

BAM GLOBAL

Impact Report

For Year End 2025

Together Towards Tomorrow

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A MOVEMENT OF BUSINESSES TRANSFORMING PEOPLE AND NATIONS FOR GOD'S GLORY

Our Vision & Mission

OUR VISION

A movement of businesses transforming people and nations for God's glory.

OUR MISSION

To accelerate the business as mission movement globally.

Business is a gift from God to transform the world. Yet, Christian entrepreneurs often lack affirmation in their calling. We empower Christian businesswomen and businessmen to grasp God's redemptive plan at work through enterprise. Our initiatives equip and connect the global business as mission (BAM) community, enabling greater impact for God's kingdom.

Business as mission is an essential strategy for global mission today. We're championing the power of business to respond to the world's most pressing needs. We are multiplying Christ-centered, for-profit solutions to strategic global issues such as poverty, slavery, unreached peoples, unemployment, environmental degradation and corruption.

30+

BAM partner networks around the world

88

Countries reached through our 2025 events

25

Years convening the global BAM movement

A Year of Welcoming the Next Wave

If 2024 was a year of looking back on twenty-five years of the modern business as mission movement, 2025 was a year of looking forward — together, towards tomorrow.

That was the theme of our largest-ever BAM Global Summit in May, and it set the tone for everything that followed. Across our two global events this year, registrations reached new records, participants joined us from 88 countries, and satisfaction scores were the highest we have measured. But the statistic that excites us most is this: a majority of those who joined BAM Global Connect in November were brand new to BAM Global events. A new wave of entrepreneurs, practitioners, students and church leaders is discovering what God is doing through business — and they are hungry for connection, mentorship and practical next steps.

Serving them is exactly why BAM Global exists. In 2025 we launched two new Think Tank consultations — on BAM Practitioner Care & Well-being and on BAM Agribusiness — and rolled out new on-ramps across our media channels: redesigned email campaigns, the interactive BAM Ecosystem Map, and clearer BAM Pathways for do-ers, helpers and explorers. Our prayer network marked six years of continuous monthly intercession for the movement.

A movement, by definition, consists of many organizations, networks and initiatives which are independent but choose to be interdependent. None of this growth belongs to us; it is a move of the Holy Spirit across every continent. Our calling is to convene, catalyze and connect. Thank you for praying, giving and partnering with us as we do these things... together, towards tomorrow.

God is good, and He is at work. We invite you to join in what He is doing through business as mission.

In Christ, Mats, Jo & João

MatsTunehag, Co-Founder & Chairman • Jo Plummer, Co-Founder & Creative Director • João Mordomo, Executive Director & President



Serving the Movement



João Mordomo

EXECUTIVE DIRECTOR / PRESIDENT

"I'm passionate about BAM because it's a powerful way to take the gospel to the whole world, glorify God and bless people."

Jo Plummer

CO-FOUNDER/CREATIVE DIRECTOR

"Business has a God-given power to address some of the world's most pressing issues and I want to get the global Church excited about that idea!"

Mats Tunehag

CO-FOUNDER / CHAIRMAN

"Why BAM? God wants it, the world needs it, and God calls, equips and deploys people to do it."

Lisa Beattie

FINANCE MANAGER

"I enjoy working with God to advance His kingdom through business and find purpose in doing this in my role with BAM Global."

Ben B

OPERATIONS MANAGER

"After a decade of meaningful BAM work in Africa, I'm enjoying supporting and enabling others in their impactful efforts."

Alana Schreiber

VIDEO PRODUCTION

"I love telling stories of lives being transformed by the gospel, and I want to inspire others to do the same."

Roudha M

PARTNERSHIPS MANAGER

"Being part of BAM Global is more than just a job, it's a chance to walk the talk of integrating faith with work."

Shay Germany

PRAYER, DESIGN & COMMS

"I'm passionate about using my skills and abilities to God's glory... and working with a team as great as the BAM Global team is a huge plus!"

Six Key Initiatives

01

Partner Networks

Nurturing regional, issue and industry-focused networks that are championing BAM in their area.

02

BGlobal Community

Hosting a secure online network for the global business as mission community.

03

Media & Communication

Publishing digital communications that keep the business as mission community connected.

04

BAMGlobal Events

Gathering the global business as mission community in online and in-person events.

