

2021 ANNUAL REPORT



Ministry in Canada is challenging

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Ministries



Religious faith and practice is in decline in our nation and recent data indicates that evangelical Christianity is losing it's hold in our society and a growing number of younger Canadians claim that religious beliefs and affiliation are not very important or not important at all (*Cornelissen 2021, 9*).

We embrace our ministry context realistically. There are many factors contributing to the decline in Canadian religion and we are called to be discerning and to understand our times.

We observe rising hostility over mandates and government controls, doubts about the reliability of the media as a source of truth, conflicting ideologies, feelings of loss and grief, angst over international affairs and relationships, uncertainty in the economy, and more. These are unsettled times, and the volume has been turned way down on the church's voice. And yet, this is a great opportunity to see Canada transformed by the presence of Christ in the life of Canadians.

WE ARE MISSIONARIES.

Even the word "missionary" is now loaded with many negative stereotypes and unfortunate baggage. However, that is who we are. Outreach Canada is on mission to help accelerate the completion of the great commission through the Body of Christ. We are called to make disciples in our

nation and among all nations. This is a great task. The church has struggled with this monumental mandate since Jesus gave it to his disciples. No one organization, denomination, or campaign can finish this task, but the more we work together as the Body of Christ, the more we can see progress toward this goal.

While our team is an exhibit of missional diversity, we are also a portrait of the Church. Outreach Canada is a family of ministries that reside together in the same house. Just as each room in the house serves a different purpose, our ministry teams are distinct and unique. But, we are a family, and we are working together toward the same goal.

We talk about mission at our doorstep, recognizing that we live in a mission field. We don't have to travel to encounter people who need to hear the gospel. We also acknowledge that there are many doorways that bridge from the church to the mission field. At OC, we engage with our neighborhoods and nation through five "doorways:" Local congregations, Community, Workplace, Academy, and Global Missions. While our teams and objectives may look very different on the surface, they are all unified in our desire to serve leaders and make disciples as we connect through these five doors.

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The OC family is healthy and strong

Despite the challenges of the past three years, our team has grown. Our current list of one hundred and twenty-five members, staff, and associates is the largest that it has been, with 178% growth in the past decade! Not only have we grown in number, but we are growing in diversity of ages, skills, experiences, and cultures.

We have outstanding team members who are recognized experts in their fields, and we are recognized across Canada for our servant leadership in many areas. We are aging. We need to continue to attract younger leaders and team members for the future, but God continues to provide us with exceptional people when we need them.



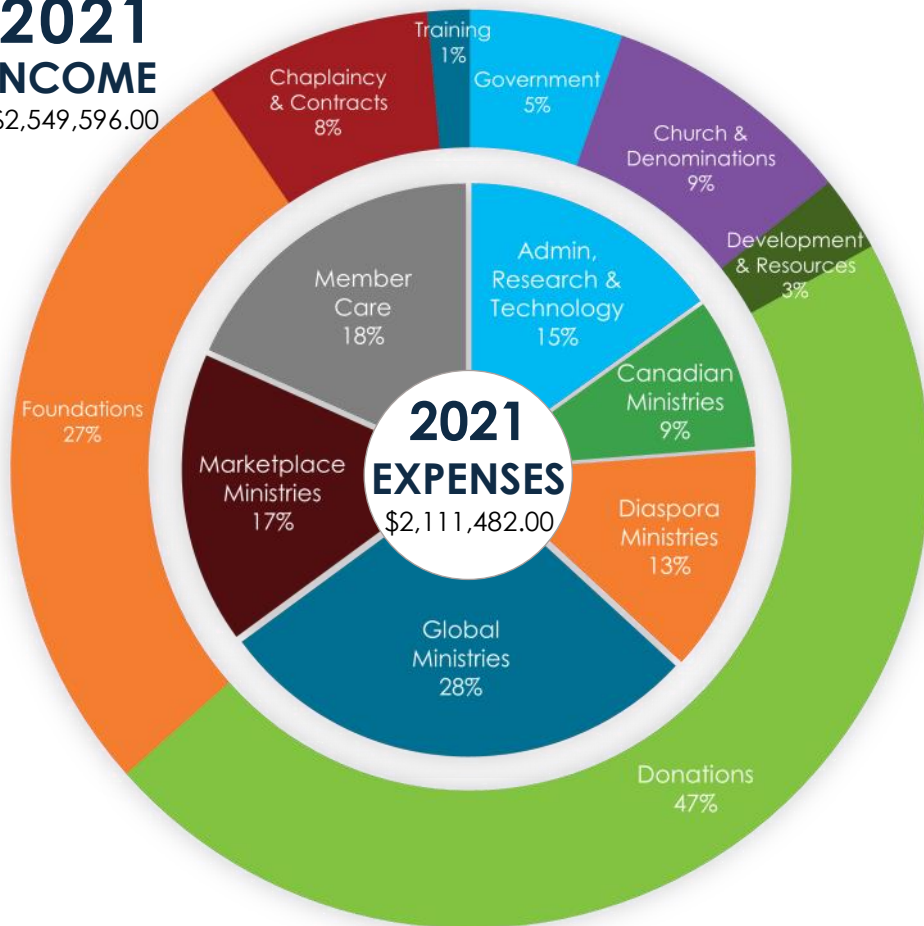
We have recovered from the struggles we were facing ten years ago. Our accounts are stable, and we have adequate cash in the bank to cover our obligations. We stepped out in faith in 2008 to purchase our office space, and today the value has increased to over two million dollars.

