

البحر الى الصحراء

SEA TO SAHARA INITIATIVE

I ISAIAH 61:11 | "...RIGHTEOUSNESS AND PRAISE TO SPRING UP BEFORE ALL NATIONS."

ELEVATE | LIFTING PEOPLE UP TO A HIGHER POSITION



ELEVATE

CREATING OPPORTUNITY

Purpose & Background

For the past three years, ELEVATE has been working toward self-sustaining church multiplication among least reached people groups in South Asia. As leaders from the "next generation," we are thankful to learn from many current and historic efforts, but see the need to develop models that do not continually rely on outside funding. We have been led to pursue a model that is dignifying, sustainable, indigenous and viable by providing focused business development service to nationally led church multiplication networks. When/if the local business endeavor leads to a lifestyle artisan made good, the U.S. Elevate team works to design, export & market the product through the Elevate brand. These sales support our administration expenses and contribute to the resources available for additional business ventures.

2018 marks year one of the model expanding to North Africa. The North African "Sea to Sahara" initiative was birthed from an exploratory trip where we identified national believers who are like-minded in this approach. Stating it simply, the need is great for this area. Across the North African landscape, there are relatively few known believers, making traction with the Gospel difficult. Many locals who come to faith immediately experience persecution within their families, putting them in vulnerable situations. Along with family and community persecution, new followers who actively share their faith often lose their jobs, leaving them unable to provide for their personal needs, let alone focus time and resources toward starting new communities of Jesus followers. Traditionally, business development efforts in North Africa have been focused on creating long term access for foreign workers. This initiative however, is to encourage indigenous efforts toward multiplying communities of Jesus followers. The capital resources given to local partners will be put on a reasonable payback schedule to be recycled for more business development ventures.

Goals

- + To empower locals to generate successful businesses that are based on Kingdom values.
- + To stimulate sustainable church multiplication efforts among 10 unreached people groups in N.A.
 - + To start 20 locally led businesses. 2 among each targeted people group.
- + To begin a network of North African business owners in 5 major cities and surrounding areas.

Business Ideas

Throughout our recent trip, we collected ideas of potential businesses and asked locals about their own ideas. One lady has a dream of starting a women's cooperative for the pressing and exporting of valuable Argan oil. The land in her families name (left to her by her husband who came to faith, but passed away in 2015) is rich with Argan trees that let Argan fall to the ground every year due to a lack of market opportunity.



With connections to a social business in the body care industry, have a ready-to-order market! We are eager to pursue this business venture and are in need of financial resources for training and capital. The exact amount needed and logistics for this project are being determined. Other exportable business ideas include handicrafts, shoes, textiles etc. Business ideas to begin locally include goat farming, tailoring, shop keeping and others depending on the desire and practical skill set of our national partners.

Focused Areas

Initially, we will focus on developing a network of North African business owners & businesses in the following cities; Fes, Laayoune, Agadir, Tangier, Rabat and the rural villages in proximity.

Partnerships Needed

North African kingdom minded entrepreneurs, investors, training partners. National c.p. network leaders, U.S. & Canadian retail partners, import/export logistic experts.

Estimated Financial Needs

Business Curriculum Translation: (2 languages) \$6,000

Local Business Trainings for all 3 years: \$39,000

Capital Resources for 20 businesses: \$60,000 (3k per business)

Total Budget: \$105,000

Projected Timeline

As we move forward in this project, we will follow the progression below and will send out updated impact/progression reports each quarter:

People Group and Regional Research > Building Trusted Relationships > Market Research > Developing and Scheduling Training > Business Trainings > Business Launching > Coaching/Mentoring > Developing Business Network

Prayer Points

- Pray for like-minded North African relationships to begin, grow and strengthen
- Pray for the project logistics, including the security of the project to be unhindered
- Pray for the Spiritual barriers in this region to be broken down
- Pray for the spiritual fruit in this area to remain strong as the locals abide in Jesus
- Pray that the needed partnerships for all areas would arise
- Pray Isaiah 61:11 with us for this area of the world. Let it be so!

"For as the soil makes the sprout come up and a garden causes seeds to grow, so the Sovereign LORD will make righteousness and praise spring up before all nations."

Isaiah 61:11

Account Info. & Project Directors

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