

The World Is Coming to Toronto — And So Is the Mission Field

Athletes in Action World Cup Outreach Project

In the summer of 2026, the eyes of the world will turn toward Toronto as the FIFA World Cup comes to Canada. Millions of fans from every nation, language, and culture will gather to celebrate the world's most popular sport.

But this is more than a sporting event.

This is a once-in-a-generation ministry opportunity.

We believe God is opening a unique door for the gospel during one of the largest global gatherings in Canadian history.

Why This Matters

The World Cup is not just about soccer.

It is one of the few events on earth that brings together people from nearly every nation, tribe, language, and culture in one place. For a short window of time, Toronto will become a global crossroads.

People who may never enter a church will be present. People who have never heard the Gospel clearly may encounter Jesus for the first time. People searching for meaning, identity, belonging, and hope will be open to conversation.

Throughout history, God has used major global moments to create opportunities for spiritual awakening. We believe this can be one of those moments.

Athletes in Action has a long history of using sport as a platform to share the Gospel, build relationships, and develop disciples. Sport breaks barriers. It creates conversations. It opens doors that often remain closed through traditional ministry approaches.

The World Cup provides an unparalleled opportunity to reach people at a scale that very few ministries ever experience.

What Athletes in Action Will Be Doing

During the World Cup project in Toronto, we will be engaged in:

- Evangelism and Gospel conversations
 - We are partnering with DRIME- a ministry that is dedicated to creating spaces where anybody can experience Jesus. This will look like events to share the gospel on the streets of Toronto. We want to use every moment- whether planned or not to share the gospel.
- Outreach events and sports initiatives
 - We are partnering with churches in Toronto to create watch parties where we will intentionally use the excitement of the World Cup to share the gospel. We have two churches that we are partnering with to use the front space of their property to share the gospel during the World Cup games, and even an opportunity to possibly enter prisons to share the hope of the gospel.
- Discipleship and follow-up opportunities
 - We will be taught by fellow AIA staff members how to incorporate faith into sport, and I will lead devotionals each morning for our team.
- Ministry to athletes and international visitors

- The world is coming to Toronto, and we want to engage visitors with the gospel.
- Encouraging and equipping young leaders
 - An event like this makes people excited to be a part of something bigger, and we want to equip Christian leaders to live in boldness with the gospel.
- Creating spaces for meaningful spiritual conversations
 - Using the excitement and influence of soccer, we will be entering those conversations with something much more exciting- the gospel of Jesus Christ. We will be at three games outside of the main space, partnering with DRIME to talk with people about the gospel.

Why We Need Your Support

Large mission opportunities require faithful partnership.

To effectively minister during the World Cup, we need people who will stand behind the mission through both prayer and financial giving.

Financial support helps provide:

- Outreach materials and ministry resources
- Training for staff and student leaders
- Transportation and logistical support
- Housing and meals for ministry teams
- Event and outreach costs
- Follow-up discipleship resources
- Ministry opportunities across the city
- Various miscellaneous costs while on the trip (food, etc...)

Every dollar given becomes part of Gospel ministry during one of the most strategic outreach moments in recent Canadian history, and we are in need of slightly under \$2000 for it.

When you give, you are not simply funding an event. You are helping bring the message of Jesus to the nations.

Why Prayer Is Absolutely Essential

No ministry succeeds apart from the power of God.

The spiritual opportunities during the World Cup will be enormous — but so will the spiritual challenges. We believe prayer is not supplemental to this mission; it is foundational.

Please pray for:

- Open hearts among athletes, fans, and visitors
- Boldness and wisdom for ministry teams
- Divine appointments and Gospel conversations
- Protection, unity, and endurance for staff and volunteers
- Strong partnerships with local churches
- Lasting spiritual fruit long after the tournament ends
- Revival in Toronto and across Canada

Why This Opportunity Is So Vital

Moments like this do not happen often.

Canada has been entrusted with hosting one of the largest events in the world. With that comes an incredible Kingdom opportunity.

People from across the globe will walk through Toronto's streets. Many may never again be this accessible to Gospel ministry. Some may return home carrying not only memories of soccer, but the life-changing message of Jesus Christ.

This is why the mission matters. This is why the Church must respond. This is why your partnership matters.

We have an opportunity to serve faithfully during a moment when the nations are coming to our doorstep.

How You Can Be Part of the Mission

There are three powerful ways you can partner with us during the World Cup project:

1. Pray

Commit to praying regularly before and during the World Cup. I will be doing live-streams on our Facebook page to update you on how you can pray. If you're not on our page, ask us to join it. Pray also for Rebecca and the kids who will be at home while I'm in Toronto.

2. Give

Financially support the outreach efforts and ministry initiatives taking place in Toronto. I need to raise just under **\$2000** for this project and would deeply appreciate it if you gave any amount. Go here to donate: <https://secure.powertochange.org/p-2243-ministry-of-michael-lum.aspx> to give any amount in a one-time gift.

3. Share

Tell others about this opportunity. Share this newsletter with your church, friends, family, Bible study, or ministry network. I would love to have conversations with more people about this event, but also about the greater AIA ministry as well.

Sports don't save, Jesus does. Sports won't satisfy; only Jesus will. Will you partner with us?

Thank you for considering how you can partner in this mission.

Your prayers matter. Your generosity matters. Your partnership matters.

Together, we can help ensure that during one of the largest sporting events in the world, countless people also encounter the life-changing gospel that they need.

Any questions? Send me a message.

You are loved!

Michael, Rebecca, Jeremiah, and Abigail Lum

"For the earth will be filled with the knowledge of the glory of the Lord as the waters cover the sea." — Habakkuk 2:14