



“I tell you, **OPEN YOUR EYES** and look at the fields!

They are ripe for harvest.”

- Jesus





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Dear Friend,

Recently we met Kamal Thakre, a fifty-five year old woman in India. As a recent believer, she felt “dull in her heart” with little passion. She shared, “But then one day God spoke to me that ‘you have to do my work’; such joy came in my heart. I replied, ‘God I will do your work.’ From that day onwards I started to host a house church in our home. I was thinking that I am nothing but God is using me for His work, so I thank and praise Jesus. Such a joy has filled my heart.”

Kamal’s eyes were opened to a broken world and when she joined God in his mission, he infused her heart with joy, passion, purpose, and value. God wants his people to live with “open eyes” to the world and to join him in offering the Gospel to broken people!

At 10/40 Connections we have a desire to see unreached peoples experience the Lamb of God who takes away the sin of the world. But we also have a passion to see Christians develop a lifestyle that displays God’s heart for the world. Therefore, we developed the *Open Your Eyes* resource. This simple resource enables you to “see” God’s heart for the nations in his Word, global realities, unreached people groups with little to no access to the Gospel, and to pray for the Church’s response. We hope you allow God to move you from awareness to concern, and from concern to following Him in local and global action!

As an Asian Christian shared, “The Church is a sleeping giant, she could change the world if she wanted to.” May we each **want** to change the world!

World Christians, Arise!

Chad and Leslie Neal Segraves
Co-founders of 10/40 Connections, Inc.





Open Your Eyes

Squinting in the blazing noontime sun, a young rabbi sat down to rest at Jacob's well. With his disciples gone to search for food, Jesus initiated a monumental conversation with a woman - a sinful, Samaritan woman. Of course, Jewish rabbis did not speak with Samaritans, with adulterers, or with women! Yet in the Gospel of John chapter 4, we find the longest recorded discourse between Jesus and any other person. To this Samaritan woman Jesus first revealed his Messiah-ship!

When his disciples returned and found Jesus talking to a woman, they were surprised and she was so amazed she dropped her water jar and hurried to her town proclaiming Jesus as the Messiah. Jesus then admonished his disciples, "*Open your eyes and look at the fields! They are ripe for harvest!*" In Greek the phrase "open your eyes" has a fun, double-meaning. First it can mean, "Good morning, sleepyhead! Wake up!" Or it can mean, "Raise your head and get a bigger vision. Look up! Look outward! Don't just stare at the dirt." Here comes the harvest!

Don't we all need to hear that message sometimes? If you desire to awaken from apathy, allow Jesus to **open your eyes**. If you want to gain a God-sized vision, then allow Jesus to **lift up your eyes**.

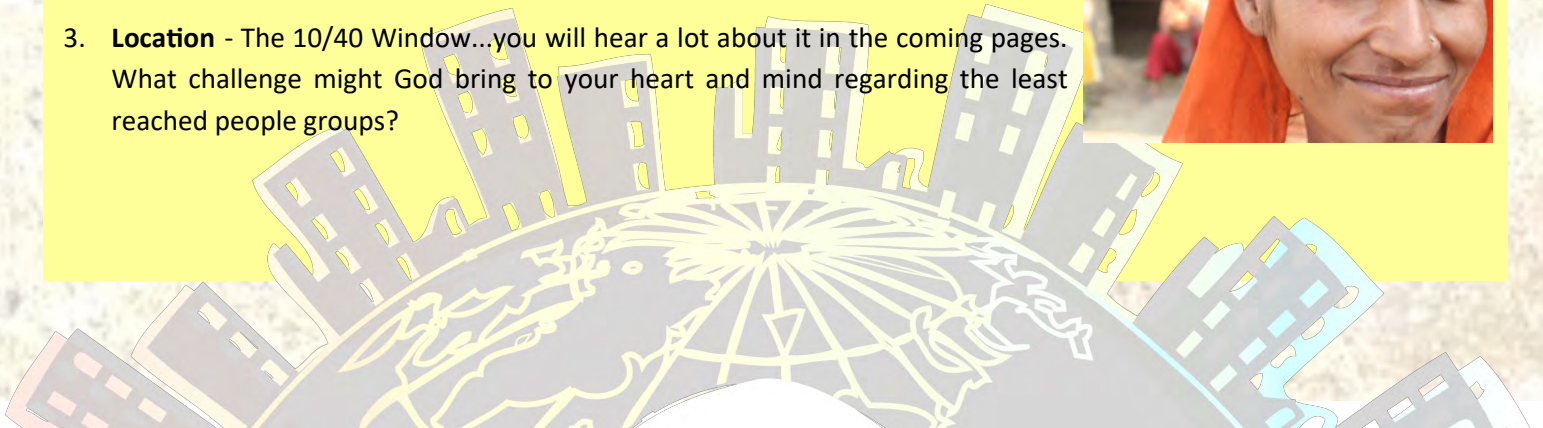
We believe Jesus continues calling out to his Church, "Hey, open your eyes!" The Church at-large needs to notice the potential harvest of the 10/40 Window - the area of the world with the *most* people groups who have the *least* access, *least* freedom, and *least* opportunity to hear of Jesus.

Are your eyes opened? Are you up for the 10/40 Challenge?

The 10/40 Challenge

10/40... What makes this number significant?

1. **Time** - Commit to complete this eye-popping, *Open Your Eyes* resource, just 10 minutes a day for 40 days. Ask God to help you see the world as he does.
2. **Goal** - We desire to mobilize 1,040 North Americans and 10,400 Asians to take the *10/40 Challenge*. It is time we finish the task of the Great Commission! But to do so, the whole church needs to **open their eyes**!
3. **Location** - The 10/40 Window...you will hear a lot about it in the coming pages. What challenge might God bring to your heart and mind regarding the least reached people groups?



How to Use This Resource



The Word

Meditate here on verses that describe God's heart for the nations traced from Genesis to Revelation. May God's Word help "open your eyes" to a greater understanding of His global enterprise.

The Least Reached

Highlighting

40 unreached people groups

May your eyes be opened to ethnic groups with few followers of Christ.



The Issue

So many issues scream loudly.
How do we know what really matters to God?

These 40 global realities (some very heavy) help believers glimpse, begin to grasp, and work to spread Jesus' Words and Deeds into various worldwide situations and crises. May surveying these themes help "open your eyes" to both the brokenness and the opportunities that we possess as followers of Christ.

The Facts

What could 40 facts do to you? Really...