05

ThinkTank & Reports

Convening consultations, publishing reports and global analysis.

06

Prayer Network

Convening an intercession team to pray for business as mission companies and the broader movement.

2025 AT A GLANCE

1,140+

Registrations across our two global events

88

Countries represented at BAMGlobal events

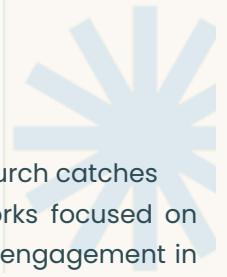
02

New Think Tank consultations launched

06

Years of continuous monthly prayer

A Movement of Movements



The business as mission movement is rapidly multiplying around the world as the global church catches the vision for mission-focused business. At the heart of this growth are 30+ BAM networks focused on regions, industries, and issues, who spur business as mission education, mobilisation, and engagement in their area.

BAM Global supports existing networks and nurtures emerging networks, equipping them with essential resources and connecting them with one another and the wider business as mission movement. In 2025, partner networks were front and centre at our global events — hosting roundtables, mobilising regional groups to the Summit through dedicated campaigns in Latin America, Brazil, and beyond, and bringing waves of first-time participants into the global community.

30+

Partner networks: regional, industry & issue-focused

78

Nationalities registered at BAM GlobalConnect 2025

20

Countries with BAM incubators & accelerators

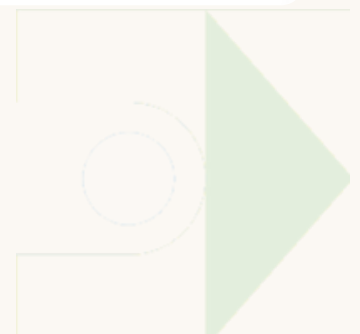
VOICES FROM THE NETWORK

"We are the National Alliance Equatorial Guinea for Christ... this is our first BAM Global meeting but we are very interested in being part!"

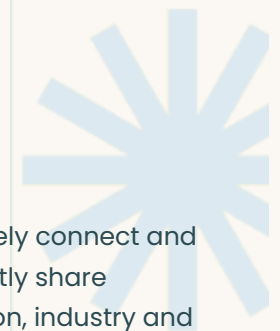
Robustiano Esono — Equatorial Guinea, at BAM Global Connect 2025

"I am impressed... Do you also have it in theological institutions? Catch them young and equip them forever."

Bishop John Adikalie Baminhoma — Sierra Leone, at BAM Global Connect 2025



A World of BAM in One Secure Platform



BGlobal Community is an online platform for the international BAM community to securely connect and collaborate. With peer-to-peer networking at its core, BGlobal enables members to directly share resources, ask questions, discover opportunities, and search for other members by region, industry and interest area.

The appetite for this kind of connection has never been clearer. When we asked participants at our 2025 events about their felt needs, the number one answer — by far — was networking, connections and likeminded community, followed closely by mentorship and coaching. BGlobal exists to meet exactly that need, year-round.

850+

Members connected through organic, word-of-mouth growth

#1

Felt need expressed by the community: connection & collaboration

24/7

Members directory, map, live feed & jobs board

Discover a world of BAM in one secure online platform

Join the Members Directory and Map, LiveFeed, and JobsBoard—and watch for Communities of Practice, Events and more premium features. bglobal.community

“Catch them young and equip them forever.”

Bishop John, Sierra Leone

“Seeing new, younger faces who are making great efforts to make BAM real.”

Summit attendee 2025

Clearer Pathways into BAM

Creating and curating resources for the business as mission community is central to our work. After 2024's brand refresh and website redesigns, 2025 was the year our new communications engine went live — making it easier than ever for newcomers and veterans alike to find their on-ramp into BAM.

New email campaigns launched. In January 2025 we launched our redesigned email campaigns: BAM Global News, sent monthly with highlights from the global BAM community and our initiatives, and The BAM Review, sent twice monthly, aggregating BAM resources from across the ecosystem. These channels remain our strongest drivers of engagement — in our live poll at Connect 2025, 45% of attendees said they heard about the event through them.

BAM Ecosystem Map launched. Our collaborative project with The Stone Table went live in January 2025: an interactive map linking to organizations and networks in the BAM Resource Library, opening up the whole BAM ecosystem in one place.

