

## Annual Review 2025

**“One generation  
shall commend Your  
works to another,  
and shall declare  
Your mighty acts.”**

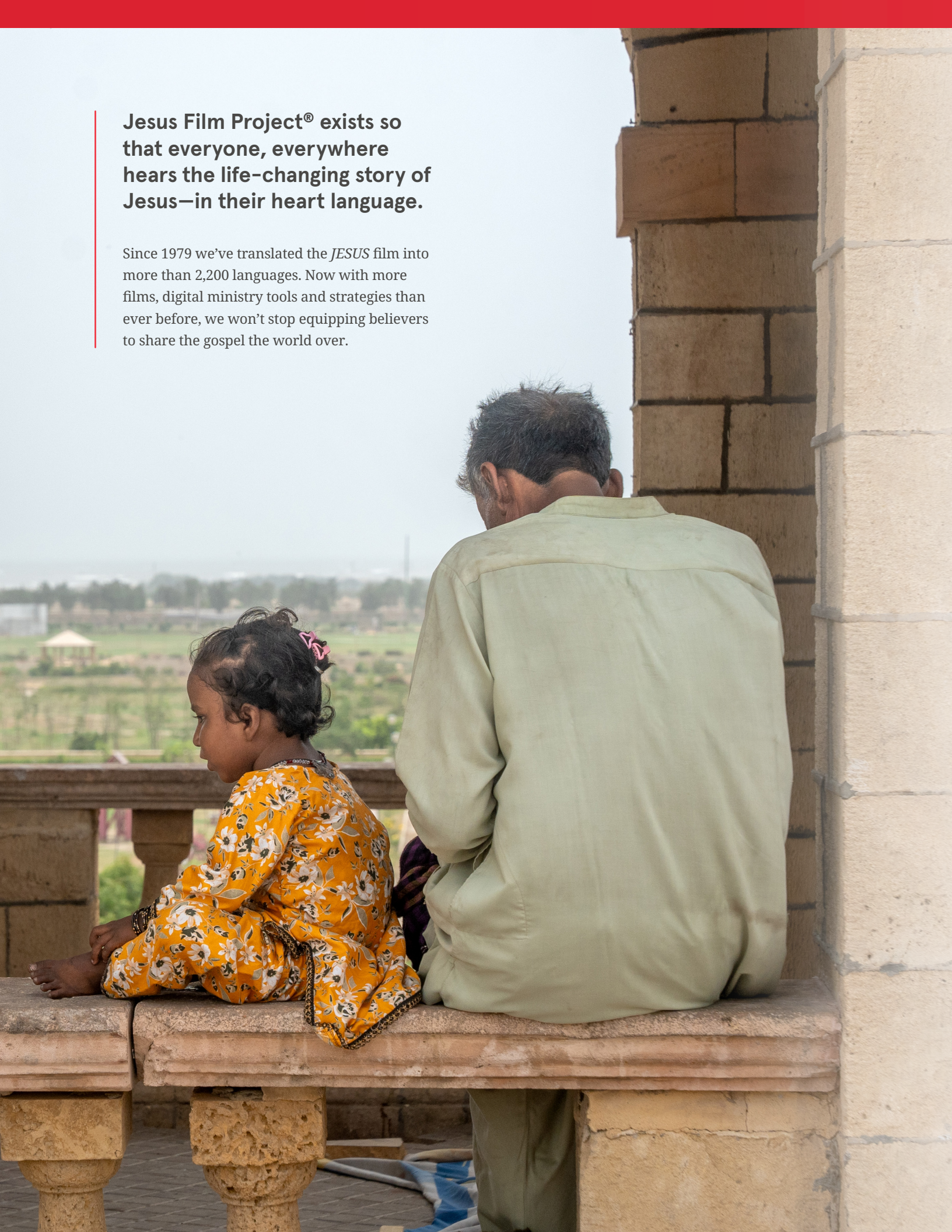
— Psalm 145:4,  
English Standard Version





**Jesus Film Project® exists so that everyone, everywhere hears the life-changing story of Jesus—in their heart language.**

Since 1979 we've translated the *JESUS* film into more than 2,200 languages. Now with more films, digital ministry tools and strategies than ever before, we won't stop equipping believers to share the gospel the world over.





