



# GenSend

## *Impact Report*



2025

# THANK YOU

This summer, we witnessed God do incredible things through GenSend. Across North America, students stepped into some of our most influential cities to display and declare the gospel. The stories and impact that follow in this report are a testimony to His faithfulness and to the countless people who helped make it all possible.

We are deeply grateful to our **City Mobilizers** who guided students with wisdom and care, and to our **Cohort Coaches**—church planters and ministry leaders—who opened their lives and ministries to invest in the next generation. To every **GenSender**, thank you for saying “yes” to this opportunity and for serving with courage, humility, and faith. And to the many **pastors and college leaders** who encouraged and sent students, your partnership is vital in shaping kingdom-minded leaders.

GenSend would not be possible without the generous support of Southern Baptists who give faithfully to the **Cooperative Program** and the **Annie Armstrong Easter Offering**. Your investment fuels the mission of church planting and provides the opportunity for students to experience “more than a summer”—to live on mission for a lifetime.

As you read this report, we celebrate what God has done and look ahead with anticipation to what He will continue to do. Thank you for being part of this movement.

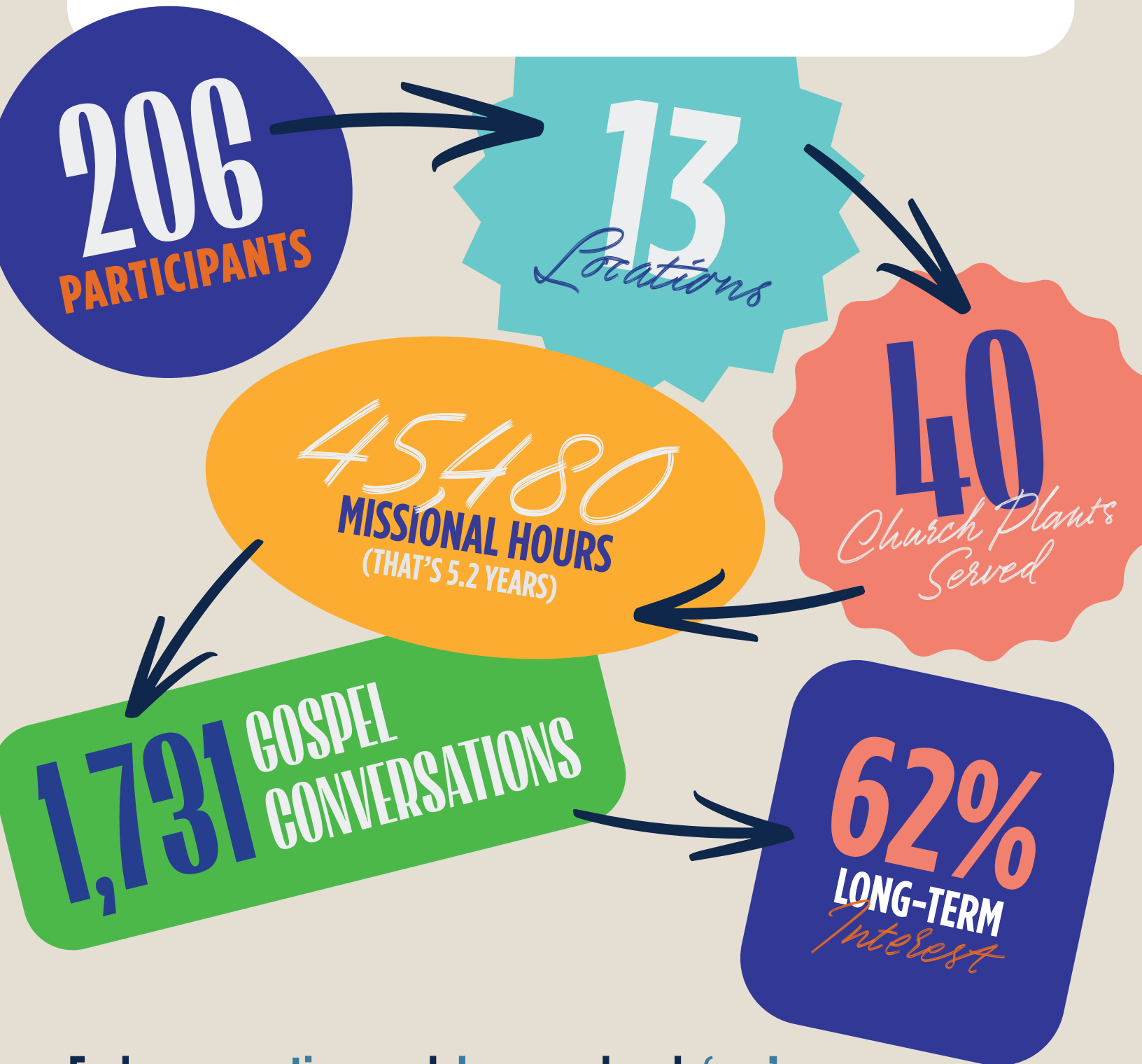
With gratitude,

*Jon Chasteen*

Director of Next Gen Mobilization



# IMPACT AT A **GLANCE**



Each conversation, each hour, and each 'yes' tells the story of a generation learning to live sent.

# PARTICIPANT *Feedback*

9.2

Overall Satisfaction with the GenSend experience

9.3

How likely to recommend GenSend to a friend

9.5

Overall experience with GenSend City Mobilizer

9.4

Overall experience with GenSend City Coach

9.0

Growth in learning to live on mission

8.9

Growth in understanding of church planting

9.4

Overall value of GenSend relative to time & cost

# Testimonials



We were able to invite this man to church, and he ended up giving his life to Jesus and getting baptized in the span of us being there. It was cool to see how God drastically changed his life and how devoted he became to the mission of the Lord. It was really encouraging.

**Caroline Kelly,**  
*San Diego, CA*



