone, the feedback collected from participants on the Journey of Generosity offers an insight to the difference the experience makes.



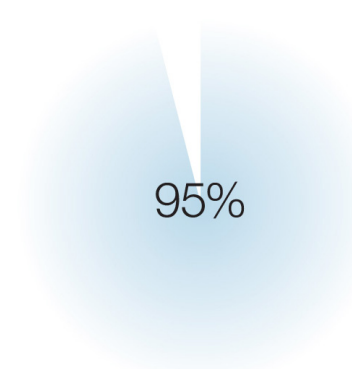
## Increased Giving

67% of respondents said they gave more financial in the last year than they would have otherwise without their Generosity Path experience.



## Spiritual Transformation

76% of respondents said their Generosity Path experience had been spiritually meaningful.



## Attitude or Action Change

95% of respondents indicated a positive personal change, in attitude or action to giving, as a result of their Generosity Path experience.

“Since the JOG I have been giving to many people, both openly and anonymously, and I have found that the more I give, the more I receive. Thank you so much!”

*Ronel, South Africa*



# A generosity movement in every nation

In order to see our vision to become a reality, we have embarked on an accelerated programme to achieve an active presence in every country in the next five years.

From our beginnings in the United States in 2012, Generosity Path has grown rapidly. From 130 retreats globally in 2020, we have grown tenfold to deliver 1,052 retreats in 2022. Our 2023 forecast is for more than 1,411 JOG experiences across 80 countries.

Despite this positive trajectory, we are driven to respond to God's call and further accelerate our growth so that the Good News of Jesus can reach people everywhere through the Journey of Generosity. The step-change this requires across every level of the organisation is significant.

## A contextualised product for every country and people group

- Ongoing refinement of a master Journey of Generosity experience upon which all future contextualisation will be based
- A contextualised Journey of Generosity experience by participant group, region, sub, region and country, supported by market-leading technology
- Ongoing investment to build audience understanding, insight and engagement

## A distributed leadership structure supporting every region and country

- Development of a leadership and volunteer network in every region, sub-region and country, supported by fit-for-purpose tools, processes and reporting
- Ongoing emphasis on strategic partnerships
- Gathering impactful stories of generosity

## A larger, fit-for-purpose staff team to increase capacity and meet demand

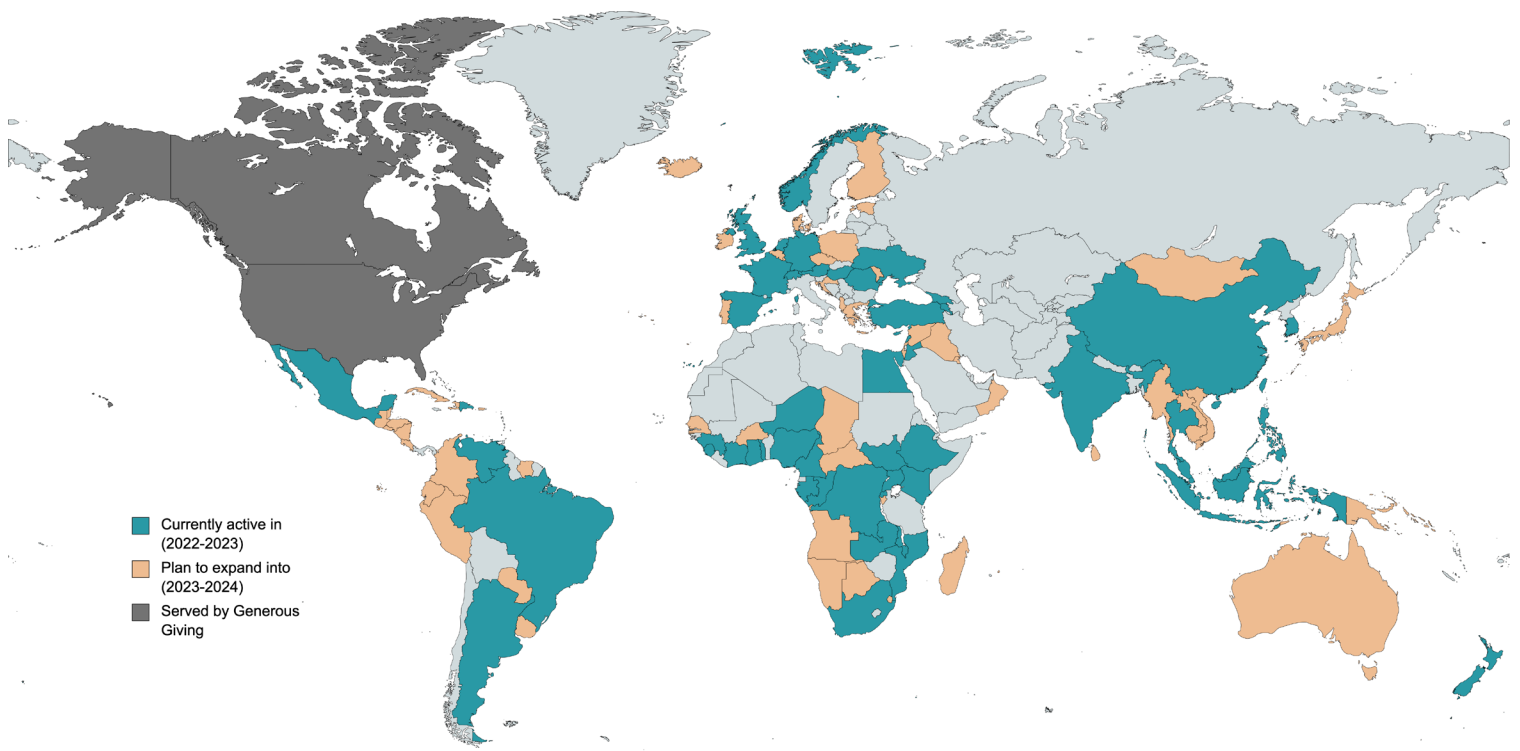
- As we seek a presence in every country by the end of 2027, we'll need to invest in significantly growing our core team. New roles - some of which we need immediately and others that will follow in 2024 - include:
- Chief of Staff / HR Manager / Content Production Manager / Digital & Technology lead / Developer / Data Analyst / Volunteer Manager / Partnerships Manager / Collaborations Manager

