

# AUDIO BIBLES FOR AFRICA

Help Bring God's Word to the Unreached



*Has not God chosen those who are **poor in the eyes of the world** to be **rich in faith** and to inherit the Kingdom He promised to those who love Him?  
James 2:5*

**Campaign Goal: \$275,000**



# PROSPECTUS SUMMARY

## VISION

*Bring the life-changing Word of God to 300,000 people across West Africa through 20,000 Audio Bibles by 2028.*



*Audio Bibles in heart languages allow oral learners to engage with Scripture, hear testimonies, and worship God—without literacy or electricity.*

## THE OPPORTUNITY

Across West Africa, many communities have never heard the name of Jesus. Illiteracy, lack of electricity, and limited Scripture access make traditional discipleship difficult, even as growing Islamic influence and isolation threaten gospel progress. Audio Bibles offer a strategic, culturally relevant solution—allowing new believers to engage with Scripture, grow in faith, and multiply disciples within their communities.

## CAMPAIGN GOAL

We seek to raise \$275,000 of our three-year \$733,000 budget to achieve this goal of expanding Audio Bible distribution among 300,000 more people.

## IMPACT

- 20,000 Audio Bibles distributed over three years, reaching an estimated 300,000 people
- Training and deployment of six national field producers to record Scripture in six new languages
- Strengthened discipleship, church planting, and multiplication of believers in remote communities

## JOIN US

Your partnership will place God's Word into the hands of those who have never heard it. A generous seed gift will help catalyze a movement that transforms lives, strengthens local churches, and advances the gospel among the unreached. Together, we can ensure that the message of Christ reaches even the hardest-to-reach places in West Africa.



*Each new language recorded opens the door to hundreds of villages previously unreached.*

# ABOUT ONEWAY MINISTRIES

## OVERVIEW

OneWay exists to mobilize God's people to exalt Jesus Christ and advance His Gospel to the nations. Through media, we inspire the global Church to fulfill the Great Commission. Through field ministries, we partner with national leaders worldwide to strengthen evangelism, discipleship, and church planting.

In all we do, our goal is to reach multitudes with the good news of Jesus Christ.

## HISTORY

Founded in 2000 by Michael and Rachel Thompson after serving as missionaries with Pioneers in West Africa, OneWay is a Christian missions and media organization dedicated to helping the global Church reach the unreached.

Driven by a passion to see more people transformed by the gospel, OneWay pursues strategic and creative approaches to advance God's kingdom—combining on-the-ground ministry through national partners with innovative media that mobilizes believers worldwide.

Today, OneWay has grown into a family of interconnected ministries united by a single vision: to see countless lives changed by the gospel as God's people joyfully engage in His mission.



## MISSION

To activate people to exalt Jesus Christ and advance His gospel to the multitudes.

## VISION

To see multitudes come to saving faith in Christ as God's people joyfully engage in reaching them.

## CORE VALUES

We value:

- A deep passion for the lost
- An actively mobilized Church
- A strategic approach that prioritizes people groups and efforts with the potential for the greatest Kingdom impact