At the beginning of the summer, I prayed for just one gospel conversation. God answered that prayer many times over. I realized sharing the gospel isn't something to fear—it's something to treasure.

**Payton Van Sickle,**  
*Providence, RI*



GenSend students helped our church plant engage our community with the gospel before we even started a service! For two summers prior to our service launch, we had students out serving, having gospel conversations, and building relationships.

**Jacob Ambrose,**  
*Valley Church, MA*



GenSend is a major boost for the West. Students not only impact the city but also strengthen planters and their teams. GenSend also serves as a powerful partner-recruiting tool. When engaging larger churches, we can say, 'and you can send your college students to serve alongside us.' That shows partnership is a two-way street. Plus, when churches see NAMB's investment in GenSend, it reinforces the value of their own financial support—including Annie gifts—because it directly benefits them and their students.

**Shane Critser,**  
*Regional Director, West*



# FROM SALVATION TO BEING SENT:

## *The Impact of GenSend Summer*

For Noemi Kunkel, GenSend is truly more than a summer. In fact, it's made an eternal difference. She had no idea how her life would be transformed when a GenSend Summer team descended upon Salt Lake City in 2024. Her life was changed forever.

Noemi met the team at a critical time when she felt lost and broken. Having grown up in the Church of Jesus Christ of Latter-day Saints, her understanding of the gospel had left her feeling defeated.

"I felt an overwhelming pressure that I'm not good enough. I can't do all the things I'm supposed to do. I can't check all these boxes," Noemi related.

In her dejection and loneliness, Kunkel turned her back on God and chose to live on her own terms. She longed for something real and meaningful, and sought it in a community that could never meet her heart's deepest longing.

*She didn't yet realize  
that desire could  
only be fulfilled by  
the Lord Jesus.*

## ENTER THE GENSEND SUMMER TEAM

The GenSend team met Noemi and immediately sought to build a friendship with her. They invited her into their weekly rhythms of community nights, games in the park, and hangouts at a soda shop to get to know her.

