

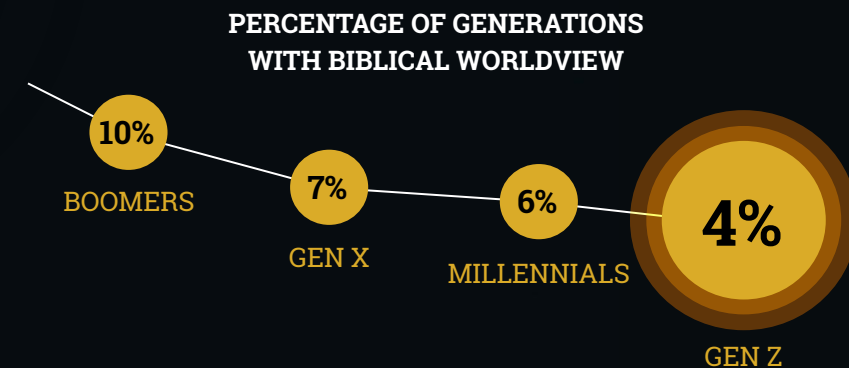
HOPE DELIVERED



THE
LIBERTY
INITIATIVE

Why is the Liberty Initiative needed?

THE PROBLEM



PROBLEM #1: GENERATION Z IS THE FIRST & LARGEST NON-CHRISTIAN GENERATION THE UNITED STATES HAS EVER SEEN.

Generation Z is the largest non-Christian generation the United States has ever seen (Edwards 2018). **According to Impact 360 research, only 4% percent of Gen Z kids have a biblical worldview.** Compared to Boomers at 10%, Gen X at 7%, and Millennials at 6%. **Each passing generation is becoming less and less Christian.** Among Gen Z atheism and relativism have taken center stage.

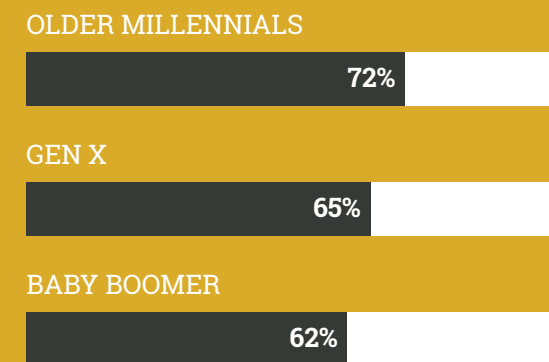
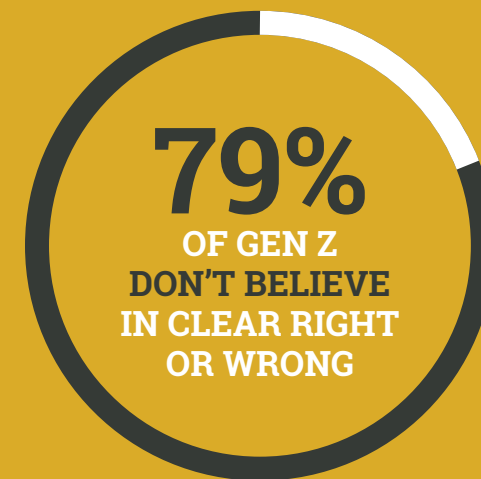
According to researchers, A mere 4% percent of teenagers hold to a conservative view of the Bible, a figure that places them where atheists once were a third of a century ago (The Humanist, 2018). With atheism on the rise, other forms of religion have captured the minds and hearts of Generation Z. **This generation has a more humanistic, nihilistic viewpoint on life. These two beliefs create a society in which people live by their own standard of right and wrong, and pursue things that are only beneficial to them.** Along with beliefs and religions such as Hedonism, Nihilism and Atheism, a great segment of generation Z is non-religious. According to Barna (2018) researchers, 9% of Gen Z kids are engaged in the Christian faith, 33% are churching Christians, 16% are unchurched, 7% have another faith, **and lastly a staggering 34% of Generation Z kids have no religious affiliation.** Because these kids follow religions and beliefs with no moral compass, or choose not to follow a religion at all, naturally their morals are vastly different from those that are Christian.

PROBLEM #2: GENERATION Z HAS NO CLEAR SET OF MORALS.

Another problem facing Generation Z is where they stand on basic moral principles. Barna researchers did a study between generations on basic moral principles such as lying, abortion, marriage, premarital sex, and homosexuality (2018). According to research, 34% of Gen Z kids believe lying is wrong, 38% percent believe that marriage should be a lifelong commitment between a man and a woman, 21% say sex before marriage is morally wrong, and only 20% of Gen Z kids say that homosexuality is wrong. **According to this study, less than half of these young adults have sound, biblical morals.** Researchers and PewForum (2018), recorded that only 21% of the Gen Z population believed there were clear standards for right and wrong. Compared to other generations, Gen Z had the lowest percent in absolute standards of right and wrong. Gen X was at 35%, the Baby Boomers at 38% and the Silent generation at 37%. According to these statistics, many of these young people are creating moral standards based upon ungrounded perceptions and subjective personal notions – not biblical truth.

PROBLEM #3: YOUNG PEOPLE HAVE NO HOPE.

