

INSPIRING THE CHURCH TO **LIVE ON MISSION**



North American
Mission Board

2016 ANNUAL REPORT

letter from the president



Our faith compels us to serve all people as we take the message of the gospel to the world. That is what drives us. It compels us to work long hours. It pushes us out of our comfort zones. It is what so many of us have given our lives to.

This mission is taking us to the communities and neighborhoods of our largest cities—the same cities so many churches left behind over the last 50 years. Through Send Network, we are establishing a gospel presence and establishing churches that will transform lives for generations to come.

While the cities are a primary focus, in communities throughout North America we are coming alongside churches to help them serve the people most in need, especially those many consider “the least of these”—refugees, children in foster care, victims of sex trafficking and those without enough food. As we meet their physical and often emotional needs through Send Relief, we are also sharing the good news about the One who will never forsake them or abandon them, even when all else seems lost.

Jesus is the hope and the mission that propels us as we do our work. He is also the reason this ministry has such urgency and significance. As you read the pages within this report, I pray you will be encouraged by the work that is already taking place. I also pray that your heart will be moved by the remaining needs, and this will compel you to be part of meeting those needs.

Thank you for your desire to make a difference and for your partnership in the gospel.

Serving Together,

Kevin Ezell
President
North American Mission Board



LIVING ON MISSION

OUR MISSION

As the North American Mission Board (NAMB), we help churches send the hope of the gospel by connecting them to their next missional opportunity. We believe the church is at its best when everyday people are passionately serving others and living on mission—whether by strengthening the social fabric of their own community through mercy and compassion ministries or reproducing themselves through new churches being started in far-reaching cities.

NAMB is motivated to walk alongside leaders and pastors to provide the best possible resources and tools needed to inspire and activate people to go beyond the four walls of the church building and on mission in communities across North America. We do this through two pathways: Send Relief's compassion ministry and Send Network's church planting strategy. These are areas in which we have both historical successes and innovative new developments that propel us forward into a future of seeing our communities, our cities and our continent transformed by the power of the gospel.





We will do whatever it takes to help meet needs, restore communities and share the truth.



SEND Relief

SEND Relief



SEND Relief



SEND Relief



SEND



SEND



SEND Relief

SEND RELIEF

Send Relief launched in June 2016, with a rich legacy of compassion ministries preceding it, and is now actively equipping churches and people to meet the needs of their communities while building relationships that lead to gospel conversations.

We are laser focused on tackling big issues by creating robust resources, hands-on experiences, compelling training and practical next steps that allow individuals and churches the ability to be engaged in bringing about real change across North America.

“

Send Relief is about every church taking its next step on mission. We must be engaging people. We must be having gospel conversations.

”

— KEVIN EZELL
NAMB PRESIDENT

JUNE 2016 SOUTHERN BAPTIST CONVENTION



SENDING HOPE TO THOSE IN NEED

From short-term projects locally to long-term, long-distance assignments nationally, Send Relief provides real-life opportunities for individuals and churches to learn and apply compassion ministry best practices as well as disaster relief service experiences.

For half a century, state-led Southern Baptist Disaster Relief (SBDR) teams have been providing hope and help in the middle of crisis situations. Send Relief partners with the American Red Cross and FEMA, as well as local and state leaders, to meet physical and spiritual needs.

Send Relief's 5 areas of focus:



STORIES FROM THE FIELD

God impressed upon me: This is **YOUR** city, and these are **YOUR** children. What are **YOU** doing about it?

“Through ARISE2Read, children in underprivileged schools receive extra encouragement and assistance. These schools are in parts of the city people are fearful of entering, but once they go, they realize there’s nothing to fear.”

Donna Gaines
Founder of ARISE2Read
Memphis, Tennessee



When the church meets the needs of our communities, bridges are built and relationships are created.

“I thank the crews from the Southern Baptists because when those guys came in, you could only see the love of God.

When I first saw all that water, my thinking was this neighborhood is never going to be the same again. And I still will say that—it’s never going to be the same again. I think it’s going to be better. Because the love of God has been shown.”

