

NORTH AMERICAN MISSION BOARD

# Annual Impact Report

ISSUED FEBRUARY 2026



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# Take a Closer Look

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# A Message from the President

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Fifteen years ago, when I began serving at the North American Mission Board, I could not have fully imagined the joy and privilege this calling would bring. What has anchored me through every season is the faithfulness of God working through ordinary missionaries doing extraordinary kingdom work across North America.

I think of a church planter in Maine who began with a handful of people meeting in a garage. Today, because of partners like you, that church is a thriving gospel witness, baptizing 123 people last year alone. I think of a planter in Boston who preaches in English on Sunday mornings and then leads a Russian-speaking service later that same day so more people can hear about Jesus in their heart language. I think of Montreal—one of the toughest mission fields in North America—where a church launched in 2013 has since started five additional campuses.

Across the United States and Canada, missionaries are planting churches, strengthening communities, and sharing the gospel with people who might otherwise never hear the name of Jesus.

None of these stories exist apart from generous partners like you, whose prayers and gifts equip missionaries to plant churches, strengthen communities, and share the gospel across North America. This is the fruit of your faithful partnership.

North America faces real challenges, but the power of the gospel and the faithfulness of God's people give me great joy and confidence for the years ahead.

Serving together,



**KEVIN EZELL,**  
PRESIDENT  
NAMB

# It's all about the gospel.

The North American Mission Board (NAMB) exists to help churches reach North America with the hope of the gospel.

In North America, 291 million people live without a meaningful relationship with Jesus Christ. Your partnership with NAMB is changing that reality, one community at a time, through the most comprehensive gospel strategy our continent has ever seen.

Together with thousands of churches and ministry partners, we are sharing Christ in communities of every size and setting—across cities, small towns, military communities, and college campuses throughout the United States and Canada.

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**The need has never been greater—but neither has the opportunity. Here's how your investment is advancing the gospel.**

## **Evangelism**

The hope of the gospel is the thread that weaves through every ministry we undertake—because every story ultimately points to the story of Jesus.

Through practical tools, training, and resources, the evangelism team equips churches and believers to share Christ with clarity and confidence. They also strengthen every other ministry area, helping ensure that the gospel remains central in every effort.

## **Send Network**

Millions across North America still live without meaningful access to the gospel. A new church plant can change that reality in an unreached neighborhood.

Send Network is the largest family of churches working together to plant churches everywhere for everyone. By assessing, training, coaching, and caring for more than 3,000 church planting missionaries and the churches that send them, Send Network helps multiply healthy congregations that reach communities with the hope of Christ.

## **Send Relief**

Powered by the church and centered on the gospel, Send Relief mobilizes believers to meet real needs and share eternal hope.

With a network of ministry centers across North America and strategic global partnerships through our joint work with the International Mission Board, Send Relief strengthens communities and responds to crises in Jesus' name, addressing needs such as foster care, hunger relief, human trafficking, and disaster response.

## **Chaplaincy**

In some of life's most difficult and emotionally intense moments, chaplains bring the light and hope of Christ. From military bases and hospitals to prisons, workplaces, and disaster sites, NAMB is the largest endorsing body for chaplains in North America. Through their faithful presence, more than 3,000 chaplains share the compassion of Christ in places the church often cannot go.

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**None of this happens apart from faithful partnership. Through the generosity of believers and churches that share a vision for reaching North America, missionaries are being sent, communities are being strengthened, and lives are being transformed by the power of the gospel.**



# Sharing the Gospel Across North America



2025 EVANGELISM KINGDOM IMPACT

50,566

BELIEVERS EQUIPPED WITH GOSPEL CONVERSATION TOOLS (3 CIRCLES)

51,901

BELIEVERS EQUIPPED WITH WHO'S YOUR ONE EVANGELISM TOOLS

2,600+

INDIVIDUALS REACHED THROUGH EVANGELISM WEBINARS

2,600+

TRAINED AT IN-PERSON GATHERINGS

10,000+

LIFETIME DOWNLOADS OF WOMEN IN THE MISSION OF GOD

21,000+

PODCAST STREAMS

“

God has worked in me, and now He can work through me so that I can pour His Word over the world and love every single person that I come across.