Initially, Noemi felt unsure of how this group of committed Christians would receive her, since she didn't know where she stood with God, but the team embraced her where she was in her spiritual journey. They developed and nurtured relationships with her, all the while demonstrating the love of Christ and speaking the hope of the gospel message. Their love wasn't dependent on Noemi's performance of doing all the right things, and this began to open her heart to God again.

Finally, her friend Paige from the GenSend team asked her, "Noemi, where's your hope?" That question was the turning point. Noemi had always placed her hope in herself, in her ability to be good enough, but she knew it wasn't working.

She shared, "It felt like everything I did was like washing a car with a dirty rag; I could never get the car clean."

Now that she had heard the gospel again, she had to decide if she wanted it. Could she receive His love to cover her unworthiness? Ultimately, she said yes to Christ and has found her greatest joy in Him, all because He chose to work through the faithful love of the GenSend Summer team.



*“It felt like everything I did was like washing a car with a dirty rag; I could never get the car clean.”*

## FROM UTAH TO NEW ORLEANS ON MISSION

God began to use the story of the woman at the well in John 4 in Noemi's life as a new believer. The woman in the passage found her worth in Christ and immediately began to share the good news of Jesus with others.

Noemi found inspiration in how quickly the woman joined in the Great Commission task. The woman at the well didn't wait to tell others the good news, but for a while, Noemi questioned. Did she need more theological education or training? Would she be able to defend her newfound faith as others might? She wrestled with the decision of whether to wait. Then, she was encouraged by the reality that if she knew the gospel well enough to accept it, she knew it well enough to share it with others.

She knew the gospel, and she wanted to go on mission. Her pastor suggested she serve with GenSend. Noemi was on board and sensed God calling her to serve in New Orleans.

She shared, "GenSend came to Utah, and they changed my life. I chose to come to New Orleans so that I can change other people's lives. But it's not me changing their lives; it's God. God has worked in me, and He can now work through me so that I can pour His Word over the world and love every single person that I come across."

## MORE THAN A SUMMER

Noemi's experience in New Orleans taught her what it means to live on mission, to intercede for the lost, and to leverage every relationship for the gospel. The skills and lessons she learned in New Orleans will stick with her for the rest of her life. She'll immediately put those to use as she's back home in Salt Lake City serving on a church planting team that will launch Redemption Bear City next year. GenSend truly is more than a summer. It's a catalyst for Noemi and others just like her to find their place in God's kingdom.



# GENSEND'S LASTING IMPACT IN *Salt Lake City*

Bobby Wood understands the mission. Since 2009, he has leveraged his life for the Great Commission, moving from his home in the Bible-Belt South to reach the lost in northern Utah. Now, as a Church Planting Catalyst and GenSend City Mobilizer for the North American Mission Board (NAMB), he has the joy of activating the next generation for gospel impact in Salt Lake City.

Each summer, he has a front-row seat to the work of God in his city, in each church plant where summer missionaries serve, and in the lives of missionaries themselves. GenSend participants engage in numerous gospel conversations during their 6- to 8-week stay and spend countless hours with church planters, learning the ropes of what it takes to plant a sustainable church. All the while, they serve each planter and their family.

The total impact of GenSend Summer is challenging to quantify on this side of eternity, as spiritual seeds planted each summer take time to be watered and bear fruit. However, Bobby has seen tangible evidence in the lives of summer participants, as many demonstrate the summer's significance by returning to the work in Utah long after the summer program has ended.



He notes that among four churches in the Salt Lake City area, at least 20 students have returned to serve church plants. Several are still in training to join church planting teams, while one, Anthony Jozwick, is working through a leadership pipeline to become a planter himself. Throughout his experience in GenSend Summer, God confirmed in his heart the calling to be a pastor and plant a church. Once his summer ended, he moved to Utah permanently and joined the pastoral apprenticeship program. This training will prepare him for the work of becoming a church planter. The weeks participating in GenSend Summer were used directly by God to call Anthony, and others like him, into more full-time missionary roles, expanding the kingdom in one of the most unreached places in North America.