## Reaching Every Nation, Every Generation

**T**he God we serve—and the message we share about His love for all nations and generations—never changes. Recognize with us the declaration of the psalmist that “one generation shall commend Your works to another ....” (Psalm 145:4, English Standard Version), and rejoice that together, we are seeing this truth in the fruit of this ministry.

The *JESUS* film is now available in over 2,200 languages! Across the globe, individuals can watch compelling depictions of Christ’s life, death and resurrection and hear His life-changing words in their unique languages and dialects. It’s a powerful way to experience the gospel, and your commitment to heart-language resources like this one is reaching every nation and every generation.

David Robbins—the newly appointed president of Campus Crusade for Christ International® and Cru®—shares your commitment. In February he traveled to Mexico to visit and serve with a Jesus Film Project® ministry partner, The Message for Mayans, and saw the impact of the *JESUS* film firsthand.

This year God has shown His faithfulness over and over, and there is no doubt He will continue to show Himself faithful. It’s exciting to think about how He will use your investment in the new animated family film, *JESUS*, to point both children and adults to the gospel.

This annual review provides stories about the lives God has changed through Jesus Film Project media, tools and strategies. You’ll see a glimpse of how He’s used your partnership to spark spiritual movements across nations and generations.

Our hope is in a living, active God whose work isn’t confined to a specific people or place or time. He’s faithful from one generation to the next. Praise Him!

**Thank you for joining us in proclaiming His name  
to everyone, everywhere.**

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

# Globally Glorifying God



## Peru

*"[My taxi driver] told me a story about how he was the number one criminal in [the area]. He was in prison multiple times because he had killed so many people. But his daughter was born, and he completely changed. I shared with him that God had given me the art of being a clown and that God had blessed me with dolls for girls, so I gave him one. He was a really hard man, but he began to cry. He pulled the taxi over, and I was able to pray for him. He said, 'Next Saturday is my daughter's birthday. Please, I'd love for you to come, and I'd love for you to be a clown for the party. Take my name, no one will touch you.' During my clown show, I usually show clips from the JESUS film. This criminal was touched, and he accepted Christ in his heart. I give thanks to God for all that He can do. There is no excuse to [not] follow through with the Great Commission."*



## North Africa



*"I was invited to a barbeque by my friends at the river near my village. To my surprise I saw a soccer match being played on a big screen. About 25 people were sitting around. After the match we started watching the story of Jesus. It seemed as if I was in the story, and I forgot about my friends and the food. I thought that the movie was made for me—especially the part of the movie about forgiveness spoke straight to my heart. I was caught up in this story until the prayer came at the end. I felt my lips open as I read, and I started praying the same prayer. I was overwhelmed by a special joy in my heart. It's like I woke up and told my friends who were with me that evening, 'Jesus is Lord of my life.' Some brothers prayed with me, and my journey with Jesus began from there. Praise God they didn't forget about me."*