NOEMI KUNKEL  
GENSEND STUDENT MISSIONARY  
NEW ORLEANS, LOUISIANA

At NAMB, we help churches create a culture of evangelism so that every member is focused on carrying the gospel of Jesus to the people God has placed in their lives.

TIM DOWDY  
VICE PRESIDENT OF EVANGELISM  
NAMB

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### **Evangelism Training**

Evangelism Trainings equip pastors, church leaders, and ministry teams to cultivate a culture where every believer is prepared to share the gospel. Participants gain tools, coaching, and resources to confidently lead their congregations in sharing the gospel.

### **Evangelism Tools**

Practical resources equip believers to turn everyday conversations into opportunities to share the gospel. Churches receive ready-to-use materials, conversation starters, and ministry aids that make everyday opportunities for gospel conversations simple and natural.

### **GenSend**

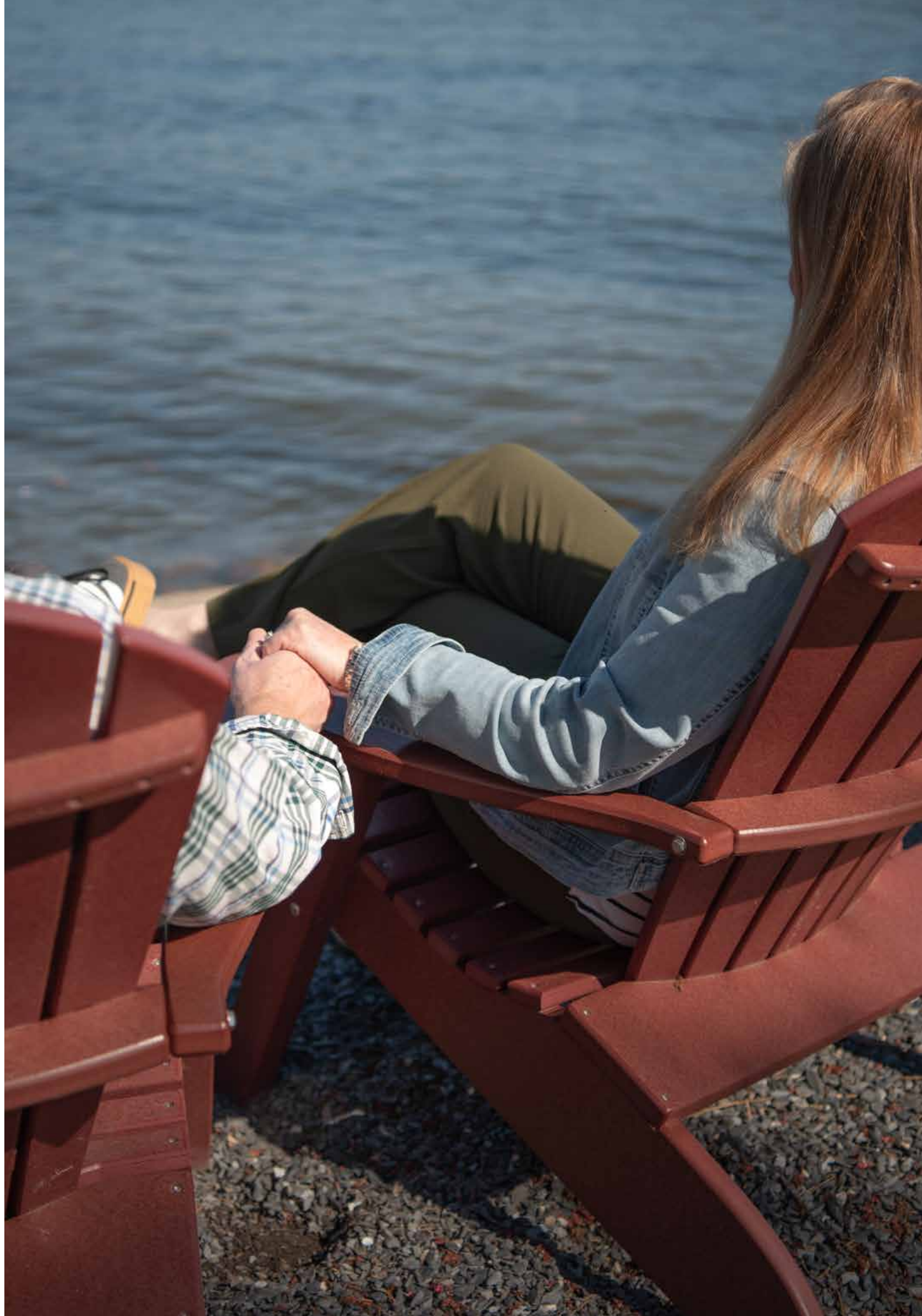
GenSend equips students and young adults to live on mission today. Through training, resources, and hands-on experiences, participants learn to engage a broken world with the hope of the gospel, developing a lifelong missionary mindset.

