



# 20

HILLSONG DENMARK  
ANNUAL REPORT

# 23





# Table Of Contents

## Denmark

Lead Pastors Report	<b>03</b>
Who we are	<b>04</b>
Key metrics	<b>05</b>

## Copenhagen

- Location Pastors Report	<b>07</b>
- Kids Pastor Report	<b>10</b>
- Creative Pastor	<b>13</b>
- Comms Manager Report	<b>15</b>

## Aarhus

- Location Pastors Report	<b>17</b>
---------------------------	-----------

## Financials

- Audited Financial Report Summary	<b>23</b>
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# Hillsong Denmark Church Report

Dear Church

2023 was the first year where we walked through 7 Chapters in the Word of God with a united focus. As we navigated the various storms of 2023, we reminded ourselves & each other that “if God wills... then ...”.

In many ways there was a shift in Hillsong Church – locally & globally. God was leading us in changing many of our systems & processes to be healthier & more effective in serving the individual within the church & reaching the many outside of it. We have no illusions that we have arrived at our destination, but it was encouraging seeing the progress as everyone was finding their individual places in new roles & functions.

The addition of the new board members in 2023 of Bodil Kornbek, Lene Hulten & Philip Dueholm, continued adding much strength behind the scenes. It was evident at each board meeting that every board member had their finger on the pulse across the different demographics & could voice what people were experiencing was working & what could still be improved, all under the leadership of our chairman Simon Kusk.

George Camara also proved to be God sent as he took on a new, big role as General Manager. This replaced both the COO & CFO roles previously & combined them in the new role of General Manager.



Church, we haven't arrived. Like we always say, if we are passing more people on the way to church, than there is in church, there is work to be done.

2023 was really a year of renovating our house, while still living in it. Rebuilding the ship, while sailing. And laying out tracks, while the train was running.

It wasn't easy but I am grateful for the many, who have leaned in & still believe that the best is yet to come. 2023 was a year of listening & learning & as the year came to an end, there was a definite sense of turning the corner & looking to 2024 with faith & hope. God is faithful.

God bless you & much love,  
Thomas & Kat

Lead Pastors  
Hillsong Denmark



# Who we are

## Our Vision

A healthy church, changing lives through Christ

## Our Mission

Building healthy church communities  
Purpose-filled Jesus followers  
Significant and sustainable social impact

## Our Values

We are Jesus followers  
We are a Generational church  
Culture of Welcome Home  
Generosity  
We have fun  
Servanthood  
Worship

## Our Objectives

Reach the lost  
Serve the found  
Mobilise the called

## Strategic Priorities 2023 - 2024

Discipleship

Life  
Seasons

Generations

All  
Age Groups

Care

Provide Help  
Church & City

Home

Enable  
Midweek & Care

Creative

Live a life of  
Worship



Key Metrics Update

Baptisms

Copenhagen

47

Aarhus

16



Leslea Petersen  
Events Manager

Visitors

Total 2023

28 693

CPH

25 866

AAR

2723

Growth

+3624

CPH

+3520

AAR

+104

Wk % Growth

+14%

CPH

+16%

AAR

+3%

Decisions

Total 2023

1079

Growth

+13

% Growth

+1.3%





# Copenhagen



# Copenhagen Church Report



Georg & Evelina Eidem (Volunteer)  
Copenhagen Location Pastor

## WE GIVE THANKS:

Firstly, we want to recognise and thank every single one of you who make up our Hillsong Copenhagen family. We have incredible people who volunteer and give to create space for people to encounter God and find church home. This all takes place throughout the life of our church, often in ways that are hard to quantify. The new mother who sends a message to one of her friends who didn't show up in the parent's room on Sunday. The couple who week in and week out invite people out for lunch. The guy who opens his home to host a connect group for new believers. The woman who serves on the welcome team looking out for people who have come alone. The mature person who takes the time to encourage some of the young people. The list goes on and on. Thank you! Church is not something we go to. We are the church.

