“I tell you, **OPEN YOUR EYES** and look at the fields!

They are ripe for harvest.”

- Jesus
Open Your Eyes

You know the story in John 4. Jesus engages in a wonderful dialogue at a drinking well with a Samaritan woman. His disciples return and find him talking to the woman who then leaves her water jar and hurries to her town proclaiming Jesus as the Messiah.

Meanwhile the disciples focus on eating, unaware that Jesus has just revealed his Messiah-ship and engaged in a powerful evangelistic encounter. Jesus then says, “I tell you, open your eyes and look at the fields! They are white (ripe) for harvest!” Were the townspeople walking out toward them at that exact moment? Harvest time!

In Greek the phrase “lift up your eyes” has a fun, double-meaning. First it can mean, “Good morning, sleepyhead! Wake up!” Or it can mean, “Raise your head and get a bigger vision. Look up! Look outward! Don’t just stare at the dirt.”

Don’t we all need to hear that message sometimes? If you desire to awaken from apathy or if you want to gain a God-sized vision, then allow Jesus to open your eyes.

Today the harvest is still white - ready, ripe, and almost ruined if not gathered ASAP! We believe Jesus continues calling out to his Church, “Hey, open your eyes!” In many ways, believers need to “open their eyes” to the 10/40 Window - the area of the world with the most people groups who have the least access and opportunity to hear of Jesus. God has, of course, been working powerfully all around the world...but are you involved and engaged to the degree that you could be? God has given the Church a commission that we need to obey and complete!

So, are you up for it?

The 10/40 Challenge

10/40. This number is important for many reasons.
1. **Time** - Commit to complete this eye-popping, “Open Your Eyes” resource in 10 minutes a day for 40 days. Ask God to help you see the world as he does.
2. **People** - Become a 10/40 Champion by mobilizing 10 people to join the 10/40 Challenge. Mobilize your friends and small group to participate.
3. **Goal** - We desire to mobilize 1,040 Americans and 1,040 Asians to make this commitment in 2012. It is time we finish the task of the Great Commission! But we can’t finish it well, if we don’t OPEN OUR EYES!
4. **Location** - The 10/40 Window...you will hear a lot about it in the coming pages. What challenge might God bring to your heart and mind regarding the least reached people groups?
How to Use This Resource

The Word
Meditate here on verses that describe God’s heart for the nations traced from Genesis to Revelation. May God’s Word help “open your eyes” to a greater understanding of His global enterprise.

The Issue
So many issues scream loudly. How do we know what really matters to God?
These 40 global realities (some very heavy) help believers glimpse, begin to grasp, and work to spread Jesus’ Words and Deeds into various worldwide situations and crises. May surveying these themes help “open your eyes” to both the brokenness and the opportunities that we possess as followers of Christ.

The Least Reached
Highlighting 40 unreached people groups
May your eyes be opened to ethnic groups with few followers of Christ.

The Facts
What could 40 facts do to you? Really...
The information here focuses mainly on statistics related to the least reached: who, what, where, when, why, and how.
May these definitions, numbers, lists, and trends serve to “open your eyes” to the lostness of the least reached!

The Name
Reflect here on the revealed names of God. May God’s character and nature “open your eyes” and give you inexhaustible hope in the midst of a fragmented world.

The Prayer
Using the names of God, the verses and issues, read the prayer/statement in this section aloud which expresses a hope, a wish, a dream into the life of the Church. Truly, “May the Church (and may you) have your eyes opened” so the world sees Christ in you!

The Reflection
In this space as you write your thoughts, prayers, or response to God may your heart be impacted and may your “eyes be opened” as only God can do!
The Issue - Finishing the Task

Is there really a “finish line” to the Great Commission? Yes! Other “need-based” trends may come and go, but the primary and non-negotiable biblical reality remains that God intends for all ethnic groups to experience his kingdom before he will return (Matthew 24:14)! The task must be finished by the Church! “Only through the mobilized resources of the whole Church will we be able to bring the task to conclusion, or closure, in our generation.” (1)

The Word

Genesis 12:1-3

The Lord had said to Abram, “Go from your country, your people and your father’s household to the land I will show you. I will make you into a great nation, and I will bless you; I will make your name great, and you will be a blessing...and all peoples on earth will be blessed through you.”

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Fulani, Adamawa of Nigeria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>1,234,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

The Facts

The 10/40 Window comprises over 60 nations between 10 and 40 degrees North latitude. The 10/40 Window stretches across North Africa, the Middle East, and Asian nations all the way to Indonesia.

The Prayer

May the CHURCH around the world display the character of STARTING AND FINISHING STRONG so the world sees Christ through the Church!

The Reflection

GOD is Author & Finisher of the Faith
Day 2

The Word

Exodus 9:15-16
For by now, I could have stretched out my hand and struck you and your people with a plague that would have wiped you off the earth. But I have raised you up for this very purpose, that I might show you my power and that my name might be proclaimed in all the earth.

The Issue - Refugees

Refugee crises left unattended threaten stability around the world. There are 43.7 million refugees and internally displaced people and 12 million stateless people living in limbo without citizenship rights. People forced from their homes by conflict are among the world’s most vulnerable and they all have individual stories of loss, heartache and survival. It is estimated that 80% of refugees are women and children. (2)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Religion</th>
<th># of People</th>
<th>% Believers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tibetan Gtsang of Nepal</td>
<td>Buddhism</td>
<td>67,000</td>
<td>.01%</td>
</tr>
</tbody>
</table>

The Facts

The 10/40 Window contains over half of the world’s population!

