

EAST  WEST

Out of Darkness

AN ANNUAL REPORT OF GOD'S
FAITHFULNESS IN 2023



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KURT NELSON

PRESIDENT AND CEO

A Letter from Kurt Nelson

Coming off the heels of East-West's 30th year of ministry, I couldn't be more excited for what is ahead of us! The Lord has abundantly provided for this ministry for more than three decades, and it's clear that He is carrying us forward to this day.

One of the most visible ways I see that is in the way God is opening doors to the unreached. At East-West, we aim to take the gospel to all people, meaning we have to go where the good news is inaccessible and unknown.

In 2023, **we were able to engage with 62 unreached people groups we had not worked among before**—that's 38 more unreached people groups than

we engaged the year before. These 62 people groups came from all corners of the globe. From Latin America to Africa and from Europe to South Asia, the gospel is compelling people to step out of darkness and into God's light.

I pray you will be as encouraged by the evidence of God's grace in this report as I am. After all, you had a part to play in the spiritual fruit we saw in 2023. Your gifts, time, and prayers supported the ministry of East-West in immeasurable ways. Thank you for helping us reach the unreached in 2023!

A handwritten signature in blue ink that reads "Kurt". The signature is stylized and fluid, with a large initial "K" and a long, sweeping underline.



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



East-West works among unreached and unengaged unreached people groups in **46 countries** encompassing **10 regions** around the world.

Nearly 20 of these countries (42%) are on the World Watch List for places where Christians are most persecuted.



Ministry Impact

The Lord did incredible things among the unreached last year.
Here is how we saw God move in 2023.



8.7 million

people were reached
with the gospel.



1 million

professed faith in Christ.



163,119

disciples were multiplied.



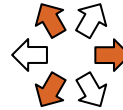
16,119

churches were planted.



16,523

leaders were trained.



862

workers were sent.



62

new unreached people
groups were engaged.



2023 Highlights

30TH ANNIVERSARY

Last year marked 30 years of ministry for East-West. By God's grace, East-West has shared the gospel with more than 284 million people, and more than 22 million have professed faith in Jesus in the past 30 years! In addition, more than 358,000 churches have been planted, and nearly 1.8 million leaders have been trained. Praise the Lord for all He has done among the unreached!

EAST-WEST'S NEXT PRESIDENT

In September, East-West announced that Kristen Shuler was selected as the next President while Kurt Nelson remains the CEO. Kristen has been with East-West since 2010 and has served as Executive Vice President of Development, Senior Vice President of Field Leadership, and Acting President and CEO. Read more about this exciting update at www.eastwest.org/leadership-update.

REGATHERING

Every four years, East-West's staff gathers in one location to reconnect and grow. In July, about 500 staffers from across the globe traveled to Colorado for ReGathering. The week was full of games, updates from the field, and fellowship. Dr. Mark Young from Denver Seminary and Thrive Worship joined us as our special guests. East-West is looking forward to gathering again in 2027!

EARTHQUAKE RELIEF

A major earthquake devastated the Middle East in February 2023, killing more than 55,000 people. As East-West missionaries responded to relief efforts, they saw the Lord working through the tragedy. Victims reported seeing a man in white who stayed with them until they were rescued. The earthquake presented opportunities to share the gospel with the unreached in the Middle East.

LATIN AMERICAN TEAM TO THE UNREACHED

Last November, a short-term mission team from Latin America flew to South Asia to share the gospel with unreached people. This was the first time East-West deployed a short-term team from outside of the United States. Though the Latin American team members and South Asian translators spoke English, this was not their primary language. Despite this language barrier, more than 600 people heard the gospel, and 25 professed faith in Jesus! East-West is committed to mobilizing the global church to the unreached, and we look forward to mobilizing more teams from around the world in the future.



Field Story: No Distance too Far

This story is just one example of how God worked among the unreached in 2023. The names in this story have been changed for security purposes.

The 10/40 Window is the epicenter of the world's spiritual darkness. This region of the world—spanning North Africa, the Middle East, and most of Asia—is where the majority of unreached people groups live. They are concentrated here for multiple reasons, including spiritual strongholds, governmental barriers, and developmental hurdles.

Geography also plays a role in slowing the advance of the gospel in the 10/40 Window. Some villages are simply not accessible by vehicle. Still, that has not stopped God from shining His light among the unreached.

In South Asia, near the heart of the 10/40 Window, one man heard the gospel and placed his faith in Jesus despite living in an unengaged unreached people group. When Kavi became a believer, he wanted nothing more than to tell others about Jesus—especially those who had never heard the gospel. Committed to this calling, Kavi would travel to places where taxis and buses couldn't go. That meant walking up to 35 miles at times.

