

Data and Sources (2026)

I. The Global Capital Pool¹

To understand the scale of the misallocation, we look at total resources versus what is actually deployed across borders.

- **Global Christian Income:** Total annual personal income for all affiliated Christians is projected at **\$59 Trillion USD** (calculated from the \$53T baseline² adjusted for 2026 growth).
- **Total Annual Donations:** Global Christian giving to all causes (churches, charities, etc.) totals **\$1.3 Trillion USD** (historically 1.7% to 2.2%³ of income).
- **The "Missions" Pool:** Approximately 6%⁴ of total giving, or **\$78 Billion USD**, is designated for "Foreign Missions".

2. The Distribution Gap (The 0.1% Reality)

Once the mission pool is identified, researchers track *where* the people receiving the money live. They categorize the world into three "Worlds" (as defined by the World Christian Database):

World	Description	Allocation of the \$78B
World C (Reached)	Areas that are majority Christian (The Americas, Europe, etc.)	\$67.4 Billion (86.5%)

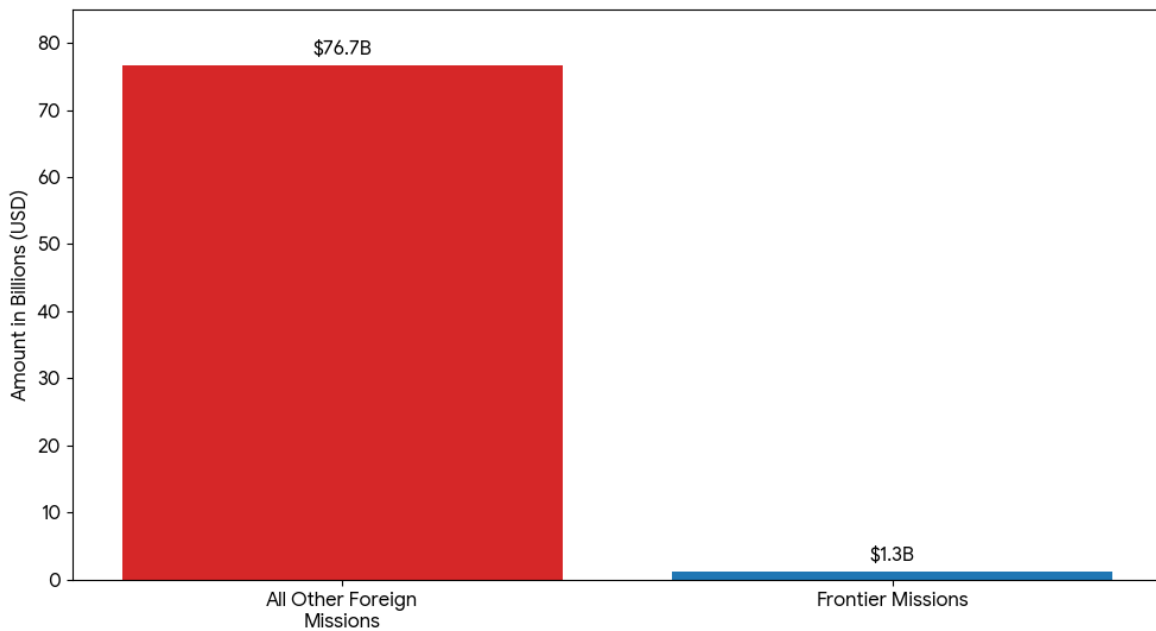
¹ Source of data is the Center for the Study of Global Christianity (CSGC) at Gordon-Conwell Theological Seminary.
² This is found in the "Christian Finance" section of the CSGC's annual report. In the 2024–2025 reports, the "Personal Income of Christians" was listed at \$56.5 Trillion, having grown from the \$53 Trillion figure used in 2023.
³ This is the ratio between "Personal Income of Christians" and "Giving to Christian Causes".
⁴ This specific percentage comes from the "Global Foreign Missions" allocation within total giving. Sources of data are CSGC and The Traveling Team. Of the total money given to churches (approx. \$1.3 Trillion in recent years), only about \$52–78 Billion is sent across borders for "Foreign Missions."

World	Description	Allocation of the \$78B
World B (Some Access)	Areas with a Christian presence but non-Christian majority	\$9.3 Billion (11.9%)
World A (Unreached)	Areas with <2% Evangelical presence (The Frontier)	\$1.3 Billion (1.6%)

Note the extreme weight toward already-reached areas:

- **World C (Reached):** Receives approximately \$67.4 Billion (86.5%) of the missions pool *(Based on CSGC allocation ratios applied to the \$78B pool)*.
- **World B (Some Access):** Receives approximately \$9.3 Billion (11.9%) *(Based on CSGC allocation ratios)*.
- **The Frontier (Unreached):** Receives only \$1.3 Billion USD, accounting for just 1.6% of the mission pool and a staggering 0.1% of total Christian giving (\$1.3T) *(Joshua Project; CSGC, 2026)*.

