

Champion 
for Change

PWS&D Champions Handbook

A guide to promoting
Presbyterian World Service
& Development



Table of Contents

- 3 Introduction
- 4 Championing PWS&D
- 6 A Crash Course in PWS&D
- 12 Your Role as a PWS&D Champion:
Connected, Informed, Involved
- 14 Resources



Introduction

When he came to Nazareth, where he had been brought up, he went to the synagogue on the sabbath day, as was his custom. He stood up to read, and the scroll of the prophet Isaiah was given to him. He unrolled the scroll and found the place where it was written:

*“The Spirit of the Lord is upon me,
because he has anointed me
to bring good news to the poor.
He has sent me to proclaim release to the captives
and recovery of sight to the blind,
to let the oppressed go free,
to proclaim the year of the Lord’s favor.”*

And he rolled up the scroll, gave it back to the attendant, and sat down. The eyes of all in the synagogue were fixed on him. Then he began to say to them, “Today this scripture has been fulfilled in your hearing.” Luke 4:16-21 (NRSV)

Jesus began his public ministry with words of hope for those who suffer. He borrowed words from the prophet Isaiah to announce to the poor, the captive, the blind and the oppressed that he would bring freedom and new life.

As followers of Jesus, we are invited to share his ministry—to feed the hungry, comfort the lonely, seek justice for the oppressed and show compassion to the most vulnerable.

Presbyterian World Service & Development (PWS&D) is an organization that participates in Jesus’ ministry to the most vulnerable. With partners and networks in Canada and overseas, PWS&D responds to share Christ’s message of love through justice, poverty reduction and support in times of disaster.

We are delighted that you have chosen to share in Jesus’ ministry as a PWS&D Champion. By promoting PWS&D in your congregation and community, you are on the front line of mission—you are making a positive difference in the world.

In this handbook, you will learn about:

- Our mission and purpose
- Where we work
- The ways that we collaborate with global partners
- The power of stories to inspire us
- How to speak confidently about the amazing things that are being accomplished around the world through the generosity of PWS&D supporters

With this guide, you will have the information and tools you need to **Champion for Change**—to promote PWS&D in your church and beyond.





Championing PWS&D

A champion is a person who fights for, supports or recommends a particular cause. A PWS&D Champion is a volunteer who is passionate about the work of PWS&D, stays informed about PWS&D's projects and partners, promotes the work of PWS&D within your church, high school, university or community and encourages others to get involved.

PWS&D staff are committed to providing you with information and resources to promote the organization so that you can:

- **Build relationships within your congregation and presbytery:** You might make presentations to groups in your congregation or community that help educate and inspire people to participate in the work of PWS&D.
- **Encourage your congregation to support the work of PWS&D:** Support includes prayers, financial gifts and learning more about our work. An important aspect of this support is making sure that people know about what PWS&D is doing around the world. PWS&D has many print and electronic resources available, such as bulletin covers, offering envelopes, posters, worship resources, information sheets and newsletters—a Champion can help make sure these resources get to the right people, such as clergy or youth leaders.
- **Help raise funds for the work of PWS&D:** One of the best ways that Canadians can support the world's most vulnerable people is by sharing our wealth. As a Champion, you might plan a fundraiser for PWS&D—an event that brings people together to learn about and donate to PWS&D.

Volunteers, clergy, church staff and donors each have important roles to play in championing PWS&D.

Clergy

Ministers of The Presbyterian Church in Canada are essential partners for the work of PWS&D. Responsible for planning worship, clergy have the opportunity to share stories and information about PWS&D, which increases congregations' knowledge and understanding. Our resources can help you create vibrant and relevant worship services that uplift worshippers and connect them with the needs of a hurting world.

Congregational Staff and Leaders

Office administrators, youth leaders, church school teachers and other congregational leaders can support PWS&D in a variety of ways. If you are responsible for opening the mail in your church, you can make sure that PWS&D printed materials are put in the right mailbox. Church school and youth leaders can use our resources to teach children and youth about PWS&D and get them excited about reaching out. Clerks of Session can make sure that PWS&D has a place on the agenda at each meeting, so that elders can stay informed and congregations remain fully engaged in relief and development work.

