

Dear Ministry Partner,

What a joy it has been to be part of what God is doing around the world through The JESUS Film Project®. Elizabeth and I feel privileged to lock arms with you as we, together, help bring the message of God's great love to all peoples and every person.

Our Jesus Film Media™ app provides a new way for Christians to share Jesus with those who do not yet know Him. The most popular Bible app in the world, YouVersion, became a digital partner with us by offering the *JESUS* film in a new video feature on their app.

We rejoiced in the completion of our fully restored and re-mastered version of *The JESUS Film* with new musical score in surround sound. Now we anticipate a movement of God's Spirit as we reintroduce the film here in the United States through our 35th anniversary campaign in 2014.

Thousands of churches and individuals purchased 310,000 DVDs of *The Story of Jesus Through the Eyes of Children* to give to neighbors and friends during the Christmas season. We are now beginning to hear stories of how God has used this outreach to draw many to Himself.

I hope you are encouraged as you read each highlight in this report. Your prayers and generous giving help make it all possible. We are grateful for you and your friendship and want you to know that we feel honored to serve with you.

*Erick Schenkel*

Erick Schenkel, Ph.D.  
Executive Director  
The JESUS Film Project



## 2013 Selected Highlights

- ! The fully restored and re-mastered, high-definition version of *The JESUS Film* with new musical score in surround sound premiered in Orlando, Florida. During 2014 the 35th anniversary of the production of the original *JESUS* film will provide an unprecedented opportunity to share the classic film with the U.S. market.
- ! Through the robust search feature, Jesus Film Media app users had the ability to find resources by country, language name, theme, and title of the film. Among the nearly 72,000 films and segments available for streaming and downloading, users could choose from the following:
  - The full-length *JESUS* film (along with 61 individual segments) in more than 1,100 languages.
  - 99 languages of *Magdalena: Released From Shame*, either in its entirety or in one of seven short teaching segments to highlight Christ's interactions with different women.
  - My Last Day*, an animé short film, in 88 languages.
  - The Story of Jesus for Children* in 149 languages.
  - Walking With Jesus*, a series of short discipleship films for Africa.
  - Following JESUS*, a series of short discipleship films for India.
- ! YouVersion became a JESUS Film™ digital partner with the unveiling of a new video feature for its Bible app and offered the *JESUS* film to users around the world.
- ! Construction began on a new studio with Dolby 5.1 surround sound and HD video equipment. Located in the *JESUS* Film Master Studio, the Studio 7 Mixing/Viewing Theater will enhance production of new products. It will also provide a much needed venue for large group demonstrations and reviews of current and new projects.
- ! The “Our Family to Your Family” Christmas Outreach sold 310,000 DVDs of *The Story of Jesus Through the Eyes of Children* to help church members, families and children connect with their communities.
- ! A group of JESUS Film ministry partners traveled to Mexico where they experienced an enthusiastic response to the gospel at the premiere showing of *Magdalena* in Mayan. The team also showed the Mayan version of *The Story of Jesus for Children*.
- ! The 100th version of *Magdalena* premiered in the beautiful island country of Madagascar. Campus Crusade for Christ® staff members worked with local churches and ministries to conduct five well-planned premiere showings. A number of visitors from Africa and the United States also shared in the celebrations.
- ! Members of the Thousand Days of Prayer initiative joined together in building a strong foundation through prayer for The Paul Project, which will be produced by a trusted production company for our distribution to field teams and partners worldwide.



### A New Beginning for Mayans

While some predicted the world would end according to the Mayan calendar on December 21, 2012, no one could predict the enthusiastic response of the Mayan people to the gospel two months later. An American group of JESUS Film ministry partners traveled to Mexico's Yucatan Peninsula to premiere showings of *Magdalena: Released From Shame* in Mayan, the people's heart language. Government officials, business people, pastors and remote villagers watched *Magdalena*. The team also showed the Mayan version of *The Story of Jesus for Children*. In one village, almost 260 people watched the film and some 250 of them indicated they wanted to trust Jesus as Savior. For hundreds of Mayans, instead of the world ending, their new lives in Christ were just beginning.



### 100th *Magdalena*: Released From Shame

On Saturday and Sunday, April 20 and 21, 2013, staff members of Campus Pour Christ—the name for Campus Crusade for Christ in Madagascar—worked together with local churches and ministries to conduct five well-planned premiere showings of *Magdalena* in Malagasy, the 100th translation of the film, in the capital city of Antananarivo, Madagascar. A number of visitors from Africa and the United States also shared in the celebrations.

Pastors, church leaders, translators and actors, along with family members, gathered to celebrate the first public showing of *Magdalena* in Malagasy at the Ecole Sacre-Coeur Antanimena (ESCA ) Cultural Center on Saturday, April 20.