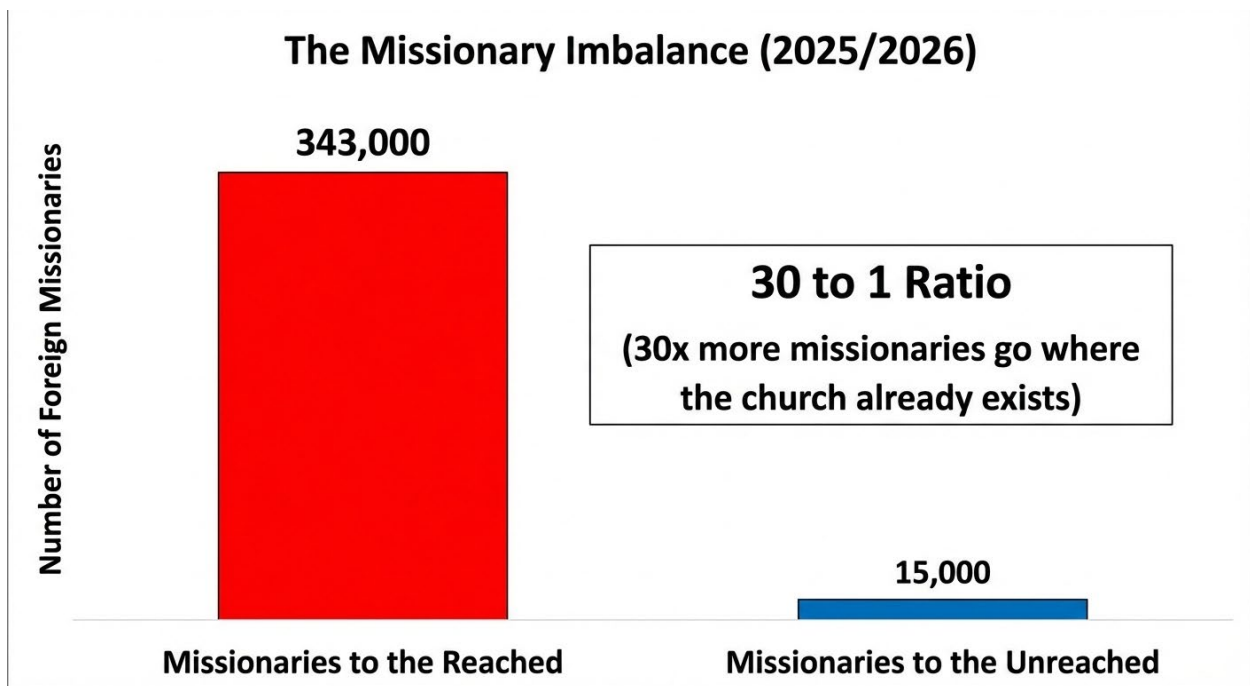
Global Mission Capital Allocation (Total: \$78 Billion)



3. The Human Capital Imbalance (The 30-to-1 Ratio)

The misallocation of financial capital mirrors the misallocation of personnel (*The Traveling Team*).

- **The Global Force:** There are approximately **445,000**⁵ total foreign missionaries serving worldwide (*CSGC, 2026*).
- **Reached Allocation:** Research from the **Center for the Study of Global Christianity (CSGC)** and **The Traveling Team**⁶ indicates that roughly **343,000** (77%) of these missionaries work in the "Reached World" and another **86,000** (19%) work among the "Unevangelized" (non-Christians in reached areas).
- **Unreached Allocation:** Only an estimated **15,000** missionaries (roughly 3%) are deployed to Unreached People Groups (*Joshua Project*).
- **The Imbalance:** This creates a **30-to-1 ratio** of workers in reached areas versus the frontier (*"The Great Imbalance," missiological standard*).



⁵ Source of data is the CSGC's "Status of Global Christianity".

⁶ <https://www.thetravelingteam.org/stats>

4. The Reality Check: Comfort vs. Rescue

- **Pet Costumes:** According to the **National Retail Federation (NRF)**⁷, Americans spent approximately **\$700 Million to \$860 Million**⁸ in 2024 on Halloween costumes for their pets.
- **Pioneer Missions:** The total global giving used specifically for pioneer work among unreached people groups is roughly **\$1.3 Billion** (CSGC, 2026).
- **The Takeaway:** The global Church's entire budget for the 3.39 billion⁹ unreached people is barely 1.5x what one nation spends on animal dress-up for a single night (*NRF vs. CSGC comparison*).

⁷ The source of data is from the National Retail Federation (NRF) annual Halloween consumer survey. NRF reported that U.S. consumers spent \$700 million on Halloween costumes for their pets in 2024, and projected that this number would reach \$860 million annually.

⁸ These figures for pet costumes refers specifically to all Americans (U.S. consumers), not exclusively "Western Christians."

⁹ *Joshua Project (2025/2026 Database)*. This refers specifically to individuals living within **Unreached People Groups (UPGs)** — groups where there is no indigenous community of believing Christians with adequate numbers and resources to evangelize the rest of the group without outside help. The number "3.58 billion" is sometimes used according to the *CSGC/Status of Global Christianity 2026*, which includes individuals who have had little to no opportunity to hear the Gospel, regardless of whether their specific ethnic "group" is technically reached or not.

Data Sources

1. The Center for the Study of Global Christianity (CSGC)

- Official Website: gordonconwell.edu/center-for-global-christianity
- Specific Report (2026 Statistics): [Status of Global Christianity 2026 \(PDF\)](#)

2. Joshua Project

- Official Website: joshuaproject.net
- People Group Database: joshuaproject.net/people_groups

3. National Retail Federation (NRF)

- Official Website: nrf.com

4. The Traveling Team

- Official Website: thetravelingteam.org
- Missions Statistics Page: thetravelingteam.org/stats