



FOR IMMEDIATE RELEASE

March 2015

The U.S. Center for World Mission and the Frontier Mission Fellowship Reorganizing and Renaming

40-Year-Old Frontier Mission Organization Retools For A New Era

Pasadena, CA. One of the most well-known frontier mission organizations in the world has recently reorganized and rebranded. The Frontier Mission Fellowship and U.S. Center for World Mission are becoming known as Frontier Ventures starting March of 2015.

The main purpose for reorganizing and rebranding was the desire to represent the renewed commitment to collaborate with others to see the remaining unreached peoples of the world reached and to reflect the fresh new ways God is at work in this ministry.

Bruce Graham of the Office of the General Director for Frontier Ventures writes, "Frontier Ventures and the Venture Center are a rebirth of all that made the U.S. Center for World Mission and the Frontier Mission Fellowship a strong momentum-building force for frontier mission work. A lot has changed since its founding nearly forty years ago and the organization is changing in response. We have sought to shift with the changing times while also bringing clarity and alignment to our own family of ministries."

Frontier Ventures continues to wave the banner for unreached people groups through its programs and partnerships. The ministry gleans some of the best in strategic thought from those working at the forward edges of engagement. The focus of Frontier Ventures is to serve churches and ministries working toward and among unreached peoples. Its emphasis will be on mobilization, education, prayer, research, innovation, media, training and strategy.

The seventeen-acre campus, now known as the Venture Center, continues to be a collaborative center for world mission. Events and conferences draw hundreds of university students, mission mobilizers, and cross cultural workers each year. The Ralph Winter Research Center gathers frontier mission scholars together around some of the most pressing issues in frontier missions today and will be the repository for the U.S. Center for World Mission historical archives. The Ralph D. Winter Launch Lab is being established to provide a more focused environment for innovation in the realms of mission.

Frontier Ventures currently is served by more than 120 staff globally and is comprised of 12 different subsidiary ministries including its well-known Perspectives course. To learn more, visit www.frontierventures.org and www.missionfrontiers.org under the March-April 2015 special edition.

About the Ralph D. Winter

Mission statesman Ralph D. Winter, PhD, started the U.S. Center for World Mission in 1976. While serving as General Director of the Frontier Mission Fellowship, Winter was named one of the top 25 most influential evangelicals by TIME magazine in 2005. Winter is most famous for helping mission agencies and churches see the large swaths of humanity that are out of the reach of current missionary outreach. He called for a new kind of cross-cultural evangelism to reach them. In response, many agencies retooled and reorganized to take on the challenge and many others were newly formed in response to the need.

About U.S. Center for World Mission

The history of the U.S. Center for World Mission began in 1976 when Ralph Winter sought to create a collaborative research and implementation center focused on unreached people groups. With little money and no guarantee that he would be successful he launched out to buy the former Nazarene campus and through its purchase “awaken 1 million evangelicals” to the cause of the unreached people groups. The work of the U.S. Center for World Mission has influenced many missionary leaders and helped to change the trajectory of missions work globally. Its history can be found in the book *I Will Do a New Thing* by Roberta Winter, published by William Carey Library.

About The Frontier Mission Fellowship

The Frontier Mission Fellowship, a Protestant missionary order, also founded by Ralph and Roberta Winter, staffed the projects of the U.S. Center For World Mission and the William Carey International University. Winter chose the “Order” model because of its history of stability and longevity as a force of advancing mission work. Many ministries have come out of this rich legacy and continue to this day. These ministries include *Mission Frontiers Magazine*, *Perspectives*, *Perspectives Global*, *The Global Prayer Digest*, *International Journal for Frontier Missiology*, Joshua Project, William Carey Library Publishers, INSIGHT, Roberta Winter Institute and more.

About the Officer of the General Director

Ralph Winter’s successor, Dave Datema, took over as General Director in 2009 and in 2012 began leading with two other men, Chong Kim and Bruce Graham in a plural leadership model. Datema led the INSIGHT program before being asked to lead the organization. He grew up in West Africa and Jamaica as a missionary kid and is an ordained Church of the United Brethren Pastor. He has an M.Div. from Winebrenner Theological Seminary. Bruce Graham was originally recruited by Ralph Winter before the U.S. Center was established in 1976. Graham was instrumental in helping to start the IIS program, which later became known as the Perspectives Study Program. He has served as a missionary to India for a total of 15 years. He carries an M.S. in Aeronautics and Astronautics from Massachusetts Institute of Technology (MIT) as well as a M.A. in Cross Cultural Studies from the Fuller School of World Mission. Chong Kim is the founder and senior leader of a mission sending structure focused on equipping and sending bicultural workers to the frontiers. Kim was mobilized through the Perspectives program and received his M.A. in International Development from William Carey International University.

For more information visit: www.frontierventures.org