

2024 GLOBAL IMPACT GUIDE

# THE GREAT PURSUIT



INTERNATIONAL  
MISSION BOARD

**A**t the International Mission Board, we celebrate that Southern Baptists take the Great Commission seriously and that together, we are working toward the Great Multitude we see in Revelation 7:9.

Here's how we are thinking about that at the IMB. Between the Great Commission and the Great Multitude is the Great Pursuit. We have been commissioned to pursue the lost, those who continue to shoulder the world's greatest problem—the only problem that is universal and eternal. We not only have the solution—the gospel—we have been commissioned to share the solution. The biblical model of getting the gospel to those who have yet to hear is through the presence of a missionary.

The task is a big one, but we also have opportunities today that we've never had before to reach the lost. Airplanes can get us almost anywhere in the world in 24 hours. And when the airplanes land, we have cars, trains, boats, and feet to get us the rest of the way. Most importantly, we have missionaries on the ground ready to go the extra mile, by horse, canoe, motorcycle—whatever it takes to reach the lost. And they are ready to take you with them!

Thank you for obeying the Great Commission and being a part of the Great Pursuit to ensure that all peoples are represented in the Great Multitude.

Let's keep moving—together.

*Paul Chitwood*

Paul Chitwood, IMB President



**REVELATION 7:9**

"After this I looked, and behold, a great multitude that no one could number, from every nation, from all tribes and peoples and languages, standing before the throne and before the Lamb..."



THE WORLD'S GREATEST PROBLEM IS  
**LOSTNESS**

It's an eternal problem and the number of those dying without Christ grows every day. God has given us the solution—**the gospel.**

We're bringing the gospel to the lost in cities and hard-to-reach places and among the dispersed and displaced.

This is the biblical model we see in Scripture—missionary presence. Every hour of every day, an IMB missionary is faithfully living and serving among those who need salvation through Jesus Christ. This has been true since 1845.

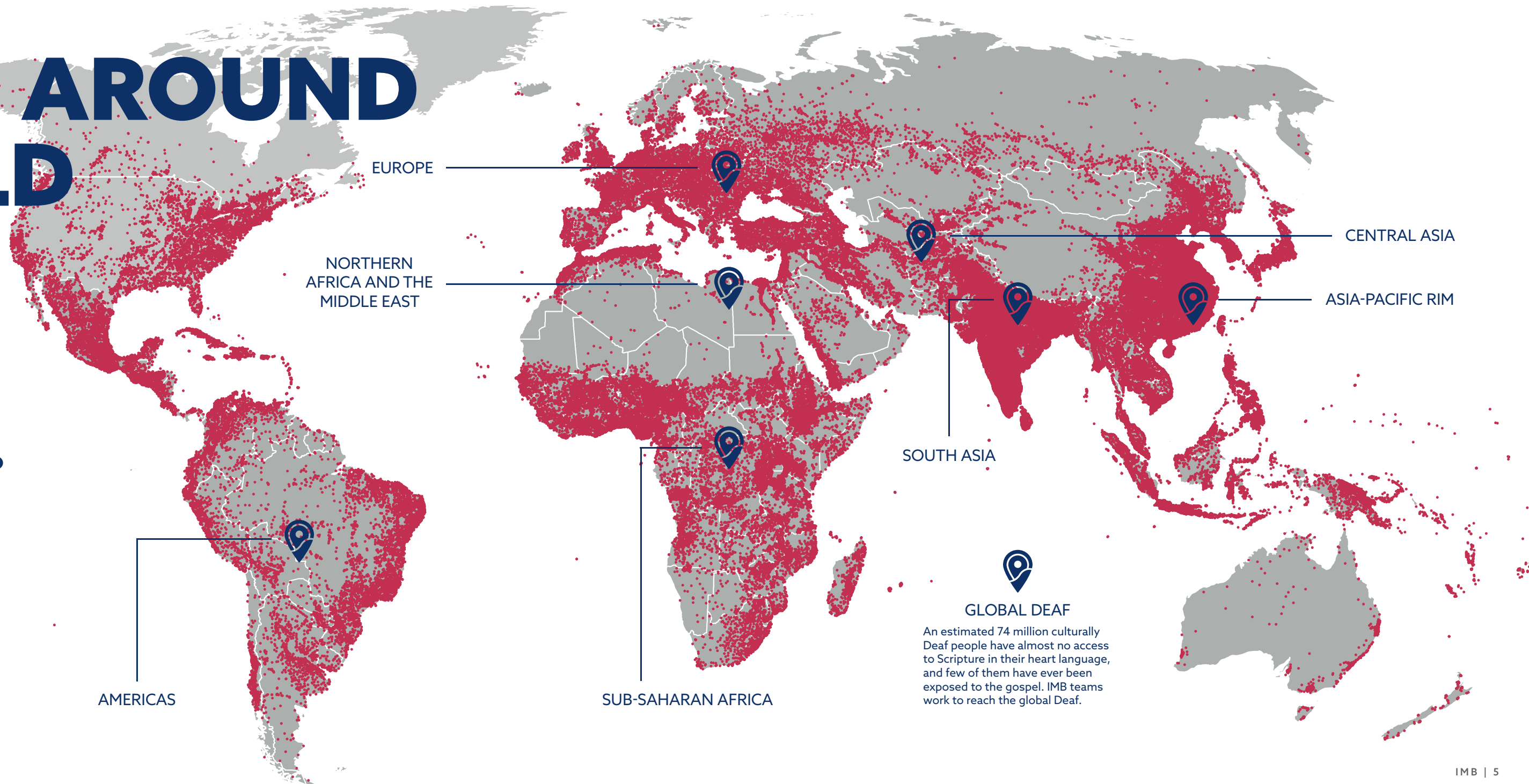
The work, this Great Pursuit, will take each of us. God didn't give His commands to a select few. He gave His commands to the Church—to all believers. We need you to partner with us and we need you now. **Every day, 174,202 die without Christ.** There's no time to waste.

