



All Hearts

Beating together as One MAF

25 June 2025



Thank you for joining our first All Hearts meeting!



A big thank you for joining our first All Hearts meeting on Wednesday 25 June. Thanks also if you attended a 'watch party' after the event and to those who have requested the recording. This was a momentous day – around 375 colleagues from across the MAF family came together as one for the first time, with more catching up later on!

We will have regular informal All Hearts meetings in the future. Our commitment is to keep you informed about Integration, hear your thoughts, and answer your questions. We honour the work you do. Integration will enable us together to reach more isolated communities with excellence as we trust God with our future organisation.

Pictured from left to right: Top – Donovan Palmer, Rebecca Hansen, Norman Baker, Maxine Holman, Ian McBride. Bottom – Verne Ward, Adri van Geffen, Peter Hedelund, Anna Beck.



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What we talked about in our All Hearts meeting

- What is Integration?
- What does it mean for you?
- How to get involved



1. Our Vision for Integration

- How Integration came about
- Our Vision for Integration



How Integration came about

A look back at 2024...



How Integration came about



At Global Forum 2024, members from across the MAF family gathered and committed to Integration. Each bought a stone from their own country, creating the 'Stones of Remembrance' to remind us of God at work in this process.

Our Vision for Integration

To bring help, hope and healing to a minimum of 5,000 communities by 2045

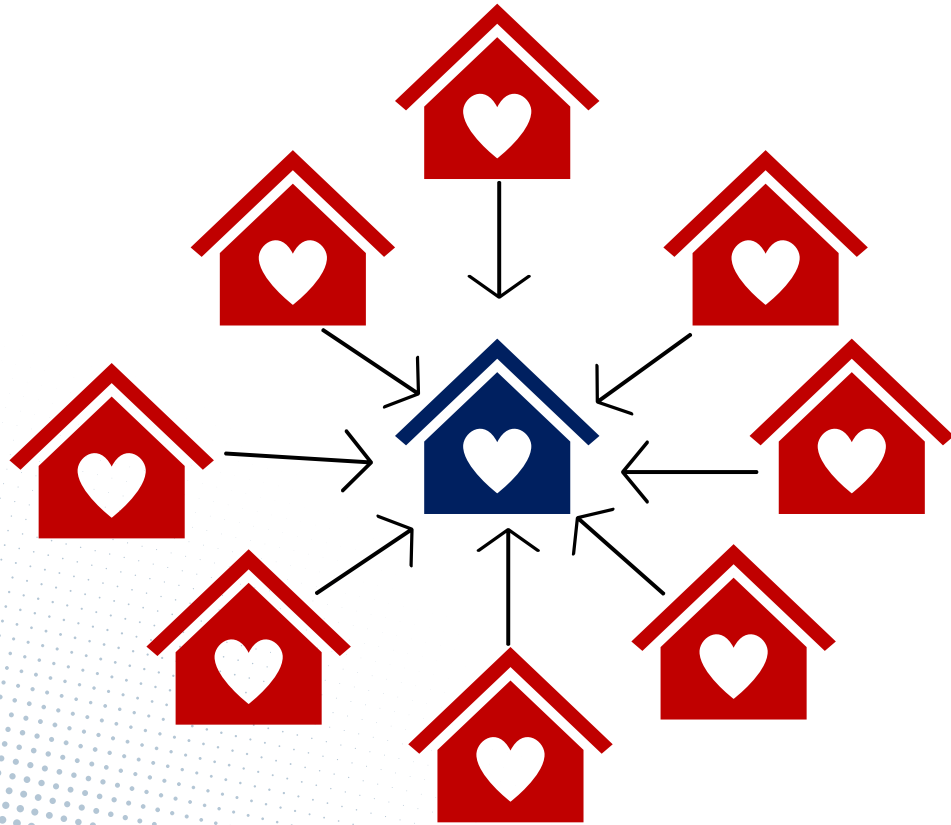


2. What is Integration?



What is Integration?

Bringing the best of all of us for greater impact



How does MAF International work now?

The MAF International family is made up of our operational programmes and 13 resourcing groups.



