

KAINOS GLOBAL

2025 ANNUAL REPORT

Table of Contents

01

Running Our Race

02

Self Family Updates

03

Mission and Vision

04

2025 Financial Snapshot

05

2025 Impact Snapshot

06

The Unstoppable Podcast

07

Region of Influence

08

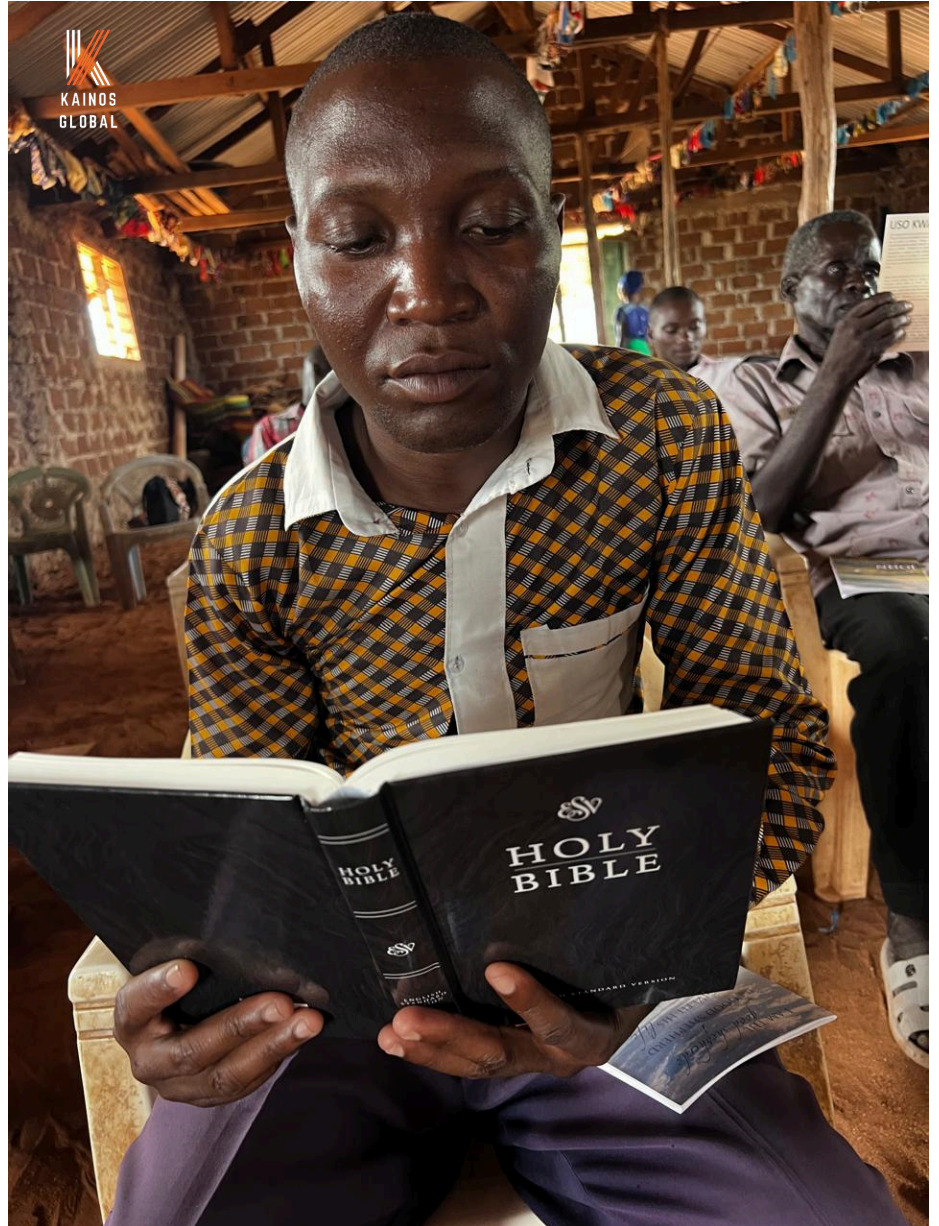
Taking New Territory

09

Sandals with a Story

10

2026 Goals



Two of the biggest needs among Unreached People Groups are strong, solid, Scriptural teaching along with easy-to-access Bible resources. There are so many so-called Christian yet totally false doctrines being propagated throughout this region of Kenya that it is critical for Christ followers of all ages and maturity to discern between Biblical teaching and deceitful teaching disguised as religious fervor. The Kainos Global team focused intensely in 2025 on equipping pastors and leaders who are reaching some of the most unreached people groups in Africa with solid Bible teaching and Bible resources.

