



# BRAND STORY

JAMIE & BERLY

# BELLO

**DOMINICAN REPUBLIC**

*Changing a Culture through a  
Generation*



## “ABOUT A PEOPLE” OUR PEOPLE (WHO)

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### MINISTRY SETTING & PEOPLE

Jamie & Berly Bello serve as Assemblies of God World missionaries in the Dominican Republic located in the Caribbean. They work with youth and university students (ages 12-24) and with the leaders who work with and invest in these students.



## “WHO FACE A PROBLEM” THE CRITICAL NEED

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**The critical need of this youth generation is for hope, purpose & empowerment.** Dominican teens and university students live in a culture rampant with sexual impurity, economic hardship, and they lack hope, direction and Christ like values. The enemy is working hard to keep them bound in materialism, sexual bondage, homosexuality and wounding them with abuse or too much freedom to experiment, so that they do not reach their potential to be difference makers in the world. We believe we can change a culture through empowering a generation by helping them discover hope in Christ and God's purpose for their lives.

### CRITICAL ISSUES YOUTH FACE IN THE DR:

#### Poverty

The DR is a 3<sup>rd</sup> world developing country and poverty is rampant. Where there is poverty, poor education, child labor and sex trafficking are greater. 2016 Unicef research says that 26.8% of the children of the poor population segment doesn't make it to high school and 12.8% of

children 5 to 17 years are working at activities that are prohibited for their age. 80-85% of Dominicans working in the formal sector make less than \$325 a month.

## **Teenage Pregnancy**

The DR tops the list in Latin America for the number of pregnancies and early sexual cohabitation by girls under the age of 15, only comparable with situations in Africa, according to 2016 report from the United Nations Children's Fund (Unicef). 21.2% of Dominican female teenagers, ages 15 to 19 years have been or are pregnant. Another 20,558 children under 15 have given birth. The report reveals that 58.6% girls from poor families have spouses before 18. Researchers concluded that the high rate of teenage pregnancies at early age is the biggest cause of poverty in the Dominican Republic.

## **Gangs**

Gangs particularly target 10-14 year olds, a reason crime is rising.

## **Alcoholism**

Alcohol is a cultural norm. Parents give young children alcohol.

## **Abuse**

Majority of teen pregnancies are cases of older men raping young teens (often family or friends of family.) 13 girls give birth every day at public hospitals, most resulting from rape or sexual abuse. Youth afraid to denounce the perpetrator when this occurs. Physical abuse also common. There are hidden sorrows and deep wounds which create a multigenerational pattern if it is not broken. The church is ill equipped to talk about and address these issues including the tolerance that prevails in Dominican society towards this social problem

## **Lack of Adult Supervision & Care**

There are many single parent homes or parent(s) at work. Students are home alone and have much freedom with very little supervision.

## **Sex Trafficking**

4<sup>th</sup> highest nation in world from which women & teen girls are victims of human trafficking. No hope for future, so are often given hope by a predator who comes and offers a better life, income and sometimes they go willingly even knowing they will be prostituting themselves. Other times the offer is modeling or working in a salon, and when it is too late they learn the truth.

## **Church Legalism**

In the DR, church is not seeker friendly. It is about rules with many DOs and DON'T's and hard core discipline enacted when youth break rules. Legalistic rules deter unchurched youth from wanting to attend and when they do, they often leave because they do not feel acceptance. This drives them away from God and the church.

## **Poor Quality Education**

Another challenge facing the DR is to improve the quality of higher education as well as the primary and secondary levels of education. The 2015 ranking for Latin American and Caribbean universities ranks Dominican universities towards the bottom of the list. Many university students make multiple transfers from one university to another, seeking a better education or escape from poor infrastructure which does not permit them to graduate in a reasonable time period.

