



## 2021 Year-end Update on the Worldwide Ministry of The HOPE . . .

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## Lessons in the Power of Purpose Driven Perseverance 2021, My Most Difficult Year in Over 40 Years of Ministry

The Mars Hill staff and board entered 2021 with several great goals, and plans to reach them. However, while the mind of man plans his way, the Lord is the one who directs his steps (Pro. 16:9.) Very little turned out the way we intended. In fact, I can honestly say that 2021 was the most difficult year of ministry I have ever experienced since I co-founded Mars Hill over 40 years ago. That said, it is also true that the difficulties of 2021 are the very things that God used to teach me lessons that will most certainly have eternal value for me, and for those who walked with me through them.

I believe God creates every person for a special purpose (Eph. 2:10). I also believe that finishing well in life is not so much about avoiding some moral or spiritual shipwreck (though that is important) as it is about fulfilling your God given purpose. As the apostle Paul was nearing the end of his life, he wrote to his beloved disciple, Timothy, "I have fought the good fight." (2 Tim. 4:7, ESV.)

In my opinion, the best translation of Paul's original text is one that gives a uniquely personal and God-assigned emphasis to "the" fight. Notice that it is not just "a" fight. Life is hard, and everyone must fight at some time or another. But are you fighting the fight that God has called you to fight? Or are you fighting the wrong things, or for the wrong things? This brings us back to purpose. Are you fighting to fulfill God's purpose for your life, or are you fighting to fulfill a purpose of your own design? The results of either are profound.

Difficulties almost always involve some degree of struggle, or as Paul put it, a fight. Difficulties also have a way of revealing your understanding of and commitment to God's purpose for your life.

**Perseverance (n); pûr"sə-vîr'ons**  
- steady persistence in a course  
of action, a purpose, a state, etc.,  
**especially in spite of difficulties,**  
**obstacles, or discouragement.**

How much you embrace God's purpose for your life will inevitably affect how well you are able to persevere through those difficulties. Purpose empowers us to persevere, and in turn, perseverance fans the flame of the purpose that was meant to burn in our

heart, which then results in more power to persevere. This is what I would call purpose driven perseverance. It must be experienced to be understood. There is no shortcut. This is the dynamic I experienced as I encountered the difficulties of 2021, some of which you will read about on the following pages. In a very strange but real way, I am glad to have encountered them.

(Cont. on p.2)



I would never wish for you, difficulties in life. But when they come, and they surely will, do not succumb to an immediate reaction to run from them or make them go away as if “something strange were happening to you” (1 Pet. 4:12.). Rather, “consider it all joy” (Jam.1:2), knowing that your heavenly Father, who loves you, has a great lesson to teach you. For “...tribulation brings about perseverance; and perseverance, proven character; and proven character, hope; and hope does not disappoint...” (Rom. 5:3-5.)

*This was written in first person by Mars Hill President, Fred Carpenter, but the thoughts and experience described herein were shared by many of the Mars Hill staff and board in 2021.*

**PG STUDIO™**  
- pas glossa . every tongue -

## The Re-launch of a Great Commission Game Changer

“... that every tongue will confess that Jesus Christ is Lord, to the glory of God the Father.” - Philipians 2:11

PG Studio is a one-of-a-kind software application that will allow a Christian worker anywhere in the world to translate and produce oral Bibles and new language versions of Bible-based video using only a mobile device. PG Studio is currently the priority project for Mars Hill. PG Studio will remove many of the key constraints that make it difficult to get Gospel resources into the heart languages of thousands of unreached people groups in remote areas around the world. Our primary collaborator in this effort is the JESUS Film Project. The leadership of JFP believes that PG Studio is exactly what they need to translate the JESUS Film into the next 800 languages. A growing number of people in the missions community believe that PG Studio will be a Great Commission game changer.

After years of conceptualizing PG Studio, we actually began developing the software In August 2020 with the goal of launching the app in the spring of 2021. Building an app was something Mars Hill had never done, so we were trusting the software company we believed God had led us to in order show us the way forward. By early 2021 it became clear that we were not going to reach our spring 2021 launch goal. The software company we had engaged was, and still is, an industry leader in software development for a specific field of technology, but the app that we needed to build was outside their area of proficiency. The leadership in this company is deeply committed to the Great Commission, but in hindsight, they should not have taken on our project. Through the spring and early summer we tried to find a way to make it work with this group, but by the end of the summer we began the process of parting ways and moving the project to another software group.

I am greatly condensing all that transpired in this time period, but it is not overstating to say that this was one of the most gut wrenching, heart-rending, experiences I've ever had in over 40 years of vocational ministry. I was deeply disappointed that some of our ministry partners had postponed, and in some cases missed, strategic opportunities to further the Gospel. It weighed heavy on my heart that donors had trusted us and we had nothing to show them for their contributions. I am still processing all that God taught me through that experience. But never did I think of giving up. This project is too important! We believe this is our God-given mission. Perseverance is our only option!

