Reach Beyond—
Comfort, Courage and the Cause of Christ

Wayne Pederson
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Foreword

Wayne Pederson believes so much in the power and priority of the gospel of Jesus Christ that it once cost him his job. This is the passion of a Christian leader who is part missionary, part pastor, part media master, part visionary and part executive—but all Christian. As a Christian he stays focused on communicating the truth of Jesus as Savior from sin; as a Christian he compassionately cares about people who are sick, vulnerable, poor and marginalized. Just like Jesus.

When I was growing up in a church where global missions was part of everything from Sunday school to worship services to the church budget, I often heard about HCJB. Broadcasting in Quito, Ecuador, the call letters became a prototype and synonym for teaching the Bible where traditional missionaries couldn’t reach. Except, traditional missionaries were effective with ministries of service and not just teaching of truths. With care and creativity, HCJB stepped beyond their studios and towers to help the poor and heal the sick by founding a hospital. What is most impressive is the willingness to find new ways to reach beyond the old methods of missions.
The words you read in this book are just like yesterday and all about tomorrow. Continuing the creativity started at HCJB in 1931, this is the bold new venture of creativity into the 21st century. It is doing whatever needs to be done to reach beyond old methods and become effective in our new generation.

Wayne Pederson is our leader, visionary, writer and friend in this fresh approach. I know him well and am excited to witness what happens when we truly believe in the greatness of God, the grace of our Lord Jesus Christ, the power of the gospel and that none of our generation's seven billion people are beyond reach.

Leith Anderson
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**Introduction: A Passion for People**

The young boy was deposited at one of the free, one-day medical clinics we regularly host with one of our ministry partners in Africa. I say he was “deposited” because he had been wheeled in by an unidentified person who parked him in the sun and wandered off. He remained there for hours, unmoving and alone, until one of the nurses wheeled him over to see the doctor.

His name was Ananias, and he suffered from numerous maladies. A translator tried to tell our doctor what was wrong. It turned out that translator was Jacob, Ananias’ father.

Jacob said his son had a case of “heaven.” Obviously, something wasn’t translating correctly, but soon it became clear what the problem was as Jacob sounded it out, syllable by syllable: “ep-i-lep-sy.”

Ananias was regularly convulsed by seizures, said Jacob, who explained that they called this “heaven because we believe that spirits from above bring diseases. The children with ‘heaven’ look up as the convulsion begins.”

The doctor asked Jacob if he was a Christian.

“A strong one,” he replied, “but I also believe that much damage has been brought about in my village by spirits.”

Jacob wanted the doctor to heal his son.

“I had a dream that Ananias could walk,” Jacob said. “He has wanted all his life to be taken to see a ‘white man’ in the hopes that he might walk like others.”

As the doctor looked at Ananias’ atrophied lower legs and the huge calluses on his knees that had developed from years of crawling,
he could feel his own heart breaking. What could he say to this worried father?

The doctor explained that his healing powers were limited to medical knowledge, and anything beyond that was up to God. The doctor and the nurses did what they could to treat Ananias’ epilepsy. They also gave him medicine for malaria.

Before Ananias left, the doctor took a moment to make sure that Ananias and Jacob knew that God loved and cared for them both very much. The doctor also said that heaven wasn’t a disease, but a place where people spend eternity with God.

“In heaven,” he said, “each and every one of us receives a new body. In heaven, Ananias will walk once again. In heaven, everything that malaria, epilepsy and poverty have stolen from him will one day be restored in the presence of his healer and Savior.”

As Jacob wheeled his son away, Ananias smiled. He now knew what heaven really was, and he had the assurance that he would experience this wonderful place himself someday.

It is because of Ananias that I am writing this book. There are people like him throughout the world. People who are suffering. People who don’t know God loves them. People we can reach and help. These are the people we are passionate to reach.

A Mission and a Message

Since I became president of the ministry called HCJB Global five years ago, I have asked people what they know about us and the work we do. More often than not, people answer me by saying, “Oh, yeah, you’re the people with the radio station in Ecuador.”

That’s when I start telling them about Ananias and the doctor who helped him.

For a number of years, those of us who lead this ministry have
been frustrated. The name HCJB doesn’t seem to communicate much to anyone outside of our organization. We are so much more than just a radio station in Ecuador. We’re reaching beyond our limits, working with media and medical partners in more than 100 countries worldwide. We wanted a name that represented that vision.

After many discussions, God led us to rename the organization Reach Beyond. Then we began writing what we call “The Manifesto.”

Our Manifesto is not a mission statement, and if you have read many organizational mission statements, you will know why. Sometimes they can sound antiseptic and lack passion.

We felt God calling us to something deeper—something that would touch the hearts and minds of people all over the world, and perhaps spark a new movement of believers willing to do whatever it takes to make the name of Jesus known where it has never been heard before.

Then one day The Manifesto came to us, literally out of the blue. I’m not one who is quick to claim divine inspiration, but we believe that God gave us the message.

Within a few minutes, the words flowed. These words weren’t crafted by clever marketing experts, and they never went through a committee for review. They were simply statements that God laid on our hearts, supported by principles from His Word, that have become the driving force behind our mission. The principles in this Manifesto are literally an expression of our ministry’s DNA.

You can read The Manifesto for yourself on the next page. If it resonates with you in any way, please keep reading, because the rest of this book explains how the passion behind The Manifesto animates what we do today around the world.

If it resonates deeply, join us in becoming one of the people who want to transform passion into action for people like Ananias.
The Reach Beyond Mission Manifesto

The Unreached - We refuse to stand idly by as people enter eternity without Christ when we can share the good news that transforms them through the media they use.

(Acts 5:40-42)

The Weak and Infirm - We refuse to watch people for whom Christ died suffer in pain and poverty when we can help restore them in His name.

(Isaiah 61:1-3)

The Resistant - We refuse to fear the darkness that entraps people when common sense says, “Protect yourself.” We will put on the armor of God and fervently pray for the sake of the unreached.

(Ephesians 6:10-20)

Partnership - We will release what God has given us to empower others to multiply God’s Kingdom through the gifts He has given them.

(Romans 12:4-5)

Technology - We will leverage, to the best of our ability, God’s gifts of media and medical technology to reveal His eternal wisdom to those who have never heard the name of Jesus.

(Habakkuk 2:2-3; 2 Timothy 4:2)
Resources - We will employ every resource, talent and ounce of energy God gives us to shine the light of His grace into the darkest recesses of the planet.

(Matthew 25:14-30)

Declaration - We will shout from every peak, pinnacle and rooftop that the only hope for this dying world is a relationship with Jesus Christ.

(Psalm 96:2-5; Acts 4:12)

Summary - As long as God provides His abundant grace, we will not stop or be deterred from this calling. We work relentlessly for the day when a gaze around the expanse of heaven reveals thousands worshiping at Jesus’ feet because of the mission He gave us for this moment in eternity.

(Revelation 5:9-10)
Chapter 1: God Hasn’t Stopped Working

For decades, Christians had prayed and strategized about how to share the love of God with the millions of people living in the Union of Soviet Socialist Republics (U.S.S.R.). But because the Soviet Union was an atheistic state that controlled much of what its citizens heard and did, it was largely closed to missionaries and other Christian workers.

That changed suddenly in 1991, when the U.S.S.R. was formally dissolved and the doors of the newly founded Russian Federation were opened to missionaries, Bible teachers, pastors and parachurch organizations seeking to introduce the Russian people to Christ.

We were among the many ministries that sought to serve in Russia, but a funny thing happened when we got to the country and started talking to its people. Some of them informed us that they were already Christians who had been listening to our Russian-language shortwave radio broadcasts from Quito for decades.

In fact, small groups of believers around this vast country had been gathering regularly for years around their radio sets to experience a form of “radio church” that allowed them to worship without risking attending services at a church building.

“We would never know about Jesus if it weren’t for your broadcasts,” they told us.

For years we had hoped and prayed that our broadcasts about the Bible and Christian teaching had penetrated the ideological barriers that the U.S.S.R.’s leaders had erected to prevent the gospel from securing a
foothold, but we never knew until 1991 how abundantly those fervent prayers had been answered.

In many ways, our experience in Russia is similar to my experience since becoming president of this organization five years ago.

For decades, I had heard about the pioneering work of the ministry that was formerly known as HCJB. I became more familiar with the ministry’s work when I joined its Board of Directors in 2006 and was able to see firsthand its work in Ecuador.

Still, nothing could have prepared me for all that I have seen and learned about this amazing ministry during the last five years. Members of our staff, as well as our ministry partners around the world, can tell you that one of the things they have heard me say most often during my time as president is, “Wow! I didn’t know we were doing this!”

There are many times when people ask me about Reach Beyond. What do we do? How and where do we do it? At times I simply want to say, “What God is doing through this ministry is one of the best-kept secrets in the world.”

In the pages that follow, I want to unpack some of these secrets for you so that you can join me in praising God and in saying, “Wow! I didn’t know we were doing this!”

**What Do You Know?**

My five years leading Reach Beyond have given me many opportunities to assess what people know about us and the work we do. I have found that people’s knowledge tends to place them in one of three categories:

I call the first group “the know-nothings.” They have never heard of us and don’t have any idea what we do. Unfortunately, most people fit into this category, but I don’t blame them. We are not the largest
ministry in the world, and we devote very little of our annual budget to promoting ourselves and tooting our own horn. Nor do we plaster our name and logo on all the work we do around the world. (In some countries, promoting our name or logo would endanger our partners and the men and women who work with us.)

The second group of people I call “the know-a-lots.” This is a very small group that includes me, a few of our U.S. and international leaders, some of our ministry partners, and a handful of our most engaged donors.

In between these two groups is a third group I call the “know-somethings.” These people know a little about us, and they are people who often ask me, “Aren’t you the ministry that runs the radio station in Ecuador?”

Yes and no. Yes, our ministry was founded to start and operate a radio station called HCJB in Ecuador. But, no, we do not run a radio station in Ecuador. Our veteran Ecuadorian staff does that.

And describing Reach Beyond as a ministry that launched a radio station in Ecuador is like describing Abraham Lincoln as an attorney. Yes, Lincoln was an attorney, but he did so much more, including serving as president of the United States.

We love the “know-something” folks. Some of them pray for us and support our work financially. But I am sad that many of them know only a tiny portion of what we do. They don’t know we work in 100 countries and have long been involved in non-radio work like providing healthcare and building clean water projects around the world.

My primary goal in this book is to set the record straight. I want to do more than share facts and stories with you. I want to change your paradigm. I want you to have a picture of Reach Beyond that is as big and bold and diverse as we are.
To do that, I need to take you on a world tour of our work so I can show you some of what we are doing. Along the way, I hope to show you what God is doing through one of the Christian world’s best-kept secrets.

There is another important reason I am writing this book. Day after day I hear people express discouragement with the spread of the gospel around the world. Some people say that Christians have lost the passion for reaching the lost. Some people are discouraged by news stories about the worldwide growth of other religious faiths, or even the increase in disbelief as illustrated in surveys about people called “nones,” who have no religious affiliation. While these concerns are legitimate, they don’t give the whole picture.

In the pages that follow, I hope you will be able to see that God is still at work in powerful and life-changing ways around the world today. The message of Jesus’ death and resurrection is too powerful to stop, and this message is spreading like wildfire in places both big and small around the globe.

So buckle up your seat belt and get ready as we visit some of the amazing work God is doing and meet some of the modern-day saints who are helping us do it.

**God Uses Us as His Hands**

You can find the Balkan nations in the place where the former nation of Yugoslavia was—east of Italy and just south of Austria and Hungary. I want to introduce you to a man and a woman who went through our Latin American missionary mentoring program called *Corrientes*.

I can’t tell you their names (let’s call them Carlos and Laura) or identify where they serve. But I can tell you that after working in various countries and owning businesses, they received this call from God:
“The time that you had to invest in yourselves is over, and this is the time for you to focus on my kingdom—on what I want you to do in my kingdom.”

Carlos and Laura began praying, asking God to guide them and clarify their calling. Before long, the couple determined that God was calling them to serve in one of the Balkan nations. In time, Carlos could see more clearly why God had called them to one of the most dangerous places on earth.

“There were certain things that caught our attention,” Carlos said. “One was that it was a country with a Muslim culture. That was important to us. The second was that it had been through the disruption of war, which is good for us because we are from a country at war. The third was that we’re passionate about it.”

So what did this passionate and caring couple do once they were free to fulfill their calling?

The first thing they did was put their business experience to work by offering micro-business training to the families in their neighborhood so they could earn money to support their families.

“We helped one family make and sell self-knitted products, and we helped another family produce and sell jam that is now on the shelves of local supermarkets,” says Carlos, who also routinely tells the people he helps why he does so—because of the love of Jesus.

In time, another dimension of their calling became evident. Many weapons are used during war, but one of the most destructive for the human spirit is sexual violence. The longer Carlos and Laura worked in their community, the more they learned about the deep pain and brokenness many of the local women carried.

Each and every one of us experiences brokenness in our lives. Thankfully, in this case caring Christian servants were nearby who could help guide these women to healing.
“Women who have survived violence often return to their homes because there isn’t a program enabling social re-entry for them,” Carlos explained. “So, seeing this situation, we decided to open the doors of our house so they could come live with us.”

The program is officially known as Operation Restoration and is organized as a national nongovernmental organization.

“We have a house equipped with everything necessary so that they can live there with their children, and we provide psychological help,” Carlos continued. “This ministry center also offers rehabilitation, art therapy, and classes in sewing, woodwork and information technology. Young girls who haven’t finished high school are able to continue studying for exams.”

Carlos and Laura’s latest project is nurturing the church they started. The name of the church is Road of Salvation, and because of their years of consistent and loving outreach, they already have a core group of committed members who are now reaching others in the community with the gospel of Christ.

A World of Stories
There are so many stories I want to share with you, so let me pick up the pace. As you will see, many of these stories involve radio, but they also go beyond radio. (Perhaps the best comparison is Amazon.com, which got its start selling books but now sells just about everything!)

One of the ways many people tell us their stories is through letters. One recent letter shows how believers in many areas of the world need courage and boldness:

*My name is Hassan. I discovered shortwave radio programs that shared the gospel in Arabic. I listened carefully for a long time, and finally I became a follower*
of Jesus. I learned how to produce radio programs and now others are hearing the good news from me on their own shortwave radios! Recently I returned to my home village for a visit. A friend said, “I heard a radio program that talks about Jesus. The voice sounded like yours!”

My heart pounded with fear. But I prayed to be brave and told the man that yes it was my voice.

“Do you really believe those things you say on the radio?” he asked me.

I invited him to go to a quiet place where we could talk. I was able to explain the gospel to him, and he accepted Jesus as his Savior. I praise God I had the courage to admit I was the program producer!

Another writer contacted our radio partner in India with this powerful testimony:

I am a student who grew up worshiping idols. Now in college, I listened to your radio programs with a friend. I found something different. I used to believe in idols. I now believe in God, who died for us. My life has changed. I am the only Christian in my family. All the rest do not believe in Jesus. Please pray for them. I am listening and growing in Jesus because of your radio programs.
Christianity has been in Great Britain for more than 1,500 years, but today Britain is becoming one of the least-churched areas of the world. We are partnering with two ministries there to reach the unreached.

The Republic of Ireland is less than 2 percent evangelical, and the country faces problems with alcoholism, gambling and suicide. Working with a partner station in the city of Cork, we produced a series of special programs on gambling, addiction and depression that won awards and was rebroadcast by other stations in the country.

In England, our U.K. office runs a ministry called Whistling Frog Productions that addresses serious topics in creative and accessible ways. The company produced a series of 60-second audio spots called “Toaster Challenge” that asks the question, “So why do people believe in God?”

