

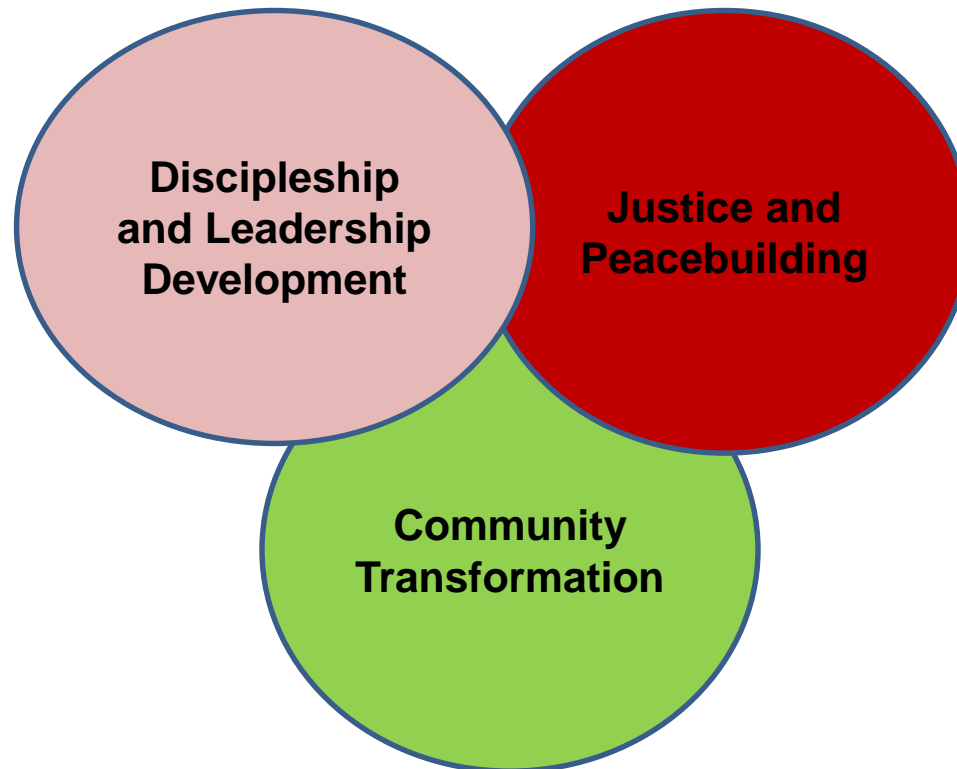


# COMPREHENSIVE STRATEGIC PLAN 2023-2027

# EASM'S OVER VIEW

EASM is an Africa-based organization that operates in Uganda and basically serves in the East African region.

EASM works to strengthen the African Church and community and its thematic focus is;



THEMATIC FOCUS	PROGRAMS/ ACTIVITIES	
<b>DISCIPLESHIP/LEADERSHIP PROGRAMS</b>	Pastoral Discipleship Institute (PDI)	
	General Leadership Conferences (GLC)	
	Women's Discipleship Institute (WDI)	
	Youth Discipleship Conferences (YDC)	
	Focused Family Enrichment Seminars (FES)	
<b>JUSTICE &amp; PEACE BUILDING PROGRAMS</b>	Capacity Building Programs	Training Christian leaders in biblical Justice and peace building
		Training the police, legal fraternity members, military and survivors of violence on Restorative Justice, leadership and trauma healing.
		Community leaders training on peaceful conflict reconciliation
	Access to Justice Programs	Legal Aid clinics
	Peace building and Awareness Programs	Focused peace building outreach programs.
<b>COMMUNITY TRANSFORMATION PROGRAMS</b>	Education	Access to education e.g. primary, secondary & other institutions.
		Community Based Child support projects
	Economic Empowerment Projects	Micro finance projects
		Life skills and griculture projects.
	Community Development Projects	Water, sanitation and hygiene (WASH, bore hole drilling etc).
		Access to health services.

# Vision

***The vision of EASM is a well disciplined and equipped church that transforms communities***

This vision clearly articulates the desired end of EASM's work.

The church today is faced with many challenges especially poor leadership, mediocrity, false teachings mainly as a result of ignorance, greed, spiritual shallowness, conflicts and poverty. EASM intends to pursue the path of fighting these vices in order to help African communities to thrive and achieve Christ's mission of giving life in its fullness.