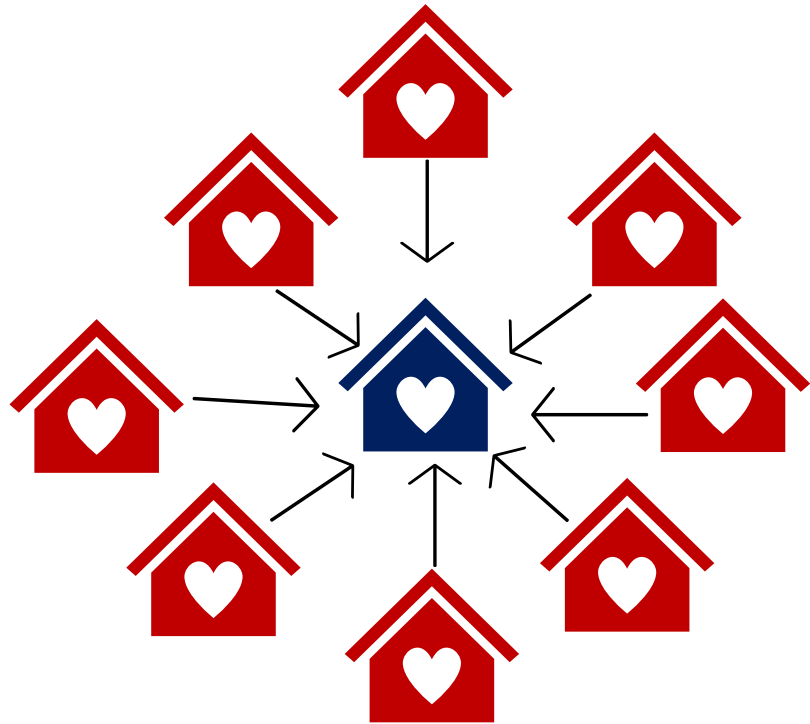
Operations = places where we serve isolated people. Flying the planes, and supporting the people who fly the planes!



Resourcing groups = groups who raise money and recruit people for operations. They keep our planes in the air!

What is Integration?

Bringing the best of all of us for greater impact



So, what's the problem?

Resourcing groups are separate organisations. They all have their own finance, HR and marketing departments - and their own finance, HR and marketing policies and standards!

They also vary in size - some are big and have lots of expertise, some are small and are trying to achieve big things with few people - they need help!