## BAPTISMS

It is always an incredible honour to stand with people as they decide to follow Jesus, being united with him in baptism. We have celebrated with 47 wonderful individuals over the last year. All glory to God.



## BABY DEDICATION

Whenever a baby is born in our church family, we want to take the time to bless the child and pray for the parents. Every new life is truly a miracle, and we had the privilege of dedicating 27 children to the Lord in 2023. A massive congratulations again to those of you who welcomed a new child into the world during this time.



# Copenhagen Church Report



## THE ALPHA COURSE - ONLINE

Alpha is a place to explore the Christian faith with others. We ran multiple online courses throughout the year which allowed people from both Copenhagen and Aarhus to participate. We had a total of 61 people registered. One of the highlights was seeing people who were completely new to faith grow in their relationship with Jesus, get baptised and plugged into church.



## CONNECT GROUPS

We believe that as our church grows larger, we continually need to get smaller. Everyone can't know everyone, but the goal is that everyone will be known and will know someone. In connect groups we meet to grow in faith together and do life alongside one another. In 2023, we had 20 groups that met in homes throughout Copenhagen.



## YOUNG ADULTS

The focus for the young adults in our church in 2023 was to build community with one another. Loneliness is a big challenge for a lot of young people in our city and we believe that we can be part of changing that reality. The young adult's community has built fellowship around our evening services, organised hangouts and facilitated places for people to build godly friendships.





# Copenhagen Church Report

## YOUTH

The youth ministry has seen a big build in momentum and ended the year on a high. Our Sunday evening services saw an increasing number of teenagers, and weekly pre-service hangouts were established where youth got to connect with one another, and with our incredible youth leaders. Our creative team has also started a youth band that allows our teenagers to get together to rehearse and worship together.



# Kids Department Report

## KIDS IN 2023

This year we had a change in leadership as Josias was covering the Kids Pastor position the first 6 months of the year while I was on maternity leave. He did a great job specifically in strengthening the team and leading the volunteers. The handover back and forth from the maternity leave was obviously quite smooth as we are married and had a great opportunity to support each other in the role and in pastoral situations.

Some Highlights for the year have been seeing so many new families find faith, find church and start putting roots down. It's been a year where we have focused a lot on growing the strength and the depth of the team. In the beginning of the year, we launched a campaign targeted specifically to parents to step up and start serving in the Kid's ministry. We have seen a good number of parents find a place for them to serve as a result, and it has also created a bigger focus on the need for volunteers. This has resulted in many - also not parents- starting to serve in Kids in 2023.



Nanna Rygaard and Josias Rygaard  
(Maternity Leave Cover Volunteer)  
Kids Pastor

At the same time, as we have seen a stronger team take formation, we have also seen some of our biggest attendance on regular Sundays in Kids.

After summer in 2023, we were able to start up live worship in Kids again after it has been dormant for a few years due to capacity in our volunteers. It has been amazing to see the kids have fun and praise and worship together. We introduced "tribes" for the older kids. We have seen an impact in how the kids feel connected, especially new kids, as they come in for the first time, but are immediately adopted into the tribe of kids that are around the same age and speak the same language.



# Kids Events Report



## FASTELAVN

One of the first key Events in 2023 was Fastelavn. It's always a great win, and we held a Fastelavn party for the whole family after the service, and the kids were engaged and there was a great sense of community with 70+ kids attending.



## EASTER

Our annual Easter egg Hunt was like always such a great family day, a buzzing of community and fellowship. This was the first year where we invited the rest of the church to participate in the hangout, and there was a great lean in from the youth and young adults' community. We had a fun picnic, games and of course +30 kg of chocolate eggs to find. We saw around 230 adults and kids participate in the event.



## 10-YEAR ANNIVERSARY

This year was so special as we celebrated our 10-year anniversary at a great location by the water. For kids, this meant an awesome outdoor setup of jumping castles and fun things like giant soap bubbles, games, slush ice and popcorn ad libitum. We had a family show with a magician and luckily the massive downpour of rain didn't happen until we started our Game Show. The kids competed in tribes to win the ultimate candy prize! We had such a fun day and will look back on this day with great memories where the Kids team pulled off a really fun and massive day.



