



ARAB VISION



Media For Change
Annual Report 2018

Table of Contents

Foreword	3
Vision and Mission	4
Reports	
● Productions and Training	5
● Distribution	10
● Follow Up	11
● Viewers Respond	13
● Financial Report	17
The Board of Arab Vision	19
Contact and Bank details of Arab Vision	20

Foreword

Nasser is a Muslim from Yemen. He left his country and now lives somewhere else in the Middle East. He watched the Jesus film and started to read the Bible. Nasser is in contact with us through our social media / follow-up ministry, on Facebook. He asked us how he can join a church. We are happy that, through our network, we can help him connect to other Christians and to a church.

This is in a nutshell the story of just one person we were privileged to take by the hand and introduce to a community of Christians somewhere in the Arab World. You will find more testimonies in this Annual Report, each one of them a reason for thankfulness to our faithful God.

2018 marked a year of further shifting from production of programmes for TV broadcasting in the Arab World, to a focus on using social media for sharing the message of the Gospel in its many aspects. This has been and still is a learning process and one of our challenges for the coming years. We are happy that an increasing number of digital ministries have developed over the past years. With many of them we now have effective partnerships.

We thank you wholeheartedly for supporting the ministry of Arab Vision in 2018 by your prayers, involvement, and financial support. You have been part of the blessings and the fruit of our work: reaching and getting in touch with thousands of people who were looking for answers, a listening ear, a prayer; people hungry for truth and The Truth. Please find more about the content and themes of our productions in this report, as well as stories from and statistics of the people we reached.

It was a somewhat turbulent year as well, as we decided to make a major change by terminating our international office and board. However, the Arab Vision ministry is still an international organisation, with offices/support boards in the Netherlands, United Kingdom and United States of America, as well as our operational teams and partners in the Middle East and North Africa.

I hope you will be encouraged by reading this Annual Report. Please feel free to contact us with your comments, questions, encouragement and wisdom, and let us continue to pray for the Arab World.

On behalf of our teams,


Umm al Farieq

Vision and Mission

Vision Statement

We envision an Arab World with, in each people group, an increasing number of vibrant churches that play a strategic public role in shaping their societies in accordance with the gospel of the Lord Jesus Christ.



With the term ‘Arab World’ we mean the countries of the Arabian Peninsula, the Middle East and North Africa, where Arabic is the first official language of the state. We recognize that the Arab World consists of many different people groups, and we hold that these are entitled to hearing the Gospel in their own languages.

Mission Statement

Arab Vision is a community of Christians committed to changing individuals and societies through the gospel of Jesus Christ, by producing and distributing effective Christian video programmes, using appropriate media for various target audiences in the languages of the peoples of the Arab World.

Productions and Training

It is Arab Vision's goal to produce quality programmes that are thought-provoking and tailor made for different audiences.

Productions in 2018 included:

- ❖ **Easter** Seasonal programme during Easter season. This year the theme for the series around Easter was “At the Cross”- seeking peace in a troubled world. Jesus Christ did not lead an army to convert any country. He never lifted a sword and the only crown he wore was the crown of thorns. He lived, died and rose from the dead to give us hope. He rose from the dead for our salvation. Jesus Christ is the Prince of Peace, the King of Kings and Lord of Lords. The series consists of 10 x 20 minute episodes, with twenty special Easter songs and a short Bible message.



- ❖ **Hope for Tomorrow II:** *Hope for Tomorrow* had an enormous impact on social media and we received hundreds of questions, that is why we produced 22 short clips of each 3 min. in which Dr Amani answered those questions and communicated with the audience.
- ❖ The second season of *Hope for Tomorrow* has been subtitled in English and is available on USB. If you are interested, please send a mail to contact@arabvision.org
- ❖ Watch an episode of the first season of *Hope for Tomorrow* [here](#).



- ❖ **Mark my Words** is a heart-warming series with children who share short Bible verses with the viewer. 365 short clips of 30-45 seconds. We also want to show through the children that everyone is valuable, that is why about 5% of the verses are read by children with special needs. Some of the clips are in sign language or recited by blind children, using Braille. We have produced this series in Arabic and continue producing series with children speaking Kabyle (North-Africa) and Sourani (Kurdish). These clips are ideal for use on social media, but they are also used by various satellite broadcasters. Watch several clips in [the playlist *Presenting the Gospel*](#) of our YouTube channel.