### **Women's Evangelism Tools and Training**

Whether in a boardroom, dining room, or at a picnic, the most important thing a person can bring to the table is Jesus. Free tools, in-person training, and resources help women shine Christ's light in everyday life.

### **Refresh Retreats**

Refresh Retreats give pastors and their wives a space to step away, be encouraged, and renew their spiritual, emotional, physical, and financial health so they can continue advancing the gospel across North America.



Donny Wadley was

***DONE.  
SPENT.  
FINISHED.***

When Donny, the lead pastor at Fountain City Church in Knoxville, Tennessee, and his wife, Debi, showed up at a NAMB Refresh Retreat two years ago, “We were desperate to hear something from God because we were just so tired,” he says. “I was 99% sure we were going to leave ministry—honestly, I’d already checked out.”

NAMB Refresh Retreats, offered in locations all over North America, address the spiritual, emotional, physical, and financial health of struggling ministry couples like the Wadleys. “The Refresh Retreat changed everything for us,” Donny says. “God used it to change our story and give us what we needed to keep going.”

Through Refresh Retreats, GenSend, and evangelism training and resources, which your gifts make possible, churches like Donny’s are being equipped to share the gospel with more and more people.

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**“Now, we’re growing and baptizing more people than ever,” he says.  
“I’m so thankful.”**



**Churches  
planting  
churches  
everywhere  
for everyone**

“

**Our new church has baptized 22 people. So, if somebody asks, ‘What does God do with your gifts?’ I’d tell them it creates God-sized stories in places that desperately need a gospel witness.**

**TROY GAUSE**  
SEND NETWORK CHURCH PLANTER  
MARRERO, LOUISIANA

”



2025 SEND NETWORK KINGDOM IMPACT

**28,250**  
SALVATIONS

**11,359**  
BAPTISMS

**792**  
NEW CHURCH PLANTS  
AND REPLANTS

**108**  
TRAINING EVENTS HOSTED FOR  
1,139 CHURCHES

**WHERE WE PLANT**



**Send Cities**

Strategically chosen cities with significant population and limited church presence, advancing the gospel through new church plants and revitalization

**State Partnerships**

Combining local leadership with national support to provide coaching, training, and care for church planting missionaries

**Military Communities**

Engaging high-priority military communities to make disciples who will carry the gospel worldwide

**Collegiate Communities**

Supporting students navigating higher education, equipping them to find truth, belonging, and discipleship opportunities

**On the Field**

Field staff strategically located across the continent to provide hands-on, practical training and care for church planting missionaries

**“I’m seeing things I’ve never seen before.”**

That’s what Jordan Adams said the morning after a standing-room-only worship service where his new church baptized 38 college students.

“I knew God would do something big here,” he says. “But this is more than anything we could’ve ever dreamed.”

Jordan is a Send Network church planting missionary in West Lafayette, Indiana, the home of Purdue University. “There are 41,000 students here, and most of them are looking for something to live for,” Jordan says. “That makes this a perfect place to plant a church.”

Now, Jordan’s new church is preparing all those new believers for what comes next. “We have students meeting Christ, getting discipled, then graduating saying, ‘Where’s the next church plant? I want to move there,’” he says. “I can’t wait to see what happens next. God’s going to use these young people to change our world.”

**“We couldn’t have planted a church here without resources. In our first year, we baptized 81 people, so it’s pretty clear—God’s using people’s gifts to change people’s lives.”**

**JORDAN ADAMS**  
SEND NETWORK CHURCH PLANTER  
WEST LAFAYETTE, INDIANA





# Meeting Needs with the Compassion of Christ



2025 SEND RELIEF KINGDOM IMPACT

**2.5 million+** PEOPLE SERVED

**816,000+** GOSPEL CONVERSATIONS  
**1,464** NEW AREAS OPENED FOR GOSPEL WORK

**60,000+** VOLUNTEERS MOBILIZED  
**16** SEND RELIEF MINISTRY CENTERS

**116,000+** PEOPLE SERVED THROUGH SEND RELIEF MINISTRY CENTERS

“

Jesus said very clearly for us to love God with all our hearts and love our neighbor as ourselves, and how do we do that? When we understand that everything we have belongs to Him, we'll freely give our time, our talents, our attention, and our resources to those in need.