“The ‘Toaster Challenge’ is mainly an opportunity for one person’s faith story to get a much wider audience than on Facebook and Twitter,” says Colin Lowther, chief executive of Reach Beyond-UK. “We stuff two rounds of bread into the toaster and give one person just 60 seconds to tell us a personal story before the toast pops up.”

The spots invite people in, rather than put them off. “It’s important in the world of Facebook for users to know that their attention will only be required for 60 seconds,” Lowther says. “We feature secretaries, care workers, builders, teachers, nurses, shop assistants, you name it,” he added. “We’re trying to show that not just pastors and clergy have faith. The person who lives next door or works in the local shop may believe in Jesus just as much.”

In Nepal, the birthplace of Buddha, Hinduism is now the dominant religious faith. Here in the region of Mount Everest, we have seen how music can sometimes be more powerful than the spoken word.

Our ministry partners in Nepal have been busy gathering
Christian songs written by local believers. They asked us to come help them record and preserve some of these songs, so that’s what we did in June 2013, setting up our equipment in a small mud-walled house where the temperatures reached 100° F.

In three days we recorded more than two dozen songs that are now being distributed throughout the country by radio and in churches where they are sung by members of Christian congregations. Evangelists and pastors are grateful for this mini-library of new anthems and hymns.

But hymn-writing just for the sake of the existing Christians isn’t the only goal. As a group of Christians sang some of these songs during a worship service, two Nepali women were walking by the church and heard the singing inside. Intrigued by the music, they stopped and asked, “Who is this Jesus you are singing about?” Some church members shared the gospel with the women, and that very day they trusted Christ as their Savior.

And in the Democratic Republic of the Congo (formerly known as Zaire), we have witnessed the life-changing power of the gospel message. The fourth-most-populous nation in Africa with 75 million people, the Democratic Republic of the Congo endured a lengthy and violent civil war that earned the unwelcome nickname, “the African World War.”

But when members of a rebel militia group ransacked a village in Bukavu, they started an unpredicted chain of events. Among the stolen items were some SonSet® radios we had sent to our local radio partner. The SonSet® radios are powered by the rays of the sun and were preset to our local radio partner’s Christian station.

Shortly after the attack on Bukavu, several of the soldiers and their commander listened to these radios and accepted Christ. They then
shared the radios with others in the militia, and when more soldiers accepted Christ, the rebels founded their own church. Recently, one of their guest pastors was the radio teacher whose lessons on the Bible led to their conversions.

**Embracing Tomorrow**

As you hear these stories, you can understand why we finally decided in 2013 to change our name from HCJB Global to Reach Beyond. Yes, radio station HCJB was where we got our start more than 80 years ago, but long ago we became much more than, “the ministry with a station in Ecuador.”

The fact is, as God has blessed us and our work has grown around the globe, we have gradually outgrown our old name. Most missionaries and missiologists now consider Latin America, where we started, a “reached” continent, and we are grateful to have played a role in that historic change. Today, we celebrate the fact that our partners in the region simply don’t need us as much as they did long ago.

That frees us up to follow God’s call and allocate people and resources to other areas of the world that are still unreached—places where we can have ever-increasing impact.

**We are not abandoning Latin America, or Ecuador, or radio. We are embracing the world. We are reaching beyond what we have done in the past so that we can be faithful to God’s call and do something new and vital tomorrow.**

I hope you’ll join me in the following pages as I introduce you to something you may or may not have known much about in the past: the work of reaching the world with the gospel of Christ through the ministry of Reach Beyond.
Chapter 2: Go South—The Birth of a Vision

They were seven simple words that were part of Jesus’ final message in Matthew’s Gospel, but these words represent the most powerful call to action the world has ever heard: “Go and make disciples of all nations” (Matthew 28:19).

Ever since, this so-called “Great Commission” has inspired Christian teachers, pastors, missionaries, medical workers and average Joes to leave their comfort zones and journey to far-flung corners of the world to fulfill Jesus’ command.

Over the last 2,000 years, servants of the Great Commission have witnessed a series of amazing developments. Today there are more than 2.2 billion people who identify themselves as Christians around the world, or approximately one-third of the world’s total population.

If you have ever spent much time in churches or around para-church and missionary organizations, you have undoubtedly heard numerous appeals to “reach the unreached.” You may have even supported popular campaigns like “World by 2000” that have sought to target unreached areas of the globe, such as the 10/40 Window, and saturate the people in these areas with the gospel.

Such campaigns have accomplished much. Every year, the gospel is presented to more than 100 million people. Every hour, more than 3,000 people around the world are giving their lives to Christ. In the last six years more than 1.4 million new churches have been established.
I praise God for all the work that has been done to go and make disciples of all nations, but amidst the celebrations and prayers of thanks, let’s not fool ourselves. Much remains to be done. It’s too early for us to declare the Great Commission a “mission accomplished.”

Today, 2.5 billion of the world’s people still have not heard the gospel of Christ presented in a way they can appreciate and understand. Some of these people live in “closed” countries that prohibit the preaching of the gospel and punish those who convert to Christianity. Others live in “open” countries where the gospel is freely disseminated, but it hasn’t yet reached them or touched their hearts.

When you look at our world today, you see a classic case of the old question: Is the glass half full or half empty? At times it seems that many Christians embrace the half-full approach. They feel that much has already been accomplished to reach the world for Christ, so they have turned their attention and focus to other tasks.

But here at Reach Beyond, we remain passionate about reaching the 2.5 billion people who have not yet been given the opportunity of hearing the saving message of Jesus. In fact, in recent years our board of directors has recommitted our organization to the task of reaching the unreached. Here’s what our board said:

*Reach Beyond exists so that people worldwide come to Christ, become His disciples, and serve Him as active, vital parts of the body of Christ. We place priority on multiplying the resources God has given us by creating sustainable and reproducible ministry, and empowering others to do the same.*

*Our calling is global in obedience to Christ’s command to make disciples of all people groups.*
Our priorities are:

a. People groups that have not heard,

b. People groups that have limited access to the gospel, and

c. People whom we can mobilize to serve Christ.

Over the past five years, this mission statement has helped us focus our efforts on our primary calling. This has resulted in us investing more energy and funding in initiatives that help us fulfill this mission while also deemphasizing work that does not support these “global ends.”

This statement also inspired this clause in our ministry’s Manifesto:

_The Unreached - We refuse to stand idly by as people enter eternity without Christ when we can share the good news that transforms them through the media they use._

How do we define “unreached”? We think in terms of population percentages. Our focus is on areas where fewer than 2 percent are Christian. The surprising thing is that there are more of these areas in the world than you might think.

This emphasis on reaching the unreached isn’t something new and novel for us. Instead it represents a return to the original vision that inspired our founding more than 80 years ago.
“Go South”
You never know when God is going to call you, or what he’s going to call you to do, as the apostle Philip discovered when he was summoned by an angel:

Now an angel of the Lord said to Philip, “Go south to the road—the desert road—that goes down from Jerusalem to Gaza.” So he started out, and on his way he met an Ethiopian eunuch, an important official in charge of all the treasury of the Kandake (which means “queen of the Ethiopians”). This man had gone to Jerusalem to worship, and on his way home was sitting in his chariot reading the Book of Isaiah the prophet. The Spirit told Philip, “Go to that chariot and stay near it.”

Then Philip ran up to the chariot and heard the man reading Isaiah the prophet. “Do you understand what you are reading?” Philip asked.

“How can I,” he said, “unless someone explains it to me?” So he invited Philip to come up and sit with him.

(Acts 8:26-31)

Philip helped the Ethiopian understand what he was reading, told him the good news about Jesus, and baptized him. We don’t know what happened later to this Ethiopian convert, but my bet is he told others about Jesus.
Nearly 2,000 years later, God called another one of His faithful servants to “go south.” This time the servant was Clarence Jones, one of the founders of Reach Beyond.

At the time, Jones was working with Paul Rader, one of the best-known evangelists in America and founder of the Chicago Gospel Tabernacle. Jones served Rader by writing and performing music at his evangelistic rallies and broadcasting Rader’s sermons through the still-new technology of radio on Rader’s weekly radio ministry called “WJBT” (Where Jesus Blesses Thousands).

During one of his sermons, Rader issued a rousing invitation that challenged his listeners to accept the call to missionary service. Jones, who had been wrestling with his own calling for years, put down his headphones, walked forward to the altar, and dedicated his life to missionary service.

Later that night, Jones received a call that was strikingly similar to the call that had moved Philip. Jones was not the kind of person who claimed frequent messages from God, but this time he was certain that God was speaking to him. Here with the assignment he received: “Arise and go south with radio.”

Jones spent years trying to discern what this call meant. In 1928, he spent seven weeks traveling through Venezuela, Colombia, Panama and Cuba seeking an appropriate place where he could establish the world’s first missionary radio station.

However, the journey proved unsuccessful and Jones returned to Chicago disappointed. His co-workers weren’t sure what to make of his efforts. Some thought he was crazy and called his project “Jones’s folly.” To make matters worse, America’s stock market crashed in 1929, putting people on edge and drying up funds for new missionary ventures.

In time Jones met two people who would help him fulfill
his calling. Reuben and Grace Larson were missionaries to Ecuador for the Christian & Missionary Alliance. The Larsons encouraged Jones to consider Ecuador for his project, arranged for him to obtain all the necessary government licenses, helped him get radio station HCJB up and running in 1931, and served on the board of his nonprofit organization, the World Radio Missionary Fellowship, Inc.

“Come Help Us!”

God employs a variety of means to call different people to serve Him in new places. The book of Acts recounts how Paul received the call to minister to Macedonia in a divinely inspired dream:

> After Paul had seen the vision, we got ready at once to leave for Macedonia, concluding that God had called us to preach the gospel to them.

(Acts 16:10)

God used other means to call me into serving the unreached. He didn’t use dreams or visions to pursue me. He used the beloved revival hymn,

“I Love to Tell the Story.”

I was about 12 or 13 years old, and my Sunday school class was standing at the front of our little country church in northern Minnesota. We were singing our hearts out as we completed the hymn’s chorus:

- I love to tell the story,
- ’twill be my theme in glory,
- to tell the old, old story
of Jesus and His love.

But then something unexpected happened to me as we started singing the next verse:

\[ I \text{ love to tell the story,} \]
\[ for some have never heard \]
\[ the message of salvation \]
\[ from God's own holy Word. \]

The next thing I knew I started crying for those people in the hymn who “have never heard” about Jesus. I thought it was so incredibly sad that there were people God created, people who were living on God's earth right now, who didn't know about God's salvation for them. That didn't seem possible to me.

It didn't understand why I had been touched in such a powerful way by a concern for lost people I didn't even know. It seemed to come completely out of the blue. But I didn't really think much about it as a little boy.

Years later, in 2007, I was praying to God about whether or not I should move to Colorado and work with an organization called HCJB Global.

I had spent the first three decades of my career working as a Christian radio guy, not a missionary, but I knew about HCJB, especially its pioneering work to take Christian radio around the world. Over time, my exposure to ministries like HCJB opened my eyes to the needs of the world and raised my awareness about the responsibilities each and every follower of Jesus has to carry out His Great Commission.

But what was my role in this mission?

In 2006 I joined the ministry's board. That allowed me to see even more of the amazing work it was doing to help partner ministries worldwide reach the lost. And in 2008 I became its seventh president.
One of my primary goals during my first six months as president was getting to know the ministry inside and out. One of the ways I did that was by visiting our work in more than a dozen countries. I found that the more of our people I met, and the more amazing projects I saw, the stronger my passion was to share the love of Christ with people everywhere.

Looking back upon my journey, I can see that the seeds of this passion were sown many years ago when the Holy Spirit used a simple little song to move the heart of one young boy.

**International Harvesters**

“The harvest is plentiful but the workers are few,” Jesus told His disciples one day. “Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”

(Matthew 9:37-38)

For Clarence Jones, “sending workers” typically meant sending Americans to work in Ecuador. Today, Reach Beyond helps send workers into the harvest field, but we do so in different ways. Our first priority is to develop indigenous Christian leaders rather than import workers from outside.

Here’s how our board expressed this commitment to international leadership development:

*We will empower local leadership by providing education, training and growth opportunities, primarily. To this end, we will utilize the resources God has given us to design learning experiences that are people-oriented, high in quality,biblically faithful, God-honoring.*
REACH BEYOND

flexible, innovative, and cost effective. Whenever possible we will work in partnership with local, national and international partners with whom we share common vision and goals for leadership development. We will respond to the learning needs of people within our mission as well as those God has called us to serve.

The person who best exemplifies this indigenous approach is Anabella Cabezas, our Director of Media for the Latin America region. Anabella joined our ministry more than two decades ago, starting as a secretary in our Quito, Ecuador, office, and eventually working with our partners throughout the region. She is also one of the newest addition to our Board of Directors.

Anabella gave her life to Christ at a Luis Palau rally when she was 11 years old, and she made a commitment to serve in missions at the Baptist church she attends with her family.

Now, she is grateful to assume a greater leadership role in the harvest.

“I love being a leader for my people through media ministry,” she says. “It’s exciting to wake up every morning and ask God, ‘What do you want us to do today?’”

Anabella is helping pioneer ways ministries can use new media, including web-based and social media. She also helps guide our Corrientes missionary mentoring program, which prepares a new generation of missionaries to serve in places where Western missions may not be as effective as in the past.

“My passion is for the lost, and there are many ways now that we can find them,” she says. “New media offer exciting avenues that can lead us to the unreached. It gives me joy and hope to see that our people are looking for new ways to reach nonbelievers.”
Reaching the Unreached

As we have focused on empowering local believers to accomplish the work of reaching the unreached, we have learned an important lesson: The people who live and work in these unreached areas of the world are often the most powerful co-laborers we could ever wish for. Let me share some examples of this model in action.

Indonesia has a larger Muslim population than any other nation on earth, with more than 80 percent of its nearly quarter-billion people following Islam. We have partnered with Christian church planters there who have started nearly 2,000 churches. These partners asked us to help them launch 50 Christian radio stations because they believe radio is the best way to reach the unreached. Now, between three and five Indonesians accept Christ through the work of each of these stations every day.

Elsewhere in Asia, we are working in a predominantly Buddhist country to help a church of approximately 75 members (that’s large for a church in this nation) plant a radio station that will begin to reach local communities. The church and station recently hosted a first-ever Christmas pageant that brought 2,000 residents to the town center to hear the Christmas story for the first time. A month later, the same partner helped organize a well-attended Christian music concert in the center of town.

If we had imported people from the United States to work in this country, we would never have been able to organize well-received events like these, but because of the presence of our partners and their connections throughout the community, these events were a huge success. And more events are planned for the future.

In many countries around the world, our partners are putting Matthew 25:36 into action by visiting prisoners in jails, talking with them,
and taking them radios they can listen to while in confinement.

In Fiji, prison authorities at one facility have become so happy about the impact our radios have had on their inmates that they have requested more radios for their other prisoners. The head of the maximum-security prison even invited our partners to present the new radios to the prisoners at a ceremony held within the prison. As part of the ceremony, some of the prisoners stood up and offered their thanks. Here’s what one of the men said that day:

“I would like to thank your ministry for you kind offer of a solar radio. It helps me grow more and more in my spiritual life when I listen to all the men of God sharing the Word of God on the radio. It makes feel happy when I listen for the gospel song. There is nothing I can give you to thank your ministry. So I just pray the Almighty Lord Jesus Christ to bless your ministry mightily.”

And were you aware that our partners help us reach witchdoctors with the gospel? You may not even be aware that there are still witch-doctors in the world today, but they are active in many regions, and some of them are becoming followers of Christ.

Black magic and other forms of native religion are particularly popular in Haiti. We did not intend to target witchdoctors when we distributed radios throughout Haiti as part of our Operation Saturation project, but some of these local spiritual leaders were reached by Christians in the country.