The information here focuses mainly on statistics related to the least reached: who, what, where, when, why, and how.

May these definitions, numbers, lists, and trends serve to "open your eyes" to the lostness of the least reached!



The Name

Reflect here on the revealed names of God. May God's character and nature "open your eyes" and give you inexhaustible hope in the midst of a fragmented world.



The Prayer

Using the names of God, the verses and issues, read the prayer/statement in this section aloud which expresses a hope, a wish, a dream into the life of the Church. Truly, May the Church (and may you) have your eyes opened so the world sees Christ in you!



The Reflection

In this space as you write your thoughts, prayers, or response to God may your heart be impacted and may your "eyes be opened" as only God can do!

Day 1



The Word

Genesis 12:1-3

The Lord had said to Abram, "Go from your country, your people and your father's household to the land I will show you. I will make you into a great nation, and I will bless you; I will make your name great, and you will be a blessing...and all peoples on earth will be blessed through you."



The Least Reached

People Group	Fulani, Adamawa of Nigeria
Religion	Islam
# of People	1,234,000
% Believers	0.8%



The Issue - Finishing the Task

Is there really a "finish line" to the Great Commission? Yes! Other "need-based" trends may come and go, but the primary and non-negotiable biblical reality remains that God intends for all ethnic groups to experience his kingdom before he will return (Matthew 24:14). The task must be finished by the Church! "Only through the mobilized resources of the whole Church will we be able to bring the task to conclusion, or closure, in our generation." (1)

The Facts

The **10/40 Window** comprises over 60 nations between 10 and 40 degrees North latitude.

The 10/40 Window stretches across North Africa, the Middle East, and Asian nations all the way to Indonesia.



GOD

is

Author & Finisher of the Faith



The Prayer

May the **CHURCH**
around the world
display the character
of **STARTING AND FINISHING**
STRONG so the world sees

Christ

 through the Church!

The Reflection

Day 2



The Word

Exodus 9:15-16

For by now, I could have stretched out my hand and struck you and your people with a plague that would have wiped you off the earth. But I have raised you up for this very purpose, that I might show you my power and that my name might be proclaimed in all the earth.



The Least Reached

People Group	Tibetan Gtsang of Nepal
Religion	Buddhism
# of People	67,000
% Believers	.01%



The Issue - Refugees



Refugee crises left unattended threaten stability around the world.

There are 43.7 million refugees and internally displaced people (IDP's)

and 12 million stateless people living in limbo without citizenship rights. People forced from their homes by conflict are among the world's most vulnerable, and they all have individual stories of loss, heartache and survival. It is estimated that 80% of refugees are women and children. (2)

The Facts

The 10/40 Window contains over half of the world's population!

Currently, China and India compose 40% of the world's population.



GOD is the Way

The Prayer

May the **CHURCH**
around the world
display the character
of **WELCOMING STRANGERS** so the
world sees **Christ**
through the Church!



The Reflection



Day 3



The Word

Joshua 4:23-24

For the Lord your God dried up the Jordan before you until you had crossed over... He did this so that all the peoples of the earth might know that the hand of the Lord is powerful and so that you might always fear the Lord your God.



The Least Reached

People Group	Brahman of India
Religion	Hinduism
# of People	57,825,000
% Believers	.01%



The Issue - Orphans



There are an estimated 18.3 million full orphans in the world (meaning they have neither mom nor dad).

The 163 million number often given

for orphan stats includes orphans who have lost *either* mom or dad or *both*. Many orphaned children live in highly vulnerable situations. Making a difference in an orphan's life requires at least one caring adult. God calls the Church to defend the defenseless child. (3)

The Facts

What is a people group?

A "significantly large sociological grouping of individuals who perceive themselves to have a common affinity. From the viewpoint of evangelization, this is the largest possible group within which the Gospel can be spread without encountering barriers of understanding or acceptance." (3)



GOD is Rescuer



The Prayer

May the **CHURCH** around the world display the character of **ORPHAN CARE** so the world sees

Christ through the Church!



The Reflection

Day 4



The Word

1 Samuel 17:45-46

David said to the Philistine, "You come against me with sword and spear and javelin, but I come against you in the name of the Lord Almighty, the God of the armies of Israel, whom you have defied. This day the Lord will deliver you into my hands, and I'll strike you down and cut off your head... and the whole world will know that there is a God in Israel."



The Least Reached

People Group	Shawiya of Algeria
Religion	Islam
# of People	1,923,000
% Believers	0%



The Issue - Child Brides

It is estimated that in the next decade, over 100 million girls will be married as child brides (child marriages are considered marriage before the age of 18). Several countries including: India, Yemen, and Afghanistan practice child marriage, though illegally. Some girls are married as young as 5! Compared to unmarried girls, child brides typically die younger, suffer from poor health, live in poverty, and remain illiterate. (4)

The Facts

What is an Unreached People Group (UPG)?

"Unreached" means that a particular group is unable to effectively evangelize itself without outside assistance. Numerically, unreached means less than 2% evangelicals, or less than 5% Christian adherents.



GOD is Defender



The Prayer

May the **CHURCH**
around the world
display the character
of **DEFENDING** so the world sees
Christ
through the Church!



The Reflection

Day 5



The Word

1 Chronicles 16:23-25

Sing to the Lord, all the earth. Proclaim His salvation day after day. Declare His glory among the nations, His marvelous deeds among all peoples. For great is the Lord and most worthy of praise; he is to be feared above all gods.



The Least Reached

People Group	Arab, Omani of Oman
Religion	Islam
# of People	921,000
% Believers	0%



The Issue - Islam

1.5 billion Muslims populate the globe. They believe there is one God Allah; Mohammed is his prophet. Because Muslims generally have no sacred/secular divide, they view "the West" and "Christianity" as identical. They understand each movie, music video, tv show, or political decision as Christian. Muslims often turn to Christ when they experience God's love through Christians. Jesus also reveals himself to many Muslims in visions and dreams.

The Facts

What is an UNENGAGED Unreached People Group?

A "UUPG" is a group that has little to no access to the Gospel. They cannot evangelize themselves, AND no Christian group is even working to "engage" them with the Gospel. Only a few hundred UUPG's remain. Check online to see an updated UUPG listing. [\(5\)](#)



GOD is Great



The Prayer

May the **CHURCH**
around the world
display the character
of **DECLARING AND PROCLAIMING**
GOD'S GREATNESS so the world sees
Christ through the Church!



