



Adventist
Community Services

WHAT IS ADVENTIST COMMUNITY SERVICES?





Did you know, only 14% of
Australians know and like the
Seventh-day Adventist Church?

**How can we share Jesus with the
86% of people who don't like us
or don't know us?**



The Mission Statement of the **Seventh-day Adventist Church**

Make disciples of Jesus Christ who live as His loving witnesses and proclaim to all people the everlasting gospel of the Three Angels' Messages in preparation for His soon return.

MATT 28:18-20, ACTS 1:8, REV 14:6-12

To “**live as His loving witness**” means to actively demonstrate and share the love of God, as exemplified by Jesus Christ, through one's actions, words, and character.

It involves **embodying Christ's love, compassion, and grace** in all interactions, and sharing one's personal experiences of faith and transformation with others.

The South Pacific Division office **led the global Church brand-refresh initiative** by starting with a church signage makeover.

But signage wasn't the end of the story, it was just **the beginning** of so much **more**.





Remember, a weak brand
undermines the collective
efforts of all involved,
limiting the impact and
reach of the organisation
and its supporters.

WE MOVED FROM THIS...



TO THIS!



WHAT IS ADVENTIST COMMUNITY SERVICES?

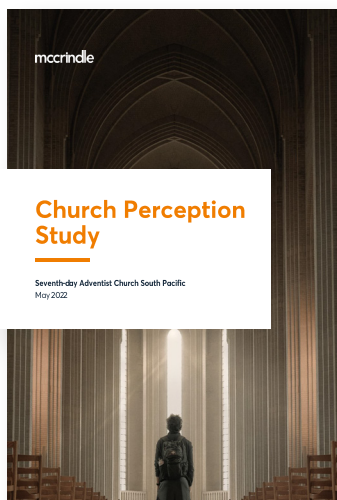


2022 McCrindle Report: Missed Opportunities

In 2022, the Adventist Church in the South Pacific commissioned a report on the Church's **brand perception** in Australia and New Zealand.

The findings were very **disappointing**.

Despite the Church's **significant** contributions to Australian society, its **lack of recognition** is a critical issue that requires the immediate focus and collective action of all members.



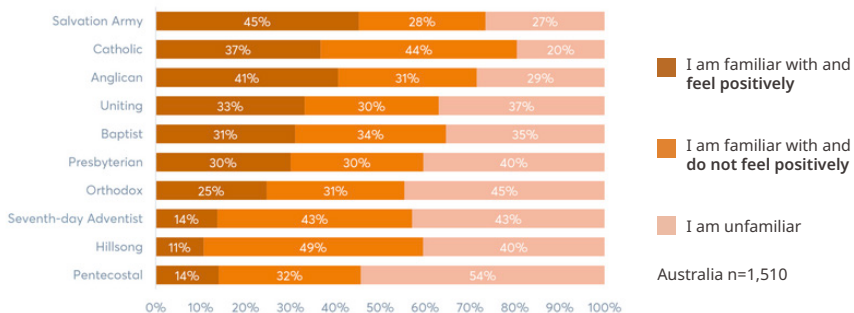
 Read the full report



Perception is Reality.

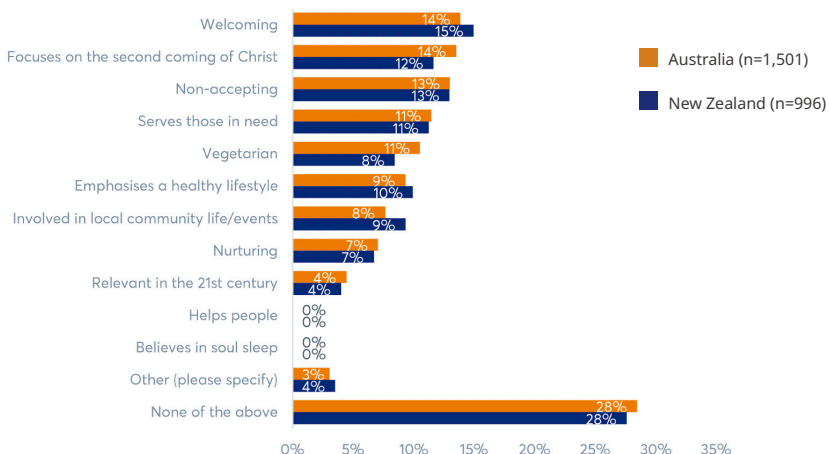
Will we take full responsibility for this?

