

UNKNOWN NATIONS MINISTRY IMPACT

# 2024 ANNUAL REPORT



2024 Hausa Village Chief in Northern Nigeria.





**Cover:** Nabado, a Hausa Village Chief and former witch doctor, encountered a power greater than his incantations and gave his life to Christ. Scan the QR code to watch his story.



## OUR MISSION

To reach the unknown nations at the ends of the Earth—completing the last four words of Jesus’ calling.



Greg Kelley has served as the CEO of Unknown Nations since 1998. He’s a passionate advocate for bringing the Good News to the billions of people who have never heard the gospel message.

2024 Greg praying over a Pakistani woman during a ministry trip.

## LETTER FROM OUR CEO

Dear Friends,

As I enter my 27th year of serving this wonderful organization, **the priority of providing access to God’s Word and discipleship training has become even more deeply seeded in our culture.** We are driven by a sense of urgency that is uncommon in our Western context. This past year has taught us so much at Unknown Nations, and we are celebrating how God has positioned us to reach those without access to the gospel. We’re so grateful to share this annual report with you, highlighting the power of partnership and a reminder of the work ahead.

I love the stories of missionaries who packed their belongings in caskets and made the ultimate sacrifice, and Bible translators who spent a lifetime working on a single New Testament. Their commitments inspire us. Now we are called to steward that same assignment. How do we harness that Spirit-led enthusiasm and apply it to making disciples of ALL nations? This past year has confirmed how we answer that call.

During my visits to some of our strategic outposts, I saw the power of the Word at work again and again. On one of the 2,000 remote islands of the Philippines, a man trapped in poverty and enslaved by animism was living on just \$2 a day, sacrificing animals to appease false gods. One day, our team brought him the Word! As he listened to the Treasure, our solar-powered audio Bible, his life transformed. Now, he hitchhikes daily to pursue an education, listening to the Bible for two hours a day. He is filled with joy, and his family, including 10 children, feel the blessings of the Lord.

The Word of God is the greatest and most effective disciple-making tool in history. Isaiah 55:11 says it all: “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.” **The Lord sends His Word out to create disciples, and He uses us to deliver it!**

Billions remain in darkness without access to the Word of God. The 88,515 units we distributed in 2024 were impactful but just a drop in the ocean compared to the immense need. We trust with complete confidence that millions more will be sent because this isn’t our idea—it’s the last thing Jesus commanded us to do!

**My friend, in 2025, assessment, deployment, evaluation, and redeployment will be the defining attributes of Unknown Nations.** We will passionately go where the name of Jesus has never been heard. We will deploy strategic humanitarian projects through our indigenous network of over 2,000 leaders. We will provide transformational training to spark indigenous church planting movements throughout the nations where Jesus is unknown. Once the church is established, we will also move on as Paul did in Romans 15:20.

Paul did not set out to solve all of the social issues of the day. His focus was not on making people more comfortable on their way to eternity. He constantly assessed the spiritual condition and moved on once the Good News had established itself. It was about making disciples!

If this excites you, we welcome you to join us. No single person or organization can carry out Jesus’ last and greatest assignment. It will take all of us discovering our role and fulfilling the task. Rest assured, we can be the generation to fulfill the Great Commission!

Together in the Harvest,

Greg Kelley





# Stories from the Unknown

After journeying approximately 20 hours, teams from Unknown Nations and In Touch Ministries arrived in Indonesia, the world's most populous Muslim country. They started on the island of Bali known worldwide as a popular tourist destination. Yet, beyond its scenic beaches and vibrant culture, Bali tells a different story—one deeply rooted in its unique form of Hinduism.

Unlike the rest of Indonesia, the island of Bali is almost exclusively Hindu. Over 4.2 million Balinese people practice a blend of Hinduism and indigenous beliefs, and only 1.26% of the population identifies as Christian (Joshua Project).

## The Balinese Nation

In Balinese Hinduism, the spirit world is an ever-present reality. They believe various benevolent and malevolent spirits influence every aspect of daily life. The Balinese approach the spirit world with careful attention to maintain harmony between the seen and unseen realms. Their lives are burdened with daily rituals and offerings to appease the spirits around them.