Ruby McElveen
Recipient of Southern Baptist
Disaster Relief flood assistance



SEND Relief

REPORTS FROM AROUND NORTH AMERICA

\$467k invested in grants over the past six years to aid in the adoption of 525 children

686 professions of faith related to relief efforts were reported by disaster relief volunteers in 2016

100% of every dollar given to disaster relief goes toward meeting the needs of those affected by disaster

\$900k in designated gifts toward meeting poverty and hunger needs throughout North America

We are now launching our first **Send Relief National Ministry Hub** with more hubs being secured, planned and launched in the coming months to serve refugees, internationals, those experiencing poverty and people who have been rescued from trafficking.

70,000 trained volunteers

Southern Baptist Disaster Relief is among the three largest disaster relief forces in the United States

1,500+ college students served in 2016 with Send Relief in partnership with churches and state partners



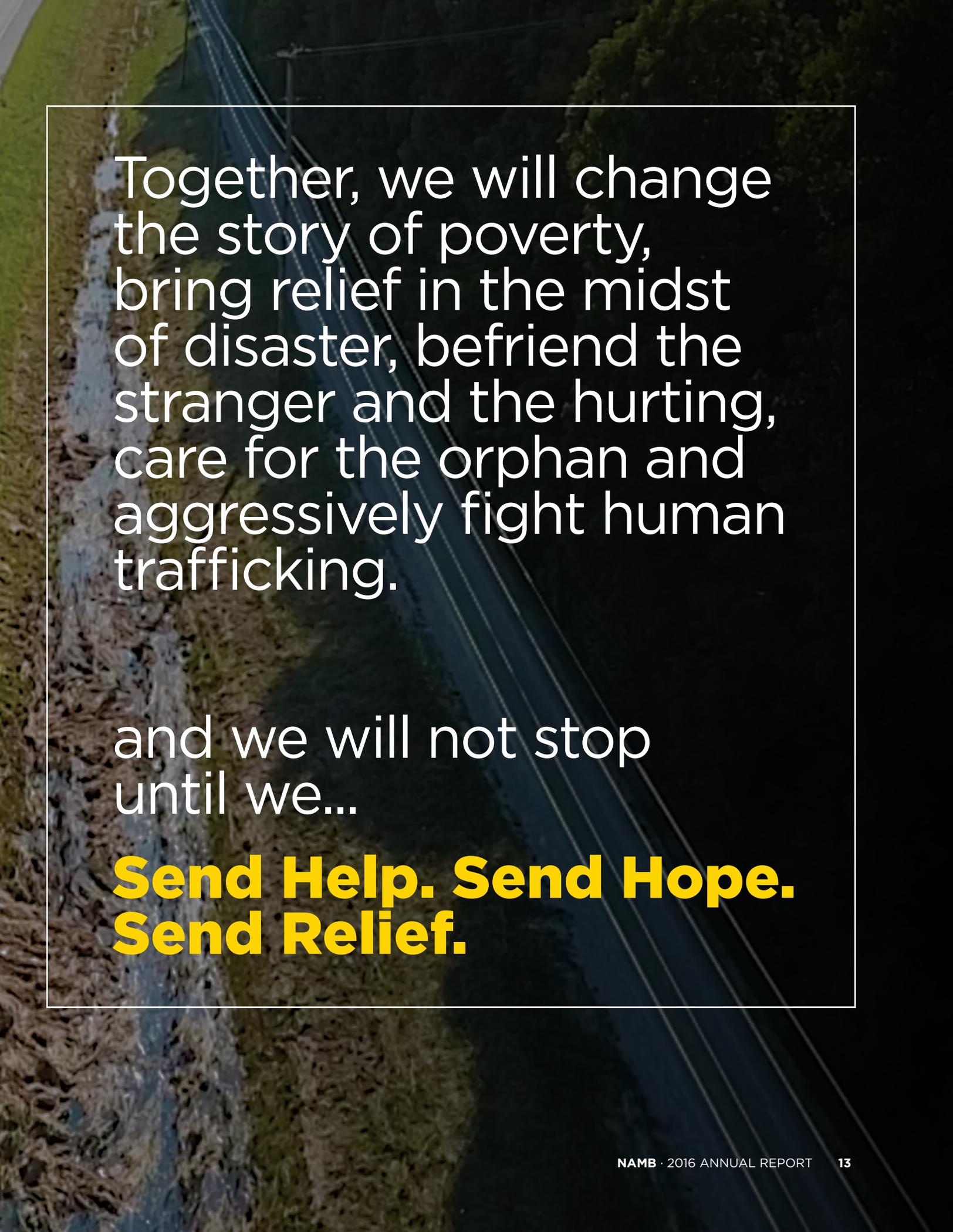
Volunteers prepared **2,041,501** hot meals for disaster-affected families and relief workers in 2016