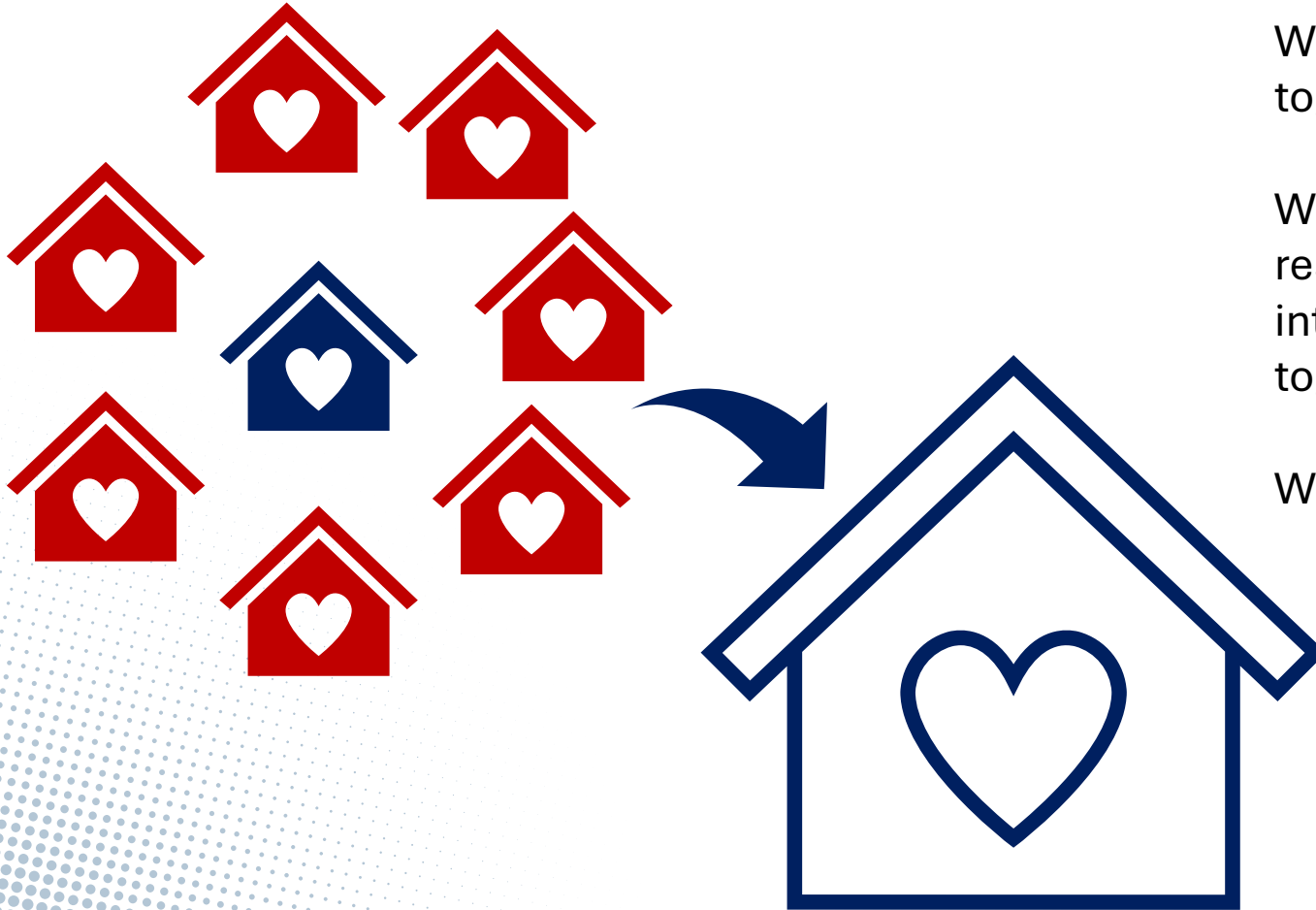
Operations relies on resourcing groups to send people and money. But it means that it's hard to recruit and receive funds from places where there is no resourcing group.

It also means that the people doing the work are not able to easily make decisions about the work and how to resource it.

All these things make it hard to work together - even when we want to! Something needs to change!

What is integration?

Bringing the best of all of us for greater impact



So, what are we doing about it?

We're all moving into a new house together!

We want to bring all the 13 separate resourcing groups and MAFI operations into one new organisation, working together as one!

We are 'integrating!'

What is integration?

