Annual Report

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Board of Directors, Advisory Board and Faithful Partners:

Greetings in the name of our Lord and Savior, Jesus Christ! The following is a report on the advancement of the School Chaplain Program in 2020. I am happy to report, that even in the dire circumstances of a pandemic, the school chaplain program has outperformed every metric discipling over **six million people**.

*Ministry Strategic Philosophy, Supporting Evidence & FAQ* accompanying this report details operations like never before, explaining how life-transforming discipleship in the Word of God happens on such a massive scale for so little.

Thanks to your prayers and support, government-certified school chaplains are bringing the unfiltered love of God to students, parents, and teachers, impacting entire nations. Your support of the program is having a massive impact spiritually, socially, economically, and even politically, to the heartfelt thanks of everyone involved.

Young people are proving to be passionate evangelists, bringing the Gospel of Jesus Christ to peers as well as the adults in their lives. They are multiplying the program’s impact beyond what we can measure. The momentum of the School Chaplain Program has taken it into every Spanish-speaking country in the world and even parts of Brazil. Success in Brazil has prompted the program to be transitioned into Portuguese. And we are just getting started!

The scale and success of our joint venture is breathtaking. Thank you so very much for trusting Mission Generation with a portion of your heavenly reward! It is a privilege to represent you and your family.

Rocky J. Malloy

CEO
Summary

In 2020, 6,461,716 people were discipled in the Word of God in 7184 schools. At the beginning of our journey in 2015, I made a sincere commitment -- to make every penny count and to double our impact every year for 10 years. By the grace of God, I have been able to keep my word. Cost per disciple has dropped to approximately 13¢ a person and the program has more than doubled every year since. In 2020 the program surpassed projections by an average of 166%!

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<thead>
<tr>
<th></th>
<th>2020 Projections</th>
<th>2020 Complete</th>
<th>% Complete Increased</th>
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</thead>
<tbody>
<tr>
<td>Schools</td>
<td>4,264</td>
<td>7,184</td>
<td>168%</td>
</tr>
<tr>
<td>Disciples</td>
<td>3,950,213</td>
<td>6,461,716</td>
<td>164%</td>
</tr>
</tbody>
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Projected vs Actual

Projected Disciples: 201,281, 385,610, 550,700, 1,975,107, 3,950,213, 7,900,426, 15,800,852
Actual Disciples: 201,281, 385,610, 987,553, 2,348,866, 6,461,716
Projected Schools: 262, 364, 523, 2,132, 4,264, 8,529, 17,056
Actual Schools: 259, 513, 1,066, 2,627, 7,184

Participation
Of course, it costs more than $0.13 to disciple someone on a regular basis. As a matter of fact, it costs governments billions of dollars to provide public education for PK to 12th grade students. The average cost per student in the nations where we work is $2500 per annum. (Private school education is at least twice that much but is not considered in the equation.) Mission Generation leverages national education networks for the Gospel which allows the ministry to use existing infrastructure, facilities, and faculties to deliver the Word of God. **This equates to a $25,000 to $1 leverage!**

To put this kind of leverage and the potential it has for Kingdom expansion into perspective, please see the chart below. According to projections made in 2015 and the progress made since that time, the school chaplain program will supersede membership of the Southern Baptist Convention of 14,525,579 members in 2022... While this is not meant as a comparison, and the ministry’s performance is totally dependent on the will of God and the blessings of the Lord Jesus, it does help to give perspective as to the scale of success the school chaplain program is achieving. (The Southern Baptist Convention is the largest protestant group in the U.S., second only to the Catholic church in membership.)

![Projected vs Actual Chart](chart.png)
Cost Effectiveness

While the number of disciples has dramatically increased, the cost to reach each person has decreased. Discipleship per person in 2015 was $1.00. By 2020, the cost per person was down ten times, to just $0.13. As discussed, the key is leverage.

The team members at Mission Generation are highly motivated Jesus followers who have proven their ability to perform. Their high level of professionalism combined with the favor of God and your support is what makes a $25,000 to $1 leverage possible.

The global reach of the school chaplain program has also been made possible because of dedicated partners, legal counselors, clergy, and school officials in each country of operation. Another contributing factor is the cost of labor in Latin America. World class mangers and technicians are available at a fraction of the cost of their U.S. counterparts.

An example of how this translates into real value was confirmed recently when a project was put out for bid in the U.S. The bid required the digitizing of an illustrated manual. It involved a lot of customized coding. The best bid came back at USD150,000. Our Bolivian team accomplished the same task for $5000, 30 times less!