\$1.8 million in designated gifts went to support 2016 disaster relief efforts

Learn more at namb.net/SendRelief



An aerial photograph of a paved road winding through a dense forest. The road is dark and has white dashed lines. The surrounding trees are green and brown, suggesting a mix of deciduous and evergreen species. The overall tone is somewhat somber and contemplative.

Together, we will change
the story of poverty,
bring relief in the midst
of disaster, befriend the
stranger and the hurting,
care for the orphan and
aggressively fight human
trafficking.

and we will not stop
until we...

**Send Help. Send Hope.
Send Relief.**

A photograph of three men in conversation. One man in the foreground is smiling, another man behind him is looking towards the third man, who is seen from the back. They are outdoors, possibly on a balcony or near a building with a railing.

SEND NETWORK

Send Network provides resources and support to help those starting new churches, known as church planting missionaries or church planters, to connect with non-Christians in the most influential and under-reached communities across North America.

Cities are epicenters of culture. They establish the status quo and wield great influence over vast numbers of people in our society. Unfortunately, the status quo continues to shift toward a culture that lacks a relationship with Jesus. We believe the best way to change the narrative is through strategic church plants. Send Network focuses on equipping and supporting church planting missionaries to engage communities that have the greatest influence and represent the greatest need. The Send Network also resources church planters in unreached rural communities, near military installations and on college campuses.



STORIES FROM THE FIELD

“When I attended my first NAMB church planting event, I was blown away by the unity and diversity of people that I saw coming together for the sake of the gospel.

Through [church planter] assessment, God showed me ways that I needed to be refined. It’s been an amazing journey—all the wonderful guys that God has placed in my life, and what He’s done through my wife has been amazing in this process.

Through the planter training, I’m making sure that Purposed Church is a church planted and rooted in Christ.

Belafae Johnson
Church Planter
Purposed Church
Mascoutah, Illinois



When the church meets the needs of our communities, bridges are built and relationships are created.

“Our passion is raising people up and sending them out. We’ve found that as a Sending Church (a church that plants churches), once you get the sending DNA in people’s hearts and minds, they want to make a difference wherever they are. Once they see the need, and they get involved, transformation begins.”

Steve Tiebout
Sending Church Pastor
River Community Church
Cookeville, Tennessee



SEND Network

REPORTS FROM AROUND NORTH AMERICA

\$79 million

invested in evangelism and church planting across North America

47%

of current Canadian National Baptist Convention churches started since 2010



732
new congregations reported by partners in 2016



more than **4,000**

churches are actively partnering with Send Network to plant new churches

We have identified

32
Send Cities

that are receiving intense church planting efforts with fully supported missionaries



In 2016, partners reported **61%** of new churches were non-Anglo



81%

of the population in North America lives in major cities

21

new church planting assessment centers established throughout North America (with more to come)

Learn more at namb.net/SendNetwork

GOSPEL CONVERSATIONS

The hope of the gospel is the thread that weaves through both Send Relief and Send Network. Every story we tell and every statistic we share, ultimately, points to the story of Jesus. We want to help people take everyday conversations and turn them into gospel conversations.



STORIES FROM THE FIELD

"I had attempted to share the gospel before, and it was very convoluted and complicated. Questions were asked that I couldn't answer. It just wasn't coming out the way that I knew it in my heart.