Let's join in the work **together to reach the nations.**

*This is our Commitment.  
This is our Mission.  
This is our Great Pursuit.*

# LOSTNESS AROUND THE WORLD

Each **red dot** on this map represents 50,000 lost\* people. Every day, 174,202 of them will die without Christ. **How will they hear the gospel?**



Representative map based on population density.

• 50,000 lost people

\*Based on IMB Global Research evangelical estimates.

SOUTH ASIA



GLOBAL DEAF

An estimated 74 million culturally Deaf people have almost no access to Scripture in their heart language, and few of them have ever been exposed to the gospel. IMB teams work to reach the global Deaf.

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The Lord gave us the  
**GREAT COMMISSION.**

Matthew 28:18-20

He showed us His vision of the  
**GREAT MULTITUDE.**

Revelation 7:9

Between the Great Commission and the Great Multitude,  
God invites us to

**THE GREAT PURSUIT.**

Acts 1:8



# MISSIONARY PRESENCE AMONG THE LOST IS THE BIBLICAL MODEL TO PROVIDE

**3,515** MISSIONARIES SERVING AROUND THE WORLD



**GOSPEL ACCESS**



**GOSPEL BELIEF**



**GOSPEL MULTIPLICATION**



This is how missionaries are reaching the lost in the large cities, in remote locations, and among the dispersed and displaced. This is their task. We are committed to being physically present among the lost. No matter the place or the circumstances, the mission is the same—bring the gospel to the lost. This is our Great Pursuit.



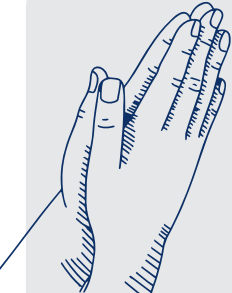
**879,798**  
**PEOPLE HEARD**  
**THE GOSPEL IN 2023**



## MISSIONARY PRESENCE CULTIVATES GOSPEL ACCESS

**Missionaries find the lost and provide access to the gospel in a way they can understand it. Gospel access means that people have a chance to respond to the saving message of Jesus Christ.**

Gospel access doesn't look the same in every culture. Sometimes it means a copy of the Bible translated into a people group's written language. It might mean a series of Bible stories told orally that can be shared among an illiterate people group or biblical truths in sign language shared among the Deaf. Sometimes gospel access requires creative means like digital engagement or healthcare initiatives. Though it looks different in different nations and among different peoples, the truth is the same: **they need the message of the gospel before they can believe.**



*Pray we will find the people groups who have no gospel access.*

*Pray for gospel access among groups where physical presence isn't possible.*

*Ask God to show us creative ways to share the good news.*

*Ask God to make missionaries and local believers bold and wise as they engage those who have never heard the message of salvation through Jesus Christ.*

