

2022 ANNUAL COUNCIL

MOVING FORWARD IN FAITH

SECRETARIAT REPORT



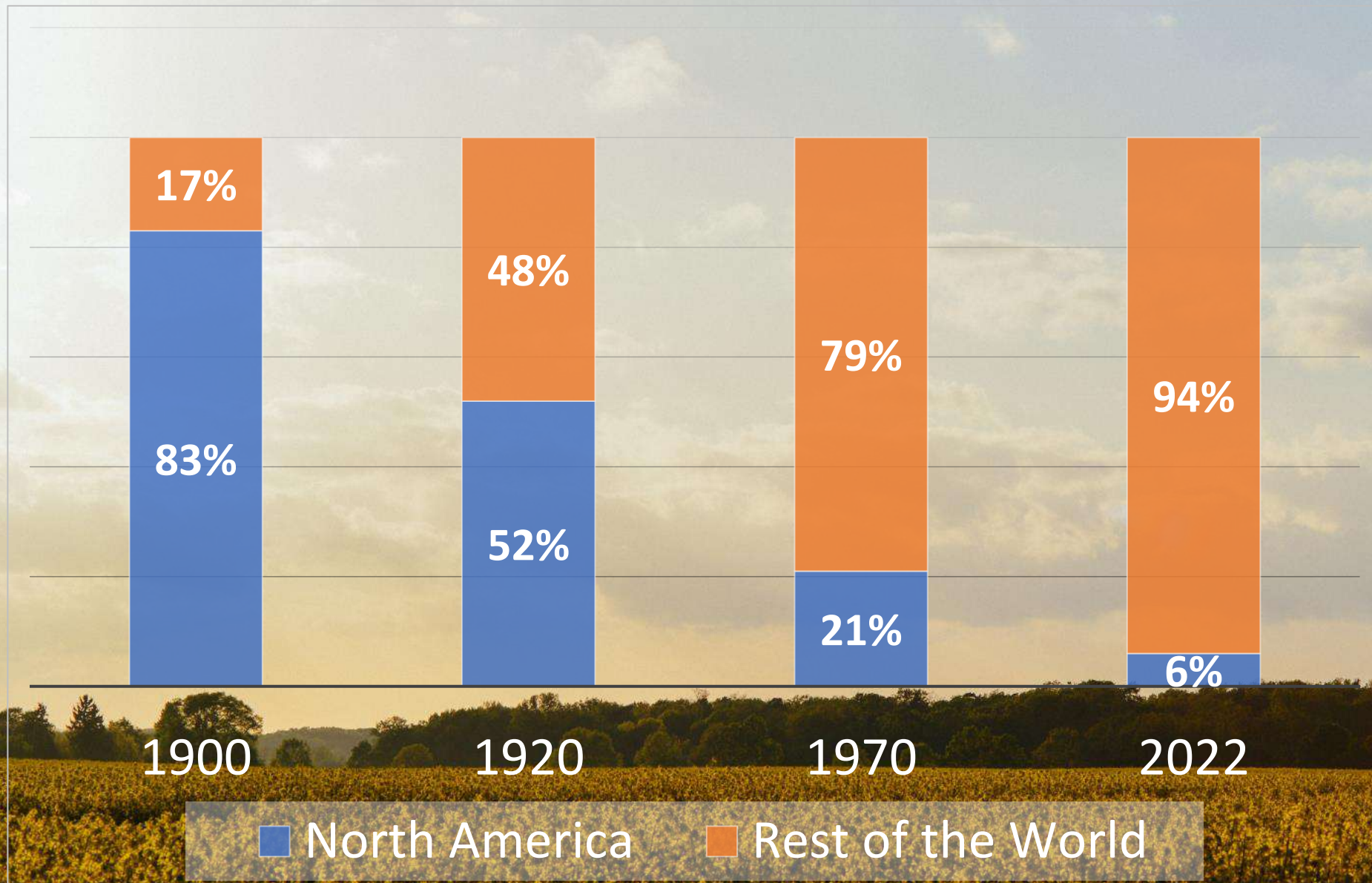


"OUR BURDEN FOR THE REGIONS BEYOND
CAN NEVER BE LAID DOWN TILL THE
WHOLE EARTH IS LIGHTENED WITH THE
GLORY OF THE LORD."

(GOSPEL WORKERS, P.479)

A GLOBAL CHALLENGE

ADVENTIST MEMBERSHIP PROPORTIONS 1900 – 2022



2022 ANNUAL COUNCIL

MOVING FORWARD IN FAITH

SECRETARIAT REPORT



STATISTICAL REPORT

DAVID TRIM



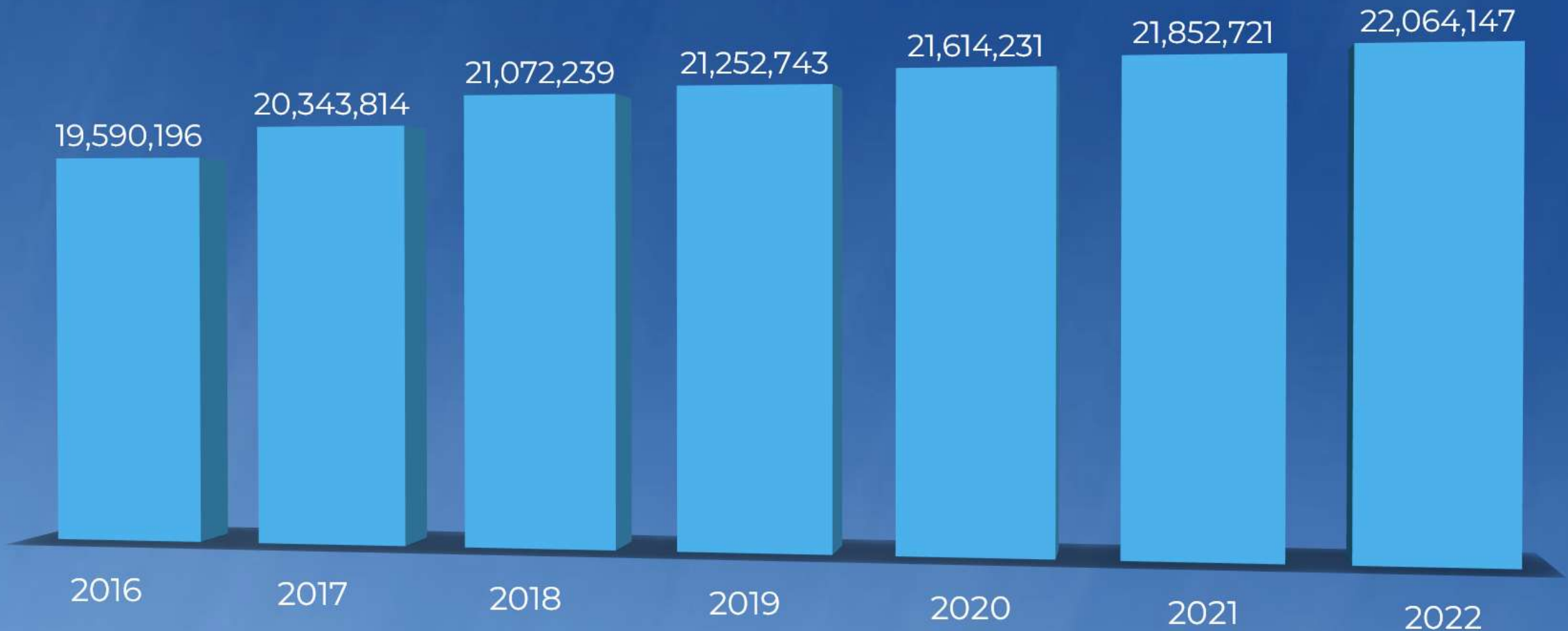
RESOURCES

www.AdventistStatistics.org/
www.AdventistResearch.net/blog



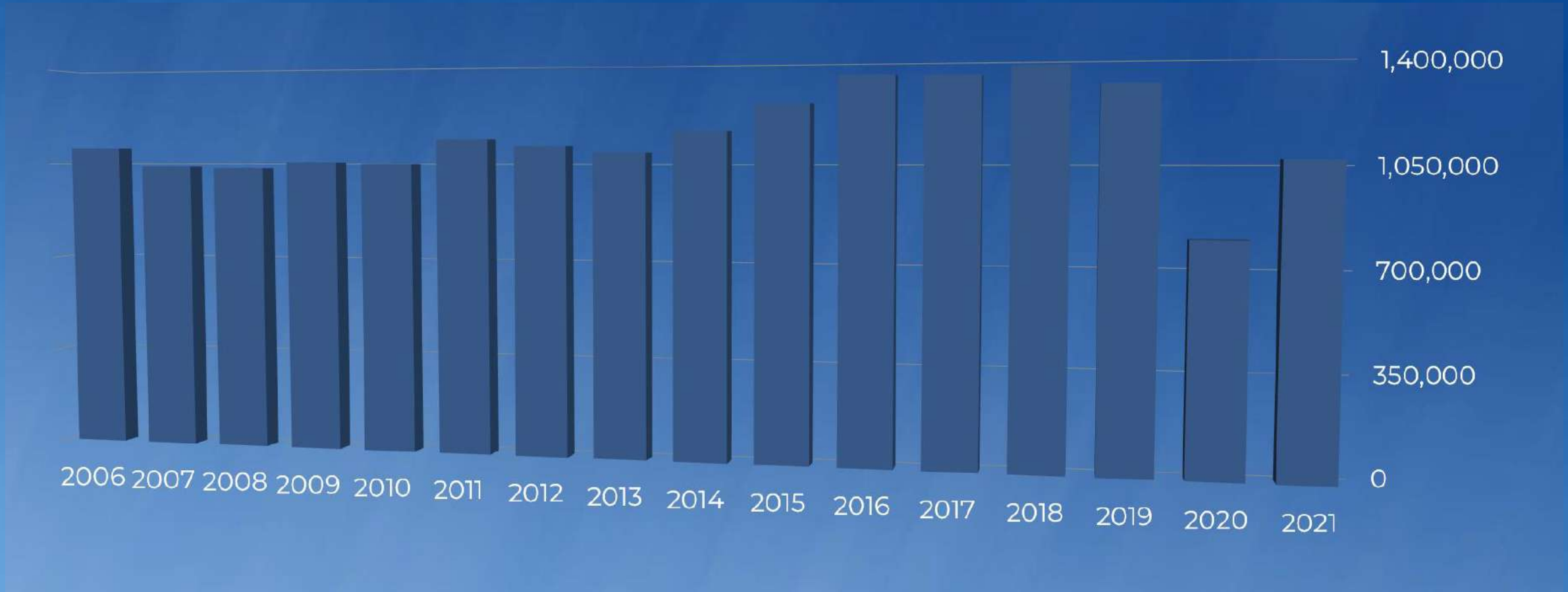
MID-YEAR MEMBERSHIP

JUNE 30 FIGURES



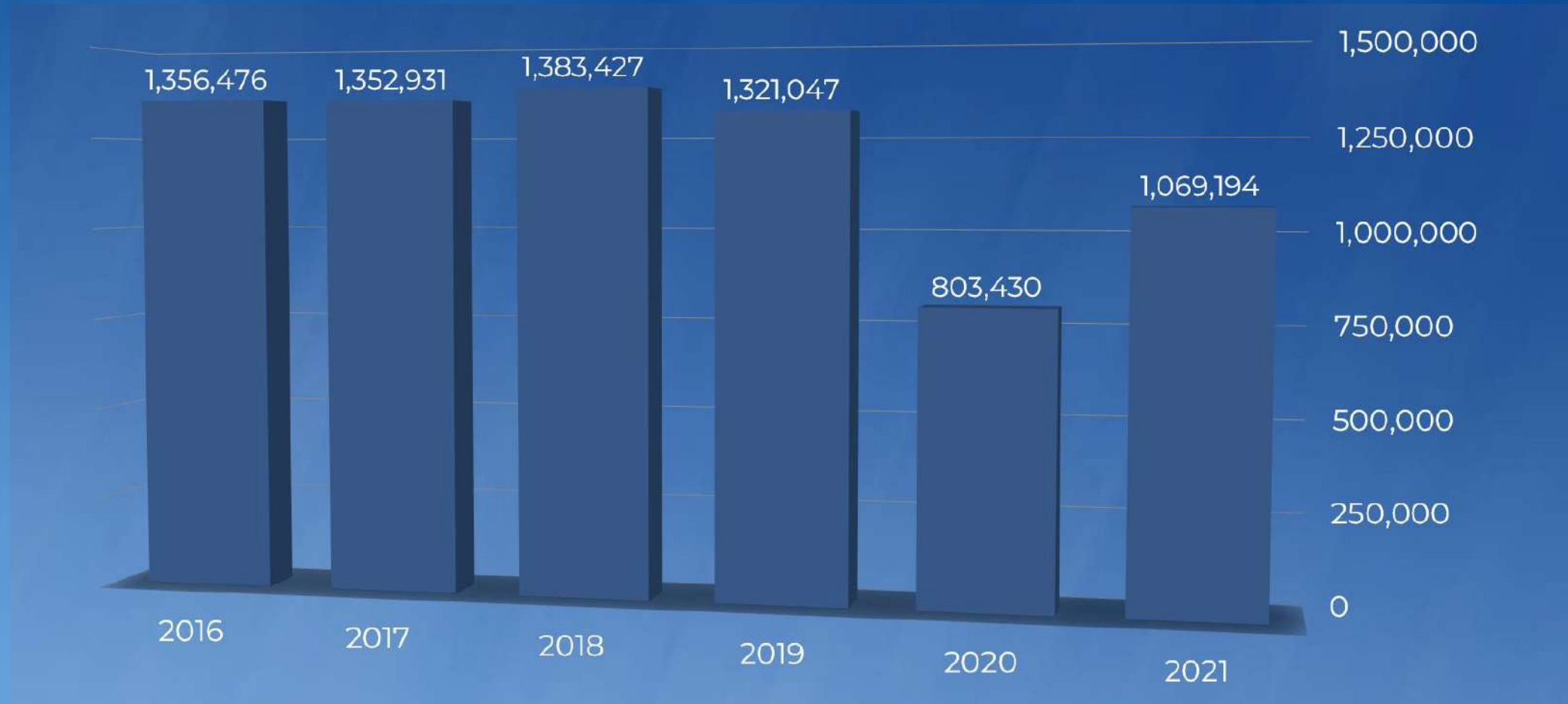
ACCESSIONS

15-YEAR TREND, YEAR-END FIGURES



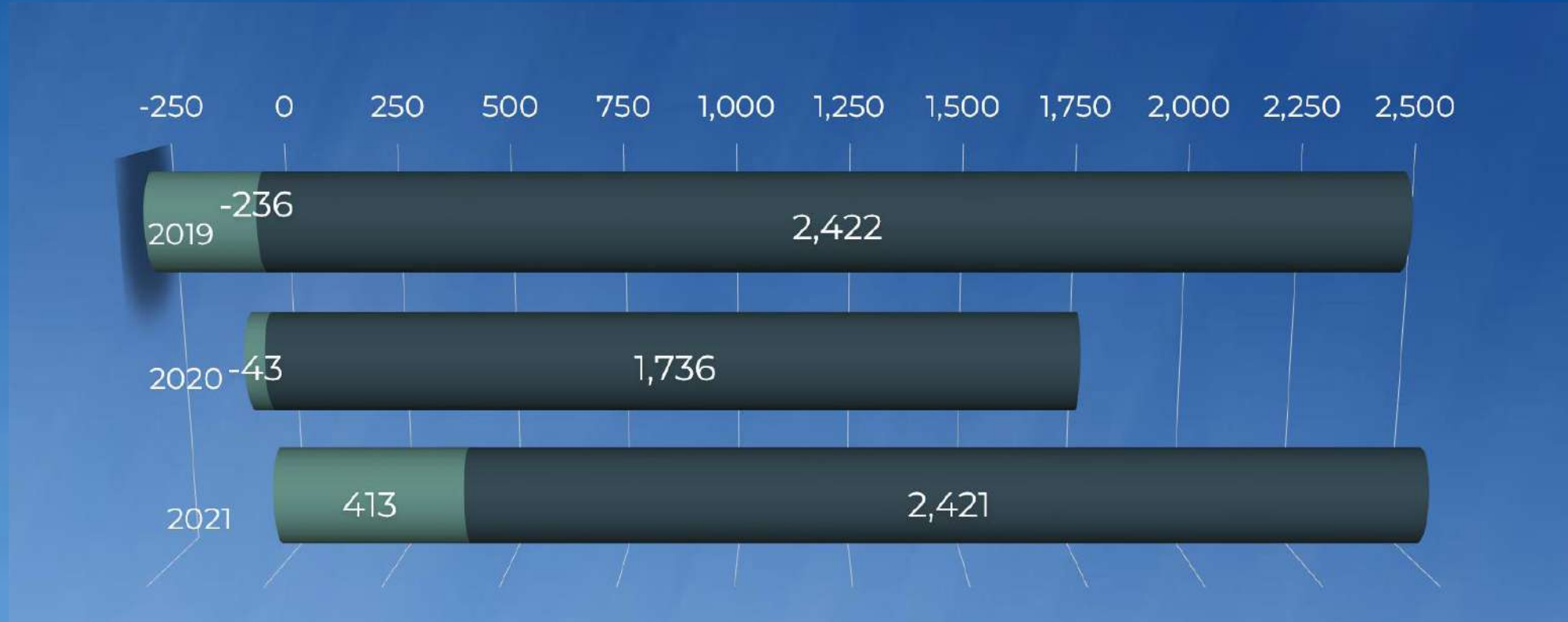
ACCESSIONS

THROUGH YEAR-END 2020



NEW CONGREGATIONS

IN THE LAST 36 MONTHS

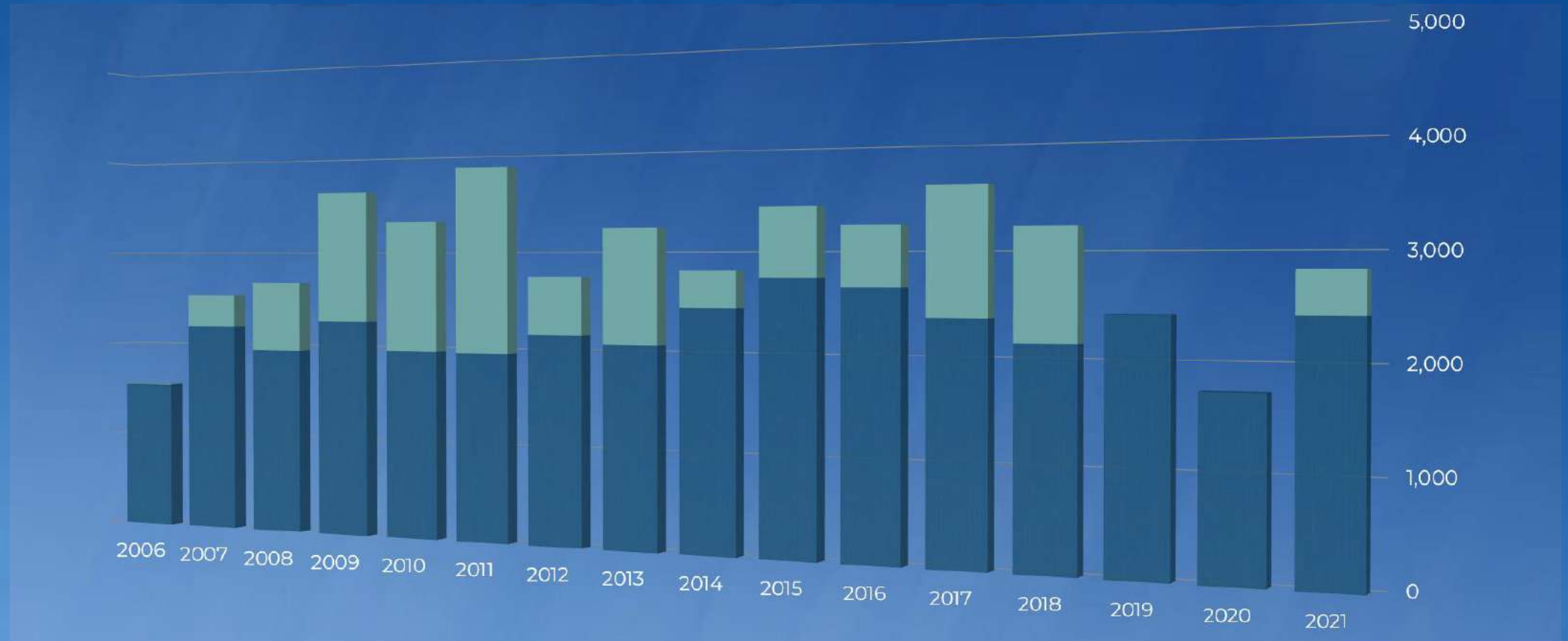


New Companies



New Churches

NEW CONGREGATIONS

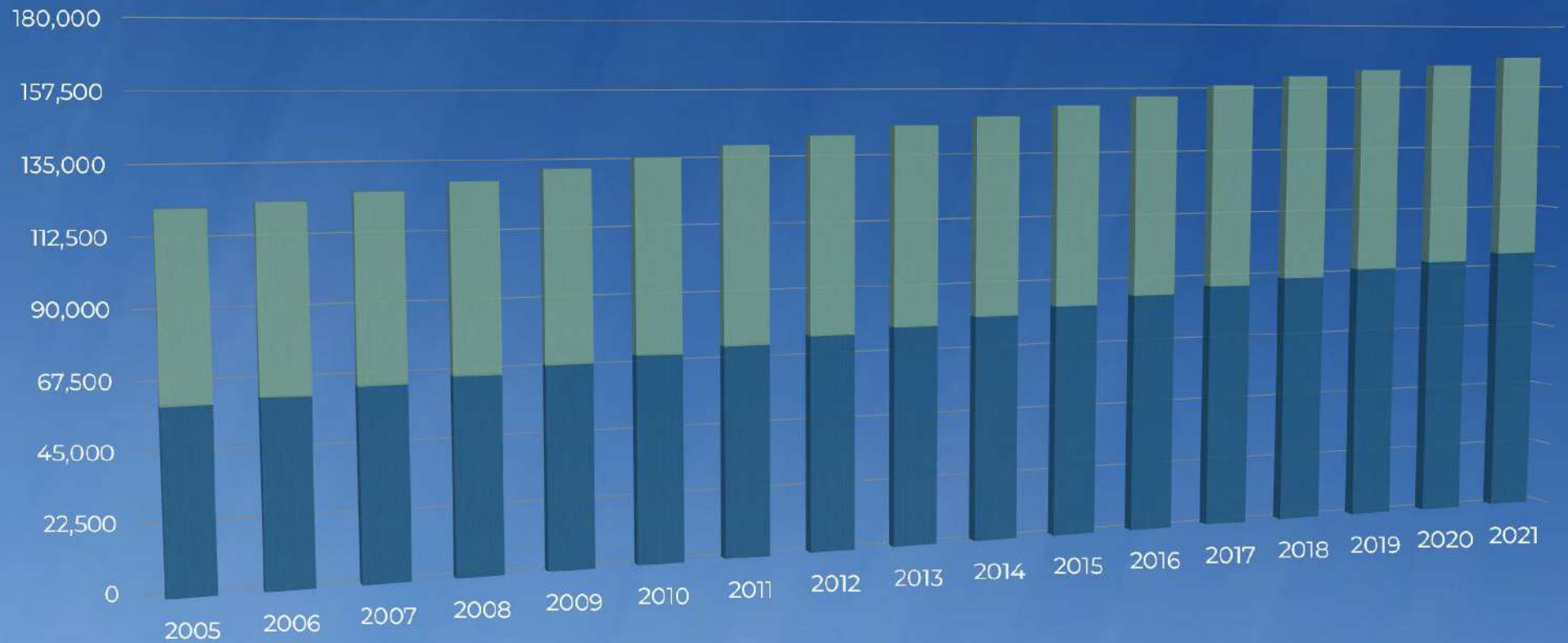


New Companies



New Churches

TOTAL CONGREGATIONS



Total Companies



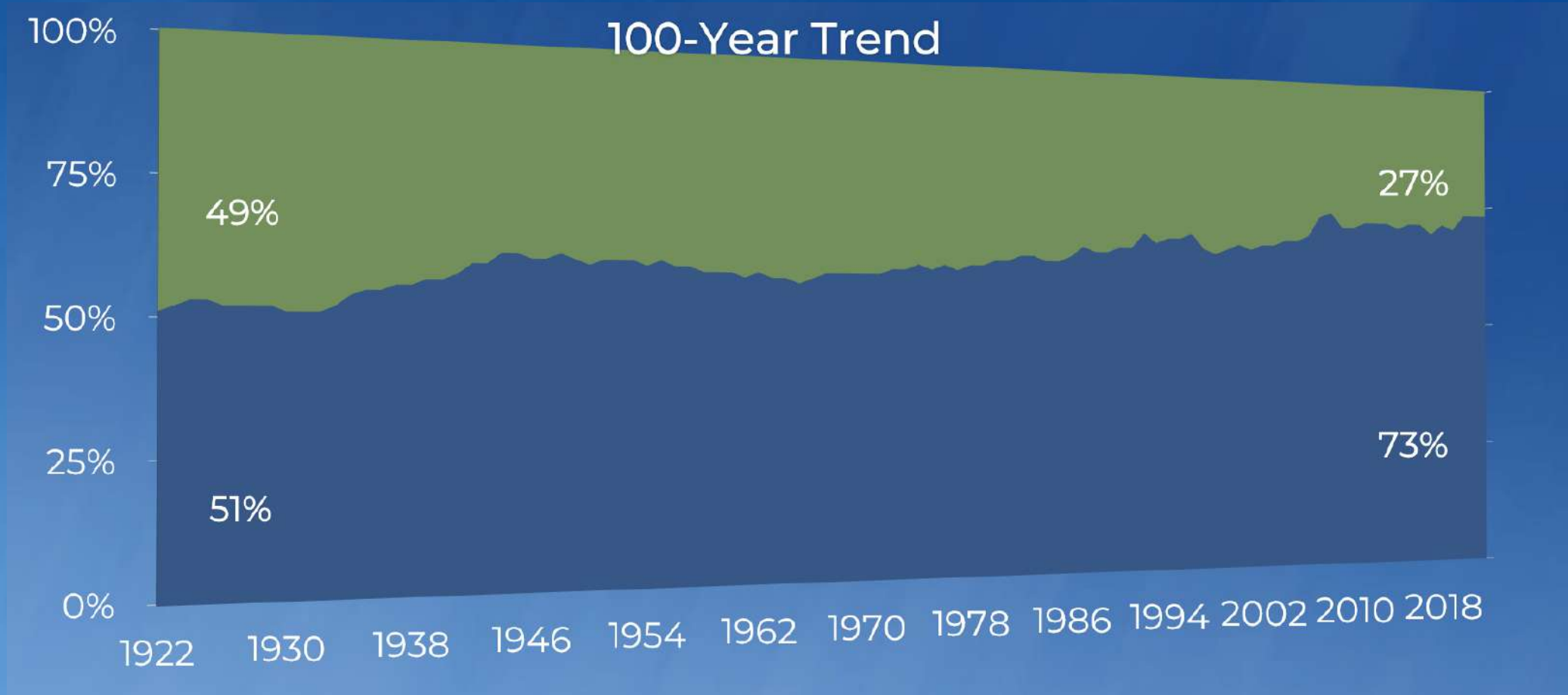
Total Churches

GLOBAL TITHES AND OFFERINGS



■ Tithes ■ Offerings

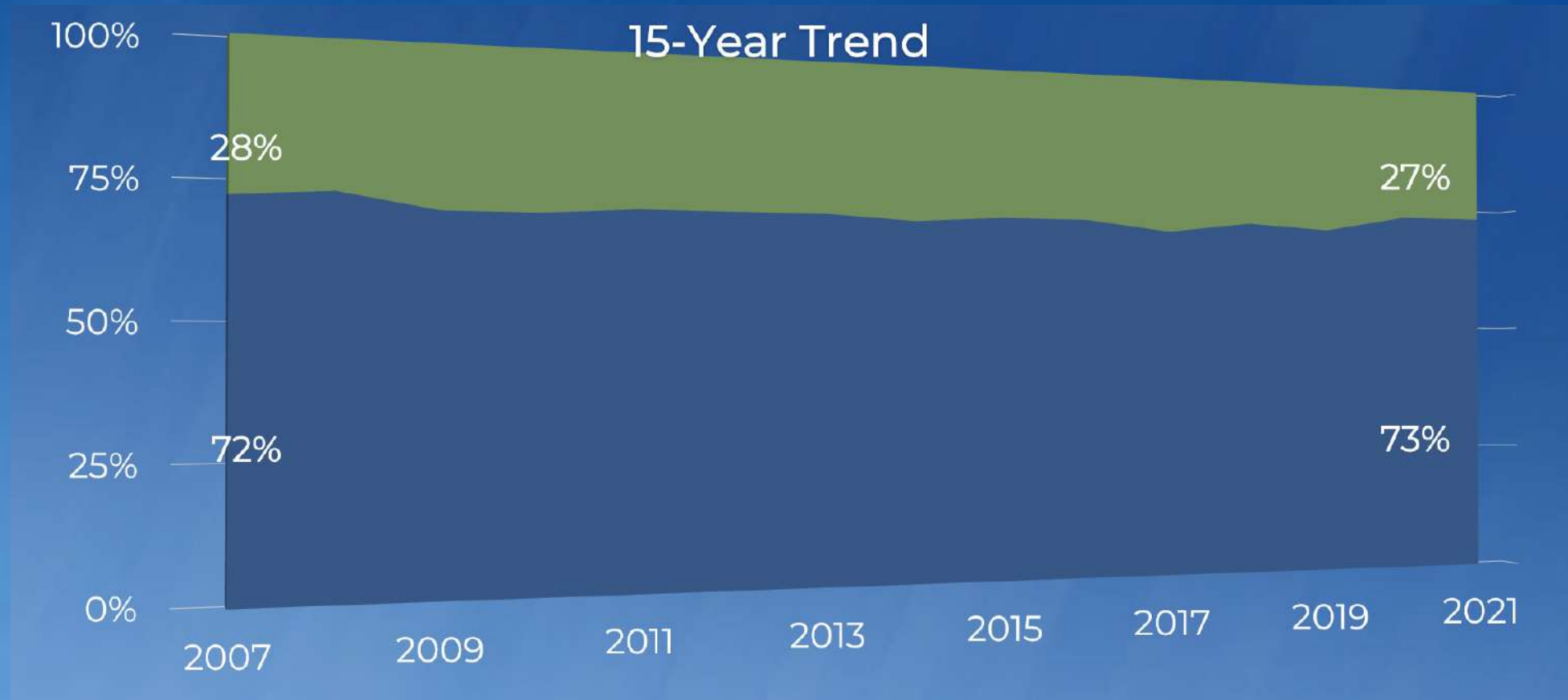
GLOBAL TITHES AND OFFERINGS



■ Tithes ■ Offerings

COMPARING TITHE TO OFFERINGS
(PERCENT OF TOTAL GIVING)

