

Opening the Window

There is a rectangular shaped window that extends from North Africa to East Asia that is becoming increasingly known as the most unreached area of the world.

This “window” encompasses the majority of the world’s Muslims, Hindus, and Buddhists – 97 percent of the least evangelized people on earth. If we are committed to give every person on the planet a valid opportunity to hear the gospel, we cannot and must not ignore, nor shut this window to the majority of the world’s truly lost people. This unreached area is the 10/40 Window.

Mission of Mercy’s ministry is centered in the middle of the 10/40 Window. Since its inception in 1954 in Calcutta, India, one of the world’s poorest cities, Mission of Mercy has committed to meet the physical and spiritual needs of people in the poverty stricken areas of the 10/40 Window.

Why is it important to work in the 10/40 Window? The challenges of the 10/40 Window are almost overwhelming. The most resistant cultures to the gospel of Christ are situated in this area. The vast majority of the unevangelized (unreached) people live in this region. These are people with a minimal knowledge of the gospel and in some cases, no knowledge of the Lord Jesus Christ. There are 1.3 billion who have never heard the name of Jesus, and most of them reside in this window. The 10/40 Window only includes one-third of the world’s total land area but nearly two-thirds of the world’s people. Nearly 4 billion live in the 10/40 Window.

Of the world’s 50 least evangelized countries, 37 are within the Window. Yet these countries comprise 97 percent of the total population. No other area in the world is in greater need of the compassion of Christ.

Who are the lost in the 10/40 Window?

The dominant blocks of the world’s religions – Muslims, Hindus, and Buddhists – reside in the 10/40 Window. From the Muslims of North Africa and the Middle East to the Hindus of India and the Buddhists of China, Korea, and Japan, the 10/40 Window is a stronghold of these resistant religions. The philosophies behind these religions have made it difficult to penetrate these areas. China is the largest identifiable block of unreached people in the 10/40 Window. Some 1.2 billion people in this vast nation need Christ.

Why must we work in the 10/40 Window?

The first reason is because Jesus Christ commanded us to do it. “Go into all the world and preach the gospel to every creature.” In following His command, we have the promise that He will go with us and never forsake us. The prophecy of Christ was “and this gospel of the kingdom shall be preached in all the world as a witness to all people and then the end shall come.”

The second reason is because the lost live there. We are called not to go to the spiritually healthy but rather, to the spiritually sick. The ones who need help are the dejected, despised, diseased, and displaced.

A third reason we must work in the 10/40 Window is because the poor are there. Eight out of 10 of the world’s poor live in the 10/40 Window. On the average, they exist on \$1.40 a day. In some countries, they live on only \$5 a month. It is not strange that the unevangelized and the poor live in the same countries. Where the gospel has not been preached, there is scarcity; no peace, no food, no health, no joy. Only eight percent of the world’s missionaries live and work in the 10/40 Window.

What is Mission of Mercy doing today in the 10/40 window?

Since its beginnings, Mission of Mercy has been active in outwardly demonstrating the love of Christ through meeting basic human needs. In difficult areas, such as those countries comprising the 10/40

Window, food, education, and medical aid have opened the door to effectively convey the gospel. While ministry is varied nation by nation, Mission of Mercy has programs in Bangladesh, Cambodia, Egypt, India, Laos, Nepal, North Korea, Thailand, and Vietnam. In each of these areas, Mission of Mercy is partnering with missionaries committed to evangelism.

What plans does Mission of Mercy have to expand the work in the 10/40 Window?

Mission of Mercy currently is caring for 40,000 children through feeding programs, schools, children's homes, and medical aid projects. Mission of Mercy is centered in the needy areas of the 10/40 Window – but this is just a start of our dream for the future.

The world is getting younger by the day. By the year 2020, just 22 years from today, a new, much younger world will emerge with 4.5 billion children – 3 billion of whom are absolutely poor.

Our dream is to minister to 100,000 children a day by the start of the new millennium. These “kids” of mercy will be from India, Bangladesh, Cambodia, Laos, Thailand, Egypt, Romania, the Philippines, Mongolia and North Korea and a host of other countries.

Is this possible? The biblical promise is, “All things are possible to him who believes.” I stood next to a new building in North Korea. This building is a miracle, an orphanage in the most closed nation on earth. As I looked at the bricks, steel, and concrete taking shape, I whispered in my heart, *This is impossible. This is North Korea where things like these cannot happen.* But in a moment, God spoke. *There's nothing impossible for Me. All things are possible to him who believes.*

Can we expand our support base to reach our arms around 100,000 children without hope in the 10/40 Window? God answered us, *“Nothing is impossible to him who believes.”* The window has been opened, and our day of opportunity is here.

By Bob Houlihan.