



THE HEART OF GOD CAMPAIGN

Creativity • Healing • Community

An Initiative of BBM Foundation

1. CAMPAIGN OVERVIEW

The **Heart of God Campaign** is a faith-centered creative initiative designed to reveal God’s heart through creativity, healing, and community. It creates safe, welcoming spaces where individuals can encounter love, restoration, and purpose—often in ways that go beyond words.

At its core, the campaign recognises creativity as a God-given gift and a powerful tool for healing, reflection, and connection. Through intentional creative experiences, the Heart of God Campaign invites people to slow down, create, reflect, and encounter God’s love in a deeply personal way.

2. THE HEART BEHIND THE CAMPAIGN

The Heart of God Campaign was birthed from the understanding that many people carry unseen wounds, unspoken pain, and unanswered questions about identity, worth, and belonging. Traditional spaces do not always allow room for healing—but creativity opens doors where conversation sometimes cannot.

By offering art-centered, faith-rooted experiences in a safe and inclusive environment, the campaign creates space for:

- Emotional and spiritual healing
- Identity restoration
- Community connection
- Purpose discovery

This is not about artistic ability—it is about presence, openness, and encounter.

3. AN ANNUAL VALENTINE’S DAY EXPERIENCE

Every year on **Valentine’s Day**, the **BBM Hub** hosts the **Heart of God Event**—a special access experience that shifts the focus from romantic love alone to the deeper, unconditional love of God.

The event welcomes individuals, families, and community members to experience the BBM Hub and its offerings in a relaxed, creative, and nurturing environment. Attendance is free of charge, with RSVP encouraged to manage capacity and engagement.



4. HEART OF GOD 2026: OFFICIAL ART HUB LAUNCH

14 February 2026

The **Heart of God 2026 Event** marks a significant milestone with the **official launch of the BBM Art Hub**.

This event will introduce guests to:

- The Art Hub space and its purpose
- Creative and therapeutic art experiences
- Faith-centered creativity as a tool for healing
- The broader offerings within the BBM Hub

Heart of God 2026 is both a celebration and an invitation—welcoming the community into a space designed for restoration, creativity, and connection.

5. THE BBM ART HUB

The **BBM Art Hub** is a purpose-driven creative space rooted in faith, healing, and community. It exists to nurture creativity as a pathway to restoration, self-expression, and connection.

The Art Hub Serves As:

- A creative sanctuary for expression and healing
- A venue for workshops, exhibitions, and gatherings
- A platform for artists and facilitators to share their gifts
- A bridge between faith, creativity, and personal growth

The Art Hub is not about perfection or performance—it is about process, presence, and purpose.

6. THE ART CIRCLE

The **Art Circle** is a monthly creative and therapeutic art membership gathering hosted within the Art Hub. Designed primarily for women, it offers a consistent, safe space for healing, reflection, and community through guided creative sessions.

The Art Circle Focuses On:

- Creative expression without pressure
- Faith-centered reflection
- Emotional healing and restoration
- Community and belonging

The Art Circle meets once a month on a Saturday and is open to all skill levels. This experience is priced at a membership fee of R500 annually, including art materials and membership benefits that encourage exclusivity while feeling safe and secure.

7. WHY THE HEART OF GOD CAMPAIGN MATTERS

The Heart of God Campaign responds to real needs within our communities by:

- Creating **safe spaces** for healing and expression
- Using **creativity as a bridge** to faith and restoration
- Encouraging **community, connection, and belonging**
- Providing **life-giving experiences at no cost**
- Making healing and creativity accessible to all

It reflects BBM Foundation's commitment to restoring identity, unlocking purpose, and serving with dignity and compassion.

8. WHO THE CAMPAIGN SERVES

- Individuals seeking healing and rest
- Women and youth in BBM programs
- Creatives and artists
- Families and community members
- Those curious about faith, creativity, and purpose

No artistic experience is required—just a willingness to participate.

9. HOW TO GET INVOLVED

Attend

RSVP and experience the Heart of God Event and Art Hub firsthand.

Partner

We welcome partnerships with:

- Businesses
- Churches
- Creative organisations
- Wellness and community partners

Partnerships may include sponsorship, in-kind donations, or collaborative programming.

Volunteer

Volunteers support the campaign through:

- Event setup and breakdown
- Hospitality and guest support
- Creative facilitation assistance
- Administration and coordination

Donate

Donations support:

- Art supplies and materials
- Workshop facilitation
- Event hosting costs
- Sustainability of Art Hub programming

10. OUR VALUES

- **Faith-Centered:** God is at the heart of everything we do
- **Dignity:** Every person is valued and respected
- **Excellence:** We steward our resources and spaces well
- **Community:** Healing and growth happen together
- **Accessibility:** Experiences are open and inclusive


11. OUR INVITATION


The Heart of God Campaign is an invitation—to create, to heal, to belong, and to encounter love in a tangible way. It is a reminder that God’s heart is gentle, creative, and deeply restorative.

12. CONTACT & ENQUIRIES


For RSVPs, partnerships, volunteering, or donations:

BBM Foundation

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