Currently, China and India compose 40% of the world’s population.

GOD is the Way

The Prayer

May the CHURCH around the world display the character of MIRACULOUS WAYS so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Issue - Orphans
There are an estimated 18.3 million orphans in the world (meaning they have neither mom or dad). The 163 million number often given for orphan stats includes orphans who have lost either mom or dad or both. Many of these kids live in highly vulnerable situations. It only requires one caring adult to make a life-difference in an orphan’s life. God calls the Church to defend the defenseless child. (3)

The Word
Joshua 4:23-24
For the Lord your God dried up the Jordan before you until you had crossed over... He did this so that all the peoples of the earth might know that the hand of the Lord is powerful and so that you might always fear the Lord your God.

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Brahman of India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Hinduism</td>
</tr>
<tr>
<td># of People</td>
<td>57,825,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.01%</td>
</tr>
</tbody>
</table>

The Facts
What is a people group?
A “significantly large sociological grouping of individuals who perceive themselves to have a common affinity. From the viewpoint of evangelization, this is the largest possible group within which the Gospel can be spread without encountering barriers of understanding or acceptance.” (3)

Day 3
GOD is Rescuer
The Prayer
May the CHURCH around the world display the character of RESCUING so the world sees Christ through the Church!

The Reflection
The Issue - Child Brides

It is estimated that in the next decade, over 100 million girls will be married as child brides (child marriages are considered marriage before 18). Several countries (including India, Yemen, and Afghanistan) practice child marriage, though illegally; some girls are married as young as 5! Some girls die from this practice. 

The Facts

What is an Unreached People Group (UPG)?

“Unreached” means that a particular group is unable to effectively evangelize itself without outside assistance. Numerically, unreached means less than 2% evangelicals, or less than 5% Christian adherents.

GOD is Defender

The Prayer

May the CHURCH around the world display the character of DEFENDING so the world sees Christ through the Church!
**The Word**

**1 Chronicles 16:23-25**

Sing to the Lord, all the earth. Proclaim His salvation day after day. Declare His glory among the nations, His marvelous deeds among all peoples. For great is the Lord and most worthy of praise; he is to be feared above all gods.

---

**The Least Reached**

<table>
<thead>
<tr>
<th>People Group</th>
<th>Arab, Omani of Oman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>921,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

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**The Facts**

**What is an UNENGAGED Unreached People Group?**

A “UUPG” is a group that has little to no access to the Gospel. They cannot evangelize themselves (unreached), AND no Christian group is even working to “engage” them with the Gospel. See an updated listing of UUPG’s.

---

**The Issue - Islam**

**1.5 billion** Muslims populate the globe. They believe there is one God Allah; Mohammed is his prophet. Because Muslims generally have no sacred/secular divide, they view “the West” and “Christianity” as identical. They understand each movie, music video, tv show, or political decision as Christian. Muslims often turn to Christ when they experience God’s love through Christians. Jesus reveals himself to Muslims in visions and dreams.

---

**The Prayer**

May the CHURCH around the world display the character of DECLARING AND PROCLAIMING GOD’S GREATNESS so the world sees Christ through the Church!

---

**The Reflection**

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The Word
Psalm 67:1-3, 7

May God be gracious to us and bless us and make his face shine upon us, so that your ways may be known on earth, your salvation among all nations. May the peoples praise you, God; may all the peoples praise you... May God bless us still, so that all the ends of the earth will fear him.

The Issue - Natural Disasters
Disasters cost lives, destroy infrastructure, disrupt livelihoods and leave a major impact on the survivors’ physical and psychological wellbeing. Over the past decades there has been a substantial increase in the number of people affected by disasters and the subsequent socio-economic losses. Poverty, vulnerability and disasters are linked - it is most often the poorest that are worst affected and suffer most. Their poverty makes them more vulnerable. (6)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Malay, Ketapang of Indonesia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>180,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts
According to the Joshua Project, there are a total of 16,788 people groups. 6,955 of those groups (41.4%) are considered unreached. (6)

GOD is Gracious

The Prayer
May the CHURCH around the world display the character of GRACIOUSNESS so the world sees Christ through the Church!

The Reflection

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**The Issue - Buddhism**

Begun in 500BC, Buddhist teaching instructs that 1. All of life is suffering. 2. Suffering comes from desire. 3. To get rid of suffering, get rid of desire. 4. To get rid of desire, follow the Eight-fold Path. The Dalai Lama has popularized the teachings to modern ears. Though Buddha preached enlightenment, Buddhist teachings currently keep 500 million people in the dark about the goodness of Jesus Christ.

**The Least Reached**

<table>
<thead>
<tr>
<th>People Group</th>
<th>Beja of Eritrea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>219,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

**The Facts**

85% of all unreached people groups (5,891 groups) reside inside the 10/40 Window. (7)

**The Prayer**

May the CHURCH around the world display the character of REFLECTING GOD’S LIGHT so the world sees Christ through the Church!

**The Reflection**

GOD is Light of the World
Day 8

The Word

Isaiah 53:6, 11

We all, like sheep, have gone astray, each of us has turned to our own way; and the Lord has laid on him the iniquity of us all... After he has suffered, he will see the light of life and be satisfied; by his knowledge my righteous servant will justify many, and he will bear their iniquities.

