

Devoted

2023 Annual Financial Report

Reaching Everyone, Everywhere

This report provides the yearlong results of the ministry efforts you've funded through Jesus Film Project®. Celebrate how God encouraged and equipped His followers as they devoted their efforts to sharing the story of Jesus everywhere.



“We should live in this evil world with wisdom, righteousness, and **devotion** to God, while we look forward with hope to that wonderful day when the glory of our great God and Savior, Jesus Christ, will be revealed. He gave His life to free us from every kind of sin, to cleanse us, and to make us His very own people, totally committed to doing good deeds.”

— Titus 2:12–14, New Living Translation

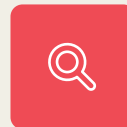


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Table of Contents

Deeply Devoted <i>Film Translations</i>	4-5
Devoted to Outreach <i>Teams and Equipment</i>	6-7
Growing in Devotion <i>Digital Strategies</i>	8
A New Devotion <i>Television Broadcasts</i>	9
2023 Highlights	10-11
Statement of Activities	12-13
Letter From the Executive Director	14



What You'll Find in This Report:

Everything we do at Jesus Film Project® is out of our devotion to the gospel of Christ. When we translate films, establish relationships with partners and provide them with equipment, implement digital strategies, and broadcast films on TV and audio versions via radio, our aim is to glorify God and expand His kingdom. This report details the committed efforts of believers to making Jesus known around the globe and the beautiful stories of individuals who have chosen to dedicate their lives to Him. In this report, you'll also see an overview of our financial information for the 2023 fiscal year.

Thank you!

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



Deeply Devoted

Film Translations

Eager to Watch *JESUS*

When the recording team members arrived at a local school in Gabon to premiere the Obamba *JESUS* film—much later than expected due to power and connection issues—they didn't expect to see over 100 people waiting for them. Nor did they expect to encounter worshipful dancing and singing. But the Obamba speakers in attendance simply couldn't hold back their excitement about watching the new translation of *JESUS*! And they weren't the only ones excited about it.

The dialogue directors for the Obamba recording project, Gerard and Ruth, both expressed their eagerness about the *JESUS* film. Gerard told the recording team that many Obamba-speaking nonbelievers are animists and worship multiple gods. They believe that these gods—such as the god of water and the god of fire—essentially control the universe, and thus they often live in fear of the gods' power. But faith—not fear—was present at the school on the night of the *JESUS* film premiere.

Struggling to resolve additional power issues—as well as sound and software issues—during the equipment setup process, the recording team members knew that those in attendance were waiting on them to start the film. But then they heard over 100 voices filling the air with earnest prayers for God to resolve the issues—and He answered them!

Despite the very delayed start time and some lingering issues with the sound, the Obamba speakers were committed to seeing and hearing *JESUS* in their mother tongue. Every attendee stayed for the entire film. Many of them were moved by the words of Christ, and four people put their trust in Him. Seeing them abandon their false gods to follow the one true God greatly encouraged the recording team members and gave them a small glimpse of what God can do with the *JESUS* film.



A Major Milestone

By God's grace Jesus Film Project® finished the 2,100th translation of the *JESUS* film this past year! It was recorded in the Waorani language, which is spoken by approximately 3,000 Indigenous people in the Amazon region of Ecuador. With the help of native Waorani speakers, Indigenous groups and Waorani elders, the recording team was able to complete this translation of *JESUS*, which is set to premiere among the Waorani people in 2024.

The unique background of this tribe—along with the faithful evangelistic efforts of many believers—makes this milestone particularly meaningful. Almost 70 years ago five Christian missionaries—including Jim Elliot and Nate Saint—were martyred by warriors from the Waorani tribe. However, ministry workers have been serving the Waorani people with the hope that they'll commit their lives to Christ. *JESUS* in Waorani will be an invaluable tool for them to use as they share the gospel and help new Christians grow in their faith.



To share Christ's love with the Waorani people using the new translation of *JESUS*, Cru® in Ecuador plans to partner with several ministries, including ITEC—the ministry founded to serve the Waorani people.