01

Running Our Race by Justin Self



“Wherefore seeing we also are compassed about with so great a cloud of witnesses, let us lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us...” Hebrews 12:1-2 KJV

I have been meditating for several weeks on Hebrews 12:1-2. In the Greek, the word for *cloud* in the phrase “cloud of witnesses” is the word *nephos* (νεφέρος) which was commonly used to describe the tall grandstands that surrounded the Greek games of the day. In today’s language, we could call these *clouds* the *nosebleed section* in the grandstands. When I was a young boy, my dad took me to a baseball game for the first time. Since tickets were so expensive, we sat way, way up high—in the *nosebleed section*—and it really felt like we were up in the clouds! The writer of Hebrews is painting a picture for us: that all the heroes of faith in the preceding chapter are gathered around, rooting us on as we run our race. The grandstands surrounding our lives are literally full up to the *clouds* with witnesses who have gone before us, and, having completed their race of faith, are now cheering us on. This makes me consider my own life and prompts me to ask you a very important question: *How are you running your life race?*

This is a question I am continually asking myself. This is one powerful way I have found to keep my eyes and energy focused on the specific calling God has placed on my life.

As a long-distance runner, I can relate particularly well to this analogy. Instead of focusing on other runners who are more athletic than me, I’ve learned the best way to increase my personal performance is to focus on my own, personal race. I can’t run someone else’s race, after all! I can only run my own. The same is true for any person, ministry, church, business, or athlete. Since we are told that there are heroes of faith who have gone before us who are rooting us on from the grandstands—all the way up to the clouds—it makes me all the more focused on running my race with excellence and endurance.

While there are many fine organizations reaching people with the Gospel of Jesus in Africa, Kainos Global is in a unique position to serve a small but significant sector of Frontier Unreached People Groups in the coastal regions of Kenya near the Somalian border. One unique aspect of our work is the successful completion and current proliferation of *Uso Kwa Uso*: the Swahili translation of my devotional book, *Face to Face*. This annual report will highlight a few ways in which we—Kainos Global—are running our race in line with what God has assigned us to do with what He has entrusted to us.

My prayer is that this annual report encourages your heart and inspires you to run YOUR God-given race with excellence, passion, and endurance.

Justin

Self Family Updates



Two College Graduates at the Self home!

Near the end of 2024, Jenny finished her Bachelor's of Science in Nursing (a goal she has had for decades!). In 2025, Justin completed his MS and BS in Aerospace Engineering (along with two associates degrees in 2021 in mathematics and physics) crossing the finish line of an eight-year journey of faith and adventure that brought the Self family from WA to CA, and now to beautiful Colorado (more on this later). God promised He would foot the bill for this entire journey, and after eight years of schooling and five college degrees later, He delivered on His promises. We have exactly zero school loans; God supernaturally covered everything we've needed this entire time. What a glorious Provider we have!

Caleb and Joel

Caleb (10) and Joel (4) are two birds of a feather. Joel has been learning from his big brother (for better or worse) and is very articulate, fun-loving, and full of enough energy to run a power plant or two. Caleb has been learning pottery for the last six months and has been selling his wares on the street--and he always sells most of his goods! He says "pottery calms my soul" and loves it. He now has a small pottery studio in our garage, and Justin is beginning to learn the art of making earthenware. Caleb is also really into making homemade gnocchi pasta!



What's Next?