In one case, believers from a partner radio station gave a radio to a poor non-Christian man whose wife was dying. The man surrendered most of his possessions to the witchdoctor as payment to heal her, but she died anyway. After her death, the distraught husband began listening to his radio, which was fixed-tuned to a local Christian station.
Soon he became a believer and gave his radio to the witchdoctor, who also gave his life to the Lord. Before long, 12 of the witchdoctor’s children and his wife all made decisions for Christ.

We also heard from a Muslim woman who lived in a closed country. She listened to a Christian radio station for about four months before she visited the station one day.

“How can I receive Christ as you tell me on the radio?” she asked.

The staff explained to her the way of salvation and led her to Christ. Shortly after she returned home, her friend asked why she seemed different and happy.

“Here,” she said, “take my radio and listen and find out.”

Three months later, the woman visited the radio station again, but this time she had nearly a dozen Muslim friends with her.

“They are ready to receive Jesus Christ, just as I was,” she told the station employees.

I could tell you many more stories like these (and many can be found on our website). The lesson we have learned from these stories is that we should do more to empower believers and leaders around the globe, because it is these people who can best help us reach the unreached in their areas.

“Emmanuel” Truly Means “God with Us”

It is amazing to see the gospel touch people’s hearts. It’s equally inspiring to see our medical workers touching the lives and bodies of those who suffer physical ailments.

At a medical clinic we organized in a remote region of Ghana, we met a man named Emmanuel whose suffering had led to his being abandoned by his family and loved ones.

Emmanuel suffered from elephantiasis, a disfiguring disease caused by parasites. The disease causes people’s limbs to swell up to ab-
normally large sizes. It also causes people’s skin to break down, leading to large ulcers that are difficult to treat and create a horrible smell.

Sheila Leech, our Vice President of International Healthcare, treated Emmanuel. But after she removed the filthy rags he had wrapped around his ulcerated legs, it looked like one of his legs might need to be amputated.

Fortunately, that was not the case. But after we cleaned and treated his sores, it was clear that Emmanuel would definitely need more help. He needed hospital treatment, money to pay for doctors, and someone to take him to the hospital.

Thankfully, we were able to find donors to pay for his care, and some members of a local church in Ghana volunteered to transport him and care for him.

Emmanuel, whose name means “God with us,” certainly experienced the presence of a loving God through this clinic and the help he received from concerned Christians.

A Heart for the Lost

When I read the New Testament, I am moved by the passion I see for fulfilling Christ’s Great Commission.

You can see this passion clearly in Christ Himself:

*Jesus went through all the towns and villages, teaching in their synagogues, proclaiming the good news of the kingdom and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd.*

(Matthew 9:35-36)
You can see a similar passion in Paul, the great evangelist of the early church:

_How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written: “How beautiful are the feet of those who bring good news!”_  

(Romans 10:14-15)

Today, I want people who follow Jesus anywhere in the world to ask God to fill their hearts with a similar passion for the lost. This is my prayer because I know for myself what can happen when such a passion is planted in a person’s heart and allowed to grow.

So, is the glass half full or half empty? No one knows for sure. Meanwhile, we’re doing everything we can to reach everyone we can with the only message that can truly transform people’s lives.
Chapter 3:
Reaching the World with Both Voices and Hands

You’ve probably never heard of Daldal, a quiet village of nearly 200 families located in the Andes Mountains in central Ecuador. But the people of this quiet community had a serious problem. The water from the local river and four natural springs was contaminated with parasites and bacteria that made the people sick. In 2012, our team helped bring the community the gift of clean water.

Some of the villagers weren’t so sure about who we were and what we wanted. But their suspicions disappeared in the summer of 2012 when we helped people from the community learn how to protect the springs from contamination.

When the project was finished and villagers saw the crystal-clear water coming from a big plastic pipe, they gulped down the fresh water, used it to wash their hands, and splashed it on their faces.

Our team’s visit also brought more than water to drink. It also brought Living Water (John 4:10) to these people. While there, our team members also conducted Bible clubs for village children.

When it finally came time for our team members to prepare to leave the village, formerly skeptical villagers and community leaders stood up and expressed their thanks.

“Over the years, we have looked for God and not found Him,” one village elder told us. “But we have seen God in your team, in the way you work together for us, and in the gifts you have given us.”
A Caring Caravan

But Reach Beyond wasn’t done helping the people of Daldal. On Saturday, November 23, 2013, a week after the new water system was formally inaugurated, we returned to the village, along with a team of two dozen doctors, dentists, nurses and other workers who participated in our day-long medical caravan that helped nearly 200 people.

Most of these villagers had seldom seen a doctor or a nurse, so they came with a long list of problems and pains they wanted us to address. We helped many by providing medications to combat parasites, treating infections and open sores, helping ease the pain of arthritis, and caring for many other problems and ailments.

Meanwhile, caravan members did more than provide medical help. While people waited to be seen by a doctor, members of the caravan team led children and their parents in playing games and singing songs that taught messages of healthy living and a loving God. Members of our team also showed a Christian movie that demonstrated God’s power to restore a broken marriage. And as doctors and nurses met with patients, these medical personnel shared God’s love with those who were willing to hear about it.

At the end of the day, as our caravan team was packing up to go, the villagers circled team members and expressed their thanks.

“May this not be the last time you visit us,” one villager said.

“I hope that in some way we have been able to help the community of Daldal,” said a nurse, Aydee Shiquia, who lives in the nearby town of Puyo. “I know we couldn’t meet 100 percent of their needs, but in my heart I feel that we gave something small to help them. Thank you, Father God. I know that if we are with you, all things are possible.”

In one busy day we ministered to the villagers’ spiritual and physical needs using our voices and our hands, as Jesus did when he walked the earth. Over the years, we have helped tens of thousands of people
through health clinics, clean water projects and a counseling center in the war-torn nation of Sierra Leone. Most of these are operated by our ministry partners.

Our commitment to caring for people’s spiritual, emotional and physical needs is nothing new, but has been part of our unique mission from the beginning and is an expression of our commitment to care for the weak and the infirm: “We refuse to watch people for whom Christ died suffer in pain and poverty when we can help restore them in His name.”

Jesus’ Ministry Was More Than Words
If you carefully read through the four New Testament Gospels, you will quickly see why people around the world have long called Jesus the Great Physician. Matthew’s Gospel contains many accounts of Christ at work:

*Jesus went throughout Galilee, teaching in their synagogues, proclaiming the good news of the kingdom, and healing every disease and sickness among the people. News about him spread all over Syria, and people brought to him all who were ill with various diseases, those suffering severe pain, the demon-possessed, those having seizures, and the paralyzed; and he healed them.*

(Matthew 4:23-24)

Page after page of Matthew reveals new healings: the centurion’s son; a paralyzed man; a sick woman; and more. Jesus even raises a dead girl back to life (Matthew 9:18-23). It seems that everywhere He went,
His message about the kingdom of God attracted people who wanted to know how His amazing words connected to the problems and pressures they faced in their daily lives.

Great crowds came to him, bringing the lame, the blind, the crippled, the mute and many others, and laid them at his feet; and he healed them.

(Matthew 15:30)

Most of us are familiar with the miracle of Jesus feeding the 5,000 (Matthew 14). A huge crowd had gathered to hear Him teach, and as the day wore on, people grew hungry. Jesus, who was concerned about his listeners’ bodies as well as their souls, miraculously transformed a few pieces of bread and a few fish into a nutritious meal for the masses.

Afterwards, Jesus tried to leave the crowds, but they followed Him, once again leading Him to care for their many physical needs:

When Jesus heard what had happened, he withdrew by boat privately to a solitary place. Hearing of this, the crowds followed him on foot from the towns. When Jesus landed and saw a large crowd, he had compassion on them and healed their sick.

(Matthew 14:13-14)

Healing was such an important part of Jesus’ ministry that the Pharisees sought to use it against Jesus, rhetorically asking Him, “Is it lawful to heal on the Sabbath?” (Matthew 12:10).

But Jesus didn’t let this theological controversy slow Him down. In the presence of his accusers, Jesus continued healing the people, turning His attention to a man with a shriveled hand:
Then he said to the man, “Stretch out your hand.” So he stretched it out and it was completely restored, just as sound as the other. But the Pharisees went out and plotted how they might kill Jesus (Matthew 12:13-14).

Later, when Jesus commissioned and sent out His 12 disciples, He gave them this charge: “Heal the sick, raise the dead, cleanse those who have leprosy, drive out demons. Freely you have received; freely give” (Matthew 10:8).

If you read through the Gospels trying to understand what Jesus’ ministry looked like, a clear pattern begins to emerge that looks like this:

Teach.

Heal.

Teach.

Heal.

Jesus didn’t see men and women as disembodied souls that only needed spiritual salvation. He saw people as complex beings who combined spiritual and physical natures. That’s why His ministry to them combined spiritual and physical healing. He didn’t minister only with His voice, but also with His hands.

This balance between the spiritual and the physical is not a part of the gospel story I grew up with or even understood very well until quite recently. I grew up surrounded by Christians who emphasized preaching over compassion.

But the appropriate kind of balance that Jesus lived and taught has been part of Reach Beyond’s work from the very beginning.
Showing We Care
There is a simple but profound statement about ministering to people that makes perfect sense: “People don’t care what you know until they know you care.”

A Christian may be a gifted Bible student or insightful theologian, but this kind of specialized knowledge doesn’t always translate into the kinds of ministry Jesus Himself exemplified when He seamlessly combined teaching and preaching.

Thankfully, our founder, Clarence W. Jones, understood that people need to know Christians care before they care about what Christians are teaching. During the decades he served radio station HCJB in Ecuador, Jones invested his time and energy and other resources in ministries of caring that often had little or nothing to do with operating his ministry.

One day, Clarence was at work when he was contacted by an official who worked in the administration of the president of Ecuador. The official wanted to know if he would be willing to teach classes in English to local students at a prestigious boys’ school.

“Sure,” said Jones, who in no time had 150 students in his class, many of them from elite families who would go on to play board roles in government, business, science and education.

Sometime later, he was asked if he would be willing to direct the Quito municipal band. He had heard the band perform in public numerous times, but frankly, he had not been very impressed. When he was asked to help out, he gladly agreed to do so, putting his own impressive musical background to work to raise the band’s level of musicianship and professionalism.

Clarence had fun directing the band in its weekly Sunday afternoon concerts at the El Ejido Plaza, and the band also had a regular spot on HCJB’s broadcast schedule.
I sometimes wonder what would’ve happened if some other man had been leading the ministry at this point instead of Jones. Would another leader have agreed to take on these assignments, and do so gladly? Or would he have declined, citing the numerous responsibilities and pressures of running the ministry?

We will never know the answer to that question, but I suspect that in calling Clarence to Ecuador, God knew exactly what he was doing by calling a servant who would be willing to roll up his sleeves and get his hands dirty serving people’s needs that were not related to proclaiming the gospel.

“Work of any kind is acceptable,” said Jones. “There is no high work or low work; only a job to be done.”

Clarence Jones tried to influence other Christian workers he met, encouraging them to undergo a paradigm shift in their understanding of Christian work. He particularly enjoyed talking to Christian students and other people who were considering full-time, cross-cultural Christian service.

When people asked him what kinds of workers he was seeking to join his work in Latin America, he made his preferences crystal clear.

“You must be a specialist in one or two areas, and very good in several others,” he said. “And bring along a tuxedo to meet the president and overalls to do whatever work comes to hand.”

Once new workers joined the close-knit Quito staff, Clarence was quick to encourage them to become involved in the same kinds of community and civic activities that he himself had embraced.

“We are here to minister to every strata of society,” he reminded them.

Unfortunately, the kind of warm, inclusive and balanced approach toward Christian engagement that Clarence promoted in Ecuador
probably would not have been popular with many Christian leaders back home in the United States.

**Finding a Godly Balance**

For decades, theological battles in the U.S. pitted conservative believers who focused nearly all their efforts on preaching the gospel against theological liberals who championed “the social gospel.”

Unfortunately, Christians who emphasized evangelism and the proclamation of the gospel often neglected people’s physical needs, leaving that crucial work to churches and other charities. This division of labor would have lasting consequences for the evangelical movement and the missionary activities it promoted.

I grew up in a Christian community that valued proclamation more than demonstration. The emphasis was on preaching and teaching, on evangelistic revivals, not soup kitchens. This emphasis undoubtedly shaped my career path in Christian radio, which is a powerful tool for the proclamation of the gospel.

One of the pioneering leaders who helped evangelicals better understand their responsibilities as Christians to serve and care for the whole person was Bob Pierce, who founded World Vision in the 1950s after seeing firsthand the devastation, poverty, hunger and illness that people—and particularly children—endured in Korea during the years following the Korean War.

In 1970, Pierce founded Samaritan’s Purse, a ministry dedicated to following the biblical example of the Good Samaritan in places of need around the world. After Pierce died in 1978, Franklin Graham became the ministry’s president. In doing so, Franklin was trying to balance out the life’s work of his father, world-renowned
evangelist Billy Graham, who gave his life to proclaiming the gospel. Today Samaritan’s Purse helps victims of earthquakes, hurricanes, wars and famine around the world in Jesus’ name.

One time when Bob Pierce saw people enduring horrible suffering, he wrote this prayer in the front of his Bible: “Let my heart be broken with the things that break the heart of God.”

Clarence Jones had a similar heart. After he established his Ecuador radio station and placed it on a firm financial foundation, he began turning his attention to taking care of the physical needs of his listeners and their neighbors in the region.

**The Doctor Is In**

“I’ve been thinking about the need to have our own medical staff in Quito,” Jones wrote to his ministry partner, missionary Reuben Larson.

“A resident doctor could oversee the health of our growing staff; operate a small Indian clinic, carry on an itinerant work with the sound bus; and give medical advice on the radio. We might also install a small hospital for missionaries and the public.”

Clarence also knew the ideal candidate to spearhead such an initiative: Paul Roberts, a Canadian medical student who had committed his life to missionary service.

It took a while, but in 1949 Roberts and nurse Kathleen Erb opened the doors of their medical offices in a small rented house located on the Pan-American Highway, one of Quito’s main thoroughfares. Soon, the Quichua Indians of the surrounding areas began visiting the clinic, which offered the first healthcare many of them had ever seen. Later in 1949, a violent earthquake struck near the city of Ambato, shortly
after Roberts and Erb arrived. The clinic was not operational at that point, so Dr. Roberts and nurse Erb went to area devastated to help as they could.

Over the next half-century, our workers in Quito helped improve the quality of healthcare in the area. But effective ministry also requires organizations to adapt. In 2010 it was becoming clear that our medical ministry needed to adapt to broader global needs. Fortunately, the healthcare system in Ecuador was improving so that many more of the people had access to the medical help they needed. But that wasn’t the case in Nepal, Ghana, Sierra Leone and other places where healthcare systems were severely lacking or non-existent. This led us to a prayer-covered strategic shift in which we decided to sell the hospital in Quito to a group of like-minded believers who committed to continue meeting the needs of the Ecuadorian people in Jesus’ name.

Today, our healthcare missionaries are working around the world to help thousands of men and women like Zacharias, an 18-year-old living in the African nation of Malawi who suffered terribly from juvenile rheumatoid arthritis. He was virtually abandoned by his relatives who could no longer care for him. Our team visited Zacharias long after many of his joints had become immobilized.

We were not able to heal Zacharias, but we bathed him (he couldn’t remember the last time he had been bathed); fed him and delivered nutritional supplements; provided him with a wheelchair that was donated by the Rotary Club; and arranged for a local village chief to make sure he received daily care.

