



The Difference 30 Days Made

A review of 2026 &
looking ahead to 2027



Mission Maker Month 2026: The Difference 30 Days Made



In June 2026, Mission Direct launched Mission Maker Month for the very first time – a dedicated 30-day fundraising campaign with a clear goal: to raise £30,000 to support our work alongside communities in Africa, Asia and the Caribbean.

We wanted to give our supporters a focused, exciting moment in the calendar to rally around, and to build a fundraising community we could return to and grow year on year.

It was a first for Mission Direct in every sense – our first month-long campaign, our first dedicated JustGiving page built specifically for it, and our first time rebranding our channels around a single fundraising push. We're proud of what our supporters made possible, and we're already planning how we build on it.

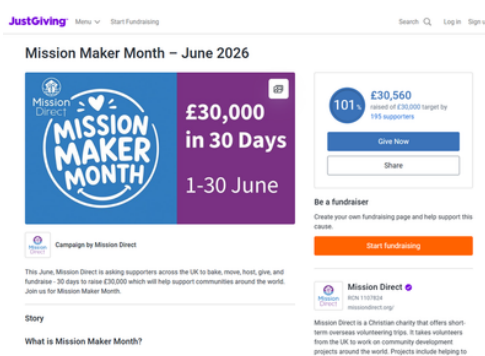
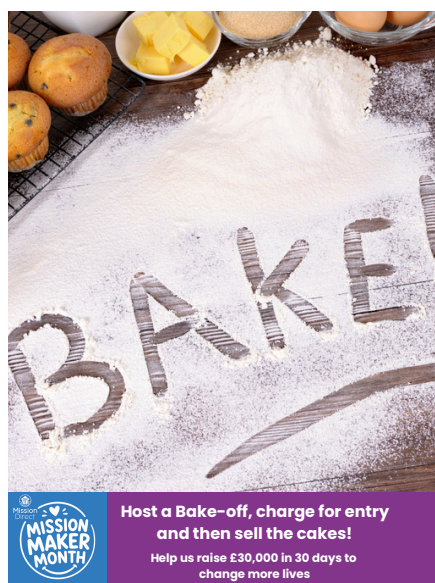
Mission Maker Month will be back in June 2027 – and planning is already under way.



"Mission Maker Month has shown what's possible when a community comes together. Every fundraiser was different, but every one of them mattered.

**– Wil Horwood,
CEO, Mission Direct**

Bringing the campaign to life



To give Mission Maker Month the identity it deserved, we produced a full suite of dedicated materials including:

- ♥ A dedicated campaign web page and JustGiving page
- ♥ A fundraising pack and a host of designed materials including event invites, bunting and social media graphics.

The Result

We set out to raise £30,000 in 30 days. We exceeded that target, raising £30,560 – plus Gift Aid on top.

Hundreds of small acts of generosity – bake sales, BBQs, sponsored challenges, church events and personal pledges – combined to create opportunities that will change lives for years to come.

Click [HERE](#) to download all our campaign materials

Standout moments from Mission Maker Month



Mission Maker Month was brought to life by the people who threw themselves into it. Here are a few highlights...

Our Launch Event

We kicked off Mission Maker Month with a launch event at St Mary's Church, Meppershall, kindly supported by the Revd Roni Goodman, Rector of St Mary's Meppershall, St Michael and All Ages Shefford and All Saints Campton. There were cakes for sale, games, and a warm welcome from the local community.



"It was a joy to open our doors to launch Mission Maker Month with Mission Direct. The work they do alongside communities overseas is rooted in the same conviction that drives our own faith – that we are called to serve, to go, and to give."

– Revd Roni Goodman, Rector



Standout moments from Mission Maker Month



Support from the Bishop of Bedford

Bishop Richard Atkinson lent his support to the campaign, helping bring Mission Maker Month to a wider church audience across the Diocese of St Albans.



Our Chair's football fundraiser

Our Mission Direct Chair of Trustees Paul Holbrook, who lives in Glasgow, banked on goals to do the fundraising for him - asking 30 people to pledge at least £2 for every England and Scotland goal at the World Cup, which he then matched pound for pound.