GLOBAL TITHES AND OFFERINGS

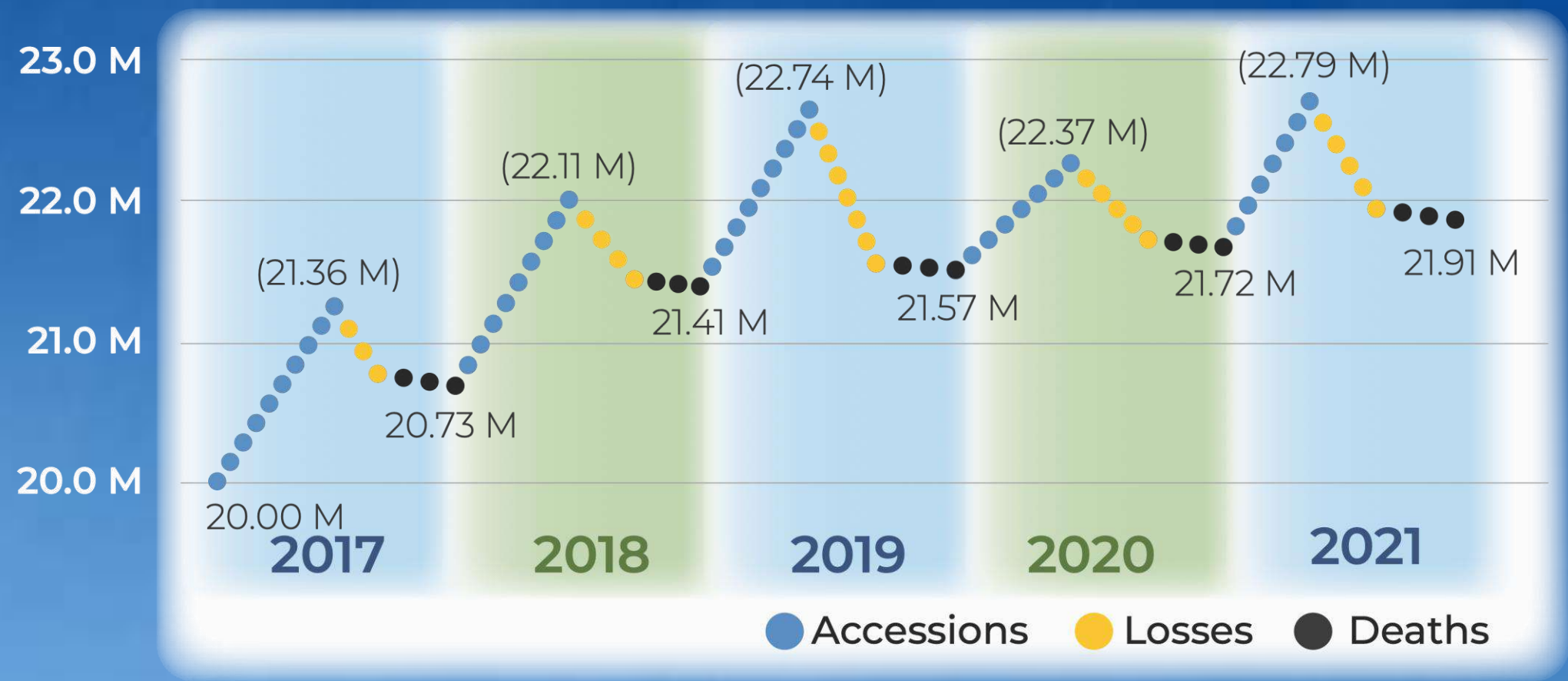


■ Tithes ■ Offerings

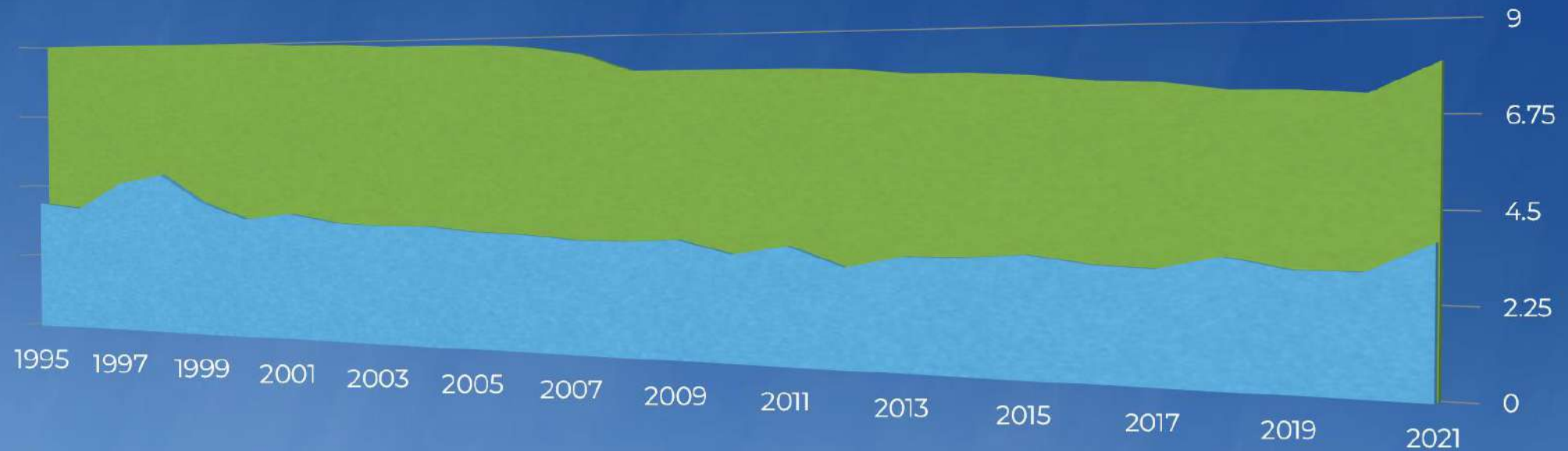
COMPARING TITHE TO OFFERINGS
(PERCENT OF TOTAL GIVING)

CHANGES IN MEMBERSHIP

OVER FIVE YEARS

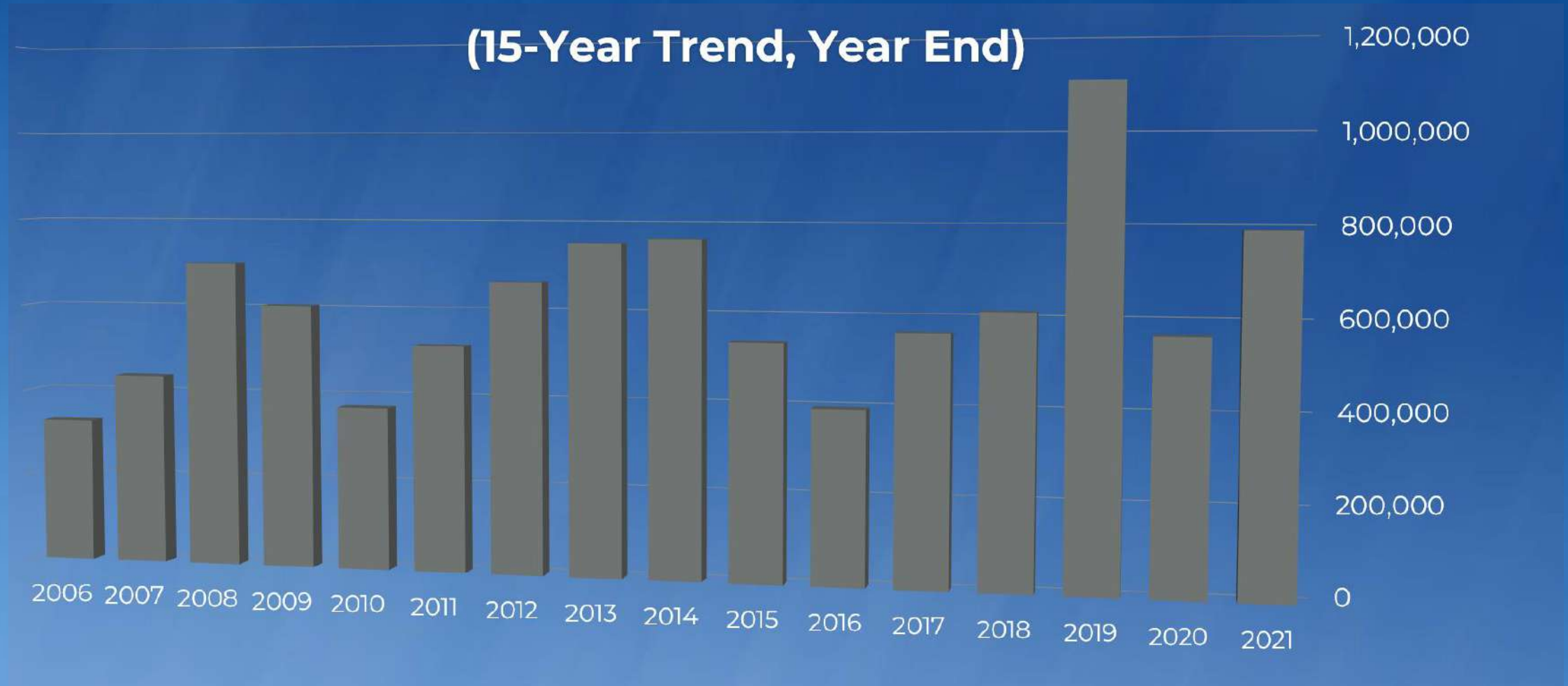


MORTALITY RATES



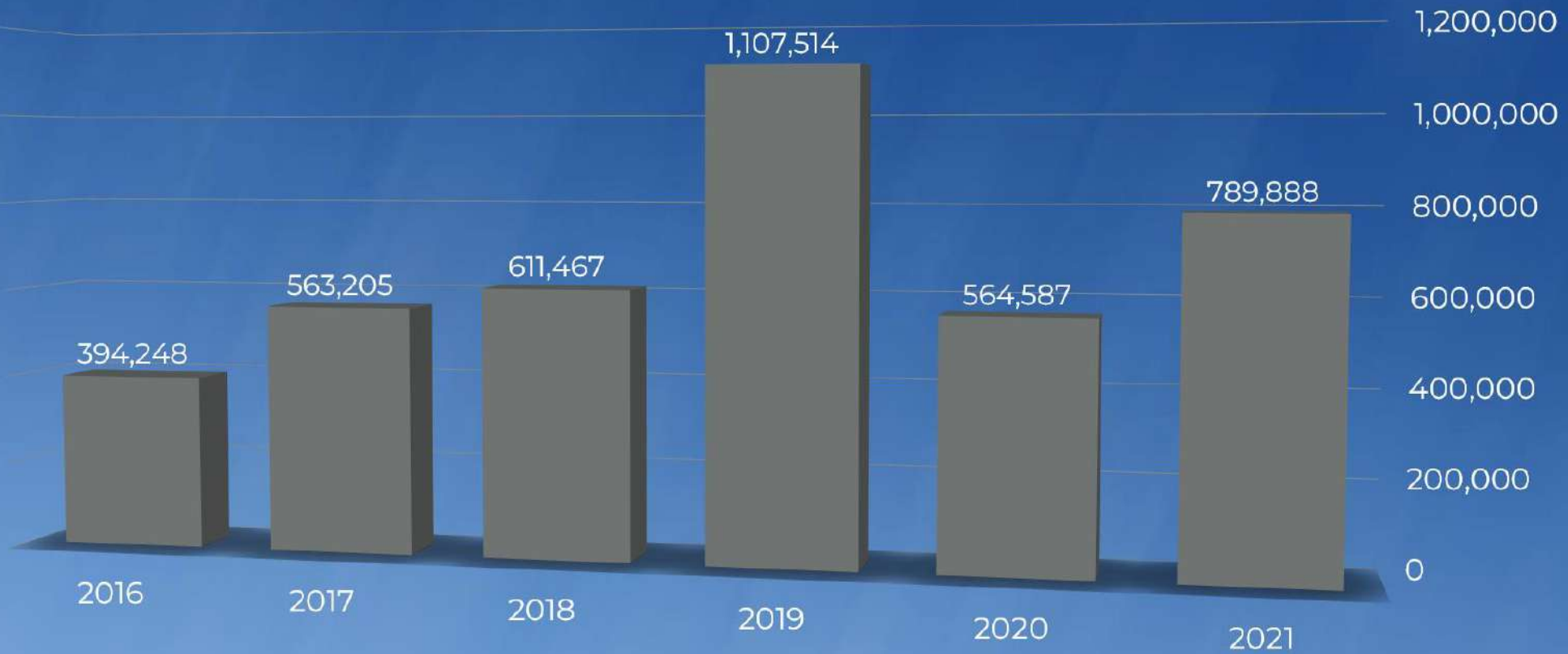
Adventist
General Population

LOSSES

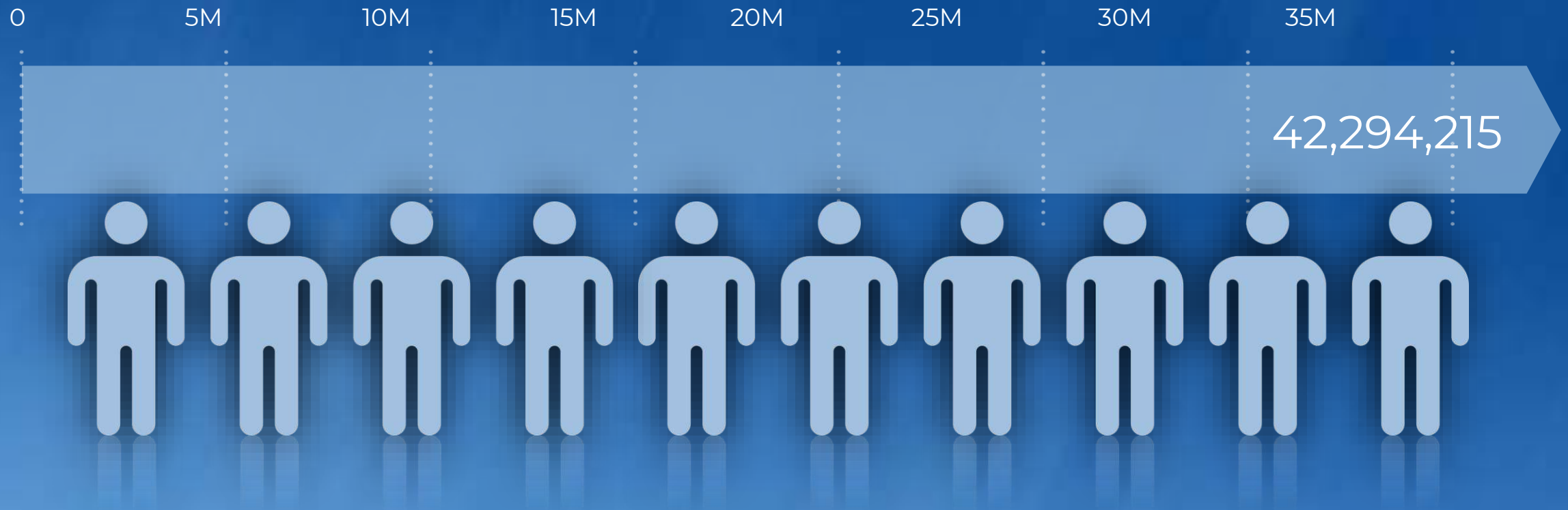


LOSSES

(Through Year-end 2020)



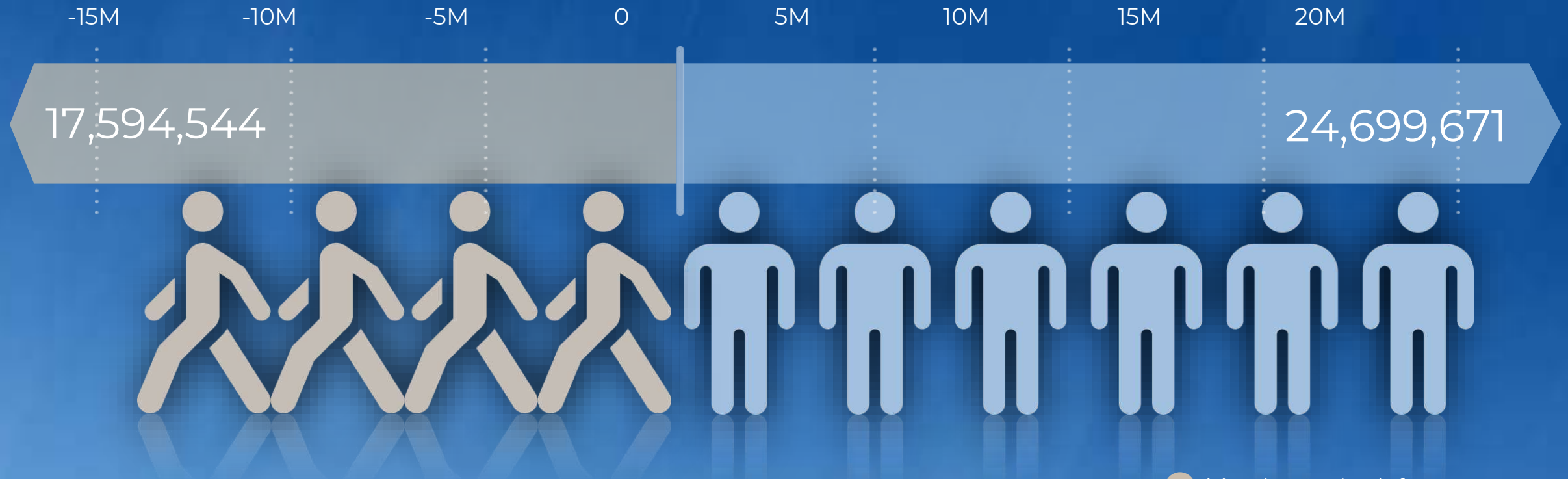
TOTAL MEMBERS



SINCE 1965, 42,294,215 PEOPLE HAVE BEEN MEMBERS OF THE SEVENTH-DAY ADVENTIST CHURCH

● New Members

MEMBERS WHO LEAVE



SINCE 1965, 42,294,215 PEOPLE HAVE BEEN MEMBERS OF THE SEVENTH-DAY ADVENTIST CHURCH.

OF THOSE, 17,594,544 HAVE CHOSEN TO LEAVE.

OUR NET LOSS RATE IS 42%.

IN EFFECT, 4 OF EVERY 10 CHURCH MEMBERS ARE SLIPPING AWAY.

- Members who left
- Members who stayed

- It's rarely because of theological differences
- It's usually because they go through a crisis in life
- Or they experience conflict in the church community
- They feel un-missed, un-cared for, unimportant
- Most don't deliberately decide to *not* be a Seventh-day Adventist
- It just happens...They slip through the cracks

WHY MEMBERS LEAVE



HAVING EXAMINED ONE OF THE MAJOR CHALLENGES FACING THE
WORLD CHURCH, THAT OF MEMBER LOSS, LET'S NOW TURN TO WHAT
THE GC SECRETARIAT IS DOING TO OVERCOME THIS CHALLENGE.



DISCIPLESHIP AND RETENTION

GERSON SANTOS





THE GREAT COMMISSION



STATISTICS ON MEMBERSHIP



MISSION GIVEN BY CHRIST

Reach the world:
Believe
His Prophets



RECOMMENDATIONS

- Regular membership review process
- Reach out to former and inactive members



SUMMIT RESOURCES



[SITEMAP](#) [CONTACT](#) [SEARCH](#) [MENU](#)

[About](#) [ASTR Sites](#) [Records Management](#) [Scholarship and Research](#) [Get Involved](#)

[DIRECTORY](#) [ENCYCLOPEDIA](#) [ONLINE ARCHIVES](#) [RESEARCH](#) [STATISTICS](#) [YEARBOOK](#)



Search Results

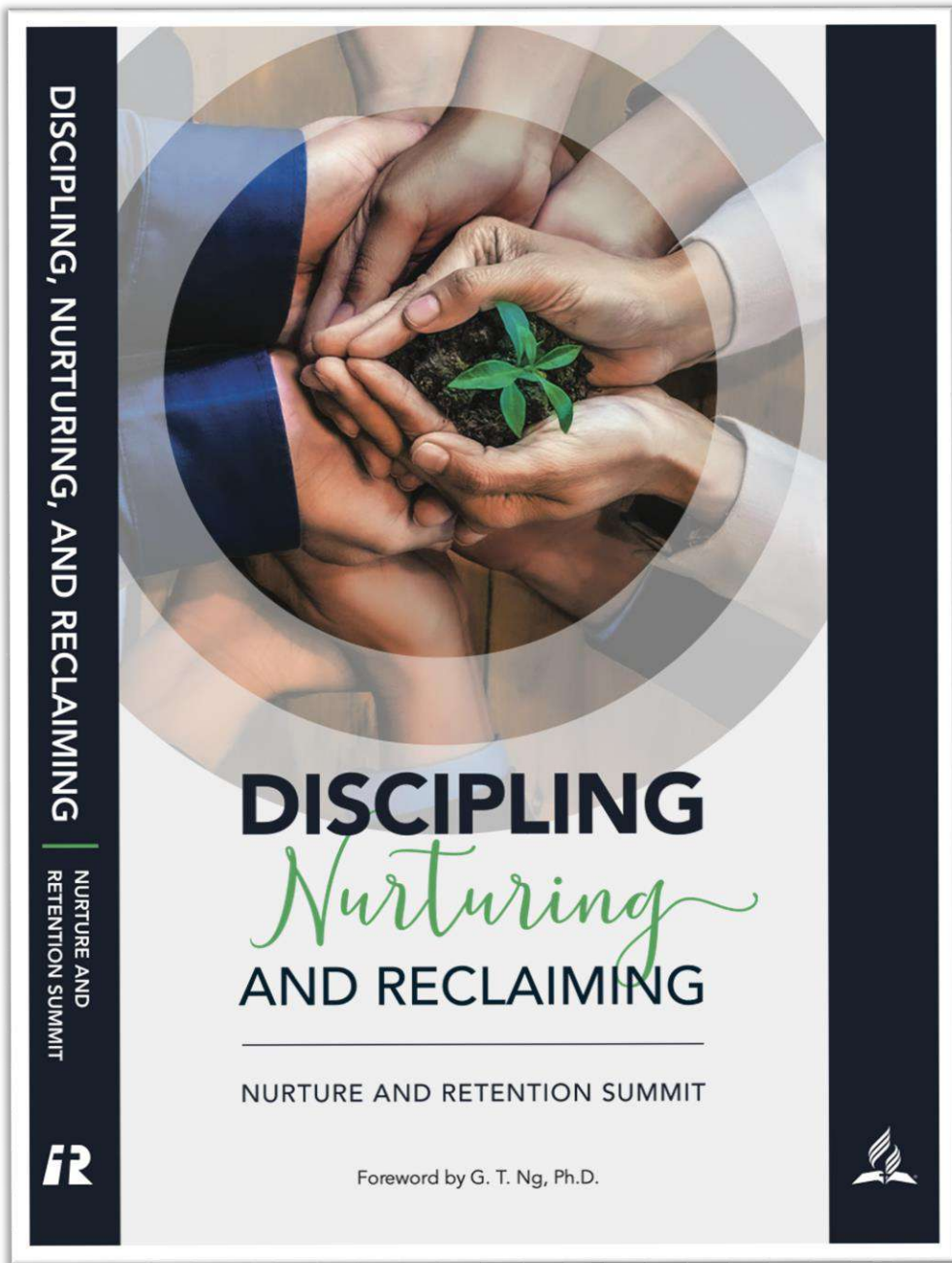
[WELCOME](#) > [SEARCH RESULTS](#)

60 Results found for "summit"

1. General Conference of Seventh-day Adventists Nurture and Retention Summits

RELATED RESOURCES

Tweets by [@AdventArchives](#)



SUMMIT BOOK PUBLICATION

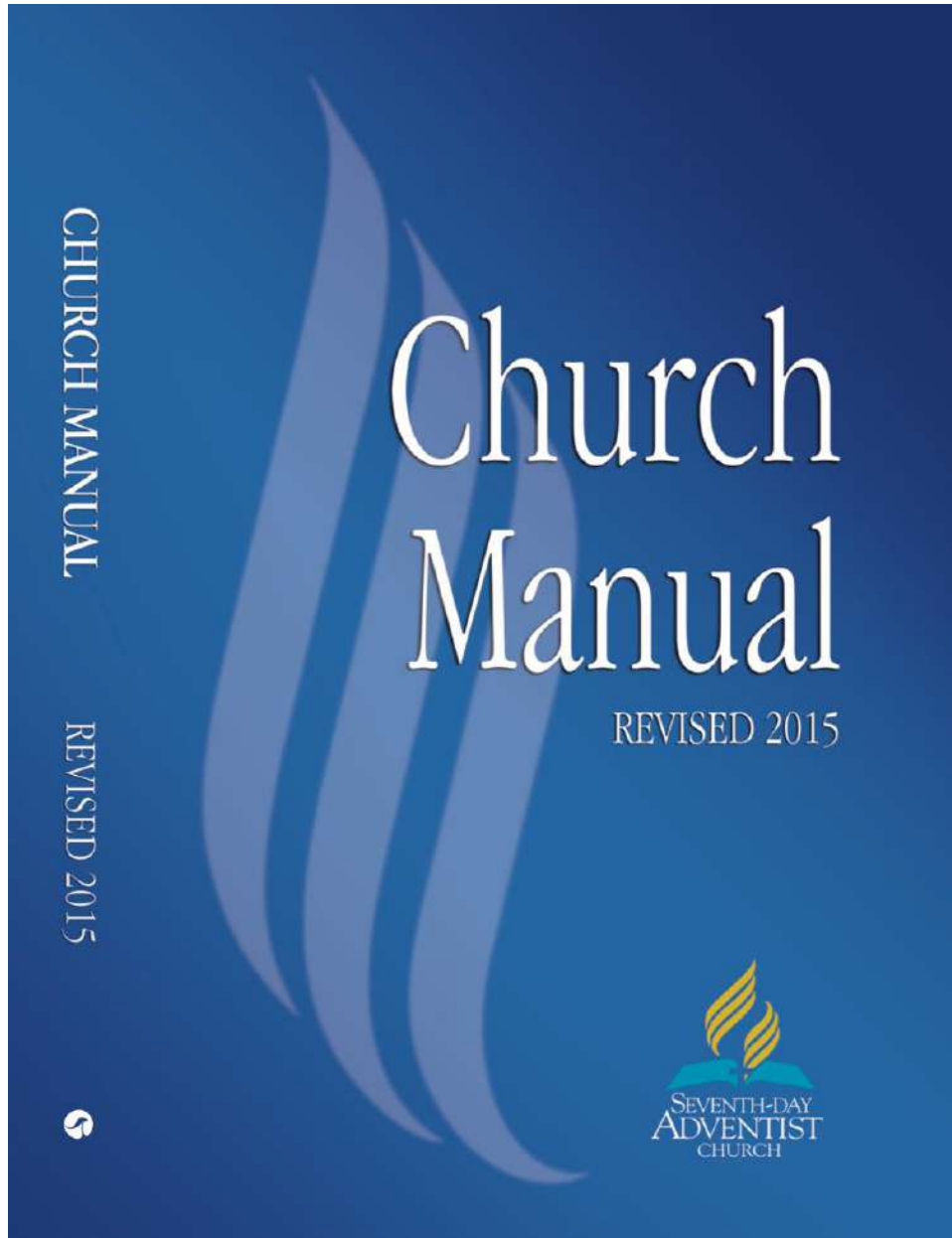
- 
- A close-up photograph of two hands shaking in a firm grip. The hand on the right is wearing a black digital wristwatch. The background is a blurred outdoor scene with green trees and a path.
- Intentional disciple-making process
 - Redemptive membership review
 - Meaningful reclaiming ministry

SPECIFIC INITIATIVES

THE DISCIPLE-MAKING AND RECLAIMING COMMITTEE

- Recommend proposals for improving the retention rate
- Facilitate plans that address "I Will Go" objectives
- Identify, assess, and promote strategies and resources
- Promote a clear and comprehensive vision for discipleship





CHURCH MANUAL


St. LOUIS 2022
61ST GENERAL CONFERENCE SESSION



DISCIPLE-MAKING PROCESS



The shepherd who discovers that one of his sheep is missing does not look carelessly upon his flock... He counts and recounts the flock. When he is sure that one sheep is lost, he slumbers not... He makes every effort to find that one lost sheep...
(COL, 187).