## GOSPEL ACCESS



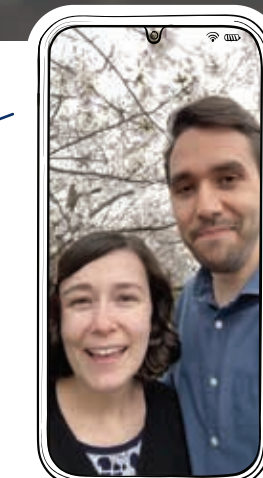
ASIA-PACIFIC RIM



“Virtual reality is just one of many tools missionaries use to reach out to the lost around them. It isn’t any different from regular evangelism. You find a common point, build a relationship, and draw the conversation to the gospel. You are just doing it in a video game.”

**Justin and Michaela Knippers**

Around 171 million people use virtual reality technology globally. There are no borders in this world. The Knippers might encounter people from the Netherlands, Japan, or the Middle East. Justin and Michaela realize their unique interests and skills in the gaming world means they might be the only ones to share the gospel with those in the virtual world where they serve.



SCAN TO HEAR  
HOW TO PRAY  
FOR THE KNIPPERS.

[imb.org/justin-michaela](http://imb.org/justin-michaela)





## MISSIONARY PRESENCE CULTIVATES GOSPEL BELIEF

**Missionaries faithfully teach the gospel and by the power of the Holy Spirit, they lead the lost to the point of salvation. Gospel belief means people repent and choose to enter an eternal relationship with our Savior and Lord.**

**141,206  
PEOPLE BELIEVED  
THE GOSPEL IN 2023**

Sometimes people believe quickly in the good news. In other cultures and contexts, missionaries share for years or decades before someone makes the choice to follow Jesus. It's always the goal, that evangelism will be met with professions of faith. But it usually takes time. That's why our missionaries are physically present. They live among the lost. They learn the language and the culture. They eat the food and build genuine friendships around them. And so often we are blessed to hear, "They believe!"

# GOSPEL BELIEF



SCAN TO HEAR  
AN UPDATE  
FROM SOUTH ASIA.  
[imb.org/mike-mckenzie](http://imb.org/mike-mckenzie)

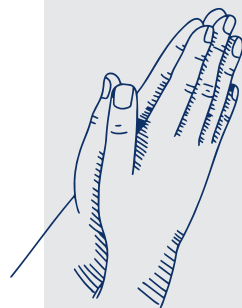
SOUTH ASIA



“Shanti believed just in time. She heard the gospel and believed in 2022. She was baptized soon after and the gospel spread through her family, her village, and surrounding villages. Shanti was the first person in her people group to finish the race. In February of 2023, she died and now spends eternity with Jesus. Her life on earth ended, but the gospel continues to multiply in this region.”

**Mike McKenzie**

In 2022, IMB missionary Mike McKenzie knew of 25 baptized believers among Shanti’s people group and one growing church. That was reason to rejoice because just a few months before, this South Asian people group was totally unengaged with the gospel. But that’s not the end of the story. And Shanti’s death was not the end. More than 30 people have followed in believer’s baptism. Seven churches now meet in the villages of this people group.



*Praise God for the souls that have been saved through the grace of God. For the lost, pray God helps their unbelief.*

*Ask God to move among the nations so many more will turn to the truth of the gospel. Connect your heart to His heart for the billions of people still lost without hope in Christ.*

*Pray for missionaries to have the knowledge and discernment to present the gospel in ways people understand and believe.*



## MISSIONARY PRESENCE CULTIVATES GOSPEL MULTIPLICATION

**Missionaries steadfastly disciple believers until the time they can gather as a healthy, multiplying church. Gospel multiplication means the gospel spreads exponentially as disciples are obedient to the commands of Christ.**

**269,571  
PEOPLE DISCIPLED  
IN 2023**

When a Ugandan Christian teaches a new believer, the gospel multiplies. When a Colombian believes and shares with her village, the gospel multiplies. When churches grow and plant new churches, the gospel multiplies. All around the world, our missionaries see the importance of discipleship and church planting. Today we have more national partners than ever before. New Baptist conventions around the world are partnering with us to send missionaries to the lost. Global missionary partners, sent from churches outside the U.S., are joining IMB missionary teams. God is multiplying His kingdom, and we get to be a part of it.

# GOSPEL MULTIPLICATION



When the Lord called me to do the ministry on the islands, I said, ‘No, it’s not possible because I don’t know how to swim.’ And immediately He gave me Isaiah 43:2: “When you pass through the waters, I will be with you; and through the rivers, they shall not overwhelm you.”

