

# TREASURE IMPACT

WORLD MISSION MINISTRY REPORT





# FINISHING THE TASK

## 2023 Annual Ministry Report

Dear Friends,

As every year passes, we thank the Lord for allowing us to join Him in the greatest assignment the world has ever known: reaching the nations where Jesus is unknown! Now is the time for the Body of Christ to prioritize these regions of the world and make His name known among them. None of us can do it alone, which is why we must all do it together! We are so grateful to see you enthusiastically expressing yourself in this agenda. As we celebrate what God has done through our partnership together in this annual report, we also fix our eyes on the opportunities that are ahead.

According to the Joshua Project, there are 44 countries that are less than 5% Christian. None of them are in North or South America or even Sub-Sahara Africa. All of them rest in the Eastern Hemisphere in the area known as the 10/40 Window. If we are going to complete the assignment of reaching these people, and others like them, it must become a burning passion within the hearts of those who follow Christ. For World Mission, now Unknown Nations, that is our sole focus!

This past year we sent 85,000 audio Bibles to these regions, which allowed the primarily spoken-word dependent communities to absorb the Word of God. Power was released as the Bible promises in Isaiah 55:11. That is because all of the weapons God gives us in Ephesians 6 are defensive...except one! This one will produce fruit and accomplish what God intended, which is to take ground.

***It is the same with my word.  
I send it out, and it always produces fruit.  
It will accomplish all I want it to  
and it will prosper everywhere I send it.  
Isaiah 55:11***

Earlier this year, we heard of people in Myanmar who were bound by witchcraft. Our team gave them an audio Bible and they listened to the Word of God and heard about Jesus for the first time. The Sword of the Spirit pierced the lies that bound these precious people who practiced sorcery and their traditional Buddhist worldview. They continued devouring the scriptures every night for a month. It touched their hearts and set them free!

Recently, they shared that they had finished their first six months of listening without missing a single day. The Word has taken ground by releasing the captives. Now they have been baptized and are in our leadership training sessions so that they can be equipped by Burmese speaking leaders to share the gospel. More ground will be taken as they each will establish dozens of new listening groups. Their testimony is already impacting people who have never heard of Jesus. Can you imagine the scene? Over and over again the Word of God sets prisoners free, those who were chained by the grip of Islam, Hinduism and Buddhism. Truth prevailed and ground was taken this past year. This report testifies to the power of God's Word and we celebrate with those who partnered with us in sharing the gospel!

That is what we will be doing over and over again in this coming year as 100,000 audio Bibles are sent to places where Jesus is unknown. Thank you for joining us in this amazing assignment. Together we will impact these areas of the world for the first time in history. Not in our own strength, but by using the precious Word of God, which is the only force on heaven or Earth that has the power to reclaim this ground for which Jesus gave His life.

Celebrating another year with you!

**Greg Kelley**  
Chief Executive Officer



Greg Kelley, has been the CEO of World Mission since 1998. He's a passionate advocate for bringing the Good News to the billions of people who have never heard the gospel message.





- 1994  
World Mission is founded
- 1995  
First Golf Outing Fundraiser
- 1996  
First Valueland Thrift Store Opens
- 1997  
First Water Project
- 1998  
Greg Kelley becomes Executive Director
- 1999  
First Annual Celebration Dinner
- 2000  
Purchased Helicopter for Helimission Kenya
- 2001  
Introducing the Talking Bible
- 2002  
First World Mission Indigenous Partner
- 2003  
World Mission Air First Float Plane
- 2004  
Development of CD/MP3 Talking Bible



Picture: Greg Kelley, CEO & Dan Hibma, Founding Member hold the Talking Bible

## CELEBRATING THE SEASONS

As a new season approaches, Dan Hibma, one of the founding members of World Mission, sat down with our CEO, Greg Kelley, to look back at pivotal moments in the ministry's history.

In 1994, Paul Land, a successful West Michigan businessman was looking for an opportunity to make a bigger impact. He'd been actively involved on a local board and his term was coming to an end.

*Dan - Paul's term was up, and he just couldn't imagine only doing one thing. He was already working independently with orphanages and some other projects. Paul Land and Roger Zylstra really were the nucleus that started World Mission, along with Roger Lucas and me.*

In December of 1994, World Mission was founded. The very next year, they planned to host their first golf event to raise money for an orphanage in Sarajevo. In need of help, they reached out to a young

business professional, named Greg Kelley, and asked if he would volunteer to plan the event.