The Issue - Persecution

More Christians have been martyred for their faith in the 20th century than in the previous 19 centuries combined! About 200 million Christians in 60 countries currently suffer persecution. Globally, approximately one in ten Christians suffers persecution. Every 24 hours, another 480 believers are martyred for their faith in Christ. (8)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Thai, Northern of Thailand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Buddhism</td>
</tr>
<tr>
<td># of People</td>
<td>7,639,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.23%</td>
</tr>
</tbody>
</table>

The Facts

Out of 6,955 unreached people groups, 1,064 unreached people groups reside outside the 10/40 Window, meaning they have relative access to the Gospel! (8)

The Prayer

May the CHURCH around the world display the character of SUFFERING SERVICE so the world sees Christ through the Church!

The Reflection

Suffering Servant

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The Word

Isaiah 61:8-9

For I, the Lord, love justice; I hate robbery and wrong doing. In my faithfulness I will reward my people and make an everlasting covenant with them. Their descendants will be known among the nations and their offspring among the peoples. All who see them will acknowledge that they are a people the Lord has blessed.

The Issue - Trafficking

Human trafficking (for either sex or forced labor) is tied with the illegal arms industry as the second largest criminal industry in the world, and is the fastest growing. 800,000 are smuggled across international borders each year. Approximately 80% of human trafficking victims are women and girls; up to 50% are minors; 70% of women trafficked for sexual exploitation. The total market value of illicit human trafficking is estimated to be in excess of $32 billion. (9)

The Least Reached

People Group: Khmer, Central of Cambodia
Religion: Buddhism
# of People: 12,850,000
% Believers: 1.6%

The Facts

The 10/40 Window contains five main religions:
- Animists/Ethnic Religions
- Muslims
- Hindus
- Atheists
- Buddhists

The Prayer

May the CHURCH around the world display the character of JUSTICE so the world sees Christ through the Church!

The Reflection
Day 10

The Word

Ezekiel 36:22-23

This is what the Sovereign Lord says: “It is not for your sake, house of Israel, that I am going to do these things, but for the sake of my holy name... I will show the holiness of my great name, which has been profaned among the nations, the name you have profaned among them. Then the nations will know that I am the Lord, when I am proved holy through you before their eyes.”

The Issue - Pornography

A multi-billion dollar industry, it has larger revenues than Microsoft, Google, Amazon, eBay, Yahoo, Apple and Netflix combined. Every second: $3,075.64 is being spent and 28,258 internet users view pornography. Every 39 minutes a new pornographic video is created (in the U.S.) Child porn is among the fastest growing segment on the internet. Sadly the Church is not immune! (10)

The Facts

Countries with the most Unreached People Groups:
- India 2,218
- Pakistan 461
- China 426
- Bangladesh 369
- Nepal 348

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Lodha of Nepal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Hinduism</td>
</tr>
<tr>
<td># of People</td>
<td>11,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

GOD is Holy

The Prayer

May the CHURCH around the world display the character of HOLINESS so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Issue - Honor Killings

Honor killings are acts of vengeance usually committed by male family members against female family members who are believed to have brought dishonor on the family. Some estimate 5,000 women per year are killed this way, while others believe the numbers may be four times more. Even women who are raped may be killed by their own fathers or brothers to restore family honor. (1)

The Word

Daniel 6:25-28

Then King Darius wrote to all the nations and peoples of every language in all the earth: “I issue a decree that in every part of my kingdom people must fear and reverence the God of Daniel for he is the living God and he endures forever... He rescues and he saves; he performs signs and wonders in the heavens and on the earth. He has rescued Daniel from the power of the lions.”

The Facts

India is the most complex nation for determining the numbers of people groups. Some castes speak 50-60 languages alone!

India has more unreached people groups than any other nation on earth.

The Least Reached

Aimaq, Taimani of Afghanistan

Religion: Islam

# of People: 563,000

% Believers: 0%

The Prayer

May the CHURCH around the world display the character of TAKING BOLD STANDS so the world sees Christ through the Church!

GOD Sees

The Reflection

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The Issue - Gender-Based Injustice
The unjust treatment of individuals based on gender continues to be an issue in every nation on the earth. Primarily women face numerous injustices and discrimination in both the home, workplace, and society. Often the Church reflects the worldview of the surrounding culture in regard to the value and opportunities given to women. (12)

The Least Reached
People Group: Rajput of India
Religion: Hinduism
# of People: 43,558,000
% Believers: Less than .02%

The Facts
2/3 of the world’s population lives in the 68 nations of the 10/40 Window.

It is estimated that 2,000,000,000 people in the world have NEVER heard the Name of Jesus.

The Word
Joel 2:28, 29
And afterward, I will pour out my Spirit on all people. Your sons and daughters will prophesy, your old men will dream dreams, your young men will see visions. Even on my servants, both men and women, I will pour out my Spirit in those days.

The Prayer
May the CHURCH around the world display the character of GIVING GIFTS so the world sees Christ through the Church!
Day 13

The Word
Habakkuk 2:14
For the earth will be filled with the knowledge of the glory of the Lord, as the waters cover the sea.