***Being a part of this movement of God in doing this great work of transformation is a great blessing for EASM as a family with all its partners.***

# Mission

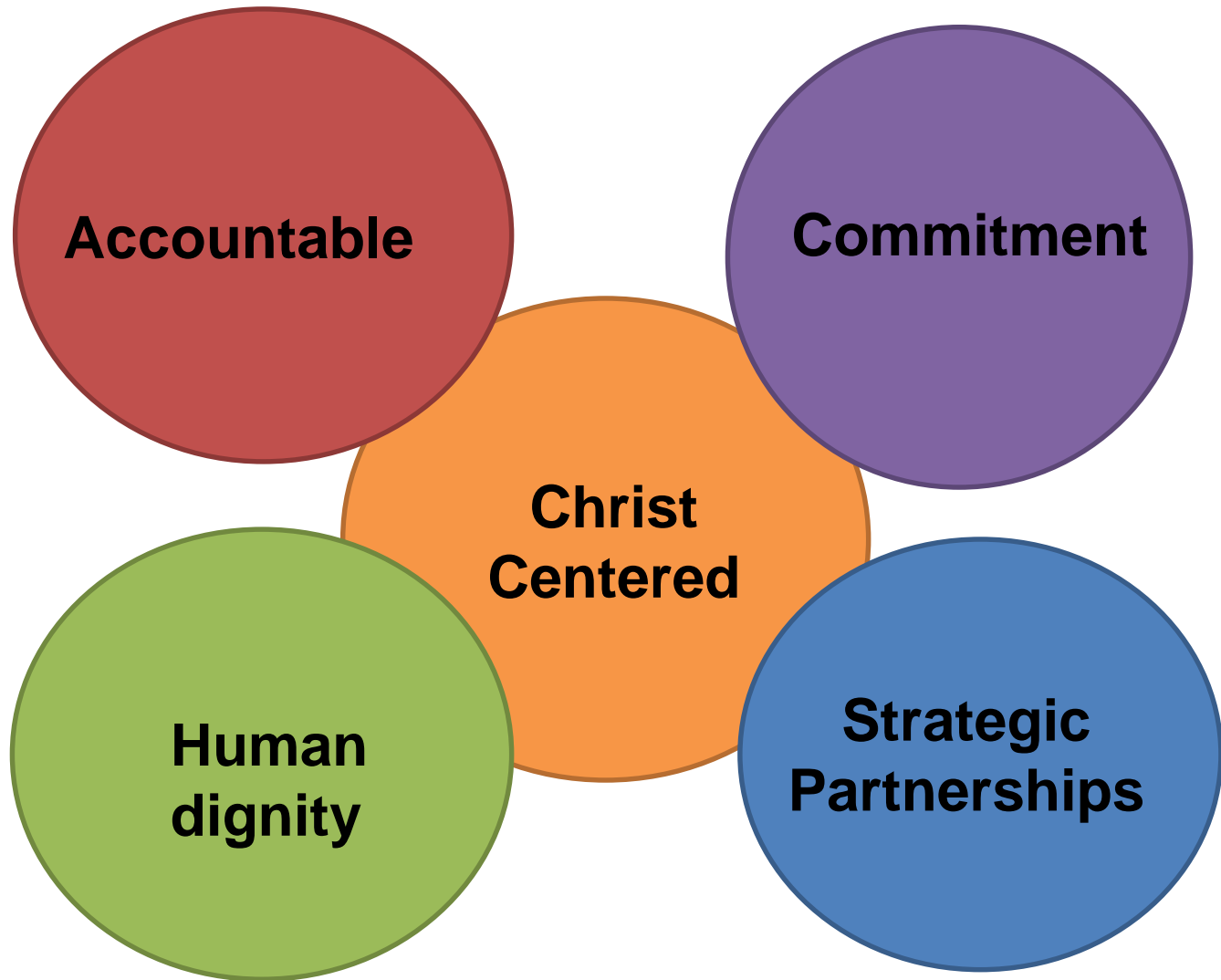
***EASM equips people spiritually, socially, economically for holistic transformation.***

***“Life in its fullness” John 10:10***

- EASM's main focus is developing a strong and well disciplined church leadership that will help the church bring light and truth where it is needed most.
- EASM also trains Christian professionals and community leaders who can help bring justice and peace to hurting people.
- EASM seeks to impact lives affected by ignorance, conflict and poverty.

