

# For Everyone

**ANNUAL  
FINANCIAL  
REPORT 2021**



## Reaching Every Heart

This report provides the yearlong results of the ministry efforts you've funded through Jesus Film Project®. Celebrate how God showed people worldwide that the story of Jesus is for them.

## What You'll Find in This Report:

God shows us time and time again that no language, no country, no person is excluded from His invitation of love. Your giving and prayers made more resources accessible in more heart languages, linked more partners with tools for ministry, and connected more individuals with the gospel online and on television. In this report, you'll get highlights of the impact of gifts from partners like you and an overview of financial information. Thank you!

*“I urge you, first of all, to pray for all people. Ask God to help them; intercede on their behalf, and give thanks for them. ... This is good and pleases God our Savior, who wants everyone to be saved and to understand the truth.”*

— 1 TIMOTHY 2:1,3-4,  
NEW LIVING TRANSLATION

Some identifying details may have been changed for confidentiality throughout this report.

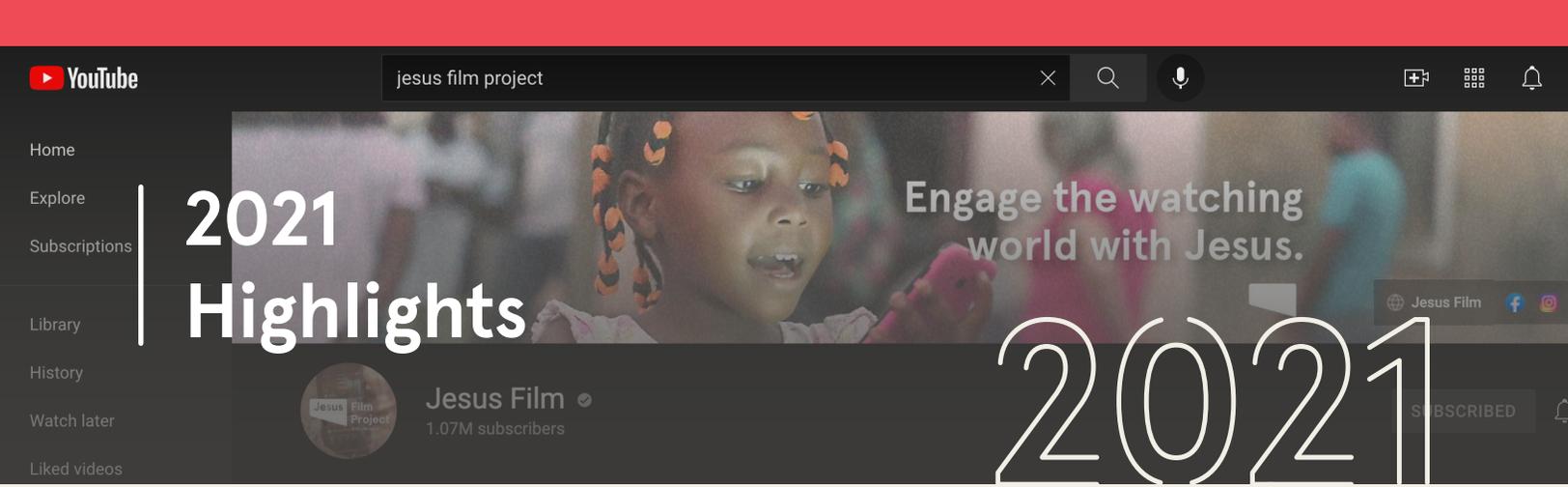
# For Everyone

## ANNUAL FINANCIAL REPORT 2021

### Table of Contents

2021 Highlights	3
Jesus Speaks All Heart Languages <i>Film Translations</i>	4
Partnering to Reach Everyone, Everywhere <i>Equipment and Partner Teams</i>	5
Engaging the Watching World <i>Television Broadcasts   Digital Strategies</i>	6-7
Statement of Activities	8-9
Letter From the Executive Director	11





## Film Translations

**68** new language translations of the *JESUS* film

**1,945** total translations of *JESUS* as of December 31, 2021



## Television Broadcasts

**401,450,537** total viewings of Jesus Film Project® films in the year 2021

**1B** broadcast views of Jesus Film Project films since 2016 reached



## Digital Strategies

**255,669,814<sup>†</sup>** plays of Jesus Film Project resources online across multiple digital platforms

**1M** subscribers to the Jesus Film® YouTube channel

<sup>†</sup> Includes *JESUS* and other media resources such as *Magdalena: Released From Shame*, *The Story of Jesus for Children*, *My Last Day*, *Walking With Jesus*, *Rivka* and *Following JESUS*.