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Azeri Turk of Iran</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>14,657,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.0%</td>
</tr>
</tbody>
</table>

The Issue - Illiteracy
Globally, there are about 1 billion non-literate adults, or 26% of the world's adult population. Women make up two-thirds of all non-literate adults. 98% percent of all non-literate adults live in developing countries. In the least developed countries, the overall illiteracy rate is 49%. 52% of all non-literate adults live in India and China. Africa as a continent has a literacy rate of less than 60%. (13)

The Facts
In 1949, China had less than 1 million believers.
In 2010, China has more than 100 million believers!

GOD is Wise
The Prayer
May the CHURCH around the world display the character of WISDOM so the world sees Christ through the Church!

The Reflection
© 2012 10/40 Connections, Inc.
The Issue - Atheism

In China over 1 billion people have been instructed from their school days that “Because man came from monkeys, God does not exist.” This macro-evolutionary leap into the religious realm has created a void of purpose, destiny and value in millions. While atheism is a logical impossibility (i.e. Who can actually prove that God does NOT exist?), many walk through life not thinking about deeper issues: origin, purpose, morality, death.

The Word
Zechariah 14:9

The Lord will be king over the whole earth. On that day there will be one Lord, and his name the only name.

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Hakka of China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Atheist</td>
</tr>
<tr>
<td># of People</td>
<td>33,294,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.6%</td>
</tr>
</tbody>
</table>

The Facts

In China, an estimated 12,000 people become believers every day! (14)

GOD is King of Kings

The Prayer

May the CHURCH around the world display the character of THE KING OF KINGS so the world sees Christ through the Church!

The Reflection

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Day 15

The Word
Malachi 1:11

“My name will be great among the nations, from where the sun rises to where it sets. In every place incense and pure offerings will be brought to me, because my name will be great among the nations,” says the Lord God Almighty.

The Issue - Urbanization

Cities in the developing world will absorb 95% of the world’s expected population growth between 2000-2030. According to recent estimates there are now over 900 million people who can be classified as slum dwellers. Based on 2001 estimates, 43% of the urban population in the developing world lives in slums. In the least developed countries, this percentage rises to more than 78%. (15)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Gujjars of Pakistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>2,057,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

The 10/40 Window contains the overwhelming majority of the world’s least evangelized megacities (population above one million.)

The top 50 least evangelized megacities are all in the 10/40 Window!

The Prayer

May the CHURCH around the world display the character of FAR-REACHING CONCERN so the world sees Christ through the Church!

The Reflection

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The Word
Matthew 9:36-38

When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, “The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”

The Issue - Population

“In the more developed world, birth rates have fallen dramatically as a result of greater wealth, education and birth control, and the breakdown of families. By 2000, the populations of most developed countries were in decline... In the less developed world, the population explosion was generated by industrialization, urbanization, improvements in agriculture, water quality and health care... growing population and poverty are linked.” (16)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Mazanderani of Iran</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>4,048,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

86% of the world’s Hindu, Muslims, and Buddhists have never met a Christ-follower! (16)

GOD is Compassionate

The Prayer

May the CHURCH around the world display the character of COMPASSION so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Issue - Street Children

In 1989, 100 million children were growing up on urban streets around the world. Murder, consistent abuse and inhumane treatment are the "norm" for these children, whose ages range from 6 to 18. They often resort to petty theft and prostitution for survival. An estimated 90% of them are addicted to inhalants such as shoe glue and paint thinner, which cause kidney failure, irreversible brain damage and, in some cases, death. (17)

The Facts

4-14 Window - a term used for children between the ages of 4 and 14. Considered to be the primary time worldview is formed. Currently, there are over 1.8 billion children in the 4-14 window; the majority of whom live within the 10/40 Window!

The Prayer

May the CHURCH around the world display the character of DELIGHTING IN CHILDREN so the world sees Christ through the Church!

The Reflection

Delights in Children
The Issue - Migrations

Around 200-250 million live outside the land of their birth. “Greater levels of migration are fueled by: increasing gaps, internationally, in educational and social opportunities; and upheaval, conflict and persecution. Immigration gives a great opportunity for Christian ministry when migrants come from less-evangelized lands and while others migrate with intentional missional living purpose in their host country (Phillipinos, S. Asians, Nigerians, etc.).” (18)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Turkomani of Afghanistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>677,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

Pets: In 2007, Americans spent over $40 billion on their pets.

Weight Loss: In 2010, Americans spent over $60 billion on weight-loss programs. (18)

GOD is Strategic

The Prayer

May the CHURCH around the world display the character of STRATEGIC ACTION so the world sees Christ through the Church!

The Reflection

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Day 19

The Issue - Domestic Violence
A worldwide epidemic, cutting across boundaries of culture, class, education, income, ethnicity, and age. One in every three women in the world has experienced sexual, physical, emotional or other abuse in her lifetime. Most societies speak against domestic violence, but “violations...are often sanctioned under the garb of cultural practices and norms, or through misinterpretation of religious tenets.” (19)

The Least Reached
Yemeni, Northern of Yemen
Islam
11,380,000
.01%

The Facts
Key Barriers to the Gospel in the Window:
• Political
• Geographic
• Social
• Linguistic
• Educational
• Spiritual

The Word
Mark 11:17, John 2:17
And as he taught them, he said, “Is it not written: ‘My house will be called a house of prayer for all nations’? But you have made it ‘a den of robbers.’”

His disciples remembered that it is written; “Zeal for your house will consume me.”

The Prayer
May the CHURCH around the world display the character of PASSION so the world sees Christ through the Church!