RESCUE STARTS WITH COUNTING THE FLOCK

REDEMPTIVE MEMBERSHIP REVIEW



2022 ANNUAL COUNCIL





MEMBERSHIP REVIEW IN DIVISIONS

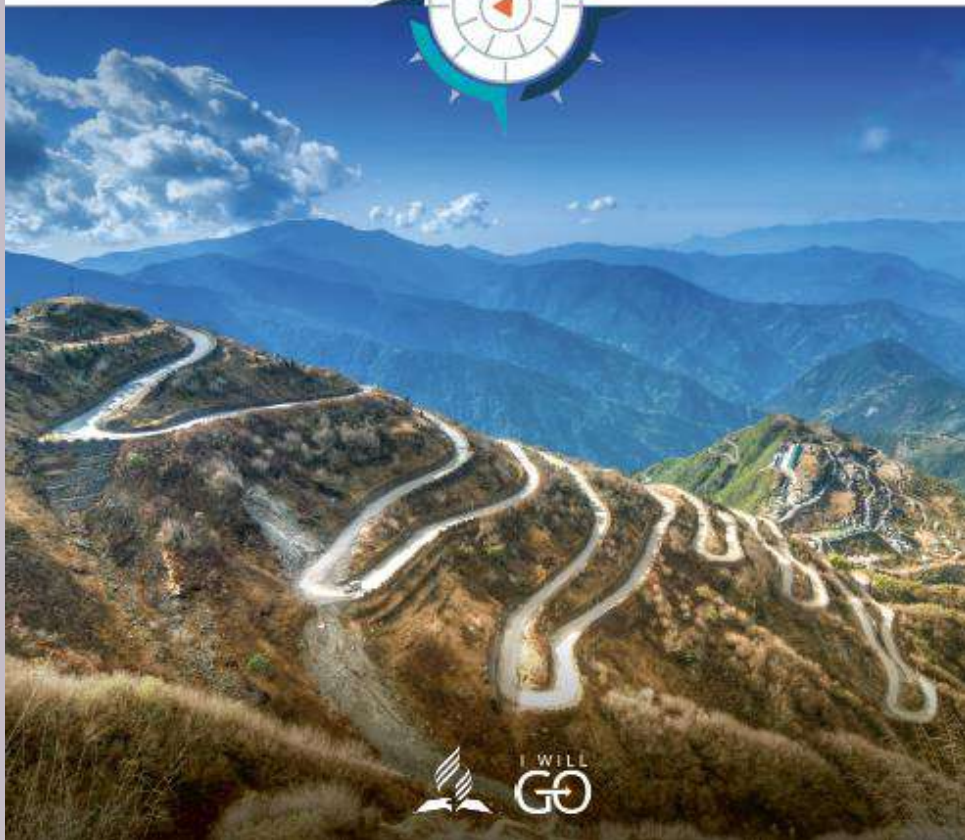
HENSLEY MOOROOVEN

SECRETARIAT STRATEGIC PLAN

2020



2025



GENERAL CONFERENCE SECRETARIAT STRATEGIC PLAN

STRATEGIC ISSUE # 5

REDEMPTIVE MEMBERSHIP REVIEW

Through the years, there has been a disparity between membership records and actual church attendance on Sabbath.



STRATEGIC ISSUE # 5

REDEMPTIVE MEMBERSHIP REVIEW

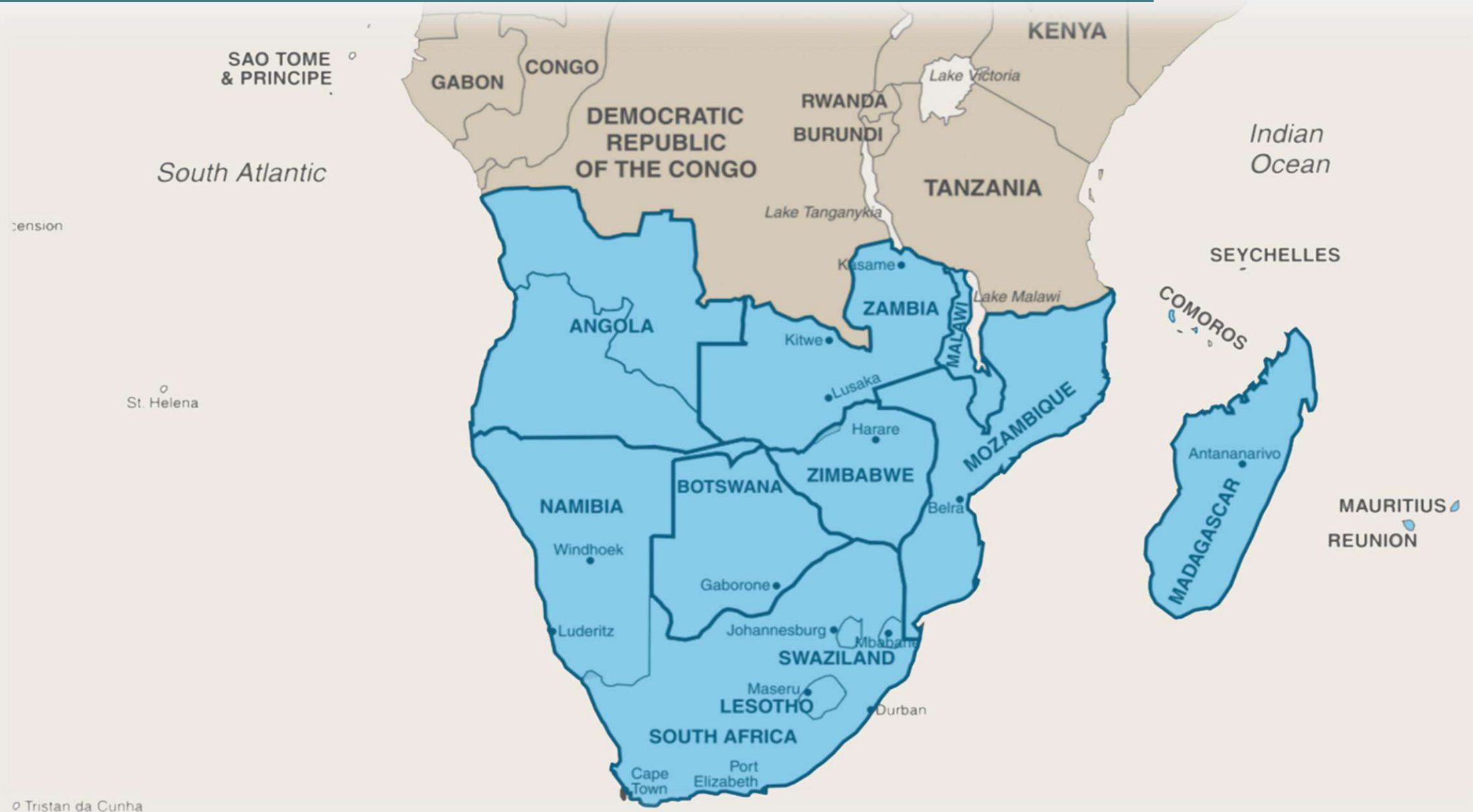
A significant increase in the proximity between electronic membership report and officially reported numbers.





HOW TWO WORLD DIVISIONS IMPLEMENTED AN ELECTRONIC MEMBERSHIP SYSTEM

SOUTHERN AFRICA-INDIAN OCEAN DIVISION (SID)



SOUTHERN ASIA PACIFIC DIVISION (SSD)



2022 ANNUAL COUNCIL



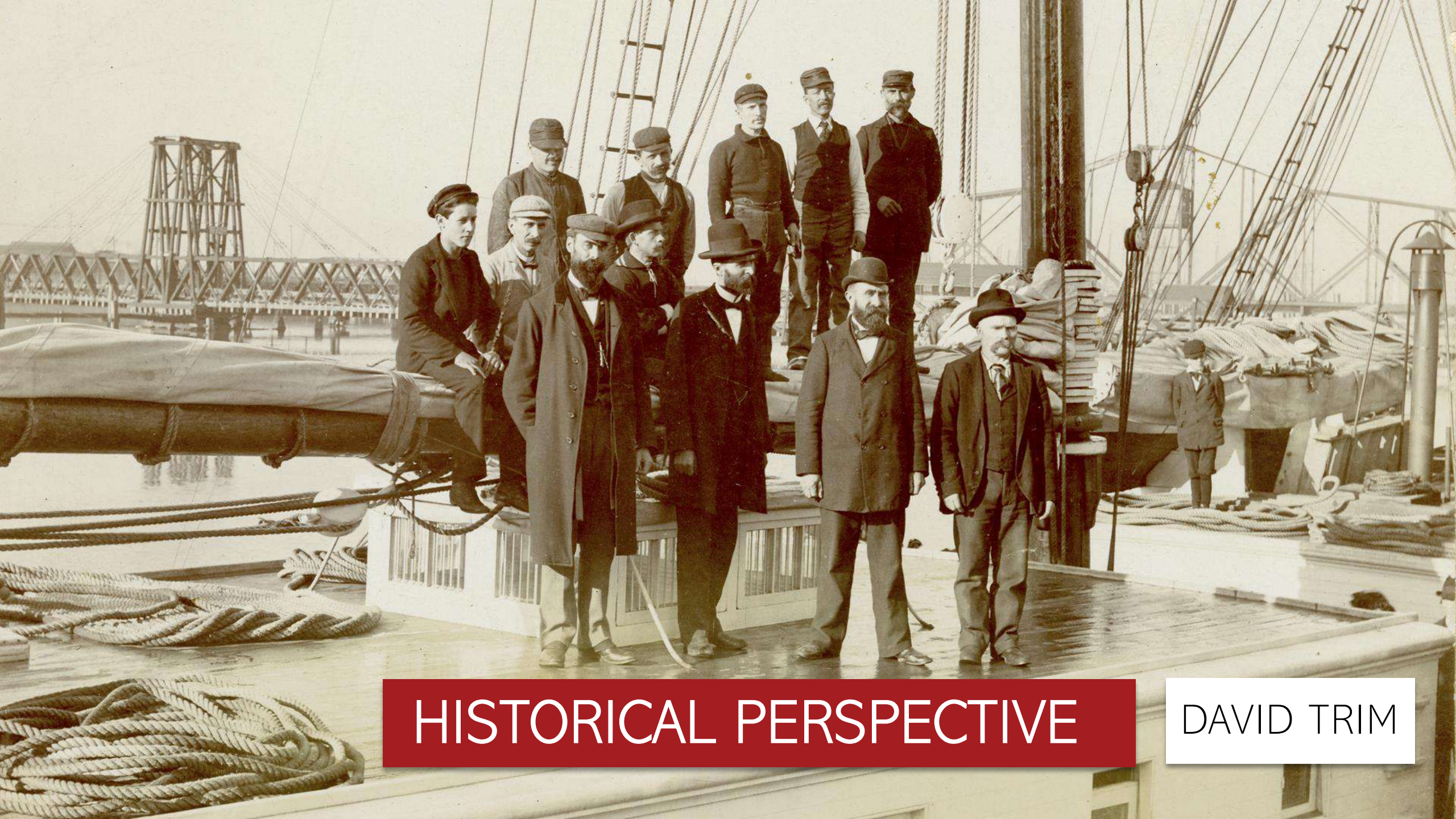
MISSION REFOCUS







"CHRISTIANS ARE ALWAYS
IN MISSION."

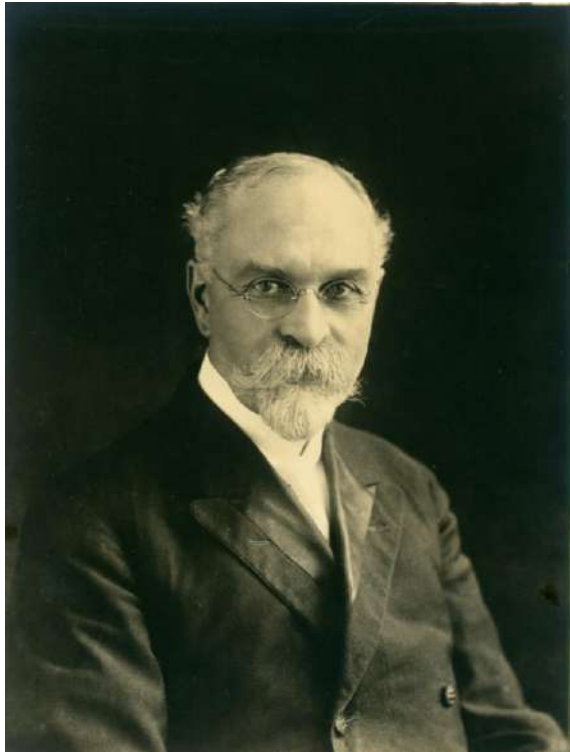


HISTORICAL PERSPECTIVE

DAVID TRIM

VISIONARIES OF WORLDWIDE MISSION

Arthur G. Daniells
(President 1901-1922)



William A. Spicer
(Secretary 1903-1922, President 1922-1930)

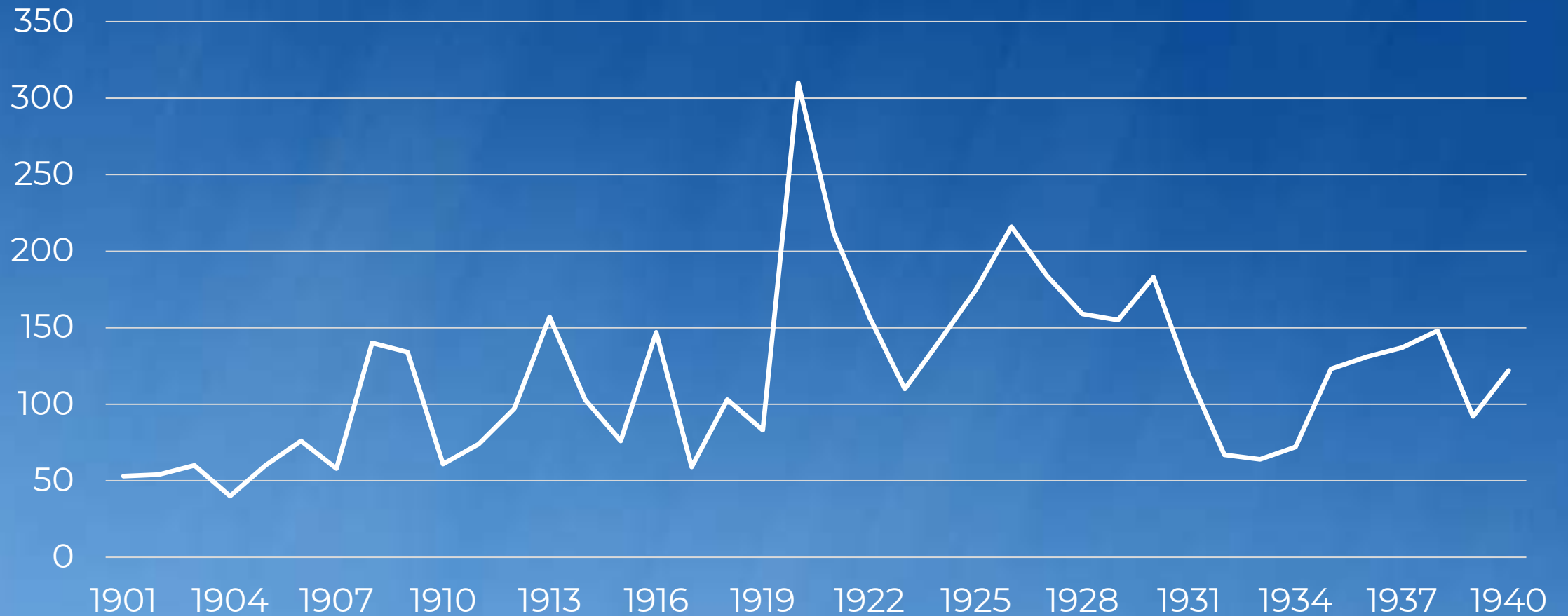


SPICER IN 1922

“The cause of world-wide missions is not something in addition to the regular work of the church. . . . To carry the one message of salvation to all peoples . . . is the aim of every conference, every church, every believer.”

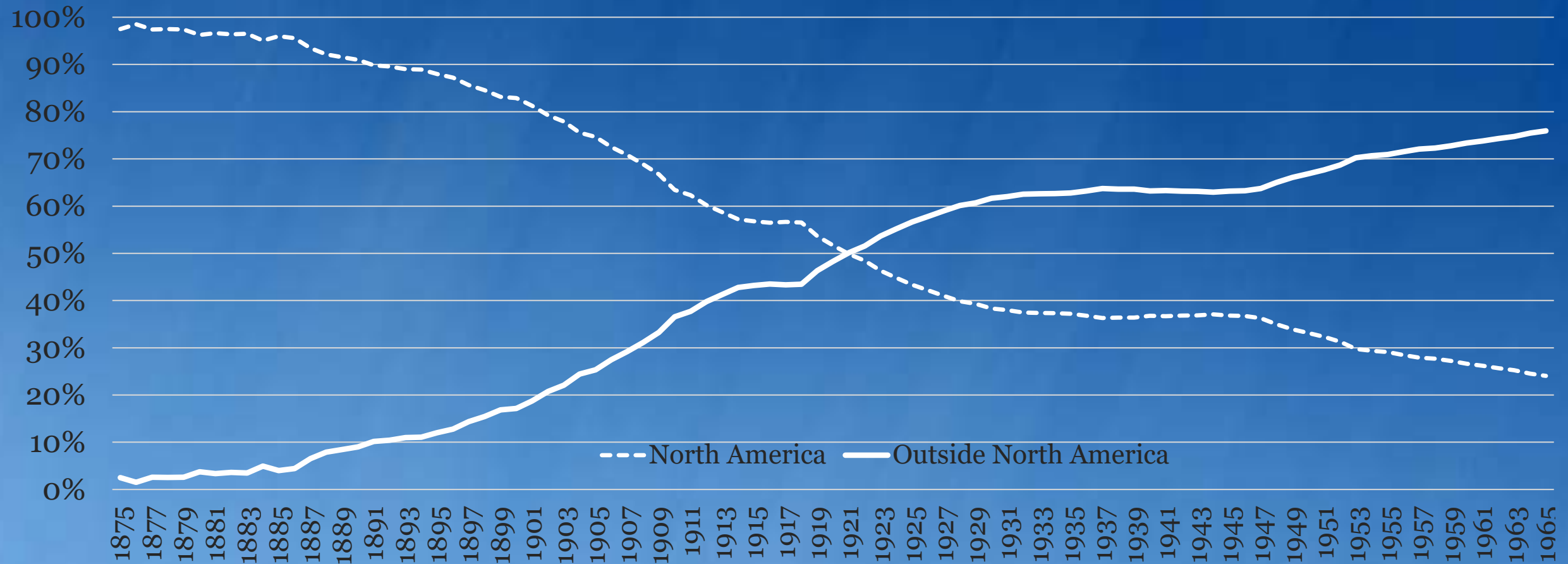


NEW MISSIONARIES DISPATCHED, 1901–1940

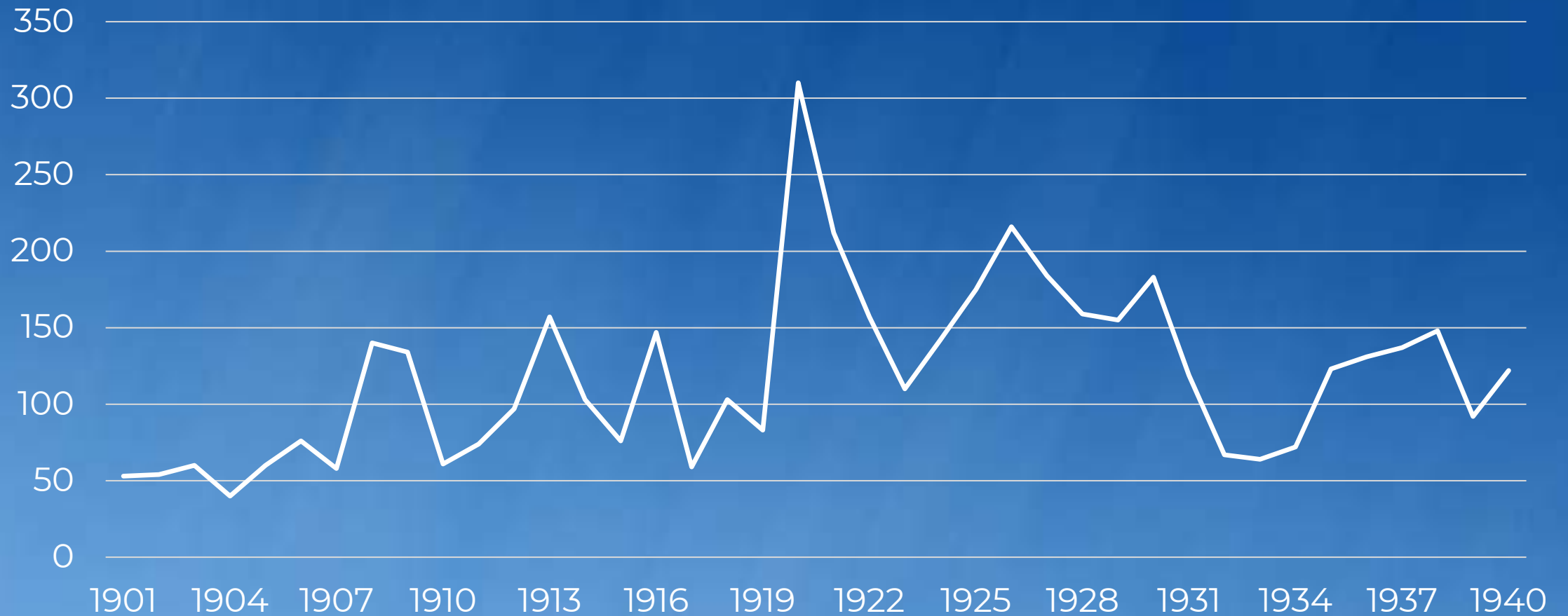


IN THE FIRST TWENTY YEARS
AFTER THE 1901 REFORMS,
THE SEVENTH-DAY ADVENTIST
CHURCH SENT OUT 2,257 NEW
MISSIONARIES.

PERCENTAGE OF TOTAL MEMBERSHIP INSIDE AND OUTSIDE NORTH AMERICA, 1875-1965



NEW MISSIONARIES DISPATCHED 1901–1940



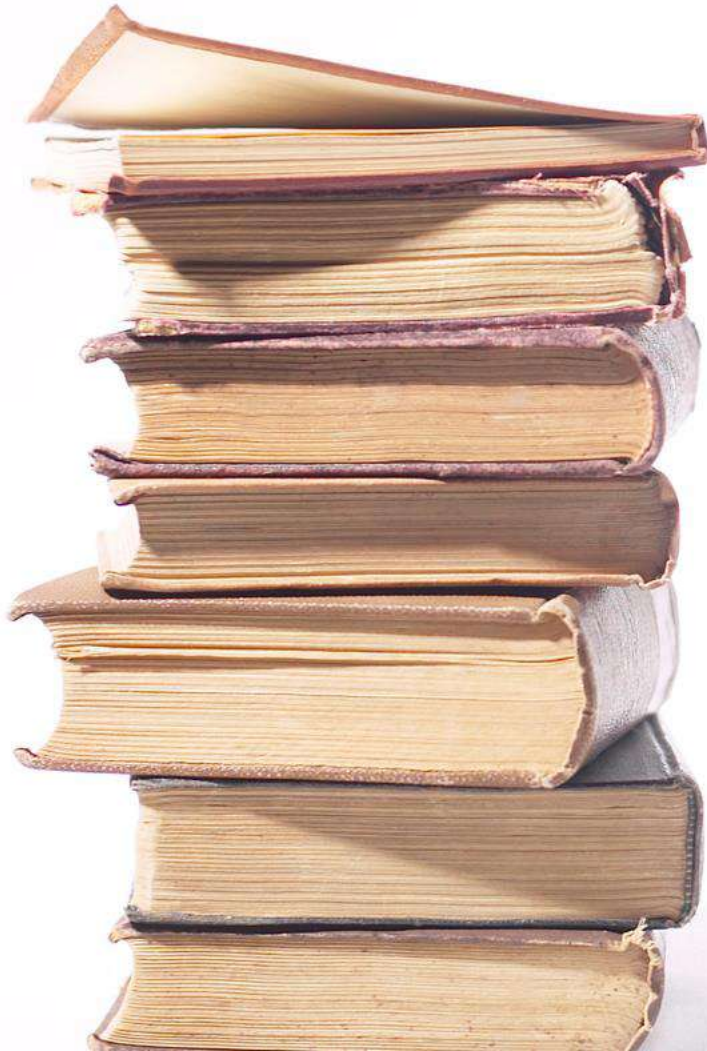
MISSION LEADERS OF BOLDNESS

J. Lamar McElhany
(President 1936-1950)



Ernest D. Dick
(Secretary 1936-1952)



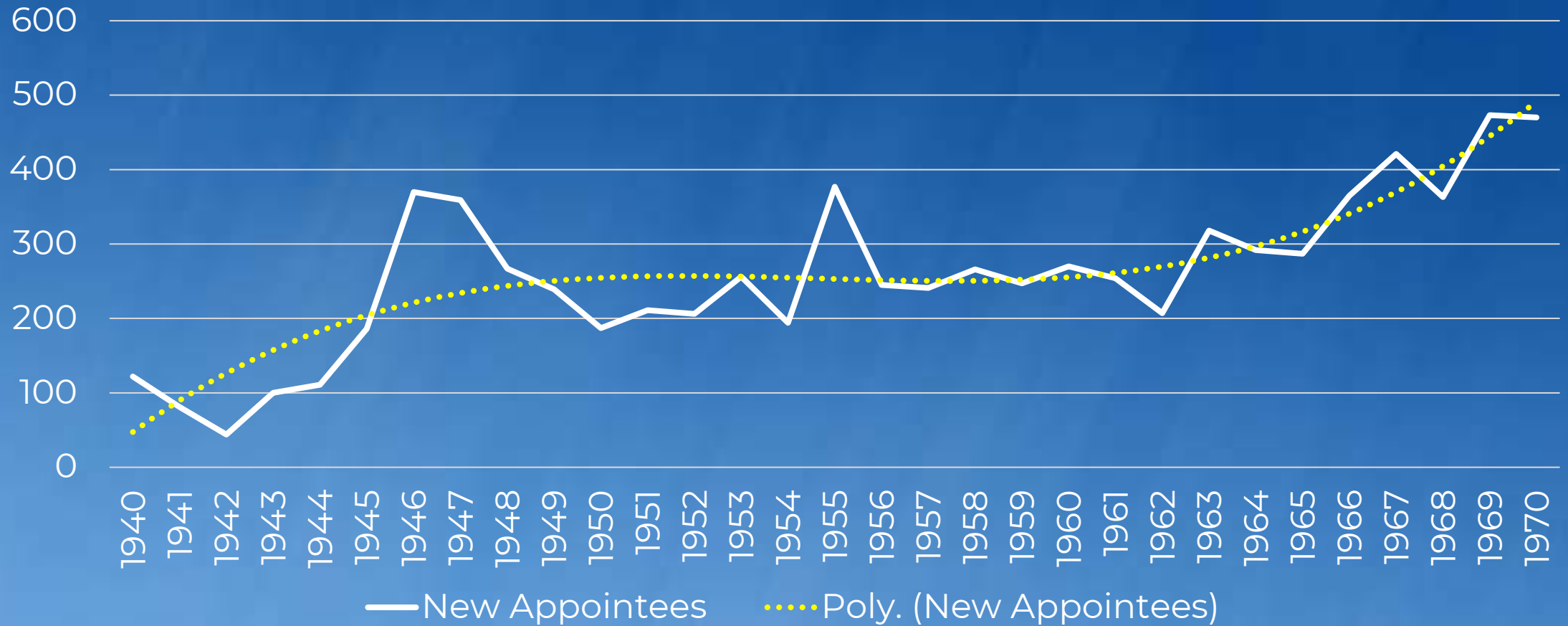


EVEN IN THE FIFTEEN YEARS FROM THE START
OF THE GREAT DEPRESSION UNTIL THE END
OF WORLD WAR II, 1,597 NEW APPOINTEES
WERE SENT OUT TO THE MISSION FIELD.