One of the Balinese annual traditions is called Nyepi, also known as the Day of Silence. The entire island shuts down for a day. No one is allowed to work, travel, or engage in entertainment. Lights are dimmed or turned off. The streets are empty, and the day is spent in meditation, fasting, and prayer. Nyepi is believed to give spirits a break from human activity, allowing the spiritual and natural worlds to rest undisturbed.

## How a Polio Survivor and Double Amputee Became Ambassadors for Christ

Our team was eager to hear updates from a couple we'll call "Mary" and "John." Greg Kelley, Unknown Nations CEO, had the privilege of meeting them back in 2019 and was moved by the testimony and determination of these Kingdom ambassadors. Sitting in a small storefront that also served as a storage space, living room, and bedroom, the team gathered around to listen to their story.

As a child, Mary contracted polio which caused partial paralysis in her body, forcing her to crawl on the ground. Due to her disabilities, Mary was barred from entering the Hindu temple. Rejected by her own people, she longed for a place to worship and belong.

She was in a dark place as she got older. Mary felt like a burden to her family, and on two separate occasions had attempted to take her life. The second





## Meeting World Changers with In Touch Ministries

Our team travels overseas, in part, to assess the ministry impact firsthand for accountability, stewardship, and integrity purposes. Each trip leaves us in awe of the extraordinary ways God is working through His people to make His name known across the 10/40 window.

On this journey, we were joined by a team from In Touch Ministries with a shared purpose: to meet these world changers and share their remarkable stories.



## The Messenger Audio Bible

Through our partnership with In Touch, we have the privilege of distributing the Messenger audio Bible. These powerful devices are not only equipped with the Word of God but also include discipleship materials from the late Dr. Charles Stanley, all translated into local languages.

New Messenger units are continually sent out to the field, reaching those who have never had the opportunity to hear about Jesus.

## Relationally Partnered

The only way we'll reach the ends of the Earth with the gospel message is through partnership. We are thrilled to be working alongside incredible organizations like In Touch Ministries that are prioritizing Jesus' last words.

To hear more about the team's trip, check out episode 26 on The Unknown Nations Podcast with Greg Kelley, Joseph Miller, and John VandenOever from In Touch Ministries. They share about their experience after traveling through the Philippines and Indonesia.



time, she had a supernatural encounter. Through a bright light, she heard a man tell her, "My daughter, you are precious, and I love you."

Likewise, as young man, John faced an unfortunate circumstance. One fateful night, he was in a terrible motorcycle accident while heading home from work in the rain. It was after midnight when his bike slipped while crossing the train tracks and his head hit the rail, rendering him unconscious. With no warning, John lost both his left arm and leg.

Mary and John first met through a foundation for people with physical disabilities. Through this foundation, they were also introduced to an indigenous missionary in Unknown Nations' network who shared a Messenger audio Bible with them. They started listening. The Bible stories spoke to their hearts, and Mary realized it was Jesus who had spoken to her and saved her. They gave their lives to Christ.

The Hindu culture viewed them as cursed and wanted to hide them. Jesus turned their curse into a blessing and welcomed them. The local Christians greeted the couple with open arms. They put Mary and John in the front row of their service and celebrated this new brother and sister in Christ.

## Called to Ministry

This couple is now a living testimony. Daily, neighbors and friends approach them with their problems, curious how they maintain their unshakable joy despite their physical challenges. Mary and John witness to them and explain the love of their God and how it has changed their lives. They now have hope!

The Balinese community around them is almost entirely Hindu. Mary and John wish to see many lives saved through sharing the message of Jesus. **Our leader estimates they have already reached more than 200 people with the gospel.** Through this couple, our leader has also established a children's ministry that gives them access to serve families in the area.



Photo Caption: John drives the motorcycle as Mary rides in the sidecar for delivery runs. Through their small business, they supply local customers with peyek, a savory Indonesian cracker. The motorcycle is also used for ministry and distributing audio Bibles.



## A New Ministry Location

Since our team's visit, Mary and John have been blessed with a new house that also serves as a ministry center. During their time in Bali, the team prayed over this piece of property that would soon become their home and a beacon of hope in their community.

Completed in July of 2024, the house is already busy with activity. Every week, a house church meets on their property, as local believers come together for fellowship, discipleship, and worship. It's also used as a bi-weekly gathering space for kids in their children's ministry.