At the time, Greg said he was too busy and threw the information in the trash. However, he felt like God told him to pull it back out and get involved. He started as the first volunteer.

In the early days, World Mission had their hands in a lot of projects.

*Dan - They wanted to do orphanages, build wheelchair ramps, work with Christian schools and hospitals, Youth for Christ, and food wagons. I think everybody just wanted to do some good things.*

Three years after the first golf outing, World Mission needed an Executive

Director and Paul Land gave Greg a call.

*Greg - So I'm sitting in my insurance office, and Paul's calling. He asked me, "Hey, what are you doing?" I didn't know he meant, what are you doing for the rest of your life. He just said, "Well, when can you start?"*

Shortly after that phone call, Greg started as the new Executive Director at World Mission. He quickly dove into all of the work that was being done.

In 2001, a pivotal moment took place when Dan was introduced to the Talking Bible, an audio device that played the Bible. He sat down and met with Dr. Harvey Hoekstra, the creative mind behind the project and pioneer in reaching spoken-word reliant people groups with the Gospel.



Picture: Talking Bible Marketing Team with Greg Kelley & Dan Hibma

*Dan - Harvey had this idea. He had a unit they called the Talking Bible and they wanted someone to manufacture and distribute it. I thought it was a pretty cool project and liked the fact there wasn't a preacher on it. It was just the Bible. And we know the Word will not return void. When they left, I immediately walked over and gave it to you (Greg) and said, 'Hey, here's a project.'*

*Greg - I look at the day you walked into my office as a defining moment. But then shortly after we were asking*

*ourselves, where are these going to go? We started doing QVC [to sell units]. Then I read the book "Unveiled at Last", which talked about all of these unreached people groups. It felt like this was the direction. It became a target.*

*There was probably less of a calling at the start. And then it became an opportunity to fulfill a calling.*

- Dan Hibma

This concept was seeded in Greg's heart and he began to encourage the board to focus on primarily reaching the unreached.

At that time, Dan, Greg and one other friend began a weekly prayer meeting to ask God to guide and direct them in their ministry efforts. They had a whiteboard and would pray and write down goals as they felt led. This was instrumental in the path forward.

*Dan - There was probably less of a calling at the start. And then it became an opportunity to fulfill a calling. Then with the Treasure, even more.*

*Greg - It's interesting, because when you think about it like that, we've had this growth that's happened with the ministry. Yet as the growth has happened, the focus has become narrower. The narrower focus has really helped us grow.*

*Dan - Yeah, I think that's a good perspective. The more focused you've become, the greater the impact.*

A new pivotal moment is on the horizon. The name World Mission,

is officially changing to Unknown Nations, leaning more into the laser-focused calling of the ministry.

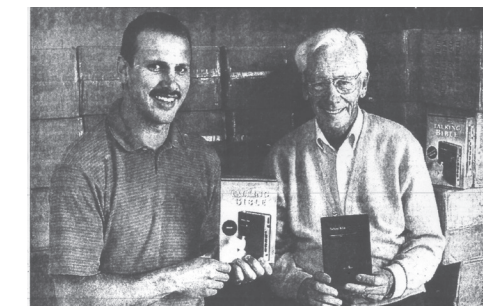
*Greg - From the beginning I said to Dan, we're thinking about a name change. I wanted to make sure I had your blessing.*

*Dan - Yes, you've got my blessing. And you know, each change has expanded the ministry more. Changing the name is pivotal. Changing the name from Talking Bible to the Treasure was a pivotal moment. And then starting the ministry was pivotal.*

Looking back on almost 30 years of ministry, it's powerful to see God's hand at work to reach the ends of the Earth and also how He's impacted the individuals involved in the ministry.