The Reflection

Day 6



The Word

Psalm 67:1-3, 7

May God be gracious to us and bless us and make his face shine upon us, so that your ways may be known on earth, your salvation among all nations. May the peoples praise you, God; may all the peoples praise you... May God bless us still, so that all the ends of the earth will fear him.



The Least Reached

People Group	Malay, Ketapang of Indonesia
Religion	Islam
# of People	180,000
% Believers	0%



The Issue - Natural Disasters

Disasters cost lives, destroy infrastructure, disrupt livelihoods and leave a major impact on the survivors' physical and psychological wellbeing. Over recent decades there has been a substantial increase in the number of people affected by disasters and the subsequent socio-economic losses. Poverty, vulnerability and disasters are linked - it is most often the poorest that are worst affected and suffer most. Their poverty makes them even more vulnerable. (6)

The Facts

According to the Joshua Project, there are a total of 16,788 people groups.

6,955 of those groups (41.4%) are considered unreached. (6)



GOD is GRACIOUS



The Prayer

May the **CHURCH** around the world display the character of **GRACIOUSNESS** so the world sees

Christ
through the Church!



The Reflection

Day 7



The Word

Isaiah 49:6

It is too small a thing for you to be my servant to restore the tribes of Jacob and bring back those of Israel I have kept. I will also make you a light for the Gentiles, that my salvation may reach to the ends of the earth.



The Least Reached

People Group	Beja of Eritrea
Religion	Islam
# of People	219,000
% Believers	0%



The Issue - Buddhism

Begun in 500BC, Buddhist teaching instructs that 1. All of life is suffering. 2. Suffering comes from desire. 3. To get rid of suffering, get rid of desire. 4. To get rid of desire, follow the Eight-fold Path. The Dalai Lama has popularized the teachings of Tibetan Buddhism to modern ears. Though Buddha preached enlightenment, Buddhist teachings currently keep **500 million people** in the dark about the goodness of Jesus Christ.

The Facts

85% of all unreached people groups (5,891 groups) reside *inside* the 10/40 Window. [\(7\)](#)



GOD

is

Light of the World



The Prayer

May the **CHURCH**
around the world
display the character
of **REFLECTING GOD'S LIGHT** so the
world sees **Christ**
through the Church!



The Reflection



Day 8



The Word

Isaiah 53:6, 11

We all, like sheep, have gone astray, each of us has turned to our own way; and the Lord has laid on him the iniquity of us all... After he has suffered, he will see the light of life and be satisfied; by his knowledge my righteous servant will justify many, and he will bear their iniquities.



The Least Reached

People Group	Thai, Northern of Thailand
Religion	Buddhism
# of People	7,639,000
% Believers	.23%



The Issue - Persecution

More Christians were martyred for their faith in the 20th century than in the previous 19 centuries combined!

About 200 million Christians in 60 countries currently suffer persecution. Globally, approximately one in ten Christians suffers persecution. (8)

The Facts

Out of 6,955 unreached people groups, 1,064 unreached people groups reside *outside* the 10/40 Window, meaning they may have relatively greater access to the Gospel! (8)



GOD is suffering servant



The Prayer

May the **CHURCH** around the world display the character of **SUFFERING SERVICE** so the world sees **Christ** through the Church!



The Reflection



Day 9



The Word

Isaiah 61:8-9

For I, the Lord, love justice; I hate robbery and wrong doing. In my faithfulness I will reward my people and make an everlasting covenant with them. Their descendants will be known among the nations and their offspring among the peoples. All who see them will acknowledge that they are a people the Lord has blessed.



The Least Reached

People Group	Khmer, Central of Cambodia
Religion	Buddhism
# of People	12,850,000
% Believers	1.6%



The Issue - Trafficking

Human trafficking (for either sex or forced labor) is tied with the illegal arms industry as the second largest criminal industry in the world, and

is the fastest growing. 800,000 are smuggled across international borders each year. Approximately 80% of human trafficking victims are women and girls; up to 50% are minors; 70% of women trafficked for sexual exploitation. The total market value of illicit human trafficking is estimated to be in excess of \$32 billion. (9)

The Facts

The 10/40 Window contains five main religions:

- Animists/Ethnic Religions
- Muslims
- Hindus
- Atheists
- Buddhists



GOD is Just



The Prayer

May the **CHURCH**
around the world
display the character
of **JUSTICE** so the world sees

Christ
through the Church!



The Reflection

Day 10



The Word

Ezekiel 36:22-23

This is what the Sovereign Lord says: "It is not for your sake, house of Israel, that I am going to do these things, but for the sake of my holy name... I will show the holiness of my great name, which has been profaned among the nations, the name you have profaned among them. Then the nations will know that I am the Lord, when I am proved holy through you before their eyes."



The Least Reached

People Group	Lodha of Nepal
Religion	Hinduism
# of People	11,000
% Believers	0%



The Issue - Pornography

A multi-billion dollar industry, it has larger revenues than Microsoft, Google, Amazon, eBay, Yahoo, Apple and Netflix **combined**.

Every second: \$3,075.64 is being spent and 28,258 internet users view pornography. Every 39 minutes a new pornographic video is created in the U.S. Child porn is among the fastest growing segment on the internet. Sadly the Church is not immune! ([10](#))

The Facts

Countries with the most Unreached People Groups:

- India 2,218
- Pakistan 461
- China 426
- Bangladesh 369
- Nepal 348



GOD is HOLY



The Prayer

May the **CHURCH**
around the world
display the character
of **HOLINESS** so the world sees

Christ

through the Church!



The Reflection

Day 11



The Word

Daniel 6:25-28

Then King Darius wrote to all the nations and peoples of every language in all the earth: "I issue a decree that in every part of my kingdom people must fear and reverence the God of Daniel for he is the living God and he endures forever... He rescues and he saves; he performs signs and wonders in the heavens and on the earth. He has rescued Daniel from the power of the lions."



The Least Reached

People Group	Aimaq, Taimani of Afghanistan
Religion	Islam
# of People	563,000
% Believers	0%



The Issue - Honor Killings



Honor killings are acts of vengeance usually committed by male family members against female family members who are believed to have brought dishonor on the family. Some estimate 5,000 women per year are killed this way, while others believe the numbers may be four times more. Even women who are raped may be killed by their own fathers or brothers to restore family honor. ([11](#))

The Facts

India is the most complex nation for determining the numbers of people groups. Some castes speak 50-60 languages alone!

India has more unreached people groups than any other nation on earth.