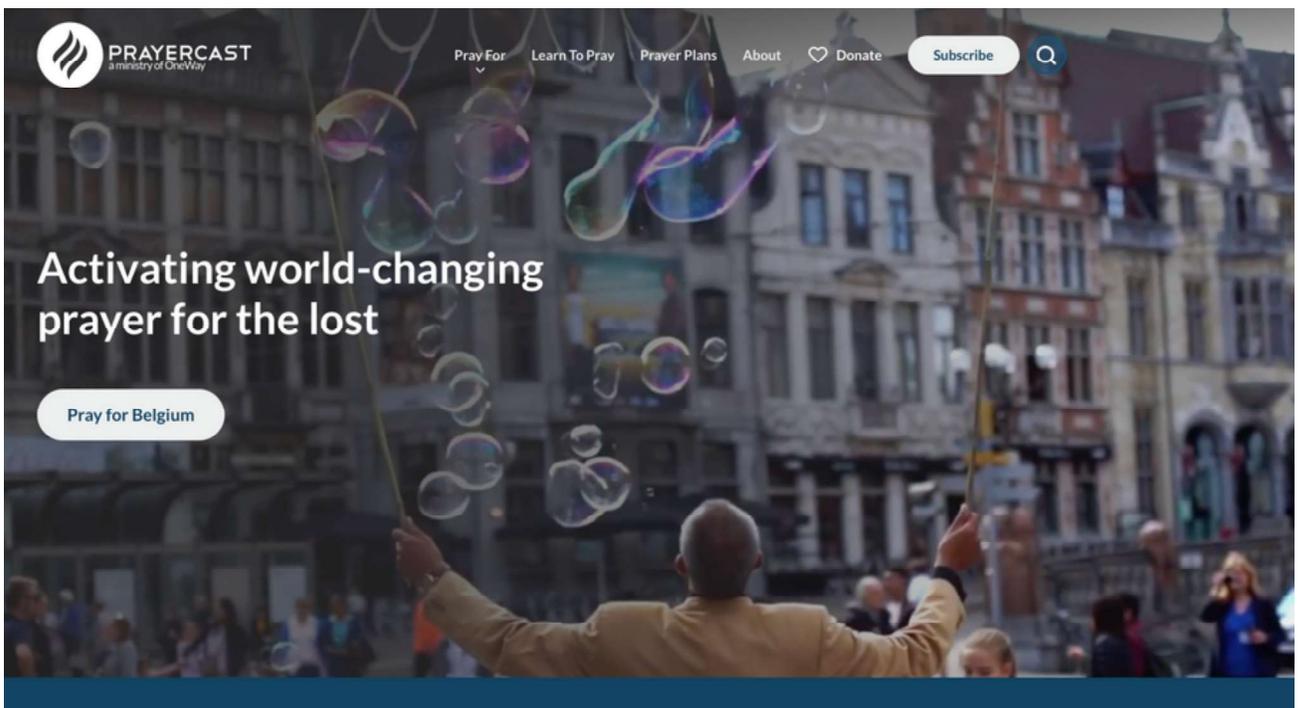


*Each Audio Bible is not just a device—it's a catalyst for life transformation, discipleship, and multiplication of believers in remote communities*

# CORE MINISTRIES

OneWay operates eight core ministries across media and missions. Highlights include:

- **OneWay Africa** mobilizes missionaries to reach communities across West Africa through initiatives like the Livingstone School of Missions, the JESUS Film Campaign, and Audio Bibles. By training and sending national believers, we advance evangelism, discipleship, and church-planting efforts
- **OneWay Interns** equips young adults for Kingdom service through immersive, hands-on internships. Since 2008, nearly 300 college students have grown in discipleship, community, and a deepened Great Commission worldview through our summer program.
- **Mission Network News** is a daily radio broadcast airing on 900 stations in 21 nations. We share stories of God at work and invite believers to pray.
- **Prayercast.com** is a global prayer initiative that mobilizes world-changing prayer through compelling video resources—viewed millions of times annually in over 120 countries.



# ONEWAY AFRICA MEETS A NEED

In northern Ghana, 19 people groups remain unreached with the gospel and have little or no access to God's Word. Yet these same people are spiritually hungry and open to hearing about Jesus.

