a $4M campaign to win multitudes for Christ
INTRODUCING THE REACH PEOPLE INITIATIVE

Guess what? God is truly awesome, and He is still in the business of doing jaw-dropping works through His Church.

Through the partnership of many of you, God has led OneWay into a season of unprecedented impact and growth.

This growth has led to a dramatic increase in opportunities, and also presented some problems. A ministry center that once seemed huge is now too small to support the growing work.

To solve this problem and dramatically increase our reach, the OneWay board unanimously voted on a $4 million campaign that we are calling The Reach People Initiative.

We praise God for already providing over half of the total need!

The $4 million is needed to impact the eternities of millions of people. Those investing into this campaign will:

- RESCUE: reach multitudes of unreached people for Christ by boosting nationally-led movements
- RALLY: through media, mobilize millions of everyday believers to reach the lost
- REVOLUTIONIZE: unleash the potential of a growing, next-generation organization by establishing a new Ministry Center from which gospel-advancing ministry flows.

No matter how you cut it, one of the most critical pieces in moving the gospel forward is funding. We invite you to invest in this work. By God’s grace, we believe your gift will result in...get this...impacting the eternities of multitudes. Wow!

For the joy of reaching people with you,

Michael Thompson
Founder and President
OneWay Ministries

Visit www.reachpeople.org for more info, stories and updated totals.
TO WIN AS MANY AS POSSIBLE

1 Cor. 9:19
Today, we are building on the foundation of God’s faithfulness, celebrating a history of hundreds of people uniting together to extend the love of Christ to a world whose needs couldn’t be more urgent.

We invite you to join us in taking the next big steps.

Together, we can revolutionize the future of a ministry charting a course and trusting in the power of the living God to impact multitudes for years to come.

Together, we can rally the Church by providing media resources for millions: arts-flavored resources that inform, and inspire people to take action.

Together, we can rescue the lost, propelling the work of national leaders in strategic places of the world.

Together, let’s follow in the very footsteps of Jesus, giving our lives to love and reach people.
WE HELP PEOPLE REACH PEOPLE THROUGH:

MEDIA

Rallying the Church to reach the lost through compelling media resources

MISSIONS

Rescuing the lost by partnering with national leaders around the world
2006

Michael & Rachel Thompson start OneWay after serving in West Africa as missionaries. Short-term teams begin partnering with African co-workers.

2008

Prayercast is born to activate world-changing prayer for the lost through free, compelling prayer videos.

2010

After outgrowing a 600 sq. ft. basement, we see God provide an amazing 7,000 sq. ft. facility to house a recording studio and growing ministry teams.

2000

A small team works out of the Thompson’s basement, some leaving their jobs to devote themselves to the work.
An exciting internship program sees young people contributing valuable skills to the missions and media ministries of OneWay.

Streams of Living Water becomes a part of OneWay with 87 national workers in North Africa/Middle East.

In 2016, Mission Network News joins the OneWay family. Radio broadcasts reach listeners in 37 countries and internet users around the world.

In November 2019, after outgrowing our ministry home, the facility was listed and sold. We have until September 2020 to find a new home.

The LORD has done this, and it is marvelous in our eyes.
Psalm 118:23
A GROWING IMPACT

Growing Team
Since 2016, our team has more than tripled.

Growing Support
Since 2014, annual receipts have risen dramatically.

Growing Reach
26,450 people have come to Christ in Ghana alone since 2013.
On our own, many of us have limited results in reaching the lost. But there’s hope! Perhaps this campaign is not just a defining moment for OneWay, but for you as well. By uniting together, we really CAN reach people! Here’s the plan:

**RESCUE THE LOST**
Share Christ by propelling effective national workers around the world. From West Africa to the Middle East, we can bring the gospel to more people than ever before.

**RALLY THE CHURCH**
Mobilize millions around the world to pray and take action for the lost through unprecedented missional media resources that inform and inspire.

**REVOLUTIONIZE THE FUTURE**
Unleash the potential of a growing, next-generation organization by establishing a new Ministry Center from which gospel-advancing ministry can flow for years to come.
LET’S RESCUE THE LOST through Missions

Let’s increase our engagement of receptive, least-reached people by equipping national workers with the training, tools and encouragement they need to thrive.

OneWay Africa: Operation Unreached - $200,000
Help thousands of remote and forgotten peoples in northern Ghana hear the gospel for the first time and have an audio Bible in their language. Train and send workers to share Christ and establish churches.

Streams of Living Water: Reaching the Arab World - $100,000
Recruit, train and send believers from North Africa and the Middle East to the Arabic-speaking world by coming alongside Streams of Living Water, a trusted and proven nationally-led movement.

Global Expansion: New National Partnerships - $25,000
Reach more people by developing additional partnerships with strategic national movements among the unreached.
91 field workers in 11 countries

48 orphaned girls in South Sudan rescued by Streams’ House of Hope

294 churches planted by national partners since 2012

700 Arab believers attended Streams’ 2019 Mobilization Conference, the largest of its kind in the Middle East

50,000+ reached with God’s Word through BiblePlus+ players and phone SD cards

196,261 unreached people in Ghana have heard the gospel in the last 4 years; 26,450 of them have received Christ

18,000+ people in Africa given access to clean water through water filters
LET’S RALLY THE CHURCH through Media

Let’s inspire and equip believers around the world to reach the lost by providing a massive array of free missional media resources.

**Media Expansion: Reach People Media - $50,000**
Help establish and grow an unprecedented online platform full of free, Great Commission media: news, prayer, worship, teaching, testimonies and Kingdom opportunities – media from the global church, for the global church – to help us all exalt Christ and advance His gospel.