We have been improving the diversity of our income sources over the past decade, with growing percentages of our income coming through event registrations, project accounts, foundation grants, service fees, as well as donations from individuals, churches, and businesses.

Our finances are stable & growing

2021 INCOME

\$2,549,596.00



Administration, Research & Technology :

Our office expenses, finance department and technology (hardware, software, training, security, etc.)


Canada Ministries: Coaching and training pastors, serving churches, student ministry, and responding to local church needs.

Marketplace Ministries: Our chaplains promote wellness in the marketplace where they are often the only contact an employee has with Christianity.

Diaspora Ministries: Working with cross-cultural leaders, churches, and ministries in Canada to promote evangelism and discipleship of every Canadian.

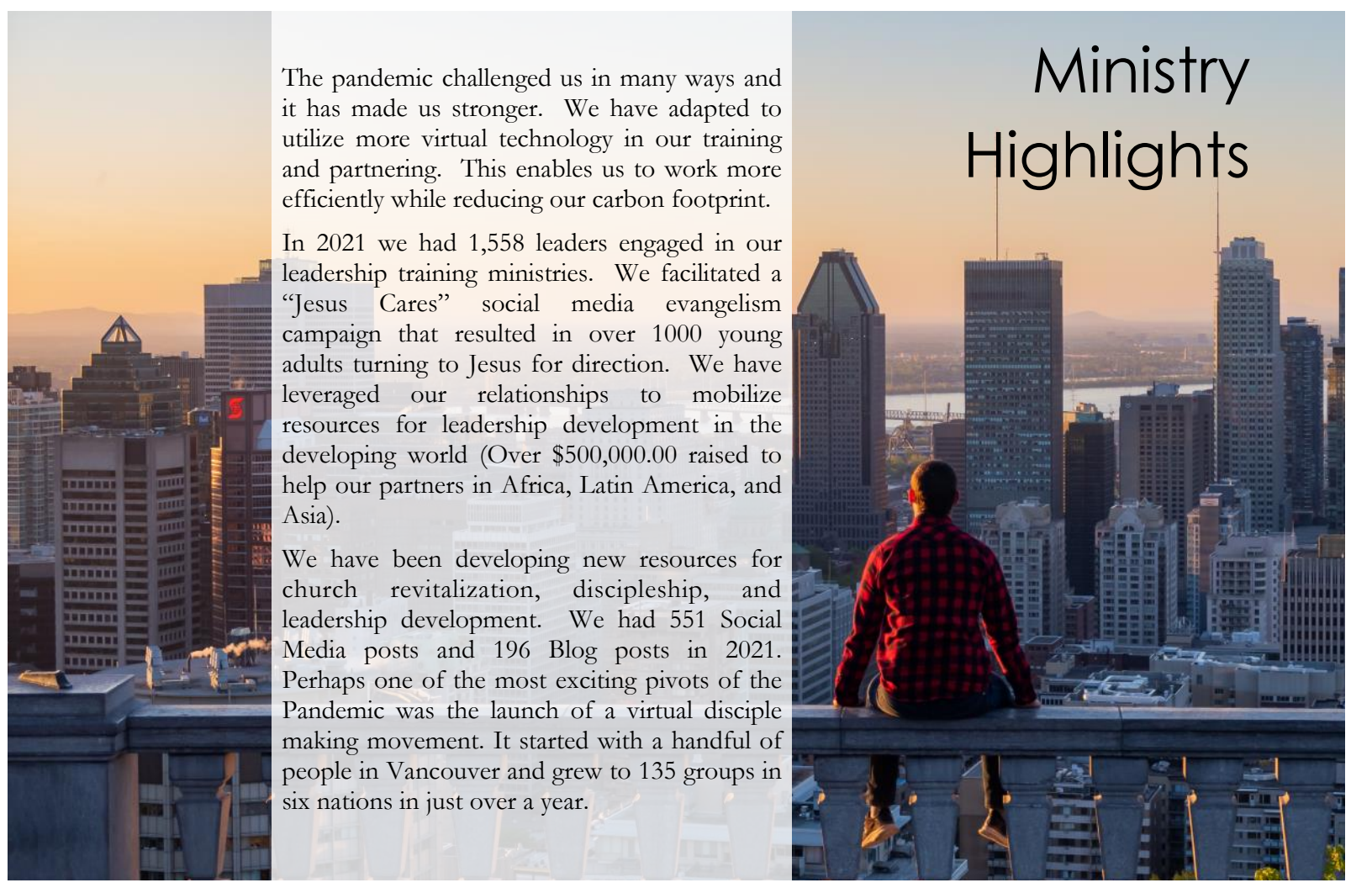
Global Ministries: As part of the OC Global Alliance, we are involved in the leadership of the alliance and the support of twenty-five cross-cultural missionary associates.