## Eastern Europe

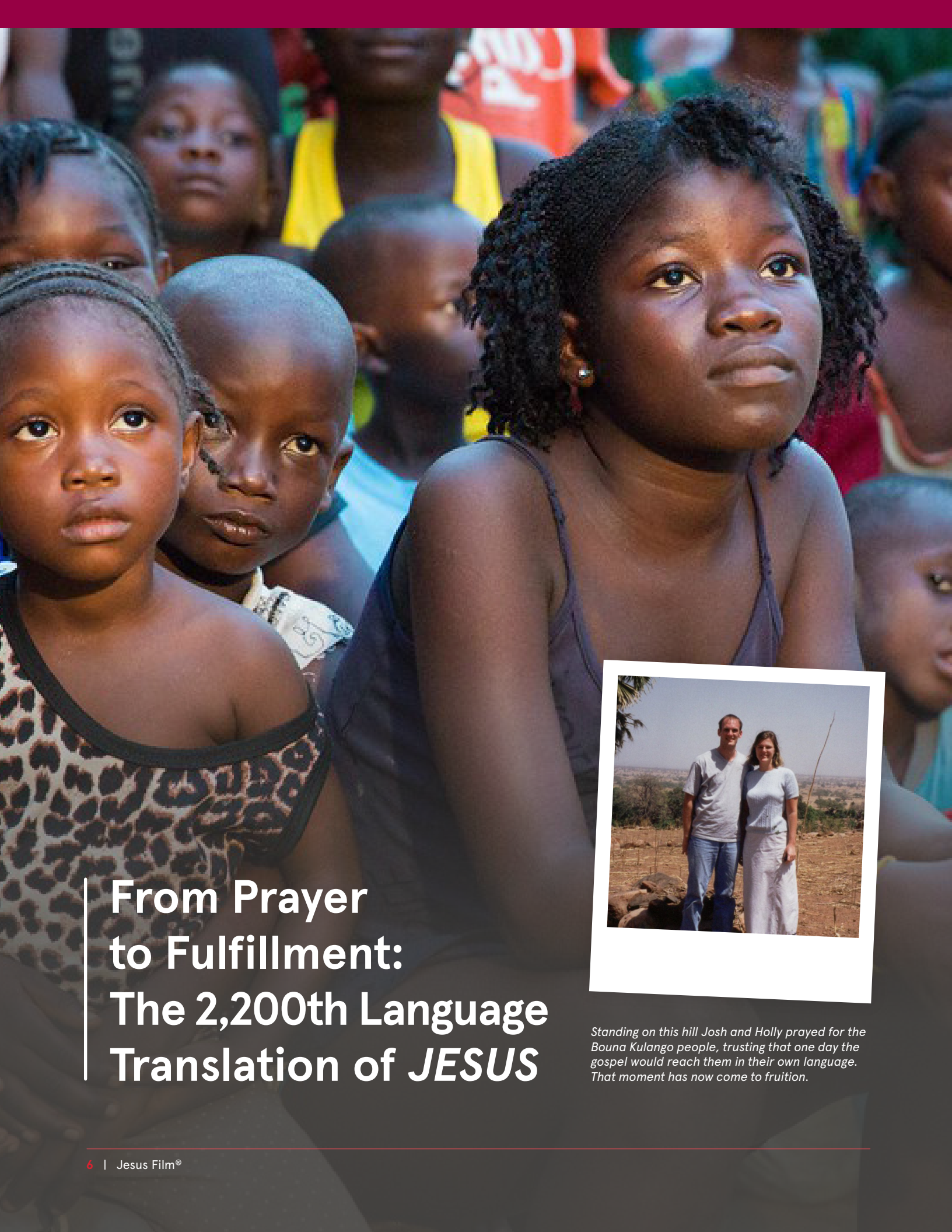
*"I was completely far from God. I never went to church, so I compare myself with Rivka (from the Rivka discipleship series), who also did not know God and asked, 'Who am I so that God knows and loves me?' But God had mercy and saved me. Now my relationship has been restored in my family. God changed not only my life, but also my children and husband. I am very grateful to God for His work in my life!"*



## South Asia

*"After retirement, my father became blind. I got him treated a lot by doctors and priests. But he did not get relief. In the film, I saw a person who was blind from birth being healed by Jesus Christ. Seeing this miracle, I believed in Jesus Christ. After watching the film, I prayed for my father. While praying, a light shone in my father's eyes and he immediately started seeing. Seeing this miracle, 127 families of the village accepted Jesus Christ as their Savior. I thank God the Father for giving my father a new life. I got to know the living Savior Jesus Christ through the JESUS film. Thank you."*





# From Prayer to Fulfillment: The 2,200th Language Translation of *JESUS*



*Standing on this hill Josh and Holly prayed for the Bouna Kulango people, trusting that one day the gospel would reach them in their own language. That moment has now come to fruition.*



**T**he *JESUS* film, the most translated film of all time, has reached its 2,200th language milestone with Bouna Kulango—marking a significant moment for global missions and for the Bouna Kulango people of Côte d'Ivoire. This achievement represents God's faithfulness across generations—from the first translation team decades ago to today's workers. *JESUS* in Bouna Kulango is a testament to God's long-standing plan for a people group that has waited a lifetime to hear the gospel in their own language.

