

EAST WEST

ANNUAL REPORT



2025



A LETTER FROM KURT

In 2021, East-West launched a five-year vision period called One Church. All People. The goal of this vision period was to mobilize the global Church as a unified front to reach the unreached everywhere. Last year marked the end of that vision period, and we saw the Lord do incredible things through One Church. All People.

Millions of people professed faith in Jesus, thousands of churches were planted, and we even witnessed people groups go from being unreached to reached. Praise God!

As One Church. All People. drew to a close, we asked the Lord what was next for East-West. Our leadership entered into a time of prayer and reflection, which led to a simple realization: We need to amplify our most effective strategies that have proven foundational and fruitful for our ministry over the years. To do that, we have landed on a new three-year strategic focus, which I am excited to share with you later in this report.

But first, I want to celebrate what God has done among the unreached in 2025 and over the course of One Church. All People. I pray that as you flip through this report, you will be as encouraged as I am by all the Lord is doing in the world's spiritually darkest places.

Sincerely,

Kurt Nelson
CEO, East-West

2025 Ministry Recap

As we ended our One Church. All People. vision period, here is how God moved among the unreached in 2025:



7,930,578
Gospel Shares



12,387
Churches Planted



1,048,503
Professions of Faith



1,023
New Workers Sent



112,260
Disciples Multiplied



53
New Unreached People
Groups Engaged



30,182
Leaders Trained



2021 - 2025 MINISTRY STATISTICS

For the past five years, East-West sought to mobilize the church to shine God's light in the world's spiritually darkest places. Join us in celebrating what the Lord accomplished through this ministry.

48,729,464
Gospel Shares

5,278,609
Professions of Faith

844,761
Disciples Multiplied

93,850
Leaders Trained

83,172
Churches Planted

3,950
New Workers Sent

185
New Unreached People
Groups Engaged

Ministry at a Glance

VISION AND MISSION

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

49 COUNTRIES

East-West works among unreached people groups in **49 countries** representing **10 regions around the world**.

49%

Out of those countries, **24 (49%) are on the World Watch List** for places where Christians are most persecuted.

350 EMPLOYEES

Today, more than **350 East-West employees**—including missionaries, national partners, and support staff—labor to take the gospel to the unreached. That number does not include the **thousands of indigenous believers** we partner with every day.

NORTH AMERICA

LATIN AMERICA

EUROPE

RUSSIA AND THE CAUCASUS

CENTRAL ASIA

MIDDLE EAST

AFRICA

SOUTH ASIA

EAST ASIA

SOUTHEAST ASIA

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 steward 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 wanted to share with you our financial highlights from 2025.

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 www.ecfa.org.

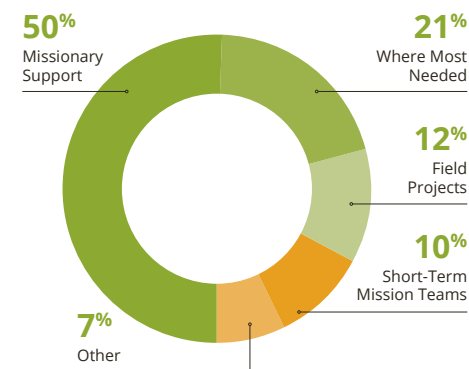


REVENUE

October 1, 2024–September 30, 2025

Missionary Support	\$16,747,605
Where Most Needed	\$6,624,460
Field Projects	\$4,002,382
Short-Term Mission Teams	\$3,238,459
Other*	\$2,357,609
TOTAL REVENUE	\$32,970,515

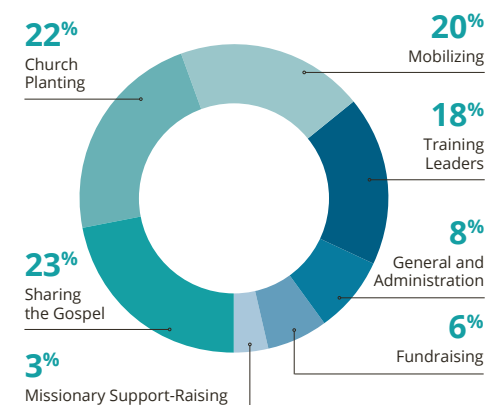
*Other includes miscellaneous income, in-kind, and interest income.



EXPENSES

October 1, 2024–September 30, 2025

Sharing the Gospel	\$6,765,654
Church Planting	\$6,862,385
Mobilizing	\$5,944,810
Training Leaders	\$5,404,664
General and Administration	\$2,457,129
Fundraising	\$1,950,755
Missionary Support-Raising	\$1,086,84
TOTAL EXPENSES	\$30,472,247



A Story From the Field

Across remote mountain regions and hidden villages in Southeast Asia, the Lord has continued to multiply disciples and churches in places where the name of Jesus was once unknown. What began as one act of obedience has become a powerful testimony of His faithfulness.