# Jesus Speaks All Heart Languages

FILM TRANSLATIONS

## Notable News

The *JESUS* film is the most translated film of all time because we want everyone, everywhere to have access to the powerful story of Jesus. We celebrate that 2021 saw the completion of the 1,900th translation overall—coordinated and recorded by trained nationals. Praise God!

## Opening a Door for Nonbelievers

“Many years ago in our villages, people were banned from mentioning the name of Jesus. [At] that time idol worship was the main religion of our people,” Joseph said, sharing the history of Mbandja speakers—known as Mbandza—and his heart for reaching those among his people who don’t know Christ. He had been helping the Jesus Film Project® recording team facilitate the recording of *JESUS* in Mbandja.

While working on the film, the team members learned that many Mbandza people profess Christianity but still worship idols—believing these objects can give them assistance in everyday situations, such as during school exams or sports competitions. Local ministry workers like Joseph believe God will use the *JESUS* film as a powerful resource to bring His light into the Mbandza people’s lives.

While working on the recording project, Joseph involved people from various backgrounds—including those who don’t believe in Christ—to translate the *JESUS* film script. While translating script sections where Jesus healed someone or performed miracles, the translation team would stop to discuss what these events meant.

“This Jesus is powerful,” the nonbelievers remarked. “He opened the eyes of the blind man, He went to Jairus’ house to raise his daughter and He calmed the sea.”

“This gave me hope that this film will bring many to the Lord as the Mbandza people watch the film,” Joseph said. “I am so excited!”

The three women and two men who reviewed the completed film could not believe their eyes when they heard their language while watching the man who played Jesus. One of them stood up and sang a song to the Lord in Mbandja: *“Oh Lord of the heavens, we can hear You now. You are speaking to us in a language we understand. You speak our language. You speak to our hearts. Hallelujah!”*

The story of Jesus is truly for everyone.



DEMOCRATIC  
REPUBLIC OF  
THE CONGO

# Partnering to Reach Everyone, Everywhere

## EQUIPMENT AND PARTNER TEAMS

### Mobilizing Ministry



KENYA AND THAILAND

Imagine fulfilling equipment requests around the world in just a matter of days. With Jesus Film Project’s new equipment distribution centers, it is possible! Instead of shipping all equipment—such as projector sets, tablets and more—from the United States, Jesus Film Project started establishing strategically positioned centers to serve the equipment needs of partner organizations throughout the world. As of January 2022 there are two distribution centers—one in Thailand and now one in Kenya—with plans for more in other areas of the world.

“Africa has been one of our primary locations for equipment use for years,” project co-lead Eric Foster said. “It’s costly to send everything from Orlando to every country throughout Africa. There’s a lot of issues with shipping, customs .... When we buy it locally, we can get the same type of equipment less expensively. We can ship easier between countries. There’s a lot of free trade agreements between countries, so they’re not taxed as much, and it can move more quickly and easily.”

These centers receive equipment purchased from local suppliers. Then when a partner organization or field staff member requests equipment, the center ships directly to them—bypassing the expensive and delay-ridden process of delivering equipment from the United States. One main way that these distribution centers facilitate partnership is through providing film-showing equipment to partner ministries. This can accelerate the start of ministry projects and therefore lead to even more people hearing the story of Jesus.

### A Moment of Clarity and Conviction

Peterson contemplated everything he’d just seen and heard. Though he hadn’t had much interest in Christ before, he willingly watched when the JESUS Film Harvest Partners team started showing the JESUS film.

*“I thought Christianity was for old people who are waiting to die,” Peterson said. “But after watching the film, I realized that He died for everyone.”*

Following the film, a local pastor—working with the film team from the partner ministry—explained how Christ is so very clearly for each person, even Peterson. Realizing he no longer wanted to live inconsistently, he took a step of faith. Peterson decided this Jesus—the one he saw portrayed in the film—was for him, not just for the older generations. And he definitively decided to follow Him!



# Engaging the Watching World

TELEVISION BROADCASTS | DIGITAL STRATEGIES

## An Incredible Christmas

**T**hree secure countries—one in Southeast Asia, one in South Asia and one in Central Asia—had something in common this past Christmas season: *JESUS* entered more homes than ever before.