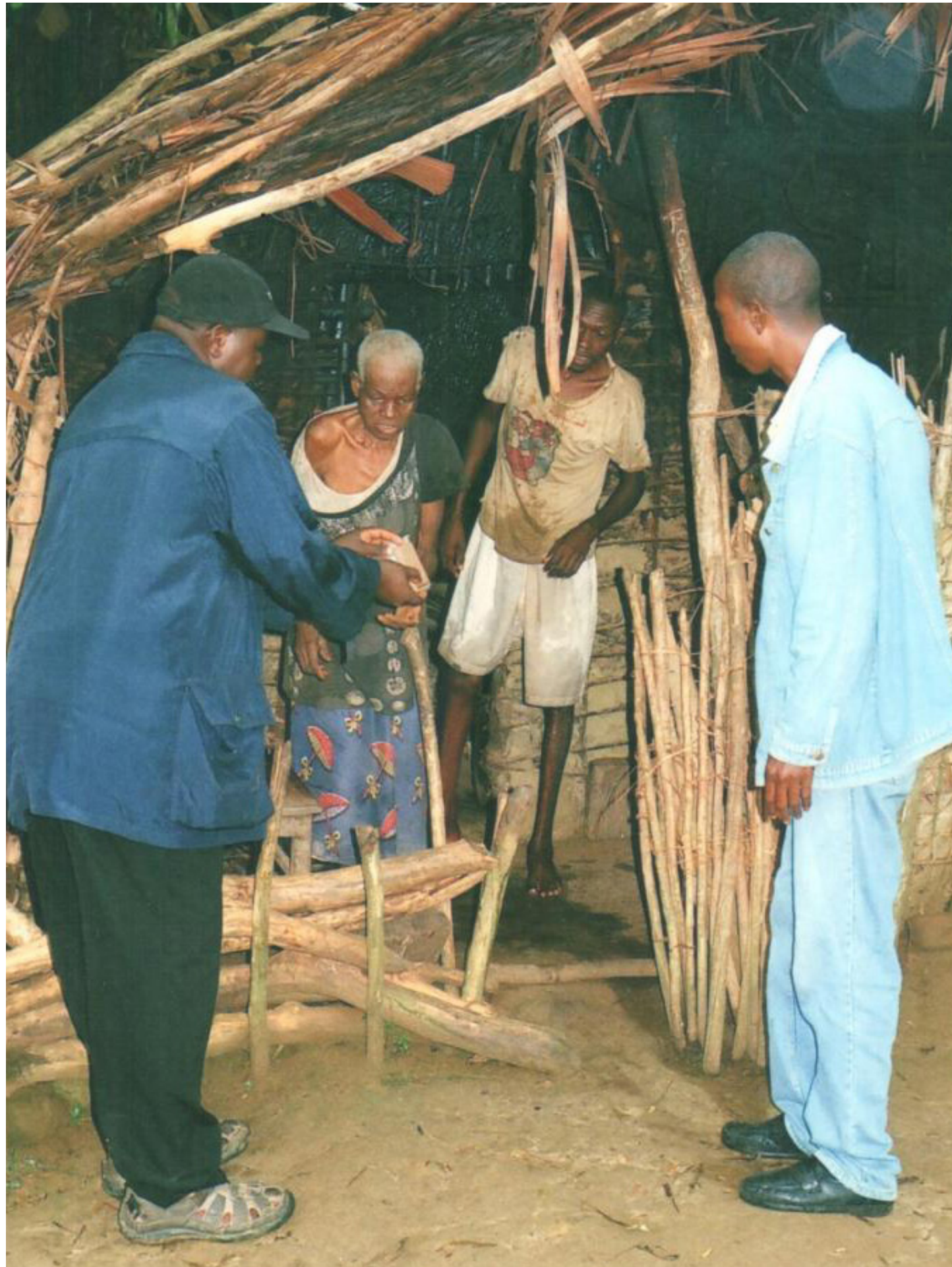
*Dan - I went a couple times to Africa, and you can see the impact there. But I think it also makes an impact here ... It's an unquenchable task. An unquenchable thirst for the task. Every tribe, every tongue, every nation.*

World Mission's path has been defined by pivotal moments, each sharpening our focus and magnifying our impact as a ministry. Now, as we embark on this new chapter as Unknown Nations, we remain inspired by the unquenchable desire to reach every nation. This is a tribute to nearly three decades of dedication as a ministry.



Picture: Greg Kelley & Paul Land





## THE PRICE OF ACCESS

Over the years, we've met some incredible individuals who have impacted our hearts and ministry. This is one of those beautiful stories that will always stay with us!

In the early days of distributing Treasures, we encountered a remarkable woman who earned a meager living making charcoal. She was never taught to read but hungered for the Word of God. Despite earning a mere \$2 a day, she paid someone half of her income to read the Bible to her so she could access God's Word.