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The Word

Luke 4:18-19

The Spirit of the Lord is on me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free, to proclaim the year of the Lord's favor.

The Issues - FGM

FGM describes the cultural practice of partially or totally removing the external female genitalia. Around 140 million girls and women worldwide have suffered from FGM. 28 countries in Africa and the Middle East practice FGM, and to a lesser degree it is practiced in Indonesia, Malaysia, Pakistan, and India. It is done to ensure purity, and causes a range of health problems, including psychological and emotional stress. (20)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Arab, Sudanese of Sudan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>10,437,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.5%</td>
</tr>
</tbody>
</table>

The Facts

Oppression of Women - In most areas of the 10/40 Window, women face: female feticide, less food/education/medical attention than brothers, trafficking, becoming a child bride, dowry deaths through “kitchen fires,” rape, domestic violence, grinding poverty, and more.

GOD is

GOD of the Oppressed

The Prayer

May the CHURCH around the world display the character of CARING FOR THE OPPRESSED so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Issue - Materialism/Generosity

Materialism drives people to place their hope, faith, and happiness in what they possess. Even church has a “consumerism” attached to it. Yet, a new challenge has emerged through the Generosity Network. The challenge is for the whole Church to live whole-life discipleship that includes radical generosity and wise stewardship. The hope is that there is a dramatic increase in giving to global mission, especially for ministry in areas and groups with few if any Christians. Join the movement! (21)

The Facts

For every $100 that goes into the U.S. offering plate:

- $99.50 remains in the church or goes to minister among Christian populations.
- $0.45 goes to nations that have access to the Gospel, but may have state-sponsored religion.
- $0.05 goes to minister among the least reached of the 10/40 Window areas. (21)

The Word

Luke 24:47

He told them, “This is what is written: The Messiah will suffer and rise from the dead on the third day, and repentance for the forgiveness of sins will be preached in his name to all nations, beginning at Jerusalem.”

The Least Reached

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<thead>
<tr>
<th>People Group</th>
<th>Manchu of China</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Atheist</td>
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<tr>
<td># of People</td>
<td>13,345,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.4%</td>
</tr>
</tbody>
</table>

The Reflection

Embraces the Humble

The Prayer

May the CHURCH around the world display the character of HUMILITY so the world sees Christ through the Church!
The Issues - Poverty
Almost half the world lives on less than $2.50 a day. At least 80% of humanity lives on less than $10 a day. The poorest 40% of the world’s population accounts for 5% of global income. The richest 20% accounts for three-quarters of world income. 22,000 children die each day due to poverty. [22]

The Word
John 3:16
For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.

The Least Reached
<table>
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<tr>
<th>People Group</th>
<th>Baima of China</th>
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</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Animist</td>
</tr>
<tr>
<td># of People</td>
<td>16,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.9%</td>
</tr>
</tbody>
</table>

The Facts
"According to the Borgen Project, annual expenditures of $19 billion between now and 2015 could eliminate global starvation and malnutrition. Another $12 billion per year over that same time period could provide education for every child on earth. And an additional $15 billion each year could provide universal access to clean water and sanitation." [22]

GOD is Generous

The Prayer
May the CHURCH around the world display the character of GENEROSITY so the world sees Christ through the Church!

The Reflection
The Issue - Water

“Water will be among the world’s most crucial issues in the future... The salient issues on a global level are more about ethics, equity, distribution and consumption.” 884 million people lack access to safe water supplies; approximately one in eight people. 3.5 million people die each year from a water related disease. One in three lacks access to adequate sanitation which leads to disease, malnutrition and death, especially among children. (23)

The Least Reached

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<tr>
<th>People Group</th>
<th>Garre of Somalia</th>
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<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>165,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

Giving by North American churchgoers was higher during the Great Depression (3.3 % of per capita income in 1933) than it was after 50 years of unprecedented prosperity (2.5% in 2004). (23)

The Prayer

May the CHURCH around the world display the character of SEEKING ANSWERS so the world sees Christ through the Church!
The Issue - Hunger

925 million people do not have enough to eat and 98% of them live in developing countries. 65% of the world’s hungry live in only 7 countries: India, China, the Democratic Republic of Congo, Bangladesh, Indonesia, Pakistan and Ethiopia. Under-nutrition contributes to 5 million deaths of children under five each year in developing countries. (24)

The Facts

The 10/40 Window contains 43 out of the 50 worst offending countries in the world for persecution of Christians.

The Word

John 6:51

I am the living bread that came down from heaven. Whoever eats of this bread will live forever. This bread is my flesh, which I will give for the life of the world.

The Least Reached

<table>
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<tr>
<th>People Group</th>
<th>Arab, Saudi of Saudi Arabia</th>
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<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>815,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.10%</td>
</tr>
</tbody>
</table>

The Prayer

May the CHURCH around the world display the character of SUSTAINING LIFE so the world sees Christ through the Church!

The Reflection

GOD is Bread of Life

© 2012 10/40 Connections, Inc.
**The Word**

**John 20:21**

Again Jesus said, "Peace be with you! As the Father has sent me, I am sending you."