GOD Sees



The Prayer

May the **CHURCH**
around the world
display the character
of **TAKING BOLD STANDS** so the
world sees **Christ**
through the Church!



The Reflection

Day 12



The Word

Joel 2:28, 29

And afterward, I will pour out my Spirit on all people. Your sons and daughters will prophesy, your old men will dream dreams, your young men will see visions. Even on my servants, both men and women, I will pour out my Spirit in those days.



The Least Reached

People Group	Rajput of India
Religion	Hinduism
# of People	43,558,000
% Believers	Less than .02%



The Issue -

Gender-Based Injustice

The unjust treatment of individuals based on gender continues to be an issue in every nation on the earth.

Primarily women face numerous injustices and discrimination in both the home, workplace, and society. Even the Church may reflect the worldview of the surrounding culture in regard to the value and opportunities given to women. ([12](#))

The Facts

2/3 of the world's population live in the 68 nations of the 10/40 Window.

It is estimated that **2,000,000,000** people in the world have **NEVER** heard the Name of Jesus.



GOD is Giver of Gifts



The Prayer

May the **CHURCH** around the world display the character of **GIVING GIFTS** so the world sees

Christ
through the Church!



The Reflection

Day 13



The Word

Habakkuk 2:14

For the earth will be filled with the knowledge of the glory of the Lord, as the waters cover the sea.



The Least Reached

People Group	Azeri Turk of Iran
Religion	Islam
# of People	14,657,000
% Believers	0%



The Issue - Illiteracy

Globally, there are about 1 billion non-literate adults, or 26% of the world's adult population.

Women make up two-thirds of all non-literates. 98% percent of all non-literates live in developing countries. In the least developed countries, the overall illiteracy rate is 49%. 52% of all non-literates live in India and China. Africa as a continent has a literacy rate of less than 60%. [\(13\)](#)

The Facts

In 1949, China had less than **1 million** believers.

In 2012, China has more than **100 million** believers!



GOD is WISE



The Prayer

May the **CHURCH** around the world display the character of **WISDOM** so the world sees

Christ through the Church!



The Reflection

Day 14



The Word

Zechariah 14:9

The Lord will be king over the whole earth. On that day there will be one Lord, and his name the only name.



The Least Reached

People Group	Hakka of China
Religion	Atheist
# of People	33,294,000
% Believers	.6%



The Issue - Atheism

In China over **1 billion** people have been instructed from their school days that "Because man came from monkeys, God does not exist." This macro-evolutionary leap into the religious realm has created a void of purpose, destiny and value in millions. While atheism is a logical impossibility (i.e. Who can actually prove that God does NOT exist?), many walk through life not thinking about deeper issues: origin, purpose, morality, death.

The Facts

In China, an estimated **12,000 people** become followers of Christ **every day!** [\(14\)](#)



GOD is King of Kings



The Prayer

May the **CHURCH** around the world display the character of **KING CITIZENS** so the world sees

Christ
through the Church!



The Reflection

Day 15



The Word

Malachi 1:11

"My name will be great among the nations, from where the sun rises to where it sets. In every place incense and pure offerings will be brought to me, because my name will be great among the nations," says the Lord God Almighty.



The Least Reached

People Group	Gujjars of Pakistan
Religion	Islam
# of People	2,057,000
% Believers	0%



The Issue - Urbanization

Cities in the developing world will absorb 95% of the world's expected population growth between 2000-2030. According to recent estimates there are now over 900 million people who can be classified as slum dwellers. Based on 2001 estimates, 43% of the urban population in the developing world lives in slums. In the least developed countries, this percentage rises to more than 78%. [\(15\)](#)

The Facts

The 10/40 Window contains the overwhelming majority of the world's least evangelized megacities (population above one million.)

The top 50 least evangelized megacities are all in the 10/40 Window!

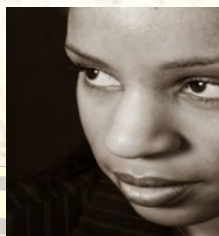


GOD is Global



The Prayer

May the **CHURCH** around the world display the character of **FAR-REACHING CONCERN** so the world sees **Christ** through the Church!



The Reflection



Day 16



The Word

Matthew 9:36-38

When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, "The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."



The Least Reached

People Group	Mazanderani of Iran
Religion	Islam
# of People	4,048,000
% Believers	0%



The Issue - Population

"In the more developed world, birth rates have fallen dramatically as a result of greater wealth, education and birth control, and the

breakdown of families. By 2000, the populations of most developed countries were in decline... In the less developed world, the population explosion was generated by industrialization, urbanization, improvements in agriculture, water quality and health care... growing population and poverty are linked." (16)

The Facts

86% of the world's Hindu, Muslims, and Buddhists have

never

met a Christ-follower!

(16)



GOD is Compassionate



The Prayer

May the **CHURCH** around the world display the character of **COMPASSION** so the world sees

Christ through the Church!



The Reflection

Day 17



The Word

Matthew 19:14

Jesus said, "Let the little children come to me, and do not hinder them, for the kingdom of heaven belongs to such as these."



The Least Reached

People Group	Najdi Bedouin of Iraq
Religion	Islam
# of People	1,437,000
% Believers	Unknown



The Issue - Street Children

In 1989, 100 million children were growing up on urban streets around the world. Murder, consistent abuse and inhumane treatment are the "norm" for these children, whose ages range from 6 to 18. They often resort to petty theft and prostitution for survival. An estimated 90% of them are addicted to inhalants such as shoe glue and paint thinner, which cause kidney failure, irreversible brain damage and, in some cases, death. [\(17\)](#)

The Facts

4-14 Window - A term used for children between the ages of 4 and 14. Considered to be the primary time worldview is formed. Currently, there are over 1.8 billion children in the 4-14 window; the majority of whom live within the 10/40 Window!



GOD

Delights in children



The Prayer

May the **CHURCH**
around the world
display the character
of **DELIGHTING IN CHILDREN** so the
world sees **Christ**
through the Church!



The Reflection

Day 18



The Word

Matthew 24:14

And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come.



The Issue - Migrations

Around 200-250 million live outside the land of their birth. "Greater levels of migration are fueled by: increasing gaps, internationally, in educational and social opportunities; and upheaval, conflict and persecution. Immigration gives a great opportunity for Christian ministry when migrants come from less-evangelized lands... others migrate with the intentional purpose for missional living inside their host country (Phillipinos, S. Asians, Nigerians, etc.)." [\(18\)](#)

The Least Reached

People Group	Turkomani of Afghanistan
Religion	Islam
# of People	677,000
% Believers	0%



The Facts

Pets: In 2007, Americans spent over \$40 billion on their pets.