In Southeast Asia the Lord answered ministry workers' prayers: a local television station unexpectedly granted them four prime-time slots to show *JESUS* during the Christmas season. A broadcast opportunity like this hasn't happened for local ministry workers in this country for about 20 years! The station showed the film without any cuts—even including the ending prayer.

Similarly, local ministry workers in one secure South Asian country reported that they haven't been allowed to show the *JESUS* film on Christmas since 2000. But God reopened that door for Christmas 2021. The national team leader for ministry shared: "[The] *JESUS* film is the exceptional tool for mass evangelism in our country. [The] gospel is not open here, but through using TV [broadcast] for *JESUS*, we can reach millions of people at a time. We can identify thousands of people through receiving their feedback after [the broadcast] and arrange follow-up. It is safe and reaches more people than any other evangelism initiative."

Lastly, the opportunities to show the *JESUS* film on television in Central Asia have continued to grow. Christmas 2021 followed that promising change. In early 2020 a plan was in place to partner with two television stations. But as the coronavirus pandemic kept people at home, that partnership quickly increased to six stations. These six continued partnering with Jesus Film Project throughout 2020 and into 2021. Then, as the holiday season grew closer, the Lord opened the door for 35 television stations to be a part of the broadcasts for Christmas! This historically closed nation broadcast *JESUS* and other Jesus Film Project resources 105 times. Praise God for opening those closed doors and for the more than 375 million television broadcast viewings of these resources worldwide in 2021!

*In a secure country in Southeast Asia, a local television station broadcast the *JESUS* film on Christmas Eve. As COVID-19 had spread throughout the country and the government encouraged everyone to stay home, people of all ages had an opportunity to watch and encounter the story of Christ.*



***“From the rich to the poor in the working areas, from the plains to the mountains, tonight everyone has the opportunity to hear the gospel. We can only come to the conclusion: It is a miracle that God does. Thank you for taking [the] risk to reach out and help us. Tonight I believe that the minds and hearts of many [people in this secure country] are touched by the Holy Spirit.”***

**— LOCAL MINISTRY LEADER  
IN SOUTHEAST ASIA**



## JESUS Brought Directly to His Screen

**L**ike many in his country, Soledad resisted the gospel message. When his friend, Alfred, first tried to tell him about Jesus, he totally rejected it. But after many years Soledad started to show interest, and they would study together.

Despite years of resistance, one day Alfred worked up the courage to approach Soledad once again, and they talked about Jesus and His sacrifice on the cross. He hoped his boldness didn't offend his friend. Soledad seemed to be OK and answered, "Oh yes, I believe that and have for quite a while."

Shocked, Alfred asked how he could have changed so dramatically. Soledad replied: "It's true—I was confused about Jesus. But I then started watching the *JESUS* film on TV every night. I now understand. It is true Jesus atoned for all sin, and if we follow Him, He takes responsibility for our sin."

The *JESUS* film is shown on television in Soledad's country all day, seven days a week—and in more than 60 languages. The global pandemic has opened the doors for the gospel on TV in more than 100 nations. Soledad is just one of tens of thousands who have come to understand the Christ of Christmas!



## Connection With Christ



**S**aeeda refused to listen to anything about Christianity. But her daughter refused to give up on her. Despite living in the Netherlands, Saeeda's daughter was able to digitally send the *JESUS* film over to her mother in North Africa.

Saeeda was illiterate, and the *JESUS* film helped her connect to the powerful story of Christ in a format she could truly understand. She decided to follow Christ, and she is now attending a virtual church through the church-planting ministry of Cru®, encouraging her new community by writing worship songs and sharing special prayers. The glorious good news of Christ is for Saeeda—and it's for everyone.

