

EAST  WEST

Light Overcomes Darkness

AN ANNUAL REPORT OF GOD'S
FAITHFULNESS IN 2021



Contents

A LETTER FROM KURT NELSON	3	
VISION AND MISSION	4	
WHERE WE WORK	5	
MINISTRY STATISTICS	6	
2021 RECAP	8	
<i>International Short-Term Mission Teams</i>	8	
<i>Afghanistan</i>	9	
<i>Launching New Digital Strategies</i>	10	
<i>Orality Training</i>	11	
STORIES	12	
<i>A Church Trained, a Family Saved</i>	12	
STORIES CONT.	13	
<i>A Discipleship Class Leads to a Changed Life</i>	14	
<i>See More Stories</i>	15	
FINANCIAL STATEMENT HIGHLIGHTS	16	
WHAT'S NEXT	18	
GET INVOLVED	18	



KURT NELSON
PRESIDENT & CEO

A Letter from Kurt Nelson

East-West seeks to reach the unreached through four key methods: mobilize, evangelize, equip, and multiply. These words drive our strategies, goals, and prayers.

In 2021, we launched a new vision campaign called One Church. All People. I believe this vision reflects the four methods outlined in our mission statement. To unify Christ’s global Church to advance the gospel, believers must mobilize and equip believers worldwide. To reach all people, believers must evangelize and multiply followers of Jesus among the unreached.

The beautiful thing about this vision campaign is that we cannot accomplish it alone. It requires that we partner with mission-minded believers—people

like you—to carry out this Great Commission work. The generosity of your time, resources, and prayers played an enormous role in reaching millions with the gospel and planting thousands of churches in 2021. Thank you and to God be the glory!

In this report, you will find the fruit of our ministry efforts in 2021 along with powerful stories and financial information. I am grateful for your ongoing support of East-West! I pray that you are encouraged by the way God is using you to shine His light to overcome spiritual darkness.

Sincerely,



VISION

The vision of East-West is to glorify God by multiplying followers of Jesus in the spiritually darkest areas of the world.

MISSION

The mission of East-West is to mobilize the Body of Christ to evangelize the lost and equip local believers to multiply disciples and churches among the unreached.

Where We Work

NORTH AMERICA

EUROPE

CENTRAL ASIA

MIDDLE EAST

EAST ASIA

AFRICA

SOUTH ASIA

LATIN AMERICA

SOUTHEAST ASIA

East-West works among unreached people groups in **78 countries*** encompassing **10 regions** around the world. **32 of these countries (41%) are on the World Watch List for places where Christians are most persecuted.**

**These countries include established ministry fields and developing ministry fields.*

Ministry Statistics

*God did amazing things among the unreached last year.
Here is how we saw the Lord move in 2021.*

14.7 million
people were reached with the gospel.



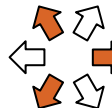
1.2 million
professed faith in Christ.

249,743
disciples were multiplied.



15,660
leaders were trained.

22,215
churches were planted.



299
workers were sent.

13 new unreached people
groups were engaged.



1 global gateway city
strategy was launched.

2021 Recap

In 2021, God opened doors for field workers to reach unreached people groups and revealed new ways of engaging the lost.



SHORT-TERM MISSION TEAMS

As the pandemic closed international borders in 2020, short-term mission teams were unable to leave the U.S. Many teams were postponed or canceled. Some focused on reaching unreached people

groups in the U.S. But in 2021, borders began to reopen, presenting the opportunity for teams to travel abroad again. A total of 14 international teams deployed to the mission field in 2021. As 2022 continues, we pray God opens more doors for teams to take the gospel to the unreached worldwide.



