

Radical generosity has the power to transform lives, communities, and entire nations. When we give freely, we ignite a ripple effect of hope, faith, and transformation. Together we can plant the seeds of a movement that will flourish for generations to come.



Generosity Path

Annual Report 2024

The Heart of Generosity Path

Generosity Path aims to inspire a global movement where Christians give freely and generously to support local churches and ministries, helping fulfil the Great Commission and bring healing to the world.

We believe that within the global Christian community, there is substantial wealth, yet only a small portion is directed toward fulfilling the Great Commission. Even a modest shift in how these resources are used could have a profound global impact.

One key issue we've identified is that many followers of Jesus lack a deep understanding of biblical generosity. This gap in discipleship hinders the fulfilment of the Great Commission.

To address this, we aim to ignite a global movement of generous disciples who faithfully practice and promote Jesus' teachings on possessions, lifestyle, and generosity.

Our approach is built around the Journey of Generosity (JOG), a simple, interactive experience that allows participants to discuss faith, life, and money.

Its effectiveness in encouraging Jesus-like generosity is amplified by our commitment never to ask for money, giving participants the freedom to discover their own giving paths.

The JOG transforms lives. Our metrics suggest that over 70% of participants experience deep spiritual transformation, leading them to greater generosity.

The JOG changes the world. As we understand more and more the impact of our participant's generosity, we see lives healed, the gospel shared, and people coming to faith in Christ.



Our vision is to see

a world healed
through generosity

Our mission is to see

hearts fully surrendered to Jesus
through radical generosity



Reflections from the Executive Director

Generosity Path stands at the threshold of a rare and extraordinary opportunity—a moment entrusted to us by God to **ignite a movement of radical generosity** that will impact lives and nations. The task before us is great, and while we cannot control the outcomes, we can be **faithful stewards of what He has placed in our hands**.

2024 has been a year of **preparation and positioning**. We have strengthened our core, refining the Journey of Generosity (JOG) to emphasise application and collaboration, ensuring transformation leads to action. Already, **we are witnessing the power of generosity** spreading beyond individual experiences, as participants take what they have received and pass it on. In so doing, **they are creating a ripple effect that is laying the foundation for a multiplying movement of generosity**.

At the same time, we have **invested deeply in leadership, partnerships, and infrastructure**, expanding our board, increasing fundraising capacity, and embedding systems designed for scalable growth. The pieces are in place, the path is clear, and we now step forward in faith and expectation.

If God chooses to pour out His favour and grace upon our efforts, the fruit of this work will far exceed anything we could ever imagine. But our ultimate calling is not in the results—it is in our faithfulness, obedience, and trust. We give our best, grateful for His provision, believing that the **seeds we plant today will bring forth a harvest of eternal significance**.

Now is the time to step boldly. I invite you to **pray with us, partner with us, and be part of this extraordinary movement** as we watch God’s generosity transform hearts and communities around the world.

Emanuel Bistran

Executive Director, Generosity Path

Key Achievements

- **Reached over 35,000 participants** in 2024 through a Journey of Generosity (JOG), planting seeds in **16 new nations**.
- **Developed and tested a scalable growth strategy** focused on multiplying catalysts (volunteers), ensuring a structured approach to expansion over the next three years.
- Through our catalyst strategy we have also **enhanced our ability to track transformation**, providing clearer insights into how JOG participation leads to community change, the spread of the gospel, and thousands of lives committed to Christ.
- **Introduced a country maturity scale** to map and monitor our depth of impact across different nations.
- Completed the most **significant enhancement to the JOG** since its inception, adding sessions on application and collaboration, while refining its quality and simplicity to reduce barriers to engagement.
- **Recognised as a Best Christian Workplace** for the second consecutive year, affirming our commitment to a thriving and mission-driven organisational culture.
- **Expanded our board** with two new members, strengthening governance, strategic leadership and global representation.
- **Invested in team development** across all teams, including the formation of a fundraising team to build capacity and expertise for long-term sustainability.
- **Fostered greater collaboration** and integration across teams through improved frameworks and systems.
- **Began to utilise AI** to enhance our working and create a sustainable pathway for ongoing translation and contextualisation of the JOG
- Achieved the highest level of income in Generosity Path’s history.
- **Initiated new collaboration opportunities** within the generosity space, with a view to create a thriving environment for partnerships to advance the Great Commission through generosity.
- Finalised a three-year strategy (2025-2027) to sharpen our focus and **provide a clear roadmap** toward realising our ‘planting a seed’ vision.