We were able to get Treasures into her hands and she has become one of the greatest church planters that we've witnessed in our many years of ministry.

These are the stories that fill us with gratitude as we celebrate all that God has done.

*Photo Archive: Treasure distribution photos*



Search for them as you would for silver; seek them like **hidden treasures**.  
Proverbs 2:4

- 2005  
Partnership with MegaVoice Began
- 2007  
The "Treasure" Audio Bible is Introduced  
First Shiloh Training Center Built
- 2009  
Distribution Focus in 10/40 Window
- 2010  
5,643 Talking Bibles & Treasures Distributed
- 2011  
First Partnership with In Touch Ministries
- 2012  
11,286 Audio Bibles Distributed
- 2013  
16,579 Audio Bibles Distributed
- 2014  
Legacy Thrift Partnership Started
- 2015  
Distribution Milestone, 100,000 Total Audio Bibles

## THE TREASURE

In the early 2000's, technology was on the rise and a new tool was introduced that soon replaced the Talking Bible. Prayerfully entering this new season, Greg Kelley, CEO, met with David VanHuisen at a local coffee shop in West Michigan.

*"Greg needed a name for what we now call the Treasure. As we prayed and brainstormed for awhile I was drawn to Proverbs 2:4. Greg picked up on the word "treasure" in that verse and we basically said "that's it" ... the rest is history."*

David VanHuisen - Donor Since 2004



## IN TOUCH MINISTRIES

Over the years we have been incredibly blessed to partner with In Touch Ministries, the teaching ministry of Dr. Charles Stanley. Through this partnership, thousands of Messengers (audio Bibles) are sent out every year and new listening groups are being established.



Dr. Stanley was a giant for advancing the gospel and his

legacy continues to live on as more souls are reached with the Good News!

This past year, we estimate over 3.9 million people were impacted by God's Word because of these units! Thank you In Touch Ministries!

## LEGACY THRIFT

Legacy Thrift (formerly Bibles for Missions) has been a key ministry partner in reaching those who've never heard about Jesus. We are so thankful for their thrift stores, dedicated leadership team and amazing volunteers!

This year, thousands of Treasures were sent out impacting over 800,000 people because of their team!

*Through our partnership with World Mission, we are able to connect our local communities to an opportunity for eternal kingdom impact, reaching the ends of the Earth. Looking forward to an ongoing partnership for years to come.*

John Scafe, Legacy Thrift National Director

## THE BEST DAYS ARE AHEAD

Letter by Kevin Roosien - Donor Since 2006

I first met Greg in the late 90's through a suggestion from a pastor friend of mine, and began a friendship that continues to this day. As I got to know Greg and his work at World Mission, I saw a mission organization that had a heart and passion to serve the lost and hurting.

At first I was just an observer of the ministry as a friend, but soon I was drawn in to give and to serve. I joined in with a couple of trips, and began supporting the ministry financially as well. Seeing the fruit of their work in foreign countries showed me first-hand how effective they really were.

There are a number of things that have remained constant through the years, as the ministry has gone through fine tuning it's calling: **A love for Jesus, a love for people, and a passion to be a part of bringing people out of the darkness, and into the light of God.** If there is to be a central theme that should remain constant in a ministry, this is what I would hope it to be!

World Mission has not focused their efforts on being the largest, or most sophisticated organization, but rather an organization that continues to become more focused and on task, while remaining relational and transparent with supporters. I think that focus is part of what helps them be so effective.

A few years back I was privileged to be asked to be a part of the World Mission Board of Directors. **It's been a joy to see the focus and effectiveness really take off into the direction of getting the Gospel to "Unknown Nations."** I really believe that the ministry's best days are ahead!

Our impact and reach in getting the Word of God into difficult areas is growing exponentially both in size and scope. My own sense is that not only are we in the "last days", but the Lord is giving us the privilege to be a part of His end time harvest. Glory to God!