Inspired to Show *JESUS*

Pastor Nabin—a Tajpuriya speaker—grew up in a family that followed the majority religion of his home country, Nepal. In his early 20s he suffered from an illness that kept him bedridden for one year. Close to death, he counted his days as he thought about the meaning of life and what would happen to him after he died. During this time a friend of his who had recently become a Christian came to visit him, shared the gospel with him and prayed for him. His friend gave him a Bible, which he began to read day and night until he made the decision to put his faith in Christ. Within a month God miraculously healed him—Pastor Nabin received both physical and spiritual restoration. He committedly began sharing the gospel, planting churches and teaching others to do the same.



He recalled showing the *JESUS* film two decades earlier in the Rajbanshi language—a language closely related to Tajpuriya. Though Pastor Nabin and his team had success in showing the Rajbanshi version of *JESUS*, he longed for the day when the film would be recorded in his heart language and prayed that God would fulfill his longing—and He did! Pastor Nabin and other ministry workers are deeply grateful for this resource—a resource they believe God will use to draw Tajpuriya speakers to Himself and inspire them to devote their lives to Him.

Global Footprint Grows

NEW ZEALAND

In February 2023 Jesus Film Project opened a regional field office in New Zealand. This office is working with partner organizations on language translations in Southeast Asia and helping to mobilize national ministries across the region. In addition, this office will complement the work of our office in Chiang Mai, Thailand, which hosts an equipment distribution center. Opportunities for distributing equipment continue to grow as offices like these have started collaborating with an equipment distribution partner to supply tablets and NewLifeBox™ kits to church-planting partners in South Asia—which we've spent the last three years praying for. As we progress in our journey to become a globally located ministry with teams, leaders and field offices on multiple continents, we're thankful to God for graciously allowing us to participate in the work He's doing around the world.





Devoted to Outreach

Teams and Equipment

Partnering to Provide Hope

Jesus Film Project® works with over 1,800 different partner organizations around the globe to share Christ's message of hope. During 2023 two of our partners—Faith Comes By Hearing and The Timothy Initiative—had the opportunity to minister to residents of a senior care center in a Southeast Asian country. Sadly, the older adults in nursing homes like this one are typically impoverished or have been abandoned by their children, and it's common for them to feel lonely and depressed.

Two ministry workers visited the senior care center on Easter to show the *JESUS* film. Even though the center's director wasn't a Christian, he was in favor of the idea. The older adults were very pleased when they got to see the film because they'd never had the experience of going to a movie before. Almost all of them decided to follow Christ at the end of the film!

The attitudes of the senior care center residents changed dramatically. Before they trusted in Christ, they felt alone and upset. However, after they trusted in Christ, they became full of joy! They now have confidence in—and devotion to—their Savior.



Mobilizing Kingdom Workers

The provision of these bicycles and motorcycles is an answer to many prayers. They can significantly increase the efficiency and effectiveness of missionaries' ministry work!

Through collaborations with our wonderful partners, Jesus Film Project aims to meet the practical needs of missionaries so they can build and strengthen the kingdom of God. In line with that goal, we partnered with Advancing Native Missions (ANM) to provide 72 bicycles and 49 motorcycles to missionaries in several African countries, including Côte d'Ivoire, Ethiopia, Ghana, Kenya, Liberia, Rwanda, Togo and Uganda.



Juste, a missionary with ANM, expressed his deep gratitude for the motorcycle he received:

“I am very blessed with the motorbike and thankful to the Lord for making my work easier and faster. I am now able to visit more than one village in one day with the gospel. ... This support is an extraordinary help for the mission and the church in my country.”

Thank you for generously supporting Juste and many other missionaries in Africa!

Reaching the Unreached

NEW YORK CITY

In preparation for a five-year project dedicated to reaching cities with large populations of unreached people groups in North America, one of our Jesus Film Project teams did an initial launch in New York, where they focused on spreading the word about Jesus Film Project content and establishing partnerships with local organizations and churches.

In Queens—a borough of New York City—volunteers distributed 1,000 business cards with QR codes linked to *The Story of Jesus for Children* and 1,000 flyers announcing upcoming film showings so that anyone who took a business card or flyer would have a straightforward way to watch the film. The next day *The Story of Jesus for Children* was shown in five different languages. Through these showings nonbelievers had opportunities to hear the gospel in their heart languages. We also established partnerships with three different organizations and hope to further develop these partnerships in 2024.

