

THE LIFE
PROJECT

*THE WORLD IS ONLINE.
WE HELP THEM KNOW JESUS.*

2018 IMPACT REPORT

OUR VISION

5,000 MENTORS
LEADING

1 MILLION
PEOPLE CLOSER TO

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ईसा ईसा JESUS

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BY THE END OF 2020

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A NOTE FROM THE DIRECTOR

Here in the West we have religious freedom. But in the East and elsewhere, that is not always the case, especially for Christians who want to share the good news.

In 2018, I had the opportunity to visit India because of our focus on helping indigenous churches make disciples in nations where Christians are few and often persecuted. Security concerns are much less of an issue when it comes to online ministry, and the internet is becoming more accessible to everyone, even in the developing world. For instance, our taxi driver in India added me to Whatsapp and we are still in communication almost a year later.

Many of the same things that dominate our lives in the West are just as prevalent in the East. Porn addiction, spousal abandonment, loneliness, and substance abuse cause people to stay awake at night, searching on Google and clicking on Facebook ads looking for help.

Ads like ours. In India, it costs less than 20 cents in some

cases to bring someone to our site and connect them to a trained online missionary who helps them with the struggle that they are experiencing.

We are learning a lot about how to partner with people that are ministering in other cultures. The amazing thing is that many of those lessons directly impact how we need to do ministry where I live, in the middle of Canada, especially as immigrants from the least-evangelized areas of the world settle here.

Although I only speak English and watch hockey instead of cricket, I know that what is truly important when it comes to ministering to people from various cultures is loving each person we talk with. As 1 Corinthians 13 makes clear, love needs to drive everything we do. As you read this report, I pray that you will sense God's heart for people of every nation, tongue, and tribe and will discover how he is using the internet to reach even the ends of the earth with the Truth.



Sheldon Kotyk

Director, The Life Project


DESIGNS ON THE OPPOSITE PAGE & COVER

The motifs used throughout this report are inspired by the decor found on the architectural structures on the grounds of the Taj Mahal complex

A WINDOW OF OPPORTUNITY

 POPULATION
3+ BILLION

 INTERNET ACCESS
50% ↑

 Missionaries refer to the area of North Africa, the Middle East, and Asia approximately between 10° north and 40° north latitude as the **10/40 Window**.

40°

10°



DOMINANT RELIGIONS
HINDUISM
BUDDHISM
ISLAM
NONE



The Life Project is partnering with churches and organizations in the 10/40 Window to maximize our strategic impact for the Kingdom.



