



# MEXICO

## GATEWAY TO LATIN AMERICA

### EXECUTIVE SUMMARY

Certain countries around the world stand out as keys to entire regions. In the Middle East, Egypt occupies that position. In Eastern Europe, Ukraine is a gateway to impacting the former Soviet Union. Looking to the Spanish speaking countries in Central and South America, one can argue that Mexico is the key to impacting all of Latin America. With the largest Spanish speaking population in the world, a growing economy, the world's largest city, close ties to the United States and significant growth in the Evangelical Church, Mexico is clearly a strategic key to the Latin American world. While Mexico seems to be a



key to Latin America, certainly children are the key to impacting Mexico.

*"Protestants accounted for 8 percent of Mexico's believers in the 2000 census; up from 2.3 percent in 1970. Their numbers are growing by 3.7 percent each year; twice as fast as the Catholic population, according to the National Institute of Statistics, Geography and Information Processing. The churches are winning converts through a mix of social programs, charismatic preachers and stirring music."*

**Tucson Citizen -- March 11, 2007**

Over the last several years, amidst the widely publicized narcotics related violence, Mexico has experienced a widespread spiritual awakening leading to significant growth in the Evangelical Church. While the U.S. media has focused on the raging drug wars in border towns such as Juarez City, little attention has been given to the spiritual awakening in Mexico. In the southern part of the country there has been exciting evangelical church growth particularly among the indigenous peoples. In Mexico City and the north, thousands of people have confessed Jesus Christ as their LORD and Savior. In an evolving world of mass media, internet communication, consumerism and the pressures of secular humanism, parents and families are looking for help in living a life of meaning and significance. As fear and

frustration have gripped many in Mexico, people are searching for security, peace and hope. The cultural religiosity of traditional churches such as the Roman Catholic Church has left people searching. Most importantly, the Spirit of God seems to be stirring the hearts of people. Nowhere is this more evident than among children in Mexico.

In 2007, Every Generation Ministries met with church leaders from Mexico and was invited to come and serve with them in ministry. Over the past four years, we have traveled to a number of regions in the country and have consistently discovered church leaders who are eager to see EGM launch a ministry in Mexico.

In response to invitations from these church leaders, Every Generation Ministries is moving forward to establish a National Ministry Team in Mexico. This project will establish an EGM ministry team serving on a nationwide basis to provide innovative training/development programs and high-quality Bible teaching materials for children's workers in local churches. Therefore, we are humbly asking you to prayerfully consider a financial giving gift for our newest ministry, EGM-Mexico.



Every Generation Ministries was founded in 1993 in response to God’s love for children and for His church. EGM exists to see children transformed in Christ through His church. We believe that this kind of transformation occurs through experiential Bible based teaching. God called EGM into existence to work with local churches equipping them to see children transformed in Christ. Church leaders told us what they needed – leadership development training and Bible teaching materials. We responded! Since that time, EGM has established ministries in Belarus, Chile, Egypt, Hungary, Poland, Romania, Peru and Ukraine. Our National Ministry Teams are serving over 10,000 local churches and distributing well over half a million Bible teaching

resources to these churches. In each country, a board of directors, made up of highly respected Christian leaders, provides oversight to the ministry. The staff of each national ministry is composed of committed and gifted national Christian leaders from various church traditions. In each country, the EGM ministry is partially supported by the sacrificial giving of the local churches we serve. Most importantly, thousands of children’s lives are being transformed by Christ and His church. Children are coming into a saving relationship with Christ and growing as a member of His family. In many cases, children are leading their families into the local church and into membership in God’s family. We are now at another crucial point in our young history!

We are now faced with the exciting opportunity to bring EGM’s unique children’s ministry model to Mexico. Nearly 30% of Mexico’s 107.5 million people are under the age of 14, and church leaders there are eagerly inviting us to partner with them to evangelize and disciple the children in their communities. We have established a growing network of contacts with pastors, children’s workers and teachers who fervently desire leadership development training and Bible teaching resources.



Children’s workers like these want EGM’s help!

Our friends in Mexico want EGM to partner with them and provide churches with innovative leadership development programs and creative, high-quality Bible teaching materials.

## NEEDS IN MEXICO

With a population of about 107.5 million people, Mexico is the most heavily populated Spanish speaking country in the world. Some 30 percent of the population consists of children under the age of 14, and nearly 43 percent are under the age of 18. According to 1996 statistics, 3.5 million children between the ages of 12 and 17 are part of the work force.

The poverty in Mexico is oppressive. Adults escape into addiction; fueling the drug and alcohol culture. In turn, the children learn from their parents, or escape into relationships which result in teen pregnancy and unfinished education. It becomes a desperate, continuous cycle.