Chaplain Training and Support

- Website: https://www.consejeriaescolar.com/

Digital content and distribution allows the ministry to greatly leverage operations to keep the cost per disciple low. Digital does not mean impersonal. Personal contact and accountability happen regionally and nationally. Executive teams and national leaders offer in-country training conferences where counselors and chaplains receive personal attention and instructions on how to best minister the Word of God, lead conferences, build relationships with school administrators and teachers, and how to behave with minors among other topics.
Verifiable Evidence

To verify schools in the program please go to www.missiongeneration.org/schools.

To verify spiritual counselors and chaplains please go to www.missiongeneration.org/chaplains.

International Operations

In 2015, the school chaplain program was exclusively a Bolivian operation with 91 schools and a total 100,604 disciples. The table below shows the growth of Mission Generation. Since that modest beginning it has blossomed into an apostolic ministry at the vanguard of Kingdom expansion thanks your prayers and financial support. Glory to God!

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2020</th>
<th>% Increased</th>
</tr>
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<tbody>
<tr>
<td>Schools</td>
<td>91</td>
<td>7,184</td>
<td>7895%</td>
</tr>
<tr>
<td>Disciples</td>
<td>100,604</td>
<td>6,461,716</td>
<td>6423%</td>
</tr>
<tr>
<td>Countries</td>
<td>1</td>
<td>22</td>
<td>2200%</td>
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The bulk of participation (59%) is found in Bolivia, with a total of 23% participation from the countries with the largest student bodies: Venezuela, Mexico, Dominican Republic, Columbia, and Chile. The balance of 18% is made up of countries with generally smaller student bodies.
Program Dynamics

Chaplain Profile

- Teachers: 79%
- Parents: 13%
- Church Leaders: 5%
- Ed. Administrators: 3%

School Level

- High School: 55%
- Elementary: 35%
- Kindergarten: 6%

School Type

- Public: 67%
- Private: 29%
- Charter: 4%
International Reach

International participation reached beyond the western hemisphere in 2020 to the lone Spanish speaking countries in Europe and Africa. Spain and Equatorial Guinea give the school chaplain program a spiritual stronghold in Europe and Africa for further expansion as the program adds Portuguese and English versions.

Use of Funds

The big picture is 6,461,716 people were discipled in the Word of God for $0.09 each. Although increased efficiencies could drive the cost per person lower, adaption to different languages will keep the cost about 10¢ per person.

Financials

$696,984 - Total Income

$61,641 Admin 9.41%

$21,598 Fundraising 3.29%

$571,809 Programs 87.29%

$655,048 Total Expense

$173,052 - End of Year Net Assets
The 4/14 Window

The 4/14 Window refers to the worldwide movement to reach children in this age group with the Good News of Christ Jesus. One of the reasons the school chaplain program is so powerful is it successfully evangelizes and trains children between the ages of 4 to 14 in the Word of God. Children between the ages of 4 and 14 represent the largest unreached people group in the world today.

Focus on younger children is strategic for several reasons:
- Training children in the ways of the Lord was commanded by Christ.
- Children are the most receptive.
- Children are often the most effective evangelist and ambassadors.

Groups supporting the evangelizing of children argue that it is crucial that mission efforts be reprioritized and re-directed toward the 4/14 age group world-wide. Dan Brewster (responsible for research and policy at Compassion International U.S.A.) asserts that children should be targeted for evangelism because the "clay is still soft" stating "School age children need our attention more urgently than any other group of people."

In 2003, the Barna Group (https://www.barna.com/), a cultural and religious research organization, published research results showing that children are the most important population segment to address for ministry because of their spiritual teachability and developmental vulnerability.

According to Barna research, 85% of the world’s Christians are made up of people who chose Jesus when they were between 4 and 14 years old. Barna argues that a child's moral development is set by the age of nine, while churches focus on older children. Barna wrote that "Habits related to the practice of one’s faith develop when one is young and change surprisingly little over time." and “the older a child gets, the more distracted and vulnerable he or she becomes to nonfamily influences.”

Barna found in 2004 that children converted to Christianity before their teen years are more likely to remain "absolutely committed" to Christianity. Barna stated, "It is during those [pre-teen] years that people develop their frames of reference for the remainder of their life." He later stated, "The early impressions we make go a long way toward shaping a person’s worldview, relationships, dreams, expectations, and core reality."
Bryant Myers [https://www.fuller.edu/faculty/bryant-l-myers/] and Dan Brewster have used Barna's research to argue that global evangelism programs should focus on younger children for conversion. “The implication of these findings is clear,” says Barna. “Anyone who wishes to have significant influence on the development of a person’s moral and spiritual foundations had better exert that influence while the person is still open-minded and impressionable – in other words, while the person is still young.”