When thinking of the following church denominations which of the following best describes you?



We have an **86% opportunity** with everyone we meet, to make a good impression or shift a negative perception.

Which of the following do you see as key characteristics of the Seventh-day Adventist Church?



To say that the Church **doesn't help people** is clearly untrue - so why don't they know who we are and what we do?



Our Image

By **confusing** Australians with a **multitude** of brands, we have missed an opportunity to **clearly define** ourselves as a **unified**, mission-focused community.

Our hesitation to **embrace** a distinct brand identity creates a self-fulfilling prophecy: the more we shy away from a **unified** presence, the more we reinforce our own **obscurity**, diminishing our influence and impact.

Take a look at some of our public-facing Church, media and education brands:



KELLYVILLE.CHURCH
AN ADVENTIST FAITH COMMUNITY





Beyond this small sampling of corporate identities, our churches also operate a diverse array of local initiatives, like soup kitchens, food pantries, op shops, and other community services, nearly all with unique individual logos.

The Seventh-day Adventist Church is achieving **precisely** the results its current **actions** produce. To achieve a **different** outcome, we must thoughtfully consider and **actively pursue** a new approach.



The **Brief History:** Of Service Brands

○ **1879** - The Dorcas Society was founded. It was also part of the original Church Manual in 1932.

1956 - Seventh-day Adventist Health and Welfare Services (SAWS) was established.



1963 - Churches in Australia began using "Adventist Community Services" to advertise public-facing services.

1967 - The Church Manual was updated to reflect that "The Dorcas Welfare Society have primary responsibility also for community welfare services."

1972 - Adventist Community Services began as an official department of the Church and was well known in Australia by its pins, patches and magnets.



1973 - SAWS was renamed from Welfare to World Services and the focus shifted to developing nations.

1976 - 'Community Service Centre' was added to the Church Manual.

1978 - The GC SAWS leader visited Australian Adventist Community Services volunteers in order to rally support for a new depot (built 1979) to service the Islands during disasters.

1984 - SAWS changed its name to ADRA (international).

1994 - The SPD trialled a name change for Adventist Community Services, calling it 'AdCare' in AU/NZ only.



1999 - While the AU/NZ unions were being redistricted, the SPD decided to move all services from the AdCare brand to ADRACare in order to streamline fundraising and operations.

2000 - 'Community Services' took a title position next to 'Dorcas Society Leader' in the Church Manual.

2004 - ADRA Australia got its own ABN, and the AUC cancelled their ABN for Adventist Community Services.



2008 - The General Conference released a booklet called 'Keys to Adventist Community Services' for local church training.

2011 - A McCrindle report showed disappointing results for Church recognition and perception in Australia.

2015 - The SPD launched the new Adventist identity style guide and Church sign project.



2017 - The NNSW Conference revived its Adventist Community Services department to support local church operations.

2022 - Another McCrindle report showed more clear and specific poor results for Church recognition and perception across AU/NZ.

2025 - The SNSW Conference revived its Adventist Community Services department to inspire local members to serve under the banner of the Church and its new visual identity.



The Extended History: With References



The Church Manual: 2022, p107

Adventist Community Services Leader or Dorcas Society Leader—

The church elects the Adventist Community Services leader or Dorcas Society leader, assistant leaders (as needed), and secretary-treasurer of Adventist Community Services, which in some areas is known as the Dorcas Society. (See Notes, #16, p. 183.) This organization gathers and prepares clothing, food and other supplies for those in need and works closely with the Adventist Men, deacons, deaconesses, and other church departments in community outreach. Adventist Community Services or Dorcas Society ministry, however, includes more than giving material aid. It focuses on identifying needs and responding with services based on these specific needs.