Then I learned the 3 Circles (NAMB's primary evangelism tool). I pulled out a napkin and drew the 3 Circles to show my friend the brokenness he was in and share that the only way he would be able to recover from that was to repent and accept Jesus as his Savior. I was able to baptize my friend in the Atlantic Ocean."

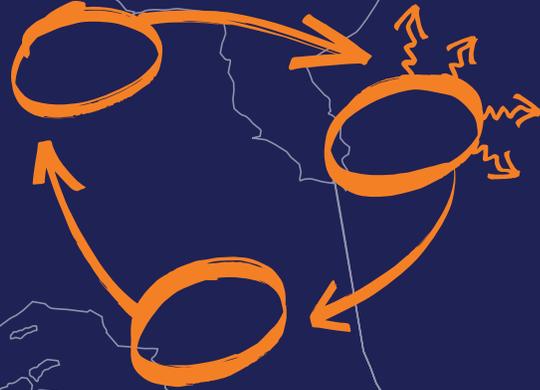
Brett Elam
Family Church
West Palm Beach, Florida



REPORTS FROM AROUND NORTH AMERICA



85,500
downloads of
the 3 Circles app

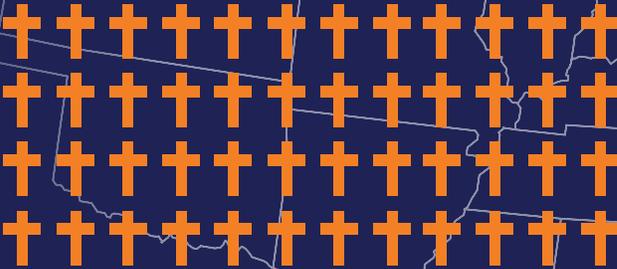


3 CIRCLES

14,996

professions
of faith

reported by our 3,700
SBC Endorsed Chaplains
in 2016



2 million

3 Circles Life
Conversation Guides
have been distributed

Learn more at namb.net/Evangelism

\$20

A church planter was able to buy lunch and build a relationship with a Muslim neighbor.

\$50

A Send City Missionary had bus fare for a month to travel in an unreached area of his city.

\$150

A church plant's community group was resourced with Bibles, books and other discipleship materials.

\$400

A student missionary was able to spend time mentoring underprivileged children in the inner city.



A young girl with curly hair is shown in profile, holding a yellow pencil and a book titled "SOCIAL STUDIES". The book cover features a dog and a building. The background is a blurred window with blinds.

\$500

A block party started
gospel conversations
in a community.