Weight Loss: In 2010, Americans spent over \$60 billion on weight-loss programs. [\(18\)](#)



GOD is Strategic



The Prayer

May the **CHURCH**
around the world
display the character
of **STRATEGIC ACTION** so the world
sees **Christ**
through the Church!



The Reflection

Day 19



The Word

Mark 11:17, John 2:17

And as he taught them, he said, "Is it not written: 'My house will be called a house of prayer for all nations'? But you have made it 'a den of robbers.'"

His disciples remembered that it is written: "Zeal for your house will consume me."



The Least Reached

People Group	Yemeni, Northern of Yemen
Religion	Islam
# of People	11,380,000
% Believers	.01%



The Issue - Domestic Violence

A worldwide epidemic, cutting across boundaries of culture, class, education, income, ethnicity, and

age. One in every three women in the world has experienced sexual, physical, emotional or other abuse in her lifetime. Most societies speak against domestic violence, but "violations...are often sanctioned under the garb of cultural practices and norms, or through misinterpretation of religious tenets." ([19](#))

The Facts

Key Barriers to the Gospel in the Window:

- Political
- Geographic
- Social
- Linguistic
- Educational
- Spiritual



GOD is Passionate



The Prayer

May the **CHURCH**
around the world
display the character
of **PASSION** so the world sees

Christ
through the Church!



The Reflection

Day 20



The Word

Luke 4:18-19

The Spirit of the Lord is on me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free, to proclaim the year of the Lord's favor.



The Least Reached

People Group	Arab, Sudanese of Sudan
Religion	Islam
# of People	10,437,000
% Believers	.5%



The Issues - FGM

FGM describes the cultural practice of partially or totally removing the external female genitalia. Around 140 million girls and women worldwide have suffered from FGM. 28 countries in Africa and the Middle East practice FGM, and to a lesser degree it is practiced in Indonesia, Malaysia, Pakistan, and India. It is done to ensure purity, and causes a range of health problems, including psychological and emotional stress. (20)

The Facts

Oppression of Women - In most areas of the 10/40 Window, women face: female feticide, less food/education/medical attention than brothers, trafficking, becoming a child bride, dowry deaths through "kitchen fires," rape, domestic violence, grinding poverty, and more.



GOD is

GOD of the
Oppressed



The Prayer

May the **CHURCH**
around the world
display the character
of **CARING FOR THE OPPRESSED** so
the world sees **Christ**
through the Church!



The Reflection

Day 21



The Word

Luke 24:47

He told them, "This is what is written: The Messiah will suffer and rise from the dead on the third day, and repentance for the forgiveness of sins will be preached in his name to all nations, beginning at Jerusalem."



The Least Reached

People Group	Manchu of China
Religion	Atheist
# of People	13,345,000
% Believers	.4%



The Issue - Materialism/Generosity

Materialism drives people to place their hope, faith, and happiness in what they possess. Even the Church can demonstrate a "consumerism." Yet, a new challenge has emerged through the Generosity Network. The challenge is for the whole Church to live whole-life discipleship that includes radical generosity and wise stewardship. The hope is for a dramatic increase in giving to global mission, especially for ministry in areas and groups with few if any Christians. Join the movement! ([21](#))

The Facts

For every \$100 that goes into the U.S. offering plate:

- \$99.50 remains in the church or goes to minister among Christian populations.
- \$0.45 goes to nations that have access to the Gospel, but may have state-sponsored religion.
- \$0.05 goes to minister among the least reached of the 10/40 Window areas. ([21](#))



GOD

Embraces the Humble



The Prayer

May the **CHURCH**
around the world
display the character
of **HUMILITY** so the world sees
Christ
through the Church!



The Reflection

Day 22



The Word

John 3:16

For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.



The Least Reached

People Group	Baima of China
Religion	Animist
# of People	16,000
% Believers	.9%



The Issues - Poverty

Almost half the world lives on less than \$2.50 a day. At least 80% of humanity lives on less than \$10 a day. The poorest 40% of the world's population accounts for 5% of global income. 22,000 children die each day due to poverty. ([22](#))

The Facts

"According to the Borgen Project, annual expenditures of \$19 billion between now and 2015 could eliminate global starvation and malnutrition. Another \$12 billion per year over that same time period could provide education for every child on earth. And an additional \$15 billion each year could provide universal access to clean water and sanitation." ([22](#))



GOD is Generous



The Prayer

May the **CHURCH** around the world display the character of **GENEROSITY** so the world sees

Christ
through the Church!



The Reflection

Day 23



The Word

John 4:42

They said to the woman, "We no longer believe just because of what you said; now we have heard for ourselves, and we know that this man really is the Savior of the world."



The Least Reached

People Group	Garre of Somalia
Religion	Islam
# of People	165,000
% Believers	0%



The Issue - Water

"Water will be among the world's most crucial issues in the future...

The salient issues on a global level are more about ethics, equity, distribution and consumption." 884 million people lack access to safe water supplies; approximately one in eight people. 3.5 million people die each year from a water-related disease. One in three lacks access to adequate sanitation which leads to disease, malnutrition and death, especially among children. (23)

The Facts

Giving by North American churchgoers was higher during the Great Depression (3.3 % of per capita income in 1933) than it was after 50 years of unprecedented prosperity (2.5% in 2004). (23)



GOD is savior of the world



The Prayer

May the **CHURCH** around the world display the character of **LOCAL AND GLOBAL CONCERN** so the world sees **Christ** through the Church!



The Reflection



Day 24



The Word

John 6:51

I am the living bread that came down from heaven. Whoever eats of this bread will live forever. This bread is my flesh, which I will give for the life of the world.



The Least Reached

People Group	Arab, Saudi of Saudi Arabia
Religion	Islam
# of People	815,000
% Believers	.10%



The Issue - Hunger

925 million people do not have enough to eat and 98% of them live in developing countries. 65% of the world's hungry live in only

7 countries: India, China, the Democratic Republic of Congo, Bangladesh, Indonesia, Pakistan and Ethiopia. Under-nutrition contributes to 5 million deaths of children under five each year in developing countries. [\(24\)](#)

The Facts

The 10/40 Window contains

43 out of the 50

worst offending countries in the world for persecution of Christians.



