

INTERSERVE CANADA

JULY - SEPTEMBER 2015

THE 10/40 WINDOW

A LETTER FROM RICHARD PIET - NATIONAL DIRECTOR

I like visiting churches and looking at their world mission maps. They indicate the various places in the world where they are engaged in mission. My own church does this as well. I cannot help but notice that many churches work in North and South America, Latin America, Europe, and Central and South Africa. Sometimes I can find an exception to the Arab World or Asia.

These maps visually mirror missions in our world today. By that I mean 90 percent of all unreached people groups (or people who have no knowledge or access to the gospel) live in the Muslim, Buddhist, and Hindu worlds - that is over two billion people! Yet only 3 percent of all Christian workers are ministering among these people. In other words, 97 percent of Christian workers go to places where people have access to the Good News of Jesus already.



Why is this important to understand? Let me ask you a question: How did you come to know Jesus? Most of us came to faith through relationships with followers of Christ. Since this is the case with most people, and since such a small number of Christian workers live and work among these 2+ billion people, most have little chance to discover what Jesus has done for them.

This understanding of the 'unreached' people has become known as the 10/40 Window; a place in our world where the gospel is widely unknown and rarely shared. It is also the place in the world where most of the poorest people live.

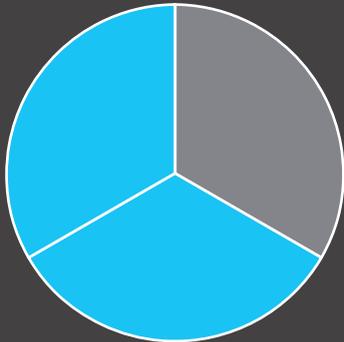
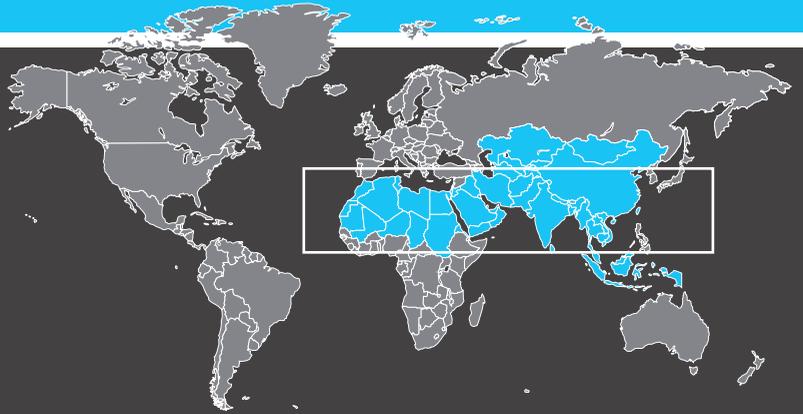
Though the idea of taking on the 2 billion unreached people can seem like a daunting task, God has equipped all of us to help bring the love of Jesus Christ to this part of the world. It is such an exciting time to be focused on these countries and places. Why do I say this? Well, did you know that in the last 20 years more Muslims have responded to the Good News and know Jesus as Lord than at any other time in their history? That's incredible, isn't it? We are seeing the truth of what Christ spoke about in Matthew 9:37 when He said "the harvest is plentiful, but the laborers are few."

At Interserve, we are privileged to join with God in what He is doing in the hard to reach places of the world. We strive to meet the spiritual and physical needs of these people. We are committed to use all our resources and people to reach those without access to the gospel. We invite you to join with us by learning more, mobilizing, giving, going and praying.



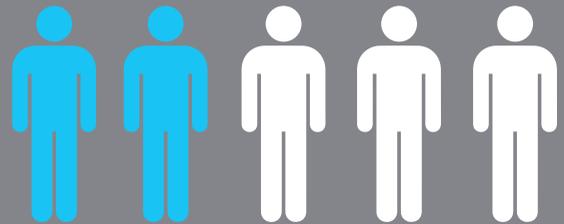
THE 10/40 WINDOW

The 10/40 Window is the rectangular shaped area on the globe extending from West Africa to East Asia, from 10 degrees to 40 degrees north of the equator.