BECAUSE YOU GIVE

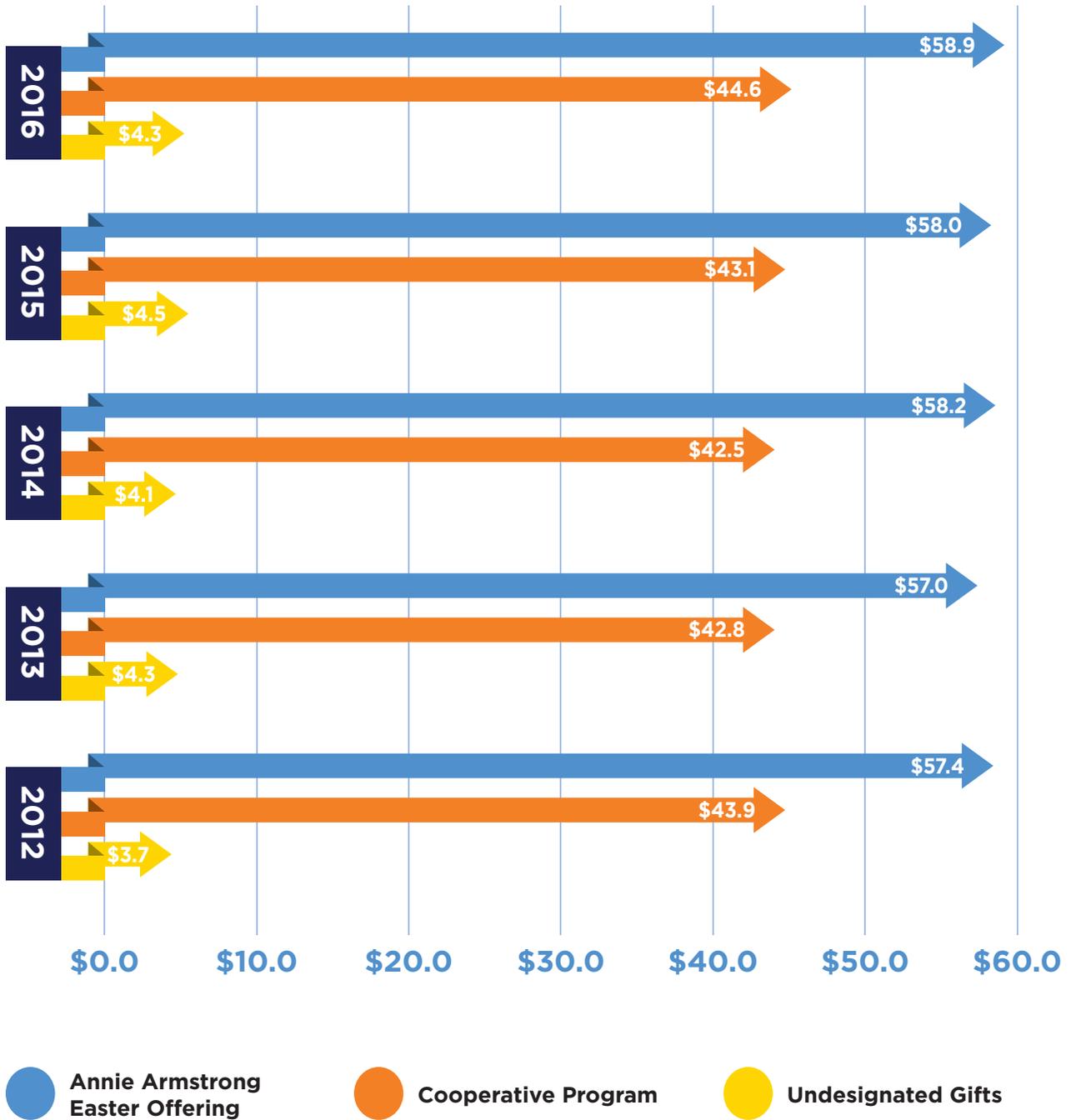
It is because of generous gifts from churches,* organizations and individuals that we are able to reach people in North America with the gospel. From the quarter shared from a child's allowance to a quarter of a million dollars bestowed through a grant, every gift is an investment and charge to send hope across the continent. Because of your support, thousands of missionaries, chaplains and church planters are meeting needs and transforming communities across North America.

**Southern Baptist churches routinely give an average of 6 percent of their offerings to the denomination to support education, evangelism and missionary efforts. A percentage of our funding comes from this Cooperative Program resource. The Annie Armstrong Easter Offering® for North American Missions is also collected by many Southern Baptist churches annually to fund the missional work of the North American Mission Board.*

Give to North American missions at namb.net/Give.