AFGHANISTAN

The Afghanistan government collapsed as the Taliban took control of Kabul, leading thousands of Afghans fleeing or attempting to flee the country. Months later, the exodus continues, and Afghan refugees

are arriving in new countries having left homes, possessions, and loved ones behind. God has been at work through this tragedy in places where East-West field workers engage with refugees. In regions like North America and Europe, Afghan families are meeting

missionaries and national partners and hearing the gospel for the first time. Some have even accepted Jesus and started studying the Bible. Pray that Afghan refugees would find comfort and peace in Jesus during these heartbreaking circumstances.





LAUNCHING NEW DIGITAL STRATEGIES

Across the globe, billions of people have access to the internet through computers and smartphones. These people include unreached people groups. While missionaries

and national partners continue engaging with those in their communities, digital advertising and communication can help them reach more people in less time. When someone responds to a digital ad with a gospel presentation or other spiritual content, a local field worker will start a conversation with

that person online. In 2021, East-West launched three new digital strategies projects in Asia and Africa. More people have already begun following Jesus thanks to these digital outreach projects. Because of the success of these three new projects, East-West is looking to launch more in 2022.



ORALITY TRAINING

The majority of the world's population consists of oral learners. Rather than reading as their primary means of learning, oral cultures use storytelling, drama, and music to learn new

concepts. In 2021, East-West made a push to provide more orality training resources to field workers. The resources can help missionaries and national partners reach certain communities more effectively by using communication styles that resonate with particular people groups. Because no two

cultures are exactly alike, field workers have a number of trainings to choose from to find the one that best fits the people groups they are trying to reach.

• Stories

Read about how God worked among the unreached in 2021.
(Note: Names have been changed in these stories for security purposes.)

A Church Trained, a Family Saved

Ram, a pastor in South Asia, attended a disciple-making training and conducted the same training at his church. The congregation was inspired by the training and made plans to take what they learned to an unreached village.

As the church members visited the village, they met an elderly mother named Sita. Sita was at a low point in her life because her daughter, Laxmi, was suffering from a mental illness. Doctors, monks, and Hindu priests all tried to help Laxmi, but nothing seemed to work. On top of that, Sita's son was also struggling with alcoholism.

Ram shared the gospel with Sita in hopes of encouraging her. The next day, Sita and her family came to Pastor Ram again asking for prayer. They were all ready to accept Jesus. A few weeks later, the entire family was baptized. Sita's son is now joyfully following Jesus, and the church continued to support and pray for Laxmi through her treatment. Today, Laxmi is recovering well from her mental illness, and Sita is boldly sharing her testimony with others.





A Discipleship Class Leads to a Changed Life

A church in Latin America was hosting a discipleship training for its members. One Sunday, a couple in the church brought their daughter, Brisa, to the training. Brisa was not a believer and was only in town to visit her parents that weekend.

During the training, the class participants practiced sharing a gospel presentation with each other. One participant asked Brisa if she could practice sharing the gospel with her. Brisa agreed and listened as this church member explained Jesus' love and sacrifice.

As Brisa heard the gospel, she began to cry, realizing her need for a Savior. The class participant then asked Brisa if she wanted to receive Jesus as her Lord and Savior. Through tears and sobs, Brisa nodded her head. Her parents embraced her and wept with her. When the church realized what happened, the congregation gathered in a circle and prayed for their new sister in Christ.



See More Stories

See other ways God moved among the unreached in 2021. Watch stories from the field in these East-West films:



**CONVERSATIONS
FROM THE
MISSION FIELD**

One man attended an East-West training and then took what he learned to share the gospel in one of the most dangerous regions in his country.



**THE MIDDLE
EAST: GOD'S
REDEMPTION**

One short-term team saw how God is bringing the nations to Himself in the Middle East.

Financial Statement Highlights

East-West is supported by the gifts of partners who share our passion for multiplying disciples in the world's spiritually darkest areas. We are committed to stewarding well the resources God has given us to take the gospel to those who have not heard of the saving work of Jesus Christ on the cross.

