

NAMB 2025 Association Report

For 180 years, Southern Baptists have prioritized missions in North America through the work of the North American Mission Board and its predecessors the Home Mission Board and the Domestic Mission Board. Today, that commitment remains strong as our churches have sent more than 3,000 missionaries who are planting new evangelistic churches and leading compassion ministries that meet physical needs while sharing the message of salvation.

In this 100th year of the Cooperative Program (CP), NAMB is grateful for the investment Southern Baptists continue to make in our ongoing ministries. This and repeated record giving to the Annie Armstrong Easter Offering® for North American Missions allows our missionaries to focus on investing in peoples' lives, establishing strong, healthy churches, and sharing Christ through all they do. In addition, your support funds evangelism resources that go to the mission field and are available for every Southern Baptist church. Thank you!

Throughout this report, you will read highlights of what we have seen God accomplish in 2024 through the work of NAMB missionaries and our church partners.

In evangelism, NAMB celebrated the news in May 2024 that baptisms in Southern Baptist churches rose nearly 26 percent in 2023, according to Lifeway's Annual Church Profile. Also in 2024, the number of NAMB Evangelism Kits distributed reached nearly 23,000. Our evangelism team and our partners held 57 in-person Evangelism Kit training events in 2024 with a total attendance of 4,507. More than 2 million English and 400,000 Spanish *3 Circle Conversation Guides* have been distributed to churches since the resource was created. Our [Youth Leader Coaching Network \(YLCN\)](#) led by Shane Pruitt, hosted more than 350 student leaders at our Alpharetta building in 2024, and since YLCN's launch in 2021, more than 3,400 youth leaders have attended in person or online.

Through Send Network, our church planting ministry, it is our privilege to partner with Southern Baptist churches as they plant new churches throughout North America. We celebrated 767 new churches started by Southern Baptists in 2024, the most recent year for which complete data is available. With 138 new affiliations and 59 new campuses, Southern Baptists added 964 new congregations in all. Equipping new church planters remains a top priority as we hosted 53 church planter assessment retreats in 2024 and more than 400 attended Send Network church planter orientation events.

Send Relief continues to see remarkable participation from Southern Baptist churches and volunteers. In 2024, Send Relief worked directly with 2,001 churches across North America and Puerto Rico. This resulted in 32,563 individuals engaging to serve 181,185 people across diverse communities and catalyzed 22,115 gospel conversations. In addition, Southern Baptist Disaster Relief volunteers, with support from Send Relief, prepared more than 1,417,039 meals and shared the gospel 42,225 times.

Chaplaincy. NAMB endorses and trains chaplains on behalf of Southern Baptists. Currently there are more than 3,100 NAMB-endorsed chaplains. In 2024, many chaplains deployed throughout the United States in response to hurricanes Helene and Milton. Others served in prisons, law

enforcement, hospitals and around the world through the US Military. Southern Baptist chaplains reported 100,084 Gospel presentations in 2024 and 2,100 baptisms.

Jesus reminded us in Matthew 9:37 that, “The harvest is abundant, but the workers are few,” (CSB). Thank you, pastors and Southern Baptists, for the resources you have provided to help reach this abundant harvest. Please pray with me that the Lord will send out more workers as, together, we seek to push back lostness in North America and beyond.