And thanks be to God for the purpose and power to persevere, for so much has transpired in the final months of 2021! The leaders in our former software group returned every dime we paid them, and we are already up and running with a new software group that is moving forward with a very different M.O. They have given us a solid reason to believe that we can launch a working app in the coming year. Please pray for PG Studio. Our ultimate goal is not just to create an app, but to help complete the Great Commission!

## School to the Nations - Capacity Building through Partnering

Our strategic partner, School to the Nations is furthering the global ministry of The HOPE by building production hubs in Senegal and South East Asia. In 2022 they plan to produce an Afro-Ecuadorian version of The HOPE. After that, STN has slated multiple versions for production. In 2021, STN produced The Lao HOPE Study Guide. To get The HOPE into the heart languages of thousands of people groups who've yet to receive the Gospel, we must increase our capacity through strategic partners like STN. Please pray for them! And please pray that God would raise up even more partners just like them!



Randy and Austin of STN video conferencing with Senegal team

# The HOPE for India - An Epic Confrontation Between the Power of the Gospel and Dark Powers in Heavenly Places

## QUICK FACTS

People groups: 2,165  
Population: 1,446,230,770  
Unreached people groups: 1,901  
UPG population: 1,274,033,455  
Unengaged UPGs: 912  
UUPG population: 43,632,255  
Number of languages: 236

For the third year in a row, India is in the top 10 on the World Watch List of the most difficult places to be Christian. India has more unreached people groups than any country in the world, but with the rise of Hindu Nationalism, India has also become increasingly closed to missionaries. If India is to be reached with the Gospel, Indian Christians must be equipped and empowered to do it!

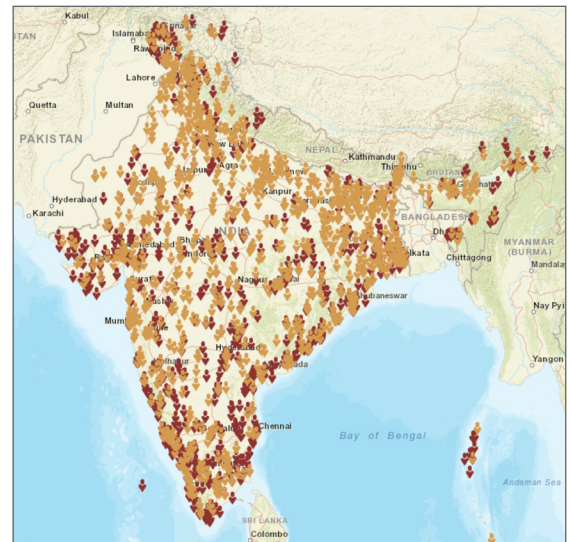
God has blessed us with a wonderful team of Indians who are connected to strategic ministry networks across India. Together with this team we are pursuing two strategies. First, knowing that India has more Facebook users than any other country in the world, we have created The Hindi HOPE Facebook community,

which is dedicated to helping Indians understand more about the book that tells the story of God's promise for all people, the Bible. Hindi speakers from our team in India and in the U.S. moderate the FB page and engage visitors in dialogue when possible. We know we are walking a thin line on the edge of India's anti-conversion laws, but we are careful to represent only what the Bible says, letting it speak for itself, rather than giving our personal opinions. Thus far, God has protected us and allowed us to continue.

Our second strategy is similar to what we have done in Iran with The Farsi HOPE video and Study Guide, which were distributed widely among the underground Church on tiny (easy to hide) micro SD cards. This M.O. will be very relevant if our Facebook ministry is ever compromised. However, the situation in India is more complex than in Iran. There are over 200 tribal languages in India for which there are over a dozen gateway (trade) languages. The HOPE video is currently in 3 of those gateway languages.

2021 brought a combination of the "good, bad and ugly" for our work in India. We were able to release a new version of [The Hindi HOPE](#) with a contextualized, India specific intro and outro that will be used on all new Indian versions of The HOPE. We also released our study guide in Hindi. However, our plan to launch these with a nationwide online premier was hi-jacked when a Hindi nationalist group submitted a bogus claim to Facebook saying that we were in copyright violation. The claim has since been resolved and both the video and study guide are available at <https://www.thehopeproject.com/hin>.

Additionally in 2021, we had hoped to release two major India languages, Marathi and Odiya. However, both projects have been fraught with difficulty. In particular, it seems that major disasters and difficulties have beset nearly every person who has joined with us on the Odiya project. This language is spoken in the Indian state of Odisha, which is perhaps the most dangerous Indian state of all for a Christian. I do not doubt that we are coming against dark powers over Odisha, and over all of India for that matter. But we are not about to give up! Please pray for us and for our Indian partners as we press on and persevere! Specifically, please pray that we will be able to complete the remaining major Indian language versions of The HOPE in a timely manner, and that the PG Studio app can be made available across India to help Christian workers translate these major language versions into hundreds of tribal languages who will someday soon be represented at the throne of the Lamb!



Each of the symbols on this map represent an Unreached People Group, of which India has more than any country in the world.