These milestones mark significant progress in building the foundations for scalable impact, deeper transformation, and sustained growth in the years ahead.

“Reflecting on everything I heard through Generosity Path brought me great joy. It confirmed in my heart that generosity is both a duty and mission for those who love God and their neighbors.”

Brazil

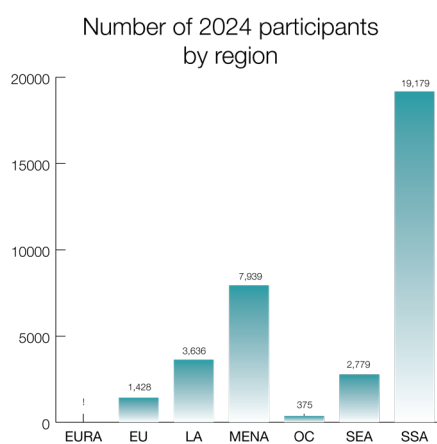
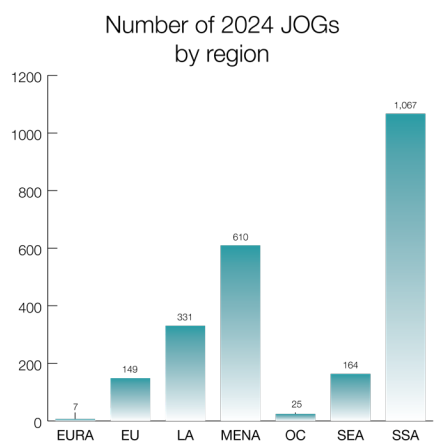
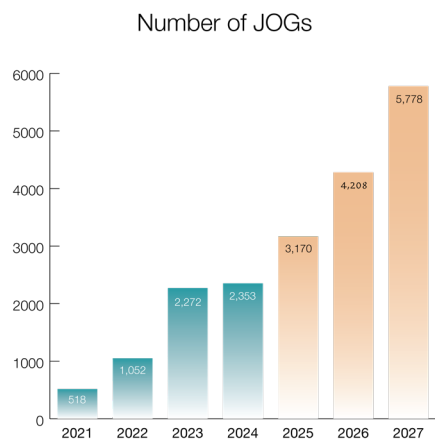
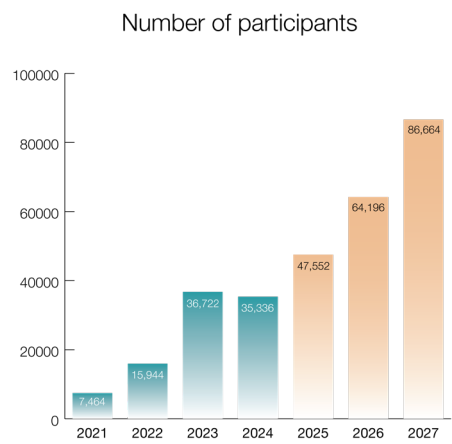
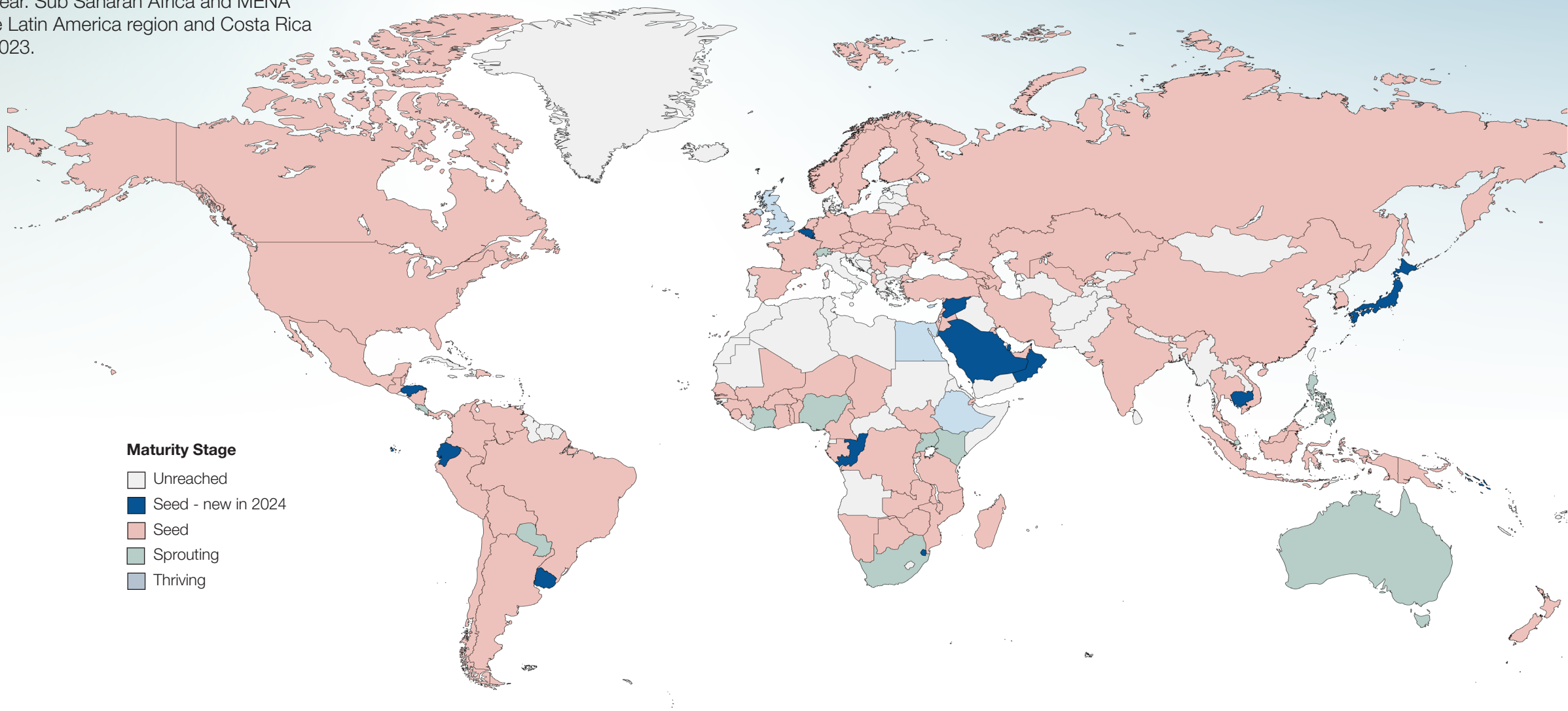
Our Growth Globally