OSVALDO LERMA  
SEND RELIEF MISSIONARY  
LAREDO, TEXAS

Satan is working nonstop to destroy lives, and there are so many churches out there with resources that want to help people, but they don't know how. That's why Send Relief is here. We can help people in need. We can show them there's hope in Christ.

TRACY SPEERS  
SEND RELIEF MISSIONARY  
LOS ANGELES, CALIFORNIA

”

## Leah was hiding in plain sight.

That's because when she was 16-years old, Leah was unexpectedly lured into the sad and shadowy world of human trafficking.

Bruised, battered, addicted, and frightened, Leah finally came out of hiding with the help of the Send Relief Ministry Center in Las Vegas. Team members there paired her up with a mentor who's now supporting Leah on her addiction and recovery journey and showing her what Christians really mean when they talk about "the love of Christ."

Leah's story is not unique. There are an estimated 20-40 million people trapped in modern-day slavery, so gifts to Send Relief provide individuals like Leah with clean clothes, hygiene kits, and Bibles, as well as a safe place to rest and recover. As a result, people coming out of the shadows of human trafficking are now hearing and responding to the gospel of Jesus Christ.



### SEND RELIEF FOCUS AREAS

#### Strengthen Communities

Sustainable change through hunger relief, education, community, and gospel-centered transformation

#### Care for Refugees

Christ-centered support for forcibly displaced families

#### Protect Children and Families

Support for vulnerable children, foster care, and adoption ministries

#### Fight Human Trafficking

Equip believers to prevent exploitation and restore survivors

#### Respond to Crisis

Rapid, effective support for disaster or conflict situations locally and globally



# Gospel Hope on the Front Lines

“

Chaplaincy is Great Commission work, and there's such a great joy that comes from being providentially placed into settings where your calling intersects with the everyday lives of the people you serve.

CHAPLAIN (MAJOR)  
CALEB MCCARY  
U.S. ARMY

2025 CHAPLAINCY KINGDOM IMPACT

Your support places chaplains where pastors may not be able to go—and the results speak for themselves:

**114,697**

GOSPEL PRESENTATIONS

**19,359**

PROFESSIONS OF FAITH

**233**

CORRECTIONAL CHAPLAINS

**879**

MILITARY CHAPLAINS

**2,846**

BAPTISMS

**138**

CORPORATE CHAPLAINS

**284**

PROFESSIONAL ORGANIZATION  
CHAPLAINS

**672**

DISASTER RELIEF CHAPLAINS

**595**

HEALTHCARE CHAPLAINS

**389**

PUBLIC SAFETY CHAPLAINS

**175**

COMMUNITY SERVICE CHAPLAINS

**3,941**

TOTAL ENDORSEMENTS

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### Community Service

Providing spiritual care in support of and collaboration with volunteer organizations to individuals, families, businesses, corporations, schools, and groups in the community

### Corporate

Providing gospel-centered pastoral care and spiritual guidance to employees and leaders in a business or corporate workplace

### Correctional Chaplaincy

Offering hope, pastoral care, and gospel-centered ministry to inmates and correctional staff

### Disaster Relief

Responding alongside churches to provide spiritual care and gospel hope during times of crisis and disaster

### Healthcare

Offering a gospel-centered presence and pastoral care that supports the spiritual and emotional needs of patients, families, and medical staff

### Military

Serving service members and their families with compassion and gospel-centered care in military communities

### Public Safety

Supporting first responders and their families with encouragement, pastoral care, and spiritual guidance



## Michael got saved on a Monday.

When disaster relief chaplain John Heading first met him after a devastating flood, the conversation was simple: How can we help? Michael was battling cancer, undergoing chemotherapy, and could barely walk. The damage to his home only added to the weight he was carrying.