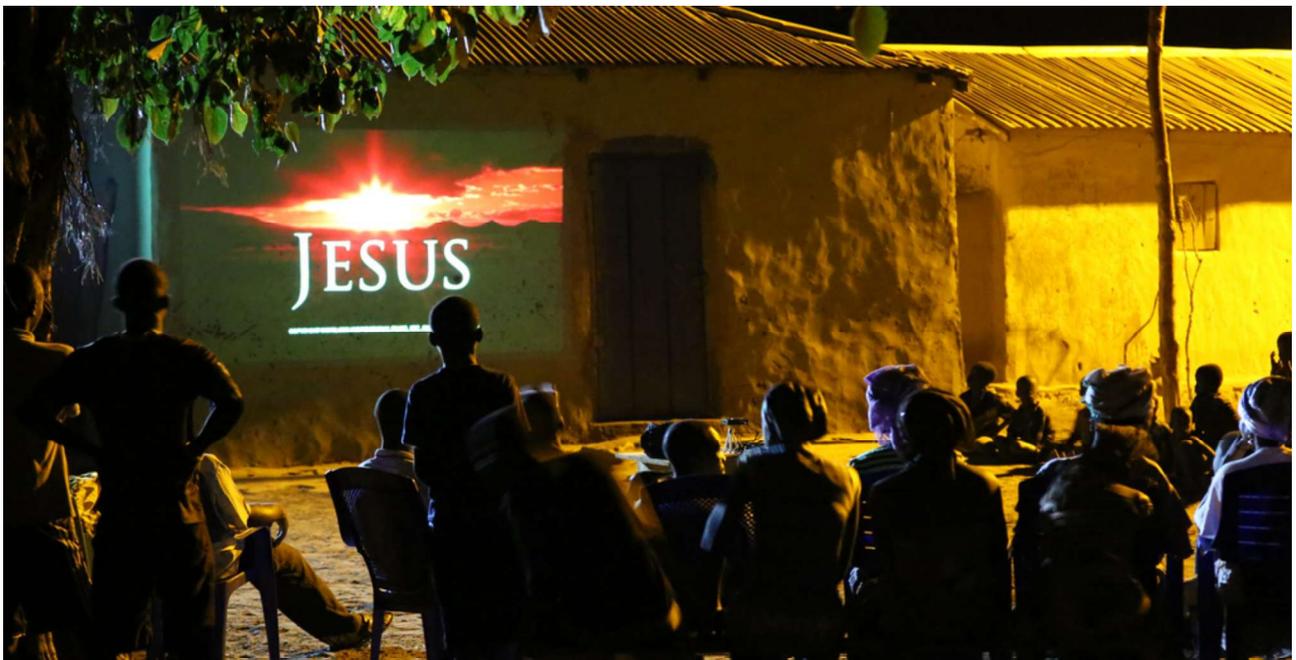
OneWay Africa is meeting this need through an integrated approach that combines evangelism and discipleship using the **JESUS Film and Audio Bibles**: solar-powered devices loaded with Scripture as well as discipleship content such as worship music, teaching, and testimonies - all in the local language.

Through the Livingstone School of Missions, we train and send missionaries on motorcycles—known as **Jesus Film Riders**—to remote villages to show the JESUS Film in local languages and share the gospel. As people respond, our teams provide Audio Bibles in their heart languages so new believers can continue learning from Scripture long after the Riders leave.

## Since 2012:

- 510,000+ people have heard the gospel
- 54,000 individuals have professed faith in Christ
- 35,000+ Audio Bibles have been distributed, reaching an estimated 233,000 people through group listening

Partnerships with local pastors and workers ensure long-term follow-up, discipleship, and church planting, empowering believers to grow and multiply their faith.



# THE OPPORTUNITY

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In the remote regions of northern Ghana, the door is open. Hearts are hungry, villages are receptive, and partnerships are in place to bring God's Word to those who have never heard it.

OneWay Africa has built a proven and sustainable model for evangelism and discipleship in these regions. By combining the **JESUS Film**, **trained national missionaries**, and **solar-powered Audio Bibles**, this project brings the gospel to life in a way that oral learners can truly understand and retain.

With the support of generous partners, we have the opportunity to **expand this work**—reaching more unreached people groups and strengthening new believers with the Word of God in their own language.

**But we must act swiftly.**

Agressive Islamic influences seek to dominate this region by building mosques and offering free services for those who will become Muslim. The enemy is real and must be driven back by the light of the gospel to save precious souls.



# THE STRATEGY

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To meet the growing need for God's Word among unreached people in West Africa, OneWay will carry out a focused, multi-phase strategy that combines **fundraising, training, recording, and field distribution**.

This plan is designed for both immediate impact and long-term sustainability—empowering local believers to reach their own people with the gospel.

The various phases will focus on these key objectives:

**1. Expand Current Distribution** – Scripture, worship music, and discipleship content are already available in 15 languages. Now we need more devices to reach more listeners.

**2. Record New Languages** – Train and equip local missionaries to record Scripture and discipleship content in 12 additional languages by 2028.

**4. Follow-up & Discipleship** - Partner with regional pastors and field teams to ensure long-term engagement and church planting.

**5. Multiply & Expand** - Apply lessons learned to additional unreached communities, scaling the impact.

## LONG-TERM VISION

By the end of 2028:

- Distribute **20,000 Audio Bibles**, reaching up to **300,000 listeners**.
- Equip **six new national producers**; produce initial recordings in 12 additional languages.
- Establish a **sustainable infrastructure** for ongoing evangelism and discipleship through national missionaries and partners.

