



# IMPACT REPORT

*Multiplying Sustainable Churches  
Among the Unreached*



# OUR PASSION

*“It’s where frontier church planting and empowerment collide.”*

*- Jessica Hotz, Co-Founder*

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**Our passion is pursuing the fulfillment of the Great Commission among the unreached!**

We do this by equipping local or near-culture disciple-makers with the training, coaching and tools necessary for them to share the gospel, make disciples and multiply locally sustainable fellowships *where churches have never been established before!*

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From our inception, we have remained focused on two things:

1. *Engaging people groups who have little to no knowledge of Christ. People who are being born, living and dying without hearing the gospel once or even meeting a follower of Jesus.*
2. *Helping our local partners to start kingdom businesses, empowering them to sustain their livelihoods locally as they accelerate the mission!*

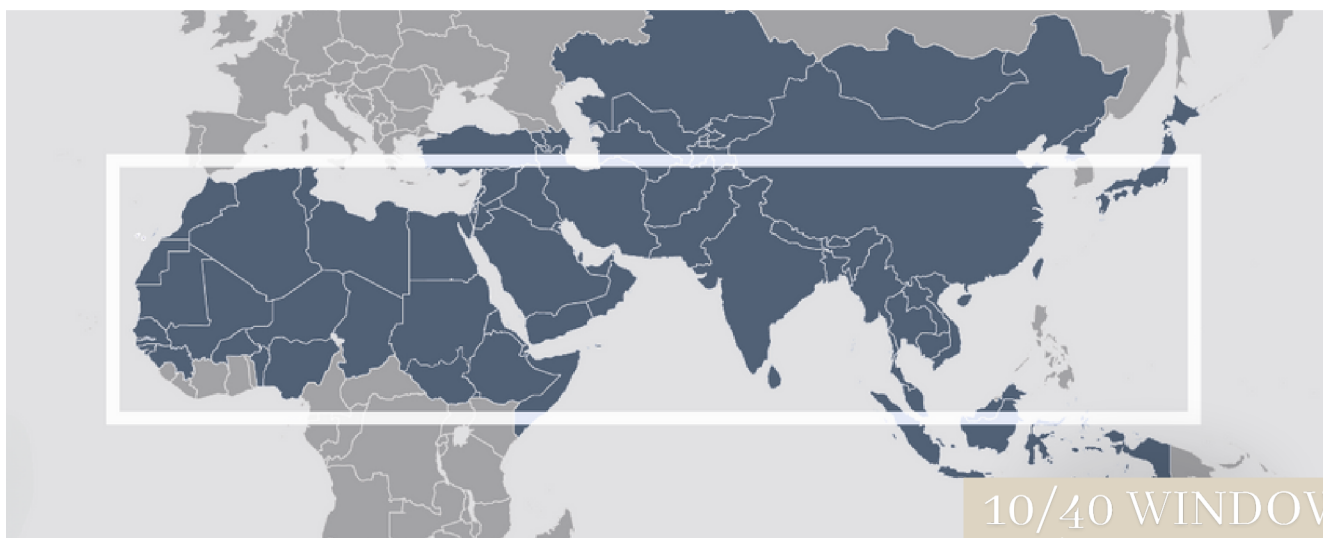
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# A Letter from the Director

“FROM everywhere | TO everywhere”



10/40 WINDOW  
least access. most people.

A few years ago, I found myself at a global missions gathering focused on collaborating across organizations and denominations to reach the Muslim world. I sat in awe as I watched a largely Global South (*Non-Western*), Muslim background (*formerly Muslim, now Christ followers*), audience confidently set the tone and participate in every ounce of the gathering. I felt that I was getting a glimpse of the future of missions and it looks diverse, bright and beautiful. It was a room full of men and women co-laboring for the advancement of the gospel among the most challenging to reach nations and places on earth.

In recent years, the church globally has shifted its population center from the Global North (*or the “western world”*) further East and South, yet the epicenter of **need** for the gospel remains largely in the 10/40 window (*shown in image above*). Now, it would be crazy not to pause and marvel at the beautiful diversity across the body of Christ in our time. We see this as the dawn of a new day. Where the terms “western” and “developing” nations will fade in the context of Christian mission and a new vocabulary will rise. “A global family”, a “collaborative and diverse missional force”, all made up of workers **from all nations** to serve the remaining unreached people groups, places and nations until the return of King Jesus.

Many of you know that the core of Activate Global’s calling is and has always been to empower, train, coach and resource local or “near-culture” missionaries, accelerating this “Global South” rising missionary force to GO, make disciples and multiply sustainable churches among the unreached. It’s all just so powerful, effective, hope-filled and momentous. But if the epicenter of the global church is shifting away from the west and our focused mobilized “goer” with Activate Global is the near-culture local believer, what does that mean for us? Your “everyday American” who has been awakened to Jesus’ command to “go, make disciples of all nations?”

I’ve spent much of my year thinking about this question and I’ve concluded that we don’t need less of us, we actually need exponentially more. In Acts 1:8 Jesus said, “*But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.*” And I don’t know about you, but I’m just not willing to risk that when Jesus said “you”, he meant “all of those other people” like, the official, “present at Pentecost only people.” I have a feeling that this “you will” statement was for

ALL of God's people who were saved by Jesus, given his righteousness and sealed by the Holy Spirit. Yes, for ALL of us, no matter where our feet land or what nation you woke up in today. I just believe that all of us must respond to Jesus's call to participate in the missionary calling of the New Testament, by **radically fueling** or **faithfully going** to the unreached places, no matter how difficult, dangerous or dark they might be. "Missional neutrality" might seem like an easier option, especially in the midst of the countless cultural and personal distractions around us, but I promise you it is not the better option.

This year, we have seen an exponential rise in those who are "all in!" Families who have jumped off the bench and into "the Great Commission game," even if their specific location or vocation hasn't changed at all and wow, what a sight to see...

“

- "We're in, we want to be hilarious givers." - Smiths
- "Our family mission is to ranch for the kingdom of God and to reach the unreached!" -Hotz'
- "This is what I want to do for the next 30 years of my life, I'm so in." -Malissa
- "We always want to be a family who are humble and generous." - Johnsons
- "We want to hold the rope for you as you go into the pit. That's our role!" -Bushs

In the year ahead, we are believing God for more giving and prayer partners than ever before to fuel the ministry's growth across the 15 nations we serve. We are working to translate curriculum into new languages, are onboarding new church planters into our training rhythms, preparing to launch into two new countries and are working to make our discipleship and sustainability resources freely available to the global missions community. So, wherever this letter finds you, I hope you know that there is a role for you!