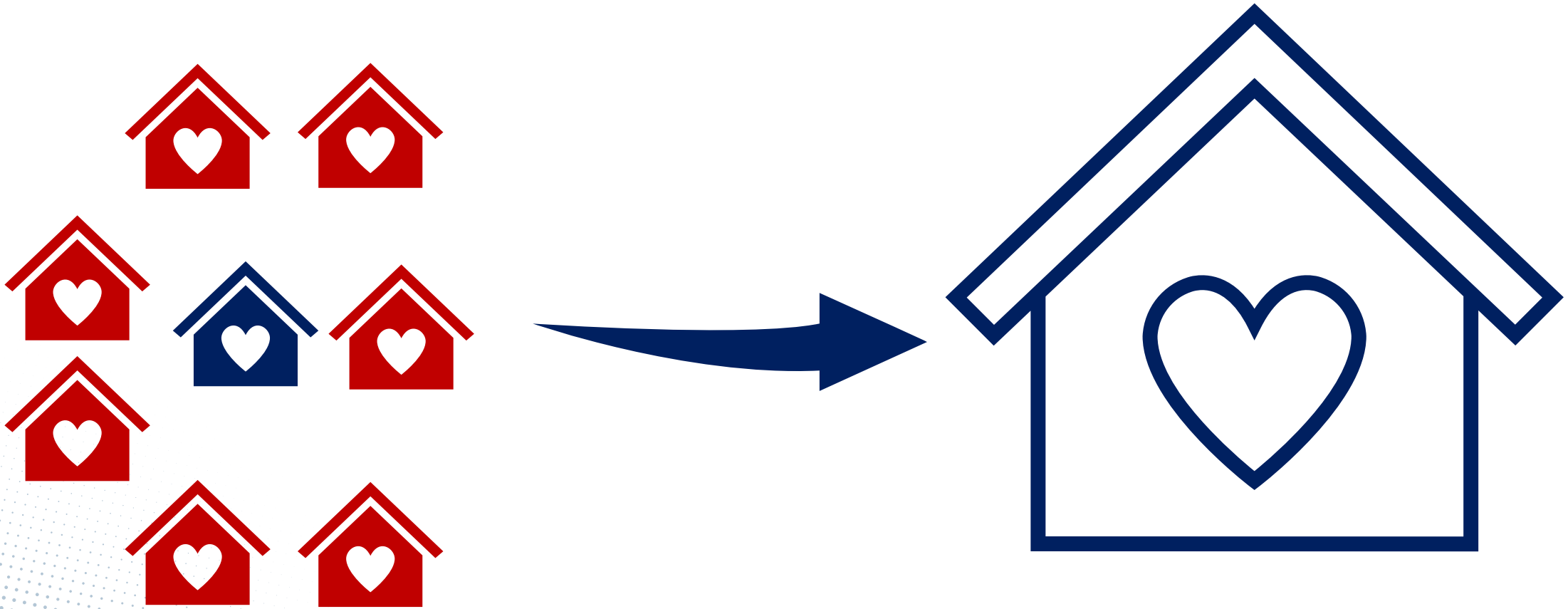
Bringing the best of all of us for greater impact



Why will this help?

- **Joined up finances** - we will be able to make better decisions on how our money is spent.
- **One people strategy** - we can recruit and onboard new staff quicker, care for them better and keep them for longer, resulting in less staff shortages.
- **Raising more funds** - by presenting ourselves as one big organisation rather than multiple small organisations, we will be able to access bigger funding opportunities, which means serving more isolated people, better.
- **Better systems** - when we are all on one system, we can access better data more easily and communicate with one another better, no matter where we are! This means more efficient working and better decision making.

We are all on the move!



What Integration includes

We have focused so far on four priority workstreams. These are below. The number does not indicate their relative importance. We have also started others, including Digital and Data.

1

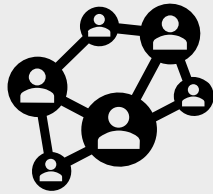
Funding



- Increase funding
- Use resources to have a bigger impact

2

How We Work



- New One MAF organisation
- Structure
- Decision rights

3

People



- How we manage and support
- Inspiring experience for staff and families

4

Who We Are



- Shared identity and brand
- Culture and values
- Service philosophy

Grow our income and use our funds wisely

This is what we are doing to ensure we have the funds to grow to achieve our Vision for Integration:

1. Expand our income streams and improve donor engagement

Optimise and grow fundraising markets:

- Grow donation size
- High-potential fundraising markets
- Improve aviation funding models

Innovate and diversify income sources:

- Digital fundraising capability
- Expand corporate and institutional partnerships

2. Use our funds wisely

Service efficiency:

