

# FIFTYBY5

## AN INVITATION TO PARTNER WITH GOD'S AGENDA

### WHAT IS FIFTYBY5?

It is noticeably difficult for Christian charities and initiatives to secure substantial funding to sustain and scale their vision, not for lack of funding but because the fundraising guidelines used are often too mainstream to fulfil Kingdom mandate. In short, generic fundraising models are not always fit for purpose when addressing the needs of such niche sectors. We believe that Fiftyby5 is perfectly positioned to address this need.

Fiftyby5 is a tailored fundraising model built to directly benefit Christian initiatives; the first of these initiatives being Pure Hearts UK.\* Fiftyby5 will provide the financial backing that many Christian initiatives are in need of.

\*(More information on the charity can be found here - [Pure Hearts UK](#))



"The trajectory of my life changed as a result of attending the Pure Hearts retreat" - Micheala, UK



### WHO IS IT BENEFITING?

Fiftyby5 is directly benefiting Christian charities and initiatives who are in need of funding to fulfil Kingdom mandate and increase their reach. Fiftyby5 will enable the charity and others like it to not only sustain their current vision but also grow and scale their reach.

God has placed us in a beautiful intermediary position as a channel between those giving and those in receipt. There is such joy that comes from seeing potential realised when lack of financial provision is no longer a limitation. Secondary beneficiaries, the individuals that attend conferences, retreats, and pastoral care sessions led by these charities and initiatives are also given the opportunity to partake in life-changing encounters.

"That weekend was a defining moment in my faith journey, life hasn't been the same" - Sinmi, 2018 retreat attendee

### HOW CAN YOU SUPPORT US?

Fiftyby5 in its purest and initial formation involves fifty partners (individuals, groups, companies) each pledging £5,000 annually. For scalability purposes, we would ask that our fifty partners commit to donating annually for a period of three to five years in the first instance. Due to the nature of the work undertaken by the initiatives and charities we sponsor, this will ensure that pursuing new areas of growth will not be abruptly halted, whilst maintaining the sustainability of ongoing projects.

Many of you are aptly placed to be solution providers in the marketplace, we would like to give these group of individuals the opportunity to make the same level of impact in faith-based circles. Your resources and influence are valuable to the body of Christ.



IF YOU ARE IN THE POSITION TO BECOME A FIFTYBY5 MEMBER, PLEASE DO REACH OUT TO US VIA [PARTNERS@PUREHEARTS.ORG.UK](mailto:PARTNERS@PUREHEARTS.ORG.UK)