The large hall can accommodate many more than the invited guests, local authorities and church leaders. Therefore, a few minutes before the film began, Campus Pour Christ organizers instructed the ushers to open the doors to a crowd waiting outside. As a result they estimated at least 20 percent of the audience consisted of nonbelievers. Nearly 2,000 people attended four premiere showings at various locations around Antananarivo. Of those, 470 indicated decisions to follow Christ, and 56 participated in follow-up activities. Madagascar’s JESUS Film Coordinator Rene Rasolonjanahary estimated that children accounted for 50 percent of the audience at the next three showings.

Nearly 1,000 people watched *Magdalena* at the Andohatapenaka FJKM2 Church located near the university. Lynda Ingerson served as the JESUS Film production manager for the Malagasy version of *Magdalena* and attended this showing. The number of young people in the audience amazed her. She also noted many of those in attendance later received training and will take *Magdalena* to their home villages all over Madagascar.

On Sunday, April 21, more than 3,000 people watched *Magdalena* at the FJKM Church in Ambohipo. Lynda asked how this church of 12,000 members grew so large. She reported: “*They challenge everyone in their congregation three times a year to bring someone to church who doesn’t know Christ. Then they show the JESUS film.*” At the conclusion of the film, the pastor challenged everyone present to show *Magdalena* to their family and friends. The response was incredible! The

church set a goal to work with 30 groups to saturate all of Antananarivo with the gospel during the next year, using *Magdalena* and storytelling. In the future they hope to reach all of Madagascar!



## The Power of One DVD

In a refugee camp of 75,000 people in an African country, Peter—a worker with a relief organization—used a small external DVD drive which he plugged into his laptop computer to show *JESUS*. He obtained a generator, a long extension cord and a small video projector and hung a linen sheet between two poles. Peter admitted later, “*The image was not bright, about six feet square, but it was just enough.*” He wasn’t sure what would happen at that first showing, but now he presents *JESUS* every Monday and Thursday throughout the sprawling camp. People gather on both sides of the screen, usually about 1,000 at a time. However, at one showing an estimated 2,000 refugees watched the film.

Peter explains that the majority of these refugees are from another faith. Because they have suffered aggression and war, the pressures of radicalism, and then the love and care of Christians at the camp, “... *these people have become very open to the gospel, eager to watch the film!*” Peter estimates that he has shown *JESUS* to 18,000 people with 16,000 indicating decisions for Christ—nearly a 90 percent response rate! He wants to show *JESUS* to everyone in the camp and others throughout the region.



## Mobile Ministry in Fiji

The Jesus Film Media app has done much to appeal to a new age of tech-savvy youth, enabling them to access an array of films in a multitude of languages on their tablets and mobile devices. At the University of the South Pacific (USP) at Laucala, in Suva, Fiji, ministry workers have seen great results using this kind of technology. It has helped “*break the ice*” with students more easily as they relate to the films’ characters and what they go through, even putting themselves in their places. Consequently, many have engaged more in Bible study times with the lessons for the week.

Fiji Campus Crusade for Christ staff member Sai Kacimaiwai saw that her disciples looked forward to what they watched on the tablets as they found the sharing afterward very engaging. “*It has helped better the ministry as it’s attractive to students and I believe it’s the in-thing at the moment that will keep their attention,*” she said. “*The tablet is a great tool we can use to help better equip us and helps us be on the same page as this the young people.*”

## Statement of Activities

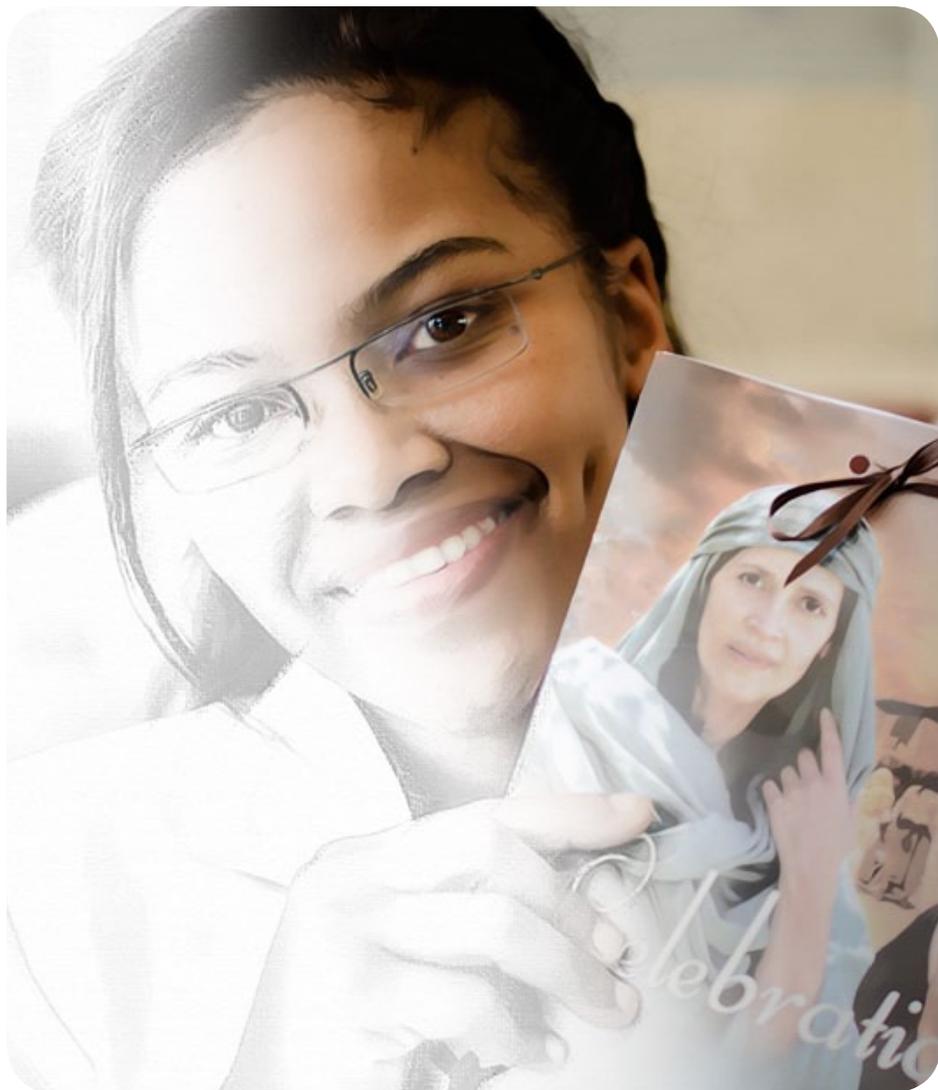
(in thousands)