IN TWENTY-FIVE YEARS, 1946-1970, THE
NUMBER OF NEW "WORKERS SENT TO
MISSION FIELD" TOTALED 7,385.



NEW MISSIONARIES DISPATCHED, 1940–1970

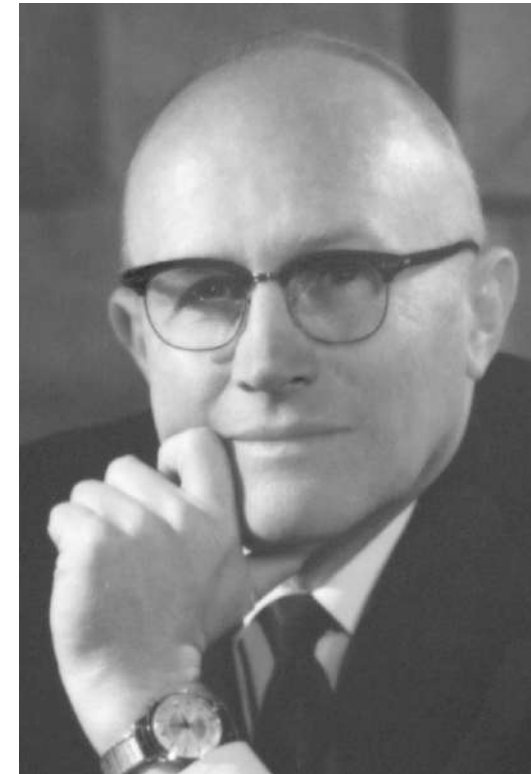


PRESIDENTS COMMITTED TO MISSION

Reuben R. Figuhr
(President 1952-1966)



Robert H. Pierson
(President 1966–1979)



A SECRETARY COMMITTED TO MISSION

Walter R. Beach



"WE ARE A WORLD MISSIONARY CHURCH –
NOT JUST A CHURCH WITH MISSIONS IN
ALL THE WORLD."

(1964)

1969: 473 NEW MISSIONARIES

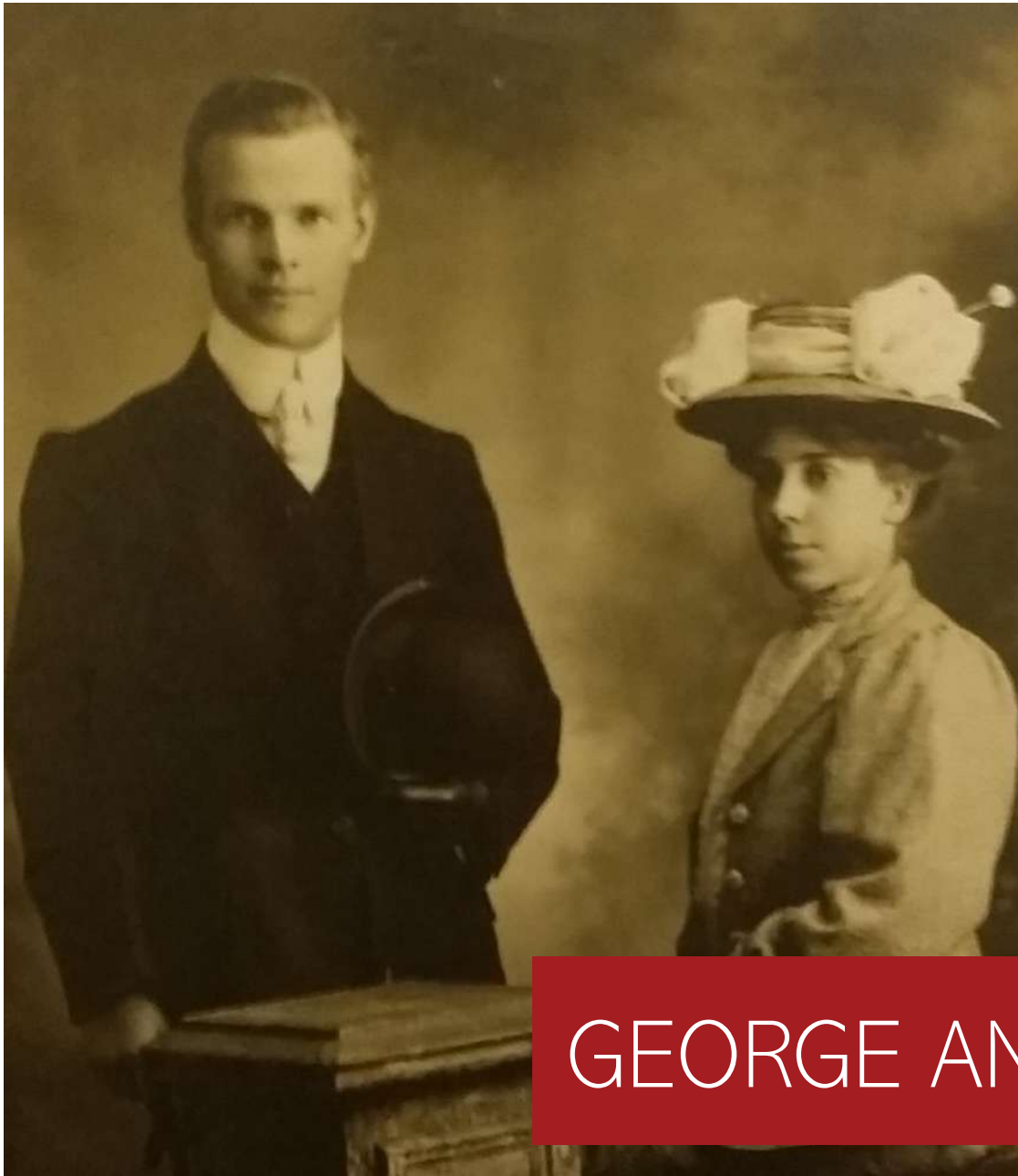
1970: 470 NEW MISSIONARIES

THEREAFTER: DECLINE



NEW MISSIONARIES PER 10,000 MEMBERS, 1901–2019





GEORGE AND MARY ANN KEOUGH 1908

GEORGE APPEL

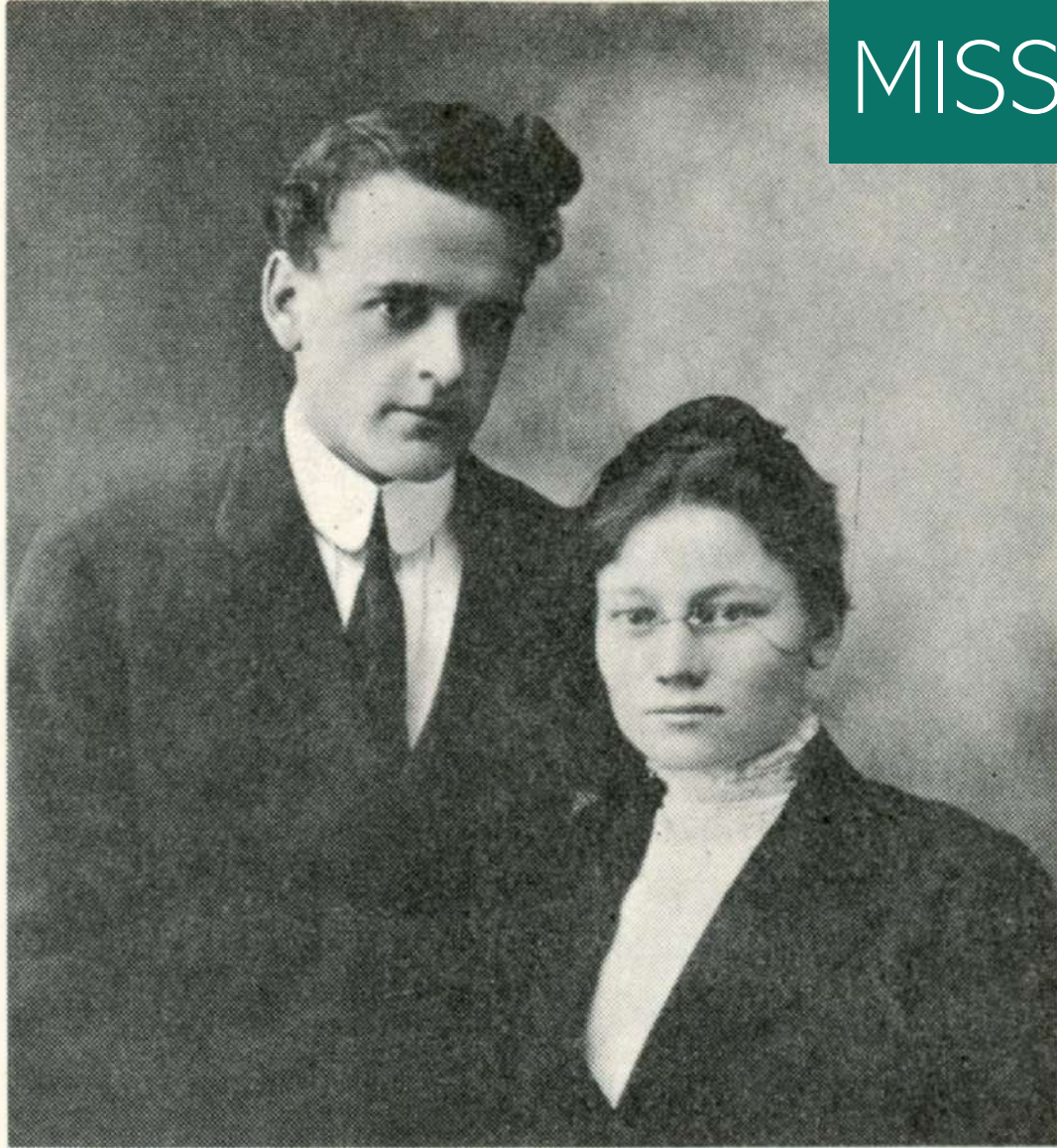
As a young man



With his wife Laura and their two sons, Melvin & Alva



MERRITT AND WILMA WARREN MISSIONARIES 1913-1960



EZRA AND INEZ LONGWAY MISSIONARIES 1918-1973

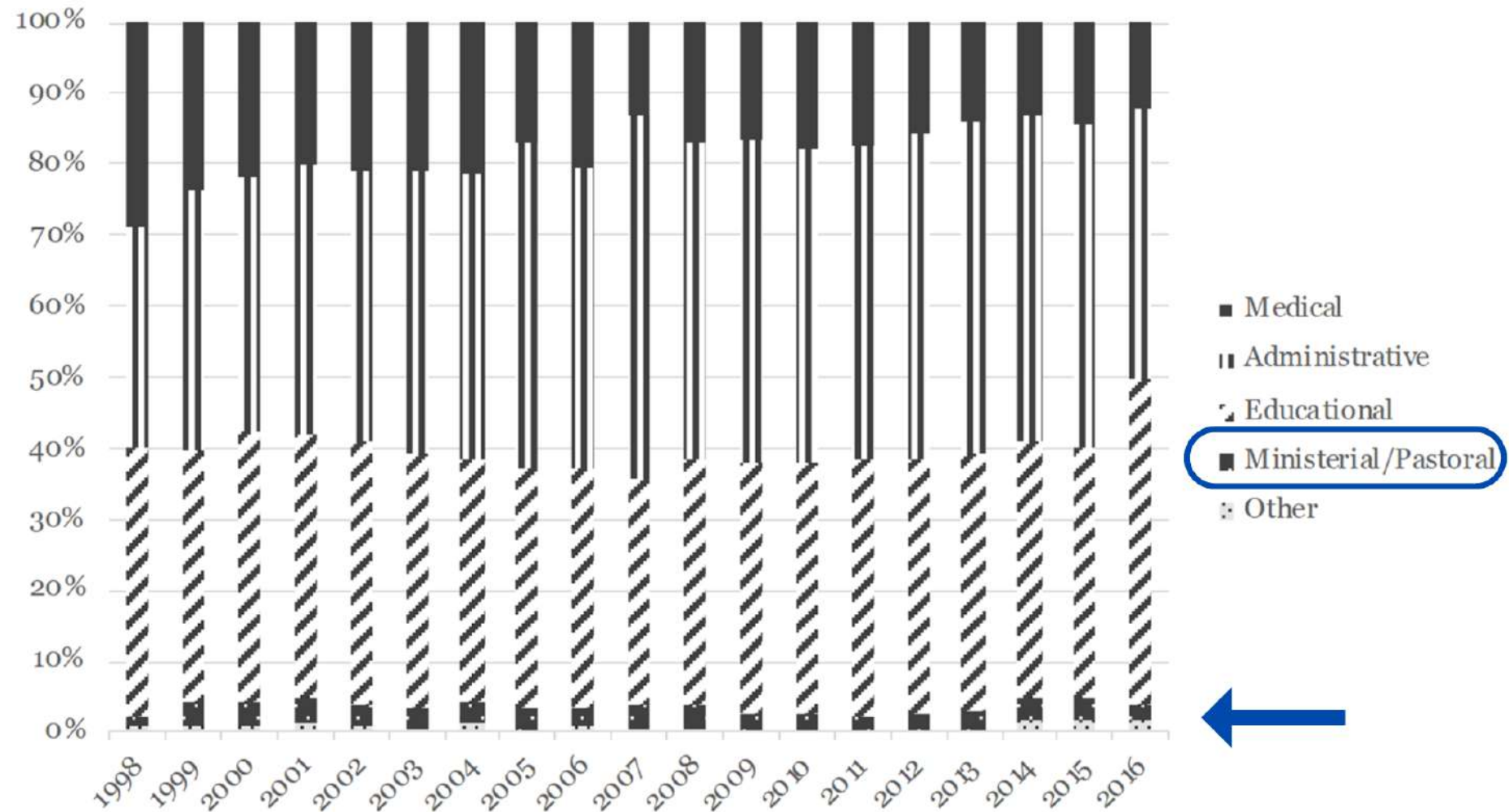
Ezra Longway
pictured in 1921 in Thailand







IDE/ISE EMPLOYMENT 1998-2016: TYPES OF EMPLOYMENT



2022 ANNUAL COUNCIL

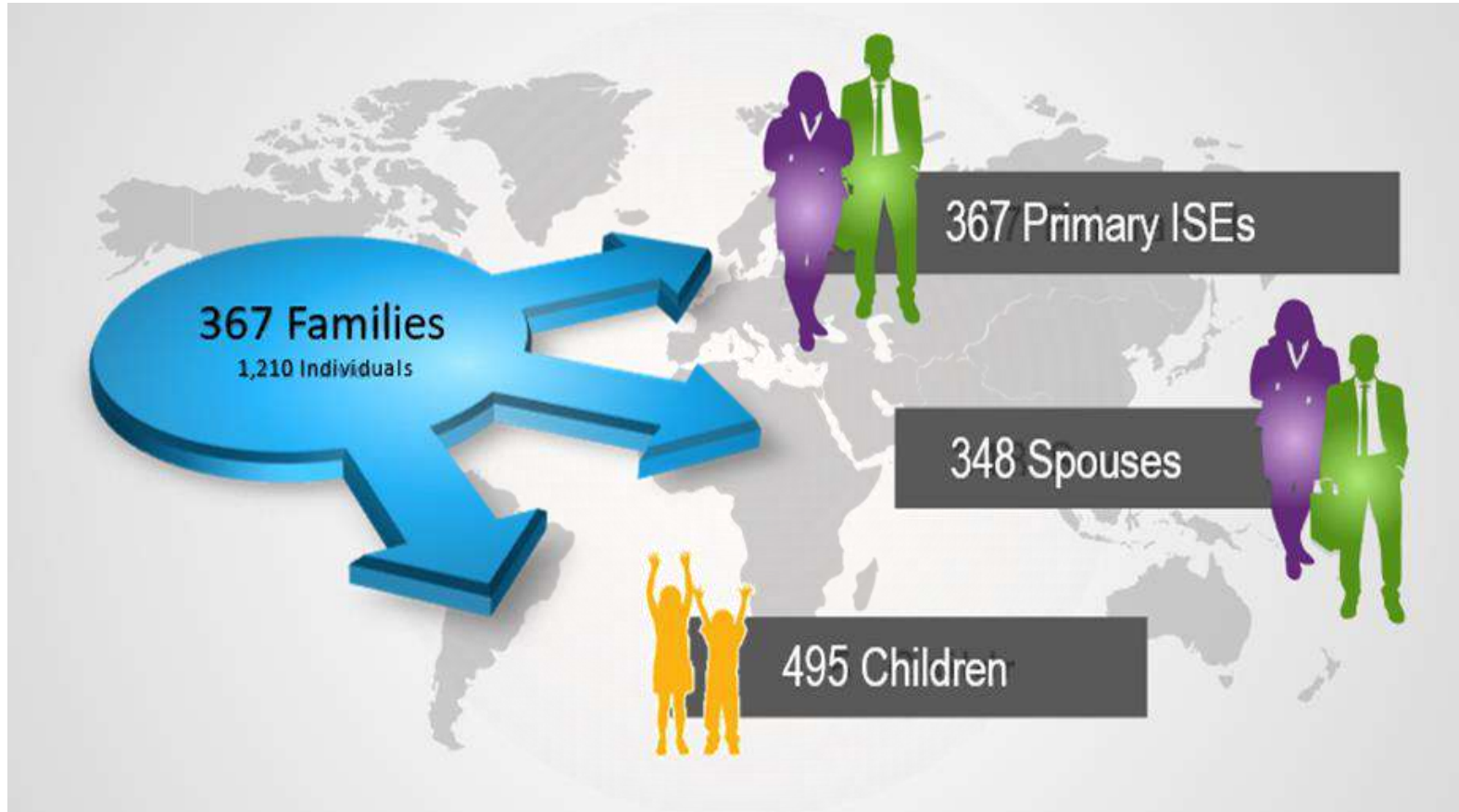




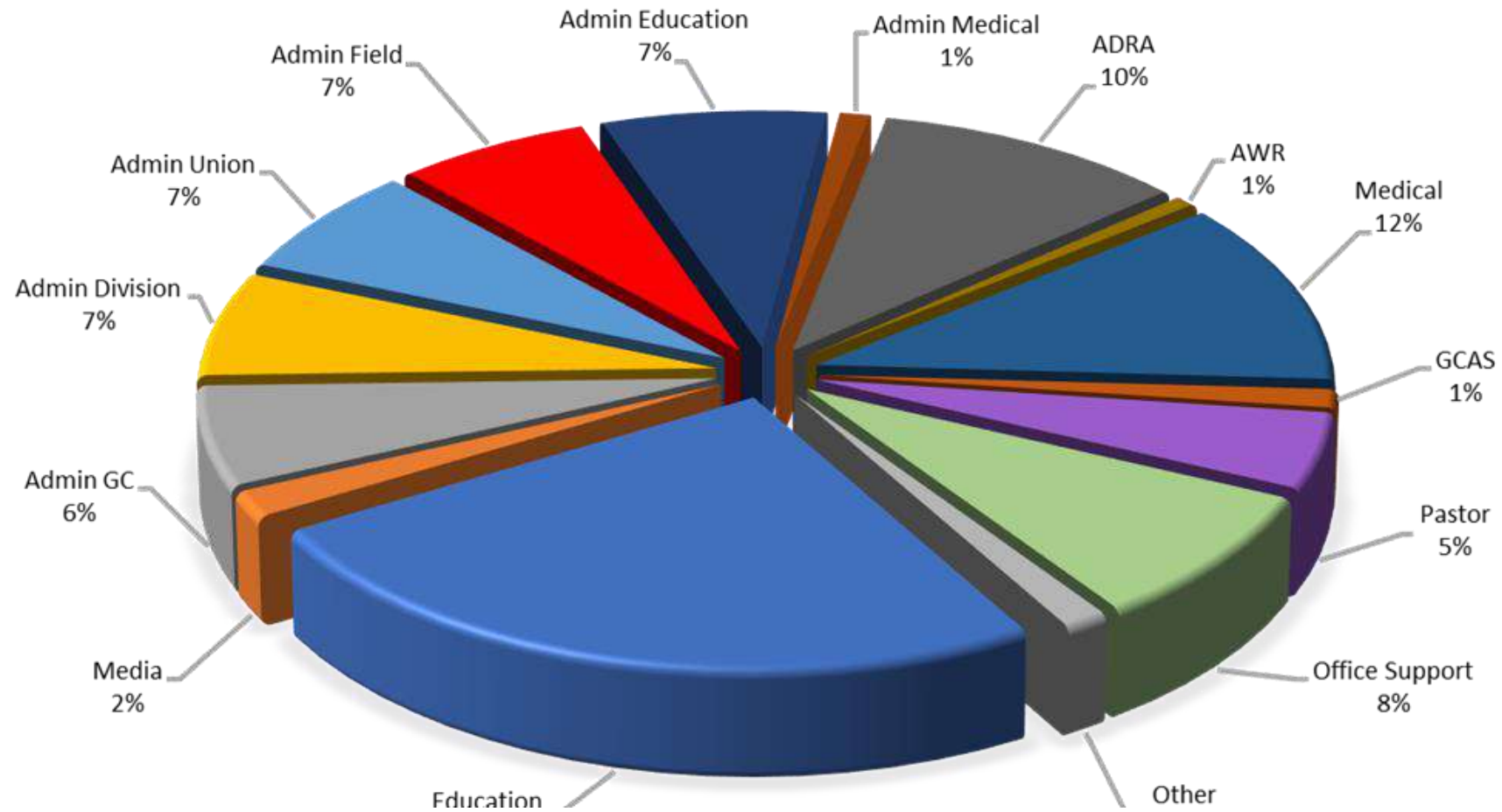
REFOCUS

KAREN PORTER

INTERNATIONAL SERVICE EMPLOYEES



INTERNATIONAL SERVICE EMPLOYEES



MISSION BOARD NEW MANDATE

- Direct-contact mission with the goal of creating new worshipping groups
- 10/40 Window countries and people groups of non-Christian religions
- Urban areas of more than one million population
- Postmodern/post-Christian countries/regions
- Low Adventist-to-population ratio in countries/regions/people groups
- High impact equipping for direct-contact mission





TIMELINE

THIRTY-FIVE PERCENT (35%) BY 2027

SEVENTY PERCENT (70%) BY 2032

UPDATE ON PROCESS

- Created a scale to evaluate primary budgets asking seven questions with seven key strategic questions
- Questions reflect the priorities voted by Mission Board in April 2022
- Each question has been assigned a range of points
- Each budget was analyzed based on how closely the position focuses on the priorities
- 327 budgets individually put through matrix



- 
- A person wearing a blue robe and an orange headscarf is sitting on a sand dune, looking down thoughtfully. The background shows a vast desert landscape under a cloudy sky.
1. How focused is the position on direct-contact mission with the goal of creating new worshiping groups?
 2. How focused is the position on training local people for direct-contact mission?
 3. How focused is the position on 10/40 Window countries and people groups of non-Christian religions?

SEVEN QUESTIONS BASED ON THE MISSION BOARD MANDATES

- 
- A person wearing a blue robe and an orange headscarf is sitting on a sand dune, looking thoughtful with their hand to their chin. The background shows a vast desert landscape under a cloudy sky.
4. How focused is the position on Postmodern/Post-Christian countries/regions?
 5. How focused is this position specifically on mission to urban areas of more than one million population?
 6. Which organizational level does this position focus on?
 7. At the level of this position, what is the ratio of Adventists to population?

SEVEN QUESTIONS BASED ON THE MISSION BOARD MANDATES

SUMMARY OF CURRENT USE OF BUDGETS

THE AVERAGE SCORE WORLDWIDE IS 8.1 OUT OF 31 POSSIBLE POINTS, WHICH HIGHLIGHTS THE CHURCH'S MISSION DRIFT AND THE NEED TO REFOCUS MISSION RESOURCES.

8.1	
-----	--

SUMMARY OF CURRERENT USE OF BUDGETS



HIGHEST SCORE WAS 31 POINTS

SCORE - 31 POINTS CHURCH PLANTER/TRAINER

- In a 10/40 Window country
- In a city of more than 1 million
- Direct contact ministry
- Training local workers in direct contact ministry
- A local level (non-administrative)
- The ratio of Adventists to population is high





SCORE – 23 POINTS PASTOR/CHURCH PLANTER

- In a 10/40 Window country
- In a city of more than 1 million
- Direct contact ministry
- Training local workers in direct contact ministry
- A local level (non-administrative)
- The ratio of Adventists to population is high



SCORE – 20 POINTS

DIRECTOR, CENTER OF INFLUENCE

- In a city of more than 1 million
- Direct contact ministry
- Training local workers in direct contact ministry
- A local level (non-administrative)
- The ratio of Adventists to population is high

NEXT STEPS

- Review ISE budgets with divisions and institutions
- Divisions and institutions to create a plan to reassign ISE budgets to mission priority areas
- Determine Mission Matrix threshold



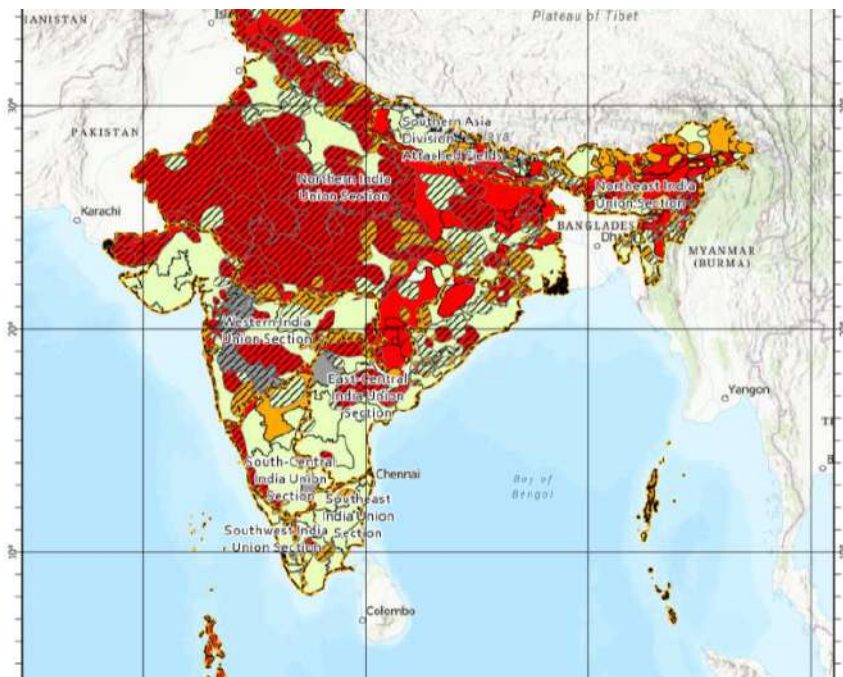
CURRENT PROJECTS

- Mission Unusual: Tokyo
- Hope for Kolkata
- Special project in a restrictive country

RESOURCES

ADVENTIST MISSION HAS DATA TO HELP
IDENTIFY STRATEGIC MISSION
OPPORTUNITIES.