After over a year-long job hunt and over 100 applications sent out, Justin accepted an offer for an engineering team lead position at Lockheed Martin Space in Littleton, Colorado. We are filled with gratitude, for God has given us so many words of confirmation as we have waited on Him, trusting Him to take care of us. We have been filled with His supernatural grace and peace throughout the whole process, and we can say with boldness and confidence that, indeed, the Lord is our Shepherd. He is utterly faithful to open doors that no man can open. We are excited to start this new chapter of our lives, following God's Word in faith!



Mission and Vision

Our Mission

Kainos Global exists to help usher people all over the world out of darkness and into light through reaching unreached people groups in developing countries by community development programs, missions work, and by teaching the Word of God.



Our Vision

We won't stop until every people group in the Horn of Africa has been reached with the Gospel of Jesus Christ. We envision a missional church-planting movement, equipped and empowered pastors, and God's people walking in the light of His Word and the power of the Holy Spirit.



Everything we do drives us toward fulfilling our mandate through solid, Biblical teaching (Unstoppable) and going boldly into spiritually hungry regions to reach Unreached People groups (Kainos Global).

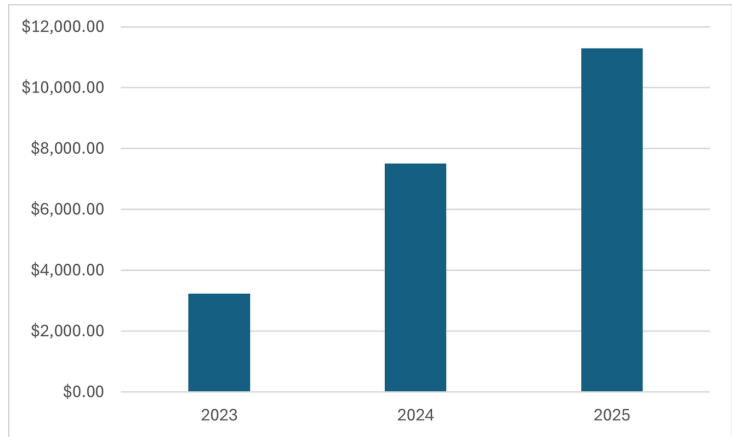
2025 Financial Snapshot

TOTAL GIFTS IN 2025

\$11,820

2023: \$7,513.29

2024: \$3,239.57



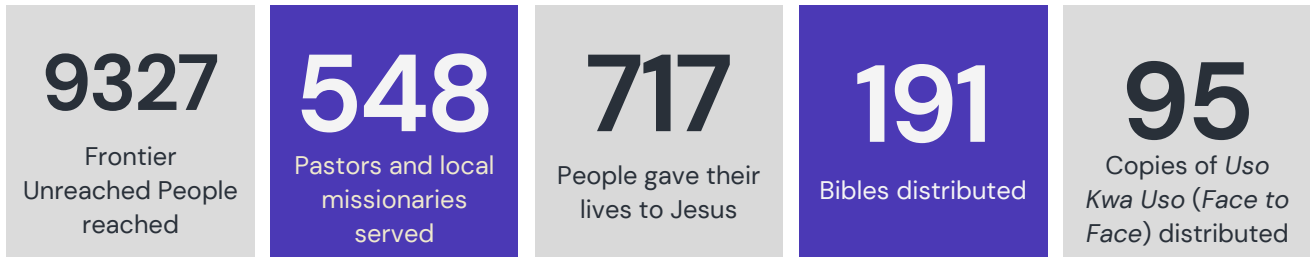
We are tremendously grateful to our partners who have joined us in prayer, faith, and financial resources to spread the good news of Jesus Christ to the ends of the earth. Our total gifts in 2025 were more than 1.5 times (50% increase) our income in 2024, and nearly 3.5 times (250%) our income in 2023, our first year as an official nonprofit org.

How did we do in 2025?

