

Official press release from the
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Seventh-day Adventist Church



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Strategic Issues: Growth, Unity, and Quality of Life

"Growth, Unity, and Quality of Life" were adopted as the three strategic values of the Adventist world church in April 2001. These values are intended to permeate the day-to-day functioning of the Adventist Church, impacting how decisions are made, how finances are used, and how leaders—from church pastors to division presidents—go about setting priorities and making plans.

"These are not slogans; they are not frivolously chosen side-issues," said Pastor Jan Paulsen, world church president, in a 2002 address to the church's executive committee. The three values of growth, unity, and quality of life collectively express the "ethos and self-awareness" of the Adventist Church, he said. "These three values contain the genius of Seventh-day Adventism."

The value of "Growth" is expressed through evangelism, public witness, and nurturing the personal spiritual growth of believers, Dr. Paulsen said.

"Unity," he added, reflects the nature of the church as "one family around the world, constantly communicating with one another, constantly sharing, and in that process learning to defer to one another for the good of the One Body of Christ."

"Quality of life" is a multi-faceted concept that goes to the heart of what it means to be an Adventist believer, said Dr. Paulsen. For an Adventist, quality of life means first and foremost "being sure of belonging to the Lord," he said, "finding the rest and assurance of forgiveness; and, finding contentment on our life's journey."

The Seventh-day Adventist Church is a mainstream Protestant denomination with approximately 14 million baptized members in 203 countries and territories of the world. A total of 25 million people attend weekly Adventist worship services. The church's world headquarters is in Silver Spring, Maryland, United States.

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