ADVENTIST MISSION RESEARCH

MISSION OPPORTUNITIES - SUD

Priority Languages

Bhutan

Bengali (9,943)

Dzongkha (211,775)

High-Priority Groups Without Any Projects

India

Kurux (4,514,866)

Eastern Panjabi (9,434,505)

Telegu (15,152,617)

Marwari (3,060,963)

Maria (1,588,057)

Kamta (4,984,656)

Urdu (11,590,945)

Lambadi (6,171,898)

Kannada (6,410,435)

Mundari (3,721,882)

Mina (4,703,109)

Chhattisgarhi (693,544)

Kashmiri (6,786,720)

Bhili (17,082,649)

Malayalam (9,236,433)

Meitei (1,470,000)

Northern Gondi (1,225,123)

Kuvi (1,860,714)

Western Panjabi (2,916,607)

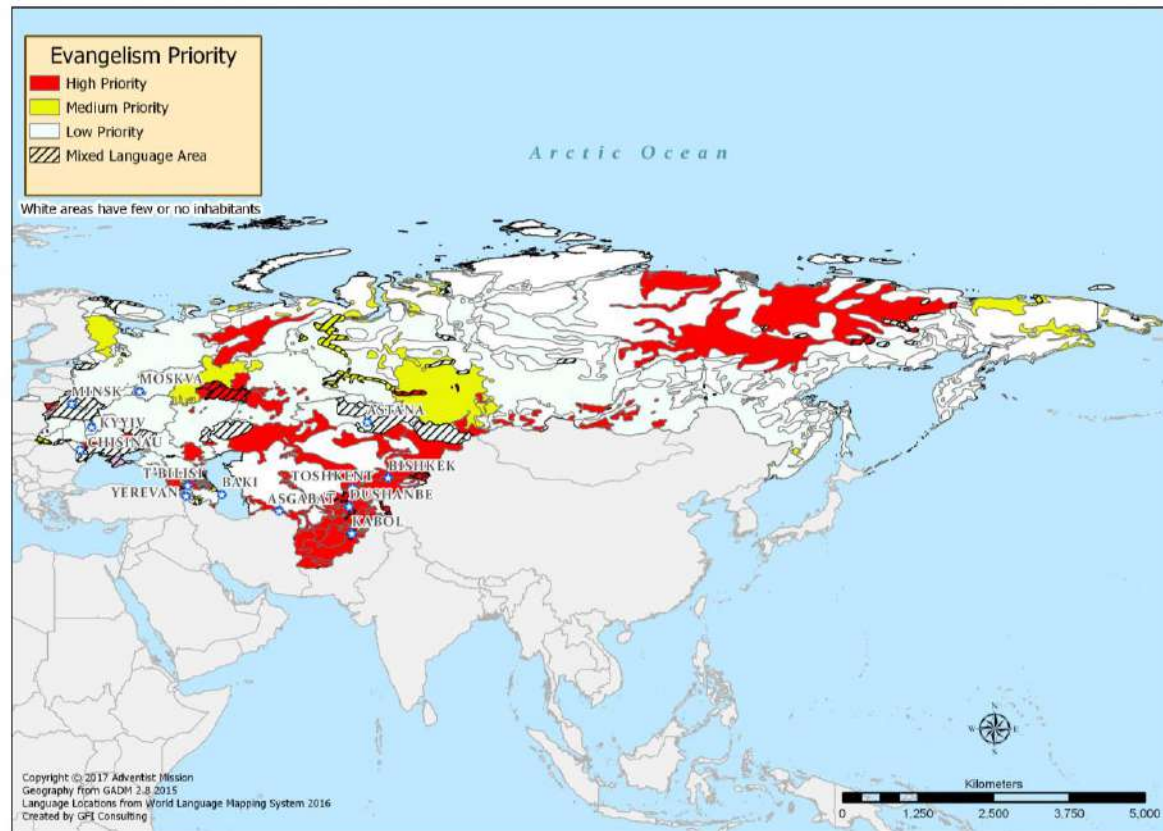
ADVENTIST MISSION RESEARCH

MISSION OPPORTUNITIES - ESD

Mission Priority Map for Euro-Asia Division

Euro-Asia Division Language Groups

Strategic Ranking



High-Priority Groups Without Any Projects

Belarus

Belarusan (8,060,511)

Kazakhstan

Kazakh (11,904,199)

Kyrgyzstan

Northern Uzbek (905,301)

Russia

Chuvash (1,463,744)

Kazakh (660,308)

Moksha (758,684)

Chechan (1,454,056)

Turkmenistan

Turkmen (4,869,551)

Uzbekistan

Karakalpak (780,667)

Bashkort (1,615,316)

Tatar (5,413,744)

North Azerbaijani (614,777)

Tajiki (1,573,018)

Udmurt (563,021)

Kabardian (586,815)

Avar (778,957)

ESD PRIORITY IMMIGRANT GROUPS

Priority Immigrant Groups

Belarus		
<i>Polish (294,549)</i>	<i>Ukrainian (158,723)</i>	<i>Baltic Romani (12,227)</i>
Georgia		
<i>Armenian (159,770)</i>		
Kazakhstan		
<i>Russian (3,724,532)</i>	<i>Ukrainian (515,306)</i>	<i>Standard German (185,972)</i>
<i>Bashkort (27,536)</i>	<i>Ingush (20,192)</i>	<i>Chuvash (14,378)</i>
<i>Sinte Romani (6,225)</i>	<i>Czech (1,146)</i>	<i>Arabic (649)</i>
Kyrgyzstan		
<i>Russian (1,410,000)</i>	<i>Tajiki (54,313)</i>	<i>Turk (40,953)</i>
<i>Korean (20,382)</i>	<i>Standard German (11,192)</i>	
Moldova		
<i>Russian (381,000)</i>	<i>Ukrainian (186,000)</i>	<i>Bulgarian (54,400)</i>
<i>Balkan Romani (12,000)</i>	<i>Eastern Yiddish (4,000)</i>	
Russia		
<i>Ukrainian (1,965,415)</i>	<i>Armenian (1,205,342)</i>	<i>German (401,790)</i>
<i>Greek (280,000)</i>	<i>Moldovan (159,438)</i>	<i>Korean (156,130)</i>
<i>Romani (65,000)</i>	<i>Turkish (62,318)</i>	<i>Finnish (38,900)</i>
<i>Vietnamese (14,224)</i>	<i>Tsakhur (12,963)</i>	<i>Abkhaz (7,935)</i>
<i>Eastern Yiddish (2,000)</i>	<i>Czech (1,934)</i>	

Tajikistan		
<i>Northern Uzbek (1,360,286)</i>	<i>Kyrgyz (78,908)</i>	<i>Bashkort (11,998)</i>
<i>Tatar (8,441)</i>	<i>Chuvash (4,418)</i>	<i>Southern Pashto (4,000)</i>
Turkmenistan		
<i>Northern Uzbek (317,000)</i>	<i>Kazakh (88,000)</i>	<i>Tatar (70,735)</i>
<i>Western Balochi (52,135)</i>	<i>Northern Kurdish (20,000)</i>	<i>Bashkort (8,434)</i>
<i>Korean (3,252)</i>		
Ukraine		
<i>Belarusian (249,211)</i>	<i>Armenian (90,275)</i>	<i>Greek (82,733)</i>
<i>Eastern Yiddish (54,932)</i>	<i>Azeri (40,828)</i>	<i>Chuvash (9,571)</i>
<i>Czech (5,347)</i>	<i>Vietnamese (3,481)</i>	<i>Albanian, Tosk (2,990)</i>
<i>Abkhaz (1,479)</i>		
Uzbekistan		
<i>Russian (1,742,076)</i>	<i>Kazakh (947,254)</i>	<i>Crimean Tatar (174,512)</i>
<i>Bashkort (46,383)</i>	<i>Chuvash (13,392)</i>	

2022 ANNUAL COUNCIL

REFOCUS



RECRUITING AN ARMY TO SUPPORT THE MISSION REFOCUS

ELBERT KUHN & FYLVIA FOWLER KLINE





GOING FARTHER THROUGH PARTNERSHIPS



FROM AUSTRALIA TO MONGOLIA

FROM AUSTRALIA TO MONGOLIA









Henry Stober

FROM ARGENTINA TO KYRGYZSTAN



ISEs WORKING WITH
VOLUNTEERS AND
LOCAL PEOPLE







BEFORE:

A SHORT-TERM VOLUNTEER

NOW:

A THEOLOGY STUDENT WITH A
LONG-TERM PLAN



FROM PERU TO EVERYWHERE



CERTIFICADO
DE GRADUACIÓN

Fernández S.

CERTIFICADO
DE GRADUACIÓN

Cerón, Jacky Andrea

CERTIFICADO
DE GRADUACIÓN

Chambi Mamani, Damaris

CERTIFICADO
DE GRADUACIÓN

Chávez Chávez, Iberson Laim

READY TO GO!



BUT...WHERE TO?

CONNECTING WITH OUR COMMUNITIES

42% RARELY OR NEVER

INVOLVED IN FORMING RELATIONSHIPS
WITH NON-ADVENTISTS

My Church and its reputation in Community, Part 2, July 27, 2022, adventistresearch.info (data from Global Church Member Survey 2017-18)

CONNECTING WITH OUR COMMUNITIES

70% FEEL LOCAL CHURCH SHOULD INCREASE ITS
EFFORTS TO MEET COMMUNITY NEEDS

My Church and its reputation in Community, Part 2, July 27, 2022,
adventistresearch.info (data from Global Church Member Survey 2017-18)





RESORT FOR THE AFFLUENT - ECD

CHAPLAINS FOR NON-ADVENTIST STUDENTS - SUD





PUNJABI TEACHER FOR A SIKH COMMUNITY- NAD

“There is work for all to do in their own borders, to build up the church, to make the social meetings interesting, and to train the youth of ability to become missionaries... They should co-operate actively with the minister in his labors, making the section of country around them their field of missionary effort.”

Ellen G. White, *Historical Sketches of the Foreign Missions of the Seventh-day Adventist*, 291



THERE IS WORK FOR ALL TO DO

2022 ANNUAL COUNCIL





IWM: READY TO PROVIDE UP-TO-DATE TRAINING

OSCAR OSINDO

- Mission Institute empowers missionaries with cross-cultural skills, attitudes, and resources to witness for Christ in foreign lands.
- Missionaries need additional resources for specific contexts.
- The Institute of World Mission anticipates training for mission refocus.
- As missionaries face new realities, they require additional care.



EQUIPPING MISSIONARIES FOR MISSION REFOCUS



- Three-day package offered at each Institute for their specific world religion challenges.
- Online resources: podcasts, webinars, courses, and articles.
- New revision of the Passport to Mission book.
- Introduction to Adventist Mission book in the MI curriculum
- EGW compilation for cross-cultural mission service.
- Revision of children and teen curriculum that focuses on their place in the mission of God and disciple making.





“As field after field is entered, new methods and new plans will spring from new circumstances. New thoughts will come with the new workers who give themselves to the work. As they seek the Lord for help, He will communicate with them. They will receive plans devised by the Lord Himself.”

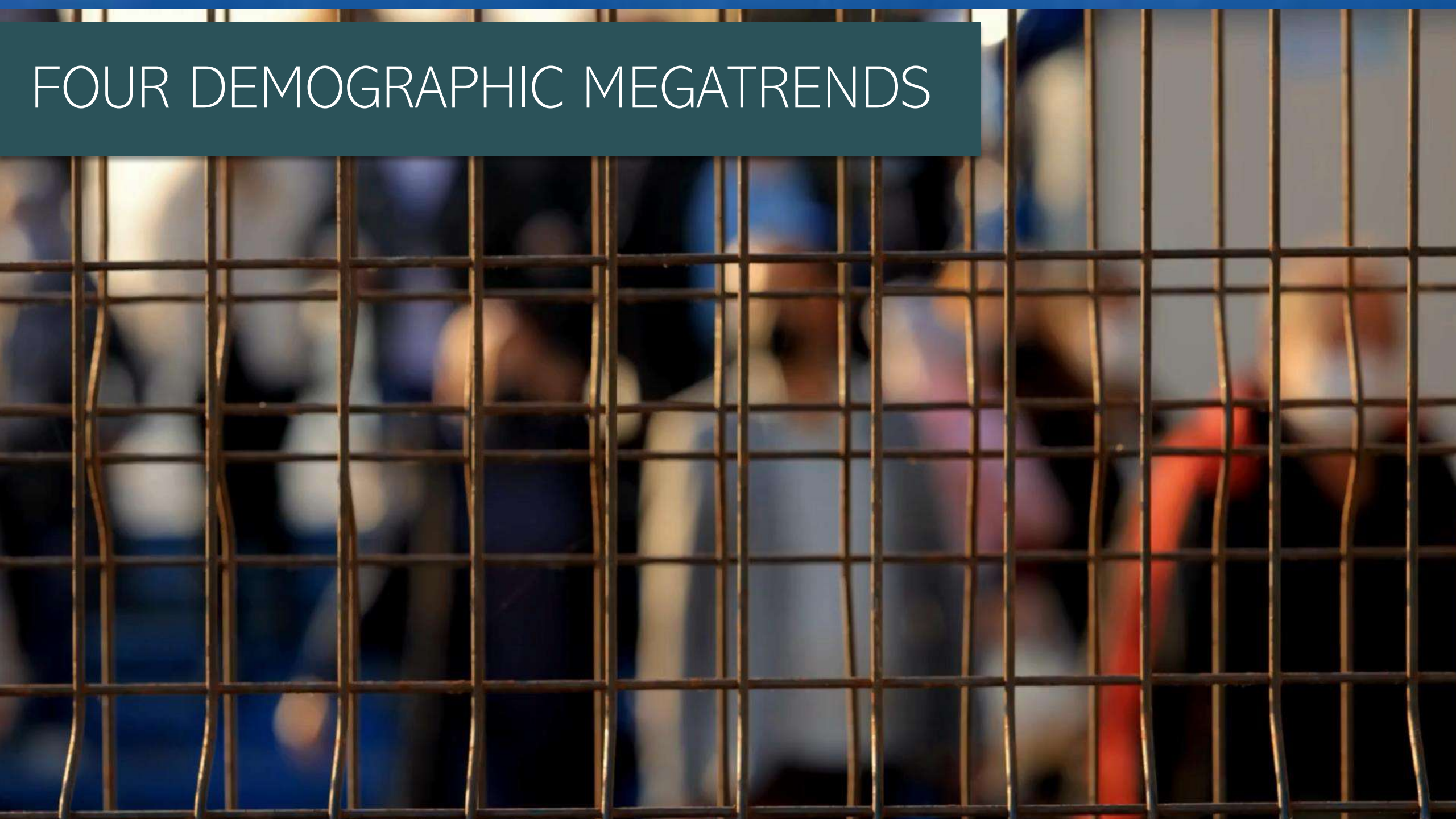
Ellen G. White, Testimonies Volume 6, (Mountain View, California, Pacific Press Publishing Association, 1948), p. 476.

ADVENTIST MISSION: CHALLENGES FOR TODAY, OPPORTUNITIES FOR TOMORROW

GARY KRAUSE



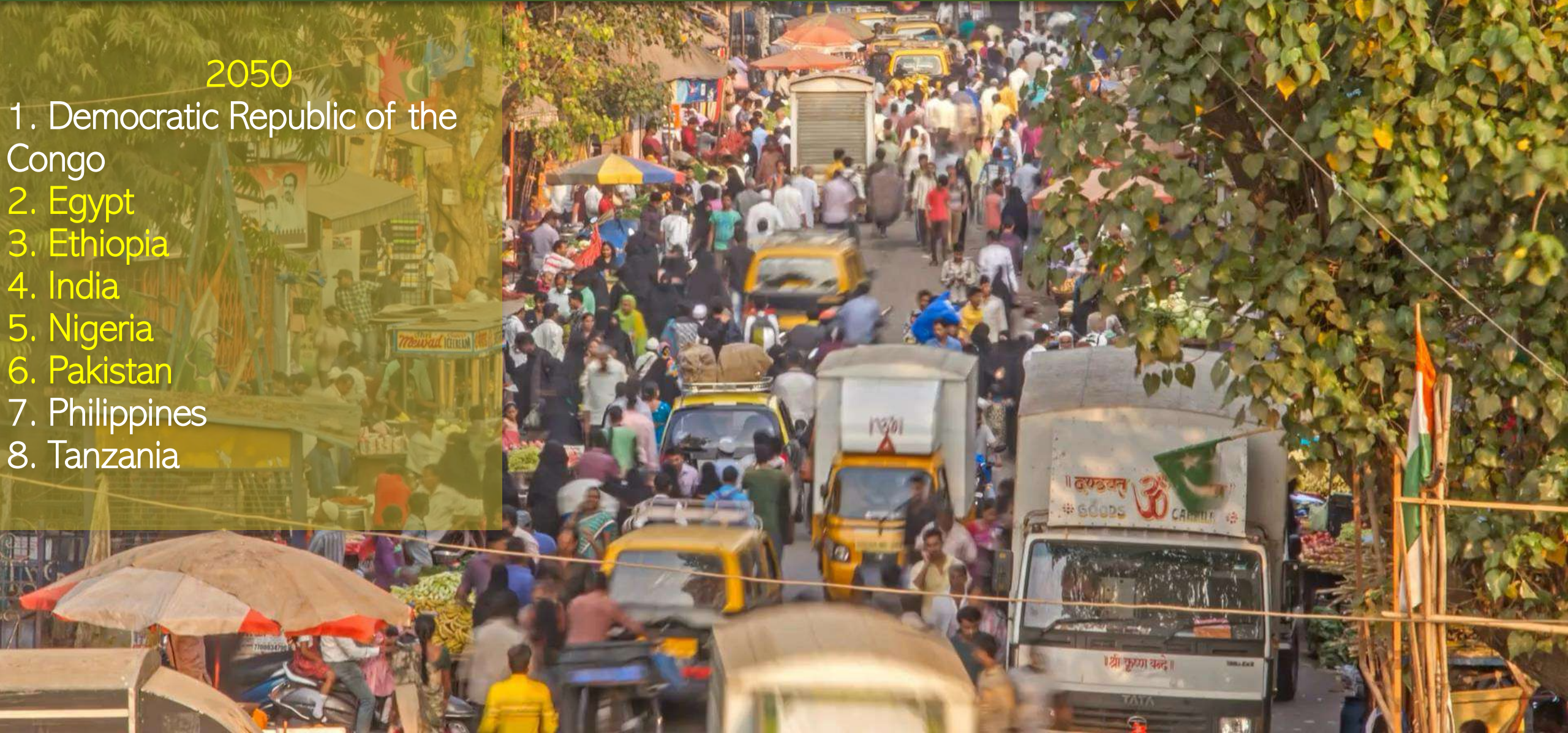
FOUR DEMOGRAPHIC MEGATRENDS



01 | GROWTH OF GLOBAL POPULATION

2050

1. Democratic Republic of the Congo
2. Egypt
3. Ethiopia
4. India
5. Nigeria
6. Pakistan
7. Philippines
8. Tanzania



8 BILLION PEOPLE
November 17, 2022

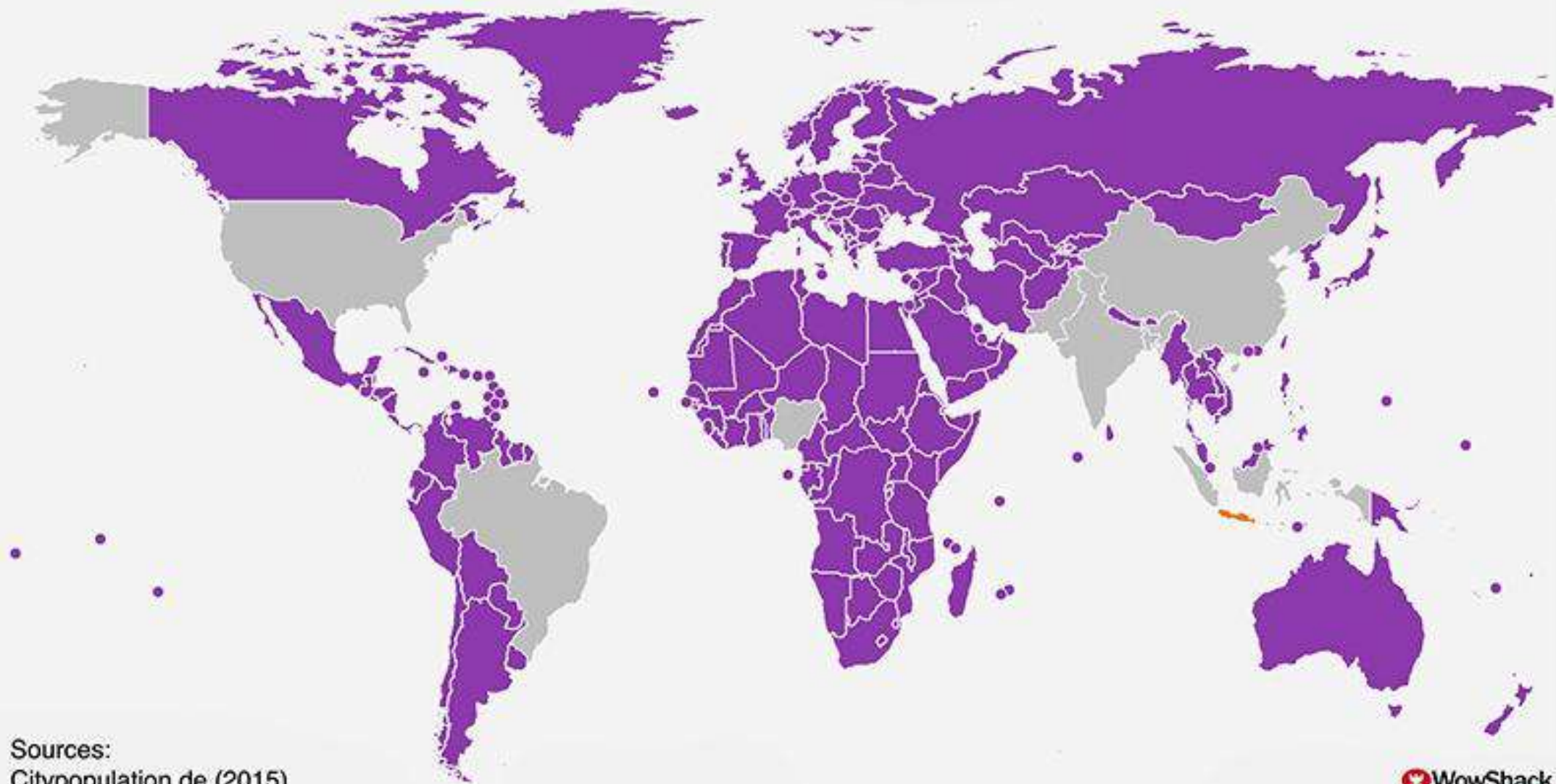


JAVA, INDONESIA

145 MILLION PEOPLE



Countries with a **smaller** population than **Java**



Sources:
Citypopulation.de (2015)
United Nations Department of Economic and Social Affairs (2015)

 **WowShack**
Concept by @AronStrandberg



GLOBAL POPULATION AGED 65+

02 | AGEING POPULATION

2020: 281 MILLION
INTERNATIONAL MIGRANTS

FOURTH LARGEST COUNTRY IN
THE WORLD



03 | INTERNATIONAL MIGRATION



REFUGEES

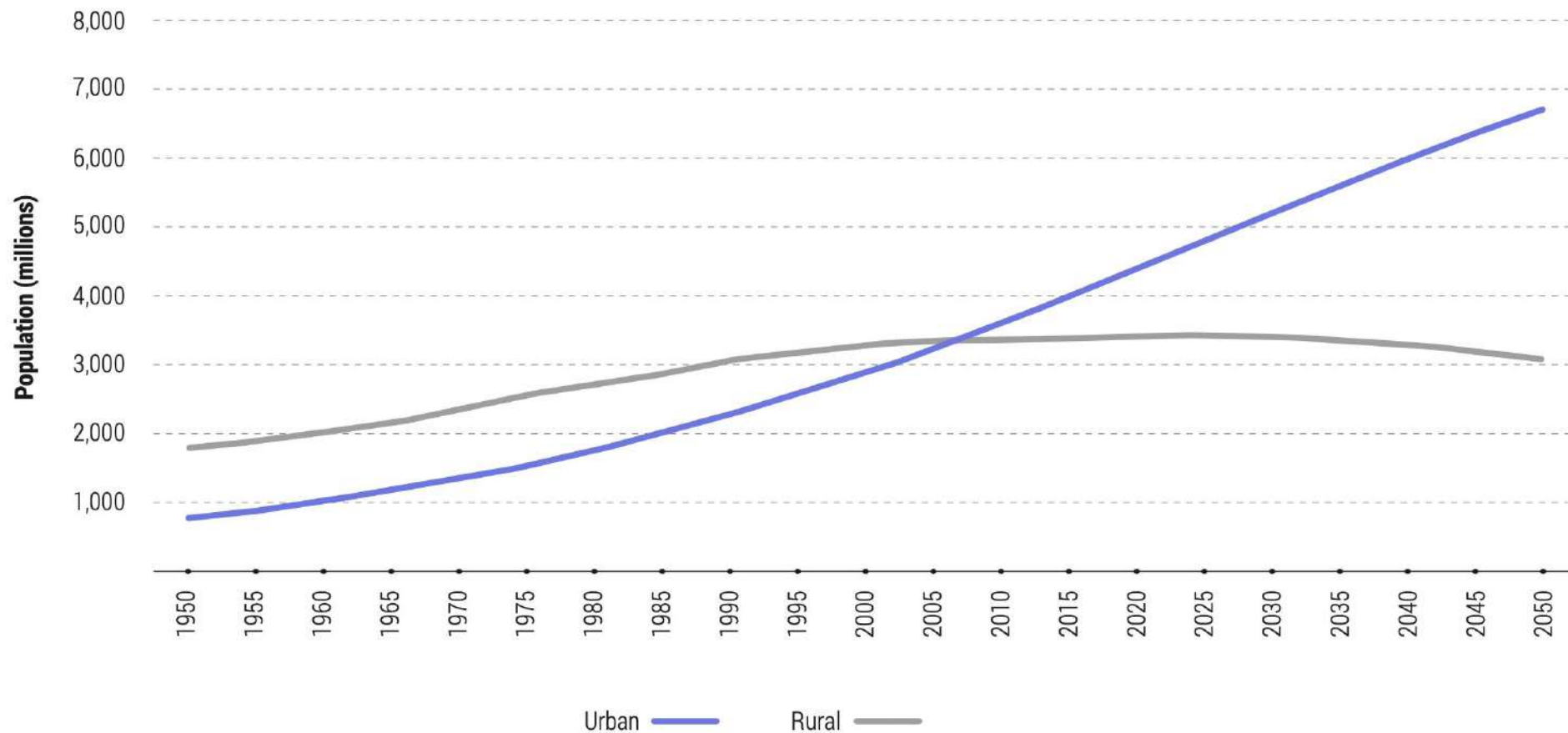
2020: 20,661,846
Larger than Romania

04 | URBANIZATION



UNITED NATIONS WORLD CITIES REPORT 2022

Figure 1.1: Urban and rural population of the world (1950-2030)



04 | URBANIZATION

2050: 68 PERCENT IN URBAN AREAS



04 | URBANIZATION

2050: 68 PERCENT IN URBAN AREAS

INCREASE OF 2.2 BILLION URBANITES – MAINLY IN
AFRICA AND ASIA



CITIES COVER ONLY 3 PERCENT OF THE EARTH'S SURFACE



BUT THEY GENERATE MORE THAN 80 PERCENT OF GLOBAL GDP





Boston

Worcester

Providence

Springfield

Bridgeport

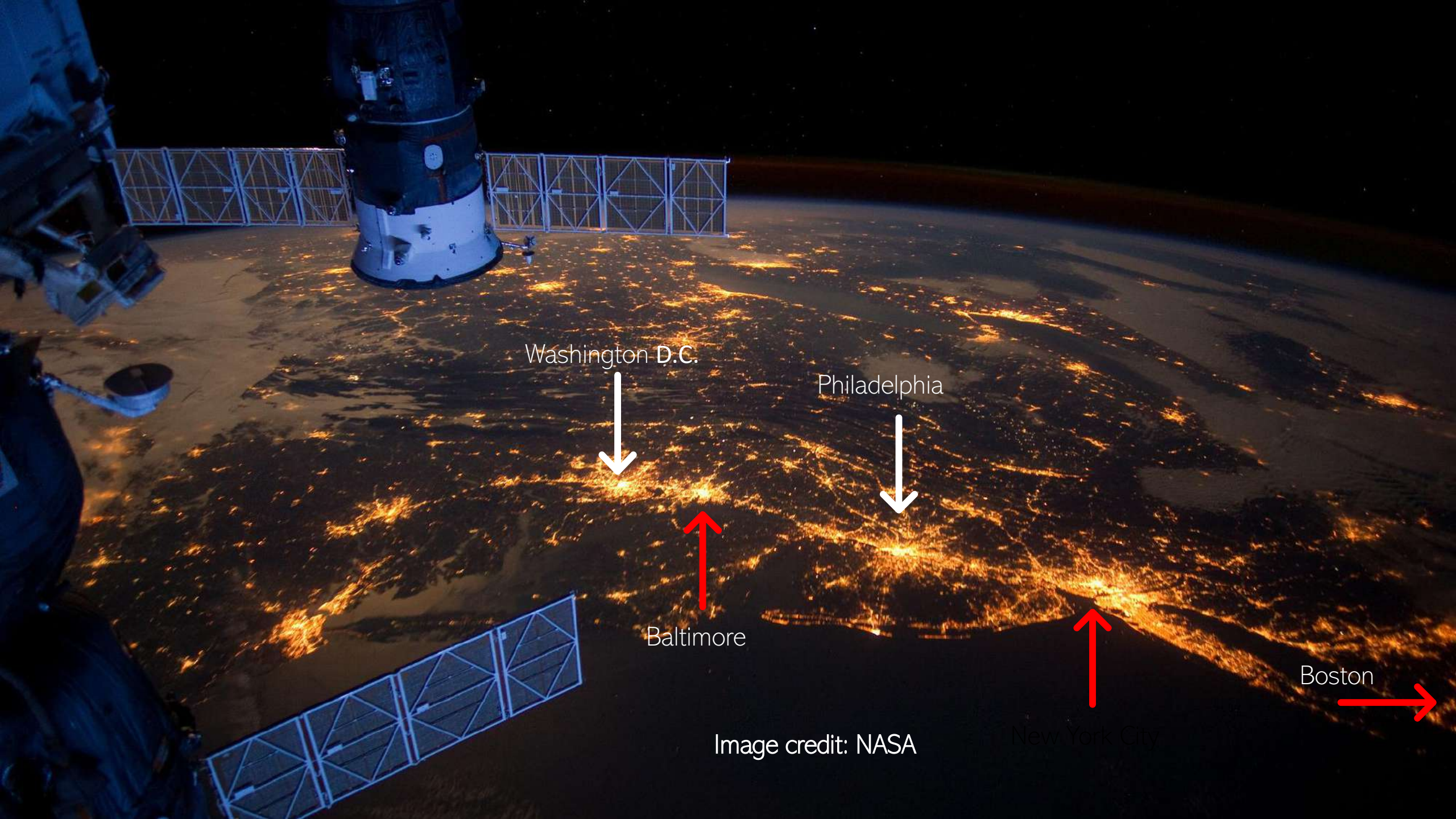
New York City

Philadelphia

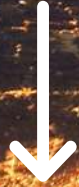
Baltimore

Washington DC

NORTHEAST MEGALOPOLIS



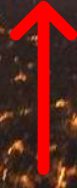
Washington D.C.