Examples are educational seminars, community development, visiting, counseling, and other services relevant to the community.

The Adventist Community Services Leader or Dorcas Society Leader is a member of the Personal Ministries Council and the church board. If the church operates a Community Services center, the personal ministries council is its governing committee. The Council appoints the director of the center, who is a member of the Council as well as the church board.

Resources—For Sabbath School and personal ministries resources, see Notes, #15, pp. 182-183.



With over **175,000** Seventh-day Adventist congregations **worldwide**, the Church Manual guides the governance, organisation, and operation of **every local church**.

This is your **permission to start** a local Adventist Community Services department, appoint a leader, and **serve your community's** greatest needs, uniting efforts under the Church's identity to transform lives.



Case Study Papua New Guinea

The Church in Papua New Guinea has received so much support and grown so strong, that they are now following the Church Manual to leverage Adventist Community Services as a powerful tool to impact their communities and expand their mission.

IN THE PRESS



 **Adventists conduct massive clean up in PNG**



 **Adventist women assist fire survivors**



 **The Seventh-day Adventist Church... Brings Relief to Fire Victims**



 **Rare Treat for Hospital**



 **Volunteers Build First Adventist Church in Remote PNG**

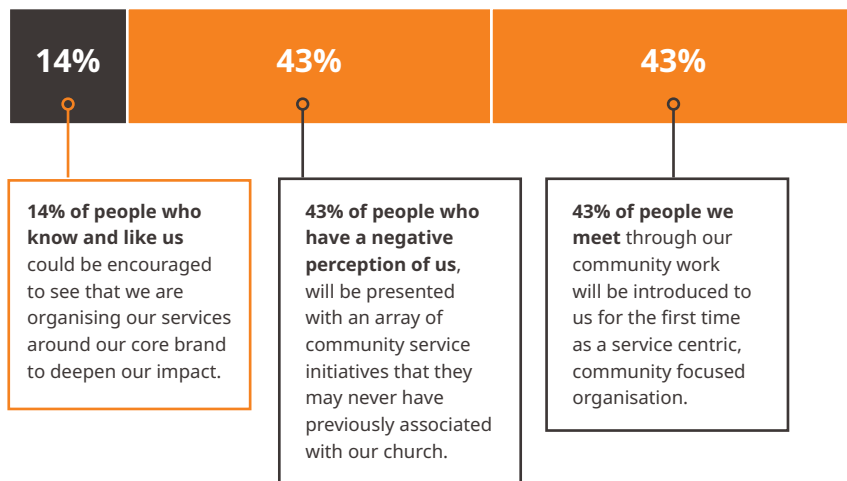


The Strategy

To align the visual identity of our **public-facing services** as closely as possible with the Church's name and flame.



This is not merely a departmental logo for internal use, but a public-facing brand and identity strategy to reach the 86%.



WHY NOT THIS?

The yellow shirts and red shield have a long history, including in Australia during the 1970s-80s, with pins, patches and magnets available to members. However, the shift towards vibrant orange signs and modern fonts has outpaced this traditional logo, hindering cohesive brand alignment with the Church.





“

Always remember: a brand
is the most valuable piece
of real estate in the world; a
corner of someone's mind.

JOHN HEGARTY

Unified Branding

Public-facing service initiatives, including StormCo trips, backyard blitzes, op shops, soup kitchens, food pantries, and post-flood “mud armies,” all **reflect Christ’s call to compassionate service**.

However, **inconsistent branding**, a lack of institutional structures, and independent alliances have led to **brand confusion**, reduced recognition, and, per the 2022 perception report, a **lesser-known** and **less-liked** denominational status.

While other denominations proudly unify their service efforts under consistent branding, we tend to hide our identity behind **varied acronyms and logos**, which risks **reducing** our holistic gospel centric mission to a disconnected social work.