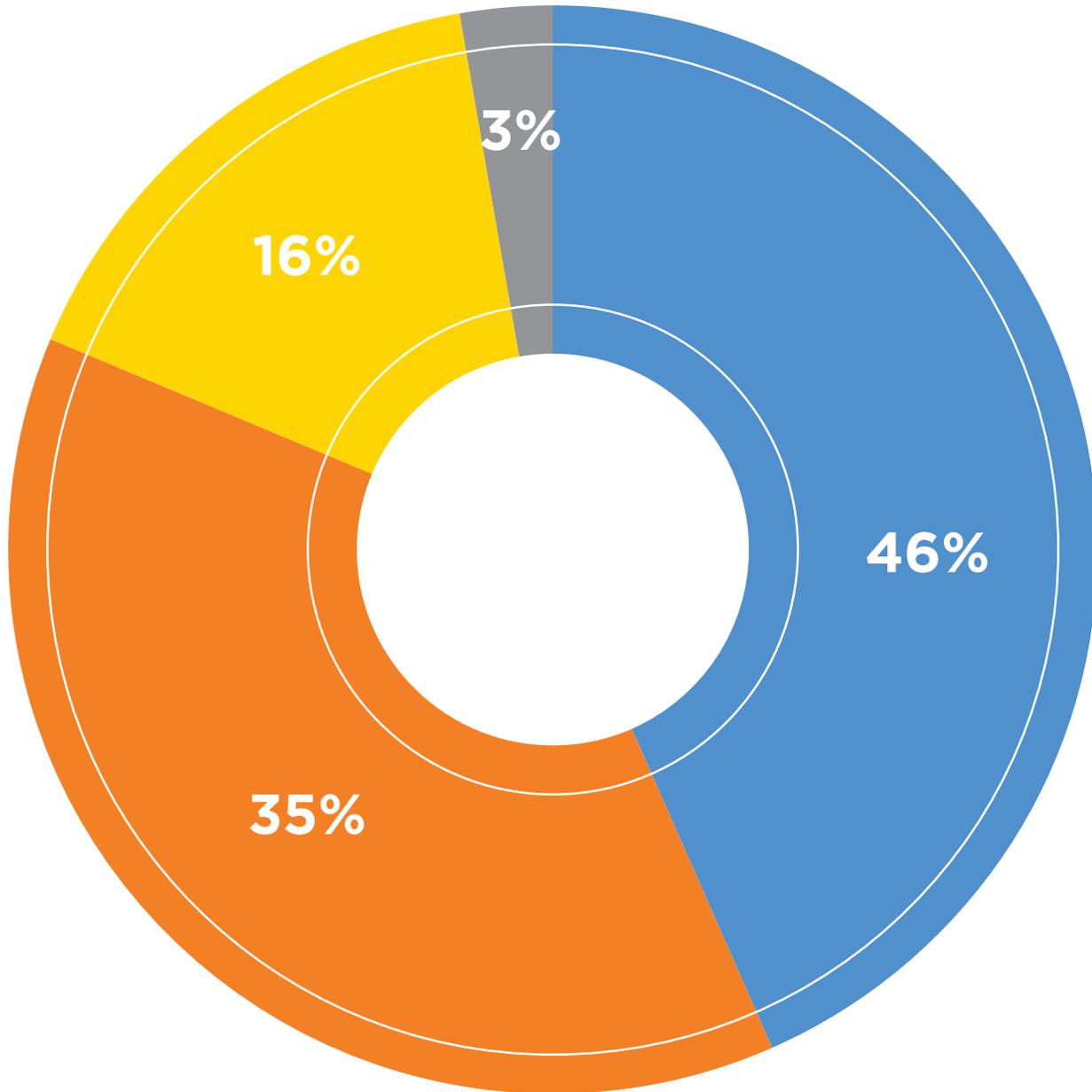


HISTORICAL GIVING



BY THE NUMBERS

FY2016 REVENUE



Annie Armstrong Easter Offering
