

A woman in a yellow and green sari is smiling broadly, looking towards the right. She is wearing a red bindi on her forehead and a red earring. The background is a busy outdoor area with many people, some sitting on the ground, and a large stone archway in the distance.

EAST  WEST

Sharing the Greatest Story

AN ANNUAL REPORT OF GOD'S
FAITHFULNESS IN 2024

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KURT NELSON

CEO

A Letter from Kurt Nelson

What makes a great story? As I have spent some time writing in recent years, I've thought about the elements that make a story so powerful. Is it the way the story is told? Is it the anecdotes or the structure? While these things can make a story compelling, I believe a story's ability to transform someone is ultimately what makes it great. Consider the gospel. It is the greatest story ever told because it has the power to transform lives for eternity.

The simplest way to explain the mission of East-West is to say we seek to share the greatest story the world has ever known with those who have never heard it. By God's grace, He worked through this ministry to share

His story with millions of people last year. Because of that, nearly 1 million lives were transformed in the world's spiritually darkest places. Whether you gave a financial gift, went on a short-term mission team, or prayed for the unreached last year, you helped share God's story among the nations.

As you flip through the pages of this report, I pray you are emboldened to continue sharing the gospel so more people can know the transformative love of Christ. Thank you for helping us reach the unreached in 2024!

A handwritten signature in blue ink that reads "Kurt". The signature is stylized and cursive.



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 **49 countries** encompassing **10 regions** around the world.

Twenty of these countries (41%) are on the World Watch List for places where Christians are most persecuted.

A photograph showing three women and a young child sitting around a low wooden table outdoors. They are engaged in preparing food, with various fresh vegetables and packaged items on the table. The woman on the right is holding the child. The background shows a rustic outdoor setting with a stone wall and some foliage.

Ministry Impact

The Lord did incredible things among the unreached last year.
Here is how we saw God move in 2024.



7,317,046

people were reached
with the gospel.



961,904

professed faith in Christ.



120,222

disciples were multiplied.



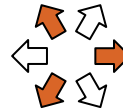
23,336

leaders were trained.



13,199

churches were planted.



1,055

workers were sent.



29

new unreached people
groups were engaged.

A photograph of two men sitting at an outdoor table, engaged in conversation. The man on the left is wearing glasses and a plaid shirt, while the man on the right is wearing a light blue shirt. They are both looking towards each other. In the background, there are other people and a blurred outdoor setting, possibly a market or festival. A glass of water is on the table between them.

Sharing the Greatest Story

HOW EAST-WEST EVANGELIZES THE LOST

East-West's aim of taking the gospel to the unreached is rooted in the biblical truth that faith comes from hearing the good news (Romans 10:17). If the gospel is not preached, how can someone believe and call on the Lord (Romans 10:14)? Evangelism is key to sharing God's story with the nations.

Missionaries and national partners are equipped to share the gospel in unreached communities through building relationships with locals and discipling new believers. In addition, these gospel laborers also use the following methods to reach the unreached:



SHORT-TERM MISSION TEAMS

In about a week's time, a small team can partner with field workers to share the gospel with numerous people in strategic locations. In 2024, East-West short-term mission teams shared the gospel with 31,750 people.



JESUS FILM PROJECT

Local believers can use a projector and enough space for a crowd to show the "JESUS" film, which chronicles the life of Christ. Being able to see and hear the message of Jesus on a screen can move hearts to faith.



DIGITAL STRATEGIES

Using an online ad or social media post, field workers can connect with people who are interested in having a spiritual conversation and are open to hearing more about Jesus.



MEDICAL OUTREACH

In places that lack basic health care, medical outreach can open the door to accessing closed communities. These teams can provide medical care and share the gospel with those who have never heard it.

The methods may vary, but the message is the same—Jesus paid the penalty for sins and offers the free gift of salvation to anyone who accepts it. It is the great story that is leading the unreached out of darkness and into the light of redemption.

FIELD STORY

God's Story Led to a Greater Miracle



Umme has been crippled in one leg for years and tried many rituals to find healing. Nothing worked, and she became desperate to find a solution. So, when an East-West short-term mission team arrived at her South Asian village with a message of good news, Umme wanted to hear what these foreigners had to say.

Jordan and Beth, two of the team members, entered a house full of people waiting for them. Umme sat on the floor as Beth began sharing her story and God's story. Though Beth shared how Jesus transformed her life, no one responded.

Jordan then tried to appeal to the crowd's intellect with apologetics. Some people seemed interested in what Jordan shared, but they were still unmoved. As Beth looked around, she saw Umme's leg and felt compelled to pray for her healing. She and Jordan knelt down next to Umme. While they prayed, Beth, who is a doctor, checked Umme's reflexes to see if any nerves in her leg were working.

Soon, other team members arrived and joined

Jordan and Beth in praying over Umme, fervently asking God to perform a miracle.

Dozens of prayers and reflex tests later, Umme's leg remained still. It was getting late, and the team had to go to another village. They prayed for God to do amazing things as they began to leave.