## CHRISTMAS

This year we did a Family Christmas show "Jul I Bakkesang". It was such a fun morning with a great production that was made possible by the involvement of many Youths and Kids, which made it so special and was a win for all kids involved.

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# Christmas Family show





# Creative Department Report

## CHRISTMAS

Christmas 2023 was such a highlight within Creative. We manage to put on one big Christmas show for the families, which was full of fun. We worked together with the KIDS team and had both little children and youth involved on the platform.

Later the same day we had our Christmas Carols, which was a big win. The team had the chance to be creative all the way through from the tech team to the stage manager, to the worship team, and put on a fantastic night for our church.



Malene Kusk  
Creative Pastor

## 10th ANNIVERSARY

The 10th Anniversary was another highlight for our creative team. It is always a big job when we set up all the creative gear at a new venue, and need to hire in extra gear, to make our service the best experience for our church. We got it all set up on time, but barely had time for rehearsal. The team however, still managed to put on wonderful spirit-lead worship. And then everyone happily packed down despite very heavy rain.

## GROWTH

Since January 2023, our team has grown rapidly. Currently we have approx 60 actively serving volunteers on team. This means that a big focus of 2024 is upskilling in the different areas within creative.

# Creative Department



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## GROWTH

Since January 2023, our team has grown rapidly. Currently we have approximately 60 actively serving volunteers on team, which we are so grateful for.

This means that a big focus for 2024 is upskilling in the different areas within creative, so we can continue to lead our church in God-honouring worship.



# Communication's Department

In 2023, our communications team achieved significant milestones by executing major campaigns that enhanced our church's outreach and engagement with the community.

## 10-YEAR ANNIVERSARY CELEBRATION

One of the standout projects was the celebration of our church's 10-year anniversary. To commemorate this milestone, the team crafted a unique calendar book, intended as a heartfelt gift from our church to our congregation. This calendar book was thoughtfully designed to divide the year into seven chapters, each representing a significant theme or aspect of our church's journey and values. This creative approach not only provided a practical item for daily use but also served as a meaningful keepsake that highlighted our church's history and mission over the past decade.

## MAJOR CAMPAIGNS

In addition to the anniversary celebration, the team spearheaded our 10-year anniversary campaign. This campaign was multifaceted, incorporating various elements to engage our congregation and the broader community. The goal was to reflect on our past achievements, celebrate our present community, and look forward to future growth and opportunities.



Naomi Axinte  
Communications Manager

## HOLIDAY EVENTS

Our team also successfully elevated two beloved holiday traditions: the Christmas show and the Christmas carols. The Christmas show was brought back with renewed energy and creativity, offering a festive and spiritually enriching experience for attendees. The Christmas carols campaign complemented this by spreading holiday cheer.

## MERCHANDISE INITIATIVE

Recognizing the importance of tangible connections, we launched a new merchandise initiative. This venture included designing and producing a range of church-branded items, such as apparel and accessories. Our merch selection will continue to provide opportunities to proudly represent and support our church.