## There is A Critical Need for Safe Nurturing Environments

### **Safe Places to Hang Out, Connect & Grow**

Students need a safe place to hang out and a positive Christian environment in which to belong, be themselves, and to grow. They also need a refuge from the hot sun and rain in between classes. If students don't have a safe and nurturing place to connect, they will gravitate to whoever has the strongest voice. If there is no sense of belonging, they will search for it and search for it in negative ways.

### **Puente Community Center for University Students**

The local university does not have a student center or a coffee shop or a place for students to connect and come together on campus. We have an opportunity to provide a practical and spiritual doorway into our ministry by providing the Puente Community Center. This also helps students with transportation costs. Most universities are commuter campuses where students must travel often long distances to get there. Students already have a difficult enough time paying to get there and back once a day. There is currently no place for students to go during long breaks in between classes – except under trees in the hot sun or rain. If they go home, they can't get back to school. When they stay they are on campus for many hours. The Puente Community Center provides a practical place for students to go and saves on transportation costs.

### **Safe Recreational Environments for Teens**

There is a lack of healthy, safe environments for youth to engage in recreational activities. Sports facilities and other “hang out” locations and venues are very limited in most neighborhoods. Basketball courts are the main option but most are run down. Why is this important? Youth need a safe place to belong, be themselves, and to grow as well as find refuge from the hot sun and rain. If youth don't have a safe Christian environment in which to connect and belong they will search for it and most often find negative options.

### **Community & Belonging**

Youth are often alone. They greatly desire to connect with someone who cares. Girls seek that relationship in guys.

## There is A Critical Need for Training & Education

### **Training & Education in Sexual Purity**

The Dominican Republic has the highest teen pregnancy rate in Latin-America. The circumstances that lead to sexual activity and teen pregnancy are complex and multi-layered such as family abuse, self-esteem, identity issues, the need to belong or be accepted, and cultural peer pressure. In the church, marriage becomes a solution to teen pregnancy. This pressure adds more problems rather than solutions. Marriage without love leads to more divorce. The child becomes the victim. In the unchurched culture, co-habitation becomes the solution, leading to more abuse, violence, and frustrated hopes. Teen pregnancy is actually the biggest contribution to poverty in the DR.

### **Training & Education Regarding Homosexuality**

The LGBT community is getting strong and gaining power. Teens, and especially pre-teens, are “testing” out their sexuality. There is peer pressure in some neighborhoods to express homosexual

tendencies and lifestyle. The church is afraid of the issue and leaders are in need of training and education to help their youth understand their biblical identity and how to address the issue of homosexuality when they encounter it among their peers.

### **Training of Youth Workers & Leaders**

There is a lack of trained youth workers in churches & communities.

## **There is A Critical Need for Spiritual Direction & Life Counsel**

### **The Need for Counsel & Life Direction**

Teens and university students have hard time figuring out what they should or want to do with their lives. The church takes little initiative to seek called, trained personnel to facilitate healthy student ministry in church and in the community.

### **The Need for Discipleship**

Many of those that are Christian, don't share their faith individually with others, or walk alongside new believers to learn how to study the Word, pray, etc.

### **The Need for Identity & Purpose**

Many dangers attract youth and university students such as peer pressure from gangs, sexual involvement, drinking, homosexuality, materialism, atheism, and the list goes on. Students need to discover their identity in Christ before the world has a chance to shape it.

### **The Need for Mentors**

Youth lack adults who care and who can invest time and energy in helping them discover and achieve their dreams. They need mentors to fill the gap and invest in their lives.

### **The Need for Emotional Healing**

Many youth need emotional healing from a variety of societal and family issues.



## **“WHO MEET A PARTNER” OUR BRAND ESSENCE (WHY)**

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## **OUR CALLING**

Our calling is to bring transformation to a culture by bringing the hope of Jesus and empowering students and leaders to find their purpose in Christ so that they can in turn bring transformation to their world. Jamie is called to minister to youth ages 12 – 24 and train youth leaders to help them become difference makers in the world. Berly is called to use his gifts in music to bring youth closer to Christ through worship and through their involvement with music.