Wood is seeing the long-term effect of how GenSend moves the church-planting needle in several key ways. It has increased connections with new partners to the Utah missionary task and Send Network, the church-planting arm of NAMB. “GenSend is a fantastic church mobilization tool,” shared Wood.

Established churches that host GenSend students can't help but notice the surge in gospel conversations taking place through their college students, thanks to the contagious effect of summer missionaries. Churches then become excited to see students in their own college ministries becoming more engaged, evangelistic disciple-makers with an increasing passion for church planting. This naturally causes established churches to seek out relationships and partnerships with church planters in the city. Wood sees how it brings increased planting engagement and momentum to the church planting movement in Utah.

Wood has also observed firsthand how GenSend summer missionaries have strengthened local church planting teams, especially in their evangelism outreach efforts.



# SALT LAKE CITY

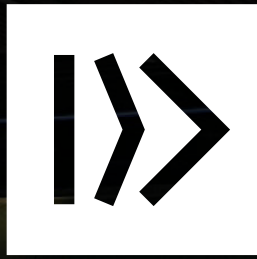


He recalls, “Each summer that our plants have GenSend, we see an evangelistic explosion that takes place in our plants. We experience an explosion in our baptism numbers that is directly tied to GenSend each summer.”

It’s a game-changer for church plants to receive a dedicated and equipped 8-week missionary task force that works diligently to share the gospel. Two young adults who were brought to Christ through the efforts of GenSend have also chosen to participate in GenSend themselves. True gospel transformation has been brought about through the summer ministry of GenSend.

Wood has also observed an unexpected result of GenSend among churches: an increase in generosity. As churches see and experience the positive, eternal fruit of GenSend missionaries, they are eager to give financially to the Annie Armstrong Easter Offering, which provides support to GenSend Summer efforts. He has seen a direct correlation between GenSend Summer and higher giving.

*As Bobby Wood continues his work as a GenSend City Mobilizer, he hopes to see God continue to call more young men and women to the missionary task in Utah through GenSend, a work that transforms lives and powerfully fulfills the Great Commission.*



# What is GenSend?



GenSend, a program of the North American Mission Board, offers students opportunities to join God's great story in some of North America's greatest cities! It is an immersive exploration of what it means to live intentionally in community while sharing the gospel in a new city and serving alongside a Send Network church plant. The focus of GenSend is to help students grow as disciples, learn to live on mission, and discover God's kingdom calling. Tangibly, GenSend teaches students to be faithful in the small things, to keep showing up in the community and engaging the people they meet, building bridges to share the gospel as they do so.

*As students consistently invest in their communities, friendships grow—even across different faiths—and those relationships often become the pathway to spiritual and gospel conversations that change lives.*



# OUR TEAM:



**JON CHASTEEN, NATIONAL DIRECTOR**



**JUDY CAPE, PROGRAM COORDINATOR**

## *City Mobilizers:*

**KEITH FLANAGAN**

 **BILLINGS**

**DANNY RIOS**

 **MIAMI**

**TALI GRAHAM**

 **BOSTON**

**MATT BRICHETTO**  **NEW ORLEANS**

**CHRIS GREENWOOD**

 **CALGARY**

**LUKE CALVERT**  **NEW YORK CITY**

**KIRK KIRKLAND**

 **CINCINNATI**

**JORDAN ANDERSON**  **PROVIDENCE**

**CORY SINGLETON**

 **LOS ANGELES**

**BOBBY WOOD**  **SALT LAKE CITY**

**SHAWN SNYDER**

 **MEDFORD**

**JEREMY AYLETT**  **SAN DIEGO**

**GROW AS A** *disciple.*  
**LIVE ON** *mission.*  
**DISCOVER YOUR** *calling.*



**LEARN MORE AT [GENSEND.ORG/SUMMER](https://gensend.org/summer)** 