As Kavi shared the gospel in unreached villages, a movement began to form. He raised up more than 50 local leaders and planted more than 100 churches in his first four years of knowing Jesus.

Though the Lord was blessing Kavi's work in various unreached areas, God called him to a new place in 2023—back to his own people group. Last year, Kavi began sharing his testimony and Jesus' story among his own people. By God's grace, there are now two churches in Kavi's people group.

Kavi's story shows how the gospel is bringing people out of darkness and into God's marvelous light in the 10/40 Window.

DID YOU KNOW?



Unreached people group:

a people group with no indigenous community of believers large enough to evangelize this people group without outside assistance



Unengaged unreached people group:

an unreached people group with no known active church planting underway

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 2023.

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.

UNIT COSTS

On average, it costs East-West:

6¢ to reach one person
with the gospel.

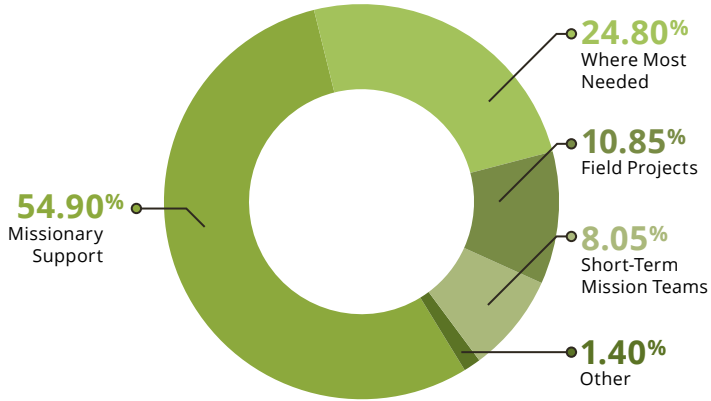
\$8 to equip one believer.

\$22 to start one
new church.



REVENUE

(October 1, 2022-September 30, 2023)

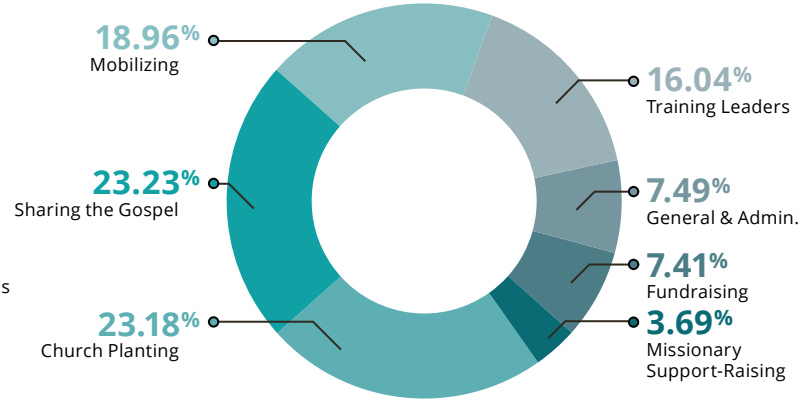


Missionary Support	\$14,633,152
Where Most Needed	\$6,609,182
Field Projects	\$2,890,964
Short-Term Mission Teams	\$2,147,226
Other*	\$373,810
Total Revenue	\$26,654,334

* Other includes interest and miscellaneous income.

EXPENSES

(October 1, 2022-September 30, 2023)



Sharing the Gospel	\$6,469,228
Church Planting	\$6,456,029
Mobilizing	\$5,278,777
Training Leaders	\$4,466,527
General & Administration	\$2,086,960
Fundraising	\$2,062,838
Missionary Support-Raising	\$1,027,341
Total Expenses*	\$27,847,700

* 81.41% of total expenses were invested in field ministry activities.



What's Next

2024 FAITH GOALS



Share the gospel with **10 million** people



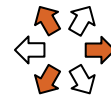
Multiply **250,000** disciples



Plant **25,000** churches



Train **15,000** leaders



Send **1,000** workers



Engage **60** new unreached people groups

Every year, East-West sees how the light of the gospel is drawing people out of darkness. We are asking God to continue doing a miraculous work among the unreached in 2024. Will you join us in this Great Commission work?



PRAY

Partner with us in praying for the unreached and those working among them.



GIVE

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



GO

Witness the gospel multiply disciples by going on mission with us.

out of **DARKNESS**

DO YOU WANT TO LEARN MORE ABOUT THE 10/40 WINDOW?

For a limited time, you can watch a free virtual event hosted by East-West to hear more stories about what God is doing in the 10/40 Window and discover how you can help shine God's light.



Scan the QR code or visit www.eastwest.org/outofdarkness to learn more and access this special event!

EAST WEST

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