## **STRENGTHS**

**JAMIE:** Belief, vision, putting the big picture into practical reality, administration, and skilled communication. Strengths Finder 2.0: Achiever – Belief – Strategic – Maximizer – Responsibility.

**BERLY:** Accomplished pianist, writing & arranging music, directing musicians/bands, music

production & recording, sensibility to the Holy Spirit to know what is needed musically on the platform to enhance the audience's experience, ability to engage people in meaningful and relevant worship; sound engineering, computer skills, technical skills.

## OUR PASSION

We are deeply passionate about making a way for students to be transformed and become active in the purpose of God for them. We are passionate about making a difference, multiplication, excellence and achieving results for the Kingdom of God.

## BRAND ESSENCE

CHANGING A CULTURE THROUGH A GENERATION

## PURPOSE STATEMENT

**CHANGE A CULTURE THROUGH A GENERATION:** Our purpose is to provide avenues for this generation to find hope, purpose and empowerment in Christ. We believe that a generation is transformed by discovering Jesus, their God-given purpose and being mobilized (receiving empowerment) to go out into their world to **BE the difference**. A student who finds their true identity in Christ will be able to stand against the negative forces and influences of their culture and truly be the catalyst for transformation in their community and the world.

## CORE VALUES

Pursuing Excellence

Earning The Right to Be Heard

Fighting for Purity

No Is Not an Answer. We Won't Stop Trying

Empowering Students to Succeed

Multiplying Disciples & Disciples Making Disciples

Learning Is a Lifelong Lifestyle

Authenticity

Modeling Team Based Leadership



**“WHO GIVES THEM A PLAN”**

**OUR MISSION (WHAT)**

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## WHAT WE DO

### JAMIE

- Lead, Mentor and Coach Students and Youth Leaders
- Develop Strategies to Mentor Students and Leaders
- Mobilize Students to Action
- Mobilize & Model Team Based Ministry
- Write Curriculum
- Direct MDA & Uconexion & Puente Community Center
- Cast Vision for A New Paradigm of Youth Ministry in The Dominican Culture

### BERLY

- Music Producer

- Worship Leader
- Writes Music
- Mentors young musicians and worship leaders

## PERSONAL MISSION STATEMENT

Our mission is to empower students and youth leaders to find their hope and identity in Christ, to help them live in purity, and to mobilize them to transform their culture by sharing hope and discipling others.



## “AND A PROCESS” OUR STRATEGY (HOW)

## OUR MINISTRY STRATEGY



### National Teen Ministries

National Teen Ministries is a nonprofit entity dedicated to teenage ministry in the Dominican Republic Assemblies of God, attached as a ministry unit within the youth ministries of said general council. The entity is dedicated to realizing Christian formation programs in favor of teens between the ages of 12 and 17 and youth leader trainings.

**MDA's VISION:** We want to see the multiplication of ministry in the Dominican Republic through youth leaders called by God and trained so that they can reach, teach, and send their young people out to complete the mission of Christ in the world.

**MDA's MISSION:** National Teen Ministries (MDA) exists to equip the local churches with the tools that help them develop healthy ministry for teenagers in their church and community.

### **MDA's PURPOSES:**

#### **MOBILIZING Students to Action**

To equip students and mobilize them in the power of the Holy Spirit to be an active force in ministry in the local church, the community, and the world. This is done through campus missions, world missions, special events, and personal growth tools.

- a) Events – Conferences, Camps
- b) Missions – Speed the Light, Missions Trips
- c) Campus Missions / Bible Clubs in Schools

#### **MENTORING Youth Leaders**

To provide training, education and support in the areas of purpose driven youth ministry, programming, personal growth, integrity, and servant leadership. This is done through trained, experienced leaders, and support tools and resources.