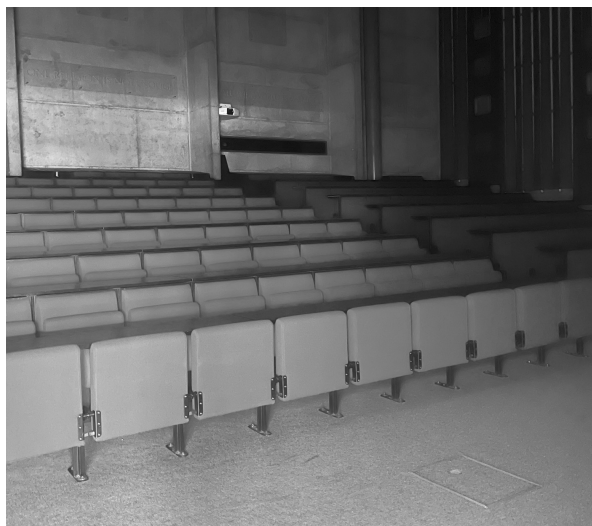
# Aarhus



# Aarhus Church Report

## NEW HOME

2023 was the year we relocated in Aarhus to a new venue called Kulturhus Bunkeren. The name says a lot about the history that belongs to this building. First, the part of the name “bunkeren” which means “the bunker”, became a nickname, because of the architecture. The architectural style is actually brutalism, which emerged during the 1950s right before the energy crisis. You might wonder why this is relevant for us as a Church, but it has an influence on us today.



Since a lot of these buildings in the 'brutalism style' were built in the 70s, they didn't think about energy and the cost of heating places like this. It has meant that a lot of these buildings have been demolished in different places in Europe.

But since this building has been categorized as a cultural heritage - it means that the E.U. wants to save some of these buildings. The E.U. has created a new fund 'The New European Bauhaus'. This fund is a creative and interdisciplinary initiative that connects the European Green Deal to our living spaces and experiences - their focus is beautiful, sustainable & together.

Recently, it was announced from the owners of this building, FO Aarhus, that they have been granted a donation from this “Bauhaus” funding to restore and make this building sustainable. The foundation has granted 37 million DKK to support this project. Funding from the foundations of Nordea and Mærsk, have also come in of 5 million kroner each for this project.

# Aarhus Church Report



What's really exciting is that as a Church, we have been asked by the owners if we would like to be involved in both meetings with the architects, and user groups across the different tenants in the building. In a meeting with one of the architects, the owner shared that since we are currently one of the heavy users of this building, they wanted to involve us. He said that having a meaningful experience like when the building is used as a Church, would benefit all kind of similar events. This was not something we expected would happen when we relocated to this venue last year. At the time we were looking, the goal was to find a new home where we could save money, and we dreamed about full time facilities for midweek. We also wanted to be near public transport - the tram (letbane) – because we wanted to be accessible to everyone. Lastly, we wanted a place where we could reduce setup time every week in consideration of our volunteers, as we have been rebuilding numbers after Covid.



The amazing thing is that we got it. We saved around 500.000 Danish kroner yearly by moving, and we pretty much have our own tram station next to Church. We recently gained creative storage within the auditorium (less setup), and we have 160 square meters in this building that is ours full time. Over the year it has been used for many things; rehearsals, DNA, Connect Groups, City Care Christmas wrapping, kids' ministry on Sundays and many more things to be added to this in the future.



# Aarhus Church Report



## CREATIVITY UNLEASHED

Creative in Aarhus - this area is still under construction - and maybe it always will be. But since we moved to Kulturhus Bunkeren, we've been able to gather for rehearsals and we've had a bunch of committed people gathering bi-weekly. Having people who are willing to gather bi-weekly means the world and it has taken creative forward in Aarhus. Things don't always go in the pace we want, but building healthy teams sometimes just takes time. Currently we're having worship in the room once a month, which is carried by an amazing team – but to take this forward we need more musicians, tech people and leaders, who can serve with their talents. And to highlight especially one, we need more tech people.

## CARE IN ACTION

We have a history of serving and caring for the local women shelters here in Jutland. This year, we again collaborated with "Aarhus Krisecenter" for Easter and Christmas. If you are unaware of what a women's shelter is, it's a safe house where women and kids escaping from domestic violence situations can get emergency housing. Often, things happen quickly, and the women and kids must leave with very few belongings. So, we as a Church decided to help these people. We arranged some chocolate eggs for them last Easter and for Christmas - we did an angel tree with tags for each person at the center. This meant that our Church made sure that 20 kids and 16 women got a Christmas gift in December 2023. It seems to be a small thing, but it meant the world to these women. We recently had a call from a staff member & she told us that many of the women were touched by this act of kindness as they felt seen and loved, because it was so personal.