Philadelphia



Baltimore



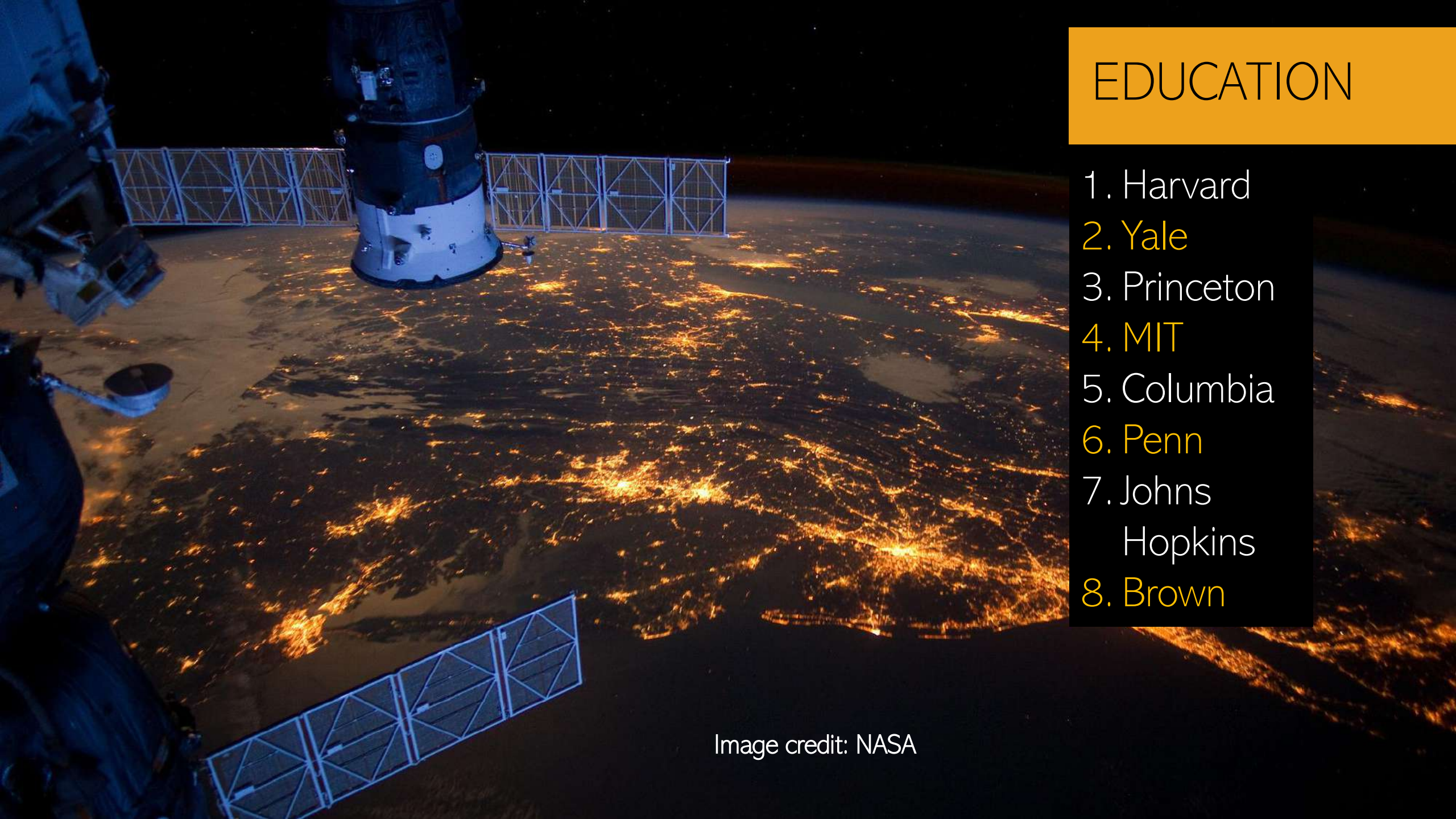
New York City



Boston



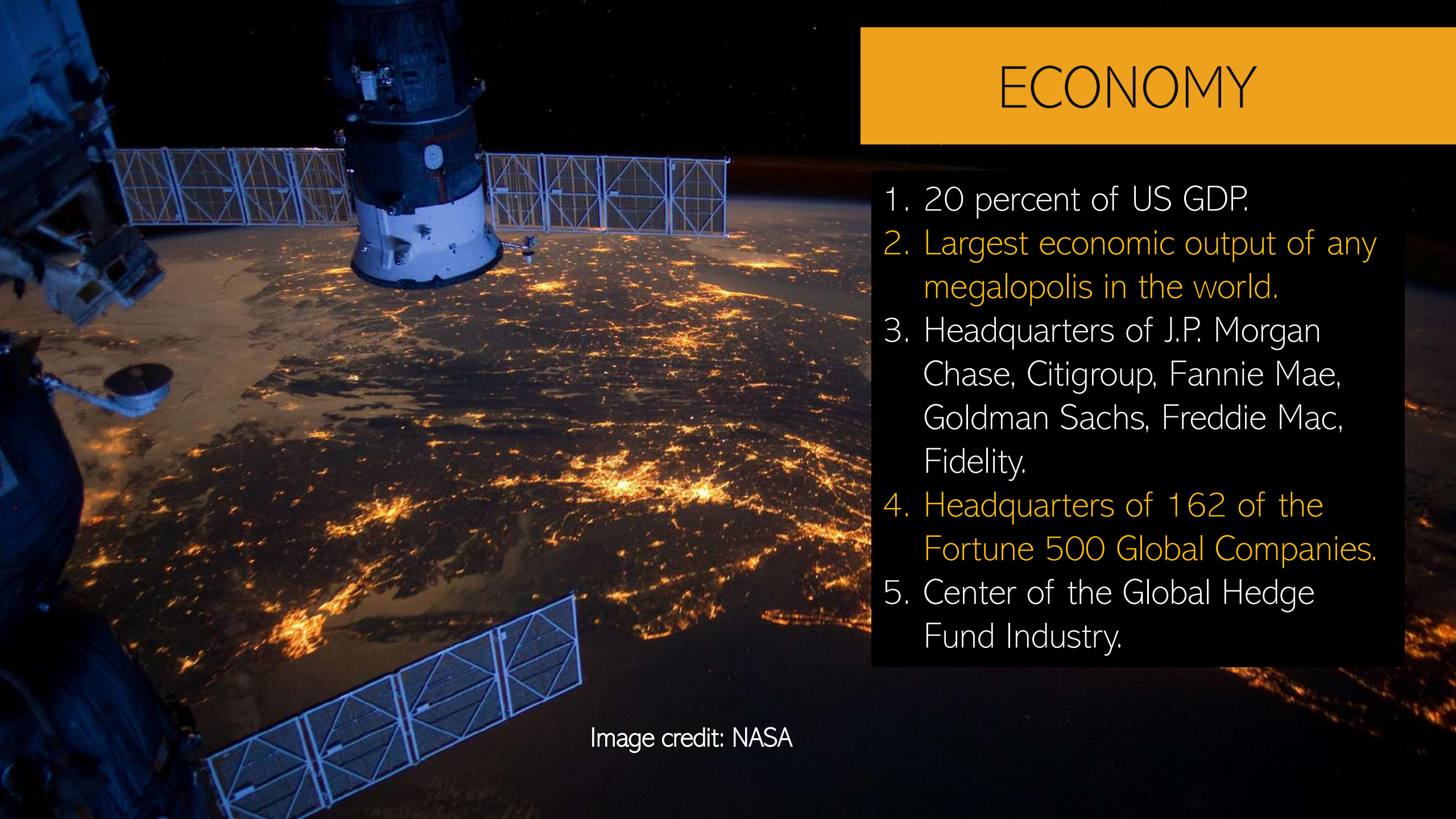
Image credit: NASA

A photograph of the Orion spacecraft in space, with its service module and solar panel arrays visible. The spacecraft is positioned over the Earth's surface, which is illuminated by city lights at night, creating a dense pattern of orange and yellow lights against the dark background of the planet and space.

EDUCATION

1. Harvard
2. Yale
3. Princeton
4. MIT
5. Columbia
6. Penn
7. Johns
Hopkins
8. Brown

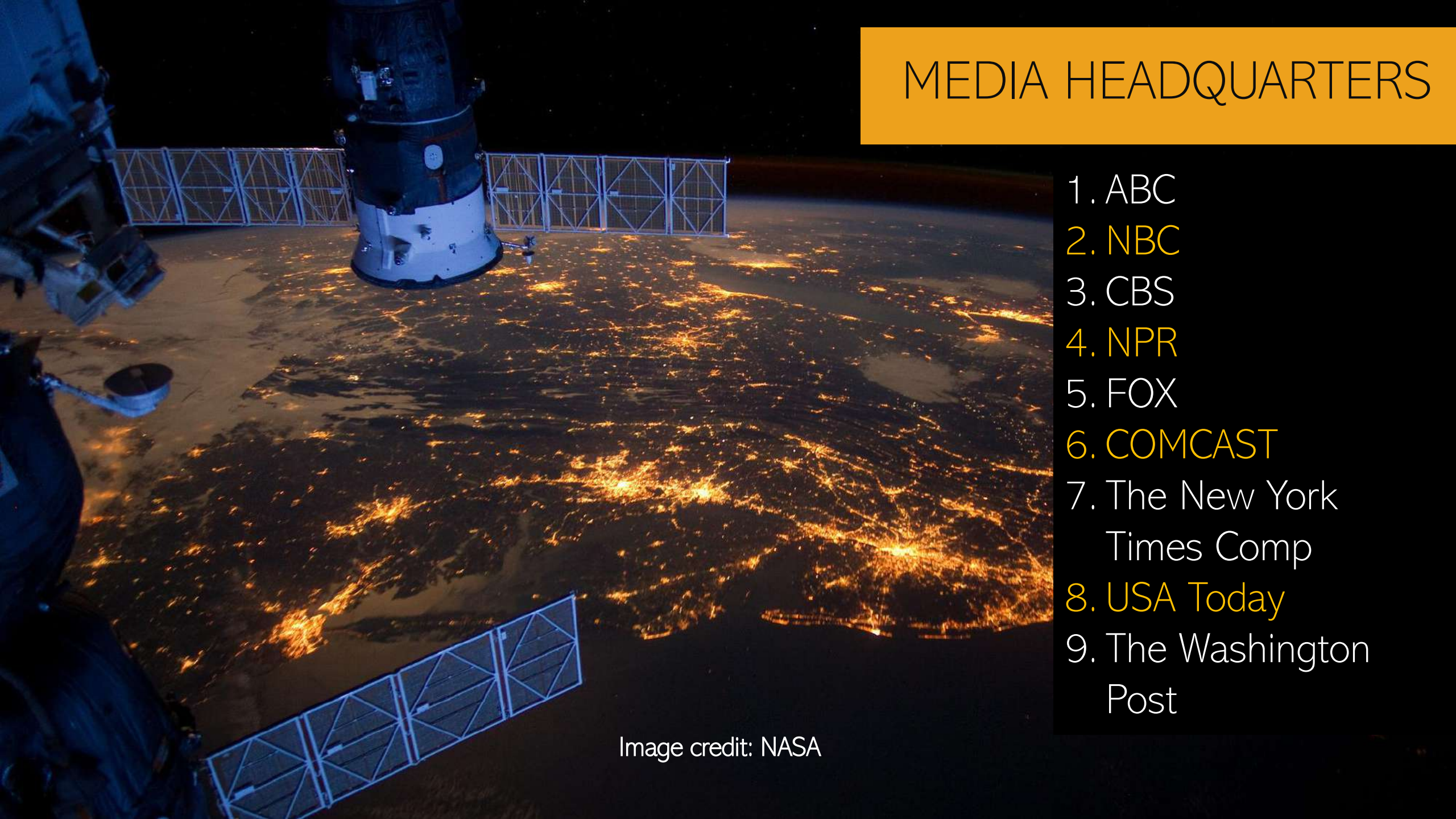
Image credit: NASA

A photograph taken from the International Space Station (ISS) showing the Earth's surface at night. The image captures the glowing lights of cities and urban areas, creating a dense pattern of yellow and orange lights against the dark blue and black of the oceans and unlit land. The structure of the ISS, including solar panel arrays and the station's truss, is visible in the foreground and middle ground, framing the view of the planet below.

ECONOMY

1. 20 percent of US GDP.
2. Largest economic output of any megalopolis in the world.
3. Headquarters of J.P. Morgan Chase, Citigroup, Fannie Mae, Goldman Sachs, Freddie Mac, Fidelity.
4. Headquarters of 162 of the Fortune 500 Global Companies.
5. Center of the Global Hedge Fund Industry.

Image credit: NASA

A photograph of the Orion spacecraft in space, with Earth's night surface visible below. The spacecraft is a white capsule with a blue and white service module, attached to a large, rectangular, white solar panel structure. The Earth's surface is covered in a dense network of orange and yellow lights, representing city lights at night. The background is the dark void of space.

MEDIA HEADQUARTERS

1. ABC
2. NBC
3. CBS
4. NPR
5. FOX
6. COMCAST
7. The New York Times Comp
8. USA Today
9. The Washington Post

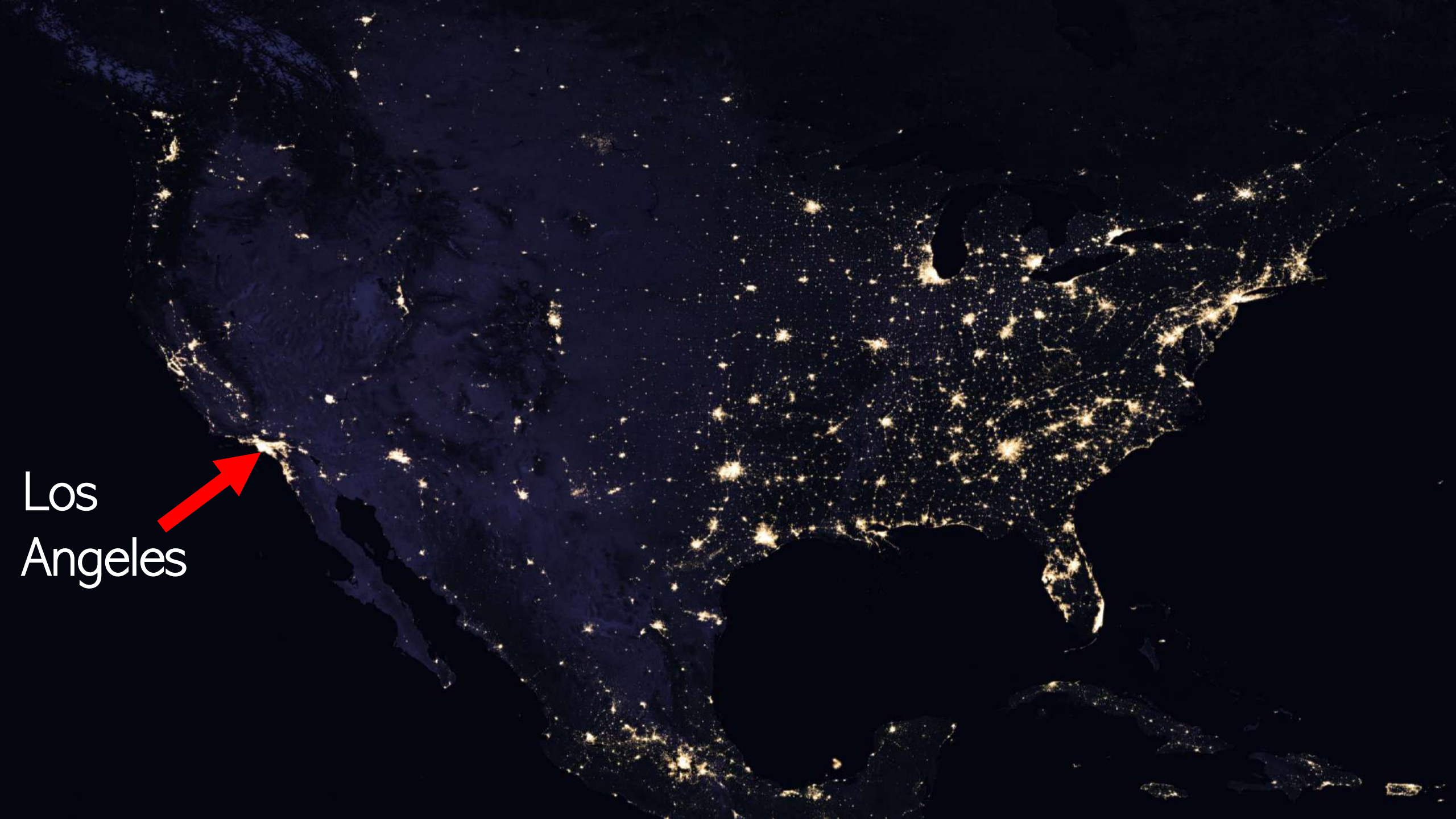
Image credit: NASA

A photograph of the Orion spacecraft in space, with its service module and solar panel arrays visible. The spacecraft is positioned above a view of Earth at night, showing a dense network of city lights across the continents. The background is the dark void of space.

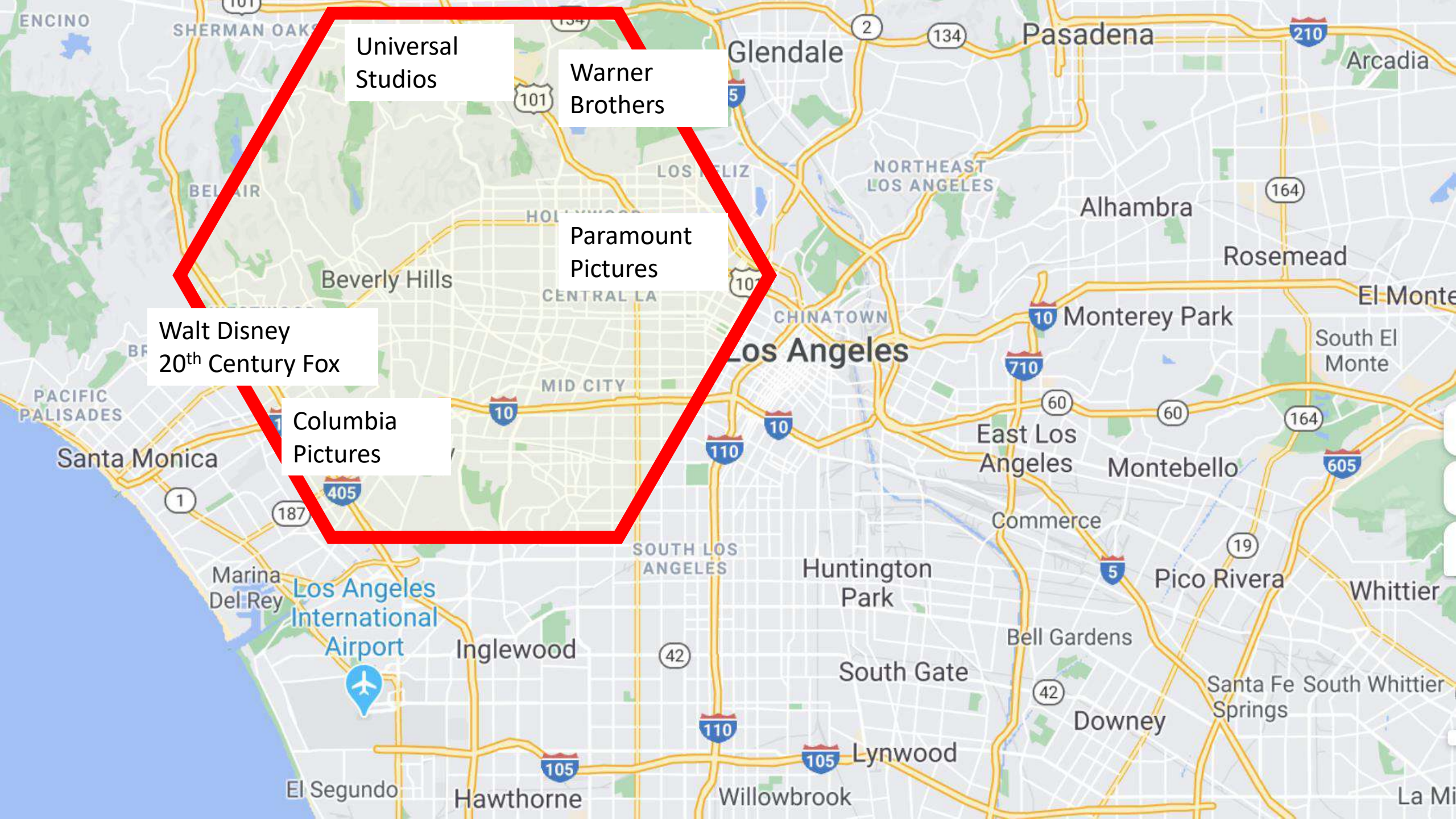
POLITICS

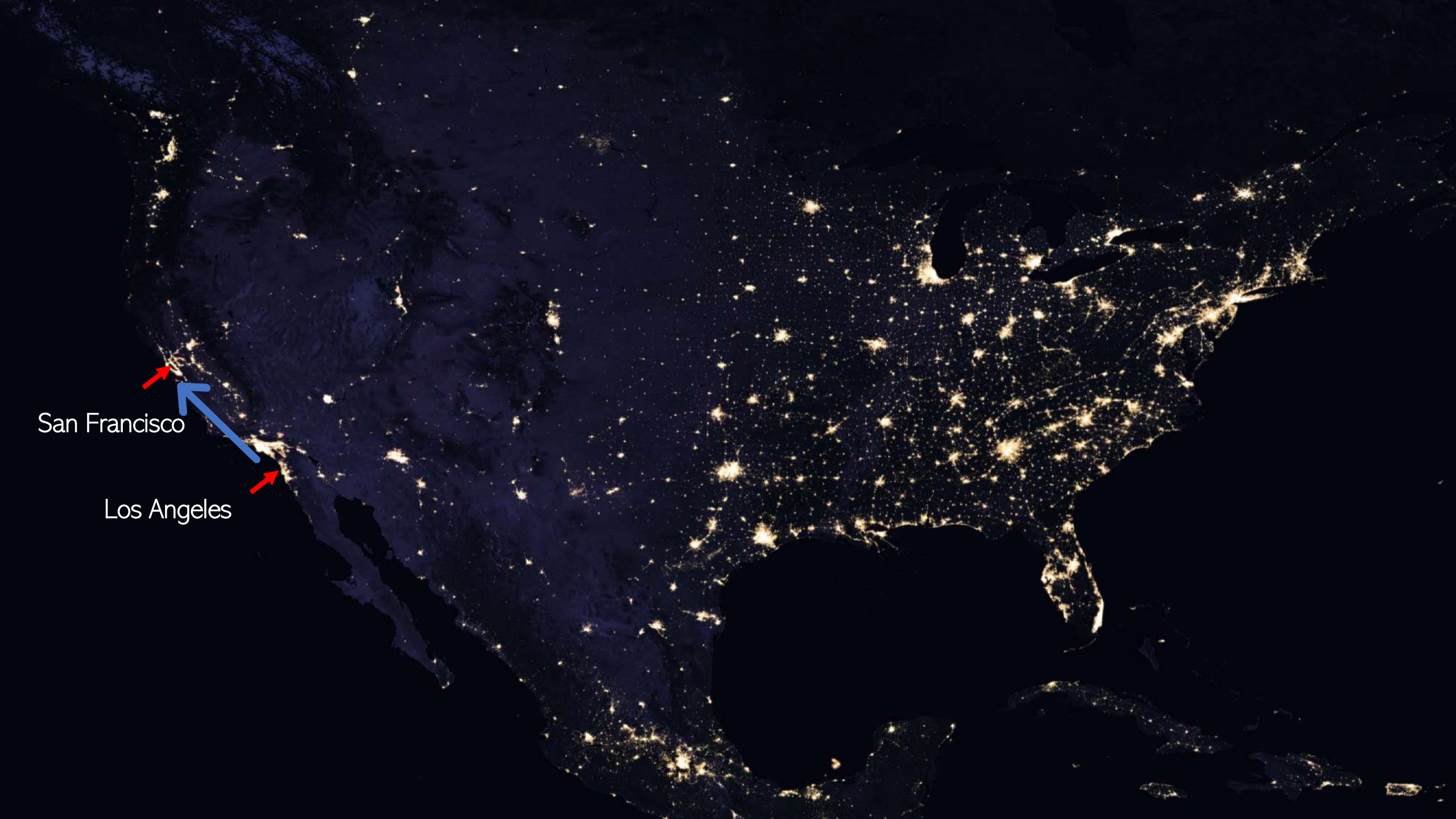
1. The White House
2. The Capitol
3. The United Nations

Image credit: NASA



Los
Angeles





San Francisco

Los Angeles



Twitter
326 million
Pinterest
367 million

YouTube
2 billion

Facebook
2.6 billion
Instagram
1.08 billion
WhatsApp
2 billion

Stanford
University

Google

Apple Inc.



IF FACEBOOK WERE A
COUNTRY, IT WOULD BE
THE WORLD'S MOST
POPULOUS.

Politics

Entertainment

Economics

Media

Education

Fashion

THE POWER OF CITIES





CENTERS OF INFLUENCE

15-MINUTE CITY



15-MINUTE LIGHTHOUSE



The background of the slide is a photograph of a large crowd of people, likely at a public event or protest. The image is viewed through a metal grid, possibly a fence or a window, which creates a pattern of vertical and horizontal lines across the entire frame. The people in the background are out of focus, with some wearing blue shirts and others in red. The lighting is warm, suggesting an outdoor setting during the day. In the top right corner, there is a solid brown rectangular box containing the title text in white.