## Excerpts from the Field - What It's All About . . .

- Hamid - (Farsi speaker) "I have just repented and received Christ."
- Vikram - (downloaded The Hindi HOPE) "I want more information about Jesus."
- Beth - (USA) "My friend became a believer a year ago after watching The HOPE. I am currently discipling her."
- Liza - (Philippines) "I play it in our taxi cab headquarters for taxi drivers to watch."
- Cathy - (USA) - "I will be using the ESL HOPE with Chinese students at Penn State."



# HOPE for the Amazon - A God Thing in the Making

## QUICK FACTS:

People groups: 105  
Population: 365,430  
Unreached people groups: 57  
UPG population: 141,375  
Unengaged UPGs: 43  
UUPG population: 19,750  
Number of countries: 7

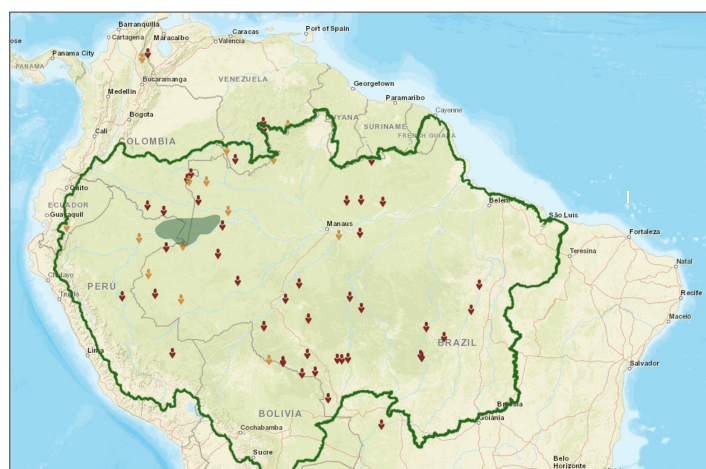
The Amazon basin has two major things in common with India - 1) there are a large number of remote tribal groups who have yet to be reached with the Gospel, and 2) in Brazil (where most of these groups live), missionaries from the outside are no longer allowed. As with India, Amazonian Christians must be equipped and empowered to reach the unreached tribes in that region.

Also much like our India initiative, 2021 brought a combination of “good, bad and ugly” for our work in the Amazon. The good was really what you might call a God thing. At the end of 2020, we released a publication explaining the projects we would

focus on in 2021 and beyond - [www.mars-hill.org/ministry-updates/reachtherest](http://www.mars-hill.org/ministry-updates/reachtherest). This publication included our strategy for the Amazon.

From what I had learned about the Amazon basin, I knew that some tribes had embraced the Gospel, and that the best way to reach the unreached tribes was through indigenous tribal missionaries. However, I personally did not know any of these “potential” tribal missionaries. The vision I cast in that publication was based on a conviction that God would go before us.

Fast forward to the spring of 2021, and Mars Hill was approached by two men who wanted to do a version of The HOPE for the Ticuna tribe who are located near the borders of Brazil, Peru and Colombia on the Amazon basin. The Ticuna are not actually an unreached tribe in that they have several thriving Church communities. They are growing in the Lord and there is an emerging desire among them to take the Gospel downstream and into the rain forests to reach unreached tribes. God was going before us!



The green border shows the Amazon basin. The symbols indicate the location of unreached people groups. The green area in the upper right represents the land of the Ticuna people - 36,377 in Brazil, 8,000 in Colombia, and 6,982 in Peru.

Within a short period of time we formed a partnership to create The Ticuna HOPE. Like the new Hindi HOPE, it will have a contextualized intro and outro and become a template for other tribal language versions on the Amazon. We were aiming to start production before the end of the year, but our first director dropped out because of concerns about COVID. Some members of our current team are not vaccinated, so due to tightening COVID travel restrictions, and for other reasons beyond our control, production has been delayed until early 2022.

PERSISTENCE must be our response! The unreached people groups of the Amazon are among the most difficult to reach, but Jesus will not return until they are reached! Please pray for this project!

## Reach of The HOPE in 2021

In the past year, in one of 37 languages, over 93K people from every country in the world visited 205K pages on our website, [www.thehopeproject.com](http://www.thehopeproject.com). Some received new life in Christ, many grew in Christ spending time in our online HOPE Study Guide. These numbers do not include the activity from multiple ministry partners who also stream The HOPE on their websites. Nor do they include all the viewings that occur around the world in remote villages, in refugee camps, in ESL classes, in secret settings in closed access countries and in more places than we can list.

The HOPE is a project of Mars Hill, a non-profit ministry dedicated to ministry through media. For more than 40 years, award-winning Mars Hill films and videos have been used around the world to introduce thousands of people to Jesus Christ.

The Mars Hill website - [www.mars-hill.org](http://www.mars-hill.org)  
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Help Reach Them Video | Reach the Rest Online Booklet  
The HOPE Ministry website - [www.TheHOPEProject.com](http://www.TheHOPEProject.com)

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