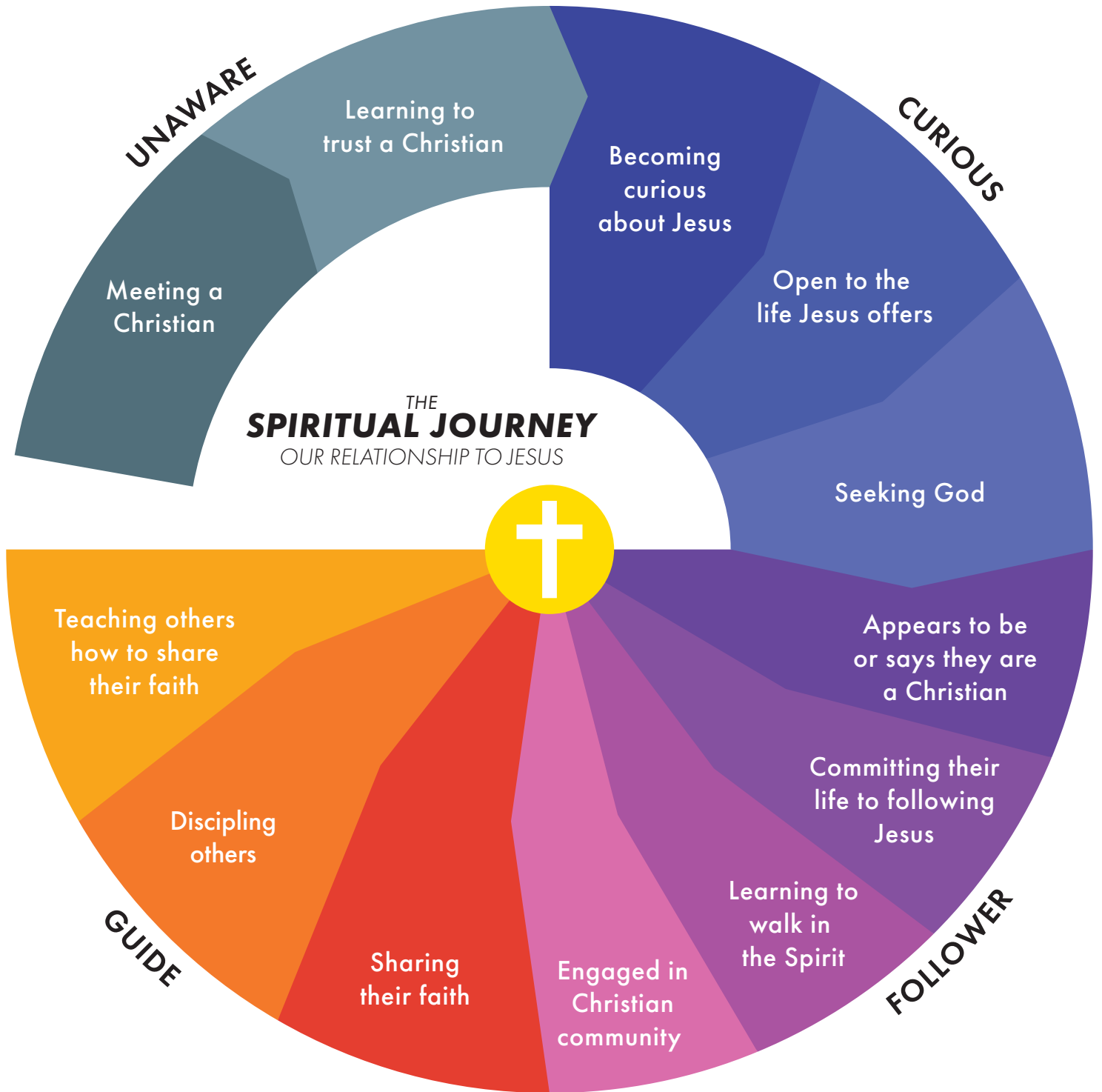


Figure 1. The Spiritual Journey – how we measure a mentee’s and mentor’s progress in TMM.io

Most people come to Christ in a gradual way. Discerning where they are in their journey helps us better respond to their spiritual needs. People who are unaware of Christ or simply curious about him are not experiencing a living relationship with him. However, even after they become Christians, they can go from being close to Christ to distant at any point in time no matter how far they have progressed in their involvement in his Church and in his mission.

OUR APPROACH

In partnership with India and Latin America, we are continuing to contextualize IssuesIFace.com (known as MyStruggles.in in India, YoEnfrento.com in Spanish, and EstouenFrentando.com in Portuguese) to reflect different perspectives and life experiences.

This is what we mean when we refer to our **Issues I Face strategy**. The target audience includes people who fall under the unaware or curious stages of The Spiritual Journey (Figure 1). On Issues I Face sites, we share stories about universally pertinent topics such as addiction, grief, illness, or relational issues — without any overt mention of Christianity. This allows us to connect with people from around the world no matter what their spiritual background or condition might be, trying to adapt to their way of thinking.

Getting Our Money's Worth

Social media marketing costs pennies per result in the 10/40 Window. We promote Issues I Face stories on social

media to highly-defined audiences. Each week, our ads bring hundreds of people into mentoring.

Each ad and each page on our websites invites people to connect confidentially with one of our mentors. These Christians are trained to sensitively talk with people about their problems and draw them closer to Jesus as the conversation progresses.