**Love Muslims, Prayercast: Activating World-Changing Prayer - $475,000**
Provide the Church with the world’s most comprehensive and compelling multimedia prayer resource highlighting the Muslim world. Inspire widespread intercession on behalf of roughly 1.8 billion followers of Islam. *Note: Thanks to generous partners, this need has been fully met!*. 
37 countries where Mission Network News is heard on the air

192 nations in which a Prayercast was seen in 2019

600 number of radio & internet affiliates who carry Mission Network News’ daily stories

439 # of Prayercast videos produced since 2008

53K social media followers on Mission Network News

3,000,000 views of Prayercast videos on Mandarin TV each month

192 nations in which a Prayercast video is shown on Arabic Christian TV

6 number of times per week a Prayercast video is shown on Arabic Christian TV
LET’S REVOLUTIONIZE THE FUTURE through a New Ministry Center

Let’s unleash the potential of a growing, next-generation organization by establishing a new ministry center from which gospel-advancing work flows.

**New Ministry Center: Accommodate Growth, Expand Impact - $2,900,000**
Provide debt-free space for up to 100 staff, interns and volunteers, ensuring that OneWay’s mission partners receive the logistical and ministry support they need, and that our media ministries have adequate facilities from which to produce and distribute dynamic Great Commission resources worldwide. [Learn more details at reachpeople.org](http://reachpeople.org)

**Meet Capacity-Building Needs - $220,000**
Position OneWay to meet the needs of strategic personnel who will increase our capacity and sustainability.
A facility that was once a perfect ministry base has become too small to accommodate growth. New plans are being drawn to remodel a future ministry center.
WHY INVEST IN ONEWAY?

FROM THE BOARD

Dear Friends of OneWay,

Unprecedented growth. Those two words aptly describe what’s going on with OneWay Ministries these days. God is adding new staff, new prayer and financial partners, a fast-growing subscriber base to our media resources, and a greatly expanded overseas outreach.

When we, the OneWay Board of Trustees, voted unanimously to trust God for a $4 million capital campaign, we knew it would stretch our faith. And it has! Yet the Lord has encouraged us and proved Himself faithful through the generosity of His people.

With joy, those of us on the board have dug deeply into our own pockets to give sacrificially to this campaign. Why? Because we strongly believe in the mission and leadership of this ministry.

The whole world needs Jesus, and OneWay is going to a new level in order to mobilize the church and reach the nations. I invite you to join us at this exciting time!

Yours in Christ,

George W. Murray
World Missions Leader, OneWay Board Member, and Capital Campaign Chairman
WHY INVEST IN ONEWAY?

**Super efficient**
exceptional return on investment, low indigenous partners cost, low media production costs

**Unique calling & position**
rallying millions to reach the lost, leveraging innovative media & national partnerships

**Solid investors**
significant support from major foundations

**Proven, growing work**
continuous growth in Kingdom impact, workforce, user base & financial support base

**Extraordinary opportunity**
launching a next-generation movement poised to reach lost multitudes for decades to come

**Financial Credibility**
highest rating from a recent audit, the ECFA & an independent foundation; open book policy
FREQUENTLY ASKED QUESTIONS

What is your staff size?
We have 40 full-time, part-time & volunteer members in the U.S. and 120+ co-workers overseas.

What is your annual budget?
Our 2019 budget was $1.78 million.

What are some distinctives of OneWay?
Some of the things that make OneWay unique are an emphasis on prayer, worship, music and the arts, technology, young adults, and national workers.

Who makes up the leadership of OneWay?
God has blessed us with a governing board made up of godly individuals from various sectors. Our board includes mission executives, business founders, those in Christian higher education and more.

How big is your current building?
Our facility is 7,000 sq. feet. Given our current growth trends and vision, we need a new home that is 17,000 to 25,000 sq. ft.

Are you moving for sure?
Yes. In the fall of 2019 we listed our facility. God provided a buyer who offered just under full asking price, and amazingly agreed to let us stay in the building for ten months after closing, rent-free. Praise God!

Why now? Is this an urgent need?
Our most pressing need is for a new ministry center. By September 2020, we must have funds to purchase, remodel and move into a new home. And, of course, the needs of the lost are always urgent. As we like to say, it’s the biggest emergency in the world.

Can I give to a specific part of the campaign?
Yes. Just let us know.

When would you like to have the funds?
You may pledge any amount over any time frame that works for you. In fact, giving over a period of time is an effective way to be able to give more, especially if you don’t have funds at the ready at this time.
WAYS TO GIVE

Giving impacts lives! We ask that you prayerfully consider a generous investment to win multitudes to Christ for years to come. You can give to a specific part of this campaign or to the whole. Just let us know.

Give Online
Our online platform makes giving simple. Complete a monetary gift in minutes at reachpeople.org

Multi-Year Support
If you would like to spread your gift of any size over multiple years, you can sign up for a monthly withdrawal or just let us know of your commitment.

Gift Planning: Charitable & Estate Gifts, Stock, Real Estate, or Other Non-Cash Gifts
There are a variety of non-cash ways you can give. Contact craig@owm.org to discuss planned giving options.

By Mail:
Send your gift to OneWay at the following address:
OneWay Ministries
P.O. Box 2211, Naperville, IL 60567

IRA Rollover:
Contact your IRA administrator to request that a charitable distribution be transferred to OneWay Ministries.

More information about the Reach People Initiative can be found at reachpeople.org.
Let’s reach people.

“to win as many as possible...” 1 Cor 9:19