# Statement of Activities

(IN THOUSANDS)

	<i>Year Ended August 31, 2021</i>	<i>Year Ended August 31, 2020</i>
<b>REVENUES:</b>		
Jesus Film Project® Contributions	\$50,589	\$44,845
Staff Contributions	25,592	23,865
Material Sales	74	119
Other Revenue	74	231
<hr/>		
<b>TOTAL REVENUES</b>	<b>76,329</b>	<b>69,060</b>
<b>EXPENSES:</b>		
<b>Global Field Strategies</b>		
Global Expansion	11,082	11,353
Global Mobilization	729	2,947
Digital Strategies	4,509	5,139
Language Strategies	3,055	3,729
Program Priorities	1,134	2,133
Staff Priorities	25,592	23,865
Global Support	2,184	2,182
Program Support	3,127	2,703
<b>Total Global Field Strategies</b>	<b>51,412</b>	<b>54,051</b>
<b>Development and Administration</b>		
Development	7,079	7,956
Administration	4,376	3,606
<b>Total Development and Administration</b>	<b>11,455</b>	<b>11,562</b>
<hr/>		
<b>TOTAL EXPENSES</b>	<b>62,867</b>	<b>65,613</b>
<b>Change in Fund Balance</b>	<b>13,462</b>	<b>3,447</b>
<b>Fund Balance - Beginning of Year</b>	<b>23,451</b>	<b>20,004</b>
<b>Fund Balance - End of Year</b>	<b>\$36,913</b>	<b>\$23,451</b>



## Intellectual Property

The Jesus Film Project® Statement of Activities does not include depreciable assets found on the Campus Crusade for Christ® annual report. Jesus Film Project holds approximately \$5 million of assets consisting mainly of film-related intellectual property. An audited annual report for Campus Crusade for Christ is available upon request.

## Staff Contributions

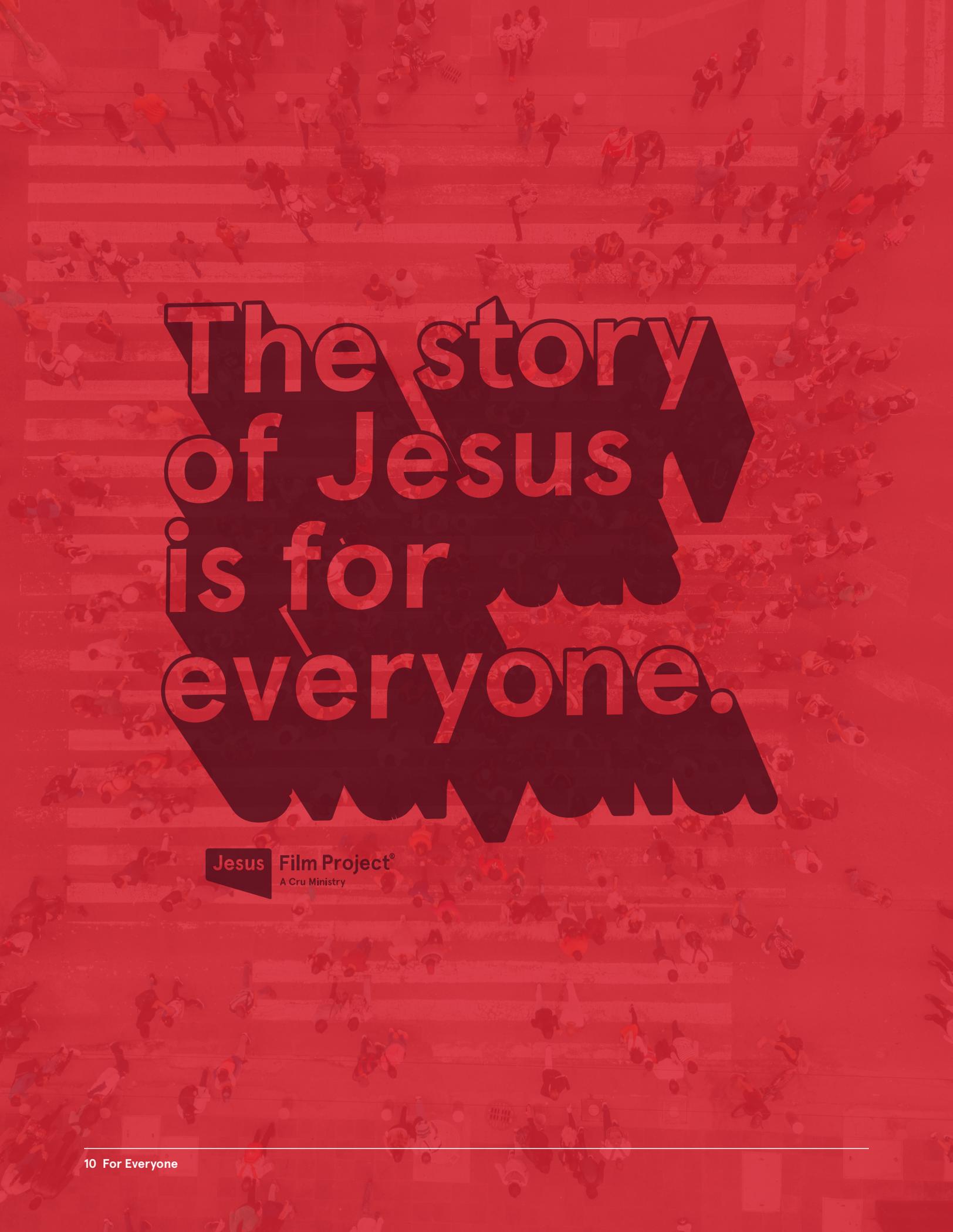
Jesus Film Project employs both supported and non-supported staff members. Supported staff members develop their own funds outside of central ministry funding to cover their salaries and benefits. Staff Contributions reflects donations to their accounts, which are used to pay their salaries, benefits and reimbursable ministry expenses for the period.