The first quarter of 2024 was a time of strategic investment as we strengthened our Growth team, laying the foundation for scalable expansion. This groundwork paid off, as we went on to run a **record number of JOGs**, with participant engagement approximately matching 2023, but this time on a model built for future scaling.

Activity took place in 78 nations during the year. Sub Saharan Africa and MENA accounted for 71.3% of our delivery, with the Latin America region and Costa Rica showing the greatest growth compared to 2023.

With the right investment we believe we have now positioned ourself for significant growth in the next 3 years, across nations and in nations, whilst driving down the costs per JOG and per participant.

“I used to hoard finances but was still always in lack. When I started giving freely without worrying about tomorrow, I saw financial provision meet all my needs.”
Benin



Legend

- EUR - Eurasia
- EU - Europe
- LA - Latin America
- MENA - Middle East & North Africa
- OC - Oceania
- SEA - South East Asia
- SSA - Sub-Saharan Africa

* Figures for 2025 - 2027 are forecast

Our Impact

Change begins with a single heart, and since our inception, attitude change and spiritual transformation have been key outcomes for us. These transformations lead to shifts in behavior, with participants increasingly using their time, talent, and treasure for kingdom impact—changing communities in the process.

This year, as we have evolved the Journey of Generosity and expanded our capacity to deliver it, we have continued to see consistent transformation. **Four out of five participants report experiencing spiritual transformation**, and the same proportion have increased their financial giving as a result.