While we could not bring healing to his physical illness, one of our nurses did something even more important. She shared the hope and truth of Jesus with Him. Zacharias only lived a year longer, but before his death he thanked us and thanked Jesus, his Savior, for the loving
care he received. Because of one nurse and the team who showed the love of Jesus in word and deed, Zacharias is now whole and healed in the presence of his Savior. His story embodies what it means for Reach Beyond to be the “hands” of Jesus. Not everyone gets well in this world. But because we show love and compassion to the weak and infirm, many will be completely healed in eternity.

In addition to the clinics and facilities we help establish and serve, Reach Beyond also organizes emergency medical response teams that travel to areas where the need is greatest. That was the case in Haiti following the devastating 2010 earthquake.

Our medical team worked out of the Baptist Haiti Mission’s hospital in the capital city of Port-au-Prince, where we met a woman named Wadlene. She was cooking in her family’s small hut when the walls of the entire community fell to the ground, trapping her for days. Like many Haitians who were injured in the earthquake, she had received no medical care in more than a week, and she was delivered to the hospital in the back of a truck that had covered miles of bumpy roads.

We helped mend her broken arm and leg, worked with her on a program of physical therapy, and helped her overcome her fear of walking outside again (she had been afraid that another earthquake would kill her.) Wadlene let us know she was grateful, both for the care she received and for being introduced to Christ during her hospital stay.

This kind of hands-on work is difficult and demanding, and it would be much easier for us to simply invest more funds in radio and other communication technologies. But to focus on teaching and ignore healing would not be faithful to the model laid out for us by the Great Physician. Like Him, we seek to serve the whole person by teaching and healing.
We Want to Be Sheep, Not Goats

Jesus commanded His followers not to judge each other (Matthew 7:1-6), but that hasn’t stopped us. Over the centuries, we Christians have judged our brothers and sisters over a host of non-essential issues, such as the style of music we sing in church or even the way we wear our hair or clothes.

But if you want to get a better idea of the criteria Jesus will employ when He judges all of humanity at the end of time, look at Matthew 25:31-46, where Jesus talks about the sheep and goats.

The sheep are the good guys in the story, and Jesus tells them they shall inherit the heavenly kingdom prepared for them by God the Father:

“Come, you who are blessed by my Father; take your inheritance, the kingdom prepared for you since the creation of the world. For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.”

(Matthew 25:34-36)

The sheep were confused. When did they feed Jesus, or give Him water, or clothe Him or visit Him? “Truly I tell you,” said Jesus, “whatever you did for one of the least of these brothers and sisters of mine, you did for me.”

(Matthew 25:40)
Things didn’t turn out quite so well for the goats:

“Depart from me, you who are cursed, into the eternal fire prepared for the devil and his angels. For I was hungry and you gave me nothing to eat, I was thirsty and you gave me nothing to drink, I was a stranger and you did not invite me in, I needed clothes and you did not clothe me, I was sick and in prison and you did not look after me.”

(Matthew 25:41-43)

I can’t tell you how many times I have read this passage, wrestled with it, and asked God to help me understand it. I don’t believe Jesus is preaching a works-based gospel that says, “Care for the weak and infirm and you will be saved.” Rather, I think he is telling us that people who love Jesus and desire to live the way He lived will care for the people He calls “the least of these.”

These are the people who need a loving touch, a caring hand, healing and help. And we are committed to reaching out to them in Jesus’ name, however we can, and wherever they are.
Chapter 4: The Power of Partnership

It was almost dinnertime on Tuesday, January 12, 2010, when the catastrophic earthquake hit the troubled country of Haiti. The 7.0-magnitude quake was the most powerful to hit the Caribbean country in a century.

When the dust settled, the death and destruction were evident. More than 230,000 people were dead, a quarter-million residences had been destroyed, and 1.5 million people or more were injured or homeless.

As tens of thousands of bodies were being buried in hastily dug mass graves, the rush was on to save the lives of those who had survived but remained vulnerable. That’s when the power of partnership kicked in to coordinate medical care and save lives.

The situation on the ground was desperate, so three Christian organizations that wanted to help pooled their resources to increase their effectiveness.

The hospital operated by Baptist Haiti Mission had been damaged by the quake but was still standing. However, many of the hospital’s staff had been injured or killed. And the facility lacked the personnel and supplies necessary to help the thousands of injured who were streaming in its front door.

Meanwhile, Samaritan’s Purse had delivered a shipping container full of much-needed medical supplies, but that organization did not have the personnel or facilities needed to put these supplies to use.

That’s when Sheila Leach, Reach Beyond’s vice president of international healthcare, got involved.
A team of medical personnel, led by Sheila, was on the ground within 48 hours. They set up in the Baptist Haiti Mission’s hospital, where they used the medicines and supplies provided by Samaritan’s Purse to care for the wounded and save many lives.

It is amazing what a tragedy can do to pull people together and promote cooperation, but Reach Beyond doesn’t need a catastrophe to partner with others. Partnership has been at the heart of our mission since day one.

Our co-founder, Clarence W. Jones, always said, “It’s amazing what can be accomplished if you don’t worry about who gets the credit.”

Jones had learned all about the power of partnership during his years of evangelistic work in the United States. It was only natural that he pursued a partnership model when he answered God’s call to take the new technology of radio to the people of Ecuador, where he relied on missionary partners and sympathetic government officials to launch and build his ministry.

Some people may think it is naïve or unrealistic to talk about international cooperation in an era of unprecedented global economic competition. But Reach Beyond has always believed in the power of partnership.

Today, that commitment to partnership is reflected in our Manifesto: “We will release what God has given us to empower others to multiply God’s kingdom through the gifts He has given them.”

And we can see proof of the power of this collaborative model throughout the world.

“Paul and ...”
Partnership has been at the heart of the missions for 20 centuries, but we sometimes forget to give proper credit to Christian cooperation.
Sometimes it seems easiest to focus on the work of one or two prominent individuals rather than celebrate the work of teams.

For example, when Christians talk about the explosive growth of the church in the first century, they often point to the apostle Paul, whose dramatic conversion, bold preaching, tireless traveling and theologically informed epistles helped mobilize and organize the early church.

But upon closer inspection, it is obvious that Paul did not accomplish all this work by himself. Instead, the book of Acts frequently talks about “Paul and his companions” (see Acts 13:13, 16:6, 17:1). Other passages describe his collaboration with Barnabas and Silas. And in his letters, Paul makes it clear how much he depended on a network of local associates like Lydia, Aquila and Priscilla.

“We are co-workers in God’s service,” he writes in 1 Corinthians 3:9.

In his letter to the Romans, Paul describes how partnership empowers the body of Christ:

> For by the grace given me I say to every one of you: Do not think of yourself more highly than you ought, but rather think of yourself with sober judgment, in accordance with the faith God has distributed to each of you. For just as each of us has one body with many members, and these members do not all have the same function, so in Christ we, though many, form one body, and each member belongs to all the others. We have different gifts, according to the grace given to each of us. If your gift is prophesying, then prophesy in accordance with your faith; if it is serving, then serve; if it is teaching, then teach; if it is to encourage, then
give encouragement; if it is giving, then give generously; if it is to lead, do it diligently; if it is to show mercy, do it cheerfully.

(Romans 12:3-8)

A Partnership Paradigm

Unfortunately, Christians have not always embraced a partnership paradigm. In fact, for many years, HCJB Global and many other Western-based missionary organizations of the 19th and 20th centuries adopted a missionary “sending” model that soon became the accepted norm.

Under this sending model, organizations sometimes preferred to go it alone rather than partner with believers in other countries. They often developed their own programs and recruited their own personnel without consulting the people they sought to serve.

Financially, the “sending” model was usually an expensive and time-consuming model for sending workers throughout the world. We often spent significant time and money recruiting Western workers. When the right candidates were found, we would typically give these recruits one or two years of language training. In some cases, workers would spend additional time learning about the culture they sought to serve.

Once established on the field, many workers were under pressure to spend time raising the support necessary to fund their work, which could cost as much as $100,000 a year—a much higher overhead than indigenous workers would need. Meanwhile, the potential contributions of local Christian workers were often overlooked or neglected.

This is quite a contrast to our partnership model, which empowers and helps develops local leaders who are already working to reach
their communities for Christ.

Please don’t misunderstand me. Much good came during the centuries of missionary endeavor based on the “sending” model. In fact, Reach Beyond still recruits Western missionaries who are committed to raising their own support. But the power of partnership with local believers multiplies their efforts and extends their reach.

I believe that if Paul had been in charge of the worldwide missionary movement over the last few centuries, he would have promoted the partnership model he used so well during the earliest days of the church. Paul essentially created a global network of local “companions” who already knew the language and culture of the people they served. When he had completed his groundbreaking work in a community, he entrusted it to the local leadership, and moved on to serve other people in other places. At the same time, he never stopped praying for and supporting those to whom he had taken the gospel.

That’s the partnership paradigm we embrace today.

Contemporary Companions

Rev. Theodore Asare is a wonderful example of the kind of Christian partners Reach Beyond works with. Rev. Asare is the founder and CEO of Theovision International, a dynamic ministry based in Accra, Ghana. We have partnered with him since 2007.

Theovision (which means “God’s vision”) was founded in 1989 and exists “to share God’s Word and His love in Africa and beyond in indigenous languages, using cutting-edge oral methods.”

Thanks to Rev. Asare’s unusual combination of a missionary’s heart and an aptitude for audiovisual production, Theovision has taken the gospel of Christ to African nations using modern media technologies. The ministry employs African professionals with skills in sound engineering, radio, television, training, and audio-visual production, and he has worked with us in past healthcare initiatives in Ghana.
In addition to operating radio stations in Ghana, Theovision has created audio versions of the Bible in nearly 300 African languages and dialects throughout 35 African countries. “Thousands of Bible-listening groups have been set up to engage the people in the Word of God in their indigenous languages,” Rev. Asare says.

Partnership works best when both partners share a common passion. Both Rev. Asare and Reach Beyond have a vision to reach the unreached in Africa. During the nine years Rev. Asare served as a missionary in Nigeria, he was unsettled about how rural Africans could not access God’s Word because they could not read. He always felt that people needed to know God for themselves and be transformed.

So he got to work, establishing an office in the Methodist Church’s Ghana headquarters. His first recorded version of the New Testament took years to complete.

“I started humbly with almost nothing,” he says. “I had the vision and just one staff whose salary I could not afford to pay. It took us five years to complete the recording of the first audio New Testament in the Akuapem Twi dialect with an old reel-to-reel tape recorder and a spirit of sacrifice and faithfulness.”

His second audio Bible project in another African language took just over two years. Following these successes, Rev. Asare partnered with the Ghana Bible Society, Wycliffe Bible Translators, and other groups. Today, Theovision offers audio Bibles on cassette, CD and MP3 formats and in languages that are spoken by about 80 percent of Africans.

In 2006, Reach Beyond’s board approved funding for “an incarnational ministry in Sub-Saharan Africa.” After meeting with Theovision representatives in 2007, we created a new partnership in 2008 to help the ministry launch three new radio stations in three cities in different areas of Ghana.
We also partnered with Theovision to initiate a mobile medical clinic outreach in the rural areas surrounding Accra and in the immediate vicinity of the new radio stations. Since then, Reach Beyond and Theovision have partnered on many projects: conducting training sessions for radio stations throughout the African continent; providing handheld, solar-powered SonSet® radios fixed-tuned to Theovision stations; offering health training based on the WASH model (water and sanitation hygiene); and raising funding for wells and other water projects.

We look forward to working with great partners like Theovision, which received the International Ministry Award from the National Religious Broadcasters in 2008.

If you could meet Rev. Asare and talk with him, as I have, and if you could witness his team in action, I believe you would be as excited as I am about this wonderful partnership between “God’s co-workers” within Theovision and Reach Beyond that is reaching the unreached in Africa in amazing ways.

However, if you are a friend and supporter of Reach Beyond, you might be surprised as you examine Theovision’s offices and outposts. The Reach Beyond name is not on the doors or the signs out front. We are not seeking that kind of attention. Plus, it could actually complicate things for Theovision’s employees to publicly associate themselves with an organization from the United States. In some scenarios, such an association might even prove deadly.

Instead, our motivation is to follow the teaching of Jesus: “Freely you have received; freely give” (Matthew 10:8). We find that the more we pursue partnerships with leaders like Rev. Asare and ministries like Theovision, the more the work of the gospel progresses.
The Path to Partnership
Over the past 80 years, Reach Beyond has partnered with hundreds of ministries and organizations around the world. This pattern of partnership was established by co-founder Clarence Jones, who was fond of quoting this line by Jonathan Goforth, a Canadian Presbyterian missionary to China: “God never asked me to do a job but that He sent along men to help me do it.”

Early on, Jones partnered with missionary groups in Ecuador. He also forged partnerships with the Ecuadorian government, giving it 20 percent of radio station HCJB’s broadcasting time for government programming. This partnership thrived for decades, and in time many citizens of Ecuador saw our station as an essential part of their nation, not something American groups foisted on them.

So how does Reach Beyond develop relationships with its partners around the globe? Over the years we have developed the following practical process:

1) The invitation
We don’t sit in our boardroom in Colorado Springs and make unilateral decisions about where we should go or what we should do. Instead, our partnership process typically starts with an invitation from a ministry overseas. That’s because we don’t want to “send” ourselves to places where we are not wanted or needed. We would much rather go where we are called and invited.

These invitations take numerous forms, but typically, a Christian leader in a foreign land has heard our radio broadcasts or has learned of our work from other leaders.

We certainly can’t accept every invitation we receive, but we consider them all seriously and prayerfully, seeking God’s will about where we should work and with whom we should work.
2) Getting to know you

After we have been invited to partner with the ministry, the next step is to learn everything we can about that ministry to make sure our callings and our objectives align.

Typically, that learning process starts with us trying to ascertain if a prospective partner shares our theological commitments (as stated in the National Association of Evangelicals Statement of Faith) and our passion to share the good news of Christ with every man and woman in the world.

We also rely on existing partners and friends to help us evaluate potential partners. Sometimes, leaders who have worked with us over the years encourage us to embrace new partners, but other times they alert us to problems or issues that are too important to neglect.

3) Financial fitness

Another essential characteristic of a potential partner is a clean bill of financial health. Ministries don’t need to be large or lucrative, but they do need to be self-sustaining, and they need to follow international accounting protocols as well as ethical business practices.

Some people have asked us why we require partner ministries to be financially self-sustaining as opposed to helping smaller ministries get on their feet. Our experience has shown that ministries that cannot support themselves are vulnerable to dependency on foreign donors and potential financial mismanagement.

We don’t want to create a bunch of new ministries around the world, and we don’t want to waste our resources trying to prop up ministries that are failing. Instead, we feel called to come alongside ministries that are already well established so that we can help them multiply their impact and effectiveness.

Our process of identifying and working with partners around the world is complex. There is no “one-size-fits-all” model for ministry
partnership. But through a process of mutual respect and an appreciation for what God has called each of us to do, we continue to forge partnerships with godly servants who, like us, are seeking to save the world for Christ.

**One in the Spirit**

I love the words of Jesus in Matthew 18:20: “Where two or three gather in my name, there am I with them.”

Many Christians are familiar with this passage, but I believe many of us apply it too narrowly. We assume that Jesus was talking about His presence amidst groups of believers who gather together for prayer and worship. That’s an important part of what Jesus meant, but I also believe he was calling all of us who call on His name to reach out to our brothers and sisters and work together with them for the sake of the gospel.

Partnership has been a core part of my spiritual DNA for decades. Various personality tests I have taken over the years identified my leadership style as a networker and collaborator. I know that when I was asked to consider leading Reach Beyond, the ministry’s historic commitment to partnership was an essential part of my decision.

What has been surprising for me is to see how my own journey as a Christian worker and leader parallels the journey of Clarence Jones. For example, in 1944 Jones brought together top missionary leaders and radio pastors to form the World Conference on Missionary Radio, a collaborative organization that later became the International Christian Broadcasters.