**Moses in Senegal**

When Moses heard that the people on the remote islands of Senegal had no knowledge of the gospel, he felt the Lord telling him to go. He clung to the Lord’s faithfulness, and his very own orange life jacket, and obediently went. Just a few short years later, the gospel has prevailed. Moses has seen people on the island come to faith and a young, but growing, church planted. The gathering of new believers stands strong, despite persecution, meeting together in homes.

SUB-SAHARAN AFRICA



*Thank God for the growth of the gospel in areas previously unengaged and unreached. Pray the gospel will continue to spread.*

*Pray for new and multiplying churches to cover the cities, villages, and hard-to-reach regions around the world.*

*Pray God multiplies national leadership and missionary presence so more disciples will make disciples and more churches will plant churches.*



**SCAN TO HEAR MORE FROM MOSES.**  
[imb.org/moses-senegal](http://imb.org/moses-senegal)



*Southern Baptists  
faithfully gave more than  
**\$196 MILLION**  
to the Lottie Moon Christmas  
Offering<sup>®</sup>, exceeding the  
\$190 million goal in 2023.*

Every dollar sends and sustains missionary presence among the lost. Every dollar goes to the mission field. Nothing is used for stateside administrative costs because you take care of those expenses through the Cooperative Program. Your generosity supports the Great Pursuit.

*Thank you!*

The Lottie Moon Christmas Offering<sup>®</sup> is a registered trademark of WMU<sup>®</sup>.

# 2023 FINANCIALS:

## 2023 CONTRIBUTIONS



## 2023 EXPENSES



### 53% SALARIES & BENEFITS

You help missionaries thrive by providing salaries, health care (physical and mental), and retirement.

### 11% TRAVEL & VEHICLES

Being present starts with getting to the field, then traveling to many ministry access points.

### 6% OFFICE EXPENSES & TECHNOLOGY

Digital engagement and communications keep teams in contact with each other, local partners, and your church.

### 13% HOUSING & RELOCATION

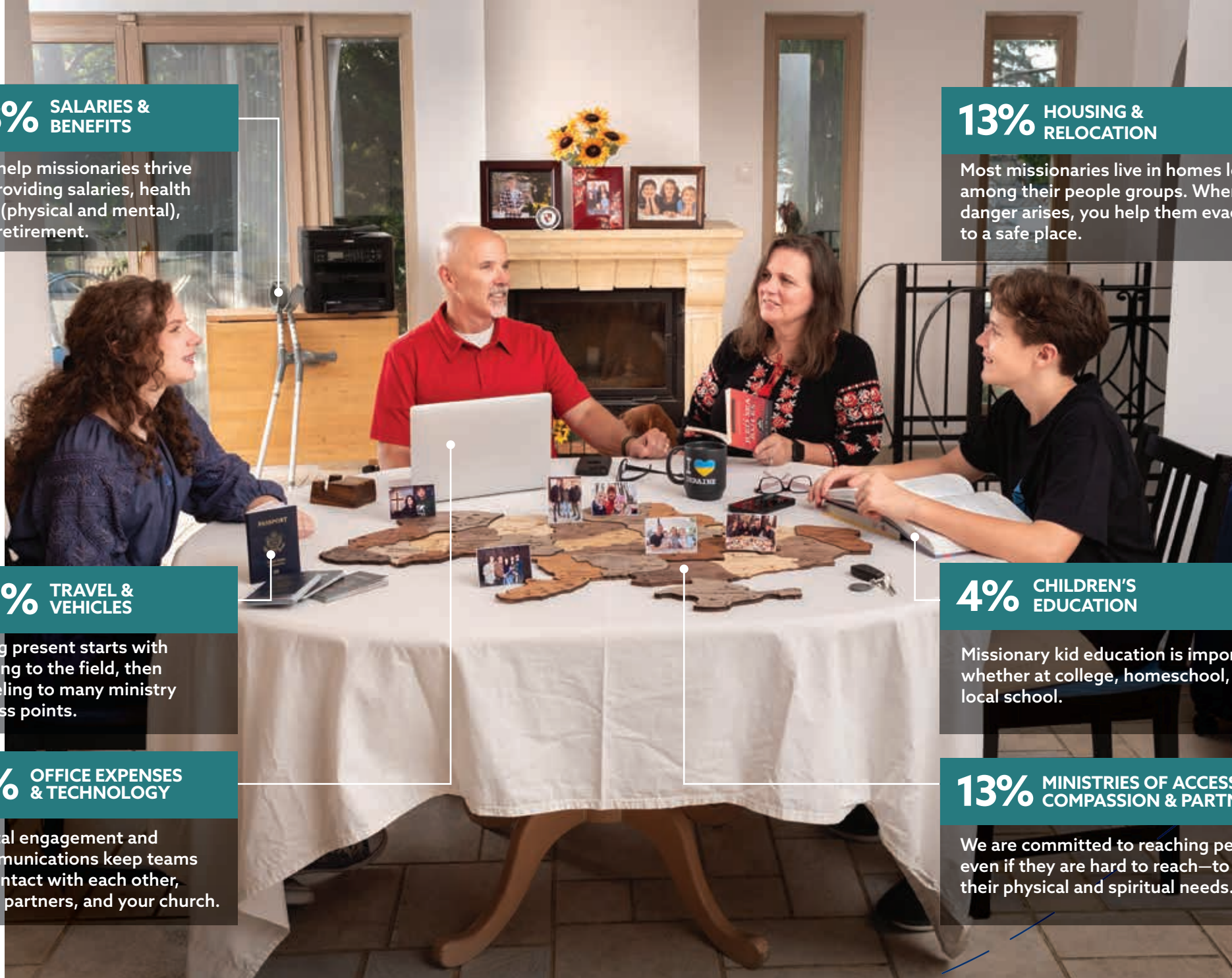
Most missionaries live in homes located among their people groups. When danger arises, you help them evacuate to a safe place.