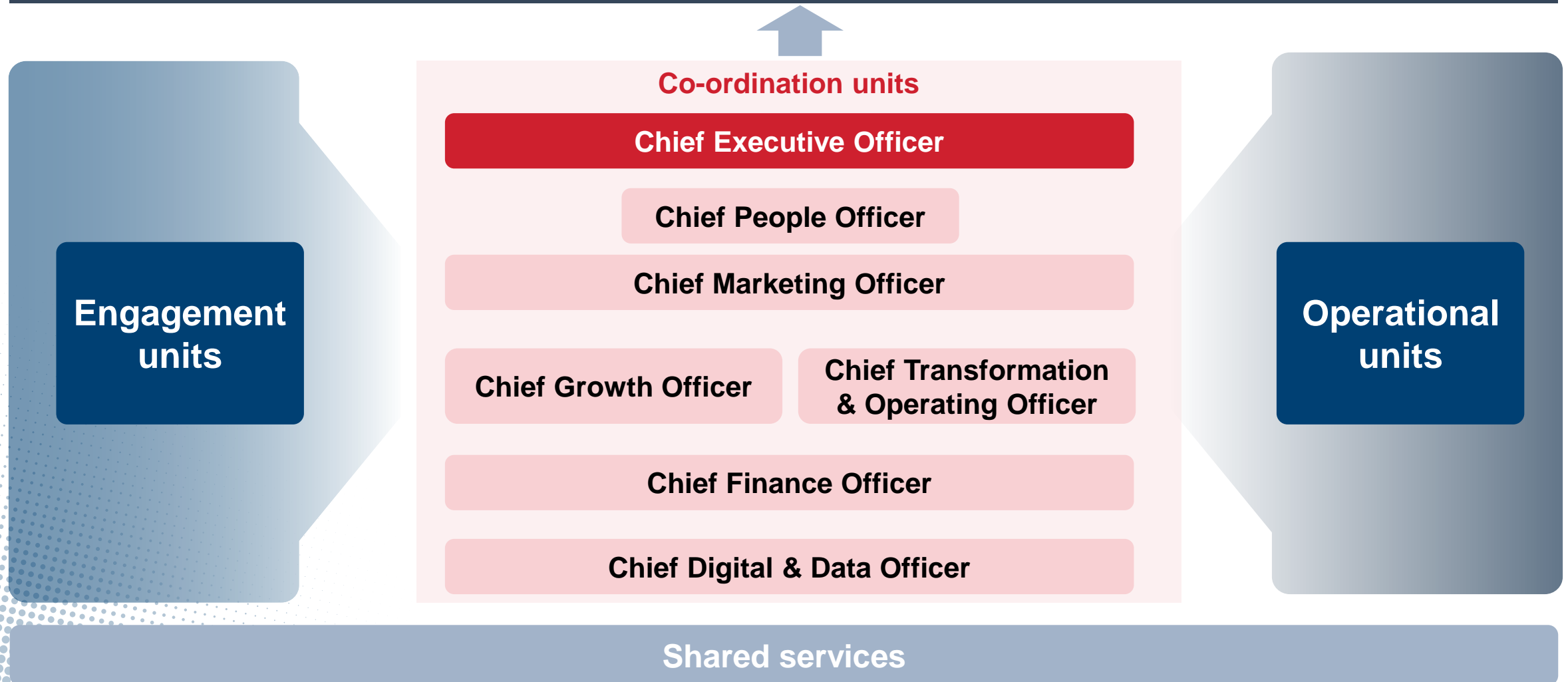
- Flights deliver maximum impact
- Cost-effective partnerships and fundraising

Efficiencies as we grow:

- Optimise operational costs
- Technology and workforce planning

Our future One MAF

Our design focuses on the isolated communities we serve and growing our impact



3. Our People Vision



Our People Vision

Supporting you to do your best work will help us to achieve our Vision for Integration

People are excited to join us, motivated and united by our shared purpose. We have inspiring leaders who set the right culture and expectations. We are committed to supporting everyone to be their best to make a difference to the isolated communities we serve.

1.

We're an inspiring and purpose-driven organisation that people aspire to join



2.

We're a global team, empowered to achieve our purpose through our shared ways of working



3.

We provide world-class people care and support for our people and their families



4.

We provide opportunities for everyone who works with us to grow and thrive personally



4. Next steps



Integration roadmap



September 2025 : Global Forum – resolution to move to our new organisation

We'd love you to get involved...

1

Ask questions and give feedback. Email: integration@mafint.org

4

Participate in our 'pulse' surveys



2

Contribute to our Integration support team

3

Become a One MAF Champion – have a local voice

Video resources

Recording of the meeting

The recording of the meeting can be found [here](#) on our Integration YouTube channel. We'll add more videos here as we move forward (these videos are not public).

MAF promotional videos

The two promotional videos can be accessed on Bynder [here](#) and can be used in your presentations and home assignments.

My hope for Integration

The two 'My hope for Integration' videos can be viewed [here](#) (Unlisted, Internal Use only).

Thank you!





Please email us have your questions or comments
integration@mafint.org