But overnight, something changed. When John and the chaplain team returned the next day, they saw it. As they listened and shared the hope of Christ, Michael responded—placing his faith in Jesus. Soon after, he began sharing that same hope with his ex-wife, who also came to faith.

Because of your generosity, chaplains like John are present in moments like these—when walls are down and hearts are open. Your gifts place trained, gospel-centered caregivers in the middle of crisis, where physical need meets eternal hope.

In the midst of loss, lives are being transformed—and the gospel is advancing when it matters most.

“

**Any kind of disaster really knocks down the walls that people put up, and so many times, because we're often wearing a vest that says, 'Chaplain,' all it takes to make a gospel conversation happen is just walking down the street.**

**JOHN HEADING**  
DISASTER RELIEF  
CHAPLAIN



# Your Gifts Move the Mission Forward

## NAMB'S PRIMARY FUNDING STREAMS

**The Cooperative Program (CP)** is Southern Baptists' unified giving and provides an ongoing, shared funding stream supporting the full scope of SBC ministry and missions work. NAMB receives 22.64% of CP gifts.

The **Annie Armstrong Easter Offering** is dedicated exclusively to North American missionaries and ministry through NAMB. One hundred percent goes to the mission field.

REVENUE

**\$42.4 million**  
COOPERATIVE PROGRAM GIFTS