\$58.9 Million

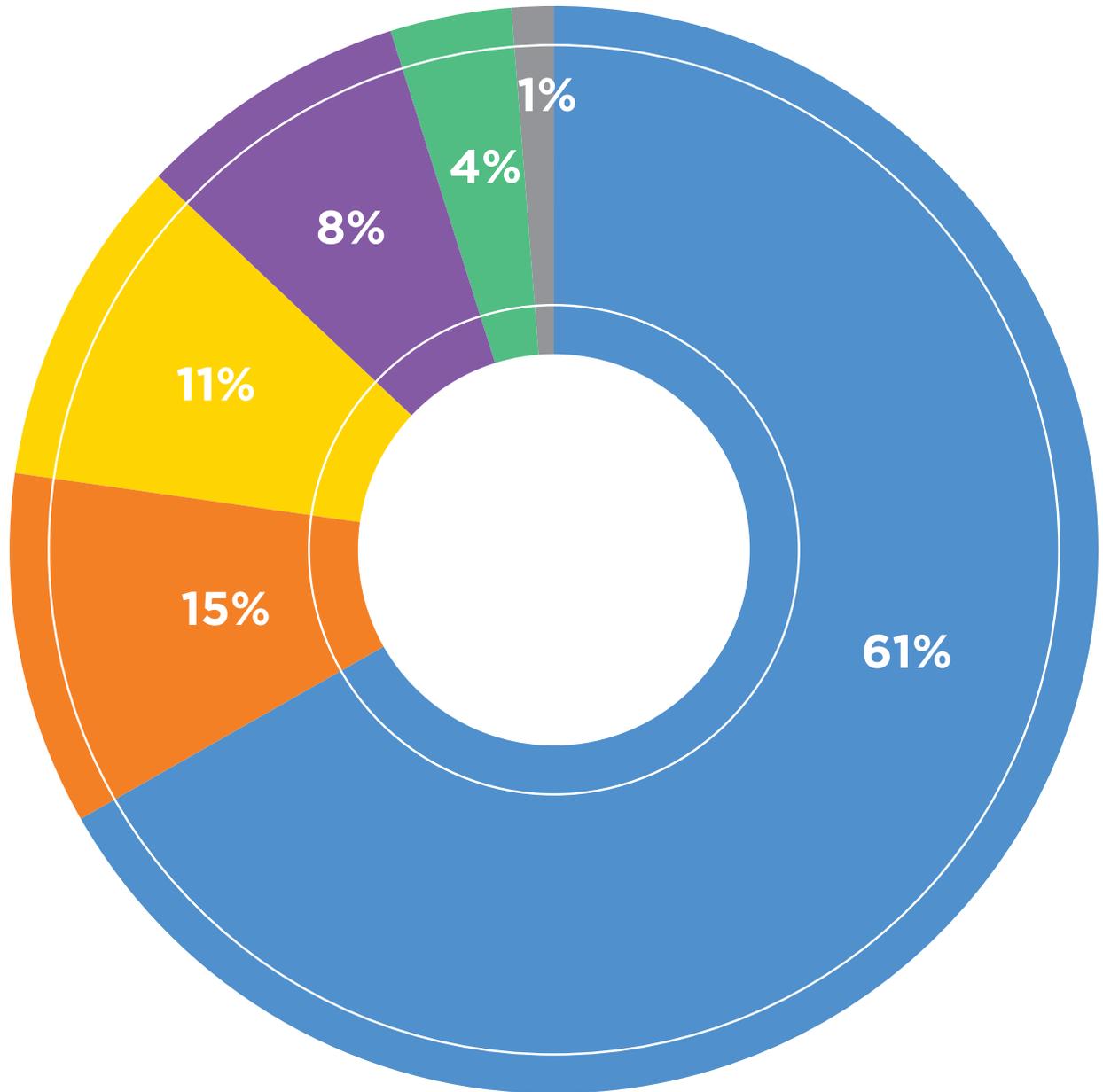
Investment Income/Other Revenue
\$20.7 Million