Likewise, I served two years as president of Mission America Coalition which brought together 500 ministries and denominations to focus on evangelism projects. And since relocating to
Colorado Springs, I have worked to forge bonds between leaders of Christian organizations based here.

Building strong partnerships is an essential part of who I am, and it has been an essential part of Reach Beyond from the beginning.

Together with our global partners, we seek to serve the world while honoring the earnest prayer for unity that Jesus prayed to His Father in John 17:20-23:

“My prayer is not for them alone. I pray also for those who will believe in me through their message, that all of them may be one, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me. I have given them the glory that you gave me, that they may be one as we are one—I in them and you in me—so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.”
Chapter 5:
Technology Changes, Our Mission Remains

“Good morning ladies and gentlemen, and welcome to the Sunday morning broadcast on radio station MBLC. We are coming to you live this morning, as always, from Maple Bay Lutheran Church in northern Minnesota.”

The announcer pushed a button on his console, turning on the microphone near the organ.

As the introductory chords of the opening hymn began to sound, the announcer said to his listeners, “Join us, won’t you, for this morning’s worship service.”

Then he pushed another button, turning on the pulpit microphone, just in time for the pastor’s opening prayer.

You’ve probably never heard of MBLC. That’s because it was the product of my lively 8-year-old imagination. I created the station on Sunday mornings as I sat with my family in the third row pew of the tiny country church we attended in northern Minnesota.

Instead of pushing buttons on an electronic console in a broadcast studio, I touched the buttons on my shirt when it was time to switch microphones.

My family kindly tolerated my youthful obsession with radio, but they didn’t know the half of it. I produced thousands of imaginary broadcasts from the seat of the International Harvester tractor that I drove up and down the fields of my father’s farm.
The great thing about broadcasting from the tractor was that I could pretend to be pushing the various knobs and buttons inside the tractor’s cab.

I also created programs from my bedroom. This required greater creativity on my part. I remember taking two tires from one of my toys and rigging them together with some wire and tape to create a pair of headphones.

Radio was a big part of life for everyone who lived in these sparsely populated northern farmlands, and it clearly captivated my attention. About the only thing I can compare it to today is when I see children who are only a few years old intuitively interacting with smartphones, tablets and social media sites. Before you know it, some of these young “digital natives” are even creating their own videos and posting them on YouTube.

As I grew older, my childish fantasies became reality as I worked on the family farm to earn the allowance money required to buy my own table radio at age 10 and a tape recorder at age 14. Before long, I actually started broadcasting the high school news with a real 1,000-watt AM station.

Now, decades later, I can look back on a lifetime spent in Christian broadcasting: first at KTIS in the Twin Cities; then as director of Skylight Radio Network, KTIS’s satellite network with 300 affiliate stations; next as executive vice president for radio at Northwestern University-St. Paul, the owner of KTIS; next as vice president of broadcasting for Moody; then a short term as president of the National Religious Broadcasters; and finally, after a few more career stops, as president of HCJB Global (now Reach Beyond) since 2008.

On the surface, agreeing to lead this ministry seemed like a perfect marriage: veteran radio guy leading a pioneering radio ministry. But it was not that simple.
If we know one thing about technology, it’s that technology is always changing. We can see that most clearly today in the United States, where so-called “terrestrial” (which means broadcast) radio has been losing audience share to Internet streaming, podcasts, Twitter and other communication technologies.

The ministry of Reach Beyond has also been transformed by the sudden pace of technological change.

Once upon a time it may have been appropriate to think of Reach Beyond as a “radio ministry.” But while radio remains a big part of what we do, it certainly doesn’t define us. We’re not a radio ministry. Instead, I think of us as a ministry, and radio is just a tool. We reach out to men and women around the globe with the life-changing message of Jesus Christ, and we do that outreach using a variety of technologies, depending on what’s best in each situation.

Perhaps our ministry Manifesto states it best: “We will leverage, to the best of our ability, God’s gift of media and medical technology to reveal His eternal wisdom to those who have never heard the name of Jesus.”

Let me show you how that has happened in the past, what is happening today, and how everything will be changing tomorrow.

**Broadcasting the Seed**

Jesus wanted to address the people, but the crowd was so large He had to come up with a unique solution. So He sat in a boat and told the people who stood on the shore this parable:

“A farmer went out to sow his seed. As he was scattering the seed, some fell along the path, and the birds came and ate it up. Some fell on rocky places, where it did not have much soil. It sprang up quickly, because
the soil was shallow. But when the sun came up, the plants were scorched, and they withered because they had no root.

“Other seed fell among thorns, which grew up and choked the plants. Still other seed fell on good soil, where it produced a crop—a hundred, sixty or thirty times what was sown. Whoever has ears, let them hear.”

(Matthew 13:3-9)

Jesus’ disciples were confused, and a bit annoyed. They didn’t understand why He insisted on speaking in parables instead of clearly explaining what He meant. Jesus addressed their concerns by offering this explanation of the parable:

“When anyone hears the message about the kingdom and does not understand it, the evil one comes and snatches away what was sown in their heart. This is the seed sown along the path.

“The seed falling on rocky ground refers to someone who hears the word and at once receives it with joy. But since they have no root, they last only a short time. When trouble or persecution comes because of the word, they quickly fall away.

“The seed falling among the thorns refers to someone who hears the word, but the worries of this life and the deceitfulness of wealth choke the word, making it unfruitful.
“But the seed falling on good soil refers to someone who hears the word and understands it. This is the one who produces a crop, yielding a hundred, sixty or thirty times what was sown.”

(Matthew 13:19-23)

This parable of the sower and the seed always made perfect sense to me. I knew all about seeds and different kinds of soil from my work on the family farm. Even better, my father and other farmers talked about spreading seed by “broadcasting” it. I was amazed that farmers use the same verb that radio people used. And what better way to broadcast God’s seed than over the airwaves?

I have to come to view radio’s role in the Great Commission as a process of stone clearing. While radio doesn’t necessarily allow us to water and harvest all the seed our broadcasts plant in listeners’ hearts, it does allow us to broadcast seed in areas that need it.

But not everyone agreed that Christians should be involved in radio. In fact, during the 1920s and 1930s, some argued that radio was a tool of the devil, not God. Some even bolstered their condemnation by misinterpreting Paul’s words in Ephesians 2:1-2: “As for you, you were dead in your transgressions and sins, in which you used to live when you followed the ways of this world and of the ruler of the kingdom of the air, the spirit who is now at work in those who are disobedient.”

While some questioned the legitimacy of radio for Christian purposes, Clarence Jones had seen firsthand the impact broadcasting could have during his years working with evangelist Paul Rader at the Moody Tabernacle and the Chicago Gospel Tabernacle.

That’s why Jones didn’t question when God called him to take the gospel to Latin America using broadcast technology. Instead, he ac-
cepted the call, taking this new technology to Ecuador, a country that had no radio stations prior to HCJB. “Radio is the new missionary,” he said.

His groundbreaking 200-watt AM station debuted in Ecuador on Christmas Day, 1931, but that did not mean his mission was accomplished. In the coming years, Jones would turn his attention to increasing his station’s signal strength by continually utilizing ever more-powerful transmitters. During these years, HCJB Global worked with broadcast technicians to create powerful transformers that could be safely transported across great distances and take the message of Christ to more people.

There was just one problem. There were fewer than a dozen radios throughout all of Ecuador. So Clarence turned his attention to creating, manufacturing and distributing inexpensive radios that would enable people to listen to his station’s programs.

Reach Beyond is still providing radios to listeners today. In fact, we have distributed more than 50,000 of our SonSet® radios around the world. These are inexpensive, solar-powered radios that are manufactured so they are fixed-tuned to radio stations operated by our many partners.

I have a photo of an African man I met who absolutely loves his SonSet® radio. Like many people around the world, he wears it around his neck using the lanyard that doubles as the radio’s antenna and listens to positive programming all day long.

When I have the chance to meet people like this African man, I realize that they have the same kind of excitement about radio that I had when I was a boy. Somehow, even today, nearly a century after radio was first popularized, there is something people still find amazing about a clear human voice coming to them out of a little box and telling them about God’s love.
As you know, as the ministry of Reach Beyond has grown around the world, we have adapted our technology to the unique strengths and needs of the people in each location. That process of adaptation continues today, and even though radio remains an important part of what we do, we continue adapting as more and more people are connected and getting information through a variety of technologies.

Reach Beyond’s leadership recently adopted a pledge to continue fostering technological innovation all over the world:

“We will use a flexible blend of technologies and culturally sensitive, audience-driven programming that reaches clearly defined targets, integrating these strategies with the local church and mission healthcare initiatives whenever possible. To accomplish this we dedicate ourselves to research, strategic partnerships, training, sustainable platforms that match infrastructure to strategy, and building lasting relationships with co-laborers and partners. We expect this strategy to naturally result in mobilizing others to join us as media missionaries, passing leadership, control and ownership of local media ministries to local partners.”

That’s our official goal. Let me give you a brief tour showing you how we are pursuing that goal today.

**Tech Tools Connect People to Each Other and God**

The biggest deficiency with radio is that it is a one-way process: Programming is transmitted to listeners. But what if listeners have questions or want to act on the new information they have learned?

Our partner, Wantok Radio Light, which has been broadcasting from its studios in Port Moresby, the capital of Papua New Guinea, since 2005, came up with a great solution. One of Radio Wantok Light’s nightly programs features Pastor Joe, who has a deep concern for students in his country. Pastor Joe’s show deals with everything from bro-
ken relationships to addictions, and listeners respond by sending text messages to the station. In fact, every month Pastor Joe receives more than 16,000 text messages from engaged listeners.

It takes a small army of volunteers and hours of time to answer all these texts, and in some cases the difference can be life or death. One student who texted Pastor Joe had recently been kicked out of university. Facing disgrace and humiliation from his friends and family, the young man said he was going to commit suicide. But before ending his life, the student heard a broadcast by Pastor Joe and texted the station. He received a rapid and loving response that persuaded him to give life another chance.

Because millions of people around the world use cell phones as their primary tools for interacting with the larger world, many of our global partners increasingly focus on the power of texting to facilitate this kind of potentially life-saving two-way communication.

Web-based technologies have rapidly transformed the broadcasting industry. While most stations still broadcast the traditional way using transmitters, others distribute their programming through online streaming or by making podcasts of programs available for people to download.

The advantages of streaming and podcasts are that programming can reach much further than a transmitter’s signals ever could. In addition, people can select and listen to the programming that matters most to them. They can also share favorite programs with their friends.

We receive many testimonies from our partners working in predominantly Muslim areas of the world about the power of podcasts that explain the differences between Christianity and Islam. Some listeners report repeatedly going back to these podcasts as they consider the claims of Christ.
Many partner ministries also create dedicated websites that people can visit to read content, research past programs and request personal responses from Christian workers.

Social web applications like Facebook play an increasing role in the work of a large number of our partners. With more than 1.2 billion monthly active users, Facebook can serve as a powerful tool for disseminating news and information, helping people find fellow believers in their areas, and requesting prayer or other assistance.

Ministering in today’s rapidly changing world requires knowledge and expertise in a variety of communication technologies. We and our many partners are exploring every means available that help us achieve our ends: helping men and women learn about and respond to the love of God.

**Anticipating the Future**

It is one thing to take existing technologies and adapt them for our own uses. It’s quite another thing to develop our own technologies to meet the challenges people face in the countries where we work. That’s one of the purposes of the HCJB Global Technology Center in Elkhart, Indiana, which provides essential technical assistance to ministry partners worldwide.

At our center, employees train ministry professionals, college students and others in various forms of communication technology. On any given day, Tech Center employees are designing and manufacturing affordable transmitters, antennas and broadcast automation systems for our global media ministry partners; offering troubleshooting assistance to broadcasting workers; repairing and installing equipment; and researching and developing various emerging media tools.
When Tech Center workers have a moment’s rest from these assignments, they try to develop new devices. For example, the Tech Center recently issued a challenge to students at Calvin College in Michigan, Cedarville University in Ohio, Grove City College in Pennsylvania, John Brown University in Arkansas, and Seattle Pacific University in Washington to help develop a solar-powered lamppost that also served as a charging station for handheld devices.

You may ask yourself, “Who needs a solar-powered lamp post charging station?” As it turns out, many people do. In addition, many areas of the world lack good streetlights, and many people who own cell phones and other devices aren’t always able to find reliable energy.

After students from Calvin College submitted the winning design entry, they turned their working prototype over to a veteran engineer who will improve the students’ design. Our hope is that this unique device will be bringing light and energy to areas of the world that desperately need both.

One never knows what is around the next technological corner, but we are doing what we can to try to stay ahead of the curve.

**Technology Multiplies Our “Hands”**

Our calling is to serve both as God’s voice and hands around the world. We use technology to help us do both, and creative medical tools are a powerful means to help us multiply the efforts of the many human hands that carry out our caring work.

For years, the broadcast side of our ministry helped establish many new stations thanks to our transmitter-in-a-suitcase that could be easily transported around the world. Now, the medical side of our ministry utilizes a similar device: a lab-in-a-suitcase. Developed by International Aid, our supplier of a portable, solar-powered mini-medical laboratory allows doctors and nurses to perform 80 percent of the
standard diagnostic tests patients need and provide immediate results for speedy treatment. The mini-lab includes centrifuges, a binocular microscope, a field colorimeter, a glucometer, and other essential tools.

Having a portable laboratory is a great help, but identifying people's medical problems is only the start of the healing process. In many countries, waterborne diseases are a major source of illness and even death, so we have turned our attention to bringing fresh water to villages and communities around the world.

Villagers in Ghana had been praying for years that God would bring them clean water. Reach Beyond was glad to help answer these prayers by funding a team of engineers to dig a well. When water began gushing out of the well, an 89-year-old villager began to weep.

“I’ve been waiting for years to see drinking water in my village before I die,” he said. “Now that I’ve seen clean water, I’m ready to go.”

In another village in Ghana, we sent a team to do medical work and provide clean water and hygiene training. A year later, our team returned to do more medical work in the village. When we arrived, the leader of the village told our team that none of the villagers had died during the year since the well had been dug. He had never seen a year with no fatalities. He was relieved and grateful, and so were we!

Tools of Transformation
People have used technology ever since the first early humans expertly chipped the edges of hard rocks to create cutting blades that were used in knives, spears and axes. I guess you can say that this was the beginning of being on the “cutting edge” of technology!

Ever since, at various times in human history, an ancient inventor would introduce something truly new and revolutionary, like the wheel.

Christianity has had a long and complicated relationship with
technology from the very beginning. For example, in the years following the resurrection of Christ, His disciples went throughout the world to spread His Word with the help of the most sophisticated network of roads and highways in the world. Thanks to the unparalleled expertise of Roman road builders, the gospel was broadcast far and wide.

Some 15 centuries later, a radical new technology once again played a crucial role in spreading the Christian faith. Thanks to the printing presses created by the German printer Johannes Gutenberg, people could finally read copies of the Bible for themselves, along with Martin Luther’s tracts promoting the Protestant Reformation.

More recently, we have witnessed the broadcast technologies of radio and television playing an important role in the dissemination of the gospel. Today, digital technologies are changing the way we do everything, including proclaiming God’s Word.

What will tomorrow bring? No one can say for sure, but it’s a safe bet that technology will continue to change and evolve. So will the ways we use that technology.

But there is much more to this whole issue of technology than the tools themselves. There are also important theological questions we need to consider about technology and its role in our lives and in ministry.

Throughout my career, people have asked me, “Do you think someone who hears the gospel through a radio or television broadcast understands that gospel as well as someone who learns about it through one-on-one conversations with someone they know?”

My answer typically begins like this: “No, but …”

I believe there is no substitute for one person sitting down and sharing the gospel with another person face to face. And research shows that the vast majority of people who come to know Christ do so through some personal invitation, not through radio programs or TV
shows or tracts or magazines.