**\$27.8 million**  
DONOR RESTRICTED GIFTS

**\$70.1 million**  
ANNIE ARMSTRONG EASTER OFFERING

**\$22.9 million**  
INVESTMENT & INTEREST

**\$9.3 million**  
UNRESTRICTED GIFTS

**\$6.6 million**  
OTHER REVENUE

**\$179.1 million**

TOTAL INCOME

SPEND ALLOCATION

**\$86 million**  
CHURCH PLANTING

**\$12.4 million**  
SENDING AND LEADERSHIP

**\$48.6 million**  
EVANGELISM AND RELIEF

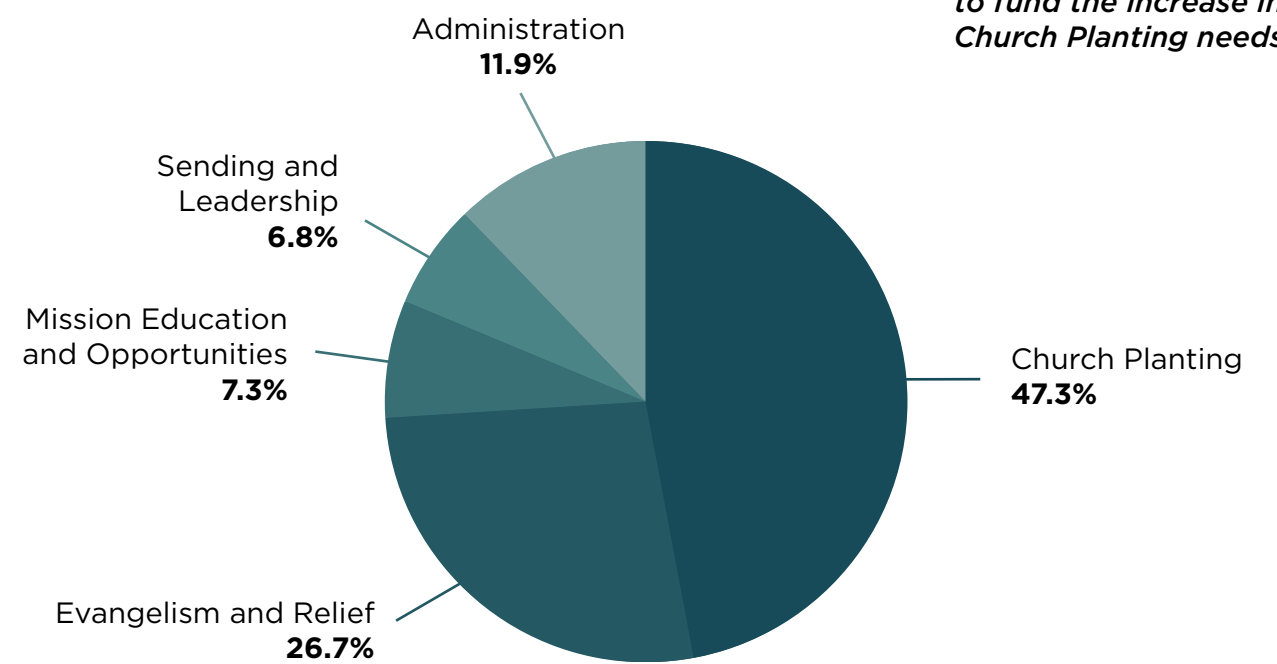
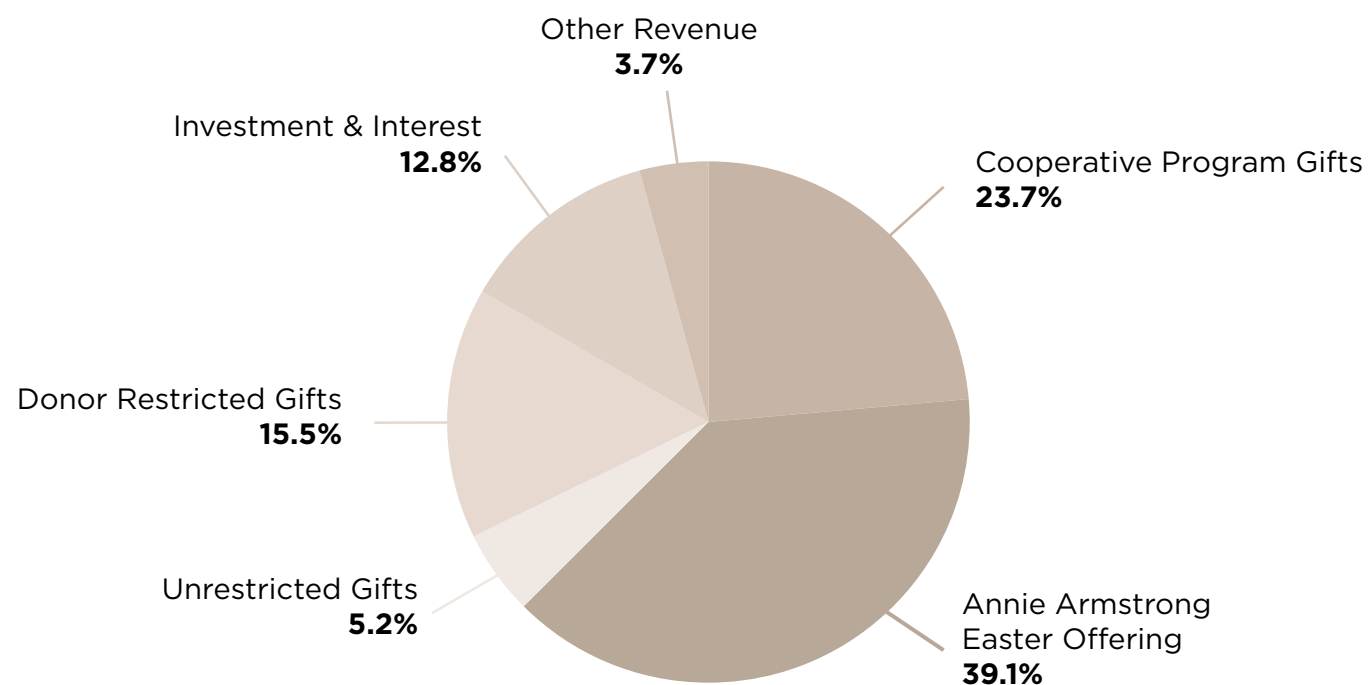
**\$21.7 million**  
ADMINISTRATION

**\$13.3 million**  
MISSION EDUCATION AND OPPORTUNITIES

The latest financial audit is available at [namb.net/financialtransparency](http://namb.net/financialtransparency)

**\$182 million\***

TOTAL SPEND ALLOCATION



\* NAMB Board approved a \$3M spend from reserves to fund the increase in Church Planting needs

# From Our Donors

“

**We know our donation is not much, but I am glad we can send it somewhere where it is multiplied like the loaves and fishes to reach people in the name of Jesus Christ. May they be blessed by the goodness and provision of God in their time of need!**

**K.D.**  
ARIZONA

**It is so encouraging to me at this stage of my life to see so many young people from multiple ethnic backgrounds planting churches all across our country. Be assured that I will continue to pray for and support the work of our Lord for as long as He allows me to do so.**

