

WELCOME GUIDE

Your guide to the
Self Denial Appeal

MOTIVATED BY LOVE
SELF DENIAL 2026



A message from the Secretary for Communications

Warmest greetings,

Each year, the Self Denial Appeal offers us — Australian followers of Jesus — a sacred opportunity to prayerfully seek how we can bless others around the world through sacrificial giving, empowered by the transforming love of Christ.

Last year, your generous contributions raised \$3.1 million. Because of your compassion and commitment, thousands of lives have been touched by the love, hope and practical care of Jesus. Thank you!

This year, we are prayerfully aiming to raise \$3.2 million through our collective generosity.

This year's focus

In 2026, our video series shines a light on the transformative power of love through the ministry of The Salvation Army in Fiji, Rwanda, Malawi and Sri Lanka.

These stories will reflect how God's love — shared through The Salvation Army's mission — empowers individuals, restores communities and spreads the Good News of Jesus where it is most needed.

Our theme this year is Motivated by Love, drawn from 1 Corinthians 16:13–14:

“Be on your guard; stand firm in the faith; be courageous; be strong. Do everything in love”
1 Corinthians 16:13–14 (NIV).

This theme is a call to live an active, confident faith — to grow, care, contribute and commit — motivated by love, because God is love. This is the essence of the Self Denial Appeal.

Love is not passive. Love sacrifices. Love gives. Love transforms. Just as Jesus laid down his life for us, we are called to selflessly give to others — particularly to those in overseas territories where communities experience poverty or lack the means to self-fund ministry.

When we act in love, we live out the General's call: “Jesus: Present, Prominent or Preeminent?” — choosing a life of faith in action, with Jesus at the centre.

Self Denial gifts make a powerful difference. Can I encourage you to consider giving a sacrificial gift of one week's salary on missionary service?

While the 2026 Appeal highlights the needs in countries across Africa, the Pacific and South East Asia, the call remains the same: to respond with hearts motivated by love — ensuring the message of Christ reaches communities where resources are few and the need is great.

May I also urge you to advocate for Evangelical Mission Support this year, so we can continue to equip and empower our brothers and sisters in faith around the world?

God bless you,

Lieutenant-Colonel Paul Hateley
The Salvation Army Australia

About the appeal

The 2026 Self Denial Appeal launches on Sunday 15 February and culminates with the Altar Service on Sunday 22 March. This is The Salvation Army's annual international mission and development campaign. Every year, we invite Salvationists and friends to consider giving One Week's Salary on Missionary Service (OWSOMS) or another generous, sacrificial gift to support ministry work in places with limited government support or fundraising capacity.

Please do not think of your gift as a donation. Instead, we encourage you to reflect on your sacrificial gift and generosity as a contribution to God's mission.

There are two ways to support this appeal:

- **Evangelical Mission Support (not tax-deductible):** funds essential spiritual work, including officers' salaries, Bibles, church buildings and discipleship programs in under-resourced territories
- **Community Development initiatives (tax-deductible):** supports projects such as clean water projects, microfinance schemes and health initiatives

While we encourage you to prioritise Evangelical Mission Support (if you do not require a tax receipt), we understand that supporting Community Development initiatives may enable you to increase your generosity.

Altar Service

The Self Denial Appeal culminates in the Altar Service on 22 March 2026 — a time of prayerful commitment. This is more than a giving moment; it is an act of worship, self-denial and a response to God's call to be motivated by love as we care for our neighbours around the world.

Using the resources

All resources are available at:

my.salvos.org.au/self-denial-appeal

You will find:

- Videos for each week
 - **Week 1** Introduction with Territorial Commander
 - **Week 2** Malawi: Education and child marriage prevention
 - **Week 3** Sri Lanka: Water and health
 - **Week 4** Rwanda: Education
 - **Week 5** Fiji: Youth and faith
 - **Week 6** Self Denial Song
- Children's ministry resources (including a 24-page Kidzone workbook)
- Posters and promotional materials
- Giving envelopes
- Letters from Territorial and local leaders
- Templates and tools for setting and tracking your corps' giving goal

Tips for Corps Leaders

Step 1: before the appeal

Check your resources: do you have sufficient envelopes and other resources?
Contact your External Communications Manager for additional resources.

Get familiar with the resources: take a few minutes to look over the videos, posters and other tools you have ordered or downloaded. Decide when and where you will use them — for example, show the trailer on social media or in a service to build anticipation.

Brief your leadership team: watch the trailer and videos together, pray and discuss how your team will support the appeal.

Introduce the appeal to your corps: share the trailer during a Sunday service to help your congregation get excited about what is coming.

Equip your children's ministry team: a Kidzone workbook, leaders' guides, posters and activities are available online. Share these early so they can plan lessons tied to the appeal.

Set a goal: having a shared financial goal gives your corps something to aim for and celebrate. Use last year's total or aim higher if you are planning a special push.

Write a personal appeal letter: encourage giving by sharing your heart for the appeal. Or ask a passionate member of your corps to write one instead. Use the downloadable letterhead to print it.

Invite people to share: personal stories can inspire others. Ask individuals to share why they give or what the appeal means to them. Let us know if someone is happy to share more broadly: selfdenial@salvationarmy.org.au

Decorate your space: use posters, colour themes and prayer points to create a visual reminder of the appeal. Share photos using [#selfdenial2026](https://twitter.com/selfdenial2026).

Step 2: during the appeal

Distribute letters: Commissioner Miriam's letter and your personal letter for support should go out at the start of the appeal — via pigeonholes, post or email.

Keep the conversation going: reinforce the weekly videos with short reminders or stories during services. Avoid playing videos during the offering or as people enter.

Make giving easy: have posters, envelopes and giving info clearly visible. Use the giving cards for online donors so everyone can take part on Altar Service Sunday.

Encourage flexibility: remind people they can give online at salvationarmy.org.au/selfdenial and that donations are accepted until 30 June 2026. Regular giving is also an option.

Step 3: after the appeal

Process gifts promptly: follow the donation processing instructions found in the resource toolkit and return gifts and coupons by 31 March 2026. This ensures your congregation receives their receipts promptly and credit cards have not expired.

Say thank you: use the letterhead to send a simple thank-you message on behalf of those impacted overseas.

Keep giving open: some may still want to give. Add a reminder in newsletters that donations are open until 30 June 2026.

Thank you

Thank you for all your hard work during the Self Denial Appeal — and every day — giving selflessly and motivated by love.

Through your support, you become part of a global movement that is transforming lives, growing God's kingdom and revealing the love of Jesus in some of the world's most under-resourced communities.

May the love of Christ compel us all to live generously, give courageously and trust God deeply.

For more information or support with any questions, please contact your state's External Communications Manager or email: overseasaid@salvationarmy.org.au