In addition to the outreach in Queens, we held a kickoff event in Times Square, where volunteers distributed 2,000 SD cards with links to the website of Urban Hope—a nonprofit organization that aims to connect New York City residents with supportive local churches. Urban Hope's website has links to the Jesus Film Project website, so everyone who received an SD card was able to easily access gospel-centered films.



Growing in Devotion

Digital Strategies

Emboldened and Equipped

Owen, a youth group leader in a Thai province, put his faith in Christ as a university student. He participated in a small group facilitated by Student-Led Movements (SLM)—an initiative of Cru® aimed at helping student believers learn how to share the gospel with their peers and ultimately form gospel-centered groups on their campuses. Owen's group leaders desired to help him grow in his relationship with God and understand how to practically discuss Christianity using the Four Spiritual Laws booklet, the Jesus Film Project® app and his personal testimony. Initially Owen was hesitant about evangelizing. However, as he matured in his faith, he became more willing to talk about it with others. He even began to lead the small group and invited his friends to join it.

After graduating from college Owen organized an annual youth camp with the goal of helping young people learn gospel truths and how to share them. He asked the SLM team to provide training on sharing the gospel using the Four Spiritual Laws and the Jesus Film Project app. Each of the 450 campers who attended in 2023 was able to gain experience in evangelism by sending a clip of the *JESUS* film to 10 of his or her non-Christian friends. Through this activity approximately 4,500 nonbelievers encountered the good news of Christ!



A Major Milestone

In 2023 the Jesus Film® YouTube channel reached two lifetime milestones: The channel hit **400 million views** on July 25 and **2 million subscribers** on November 17. Furthermore, in 2023 alone, viewers spent over **25 million hours** watching content. We're so grateful for your commitment to our Digital Strategies team so its members can commit their efforts toward reaching milestones like these.

A Series to Help Seekers Come Home

Jesus Film Project has a new short-film series! Released in November 2023, this four-part series—titled *What Is Home?*—is designed for East Asian people groups, especially urban professionals who are 20-45 years old. It's currently available in Mandarin, Cantonese and English.

What Is Home? offers hope to those feeling disillusioned and looking for significance, security and acceptance. We're committed to showing East Asians that they matter to God and can freely join His family.



The new *What Is Home?* series has a similar style to the *Do You Ever Wonder...?* series. In the final episode of *What Is Home?*, there's a prayer at the end that viewers can pray if they'd like to "come home" to their Heavenly Father.



A New Devotion

Television Broadcasts

“I will keep on obeying Your instructions forever and ever. I will walk in freedom, for I have **devoted** myself to Your commandments.”

— Psalm 119:44–45,
New Living Translation

Seeing Christ’s Love at Last

Rodrigo, a man living in Mexico, had seen the *JESUS* film on TV multiple times but had never put his faith in Christ. When his wife invited him to go to a *JESUS* film showing in their neighborhood, he wasn’t very excited about it because he’d already seen the film so many times. But this time was different.

Before the film started a pastor said a prayer specifically asking God to speak to those in attendance—even those who had already seen *JESUS*. He said, “**Lord, take off the blindfold they wear on their eyes [so] they can see what Your love did for them.**”

Rodrigo felt God speaking to him through the words of the pastor and the words of the film. At the end of the movie, he accepted Christ as his Lord and Savior!





2023 Highlights



Film Translations

76

new language
translations of the
JESUS film

2,110

total translations
of *JESUS* as of
December 31, 2023

644 total translations of *JESUS* completed as part of the Mission 865™ initiative as of December 31, 2023

40 of these translations were completed in 2023.



Teams and Equipment

You funded **\$2,696,987** worth
of equipment in **95** countries.

You invested in ministry in
137 countries worldwide.





Digital Strategies[†]

119,404,708

plays of Jesus Film Project[®]
resources across
digital platforms[‡]

982,300 average daily views of these resources

Viewers in **226** countries accessed Jesus Film Project content across digital platforms[‡].