Strategic Partnerships

We are establishing partnerships with a growing network of Christian churches and organizations, so that together we can discover how to better help seekers and new Christians transition from online mentoring to local church engagement.





PASSAGES TO INDIA



Although we strongly encourage our mentors to only communicate with mentees using our secure mentoring application, tmm.io, there are rare moments when God directs otherwise...

Sammi

Sammi* no longer knew where to turn for help. As a small-town pastor in Andhra Pradesh (a state in India) with a wife, son, and two daughters to support, he was struggling to find the funds required to meet the basic daily needs of his ever-growing congregation. Most of them were orphans and widows or people with HIV who lived in the most basic conditions in mud huts at the edge of town. Each day, they gathered together for communal meals prepared at the church, followed by a time of worship, prayer, and Bible study. God was watching over this community; however, Sammi was personally supporting the work, which was making his own family's lives difficult.

Not knowing what else to do, he went to an Internet café seeking for prayer online, hoping that God would provide a miracle. His search led him to one of our mentoring request forms. He filled it in, requesting prayer for food and clothing for his needy congregation.

Mike

Mike*, a mentor since 2014, lived a half-world away in a

small town in Ontario, Canada. Since becoming a Christian as a young adult, he had chosen to give generously of his time and financial resources to help reach the world for Christ. This decision was only strengthened by his later commitment to do whatever Christ asked—anywhere, at any time, and at any cost. After receiving Sammi's message, he began praying for him and his congregation. Soon, Mike sensed that God was calling him to be the answer to his prayers.

A wise steward, he investigated the pastor's ministry situation before sending much-needed funds. This greatly encouraged not only Sammi, but also Sammi's family and his church. Over the months, Sammi and Mike became friends as they continued to write to one another, eventually sending one another photos of their families and respective churches. In late fall of 2017, after receiving funding for a toilet for the church, Sammi invited Mike to come to India to see all that his generosity had provided.

While Mike was prayerfully considering this invitation, God was building another relationship between a pastor in a large city in India and another member of our team.

**Names changed for security.*

WHERE WE VISITED IN
INDIA



 **36** STATES & TERRITORIES

 POPULATION
1.3 BILLION[†]

 DOMINANT RELIGION
80.9% HINDU[†]

DELHI

- A city & a union territory
- Contains the capital, New Delhi
- Most spoken language is Hindi

ANDHRA PRADESH

- 7th largest state
- Most of the population is rural
- Official language is Telugu



After leaving Canada to serve Christ in India, Aadesh*, an Indian pastor in a suburb near New Delhi, kept in touch with his friend and former colleague, Gregg. One day, as they were talking together, Gregg mentioned The Life Project's desire to develop partnerships with local churches using the Issues I Face strategy. Aadesh wanted to explore the possibility of creating an Indian site with members of his church. So Gregg introduced him to Sheldon, The Life Project's Director.

By the beginning of 2018, The Life Project team was working diligently with members of this pastor's church on an Indian version of Issues I Face — MyStruggles.in. Its official launch date was approaching, and Sheldon wanted to go to India to encourage this congregation and ensure that they had received all the necessary training and support.

**Name changed for security.*

[†]Stats according to JoshuaProject.net



PART 3/4

One day, early in 2018, Mike and Sheldon, who have known each other for years, met for lunch. As they shared what God was doing in their lives, they discovered their common link to India. They soon realized that God was directing them to go there together to meet these two pastors and deepen their relationships with them.

When Mike shared his travel plans with his church, they took up a special offering for Sammi's congregation because they had joined Mike in praying for them and shared his concern for them. What had begun months back as an online mentoring conversation between two men who loved Jesus had evolved into a mission partnership between two small-town churches half a world away from each other.

Towards the end of April, Mike, Sheldon, certain members of their family, and another TLP team member boarded a plane to India.

