

UBM's Summary Vision and Mission Statement

Our Vision and Values:

UBM is a missionary organisation that exists to proclaim Christ to families and individuals, help those who show interest and equip and disciple Christians so that God may be glorified and believers encouraged in people coming to faith in Christ.

Everything we do is driven by Christ's command in Luke 10:27 which means:

- Love for God
- Love for the lost
- Love for each other.

Our Mission:

Enable Christians to use their holidays to winsomely befriend other holidaymakers, engage with tourists and others so that they hear the life-changing message of Jesus publicly or one to one or through printed literature.

Our Strategy:

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| C reativity in our P rogrammes | – <i>what we do, we want to do well</i> |
| C onnectivity with P eople | – <i>but people are more important than programmes</i> |
| C larity in our P roclamation | – <i>we want people to hear about Jesus</i> |
| C ompletely dependent on P rayer | – <i>we can't do it in our own strength</i> |

Our Mission Teams:

UBM consists of

- Beach Mission teams (on the beaches in England and Wales, Ireland and Continental Europe)
- Christian Answer teams (in the cities)
- International Student Outreach teams

and is in partnership with

- 'Avancer' teams (in Francophone Europe).

Our Tagline:

Sharing the good news of Jesus.

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