## Increased funding from \$2.5m to \$4.65m

- Identification and onboarding of new partners

# Our progress to date

An analysis of our global and regional coverage shows both the active presence we already have and the opportunity ahead of us.



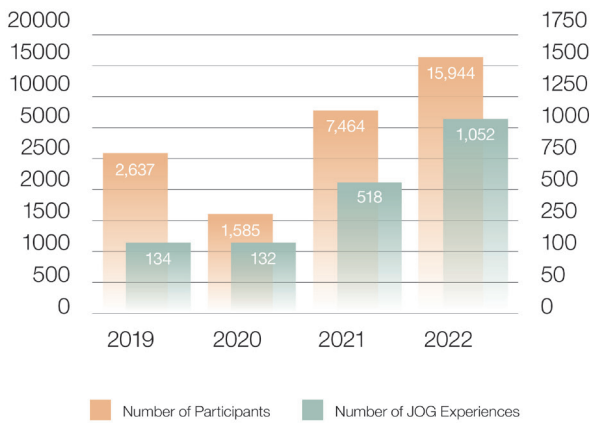
“The JOG allowed me to better understand what generosity is, and afterwards I asked myself this question: Does my generosity cost me? Today, I continue to deepen to develop my generosity, and allow other people to be generous.”

*Jean-Luc., France*

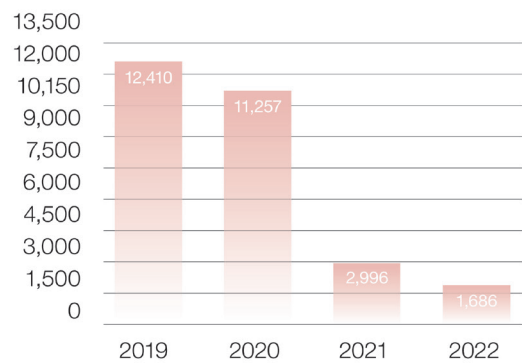
# A healthy trajectory

Analysis of our key metrics shows the significant growth in the number of JOGs and participants over the last two years as we accelerate the delivery of our plan and align behind the new vision.

**Number of participants / JOG experiences**

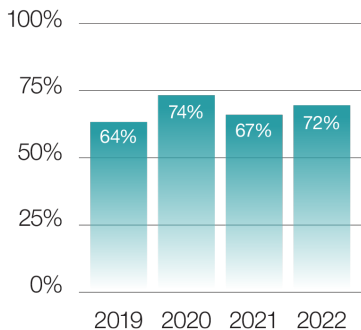


**Cost per JOG (\$000)**

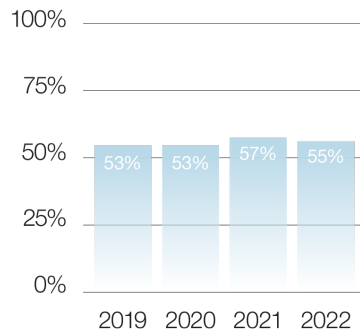


Not only are we seeing growth in the number of people experiencing a JOG, but our key transformation metrics remain just as positive.