This strategic approach ensures that the reach of the gospel continues to grow long after initial funding is complete—multiplying disciples and expanding access to God's Word across West Africa.

# USE OF FUNDS

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Every dollar given helps bring God’s Word to people who have never heard it in their own language. OneWay is committed to **transparent and effective stewardship**, ensuring that funds are used strategically to maximize gospel impact.

**Each solar-powered Audio Bible costs \$25**, covering hardware, content loading, packaging, international shipping, delivery to field teams, and administrative oversight.

## THREE-YEAR PROJECT BUDGET SUMMARY: \$733,000

CATEGORY	DESCRIPTION	AMOUNT	% OF TOTAL
Audio Bible Production & Distribution	20,000 Audio Bibles: 14,000 in existing languages + 6,000 in new languages (~\$25 each)	\$500,000	68%
New Recording & Field Training	Equip and train 12 new field producers and record 12 new languages	\$171,000	23%
Fundraising & Donor Engagement	Funding materials, donor updates, U.S. partner meetings, and public campaigns	\$39,500	9%
<b>Total Project Budget</b>		<b>\$733,000</b>	<b>100%</b>

# THE OUTCOMES

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OneWay Africa's Audio Bible initiative is already transforming lives and communities in northern Ghana. Through the distribution of solar-powered Audio Bibles and mobile SD cards, the gospel is reaching **unreached people groups**, empowering them to grow in faith and share Christ with others.

## PROJECTED REACH

Since 2012, OneWay Africa has distributed over 35,000 Audio Bibles in 15 languages, giving an estimated 233,795 people access to Scripture. These tools have fueled evangelism and discipleship in some of the hardest-to-reach regions of Ghana.

Through this three-year expansion project, projected impact is:

- **Audio Bibles Distributed:** 20,000 units over the next three years
- **People Hearing the Gospel:** Approximately 300,000 listeners (based on 15 listeners per device)
- **New Believers & Churches:** Continuing growth among unreached tribes, with follow-up through local pastors and trained disciples

## STORIES OF LIVES CHANGED

**A Fulani Man's Journey:** As a young Fulani man—a member of a predominantly Muslim, nomadic tribe—he gave his life to Christ and eagerly received God's Word in **Fulfulde**, his heart language. He listens while tending his cattle and even requested a unit for his mother, enabling her to engage with Scripture as well.

**The Komba Movement:** Once largely untouched by the gospel, the Komba people are now seeing vibrant church growth. Believers walk up to twelve miles to share Christ with others in their tribe. The newly completed Old Testament recording will further equip these new believers to deepen their discipleship and multiply the message of Jesus throughout northern Ghana.

## BROADER RIPPLE EFFECTS

- **Discipleship:** Audio Bibles provide ongoing spiritual growth for new believers, allowing them to study Scripture in their own language.
- **Missions Mobilization:** As communities engage with Scripture, new leaders and evangelists are emerging, multiplying the reach of the gospel.
- **Cultural Relevance:** Local recordings, worship, and testimonies make the Word relatable, helping listeners understand what it means to follow Christ in their context.

## METRICS AND REPORTING

- **Distribution:** We will continue to track number of units distributed and people groups impacted.
- **Impact Tracking:** Our team will also continue doing follow-up visits, field reports, and testimonies from local pastors and missionaries.
- **Church Multiplication:** We also track new house churches, small groups, and discipleship initiatives arising from Audio Bible use.

Through this project, you have the opportunity to place **God's Word directly into the hands and hearts of unreached people**, creating lasting spiritual transformation and multiplying disciples who will continue sharing Christ for generations.

*\$25 provides one Audio Bible to someone in an unreached community.  
\$5,000 reaches 3,000 people.  
\$25,000 reaches 15,000 people.*



# ADDRESSING CHALLENGES

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While the opportunity to reach unreached people groups in West Africa is immense, the region presents significant logistical and contextual challenges. OneWay Africa approaches these realities with careful planning, proven experience, and trusted local partnerships.

## KEY CHALLENGES

### 1. Illiteracy

Many people cannot read printed Scripture, making traditional discipleship difficult.

- **Solution:** We seek to address this through solar-powered devices that bring the Word to life without the printed page.

