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Lausanne

2020

# FROM PANDEMIC TO NEW POSSIBILITIES

As much as the global church needed the Lausanne Movement in 1974, no one—not even our founder Billy Graham—could have imagined how much we would need this God-ordained movement in 2020.

## A Word of Thanks

Dear Friend,

The driving passion of the Lausanne Movement is to make the gospel known and to make disciples from every nation, in every generation. By the grace of God, our opportunities are multiplying and our global teams are running at 120% capacity. We stand ready to continue building upon the firm foundation our great God has set down for this movement.

Your role in the story of 2020 has been particularly strategic. Not only have you helped financially support all of this global impact, but your gifts and prayers have spiritually and emotionally strengthened the movement, and me personally, throughout this challenging, exciting year.

Moreover, your prayerful friendship and partnership with me has been especially encouraging and meaningful. Together with you, I am eager to explore ways we might partner even more in the wondrous works God has in store for Lausanne in 2021.

I have never before been more expectant of what God will do in and through the Lausanne Movement and his global church. Together, let us witness the unfolding of his wonders as he continues to call a people to himself 'from every tribe, language, people, and nation' (Rev 5:9).

Thank you again for being a part of the Lausanne story—for being a part of God's story.

To God be the glory for all he has done, is doing, and will continue to do until his kingdom comes!



**Michael Oh**  
Global Executive Director / CEO  
Lausanne Movement



# UNDERSTANDING THE TIMES...

## What a challenging year!

The devastating reach of the COVID pandemic throughout 2020 rocked not only the world but the global church. The understanding of ministry and mission were shaken to the core. In the US, prominent Christian research group Barna reports that nearly 1 in 5 Christians have stopped going to church either physically or virtually during the pandemic; and that nearly 1 in 5 churches may not reopen after the pandemic ends.

Moreover, political, social, and economic polarization has expanded in the wake of the chaos and despair created by this worldwide health crisis, resulting in an even greater and more tragic disparity between the rich and the poor, the powerful and the disenfranchised.

Is it any wonder that 2020 finds our world—and even the global church—slipping dangerously toward fear, immobility, and a systemic pessimism about the future?

Yet in the desolate deserts of our times, God still fashions rivers that can make our hearts glad. For the Lausanne Movement, 2020 was not only a story of pandemic-driven challenge but of God-directed growth, with our global platform and resulting reach expanding significantly.

It is a story of God's faithfulness that we will be retelling for years to come, one we joyfully set forth here for your encouragement and continuing kingdom commitment.

## 1 in 5

stopped going to church either physically or virtually

## 1 in 5

churches may not reopen after the COVID-era end

# ...KNOWING WHAT TO DO

We eagerly began 2020 with tremendous hope.

Twenty global mission influencers gathered in January for an exhilarating think tank focusing on Lausanne 4 and the future of global mission. Then in February, Lausanne leaders gathered in East Asia in anticipation of hosting the main global event of Lausanne 4 in their region. Unbeknownst to us, the COVID-19 virus was already spreading not only in Seoul where we were gathered, but throughout East Asia and other parts of the world.

The sudden expansion of the virus prompted tough decisions for Lausanne, beginning in February with the postponing of our annual leadership meetings scheduled for the first time in Francophone Africa. Further postponements of major gatherings followed, including BAM Global, Europe 2020, Proclaim Africa 2020, and Asia 2020. With the uncertainty surrounding the financial impact from the pandemic, we made the decision in April to reduce general spending by 50% and to reduce salaries by 25%.

Needless to say, we were driven to our knees. We called the global church to prayer over the pandemic, and in response, influencers from our 12 regions gathered in April, May, and June to pray for each other and the world. We also held prayer gatherings for younger leaders, for workplace leaders, and for executive leaders of strategic global ministries. Through these times of prayer, hearts were opened, fears confessed, tears shed. . .

...and hope renewed.

We began to see that several of our unique distinctives helped position us to successfully face this challenging time head on. As businesses such as Amazon and Netflix were finding out, survival and success in the age of COVID was possible if there were at least three common strengths at the very core of an organization.

These three strengths, as God would have it, have been a part of the Lausanne Movement from its very beginnings: a unique brand trust, a unique market share, and a unique global platform.

## 1

**Distinctive One:  
A Unique 'Brand' Trust**

'To me, the Lausanne Movement remains as the sole effective global network among the evangelical church of the world.' — Thomas Wang

**Global mission leaders trust and listen to Lausanne. For 46 years we have done the slow, hard work of building relationships with leaders in every nation on earth. Our movement today encompasses over 31,000 leaders of influence around the world.**

## 2

**Distinctive Two:  
A Unique 'Market Share' of Influence**

'Lausanne's collaborative vision and opportunity is bigger than any other group could influence. It is one of the great kingdom collaborations of the modern church era.' — Dr Phill Butler, VisionSynergy