- 2016  
New Treasure Ministry Tools: Micro SD cards, Jesus Film Backpacks, and Lightstreams Units
- 2018  
46,847 Audio Bibles Distributed
- 2019  
25th Anniversary Milestone, 250,000 Total Audio Bibles Distributed
- 2021  
43,113 Audio Bibles Distributed
- 2022  
60,273 Audio Bibles Distributed
- 2023  
85,000 Audio Bibles Distributed

**World Mission is Becoming...**

We are at the beginning of an exciting new season and a pivotal moment in our ministry's history. World Mission is becoming Unknown Nations. This journey has been years in the making as we've drawn deeper into the calling God has placed on our ministry - to reach the nations where Jesus is unknown.

Visit page 16 to read more.



*"And this gospel of the kingdom will be proclaimed throughout the whole world as a testimony TO ALL NATIONS, and then the end will come."*

Acts 1:8

40° N LATITUDE



10° N LATITUDE

TOTAL AUDIO BIBLES SENT  
IN FISCAL YEAR 2023  
**85,000**

**FISCAL YEAR 2023 TOTALS**

<b>6,228</b>	<b>39,821</b>	<b>14,031</b>	<b>5,186</b>
Listening Groups + Churches	Salvations	Baptisms	Leaders Trained

\*These numbers are conservative estimates.





# A FRUITFUL YEAR!

In the spiritually dark, hostile, barrier ridden places where we work, there is no such thing as a lukewarm Christian. Following Jesus means making a life or death decision for many new believers. They choose Jesus knowing they may pay with their life because of the great persecution in places like Pakistan, Afghanistan, Iran and northern Nigeria.

Yet in those spiritually dark and destitute places, we have had the privilege of watching God move in extraordinary ways including physical healings, angelic encounters, and the changing of hearts like Saul to Paul. The Lord is the Lord of the harvest. He brings change. He brings the fruit. We give glory and thanks for all He has done this past year. And He has done so much!

We are also grateful for you, our partners and friends who answered His call to bring more people to Jesus. This past fiscal year (ending June 30, 2023), our contributions totaled \$4,403,772, almost a 10% increase over the previous year. Our partnerships are also growing, as new people, churches, and businesses are eagerly wanting to participate in Jesus' last words.

Because of you, 85,000 Treasures were distributed. Because of you, more than 6,000 churches and listening groups were planted. Because of you, more than 8 million people heard the gospel for the first time. Thank you for answering God's call!

We are also good stewards of the funds that have been entrusted to us. Of your donated dollars, 82% went towards ministry expenses, 9% towards administrative expenses and 9% towards fundraising.

Friends, we are making progress but the need is still great. The number of people without access to the gospel is growing every day. There are 3 billion people in the world who have never had an opportunity to know Jesus. Can you imagine going through your whole life and never knowing a relationship with Jesus was possible? I can't. Not on our watch!

As a ministry, our ultimate goal is to fuel an indigenous church planting movement within each nation where we work. In 2024, we are increasing those efforts. We plan to distribute more than 100,000 Treasures on the field coupled with significant discipleship and training opportunities for our indigenous leaders and network.

We believe the Lord will bless these efforts and ask that you continue to walk alongside us and encourage others to join! Would you prayerfully consider increasing your support beyond what you are giving now and encourage a friend or family member to get involved? We commit to ongoing feedback, testimonies and stories showing ministry impact as we work together to reach the ends of the Earth.

This year was our most fruitful year yet, and we're believing for exponential growth in the coming year!

