



Adventist
Community Services

ADVENTIST OP SHOPS





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.

Every week faithful church and community members volunteer in Adventist run op shops around Australia.

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

JAMES STANDISH

**Why should our op shops be excluded from
the evangelistic intent and lifecycle of the
church?**



Why do we run op shops?

An Op Shop is far more than a retail outlet; it is a **transformational ministry** and can be a point of **visible Adventist presence** in the community.

WE RUN OP SHOPS TO:

-  **Embody Christ's Method:** We mingle with the community, show sympathy, and minister to needs, winning confidence for further spiritual connection.
-  **Provide a Referral Hub:** They serve as a safe location where vulnerable people can be referred to specialised services, such as counselling, health screening, food pantries or other initiatives.
-  **Fund Service Projects:** Profits can be used for the relief of poverty, disadvantage, or crisis, providing a sustainable financial engine for all other projects.



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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.

ELLEN WHITE, AA9.1

Why visibility matters

Current research indicates that only **17% of Australians** know and feel positively about the Seventh-day Adventist Church. A weak or fragmented brand **undermines** our collective effort and **limits** our impact.

FROM OBSCURITY TO IDENTITY:

-  Just like our national church identity, we can choose to move away from varied, alternate or independent brands to a unified national identity.

HERE TO SERVE:

-  By utilising the on brand merchandise and apparel, we can plant a seed in stores, and ensure that every act of service is recognised as a contribution of the Adventist Church and its network of aligned services.

BUILDING PUBLIC TRUST:

-  Consistent signage across Australia will help the community recognise our Op Shops as a trusted, professional, and compassionate network that shares the same compassionate heart of Christ that the church network behind it aims to embody.

The whole is greater than the sum of the parts

If we bring our op shops into **alignment** with our church's mission and brand, **together** as a national service network, we transition from being a **church in the community** to a **church with and for the community**.

-  **Transparent Impact:** By uniting under the same banner, we can transparently showcase the transformative impact of our service work across the country, building a powerful witness that enlightens many who otherwise would not have known who we are and what we have to offer.
-  **Sustainable Funding:** Together we can direct resources to where they are needed most, helping local church ministries find the funding to continue blessing their neighbours and keep thriving, not just surviving.
-  **Banding together** and choosing to fund like branded services, would ensure that resources are directed into a self sustaining lifecycle of positive perpetual motion.
-  **Network Synergy:** A unified purpose and collective effort would allow us to share ideas, training and resources, to save on duplication and increase network effectiveness.

We have the **solution** within our own Adventist network, and by pulling together we can realise the **immense potential** at our fingertips.



PARTNERSHIP MODELS

Working Together for Mission

To include every community service centre and their unique circumstances, we have 3 flexible models to choose from:



THE BRAND PARTNERSHIP



THE TEMPLATE SHOP



THE HYBRID MODEL



MODEL 1

The Brand Partnership

For **established, independent** and **supporting** ministry shops. These shops have their own ABN, are self governing, and want to join the national partnership.

-  We enter a simple Brand Partnership Agreement, granting legal use of the Adventist Community Services logo, and the branding guidelines.

PROFIT DISTRIBUTION

-  This remains completely up to you. We only encourage that like branded ministry projects be given a higher priority in funding applications, and that Adventist Churches in your area are well aware of what resources are available to them for service activities.

100%





MODEL 2

The Template Shop

For **New Shops**, or **old shops looking to be rebirthed**, that run under the conferences ABN, and are local church governed in line with the church manual.

-  **Operations & Retail:** A retail model focused on quality stock, pricing strategies, and Xero accounting integration.
-  **Branding & Fit-out:** A complete signage makeover and branded merch for uniforms.
-  **Governance:** Assistance in forming local church governance structures and navigating legal/leasing issues. HR, Insurance, Security, and Training.

PROFIT DISTRIBUTION

-  The first 10% of our increase is returned to God in faith, acknowledging His ownership, trusting in His provision, and honouring Him with the firstfruits of our blessings.
-  The next 80% of the profits should be used by the local church for Adventist Community Service initiatives in line with the church manual and the strategic direction and needs-based analysis of the members for ministry in their region.
-  The remaining 10% is to be returned as a freewill offering to the conference to cover departmental costs. This supports not just your operation and its administrative, legal and financial obligations, but also expands other operations and projects that are not yet profitable.

10%

80%

10%



MODEL 3

The Hybrid Model

The Hybrid Model (Customized Collaboration)

For all other cases where a **flexible approach** is needed.



Whether it's a shop transitioning from another brand or a genuine centre of influence with multi service collaboration, we work with you to tailor seed funding, training, and compliance support to fit your specific community context.

PROFIT DISTRIBUTION



We are here to ensure that your project is successful and sustainable in every way. Let's help you choose your own financial model that works for you.

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Envision **every major region** with a flagship op shop, funding all service projects dreamed up by local church members, building **sustainable models** that position the church as a **beacon of physical and spiritual support**.

FROM THIS



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What if our logo, so trusted and familiar at these op shops, made people feel equally at ease walking into our churches bearing the same brand?