The Bouna Kulango people, numbering close to 300,000, live in a country where the message of Jesus has yet to take root. The vast majority continue to practice traditional ethnic religions—seeking guidance from witch doctors and praying to the spirits of their ancestors. Illiteracy is widespread, making it difficult to distribute or teach from written Scripture, further hindering efforts to share the transformative message of Christ.

But God has not forgotten the Bouna Kulango people. In fact, He began weaving their story into His greater plan 25 years ago on a dusty hill in a country in West Africa.

Josh and Holly Newell were a young, newly married couple eager to make a difference. They joined a dubbing team, helping produce new language versions of the *JESUS* film—meticulously matching people's voices to the dialogue so it would sound natural. They learned quickly that the dubbing process takes a lot of attention to detail.

That kind of work involves collaboration with deeply committed translators. One such collaborator was Amy, a Bible translator who dedicated herself to learning a new language in order to share the gospel with a people group in West Africa. Working tirelessly alongside Josh and Holly, Amy tackled every aspect of producing *JESUS* in that language—from gathering the voice actors to translating the script.

On the last day of their recording trip, Amy took them to a hill on the edge of the city. From its summit they looked out across a wide plain, scattered with villages. Amy said, "I cannot cross the border and go to those villages and learn their language. Will you pray with me that one day God will reach those villages?"

They prayed. And God heard.

In that view of distant villages was the home of the Bouna Kulango people. This marked a significant moment and affirmed a deep truth: God cares about every nation. Long before anyone on that hill could imagine how, He had a plan to bring *JESUS* in Bouna Kulango to life.

This 2,200th film translation celebrates God's faithfulness through the years and His love for every people group. Through decades of obedience, dedicated partnerships and God's providence, the gospel continues to advance. The Bouna Kulango people can now personally experience the story of Jesus through voices that speak their language.





# *JESUS* Re-imagined

## Declaring God's Mighty Acts Through Animation

In a world filled with technology and constant connection, it's difficult to imagine there are entire generations who have absolutely no access to the gospel—people who have never heard the name of Jesus or learned who He is or what He's done. According to recent figures from the Joshua Project people-group database, one-third of the world's population—more than 3 billion people—remain unreached. Even more sobering, approximately 1 billion of them are children and teens 15 years old or younger.

That's why we've been on this journey to boldly step into the future of global evangelism—using the universal language of animation to carry Christ's story into hearts, homes and communities.

## Meet Our New Director

After a season of prayer and discernment, which included a transition from our previous creative partners, we partnered with Sunrise Animation Studios—based in Cape Town, South Africa—to bring *JESUS* to life in animated form.



Our new director,  
Phil Cunningham

Phil Cunningham, co-founder of Sunrise and a seasoned filmmaker with over 30 years of experience, will now direct the film.

Phil's deep faith and personal connection to the 1979 *JESUS* film—having encountered it during his upbringing in Zimbabwe—make him uniquely suited for this project. His leadership at Sunrise has fostered a culture of humility and excellence, aligning seamlessly with our mission.

With Phil and his gifted team of storytellers, we are preparing to share the story of Christ with this generation—and every generation to come.

## New Global Studio, Same Global Vision

Sunrise Animation Studios brings a truly international perspective to this project. The studio's team members operate across 26 countries, providing the worldwide viewpoint necessary for a film intended to reach every corner of the earth. Sunrise is known for producing the *Jungle Beat* movies and directing the upcoming animated film *DAVID*.

Sunrise's belief that film and TV are the most powerful mediums for story in the modern era—combined with dedication to both our Creator and creative excellence—positions us well to build a resource that honors diverse cultures while staying rooted in biblical truth.