Donors

Much of our work involves caring for people's physical, material and emotional well-being. It takes money to feed the hungry, help women and children feel safe, ensure adequate access to medical supplies and rebuild after a devastating natural disaster. PWS&D's donors ensure that we can respond to needs as they arise. Without the generosity of Canadians, PWS&D could not exist.

Later in this handbook, you will find specific information and resources to help you carry out your role as a PWS&D Champion.



A Crash Course in PWS&D

Learning about PWS&D—its mission, vision, values, history, priorities and way of operating—is one of the best ways to help you support and promote the organization. This section will provide you with basic information about PWS&D's structure and priorities.

Our Vision

Inspired by God's promise of abundant life, PWS&D envisions a sustainable, compassionate and just world.

Our Mission

Presbyterian, ecumenical and inclusive in our practice of faith, we gladly serve women and men, young and old, according to their need and regardless of their faith. In a world with too much poverty, injustice and oppression concentrated in nations of the South, we recognize the interrelation between our affluence and the suffering of others.

We are committed to service with churches and organizations seeking sustainable transformation of their communities, upholding compassion, justice, and partnership.

We undertake development, emergency and refugee activities that restore human dignity, ease the pain of want, promote self-help and encourage community cooperation that benefits all. We are sensitive to gender issues, empowerment of the marginalized and the protection of human rights.

We promote awareness of global issues, connecting Canadians to the needs of others throughout the world.

Faithful to our calling, we respond together.



Our Values

Compassion

PWS&D walks with distressed and marginalized people, listening carefully to their stories and responding effectively.

Justice

PWS&D works for equality, empowerment, human dignity, peace and stewardship of creation. In solidarity, we affirm that all people are entitled to know their rights, to receive equal protection, and to have access to and control over resources.

Partnership

PWS&D believes in dynamic relationships that involve mutual learning, trust and shared vision. Healthy partnerships are accountable, ethical, equitable, flexible and respectful.

Theological Statement

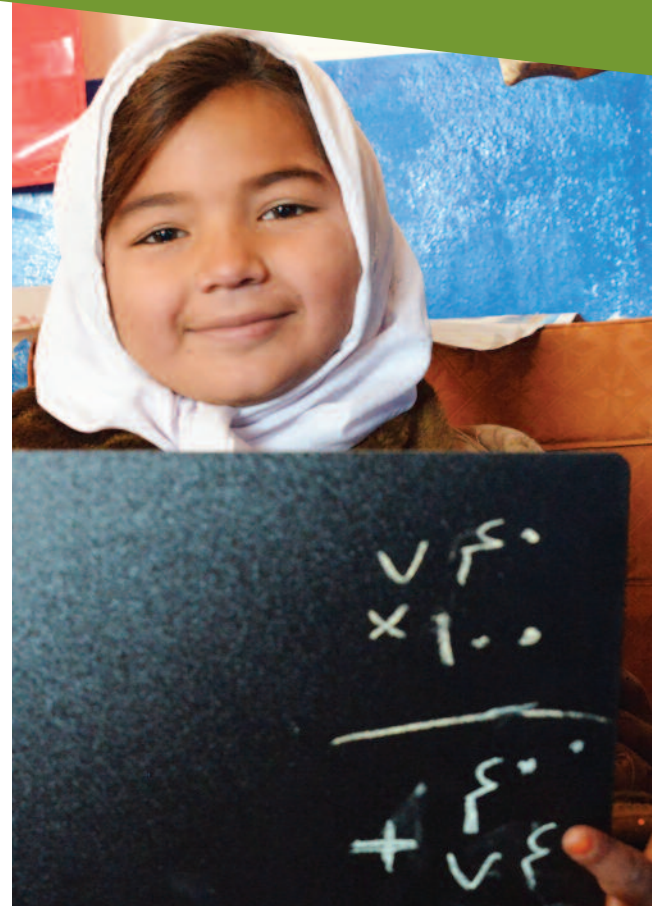
The ministry of PWS&D is rooted in the living hope of Jesus Christ and inspired by God's promise of abundant life. It is an integral part of the ministry of The Presbyterian Church in Canada.

God enters into faithful relationship with those who respond to the divine calling. As Micah proclaimed, God requires that we "do justice, love kindness, and walk humbly with God" (6:8).

In Jesus, God became human for our salvation. This love for humanity expressed in Jesus' life must be demonstrated by the church and we follow him as we live for justice, mercy and peace.