Uniting op shops, food pantries, health ministries, and all volunteer efforts under the Adventist Community Services banner creates a **network** of linked ministries that **fosters trust, boosts recognition, and invites all** to experience our faith in action—clearly identifying the Adventist Church as the source of service.

A **unified** Adventist Community Services brand aligns with the Church Manual’s guidance, as well as offering an **enormous brand campaign opportunity**. This strategy weaves local church efforts into a nationwide network, reviving our image and public perception. Departments and ministries can retain their roles while contributing to a collective witness, **transforming lives together** as a united Seventh-day Adventist Church **movement**.

“

The way we present
ourselves has an important
impact on the effectiveness
of our evangelism

JAMES STANDISH

Fragmented **Branding**

Some suggest using **separate brands** or partner agencies in areas sceptical of the Church, but this approach yields **limited results**. We must **confidently** highlight Adventist ministries, ensuring our compassionate service projects shine as the Church's contribution to a **better world**.

At minimum, dual-branding our projects with the Adventist Community Services logo builds **positive public associations** with our Church's identity.



From This



To This



WHAT IS ADVENTIST COMMUNITY SERVICES?



From This



SOUP



SHOWER



CHAT & GAMES



FREE SOUP, SHOWER,
CHAT AND GAMES.
WEDNESDAYS 12:30PM-5PM

Food Pantry Page

KEMPSEY COMMUNITY FOOD PANTRY

WOT'S ON THIS WEEK? JUNE 2-8

FREE BREAK

Monday—Tuesday—Thursday—Friday
8.00 am—1.15 am

NORMAL PANTRY SHOPPING DAY

Wednesday
8.30 am—1.00pm

[Note: Earlier start this week]

Our Food Pantry is open to all those on Centrelink Payments
And those that are **DOING IT TOUGH** at the moment.

This includes ALL THOSE WHO HAVE SUFFERED LOSS AND DAMAGE FROM THE FLOODS.

You are welcome to shop for groceries, Produce and Bread at very low prices. No jacking fees. Cash or Eftpos.

108 Crescent Head Rd. South Kempsey.

FOOD BANK (NSW/ACT) will be at our Community Pantry on Wednesday this week from about 10.30 am.

They are bringing a large truck of rescued food items including produce to distribute to our flood ravaged Community.

The food items will be distributed Charge and FREE to anyone in our community. Spread the word to friends, your neighbours and on your info. That's this week.