Even as we anticipate the creative journey ahead

with Sunrise, we're laying essential groundwork that will support the entire project. Parallel to animation production, our Language Studios department is working through the massive task of verifying voice recordings from all 2,000-plus languages translated for the 1979 *JESUS* film. Each language has more than 500 individual voice recordings that must be catalogued and prepared for this film.

So far, the department is over 1,000 languages into the process, with automated software helping to detect missing loops in recordings that may need replacement or redubbing for improved quality.

## Provision for the Vision

The financial stewardship of this project continues to demonstrate God's faithfulness. About one year ago we had raised \$68 million for *JESUS*. Today that number has grown to over \$100 million—representing the biggest fundraising year in Jesus Film Project® history, even while production paused as we waited on the Lord.

The original goal of raising \$150 million remains unchanged and will be sufficient for completing production of the film.

## Forward in Faith to Reach All Generations

*JESUS*—like the 1979 film God has used to draw more than 600 million people to Himself—has the potential to influence countless lives across continents and cultures. As God raises up a wave of evangelism around the world, Jesus Film Project's executive director, Josh Newell describes this as “the most significant investment that we believe anybody can be making right now.”

Together, we press on in faith and action, crossing every barrier to make His love known—until the day we can say we have shared *JESUS* with every nation and generation.

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**“We will go as fast as possible and as slow as necessary because the Lord is the one that is ultimately carrying all of this.”**

— Josh Newell, executive director of Jesus Film Project



# Going to the Nations in 2024

734,921,433

total views of Jesus Film Project® media

14,602,853

people indicated decisions  
to follow Christ

132,997

new churches and groups  
were established

208,438,100

television broadcast  
views worldwide

2,237 total translations  
of the *JESUS* film, with  
90 of those translations  
completed in 2024<sup>†</sup>

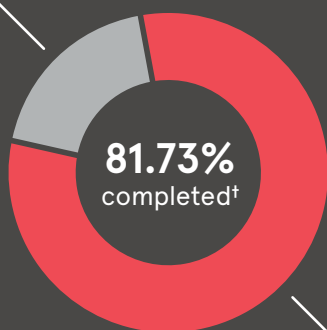
<sup>†</sup>As of August 20, 2025

Broadcast statistics may include multiple viewers per recorded view.

# Mission 865™

Mission 865 aims to translate the *JESUS* film into every heart language with 50,000 or more speakers, representing 99% of the world.

158 languages remaining



707 languages completed



## Celebrating Milestones in Translation

- The Solomon Islands completed its **20<sup>th</sup>** translation of *JESUS*!
- Papua New Guinea completed its **100<sup>th</sup>** translation of *JESUS*!
- Globally, we completed the **2,200<sup>th</sup>** translation of *JESUS*!



# Stepping Into the Mission: Cru's New President Connects to *JESUS*



*David's wife Meg and their daughter spread the word about a JESUS film showing in a Mayan community.*

**O**n July 18, 2024, Campus Crusade for Christ International® and Cru® commissioned its fourth president: David Robbins. With a heart for the nations and sharing the story of Christ to all people, David brings his rich ministry history to lead the organization well.

David has been a Cru staff member for the past 25 years. He initially served with the campus ministry in the United States and Europe and later helped launch Cru NYC Millennials with his wife, Meg. In 2017 David became the president of FamilyLife®—Cru’s marriage and family ministry—and he served there until 2024.

In February 2025 David, along with Meg and three of their children, joined Jesus Film Project® on a mission trip with partner ministry The Message for Mayans. On the annual trip, ministry partners get to take part in a *JESUS* film showing and provide supplies to Mayan villagers. They get to see firsthand how our films, equipment and partnerships transform lives.