BAM Pathways developed. Building on 13 audience profiles researched in 2024, we developed our three main BAM Pathways — Do-er, Helper, and Explorer — into clear journeys with curated opportunities and resources for every kind of visitor.

What is BAM? video in action. Our three-minute animated explainer was used by organizations and networks around the world to introduce business as mission, and is ready for captioning in other languages.

950+

Resources aggregated in the
BAM Resource Centre

45%

Of polled Connect 2025
attendees heard about it via our
emails

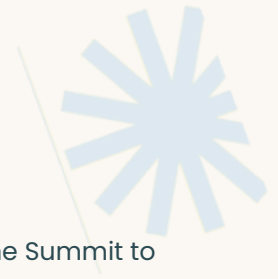
03

BAM Pathways: Do-er, Helper &
Explorer

"I learned that i cannot have a company that glorifies God if I am not deeply abiding in Him."

Summit 2025 attendee

Summit 2025: Together Towards Tomorrow



The flagship BAM Global Summit in May 2025 was our largest and most successful online Summit to date.

Built on 25 years of BAM foundations, the theme “Together Towards Tomorrow” called the community to be deeply rooted as we reach for the future — with real stories from seasoned practitioners, case studies, interactive panels, breakouts and roundtables across two live Main Stage broadcasts for Eastern and Western hemispheres.

466

Registrants—up 20%+ on 2024

76

Countries represented, from 59 nationalities

60

Net Promoter Score — our highest in three years

39%

First-time attendees joining the Summit community

170

Registrants supported through scholarships, discounts & sponsored tickets

+29%

Growth in ticket revenue — our most financially sustainable Summit yet

WHAT ATTENDEES SAID

“Together Towards Tomorrow is such a timely theme because the next gen is looking for purposeful ways to serve and the global community needs their help.”

Carrie Hayashida — Summit 2025 attendee

“The highlight is always the people I meet and learn from.” • “Loved hearing from Mongolia and Ethiopia about what is happening there.” • “The Bluefields story was a blessing — stories help me see the power of BAM in action.”

Summit 2025 evaluation responses

“Power of Collaboration for God’s Kingdom impact.”

Summit 2025 attendee

Connect 2025: A Global Family Reunion



Our free networking event, BAM Global Connect, gathered the community on 12 November 2025 — and the response was extraordinary. Registrations more than doubled over 2024, attendance grew by over 70%, and 60% of attendees were new to BAM Global events. The chat alone told the story: over 1,000 messages flew between participants — greetings from Sweden to Bhutan, introductions, prayer, and dozens of “let’s connect” requests. It felt less like a webinar and more like a movement gathering.

681

Registrations from 88 countries
—up 123% on 2024

419

Attendees—up 72% on 2024

+79

Post-event Net Promoter Score
— world class

60%

Of attendees were brand new to
BAM Global events

1,078

Chat comments posted across
the event platform

2h 41m

Average time each attendee
spent at the event

WHAT THE COMMUNITY TOLD US

In live polls, participants named their greatest felt needs: **connection and likeminded community**, mentorship, funding, and practical help moving from vision to execution. And they shared Kingdom-sized dreams — BAM centres in restricted nations, churches planting businesses, and millions of jobs created with the gospel embedded.

“I left encouraged, challenged, and full of new ideas.”

Summit 2025 attendee

Two New Consultations Launched

BAM Global Consultations open up unprecedented opportunities for discussion, collaboration and networking, as groups work through a process of connecting, listening, learning, sharing and recommending — with results captured in published BAM Global Reports. Since convening the first global think tank on BAM, we have produced over 30 white papers through some 40 global consultations. In 2025, two new consultations got underway.

BAM PRACTITIONER CARE & WELL-BEING

WORKING GROUP PHASE — LAUNCHED MARCH 2025

BAM practitioners face unique pressures that impact their well-being and the longevity of their businesses. This Consultation addresses the challenges, to more effectively support and care for BAM practitioners — helping them strengthen their capacity and community for greater fruitfulness.

BAM AGRIBUSINESS

LISTENING SURVEY PHASE — LAUNCHED MAY 2025

Agribusiness is foundational to economies on all continents, yet few resources intentionally support BAM agriculture and agrifood companies. This Consultation is building intellectual and relational capital for BAM Agribusiness — leading to more impactful, kingdom-minded agriculture-related enterprises, from farm to fork.