As in many other cultures, children are not intrinsically valued in Mexico, rather, a large family may be viewed as more hands to work and bring in additional income. This attitude extends even into the local church. In general, churches all over the world simply don’t believe children are very important. We’ve found that churches tend to fall into one of three categories: One has no ministry to children whatsoever because it’s just not important. The second emphasizes entertainment, keeping children busy and occupied and the third type of church has a radical kind of ministry leader whom God has specifically called out, one who passionately cares for children and works to see children transformed in Christ through His church.



One such leader told the story of how he was able to attend Bible school. While he was there, God spoke to his heart about ministering to the children. He completed his training, returned to his church and asked how he could help start something for the children. His pastor replied, “Why would you want to waste your time with children? You’ve got Bible training; let’s use it for something important.”

These passionate ministry leaders have an overwhelming desire for training and Bible teaching materials. In Chihuahua, EGM was scheduled to meet with one contact and anticipated meeting with several additional volunteers from his church. We were overwhelmed when over one hundred leaders joined us! Throughout Mexico, when EGM schedules any kind of meeting with pastors or children’s ministry workers, we are consistently met with greater numbers than expected and observe a sense of urgency in the pressing requests for teaching materials and children’s worker training.

*"We've been praying you'd come."*

*Maria – a children's ministry volunteer, Chihuahua, Mexico*

**FACTS ABOUT MEXICO**

<b>Population:</b>	107,449,525 (7/06 est.)
0-14 years:	30.6%
15-64 years:	63.6%
65 years +:	5.8%
<b>Religion:</b>	Nominally Roman Catholic 89%, Protestant 6%, other 5%
<b>Income:</b>	Average annual income: \$6,770 Population below \$1 per day: 10%
<b>Government:</b>	Federal Republic with 31 states
<b>Natural Resources:</b>	Petroleum, silver, copper, gold, lead, zinc, natural gas

**MEET THE NEEDS IN MEXICO**

God has called EGM into existence to provide innovative leadership development training and high quality Bible teaching materials to satisfy the needs of children’s workers in local churches around the world. Our services are customized for a new generation of children’s workers who are exploring a world of obstacles and opportunity.

EGM is dedicated to relationships based on respect, equality and deference to indigenous culture and vision. Rather than recruit outsiders or bring in American “missionaries” to lead and teach, our strategy focuses on partnerships with local church leaders, filling church ministries with trained and equipped national Christian leaders. We’re pleased to be in the process of developing a children’s curriculum not translated from English, but written in Spanish by Latin American children’s ministry leaders. We’ve already published two books. EGM is committed to developing and empowering local people with a heart for children to serve in their church. That way, as our relationship matures, the local church will have the tools they need in order to reach children for Jesus Christ and provide the relationship to encourage their spiritual growth.

Mexico is a country with an area of nearly two million square kilometers (almost three times the size of Texas). To most effectively leverage EGM’s resources in this country, we’ve divided the area into five regions:

- I. Baja Peninsula
- II. Northern Mexico including Chihuahua
- III. Central México including Monterrey, Querétaro and Guadalajara
- IV. Mexico City proper – with 35 million people, it represents nearly one-third of Mexico’s population
- V. Southern Mexico including Oaxaca and Chiapas



After establishing a national Board of Advisors, EGM will work with the new ministry to coordinate leadership development training, the production of Bible teaching materials and regional networks in each of the five areas to train children’s workers in their own churches. From Ensenada in the north to Oaxaca in the south, regional training will help make the Bible teaching resources more effective and available to children’s ministries in their communities.

**Stage One**

- ✘ Establish a Board of Advisors in Baja and conduct a training and orientation program; (Spring 2012).
- ✘ Register EGM-Mexico as a Mexican religious organization that can equip local churches for effective ministry to children and families long into the future; (June 2012).
- ✘ Work with the Board of Advisors to call a Baja regional director to lead the daily operations and programs of the ministry in the Baja region; (June 2012).
- ✘ Conduct a director orientation for the new Baja regional leader; (July 2012).

## Stage Two

- ✘ Work with the Board of Advisors-Baja to identify regional leader candidates for expansion in Regions II and IV; (September 2012).
- ✘ Establish a Board of Advisors in Regions II and IV and conduct a training and orientation program; June 2013.
- ✘ Establish an EGM-Mexico office and ministry team in Baja including administrative staff, publishing workers and a children's ministry training team; (Fall 2013).
- ✘ Work with the EGM-Mexico ministry team to develop a staff network that will build programs to develop a growing number of Model Children's Workers in local churches through mentoring relationships and skill-building seminars, workshops and hands-on ministry training held in local churches.
- ✘ Develop a growing number of Model Children's Ministries in local churches through seminars, conferences and hands-on coaching with pastors, children's ministry leaders and local church leadership.
- ✘ Create and distribute quality Spanish Sunday school curriculum and Bible teaching materials designed to develop a growing number of Model Children's Workers and Model Children's Ministries.
- ✘ Establish an official board of directors to govern and oversee the ministry work in Mexico; (Spring 2013).
- ✘ Build working relationships between EGM-Mexico, Mexican churches and partners in the United States of America who are making a significant investment in this new ministry.
- ✘ Develop the EGM-Mexico ministry as a stepping stone to establish new EGM ministries in Mexico and the other Latin American countries. We will be able to maximize the Spanish language materials developed in Mexico.