2021 Indian well dedication.

# Water Brings New Life

In Dani's village (name changed for protection), fetching water was a daily necessity and a constant struggle. She was no stranger to the long, arduous walks required to provide for her family. Each day, Dani joined others in her community, carrying heavy water containers. Despite their relentless efforts, many villagers still fell ill from waterborne diseases. This struggle was part of life in a region where access to clean water was scarce, and survival meant enduring hardship.

## Mission Strategy

In regions with spiritual darkness and physical adversity, we've seen the daily struggles impacting communities like Dani's village. Our indigenous leaders rise to the challenge, offering strategic and compassionate care to those in need.

Our humanitarian initiatives are centered on three critical areas: providing clean water, delivering emergency relief, and offering medical assistance. By addressing these essential needs, we share the tangible love of Jesus, paving the way for hearts to be opened to the gospel. This holistic approach aims to spark an indigenous church planting movement, leading to lasting transformation within communities.

## Transforming Dani's Village

One of our indigenous leaders identified the critical need for clean water in Dani's village, a strategic location in India,

and home to about 300 people. The village faced severe water shortages each summer, leaving families like Dani's struggling to meet their basic needs. The Yadav nation (0.01% Christian), the Bhuiya nation (0.16% Christian), and the Ravidas nation (0.85% Christian) all reside in this area. Villagers had to walk over a mile each way to access water from a nearby village.

Because of you, Unknown Nations provided a water well for Dani's village. Relief and excitement were felt throughout the community when clean, safe water was finally within reach. Although the villagers didn't know Jesus, the local leader began sharing the gospel with them as they drew water each day.

## A Church is Born

Gradually, hearts began to open, and people started believing in Jesus. Our leader provided new believers with a Treasure audio Bible to help them grow in their faith. Within six months of the well's installation, more than 50 people accepted Christ, and a church was planted in the village, transforming it into a thriving community.



Photo Caption: Villagers celebrating during the well dedication.

## Dani's Story

After the well was installed, Dani continued to take regular trips to collect water for her family. On Sundays, she noticed people gathering for a prayer meeting near the well. Curious, she decided to join them one day and listen. After the service, Dani confided in the pastor that her family had three daughters, but no sons. The pastor prayed with her, and within the next year, God blessed her with a baby boy. This miracle led her entire family to embrace Christ.

Access to clean water has significantly improved the well-being of the community. Time has also been freed up for other important activities, like education and farming.



Photo Caption: Our Indigenous Leader visited this village in August of 2024 to follow up with the local believers.

Dani shared, "We are deeply grateful to everyone who contributed to this project. Your generosity brought hope and a better quality of life to our community. Thank you for making such a positive difference."

The people in Dani's village continue to grow in their faith and are sharing the Good News with others—a testament to the gift of clean water and Living Water!

## The Clean Water Cycle

### 1 TARGET A VILLAGE

Our indigenous leaders work with their network of missionaries on the ground to strategically reach unreached areas through humanitarian projects.

### 2 DRILL A WELL & SHARE THE GOSPEL

Working in partnership with village leadership, local drill teams are hired for the projects and water wells are dedicated in the community. During the drilling process, at the dedication, and in follow up, the gospel is shared with the villagers.

### 3 PLANT A CHURCH

As clean water and the Living Water flow into a village, hearts are opened to the gospel. Lives are dedicated to Christ and churches are birthed in communities.





# FISCAL YEAR 2024 TOTALS

**88,515**

Treasures  
Distributed

**27,613**

New  
Salvations

**6,706**

Water  
Baptisms

**23,287**

Listening  
Groups

**5,169**

Leaders  
Trained

\*These numbers are conservative figures based on field reporting.

40° N

40° N

10° N

10° N

Nations without  
access to the gospel

New Churches  
Birthed in 2024: **460**

We define a church as a gathering of believers who have a designated leader and resembles Acts 2:42: "And they devoted themselves to the apostles' teaching, fellowship, the breaking of bread, and prayer."

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 | NIV



# Working in the Dark

Our leader has called The Islamic Republic of Mauritania one of the most upside-down and backwards countries in Africa.

Although slavery was officially abolished in 1981, it remains a harsh reality for many who continue to endure debt bondage and forced labor. In the 1990's, while the world's attention was fixed on the Gulf War, a hidden genocide was unfolding within Mauritania. Ethnic groups faced mass killings and were forced to evacuate. The people of Mauritania have endured unimaginable abuse and atrocities.

Yet, no matter how dark and desolate a situation may seem, there is always hope.