**From everywhere to everywhere\***, may the name of Jesus be glorified. It's a great time to be alive!

Jess Hotz

- Jessica Hotz, Director



*Then the eleven disciples went to Galilee, to the mountain where Jesus had told them to go. When they saw him, they worshiped him; but some doubted. Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age."* Matthew 28:16-20

\*quoted from "Perspectives on the World Christian Movement" Curriculum

FOR AS THE EARTH  
BRINGS FORTH ITS  
SHOOTS, AND AS A  
GARDEN CAUSES WHAT  
IS SOWN IN IT TO SPRING  
FORTH, SO THE LORD  
GOD WILL CAUSE  
RIGHTNESS AND JUSTICE  
AND PRAISE TO SPRING  
FORTH BEFORE  
**ALL THE NATIONS.**

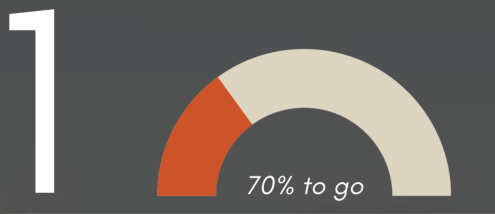
*Isaiah 61:11*



Scan to view a list of the  
top 100 largest UUPGs  
and lift them up in prayer.

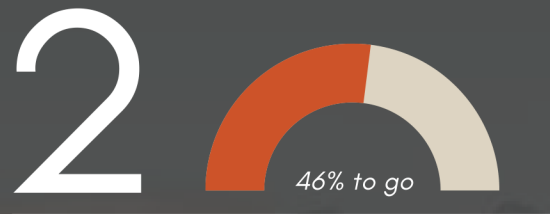
# Where He's Leading

We're a team on a mission, humbly believing that God will use normal people to do extraordinary things! Through prayer (*and many strategic planning sessions*), these are the 4 major goals we are currently pressing into, each one fueling the ultimate goal to see every tribe, language, people, and nation have access to the knowledge of Jesus ***in our lifetime!***



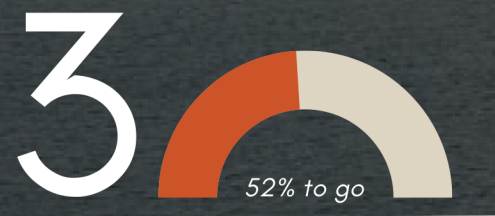
## **500 PEOPLE GROUPS** *reached with the gospel*

There are 7000 people groups who are desperate to hear the hope of the gospel! Our goal is to share it with 500 of them by 2026. So far, 151 new groups have been reached! **We have 349 more to go in 3 years.**



## **1000 KINGDOM BUSINESSES** *sustaining church planters*

Kingdom Businesses are essential in seeing local disciple makers succeed in long term sustainable transformation! Our goal is to empower them to do this by seeing 1000 Kingdom Businesses started by 2026. **We have 463 more to reach that goal in the next 3 years.**



## **25 CHURCH PARTNERSHIPS** *accelerating the mission*

We believe the church is God's "Plan A" for growing His family! Twelve churches directly link arms with Activate to accelerate the spread of the gospel among the unreached. **We are praying for 13 more churches to partner with us by 2026.**



## **700 CHURCHES PLANTED** *among the unreached*

Currently 592 churches have been planted among the unreached! **We are believing for 108 more churches to be planted in the next 3 years.**

# A Letter from the Chairman

## “GO WITH GOD “

When Moses was commissioned to take the people to the promised land, he asked the Lord to go with them. Moses said, “If you do not go with us, don’t send us...is it not your presence that sets us apart?” (Ex 33:15,16) For Moses, entering the promised land without the Lord was unthinkable.

At Activate, we share Moses’ heart. Going into the nations the Lord has called us to, we face insurmountable challenges humanly speaking. We feel tiny in the face of the massive giants in these lands: Islam, Hinduism, Buddhism, war, poverty, persecution, the tallest mountains and widest deserts, to name a few. **Of the top 30 most conflicted nations, we work in 12 of them.**[i] However, God gave us the faith of Joshua and Caleb to enter, and because his presence went with us, we have seen disproportionate fruit in comparison to our size and limitations. In each of the nations we serve we have experienced an exponential increase in lives changed through Kingdom business training teams, training church planters who have begun businesses and are engaging their communities with the love of Christ and the hope of his Kingdom.

As you will read in this impact report we are serving in **15 nations, among 151 people groups, resulting in 3829 leaders trained, 592 churches planted and 537 businesses helping these ministries achieve local sustainability.**



In November I was in the Horn of Africa with two of our partners in the city where they have their taxi business. They introduced me to several of the believers they were serving together with. As we sat enjoying a special meal at a cultural center with local folk music and dance, Adam said, “*This is the greatest day!*” He said this because there was a group of us local believers in public celebrating all that the Lord had done that year after the previous two years of severe persecution, arrests, fear and scattering of the flock. But here we were, enjoying the favor of the Lord and his presence with us. Our brothers are more confident than ever that now is the time for a great harvest in their nation.

SOMEWHERE BETWEEN HIS REQUEST AND GOD’S PEOPLE ENTERING THE LAND, MOSES PENNED OUR OLDEST PSALM:

*“Lord, you have been our dwelling place in all generations. Before the mountains were brought forth, or before you had formed the earth and the world, from everlasting to everlasting you are God... So teach us to number our days that we may get a heart of wisdom... Let your work be shown to your servants, and your glorious power to their children. Let the favor of the Lord our God be upon us, and establish the work of our hands upon us; yes, establish the work of our hands!”*

Psalm 90:1-2

Will you join us in believing the words of this Psalm, that we continue to go with God, and with his presence, experience the blessing of our work with a holy urgency because we know the days are short? Please pray with us our breakthrough prayer on the next page. It is based on Matthew 18:2-4, and 2 Corinthians 1:12.

*John Becker*

- John Becker, Chairman



A photograph of a desert landscape with a white text box overlaid in the center. The background shows a sandy hillside with sparse, dry vegetation under a clear blue sky. The text box contains a prayer in italics.