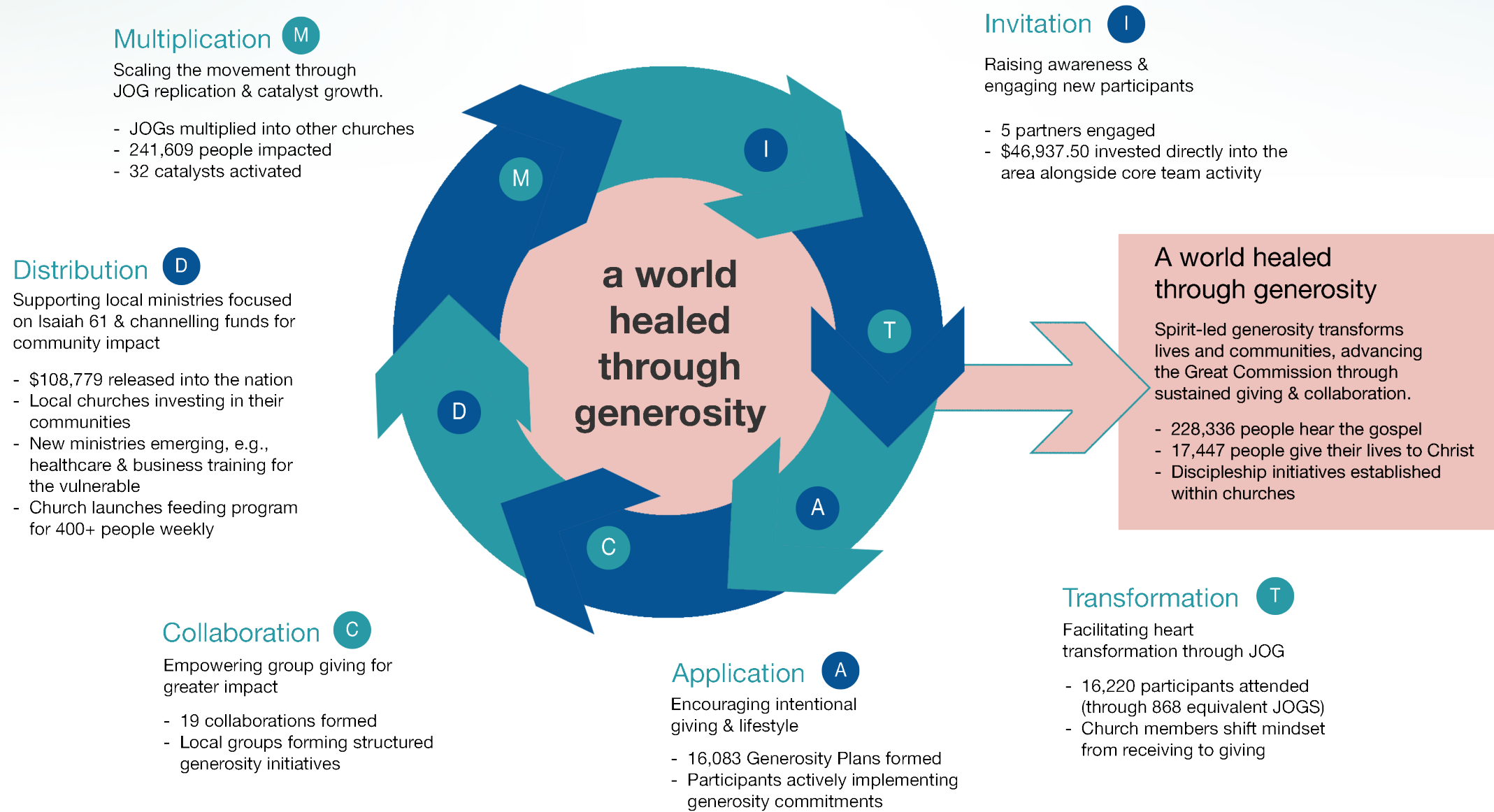
One of our key steps forward has been refining the Journey of Generosity to focus more on **application**—turning transformation into action—and **collaboration**—gathering with others to inspire local change. This, alongside our new catalyst multiplication strategy, has opened up new possibilities to measure and deepen our impact.

Early indicators from a small survey suggest that **over 30% of JOG participants go on to host a JOG themselves**. This is a significant step forward in our ability to multiply the movement, equipping more people to champion generosity in their own communities.