"The Diocese greatly values its partnership with Mission Direct, reflected in recent years through our Bishops' Harvest Appeals. As Christians, we are called to serve the poor and vulnerable across the world. I encourage everyone to take note of Mission Maker Month and support where they can."

- Bishop Richard Atkinson, Bishop of Bedford



"Scotland gave it their all, and then it was over to England to keep finding the back of the net. Every goal meant more support for children and communities who need it."

— Paul Holbrook, Chair, Mission Direct



Great Press Coverage



Mission Maker Month secured strong press coverage, highlighting both the fundraising total and the stories behind it.

Paul's World Cup challenge was featured in **Christian Today**, in a piece titled "England's World Cup success raises money for international development".

The campaign and its £30,000+ result were covered by **Keep The Faith** magazine, which highlighted the range of activities – from BBQs and parties to sponsored challenges – and the community spirit behind the campaign.

Local coverage included **The Comet**, which shared the campaign's aim and profiled Mission Direct's work from its Hitchin base.

This coverage helped more people discover Mission Direct, reinforced that the charity receives no statutory funding, and encouraged further giving beyond the month of June.



UK charity raises £30,000 in 30 days as public rally behind campaign



Keep The Faith

BRAND NEW 320-SEATER AUDITORIUM
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UK Christian charity raises £30,000 in 30 days



CHRISTIAN TODAY

England's World Cup success raises money for international development

Thank you to everyone who made it happen



Our staff, volunteers and trustees all played a part in making our first ever Mission Maker Month a huge success.

Trustee **Chris Knight**, who has previously been on a Mission Direct trip to Cambodia, organised a cake afternoon, tombola and Promise Sale. Fellow trustee **Obi Abuchi**, who recently returned from a mission trip to Kumi, Uganda, raised more than £1,700 with a barbecue fundraiser.

Our Chief Executive **Wil Horwood** and colleagues **Jackie Johnston** and **Louise Archer** each took on a "30 for 30" challenge, successfully asking 30 friends and family to give £30.



Volunteer **Susie Ryan** was so generous, matching donations from friends and family and raising more than £3,000.

Thank you too to **Bishop Richard Atkinson** and to **Revd Roni Goodman** and the congregation of St Mary's Meppershall.

And to all the individuals, churches, schools, volunteers and friends who hosted events, gave, prayed, shared and encouraged others to take part – too many to name, but each one vital and so appreciated – **Thank You!**

Mission Maker Month 2027: Be part of the next chapter



Mission Maker Month will return in June 2027, and planning is already under way. We want to build on everything our supporters achieved this year – and we'd love your help shaping what comes next.

If you'd like to support Mission Maker Month 2027, follow us on socials to pledge your support and share your ideas with us before June 2027, so we can plan together.

How you can get involved



Churches

Could we visit your church and talk to your congregation? We'd love to come and share Mission Maker Month with your community, and help you host your own fundraiser – from a bake sale to a sponsored challenge.

Schools

Get your school involved with a non-uniform day in aid of Mission Maker Month – a simple, fun way for pupils to raise money and learn about the difference their support makes.

Businesses

We're inviting businesses to become Mission Maker Month Business Partners for 2027.

This could mean:

- Pledging a fixed donation or match-funding employee giving during June 2027
- Hosting a fundraising activity – lunchtime challenge, bake sale, dress-down day, charity auction
- Promoting Mission Maker Month to staff, customers and networks
- Providing in-kind support – printing, design, venue, refreshments, prizes

In return, Business Partners can expect:

- Inclusion in our press releases and media coverage where appropriate
- Social media mentions across Mission Direct channels during the campaign
- Your logo featured across our Mission Maker Month materials and web page (subject to agreement)
- Updates on the impact of the funds raised, with stories from the communities you help support.

This is more than CSR. It's a chance to align your business with a mission that transforms lives.



Get in touch

To pledge your support for Mission Maker Month 2027, or to find out more about getting involved, contact Jackie Johnston.

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www.missiondirect.org





Mission
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