*Father God,*

*As we expand and enhance our  
ministry efforts, maintain in us  
childlike faith and sustain our  
dependence on you.*

*Holy Spirit, be our guide as we pursue  
your promptings with humility  
and obedience.*

*Bind any doubt, discouragement or  
disillusionment from the enemy.*

*Continue to fill us with the simplicity  
and purity that is found when your  
servants abide in you.*

*Amen.*



**15**

COUNTRIES

**468**

KINGDOM  
BUSINESSES

**151**

PEOPLE  
GROUPS

**3829**

LEADERS  
TRAINED

**592**

CHURCHES  
PLANTED

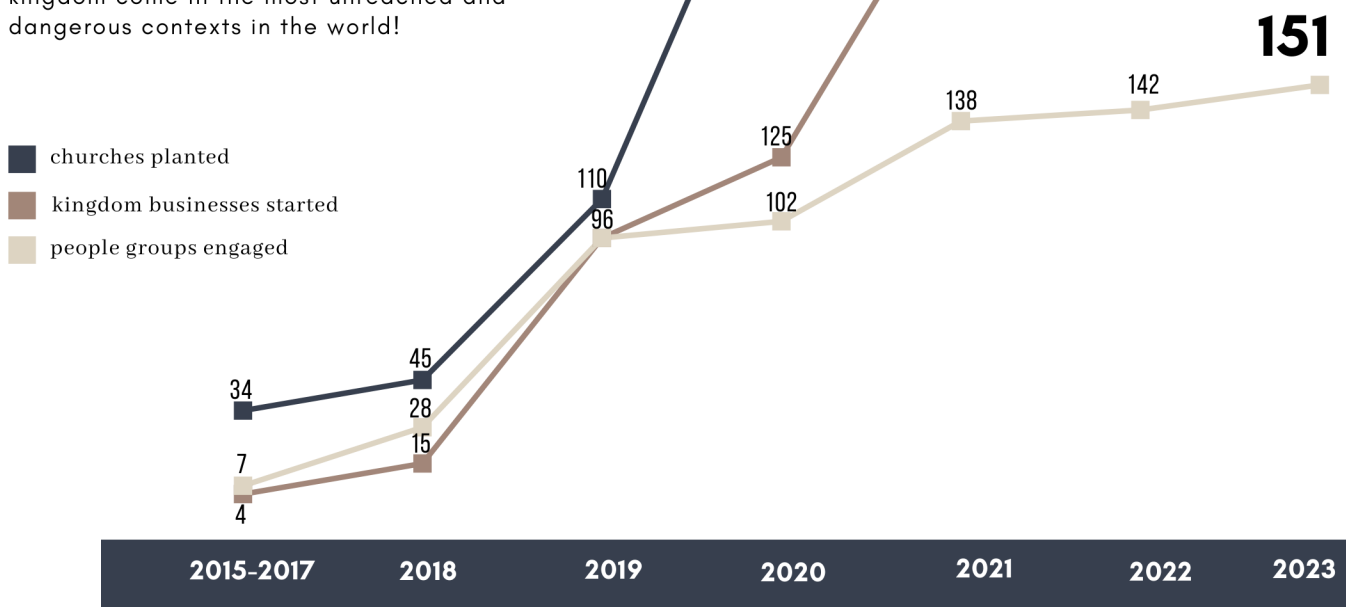
**9997**

DISCIPLES  
BAPTIZED



## COMPOUNDED GROWTH

Over the years, though we understand that seeing the fruit of our labor is not promised, God has been gracious and allowed us to see growth in the number of churches planted, kingdom businesses started, and overall number of people groups engaged with the gospel. As our collaborative partnerships increase, more local believers are being trained in church planting multiplication and local sustainability principles. They are faithfully sowing seeds of the gospel, training others, and praying to see God's kingdom come in the most unreached and dangerous contexts in the world!





## A GOD-SIZED GOAL

*Engaging all 80 UPG's in Chad in the next 2 years!*

Ministry partnerships play a crucial role in accelerating efforts to fulfill the Great Commission in our generation. They facilitate the pooling of resources, including financial and personnel, while also bringing together diverse skills, experiences, and expertise. These partnerships provide access to broader networks of churches, missionaries, and local indigenous leaders, fostering mutual encouragement and accountability. Ultimately, they enable collaboration in spreading the Gospel to the ends of the earth.

Activate Global recognizes the significance of these partnerships and values each of our ministry partners. One such partnership is with City for the Nations, an organization *"Dedicated to mobilizing believers to fulfill the Great Commission, aiming for zero unreached people groups. Their primary focus is on those with limited access to Jesus, employing evangelism and discipleship strategies leading to Church Planting Movements or Disciple Making Movements among unreached people groups."*

Over the past four years, Activate Global and City for the Nations have collaborated to see an indigenous church in every unreached people group in countries such as Nepal, Niger, and most recently, Chad.

In Chad alone, over fifty new indigenous church planters have been trained in Disciple Making Methods. Our nine Training of Trainers are accelerating the development of local disciple-makers, with a focus on kingdom business creation for sustainability. 60 have received Kingdom Business Training in the last five months.

Additionally, 355 other church and organizational leaders have heard the vision of how kingdom businesses can serve to access closed communities.

***Together, Activate Global and City for the Nations aim to engage all 80 unreached people groups in Chad with the gospel within the next two years.***

We envision sustainable churches emerging through implementing disciple making methods and small business ventures, impacting eternity and bringing about societal transformation.

The remarkable progress achieved in Chad underscores the significance of partnership. Through our collaboration, Activate Global and City for the Nations are witnessing God's strategic work, advancing towards the vision of Revelation 7:9,

***"a multitude from every nation, tribe, people, and language standing before the throne and the Lamb."***

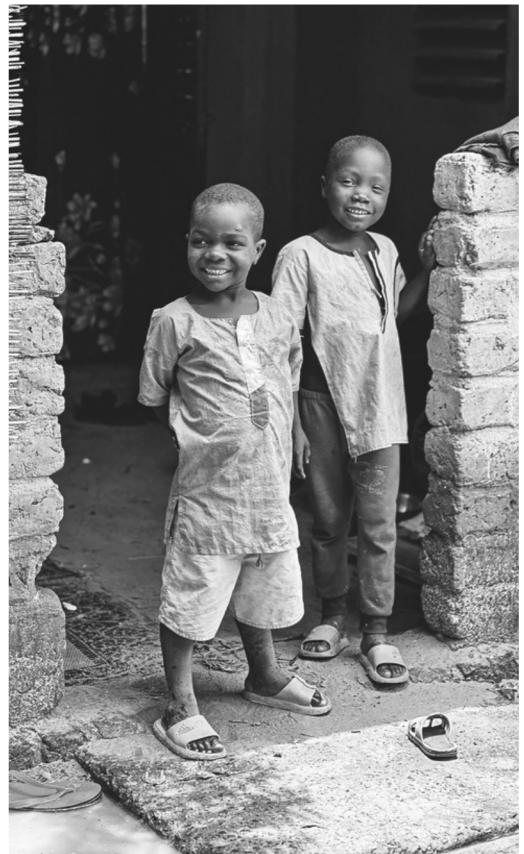


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NOT ONLY ARE WE GETTING TRAINED IN BUSINESS, BUT WE ARE LEARNING ABOUT JESUS.

OUR HEARTS HAVE BEEN CHANGED. WE CAN TRANSFORM OUR SOCIETY.

-Sahel Africa Church Planter





## DAILY PERSECUTION

*"It is a good day if you are not in jail."* – Local Partner

Located in East Africa is one of the world's most isolated and reticent nations. Years of communism and mandatory military service (*which amounts to \$100/month in pay*) have ravaged the nation into economic ruin. Most are barely surviving on the meager food they can procure. As a result, there is a significant exodus, including Christians seeking refuge elsewhere. This migration of Christians has left the remaining local body of believers in a dire situation.