- a) Mentoring Groups
- b) Youth Ministry Specialty (included in the Basic Plan for Bible Schools)

## c) Workshops and Conferences

### **MODELING Healthy Team Ministry**

To demonstrate personal character, excellence in ministry, and diverse strategies in agreement with our code of ethics. To efficiently demonstrate teamwork and purpose driven youth ministry. To provide a model by means of a strategic plan for community engagement.

#### **MDA's CORE VALUES:**

Demonstrating passion for the lost  
Collaborating with local churches  
Networking youth leaders  
Leading through teams  
Investing in teenagers  
Pursuing excellence  
Overcoming obstacles



### **UCONEXION - UNIVERSITY MINISTRY**

*A ministry of men and women university students serious about following Jesus.*

It is a nonprofit entity organized by the Dominican Republic General Council of the Assemblies of God, Member of the University Network (Red Universitaria) of the Assemblies of God in Latin America, dedicated to the ministry of men and women university students who can have fraternal relationships and work in harmony with other similar national and international ministries.

**UCONEXION's VISION:** To be a ministry that establishes evangelism and discipleship groups of university students in the university campuses and local churches. Reaching, equipping, and sending university students out from the local church to the world.

**UCONEXION's MISSION:** To connect students to Christ, to equip them through a community of prayer, worship, fellowship, discipleship and mission in order to transform the university, the society, and the world.

**UCONEXION's PILLARS:** Our desire is that all university students have the opportunity to know and experience God in a personal way. We strive to do this through these 5 core pillars:

- **Prayer:** communicating with God.
- **Worship:** expressing thanks through words, music, and service.
- **Fellowship:** fostering a community of students who develop quality friendships.
- **Discipleship:** learning about Jesus and following His example.
- **Mission:** living a life that reflects our relationship with God in what we do and say.

**GENERAL DISPOSITIONS:** The ministry operations function following two models: Uconexion University and Uconexion Local Church.

#### **A. UCONEXION UNIVERSITY:**

The philosophy of Uconexión in the university is based on the concept of community, since the effectiveness is in a ministry realized by students as a group, more than isolated individuals.



It is necessary to establish a visible, regular presence in the university campus. The objective is to enter the university environment and establish a community of believers committed to Jesus Christ.

The coordination of the students in community on campus is vital. So, only one Uconexion chapter is permitted on each university campus. Once registered, other students who desire to unite to the mission, will unite to the existing Uconexion University (name of campus). The Uconexion Dominican Republic national office will maintain the registration of all Uconexion University chapters in order to know in which university campuses the Uconexion ministry already functions.

THREE PRINCIPAL WEEKLY ACTIVITIES of UCONEXION UNIVERSITY:

1. Large gathering for worship and prayer.
2. Small group gatherings (Uconexion CPUs).
3. Evangelism impact activities.

## **B. UCONEXION LOCAL CHURCH**

THREE VITAL INGREDIENTS:

1. Pastoral initiative.
2. Works in conjunction with the youth world in the local church, national church denomination, and the nation.
3. Reach the campus (get TO the campus!).



**“SO THEY CAN PROGRESS”**  
**OUR IMPACT (RESULTS)**

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## **KINGDOM IMPACT**

Students accept Christ as Savior, students receive baptism in Holy Spirit, students discover gifts-talents-calling, students develop those gifts-talents-calling, practical application through opportunities to use those gifts-talents-calling, students become disciples & disciple makers; youth leaders become effective in reaching, building, and sending students

## **Tangible Impact We Are Striving For**

### **JAMIE:**

- Purity – Students make purity pacts. Students establish boundaries and live in purity.
- Decrease % teen pregnancy and arrive at marriage before sexual involvement.
- Healthy Youth Ministries in local churches that grow numerically and spiritually.
- Students become small group leaders to their peers on campus.
- Students disciple peers in 1 on 1 relationship.
- Students engage in reaching others through their professional occupation/calling.
- Volunteer youth leaders are trained and obtain ministerial credentials and become youth pastors.
- Youth ministries function with a leader team – spanning ages, gender & giftings.
- Youth engage in irrational generosity, community service, evangelism, and short term missions trips

