East Asian Peoples
Highlights
Dear Partners,

In Revelation 7:9, the Apostle John describes a vision of a great multitude from every nation, from all tribes and peoples and languages, standing before the throne and before the Lamb. The IMB exists to serve Southern Baptists as we work together to usher in this beautiful picture of heaven.

Join us in praising God for the significant impact your IMB missionaries are making in getting the gospel to the nations. And please prayerfully consider how God is calling you to reach the unreached today.
Our vision and mission

Our vision is a multitude from every nation, tribe, people and language knowing and worshiping our Lord Jesus Christ. (Rev. 7:9-10)

Our mission is to serve Southern Baptists in carrying out the Great Commission to make disciples of all nations.

STRATEGIC ANCHORS

+ Advance the missionary task among unreached peoples and places
+ Advance relationships with Southern Baptists and global partners
+ Advance efficiency and effectiveness of global operations

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Six Components of the Missionary Task

- Evangelism
- Discipleship
- Entry
- Exit to Partnership
- Abide in Christ
- Healthy Church Formation
- Leadership Development
- Abide in Christ

INTERNATIONAL MISSION BOARD
East Asian Peoples

Highlights

- New Churches Planted: 230
- New Believers: 6,656
- Leadership Trainings: 2,907
- Baptisms: 3,270
- Opportunities to Respond: 26,596
- New Engagements: 5

26,603
HEARD GOSPEL WITNESS

26,596
OPPORTUNITIES TO RESPOND

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East Asian Peoples

POPULATION  1,685,145,265

32,400

DYING DAILY WITHOUT CHRIST

Approximate numbers calculated using IMB global population and evangelical Christian estimates, excluding the United States.

Trust in the LORD with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths. — Proverbs 3:5-6
Some local believers partnered with a volunteer team from the U.S. to look for new villages of an Unreached People Group (UPG). They looked for hours without success. Unsure of where to go next, they stopped and prayed. As they travelled down a dirt road, they saw a young woman wearing a bright yellow shirt from the volunteer team’s state. They stopped to talk with her and learned she was from the people group they were seeking. Not only that, her husband was the village leader and invited them into the village, where they spent the rest of the day making new friends and sharing the gospel.

One worker’s favorite activity is hosting evangelism parties herself or with partners. She often hosts gatherings around holidays and cultural events, creating a fun and relaxed environment to learn about Jesus. At a Christmas outreach party, she and her family baked over 400 cookies, which they used to share the gospel message using colored icing. Her family shared with dozens of other families and trained local believers who then shared with hundreds more.
Using storytelling to teach the Bible to grandmothers who are new believers has been a very effective way of nurturing East Asian Christians. The grandmothers bring their friends with them, eat snacks, learn the Bible using stories and participate in small groups that incorporate worship and dance. Because the meetings are tailored to the grandmothers through fun games, facial massages, and hours of listening to stories, the grandmothers always look forward to the weekly meetings.

The Osaka Team has a vision to plant churches and engage Osaka’s five most densely populated areas – roughly 20% of the city’s population – within the next five years. Though this seemed a daunting goal, God used a non-believing restaurant owner to open the doors of a coffee shop and allow the first of these church plants. They held a baptism service there this past Easter. In addition, another church has now been planted in the largest of the five areas.
Leadership Development

The Compass is a framework for guiding churches in becoming healthy, reproducing, sending churches. In the past year, Compass training sites were established in four different cities to invite Baptist partner churches to regularly receive training and collaborate in God’s work. Personnel are beginning to see breakthroughs as pastors and ministry leaders re-assess ministry paradigms, develop strategic plans to reach the lost, and evaluate how they do discipleship. Churches throughout the region are regaining a passion for evangelism, and church planting is once again becoming a goal for Baptist churches.

Exit to Partnership

Baptists have worked in this East Asian country for over 70 years. This year an agency was formed in partnership with the IMB and adopted as the official sending agency of one Baptist convention. This agency has a vision to facilitate a global movement of ethnic East Asians taking the gospel to the nations. Some of these missionaries have already completed their training and now serve in the field.
2025 Targets

TO ENGAGE UNREACHED PEOPLES AND PLACES

TARGET ONE — Send an additional 500 missionaries

TARGET TWO — Mobilize 500 global missionary partners on IMB teams

TARGET THREE — Engage 75 global cities with comprehensive strategies

TARGET FOUR — Mobilize 75% of Southern Baptist churches to prayerfully and financially support the IMB

TARGET FIVE — Increase giving to the IMB by 6% annually
2025 Targets

TO ENGAGE UNREACHED PEOPLES AND PLACES

TARGET ONE
ADDITIONAL 500 MISSIONARIES

TARGET TWO
500 MISSIONARIES INCREASED

TARGET THREE
75 MISSIONARIES REDUCE AND IMPROVE

TARGET FOUR
75% MISSIONARIES SUPPORTING MISSIONARIES

TARGET FIVE
INCREASE MISSIONARIES TO 10% AND 6%

INTERNATIONAL MISSION BOARD
Please Pray

+ Intercede for U.S. churches as a praying people impacting a lost world.

+ Pray for wisdom as missionaries and local believers expand the use of virtual connections in Bible study and leadership training.

+ Ask the Lord to deepen relationships among global Baptist conventions, leading to 500 global missionary partners joining IMB teams.

+ Intercede for mission leaders who daily make strategic decisions about where to send missionaries and resources to see the Kingdom advance.
Please Pray

+ Pray for the 79.8 million forcibly displaced people worldwide to have opportunities to hear the gospel as they move and resettle.

+ Ask God to bless the 29,713 newly formed groups and churches with spiritual fruitfulness.

+ Pray for the 353,860 participating in ongoing Bible study to grow in knowledge and obedience.

+ Pray for God’s wisdom and favor in strategically engaging 75 global cities.
Let's reach the nations together

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