But as we have seen, people don’t always have the opportunity of talking personally to a Christian and learning about God through intimate conversations. This is particularly true in many of the areas where Reach Beyond works, areas where the gospel is not well known or understood.

We will continue to view technology as a powerful tool that we can use as we seek to serve God and His children throughout the world. As we do so, we will continually remind ourselves that technology is not the answer; it is only a means of telling people the answer.

May God give us the grace to continually resist the temptation to become so committed to one particular technology that has worked in the past that we forget to keep our minds open and learn about new technologies we can embrace and use for God’s glory.

It’s not technology that transforms people’s lives. Only God can do that. But as the past 80-plus years have proven to us, a wide range of technological tools can be powerful forces for good when used on behalf of the gospel.
Chapter 6: A Heart for the Hurting

Christians often talk about “heroes of the faith.” These are men and women who have embodied the love of Christ and demonstrated this love in powerful ways, often in very challenging situations.

When I ask people to tell me about their heroes of the faith, they mention evangelist Billy Graham, Protestant reformer Martin Luther, Salvation Army founders William and Catherine Booth, missionary martyr Jim Elliot, British statesman and slavery foe William Wilberforce, German pastor Dietrich Bonhoeffer who died in a Nazi prison camp, and even Pope Francis.

I would agree with many of these choices and could suggest additional names of my own. But an interesting thing happened to me years ago. I was privileged to spend part of a day with a man I believe to be a modern-day hero of the faith.

The Doctor Will See You Now

Dr. Stephen Nelson is a family practice physician. You’ve probably never heard of him, and you have certainly never read about him in books about heroes of the faith. But he’s been a hero of mine ever since I saw him in action at close range.

Dr. Nelson and I traveled with several other medical professionals for hours in four-wheel-drive vehicles as we slowly made our way along bumpy, rutted dirt roads in some of the more remote areas of the
African nation of Ghana. We were on our way to a medical clinic organized for rural Ghanaians in a distant village by one of our ministry partners, Theovision International.

Occasionally, the bone-jarring ride was interrupted by creeks and streams, which we crossed on “bridges” made of wooden planks that seemed too small and unstable to hold our weight. But we made it to the village, and after a night of little sleep amid nighttime low temperatures of 85° F, morning broke and I got the chance to see Dr. Nelson in action.

It was only 8:05 a.m., but the temperature was already edging up, and the rivulets of perspiration were already running down Dr. Nelson’s face, dampening his surgical scrubs. But Dr. Nelson was unperturbed. He seemed to have no regard whatsoever for his own personal comfort.

For the next nine hours, Dr. Nelson sat at a table where he talked one on one with people who told him about their ailments, pains and problems.

Nearly 500 people were waiting under a tent for their chance to meet with Dr. Nelson and the rest of the team, but I never saw him grow impatient or try to speed things up. Even as the noontime temperature reached 100°, Dr. Nelson remained outwardly cool and calm.

But his patience and obliviousness to discomfort were only a part of what moved me that day. Beyond his sheer commitment, dedication and professionalism, Dr. Nelson seemed to naturally embody the love of Jesus Christ. I saw the Great Physician’s love in action as Dr. Nelson cared for each and every one of the hundreds of patients he visited with that day.

There was nothing dramatic or extraordinary about his service. Instead, it was the small things that impressed me the most.
I could see it most in his eyes and the way he looked deeply into the eyes of each of his patients. I saw it in the way he listened to the people, patiently hearing their stories as he tried to ascertain, with the help of an interpreter, what they needed and what he could do to help them.

I could also see Christ’s love in Dr. Nelson's hands and the way he lovingly touched each patient, comforting them, holding their hands, and gently probing their bodies for signs of illness.

I could see Christ’s love in the way he offered to pray with each patient. Some accepted his offer and prayed with him. Others declined, but Dr. Nelson didn’t pressure them. He wished them well and readied himself for the next patient, and the next, and the next.

Seeing this Christian doctor in action was very moving for me, and later I realized he had embodied the clause in our ministry Manifesto about the passion to care for the weak and the infirm: “We refuse to watch people for whom Christ died suffer in pain and poverty when we can help restore them in His name.”

The Messiah and His Mission

Jesus had a heart for the hurting, as He made clear when He announced His life’s mission in a Jewish synagogue one morning.

Luke sets the stage for Jesus’ radical announcement. John the Baptist had prepared the way, and Jesus had survived 40 days of fasting and temptation in the desert. Now Jesus returned to Galilee, where He taught in the local synagogue. On the Sabbath day, He stood up to read a passage of Scripture and was handed a scroll of the book of Isaiah. Jesus read the prophet’s words:
“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.”

Then he rolled up the scroll, gave it back to the attendant and sat down. The eyes of everyone in the synagogue were fastened on him. He began by saying to them, “Today this scripture is fulfilled in your hearing.”
(Luke 4:18-21)

If someone were to ask you to describe Jesus’ mission, would your description match Jesus’ own announcement of His mission to serve the poor, prisoners, the blind and the oppressed?

I’m not sure that would have been my description 10 years ago. But the more I study the New Testament and the more I see the work of heroes like Dr. Nelson around the world, I am beginning to understand things better.

How did Jesus put this mission into action? As I read the Gospels again and again, it becomes clearer to me. Our Messiah did not make it His priority to associate with the rulers and the rich. Instead, He reached out to the meek, the lowly and the needy, bringing them hope and transforming their lives.

We see Christ’s heart for the hurting in the Beatitudes:
Blessed are the poor in spirit,  
for theirs is the kingdom of heaven.
Blessed are those who mourn,  
for they will be comforted.
Blessed are the meek,  
for they will inherit the earth.

(Matthew 5:3-5)

We see His heart in His discussion with the Samaritan woman (John 4:1-26), who was despised not only for her race but also for her marital difficulties. In fact, Jesus often reached out to women in surprising and even radical ways.

We see His heart in His love for children (Mark 10:13-16), even though His disciples thought there were more important things to do.

We see His heart in His love for Simon the leper (Matthew 26:6; Mark 14:3).

We see His heart and His love for Zacchaeus, a chief tax gatherer who was despised by his own people. A short man, Zacchaeus climbed a tree so he could see Jesus. Jesus saw him and called out, “Zacchaeus, come down immediately. I must stay at your house today” (Luke 19:5).

His association with people like Zacchaeus caused the rumor mill to swing into overdrive and caused some to mutter, “He has gone to be the guest of a sinner” (Luke 19:7), but Jesus wasn’t afraid of critics who accused Him of being “a friend of tax collectors and sinners” (Luke 7:34).

“It is not the healthy who need a doctor, but the sick,” Jesus said (Matthew 9:12; Mark 2:17; Luke 5:31).

Some of the rumors about Jesus’ behavior got back to John the
Baptist, with critics demanding that John double check and make sure Jesus was truly the Messiah. John sent some of his disciples to Jesus to investigate His ministry.

“Are you the one who is to come, or should we expect someone else?” they asked (Luke 7:19).

Jesus replied with a statement that echoes the words of Isaiah that He read in the synagogue:

“Go back and report to John what you have seen and heard: The blind receive sight, the lame walk, those who have leprosy are cleansed, the deaf hear, the dead are raised, and the good news is proclaimed to the poor.”

(Luke 7:22)

Jesus’ disciples didn’t always understand their master’s heart for the hurting, but after His death and resurrection they incorporated these values into the work and teaching of the church.

We see His concern clearly in the book of Acts, where passages describe the efforts of the earliest believers to care for the widows in their community (Acts 6:1, Acts 9:32-43). A well-known passage from James makes clear believers’ responsibility to care for the needy in their midst:

*Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world.*

(James 1:27)
I spent decades of my life working mostly with organizations, ministries and radio stations that serve Americans, but my years with Reach Beyond have enabled me to see God’s servants in action helping the hurting all around the world.

I could fill an entire book with stories about the heroes of the faith I have met and the amazing things they are doing to demonstrate the love and compassion of Christ to people who are hurting.

These contemporary heroes of the faith are ordinary people like you and me who go to extraordinary measures to feed, clothe and give shelter to homeless people who have absolutely no safety net.

They are Bible study leaders who fearlessly enter some of the most violent and barbaric prisons in the world to teach God’s Word to desperate criminals.

They are busy men and women who devote their time and energy to help single mothers, drug addicts, the unemployed and the mentally ill.

They are corporate executives, business owners and local political leaders who sacrifice the trappings of power to roll up their sleeves and dirty their hands caring for the needs of the neediest.

They are employees and volunteers from our partner radio stations who give radios and minister to prostitutes as they walk the streets at night.

They do all this and more. Why? For no other reason than this: They wholeheartedly serve a God who commands them to “love their neighbor.”

Many of these stories are featured on our website, but let me share two that grabbed my heart.
Loving Today’s Lepers

For centuries, Christians have been at the forefront of the battle against leprosy and the care for men and women who are lepers. Thankfully, new treatments have cured many millions, even though millions still suffer from this dreaded disease today. But now, there is a different group that suffers the same social stigma that lepers once endured: people with HIV/AIDS.

Many people in the West assume that HIV/AIDS is spread primarily by homosexual contact, but in many areas of Africa, the virus is spread by other means as well, including animistic religious practices and even childbirth. Regardless of how people become ill with this disease, our partners around the world are developing caring and creative ways to provide healing and show people who are suffering with HIV/AIDS that God truly loves them.

Malawi, a landlocked nation in southeastern Africa, is one of the world’s most densely populated and least-developed countries. And like many African nations, it is struggling to deal with the ravages of HIV/AIDS, which is often passed on from mother to child during childbirth.

Years ago, Reach Beyond (then HCJB Global) worked with two different groups to help the people of Malawi. On the one hand is Partners in Hope, which has operated a Medical Center in Lilongwe, Malawi, providing free HIV education, care and treatment to Malawi’s poor from its inception.

On the other hand are churches and ministries that have developed a variety of ways of dealing (or not dealing) with the AIDS crisis across their country. Some churches don’t want to officially acknowledge the fact that their members may have AIDS, even though they
have conducted numerous funerals for victims. Other churches hold healing services that encourage members to seek spiritual solutions to the virus that causes AIDS, not medical solutions. Some of these healing services have even encouraged believers to prove their faith in God by avoiding all medical responses to the disease.

Jessica McMillan, who ministered with Partners in Hope at the time, worked with us to encourage some pastors to open their churches to health workers to offer free blood tests to members in order to determine who had the HIV virus, provide suggestions for slowing the transmission of the virus, and treat those who had AIDS.

Jessica knew men and women who had been treated for AIDS and were now willing to visit churches and share their testimonies of healing and recovery. Because of her compassion for the poor, especially those afflicted with AIDS, many found new hope in Jesus.

This kind of work is slow to develop, and it requires a trust that is built day after day, month after month. In fact, it would probably be much easier and “more efficient” for us to invest our time and resources in other kinds of work that is easier and yields bigger results. But we serve the hurting because that’s what we believe Jesus calls us to do.

**Offering Inner Healing**

Jesus healed people’s bodies and cared for their physical ailments, but He also healed people’s broken hearts and souls. Dozens of New Testament chapters describe His work with these people who were troubled and tormented from within, as we read in Matthew 4:24:

> News about him spread all over Syria, and people brought to him all who were ill with various diseases, those suffering severe pain, the demon-possessed, those having seizures, and the paralyzed; and he healed them.
Reach Beyond and its international partners want to help people everywhere experience Christ’s healing power, and one place we are doing that is in the war-ravaged nation of Sierra Leone.

The West African nation produces gold, diamonds and other valuable resources, but 70 percent of its population lives in poverty. And the country still has deep scars from the civil war that spilled over its border from neighboring Liberia in 1991, lasting for more than a decade. The war left 50,000 dead in a country with a population of about 6 million people.

People who survive brutal wars typically experience trauma that may last for years, as our radio partner in Sierra Leone knows all too well. Believers Broadcasting Network (BBN), which is based in Freetown, the capital and largest city, has played an important role in the “truth in reconciliation” process that was designed to help the country recover and bring release to its citizens.

But releasing accumulated pain and heartbreak is hard as the people at BBN discovered during a broadcast about forgiveness. During the broadcast, which features live phone calls from listeners, a caller expressed her inability to forgive the brutal child soldiers who had killed her innocent parents.

“I can’t do it,” she said, weeping on the live broadcast. “Pray for me.”

As her sobs went out over the airways, the station personnel answered another call and broadcast it live on the air.

“I was one of the soldiers who attacked her village,” the young man said. “I might even have been the one who killed her parents.”

The ex-soldier wasn’t boasting about his wartime atrocities. He was confessing them to the world. As the show’s hosts and listeners followed this unusual broadcast, an amazing moment happened.
“Will you forgive me?” the caller asked the woman.

She thought back to the years of war and bloodshed. Thousands of people had been maimed and mutilated by young soldiers wielding machetes. Nearly 2 million people were forced from their homes, with many becoming refugees in neighboring Guinea and Liberia.

How could she forgive the young man who had been a part of this brutality and violence? On her own, she couldn’t, but with God’s help she found the love she needed to transcend the past.

“Yes,” the woman said through her tears a few moments later. “I forgive you.”

This dramatic radio moment was powerful for the two people who connected through a Christian radio show that day, but what can be done for the estimated 500,000 people who continue to struggle with anxiety disorders such as post-traumatic stress disorder (PTSD), depression and substance abuse?

A Canadian TV news program reported in 2012 that “mental illness is a growing problem” in Sierra Leone. “Getting professional help is nearly impossible,” the program said. “In Freetown there is only one psychiatrist and two psychiatric nurses. Outside of Freetown there is nothing.”

That’s why Reach Beyond worked with Believers Broadcasting Network to provide counseling training for counselors who wanted to help people in Sierra Leone experience inner healing.

Originally the workshop was planned for 25 participants, but demand for the training quickly increased when word of the event began to spread.

“We had to make room for almost twice that many because we started getting applications from across the city and even beyond,” Ransford Wright, the station’s director, said.
Among those receiving training were schoolteachers, pastors, students, housewives, women who work with abandoned children, and a man who works at an amputee refugee camp.

In 2012, counselors set up a walk-in counseling clinic where locals could come and share their problems with a counselor. However, during the first several months of operation, there were only three trained counselors present. But following the training conducted by Reach Beyond staff and volunteers, the number of trained counselors increased to well over a dozen. During the first 18 months the clinic was open, its counselors helped more than 700 people.

Many of the “clients” were Christians who regularly listened to BBN’s broadcasts, but some were Muslims who appreciated the counselors’ willingness to help them forgive their wartime tormentors.

The counselors didn’t force their faith on the Muslims who came for counseling, and in many cases they didn’t need to. As followers of Islam saw for themselves how loving, caring and professional the Christian counselors were, they were moved beyond words.

I understand that counseling for Africans may not be on the top of many people’s lists of things the world needs most. But for the men and women who have been helped by these counselors and have learned how to forgive the young men who killed their friends and family members, this gift of grace has been powerful and life changing. And as more citizens of Sierra Leone begin to experience such forgiveness, prospects for the nation’s future are improved.

The Greatest or the Least?
The ninth chapter of Luke’s Gospel describes a flurry of activity: Jesus sends out the 12 disciples; He feeds the 5,000; He predicts His own
death; and He takes three of His disciples to a mountain top to pray, and while there, they experience the Transfiguration, complete with the appearance of Moses and Elijah.

Surprisingly, amidst all this amazing activity, Jesus’ disciples find the time for a silly, childish squabble:

An argument started among the disciples as to which of them would be the greatest. Jesus, knowing their thoughts, took a little child and had him stand beside him. Then he said to them, “Whoever welcomes this little child in my name welcomes me; and whoever welcomes me welcomes the one who sent me. For it is the one who is least among you all who is the greatest.”