**No other entity within the evangelical church has the breadth and depth of strategic relationships, theological credibility, and global influence as Lausanne. Across every region of the world and across every generation, Lausanne leaders engage with the most pressing challenges and opportunities of our times. The Lausanne Movement plays a major role in not only fueling current global missions, but shaping its future.**

1  
A Unique  
'Brand' Trust

2  
A Unique  
'Market Share'  
of Influence

3  
A Unique  
Global Mission  
Platform

## 3

**Distinctive Three:  
A Unique Global Mission Platform**

'What Lausanne has like no one else is two things: global scale and trust. It is a truly unique global platform for global mission.' — Nick Kim, YouTube

**Lausanne is the world's global mission platform. We bring influencers together to catalyze game-changing ideas and partnerships that emerge from the truth of the Bible, the insight of research, testimony from the global church, and the guidance of the Holy Spirit. This platform is built upon friendship, shared passion, and catalytic partnership for global mission.**



# A UNIQUE INTERSECTION OF GOD'S PREPARATION AND OPPORTUNITY

The strengths of the Lausanne Movement have enabled us to creatively shore up our global efforts in the wake of the COVID-19 pandemic. While many ministries had to scale back, slow down, temporarily halt operations, or even close their doors, Lausanne experienced an unusual acceleration and expansion of our ministries and opportunities in three specific areas.

1  
Exponential Increase in Connecting

2  
Critical Resourcing, Guidance, and Training for the Global Church

3  
Catalyzing Collaboration

# 1

## Exponential Increase in Connecting

Instead of hosting 3 or 4 major strategic face-to-face gatherings in 2020 and early 2021, we are in the process of hosting 40+ digital gatherings with significantly higher participation and interaction. Some of those virtual gatherings have already taken place:

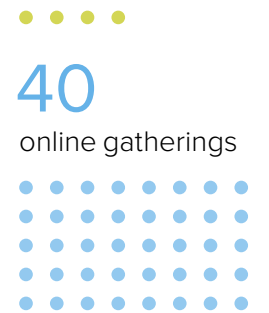
**Europe 2020** went from one major in-person event (postponed to 2021) to 12 digital gatherings, where leaders wrestled with how the 'dynamic gospel' might revive Europe.

**Asia 2020** was also re-envisioned from a single major event (also postponed to 2021) to 12 digital gatherings, with attendees interacting over a variety of issues including how the early church's approach to evangelism might inform the evangelization of the whole of Asia.

**The Synergy Summit** moved from a single event in Malaysia to six webinars on effective network leadership led by our Catalysts for Ministry Collaboration.

**The Global Diaspora Summit** was initially planned as a smaller in-person gathering with 100+ participants, but it became an online forum of 828 leaders from 75 nations. Over a dozen diaspora resources were shared, 525 leaders were added to the Lausanne ecosphere, and more than 6,000 engagements occurred over Facebook.

From 3 or 4 major physical gatherings to



## 2

## Critical Resourcing, Guidance, and Training for the Global Church

Since its founding, the Lausanne Movement has led the way forward in missional research, resources, and training for the global church.

Our **Lausanne Global Classroom** continued to be an invaluable new resource for the global church, bringing teaching, training, and testimonies from influencers around the world. Since January, we have produced new episodes on Nominalism, Workplace Ministry, Leadership Development, and North Korea; and we hope to complete production on Media and Technology by December followed by Mental Health and Trauma, Integrity and Anti-Corruption, and Jewish Evangelism in 2021.

**Lausanne Global Analysis (LGA)** also continued to be one of the most used and globally-trusted sources for global mission information and inspiration. In 2020 we expanded each issue to include content in English, French, Spanish, and Portuguese. We now have more than 22,000 subscribers with readers from 214 countries—74% of them in senior leadership roles. Of particular note is September's issue, which focused on the longer-term impact of COVID-19 on church and missions. It was and is a critical word to the church in the midst of the pandemic.

Finally, in addition to our 857 YLGen (Younger Leaders Generation) cohort participants from 142 nations, we began **the initial launch of the Issachar Initiative**, designed to train emerging leaders of influence nation by nation, with Ghana as our first nation. We also began planning for the **Graham-Stott Fellowship**. This unique cohort honoring our founders will be made up of a very select group of Majority World younger leaders of emerging global influence. They will be prepared for positions of global impact through strategic mentoring by some of the top leaders of global mission from older generations.



## 4

new Lausanne Global Classroom episodes added with 4 more planned for 2021

## 22,000

LGA subscribers with readers from 214 countries

## 65

business leaders on the Workplace Ministry advisory board

## 3

## Catalyzing Collaboration

Catalyzing collaboration is more important today than ever before. And it is one of Lausanne's key priorities.

As one expression of this, **our Workplace Ministry Network** recently convened the first meeting of an advisory board consisting of 65 business leaders from over 20 different nations. These are leaders from some of the world's most influential companies like Apple, Johnson and Johnson, WhatsApp, and Google, and they represent a wide cross-section of the workplace. The Workplace Ministry Advisory board seeks to propel the movement launched at the Global Workplace Forum through: (1) theology of work; (2) Christian employee resource groups; (3) entrepreneurship/innovation; and (4) philanthropy and kingdom investing.