### 2. Infrastructure Limitations

Many communities lack electricity, internet, and reliable transportation. Limited medical care also poses a risk for our missionaries on motorcycles as they ride through dangerous terrain.

- **Solution:** Honestly, our team relies on prayer as we ask God to protect field workers when they go beyond the realm of connectivity and medical care.

### 3. Isolation and Accessibility

Nomadic and rural lifestyles make long-term follow-up challenging. Especially among the Fulani herdsman, it can be difficult to follow-up.

- **Solution:** We partner with regional pastors as much as possible. We also trust the Word of God to do its work even we workers lose the ability to connect with traveling peoples.

### 4. Persecution Risks

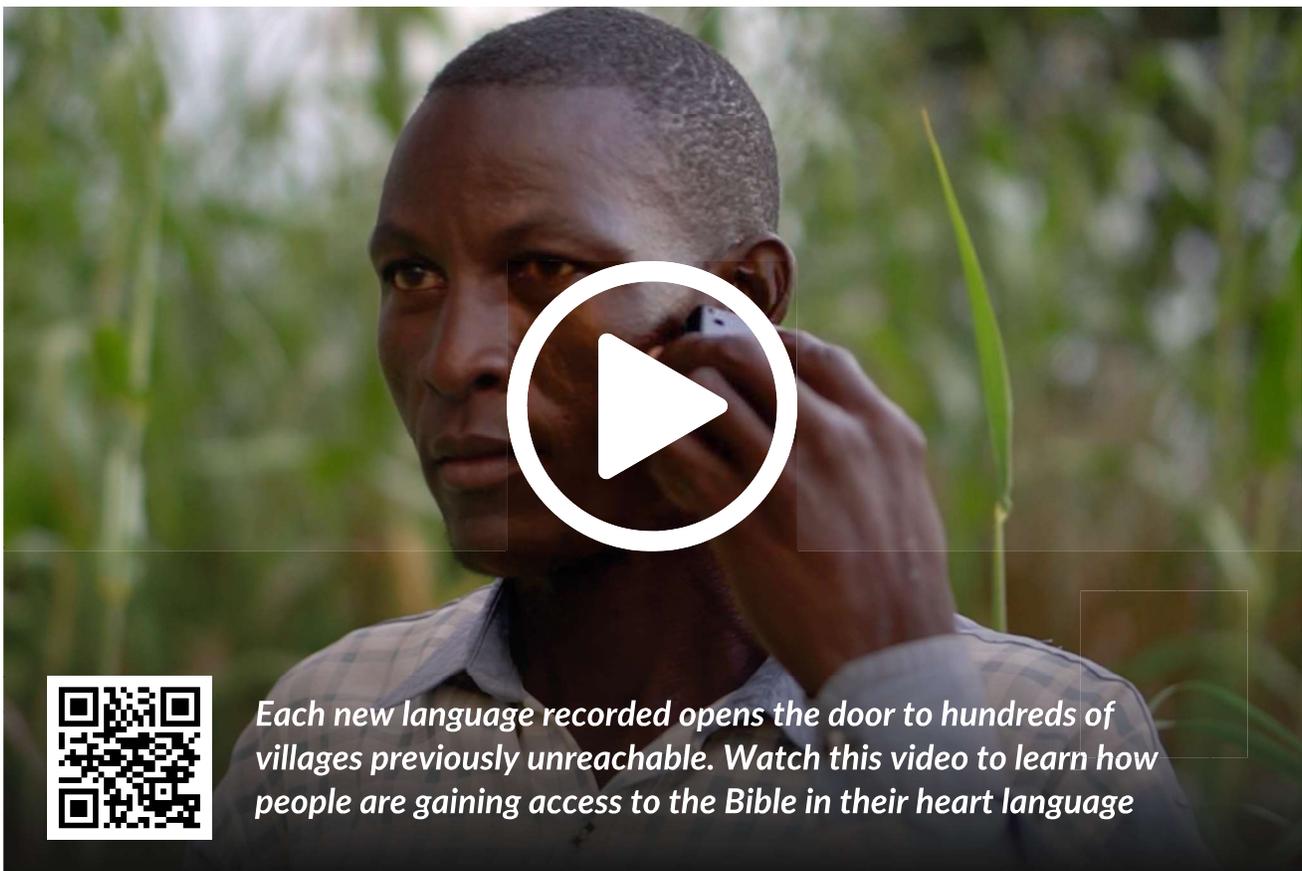
Converts from Islam or other local traditions may face rejection or hardship.