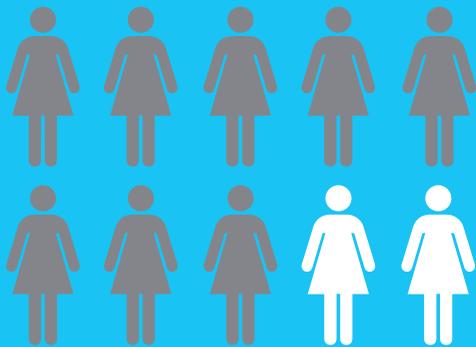


Two thirds of the world's population - 4 billion people - live in the 10/40 Window

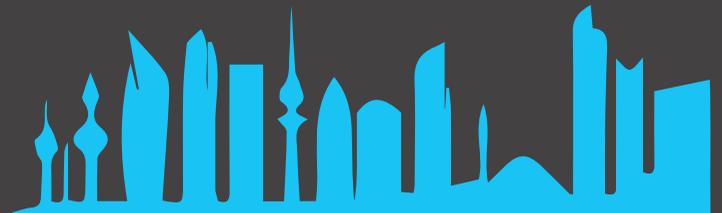
2.91 billion people living in the 10/40 Window or $2/5$ people worldwide



have never heard of **Jesus Christ**



Of the poorest of the poor, 8/10 live in the 10/40 Window and live on less than \$1.00 a day



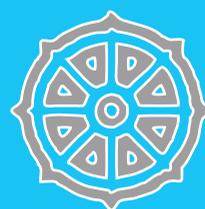
The top 50 least evangelised megacities - cities with a population of more than 1 million - are in the 10/40 Window

3.3% of all missionaries today are working to reach the unreached people

The 10/40 Window contains 3 of the world's dominant religions - Buddhism, Hinduism, Islam - and the largest populations of non-religious people



For every \$100.00 spent on missions globally only \$0.05 goes towards the 10/40 Window



5 WAYS TO GET INVOLVED



GO

- Use your profession to share the good news of Christ to the most unreached of the world.
- Contact Interserve Canada to see how you can utilize your skills in short or long term missions.
- Look through Interserve's opportunities at www.interserve.org/openings/ to see where you may fit.



GIVE

- Interserve Canada needs you on our team, financially supporting our workers in the 10/40 Window so they can continue their ministry for the glory of God.
- To give, go to www.interservecanada.org/article/give/



PRAY

- Join or start a prayer group that prays for workers in the 10/40 Window.
- Support and/or correspond with a worker; receive his or her prayer letter and pray regularly!
- Keep up-to-date on current events and ask the Lord to show you how to pray from His perspective; www.pray.interserve.org is great source for this!



LEARN

- Read about countries or unreached people groups that interest you; www.joshuaproject.net is a great source of information on the 10/40 Window.
- Enroll in a Perspectives course to learn about God's plan for this world; For more information go to www.perspectivescanada.org.
- Work through a Friendship First course to understand how to approach your Muslim friends about the gospel; learn more at www.friendshipfirst.org
- Sign-up for Interserve's newsletter to get up-to-date information on our work.



MOBILIZE

- Inspire and equip people to give, go and pray.
- Over coffee chat with and encourage people considering missions.
- Organize a mission focused class at your church. The Perspectives or Kairos course are great places to start! For more information on Kairos, go to www.kairoscourse.org.
- Host a Friendship First course at your church or with your friends.
- Volunteer with Interserve Canada.

WHAT'S NEW...

1

Interserve Canada is on Facebook and Twitter!

Want to hear about how God is working within the 10/40 window? Or what is happening within the Interserve fellowship? Interserve wants to keep you updated! We'll be posting news updates, stories, prayer requests, verses, mission blogs, how God is at work and more! 'Follow' and 'Like' Interserve by going to www.facebook.com/InterserveCanada and www.twitter.com/InterserveCnd.

2

Interserve welcomes Richard Piet as the new National Director!

Richard and his wife Carolyn have worked with Interserve for 22 years serving overseas, in various international roles, and on the Board of Directors for Interserve. Richard aims to raise support for his own salary and work expenses so Interserve and it's workers do not have to face any additional financial burdens. His goal is that Interserve Canada can continue to focus solely on supporting our workers so they can fulfill the call God has placed on their lives. This is His mission, His resources and His people. If you feel led, please visit <https://www.canadahelps.org/dn/8576> to donate.

3

The Friendship First course is now available through Interserve Canada!

The Friendship First Course is an interactive, non-specialist course in six-sessions. It enables Christians to approach their Muslim friends with confidence by equipping them with the skill and resources needed to be an effective witness to Jesus Christ. Call [416.499.7511](tel:416.499.7511) x 206 to order.

UPCOMING EVENT

Interserve is attending Urbana 2015!

Urbana is one of the largest student missions conferences in the world and is held every three years. Since 1946, Urbana has been a catalytic event that brings together a diverse mix of college and graduate students, faculty, recent graduates, pastors, church and ministry leaders, and exhibitors. This year, Urbana is being hosted in St. Louis, Missouri. Register today at <https://urbana.org/register>.

