



Swell Revolution is an innovative charity that produces artistic and educational content (music, literature, TV and film) to promote the Christian faith.



About us

We seek to make the Good News accessible to all, equipping churches and families with FREE resources, helping children and youth to discover Jesus.

The team is lean but our vision is BIG!

Pete James: The creator of Cheeky Pandas and Swell Revolution. Pete is constantly writing songs, stories, scripts, jingles or story boarding the next video resource. He has gathered a top team of freelance music producers, illustrators and videographers, who he works with to create the material.



PETE JAMES

Trustees

- Steve Offley
- Beckie Offley
- John Lovell
- Nicola James

Our Vision

Children have the digital world at their fingertips, and the influence of streamed resources and material has never been higher. However, there is a significant lack of good quality, Bible-based digital resources at a time when they are desperately needed to help children grow in the Christian faith.

The influence of the USA children's hit show Veggie Tales demonstrated the demand for such content in the Christian scene, but the UK has no equivalent. Inspired by the success of British-born animated characters Peppa Pig and Hey Duggee in secular TV, the team at Swell Revolution began to dream. Through the creation of imaginative and appealing animated characters, Swell Revolution has the potential opportunity to reach children across the entire world with the good news of God's love for them. So Cheeky Pandas was born.

Our vision is to create some of the most professional and enjoyable Christian content for children and families that has ever been produced from within the UK.



The Story So Far

2018

Pete James begins producing children's worship songs and music videos, creating the brand Cheeky Pandas, which was funded through income from worship bookings and an initial supporter.



2019

Cheeky Pandas gathers momentum as the song 'God Suit' hits 100K views on youtube and churches across the world start to use the songs.

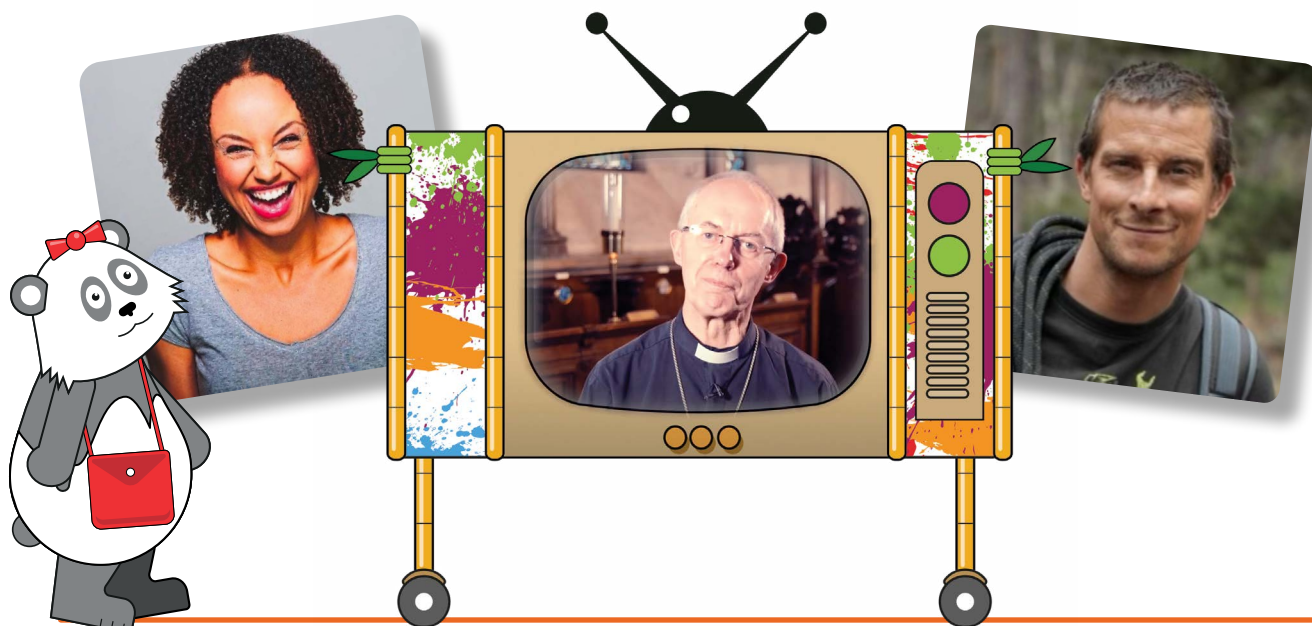


2020

Covid results in an immediate need in churches and families for digital children's resources that are both accessible and free. Pete James is granted seed funding to produce Cheeky Pandas resources and the charity Swell Revolution was established with Peter Martin as Chair.

