

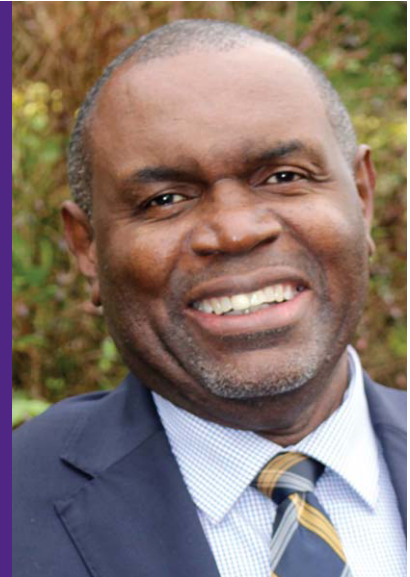
Strategic Priority (1) – Reflecting Christ

Aim:

- Christlike values in all areas and territories of the BUC.

Objectives:

- Adapt the GC's 'I Will Go' missional strategy.
- Ensure that the execution of our charitable purpose is based on Christ-centred principles.
- Demonstrate Christian values in our institutions, structures, processes, and people management.



Mirror, mirror, on the wall . . .

by Pastor Eglan Brooks,

President of the British Union Conference

*'A mirror turned away from the sun cannot reflect its rays. And a human being turned away from God's Son cannot reflect His love to others.'*¹

It's obvious that the BUC's first strategic priority should be a spiritual one. Indeed, if this weren't the case, I'm sure that some eyebrows would be raised. However, I want to emphasise the fact that *the concept of reflecting Christ needs to be more than a strategic priority: it should be a lifestyle.* Officers, directors, and staff within the territory, as well as pastors and members, should reflect the Person of Jesus Christ in their behaviour and all that they do. 'Christlikeness' should be the buzzword in all our institutions; churches should mirror the compassion of our Saviour; and, on an individual level, we should so reflect our Master that friends and family would see Him too. When we reflect Christ, everyone

will notice it. It won't be hidden. It will illuminate our entire being. Christ will be reflected in our purpose, our passion, and our programmes.

The only way in which we can truly reflect the Person of Jesus Christ is through an intimate relationship with Him – not only personally, but also corporately. 'Look to Me, and be saved' (Isaiah 45:22, NKJV). We will be 'looking unto Jesus the author and finisher of our faith' (Hebrews 12:2, KJV), and will 'press on towards the goal to win the prize for which God has called [us] heavenwards in Christ Jesus' (Philippians 3:14, NIV). It is my prayer that, as a Union, we will reflect Christ as we make difficult decisions, administer our schools, and manage our institutions; and as we create resources, deliver outreach programmes, and pastor our congregations.

Reflecting Hope

At the General Conference (GC) Autumn Council the British Union Conference was presented with the wonderful opportunity to be involved in an evangelistic initiative called 'Christ for Europe'. This initiative will be run throughout the Trans-European Division (TED) and Inter-European Division (EUD), and is spearheaded by the GC, Adventist World Radio (AWR) and Total Member Involvement (TMI). When speaking about Christ for Europe, Pastor Louis Torres, Assistant to the President for Evangelism at AWR, said:

'Christ for Europe emerged out of a European church member's dream of someday having simultaneous evangelistic series of meetings across all the European nations acting in synergy. The world church took up the idea and thought that if it was going to happen, it needed to be now. The Ukrainian war, fires in Europe, massive migrations, COVID-19 and other global pestilences, global warming, intensifying storms, earthquakes, and other catastrophes are a clarion call for God's church (pastors and lay people combined) to rally to the urgent needs. Many are asking the question, "What does all this mean?" Like the apostle Peter in the day of Pentecost, let us seize the moment of opportunity.'

Reflecting Hope is the BUC's response to this initiative, and was voted by the Executive Committee in early December as a three-year programme. It is an intentional, innovative, and impactful evangelistic project to connect the contemporary 'European' mindset with the Gospel of Jesus Christ. *Reflecting Hope* will be launched as a pilot this year – 2023 – in several regions across the territory of the BUC, and during 2024/2025 we will endeavour to roll out the full programme to all church congregations. We solicit your prayers for this project, and more information will be given as *Reflecting Hope* progresses.

As we reflect Christ (our first strategic priority), please take the time to reflect and pray about this statement from *Steps to Christ* below:

'As the flower turns to the sun, that the bright beams may aid in perfecting its beauty and symmetry, so should we turn to the Sun of Righteousness, that heaven's light may shine upon us, that our character may be developed into the likeness of Christ' (p. 68).

¹Backcover copy for the Ellen G. White devotional, *Reflecting Christ* (Hagerstown, MD: Review and Herald Publishing Association, 1985)