Many blessings to you and your family,

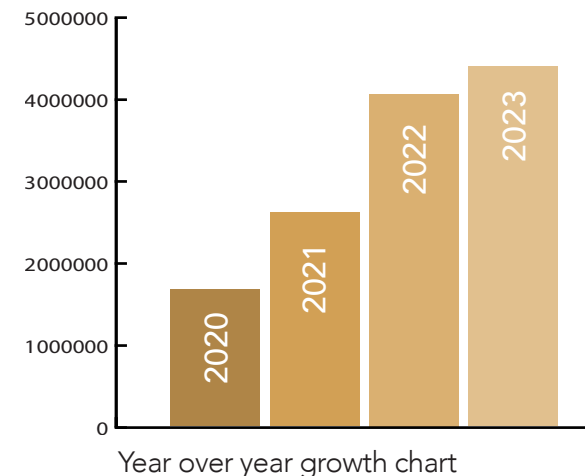
*Hope Loomis*

**Hope Loomis**  
Chief Development Officer

# 2023 FISCAL YEAR

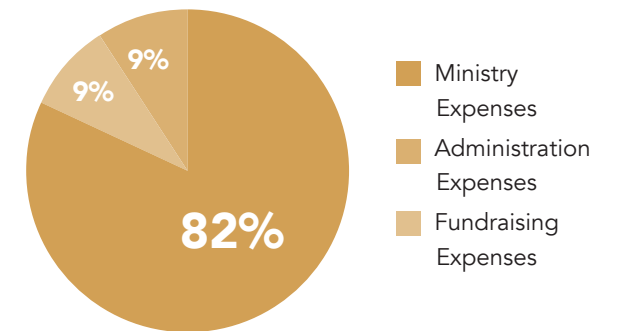
July 1 - June 30

**Contributions: \$4,403,772**



**Expense Breakdown:**

- 82% Ministry Expenses
- 9% Administration Expenses
- 9% Fundraising Expenses



## Financial Accountability:

A copy of our Annual IRS 990 report is available on our website.



## WE ARE STRONGER TOGETHER!

**136** churches were financial supporters and countless others provide ongoing prayer support

**899** Donors supported the ministry of World Mission

An innumerable amount of prayers were lifted up in support of our ministry

Some of the incredible Christ-centered organizations we collaborated with in 2023:

- In Touch Ministries
- Legacy Thrift
- The Bible League
- The American Bible Society
- Alliance for the Unreached
- MegaVoice
- Mission Network News
- Voice of the Martyrs
- Water for the World

*Thank you!*





The more she listened to the audio Bible, the more this mother was filled with peace, strength, joy and hope.



## HEALING IN JESUS' NAME

A young family in Afghanistan met tragedy after the Taliban took control. The mother was running a tailoring business in their small village and her husband was working in the military. As the Taliban rose in power they started hunting for him.

They placed a bomb under his car when he was dropping off his two children at school. The blast took his life and damaged both kids' ears causing them to lose their ability to hear. The loss this young family faced was devastating.

The mother was at the lowest point of her life after losing her husband and seeing her children suffer. She continued her tailoring work to support her family, and shortly after met a new client who wanted her to stitch a skirt.

The client had an audio Bible that she was listening to at the time. The young mother asked, "Is that a mobile?" But this new friend told her it was an audio Bible and they

began talking. After hearing this young mother's story and her struggles, the friend prayed with her and let her borrow the audio Bible, but just for a week.

The more she listened to the audio Bible, the more this mother was filled with peace, strength, joy and hope. But she grieved over her sons because they couldn't hear this Word of God. As soon as she was having this thought, she heard John 14:14 on the player. It said, **"If you ask anything in my name, I will do it."**

Right away, she laid her hands on her children and commanded their ears to be normal again in Jesus' name. **After this simple request in faith, her children's hearing was restored!** They received new ears from their loving heavenly Father!

This family received Christ and they are now sharing this testimony with others as well.

*Left: Ministry photos among the Afghan people. Photo Above: Young mother and her sons who were healed.*





In 1994, a group of ambitious business leaders in West Michigan birthed a start up called World Mission. They began supporting a variety of “good things” that espoused Christian values. World Mission began developing a global network of Kingdom impacting leaders in the process.

In 1999, a major shift took place that changed our vision and identity at World Mission forever. We went from saying “yes” to almost any project that had a meaningful Christian influence to embracing one thing. **We became laser-focused on Jesus’ last four words**, His last expressed heart’s desire: relationship with people at the **ends of the Earth** (Acts 1:8).

At that moment, our vision changed. Our organization’s identity shifted. In the Bible when God changed a person’s name it was usually connected with Him establishing a new identity. Abraham, Sarah and Israel are all new names that God gave as He changed the identity of Abram, Sarai and Jacob. In the New Testament when Jesus called Simon, which means “God has heard”, He gave him the name Peter to match His new assignment. As the leader of the apostles, he required a new name that meant “rock.”

God has given World Mission a new identity that we have fully embraced. We take the gospel to the nations that do not know about the love of God and we mobilize the Body of Christ that is unaware of the nations lacking a gospel witness. Our new name, Unknown Nations, will allow us to have more fluid conversations about this new identity.

Now, we are able to re-brand and establish our vision in a more clear and meaningful way. We are resetting the definitional standards that have relegated the word unreached to mean any mission field despite the spiritual condition. There will be no more confusion between us and other organizations that may have World or Mission in their names.