The charts on the right show the spending breakdown by year. Clearly, outreach spending increased in 2025 by a noticeable amount due to an increase in income. The increased podcast expenses were related to compensating our production wizard, Eric, more regularly than any other previous year (yay!). Admin costs were slashed due to some structural changes, and we started a savings fund for the ministry so we can operate with a healthier financial margin. We are operating very lean, with an obsessive emphasis on utilizing every penny we possibly can for ministry and outreach expenses so we can reach as many unreached people as possible. *Glory to God!*

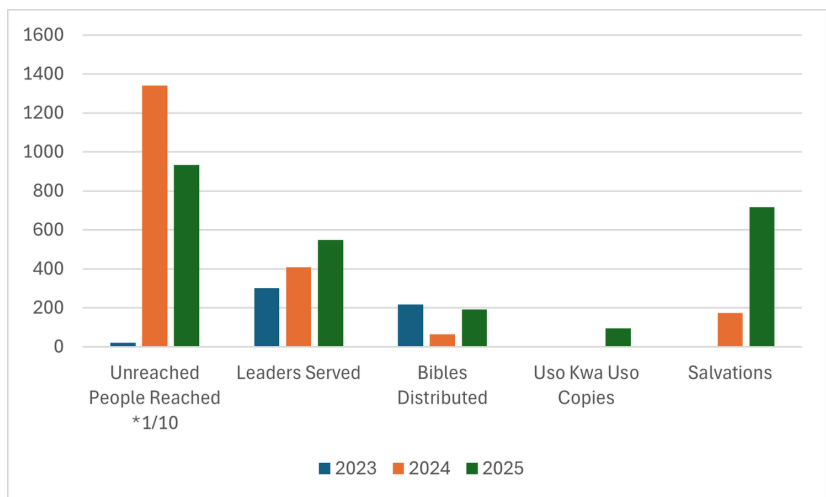


2025 Impact Snapshot



These values indicate an increase in salvations like we've never seen before; praise God! The chart below highlights the change in ministry impact (as measured by numbers) over the past few years. While we saw a huge number of people from unreached people groups reached in 2024, there were relatively few salvations. One major shift we made in 2025 was to focus heavily on reaching people at a deeper level and equipping local leaders to help people know Jesus personally. In 2025, we saw a 314% increase in salvations! Wow!! We did not start collecting metrics on salvation until 2024, and *Uso Kwa Uso* was not published until September, 2025.

*We pulled a little scientist's trick to make this chart more readable: the numbers you see on this chart for the Unreached People Reached category *only* were divided by ten. I.e., although the total number of people reached in 2025 was 9327, it shows up on this chart as 932.7 so it is easier to track the change by year along with the rest of the categories.





The Unstoppable Podcast

The **Unstoppable Podcast** started in 2021 and is reaching more people than ever before! The 2024–2025 sessions (Season 5) was mostly focused around Justin's teaching session entitled "Healing School," which was a live recording from an all-day event I hosted at our local church. The podcast currently has been downloaded over 9,000 times and is being listened to in 37+ countries. We praise God for the opportunity to sow the Word of God into the lives of others using this method! Below are a few real-life testimonies from the Healing School episodes:



New Truths—Not Dry!

Several major new-to-me truths were clearly explained... The teachings were backed up by many scriptural references.

Extremely helpful HEBREW definitions. [Justin] included several personal and engaging stories--not just dry theology.

The content was definitely pertinent to me - wanting to learn more about divine healing!

Word Study

I really loved the word study part! Getting to the root meaning of the word! Makes the truth come alive!

Credibility of the Word

I think Justin's grasp of scripture is formidable and really helped bring credibility to the teaching. I also really appreciated the fact that Justin said several times that we shouldn't just take his word for things but should do our own study of the Word.