FIVE MISSIOLOGICAL TRENDS



01 | BUSINESS AS MISSION



02 | WHOLISTIC MISSION



03 | GROWTH IN INDIGENOUS WORKERS



04 | MISSIONARIES SENT FROM THE GLOBAL SOUTH

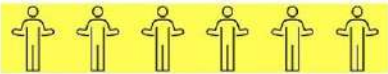
Europe



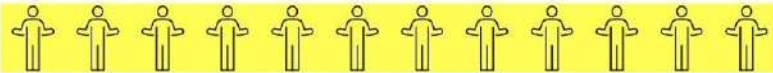
South Pacific



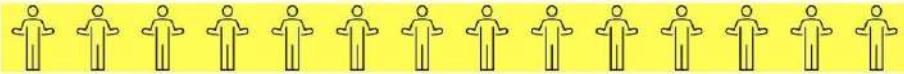
North America



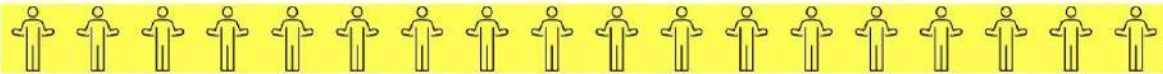
South America



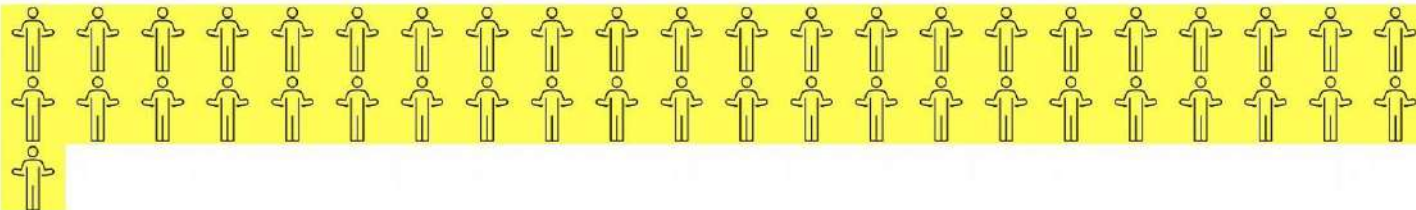
Asia



Inter-America



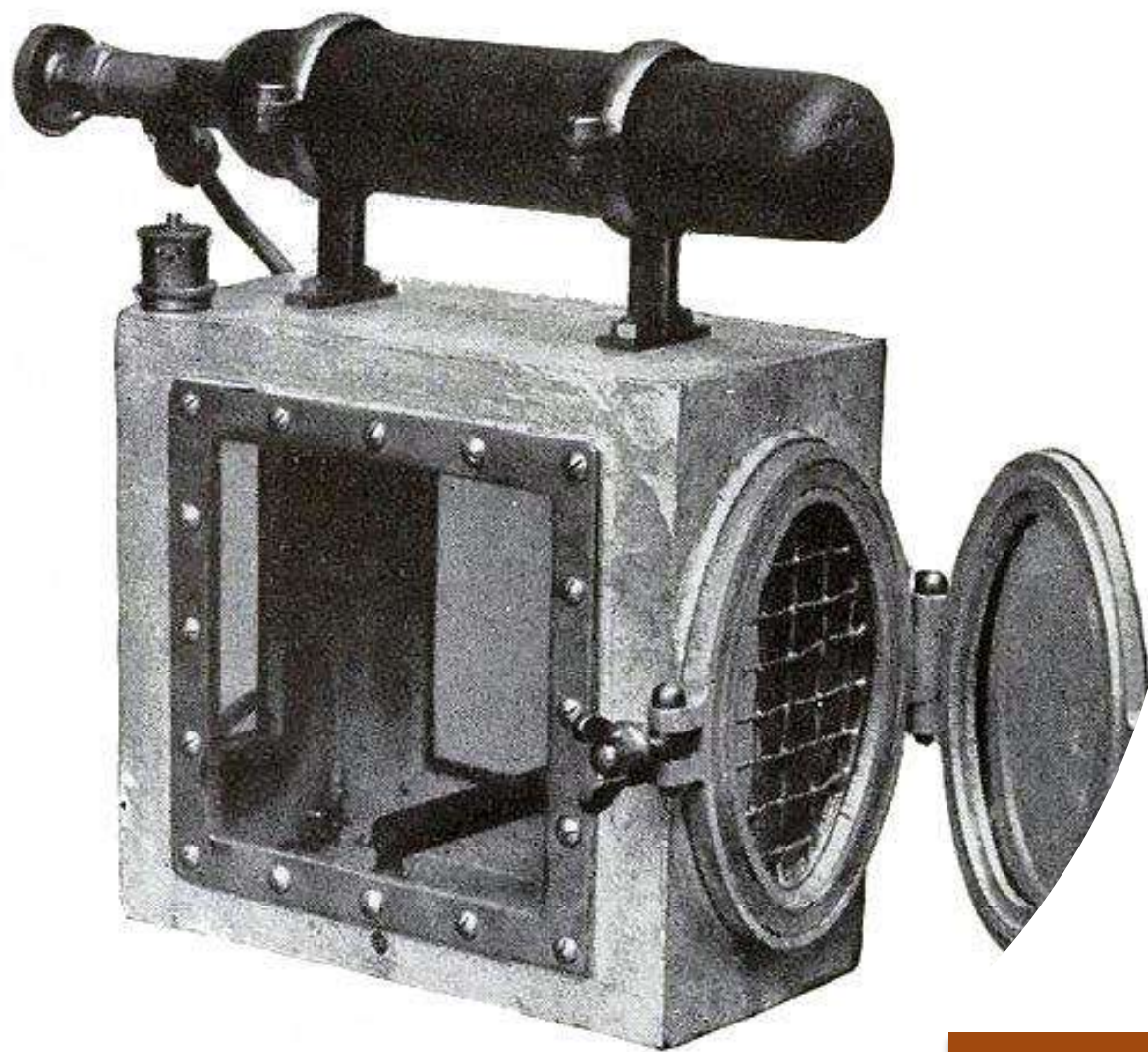
Africa



IF THE SEVENTH-DAY
ADVENTIST CHURCH WERE A
VILLAGE OF 100 PEOPLE

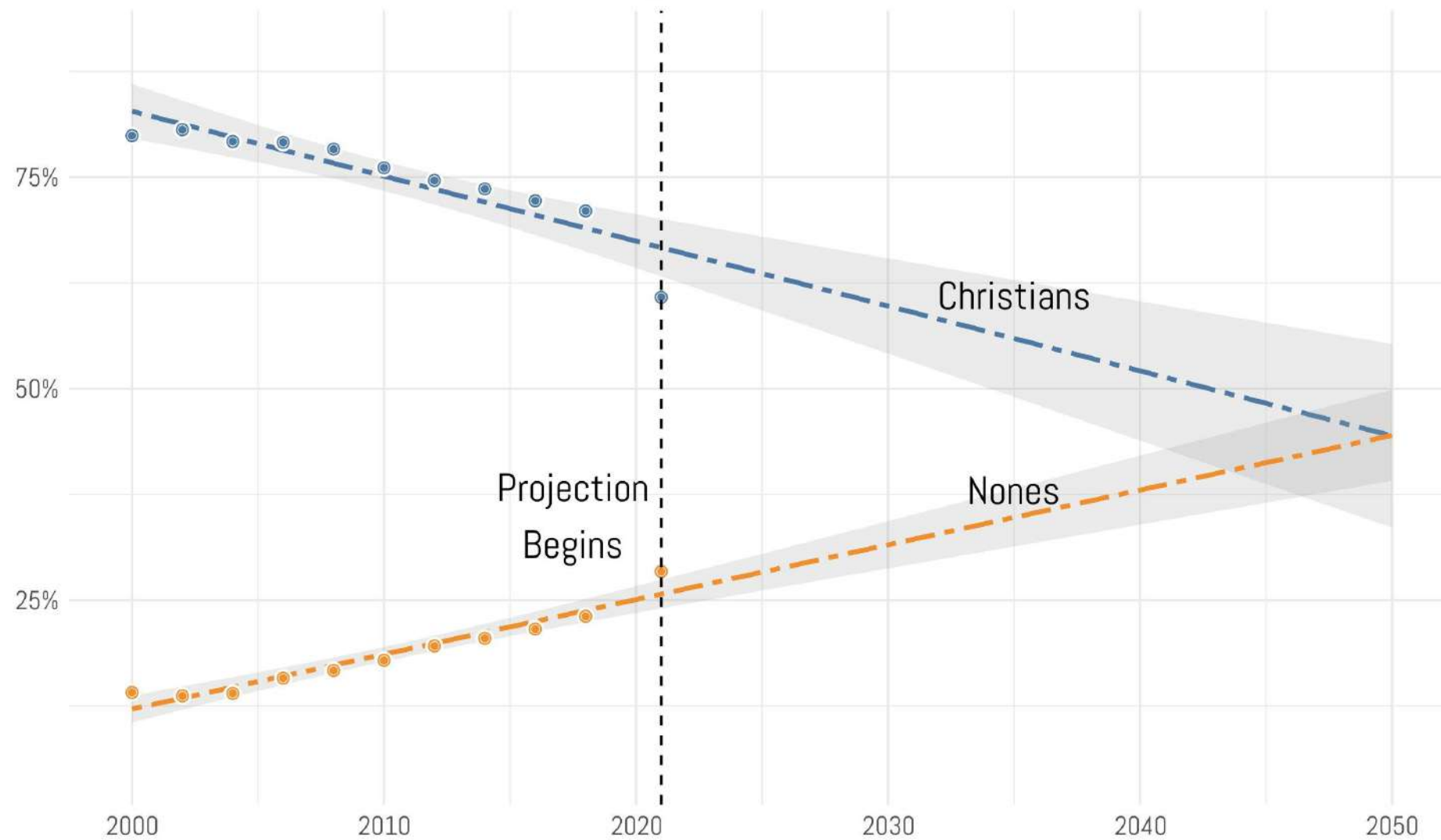


05 | INCREASE IN SECULAR AND POST-CHRISTIAN POPULATION



A CANARY IN THE COAL MINE

What Does the Future of American Religion Look Like?



"AND THIS GOSPEL OF THE
KINGDOM SHALL BE PREACHED IN
ALL THE WORLD FOR A WITNESS
UNTO ALL NATIONS; AND THEN
SHALL THE END COME."

MATT.24:14



ERTON KOHLER

MISSION REFOCUS



21,912,161 Church Members
7,970,000,000 World Population



Every year the world's population grows by 72 million people, but we have just around 1 million accessions.



There are 7,111 languages around the world, but we have oral work in only 496.





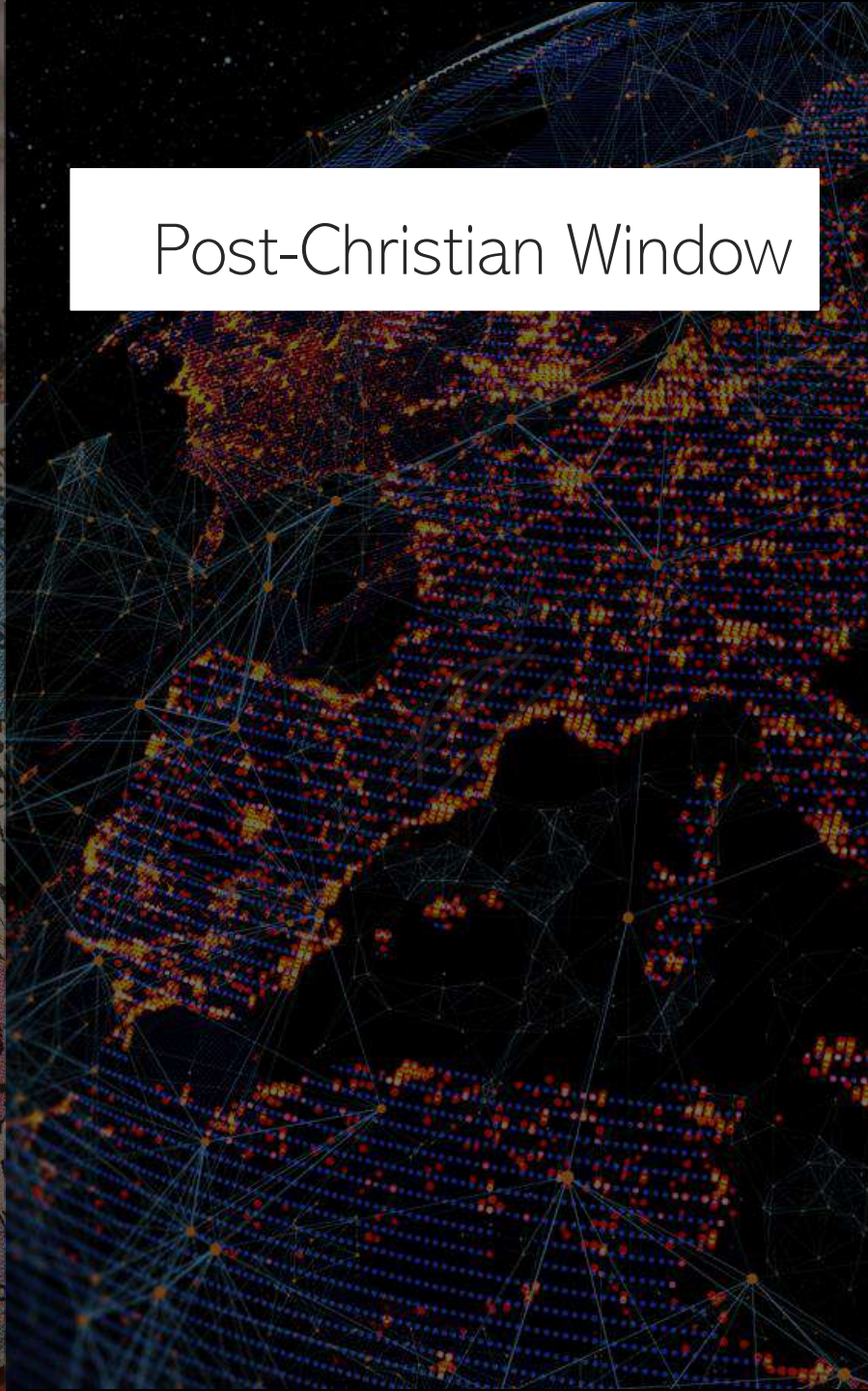
10/40 WINDOW

© Nations Online Project

10/40 Window



Post-Christian Window



Urban Window





10/40 WINDOW

- Approximately 60% of the world population –
5,183,502,000/2,589,346,000
- Adventist Membership 2,633,545
(19,090,447)
- 1 Adventist for every 1,968 inhabitants (1:136)
- Pastors – 2,205 (14,024)

(2021 SDA Annual Statistical Report, Joshua Project)

10/40 WINDOW

- 10 most dangerous countries for Christians
- Countries where the religion and the state are one and the same
- Birthplace of the three great world religions: Islam, Hinduism, and Buddhism
- 8,867 different people groups (6,180 unreached)
- 8 in 10 persons live in extreme poverty



The image shows the Abraj Al-Bait Clock Tower, a prominent landmark in Mecca, Saudi Arabia. The tower is a tall, slender structure with a golden clock face and a crescent moon at the top. It is surrounded by other buildings and a rocky hill in the foreground. The background features a range of mountains under a clear sky.

Adventist membership in these countries is 2.6 million vs. 19.3 million in the rest of the world.



POST-CHRISTIAN WINDOW

Europe

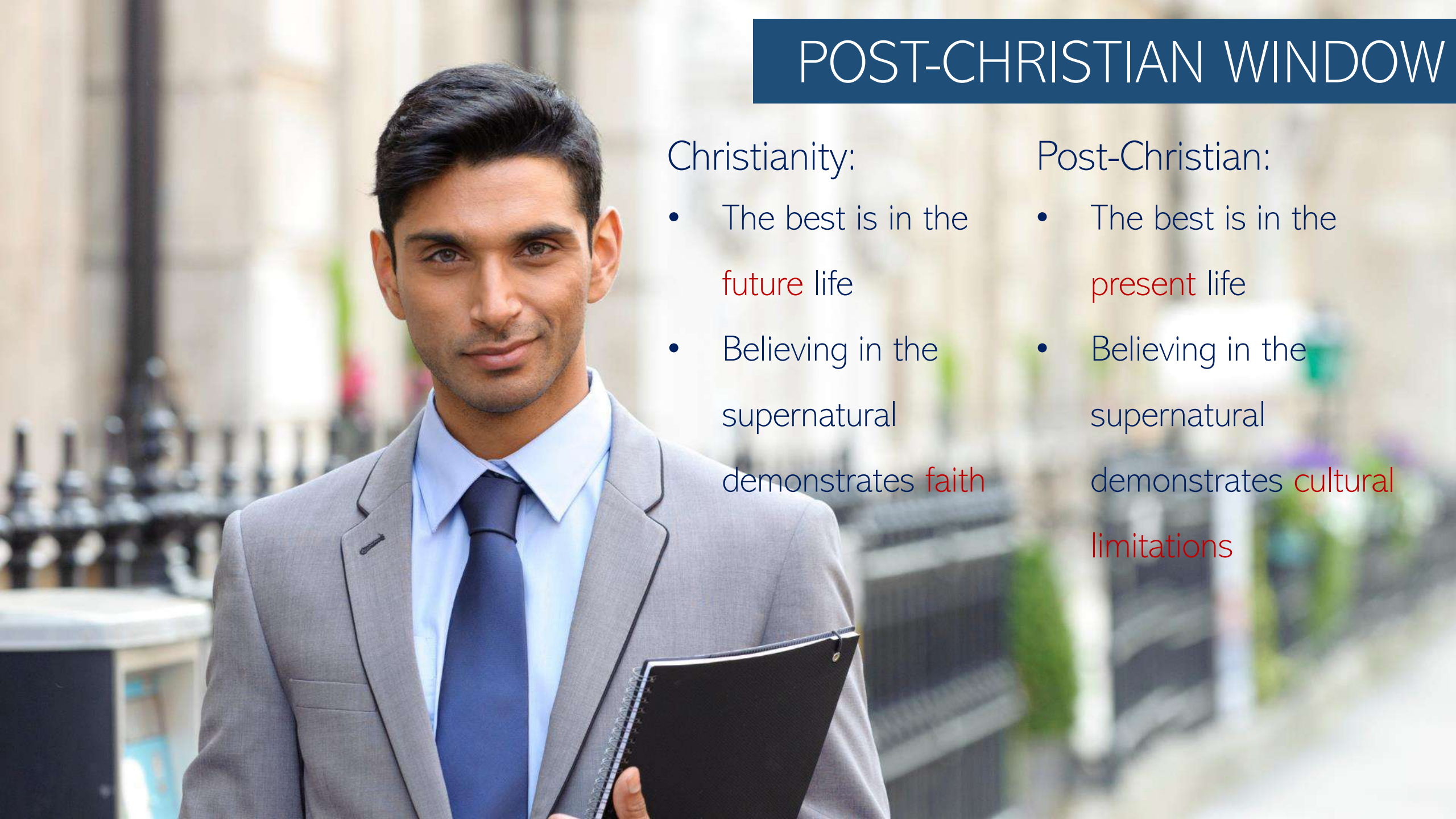
United States

Canada

Australia

New Zealand

And others

A man with dark hair, wearing a grey suit, light blue shirt, and dark blue tie, stands outdoors holding a black folder. He is looking directly at the camera with a slight smile. The background is a blurred city street with buildings and a fence.

POST-CHRISTIAN WINDOW

Christianity:

- The best is in the **future** life
- Believing in the supernatural demonstrates **faith**

Post-Christian:

- The best is in the **present** life
- Believing in the supernatural demonstrates **cultural limitations**

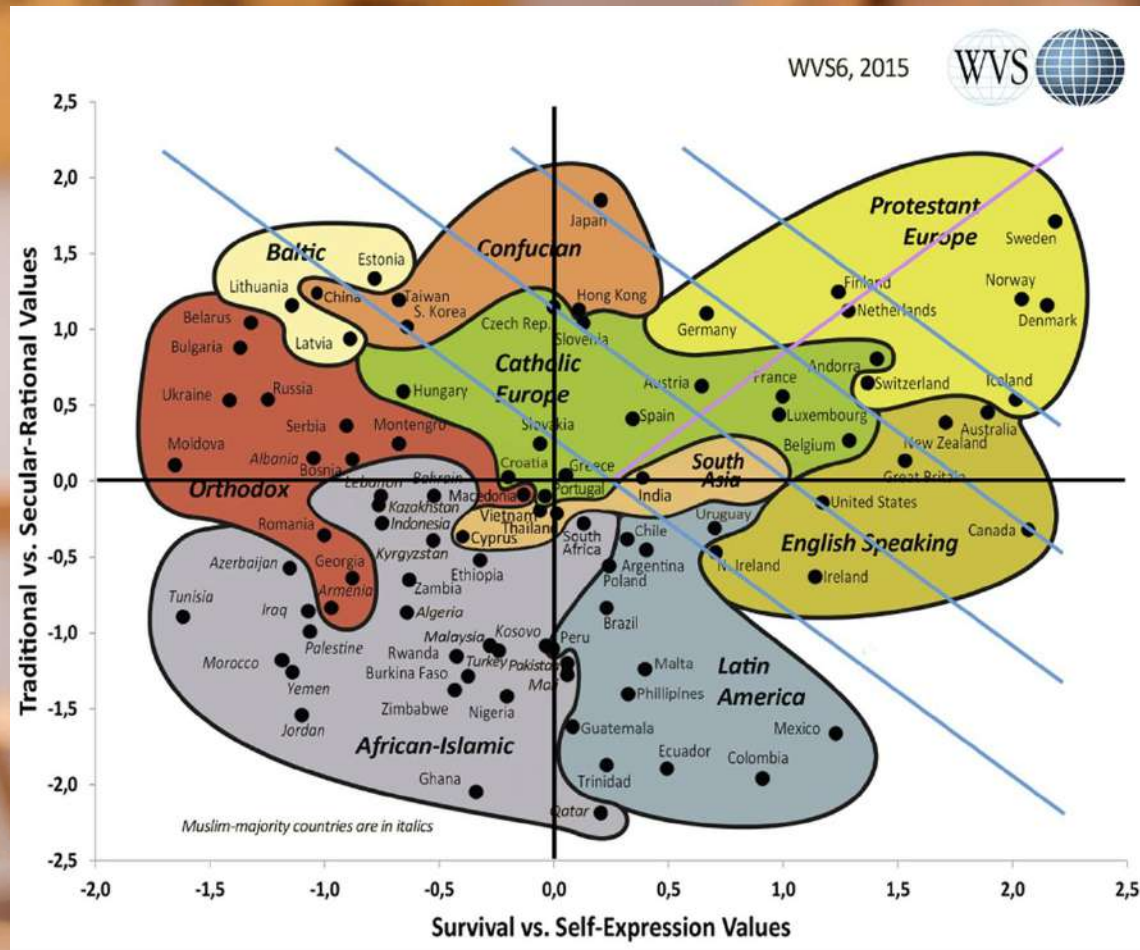
POST-CHRISTIAN WINDOW

RESULTS:

- Decreased church growth
- Growth among immigrants
- High rates of apostasy, especially among young people



POST-CHRISTIAN WINDOW



THE GREATEST CHALLENGES:

URBAN WINDOW

Tokyo, Japan – 37 million

Delhi, India – 31 million

Shanghai, China – 27 million

Dhaka, Bangladesh – 21 million

Cairo, Egypt – 21 million

Beijing, China – 20 million

Mumbai, India – 20 million

Osaka, Japan – 19 million



URBAN WINDOW

THE GREATEST CHALLENGES:

543 cities with 1 million inhabitants or more

1 Adventist for 89,000 inhabitants (1/136)

100 cities – 1 Adventist for 20,000 inhabitants

49 cities with less than 10 SDA

43 cities with no Adventist presence

Source: Demographia and "Reaching the World's 500 Largest Cities: A Demographic and Statistical Analysis"

JAMS 2014 vol.10 no.2



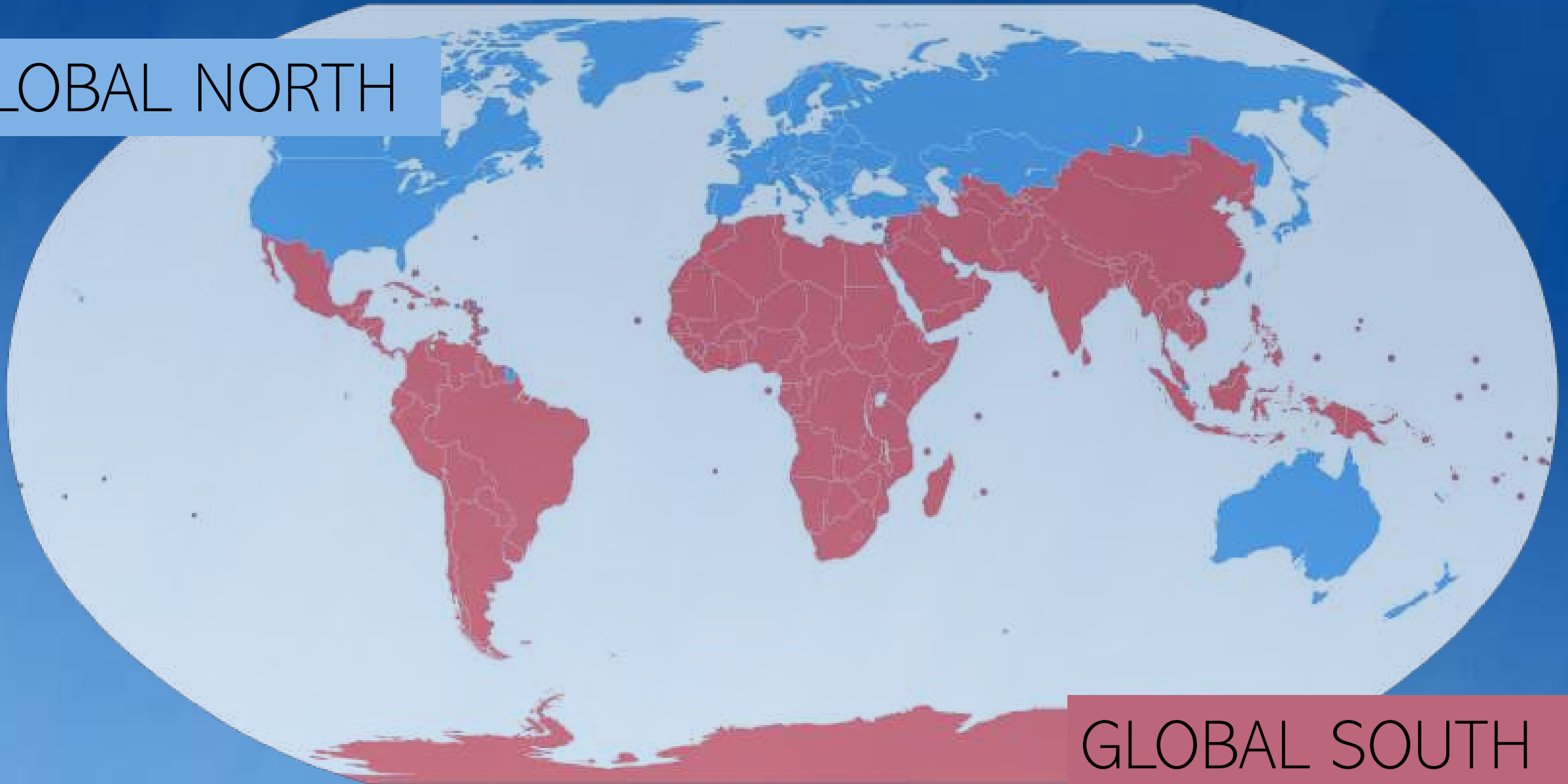
URBAN WINDOW



A MODEL FOR MISSION IN THE 21st CENTURY

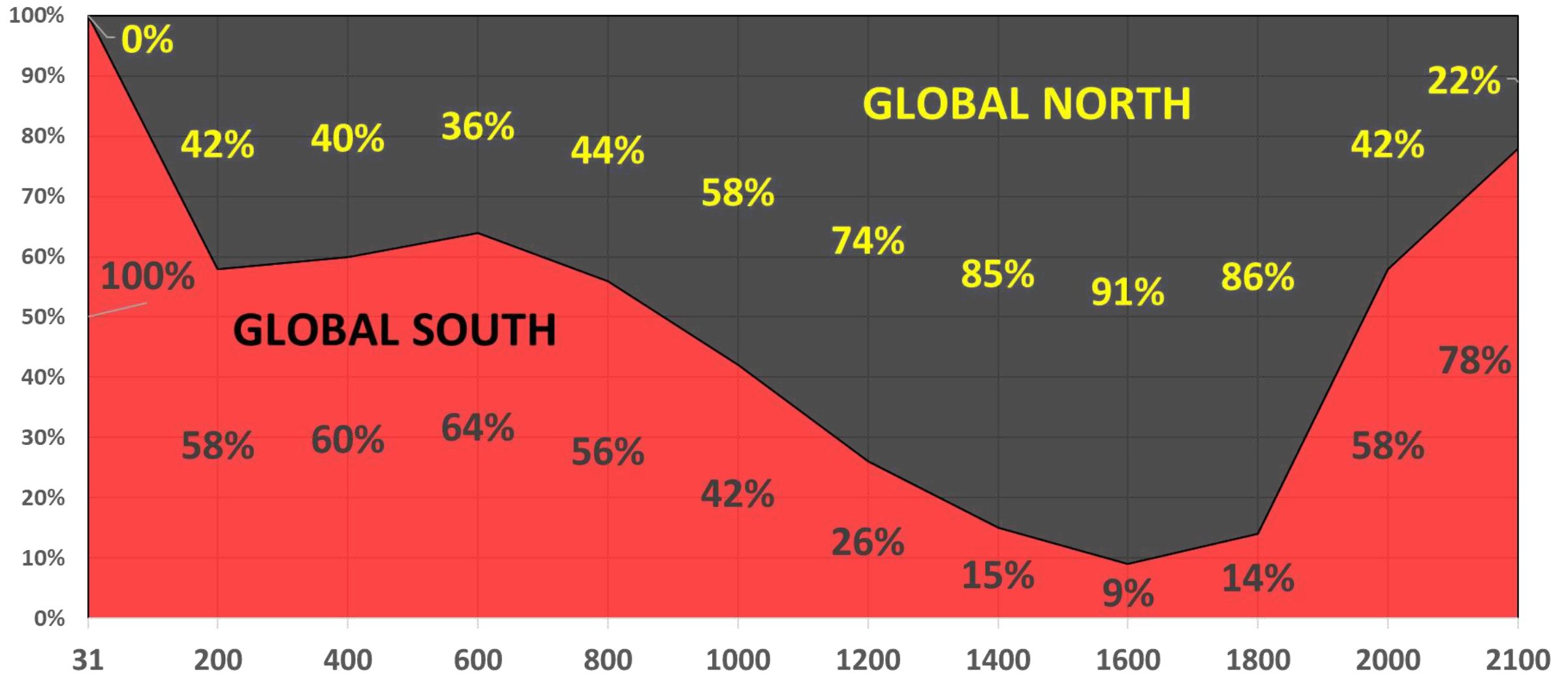


GLOBAL NORTH



GLOBAL SOUTH

% of Christians



Least evangelized people groups should have priority in mission. SDA mission should move:

- From parts of the Church with more missional capacity and more favorable context,
- Towards parts with less missional capacity and less favorable context.