(Luke 9:46-48)

I would like to think that if I had been one of Jesus’ disciples and had witnessed Him perform these amazing miracles, I would have been satisfied with that. I wouldn’t have needed to argue with my fellow disciples about which one of us was Jesus’ favorite.

But we human beings have a problem. We seek greatness for ourselves. We want to be winners, and we like to hang out with people we consider winners.

Jesus had a completely different approach. He loved hanging out with losers. The people who didn’t have everything together. The people who were hurting and haunted. The people who had nothing, and nowhere to turn.

It has taken me a while to better understand Jesus’ heart for the hurting, but much of what I have learned came from the devoted servants of Christ and heroes of the faith I describe in this chapter.
May their examples encourage every one of us to pray that our hearts will overflow with Christ’s love so that we may love the hurting in our midst and around the world.
Chapter 7: Boldly Going

There are more than 1,000 Christian radio stations in America, and every day the thousands of men and women who work for these stations give millions of listeners the music and teaching programs that inspire and encourage them.

We have grown so accustomed to the profusion of Christian broadcasting stations on our radio dials that we don’t give it much thought. But in many other countries around the world, Christian broadcasting is rare, and the people who serve Christ by creating and disseminating Christian programming face daunting challenges and fierce opposition. Some of these workers have even paid with their lives.

I want to tell you about one of these brave souls, but my description will be incomplete. That’s because I can’t share his real name, the names of any of the people or organizations he works with, or even the name of the country where he lives. To do so would only further endanger many others who carry on Christ’s work today.

For now, let’s call him Joseph. Seeing his people entrapped by spiritual and social darkness is the burden that breaks his heart and drives him to action.

Joseph decided God wanted to use him to reach these needy people by producing radio programs that share the love of Jesus—something that very few people in the region have ever experienced.

This year Joseph’s calling almost cost him his life. On a trip this spring to their home nation, his wife was arrested by local authorities.
But they weren’t really interested in keeping her. She soon became a pawn to reach Joseph and stop his growing radio ministry. Joseph was informed that his wife would not be released unless he turned himself in to face trial.

To Joseph, there was no decision to be made. His wife and ministry were worth any price he had to pay. He made his way to the city where his wife was being held and turned himself in. While his wife was released, he was immediately thrown into prison, beginning a two-month journey of suffering and uncertainty. But God raised up an army of believers around the world who prayed for Joseph every day.

After a short time in prison, we received word that Joseph had been severely beaten. A couple of local believers were allowed to bring him food and medical supplies, without which Joseph may likely have died. But in a strange twist, word reached his family that he had not been beaten by the guards. Instead, he was beaten by other inmates who recognized his voice from the radio.

In spite of the pain and fear he suffered, this confirmed to him that people were indeed listening to the gospel, and while their reaction was violent, he knew that one day God’s Spirit could bring life to the seed that had been planted.

About a month later, God again confirmed His gracious hand on Joseph’s life. A local judge granted him bail due to the violence he experienced in prison. Some local believers took Joseph in and helped him to recover. Two months later, Joseph was forced to stand before the judge for sentencing. Knowing that he was facing the prospect of being imprisoned again, his faith in God’s goodness remained undeterred.

Praise erupted around the world when word spread that Joseph had been released after paying a relatively small fine. He was able to
leave the country, and yes, went right back to the studio to resume
developing programs that lift the name of Jesus even to those who, for
now, hate his name.

Joseph sets a standard for all of us. He knows that God has called
him to reach the next generation regardless of the cost. He knows it is
their only hope to be free from bonds that hold them spiritually cap-
tive. Joseph looks forward to the day when he may see some of the
young men who beat him standing in the presence of Jesus because of
the words they heard on the radio.

**Servants and Sacrifice**

Alexander is another person willing to pay any price for the sake
of the unreached. His passion is to boldly go wherever God calls him,
regardless of the consequences. Alexander does not consider himself a
“radio guy.” His first calling is to be a church planter. He is also a pas-
tor and a director of several orphanages. But his primary objective is
spreading Christ’s Word to people in his region who have never heard
of Jesus, or who have heard only falsehoods about the Christian faith.
His priority is starting new churches, but he realizes radio is an indis-
pensable ally in this mission.

Unfortunately, not everyone in his neighborhood appreciates Al-
exander’s work. In fact, some of his opponents got together and put a
bounty on his head. Anyone who kills him can claim the reward.

Such a threat might motivate me to find a different “calling,” but
Alexander is unmoved. “I just do what I’m called to do and don’t worry
about it,” he told me.

People involved in radio ministry are easy targets, and officials be-
lieve that by silencing these men and women they can silence God’s
message. But in many parts of the world, it doesn’t matter what kind of
ministry you’re doing. Anything done in the name of Jesus puts you at risk. Whether in media ministry, healthcare, clean water provision or any other activity, these courageous men and women often risk everything to share the love of Christ.

I have been honored to work alongside brave men and women like these, and as I have been able to get to know them better, I have discovered something very interesting. These brave souls don’t pray for protection, which is something I typically do when heading out to troublesome countries and regions. Instead they pray for boldness, and that boldness is one of the defining features of churches and ministries we are helping to grow and flourish around the world.

Defying the Darkness

If there is one aspect of the work of Reach Beyond that most amazes me, inspires me and scares me, it is the work that our missionaries and partners do around the world in neighborhoods, villages, towns and countries where Christ is despised and His followers are persecuted or worse.

It is thrilling to see what these brave and devoted men and women are doing, but it is sad to see how these servants of Christ are treated, and shocking to see the tactics their opponents use to shut them up and to close down their work.

It is these selfless souls who are the subject of the portion of our ministry Manifesto addressing ministry to people who live in closed or anti-Christian countries:

“We refuse to fear the darkness that entraps people when common sense says, ‘Protect yourself.”’
Paul tells us in Ephesians that our battle is not against flesh and blood, but against spiritual principalities and powers. Simply put, Satan is the enemy. The people we seek to minister to are often victims of fear and religious systems that entrap them. I’m grieved that sometimes these people are seen as the enemy, but in truth, they are people dearly loved by God and people for whom Christ died. That’s what motivates people like Joseph, Alexander and so many others to sacrifice everything for the greater good of sharing the love of Christ, especially with those bent on destroying them.

From the very beginning, Jesus warned His followers that they might suffer persecution:

“Blessed are those who are persecuted because of righteousness, for theirs is the kingdom of heaven. Blessed are you when people insult you, persecute you and falsely say all kinds of evil against you because of me.”

(Matthew 5:10-11)

When I talk to Christians in North America, many of them have a different idea of what persecution is. Some consider it persecution when retailers say “Happy Holidays” instead of “Merry Christmas.”

But around the world today, as many as 200 million Christians are facing the kinds of persecution depicted in John Foxe's Reformation-era Book of Martyrs. According to British journalist and author Rupert Shortt, recent years have seen believers burned alive, beheaded, crucified, tortured, had their tongues cut out, been forced to emigrate, and witnessed their churches bombed and their homes
burned to the ground.

Some historians argue that more Christians have lost their lives for the sake of the gospel in the last century than in the previous 19 centuries combined. Although the sources and causes of persecution differ, the results are often the same.

For example, in authoritarian, dictatorial countries, the state and its leaders constitute an absolute—even divine—authority that citizens disobey at their own risk.

In other countries, the religious and social systems pose great challenges to those who talk about Christ and even more so to those who accept Him. People who work to spread the gospel in these “closed” countries often face the same fate as those who convert to Christianity—death.

There are also many regions of the world where opposition to Christianity is not official, but spiritual. These are areas where religions or even ancient traditions such as animism preserve their social prominence by persecuting followers of Jesus. In some places, witchdoctors oppose the spread of Christianity and use their social influence to harass believers.

Our ministry partners have experienced many forms of persecution. One of the most common forms of harassment they face involves official interrogations and imprisonment similar to what Joseph endured. Christian workers also face many forms of professional retaliation, including being fired, being forced to resign, or being routinely passed over when workers are given promotions. We personally know many believers who have lost their jobs and been forced to move their families.

These kinds of pressures may not sound as dangerous as death, but when believers can’t keep a job, they can’t support their families or
the work they do to spread the gospel. Those brave souls who devote themselves to Christian service know they are subjecting themselves to challenges their neighbors don’t face.

I’m humbled in the presence of these kinds of people. Like Paul, they are compelled by something that drives them to endure risk and hardship for the greater good of sharing the gospel of Jesus Christ with those who have never met Him.

When a Door Opens, Enter

It’s not surprising that some countries are closed to the gospel. What’s exciting to see is what happens when doors that have been closed for decades or more, suddenly open.

That’s what happened in Nepal, the nation located in the Himalayan Mountains between China and India. Ruled by the Shah dynasty since 1768, the country’s citizens rose up in protest, leading to the abolition of the monarchy and the establishment of a democratic republic in 2008. More than 80 percent of Nepali people are Hindu, and for many years Hinduism was the only religion officially allowed and practiced.

One of the steps the new government took was to issue radio licenses to various organizations and companies that applied for them. Surprisingly, a Christian organization in Nepal was awarded two of these community radio licenses.

The only problem was that the organization faced a tight deadline for getting its stations up and on the air. We were able to help our ministry partner acquire and install all the equipment it needed, train its staff, and get its stations up and running before the government deadline. Now, these stations are part of a growing Christian presence in this formerly closed country.

We are rushing in through a similar open door in Thailand, which
was once a closed country but has become more open since a new constitution was approved in 2007. Our ministry partner in Thailand is working to obtain licenses to establish 100 community stations. By God’s grace, the effort is progressing, and we have been doing everything we possibly can to open as many as 15 stations each year. If the door remains open for us, we will launch the 100th station by 2020.

We don’t know which countries will become more open or closed in the next few years, but when doors open, we will respond as quickly as we can, never knowing when they may close once again.

A Winsome Witness
I believe that one of the main reasons we have been able to work in so many closed areas of the world is the spiritual DNA of our organization. Our co-founder, Clarence Jones, exhibited both wisdom and grace when he established radio station HCJB in Quito, Ecuador, in 1931.

Many of Jones’ American supporters assumed he would duplicate American-style Christian radio in Ecuador, but he had better ideas for serving his audience. Instead of offering around-the-clock Christian music, Bible teaching and sermons, Jones believed that his station could best serve the people of Ecuador by providing a balance of educational, cultural and religious programming, most of it created by Ecuadorian workers who knew the culture, and much of it broadcast in Spanish or Quichua.

Jones also prohibited the station’s on-air personalities from engaging in political commentary or choosing sides on controversial social issues.

And instead of focusing on the kinds of fire-and-brimstone revival sermons that dominated some of America’s Christian stations during
the first half of the 20th century, Jones determined that his stations would have a more upbeat approach.

“Never meddle in politics,” Jones insisted, “and preach a positive gospel.”

Preaching a positive gospel doesn’t mean that we avoid pointing out the differences between Christianity and other faiths, but we try to do so in ways that are civil and loving, not demeaning and nasty. For example, at a time when a small but highly visible minority of Christians feel it is their duty to burn or desecrate copies of the Koran, the holy book of Islam, we prefer to point out verses in the Koran that mention Jesus.

I believe Jones would be pleased to see that his unique approach has succeeded far beyond his wildest expectations. HCJB was embraced by the Ecuadorian people, as well as the government. It was selected to be the nation’s timekeeper, and provided a way for the president and other government officials to address the public.

I am grateful that Jones adopted this positive approach from day one, and this approach has enabled Reach Beyond to penetrate closed countries that we would never have access to if we engaged in more combative and judgmental rhetoric.

Today, Jones’ approach is bearing fruit in countries around the world. Let me share with you a brief sample of some of the creative programming our ministry partners are sharing with their listeners.

**An Invisible Ambassador for Christ**

The second chapter of the book of Acts describes people’s surprising reactions when, on the Day of Pentecost, “each one heard their own language being spoken” (Acts 2:6). Today, the message of Jesus is going out to all corners of the world in hundreds of languages and dialects.

Radio is a powerful tool that powerfully impacts people, and lis-
I am Jamal, and I am not a good Muslim. I observe the holy days, but I don’t go to the mosque or do daily prayers. I work as an accountant for an export company, and at the office, I put on my earphones and listen to the radio online.

I searched for an online radio station in Arabic and found one I like because of the music it plays that has positive messages. I also started listening to the short programs in between the music that talk about God and finding answers to life’s problems. I started talking to my wife, Jamila, about what I was hearing on the radio, and we found we could listen to it on our satellite TV.

Jamila began listening to it during the day while she was at home. We started discussing what we had heard during the day when I came home from work and decided we wanted to know more about Christianity and actually read the New Testament for ourselves. So, after three months of listening, we decided to email the station’s address and ask them to send us a copy of the Bible we heard them read so that we could learn more about Christianity.

We just received a copy of the New Testament today and are excited to know more about Jesus.
Because of where people like Jamal live and the opposition Christians face in these countries, people who write or say things like this might face serious consequences if they were to even open the door of their house to a Christian pastor or Bible teacher. But every day, God-fearing people like Jamal and his wife have opened their minds and hearts to Christian teaching via the radio. This is just one example among thousands describing the ways that broadcasts have allowed the Christian message to reach people who would be difficult or impossible to reach by other means.

A college student sent the following letter thanking our partners for their programming:

Greetings to all whom I consider my friends at the station! I am Amani, and I would like you to accept me as a new friend to your radio station. I am a university student, and I would like to get to know the Christian religion. Therefore, I have chosen the Bible as my field of study.

My friend Rashid told me about your satellite radio station, and I began to listen. The music and programs about Jesus have made an important impact on my life and now I listen regularly through my computer or phone. I’ve become an addict.

I feel empty spiritually and am at a crossroad. I am writing to you for help. Please send me the Holy Bible and some study materials that can help me and get me out of this lost feeling. With no other avenue to turn, I am coming to you for answers and guidance in eternal matters.
Many of the letters we receive mention music, which has always been a powerful means of reaching people with the gospel. In Ecuador, Clarence Jones broadcast much local, indigenous music on radio station HCJB. Today in Thailand, a nation where nearly 95 percent of the population embraces Buddhism, a Christian station broadcasts a compelling mix of music and teaching that connects with many listeners.

Two women who had tried a number of stations on the dial landed at this station. When the station’s deejay told his listeners about the importance of praying to God and asked them to pray with him, the two women did so. They also contacted the deejay personally, attended church services and accepted Christ as their Savior.

In Eastern Europe, we helped our broadcast partners train volunteers to produce creative programs. One of the people attending the training created an hour-long profile of a local Christian band. The show, which featured interviews with the band’s fans and a mix of live and prerecorded music, attracted big audiences and was rebroadcast numerous times.

Today, parts of the former Soviet Union remain some of the most closed countries for Christian workers, but we have been able to work with partners from Teen Challenge to record indigenous Christian music in the local language. The engineer at our partner’s production studio was formerly a rock drummer with an addiction to drugs and alcohol. Since he came to faith and experienced recovery from his addictions, he has enjoyed helping broadcast this life-changing music to others in his country.

In another Eastern European country, our broadcast partner wanted to promote his station as a “Christian” station, but we suggested a more subtle approach. Today, they are simply known as a station that cares about people. They broadcast a mix of multi-language mu-
sic, news, cultural programming and Bible teaching that is attracting large audiences.

Many of our global ministry partners create programs that apply the principles of the gospel to the problems their listeners face. In Indonesia, a program called “Making Life Better” attracted a suicidal Hindu listener who listened on his cell phone:

I could only capture one radio station. The other radio signals were not clear. I was very interested in this station and in “Making Life Better.” From this program, I captured one sentence: “In every problem there is a way out.”

I fell asleep listening to the station, and when I woke up I realized that I had no desire to commit suicide. Soon after that, I was invited to come to the station’s counseling center, where I accepted Jesus as my Lord and Savior.