Approximately 3 percent of those remaining in this nation hold an evangelical Christian belief, which the government deems illegal. There are an estimated 3,000 believers currently in prison. They are held without trial and oftentimes without contact with their families, leaving their whereabouts and well-being precarious. Conditions within these government "holding centers" are notoriously bleak. Christians are given one bread roll a day and often confined within metal containers in extreme desert conditions, resulting in tragically low survival rates.

Despite these challenges, the Christian community endures and embraces the cross. The steadfastness of church leaders who risk personal safety to disciple the underground church is what moves Activate Global to pray and partner with them.

This past year, we sat with a few brothers in Christ and heard their heart-wrenching stories of enduring extreme persecution for the gospel. The first thing they said was, *"It is a good day if you are not in jail."*

One shared how security was tipped off as he was headed to a secret fellowship meeting. It was held in the cover of night with no more than 8 people attending. They arrested and placed him in solitary confinement for 6 months. He begged God for grace to endure. They beat him mercilessly and fractured both legs to get information on other believers, which he did not give!

He was miraculously released 3 years later, to which he joyfully returned to equipping the underground fellowships. He said,

***"We are losing [church] leaders daily to prison and we need to raise up others. Discipleship is very important and so is some form of business so we can feed ourselves."***

This nation is unreached for many reasons and while it is not possible for many outsiders to physically enter this closed country, our commitment to supporting the local church remotely in advancing the Kingdom of God, even in the most challenging of circumstances, is at the core of our existence. We will continue to provide disciple making methods and kingdom business training so they can further equip the body of Christ, become sustainable with a business, and reach their nation with the love of God.

"BLESSED ARE THOSE WHO ARE PERSECUTED  
FOR RIGHTEOUSNESS' SAKE, FOR THEIRS IS  
THE KINGDOM OF HEAVEN.

BLESSED ARE YOU WHEN OTHERS REVILE  
YOU AND PERSECUTE YOU AND UTTER ALL  
KINDS OF EVIL AGAINST YOU FALSELY ON MY  
ACCOUNT. REJOICE AND BE GLAD, FOR  
YOUR REWARD IS GREAT IN HEAVEN,

FOR SO THEY PERSECUTED THE PROPHETS  
WHO WERE BEFORE YOU."

*Matthew 5:10-12*



Scan here to pray  
for believers in this region,  
to remain steadfast in their  
suffering and be able to  
rejoice and be glad in Jesus.





## EXPONENTIAL MULTIPLICATION

### *Kingdom Businesses = Sustainability*

*If you start counting at the rate of a number per second right now, it would take you 32 years to count to 1 billion. In a country exceeding 1.4 billion people, how do we even begin to reach the 1.3 billion of them who have never had an opportunity to experience the joy of knowing Christ? The short answer: multiplication. It would take the concentrated, consistent faithfulness of disciple-makers multiplying their lives and raising up new disciples to send out into the harvest to fulfill the Great Commission. As faithful believers raise up more churches and disciples, therein lies the task of catalyzing and substantiating sustainability for these church planting workers. With a need so great, the opportunities so vast, how can every ounce of vision, mission, passion, and drive be leveraged towards Kingdom advancement? Activate's focus: **Kingdom Business training and coaching.***

### THE STORY OF A RELENTLESS KINGDOM BUILDER

In India, when a roof is installed, wood is set up as support to keep the roof standing. Agraj currently owns a scaffolding business where he buys material and installs the wood scaffolding at construction sites. Agraj has not always been in the scaffolding business though. In fact, this is Agraj's fifth business. COVID forced him to shift his business, which he then had to change again when vital resources were stolen from him. What are the motivations behind his relentless dedication to running businesses? Multiplication.

*"When he saw the crowds, he felt compassion for them, because they were distressed and dejected, like sheep without a shepherd. Then he said to his disciples, 'The harvest is abundant, but the workers are few. Therefore, pray to the Lord of the harvest to send out workers into his harvest.'" Matthew 9:36-38*

Agraj's heart is to see people come to know Christ. He is not deterred by the massive quantity of need in his country but instead intentionally uses his Kingdom Businesses to impact his community by:

- **Employing, training, and mentoring younger church planters**
- **Building relational connections with people in his community**
- **Living by example for others to know that Kingdom Business & ministry go hand-in-hand.**

Agraj runs Kingdom Businesses and serves as a trainer to teach other church planters to combine business and ministry. Three of his scaffolding business employees are also church planters, and under his mentorship, they are learning how to multiply disciples and churches.

Currently, **Agraj has 9 generations of churches started by leaders he personally trained!** He spends his time visiting, praying for, training, and encouraging these church members, just like Paul!



During one of his visits, Agraj met a woman who had been possessed by an evil spirit for over 40 years. After attacks, she would be found helpless on the side of the road. People would bring her to hospitals or perform rituals over her. Nothing worked. For two years, she also suffered from internal bleeding. No one could figure out the source of her bleeding. When Agraj prayed over her, her internal bleeding stopped, and to this day, she has had no attacks from the evil spirit.

On another visit, Agraj met a man who was very religious and worshiped many gods. One day, as he was lying in bed, he was attacked by an evil spirit who broke the bones in both of his hands. A doctor had installed casts over his hands, but he was suffering from a lot of pain and was unable to move his fingers. After Agraj prayed for him, he immediately was able to move his fingers. The next day, the doctor took the cast off his hands, declaring he was fully healed.

Agraj has inspired many to go through Kingdom Business Training. Through training, one man grasped the value of balancing books, applied his new knowledge, saved money, and started making about 30% more than before. Others shared how their perspective changed. **Before, they never thought that all things (business and ministry) could go together- you always had to choose one or the other. After training, they now understand that you can do both!**

Agraj, as described by the people around him, is one of the hardest working men you will ever meet. As he gets older, he continues to train and mentor other church planters with humility and passion. He is always working for the Lord. His heart is set on reaching people with the power of God's transforming love.



