



*Intercultural worship to the King of the world*

---

## **Narrative Report 2024**

### **Summary:**

In January 2024, we officially became part of M4 Europe, growing from our Dutch foundation, M4 Intercultural. This new connection opened doors to broaden our reach across Europe. In the Netherlands, our main focus has been on the Songs2Serve band, our partnership with Stichting Gave, expanding the Dutch team, and developing our online training materials.

In the UK the Songs2Serve team focused on presenting the vision of intercultural worship and on workshops and worship events.

In Germany, where we were building on our new contacts in M4 Germany and ICP Germany: we shared the vision of intercultural worship and presented some workshops. We were leading worship on some occasions. It was a year of networking for Songs2Serve.

And through it all, we've been pouring our energy into our major project: *Start up 100*; the goal to help 100 extra churches to integrate intercultural worship through our work, from January 2023 until december 2026.

A key part of that effort also sparked the changes we've begun implementing on our website.

---

### **Songs2Serve Band NL**

The Songs2Serve band has been an incredible blessing. It brought both flexibility and stability, giving us a solid base to operate from within the Netherlands. Preparing workshops with a band became a much smoother process, and we were able to involve the musicians in actively supporting those sessions.

We led our own Songs2Serve training day in Veenendaal, partnered with Stichting Gave (more on that below), and led a worship evening at a camp hosted by one of the intercultural churches in the Netherlands—ICF Apeldoorn.

In October, we led a workshop during a Council of Churches meeting, and later that month, we hosted both a workshop and worship night in a church in Lelystad. In December, we were invited to be part of the pre-program of a Christmas concert in Alblasserdam.

---

### **Stichting Gave – Co-Creating a Songbook and More**

Together with Stichting Gave, we developed a plan in 2024 to publish a new songbook through the Songs2Serve website. This collaboration gave us a valuable opportunity to ride along with Gave's promotional momentum—especially since they're celebrating their 30th anniversary this year. By aligning our efforts, we gain visibility through their established network. The groundwork began in the fall, and we aim to release the first edition by March 29, 2025.

---



*Intercultural worship to the **King** of the world*

---

We also led worship at Gave's training day with the Songs2Serve band and provided a workshop in the afternoon. Later in the year, we supported their summer camp training day in the same way—and even wrote a brand-new intercultural camp song especially for the occasion.

---

### **Expanding the Dutch Team**

Beyond the band, we now also have a team that actively contributes to the planning and execution of our annual Songs2Serve Day! What a blessing! More and more, Songs2Serve is being carried by a growing group of passionate people across the Netherlands.

At our February 2024 training day, we invited attendees to sign up on a “volunteer list,” sharing their talents or what they could offer. This list has proven to be a great resource—thanks to it, we found the drummer we needed, and we've involved volunteers in developing the new songbook with Gave.

---

### **European Connections**

Thanks to the work of M4 Intercultural, we've been given exciting new opportunities to share our mission across Europe. Next to the work in Germany, we also led worship in Kristiansand, Norway at the annual gathering of the M4 Europe network and gave a workshop as well.

Songs2Serve led worship at the EuroCamm gathering in London, September 2024 and we also helped with worship in a summer camp in the Suisse, from 'Interculturel', called Catch the Vision24  
<https://interculturel.info/news/sie-wollen-einen-unterschied-machen/>.

Most grateful we are with a group of InterCultural Worship (ICW) key leaders and thinkers, whom we brought together at an online table, together with Ian Collinge from Arts Release.

With these leaders we hope to think and work strategically for the cause of worshiping our Lord with all the nations in Europe together. We are coming together once in 2 or 3 months.

---

### **Online Training**

We are thrilled that all of our videos and podcasts for online training were completed in 2024! Currently, we are running an “Intercultural Worship” course through MosaiXMultiply, an online Bible school (<https://mosaixmultiply.org/>). We can now also offer churches tailored training packages that combine our video and podcast content with optional offline workshops.

In 2025, we'll present this beautifully on our website and begin promoting it more intentionally.

---

### **The Start up 100 Project – A Dilemma**

This year, we realized we're not yet moving fast enough toward our goal of identifying 100 churches that

---



*Intercultural worship to the **King** of the world*

---

we've actively helped to integrate intercultural worship by December 2026. While we still expect the biggest growth to occur in 2025 and 2026, the pace remains a bit concerning.

So, we made strategic changes in three areas:

1. Strengthening our collaboration with Gave so we can further leverage their reach through the songbook.
2. Expanding our website vision with a business model in mind.
3. Launching an evaluation structure with our core Songs2Serve leadership team which helps us to focus on this goal.

We also believe our online training will start to bear more fruit this year (2025).

---

### **Seeking New Funding**

Unfortunately, our efforts to secure new funding and business support fell short this year. Rieneke dedicated considerable time reaching out to 13 different foundations. Only one led to a new relationship. The others declined.

However, the M4 Intercultural business dinner focused on Songs2Serve and brought in encouraging support. Still, we weren't able to maintain several of our 2023 entrepreneur relationships. Intercultural worship, we've learned, isn't always an easy "sell" in the business world.

As a result, we had to cut the Songs2Serve 2024 budget down. These setbacks helped catalyze our new thinking around the website.

---

### **Website**

Our website experienced explosive growth: from 7,500 visitors in the 12 months up to November 2023... to 58,000 visitors by November 2024!

Mid-summer, our site crashed due to the high number of simultaneous downloads. We had to increase its capacity to meet demand.

This dramatic surge caught the attention of entrepreneurs around us, who urged us to take our website more seriously. What we've created is unique—there's no other organization in the world with this kind of content. And this growth happened organically, without heavy promotion.

They challenged us: *If you invest in improving this website, more churches will be blessed.*

Together with these advisors, we developed a renewed vision and business plan for the site. The heart of the vision is a new relationship with our users—a personalized *Our Songs2Serve* experience.

---



*Intercultural worship to the **King** of the world*

---

We are starting to develop the website in that direction.

---

**2024 was a year of great change for Songs2Serve**—transformative steps that are steadily positioning us for more impact. Just look at what's happening with the website! As we enter this new year, we are keenly aware of our dependence on God's wisdom and blessing.

**Soli Deo Gloria!**

On behalf of the Songs2Serve team,

**Rieneke Visser**