They travelled to the East coast of the country, where they were able to spend three days with Sammi's tight-knit, vibrant Christian community. Mike and his guests were celebrated as benefactors who had provided for many of their needs. Although the Canadian team could not understand what was said during their services, they did witness the congregation's joy, generosity, community spirit, and courage. The pastor even dared to broadcast their meetings over loudspeakers in a very Hindu area.

They also spent two days with the church near New Delhi. They found the Sunday service in this urban church quite similar to Western ones since the music and preaching were in English. On Sunday and then again on Monday, they met with the pastor and other members of his congregation, finalizing and clarifying plans for the launching of the MyStruggles.in site and ensuring that the local team of mentors was ready to answer the emails the launch would produce.





The launching of MyStruggles.in and the consequent Facebook advertising strategy for that site brought in hundreds of mentoring requests from India each month. Soon, the mentors in our partner church, overwhelmed, asked our mentoring team for help. In turn, they sent out a request for help to all our English mentors around the world.

One of the mentors who answered that call was Bob, an experienced Australian mentor with a passion for India; on hearing of the need, he also invited many people he knew to join him. He even offered to help train any mentors interested in this new opportunity.

When Arjun* wrote in to talk about his struggle with porn after reading an article on that topic on MyStruggles.in, Bob answered him right away. When he had received no response after a week, he sent another brief message. He did this week after week for over a month without effect.

At this point, Bob decided to leave the porn issue behind. Since he was very familiar with Indian culture, he simply

asked Arjun if he had celebrated Diwali[†] with his family, explaining that he himself had celebrated it in Australia with friends. This time, Arjun answered, sharing details of his own celebration. This renewed contact allowed Bob to eventually reintroduce the topic of porn by sharing his own struggle and explaining how Jesus had helped him.

Arjun responded by asking: “I don’t quite understand. How can I hand over control of my life to God?” This gave Bob an opportunity to explain more clearly how he could commit his life to Christ.

Online mentoring is an art that slowly develops over time, with training, experience, and sensitivity to the Spirit’s leading. Over the years, Bob has discovered the importance of perseverance, humility, an interest in the culture, and a willingness to join people on their journey at their own pace.

**Name changed for security.*

†The Hindu/Jain festival of lights symbolizing the victory of good over evil, light over darkness, and knowledge over ignorance.



EGYPT



POPULATION

99 MILLION[†]



DOMINANT RELIGION

86.7% ISLAM[†]

[†]Stats according to JoshuaProject.net



A QUIET EGYPTIAN REBELLION

For over fifteen years, Paul and Najat, former Muslims and directors of our Arabic ministry, have been slowly developing a large network of church volunteers in the 10/40 Window that help turn online conversations into local church connections in persecuted lands.

One of those countries is Egypt. There, Christians are not allowed to let Muslims attend their churches and they are forbidden to baptize them. And yet, God continues to add former Muslims to his Church despite the danger —people like Aisha* and her daughter.

