****

**2025 Key Messaging Points for Speakers**

* AAEO Stats:
  + 2025 national goal is $78 million
  + 2024 offering receipts were $74.7 million which was the highest offering total in history.
  + AAEO is 50% of NAMB’s budget and the primary funding source to train, resource and deploy missionaries in church planting and compassion ministry.
  + Every dollar goes to the field to support missionaries and their families and provide evangelism resources.
* Offering History
  + More than $2 billion has been raised since the offering began in 1895 by the Woman’s Missionary Union. It was originally named the Home Mission Offering.
  + The offering was renamed in honor of Annie Armstrong in 1934.
* Annie Armstrong History
  + Born in 1850, Annie became a bold, missions advocate who rallied the churches in cooperative giving, praying and in missions education.
  + Annie was the first executive director of Woman’s Missionary Union.
* Week of Prayer for North American Missions - officially the first Sunday in March through the second Sunday. Churches can observe it at any time.
* How missionaries are funded by AAEO
  + Missionaries may be fully or partially funded depending on their role. Funds may provide financial support, ministry equipment, rent for worship facilities, emergency assistance, encouragement gifts, etc.
  + AAEO funds GenSend student missionaries and young adults serving in the Journeyman program.
  + AAEO funds missionaries serving as directors at Send Relief ministry centers and some staff members with missionary status.
  + Self-funded missionaries are an exception and do not receive AAEO funds. NAMB endorses, onboards, and administers their gifts. These missionaries partner directly with churches and individuals for ongoing support.
  + More stats and giving examples can be found at: <https://www.anniearmstrong.com/your-gifts-at-work/>
* The North American Mission Field
  + One of the largest and most complex in the world
  + 386 million people live in the U.S., Canada, and territories of Puerto Rico, U.S. Virgin Islands, Guam, American Samoa
  + 350 languages are spoken
  + Multiple religions are practiced
  + 286 million people do not have a relationship with Christ.
  + Many communities, especially outside the South, have a severe lack of Bible teaching, evangelical churches. Many can be considered post-Christian cultures due to the growing secularization.
  + The nations continue to come to North America seeking a better life. Many immigrants are from countries closed to the gospel and present a unique outreach opportunity.
  + Keeping North America spiritually strong is vital to evangelizing the world. We are the source for most of the missionaries and funding sent around the globe.

*\*Stats from U.S. Census and NAMB research*

**Quick Facts on the North American Mission Board**

1. Kevin Ezell is president of the North American Mission Board.
2. NAMB is the partner of SBC churches in reaching North America for Christ.
3. NAMB’s national strategy has two primary focus areas: Send Network and Send Relief.
4. NAMB’s annual budget is approximately $150 million. 35% of NAMB’s funding comes from the Cooperative Program and 50% from the Annie Armstrong Easter Offering. The remainder is provided through undesignated gifts and investments.
5. NAMB supports more than 3,000 missionary families serving in the U.S. and Canada and endorses more than 3,200 SBC chaplains serving in healthcare facilities, the military, the workplace and in crisis situations such as disaster relief.
6. Send Network’s goal is to help Southern Baptists plant new churches in strategic areas in cities, small towns, near college campuses and military bases.
7. Send Relief is a cooperative ministry of NAMB and IMB to support and expand compassion work both domestically and internationally through missionaries and partnering churches.