*As the message of JESUS was declared to the Mayan people during this trip, God held back literal storms from preventing ministry. Roads nearby were drenched and flooded, but the film showing moved forward.*

**Learn more about the team’s experience in this video:**



Though the global ministry David Robbins leads is comprised of many ministries—each of which has distinct goals—they all seek to proclaim the message of salvation through Christ. Individuals around the world can have the opportunity to hear this message in their heart languages through the *JESUS* film. David and his family are thankful that The Message for Mayans trip allowed them to witness its impact firsthand. The first village they visited didn’t have a single resident who followed Christ. But when the team arrived, the village matriarch declared, “We need God in our village.” About 45 people came to this *JESUS* film showing, and nearly all of them chose to accept Christ! In another village the team visited, over a hundred people watched *Magdalena: Released From Shame*, and 83 of them decided to follow Him.

David shared: “God has used the *JESUS* film in ways beyond what we could ask or imagine. ... It was such a gift to recently take my family on a Jesus Film Project mission trip to minister to Mayan communities and to see the power of God’s Word as people heard and understood the gospel in their own heart language. *JESUS* is an incredible gift to the body of Christ in bringing the gospel to people in their heart language. I am so grateful to get to serve together as we help fulfill the Great Commission.”

## Several Jesus Film Project staff members joined the mission trip and recognized David's servant leadership and connection to the ministry.

*“He’s exceptionally relational. He’s very approachable.”*

– Bruce Boyd

*“I think that for him to actually be there ... with the people impacted his view, and I fully expect him to be champion of the ministry.”*

– Loree Cameron

*“One of my favorite memories of David from that time was when we were in a church. This church is serving some Mayans who live inside the city and not in villages. And they do an outreach with food, and they share the gospel. ... So, the president of this global organization is wearing a hairnet preparing burgers for impoverished Mayan children so that the gospel can go forward—and he’s doing it happily.”*

– Kristin Deckert







# Encountering the Hope of Christ



Several factors—including political and economic issues—have led many residents of a sensitive Southeast Asian country to experience hopelessness. Recognizing this reality, Cru® staff members in Southeast Asia sought to encourage them through the gospel.

While their project didn't formally start until 2024, participants were so eager to serve that they used previously funded equipment. But when January arrived they received **300** tablets to use for sharing gospel-centered resources, and they received an additional **700** tablets as the project progressed. From approximately September 2023 to March 2025, there were **60,507** showings of Jesus Film Project® content and **212,743** attendees—and **123,856** people decided to place their faith in Christ!

In a particularly rough slum—one where addictions grip entire families—project participants decided to show the *JESUS* film. Outside the small home where they set up the showing, children and adults carried and exchanged drugs, but inside, the glow of the screen illuminated the faces of those who watched. Among the viewers were parents desperate for hope, young adults trapped in addictions and children who had never heard the name of Christ.

As the film played, the atmosphere changed. During the scene that portrays Jesus forgiving the woman caught in adultery, a mother buried her face in her hands. While a father watched the depiction of Jesus healing a blind man, he whispered, “Could He heal me too?”

The film concluded, and one by one, people asked for prayer. A young man struggling with an addiction stood trembling and said, “I don't want this life anymore.” That night the Holy Spirit broke chains of bondage as people decided to follow Christ, surrendering their old lives to Him and beginning new lives with Him. The project participants continued to meet with them after they trusted Christ, mentoring them through Scripture and prayer.

Jesus Film Project's vision is to share the story of Jesus with everyone, everywhere. “Everyone, everywhere” includes every country, every village and every slum. These project participants are no exception, and we rejoice that Christ is meeting them right where they are.







# Real Hope in a Virtual World



*The smaller picture on the right is Stewart at the Cru's World Headquarters at Lake Hart. The larger picture on the left is Stewart as an avatar in the virtual world where he personally gave his life to Christ.*

Every second, 200 people search online asking questions like “Is God real?” and “Who is Jesus?” That’s 17 million people searching for God—every single day. As millions of people are seeking truth and hope in an online space, God is using Jesus Film Project® to meet them there.

This is where Stewart comes in. Stewart recently joined Jesus Film Project as its first virtual reality (VR) evangelism and discipleship specialist. He is on a team that focuses on finding innovative ways to share the gospel in the digital space.

Stewart first heard about Jesus Film Project through its progress on its animated film, *JESUS*, when people were invited to virtually step into animated scenes still in the development phase. VR is a computer-simulated environment where users can explore, interact with digital objects and engage with other users—all while feeling immersed and present in that digital space.