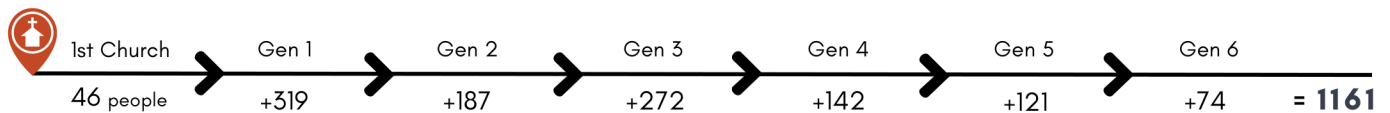
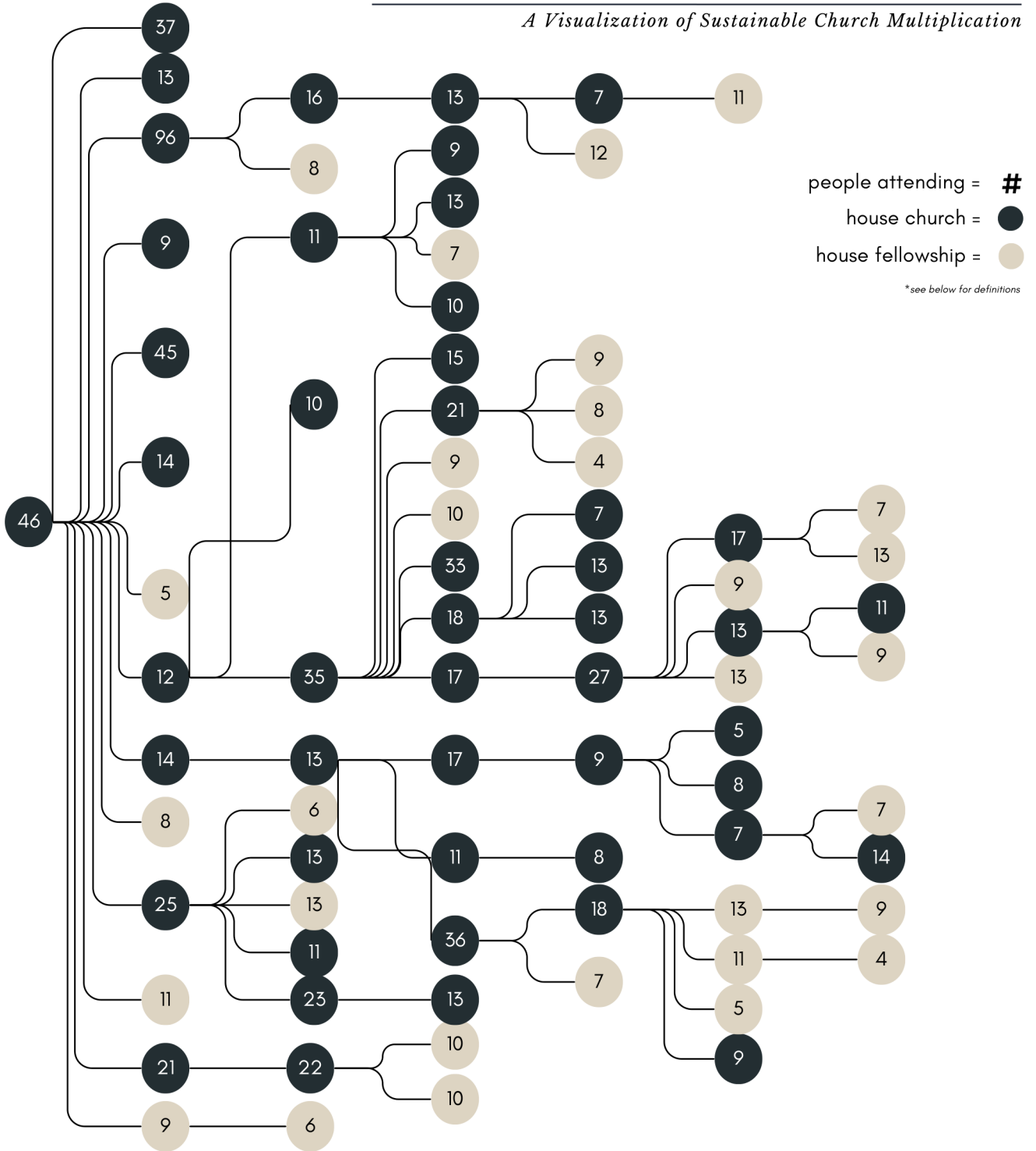
*Our eyes used to be closed about verses which talked about business, now they are opened! From now on the church must pursue business to support the work of God!*

*-KB training participant*



# GENERATIONS OF GROWTH

*A Visualization of Sustainable Church Multiplication*



\* Our definition of a "church" is a gathering of believers that self-identify as a church family and practice the biblical elements of a healthy church, described in Acts. They engage scripture, pray together, worship, tithe, serve, share the gospel, practice communion, baptize new believers, develop leaders, and make more disciples.

Our definition of "house fellowship" describes the emerging stage of becoming a church family. The newly formed group of people consists generally of more seekers than believers, or are a gathering of believers that don't yet identify themselves as a church and are growing in their practice of the above described elements of a healthy church.



## STEADFAST IN SUFFERING

### *Maintaining ministry amidst persecution*

Five years ago, Ram became a follower of Jesus after a friend had been consistently & faithfully sharing the gospel with him and his community for years. Since then, Ram has been faithfully sowing gospel seeds in his remote village in South Asia.

Some of our partners in South Asia were able to train Ram in disciple-making and church planting. Specifically, they taught him how to lead a Discovery Bible Study and house church. Ram puts this training into practice by regularly inviting nonbelievers and “seekers” into his home. Together, they study the word of God, or he shares a Bible story and they discuss what the story is teaching them about God, about man, and how it applies to their lives. God has used this process to multiply the number of people coming to faith as well as the number of disciples being raised up. In fact, **Ram has helped start eight churches in his community and is discipling the leaders running these churches towards growth and maturity!**

Just this year, we heard that Brother Ram and his community of believers faced persecution from their village. As they were gathering in his home one day, a group broke into his home, causing them to scatter and flee. One believer came and rescued him as a mob was forming outside the house.

Another person was able to get away through the forest. Unfortunately, others were caught and beaten before the mob let them go. Brother Ram was able to get away with a friend on a motorcycle. He spent two weeks in a nearby city praying, asking God for direction in what He was calling them to do.