### 4% CHILDREN'S EDUCATION

Missionary kid education is important, whether at college, homeschool, or a local school.

### 13% MINISTRIES OF ACCESS, COMPASSION & PARTNERING

We are committed to reaching people—even if they are hard to reach—to meet their physical and spiritual needs.



# FUNDING MISSIONARY PRESENCE

When you give through the Cooperative Program, Lottie Moon Christmas Offering®, and direct gifts to the IMB, you are sending and sustaining missionaries on the ground. Missionary families like the Domkes live and serve among the lost because of your faithful giving.

FOR MORE INFORMATION VISIT [IMB.ORG/FINANCIALS](http://IMB.ORG/FINANCIALS)

# CELEBRATE GOD'S WORK IN 2023

As reported by IMB missionaries and national partners

**3,515**  
MISSIONARIES SUPPORTED  
WITH COMPREHENSIVE CARE

**1,036**  
UNIQUE PEOPLE GROUPS THAT  
HEARD SOME PORTION OF THE GOSPEL

**879,798**  
PEOPLE HEARD THE GOSPEL

**141,206**  
NEW BELIEVERS

**116,992**  
BAPTISMS

**269,571**  
DISCIPLED

**12,618**  
TRAINED IN CHURCH PLANTING

“We need U.S. churches!  
Thank you, Southern Baptists,  
for your support, generous giving  
and prayers. Without you, it's  
impossible to do all of this.  
Please think about going one  
step further and join us.”

Zoey Kim,  
IMB missionary to Madagascar



IMB missionaries and their close partners use software that tracks and maintains data about our progress in the missionary task.

# Send Relief



Caring for the vulnerable and responding to moments of crisis, Send Relief is the Southern Baptist compassion ministry that meets physical and spiritual needs around the world. A cooperative ministry of the International Mission Board and North American Mission Board, we engage life-altering moments with the life-giving gospel of Jesus—connecting people in need with people who care.

## INTERNATIONAL MINISTRY IN 2023\*

**3,836,814**

People Impacted

**1,305**

New Areas Opened

**4,508**

National Churches Involved

**1,852,818**

People Helped with Food Assistance

**1,016,185**

Food Packages Given

**96,468**

People Helped  
with Clean Water

**44,272**

People Trained

(everything from job skills, to  
agricultural practices, to hygiene)

Our steadfast presence in hard places sets our work apart.





The Lord gave us the Great Commission



MATTHEW  
28:18-20

He showed us His vision of the Great Multitude



REVELATION  
7:9

You are here



Between the Great Commission and the Great Multitude,

God invites us to join Him in  
**THE  
GREAT PURSUIT**

## THE GREAT PURSUIT STARTS WITH PRAYER

Prayer isn't a footnote or a wrap-up at the end of a mission sermon. For IMB missionaries, prayer is how God works to sustain them in daily life for years to come. Prayer is the greatest work we could ask you to do, and it's available to every believer. It's a vital part of the Great Pursuit.