We believe peace and well-being are God's will for creation. As we respond together to the world's pain and despair, we bear witness to the love of God among us.

We believe that injustice and inequality are an affront to the will of God and that our involvement in compassionate ministry with people throughout the world is an imperative of the Gospel.



Frequently Asked Question:

What is the difference between Presbyterian World Service & Development and *Presbyterians Sharing*?

Both funds support the ministry of The Presbyterian Church in Canada, but they work in different ways.

Presbyterians Sharing is the fund that supports the national programs and ministries of The Presbyterian Church in Canada. Examples include the placement of mission staff overseas through International Ministries, General Assembly, Indigenous ministries, and new and renewing congregations in Canada.

PWS&D focuses exclusively on international development to tackle poverty, injustice and respond to emergencies. We raise funds directly from individuals and congregations. PWS&D also receives support from the Canadian government. While PWS&D doesn't receive funds directly from *Presbyterians Sharing*, we receive valuable in-kind support that helps keep administrative costs to a minimum, allowing us to maximize overseas program funding.

PWS&D's History

PWS&D has its beginnings in the wake of World War II. In response to the growing gap between the rich and poor, and in recognition of the interrelation between our affluence and the suffering of others, The Presbyterian Church in Canada formed a special committee in 1947 to collect funds from congregations and individuals over and above the General Assembly budget.

In the 1970s, the scope of the committee was expanded from focusing on relief work to include development projects aimed at long-term solutions to poverty. PWS&D has grown from an ad-hoc committee with staff seconded from other departments, into a standing committee with 11 staff members.

For more than 70 years, Presbyterian congregations and individuals across Canada have demonstrated strong support for the development and relief work of PWS&D. The Women's Missionary Society (WMS) and Atlantic Mission Society (AMS)—long active in Presbyterian mission work—continue to support overseas projects through PWS&D. Many congregations undertake ambitious fundraising campaigns to support programs around the world and individuals send prayers and financial gifts to help vulnerable people through one-time donations, monthly contributions and legacy gifts.

While the global context has evolved since PWS&D was first formed, what has not changed is the commitment of The Presbyterian Church in Canada to Christ's message of love through caring, sharing and service to others.



What We Do and How We Do It

There are three main areas in which PWS&D's work is concentrated: development, relief and refugee sponsorship.

Development

Development work is an on-going way of supporting communities to ease suffering and build healthier, stronger futures.

A definition from the World Bank states that development aims "to help people become more productive and to improve the quality of life for individuals, families, communities and countries." To be most useful, development work must be sustainable and beneficial to all.

PWS&D works to create brighter futures through programs addressing:



Food Security

Communities are learning innovative and sustainable agriculture practices to increase crop yields, improve nutrition, and build resilience to environmental changes.



Livelihoods

Families are empowered to meet their basic needs through education, skills training and small business development. When one person becomes self-reliant they are able to improve their quality of life, shape their future, and lift up others in their community.



Health

By ensuring mothers and children receive the medical care they need, caring for people affected by HIV and AIDS, and providing access to water and sanitation, families and communities are growing healthier and stronger.



Human Rights

Injustices are combated through a shared commitment to human rights, with a special focus on promoting and protecting the rights of women, children, subsistence farmers, persons with disabilities, and refugees.



Relief

Relief is about addressing immediate problems and supporting communities facing disasters—natural or human-made.

When emergencies arise, PWS&D works with global partners to respond as quickly as possible to ensure that affected people have access to necessities for survival, such as water, food, shelter and medicine, and are able to recover from economic loss and emotional trauma. Through strong, ecumenical partnerships, we are able to respond to almost any emergency situation around the world.

When an emergency occurs, PWS&D will often make a special appeal that asks churches and individuals to respond immediately and generously with financial contributions. In some emergency situations, donations made to PWS&D are matched by funding from the Canadian government, making our dollars multiply like loaves and fishes!

Refugee Sponsorship

No one is a refugee by choice. Refugees and internally displaced people are forced to flee their homes out of fear for their lives and liberty.

The refugee ministry of PWS&D is a response to Christ's call to serve and defend those who are vulnerable and persecuted. In addition to providing aid for refugees overseas, PWS&D provides support for groups wishing to sponsor refugees to Canada.