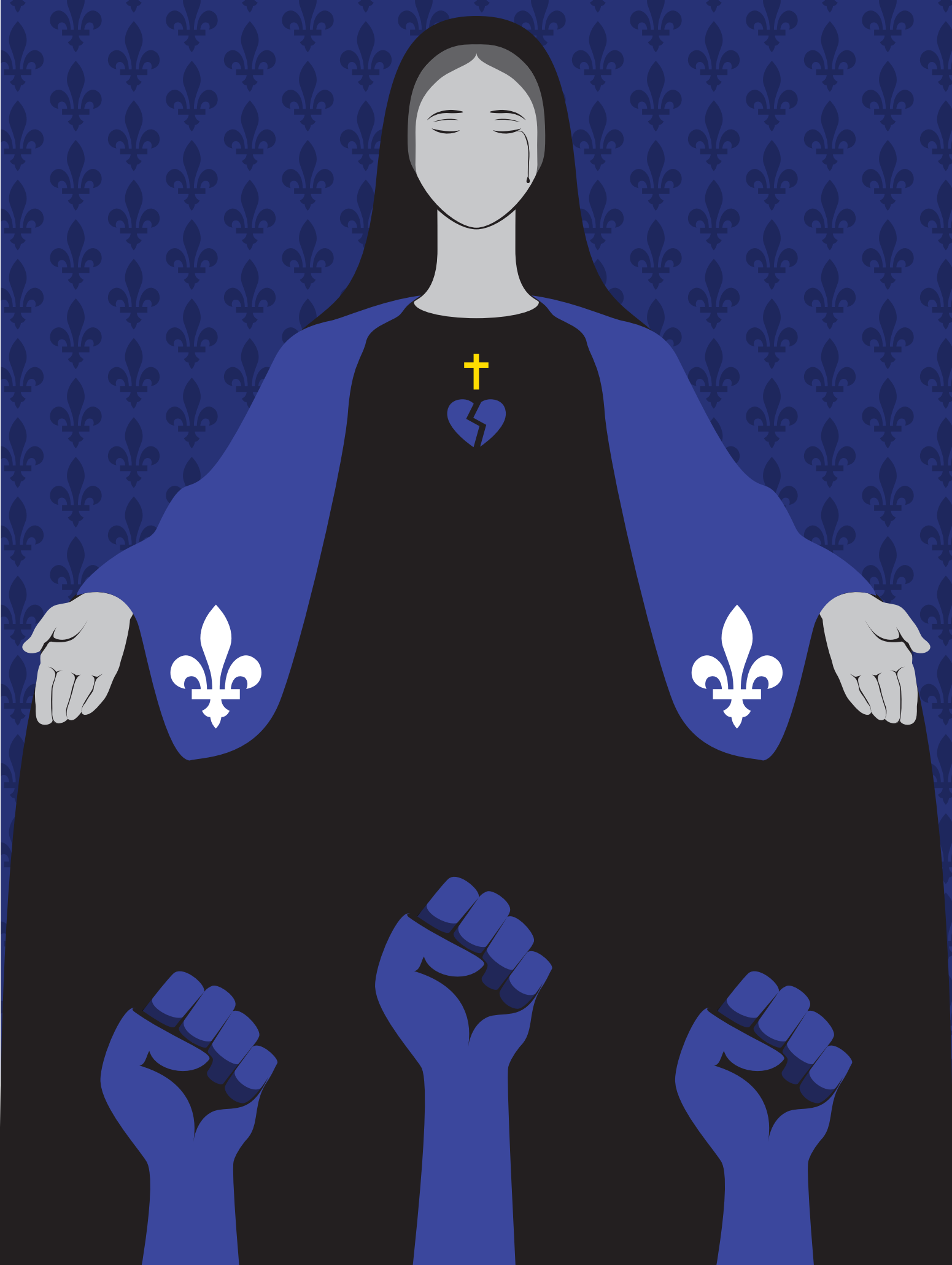
As an adult, Aisha studied the Muslim faith enough to come to a conclusion: she couldn't follow Islam anymore because she no longer believed in it. She decided to keep this decision a secret from her husband because it could lead to arguments and very possibly divorce. She did, however, share her thoughts with her eldest daughter, Saadiya*, a teenager, who had also begun to question her adherence to Islam.

Together, both mother and daughter decided to investigate Christianity because of Aisha's former contact with a Christian. They went on Facebook, and there, Aisha and Saadiya met up with Arab Christians who introduced them to our Arabic ministry's online community. After about one year of ongoing participation in this online Christian fellowship, Aisha eventually became a Christian. Her daughter followed her in this decision about four months later.

It was only then that Paul and Najat felt it was safe to ask a nearby volunteer to meet with them and slowly introduce them to a Christian community in their city.

Recently, quietly and secretly, they were baptized, together declaring their faith in Jesus as Saviour and Lord. A few days later, Aisha told Paul and Najat: "I'm not young anymore, but I sense I am born again!"