## A Muslim Stronghold

This country is home to 18 distinct nations, with 99.7% of its 4.96 million people adhering to Islam (Joshua Project).

In the 1970's, the number of believers in Mauritania was so small they could be counted on one hand. However, following the genocide, that number grew to between 50 and 350 followers of Christ.

Around 2015, Unknown Nations started a new outpost, and audio Bibles, along with the Jesus Film, began to covertly enter the country. This influx of resources contributed to a significant increase in followers of Christ, raising the number to approximately 1,000 in the years that followed.

## Leaked Baptism Video

Near the end of 2023, local Mauritanian believers held a secret baptism. During the ceremony, one of the participants captured a short video clip on their phone to share with the group. Instead of circulating selectively among believers, the video was leaked on social media and went viral.

According to Mauritanian law, conversion from Islam is considered an executable offense. Once discovered, the three individuals in the video were hunted down, arrested, beaten, and jailed. When some Christians nearby heard about what happened, 14 showed up at the police station volunteering to be arrested and beaten alongside them.

The police were baffled. They told the Christians, "all you have to do is renounce your beliefs and we'll let you go." The believers refused. After a week or two of being persecuted, they entered a negotiated release.

**Not only where they allowed to go free and remain Christians inside a Muslim country, they also had permission to share their faith.**

## The Power of the Gospel

For potentially the first time in history, becoming a believer in Mauritania is seen as a viable option. Local believers say there is such an explosion of interest in Jesus that they're predicting exponential growth within the year.

In a striking example, new prayer cells have started between different ethnic groups. Former slaveholders, slaves, perpetrators of genocide, and persecuted nations are coming together to praise Jesus. This demonstrates the impact and power of the gospel.

We are seeing God's hand powerfully at work, and now is the time to pick up the pace and rally alongside believers on the ground. Our team is sending more audio Bibles and resources to equip indigenous leaders who are boldly sharing the Good News. **In these dark nations, the light is breaking through as Jesus is being made known. To God be the glory!**



## The Moor Nation

The Moors are the largest and most influential nation in Mauritania. Traditionally a nomadic people, they are known as desert traders and warriors. This nation played a significant role in spreading Islam across West Africa.

The Moors are divided into two groups: White Moors, the aristocracy descended from Arab conquerors and Berber tribes, and Black Moors, descendants of enslaved sub-Saharan Africans who have faced marginalization and bondage. The Moor people remain largely unreached by the gospel. Only 0.10% are considered followers of Jesus (Joshua Project).

Join us in praying for the nations! Visit [UnknownNations.com/Pray](https://UnknownNations.com/Pray) to learn more.



For security reasons, this story is only available in the print edition.

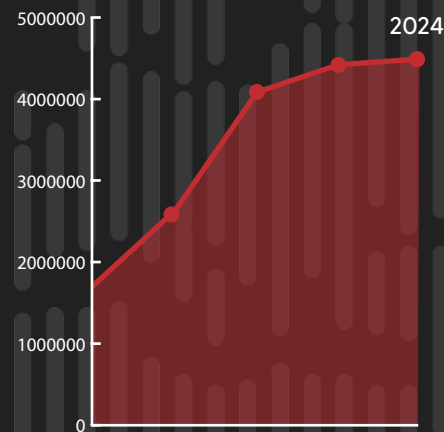




# 2024 Fiscal Year

July 1 - June 30

**Contributions: \$4,440,133**



2020-2024 Growth Chart

## Financial Accountability:

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



## WE ARE STRONGER TOGETHER!

**115 Churches** were financial supporters and countless others provide ongoing prayer support

**829 Donors** supported the ministry of Unknown Nations

**Innumerable prayers** were lifted up in support of our ministry

### Some of the incredible Christ-centered organizations we collaborated with in 2024:

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

**Thank you!**

Hi Friends,

As we look back over the past fiscal year, I cannot fully express the depth of my gratitude for your unwavering prayers and support. By God's grace and provision, He has used us to reach the nations where Jesus is unknown.

### Key Achievements and Impact

This year, one of our primary focuses was on leadership development. By mobilizing more boots on the ground, we planted seeds for the Kingdom in ways we've never seen before. This growing network, spread across the 10/40 window, distributed nearly 89,000 Treasure audio Bibles and planted over 20,000 churches and listening groups!