SATURDAY COMMUNITY SOUP KITCHEN BIRDWOOD



SPONSORED BY THE SEVENTH-DAY ADVENTIST CHURCH

Saturdays During June
1.00pm-2.30pm

Seventh-day Adventist Hall - Birdwood: 13-15
Olivevale St, Birdwood

Come and enjoy
hearty, delicious and
nutritious soups free
to all

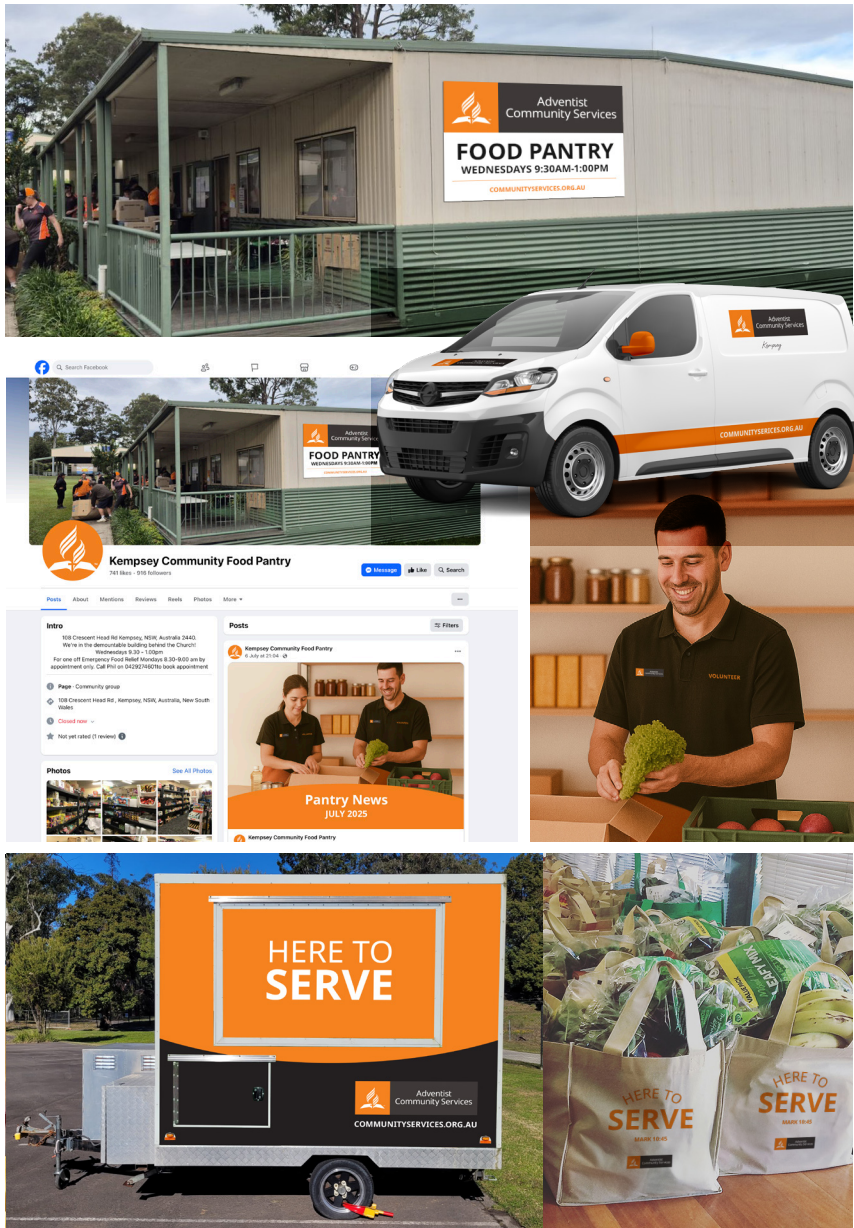


Deane Street FOOD PANTRY
Satisfying physical and spiritual hunger

71-73 Deane Street, Narara
Every Thursday
Midday until 1:30 p.m.

f Follow us on Facebook - Deane Street Food Pantry

To This



WHAT IS ADVENTIST COMMUNITY SERVICES?



From This



Envision a coordinated network of local church op shops prioritising sustainable funding for regional Adventist Community Services initiatives.

Impact outcomes could be transparently shared across the network, with each shop featuring an in-store television showcasing looping videos of the meaningful contributions and transformative projects supported by their efforts.

To This



Witnessing the impact of projects united under one Adventist Community Services identity, communities may view our Church's name and flame in a renewed, positive light.

Imagine the familiar, trusted logo of our op shops creating the same sense of comfort and welcome for visitors entering our churches, all unified under a shared brand identity.