### We ask that you pray:

*For the spiritually lost*

*For the advance of the gospel*

*For the Church (global Church and your local congregation)*

*For missionaries*



Our missionaries who serve Deaf communities around the world can tell you, in sign language, how they have felt the power of prayer. Often forgotten or shunned in their cultures, the Deaf have little access to the gospel. God is moving, however, among the Deaf and answering your prayers of intercession on their behalf. In 2023, 107 Deaf came to faith in Christ and have access to the gospel in their heart sign language.



Filled with photos, statistics, stories, and Scripture verses to pray for 52 of the world's least reached people groups. Now with discussion starters, crafts, and recipes from around the world. Through prayer you can transform lives with the gospel.

**ORDER YOUR FREE COPY AND EXPLORE OTHER PRAYER RESOURCES AT [IMB.ORG/PRAY](https://www.imb.org/pray)**

## YOUR GENEROSITY SUSTAINS MISSIONARY PRESENCE



### EVERY DOLLAR YOU GIVE MATTERS.

Southern Baptists cooperate through their giving to make sure that the most can be accomplished with every dollar. Giving through the Cooperative Program and through direct gifts to the IMB sends and sustains missionaries all over the world.

For 43 years, your generosity supported the lives and work of Steve and Carla Evans.

They've recently retired from the field, but their ministry will continue through the lives of countless believers who came to faith because of their presence among them. They were faithful among the peoples of Sub-Saharan Africa and you were faithful to give so they could remain where God called them.

## 100%

of your gifts directly support the work of your IMB missionaries thanks to the generous support of churches through the Cooperative Program.

### LOTTIE MOON CHRISTMAS OFFERING®

Individuals contribute through their church's annual offering or directly to the IMB to support and sustain missionary presence among those without a gospel witness.

### DIRECT GIFTS FROM PARTNERS LIKE YOU

Gifts directed to a specific team or ministry are recorded in the Lottie Moon offering total. On request, the IMB gladly notifies your church of gifts so they may be counted toward church giving goals.

### SOUTHERN BAPTIST COOPERATIVE PROGRAM

Churches voluntarily give through the Cooperative Program to fund state, national, and international missions. Over 50% of gifts sent in by state conventions are directed toward the IMB.

## MORE WAYS TO GIVE

### CASH GIFTS

Cash gifts are an easy way to have an impact today, while possibly reducing your tax liability. Aside from gifts via check or credit card, some take advantage of a Qualified Charitable Distribution from their IRA (age qualified) or distributions from a Donor Advised Fund.

### NON-CASH & TANGIBLE GOODS

While 80% of giving is traditionally cash, it usually only represents 3% of the average person's total wealth. The remaining 97% are non-cash assets, such as real estate, commodities, stocks, cryptocurrency, and business interest but also, vehicles, and other tangible property.

### LEGACY GIFTS

Legacy planning secures kingdom impact long term. Yet, 67% have no estate plan. Planning for the future does not have to be daunting. We have developed a network of planning partners to help you and your family to identify strategic options suited for your overall charitable goals.

## GO WITH US TO THE LOST

Go for a week or go for life—and everywhere in between. If God is calling, we can help you get to the field. We'll help you discern where you can have the most impact in making His name known among the nations.



### GO IMPACT YOUTH/HIGH SCHOOL GROUPS



### GO EXPERIENCE ADULT/CHURCH GROUPS

Ready to serve for 1-2 weeks? We are ready to get you and your church group started. IMB has packaged trip formats for youth groups and for adults. Through **GO Experience (adults)** and **GO Impact (youth)**, the IMB facilitates the field connection, pre-trip training, expense management and logistics, and travel arrangement.

## SUMMER OR GAP SEASON COLLEGE/YOUNG ADULT

When you're ready to commit to longer terms of service, the IMB is ready to connect you with the most important work in the universe—reaching the lost with the gospel.



## JOURNEYMAN UNDER AGE 30



## CAREER OR RETIREE CHURCH PLANTER



## FIELD SUPPORT PROFESSIONAL ROLE

Join the Great Pursuit:

- + As a two-year fully funded Journeyman
- + In a field support role serving missionaries in areas like finance or logistics
- + As a career missionary committed long-term to the missionary task
- + As a retiree, ready to use some of the most productive years of your life on the mission field

FOR MORE INFORMATION ON THESE OR OTHER IMB PATHWAYS, VISIT [IMB.ORG/GO](https://www.imb.org/go) AND CHAT LIVE WITH AN IMB EMPLOYEE OR EMAIL [INFO@IMB.ORG](mailto:info@imb.org).