|   | Year Ended<br>August 31, 2013 | Year Ended<br>August 31, 2012 |
|---|-------------------------------|-------------------------------|
| <b>REVENUES:</b>                              |                               |                               |
| JESUS Film Project Contributions              | \$37,836                      | \$30,528                      |
| Staff Contributions                           | 13,744                        | 12,444                        |
| Material Sales                                | 692                           | 939                           |
| Other Revenue                                 | 347                           | 272                           |
| <b>Total Revenues</b>                         | <b>52,619</b>                 | <b>44,183</b>                 |
| <b>EXPENSES:</b>                              |                               |                               |
| Administration & Development                  |                               |                               |
| Administration                                | 2,375                         | 1,721                         |
| Development                                   | 6,458                         | 6,294                         |
| <b>Total Administration &amp; Development</b> | <b>8,833</b>                  | <b>8,015</b>                  |
| Ministry Activities                           |                               |                               |
| Field Ministry Operations                     | 9,209                         | 7,521                         |
| Field Ministry Strategies                     | 11,970                        | 12,679                        |
| Field Strategy Media & Equipment              | 1,450                         | 1,887                         |
| International School Project & CrossRoads     | 4,015                         | 4,044                         |
| New Product Development                       | 4,954                         | 4,270                         |
| Short-Term Ministry Trips                     | 2,257                         | 1,978                         |
| Translations & Language Production            | 5,560                         | 4,332                         |
| <b>Total Ministry Activities</b>              | <b>39,415</b>                 | <b>36,711</b>                 |
| <b>Total Expenses</b>                         | <b>48,248</b>                 | <b>44,726</b>                 |
| <b>CHANGE IN FUND BALANCE</b>                 | <b>4,371</b>                  | <b>(541)</b>                  |
| <b>FUND BALANCE - Beginning of Year</b>       | <b>8,008</b>                  | <b>8,549</b>                  |
| <b>FUND BALANCE - End of Year</b>             | <b>\$12,379</b>               | <b>\$8,008</b>                |



## 2013 Financial Notes

- Intellectual Property** The JESUS Film Project® non-audited statement of activities does not include depreciable assets found on Campus Crusade for Christ's annual report. The JESUS Film Project (the "Ministry") holds \$7.3 million of such assets consisting mainly of film-related intellectual property. An audited annual report for Campus Crusade for Christ is available upon request.
- Staff Contributions** The JESUS Film Project employs both supported and non-supported staff. Supported staff develop their own funds outside of central ministry funding to cover their salary and benefits. This reflects donations equal to their salary, benefits, and reimbursable ministry expenses for the period.
- Ministry Activities** This represent the efforts of The JESUS Film Project to help build spiritual movements of multiplying disciples. The Ministry uses central ministry funds to compensate non-supported staff who fill select technical and administrative roles. Each ministry activity category includes the payroll costs of both non-supported and supported staff in which they work. The Development category (under Administration & Development) includes the portion of supported staff payroll costs used in their personal fund raising efforts. Field Ministry Strategies, the largest category, consists mainly of funds disbursed to Campus Crusade for Christ national ministries for spiritual movement building strategies. Field Ministry Operations represents expenses for ministry planning, strategy development, field relations and reporting.



THE  
**JESUS**  
FILM PROJECT

100 Lake Hart Drive  
Orlando, FL 32832  
407-826-2300  
[www.JesusFilm.org](http://www.JesusFilm.org)