Many men and women around the world know that persecution is a part of being a follower of Jesus in their context. After two weeks of processing, praying, and waiting on the Lord, Ram made a decision:

***“I have to go back to my people. This is my home. This is where I grew up and lived my whole life. I have to go back into that community. I cannot abandon them.”***

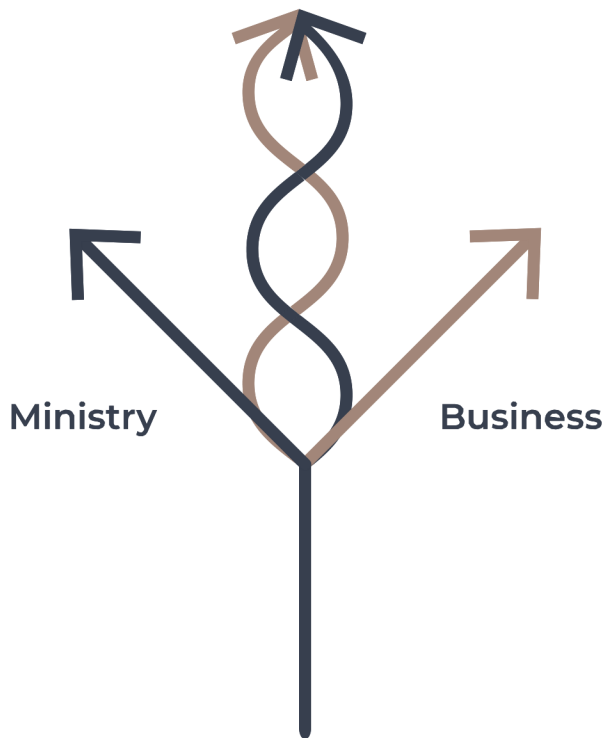
He ended up moving to a neighboring city just 15 kilometers away, within walking distance of his original home. His location selection strategically allows him to go back into the community to secretly meet with the leaders who are leading house churches and discovery groups in the area. He is committed to staying near his village and continuing to sow gospel seeds.

Ram has suffered much in the past two years. In addition to relocating, his wife passed away last year from a failed surgery. Under these heartbreaking circumstances, however, the body of Christ surrounded him in love. Our partners became his family during this difficult time and have walked with him in fueling and fortifying his faith. Ram continues to be an inspiration to all, a man whom God is using in wonderful and mighty ways.

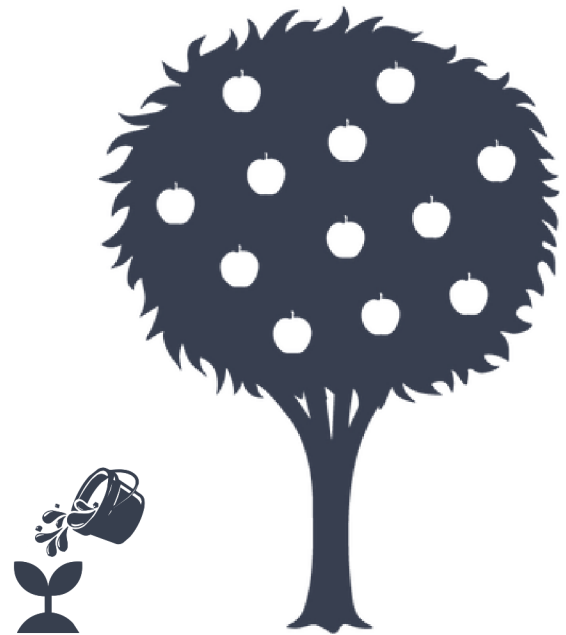
# Our Strategy

Activate Global's focus is to empower local, indigenous church planters for long-term sustainability. To accomplish this goal, our strategy involves imparting our teachings to a select group of leaders initially. These individuals, designated as **Trainer of Trainers (TOT)**, serve as our frontline team. They subsequently assume responsibility for overseeing specific regions, where they engage in teaching, training, coaching, and mentoring church planters in disciple-making methods and Kingdom Business.

At Activate Global, we firmly believe ministry and business are not separate pathways; instead, they can beautifully intertwine to facilitate fulfilling the Great Commission.



We launch our training with a “Vision Casting” session to help participants see Kingdom Business as a route to accelerating disciple making work. We set a foundation, reiterating multiple times to **start small, be faithful, persevere, and trust God for the results.**



**The effectiveness, we have discovered, of a Kingdom Business reaching Unreached People Groups is:**



It offers a viable and beneficial purpose for being present in the community without arousing concerns.



It provides a natural way to build relationships (*i.e. customers*).



It shifts mindsets as observers witness the integration of business and disciple-making activities, empowering them to follow suit.

*“Do not despise these small beginnings, for the LORD rejoices to see the work begin.”*

Zechariah 4:10

# Our Training

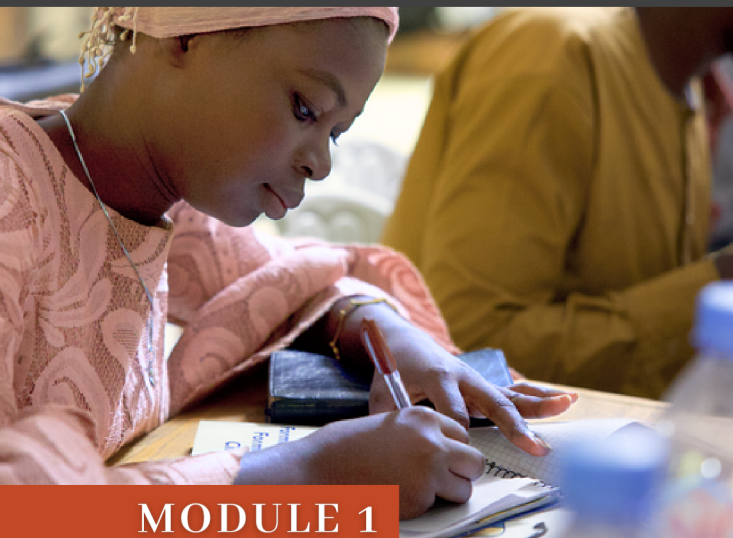
At the heart of our Kingdom Business Training lies many biblical examples showcasing individuals who engaged in both ministry and business simultaneously.

Our twelve lessons are divided into two modules for effective learning. We conduct training for one module at a time, allowing participants ample time to complete homework assignments that include market research, writing a business plan, budget creation, etc.

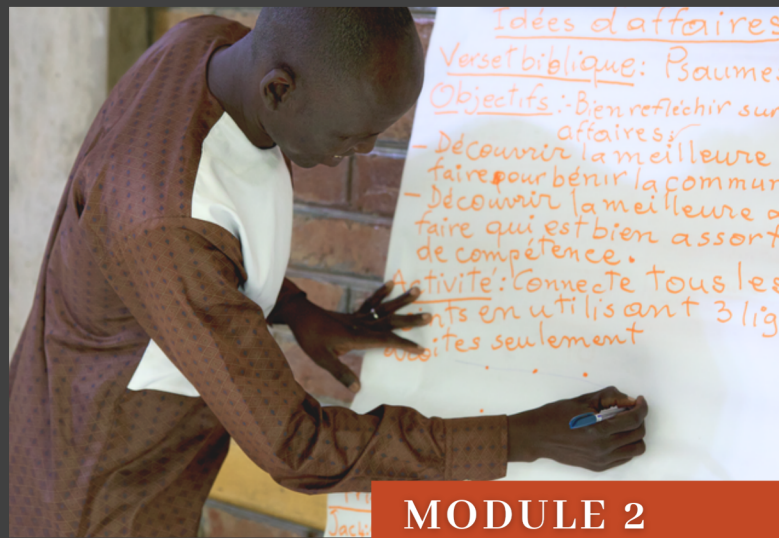
Participants who have completed Module 1's homework are invited back to join Module 2.