We are beginning to see impacts like those described in Isaiah 61—good news being proclaimed to the poor, broken hearts being bound up, freedom declared for captives, and those who mourn finding comfort. In practical terms, this means participants are stepping into radical generosity, serving the vulnerable, funding gospel initiatives, and discipling others in a lifestyle of open-handed living. Alongside this, we are witnessing **Great Commission impact**, as the gospel is shared and lives are surrendered to Christ.

Ethiopia has been a proving ground for this evolved approach, where we have tested new collaborations and trained catalysts. The impact there provides a glimpse of what is possible.

Simply put, we believe this represents a model for the future. The transformation we see today could, by God’s grace, be replicated across the globe. That is our heart and focus for the years to come.



* Ethiopia 2024 figures

The KMKC Story

Kotobe Meserete Kirstos Church (KMKC) in Ethiopia faced great need but felt limited in its ability to respond. With scarce resources, they longed to spread the gospel and demonstrate God’s love more effectively.

Everything changed when members took part in a Journey of Generosity (JOG). More than an informational session, it was a revelation—showing that generosity is about faith, not wealth. Inspired by 2 Corinthians, the church embraced giving despite their limitations.

Within 10 days, they launched a feeding programme, pooling their resources to serve single mothers, homeless children, and the hungry. Their vision expanded further as they formed a medical team to provide free check-ups and health care. They also reached out to sex workers, offering counselling and skills training to help them start small businesses and rebuild their lives.

The impact was undeniable. Twenty-three people accepted Christ. More than 400 individuals were served weekly, and the church shifted from a receiving mentality to one of giving and sharing.

What began in one church sparked a movement. Inspired by their transformation, members spread the message to other congregations. The story was even featured in Ethiopian national news, inspiring more churches to embrace generosity. One act of giving ignited a movement that is transforming a nation.

KMKC’s revival has shown that generosity is not about abundance but about a heart willing to give. As they shared resources, they also shared their faith, opening doors for the gospel to reach many. From a single step of faith, a nationwide movement was born— proving that generosity, rooted in faith, has the power to change lives and reshape entire communities.

This is just one example of the transformation made possible through the JOG - we pray there are many more. As Christians across the globe find freedom through God’s gift of generosity, we believe we will see the world healed through generosity.



The Spirit of the Sovereign Lord is on me,
because the Lord has anointed me
to proclaim good news to the poor.
He has sent me to bind up the brokenhearted,
to proclaim freedom for the captives
and release from darkness for the prisoners,
to proclaim the year of the Lord’s favor
and the day of vengeance of our God,
to comfort all who mourn.

Isaiah 61:1-2





Our Team

Our team – from our Board members through to our volunteers – is critical to our success. Over the last few years we have really attempted to build a values-based culture that not only acts as a launchpad for our delivery, but makes Generosity Path a great place to work where everyone has a direct contribution to achieving our mission.

This year we were recognised as a Best Christian Workplace for the second year in a row, with a 99%+ rating in leadership, employee development, and fellowship. We are proud of this achievement as it helps us know we are on the right track.

We added 2 new board members and have invested in each team, growing to 18 FTEs, spread across the globe. As we move forward we are seeking to press into being a globally representative team, with representation on our board, core team and volunteers from every region of the world.



Mathew Neville - Board Member



Dr. Carl Thong - Board Member



Our Values

God first | We prioritise prayer and place God at the centre of our words and actions.

Humility | We are relentless in serving people with humility.

Generosity | We lead the way in being generous to everyone we engage with.

Excellence | We aim to give our best and continuously improve.

Team | We desire to be a globally representative team that is healthy and collaborative.

Our Financials

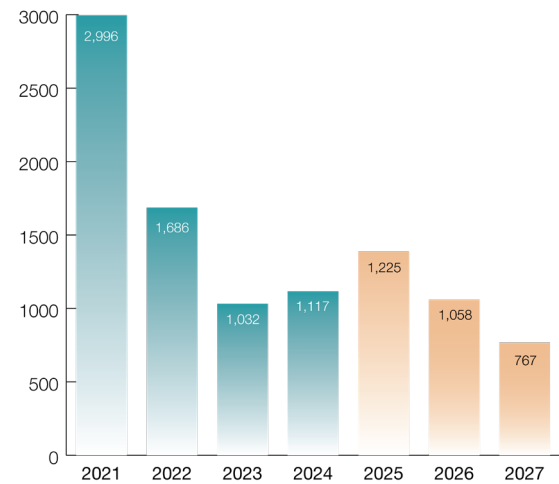
In 2024, Generosity Path received \$2.65M in funding, a testament to the generosity of our supporters who believe in our mission. Their partnership has enabled us to share the message of generosity globally and invest in the future.