The huge issue with child evangelism is access. School age children are righteously protected as societies’ most vulnerable. Schools are traditionally closed to the gospel and only a very small percentage of 4 to 14-year-old children attend church. The question then becomes, how do we reach this critical segment of society with the Gospel? The only cost effective solution is through schools. With rare exceptions, every child in the world attends school even if for a few years.

Mission Generation’s strategy is to offer high-quality programs to schools that add so much value that even the communist and atheist administrations cannot say no; programs, of course, that deliver the unfiltered Gospel of Jesus Christ. The school chaplain program is such a program. It supplies a massive need for spiritual school counselors. Once in school, the message of faith, love and hope reaches the entire society, which is why there is such massive resistance.

Faithfulness to the heavenly vision has placed Mission Generation in a position to bring the saving grace of Jesus Christ to PK-12 students, their teachers, and parents throughout the Spanish-speaking world. Spiritual school counselors (chaplains) fulfil a vital role in schools and have been universally embraced.
In Conclusion

Our teams work diligently to represent your heart’s desire to see multitudes discipled in the Word of God. There is overwhelming evidence that students prosper when the Word of God is taught in school. Schools in the chaplain program report less disruptions than schools without chaplains. In other words, the Gospel brings the peace of God that passes all understanding (Philippians 4:7). The result has been increased academic performance, increased graduation rates and less teen pregnancy among other positive outcomes.

Schools with chaplains have Bible classes, spiritual counseling, prayer, and open evangelism. Training young people in the Word of God prepares them to succeed in school and out and even more importantly, to be ambassadors for the Kingdom of God! The low median age of developing nation’s population translates to a high percentage of its population being school-aged. This report does not include the people coming to Christ as a result of the student’s testimonies and witness but if it did the totals number would surely be much higher.

Special Thanks

We cannot thank you enough for partnering with us this year and in years past to fulfill the Great Commission as given by Jesus Christ. Without you, the results from the 2020 school year would have been nonexistent. Not only would that have been a great loss to the Kingdom of God, but it would have resulted in thousands of unwanted pregnancies, suicides, incarcerations, abused children and gang-related deaths.

The parents are especially close to my heart. We will never be able to thank you enough for commissioning Mission Generation to represent your heart’s desire to populate heaven. Our partnership has increased the Kingdom of God, saved lives, and kept children out of harm’s way. As a result, fewer children have fallen victim to sex slavery and trafficking, fewer are participating in gangs and violence and many more have the opportunity to enjoy a full life of success based on the riches and glory of Christ Jesus.

Program Evaluation

Professional and amateur evaluators (pastors) were hired to review the complete program, randomly contact schools and chaplains for feedback and to interview students taking the chaplain training courses. The following is a report (translated into English) from a firm specializing in online content.
Testimonies

The testimonies that follow are the reason why I strive to bring more and more people into the Body of Christ. Time and time again, young lives are arrested by the love of Jesus. Righteousness prevails over evil and true repentance takes place.

The most heartwarming interviews come from young children whose names and pictures we cannot share. As a matter of fact the ministry has been challenged for using students stories and pictures in the past. The ministry’s legal team is working to resolve issues and come to some compromise that would allow us to at least use testimonies of students 18-19 years old. Their stories of Jesus are inspiring.

The best testimony of all is when children choose for Christ at an early age avoiding the pain and suffering of having to learn by bad experiences. Hearing young children recite scripture and relate it to their lives is pure joy!

Special Note: Translations were kept as close as possible to the original which makes them difficult to read in some cases. We believe it better honors the person giving the testimony. It also keeps the ministry away from legal issues. It helps to remember that a Bachelor of Education (B. Ed.) in Latin America is about equivalent to an 8th grade education in the U.S.

My name is Raul Soliz Correa.

I am 37 years old and I am a high school teacher and chaplain at John Kennedy in a community in Warnes, Santa Cruz, Bolivia. It was very important for me to learn from the topics addressed at the conference because they helped me a lot to get closer to my family, especially my students so that I could help them cope with the situation we are facing with the pandemic.

It has also helped me a lot to know how to approach my students and their parents to be encouraged through the word of God. I learned how to apply scripture to keep students more involved in their work and to have more interest in their studies. Students and their parents lend themselves to participating.

