

Policy Plan 2018-2021

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1. Introduction

We just want to thank you for taking the time to find out more about us. We have made an effort to use simple day to day language so this document is easily understood. We sincerely hope this will help you understand who we are better.

2. Short History (how it all started)

In 1960 Martin and Hilde Franz boarded a ship from Germany as missionaries to Kenya. They were going to a very hostile environment as Kenya was in a war for independence from England at that time. They spent 39 years as missionaries in Kenya and Uganda and were very instrumental in starting hundreds of churches, building clinics, schools and establishing a water project that is still existent today. In 1998 Cita Ministries was founded by Chris Franz their son to continue the legacy. Building on the foundation laid by his parents, Chris started an evangelistic ministry that immediately drew thousands of people to the stadiums in Kenya. The crowds have continued to grow to the point where Cita has had an estimated 40.000 people in a single service.

3. What has God done through Cita Ministries

- a. Reach more than 2 million people with the Gospel
- b. Almost ½ million decisions for Christ
- c. More than 80 crusades in Africa
- d. Almost 70 local missionaries sent to unreached peoples
- e. Thousands of new leather shoes distributed to poor African children and aid brought to starving people, including humanitarian aid to a refugee camp in the Congo
- f. Citalife supports children, feeding them daily
- g. Citalife has also been launched on secular TV in Germany and Globally on the internet, where thousands of people are reached with the Gospel every day

4. Mission Statement and Core Values

- a. Mission Statement
 - i. Our vision is to light the fire that will mobilize the body of Christ World Wide.
 - ii. Our mission is to raise up a mighty host that will fulfill the Great Commission in our lifetime



- iii. Our strategy is to utilize events where people truly experience the power of God to move people to action with a great heart of compassion for our generation.

b. Core Values

We believe that our first responsibility is to honor God by mobilizing people everywhere to finish the Great Commission in our lifetime.

Here are the guiding principles of St. CITA Ministries:

- i. Employ highest standards with the use of funds. The leaders will operate in modest sufficiency. Designated funds shall never be used for other purposes. Reserves must be created for adverse times. Everyone must do their part to make Cita financially profitable so that it will still be in existence tomorrow. We will always pay our taxes and our bills. Mistakes made by the ministry will be paid for by the ministry.
- ii. Develop the highest standards of excellence in ministry
- iii. Provide an exceptional work environment where we treat each other with respect, dignity and responsibility. Compensation must be fair and adequate, the working conditions clean, orderly safe and up to date. Employees must feel free to make suggestions and complaints.
- iv. Cultivate supporters and customers that will enthusiastically recommend us everywhere.
- v. Operate with the highest standards of morality. We choose to be accountable in all situations of life not giving any opportunity for a rumor to start.
- vi. Exercise honesty. We choose to represent God's work accurately to the best of our ability and shall not inflate testimonies, reports or statistics in any way.
- vii. Honor, love and respect all people. Pastors and ministers regardless of stature shall always be treated as VIPs. We will strive to develop a good reputation in our local community showing the compassion of Christ to our communities and the world in exciting non-conventional ways. We choose to embrace diversity according to biblical standards.

5. Analysis of the current situation
a. International Developments

Evangelism, in our day, has many challenges. Many of the people we are now preaching to, will die in just 5 to 10 years! In Africa statistics show, that in many places 1 out of every 5 people are infected with Aids. There are over 12 million children that have lost parents to Aids! We are working against the clock in more than one way to reach the lost for Christ!

Our world is rapidly changing, societies degrading, governments decaying. With the advance in technology, the world cries out louder than ever before for the Good News of the Gospel - for hope and stability!

b. Situation of people in Ethiopia (North East Africa)

i. Humanitarian

Ethiopia has a rich culture and long history. However, it is currently considered one of Africa's poorest countries (14th poorest in the world) despite a rapid population boom in recent decades. Below are ten facts about poverty in Ethiopia.