2021

Cheeky Pandas, with the support of the Archbishop of Canterbury, becomes the primary family resource for his global prayer initiative, Thy Kingdom Come, gaining traction across the world, from Korea to North America. The brand is trademarked for Europe, and resources are launched for 2021.



2021 Resources

- Eleven 15-minute episodes featuring songs, prayer, animated stories, and special guests including Gemma Hunt (CBeebies TV), Archbishop Justin Welby and Bear Grylls. The TV series was shown on TBN UK and God TV, as well as being featured in BBC's Songs of Praise. The episodes were premiered as part of the UK's largest Christian family festival (Spring Harvest), and amounted 278,762 views on digital media during the 11-days of Thy Kingdom Come. The series was also available with BSL interpretation, making it one of the few children's UK Christian resources to be accessible to children and parents with additional needs.



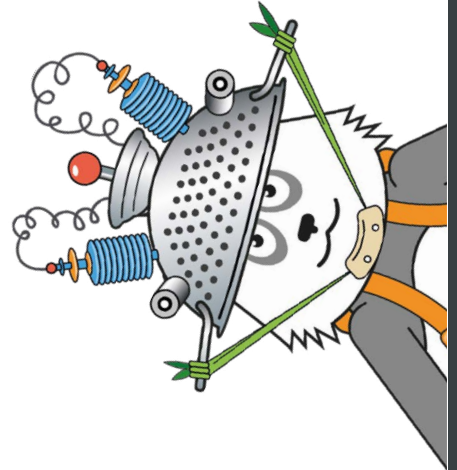
- Accompanying resources included activity packs, service plans, soft toys, prayer books, an album of songs, action and lyric videos, and an AR App.



2021 Feedback & Impact

More than 125,000 printed copies of the adventure prayer map were distributed to schools, churches and households across the UK.

- ▶ *"Cheeky Pandas is working really well for our younger families – HOORAY! I have delivered packs with photocopies and resources to 40 kids and even at their request, my Muslim neighbour....who has been doing the packs and delivering to their friends!! "*
- ▶ *"We need these every day please! My six year old daughter is going to be lost without them! She gave her life to Jesus during this TKC!"*



During the 11-days of Thy Kingdom Come, there were 278,762 views of Cheeky Pandas TV via our digital channels.

- ▶ *"We really found these useful, particularly as a weekly online resource to send to our families, some of whom we've picked up while the church has been closed... To have something so professionally done was brilliant. Thank you, we were on our knees needing something like this!"*
- ▶ *"Having worked in schools as a teacher of the deaf, Cheeky Pandas resources might be the only Christian resource interpreted into BSL for deaf children!! But, also really useful for families with a deaf parent."*

The series was picked up by GOD TV and TBN UK, shown throughout the summer of 2021.



UK Partners

We are building momentum- continuing to develop high-quality resources that seek to inspire children about the Bible and prayer, and develop a beautiful life-long relationship with God... with some panda fun along the way! Given the impact of Covid, we believe it's never been a more important time to focus on nurturing children in their faith, re-engaging families in the church and equipping families to disciple children in the home. Strategic partnerships are critical. We have already developed strong relationships with a number of key organisations in the UK:

▶ **Thy Kingdom Come**

The Archbishop of Canterbury's prayer and evangelism initiative. TKC have helped to pioneer the work of Cheeky Pandas as a flagship family resource, and have a huge global reach.



▶ **Spring Harvest & Essential Christian**

Spring Harvest plan to continue to use Cheeky Pandas within their main family programme and online events. They have one of the largest reaches to the UK Christian church and community across all denominations. Essential Christian through all their activities hold a large and active database which will promote the songs and stories created.



▶ **Hope**

Hope deliver resources to help evangelism across all denominations with the largest UK church database in this area. Historic campaigns have seen millions of resources distributed for churches to use. HOPE will be using a special 'Royal' episode of Cheeky Pandas TV to resource children in their 2022 Queen's Jubilee campaign.



▶ **Care for The Family**

The largest and most established Christian charity working with families, Care for The Family are keen to champion Cheeky Pandas as a resource for their 4,000 playgroups and other initiatives.



▶ **Global Children's Forum**

Alan Charter is one of the leading voices in Christian work amongst families and children both in the UK and internationally. As chair of this Christian network he is keen to work with us to share the work of Cheeky Pandas to enable worldwide engagement. Through Max7.org they have distributed over 100 million resources for free, mainly in the eastern part of the globe, to help development and growth with young people around the world.