The Presbyterian Church in Canada is an official Sponsorship Agreement Holder with Immigration, Refugees and Citizenship Canada. This means that congregations, presbyteries and other groups of The Presbyterian Church in Canada may sponsor refugees to come to Canada under this agreement, which is administered by PWS&D. Visit WeRespond.ca/refugee-sponsorship for more information.



Where PWS&D Works

PWS&D is committed to the well-being of vulnerable people across the globe. In order to make efficient use of resources, we work in particular countries, on particular projects. These countries are chosen based on our program priorities and the availability of partners in the region. We currently work in the following regions: Latin America and the Caribbean, Africa, and Asia. The specific countries change over time, based on need and where our resources can be best used.

How Does PWS&D Work?

PWS&D works through partnership with organizations around the world. We don't send our staff to live and work overseas but rely on local organizations to implement the projects we support. PWS&D staff will travel around the world to build partnerships and provide oversight, guidance and encouragement to our partners. PWS&D's program coordinators are each responsible for a particular region and maintain strong, positive relationships with partners.

PWS&D staff work collaboratively with other groups within The Presbyterian Church in Canada. A committee of dedicated lay and ordained leaders from across Canada provide oversight of PWS&D. The committee meets face-to-face twice each year and includes participation from representatives of our southern partners. PWS&D reports to the General Assembly of The Presbyterian Church in Canada and is therefore accountable and connected to the constituency of the church.

Partners and Coalitions

Based on our program priorities, we seek out local partners with whom we can work respectfully and collaboratively in order to create and implement programs that meet the needs of the local populations.

Partners submit a proposal that describes a project they would like to implement in their region, including the length of the project and how the project will be led, supervised and evaluated. PWS&D works with the partner to determine how the project can be funded and supported, and then provides oversight and ensures that the partner is accountable to PWS&D. The duration of projects might be a few months or a few years. When the project is complete, PWS&D may support another phase of the project, a new project in the same area or a project somewhere else.

In addition to local partners, PWS&D collaborates with recognized internationally focused organizations, faith-based and secular, to have a greater impact and help address some of the structural issues that affect the communities where the church is working overseas. Information about our partnerships can be found below:

ACT Alliance (ACT)

PWS&D is able to respond to disasters virtually anywhere in the world through this global ecumenical alliance, created under the World Council of Churches. Whether due to war, earthquakes or displacement, PWS&D is in action providing essential items and support to communities in need. (actalliance.org)

Canadian Foodgrains Bank (CFGB)

PWS&D is one of 15 church-based agencies that make up CFGB. Together, we are responding to hunger around the world and working to improve the ability of communities to grow their own food. (foodgrainsbank.ca)

Canadian Council for International Cooperation (CCIC)

CCIC is Canada's coalition to end poverty. It strengthens the voice and impact of the Canadian international non-governmental sector through research and learning opportunities. CCIC presses for national and international policies that serve people around the world. (ccic.ca)

Canadian Council for Refugees (CCR)

CCR is made up of organizations committed to the rights and protection of refugees and to the settlement of refugees in Canada. (ccrweb.ca)

KAIROS: Canadian Ecumenical Justice Initiatives

Committed to caring for God's earth and people, KAIROS teaches and supports individuals in campaigning on key issues such as international human rights and global economic justice. (kairoscanada.org)

Ontario Council for International Cooperation (OCIC)

A coalition of over 60 Ontario-based international development and global education organizations seeking to build a world of global social justice, human dignity and participation for all. (ocic.on.ca)



Saskatchewan Council for International Cooperation (SCIC)

SCIC is a coalition of more than 60 organizations actively carrying out international development and relief efforts. (earthbeat.sk.ca)

Manitoba Council for International Cooperation (MCIC)

MCIC is a coalition of organizations involved in international development. Their mission as a coordinating structure is to promote public awareness of international issues, to foster member interaction, and to administer funds for international development. Funding from MCIC helps PWS&D support marginalized people around the world. (mcic.ca)

The World Council of Churches (WCC)

WCC is an ecumenical fellowship of churches and denominations from over 100 countries throughout the world dedicated to Christian unity. PWS&D supports a variety of programs that work to confront food insecurity and the effects of the global AIDS pandemic through the Ecumenical Advocacy Alliance (EAA), a department of the WCC. Human dignity and rights issues—including freedom of religion or belief, racial discrimination and xenophobia, gender justice, the churches' commitments to children, and disarmament—are also addressed by the WCC. (oikoumene.org)

The Government of Canada

The Government of Canada provides funding for some of our projects through Global Affairs Canada (GAC). PWS&D submits proposals in order to receive government funding. With the help of a government representative, PWS&D staff implement overseas projects. (international.gc.ca)

Your Role as a PWS&D Champion: Connected, Informed, Involved

After reading the contents of this handbook and fulfilling the tasks below, you'll be well equipped to educate your community about the work of PWS&D and encourage their participation.