1. Ethiopia is located in East Africa and is historically a rich country.
2. Agriculture accounts for more than half of its economy, and employs 80% of its population.
3. With an estimated population of 86 million people, 78% of Ethiopians struggle with an income below US\$2 a day.
4. The life expectancy of the average Ethiopian was 59 years old in 2011.
5. The State Health expenditure is approximately \$3 per person in Ethiopia.
6. For every 1,000 children five years old and younger, there are 166 deaths.
7. Preventable diseases, including Malaria, account for at least 60% of health problems in the country.
8. Approximately 34% of the rural population in Ethiopia has access to an improved water source.
9. Ethiopia's main exports are coffee, hides, oilseeds, beeswax and sugarcane. Ethiopia's main source of income comes from its agricultural economy that is often affected by drought.
10. Almost two-thirds of its people are illiterate.

Source: Kira Maixner (<http://borgenproject.org/ten-facts-about-poverty-in-ethiopia/>)

ii. Spiritual

In Ethiopia, an east African nation still rebounding from years of war, famine and disease, churches are experiencing explosive growth, miraculous healings and deliverance in what some are calling real revival.

"Ethiopians are experiencing what can only be called a nationwide revival," one church leader says. "It is something wonderful for those who are part of the experience but troubling for those who still cling to historical religion."

Although many new converts come out of animistic religions, others convert to Protestant Christianity from the Orthodox Church or Islam, producing sometimes violent backlashes from those groups. Since 1960, the percentage of evangelical believers has grown from 0.8 percent to nearly 20 percent in 2000, according to Operation World.

Source: (<http://www.charismamag.com/blogs/189-j15/features/africa/530-revival-and-persecution-in-ethiopia>)

c. Seizing Opportunities and reducing threats

Jesus last words to us as His church were: "Go into all the world and preach the Good News to all creation!" (Mk 16:15) Today, more than ever, the Gospel needs to be the highest priority for the Church of Jesus Christ! St. CITA Ministries is committed to reaching this generation with the Gospel of Jesus Christ!

6. Strategy

a. Main Overall Strategy

To work together with the local churches strengthening each other with one goal of fulfilling the Great Commission of Jesus Christ. We help with the goal of self sufficiency.

7. Strategic Planning of Projects and Programs

- a. Crusade Ministry – assist the existing churches in reaching out to the lost. We have large events that promote unity of the churches, help grow the churches with new converts and promote peace in the towns.
- b. Citalife supports children, feeding them daily.
- c. Citalife has also been launched on secular TV in Germany and Globally on the internet, where thousands of people are reached with the Gospel every day.

8. Organization

a. General

Cita Ministries has its headquarters in Orlando Florida, but is also incorporated in the Netherlands as an ANBI and in Germany as a tax exempt society.

b. Boardmembers

The board of Stichting CITA Ministries is led by Chris Franz as the President, Patrick de Groot as the Vice President/Treasurer. The position of Secretary is vacant and will be filled as soon as possible.

9. Administration and Fundraising

a. Legal Form

The legal form of the entity is a “stichting” (foundation) under Dutch law.

b. ANBI and KvK

Stichting CITA Ministries is according to Dutch regulations an ANBI which means that CITA has a tax exempt status in the Netherlands. The fiscal number of CITA in the Netherlands is 8525 04 111. The Chamber of Commerce number of CITA in the Netherlands is 572 564 89.

c. Financial Report

This financial annual report of 2016 is made available on the website of CITA Ministries by clicking the following link:

<http://www.citalife.tv/nl/Jaarrekening2016.pdf>

d. Fund Management

CITA is financially supported by and dependent on donations. Available funds will be used to reach the objectives of the foundation. Funds are not invested in securities.

e. Remuneration Policy

The board members can be compensated for the expenses incurred in fulfilling their responsibilities as board but will not receive a salary for their work and responsibilities as board member.