An East-West indigenous leader named Aung met a young believer named Samuel during a training for new church leaders. Though young in age, Samuel carried a deep burden for those who had never heard the gospel. He shared that near his village lived a minority people group who knew little about Jesus. Aung encouraged him, saying,

“If you are willing, go and tell them God’s story. The Lord will be with you.”

With courage and dependence on the Holy Spirit, Samuel went. He began visiting homes, telling the story of God’s redemption from creation to Christ. Families listened. Questions were asked. Hearts softened. **Within weeks, 26 people placed their faith in Jesus.** They gathered together, studied Scripture, and began

praying for their neighbors. A new church was born among a people who had never before known the hope of Christ.

But what God did next far exceeded anything they imagined.

That small fellowship did not remain small. New believers immediately began sharing their faith with relatives and nearby villages. As they obeyed, the Lord multiplied the fruit. **Today, that church has grown to nearly one hundred believers. Nearly 5% of this once unengaged unreached people group now follows Jesus.** What was once spiritual darkness is now filled with worship, prayer, and the steady spread of the gospel in their own language and culture.

This breakthrough marked a second time in just months that the Lord opened the door for a previously unengaged people group to be reached in this region. What once seemed unusual has now become a sign of His growing movement. Leaders are being raised up from within the community, and believers are praying for God to empower one of them to shepherd the church and lead future multiplication.



Yet this work comes at great cost. In one nearby province, several new believers have faced intense persecution. Families and neighbors have pressured them to abandon their faith, threatening rejection and isolation. Some now gather quietly, choosing faithfulness to Christ despite fear.

Despite these hardships, the Lord is still at work. The same Spirit who stirred Samuel’s heart is moving across Southeast Asia. **In 2025 alone, believers in this region shared the gospel more than 105,000 times, more than 22,000 people came to faith in Christ, 3,400 were baptized, 217 new churches were planted, 12,000 leaders were trained, and two unreached people groups were engaged with the gospel for the very first time.**

Each of these numbers represents a story like Samuel’s—one life surrendered, one step of obedience, and one community transformed.

As God continues to fuel boldness in villages like this, believers will display even greater faithfulness and fruitfulness in the years ahead.

What's Next?

More than 3 billion people are unreached with the gospel. They live in places with no Bibles, no churches, and no believers to tell them about the hope found in Jesus. Instead, they live in the shadow of spiritual darkness every day.

To make God's name known across the Earth, we need to make disciples who will make more disciples, and we need to plant churches that will plant more churches. To reach the spiritually darkest areas of the world, we need to multiply.

Multiplication is not just math; it's intentional strategy, discipleship, and partnership. **When these things work together, we will bear fruit that lasts for eternity.**

East-West's three-year strategic focus, Multiply, is a commitment to intentionally steward our time, talent, and resources to see lasting fruit in the world's spiritually darkest places. Multiply is built on three main goals.

**THESE GOALS WERE CREATED WITH ONE END IN MIND:
REACHING THE UNREACHED FOR CHRIST.**

Multiply Goals for 2026–2028



MAP THE MISSION

Map 100% of our fields by the end of 2027.

In order to know where the gospel needs to go, we need to know where the gospel already is. If we can track the churches in every region, state, and village where we work, we can strategically plan where to go next.



MULTIPLY MULTIPLIERS

Equip 1,000 Multipliers by the end of 2028.

As we evangelize the lost, we want to raise up disciples who will make more disciples and churches, and we want those new disciples to make even more disciples and churches until entire communities are saturated with the gospel.



ENGAGE CHURCH PARTNERS

Engage 500 Growing Church Partners by the end of 2028.

We want to invest in our current Growing church partners (churches that are sending laborers and are giving to East-West) and come alongside more churches so that, together, we can fill the Earth with the knowledge of Jesus.

2026 Faith Goals

In the first year of Multiply, East-West is seeking to accomplish these faith goals:



Share the gospel with **7.4 million** people



Multiply **150,000** disciples



Train **42,500** new leaders



Plant **21,000** new churches



Send **1,225** new workers



Engage **70** new unreached people groups

WHAT'S YOUR ROLE IN THE GREAT COMMISSION IN 2026?



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 [EASTWEST.ORG/MULTIPLY](https://eastwest.org/multiply)

to learn more about how you can get involved with East-West this year.



EAST WEST

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