## Global Field Strategies

Global Field Strategies comprise the main ministry components of Jesus Film Project, which together represent the efforts of Jesus Film Project to help build spiritual movements. Global Expansion is an area of direct field ministry around the globe. Global Mobilization is an area encompassing trips, equipment and training used to support the direct field ministries. Digital Strategies is an area that creates and manages online engagement using films, video and other media. Language Strategies is an area that creates new languages for all media and curates that media for use by the ministry. Program Priorities is an area led by the executive director in meeting global priorities in support of the ministry. Staff Priorities represents the outflow of Staff Contributions used to pay supported staff members' salaries, benefits and reimbursable ministry expenses for the period. Global Support represents the costs for the global Cru® presence that provides the infrastructure in which Jesus Film Project operates. Program Support represents the essential technology, accounting, recruiting and staff resources that provide the infrastructure for Jesus Film Project.

## Development and Administration

Development represents the expenses for operating Jesus Film Project fundraising activities globally. Administration represents the value of the services provided to Jesus Film Project for operating services, corporate services and technology services. Operating services include financial, donation, payroll and benefits processing. Corporate services include legal and office support. Technology services include web hosting, service and infrastructure support.



# The story of Jesus is for everyone.

**Jesus** Film Project®  
A Cru Ministry



# Letter From the Executive Director

Dear Friend,

Everyone, everywhere should have the opportunity to encounter Jesus. With each passing year we have seen God move us mightily toward this goal, and with each passing year you have worked toward this goal alongside us. Today let's celebrate with heaven the many lives that will never be the same after experiencing Christ through your partnership.

This past year is full of milestones worth celebrating. The *JESUS* film reached its 1,900th translation in April 2021. Today people within a language group historically resistant to the gospel have Scripture on film for the first time in their language. Additionally, the story of Christ entered more homes than ever before with television stations in secure countries partnering to broadcast *JESUS*.

There were also several exciting new beginnings for the ministry. Jesus Film Project® established a new leadership structure in October 2021. The executive team increased ministry capacity by adding men and women from each region of the world who prioritize trusting God for the missional gaps in their regions. One way to meet those missional gaps has been opening equipment distribution centers in key

international hubs. Equipment is already arriving into the hands of ministry workers more efficiently and economically.

In 2022 more people than ever before will have the chance to connect with the story of Jesus' love. As people see *JESUS* they can say: "Jesus speaks my language. Jesus cares about me. Yes, He loves everyone, but He loves *me*." Then, we desire to equip those new believers to take that same message of devoted love to their communities and to the rest of the world. Your support has helped make those connections. Thank you for recognizing with us that Jesus is for everyone—for each and every person.

Until the world sees Jesus,



Josh Newell  
Executive Director  
Jesus Film Project

***"In the same way, there is more joy in heaven over one lost sinner who repents and returns to God than over ninety-nine others who are righteous and haven't strayed away!"***

— LUKE 15:7, NEW LIVING TRANSLATION

# Thank You

*Millions of people had an opportunity to hear the story of Jesus this past year. Your heart to see everyone know Christ has overflowed into transformational ministry. Every day through your partnership with Jesus Film Project®, people are recognizing that Christ's devoted love is for them personally. Thank you—you are truly and deeply appreciated!*



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Connect with us



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