**Name changed for security.*





QUÉBÉCOIS CHALLENGES

For many years now, The Life Project has been actively involved in ministry towards Francophones in Québec and elsewhere. Québec's religious climate is very much like that of post-Christian Europe. Since the Quiet Revolution in the 1960s and '70s, a period of social upheaval that led to the secularization of the province, there has been widespread resentment towards the Catholic Church as well as a mistrust of churches of other denominations. This has made it difficult to talk with people about Jesus face to face. We are seeking to overcome those barriers through our online mentoring service, which offers Christians the possibility of coming alongside people in a compassionate and loving manner. This gives them opportunities to pray for people and help them discover who Jesus really is.

Jean is part of a growing team of enthusiastic Québécois Francophone mentors seeking to reach their province and the rest of the Francophone world for Christ. He first heard about our ministry a few years ago while suffering from health challenges that included a chronic loss of voice. Sharing his faith by email from his home in a remote area of Northern Québec seemed like a perfect way to continue serving Jesus despite his limitations.

One of the people who had the deepest effect on him this last year was a fellow Québécois living in Alma. When Richard* first wrote in, he was living in a small, dark basement apartment. Estranged from his wife and daughters, he was struggling with depression, alcoholism,

and insomnia. He desperately wanted to change his life and return to his family.

As Jean interacted with Richard about his situation, he was gradually able to share how coming to know Jesus had helped him in his difficult moments. At that point, Richard asked a question that allowed the conversation to transition to his own spiritual journey: "How did you meet Jesus? How long did it take?"

Jean answered his question by sharing more details about his own arduous journey to faith as a young adult. His story greatly encouraged Richard, who thanked Jean for his friendship and his prayers. By then, Richard was reading a lot about God online. He was praying and learning to trust God more, but was still struggling with feelings of shame, even though he was drinking a lot less. However, he was still too shy to go to church alone, and when Jean tried to encourage him to go to a specific church, he ceased writing in. Jean had not realized that since Richard knew nothing about that church, he did not trust it.

This is one of the greatest challenges our mentors face: people are often very curious about Jesus and the life he offers. They will even begin seeking him as they interact with an online mentor. However, the idea of joining a church often fills them with fear, especially if their area of the world has been harmed by Christendom in the past.

**Name changed for privacy.*

 Website Visitors	3,511,461
 Chatroom Visits	132,608
 Social Media Followers	87,943
 Partnering Organizations	69
 Indicated Decisions for Christ	1,553
 Exposures to the Gospel	88,368
 Incoming Messages	74,641
 Active Mentors	1,281

2018 IMPACT



Throughout 2018, we have seen God supply our needs and even provide for new initiatives in amazing ways. We hope to expand our team of financial and prayer supporters even more in 2019 as God continues to multiply our impact through strategic international partnerships.

We are so thankful for the crucial role each of our prayer and financial partners play as we work together to change lives for eternity in God's strength!



2018 FINANCIALS

 Income	\$710,053.13
 Expenses	\$512,898.49
· Ministry Programs	87.2%
· Fundraising	8.2%
· Administration	2.8%



Power to Change Ministries is a member of the Canadian Council of Christian Charities. Full audited financials can be found at p2c.com/financials.



HOW WILL YOU MOVE
»» **FORWARD** »»
WITH US?

To reach our vision of seeing 5,000 mentors helping 1 million people draw closer to Jesus by the end of 2020, we are focusing on pursuing strategic partnerships with Christians throughout the 10/40 Window, participating in global efforts to support the influence of local churches in regions dominated by those hostile to Jesus.