# Core Values

EASM will be driven by its Core values namely; Christ Centered, Accountable, Committed to empowering the Church and community, Human dignity and strategic partnerships, in order to achieve its vision and mission



# Vision Implementation

A well disciplined and equipped Church that transforms Communities

Disciples developed through Jesus Christ model, bringing this transformation to others.

Justice and Peace building , programs and activities focusing on key groups (Church, civic and community leaders, victims of conflict, etc.)

Tangible activities that build trust, reconcile broken relationships & reduce conflict.

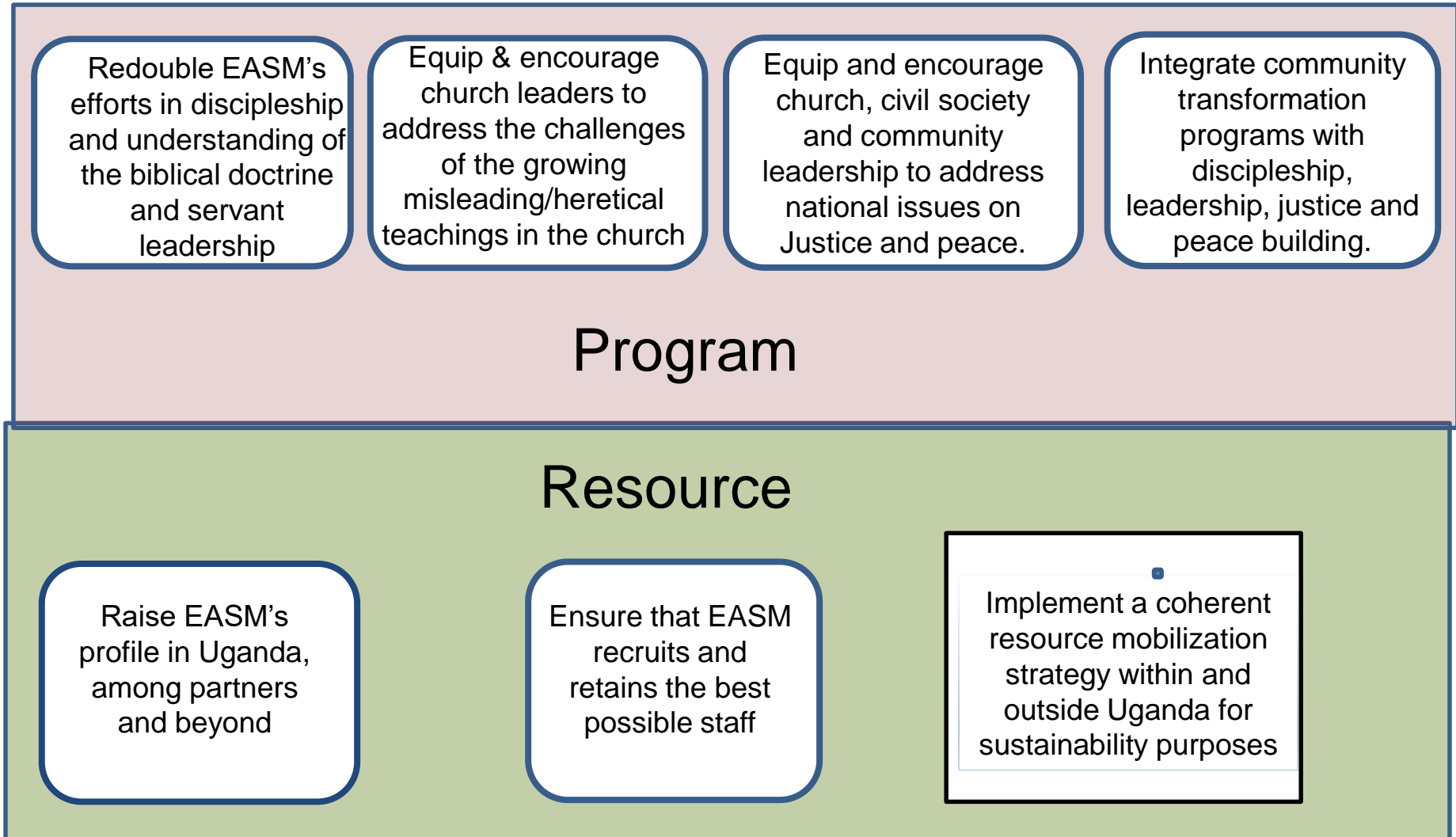
Growing  
Disciples &  
Servant Leaders

Promotion of  
Justice and peace  
building

Community  
Transformation  
initiatives

# Strategic Goals and Objectives 2023 - 2027

These are key strategies to grow EASM from infancy to maturity.



