



Asia

Eurasia

Europe

North America

Dear SEND alumni and friends,

October 8, 2018

The world of global missions for North American sending agencies like SEND International of the US is at a historic moment of disruption and opportunity. We face challenges of mobilization and looming retirements. Agencies across the US and Canada are grappling together with an uncertain future.

What this moment of disruption and opportunity require, however, is an evaluation of what we do and how we do it. This is nothing new. SEND's history includes many challenging times that required dependence on the Lord and courage to take new steps.

Over the past year, our Board of Directors, our Executive Team, our collaborative partners and other leaders within the SEND community have been weighing this time of disruption and the opportunities before us. As a result, our Board is supporting two major initiatives that will strengthen our ability to mobilize new missionaries. These missionaries will carry SEND into the future in the same spirit that birthed this ministry nearly 75 years ago. *We are Mobilizing the Future!*

First, we are reallocating the resources of the US office to accelerate our mission. As part of this reallocation, painful decisions have been made to reduce some of our most dedicated workforce. Although cuts are being made, the vital services that SEND is known for will not be compromised. We are excited to deliver the same services in new and innovative ways utilizing technology and, most especially, collaborative relationships within SEND and with partner agencies.

The second initiative involves our SEND campus in Farmington Hills, Michigan. Our Board has unanimously voted to list our property for sale and begin accepting offers for the purchase of our campus. SEND US ventured down this exploratory path several years ago and determined the conditions were not right for sale at that time. Today is a new environment. Our property is only fully utilized 30% of the entire year and costs approximately \$150,000 to maintain. And the capital costs for our aging facilities will continue to increase. Publicly listing the property for sale allows us to assess the value of the property and potential that exists.

Both of these initiatives, re-allocating our limited resources and the sale of our campus, will allow us to accomplish the following:

1. Greater investment in strengthening our relationships with churches and resourcing them with the training and tools needed to carry out their vision for global missions.
2. A service delivery model that is less dependent on the US office and leverages the skills and expertise of our team across North America and our collaborative partners.
3. The freedom to explore a work space that facilitates innovation, collaboration and service delivery in new ways, while at the same time creating savings through reduced maintenance costs.

The reasons for these changes are both *strategic* and *financial*. We are writing a new chapter in the history of SEND. ***We are Mobilizing the Future.*** This means that some activities will end so that new ones can begin. We need courage to walk through this time of disruption and change. We also need your support and prayers to walk in eager expectation for what the Lord will have in store.

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I have asked some key people to lend their voices to the changes taking place at SEND US. As you read their comments, try to imagine the legacy of SEND over the past 73 years and then consider how the future might look.

Significant changes are taking place across the world of missions and they are occurring at an ever-escalating pace. We believe the Lord is guiding SEND to be bold in seeking ways of becoming more focused on our core purpose of mobilizing and caring for missionaries so that we can continue to reach the unreached. In this fluid and rapidly changing landscape of missions, we are required to think and act outside the box, to become more creative and innovative, and to identify and seize new and different opportunities so that we can do our part in the fulfillment of the Great Commission (Matt. 28:18-20).

At the recent SEND banquet held in the Detroit area, an excellent video reminded me of the very significant changes SEND has undergone in the past to bring us to where we are today – from a few WWII GIs that boldly returned to areas of battle, to the formation of Far Eastern Gospel Crusade, to the significant change to SEND International. SEND has undergone many changes over the years that were a necessary part of keeping us on the task of taking the Gospel to the unreached. We covet your prayer and support as SEND continues to adapt to the ever-changing global environment.

-Richard D. Bernard, SEND US Council, Chairman; SEND International Council, Member

The missions landscape in North America is shifting. As a servant of the local church in pursuing disciples and churches among the unreached, SEND USA is resetting itself to be relevant and viable for mobilizing the future. They are seeking to reposition themselves both geographically and structurally in order to continue to bring the kind of service to churches which will propel cross-cultural disciple making and church planting. I, and the International Leadership Team, fully support Michelle and her team as they seek to best steward the resources and the mission entrusted to them. Together we are joining God in “declaring his glory among the nations, his marvelous deeds among all peoples.” (Ps. 96:3)

-Warren Janzen, International Director, SEND International

I believe that SEND has a bright future ahead of us. Twenty-eight new church plants were started this past year. Approximately 92 church plants and Discovery Bible Studies are currently in progress. Seven church plants have been turned over to national leadership. Eighteen people were appointed as career missionaries and 18 people were deployed to the field for the first time. We have much to celebrate and much to look forward to.

Thank you and God Bless You,



Michelle Atwell
US Director, SEND International of the US