---

**The Least Reached**

- **People Group**: Bania of India
- **Religion**: Hinduism
- **# of People**: 27,294,000
- **% Believers**: 0%

**The Issue - Partnership in the Body of Christ**

“Collaboration of the Church on a global level now shapes the prospects for finishing the Great Commission task. Now as never before, there is a shared focus and vision, and shared ministry and resources. Yet the church has farther to go in developing more partnership among various generations, both genders, and various ethnic groups.” (25)

---

**The Facts**

There has been a rise of fundamentalism in the majority of the world’s faith systems. This resurgence in religion leads to persecution, especially among evangelicals who have a passion to share their faith and commit to the uniqueness of Christ. (25)

---

**The Prayer**

May the **CHURCH** around the world display the character of **BEING SENT AND SENDING** so the world sees **Christ** through the Church!

---

**The Reflection**

© 2012 10/40 Connections, Inc.
Day 26

The Word

Acts 1:8

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.

The Issues - Hinduism

Hinduism is not a religion, instead, it is a “way of life.” Though families usually choose a few primary deities, as a whole, Hindus worship a staggering pantheon of 330 million gods and goddesses. Nearly 1 billion Hindus populate the world primarily in India, Nepal and islands of SE Asia. The outlawed caste system (as well as karma and dharma) still controls much social interaction. Hindus desire to escape the cycle of reincarnation.

The Least Reached

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<tr>
<th>People Group</th>
<th>Hui of China</th>
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<tr>
<td>Religion</td>
<td>Islam</td>
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<tr>
<td># of People</td>
<td>12,583,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

Only about 1 out of 10 cross-cultural workers (missionaries) from across the globe minister among unreached people groups.

The majority work among reached groups. (26)

GOD is Powerful

The Prayer

May the CHURCH around the world display the character of POWER so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
Day 27

The Word

Romans 10:12-13

For there is no difference between Jew and Gentile—the same Lord is Lord of all and richly blesses all who call on him, for, “Everyone who calls on the name of the Lord will be saved.”

The Issues - Disabilities

Around 10% of the total world’s population (650 million people) live with a disability. Disabilities affect hundreds of millions of families in developing countries. 80% of persons with disabilities live in developing countries. 20% of the world's poorest people have some kind of disability. Nearly 40% of the world’s total of blind people reside in India! (27)

The Facts

North American missions organizations tend to target population groups in already-evangelized countries.

"96% of all foreign missionaries work among existing churches; 4% work where no church exists." (27)

The Prayer

May the CHURCH around the world display the character of IMPARTIALITY so the world sees Christ through the Church!

The Reflection
The Issue - Marriage & Homosexuality
Though God created one man & one woman to bear his image, sin entered and marriage has taken many hits. The Bible, however, maintains a consistent disapproval of homosexual behavior in both the OT and NT, just as it does about adultery or lust. This issue “will probably be one of the most divisive issues among Christians in coming years” (28).

The Word
Romans 15:12-13
And again, Isaiah says, "The Root of Jesse will spring up, one who will arise to rule over the nations; in him the Gentiles will hope." May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.

The Least Reached
People Group: Tho of Vietnam
Religion: Ethnic Religions
# of People: 78,000
% Believers: 0.01%

The Facts
"40% of the church's entire foreign mission resources are being deployed to just 10 over-saturated countries already possessing strong citizen-run home ministries. Thus, it is not that we lack the resources to evangelize the unreached, but that we fail to make it a priority.” (28)

The Prayer
May the CHURCH around the world display the character of HOPE so the world sees Christ through the Church!

The Reflection
The Word

2 Corinthians 5:17-21

Therefore, if anyone is in Christ, the new creation has come: The old has gone, the new is here! All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation: that God was reconciling the world to himself in Christ, not counting people's sins against them. And he has committed to us the message of reconciliation...We implore you on Christ's behalf: Be reconciled to God.

The Least Reached

People Group: Shaikh of Bangladesh
Religion: Islam
# of People: 121,769,000
% Believers: 0%

The Facts

Out of 6,950 languages, 2,100 languages need Bible translation to begin. (29)

The Issue - Depression

Depression affects 121 million people worldwide. It can affect a person's ability to work, form relationships, and destroy their quality of life. At its most severe, depression can lead to suicide and is responsible for 850,000 deaths every year. Some aspects were cross cultural - women were twice as likely to suffer depression as men. It is a significant public-health concern across all regions of the world and is strongly linked to social conditions. Fewer than 25% of those affected have access to effective treatments. (29)

GOD is Reconciler

The Prayer

May the CHURCH around the world display the character of RECONCILIATION so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
Day 30

The Word

Galatians 3:8

Scripture foresaw that God would justify the Gentiles by faith, and announced the gospel in advance to Abraham: "All nations will be blessed through you."

The Issue - Technology

In AD 2000, Christians owned 332 million personal computers, including laptops, notebooks, palmtops, & personal digital assistants. The latest mega-activity to be added to types of evangelism comes from the enormous expansion of e-mail and online network activity, particularly over the internet with its 277 million users in 2000 (198 million being Christians). Their influence increases exponentially each year. Christians originate 2 billion evangelism hours per year through technology. (30)

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Laven of Laos</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Ethnic Religions</td>
</tr>
<tr>
<td># of People</td>
<td>28,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.09%</td>
</tr>
</tbody>
</table>

The Facts

Almost 50% of the average church's budget goes to staff and personnel salaries.

Missions and evangelism accounts for about 5%. (30)

The Prayer

May the CHURCH around the world display the character of EVANGELISM so the world sees Christ through the Church!

