

Nothing for Mahala

A Heartlines campaign on Value\$ and Mon€y



Attitudes and behaviours around money are at the root of many of the problems facing our society, and the values that people hold around money impact on individuals, communities and the nation as a whole.

Heartlines plans to address these issues with a national campaign around Values & Money. This campaign provides a wonderful opportunity for the Church to be at the forefront and to lead the nation back to healthy living.

At the heart of the campaign will be the production of a quality film 'Nothing for Mahala'. Using comedy, the film will address many of the issues around money and materialism that confront us as a nation.

The film will appear first on the big screen, then on TV, and then be rolled out into communities. It will also be used alongside other media. Complementary resources will be provided aimed at mobilising key sectors including churches, schools and workplaces.

The campaign seeks to reach at least 12 million people and to encourage them to review their attitudes & behaviours towards money, as well as learning new skills to save, spend, give generously and to get help with debt.

HEARTLINES

Key themes of the campaign

- Self-control in saving
- Responsibility in spending
- Honesty in earning
- Wisdom in borrowing
- Generosity in sharing

Timelines for the campaign

- New Heartlines film 'Nothing for Mahala' to run in cinemas in September & October
- 'Nothing for Mahala' to run on SABC TV in February 2014
- Other TV & radio talk shows, as well as Print & Social media to run concurrently



How Churches can get involved

- Encourage congregations to watch the film in cinemas & on TV
- Preach sermons on Values & Money
- Run small group series on Values & Money using Heartlines resources
- Join the conversation via print media & radio
- Prayer

How Churches can benefit

- A platform to preach or teach on important Biblical issues around money
- Access to free helpful resources i.e. small group studies & sermon outlines
- The ability to help their congregations with real money issues that they are facing
- An opportunity to unite with other churches in a common goal

"Those who love money will never have enough. How meaningless to think that wealth brings true happiness!"
Ecclesiastes 5:10

The Bible has a lot to say about money! Our prayer is that churches will use the opportunity created by the campaign to communicate these messages in a fresh and new way that will deeply impact our nation for good.

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