5

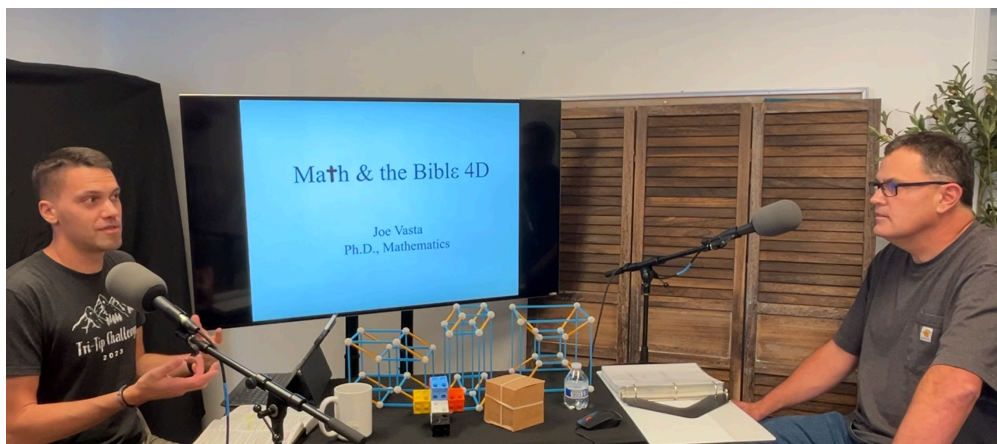
Episodes released
in 2025

1k

Downloads this
year

36

Countries
represented by
listeners



Coming soon!
Subscribe to the
Unstoppable
Podcast on your
favorite podcast app
to keep up with the
newest teachings!

07 Region of Influence

Kainos Global is in a unique position to serve a small but significant sector of **Frontier Unreached People Groups** in the coastal regions of Kenya near the Somalian border.

The area highlighted in orange in the map below roughly illustrates our current region of influence. Each red dot indicates an Unreached Frontier people group according to JoshuaProject.net. We have been seizing every possible opportunity to preach the Gospel in these areas, along with developing, leading, and building up pastors and missionaries who are reaching remote people groups in this area. Our mission teams primarily minister person-to-person by traveling many hours and miles over rough terrain by van, taking as much Christian books, Bibles, and basic needs supplies with them as possible. It is our goal to plant churches in these volatile regions and to encourage and equip local pastors and leaders to impact this area for Christ.

What exactly is a "Frontier Unreached People Group?"

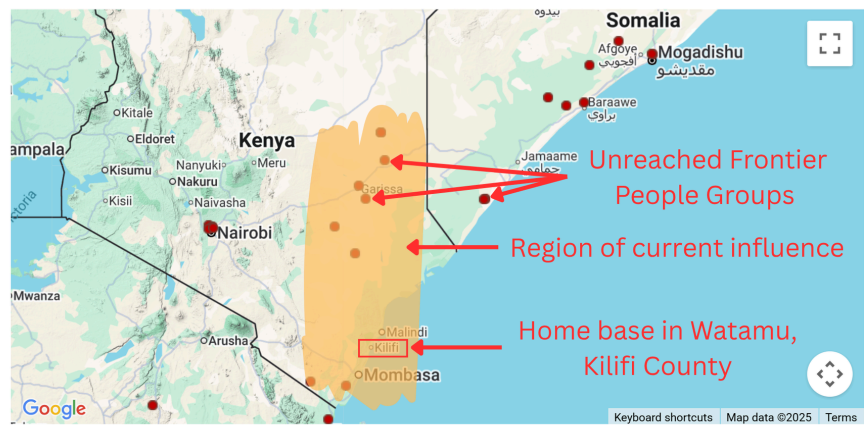
- Christian Adherents: 0.1% or fewer (1 in 1,000 people or less)
- No evidence of a self-sustaining church movement among the people group
- Large populations may have thousands of believers yet still fall below the 0.1% threshold
- Requires pioneer church planting strategies due to minimal Christian presence

Data source: JoshuaProject.net/Frontier



Progress Scale: 1a - Unreached Frontier 🌞

Criteria	Progress Level
Evangelicals <=0.1% Professing Christians <=0.1%	
People Groups 4,873	% of World's People Groups 28.0 %
Population 2,094,250,000	% of World Population 25.6 %



Taking New Territory

October 2025. Tana River, Kenya.