The Great Evangelist

The Reflection

© 2012 10/40 Connections, Inc.
Day 31

The Word

Ephesians 2:14-15

For he himself is our peace, who has made the two one and has destroyed the barrier, the dividing wall of hostility...His purpose was to create in himself one new humanity out of the two, thus making peace.

The Issue -
Child Soldiers

It is estimated that some 300,000 children – boys and girls under the age of 18 – are involved in more than 30 conflicts worldwide. They serve as combatants, messengers, porters, cooks, and sex slaves. Children are more likely to become child soldiers if they are separated from their families, displaced from their homes, living in combat zones, or have limited access to education. (31)

The Least Reached

People Group: Babalia of Chad
Religion: Islam
# of People: 7,200
% Believers: 0%

The Facts

Christians worldwide had personal income totaling more than $16 trillion in 2007. However, Christians gave only 2%, or $370 billion, to Christian causes. (31)

GOD is Prince of Peace

The Prayer

May the CHURCH around the world display the character of PEACE-MAKING so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
Day 32

The Issue - Nepotism

Nepotism is favoritism based on external features (i.e. sexism, racism, ethnocentrism, ageism). The favoritism granted to some does not display God’s character, which looks on the heart. God’s people have a clear responsibility to avoid such corruption and instead demonstrate the just and righteous culture of God’s kingdom.

The Word

Ephesians 3:6

This mystery is that through the gospel the Gentiles are heirs together with Israel, members together of one body, and sharers together in the promise in Christ Jesus.

The Least Reached

<table>
<thead>
<tr>
<th>People Group</th>
<th>Arab, Syrian of Syria</th>
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</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>14,200,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.10%</td>
</tr>
</tbody>
</table>

The Facts

85% of all church activity and funds are directed toward the internal operations of the congregation, such as staff salaries, utility expenses, and Sunday school materials. (32)

The Prayer

May the CHURCH around the world display the character of UNITY so the world sees Christ through the Church!

The Reflection

Revealer of Mystery

© 2012 10/40 Connections, Inc.
The Issue - Combatting Pluralism

Religious pluralism and post-modernity continues to grow. Even among Christians, “a creeping universalism can be observed as gaining ground.” Since relativism dominates, Christians will increasingly be considered “intolerant.” Convictions of Christians are being challenged both inside and outside the church. “Believers’ thoughts, values, and worldviews are often shaped more by the prevailing culture, philosophies, superstitions and religions of the society more than by the Bible.” (33)

The Facts

Nearly 97% of the entire income of ALL Christian organizations was spent on, and primarily benefited other Christians at home or abroad: $261 billion spent ministering to Christians, $7.8 billion on already-evangelized non-Christians, and $0.81 billion on un-evangelized non-Christians. (33)

The Prayer

May the CHURCH around the world display the character of TRUTH so the world sees Christ through the Church!
The Word

1 Timothy 2:1-6

I urge, then, first of all, that petitions, prayers, intercession and thanksgiving be made for everyone - for kings and all those in authority... This is good, and pleases God our Savior, who wants all people to be saved and to come to a knowledge of the truth. For there is one God and one mediator between God and human beings, Christ Jesus, himself human, who gave himself as a ransom for all people.

The Least Reached

<table>
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<tr>
<th>People Group</th>
<th>Zaza—Dimli of Turkey</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>1,125,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

The violence associated with Islamic extremists has produced a great disillusionment with many from Muslim background. As a result, Muslims are turning to Christ in many locations. Dreams, intense prayer, satellite broadcasting, and the Internet have all served as huge influences in Muslims responding to Christ.

GOD is Mediator

May the CHURCH around the world display the character of MEDIATION so the world sees Christ through the Church!

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The Word

2 Peter 3:9

The Lord is not slow in keeping his promise, as some understand slowness. Instead he is patient with you, not wanting anyone to perish, but everyone to come to repentance.

The Issue - Drugs

The largest illegal industry in the world. At least 15.3 million persons have drug use disorders. Drug use is reported in 148 countries, of which 120 report HIV infection among this population. Given the conservative bias in some of the estimates for individual substances, a turnover of around $400 billion per annum is considered realistic. “Drug networks link the largest growers with the largest users (the West, China, and India).” (35)

The Least Reached

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<tr>
<th>People Group</th>
<th>Qashqai of Iran</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>1,750,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.03%</td>
</tr>
</tbody>
</table>

The Facts

The fastest growing religion in the world is evangelical Christianity, outpacing both Islam and Mormonism. Evangelical Christians are growing at a 5% growth rate, while Islam is growing at 2.1%. (35)

GOD is Patient

The Prayer

May the CHURCH around the world display the character of PATIENCE so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Word

1 John 2:2

He is the atoning sacrifice for our sins, and not only for ours but also for the sins of the whole world.

The Issues - Animism/ Ethnic Religions

Over 200 million people live in fear of evil spirits. These remote tribal groups maintain their worship of nature (rocks, rivers, mountains, rice crops, etc.) They need a strong witness that addresses the whole person with their felt needs of deep poverty, of deep sinfulness, and also deep enslavement to the powers that keep them in bondage and fear.

The Least Reached

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<tr>
<th>People Group</th>
<th>A Che of China</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Ethnic Religions</td>
</tr>
<tr>
<td># of People</td>
<td>39,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Facts

GLOBAL TREND - The Chinese have a vision to take the Gospel back down the Silk Roads through the Hindu, Buddhist and Muslim worlds.