# Program Goals and Objectives

## **S. Goal #1 Redouble EASMS's efforts in Discipleship and & understanding of the biblical doctrine and servant leadership.**

*To realize the vision of a well equipped and disciplined church that transforms communities, EASM will focus on real empowerment of church leaders in discipleship and development of servant leaders. Leverage its strengths and focus on activities that have the greatest potential to equip as many people as possible and encourage them to equip others in turn.*

Specific Objective	2023	2024	2025	2026	2027
1. To continuously conduct General Leadership and discipleship conferences annually and do more Pastoral Discipleship Training Institute (PDTI) trainings in the region.					
2. To provide leadership trainings that respond to issues in the church and community.					
3. To work on teaching materials and copyright them in form of a curriculum and publish it for expanding the impact within the church and community.					



## S. Goal #2 Equip & Encourage church leaders to address the challenges of growing misleading/heretical teachings in the church

*EASM will put more effort in helping the church understand the danger of entertaining unbiblical teachings. In order to do this, church leaders need to be more sound in understanding the biblical doctrine in order to be able to detect and flush out the misleading teachings.*

Specific Objectives	2023	2024	2025	2026	2027
1. To work with church churches in organizing trainings for church leaders regarding the modern day false teachings and how they can can effectively deal with them.					
2. Encourage church, leaders to be united against blackmail both from within and outside Africa which comes with the aim of forcing people to entertain unbiblical teachings.					
3. To engage like-minded institutions to work in collaboration with the aim of building a strong force against the wrong teachings.					

# Program Goals and Objectives

## S. Goal #3. Equip and encourage church, civil society and community leadership to address national issues on Justice and peacebuilding.

*The Church, civil society and community leaders have a key role to play in justice and peace building. In Uganda, church leaders still enjoy a level of respect and trust. So, they should present a bold and uniform message which can address issues of justice and peacebuilding in the nation in order to promote harmony and prevent conflict. It is EASM's mission to help the church to be more effective in this areas.*

Specific Objectives	2023	2024	2025	2026	2027
1. To Continue to engage top church leaders to take on the role of being peace advocates in the community without taking sides.					
2. To equip many people including the police, lawyers, military and judges on biblical justice and conflict resolution skills and engaging like-minded institutions to work in collaboration in delivering civic education.					
3. To support the Church in developing biblically correct and culturally relevant responses to current social issues that are causing confusion and division in their communities.					

# Program Goals and Objectives

**S.Goal#4 To integrate projects in Community Transformation (CT) with discipleship, Leadership, justice & Peacebuilding efforts.**

*To achieve this, ESM shall ensure that its clear mission and vision are well communicated and articulated on how all community transformation programs tie within the mission and vision. These projects shall be well planned and shall be an effective way of controlling and managing the risks involved in these projects, well monitored and evaluated.*

Specific Objective	2023	2024	2025	2026	2027
1. To start community transformation projects like education, health, water and sanitation, health environment and economic empowerment.					
2.To ensure at least 15% of the program budget is available for community transformation projects like water, health and sanitation, clean and safe environment and promotion of education for the vulnerable and needy.					
3. To support and encourage the church to undertake manage CT projects for holistic transformation.					
4. To improve the lives of vulnerable community members through community and church led development projects.					

## Specific expected outcomes of EASM's programs

- The untrained pastors well equipped with basic pastoral and ministerial tools.
- Church leaders equipped with skills of how to study the word of God and be able to present a sound and biblically based teaching that brings healing, restoration and salvation of souls.
- Church leaders able to preach and teach culturally relevant messages, ministering to a whole person, bringing hope and healing to man and all creation.
- Leaders whose hearts are stirred to pursue and promote peace, harmony, justice and reconciliation in families, the church and communities.
- Bible based churches that are spiritually vibrant, meeting needs of the people and bringing holistic transformation in communities by meeting both spiritual health needs, physical health needs and living in a health environment.