Most importantly, the name Unknown Nations is very relevant in identifying our vision. It directly connects into the mission statement of the Apostle Paul which is found in Romans 15:20, *“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.”*

So, welcome to a new chapter in our laser-focused efforts to make Jesus known to the nations that have never heard His name! None of us can finish this task alone. It must become our passion and priority.

Join us at Unknown Nations in taking the gospel to the hardest and most spiritually antagonistic places on earth. No one has built a foundation there. No one knows Jesus there. Now is our time to fulfill His final words, even unto the ends of the Earth!

**CHRIST IS STILL UNKNOWN TO THE NATIONS**

**1/3** of people in the world today are still considered unreached and do not have access to the gospel message.

**NATIONS THAT ARE STILL UNKNOWN TO THE CHURCH**

Less than **2%** of foreign mission dollars are currently allocated to reach those who still haven’t heard the Good News.



# REACHING THE NATIONS

In a spirit filled meeting, our Indigenous Leader and his team sat down with three individuals who were united by a singular goal – distributing the Treasure. As the team got to know these individuals, they made a bold request for 1,000 Treasures. This came as a shock to the team as they had never entrusted anyone with more than 100 Treasures. After careful consideration, they put together specific expectations and allocated them 43 units.

**This was just the beginning of a miraculous success story among the Hausa people in Nigeria.**

These three individuals rallied four communities and generously gifted Treasures to the people. No instructions, no formal training—just a simple request for feedback. Following this encounter was nothing short of revival that swept through these regions.

Sharing Treasures with the older generation opened the door for the Chief and all of the elders in these four areas to give their lives to Christ. They reached out to our leader, requesting a teacher who could help explain the scriptures to them.

These communities, having only listened to the Treasures, were hungry for answers to their questions.

Many were deeply moved by the story of Judas betraying Jesus, struggling to comprehend the depths of such betrayal. To help them understand, the team drew a powerful parallel – we too have betrayed God by rejecting His offer of salvation. **This revelation was a turning point, leading to 49 people being baptized.**

Today, more than 129 Treasures have been distributed in these areas and many are learning about Jesus for the first time. **Two churches have been planted and the team is actively training pastors to serve in these communities.** They carefully selected four dedicated believers to attend our leader’s mission school. Following discipleship training, they will return to minister among their own people.

An entire community of non-believers planted churches themselves, drawn to God’s Word by listening to the Treasure. Now, evangelists from these areas are sharing the Good News in other regions, sharing the transformative message of the gospel.

## INTRODUCING THE HAUSA

The Hausa people live across 16 African countries, primarily in Central and Western Africa. The majority live in Nigeria (38 million) and Niger (13 million). Life for the Hausa remains very difficult. Poverty results in poor nutrition, illness, inadequate health care, and lack of educational opportunities. Most of the regions where the Hausa live are prone to drought. All the people share similar beliefs and customs. For these reasons, it is very difficult for Hausa to receive the gospel, as it leads to family persecution and rejection.

**99.85%**

Estimated percentage of Islamic Hausa

**38,016,000**

Estimated number of Hausa people in Nigeria

**0.15%**

Estimated percentage of Hausa Christians

*\*Joshua Project Stats Oct. 2023*

## LEADERSHIP TRAINING

The significance of leadership training cannot be overstated. Major religions are deeply ingrained into the fabric of daily life so leaders must have an understanding of local cultures and beliefs to effectively engage with communities. We equip leaders with the tools needed to disciple future leaders and spread the message of hope.

**Why is Leadership Training Crucial for Reaching Unreached People Groups?** Our Nigerian Leader highlights three compelling reasons for the critical role that training and mobilization play for new believers:

**Enhanced Effectiveness:** Training empowers new leaders to be more effective in ministry, boosting productivity and equipping them to engage with diverse communities.

**Alignment with Ministry Goals:** Training ensures leaders align with our organization’s mission and principles, safeguarding integrity and fostering cohesive teamwork.

**Coordinated Efforts:** Proper training equips leaders to work together efficiently, providing direction and support for their missions, promoting unity and shared purpose.