GOD is Bread of Life



The Prayer

May the **CHURCH** around the world display the character of **SUSTAINING LIFE** so the world sees **Christ** through the Church!



The Reflection



Day 25



The Word

John 20:21

Again Jesus said, "Peace be with you! As the Father has sent me, I am sending you."



The Least Reached

People Group	Bania of India
Religion	Hinduism
# of People	27,294,000
% Believers	0%



The Issue - Partnership in the Body of Christ

"Collaboration of the Church on a global level now shapes the prospects for finishing the Great Commission task. Now as never before, there is a shared focus and vision, and shared ministry and resources. Yet the Church has far to go in developing more partnership across denominations, generations, genders, and various ethnic groups." (25)

The Facts

A few of the comprehensive **global people group lists** include the following:

- **Joshua Project**
www.joshuaproject.net
- **IMB/CPPI**
www.peoplegroups.com
- **World Christian Database**
www.worldchristiandatabase.org/wcd/



GOD is sent & sender



The Prayer

May the **CHURCH** around the world display the character of **BEING SENT AND SENDING** so the world sees **Christ** through the Church!



The Reflection



Day 26



The Word

Acts 1:8

But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.



The Least Reached

People Group	Hui of China
Religion	Islam
# of People	12,583,000
% Believers	0%



The Issues - Hinduism

Hinduism is not a religion, instead, it is a "way of life." Though families usually choose a few primary deities, as a whole, Hindus worship a staggering pantheon of 330 million gods and goddesses. Nearly 1 billion Hindus populate the world primarily in India, Nepal and islands of SE Asia. The outlawed caste system (as well as *karma* and *dharma*) still controls much social interaction. Hindus desire to escape the cycle of reincarnation. (26)

The Facts

Among all Christian missionaries across the globe, **74% work among Christian populations.**

Of the **26%** working in non-Christian areas, **most work to expand the Church** and not UPG pioneer work. (26)



GOD is Powerful



The Prayer

May the **CHURCH** around the world display the character of **THE HOLY SPIRIT** so the world sees **Christ** through the Church!



The Reflection



Day 27



The Word

Romans 10:12-13

For there is no difference between Jew and Gentile—the same Lord is Lord of all and richly blesses all who call on him, for, “Everyone who calls on the name of the Lord will be saved.”



The Least Reached

People Group	Ansari of India
Religion	Islam
# of People	9,923,000
% Believers	0%



The Issues - Disabilities

Around 10% of the total world's population (650 million people) live with a disability. Disabilities affect hundreds of millions of families in developing countries. 80% of persons with disabilities live in developing countries. 20% of the world's poorest people have some kind of disability. Nearly 40% of the world's total blind population resides in India! [\(27\)](#)

The Facts

North American mission organizations tend to target population groups in already-evangelized countries.

"96% of all U.S. foreign missionaries work among existing churches; 4% work where no church exists." [\(27\)](#)

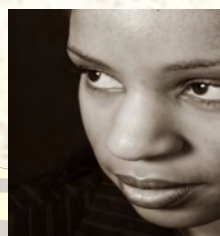


GOD is Impartial



The Prayer

May the **CHURCH**
around the world
display the character
of **IMPARTIALITY** so the world sees
Christ
through the Church!



The Reflection



Day 28



The Word

Romans 15:12-13

And again, Isaiah says, "The Root of Jesse will spring up, one who will arise to rule over the nations; in him the Gentiles will hope." May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.



The Least Reached

People Group	Tho of Vietnam
Religion	Ethnic Religions
# of People	78,000
% Believers	.01%



The Issue - Marriage & Homosexuality

Though God created one man & one woman to bear his image, sin entered and marriage has taken many hits. The Bible, however, maintains a consistent disapproval of homosexual behavior in both the OT and NT, just as it does about adultery or lust. This issue "will probably be one of the most divisive issues among Christians in coming years." (28)

The Facts

"40% of the church's entire foreign mission resources are being deployed to just **10 over-saturated countries** already possessing strong citizen-run home ministries. Thus, it is not that we lack the resources to evangelize the unreached, but that we fail to make it a priority." (28)



GOD is HOPE



The Prayer

May the **CHURCH**
around the world
display the character
of **HOPE** so the world sees
Christ
through the Church!



The Reflection

Day 29



The Word

2 Corinthians 5:17-21

Therefore, if anyone is in Christ, the new creation has come: The old has gone, the new is here! All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation: that God was reconciling the world to himself in Christ, not counting people's sins against them. And he has committed to us the message of reconciliation...We implore you on Christ's behalf: Be reconciled to God.



The Issue - Depression

Depression affects 121 million people worldwide. It can affect a person's ability to work, to form relationships, and can destroy quality of life. At its most severe, depression can lead to suicide and is responsible for 850,000 deaths every year.

Women are twice as likely to suffer depression as men. It is a significant public-health concern across all regions of the world and is strongly linked to social conditions. Fewer than 25% of those affected have access to effective treatments. [\(29\)](#)

The Least Reached

People Group	Shaikh of Bangladesh
Religion	Islam
# of People	121,769,000
% Believers	0%



The Facts

Out of 6,950 languages, 2,100 languages need Bible translation to begin. [\(29\)](#)



GOD is Reconciler



The Prayer

May the **CHURCH**
around the world
display the character
of **RECONCILIATION** so the world
sees **Christ**
through the Church!



The Reflection

Day 30



The Word

Galatians 3:8

Scripture foresaw that God would justify the Gentiles by faith, and announced the gospel in advance to Abraham: "All nations will be blessed through you."



The Least Reached

People Group	Laven of Laos
Religion	Ethnic Religions
# of People	28,000
% Believers	.09%



The Issue - Technology

In 2000, Christians owned 332 million personal computers, including laptops, notebooks, palmtops, & personal digital assistants. The latest type of mega-evangelism comes from the enormous expansion of online access, e-mail, and social networking. Since 2000 internet users have increased from 300 million to 2.3 billion in 2012. The influence of Christians also increases each year exponentially. Christians originate 2 billion evangelism hours per year through technology. ([30](#))

The Facts

Almost **50%** of the average church's budget goes to staff and personnel salaries.

Missions and evangelism on average accounts for **5%**. ([30](#))



GOD is

The Great Evangelist

The Prayer



May the **CHURCH** around the world display the character of **EVANGELISM** so the world sees

Christ through the Church!

The Reflection



Day 31



The Word

Ephesians 2:14-15

For he himself is our peace, who has made the two one and has destroyed the barrier, the dividing wall of hostility...His purpose was to create in himself one new humanity out of the two, thus making peace.