### **BERLY:**

- Students learn to play instrument
- Students to learn to lead worship
- Students increase their musicianship skills and blend well with the rest of the band
- Students write relevant worship music
- Youth bands & musical artists record and produce relevant musical tools (songs, CDs, worship albums)

## Intangible Impact We Are Striving For

### JAMIE:

- Students find hope
- Students have direction
- Students find their identity
- Students are motivated / have passion
- Students are empowered

### BERLY:

- Musicians learn how to engage an audience and lead people into meaningful worship
- Church audiences “feel” the Spirit through the music
- Musicians & worship leaders learn to flow with the Spirit as they lead worship
- Musicians lifestyle is consistent with true worship
- Worship leaders establish relevant worship in their churches



## “AND REACH SUCCESS” OUR VISION (WHERE)

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## VISION STATEMENT

### JAMIE

I want to see Dominican students raised up and empowered to become leaders who bring transformation to their nation and world for Christ.

### BERLY

I want to see young musicians have a transforming worship experience that catalyzes them to become relevant worship leaders in the church, and draws unbelievers into Christ and community.

## CURRENT SUCCESS STORIES

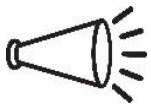
Many teenage and university students have accepted Jesus as Savior in our ministry and/or have been coached into leadership opportunities.

**Fermariz** came to our Puente Community Center (\*info below), and after visiting for a few weeks, she asked Jesus to come into her heart during our Wednesday gathering. Then she joined a girl’s small group on campus led by another of our students, and she is learning more about Jesus each week.

**Maiki** came to our Puente Center right after graduating from high school. He took the class with Jamie to learn how to become a disciple maker, and recruited friends to join his new small group of guys that meets weekly on the grass in the middle of university campus. At our leaders’ retreat, he asked us to pray that he would be baptized in the Holy Spirit. He received the

baptism in the Holy Spirit, and ever since he has been more bold in sharing Jesus with friends at school.

**Pilar**'s parents got divorced when she was a teenager. She almost stopped coming to church and wasn't very interested in God. But her youth pastor (he's on our leadership team) invited her to our youth conference and we offered to pay ½ the price so she could go. She loved the fun event and saw hundreds of teens like her praising Jesus. It changed her heart. Later at a mission's event we hosted, God called her to the ministry. She went to special training school we promoted, was able to raise money to go on a 3 month mission's trip to Surinam in South America, and after that returned to start working in our ministry office as Jamie's assistant. She has received training to become a youth pastor, and was called by a pastor of a church this year to do just that. Now she invests in teenage students just like her youth pastor invested in her when she was a hurting teenager.



## **“SO JOIN THE MISSION!”** CALL TO ACTION (RESPONSE)

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### **WAYS WE CAN PARTNER**

#### **Pray with Us**

We need your prayers to move the mission of God forward in the DR

#### **Bring a Team**

We invite you to come and engage in community service & evangelism, help host events, purity talks in school assemblies, university ministry on campus and much more.

#### **Join the Puente Project Team**

We invite you to partner with us to buy the property, bring a team to remodel and makeover the property. Secure direct giving link: <http://s1.ag.org/bello> -- Mark it Class 60 and write “Project #20142, Puente Center” in Notes

#### **Come Be Part of Our Team On the Ground**

We invite you to be a part of our team through one of the following ways:

- An internship
- Serve as Missionary Associate
- Engage Program (online university while doing practical missions work with us)
- Professionals sharing their expertise to students, mentorship, counseling, youth leader training

#### **Invite Us to Share**

Invite us to share with your church, a group your friends, your business associates, anyone!

#### **Financial Partnership**

We need financial partners who can sow a monthly amount to propel the ministry forward in transforming the lives of students and a new generation in the DR -- <http://s1.ag.org/bello>