

North American Mission Board 2019 Ministry Report
THE PRESIDENT'S SUMMARY STATEMENT

Everything we do at the [North American Mission Board](#) (NAMB) is about sending the hope of the Gospel. We want to help every church and every believer be on mission so they can share that hope in their communities, throughout North America and around the world.

2018 held many highlights for NAMB as we served Southern Baptist pastors and churches, but the first we want to celebrate is the remarkable way God provided through the Annie Armstrong Easter Offering®. Southern Baptists gave a record \$61.1 million to the offering, an all-time high. We are grateful and humbled by this generosity. As always, our pledge is that every dollar of the offering will go to missionaries on the field and resources to help them impact North America for Christ. We are committed to being the very best stewards of these dollars.

Pastors are NAMB's number one customer. We are here to serve them and help them succeed as they minister on the front lines. We serve pastors and churches in two primary ways: [Send Relief](#), our compassion ministry, and [Send Network](#), our church planting network.

In addition to these two primary ministry areas, NAMB launched a new Evangelism and Leadership group in 2018 designed to equip and encourage pastors as they mobilize their churches and take the hope of the gospel to the world around them. This group is led by long-time pastor Johnny Hunt.

2018 was marked by tragedy for many in North America who were impacted by hurricanes, floods, fires and other disasters. As always, Southern Baptists were on the forefront of disaster response bringing much needed help, assisting with the healing process and, most importantly, sharing the hope of Jesus which transcends any tragedy or triumph.

NAMB—under our ministry assignment to coordinate disaster relief on behalf of Southern Baptists at the national level—supported dozens of state convention disaster relief units as they mobilized thousands of Southern Baptist Disaster Relief-trained volunteers and hundreds of pieces of equipment.

In addition, NAMB's Send Relief ministry is continuing to resource those who send help and send hope. Our Puerto Rico rebuild effort has hosted hundreds of volunteers as residents continue to recover from Hurricane Maria which struck in 2017.

In addition to crisis response, Send Relief is giving churches the opportunity to serve in areas such as poverty, refugees and internationals, adoption and foster care, human trafficking and more.

There are currently five Send Relief ministry hubs (Appalachia, Atlanta, Las Vegas, New Orleans, New York and Puerto Rico) that are meeting needs in specific regions and giving Southern Baptists from all over North America opportunities to serve in long- or short-term settings. To learn more about Send Relief, view video [here](#).

Through Send Network, NAMB helps Southern Baptists plant churches everywhere for everyone in North America. We have a special focus outside the South, where Southern Baptists are weakest, and in [our cities](#) where more than 80 percent of North Americans live. Planting evangelistic churches is the best way to introduce people to Jesus and grow them strong in their faith.

Southern Baptists need to start about 1,200 churches annually to keep up with population growth and offset churches that are dying. Unfortunately, there are currently not enough qualified church planters to meet this demand. That's why NAMB has launched the [Multiplication Pipeline](#) to help churches discover and develop the next generation of church planters for the North American mission field.

Our church replanting initiative helps re-launch churches that are dead or close to dying. Each year dozens of churches that would have been down for the count now have an opportunity to continue to proclaim the Gospel and transform lives. (View [this video](#) to learn more about church replanting.)

As North America grows more ethnically mixed, we help prioritize ethnic church plants where they are most needed. More than half of all churches Southern Baptists start each year identify as ethnic or multiethnic. We also are focused on starting churches near college campuses. These churches will have an impact for years to come as they shape the hearts and minds of our next generation of leaders. (View more on collegiate church planting efforts [here](#).)

We are grateful for all God does through Southern Baptists and the North American Mission Board. Additional highlights are noted below.

- Thanks to Southern Baptist giving, we are able to resource and support more than 5,200 missionaries. These men and women serve in difficult places and in challenging cultural contexts and many have left behind all that is familiar so they can tell people about Jesus.
- Southern Baptists added 975 new congregations in 2017, the most recent year for which data is available. This includes 691 new church starts and 284 new affiliations. We praise God for these newest churches that are now part of the Southern Baptist family.
- Our goal is healthy, evangelistic church plants and the data points to success. As a whole, church plants are running 67 percent ahead of established churches in attendee to baptism ratio. In Canada, 71 percent of all baptisms came from churches started since 2010. In the Minnesota-Wisconsin Baptist Convention, more baptisms came from church plants than from all other churches combined. Church plants are proclaiming the Gospel.
- Reversing the downward trend in baptisms is a top priority for us. Our new Evangelism and Leadership Group led by Johnny Hunt will help every Southern Baptist pastor lead his church to an evangelistic focus.
- Our Disciple-making Task Force reported its findings at SBC 2018 in Dallas. You can view the team's report and recommendations [here](#). In addition, we are embracing [recommendations](#) made by members of the Evangelism Task Force as they were adopted by messengers at the SBC Annual Meeting in Dallas.

NAMB serves as the endorsing entity for more than 3,600 Southern Baptist chaplains who serve throughout the world in the military and other settings such as hospitals, prisons, fire departments, police departments and in private, corporate settings. At one US Army base this year more than 4,700 soldiers have accepted Christ under the ministry of Southern Baptist chaplains.

NAMB has the privilege of working closely with state Baptist conventions to assist their efforts in taking the gospel to North America. In 2018 we sent several million dollars to state convention partners to

assist in their ministry. This is money that went to fund missionaries and to support evangelistic church planting, evangelism and church revitalization efforts.

Sometimes reaching North America for Christ can seem like an overwhelming task. But with an unstoppable God who specializes in the extraordinary and a partnership of thousands of Southern Baptist churches, we are encouraged that this task can be achieved. Your prayers, giving and involvement are making a difference. Thank you for everything you are doing to make Jesus known in North America.

Serving Together,

Kevin Ezell
President
North American Mission Board