The Least Reached

People Group	Babalia of Chad
Religion	Islam
# of People	7,200
% Believers	0%



The Issue - Child Soldiers

It is estimated that some 300,000 children – boys and girls under the age of 18 – are involved in more

than 30 conflicts worldwide. They serve as combatants, messengers, porters, cooks, and sex slaves. Children are more likely to become child soldiers if they are separated from their families, displaced from their homes, live in combat zones, or have limited access to education. ([31](#))

The Facts

Christians worldwide had personal income totaling more than \$16 trillion in 2007. However, Christians gave only **2%**, or \$370 billion, to Christian causes. ([31](#))



GOD is Prince of Peace



The Prayer

May the **CHURCH**
around the world
display the character
of **PEACE-MAKING** so the world sees

Christ
through the Church!



The Reflection

Day 32



The Word

Ephesians 3:6

This mystery is that through the gospel the Gentiles are heirs together with Israel, members together of one body, and sharers together in the promise in Christ Jesus.



The Least Reached

People Group	Arab, Syrian of Syria
Religion	Islam
# of People	14,200,000
% Believers	.10%



The Issue - Nepotism

Nepotism is favoritism based on external features (i.e. sexism, racism, ethnocentrism, ageism).

Granting benefits to some, while neglecting others does not display God's character, God looks on the heart.

God's people have a clear responsibility to avoid such corruption and instead demonstrate the just and righteous culture of God's kingdom.

The Facts

85% of all church activity and funds are directed toward the internal operations of the congregation, such as staff salaries, utility expenses, and Sunday school materials. [\(32\)](#)



GOD ^{is}

Revealer of Mystery



The Prayer

May the **CHURCH**
around the world
display the character
of **UNITY** so the world sees

Christ
through the Church!



The Reflection

Day 33



The Word

Philippians 2:10-12

That at the name of Jesus every knee should bow, in heaven and on earth and under the earth, and every tongue acknowledge that Jesus Christ is Lord, to the glory of God the Father.



The Least Reached

People Group	Adi Dravida of Sri Lanka
Religion	Hinduism
# of People	1,003,000
% Believers	Less than .2%



The Issue - Pluralism

Religious pluralism & post-modern thought continue to pervade culture. Even among Christians, "a creeping universalism can be observed as gaining ground." Since

relativism dominates, Christians will increasingly be considered "intolerant." "Believers' thoughts, values, and worldviews are often shaped more by the prevailing culture, philosophies, superstitions and religions of the society more than by the Bible." Remember, Jesus modeled both love & holiness, grace & truth. (33)

The Facts

Nearly 97% of the entire income of **ALL** Christian organizations was spent on, and primarily benefited other Christians at home or abroad: **\$261 billion** spent ministering to Christians, **\$7.8 billion** on already-evangelized non-Christians, and **\$0.81 billion** on un-evangelized non-Christians. (33)



GOD is the Truth



The Prayer

May the **CHURCH**
around the world
display the character
of **TRUTH** so the world sees
Christ
through the Church!



The Reflection

Day 34



The Word

1 Timothy 2:1-6

I urge, then, first of all, that petitions, prayers, intercession and thanksgiving be made for everyone - for kings and all those in authority... This is good, and pleases God our Savior, who wants all people to be saved and to come to a knowledge of the truth. For there is one God and one mediator between God and human beings, Christ Jesus, himself human, who gave himself as a ransom for all people.



The Least Reached

People Group	Zaza—Dimli of Turkey
Religion	Islam
# of People	1,125,000
% Believers	0%



The Issue - Conflict Zones

Certain international hot spots serve as focal points for turmoil, suffering, and war. Some of these

include: Israel/Palestine, Korean Peninsula, Somalia, Central Africa, Afghanistan and Pakistan, Sudan, Iran, the Himalayan region (Kashmir), Uyghurs and Tibetan minorities, the Caucasus, the S.E. Asian corridor, and the W. African fault line between Islam and Christianity. All of these need prayer! (34).

The Facts

GLOBAL TREND - The violence associated with Islamic extremists has produced a great disillusionment among many Muslims. As a result, thousands of Muslims are turning to Christ. Christ-like love, dreams, intense prayer, satellite broadcasting, and the Internet all serve as huge influences in Muslims responding to Christ.



GOD is Mediator



The Prayer

May the **CHURCH**
around the world
display the character
of **MEDIATION** so the world sees
Christ
through the Church!



The Reflection

Day 35



The Word

2 Peter 3:9

The Lord is not slow in keeping his promise, as some understand slowness. Instead he is patient with you, not wanting anyone to perish, but everyone to come to repentance.



The Least Reached

People Group	Qashqai of Iran
Religion	Islam
# of People	1,750,000
% Believers	.03%



The Issue - Drugs

The largest illegal industry in the world. At least 15.3 million persons have drug-use disorders.

Drug use is reported in 148 countries, of which 120 report HIV infection among this population. Given the conservative bias in some of the estimates for individual substances, a turnover of around \$400 billion per annum is considered realistic.

"Drug networks link the largest growers with the largest users (the West, China, and India)." [\(35\)](#)

The Facts

The fastest growing religion in the world is

Evangelical Christianity,

outpacing both Islam and Mormonism.

Evangelical Christians have a **5%** growth rate, while Islam is growing at 2.1%. [\(35\)](#)



GOD is Patient



The Prayer

May the **CHURCH** around the world display the character of **PATIENCE** so the world sees

Christ through the Church!



The Reflection

Day 36



The Word

1 John 2:2

He is the atoning sacrifice for our sins, and not only for ours but also for the sins of the whole world.



The Least Reached

People Group	A Che of China
Religion	Ethnic Religions
# of People	39,000
% Believers	0%



The Issues - Animism/ Ethnic Religions

Over **200 million people** live in fear of evil spirits. These remote tribal groups maintain their worship of nature (rocks, rivers, mountains, rice crops, etc.) They need a strong witness that addresses the whole person with their felt needs of deep poverty, of deep sinfulness, and also deep enslavement to the powers that keep them in bondage and fear.

The Facts

GLOBAL TREND - The **Chinese** have a vision to take the Gospel back down the Silk Roads through the Hindu, Buddhist and Muslim worlds.



GOD is

the Atoning
sacrifice



The Prayer

May the **CHURCH**
around the world
display the character
of **SACRIFICE** so the world sees

Christ

through the Church!