# PROJECT 3000 MISSIONARY EXPLORERS

## REACH THE EDGES OF LOSTNESS WITH THE GOSPEL

Few initiatives show our urgency to reach the lost like Project 3000. It's our renewed commitment to find the remaining 3,000+ unengaged, unreached people groups who don't have access to the gospel.

Missionary explorers are part of Project 3000. They are missionaries who serve for two years to research people groups,

learn about their culture, and share the gospel. They will each find 10 people groups while working on a team made of local partners and being mentored by veteran missionaries. For missionary explorers, the adventure of a lifetime intersects with the most important work in the universe.

[IMB.ORG/INTEREST](https://www.imb.org/interest)

### What makes a great missionary explorer?

- + Passion to share the gospel with the lost, particularly in extreme places
- + Ability to team well cross-culturally
- + Good physical health (or willing to get there!)
- + Age 21-30
- + Willingness to travel out of a backpack for weeks at a time and sleep in unknown conditions
- + Active membership in a Southern Baptist church
- + Constant growth in your relationship with the Lord

## FAITHFUL CHURCHES, FAITHFUL SENDING

When missionaries prepare to go to the field, IMB trustees appoint them and then... we celebrate! We call these events a "Sending Celebration" intentionally because that's exactly what we do—rejoice with those being sent by your churches through the IMB to bring the gospel of Jesus Christ to the nations.

Few events better characterize the cooperation of Southern Baptists than a Sending Celebration. Each missionary represents a local church where they have grown in their faith and obediently listened to the call of the Holy Spirit. Each missionary represents the biblical mandate to be among the lost, carrying the gospel to the uttermost parts of the earth.

New missionaries show us what happens when thousands of churches join to say, "We will pray, give, go, and send."





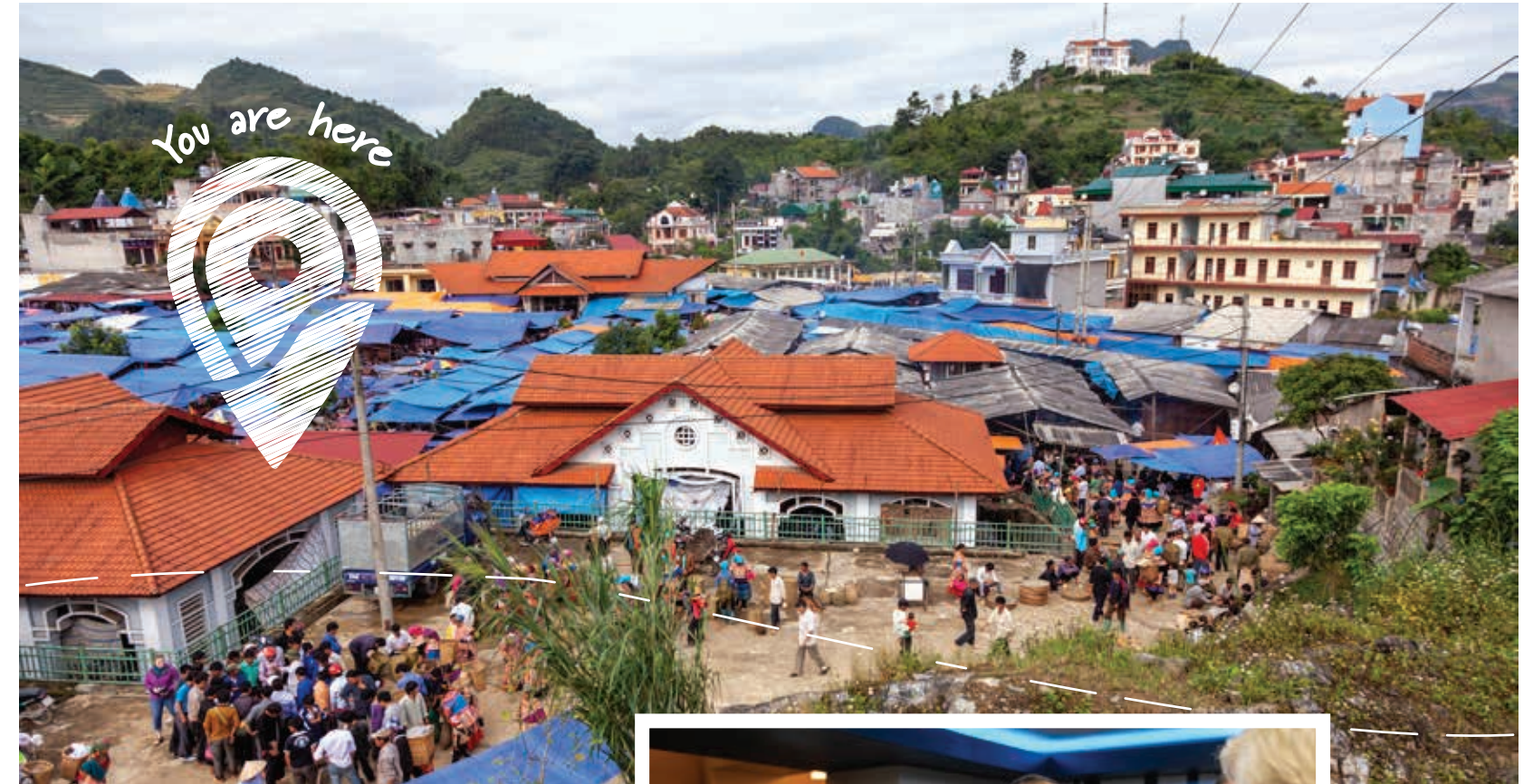
**The Great Pursuit isn't about one organization, one missionary, or one church.**