30+

Published BAM Global white papers & reports

40

Global consultations convened over 25 years

02

New consultations in progress through 2025

Six Years of Prayer for the BAM Movement



Prayer is the foundation for all we do in the Church, and that is true for BAM Global and the business as mission community as a whole. Since May 2019 we have met monthly online to pray for the sphere of business, for the BAM movement, for BAM practitioners and companies, and for the work of BAM Global. In 2025 we passed six years of continuous monthly prayer.

As well as online meetings, monthly prayer update emails and an intercessors WhatsApp group keep us engaged in the vital work of prayer. We long to keep in step with the Holy Spirit as we execute our initiatives and lift up BAM practitioners globally.

75+

Consecutive monthly prayer meetings since May 2019

12

Monthly prayer update emails sent in 2025

1

Intercessors WhatsApp group, active year-round

Join the Prayer Team

Passionate about seeing God's kingdom advance through the marketplace? Your intercession is vital as we equip and empower BAM entrepreneurs, leaders, and ventures. Through regular prayer, you'll play a crucial role in seeing lives changed, communities flourish, and the gospel reach the unreached through business.

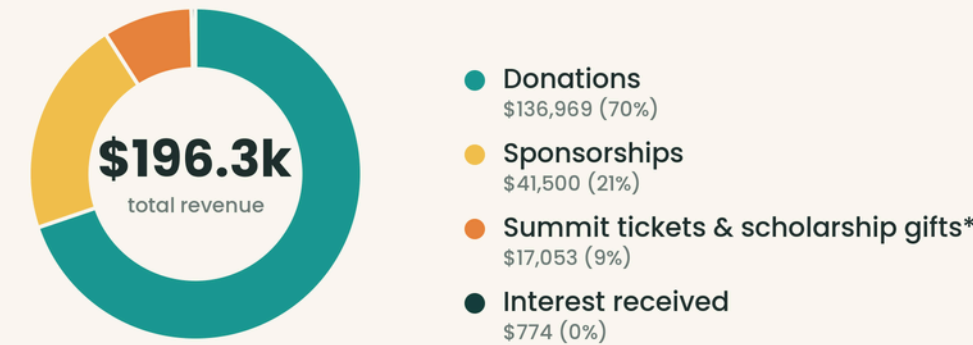
[Join the Prayer Team](#)

In Christ, Jo & Shay

2025 Financial Summary

BAM Global is a donor-supported non-profit. We are committed to stewarding every gift well, and to transparency with our partners. Figures below are from our Statement of Activity for January–December 2025 (accrual basis, USD). Our Form 990-EZ was filed in 2026. Figures rounded to the nearest dollar.

Income — \$196,296



* Gifts towards discounted Summit tickets or scholarship applicants.

Expenses by type — \$187,072



Expenses by initiative — \$187,072



Total revenue (incl. other revenue)	\$196,296
Total expenditures	\$187,072
Net income	\$9,224

SHAPE THE FUTURE OF BUSINESS AS MISSION

Your Support Will Accelerate the Movement

The global business as mission movement is growing, and we believe God is calling us to accelerate its reach, depth, and impact. BAM Global serves as a catalyst and connector for this movement by nurturing BAM networks, creating strategic forums, and developing vital resources that equip business practitioners and church, mission and academic leaders around the world.

Every story and statistic in this report points to the same reality: when business is done for the glory of God and the good of people, lives and communities are transformed. The Great Commandment is lived out and the Great Commission is fulfilled, through business as mission.

As we look to 2026 and beyond, we invite you to join us. Your partnership helps multiply businesses that bring dignity, create jobs, share the Gospel, and bless communities — especially among the world's most marginalized and least reached peoples. Whether through prayer, financial investment, or strategic collaboration, you can play a vital role in accelerating the global BAM movement.

Will you partner with us to help accelerate the BAM movement?

[Donate or Partner](#)

[Explore Sponsorship](#)

For God's Global Glory,

João Mordomo—Executive Director & President

CONTACT

For partnership inquiries:
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WEBSITES

bamglobal.org
businessasmission.com
bglobal.community

SOCIALS