The Reflection

Day 37



The Word

1 John 4:14-16

And we have seen and testify that the Father has sent his Son to be the Savior of the world. If anyone acknowledges that Jesus is the Son of God, God lives in them and they in God. And so we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in them.



The Least Reached

People Group	Arab, Tihami of Yemen
Religion	Islam
# of People	4,413,000
% Believers	0%



The Issues - Terrorism

Most, but not all terrorist attacks in recent days have been led by radical Islamist groups against people whom they believe are "wicked worldly powers."

The terrorism by Muslims has capitalized on the fear many people have regarding Muslims in their midst. Due to potential threats, much time, energy, and resources have been spent to locate and stop these violent and destructive acts. Christians must find a strong and loving response to acts of terrorism.

The Facts

GLOBAL TREND - In search of jobs, Phillipinos and Southeast Asian Christians have flooded the Mid-eastern Gulf region in a strategic diaspora for God's kingdom. Christian men and women now labor in the construction industry & serve as nannies and maids in Arabian homes.



GOD is LOVE



The Prayer

May the **CHURCH**
around the world
display the character
of **LOVE** so the world sees
Christ
through the Church!



The Reflection

Day 38



The Word

Revelation 1:18

I am the Living One; I was dead, and now look, I am alive for ever and ever! And I hold the keys of death and Hades.



The Least Reached

People Group	Zhuang, Liuqian of China
Religion	Ethnic Religions
# of People	375,000
% Believers	.35%



The Issue - Sanctity of Life

Every day, 115,000 babies are killed through abortion in a multi-billion dollar industry. Sadly, most Christians do not speak and act to stop a practice that kills the world's most vulnerable people. **China** leads the world's abortion industry with over 9 million abortions per year; In **India** over 10 million baby girls were aborted in the past two decades. Every day in the **USA**, over 4,100 babies lose their lives through abortion. Justice begins in the womb! (38)

The Facts

GLOBAL TREND - Nigerians have a vision to send **50,000 Christians** into North Africa in the next fifteen years.



GOD is LÍVÍNG



The Prayer

May the **CHURCH**
around the world
display the character
of **ADVOCATING FOR LIFE** so the
world sees **Christ**
through the Church!



The Reflection

Day 39



The Word

Revelation 22:2

On each side of the river stood the tree of life, bearing twelve crops of fruit, yielding its fruit every month. And the leaves of the tree are for the healing of the nations.



The Least Reached

People Group	Burmese of Myanmar (Burma)
Religion	Buddhism
# of People	26,937,000
% Believers	.07%



The Issues - HIV/AIDS

An estimated 34 million people lived with HIV/AIDS in 2010. 3.4 million are children under 15 years. Every day over 7,000 persons become infected with HIV and about 5,000 die from AIDS, mostly due to inadequate access to HIV prevention care and treatments services. "Uganda is the only country in the world that has faced up to the tragedy and reduced the percentage of its population with HIV... The main factor in this success was the widespread application of Christian moral standards." (39)

The Facts

GLOBAL TREND - South Americans are sending cross-cultural workers into the 10/40 Window. Nations that have typically been "mission-receiving" nations *are now becoming* "mission-sending" nations.



GOD is Healer



The Prayer

May the **CHURCH** around the world display the character of **HEALING** so the world sees

Christ
through the Church!



The Reflection



Day 40



The Word

Revelation 7:9-10

After this I looked, and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and in front of the Lamb. They were wearing white robes and were holding palm branches in their hands. And they cried out in a loud voice: "Salvation belongs to our God, who sits on the throne, and to the Lamb."



The Least Reached

People Group	Bayad of Mongolia
Religion	Atheist
# of People	59,000
% Believers	.05%



The Issue - Ethne-to-Ethne



The Great Commission is not only for the West, only the East, only the North, or only the South to accomplish. Indeed God desires every people group to claim their inheritance of the nations (Ps. 2:8). Praise God that the global mission force is growing. "From everywhere, to everywhere" has become a catch-phrase.

Each of us **can** play a part, and each of us **must** play a part to complete God's grand plan to heal and restore creation.

The Facts "Obedience is called for in the 21st Century if we are to complete the Great Commission. For most churches today, missions still remains an optional extra... not a central reason for the existence of the Church. Can any congregation that does not make Jesus' last command fundamental to a global ministry claim to be truly biblical and evangelical?" (40)



GOD is Author of salvation



The Prayer

May the **CHURCH**
around the world
display the character
of **SHARING SALVATION** so the world
sees **Christ**
through the Church!



The Reflection



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Commitment to Live with OPENED EYES

Congratulations! You have completed the 10/40 Challenge! Now what?

We encourage you to scan back through your notes and reflections, then write a personal commitment to God. Commit to live life with your eyes opened and to join God deliberately, strategically, and obediently as a co-laborer in his harvest field!





CONNECT • EQUIP • ENGAGE

10/40 Connections...Who We Are

Our Mission

10/40 Connections exists to cast hope to unreached peoples so that they hear, experience and multiply the Good News of Jesus. We do so by connecting the Body of Christ, equipping believers, and engaging the unreached.

Our Vision

We believe the Gospel of the kingdom must be **PROCLAIMED** to all ethnic groups to **COMPLETE** the Great Commission. Proclaiming the Gospel includes both **WORD** and **DEED** — the **FULL ANSWER** to fallen humanity. Truly the harvest **IS PLENTIFUL**, but the workers few. That's why 10/40 exists. We **EQUIP BELIEVERS** to **SHARE** Jesus' **BURDEN** for the unreached and **JOIN** His **LABOR FORCE**. A follower of Jesus serves the **BROKEN**, cares for the **UNREACHED**, and seeks to make a **DIFFERENCE**.

Our Structure

10/40 Connections, Inc. is a 501(c)3 non-profit organization founded in 2000 and overseen by a board of directors. As an interdenominational ministry, 10/40 receives financial support from faithful individuals, outward-focused businesses, generous foundations, and partnering churches. For financial accountability, 10/40 Connections is a member of ECFA.

Our Contact Info

For printed or digital copies, contact us at 423-468-4871 or www.1040connections.org.



“When he saw the crowds, he had compassion on them...

Then he said to his disciples, “The harvest is plentiful but the workers are few.
Ask the Lord of the harvest, therefore, to send out workers into the harvest field.”

Matt. 9:36-38



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P.O. Box 1141

Hixson, TN 37343

423-468-4871

www.1040connections.org