**“In an Islamic country, it is catastrophic to not train leaders.”**

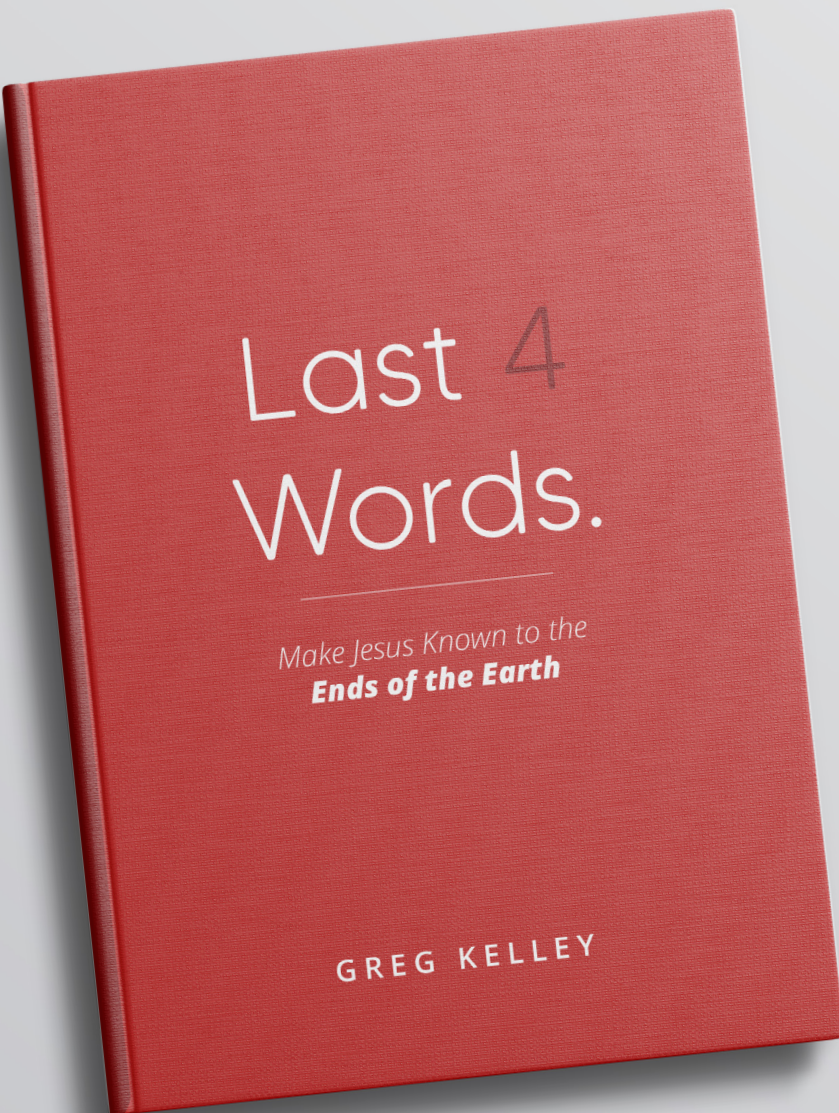
- Indigenous Leader in Nigeria





# Last 4 Words.

NEW BOOK RELEASED BY OUR CEO, GREG KELLEY



“Greg Kelley is a man whose words are fully backed by a faithful life dedicated to carrying out Christ’s Great Commission. **In his book, Last 4 Words, Greg reminds us of the incredible need for the gospel throughout the world and teaches us how we can change the eternal trajectory of people groups with no current access to the Good News of salvation.** Last 4 Words is full of true and powerful accounts from Greg’s many years of global missions ministry, and it will surely stir your soul.

If your heart isn’t broken for the lost and motivated to reach them before reading his insightful book, it certainly will be after. It has been an honor for In Touch to partner with Greg and Unknown Nations in carrying Christ’s message to the ends of the Earth.”

**C. Phillip Bowen**

President and CEO, In Touch Ministries

“Greg Kelley has written a book that will change the way you look at global missions. As a follower of Jesus, we must have a clear understanding of his last 4 words which will guide our participation in the Great Commission. **Greg will take you on an inspirational journey to help you fully comprehend how your Jerusalem and your ends of the earth intersect.** This book will be a resource for you for years to come!”

**Mark Batterson**

NYT bestselling author, *The Circle Maker*

AVAILABLE TO ORDER ONLINE!  
[WWW.LAST4WORDS.COM](http://WWW.LAST4WORDS.COM)