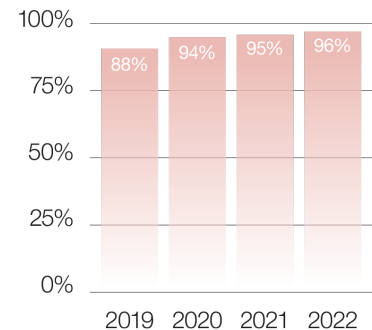
**Increased financial giving**  
(% of participants)



**Increased giving of time**  
(% of participants)



**Positive personal change in attitude or action to giving**  
(% of participants)



# Financial summary

## Funding source (000's)

	2019	2020	2021	2022	2023 (Budget)
Foundation Gifts	\$1,270	\$1,723	\$1,328	\$1,664	\$1,518
Individuals and DAF Gifts	\$289	\$181	\$237	\$385	\$540
<b>TOTAL</b>	<b>\$1,559</b>	<b>\$1,904</b>	<b>\$1,564</b>	<b>\$2,049</b>	<b>\$2,058</b>

## Funding use (000's)

	2019	2020	2021	2022	2023 (Budget)
People	\$981	\$1,183	\$1,199	\$1,276	\$1,409
Travel	\$252	\$92	\$38	\$187	\$330
Materials / translation	\$38	\$40	\$37	\$98	\$193
Ministry development	\$35	\$35	\$41	\$0	\$65
Stories, Product, Communication	\$138	\$34	\$73	\$37	\$330
Events	\$110	\$0	\$10	\$27	\$67
Measurement	\$25	\$25	\$25	\$25	\$35
Admin	\$84	\$77	\$129	\$124	\$189
<b>TOTAL</b>	<b>\$1,663</b>	<b>\$1,486</b>	<b>\$1,552</b>	<b>\$1,774</b>	<b>\$2,618</b>

## Functional budget 2023 (000's)

	Amount (USD)
Sub-Saharan Africa	\$217
Southeast Asia	\$36
East Asia	\$88
Europe	\$93
Latin America	\$93
Org-wide personnel & travel	\$1,113
Product, Communications & Stories	\$755
Measurement	\$35
Administration	\$189
<b>Total Ministry Budget</b>	<b>\$2,618</b>

## Cash flow projection (000's)

Cash balance, Jan 1, 2023	\$577
Source of funds	\$2,058
Use of funds	(\$2,618)
Operating deficit	(\$560)
<b>Projected cash balance, Dec 31, 2023</b>	<b>\$17</b>

2 months operating reserve = \$486,000. We will seek to raise \$420,000 in new private funding to maintain 2 months reserve.

# Leadership team



Emanuel Bistran

EXECUTIVE DIRECTOR  
CLUJ, ROMANIA



Lee Behar

FINANCE DIRECTOR  
TENNESSEE, USA



Lucy McDonald

PEOPLE & CULTURE DIRECTOR  
LONDON, UK



Roseanne Mugo-Ogonji

OPERATIONS DIRECTOR  
NAIROBI, KENYA



Mathew Neville

GROWTH DIRECTOR  
LONDON, UK



Steve Wood

PRODUCT & MARKETING DIRECTOR  
LONDON, UK

# Partner with us

We are committed to creating pressure-free, interactive experiences where participants are inspired and equipped to take their first steps in living out radical generosity.

We never want this to be a response to Generosity Path, but a choice to surrender their heart to Jesus.

That's why we never ask participants to give money to us, or through us.

We want to remove obstacles for people to show up fully and vulnerably, and to have an encounter with the Holy Spirit.

Our commitment not to ask participants for money is what helps to create this safe environment. No other organisation that we know of does this and it's one of the key reasons our experiences are so effective.

We have seen exponential growth at incremental costs in the last 2-3 years.

However, in order to accelerate our growth and achieve the ambitious targets we have set for ourselves in this next season, we need new funding partners. Only through this can we enable as many participants as possible to experience the transformative power of the Journey of Generosity.

There may be specific aspects of our work that you'd like to support, or geographies where you have a particular passion to see a new spirit of generosity grow and flourish. Whatever it is, we'd be very happy to explore what God has laid on your heart.

**As we celebrate God's faithfulness to Generosity Path, we ask you to prayerfully consider joining our team of funders, playing a key role in helping us to catalyse a new movement of generosity and see God's Kingdom break through on earth.**

If we are able to increase funding from \$2.6m in 2023, to \$4.65m in 2024 and beyond, we believe we can see this opportunity become a reality, whilst simultaneously building sustainability and impact into all that we do.

God has called us to play a unique role in partnering with the global and local church to bring a glimpse of God's Kingdom on earth, released through generosity. This is an incredible opportunity to see unprecedented funds released through ministries, churches and charities of all kinds, but our intentions and hard work will never be enough on its own. Generosity Path must depend wholly on God's grace and guiding hand to see this become a reality.

Emanuel Bistran,  
Executive Director, Generosity Path





# Generosity Path

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