Whether it is music or programs that show how biblical values relate to family, career or finances, people from around the world who live in closed countries or places where Christianity is outlawed or shunned are hearing about Jesus and learning how he can impact their lives.

**Boldly Going Where Christ Is Not Known**

It would be easier, safer and cheaper if Reach Beyond adopted a different ministry model that focused on working in open countries instead of closed countries. But as our name makes clear, we feel God has called us to “reach beyond” the safe places so people everywhere can know God loves them.
In fact, our board of directors recently affirmed our commitment to reaching people who are far from God: “Our priority is to share The good news with the unreached, the under-reached, and the disengaged.”

In doing so, we follow the inspiration of Paul: “It has always been my ambition to preach the gospel where Christ was not known, so that I would not be building on someone else’s foundation (Romans 15:20).

As long as there are places in this world that are closed or opposed to the gospel, that’s where you will find us.
Chapter 8: Answering the Call

As He began His earthly ministry, Jesus issued a call to those who would be His first disciples. His most frequent invitation was, “Follow me.”

Those first disciples probably had no idea what they were getting into when they accepted that call and began following Jesus. It was only as they walked with Him and learned from Him that these disciples began to see what His calling meant for their lives.

A similar thing happens for organizations and ministries that seek to serve Christ and carry out His Great Commission. Time and again throughout history, a man or a woman receives a call to do a specific work, and a church or ministry or organization is founded to fulfill that calling.

That was how Reach Beyond got its start. Clarence Jones asked God to guide his path. Then he heard a divine call that was simple and direct: “Arise and go south with radio.”

Clarence wasn’t sure how he should respond to this call. After all, when you live in Chicago, “south” covers a pretty large territory! He did what he could to discern the call more clearly, beginning with a significant practical step. Clarence visited Venezuela, Colombia, Panama and Cuba to see if any of these countries was the specific “south” where God wanted him to go.

But in each of these countries, the answer Clarence received was no. He returned to Chicago even more uncertain about how to follow
God’s calling. Adding to his frustration, his critics called his whole foreign episode a folly.

Obviously, I would not be writing this book if Clarence never got clarity about his calling. Everything finally fell into place when he partnered with Reuben Larson, a missionary to Ecuador with the Christian & Missionary Alliance. Together, Clarence and Reuben founded radio station HCJB in Quito, Ecuador, in 1931.

The reason it took so long for Clarence to get clarity about his calling is that God wanted him to do something that had never been done before: create the world’s first missionary radio station.

In the final pages of this book, I want to bring this topic of calling down to a more personal and practical level. I want to explore how ordinary people like you and me can seek God’s will, and how we can respond when our calling is gradually revealed to us.

Have you felt that God is calling you to do something, but you don’t know how to respond?

Perhaps you are not entirely sure what God is calling you to do.

Or perhaps the calling is clear but you don’t know how to accomplish it.

Or perhaps you know what to do but you seem to meet opposition at every step.

Following God’s calling is risky, because you never know what’s going to happen. Here’s what happened in my life as I sought to respond when Jesus has called me.

Clarifying the Calling
I am not the type of person who hears God speaking every moment of the day, but when I sense that God truly is saying something to me, I treat that very seriously.

There have been three pivotal moments in my life when Jesus
seemed to reach out to me, and each time it was some variation of His call to the first disciples: “Come, follow me.”

**Moment #1: Make the Gospel Plain**
The first time God spoke to me was on a church bus when I was 15 years old. A group of us kids was on the way back home from a week of Bible camp. I was sitting a few rows behind my cousin Bev.

When I noticed that Bev was crying, I went up and sat next to her. She had heard something at Bible camp that had upset her. She was worried that sin in her life might be keeping her from truly being a good Christian.

That was a shock to me, because I thought of her as a pretty good church kid! But I told her that if there was something in her life, she should confess it to Christ and accept His forgiveness.

That led to the next big shock. Right there on the church bus she bowed her head and prayed and asked Jesus to forgive her and be her Savior.

I went back to my seat where I experienced my third big shock in a row. When I sat down, this is what I heard Jesus speaking to me: “Wayne, I want to use you to make the gospel plain to those who do not know me.”

That was a pretty heavy message for my 15-year-old brain, but I accepted it and felt privileged to be asked to play a small part in God’s big work.

**Moment #2: Serve Me with What You Love**
Right away I determined that the only way to fulfill Christ’s call was by becoming a preacher. Something that got planted somewhere in my mind when I was younger kept telling me that the only way one
could serve God was in “ministry,” which meant being a preacher or being a missionary.

I knew I didn’t want to be a missionary and go to a faraway place where I would battle mosquitoes and malaria. So I set my sights on becoming a pastor. In my 15-year-old mind, that was the only way to do what God wanted me to do.

There was only one problem. I was thrilled God had called me, but I wasn’t all that excited about being a preacher. I wanted to serve God through radio.

I was conflicted, and the conflict followed me through university to seminary, where I was preparing to be a pastor. When I took a class in radio at the University of Minnesota, my passion for broadcasting only grew stronger.

The internal battle grew so intense that one day I locked myself in my apartment and wrestled with God in prayer.

“God, I will do whatever it is you want me to do,” I prayed. “I will even be a pastor of a tiny little church in a far corner of North Dakota if that’s what you want me to do.”

After praying in this manner for some time, a comforting peace descended on me, and I sensed Jesus saying, “I can see that you love me more than you love radio, so go and serve me doing what you love.”

Suddenly, I felt free. Now I could serve God by doing what I really enjoyed doing. That totally changed my life and paved the way for my career in Christian broadcasting.

Moment #3: Enlarge Your World
For more than three decades I was grateful to serve God in various leadership roles in the religious broadcasting industry that provides American believers with Bible teaching and music. But God wasn’t finished with me yet.
Over the years, my work in religious broadcasting put me in touch with missionaries and other kingdom workers from around the world at events like the Urbana missions conferences in Illinois and Missouri; gatherings in Amsterdam sponsored by Billy Graham and his European partners; and the Lausanne International Congresses on World Evangelization, where the mission was “taking the whole gospel to the whole world.”

I also became better acquainted with the work of a ministry called HCJB, and I was thrilled to visit its work in parts of the world I had never seen before, such as Panama City, Panama, and Quito, Ecuador. The more I knew about this ministry, the more excited I was about what they did.

At the time, I was doing what many people were doing: praying the prayer of Jabez, who asked God to “enlarge my territory.”

God heard my prayers and offered me a new way to follow Him: leading this ministry. This was a wonderful opportunity, but it was way outside my comfort zone.

At the time, Norma and I were living in Chicago, where I enjoyed leading the radio ministries of Moody Broadcasting. And I was not looking to leave Chicago or Moody.

So one Saturday in May, I again locked myself in our condo for a day to seek God’s direction. With my Bible open and my notepad empty, I asked God what I should do. It was no coincidence that my scheduled Bible reading that day included this passage from Romans:

How can they believe in Him if they have never heard of Him? And how can they hear about Him unless someone tells them. And how will anyone go and tell them without being sent?

(Romans 10:14-15, New Living Translation)
Was God telling me something?
That day I also read this personal passage from Paul:

My ambition has always been to preach the Good News where the name of Christ has never been heard, rather than where a church has already been started by someone else. Those who have never been told about him will see; and those who have never heard of him will understand.

(Romans 15:20-21, New Living Translation)

By the end of the day, there was no mistaking God’s direction. I felt God saying to me, “Wayne, if this is offered to you, you cannot say no.”

Joining HCJB Global would mean that Norma and I must leave Chicago and move even further away from our home and our kids and grandkids.

As Norma dropped me off at O’Hare International Airport for my flight to Colorado Springs where I was to meet with HCJB Global’s leadership, she said an amazing thing: “I will follow you wherever you go.”

That day, God spoke to me once again. It was at that moment that I knew I should gladly accept this new role.

Out of Your Comfort Zone
I was quite content with my work in Christian broadcasting, but the contentment I knew then hardly compares with the joy I experience now as I help Reach Beyond fulfill its calling from God.
I don’t always savor the 23-hour airplane rides to the remote, chaotic and sometimes dangerous places where we work, but I love the people I meet and I’m amazed by the work they do. That’s what keeps me going during long periods of absence from home and loved ones.

What is God calling you to do? And where is He calling you to go? Discerning and acting upon God’s calling is a complicated process. Here are a few suggestions to help you in this journey. Please accept those that help you, and feel free to ignore the others!

1) Earnestly Seek God’s Will and Call
God promises that those who seek Him will find Him. The same goes for God’s will. All of us have heard people express confusion or frustration about their calling in life and what God wants them to do. This is understandable.

It seems I often talk to young people who are seeking God’s will or struggling with the issue of surrender to God. Here’s what I tell them:

Don’t hold back on giving your life to God for fear of what He’ll ask you to do. He will give you the desires of your heart. He’s not waiting for you to surrender your life so He can make you miserable. He’s waiting for you to yield to Him so he can use your passions, interests, skills and your DNA to serve Him. That will give you great joy and satisfaction and give Him the glory. As God’s Word says: “Delight yourself in the Lord, and he will give you the desires of your heart” (Psalm 37:4).

If you are having questions about what God wants you to do, the best encouragement I can give is to seek Him with all your heart. Ask Him to guide you, and keep asking until the guidance comes.

2) Studiously Read God’s Word
Throughout this book I have highlighted key biblical passages that
have shaped the ministry of Reach Beyond and guided my own spiritual journey.

I encourage you to go back through the book and find these passages so that you can examine them more fully and in greater context in your own Bible. As you study these passages, ask God to enlighten you and transform you.

3) Actively Listen for God’s Voice
Have you ever noticed that some people love to talk more than they like to listen to others? We can see this same problem in our relationship with God.

There have been times in my life when prayer consisted of my going before God with big long list of my concerns. I still do this at times, going before God with my lengthy shopping list of needs and problems.

Here’s an idea that changed my prayer life: I try to go to God in prayer with no list or agenda other than being in His presence and listening to His voice. I encourage you to adopt an approach to prayer that promotes conversation with God rather than a one-way conversation focused on your shopping list of the day.

4) Open Your Eyes and See the World
As you have read in this book, God is doing amazing things throughout the world. The more I’ve learned about how God is working with people and ministries in every corner of the globe, the more excited I get.

One of the ways you can learn more about God’s work is to visit the Reach Beyond website, which features many stories, photos and videos and includes more information on some of the stories I’ve shared with you in this book. The more you learn about what others are doing to
serve God, the more ideas you may get about how to work out your own calling.

5) Allow God to Break Your Heart
In Chapter 3, I quoted World Vision founder Bob Pierce, who wrote this prayer in the front of one of his Bibles: “Let my heart be broken with the things that break the heart of God.”

It is not difficult to find places in the world today where people face horrible challenges. Every day, there are news headlines about political revolutions, war, famine, natural disasters or economic breakdowns in countries around the world. I know some Christians try to shield themselves from “bad news,” but I find that “praying the headlines” is a good way to join with Christ’s universal body in a form of mutual spiritual support.

6) Sign the Reach Beyond Mission Manifesto
I also invite you to sign the ministry Manifesto we have cited throughout this book. This is a way for you to show you stand with us as we do this work. Please visit our website, reachbeyond.org, and sign on with us to show your support.

   If you are ready for God to enlarge your vision and guide you onto a new path, open your Bible, open your heart, and seek His guidance.

   You never know what will happen when you ask God to guide your steps, and this journey may change not only your life, but also the world as you reach beyond.
Chapter 9: The 2% Solution

You’ve been gracious enough to allow me to share six practical things the Lord has shown me throughout the years, helping me be more effective in ministry to the lost. But there is another dimension to the opportunity we as Christians have before us to reach the unreached.

My dear friend, Leith Anderson, wrote in his preface to this book that none of the 7 billion people on earth are beyond the reach of the gospel. I believe that with all my heart. So many people have poured themselves out, sacrificed comfortable lifestyles and luxuries, and even given their lives because they believe this to be true.

In spite of many decades of missionary work and modern communication, there are still millions of people who have never heard the name of Jesus or understand who He is. In some cultures, He’s known as a great prophet or a wise man. In other cultures, He isn’t known at all. In fact, some missiologists have calculated that more than 42 percent of the world’s population does not have a clear understanding of Jesus as the Son of God who loves them and died for their redemption.

Let me share with you some statistics reported by Joshua Project that should challenge us and show the incredible opportunity before us in doing our part to complete the Great Commission:

- There are nearly 10,000 people groups yet to be reached with the gospel.
- In central Chad, there are 1.5 million Muslims, 10 known believers and one missionary family.
- In more than 80 countries less than 2 percent of the population knows Christ. Many of these countries boast that there are no Christians within their borders (thankfully, we know is not true in most cases).
- There are 165 people groups in Sudan and South Sudan of which 130 are primarily Muslim and 11 are primarily Christian.
• Up to 95 percent of the people living in the 10/40 Window (an area referring to North Africa, the Middle East and parts of Asia) have never heard the truth about who Jesus really is.
• In many countries, fear often prevents people from trusting Christ since conversion can lead to persecution—in many cases death.

The Church is growing by leaps and bounds in certain parts of the world. Several years ago the majority of believers were in the Western World. In the last few decades there has been a radical shift, and some research indicates that up to 70 percent of evangelical Christians now live in the developing world.

We praise God for the move of the Holy Spirit in places like Africa, Latin America and China. At the same time, God has called and equipped us at Reach Beyond to focus on those areas where less than 2 percent of the people know Christ.

We call this effort The 2% Solution. Our primary mission is to boldly take the message of Jesus to people groups that have never heard His name. Shortly after communism fell in Eastern Europe, I recall hearing the story of a young woman on a train outside of Moscow. A missionary—one of the hundreds of Christian workers who flooded into the region once the doors were opened—was asking her about spiritual things.

At one point he questioned her, “What do you believe about God?” Her answer shocked him. “What is God?” she responded with a confused look on her face. Nearly three decades have passed since the Berlin wall came crashing down, but there are still people around the world living in places where the idea and identity of God is unknown. We as Christ-followers have a divine charge, given to us by the Lord Himself, to do something about this. In essence, we are The 2% Solution—the ones who can take the gospel to areas where it hasn't yet been preached.

Raised on a farm, I learned a lot about how things grow. Tiny seeds planted in the ground in the spring begin to poke through the soil.
Soon the brown, plowed fields begin to turn shades of green as the crops grow. By harvest time, the soil has been overtaken by the beauty of rich, full crops.

Jesus uses the same analogy about the gospel. Tiny seeds that comprise only a small percentage of the soil into which they are planted multiply exponentially, growing into crops that feed thousands.

That’s the heart behind The 2% Solution. If every believer does something to reach the unreached, the seeds spring forth, and eventually the harvest comes to maturity. But the opposite is also true. If we as believers turn a blind eye to the unreached, that’s the state in which they will remain.

Every story I’ve been blessed to share in this book—and so many others that space would not permit—are the result of someone caring enough to do something. In some cases it meant leaving the comfort of home to move to a foreign, sometimes dangerous, part of the world to declare Christ.

In other cases people have supported those who go or spent countless hours on their knees interceding on behalf of the lost, or invested in the plight of a neighbor whose life was disintegrating. There is no act of love so small that it doesn’t matter in God’s economy. We can all play a role, and God uses any act of love to multiply His kingdom.

I want to leave you with some food for thought. In his book, Radical, David Platt wrote, “Every saved person this side of heaven owes the gospel to every lost person this side of hell.” Platt got it right. We all have a role to play. It is given to some to pray, others to give, others to go, but if you love Jesus, there is no pass when it comes to sharing the gospel.

We encourage you, as a follower of Jesus Christ, to take an active role in The 2% Solution. The fields are ripe. The people are waiting. May the message go forth like never before!

Join The 2% Solution at ReachBeyond.org.