



STRATEGIC PLAN 2026 - 2030 THE NEXT BIG STEP

Updated July 2026

peacewise.org



BEING IN THE MARKETPLACE

Being in the marketplace is about intentionally stepping into the everyday spaces of daily life—where people around the world live, work, learn, and wrestle with the real challenges of conflict and broken relationships.

At its core, this is still the same calling—to build peacemakers for life, and in turn communities where there is a culture of peace. But in this season, we believe God is inviting us to express that calling in ways that are more present, more accessible, more responsive, and more relevant to the diverse, fast-changing, and technology-driven world we now live in. Phrased another way, this is all about being present in the spaces where people do life and look for answers.

This is not a departure from who we are or a leaving behind of strategic plans already being actioned, like expanding internationally. Rather this is a deepening of our mission—a Spirit-led call to reimagine how each of the six PeaceWise brands can grow and serve in this new landscape and bring the message of biblical peacemaking into the marketplace—not just with words, but with presence and power. Always grounded in His Word. Always dependent on Christ. Always for the the glory of God.



JOURNEYING TO THE MARKETPLACE



The movements of our journey into the marketplace are not sequential steps. This is not a process where we first enrich, then enhance, and only after that expand. Rather, think of these movements as a dance—a dynamic and Spirit-led rhythm where all three movements happen together, led by the Spirit in alignment with our calling to bring biblical peace into the everyday spaces of life and community.

Just as a dance is fluid and responsive, so too is this journey.

- **We Enrich**, strengthening what is — deepening our roots, strengthening our people, and growing the health and maturity of the ministry.
- **We Enhance**, building what's next —growing and seeing PeaceWise brands mature to meet people and communities where they are, today.
- **We Enlarge**, multiplying the mission of peace — through looking to the world broadening partnerships, scaling our resources, and multiplying peacemakers.

Each movement supports the others. Each builds momentum. Each reflects our desire to live out biblical peacemaking in real, responsive, and relational ways—always grounded in the Word, always dependent on Christ, and always for the glory of God.

ENRICH

strengthening what is

"So then, just as you received Christ Jesus as Lord, continue to live your lives in him, rooted and built up in him..." – Colossians 2:6–7

ENHANCE

building what's next

"Unless the Lord builds the house, the builders labor in vain." –
Psalm 127:1

ENLARGE

multiplying the mission of peace

"You will be my witnesses... to the ends of the earth." – Acts 1:8

STRATEGIC PLAN PROJECTS



ENRICH

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PeaceWiseYouth Course 5 rebuild **(Priority)**
Course 7 reshape
Onboarding Project – **(Funding secured)**



Reshaped training framed around the journey



PeaceWiseHelp / PeaceWiseUs reimagined and relaunched **(Priority)**



International Expansion **(In progress – some funding)**



Community Care Coordinator **(Priority)**



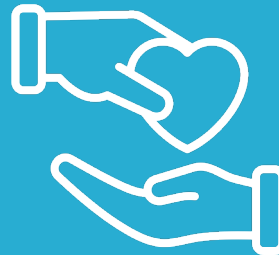
Prayer /
dependency



Network relationship
development / *marketing*



Communication /
collaboration



Giving campaign & grant
applications / *revenue*

Four
priority
areas to
raise
revenue