In October 2025, Kainos supported an outreach mission with the goal of investing in and serving pastors and missionaries in the volatile and Muslim-dominated northern region of coastal Kenya: the Tana River area. This leadership gathering was focused around Bible teaching and giving Bibles and copies of *Usu Kwa Uso* to key local church leaders. It has become apparent that what these bush pastors and missionaries need the most is solid, Biblical doctrine. We are in a unique position to encourage and infuse the local Christian leadership with solid, Biblical doctrine through providing Bibles and Bible-based teaching books like *Usu Kwa Uso*. Some of these pastors (many of whom are former Muslims themselves) lead underground congregations in regions unfriendly toward Christianity. We are working hard to bring the Gospel to areas like these to the leaders who can make the most influential difference in the local communities for Christ!



Peter and the Shakahola team during a prayer call hosted by several Kainos Global board members



November 2025. Shakahola, Kenya.

This region made international headlines in 2023 when a religious cult started deceiving hundreds of hungry, poverty-stricken people who were promised a personal encounter with Jesus if they would intentionally starve themselves to death. This horrible deception raged on until several hundred people were tragically starved to death, many of whom were women and children. Understandably, this region is highly sensitive to spiritual deception and our mission teams were under tight scrutiny when attempting to penetrate the region to bring Bibles, copies of *Usu Kwa Uso*, and corrective Biblical teaching. Amazingly, the team was given full access and permission to host a gathering for all pastors and missionaries in the region, many of whose family members and friends had been part of the infamous Shakahola Massacre. We are humbled to have an extraordinarily rare open door to minister to the people in this sensitive region, and we are continuing to support these brave leaders with the Word of God.

09

Sandals with a Story



Scan to
learn
more!

EVERY PAIR SOLD PROVIDES SANDALS FOR FIVE KIDS

**HELP PROTECT LITTLE FEET FROM
PAINFUL FOOT DISEASE.**

Tungiasis is a disease that is caused by jiggers (ground fleas) that burrow into a person's foot. In Watamu, Kenya, this is a major problem for barefoot children. Through local partners, we are able to help five children at a time by selling just one pair of sandals here! When you buy a pair of these handmade sandals from Watamu, you are changing the lives of five children.

Learn more about what we do in Kenya at
www.KainosGlobal.org

Image credit: Justin Self
Watamu, Kenya, Africa

10 2026 Goals



1 Increase and Strengthen Ministry Network in New Territory Regions

Much of our ability to build the Kingdom of Jesus is through investing in, leading, and ministering to local pastors and leaders. The Tana River and Lamu counties are primary strategic locations that God has opened doors to for the Gospel, and we will be obedient in following His calling. We will be able to measure success in this area through evaluating our increasing reach into these areas.

Scan the QR code to JOIN US as we seek to take the solid teaching of the Word of God to the ends of the earth!

2 Expand Monthly Outreach Programs to the Unreached

Reaching the Unreached people with the Gospel of Jesus remains our core focus. We are developing a regular, monthly program that will maximize our effectiveness among the most Unreached people in the areas God is granting us.

3 Invest in Church Planting Efforts – Plant a Church by 2027

God has spoken to our team about planting churches in Unreached regions, and taking on this kind of project takes time, planning, the right resources, and God’s supernatural grace. We are working with local pastors and leaders to develop the framework necessary to start planting churches in these strategic zones.

We are grateful for our prayer and financial partners!

You are making a difference!

Your prayers, love, and financial investment has allowed our teams to bring the Gospel of Jesus to thousands of precious people who are hungry for the Word of God and the transformative power of the Holy Spirit. Because of you, Bibles, Christian resources, and solid Biblical teaching are penetrating the works of darkness in some of the most spiritually oppressive regions in Kenya. Please continue to keep us in prayer, and, if you are not already, consider joining us through regular, monthly financial support. [Learn more at www.KainosGlobal.org](http://www.KainosGlobal.org)



Our team ministered to this woman in the Tana River region, where she ministers as a pastor of a small church of former Muslims who are risking all by giving their lives to Christ. We were able to support her with Christian books, a Bible, leadership training/teaching, and encouragement. With the generous support of our partners, we will continue to sow into this woman and other pastors in our growing network in this spiritually dark region, along with laying the groundwork for new church plants in regions which will maximize our impact among the Unreached. *We are thankful for your partnership. It is an honor to serve Jesus with you!*