

WHY GIVE?

1

NOT YOUR ORDINARY AUDIENCE

Our mission at LIFE 100.3 consists of God-honouring programming that points both believers (of all different denominations) and unchurched listeners to the message of Jesus Christ.

Our unique access point is not limited to on-air where we yield over 65,000 unique listeners each week; it also includes listeners from around the country and the world via our web player and LIFE app. We also meet hundreds of people each year at events with our Street Team, including our own events, like LIFE worship nights. We strive to follow the Apostle Paul in becoming all things to all people (1 Cor 9:22).

2

NOT YOUR ORDINARY DISCIPLESHIP

Listeners turn to us for Biblical encouragement, which in turn provides maturation in their Christian walk. Our songs and daily teaching are based in the Bible. Our listeners' incredible support and testimonies of station impact attests to the "Word not going out void" (Isa 55:11).

The average person listens to about 1000 hours of music in a year. LIFE provides a playlist that ensures "the word of Christ is dwelling among [listeners] richly" (Col 3:16) and our daily prayer times model and remind listeners to regularly interact with God. Our Prayer Wall, which receives about 3-5 requests per day, has fostered a place where listeners can not only share their requests, but also pray for each other.

3

NOT YOUR ORDINARY MESSAGE

When listeners tune in to our station, and hear the songs, sermons, the DJs - this reflects more than just strategic programming, but unites them with Christians across your region through the overt message of Jesus.

The music is our driving force of sharing the love of Jesus. The message remains constant, but how it's shared is changed (Adult Contemporary. Worship, Gospel, Retro) for the purpose of reaching different sub-genres of Christians. The joy of God also comes through our DJs on-air and in contests.