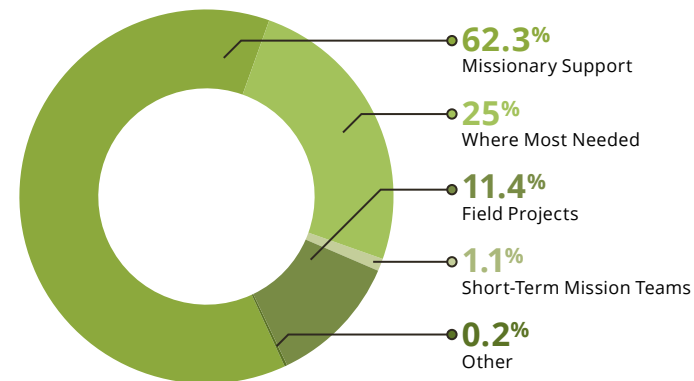
We strive to communicate the impact and needs of ministry projects with integrity. Because of that, we want to share with you our financial highlights from 2021.

ECFA MEMBERSHIP

East-West is a member of the Evangelical Council for Financial Accountability (ECFA). Membership in the ECFA is your assurance that East-West adheres to the highest standards of financial stewardship and ethical practices. For more information, visit ecfa.org.

REVENUE

(October 1, 2020-September 30, 2021)



Missionary Support	\$13,918,138
Where Most Needed	\$5,590,240
Field Projects	\$2,558,524
Short-Term Mission Teams	\$250,052
Other*	\$35,927

Total Revenue \$22,352,881

* Other includes miscellaneous income, in-kind, and interest income.

UNIT COSTS

On average, it costs East-West:

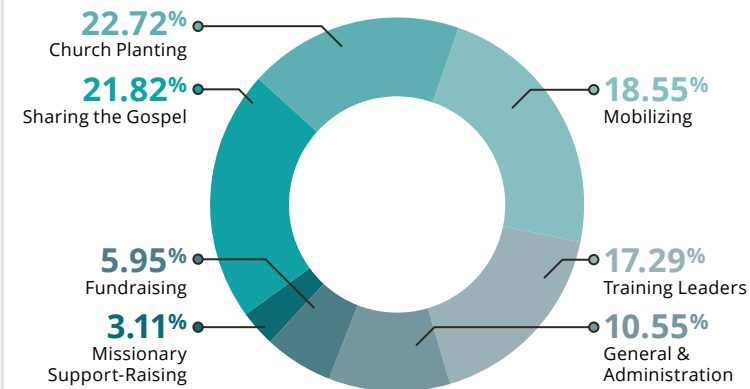
6¢ to reach one person with the gospel.

\$8 to equip one believer.

\$22 to start one new church.

EXPENSES

(October 1, 2020-September 30, 2021)



Sharing the Gospel	\$4,209,549
Church Planting	\$4,383,316
Mobilizing	\$3,579,037
Training Leaders	\$3,335,861
General & Administration	\$2,036,007
Fundraising	\$1,147,774
Missionary Support-Raising	\$599,247

Total Expenses* \$ 19,290,791

* 80.39% of total expenses were invested in field ministry activities.



What's Next

We are excited to see what the Lord does over this next year. In 2022, we are asking God to help us:



Share the gospel with **17.5 million** people



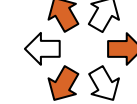
Multiply **300,000** disciples



Plant **22,000** churches



Train **21,000** leaders



Send **320** workers



Engage **12** new unreached people groups

WHAT IS YOUR ROLE IN THIS GREAT COMMISSION WORK?

Get Involved



PRAY

Partner with us in praying for the unreached and those ministering to them.



GIVE

Steward your resources for the expanse of God's Kingdom.



GO

Witness the gospel multiply by going on mission with us.

Visit www.eastwest.org/2022vision to find out how you can be involved in the ministry of East-West in 2022.





2001 W. PLANO PARKWAY, STE. 3000 | PLANO, TX 75075
WWW.EASTWEST.ORG | 972.941.4500

*We would like to thank an anonymous print company for
graciously providing its services at no cost to the ministry.*