## MEXICO MEASURABLES

We will know we have accomplished specific objectives when EGM-Mexico has/is:

- ✘ Established a National Ministry Team in Mexico and set up a small central ministry office.
- ✘ Established a leadership development program emphasizing the five qualities of the Model Children's Worker and Model Children's Ministry.
- ✘ Demonstrating a growing number of children's ministry leaders (1,500 within the first five years) who understand and personify the five qualities of the Model Children's Worker.
- ✘ Producing and distributing needed Bible teaching materials to at least 300 local churches.
- ✘ Serving under the leadership and governance of a national board of directors, including a Mexican director.

We expect that God will use His church in Mexico to see children transformed in Christ. Our purpose is to help children's workers teach the Bible as a handbook for every day, real life as a way of living. We believe that ministering to children is the best hope for any church in the world. As the Gospel is lived out by the children with whom we develop relationships, fruitful ministry to children will make it possible to see a resulting transformation in the lives of the children. That transformation will impact their families, their churches and, ultimately, their country.

## EGM'S MINISTRY TEAM

EGM has a documented history of establishing successful children's ministry partnerships in Eastern Europe, Egypt and Chile. Our unique philosophy of ministry is focused on training and empowering nationals in the local church to minister in their own community with a goal of self-sufficiency, not dependency. There are church leaders already in place, as well as significant, quality ministry volunteers in Mexico who are requesting our help and are ready to proceed immediately.

Over the past year, many key components have fallen into place in the EGM infrastructure for the establishment of an EGM-Mexico ministry. Two EGM staff members are leading this ministry project.

**Krysten Norkaitis** (pictured middle): Krysten serves with EGM as our North America Hispanic Ministries Director. Krysten previously served as Director of Latin America Outreach at Mariners Church overseeing ministry in Chile, Honduras and Mexico. She also lived in Argentina for two years, serving with *Youth with a Mission*. Krysten is an elementary teacher by profession and received her Master's degree in Education with an emphasis in diversity. Since she began serving with EGM in October of 2005, Krysten has taken part in EGM's work with children's workers and church leaders in Argentina, Chile and Mexico. Krysten is fluent in Spanish.



**Joe Cox** (pictured far left): EGM's Vice President of International Ministries has worked in children's ministry for 25 years. He served for 18 years with Child Evangelism Fellowship; for ten of those years he served as Washington State Director then Vice President of USA Ministries overseeing 400 chapters and 900 staff. For the last seven years prior to serving with EGM, Joe worked at Calvary Church in St. Peters, Missouri where he coordinated over 300 volunteers. Joe leads EGM's international work in eight countries.

## THE COST OF THE PROJECT

PHASE 1	2011-2012	2012-2013
<b>Income</b>		
Gifts from EGM	\$ 20,480	\$ 19,140
Conference/Workshop Fees	2,000	3,000
Material Sales (Website)	500	2,500
Church Donations Mexico	1,000	3,000
<b>TOTAL INCOME</b>	<b>\$ 23,980</b>	<b>\$ 27,640</b>
<b>Expenses</b>		
Executive Director	\$ 6,000	\$ 12,000
Leadership Development Director	2,400	6,200
Orientation Costs	300	300
Legal (Registration of Ministry)	1,000	-
Office	1,500	600
Transport/Travel	750	1,000
Vehicle	6,500	-
Trip to CA to work with Hispanic churches	600	300
Travel to Region 2 (Chihuahua)	1,920	-
<b>TOTAL EXPENSE</b>	<b>\$ 20,970</b>	<b>\$ 20,400</b>
<b>PHASE 2</b>		
<b>Región 4 México City - D.F.</b>		
Advisory Committee	450	-
Travel to Region 4 - Trip 1	1,920	-
Travel to Region 4- Trip 2	640	-
<b>Region 2 Chihuahua &amp; Monterrey</b>		
Advisory Committee	-	450
Travel (Chihuahua, Monterrey)	-	4,480
<b>Formation of National Board of Directors</b>		
Travel to Region 4- Mexico City- D.F.	-	2,160
Board meeting materials	-	150
<b>Total</b>	<b>\$ 3,010</b>	<b>\$ 7,240</b>
<b>TOTAL EXPENSES</b>	<b>\$ 23,980</b>	<b>\$ 27,640</b>

## JOIN US

Church leaders in Mexico are eager to share the love of Christ with children. They are asking for our help.

Therefore with great thanksgiving and joy, we are humbly requesting you to consider making a one-time gift towards our Mexico ministry.

EGM would like to invite you to Mexico to meet with our national leadership and see the developing ministry first hand. In addition, we will keep you updated with semi-annual reports on the ministry and quarterly financial reports.