Stewart is encountering people from all over the world as he enters virtual worlds to chat with people battling loneliness and social anxiety. According to Stewart, there was a recent survey of 1,000 VRChat users—88% said they are addicted to it, 59% said it makes them feel depressed and 76% said it makes them feel lonely. Even more surprising is that one out of three people said it has been the cause of their suicidal thoughts. They were then asked why they don’t leave VR if it makes them feel depressed and lonely, especially when they originally came to find community. Over half said they would feel more lonely if they left, so they feel stuck.

“It seems like most people that I’ve met are just that way,” he shared. “They have that void inside of them, and they’re going to all kinds of different places within this space to try and fill that void. There’s always a reason why someone would rather spend so much of their time in a digital world instead of the real world.”

The Lord used a pastor within a VR world to share the gospel with Stewart. “In that place that is real, but not real, I really gave my life to Christ,” Stewart shared. “And even though [this pastor] was across the country, he discipled me in this place. We prayed together. We read the Bible together. And God, over time, continued to grow this fire in my heart to go back to the people—my people—and to tell them that I found the answer that they’re looking for.”

Stewart isn’t the only one recognizing the opportunities with VR. In 2024 Korea Campus Crusade for Christ® (as Cru® is known in South Korea) held a summer conference that featured VR as a ministry tool. The 400 participants walked through what it was like to experience EXPLO ’74—a 300,000-person evangelism and discipleship training event that took place in South Korea in 1974. Multiple participants remarked on how incredibly real the VR environment felt, and Korea Campus Crusade received several contacts for those interested in learning more about how this tool can be used to share the gospel.

With people all over the world entering the virtual space, this becomes not just an opportunity to reach the next generation but also to reach unreached people groups searching for answers online. In addition to connecting them to current tools in their heart languages, Stewart and his team seek to create new tools and resources to speak into this new mission field—not just media, but other tools to equip churches who feel called to spread the gospel in VR.

As Stewart said: **“This is way beyond any amazing technology that is here or will come. This is about going where the Spirit is already working.”**



**Watch Stewart’s story about his life-changing encounter with the message of the gospel in the VR online gaming world. His experience has led him to reach out to others with the same message.**



*Korea Campus Crusade for Christ’s summer conference participants learned about the innovative ways VR can be used in ministry.*



## Dear Faithful Partner in Ministry,

It's been amazing to witness the work of the Lord throughout the year. Individuals have heard the story of Jesus, decided to follow Him and matured in their faith all around the world. We're incredibly grateful for your heart to reach every nation and every generation with us.

Partnering with organizations across the globe has enabled us to record the 2,200th language translation of the *JESUS* film. Speakers of 2,200 different languages and dialects can hear Christ's words—largely based on the Gospel of Luke—and accept His invitation to put their trust in Him. As we reflect on how God has led us to this ministry milestone, we can't help but marvel at His faithfulness.

Over the past year we've seen significant progress on the animated family film, *JESUS*, including finding a director and a studio. Our plan is for this film to be available in over 2,000 languages, and we believe it will allow children and their parents to experience the story of Christ in a captivating way.

We also celebrate that **14,602,853** people indicated decisions to begin personal relationships with Jesus. We praise God for drawing them to Himself, and we thank you for entrusting us with your prayerful partnership. You're helping expand the global church.

The story of Jesus radically transforms hearts and minds, and we want it to reach everyone, everywhere. Your participation in proclaiming it to every nation and every generation is a gift we deeply cherish.



A handwritten signature of Josh Newell in black ink.

Josh Newell  
*Executive Director, Jesus Film Project®*







## Your Role: **Pray**

*At Jesus Film Project®, radical dependence on the Lord is a top priority. One way we put it into practice is by praying, and we invite you to join us. Lift up specific ministry needs to the Lord in prayer using free Jesus Film Project prayer resources. Every nation and every generation can experience transformation as He hears your prayers.*



**Scan to access  
Jesus Film Project  
prayer resources.**



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