- ❖ **Christmas programme**
“More than just Christmas” was the title of the concert we produced in cooperation with a worship band in Egypt. The concert was held in the open air in a public area in the heart to Cairo and it was aired on SAT-7. Watch several clips [here](#).



- ❖ **Maaki V** We have started the production of the fifth season of our very successful women testimonial programme *Maaki* (With you). This season will consist of 13 episodes with a focus on refugee women. Three episodes have been filmed and others are in process.



- ❖ **Light for North Africa - The Heritage Project**, *The Heritage Project* is a series of 8 x 30 minute programmes depicting Christians who lived in the first five centuries AD. We hope that the series will be a great encouragement for the Christians in North Africa and an eye-opener to many who do not know the message of the Gospel. This project is being produced in partnership with International Media Ministries. Watch the trailer of this Heritage Project. In 2018 content for 6 episodes was filmed. Watch a short clip of the making of here.

- ❖ **My first words** - is a literacy training programme for children who don't have access to schools and education, especially refugee children. We produce 56 episodes teaching the alphabet, numbers, colours, shapes and senses, using the peer to peer education method. A child draws and writes 3 or 4 different objects and words, you can see the picture growing on screen, and the words written. Children also interview each other about the meaning of a word, like "what does it mean to have a house, a home?" We still need to do a small part of the editing and are looking forward to be able to provide the children with this excellent series.



- ❖ **Celebrating our faith** Discipleship course for the Coptic Church, consisting of 8 episodes each 20-25 min. The material for the course is ready and we will soon film Pope Tawadros II of the Coptic Church who will provide an introduction to the series. The next step will be to train priests in El Qussia to teach the course (video and questions for group discussions) A pilot will then be run in 23 churches in this region. If necessary some changes will be made, after which the course can be used in all the Coptic parishes. We plan to subtitle the whole course in English, so it will also be excellent course material for use with migrants in Europe and other regions.



- ❖ **Various documentaries** on social issues have been made, including on waste management, income generating projects and renovation of infrastructure.

Training

We provided a workshop during 26 days of film making training for fresh graduates' journalists to turn their reports to video reports and to produce short movies about women and children.

Distribution

In 2018 Arab Vision's programmes were aired on 5 satellite channels throughout the year and many programmes or parts of them were available on Facebook pages.

The total broadcast of new programmes was around 66 hours, and the re-airing of programmes produced in the past year(s) added up to 291,5 hours.

Many of our new and older programmes are available on the internet through YouTube and as streaming videos on various websites. Through social media we are able to reach millions of people.



Follow Up



Arab Vision's follow up team consists of 10 people and has its basis in the Middle East. The team is connected to other follow up teams in the region. Viewers of our TV programmes were able to reach a follow up worker 7 days per week, 10 hours per day.

The team attended a number of trainings to continue to develop itself in 2018. We did a training on counselling fundamentals with Dr. Amany, a training about YouTube, Social Media fundamentals, and Chatbots. A number of team members have been taking courses on counselling throughout the year.

In 2018 we continued to use Facebook pages for posting short clips of many of our productions, and interacting with our viewers. In this way viewers are invited to interact with follow up workers, and with other viewers of the programmes.

Many people call or send messages to our team, asking for prayer; prayer for relatives who have problems, for greater faith, for healing, wisdom for raising the children, for relationships that have deteriorated, etc. Here are some statistics of our Facebook pages:

Light of the World

- Page likes: 74,255 (In 2017: 62,000)
- Engagements per month: 11,880 (In 2017: 10,000)
- Private Messages: 12,292 (In 2017: 4567) - which is 1,229 per month
- 900 individual people sent these messages
- 90,000 individuals connected with this page
- Countries of origin: 83% Algeria, 15% Egypt, and others

Hope for Tomorrow

- Page Likes: 319,609 (In 2017: 222,000)
- Reach (Number of people shown a post in their timeline): 29,100,000
- Engagements per month: 22,848 (in 2017: 28,000)
- Private Messages: 66,187 (in 2017: 23,942) - which is 5,516 messages per month
- 122,895 women connected with our Hope for Tomorrow page and 4,810 of them sent messages
- Countries of origin: 55% Egypt, 14% Algeria, 14% Libya, 2.5% Iraq, 2.5% Morocco, 2.5% Syria, 2% Jordan, and a few others.