Each module is conducted over four or five days, with one day dedicated for participants to teach a lesson back to the class. This serves to gauge comprehension and provide them with practice.

We utilize icons and images to reinforce the lesson topics throughout our curriculum. By the completion of the twelve lessons, participants will have compiled a page filled with icons, each serving as a reminder of the lesson learned and its practical application. These images are especially helpful to our oral learners, which is the majority of the nations and people groups we serve!



**MODULE 1**



**MODULE 2**



God's View of Work



Business Ideas



Market Research



The Business Plan



Budgeting



Record Keeping



Savings & Goal Setting



Money for Living



Cost and Pricing



Business Management



Running an Ethical Business



Sales and Marketing



## THE RIPPLE EFFECT

### *Transformation through Trainings of Trainers*

A note from our Regional Leader, Yeab:

From the outset of any leadership or ministerial role, I firmly believe a leader's responsibility extends to cultivating more leaders. Jesus himself modeled this perfectly: at the very beginning of his ministry, he chose his disciples, entrusting them to carry his mission forward. This, I believe, is a blueprint we ought to follow.

The first spark ignited in the very first month. Heath and Brandon, leaders of Activate, traveled across continents to deliver life-changing training for our regional coordinators. It wasn't just about information transfer; it was about eyes lighting up with comprehension, hearts resonating with the Kingdom Business vision, and spirits ignited with leadership. The impact wasn't confined to the training room. Most of the coordinators, inspired and equipped, launched their own businesses, becoming testaments to the change the training can bring.

For instance, Haymanot, one of the trainers took a loan from HOA (*a partnering ministry*) to build a house for rent and is now paying back his debt. Kassa, on the other hand, started an elementary school so that he could impact the community while also generating income.

But I wanted more; I envisioned a tapestry of leaders, woven across Ethiopia's diverse regions. So, I embarked on building training teams, brick by brick. Every training became an opportunity. In the south, for instance, Tesfahun, the regional coordinator, wasn't just a participant, he was a coordinator and trainer. By his side, he had other coordinators, each taking on roles and responsibilities, from communication to leading devotions and giving lessons. It wasn't just training; it was mentorship in action.

Today, Tesfahun stands tall, no longer just a participant, but a trainer himself, leading trainings with confidence and cultural understanding. This isn't just a story of one region; it's a refrain echoing across Ethiopia. We have trainers in each region, each member a product of the ripple effect, carrying the torch of the Kingdom Business vision forward to the next generation of leaders.



The impact is undeniable. Costs are reduced, as local trainers eliminate the need for travel across regions. Cultural nuances are addressed, ensuring the message resonates deeply. But most importantly, leadership is being multiplied.

“We're not just training individuals; we're cultivating a movement, a generation of leaders ready to transform the way missions are done in Ethiopia.”

This is just the beginning. As I look ahead, I see a future painted in vibrant hues of hope, where empowered leaders touch every corner of Ethiopia, their actions rippling outwards, creating a wave of positive change. This journey wouldn't have been possible without the dedication of Activate Global, the support of our partners (HOA), and the unwavering faith in the power of God. May the flame continue to burn brightly, illuminating the path to a brighter future for mission in the nation of Ethiopia.



Top Left:  
*A Training of Trainers led by local leaders.*

Top Right:  
*The elementary school Kassa is working on.*

Right:  
*The rental house being built by Haymanot.*



# COLLABORATIVE IMPACT



Our data reflects our collaborative partnerships with the above organizations, nation wide strategic engagements, and other national partners who, for security reasons, cannot be mentioned here.

## ANNUAL TRAINING NUMBERS



“The Great Commission is too big for anyone to accomplish alone and too important not to try to do together.”  
- Missio Nexus

\*Trainers are certified through the Training of Trainers course, being equipped to conduct training for other leaders in Kingdom Business, Disciple-Making, and Church Multiplication principles and practices.

\*\*Leaders are disciple-makers, church-planters, or organization leaders who receive training in Kingdom Business, Disciple-Making, and Church Multiplication, and they directly apply these tools in their ministry.

Note: Through our strategic collaborations, an internal capacity building project, new national level teammates, and introducing a new category of disciple-making & church multiplication training, 2023 proved to be a year of explosive growth for training.

**Thank you to each of you who have prayed for and been involved in resourcing us in this capacity building season!**





# We are non-residential catalysts.

## So, what is a “non-residential catalyst?”

A non-residential catalyst is a person dedicated to seeing a locally led church planting movement sparked and sustained within an unreached people group but who is not a long-term resident within the country of focus. Below are the major roles of Activate Global teammates who serve as non-residential, church planting catalysts:

- *The first and most significant role is to establish and deepen Christ-centered relationships with a local partner who has invited our involvement, with a focus on building a foundation of honor and trust.*
- *We facilitate a vision casting conversation and discern if we have a shared mission to pursue together.*
- *We help our local partners articulate the vision and turn it into a plan of action, starting with building a local team.*
- *Going forward, we develop rhythms of connection (both in person through 10-12 day trips and online) and serve to provide training in key areas and mentor our partners as we pursue the shared vision together!*

Our non-residential catalyst strategy allows for deeper local ownership of the vision from the beginning but requires extensive global travel for teammates serving across our 15 nations.



## 26

### Different Airports

Our team stepped foot in 26 different airports across 12 different countries this year.



## 276

### Days of Travel

Collectively, the team was on the field with partners for 3/4 of the year!



## 301,188

### Miles Traveled

...which is enough miles to circle the earth

**12 times!**

# Note from Kimberly Johnson

INVOLVEMENT DIRECTOR

2023 was an amazing year filled with an abundance of blessings as we watched God provide in SO many ways. We are very thankful for your partnership! We look forward with expectancy to all that the Lord will do in 2024 as He calls us to continue expanding into new nations. You make the expansion possible! Sending more feet walking in the direction of the unreached is not feasible without your commitment to prayer, service, and sacrificial giving. We celebrate these numbers with you!



## 843

### Newsletter Subscribers

faithfully reading & keeping up to date with team travels, speaking events, and stories from the field.



## 18

### Ambassadors

in four states meeting, training, and bringing awareness & good news to people locally and globally.



## 204

### Prayer Partners

interceding on behalf of the unreached, our partners on the field, and our team as we travel for trainings.



## 238

### Giving Partners

being provisional vessels for the ministry to continue to grow and new initiatives to get off the ground in more countries around the world.



## 48

### Monthly Givers

holding the rope faithfully each month, enabling our partners and our team to continue to go "into the pit".



## 12

### Church Partnerships

mobilizing congregation members to pray for, give to, and advocate for the unreached.