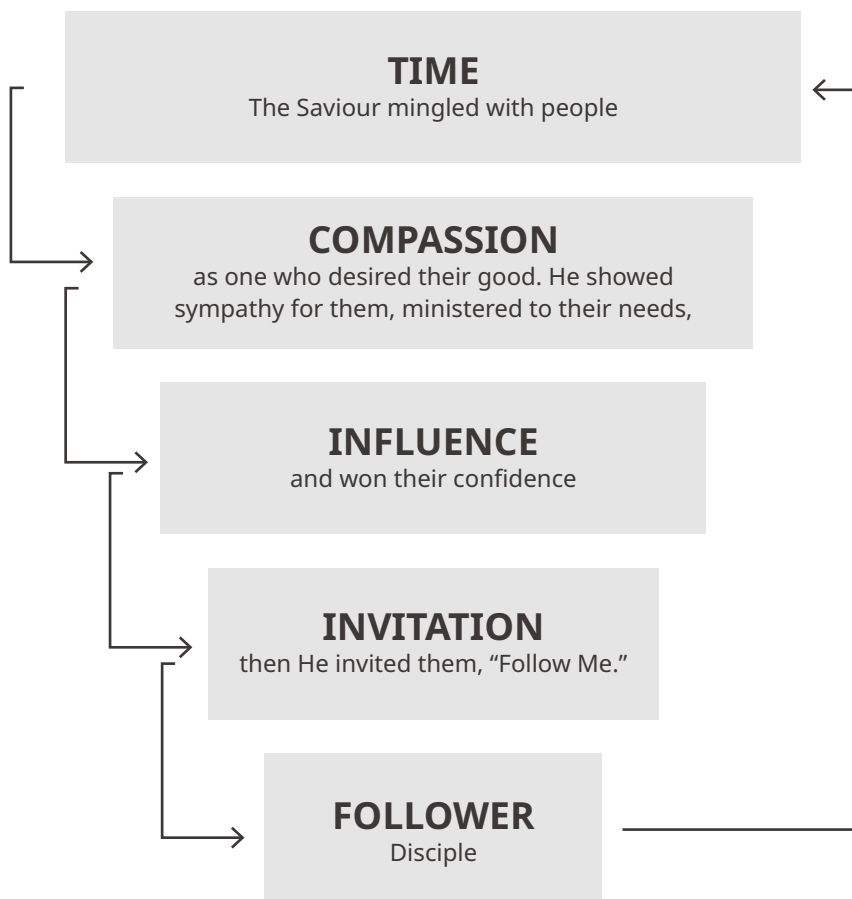


What is Adventist Community Services?

Simply, a means to draw people to Christ.



Christ's method alone will give true success in reaching the people.



Here To Serve

Wholistic outreach extends beyond any single service project. A branded trailer alone won't increase baptisms. Thriving churches create **multiple touchpoints** to build relationships that draw hearts to Jesus, living as His loving witnesses in **every interaction**.

Inspired by the life of Jesus (Mark 10:45), we too are Here To Serve. By uniting our community services with our spiritual care under a cohesive **Adventist identity**, we embody Christ's love, compassion, and grace—repositioning hearts and minds while enhancing our **evangelistic impact**.

Why not join or start your local church's Adventist Community Services department?

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The church is God's appointed agency for the salvation of men. It was organised for service, and its mission is to carry the gospel to the world.

(AA9.1)

PURPOSEFUL MERCH FOR EVERYDAY SERVICE

From food pantries to flood clean-ups, this on-brand, ready-to-wear apparel makes your service unmistakably Adventist — because we're **HERE TO SERVE**.



ADVENTISTMERCH.COM

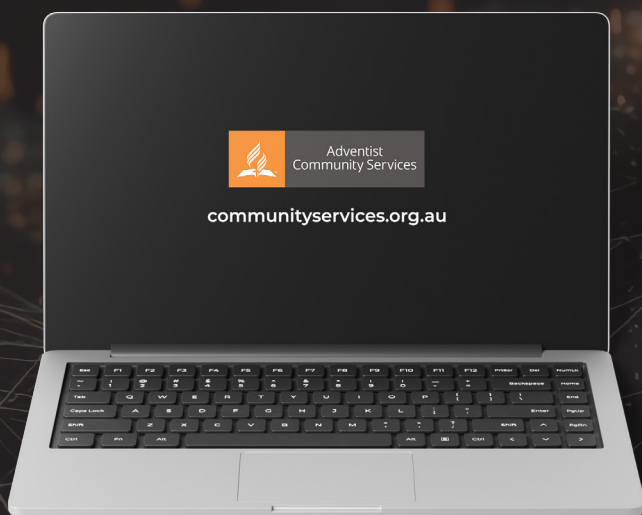


READY TO SERVE?



SCAN TO SHOP!

GET CONNECTED



Visit our public facing directory and contact
portal for every Adventist service project
across Australia



Adventist
Community Services