This collaboration will continue in 2024 and we look forward to blessing and caring for new people over the year. A special shout out to Lyn Madsen and Diege & Andrew Ferenbach who made this happen.

# Aarhus Church Report

## DISCIPLESHIP

As a part of our strategy, we are focusing on building discipleship in our Aarhus location. Last year we decided to offer a new initiative in Aarhus, “Welcome To Church Dinners”. The idea was basically to invite all new people in our Church to a dinner every quarter - both to get them connected, but also help with their next step regarding Church. This could be joining a team, connect group or Alpha.

Talking about Alpha, last year we did an online Alpha course across locations. It was a great solution as we didn't have the team to run it locally, so people joined online. But this year is different, we've hosted Alpha locally in Aarhus. A couple recently joined our Church and said yes to serve within this area, which has been a local need. We're very thankful that we can now offer new Christians and people with faith questions the opportunity to join Alpha locally.

## OUTREACH

Another thing we want to mention in Aarhus is the outreach. We've been blessed to get the opportunity to both join the International Student Fair, which is hosted by Aarhus University, and International Community Aarhus. Both events have connected us to new people and we're more visible to new people in the city, especially new international students and expats. We've even seen that people find Church through this – and they are now a part of our location. Shout out to Esther Banian for being a part of this!



# Aarhus Church Report

## **CLOSING A LOCATION / MOVING TO AARHUS**

Finally, from Aarhus, in 2023 was the year we closed one of our services/locations in Jutland, Aalborg. Our location pastors Annika and Samuel Sommer have been leading both locations since 2022. Aalborg was originally a Church that closed down to join Hillsong, but after Covid-19 the location struggled, and it was carried by a few people. This became the reason why a tough decision was made, to close the Aalborg location and focus fully on Aarhus. As mentioned earlier, Annika and Samuel and their 3 boys are fully committed to building the local Church in Aarhus, which means they've decided to put their house up for sale (north of Aalborg) - and to relocate to Aarhus, which they hope will happen in the near future.



Samuel and Annika Sommers  
Aarhus Location Pastors





# Annual Financial Report Summary

Income statement			
DKK	Note	2023	2022
<b>Revenue</b>	3	<b>7.802.513</b>	<b>10.415.581</b>
Church ministry activities	4	-10.086.035	-9.520.353
Other operating income		274.946	290.696
<b>Operating (profit)/loss for church and ministry projects</b>		<b>- 2.008.576</b>	<b>1.185.924</b>
Church ministry activities carried on behalf of Hillsong Church Malmö			-809.053
Financial expenses		411	-11.818
<b>Net surplus/(deficit) available for church and ministry projects</b>		<b>- 2.008.165</b>	<b>365.053</b>

Note 3 Revenue		
DKK	2023	2022
Donations*	7.765.725	10.399.464
Other income	36.788	16.117
<b>Total</b>	<b>7.802.513</b>	<b>10.415.581</b>
Breakdown of Donations:		
Donated amounts pursuant to Section 8A of the Danish Tax Assessment Act	4.126.117	4.389.315
Regular donations pursuant to Section 12(3) of the Danish Tax Assessment Act	1.711.817	2.397.235
Other donations**	1.927.791	3.612.914
<b>Total donations</b>	<b>7.765.725</b>	<b>10.399.464</b>

The full Audited Annual Financial Report can be found on our website below:

<https://cdn.hillsong.com/wp-content/uploads/sites/12/2024/05/17124433/Hillsong-Denmark-Annual-Report-2023--signed.pdf>

# Annual Report Summary

## Financial Performance

In 2023, we experienced a significant revenue decline of 24% year-on-year. This decrease was primarily due to a mix of shortfalls in Tithes and Offerings as well as Heart for the House collections.

## Expenditure

Expenditure related to church ministry activities saw a 6% increase, driven by inflation, additional costs associated with our 10-year anniversary celebrations, as well as our deliberate decision to cost for staff security and to maintain our venue location and standards.