Cooperative Program
\$44.6 Million

Unrestricted Gifts
\$4.3 Million



FY2016 EXPENSES



Church Planting and Evangelism \$79.0 Million

Missionaries \$13.5 Million

Relief Ministries \$5.0 Million

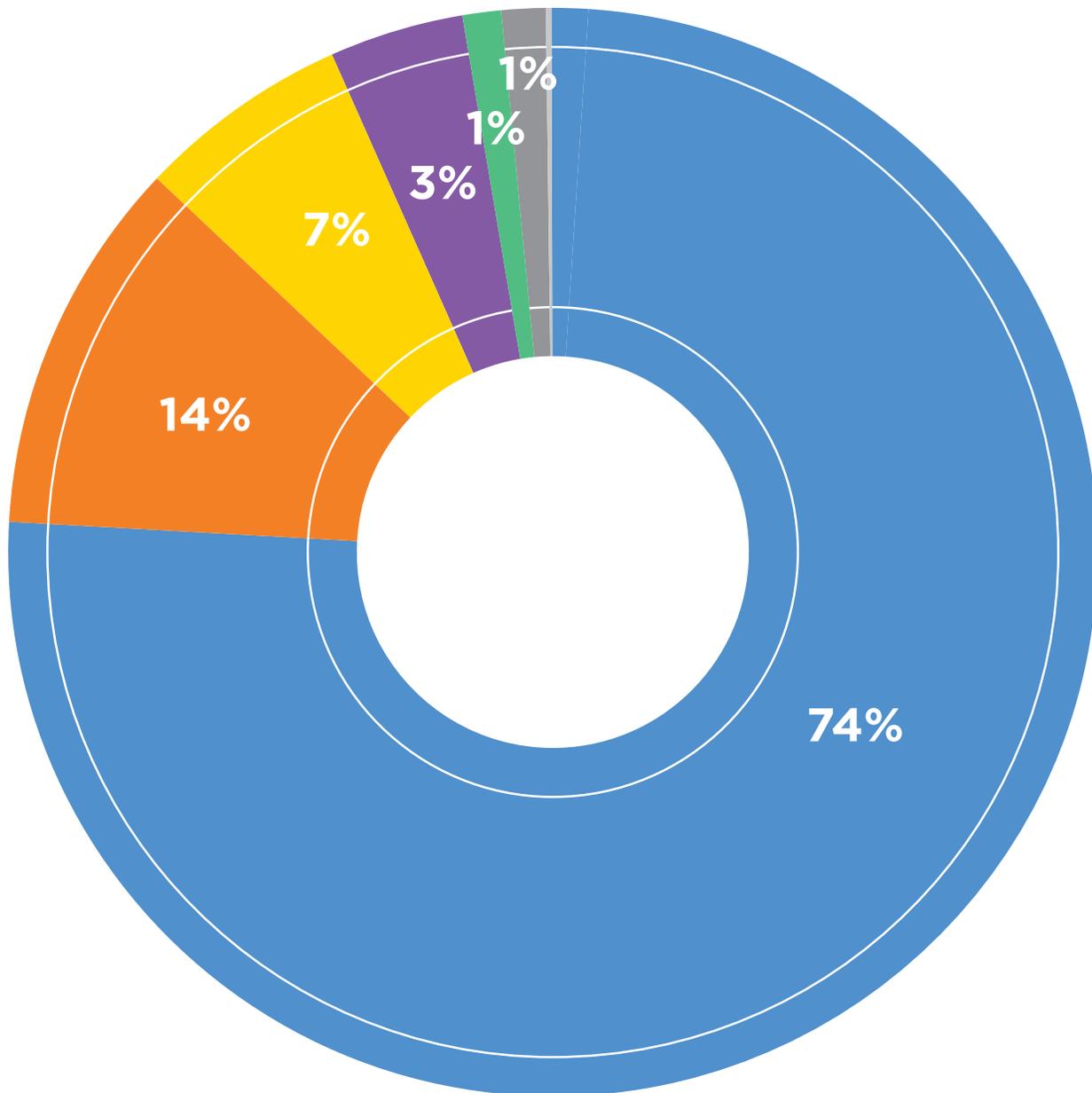
Administration \$19.9 Million

Education/Opportunities \$10.3 Million

Missions Advancement \$1.4 Million

BY THE NUMBERS

2016 DESIGNATED GIFTS



Missionaries
\$9,382,129

Disaster Relief
\$1,846,472

Hunger
\$853,567

Other
\$363,986

Poverty
\$96,744

Church Planting
\$93,744

Chaplaincy
\$36,741



A close-up photograph of a person sitting in a wooden chair, reading a book. The person's hand is visible on the left, holding the book. The chair's backrest and vertical slats are prominent. In the background, a lamp with a white shade is visible. The overall scene is warm and focused on the act of reading.

We are
driven to see
people living
on mission.

INSPIRING THE
CHURCH TO
LIVE ON MISSION
namb.net



**North American
Mission Board**

North American Mission Board
4200 North Point Parkway | Alpharetta, GA 30022
namb.net