I’m in a rural area and it is amazing how many parents and students come to me after school at home. It’s hard for the people here to trust. I pay attention to them so I can help them. Thanks to God that I have learned how to counsel people using the word of God.
My name is Ariel Quispe Cuba.

I am 26 years old and a teacher in the city of Santa Cruz, Bolivia. I have just completed spiritual counseling courses and look forward to becoming a chaplain. I am not a parent, but from my perspective the role of parents in the education of children is fundamental. As ways of educating evolve it is difficult for modern parents to adapt and seek new ways of educating. Parent resort to old ways when they get angry and beat their children. Violence is not how to motive children.

The topics addressed at the conference helped me a lot to get closer to my students' parents and perhaps to raise awareness among these parents that education is not only formed only in schools, but also first formed in the family at home and Jesus is the center piece.

What has taught me the most is that all changes always exist and human beings have to adapt to them.

The theme I liked the most was Parents in the 21st Century because it tries to explain the new role of parents in modern education. It clearly taught the greatest source of wisdom is from the Bible. The courses gave me the tools to counsel parents seeking to understand that they are a fundamental part of their children's education. In today's society which is unfortunately very sad because of the lack of values, perhaps the most important thing a parent can do is model life as a Christian. They seems to be a lack of affection for children from parents or at least there is estrangement caused by the new era of technology.
My name is Lizzeth Pardo Guzmán.

I am 25 years old, I am a teacher of the Colegio Cástulo Chavez, of the high school level. I am also an chaplain in Santa Cruz de la Sierra, Bolivia.

The courses offered by the chaplain program have helped me understand what we are currently going through; as well as learning new experiences which has been something new for everyone but we have learned to adapt thanks to the information we have received during this pandemic.

In my school we have been able to understand each of the students, just as we have also been able to use different strategies to be able to reach each of them, be able to understand them and be able to continue with the advancement of their classes.

The new things I've learned about myself through the truth of the Bible have helped me be a better teacher, counselor, and chaplain. As chaplains we're always learning something new and that's why these workshops are so valuable helping us to be able to overcome ourselves day by day and be able to learn much more.

I liked all the classes and I have all managed to bring out the positives for my work and my daily life.

The best way to apply what we have learned would be to say we have learned how to connect with everything to Jesus. They have taught us to advance and to apply what we learn as chaplains at home, not just at school with students, but to our family members and children in our homes. I am so thankful for all of the changes in our family as a result.
My name is Edwin Choque Condori.

I am 39 years old, I am a teacher and chaplain at the Magisterium in the city of Oruro. The topics learned helped the chaplains strengthen relationships both in the family and at work. Since there is no school for parents it is important that we help them with experience we have. Teaching parents is the way to help them pass their love on to our children.

At the moment I am in the educational manager for our district. Being a certified chaplain helps me in a great way when it comes to talking and guiding young people, considering that I work at the secondary level and we know that most young people are in the rebellious at their age. The chaplain program has helps us a lot to be able to guide them and their parents.

The chaplain program makes it so easy to treat the issues that used to be such a problem. Since using the word of the Lord experiences have changed from dealing with the consequences of bad decisions to helping students and parents make decision to prevent bad things from happening. The knowledge we acquire with these courses have helped me as a parent as well as an educational authority.

You need to update yourself daily and learn about new things. From my point of view, I think we have to be more empathetic, learn to put ourselves in the other person’s place. We often act very rigid as parents because we have been raised that way, and now we must consider that times have changed. We must evolve together with our children since they have new ways of seeing the world and why the Bible is more important than ever. Being trained in the word of God is to act as it is taught, a new means to operate.

We necessarily need the practice what Jesus said, to be able to apply everything learned both at home and in the work environment.

In our educational field, at the secondary level we have many young people of all kinds of social and different families separated and now we know how to approach them so that we can guide our young people. Thank you.
My name is Ana Gabriela Lino Galvis.

I am 27 years old, I am a secondary school teacher at the Quirusilla National high school in the city of Santa Cruz de la Sierra, Bolivia. I have been a chaplain for two years.

Thanks to the topics in recent webinars, I believe that more than anything the word of God enables us to understand the parents of our students. Understanding as well as to study them, being their teacher, and being that we see them every day, we must know how to relate to them so that we can help them. In a way we guide them into the things of God and not just teach them required courses.