## Financial Position

The year concluded with a 2 million DKK deficit driven by a decline in revenue, as mentioned above, in Tithes and Offerings and Heart for the House. In 2024, we have made strategic initiatives to mitigate this shortfall.

## Strategic Focus for 2024

Looking ahead to 2024, our strategic focus will be on realigning revenue and expenditure. We aim to achieve a zero-sum balance between revenue and expenses, ensuring financial stability and sustainability for the future. Additionally, we will aggressively pursue cost-cutting initiatives across all areas of expenditure. We plan to optimize our resource allocation without compromising the quality of our ministry activities.



George Camara  
General Manager



Dorte Larsen  
Finance Manager



# Hillsong Denmark Board



Simon Kusk  
Chairman



Thomas Hansen  
Board Members



Bodil Kornbek  
Board Members



Lene Hultén  
Board Members



George Aghajanian  
Board Members



Philip Dueholm  
Board Members

# Financial Support Opportunities

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As we continue our journey together in faith and fellowship, we are presented with opportunities to support our church financially through two distinct methods. We want to share these options with you, along with their unique benefits, so that each of you can prayerfully consider how you would like to contribute.

## Method One: Tithing

- **Regular Tithing** - Your consistent contributions help sustain our worship services, outreach programs, and community initiatives. Through your faithful giving, you become partners in advancing God's kingdom here on earth. You can transfer gifts to our Danish bank accounts (international bank details listed below). If you wish to give a fixed amount regularly, such as each month, an easy solution is to set up a recurring monthly transfer via your Internet banking.
- **Letter of Support** - For those who tithe with a letter of support, additional benefits are available. In Denmark, tithing with a letter of support allows individuals to give up to 15% of their income to the Church and receive approximately 30% tax deductions on their contributions. This means that your giving not only supports the church but also provides you with a tangible financial benefit.
- **Tax Deduction of Your Gift** - Hillsong Denmark is approved as a non-profit organization (Almen velgørende forening) under the Tax Assessment Act (Ligningsloven). Therefore, gifts can be deducted on your annual tax return. The right to deduct your gift is capped at 18,300 DKK (2024 level) annually. However, by signing a Letter of Support (Gavebrev), your gift is instead capped at 15% of your personal income, plus net income from capital.

# Financial Support Opportunities

## Method Two: - Hillsong's Faith Mission Partners Program

Another way to contribute to the work of the church is through Hillsong's Faith Mission Partners Program. This program offers a unique opportunity to partner with Hillsong in our local mission endeavours. Becoming a Faith Mission Partner also provides you with exclusive benefits. One such benefit is access to entrepreneur guest speakers and networking opportunities. Through breakfasts, seminars, and other events, you'll have the chance to connect with like-minded individuals, learn from experienced entrepreneurs, and grow both personally and professionally.

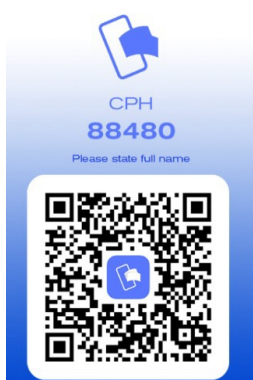
In conclusion, we invite you to prayerfully consider these two methods of financial contribution and how you can play a part in advancing God's kingdom. Whether through tithing and Hillsong's Faith Mission Partners Program, your generosity makes a difference in the lives of others and brings glory to God.

### Hillsong Copenhagen Bank Account

Bank	Nordea Bank Danmark A/S
Registration and account no.	0111-0716552780
IBAN	DK1620000716552780
BIC	NDEADKKK

### Hillsong Aarhus Bank Account

Bank	Nordea Bank Danmark A/S
Account no.	2226-4396665625
IBAN	DK7720004396665625
BIC	NDEADKKK



For more detailed information contact regarding gifting options: [Finance@hillsong.dk](mailto:Finance@hillsong.dk)



