

North American Mission Board 2018 Ministry Report  
THE PRESIDENT'S SUMMARY STATEMENT

At the [North American Mission Board](#), we want to help every church and every believer be on mission so they can share the hope of Christ in their communities, throughout North America and around the world.

Before reflecting on this past year, I want to express our deep gratitude for the pastors who lead their churches to sacrificially give to the Cooperative Program, the [Annie Armstrong Easter Offering](#)<sup>®</sup> and to the Lottie Moon Christmas Offering<sup>®</sup>. We are committed to being the very best stewards possible with these dollars.

In 2017, Southern Baptists gave an all-time record high to the Annie Armstrong Easter Offering--\$59.6 million. We are grateful for such generosity and faithfulness. Every penny given to this offering goes directly to support our missionaries on the field.

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 focus, and [Send Network](#), our church planting network.

2017 will long be remembered for the historic natural disasters that struck the United States. Hurricanes Harvey, Irma and Maria had a devastating impact on thousands of people. As always, Southern Baptists responded with compassion and service.

NAMB—under our ministry assignment to coordinate disaster relief on behalf of Southern Baptists at the national level—worked with dozens of state convention disaster relief units to mobilize thousands of trained volunteers and hundreds of pieces of equipment, making the 2017 response the largest for Southern Baptist Disaster Relief (SBDR) since 2005.

In addition, NAMB's **Send Relief** created service opportunities in Texas, Florida and Puerto Rico for previously untrained volunteers who were eager to serve as well. After this year's success, we plan to expand opportunities in the future for the growing number of untrained or spontaneous volunteers who want to serve in times of need.

Beyond natural disasters, SBDR chaplains provided spiritual encouragement after the tragic shootings in Las Vegas and at First Baptist Church, Sutherland Springs, Texas. In addition to disaster response, Send Relief is giving churches the opportunity to serve in areas such as poverty, refugees and internationals, adoption and foster care, human trafficking and more.

There are currently three Send Relief ministry hubs (Atlanta, New Orleans, Appalachia) 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 video [here](#).

Through **Send Network**, NAMB helps Southern Baptists plant churches everywhere in North America. We have a special focus outside the South, where Southern Baptists are weakest, and in [our cities](#) where more than 80 percent of North Americans live. Planting evangelistic churches is the best way to introduce people to Jesus and grow them strong in their faith.

In order to offset the 900 churches Southern Baptists lose each year, and to catch up with population growth, Southern Baptists need to start about 1,200 churches annually. Unfortunately, there are currently not enough qualified church planters to meet this demand. That's why NAMB has launched the [Church Planting Pipeline](#) to help churches discover and develop the next generation of church planters for the North American mission field.

We also have a vigorous church replanting initiative to help re-launch churches that are on the verge of death. Instead of losing hundreds of buildings each year, these churches now have a chance to continue to be places where the Gospel is proclaimed and lives are transformed. (View [this video](#) to learn more about church replanting.)

As we help Southern Baptists start new churches, we identify ethnic needs in the surrounding area. More than half of all churches started by Southern Baptists 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 did in 2017 through Southern Baptists and the North American Mission Board. Here are a few highlights:

° Thanks to Southern Baptist giving, we are able to resource and support more than 5,200 missionaries. 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 started 732 new churches in 2016, the most recent year for which data is available. These churches are already introducing people to Jesus and building people strong in their faith. They will continue to have an impact for years to come. In addition, there were 232 new church affiliations with the SBC.

° Existing church plants are reporting some exciting trends. Churches planted in 2011 had a 77 percent survival rate after year five. Church plants baptized one person for every 10 attendees, compared to one for every 17.4 attendees in established churches.

In many “new work” state conventions, located outside the south, churches planted since 2010 account for a high percentage of total Southern Baptist baptisms reported in the state. The Maryland-Delaware, New York and the Northwest state conventions all reported that more than 25 percent of their baptisms came from churches started since 2010. In the Baptist Convention of New England, 42 percent of baptisms came from churches planted since 2010. In Canada it was even higher--62 percent.

° We want to help Southern Baptist churches reverse the downward trend in baptisms. This year we introduced the Gospel Conversation (GC) Challenge to encourage pastors to mobilize their churches for evangelism. At the website, [gcchallenge.com](http://gcchallenge.com), pastors can sign the GC Challenge Pledge, share a video about their latest gospel conversations, download a prayer guide and access other gospel-sharing resources.

- Also related to evangelism, we hosted three [Engage 24 Workshops](#) for pastors, designed to help them kick-start evangelism efforts in their churches.

° Along with our partners at the International Mission Board, we hosted more than 13,000 attendees at our three [Send Conference](#) events in 2017. Each of these two-day gatherings was focused on helping believers become more intentional about sharing their faith with those around them every day and also helped them to explore the possibilities of God’s call to the North American or international mission field.

NAMB works closely with state Baptist conventions to assist their efforts in taking the gospel to North America. This past year we sent more than \$28 million to state convention partners. This is money that went to fund missionaries and to support evangelistic church planting, evangelism and church revitalization efforts.

The task of reaching North America for Jesus is enormous. But God has given us remarkable resources. We need the help of every Southern Baptist church. Your prayers, giving and involvement are making a difference. Thank you for everything you are doing to help push back lostness in North America.

Serving Together,

Kevin Ezell  
President  
North American Mission Board