With the problem of the decrease in Christian religion and the lack of sound biblical morals on the rise, how can The Liberty Initiative reach the hearts of these young generation Z kids? The answer is simple: by proclaiming the truth of the gospel to them. Generation Z has the greatest opportunity to be reached, since there are so few young individuals who know about God and his goodness. **These young individuals will have the opportunity to learn about the eternal life and love of our God and see that our God is not a God of discrimination and hate, but rather a God of grace and mercy who is longing to see Generation Z come to know Him.**



PROFESSIONAL SOURCES

https://www.impact360institute.org/articles/4-percent-gen-z-biblical-worldview/	Morrow, J. (2018). Only 4 Percent of Gen Z Have a Biblical Worldview, Pine Mountain, GA.
https://www.pewforum.org/religious-landscape-study/generational-cohort/	Pew Research Center, Religion and Public Life (2019). General cohort by religious group. Washington, DC.
https://baptistnews.com/article/emerging-gen-z-may-deliver-huge-blow-to-religion-in-u-s/#.XUHF9NKj6Z	Brumley, J. (2018). Emerging Gen Z may deliver huge blow to religion in US.
http://www.averageyouthministry.com/average-youth-ministry/the-spiritual-foundation-for-generation-z	Average Youth Ministry, (2018). The Spiritual Foundation of Gen Z. California.
https://www.barna.com/research/atheism-doubles-among-generation-z/	Barna. (2018). Atheism Doubles Among Generation Z. California.
https://www.barna.com/research/gen-z-morality/	Barna (2018). Gen Z and Morality: What Teens Believe (So Far). California.



**THE
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Who is the Liberty Initiative?

The Liberty Initiative is a Christian Interdenominational ministry founded with the express purpose of delivering biblical truth on a local, national, and global basis. It is a tax-exempt 501(c)(3) non-profit religious organization.

Our Mission:

To deliver hope to this generation through the Proclamation of the Truth.

Our Beliefs: We affirm the Nicene Creed and Chicago Statement on Biblical Inerrancy.



This is the largest evangelistic opportunity in the history of our country.

WHAT WE DO

The Liberty Initiative hosts 3 weekend night events in your hometown. Totalling six hours, the event includes loud and live worship music, audience engagement, and passionate biblical teaching. The gospel is delivered in a clear, truthful, concise way, covering messages on the truth of God's word, the greatness of God, the knowledge of Jesus Christ, and the salvation he offers to everyone who believes.

The Liberty Initiative goes to hometown America to reach Generation Z and proclaim the name of Jesus Christ. We work with your local church, and to give back to your local community. The Liberty Initiative invests in today's youth, providing them with hope for the future that will leave a lasting impact on them forever.

WE ENGAGE THIS GENERATION

The Liberty Initiative exists to build the kingdom of God through delivering hope through the gospel of Jesus Christ. At least 35,000,000 youth raised in families that call themselves Christians will say that they are not by 2050, and assuming trends continue, roughly 35 million young people who were raised in Christian households will leave the faith. This is over a million people each year for the next three decades. If trends worsen, that number could reach as high as 42,000,000. By 2050, greater than 70,000,000 people may become unaffiliated from any religion. That would mean over 1,000,000 young people every year would become unaffiliated with any form of religion in the US. The majority of religious switching takes place by age 25, and religious preference remains constant after age 35. This is the largest evangelistic opportunity in the history of our country. If we can reach the kids of Generation Z, we can bring a generation back to our Lord and Savior Jesus Christ.

PROFESSIONAL SOURCE

Pinetops Foundation, (2018). The Great Opportunity. <https://www.greatopportunity.org/#>



We deliver the hope of eternal life to this lost generation



WE GO WITH THE LOCAL CHURCH TO DELIVER HOPE TO THE HEARTS OF HOMETOWN AMERICA

...are good
...Good oh

WORLD CHANGERS

I do not ask for these only, but also for those who will believe in me through their word, **that they may all be one**, just as you, Father, are in me, and I in you, that they also may be in us, **so that the world may believe that you have sent me.**

JOHN 17:20-21

YOU CAN MAKE A CHANGE TODAY.

World Changers is a tax-deductible giving platform designed to allow you to become a vital part of delivering hope to the doorstep of the hearts of the youth of this generation. Every penny goes to the mission of The Liberty Initiative. **Your seemingly small contribution will cause a huge change in the hearts and hope of the youth of this generation both now and forever.**

For only \$19 a month (63 cents a day) you can initiate lasting change in this world by helping advance the **message of hope all over this globe.** World Changers allows The Liberty Initiative to deliver the message of the gospel to hometown America. **With your generous support, we can reach Generation Z with unshakable, unmovable, forever hope. Thank You!**

Invest today at TheLibertyInitiative.org.



TheLibertyInitiative.org

For “everyone who calls on the name of the Lord will be saved.”
How then will they call on him in whom they have not believed?
And how are they to believe in him of whom they have never heard?
And how are they to hear without someone preaching?
And how are they to preach unless they are sent?
As it is written, “How beautiful are the feet of
those who preach the good news!”

ROMANS 10:13-15