



Dear Church family,

February 15 marks the launch of Self Denial Appeal 2026 - **Motivated by Love**

At NBC, and in life, we are often challenged to love people who may seem unlovable, and to shine the love of Jesus into the community we are part of. Love motivates our responses and prompts us to action. The Self Denial Appeal gives us the opportunity to make a difference beyond our own community and into the wider world, by acting in generosity - **motivated by love.**

In John 13:34, Jesus commands us to love one another with a selfless, generous love, so that as His disciples we might show the world the love He has for it through us. In 1 Corinthians 16:14, Paul encourages us to "do everything in love." Love motivates change, it motivates action, and it motivates sacrifice. It is through this sacrificial love that we are called to action in the Self Denial Appeal. The appeal offers us a chance to provide tangible support to disadvantaged communities overseas who are in need of resources, basic necessities, and things we take for granted, and the 2026 campaign reflects this call by inviting us to be **motivated by love.**

2026 marks 140 years since the Self Denial Appeal began, when in 1886 General William Booth called on Salvationists to "deny themselves" of luxuries or necessities to reach a world where such things are scarce or non-existent. That's 140 years of people around the world banding together, united in purpose, faith, and generosity - **motivated by love** - to support communities in need. As one movement, we have the opportunity to respond to God's call. Through the Self Denial Appeal, our collective giving becomes a powerful expression of love in action, enabling The Salvation Army to continue sharing the hope of the gospel and meeting human need wherever it exists.

Last year, we set a goal of \$134,769 (13 GROW) in keeping with our 2025 yearly theme of "Go, grow, and glorify", and through the generosity of our NBC family we were able to give \$134,865.77. Our goal in 2026 flows from this year's theme - Wherever you go ...love mercy:

13 LOVE

We have set a goal of **\$135,683** to support Fiji, Rwanda, Malawi and Sri Lanka.

As we give and as we reflect on **13 LOVE**, it's our prayer that each of us will be reminded that mercy is at the very heart of God, and in showing mercy to others, we reflect His character and love.

Over the next six weeks, we will be sharing weekly videos from Fiji, Rwanda, Malawi, and Sri Lanka. On Sunday, 22 March, we will have the special opportunity to bring our financial gifts and, symbolically, lay them on the altar as an offering to God reflecting what we have prayerfully decided to give.

We have seen, and continue to trust, that God can accomplish incredible things through our generosity. In 2026, let's embrace the challenge to give sacrificially and wholeheartedly to support the mission of the Self Denial appeal, **motivated by love** that calls us to action.

Thank you once again for your support of this appeal, which transforms lives both here on earth and for eternity.

Scott & Sharon



BELIEVE IN GOOD

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SELF DENIAL 2026