# Resource Goals and Objectives

## S. Goal #1. Raise EASM's profile in Uganda and beyond

*While EASM is an Africa based organization, it desires to partner with all well meaning members of the church of Christ who are willing to support the Ministry. EASM will therefore ensure to build its profile with many people in order to raise more support for growth and impact.*

Objective	2023	2024	2025	2026	2027
1. Build brand awareness of EASM, its mission and unique strengths within Uganda and beyond.					
2. EASM shall increase efforts on friend raising and fundraising within and outside Uganda.					
3. EASM will ensure proper accountability for the resources entrusted to it so as to keep trust among the partners of the organization.					

# Resource Goals and Objectives

## S. Goal #2. Ensure that EASM recruits and retains the best possible staff

*It is important that EASM hires individuals who are a good fit for the organization, committed to its mission, and highly competent in their respective fields of operation. EASM's biggest asset is its staff, and retaining them is key to its success.*

Specific Objective	2023	2024	2025	2026	2027
1. Develop an orientation program for new staff which on EASM's unique mission and welcomes them into the family.					
2. Work on a human Resource Manual which addresses staffing issues, benefits, tenure and other staff motivation and protection provisions.					
3. Provide a positive work environment, and care for the staff and their families.					

## S. Goal #3. Implement a coherent resource mobilization strategy within and outside Uganda for sustainability purposes.

*EASM needs a diversified resource mobilization strategy that is not so dependent upon the United States. Short and long term institutional partners can play a key role in supplementing the current funding and this can be properly done by doing more friend-raising ad fund raising but also planning for income generation projects that can raise resources locally.*

Specific Objective	2023	2024	2025	2026	2027
1. Build a robust resource development strategy at national, regional levels and with outside Africa partners.					
2. Develop a comprehensive fundraising and resource generation and mobilization plan and establish income sustainability projects					
3. Producing annual budgets that set realistic expectations for the projects to be completed and for the funds to be raised.					

# Organizational Development and Sustainability

## ❖ Purchase of a Ministry Car.

Purchasing a vehicle for ministry: The ministry requires travelling long distances to some places which are not easily accessible. Our roads are not very good and it is very expensive (especially in the long run) to keep renting a vehicle every time that we have to travel to the field. Having a strong car (land cruiser) will be very essential, convenient and cost effective.

## ❖ Purchase of Land for a Discipleship/Leadership & Organization's Resource Center.

We plan to have a Pastoral Discipleship and Leadership resource center. It will also have a section for raising income for the organization so as to contribute to the sustainability of the organization. We hope to buy land first and then later focus on developing the land.



# SWOT ANALYSIS

INTERNAL TO EASM	<b>STRENGTH</b> <ul style="list-style-type: none"> <li>• Commitment to prayer and studying the word.</li> <li>• Experienced and talented staff.</li> <li>• Multi discipline expertise and competence on projects.</li> <li>• Strong and growing partnerships both locally and internationally.</li> <li>• A committed team of staff and board members who are able to understand the different cultures and in position to reconcile relationships.</li> <li>• Commitment to discipleship, Leadership development, peace, justice, reconciliation and transformation.</li> </ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>• The organization is still in its initial stages and needs to have tested experience of ministry as an entity.</li> <li>• Over dependence on donors for funds.</li> <li>• Low resource mobilization.</li> <li>• Hasn't done much on monitoring and evaluation of programs.</li> </ul>
	<b>THREATS</b> <ul style="list-style-type: none"> <li>• Lack of enough and consistent funds for projects and administrative costs.</li> <li>• Country's political and threatening tribal and religious disharmony.</li> <li>• The influence of the western culture with its financial muscle force on the local churches and communities</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Increased demand for challenging and well-designed projects.</li> <li>• Expand EASM's ministry.</li> <li>• Increased demand for discipleship and need for deepening the faith of believers.</li> <li>• Training of community leaders, civil servants, political leaders to be servant leaders.</li> <li>• Forming partnership with individuals, other NGOs, foundations, development agencies, and faith based organizations to implement programs.</li> </ul>