**Another example of catalytic collaboration is the Chinese church.** Despite the incredible political challenges facing China today, Chinese leaders are connecting every month to work toward the Mission China 2030 vision, which was born out of the 2010 Cape Town Congress. The goals of the vision are to plant a church at every train and subway stop in China and to send 20,000 missionaries from China to the world.



# STRENGTHENING CAPACITY TO SEIZE EXPANDING OPPORTUNITY

By God’s grace, Lausanne’s financial position has remained largely stable. This is due to the careful reductions we made earlier in the year and the fact that our giving has not dropped as much as we thought it might. However, we are not yet able to restore staff salaries or budgets. Based on our financial trendlines, of which we give a few examples below, we have confidence and anticipation for the kingdom growth to come.

Here are a couple of examples:

We have more pledges for 2021 and even 2022 than Lausanne has had committed in advance in any of the last 10 years.

More than half of our giving for 2020 has come from Asia, an encouraging development as we work toward our vision of being funded by all 12 regions of the world.

‘Pound for pound, dollar for dollar, there’s no greater kingdom investment than Lausanne.’ — A Lausanne donor

Buoyed by this faithful and steadily increasing giving, and by the expanding reach we are seeing in this pandemic year, we want to prepare well for the future God has in store for us in the days ahead.

To that end, we are specifically pressing ahead in at least three critical ways.

## 1

### Strengthening Technological Capacity

‘We’ve experienced 10 years of digital evolution in the past 4 months.’ — Nick Kim, YouTube

We’re currently consulting with our Silicon Valley and Global Tech friends who are also Global Workplace Forum alum. They are helping us develop our digital strategy and recommending the best next-generation technology.

## 2

### Strengthening Global Team Talent and Capacity

‘Global Christianity, in some small measure, exists because of Lausanne. No one else was pulling the Global Church together to wrestle with the issues, share best practices, and partner.’ — Dr Peter Brierly, Former Director, Christian Research and MARC Europe

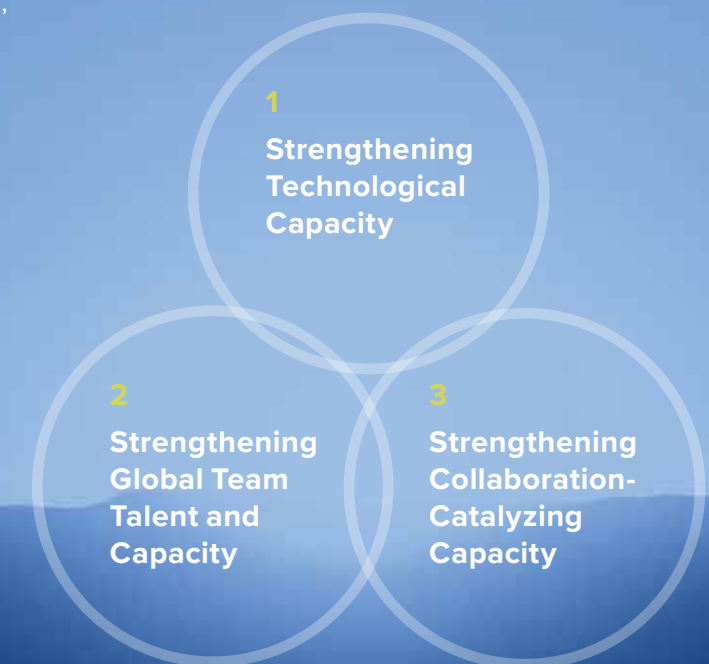
We’re planning to recruit primarily Majority World talent to develop our digital capacities and strategies going forward. We are also aiming to build each of our 12 regional teams, especially including more women and younger leaders.

## 3

### Strengthening Collaboration-Catalyzing Capacity

‘Lausanne is a vast global platform that can bring unique global impact. In today’s global platform economy, most businesses are building technological platforms hoping to attract global movement. Lausanne is a global network already that just needs the right technological and financial resourcing to maximize that unique strength. We need global catalysis for the Great Commission. Only Lausanne can do this.’ — Bruce Johnson, immediate past president of SIM

There is huge opportunity for establishing creative digital spaces for learning and collaboration. To that end, we hope to invest more resources into Global Classroom, YLGen (Younger Leaders Generation), and global issue networks. This will also help many other ministries to learn from each other, innovate, and partner in the fulfilling of the Great Commission.







## Lausanne Movement

Connecting influencers and ideas for global mission

Lausanne Movement · US Finance Office · 10524 Moss Park Road, Suite 201 #358 · Orlando, FL 32832 · USA  
[www.lausanne.org](http://www.lausanne.org)

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**‘Of all the ministries I’m aware of, the Lausanne Movement has the most influence with the global body of Christ toward the fulfillment of the Great Commission.’  
— A Lausanne donor**



**Lausanne Movement**