In March 2024, I had the privilege of visiting our indigenous leaders in the field. I witnessed the graduation of underground leaders who are now serving in a closed-access country. **Almost without exception, I was introduced to people who had lost immediate family members because of their decision to follow Jesus.** I met a mother whose daughter was stoned to death. I met a wife whose husband was beaten and killed, and I met a man who witnessed his wife and daughters executed in front of him simply because they had a bookmark of Jesus in their shopping bags.

Many of these incredible leaders participating in the training at our center expressed their gratitude for YOU. **They wanted to say thank you for giving them the best gift - their first opportunity to know Jesus.** You are their hero... and I agree. Because of your gift, they now have an eternal hope only Jesus can provide. Your participation in sharing the heart of Jesus has equipped them to share the gift of the gospel with others who are feeling hopeless in a persecuted world.

We are so grateful for you, our partners and friends, who have answered His call to bring more people to Jesus for the very first time. This past fiscal year (ending June 30, 2024), contributions totaled \$4,440,133, surpassing the previous year's total. We are committed to stewarding these resources with the utmost integrity, ensuring every dollar is used to further His Kingdom. Thank you for entrusting us with your generous support!

### Looking Ahead

While we celebrate these victories, the need remains vast. The number of people without access to the gospel is growing every day. Over three billion people have never had the opportunity to know Jesus. Can you imagine going through life without ever knowing a relationship with Him was possible?

As a ministry, our ultimate goal is to fuel an indigenous church-planting movement within each nation where we work. In the coming fiscal year, we are committed to increasing these efforts. We plan to invest significantly in discipleship and training opportunities for our indigenous leaders and their networks. We believe the Lord will bless these endeavors, and we ask that you continue to walk alongside us and encourage others to join this mission.

Would you prayerfully consider increasing your support beyond what you are giving now and inviting a friend or family member to get involved? We commit to providing ongoing feedback, testimonies, and stories that showcase the impact of your support as we work together to reach the ends of the Earth.

Many blessings to you and your family,

Hope Loomis | Chief Development Officer





### FREEDOM TO WORSHIP

Over this past year, Unknown Nations has partnered in leadership training for Iranian believers. For their safety, they were pulled out of Iran and sent to a nearby country for training. One of the believers shared **this experience was the first time they'd ever heard their own voice lifting up and praising the Lord**. Persecution is a fierce reality in this closed-access country, and many believers have faced terror, abuse, and executions for the freedom to worship.



### MULTI-GENERATIONAL BELIEVERS

In a closed-access Muslim country, believers are networking and expanding their impact. One local Christian was passionate about reaching an unknown nation in his country but was captured by local leaders. For four weeks he was brutally abused. **Bruised but unbroken, he connected with recent graduates from one of our training centers**. With fresh fervor and strategic insights, they poured into this brother and within a couple of weeks he returned to his previous captors. They were astonished, but something in his sincerity and resolve touched their hearts and they agreed to listen to him. Through the work of the Holy Spirit, 28 families in the village gave their lives to Christ. This new generation of believers is now being discipled, and sights are set on nearby villages to spread the message of Jesus further.