Member Care: We lead a partnership of 40 mission organizations that pool resources to provide exceptional support to Canadian missionaries and their families serving internationally and at home.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, with their hands clasped together in a gesture of unity. Overlaid on the left side of the image is a glowing, geometric map of Canada, composed of interconnected lines forming a network-like structure. The map is primarily white and yellow, with some blue lines. The background is a soft, out-of-focus image of the people's hands and clothing.

Our partnerships are diverse and robust

Almost everything we do is done in partnerships with others. We continue to develop new relationships with churches and ministries across the country. We are now at a place where people come to us and ask if they can join our partnerships or ministry community. We have attracted many new partners in diaspora ministry, and our chaplaincy is gaining recognition beyond the Christian community. The MORE Network, Loving Muslims Together, and Simply Mobilizing are examples of healthy partnerships involving dozens of denominations and mission organizations working together. Partnership development and the nurturing of networks seem to be key areas where God uses OC to help accelerate missions in Canada and bring new unity to the Body of Christ

A person in a red and black plaid shirt is sitting on a rooftop ledge, looking out over a city skyline at sunset. The person is seen from behind, and the city features several tall skyscrapers under a warm, orange-hued sky. The person's legs are crossed, and they are wearing dark pants and brown shoes.

The pandemic challenged us in many ways and it has made us stronger. We have adapted to utilize more virtual technology in our training and partnering. This enables us to work more efficiently while reducing our carbon footprint.

In 2021 we had 1,558 leaders engaged in our leadership training ministries. We facilitated a “Jesus Cares” social media evangelism campaign that resulted in over 1000 young adults turning to Jesus for direction. We have leveraged our relationships to mobilize resources for leadership development in the developing world (Over \$500,000.00 raised to help our partners in Africa, Latin America, and Asia).

We have been developing new resources for church revitalization, discipleship, and leadership development. We had 551 Social Media posts and 196 Blog posts in 2021. Perhaps one of the most exciting pivots of the Pandemic was the launch of a virtual disciple making movement. It started with a handful of people in Vancouver and grew to 135 groups in six nations in just over a year.

Ministry Highlights

Thank you for
being part of
our team



A few of the OC team at our Spring 2022 Staff Retreat

God has called us to a very challenging mission field and the fruit we experience is made possible through your prayers and financial support.

In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now, being confident of this, that he who began a good work in you will carry it on to completion until the day of Christ Jesus.

Philippians 1:4-6

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