

North American Mission Board 2020 Ministry Report
THE PRESIDENT'S SUMMARY STATEMENT

At the [North American Mission Board](#) (NAMB), it's all about the Gospel. Everything we do is to help churches and believers share the hope of Christ in their communities, throughout North America and around the world.

There were many highlights in 2019 as we served Southern Baptist pastors and churches, but I want to start by thanking each and every person who gave so generously to the Annie Armstrong Easter Offering®. Southern Baptists gave a record \$61.4 million to the offering, an all-time high. In fact, this is the third year in a row we have seen a record-breaking offering. 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 be 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 arm, and [Send Network](#), our church planting network.

In addition to these two primary ministry areas, NAMB's Evangelism and Leadership Group, led by Johnny Hunt, exists to equip pastors and mobilize Southern Baptists for evangelism.

We started 2019 by partnering with SBC president J.D. Greear to launch Who's Your One, an evangelism resource that challenges every Southern Baptist to identify a person for whom they will pray and share their faith with. I'm happy to report that thousands of churches responded by ordering Who's Your One church resource kits. Our Who's Your One Tour started in the fall and will visit dozens of cities over the next two years.

Each year millions of peoples' lives in North America are turned upside down by natural disaster and other crises. 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.

It was our privilege to come alongside dozens of state convention disaster relief units this past year as they mobilized thousands of Southern Baptist Disaster Relief-trained volunteers and hundreds of pieces of equipment.

NAMB's Send Relief ministry is bringing help and hope to those most in need. Our Puerto Rico rebuild effort hosted hundreds of volunteers this year as residents continue to recover from Hurricane Maria, which struck in 2017.

Send Relief is giving churches the opportunity to serve in areas such as poverty, refugees and internationals, adoption and foster care, human trafficking and crisis response. We now have seven Send Relief ministry centers (Appalachia, Atlanta, Las Vegas, New Orleans, New York, Pittsburgh 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 [this video](#).)

NAMB helps Southern Baptists plant churches everywhere for everyone in North America through Send Network. We primarily focus outside the South, where Southern Baptists are weakest, and in [our cities](#) where more than 80 percent of North Americans live.

Southern Baptists need to start about 1,200 churches annually to keep up with population growth and offset churches that are dying. The problem is our need for new churches is outpacing the supply of qualified church planters. 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.)

The churches of tomorrow probably won't look exactly like yours. As North America grows more ethnically diverse, 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 6,700 missionaries and chaplains. 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 878 new congregations in 2018, the most recent year for which data is available. This includes 624 new church starts and 254 new affiliations. We praise God for these new churches that are now part of the Southern Baptist family.
- Churches started since 2010 now account for 11 percent of all churches in the SBC and they report 18 percent of all SBC baptisms. Church plants are reaching people for Christ, and they are a positive force in our Southern Baptist family.
- Reversing the decline in baptisms won't be accomplished by a national entity, but we are making multiple evangelism resources available free to churches and emphasizing the annual SBC Baptism Sunday. We want to help Southern Baptists maintain evangelism and baptism as the top priority.
- What a privilege to celebrate with First Baptist Sutherland Springs in May 2019 as they dedicated the new worship center and education wing that NAMB provided through the gifts of Southern Baptists. Pray for this church as they continue to recover from the tragic mass shooting that took place in Nov. 2017.

NAMB serves as the endorsing entity for more than 3,600 Southern Baptist chaplains who serve throughout the world in the military and in other settings such as hospitals, prisons, fire departments,

police departments and in private, corporate settings. At an Army base in Missouri, for example, more than 8,000 have been baptized since March 2018 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. Each year NAMB sends millions of dollars to state convention partners to assist in their ministry. This is money that goes to fund missionaries and to support evangelistic church planting, evangelism and church revitalization efforts.

There are so many needs and much remains to be done, but it is good to pause in moments like these to reflect on all God is doing through Southern Baptists and through the North American Mission Board. We are grateful for the pastors and churches who are in the trenches of ministry. Thank you for everything you are doing to make Jesus known in North America.

Serving Together,

Kevin Ezell
President
North American Mission Board