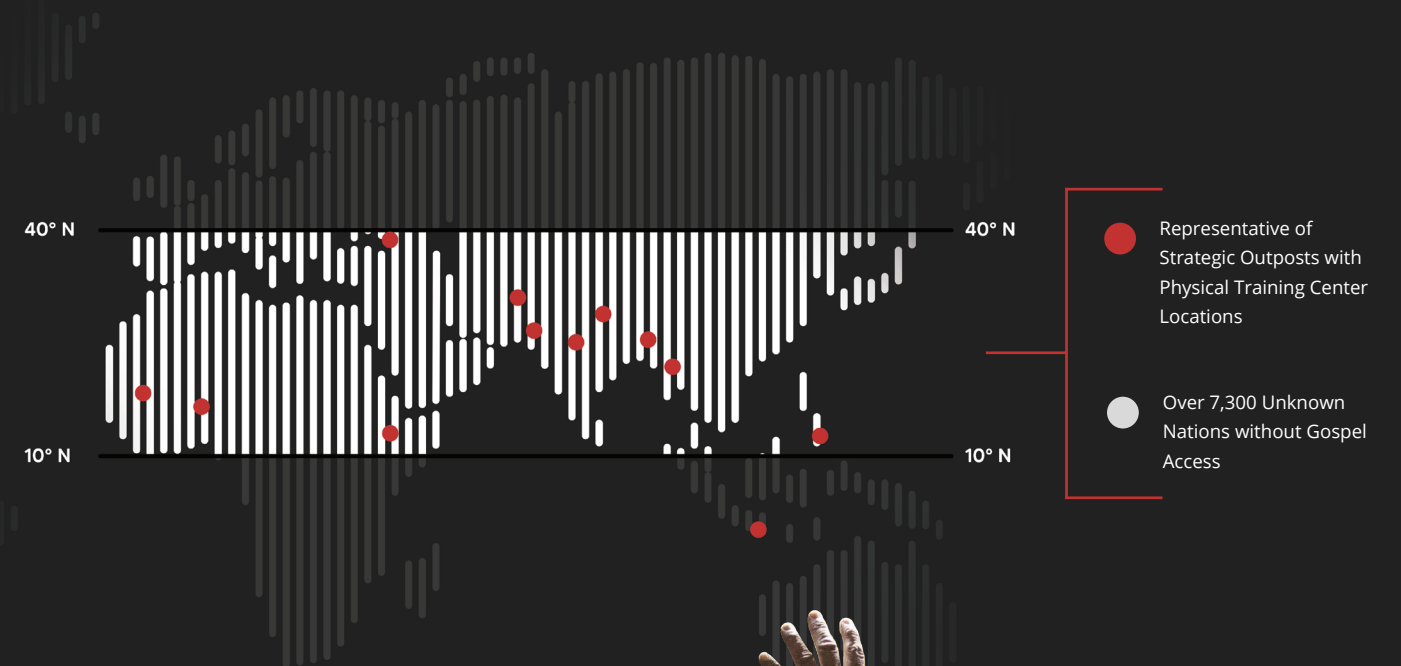
### REACHING THE HORN OF AFRICA

Eritrea has been called the "North Korea of Africa." It's located in the Horn of Africa, bordering Djibouti, Ethiopia, Sudan, and the Red Sea. **Leaders in this area are being relocated for training and launched back to shine light into the darkness**. Our Indigenous Leader targeting nations in this region shared, "You can't imagine the excitement I feel when the Treasures are delivered to the intended nations. It's like bringing heaven on the Earth."

# The Gospel Multiplied

A critical component of our ministry strategy to reach unknown nations involves establishing training centers. While leadership training is happening across the 10/40 window through each of our outposts, we have strategic regions (see map below) with dedicated physical locations. In these training centers, leaders can come together to be refreshed and equipped for ministry.

The main purpose of establishing a training center is to offer a safe and secure environment for discipleship and leadership training. These equipped leaders are prepared to pursue opportunities for spreading the gospel in the most challenging environments.



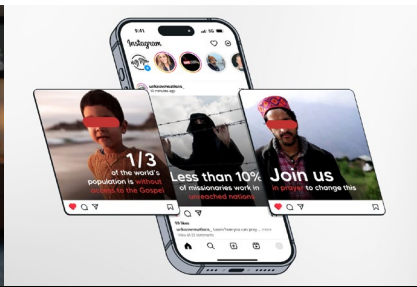
**IF ANY OF YOU WANTS TO BE MY FOLLOWER, YOU MUST GIVE UP YOUR OWN WAY, TAKE UP YOUR CROSS DAILY, AND FOLLOW ME. IF YOU TRY TO HANG ON TO YOUR LIFE, YOU WILL LOSE IT. BUT IF YOU GIVE UP YOUR LIFE FOR MY SAKE, YOU WILL SAVE IT.**  
LUKE 9:23-24 | NLT





## STAY CONNECTED TO UNKNOWN NATIONS

Discover resources to help you join the movement and reach nations where Jesus is still unknown. Visit our website at [www.UnknownNations.com](http://www.UnknownNations.com) to explore our podcast, prayer initiative, and Greg's book—and don't forget to follow us on Facebook, Instagram, Twitter, and YouTube!



## NEW KINGDOM PARTNERSHIP!

The Come And See Foundation is passionate about bringing the message of Jesus to the ends of the Earth through The Chosen. Through Unknown Nations' network of indigenous leaders, we are seeing this ambitious project come to life. Stay tuned to learn more.

**COME  
And SEE** | **The  
CHOSEN**