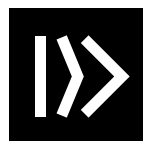
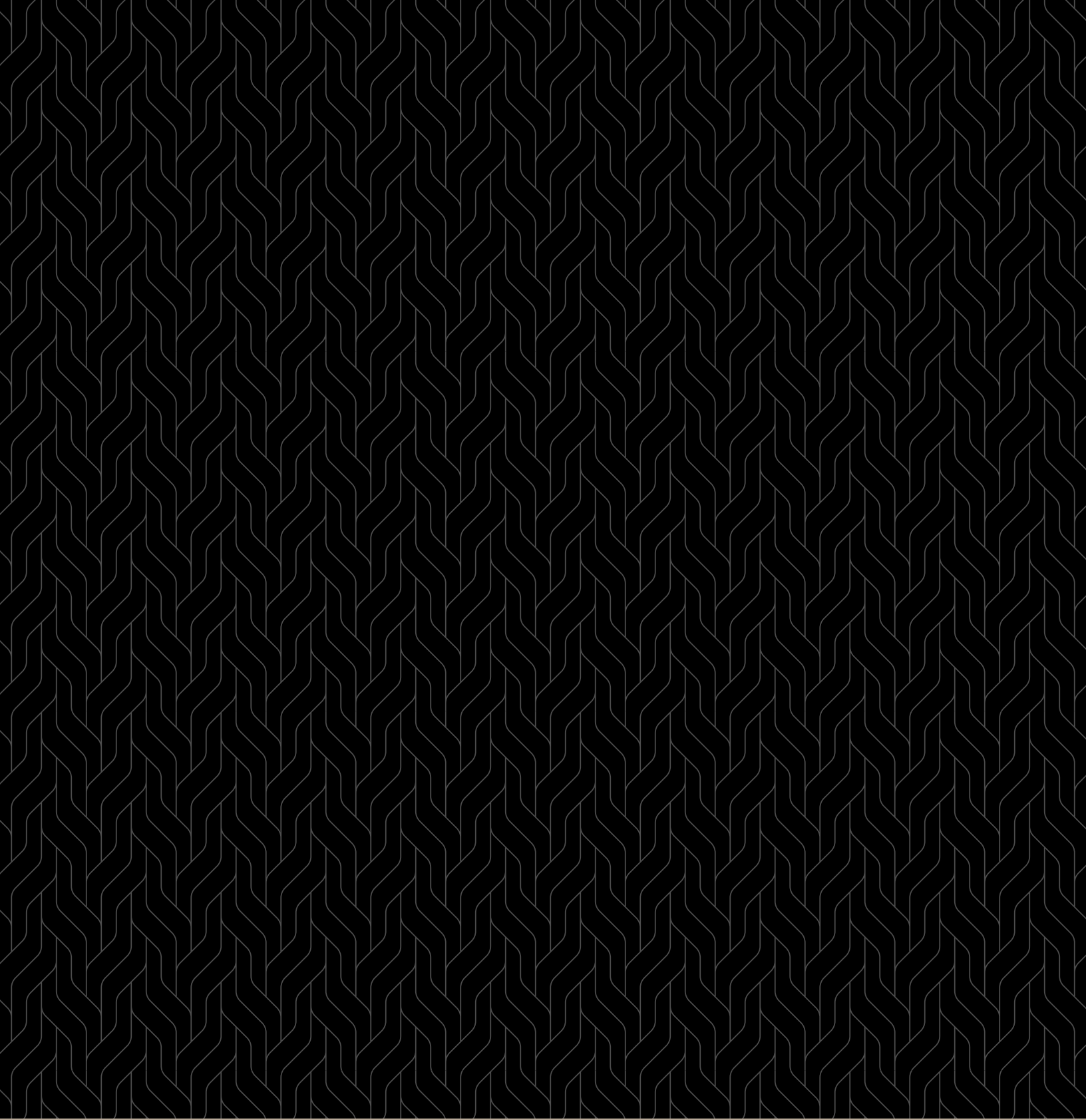
**M.F.**  
GEORGIA

”

EVERY GOSPEL CONVERSATION.  
EVERY CHURCH YOU HELPED PLANT.  
EVERY ACT OF COMPASSION YOU FUND.  
EVERY CHAPLAIN SERVING ON THE FRONT LINES.

# It's all about the gospel.





**North American  
Mission Board**