- **Solution:** OneWay works discreetly with local pastors and national leaders to provide spiritual support, safe distribution methods, and culturally sensitive engagement.

# PREPAREDNESS AND EXPERIENCE

- OneWay has **over a decade of proven experience** in West Africa, distributing more than 35,000 Audio Bibles in 15 languages and reaching over 230,000 people.
- Partnerships with **trusted local pastors, missionaries, and community leaders** allow the project to navigate cultural, legal, and logistical challenges safely and effectively.
- Solar-powered and mobile technologies, combined with trained local teams, **mitigate infrastructure challenges** and enable the gospel to reach even the most remote areas.

By anticipating and addressing these challenges, this project ensures that **every Audio Bible distributed has maximum impact**—transforming lives and communities in ways that are sustainable, culturally appropriate, and safe for new believers.



*Each new language recorded opens the door to hundreds of villages previously unreachable. Watch this video to learn how people are gaining access to the Bible in their heart language*

# SEED FUNDING OPPORTUNITIES

Your generous gift now can make a catalytic impact in helping this expansion project launch, and in inspiring dozens of other partners to join in the work.

## ETERNAL IMPACT

Each Audio Bible costs \$25 and reaches an estimated 15 people — families, friends, and neighbors who listen and share the message of Jesus together. A single gift can ripple through an entire region for generations to come.

## GIVING TIERS

- **\$1,000** – Provide **50 Audio Bibles**, reaching approximately **750 people**
- **\$5,000** – Support **funding materials and presentations** to help launch this effort
- **\$10,000** – Sponsor a **public fundraising campaign** that mobilizes more partners
- **\$12,500** – Help **secure major donor funding** to expand impact across regions
- **\$24,500** – Fund **1,000 solar Audio Bibles** in two new languages
- **\$28,500** – Sponsor a **recording trip** to train and equip two field producers
- **\$100,000** – **Equip a full region** with 4,000 Audio Bibles, reaching up to **60,000 people**
- **\$300,000** – **Impact a nation** by expanding into multiple countries and training new production teams



# MANAGEMENT AND BOARD

OneWay is an IRS-registered 501(c)(3) charitable organization, governed by an **independent Board of Directors** that provides strategic direction, fiduciary oversight, and accountability in partnership with **CEO Michael Thompson**.

The Board focuses on **policy, stewardship, and mission alignment**, ensuring that all initiatives advance the organization's vision to reach the unreached. The **CEO and leadership team** oversee day-to-day operations, staff development, and the implementation of ministry programs worldwide.

Together, they provide the spiritual leadership, operational integrity, and strategic momentum needed to fulfill OneWay's calling to mobilize God's people and advance His gospel to the nations.

## FOUNDER AND CEO:

Michael Thompson grew up in the Chicago and Atlanta suburbs, where his father—an award-winning DEA agent—instilled in him a strong sense of drive and determination. A season of rebellion in high school later deepened his gratitude for God's grace and shaped his heart for ministry.

Michael studied piano performance at the Wheaton College Conservatory, launching more than two decades of service as a worship pastor in local churches, including two years as a missionary in Ghana, West Africa. A gifted recording artist and worship leader, he has ministered at churches and conferences around the world and released nine albums.

As founder and CEO of OneWay, Michael provides strategic and spiritual leadership to a growing family of missions and media ministries. He also serves as a consultant for the Strategic Resource Group's Prayer & Worship Initiative, focusing on the Middle East and North Africa.

Michael and his wife Rachel have been married for 32 years and have eight children.



# BOARD MEMBERS:

Michael Thompson, President, Founder & President, OneWay Ministries | Craig Ediger, Chairman, Retired COO, OneWay & other organizations | Andy Peterson, Secretary, Director, International Association | Victor Chang, Treasurer, Mediator, Conflict Resolution | Ray Mensah, OneWay International Director, Director, OneWay Africa David Harrop, Missions Pastor | Liz Lind, Former Prayercast Editor-in-Chief | John F\*, Missions Leader

\*Name withheld for security reasons