The Secret

- Page Likes: 109,762 (In 2017: 99,500)
- Engagements per month: 12,996 (In 2017: 23,000)
- Private Messages: 22,397 (In 2017: 11,200) - which is 1,866 per month.
- 2,533 individual people sent these messages.
- 85,805 individual people connected with our page.
- Countries of origin: 63% Morocco, 15% Egypt, 13% Algeria, 8% Libya, and others

Viewers respond



Your words are true,
you are right.

كلامك عندك حق

I will talk with our Lord every
day like you taught me.”

انا هتكلم مع ربنا كل يوم زي ما علمتون

“I am a Muslim but the advice
on your page Light of the
World has touched my heart.
I encourage you to continue
with this teaching on your page.”

قالت انا مسلمة لكن منشورات، صفحة
نور العالم تلمسني كثير، واشجعكم على
ان تكثروا من التعليم في هذة الصفحة



I will stop working in the prostitution

Marina got in touch with us and openly told us that she is working in the prostitution. We talked with her about the prostitutes mentioned in the Bible and that they were accepted and loved by the Lord Jesus. Marina accepted these words and decided to stop with her work in the prostitution. We have now referred her to a spiritual support group.



Feelings of loneliness

A young girl from Algeria (16) got in touch with us on our *Hope for Tomorrow* page. After her father's death she has been struggling with feelings of loneliness and worthlessness. She started to think about taking her own life. We spend much time in listening to her and supporting her in this difficult time.

Deeply distressed

Abraham from Egypt lost his wife and children in a car accident. He is distressed and sad because of his loss. We talked with him about the presence of God in our lives. He replied that he feels comforted speaking with us and is thankful for our answers to the questions he has.

Can you help me find a church?

Nasser is a Muslim from Yemen. He left his country and now lives somewhere else in the Middle East. He watched the Jesus film and started to read the Bible. Nasser also visits one of our Facebook pages and asked us how he can join a church. We are happy that, through our network, we can help him connect to other Christians and to a church.



You are like brothers and sisters to me

Lina is an Algerian lady and she has questions about Christ. She feels sad and is afraid of death. After having talked to our follow-up team, she felt at peace and told us that we are like brothers and sisters to her. We sent a Bible to Lina and will continue to stay in touch with her.

Good solutions

Jihan wrote to us on our *Hope for tomorrow* Facebook page: “I really love this page because it changes a lot of misconceptions. My husband loves and respects me, but isn’t able to get children. Some people advised us to get a divorce, but we don’t want that. You offer good solutions and make people aware of the problems. May our Lord strengthen you to continue to solve the problems of many people.”

Thank you for listening to me

Huda from Algeria is divorced and her son is very violent towards her. She got in touch with our follow-up team and together we tried to find out what the reasons could be for her son’s violent behaviour and talked about ways to deal with him. At the end of the conversation she said: ‘I thank you so much, this was really useful. Thank you for listening to me.’



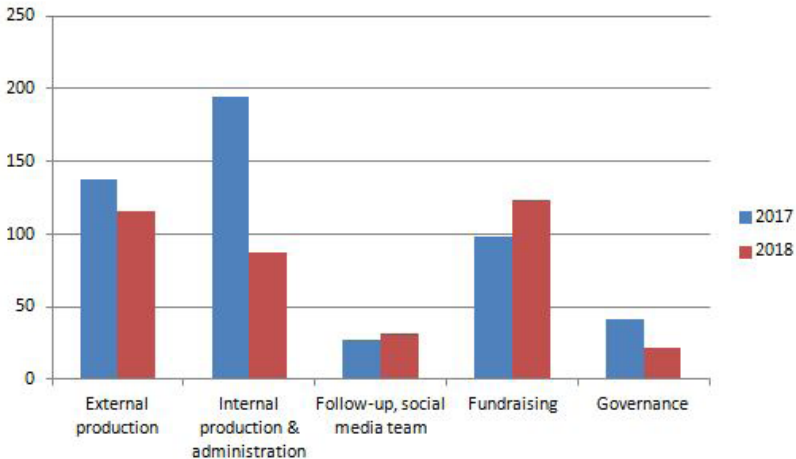
How can I become a Christian?