You can participate by:

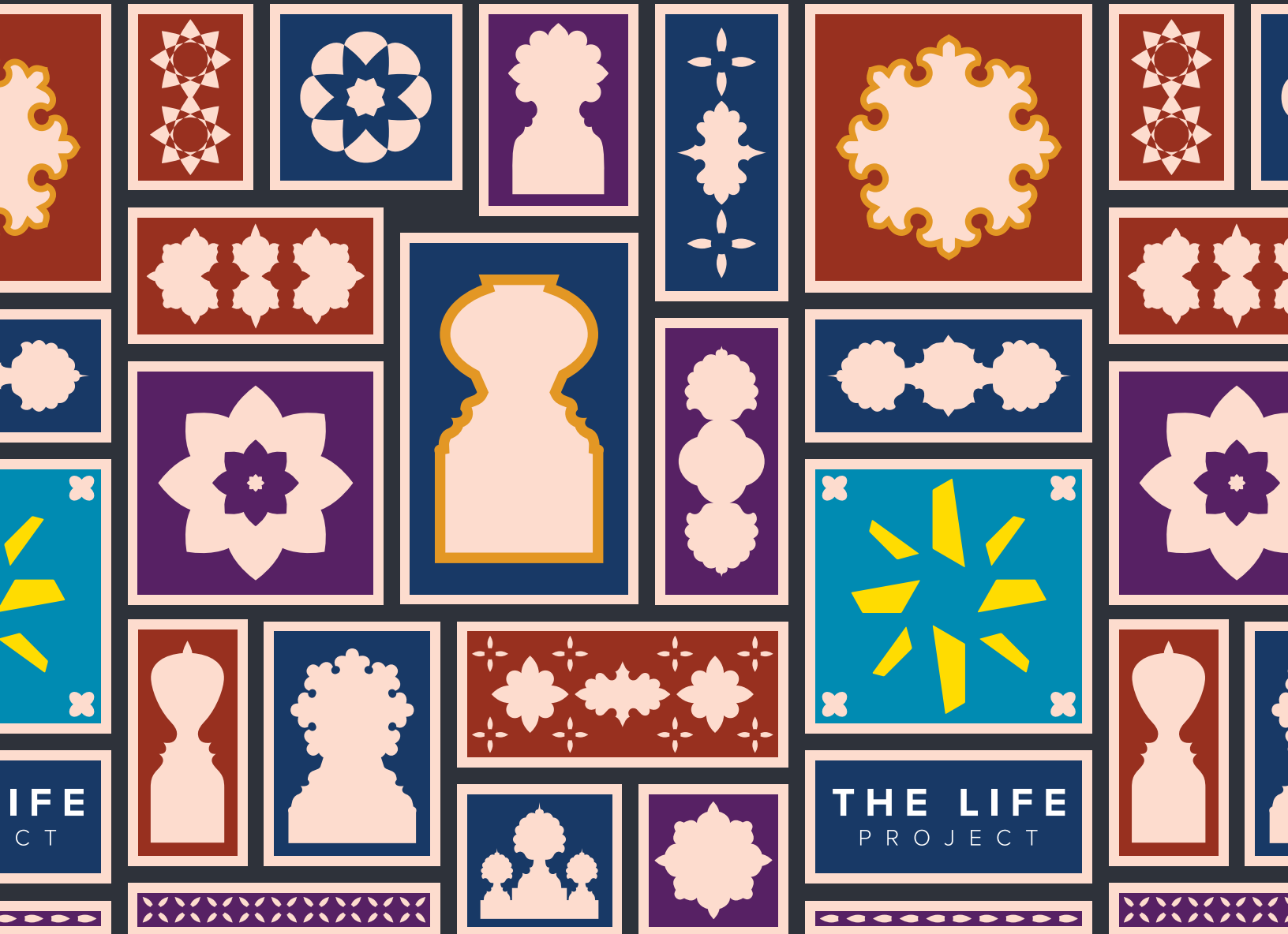
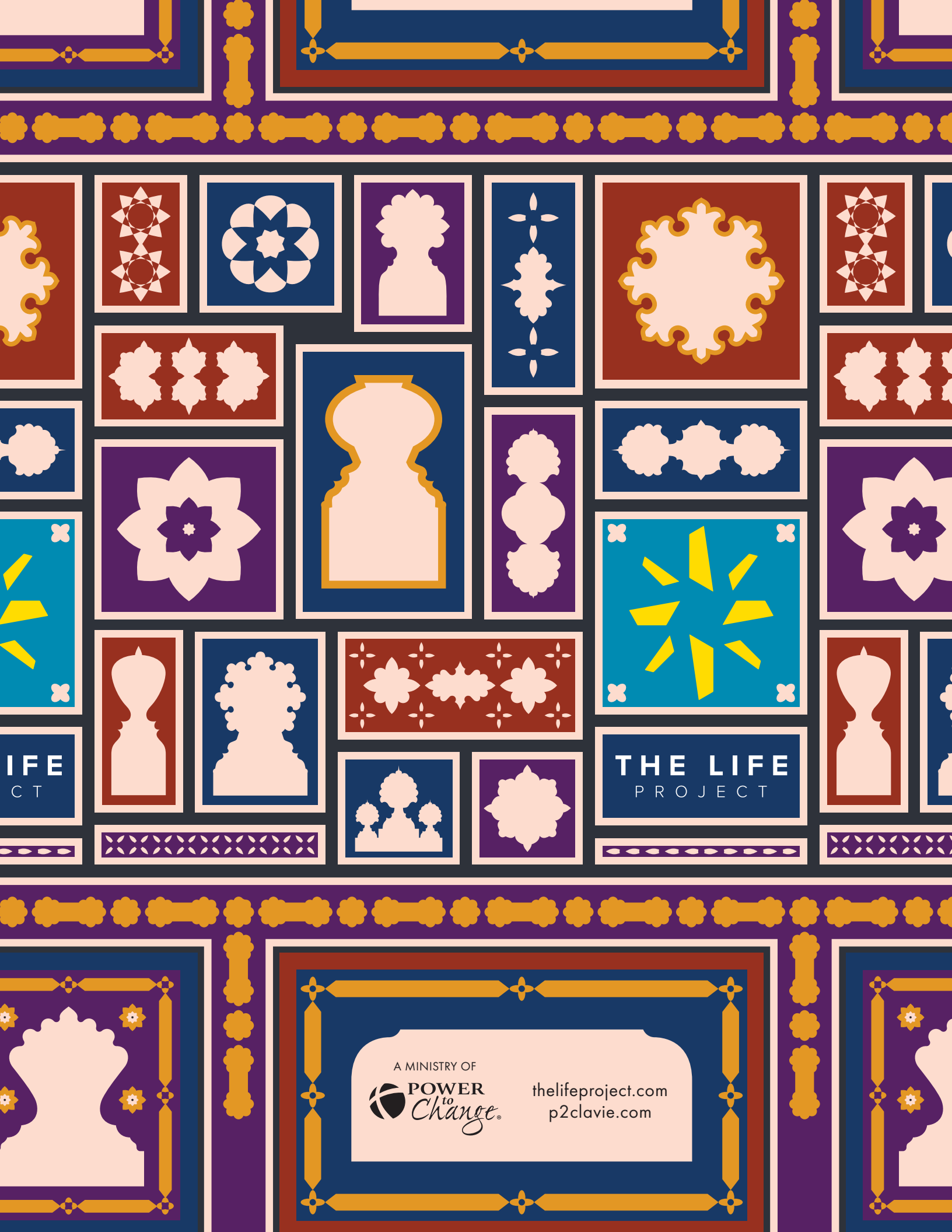
→  **PRAYING** ←

- »» **Fruitful** local church partnerships for mentor recruiting
- »» **Discipleship** resources to support mentors
- »» **Effective content** to attract those at the beginning of The Spiritual Journey

→  **GIVING** ←

- »» **\$50,000** Trains & recruits 4000 mentors
- »» **\$100,000** Content marketing in the 10/40 Window
- »» **\$300,000** Operational costs

THE WORLD IS ONLINE. LET'S HELP THEM KNOW JESUS.



THE LIFE PROJECT

THE LIFE PROJECT

A MINISTRY OF

 **POWER**
to Change

thelifeproject.com
p2clavie.com