TO THIS



ADVENTIST OP SHOPS



The Goal

The goal is to **amplify your church's impact** by weaving it into a nationwide network of compassionate, service-driven initiatives. This **unified brand** keeps the focus on our core mission: **serving as the Seventh-day Adventist Church, ordained by God to reflect His love.**

A unified service and retail brand strengthens our collective witness, magnifying Christ's love through organised cooperation, just as it does within the church. Some may fear losing their unique identity, but by embracing a cooperative brand strategy, your ministry **joins a powerful network**, both gaining and adding value to every other Adventist initiative.

As Seventh-day Adventists, we serve as local branches of Adventist Community Services, **united** in transforming lives for Christ.



WE ARE

HERE TO SERVE

MARK 10:45

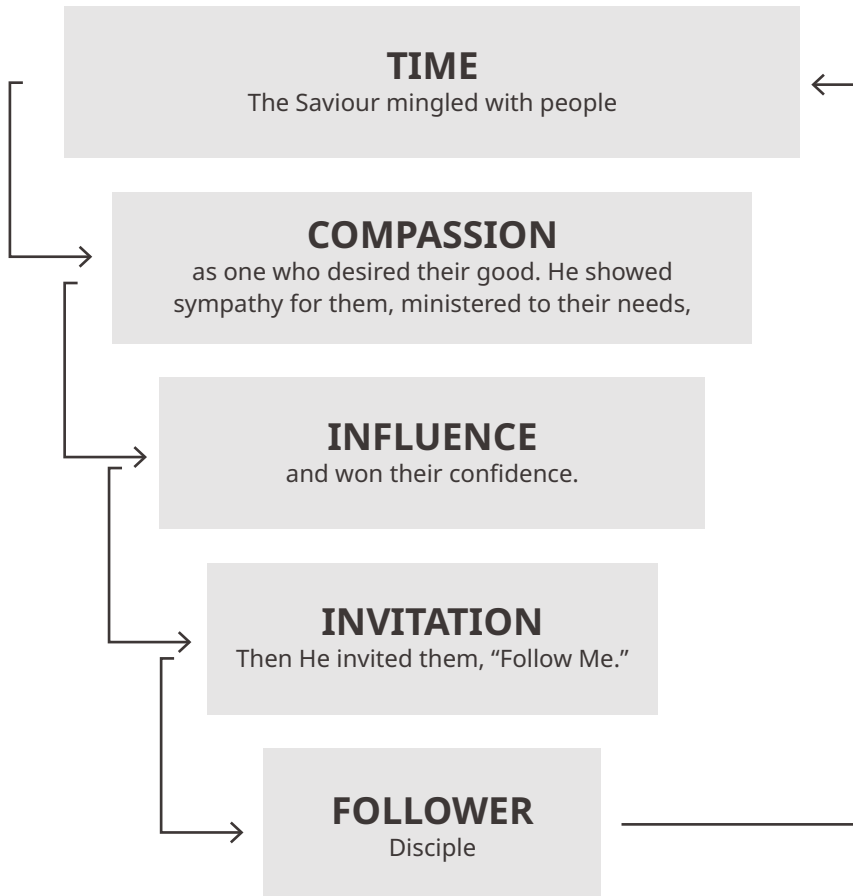


Adventist
Community Services

Our Method



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



**Where does your operation fit in this continuum,
and how is it moving people to the next layer of
ministry activity?**



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

JOHN HEGARTY

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



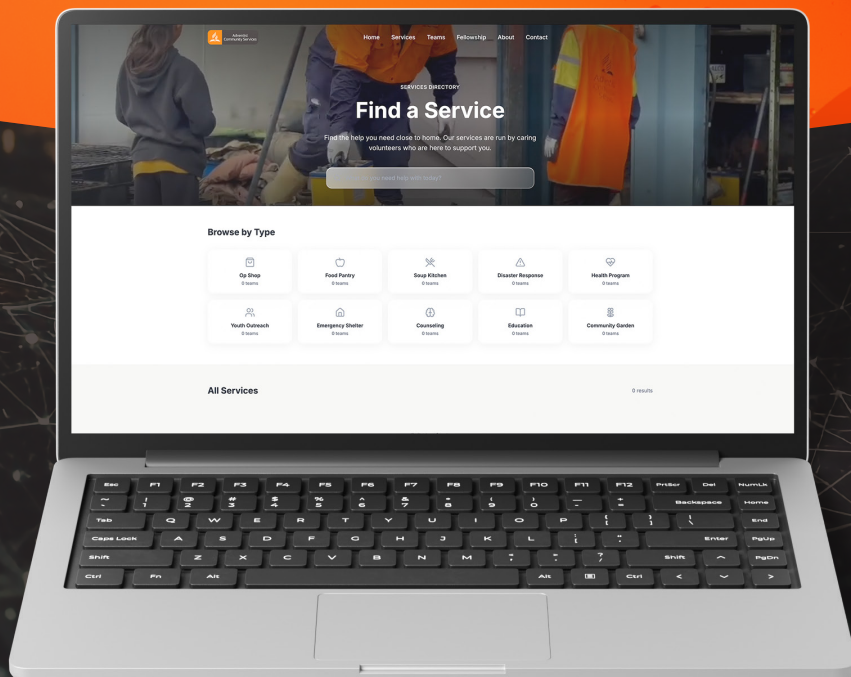
READY TO SERVE?



SCAN TO SHOP!

GET CONNECTED

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



COMMUNITYSERVICES.ORG.AU



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