GOD is the Atoning Sacrifice

The Prayer

May the CHURCH around the world display the character of SACRIFICE so the world sees Christ through the Church!

The Reflection
The Word

1 John 4:14-16

And we have seen and testify that the Father has sent his Son to be the Savior of the world. If anyone acknowledges that Jesus is the Son of God, God lives in them and they in God. And so we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in them.

The Issues - Terrorism

Most, but not all terrorist attacks in recent days have been led by radical Islamist groups against people whom they believe are “wicked worldly powers.” The terrorism by Muslims has increased and capitalized on the fear many people have regarding Muslims in their midst. Due to terrorism, much time, energy, and resources have been spent to locate and stop terrorist acts. Christians must find a strong and loving response to acts of terrorism.

The Facts

GLOBAL TREND - Phillipinos and Southeast Asian Christians in search of jobs have flooded the Mid-eastern Gulf region in a strategic diaspora for God’s kingdom. Domestic workers serve as nannies and maids in Arabian palaces.

The Least Reached

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<tr>
<th>People Group</th>
<th>Arab, Tihami of Yemen</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Islam</td>
</tr>
<tr>
<td># of People</td>
<td>4,413,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>0%</td>
</tr>
</tbody>
</table>

The Prayer

May the CHURCH around the world display the character of LOVE so the world sees Christ through the Church!

The Reflection

© 2012 10/40 Connections, Inc.
The Word

Revelation 1:18

I am the Living One; I was dead, and now look, I am alive for ever and ever! And I hold the keys of death and Hades.

The Issue - Sanctity of Life

Every day, 115,000 babies are killed through abortion. Sadly, most Christians do not speak and act to stop this savage practice that kills the world’s most vulnerable people. China leads the world’s abortion industry with over 9 million abortions per year; in India over 10 million baby girls were aborted in the past decade. In this multi-billion dollar industry, every day in the USA, over 4,100 babies lose their lives through abortion. Justice begins in the womb! (38)

The Least Reached

People Group: Zhuang, Liuqian of China
Religion: Ethnic Religions
# of People: 375,000
% Believers: .35%

The Facts

GLOBAL TREND - Nigerians have a vision to send 50,000 Christians into North Africa in the next fifteen years.

GOD is Living

The Prayer

May the CHURCH around the world display the character of ADVOCATING FOR LIFE so the world sees Christ through the Church!

The Reflection
The Word

Revelation 22:2

On each side of the river stood the tree of life, bearing twelve crops of fruit, yielding its fruit every month. And the leaves of the tree are for the healing of the nations.

The Issues - HIV/AIDS

An estimated 34 million people lived with HIV/AIDS in 2010. 3.4 million are children under 15 years. Every day over 7,000 persons become infected with HIV and about 5,000 die from AIDS, mostly due to inadequate access to HIV prevention care and treatments services. “Uganda is the only country in the world that has faced up to the tragedy and reduced the percentage of its population with HIV... The main factor in this success was the widespread application of Christian moral standards.” (39)

The Facts

GLOBAL TREND - South Americans are sending cross-cultural workers into the 10/40 Window. Nations that have typically been “mission-receiving” nations are now becoming “mission-sending” nations.

The Least Reached

People Group: Burmese of Myanmar (Burma)
Religion: Buddhism
# of People: 26,937,000
% Believers: .07%

The Least Reached

GOD is Healer

The Prayer

May the CHURCH around the world display the character of HEALING so the world sees Christ through the Church!

The Reflection

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The Word

Revelation 7:9-10

After this I looked, and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and in front of the Lamb. They were wearing white robes and were holding palm branches in their hands. And they cried out in a loud voice: "Salvation belongs to our God, who sits on the throne, and to the Lamb."

The Issue - Ethne-to-Ethne

The Great Commission is not only for the West, the East, the North, or the South to accomplish. Indeed God desires every people group to claim their inheritance of the nations (Ps. 2:8). Praise God that the global mission force is growing. “From everywhere, to everywhere” has become a catch-word. Each of us can play a part, and each of us must play a part to complete God’s grand plan to heal and restore creation.

The Least Reached

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<tr>
<th>People Group</th>
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<tbody>
<tr>
<td>Religion</td>
<td>Atheist</td>
</tr>
<tr>
<td># of People</td>
<td>59,000</td>
</tr>
<tr>
<td>% Believers</td>
<td>.05%</td>
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</tbody>
</table>

The Facts  “Obedience is called for in the 21st Century if we are to complete the Great Commission. For most churches today, missions still remains an optional extra... not a central reason for the existence of the Church. Can any congregation that does not make Jesus’ Last Command fundamental to a global ministry claim to be truly biblical and evangelical?” (40)

The Prayer

May the CHURCH around the world display the character of SHARING SALVATION so the world sees Christ through the Church!
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20. FGM  
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www.generositymovement.org

22. Poverty  
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23. Water  

24. Hunger  
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25. Partnership  
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26. Hinduism  
www.joshuaproject.net

27. Disabilities  

28. Marriage/Sexuality  
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29. Depression  
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30. **Media/Technology**  

31. **Child Soldiers**  
www.unicef.org/emerg/files/childsoldiers.pdf  

32. **Nepotism**  

33. **Combatting Pluralism**  
*Operation World*, Mandryk, p. 16;  

34. **Conflict Zones**  

35. **Drugs**  
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37. **Terrorism**  
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38. **Sanctity of Life**  
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www.avert.org/worldstats  
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