The Great Pursuit is all of us:

- + Families raising children who pray for the lost and understand that they, too, are called to obedience.
- + Churches, with a passion for evangelism and discipleship, giving cooperatively and sacrificially to send missionaries.

+ Southern Baptists uniting around the common goal to fulfill the commands of Christ.

**When these things happen, there's reason to celebrate.**



Cheyenne and Priscilla Solis, pictured here, are among those being sent. They are crossing cultural barriers and geographic borders to serve among the lost in Southeast Asia. They will learn another language and make their home across the world from family and friends in obedience to the Great Commission.







Danny and Eunice (Park) Kwack have joined a missionary team in Sao Paulo, Brazil. This missionary team is now one of the most diverse missionary teams serving with the IMB. The Kwacks willingly join the Great Pursuit in Brazil.



Thank you for joining the IMB on  
**THE GREAT PURSUIT**  
 COME SHARE YOUR STRATEGY AT A SENDERS SUMMIT!



Every IMB missionary represents a church that has prayed for, trained, and supported them. You are following Jesus' call to the Church to send missionaries to the lost with the gospel—the only solution to the world's greatest problem.

We are encouraged to hear of more and more churches establishing missionary sending pipelines. These are churches who are dedicating themselves and their resources to developing and deploying missionaries.

**IMB is now hosting Senders Summits** for churches to learn from other churches. These events provide a platform for churches to share strategies, best practices, training resources, and even facilities to help prospective missionaries learn, practice, build community, and prepare. And when churches send them, the IMB will be ready to receive them and place them on the mission field to serve among the lost.

**WRITE OR CALL US TODAY IF YOU ARE INTERESTED IN ATTENDING THE NEXT SENDERS SUMMIT.**  
**INFO@IMB.ORG OR (800) 999-3113**

BEFORE YOU PUT THIS BOOK DOWN, I HAVE A QUESTION:

## HOW WILL YOU RESPOND?

As you flipped through these pages, you undoubtedly saw the beautiful photos and read the testimonies of missionaries. You noticed the statistics and the areas of opportunity.

Seeing the reminders of God's work around the world, where do you see yourself in the work? Can you see yourself as a missionary overseas? Do you see the difference your generosity makes? Did you see the powerful results of faithful prayers?

You are a valuable partner in the Great Pursuit. *Together*, we will reach the nations. We are ready to walk alongside you in the next step you take in your missions commitment. We're just a phone call or email away.

## WHAT STEP WILL YOU TAKE NOW?

Thank you for your faithfulness as we work together toward the Revelation 7:9 vision of all nations, tribes, people, and languages knowing and worshipping our Lord Jesus Christ. This is our Great Pursuit.



REACHING  
THE NATIONS,  
TOGETHER.



INTERNATIONAL  
MISSION BOARD

[imb.org](http://imb.org)

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