Television Broadcasts[†]

60 countries broadcast
Jesus Film Project resources.

218,375,125 views^{††} of
Jesus Film Project resources

STATISTICS ARE FROM THE 2023 CALENDAR YEAR.

[†] Includes *JESUS* and other media resources such as *Magdalena: Released From Shame*, *Rivka*, *The Story of Jesus for Children* and *Walking With Jesus*.

^{††} May include multiple viewers per recorded view.

[‡] Newer reporting strictly includes plays on jesusfilm.org, the Jesus Film Project app and Jesus Film Project's YouTube channel.



Statement of Activities

(in thousands)

	<i>Year Ended August 31, 2023</i>	<i>Year Ended August 31, 2022</i>
REVENUES:		
Jesus Film Project® Contributions	\$57,502	\$54,588
Staff Contributions	25,512	25,691
Material Sales	70	38
Other Revenue	25	40
TOTAL REVENUES	83,109	80,357
EXPENSES:		
Global Field Strategies		
Global Expansion	8,134	8,223
Global Mobilization	5,909	9,220
Digital Strategies	15,702	10,552
Language Studios	4,068	3,555
Program Priorities	1,751	1,368
Staff Priorities	25,512	25,691
Global Support	2,517	2,350
Program Support	2,802	1,354
Total Global Field Strategies	66,395	62,313
Development and Administration		
Development	10,396	9,008
Administration	4,887	4,707
Total Development and Administration	15,283	13,715
TOTAL EXPENSES	81,678	76,028
Change in Fund Balance	1,431	4,329
Fund Balance - Beginning of Year	41,242	36,913
Fund Balance - End of Year	\$42,673	\$41,242

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 Studios 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.



Letter From the Executive Director

Dear Faithful Follower,

Hearing stories of devoted believers around the world inspires us all to trust God more and focus on the work He's given us to do. It's not always easy to trust and obey Him faithfully, but it's incredibly rewarding. We're so grateful for the ways God graciously blessed Jesus Film Project® in 2023, and we're excited to celebrate His blessings with you.

Through our partnerships with you and several ministry organizations, we recorded the 2,100th translation of the *JESUS* film, opened a new regional office in New Zealand and released the *What Is Home?* short film series, among many other milestones.

The reason we as believers are so passionate about sharing Christ's message of salvation with others isn't because we're especially self-motivated or driven people—it's because the love of Christ compels us. The words of the apostle John summarize this well: "We love because He first loved us" (1 John 4:19, English Standard Version). God's devotion to us—to our redemption—is the reason we devote our lives to Him.

Our aim from this past year and for the upcoming year is to radically depend on Jesus—regardless of the cost. The recent death of Paul Eshleman—producer of *JESUS* and former executive director of Jesus Film Project—reminds us of what that looks like on a practical level. His legacy as a man who radically depended on Jesus will endure for generations to come.

We saw God's love impact millions of lives in 2023, and we believe His love will impact millions more in 2024 through existing—and brand-new—Jesus Film Project resources, projects and partnerships. Thank you for your commitment to our mission and ministry.

Until all have heard,




Josh Newell
Executive Director of Jesus Film Project



SCAN THIS
QR CODE
TO WATCH A
VIDEO REPORT
FROM JOSH.

Or visit this site to view it:
www.jesusfilm.org/report23.

A man wearing a straw hat and a jacket is shown in profile, looking towards the right. He is holding a walking stick. The background is a blurred natural setting with trees and foliage.

**“O LORD, God of Israel,
there is no God like You
in all of heaven above or
on the earth below. You
keep Your covenant and
show unfailing love to all
who walk before You in
wholehearted devotion.”**

— 1 Kings 8:23, New Living Translation



Thank You

We can't begin to express our gratitude for your commitment to Jesus Film Project®. We're extremely thankful for your generous financial contributions and faithful prayers in 2023. Let's continue walking in wholehearted devotion to Jesus and sharing His good news through recording new film translations, developing strong partnerships, supplying equipment and resources, implementing digital strategies and broadcasting films on television—and any other avenues He has in store for us in 2024.

Thank you for your dedicated partnership!



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