To steward these resources well, we built a new financial team in partnership with Trustbridge, introduced a new budgeting system, and improved efficiency across our global team.

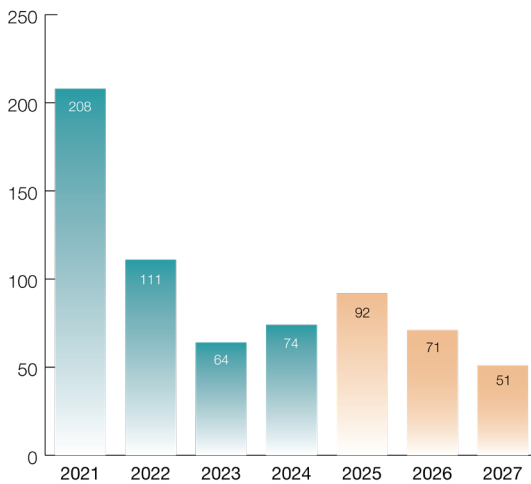
Looking ahead, we recognise the need to significantly grow our income to support expansion. This year, we laid the groundwork for a dedicated fundraising team, which will develop in 2025 to deepen donor relationships and create new opportunities for long-term sustainability.

	2021	2022	2023	2024	2025	2026	2027
Total Revenue (\$000s)	\$1,565	\$2,049	\$2,157	\$2,649	\$4,393	\$4,526	\$4,433
Expenses (\$000s)	\$1,552	\$1,774	\$2,344	\$2,629	\$4,393	\$4,526	\$4,433

Cost per JOG (\$)



Cost per participant impacted (\$)



* Figures for 2025 - 2027 are forecast

Our Future

Cultivating a Global Movement of Generosity

Generosity Path stands at the threshold of a transformative journey, aiming to plant the seeds of a sustainable generosity movement in every nation by 2027. This year, we've laid critical foundations—developing robust strategies, refining our core experiences, and preparing to extend our reach. **Now, with the framework in place, we seek the necessary resources to fuel this ambitious expansion.**

At the heart of this vision is the Planting a Seed initiative, which focuses on conducting Journeys of Generosity (JOGs) and training catalysts—dedicated volunteers who will inspire and lead generosity within their communities. Over the next three years, we plan to recruit and deploy 300 catalysts at regional, national, and city levels. These catalysts will play a crucial role in sparking local movements and fostering a culture of generosity that resonates across diverse contexts.

To complement this and ensure we reach key audiences, we will strengthen global prayer networks, expand JOG accessibility by translating into 100+ languages, build strategic partnerships to amplify the movement, and enhance infrastructure through AI, fundraising, and system improvements.

Achieving these objectives requires an **additional \$7 million over the next three years**, with \$2.3 million needed in 2025. This investment **will enable us to expand from 115 nations and 35,000 participants annually to 195 nations and 90,000 participants annually by 2027.**

“I was shocked by Tim Keller’s talk on the idol of greed within me. Since then, the money I have belongs to God, and I spend it generously and joyfully. I experienced deep joy and constant satisfaction.”
Egypt

“We are much more intentional in our giving. Since that decision, God has given me more to distribute. In fact, I ended up running some businesses that, when sold, will put AUD\$12M into the Kingdom!”
Australia

Will You Partner with Us?

Realising this vision is only possible through God’s grace and the generosity of those who share our passion for fostering radical generosity. We invite you to partner with us in the following ways:

- **Pray with us** — Join our prayer network to seek God’s blessing and wisdom for this movement.
- **Host a JOG** — Run a Journey of Generosity in your church, home, workplace, or organisation.
- **Become a JOG Catalyst** — Volunteer to lead and expand the generosity movement in your region.
- **Provide financial support** — Help fuel this expansion by becoming a funding partner, whether globally or in a specific region.

To explore these opportunities further, please contact us at info@generositypath.org.

Together, we can ignite a global movement of generosity that transforms lives and communities.

Generosity Path

820 Broad St Ste 300, Chattanooga, TN 37402-2604

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