Abdul Rahman from Morocco has been in touch with us for quite some time. He started out with questions about Christianity, soon he requested a Bible. Recently he asked how he could become a Christian. Now we are trying to connect him to a church in Morocco.

Financial Report 2018

Income and expenditure for 2017 and 2018, all in US\$

		2017		2018
	Exp.	Inc.	exp.	inc.
<i>Total income</i>		405,187		383,553
External Production costs	153,800		116,184	
Internal production expenses and administration	112,335		87,333	
Follow-up, social media team	27,195		31,986	
Fundraising and communication	97,980		123,703	
Governance	27,186		21,316	
<i>Total expenditures</i>		418,496		380,522
Net deficit		-13,309		3,031

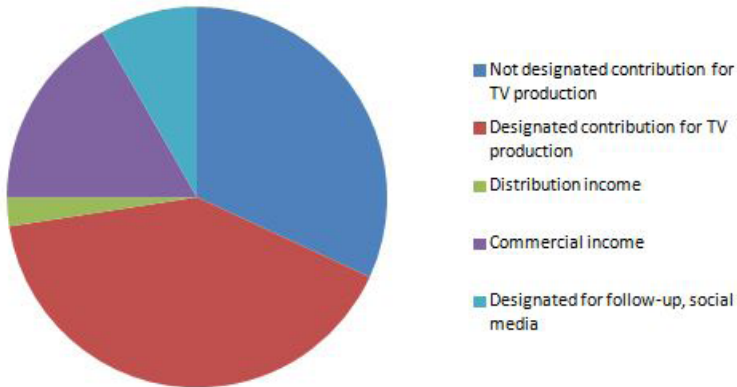


Sources of Income

All amounts in US\$

Source	2017	2018
Not designated contribution for TV production	217,134	122,242
Designated contribution for TV production	126,544	156,055
Distribution income	20,775	9,315
Commercial income	5,566	64,096
Designated for follow-up, social media	35,168	31,845
Total	405,187	383,533

Sources of income 2018



The Board of Arab Vision

In 2018 the International Board of Arab Vision met for 4 days: 2 days in March and 2 days in November. The Board Meetings in November marked the final stage of the Arab Vision Trust Fund as it was decided to terminate the Trust Fund, and continue the Arab Vision Ministry in the Netherlands, the UK and the USA.

In 2018 the International Board consisted of six Board members, from Lebanon, Egypt, USA and the Netherlands.

The AVTF board-members with an Arab background continued as members of a new, 'local board', in the Middle East.

For questions and clarifications on this change, please contact us at contact@arabvision.org

Contact and Bank details of Arab Vision

contact@arabvision.org

Arab Vision is registered as a charity in the United Kingdom and in the United States and has ANBI status in the Netherlands

Arab Vision the Netherlands

Postbus 9020, 3840 GA Harderwijk

Bank details: NL52 INGB 0005037361 - ING Bank, t.n.v. Stichting Arab Vision

Arab Vision UK

23 Mill Lane, Saffron Walden, Essex CB10 2AS

Bank details: Lloyds Bank Plc, Account name: Arab Vision, Sort code: 30-97-24, Account no: 49415760

Arab Vision Inc. (USA)

1101 S. Broadway St., #120, Carrollton, Texas 75006

Bank details: Bank of America, Branch: 11868 Preston Rd, Dallas TX 75230, Account name: Arab Vision Inc, Account no: 004782094990, Routing no: 111000025, Federal EID no: 48-1270313

Please visit our website www.arabvision.org/partner-with-us/donate, where you will find a secure PayPal facility to donate to Arab Vision.





Arab Christians Proclaiming the Gospel
through modern media in the Arab World
www.arabvision.org
contact@arabvision.org

Get in Touch

Please visit us at www.arabvision.org and
sign up for our prayer and newsletters.