# Ways to Get Involved

We invite you to join us and make an eternal impact in all that God is doing in the nations through prayer, Ambassadors, and financial partnerships. Our partners who are faithfully praying, serving, and giving are the heart of all that Activate Global does.

“

*We just think AG is changing the world. They are taking the Gospel to places where, until AG arrives, the people there have lived their whole lives without hearing the Good News. Not just some of the people, ALL of the people. No one has heard. They aren't just sending someone with a bag of money or food. They aren't just rolling into places and trying to talk to a person or two and then marking that place off the list saying it's covered. The way they partner with the local people and prepare/train them to share Jesus with their own people is so smart. It's the only way to truly impact entire people groups.”*

- Ethan and Kelsey, Prayer and Financial Partners



PRAYER  
Team



We gather for a monthly prayer call on Zoom held on the 2nd Monday night of each month. This is a chance to hear from field partners from around the world and get updates! We would love to have you join us.



FINANCIAL  
Partner



Join a community of monthly giving partners who are committed to providing sustainable livelihoods for local believers engaging the most unreached parts of the world.



CHURCH  
Partnership



We believe the Church is God's Plan A to make His name known in every people group. Join in on the Great Commission by mobilizing your congregation to partner with what God is doing around the world.

# Ambassadors Opportunity

ALEXA OLSON | AMBASSADOR COODINATOR

We were excited to see the Ambassador Program continue to evolve and even DOUBLE in size in 2023!

A new cohort group was launched in the fall that consisted of 11 new ambassadors, from a variety of ages, occupations, and states. This time was marked by prayer and practice, and we're eager to watch them continually impact their spheres of influence and churches!



KNOW AND SHARE GOD'S HEART FOR THE WORLD.



BE A DISCIPLE-MAKER **RIGHT WHERE YOU ARE!**



INVITE OTHERS TO JOIN THE MISSION.

We love involving everyday people through our ambassador program! In this program, participants go through a 12-week online training & launch process with a small group of others. Long-term, participants step into the role of being an Activate Ambassador in their community and have the opportunity for ongoing connection and training through monthly meetings. *The heart of the ambassador program is to see all followers of Jesus recognizing and embracing their unique role in fulfilling the Great Commission right where they are!*



“



**MALISSA WATERFORD**  
2023 Ambassador

“In August of 2023, I joined the Ambassador group with Activate Global. While I’ve had a long standing love for missions, the 12-week program deepened my love for the lost and unreached in ways I couldn’t have imagined. Having been a Christian for nearly 40 years, I found myself amazed that I had never been taught disciple-making tools! The weekly prayer practices deepened my ability to be present with God. The community that was built through Ambassadors was remarkable. I loved and felt loved by the group. Friendships were built that will last a lifetime. At the end, I stepped towards the unreached with a calling through Activate Global. I recommend Ambassadors no matter where life finds you. Your faith in God, the power of prayer, and the call to the nations will be strengthened. I’m grateful for the many ways Ambassadors calls us to our place as witnesses at home, to our neighbors, and to the very ends of the Earth.”

“



**LAURA MILLER**  
2023 Ambassador

“Ambassadors expanded my perspective and allowed me to rethink my role in missions. It brought to light what is important and that everything I do revolves around God’s heart and his plan to redeem all people. My attention was shifted to the stories of unreached people groups in the world. In the past, I had done several short-term trips and always longed for the next opportunity to be able to serve overseas, but I’ve realized God can use me where I am. Our group learned different prayer practices and tools for sharing the gospel and were able to practice them together in a safe place. The accountability of the group pushed me to take action and not just “say” the things I wanted to do. Ambassadors equipped me and re-ignited a passion for what the Lord is doing. I am excited to be using the tools I learned in Ambassadors to teach a group of high school students in preparation for a trip to Africa this spring.”

## ***INTERESTED IN BECOMING AN AMBASSADOR?***



Scan the QR or contact Alexa at:  
*alex@activateglobal.net*  
402-430-5243

# FAQs *resources & info*



## WHERE DO WE SERVE?

10/40 WINDOW  
*least access. most people.*

[Learn More](#)



*\*Due to security, many Activate nations cannot be indicated here.*

We serve among many of the top 11 most persecuted nations in the world\*. Let's pray for the persecuted!

1. NORTH KOREA
2. SOMALIA
3. YEMEN
4. ERITREA
5. LIBYA
6. NIGERIA
7. PAKISTAN
8. IRAN
9. AFGHANISTAN
10. SUDAN
11. INDIA

*\*list provided by Open Doors*



### What are UUPG's?



[Learn More](#)



This video highlights unreached people groups and explains the Greek term "ta ethne" and what a Biblical nation is. It also talks about the remaining people groups who have yet to hear the gospel and those that are considered unengaged.

### WHY are they still "Unreached"?



[Learn More](#)



Why are the "red zones" red? Why are millions of people unreached by the gospel? This video explains why Christianity has spread the way it has across the world and why there are still areas completely unreached by the gospel today.

### What's the Great Imbalance?



[Learn More](#)



Less than 1% of "MISSIONS earmarked" Christian giving dollars and less than 3% of Missionaries go to the unreached. This video does a great job of explaining the Great Imbalance and helps us realize the need for we, the church, to see it corrected.

# DID YOU KNOW?

we are a ministry of MyBridge



In recent years, you will have likely seen Activate Global closely tied with MyBridge, a Nebraska based ministry whose purpose is:

*“to serve as a Kingdom Catalyst! Helping to accelerate ministries & movements across the state and to the nations!”*

In 2020, we formalized a collaboration to bring Activate Global into the family of ministries at MyBridge. Being part of the greater MB team has absolutely accelerated Activate Global in more ways than we anticipated. Through this kingdom collaboration, MyBridge processes every donation given (with no fees!), which is why your giving statements will be titled as such. We also have the joy of serving together from a facility called the “Ministry Training Center” that God provided for MyBridge in Lincoln, NE, creating a dynamic, broader team to serve shoulder to shoulder with each week!

Additionally, Stan Parker, the founder and Team Lead of MyBridge has served as a coach to our team, consultant in our strategic planning sessions and has been a personal mentor to Brandon and myself. Stan has consistently poured into us, helping us to navigate organizational growth and personal development, preparing us to live lives of leadership integrity & longevity. I think you’ll understand why when this idea was proposed, my response was, “*What’s the catch?*” Turns out, there isn’t a catch, just a Christ-like “coming together” to accelerate the mission of pursuing the fulfillment of the Great Commission in our generation better together than we could apart. If you haven’t heard of or listened to MyBridge, we’d invite you to learn more about the amazing work they do and tune in to MyBridge Radio in your car, on the app, or online!



*Jess Hotz*

-Jessica Hotz  
Director, Activate Global



Scan to listen to MyBridge streaming online.



## ACTIVATE GLOBAL

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