Personally, I've learned to change my attitude when working with my students, to interact more with them, and understand them. Most of all, putting myself in their place so that I can have empathy and understand what they might be going through. Being locked up all day at school does not prepare them for live unless they have a personal relationship with Jesus. All of the education in the world doesn’t do them much good because without the Lord. Taking the different courses the school chaplain program offers, I have learned to be more empathetic with my students and all of the chaplains I know have been able to learn to get more involved with them.

In times past we believe that it was enough to give students "everything" as far as material is concerned, when in reality what they need is ourselves as people, as parents, as friends, as teachers and to show them that they are not alone. When we share Jesus’s words they can trust us so we can advise and help them in all the ways possible and necessary.

The new thing I've learned from myself is empathy with my children and students. Thank you for helping me be a better parent, teacher and counselor.
My name is Danytza Mamani Colque.

I am 29 years old. I am a teacher of the elementary school September 8, in the city of Santa Cruz de la Sierra, Bolivia.

I believe that as parents, we must be immersed in the word of God to education of our children, and not be so isolated as many of us are accustomed to focusing solely on their work. In today’s education of children and young people Bible literacy is critical.

I think we should make parents aware that teachers are only moderators at all times. At best we reinforce the education that must already come from home.

Thanks to what we learned as chaplains, we have managed to make it possible to use the Bible in my workplace to now be able to share its wisdom with parents. A goal is to prevent them from being isolated and understand that they are a fundamental pillar in their children's lives and education. In particular, I really liked that the chaplain courses gave us a strategy with parents helping them understand that they are the principal actors in this educational process. Too many parents think that education is simply the work of educators/teachers. Godliness starts from home and that it must be current and up-to-date at all times.

To apply what I have learned in my classroom as a teacher and in my school as a chaplain, I would be looking to create spaces of interaction with parents so that they participate. I do workshops for parents at a school level and meet with other teachers explaining how to apply the Biblical principles within their classrooms and find time to meet with parents helping them participate. As a community we must coexistence which means educating of our children in the ways of the Lord.
My name is Silvia Patricia Cortez Limpias.

I am 29 years old and a professor in the Technical-Technological General area of the Miguel Casted or Suarez Educational Unit in the municipality of Concepción, Santa Cruz, Bolivia.

I am also a teacher of grades 3rd and 4th. My most important responsibility is that as chaplain for our elementary school and university. Personally, the topics addressed in school counseling courses have helped me in my home substantially. The pandemic has completely turned our daily lives around and have taken eduction in a completely different direction from what we lived before.

I have been taught to practice empathy. I recognize that I was missing the love of God by not practicing daily with the people you live with. I have already learned many things about my home and school as a result.

Putting Biblical values into practice are more important than ever. As a chaplain and as a teacher I motivate each of my students so that they can get ahead and can also practice the values so that they are good people. I always instill in them that they have to strive despite the situation we find ourselves in so that they can succeed at school.

I have learned to know myself as a person, and show the love of God I feel for others, not only with words, but also with my actions. To know Jesus changes everything. I really liked the 4 guidelines for emotional well-being, what is respect for oneself and others, the dialogue that we must have with our children and with our students, the habit of reflecting on every action asking ourselves, what would Jesus do?

The best way to apply what I learned in my educational environment and community would be to give talks to my students. I've learned that sharing my experiences with them and asking them to share their experience with me builds trust. Being well trained how to use the word of God has brought new knowledge and a bright future. Like Paul said forgetting the things of the past we push ahead into the things of God. Thank you!
My name is Glendy Améstegui Pérez.

I am 32 years old, I am a teacher in the Josefina Balm Educational Unit "Los Tusequis". I work with third grade here in Santa Cruz de la Sierra.

The truth is that with the pandemic, it was very difficult to cope. I am a mom and teacher serving as a chaplain to my school when I was diagnosed with COVID-19. I became very ill but I was not allowed to stop working because so many teachers were out. Thank God for the chaplain program getting me through it all. The different strategies they gave us in the workshop helped me cope with my different activities with less stress.

The work of parents is of vital importance for education because if children do not receive support at home it is very difficult to complete to do well in school.

In the workplace the chaplain courses helped me to understand my students more, and understand the stress they feel during the pandemic not only parents, but also for children.

The people at the call center have been especially useful to me helping me find more strategies to reach the little ones in my class. Each one is so different. They can understand what I want to teach them. What I learned about myself was that I was able to develop new skills to create audiovisual material. Not only tangible but digital teaching material based on the word of God. At first I was not sure if that was OK but all of my presentation were approved with notice.

I took several courses in school counseling before becoming a chaplain. The biggest thing I have learned is school or government solutions do not work like God solutions.