BE CONNECTED

- Introduce your role as a PWS&D Champion to your church family or community
- Review PWS&D resources that are mailed to your church and ensure they get to the right people. For example, give worship resources to your minister and Sunday school resources to youth leaders
- "Like" PWS&D on Facebook ([Facebook.com/pwsd.canada](https://www.facebook.com/pwsd.canada))
- Follow PWS&D on Twitter and Instagram (@pwsd_canada)
- Engage with PWS&D staff—ask questions, keep us informed and give us feedback

BE INFORMED

- Regularly visit our website, [WeRespond.ca](https://www.werespond.ca)
- Sign up to receive our monthly e-newsletter to stay up-to-date on resources, appeals, news and upcoming events
- Sign up for monthly webinars through the Champions Network ([WeRespond.ca/be-a-champion](https://www.werespond.ca/be-a-champion))



BE INVOLVED

- Ensure PWS&D's poster, placemat map and other materials are displayed in your church
- Talk to your minister or church staff about ordering bulletin covers, inserts, and liturgies for Advent and Lent
- Update your congregation about current PWS&D appeals
- Pray for PWS&D partners, staff and the people benefitting from the projects we support
- Encourage Sunday school teachers to participate in the Sunday School Challenge (WeRespond.ca/category/youth)
- Promote the Gifts of Change catalogue (WeRespond.ca/donate/gifts-of-change)
- Celebrate PWS&D Sunday: PWS&D Sunday is normally scheduled for the first Sunday in February, but churches should feel free to hold a PWS&D Sunday service on whatever date works in their church calendar. As a Champion, you might arrange to have PWS&D bulletin inserts, covers and other materials available for use and encourage an offering to be held for PWS&D.
- Speak on behalf of PWS&D or organize a speaker to come in and do a presentation during a PWS&D Sunday service or any other time during the year
- Host a fundraiser to support PWS&D and participate in any PWS&D fundraisers and events
- If you are a preacher, incorporate stories about PWS&D's work in your sermons as examples of what God is doing in the world
- Initiate a conversation about the work of PWS&D with a group in your congregation—a ladies group, youth group or bible study
- Learn more about the Loaves & Fishes Fund as a way to create a lasting legacy that will support the world's most vulnerable for years to come (WeRespond.ca/donate/loaves-and-fishes-fund)



Resources

You're not in this alone! We are here to support you and ensure you're successful as a PWS&D Champion.

If you have any questions about your role or anything you've read in this handbook, or need any assistance with accessing resources, finding a PWS&D speaker, starting a fundraising campaign or sharing the good news of PWS&D in any other way, please contact PWS&D's communications team.

The following resources will help you stay connected, informed and involved in the work of PWS&D!



- **WeRespond.ca**

Through our website, you can connect with PWS&D staff, sign up for e-news, make donations, learn about our work and get updates on projects, partners, campaigns and emergency appeals.

- **Print and digital materials**

Resources for worship, youth, educational purposes and promotion can be downloaded from our website at WeRespond.ca/resources. You may place an order for annual resources through Parasource Marketing & Distribution. To place an order, call Church Customer Service at 1-800-263-2664 or email custserv@parasource.com. You can also use an online order form found at WeRespond.ca/annual-resources.

- **PWS&D staff and committee**

Staff and committee members are happy to come to your congregation, presbytery or community event to talk about PWS&D. Staff are also available to provide any support with resources, ideas and fundraising events.

Thank you!

The staff and committee of PWS&D are grateful to you for the time and energy you invest in promoting this organization.

As a PWS&D Champion or promoter, you are helping to build God's kingdom on earth and bring about a more sustainable, compassionate and just world.

"So we are ambassadors
for Christ, since God is
making his appeal
through us..."

– 2 Corinthians 5:20



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