But Jordan felt a tug on his heart to say one last thing to Umme. He grabbed his translator, knelt beside Umme, and said, "If you had been healed today, you would have enjoyed being able to walk again. But one day, you still would have died. And when you die, what will your hope be in? You heard us share the story of Jesus, how He died for your sins and can give you a new life. You heard how He has the power to do that because He rose from the grave three days after being killed. Those who put their faith in Jesus are promised that when He gives us eternal life, we will receive new bodies that will never pass away. **I want you to have faith for an eternal body where you can walk with Jesus forever. Do you believe in Jesus?"**

Without a second thought, Umme said, "Yes."

Later, Jordan was wrestling with what happened that day. Umme was the only person in her village to accept Jesus. Though Jordan was happy for that, he wondered how many other people might have believed in Jesus if God had healed her leg.

As Jordan read a book to prepare for more gospel conversations, he found a story from Josh McDowell:

"A brother I personally know was telling me about seventeen people in a group of former Muslims. Every one of them had seen visions or dreams of Jesus. One of the men asked this brother if he had seen Jesus in a vision. He replied, 'No.' The man put his arm around my friend and said, 'How blessed are you! You have not seen Him, yet you love Him, and you serve Him.' Then he added, 'We have no excuse; we have seen Him face to face!'"

Jordan thanked God for reminding him how great Umme's faith is to trust in Jesus without experiencing the miracle of healing. While Jordan still prays for God to heal Umme, he rejoices in the greater miracle of her new life in Christ, knowing her body will be healed in eternity.

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 2024.

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.

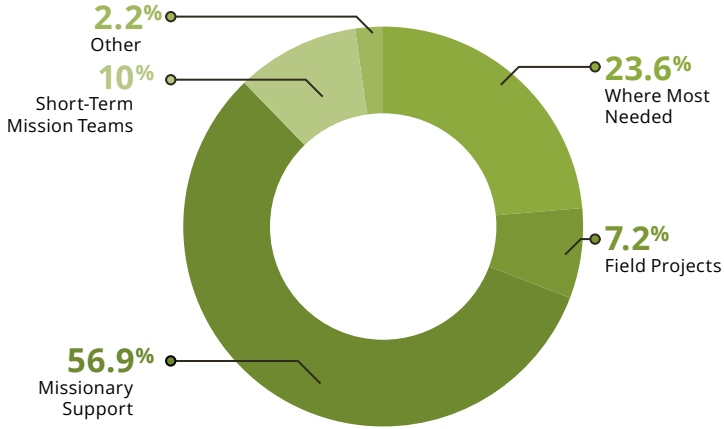
\$8 to equip one believer.

\$22 to start one
new church.



REVENUE

(October 1, 2023-September 30, 2024)

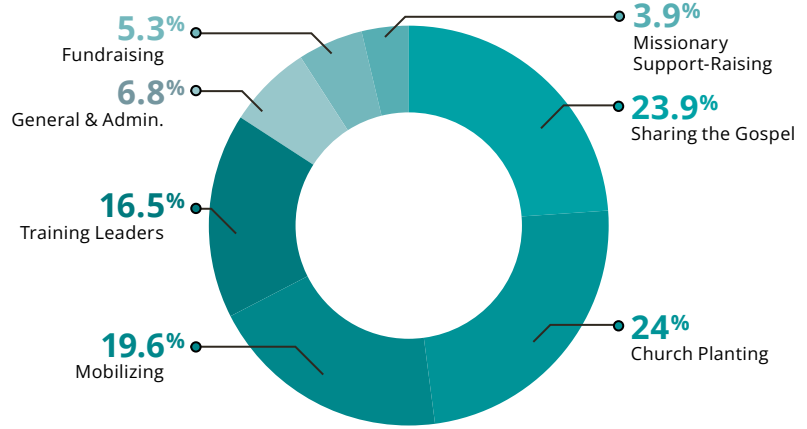


Missionary Support	\$15,929,854
Where Most Needed	\$6,613,209
Field Projects	\$2,028,180
Short-Term Mission Teams	\$2,810,535
Other*	\$ 626,940
Total Revenue	\$ 28,008,719

* Other includes interest and miscellaneous income.

EXPENSES

(October 1, 2023-September 30, 2024)



Sharing the Gospel	\$6,635,391
Church Planting	\$6,656,798
Mobilizing	\$5,423,640
Training Leaders	\$4,585,715
General & Administration	\$1,897,821
Fundraising	\$1,464,492
Missionary Support-Raising	\$1,069,935
Total Expenses*	\$27,733,792

* 80.29% of total expenses were invested in field ministry activities.



What's Next

By mobilizing the global Church to reach all people, East-West is seeking to accomplish these faith goals in 2025.

2025 FAITH GOALS



Share the gospel with **8.8 million** people



Multiply **555,000** disciples



Train **29,000** leaders



Plant **23,000** churches



Send **1,225** workers



Engage **70** new unreached people groups

Every year, East-West sees how God's story is transforming lives around the world. We are asking God to continue doing a miraculous work among the unreached in 2025. 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 expanse of God's Kingdom.



GO

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

You can share the greatest story ever told. Visit www.eastwest.org to take your next step.

EAST WEST

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MISSIO NEXUS