PREMISES



THE FORMULA

MISSIONAL CAPACITY + MISSIONAL CONTEXT =
STRATEGIC MISSIONAL NEED



MISSIONAL CAPACITY

Quantitative and material factors contribute to capacity:

- Number of members
- Ratio of members to population
- Number of congregations
- Financial resources
- Buildings and equipment
- Availability of contextualized materials



MISSIONAL CAPACITY

Internal, spiritual, qualitative factors contribute to capacity:

- Discipleship maturity of members
- Quality of lay and pastoral leadership
- Commitment to outreach
- Witnessing skills
- Relationship of members with community





- What is the degree of freedom to worship and evangelize?
- How receptive to Christianity is that society?
- How receptive to the Adventist message are the people?
- What are the general religious, legal, cultural, economic, and political conditions?
- What reputation do Adventists have in that environment?

THE MISSIONAL CONTEXT

HIGH CAPACITY + FAVORABLE CONTEXT= LOW STRATEGIC NEED

- Local church has relatively low need for help and support from outside its area to fulfill its mission in its own area.
- Example: Division with 20% of Church membership and 5% of world population.

STRATEGIC MISSIONAL NEED FORMULA

LOW CAPACITY + LESS FAVORABLE CONTEXT=
HIGH STRATEGIC NEED

- Local church has relatively high need of help and support from outside its area to fulfill its mission in its own area.
- Example: Division with 2% of Church membership and 20% of world population.

STRATEGIC MISSIONAL NEED FORMULA



THE CHURCH NEEDS TO SUPPORT AND
ASSIST EACH OTHER BASED ON THE
RELATIVE LEVEL OF STRATEGIC NEED.



A young boy with dark hair, wearing a plaid shirt, is smiling broadly while holding an open book. The background is a soft-focus landscape with hills and trees under a clear sky. The text 'MISSIONAL CAPACITY' is displayed in large white letters on a brown rectangular background in the top right corner. Below it, the text 'CAN BE BUILT BY:' is also in white on the same brown background. To the right of the boy, a list of seven bullet points is presented in white text, detailing ways to build missional capacity.

MISSIONAL CAPACITY

CAN BE BUILT BY:

- Sending cross-cultural missionaries
- Providing Adventist education
- Educating indigenous pastors
- Training lay leaders
- Developing creative mission initiatives
- Funding building projects
- Producing contextualized materials

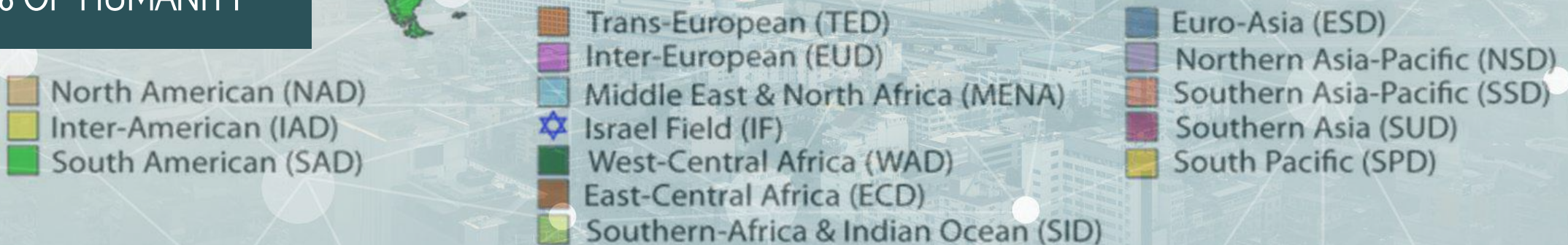
“BIG 6” DIVISIONS	MEMBERSHIP	POPULATION
North America	5.8%	5.0%
Inter America	16.7%	4.0%
South America	11.7%	4.5%
East Central Africa	21.3%	4.7%
Southern Africa Indian Ocean	19.1%	2.4%
South Pacific	2.8%	0.5%
	77.4%	21.1%

“DIVERSE 8+” DIVISIONS	MEMBERSHIP	POPULATION
Euro-Asia *	0.5%	4.5%
Inter European	0.8%	4.8%
Trans European	0.4%	2.9%
North Asia Pacific	1.3%	2.6%
Southern Asia	5.2%	18.3%
Southern Asia Pacific	8.0%	13.6%
Chinese Union Mission +	2.2%	19.9%
Israel Field +	0.004%	0.11%
Mid/East N/Africa Union Mission +	0.03%	7.03%
West Central Africa	4.1%	5.2%
	22.6%	78.9%

Compiled from 2021 ASR

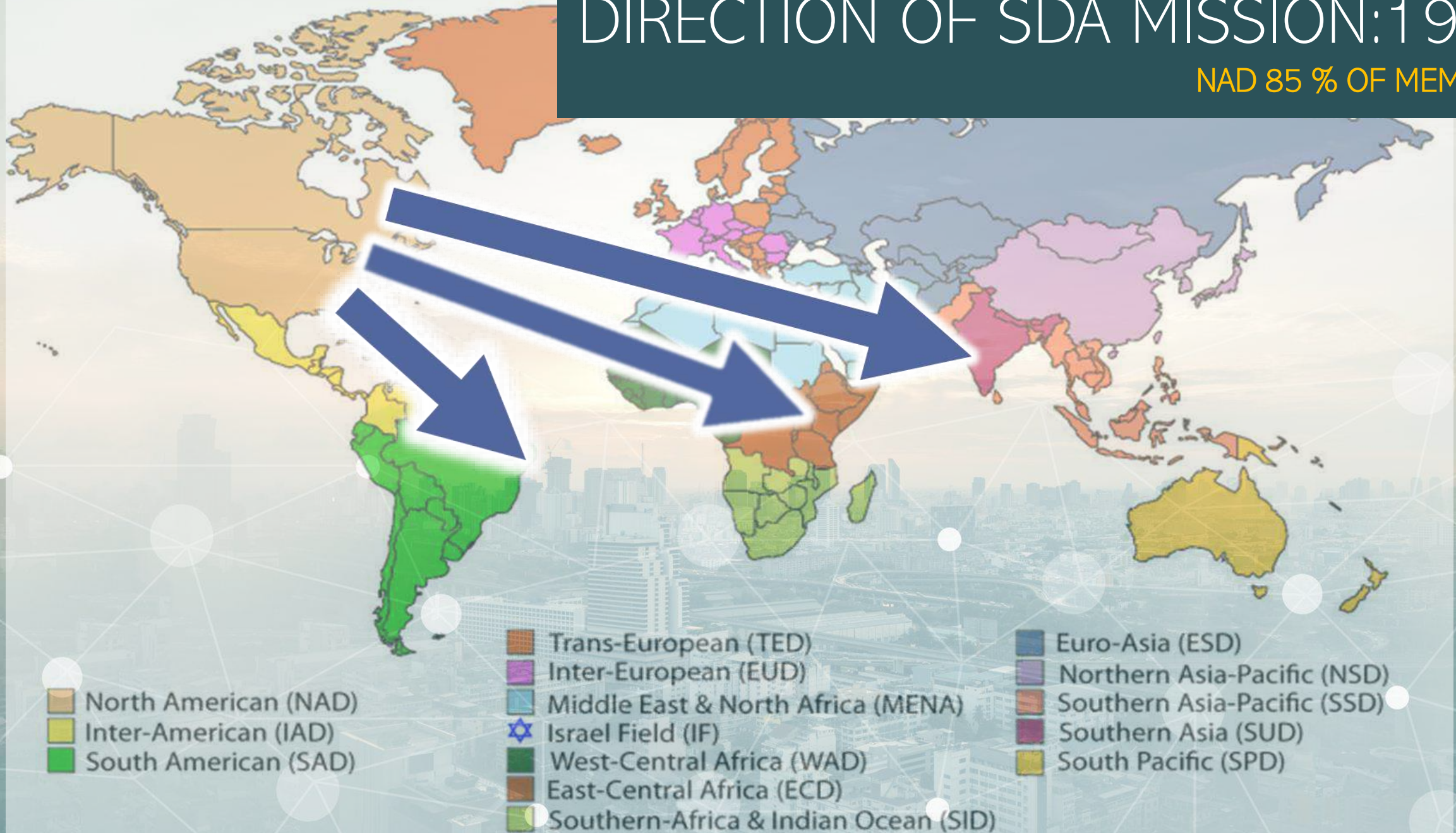
"DIVERSE 8+"
HIGH STRATEGIC NEED
22.6% OF SDAs
78.9% OF HUMANITY

"BIG 6"
LOW STRATEGIC NEED
77.4% OF SDAs
21.1% OF HUMANITY



DIRECTION OF SDA MISSION: 1901

NAD 85 % OF MEMBERS



DIRECTION OF SDA MISSION: 2022

NAD 6 % OF MEMBERS

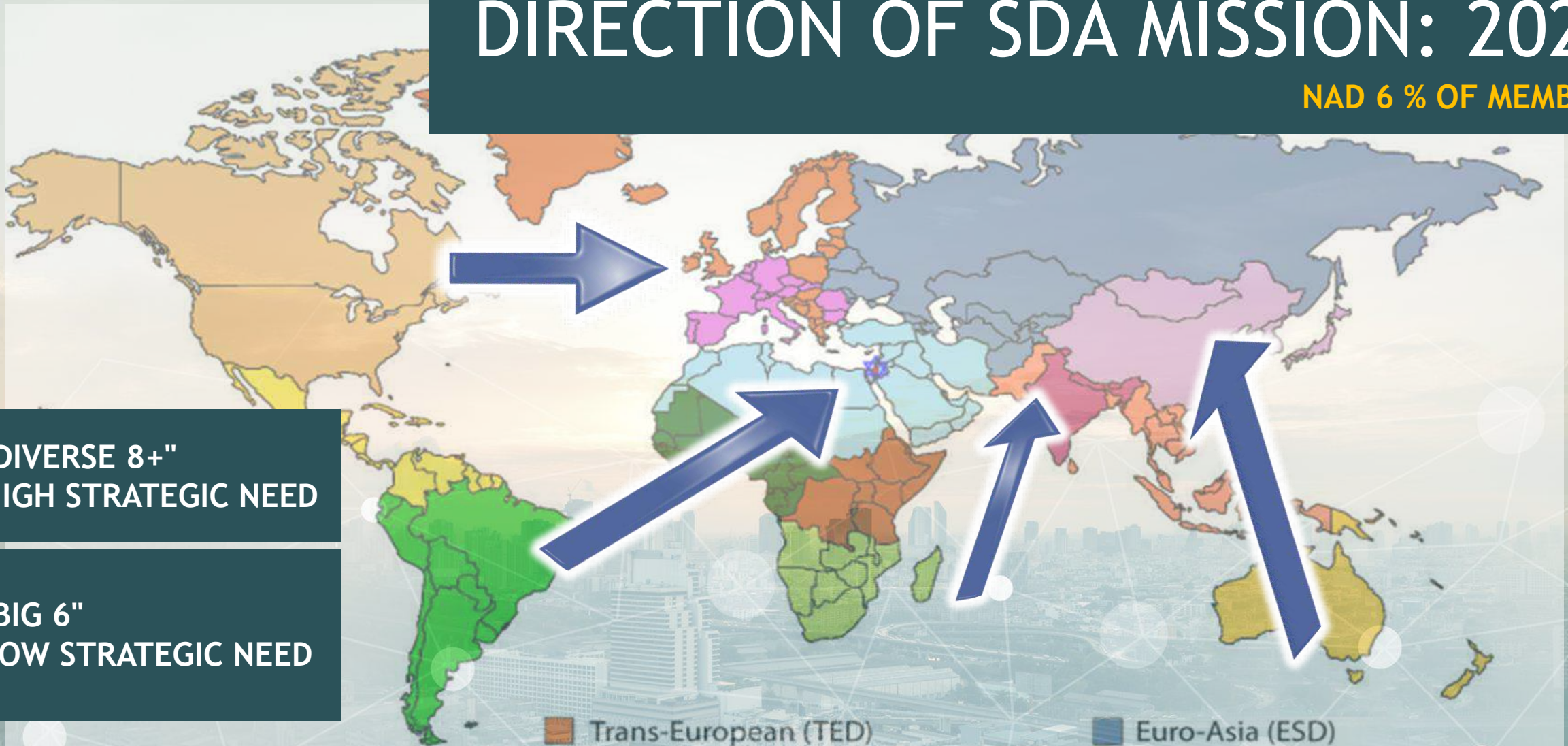
"DIVERSE 8+"
HIGH STRATEGIC NEED

"BIG 6"
LOW STRATEGIC NEED

North American (NAD)
Inter-American (IAD)
South American (SAD)

Trans-European (TED)
Inter-European (EUD)
Middle East & North Africa (MENA)
Israel Field (IF)
West-Central Africa (WAD)
East-Central Africa (ECD)
Southern-Africa & Indian Ocean (SID)

Euro-Asia (ESD)
Northern Asia-Pacific (NSD)
Southern Asia-Pacific (SSD)
Southern Asia (SUD)
South Pacific (SPD)



REFOCUS

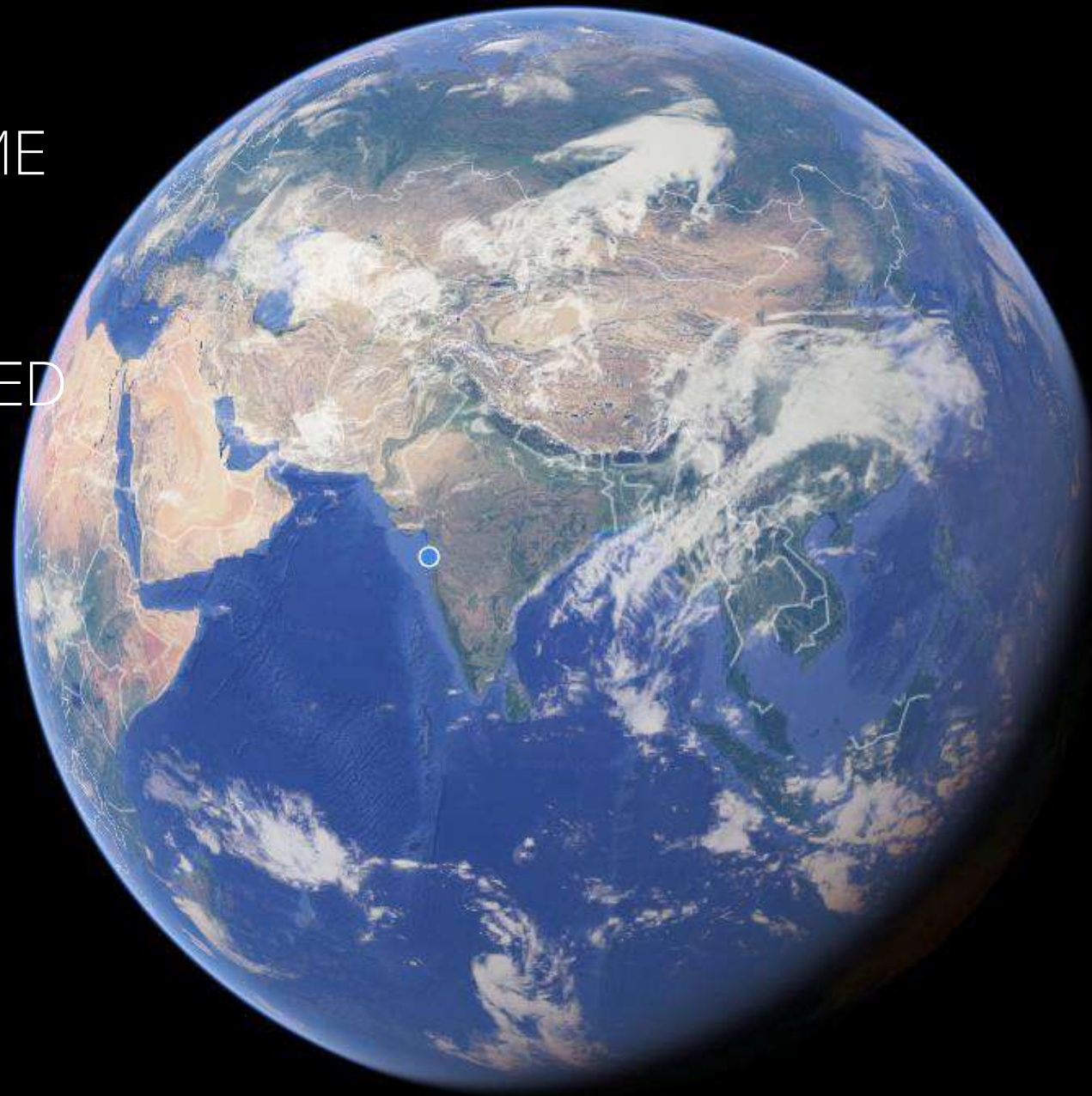


A crystal ball is positioned in the center-right of the frame, resting on a dark, weathered wooden post. The crystal ball reflects a landscape scene, including a large, craggy rock formation on the right, a smaller rock formation in the center, and a small tree on the left. The background is a blurred landscape with a large rock formation on the left and a smaller one in the center, under a clear sky. The lighting suggests a sunset or sunrise, with warm tones. A dark blue banner with white text is overlaid on the bottom left.

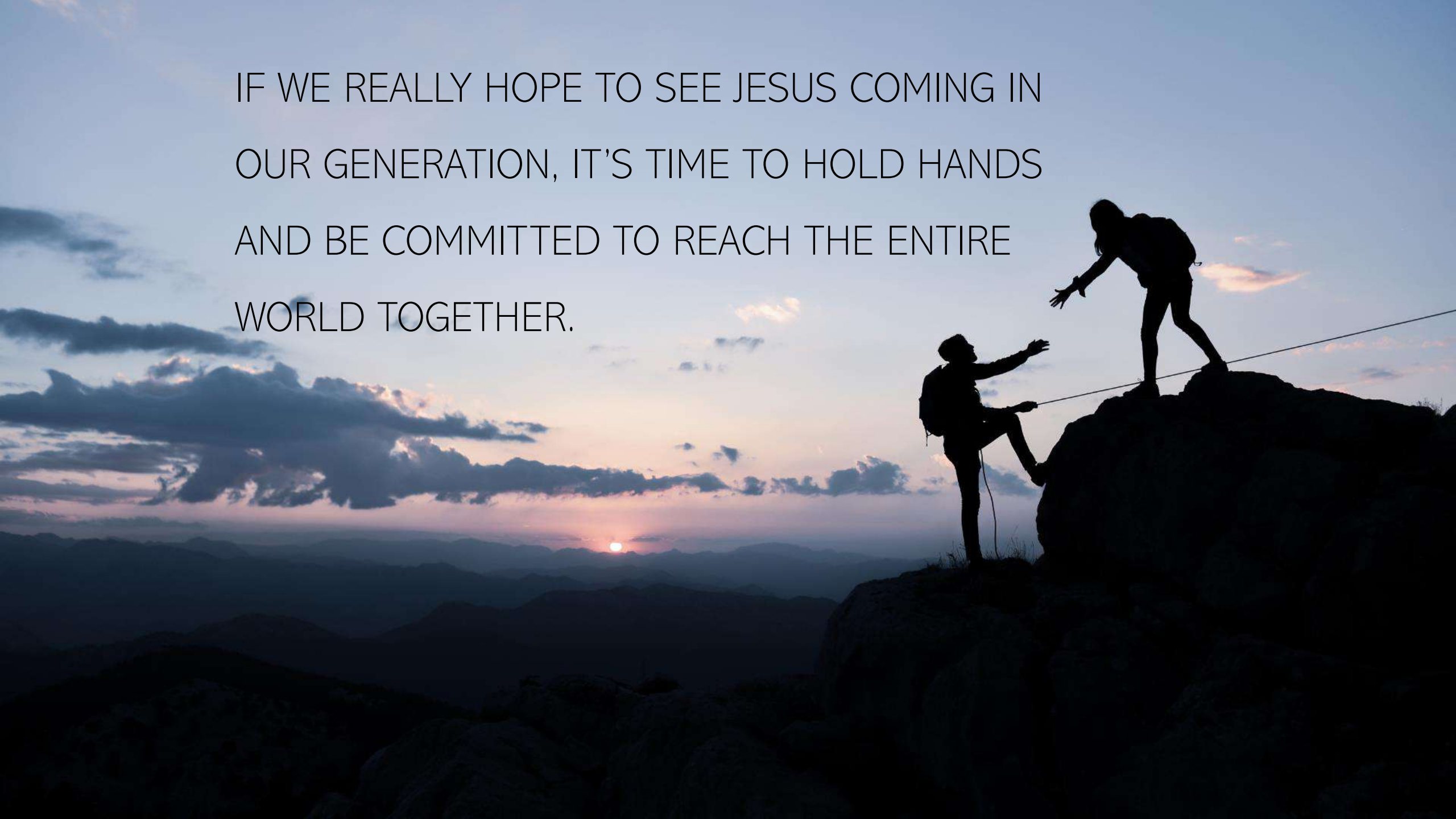
TIME TO REMEMBER TO ...

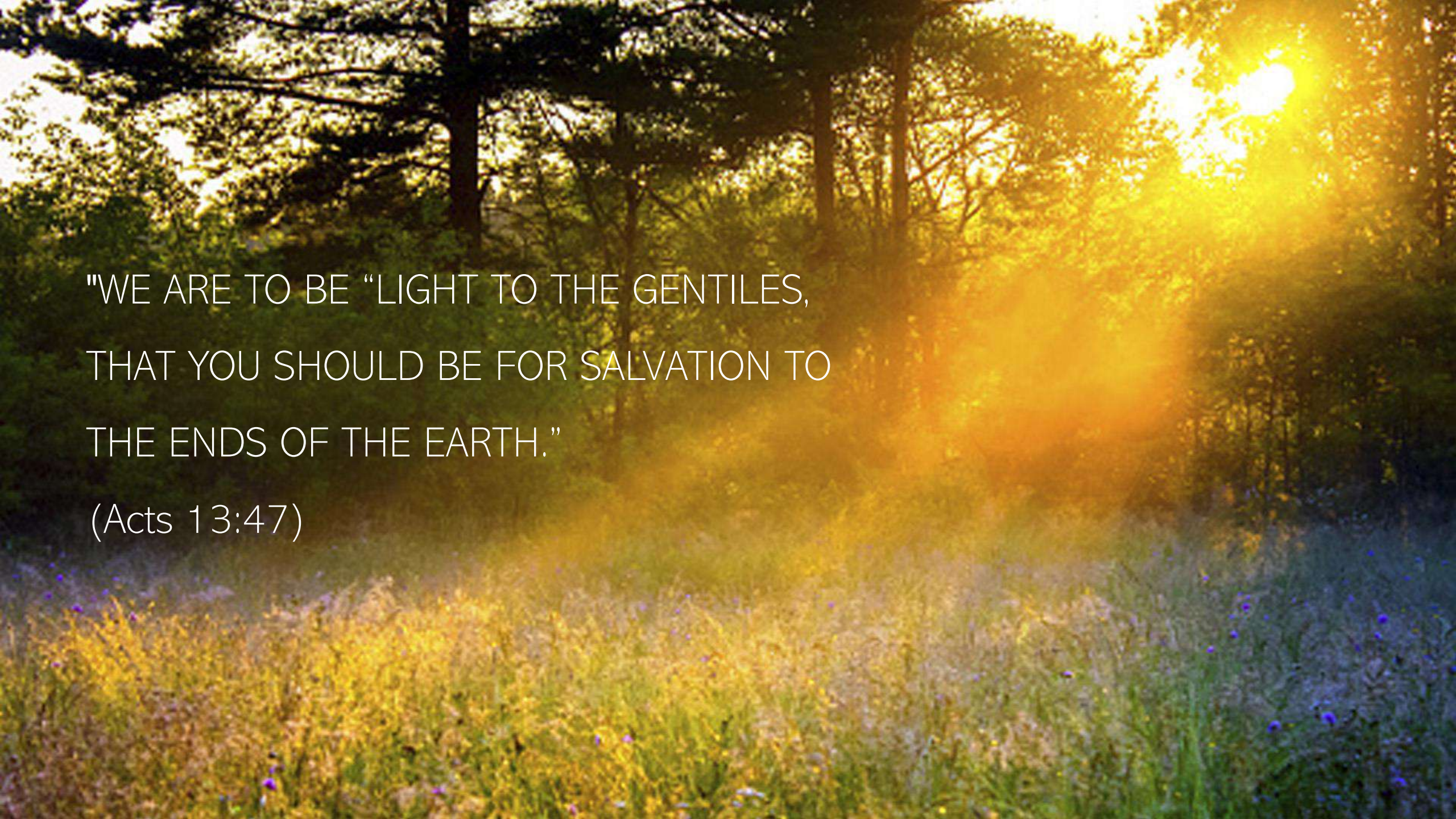
"HIS KINGDOM WILL NOT COME
UNTIL THE GOOD TIDINGS OF
HIS GRACE HAVE BEEN CARRIED
TO ALL THE EARTH."

(Ellen White, Mount of Blessings, p. 108)



IF WE REALLY HOPE TO SEE JESUS COMING IN
OUR GENERATION, IT'S TIME TO HOLD HANDS
AND BE COMMITTED TO REACH THE ENTIRE
WORLD TOGETHER.



A photograph of a sunlit forest path. The sun is low in the sky, creating a strong golden glow and lens flare that filters through the trees. The path is covered with wildflowers, including yellow and purple blooms. The trees are tall and their leaves are dappled with sunlight.

"WE ARE TO BE "LIGHT TO THE GENTILES,
THAT YOU SHOULD BE FOR SALVATION TO
THE ENDS OF THE EARTH."

(Acts 13:47)

"GOD WILL HAVE MEN WHO WILL
VENTURE ANYTHING AND EVERYTHING
TO SAVE SOULS."

(Ellen White, Evangelism, p. 63)



“OUR PRAYER”

Music Video





2022 ANNUAL COUNCIL

MOVING FORWARD IN FAITH

SECRETARIAT REPORT

