



# 2020 Statement of ROI

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THE RETURN ON INVESTMENT CREATED BY **JESUS FILM PROJECT RECORDINGS, SHOWINGS, & STRATEGIES**, A PROGRAM OF **JESUS FILM PROJECT®**, FOR THE YEAR ENDING DECEMBER 31, 2020

Prepared by:

CALVIN EDWARDS  
& COMPANY

*Maximizing the Good of Giving*



for:

**ROI Ministry**

780 Old Roswell Place

Suite 100

Roswell, GA 30076

in collaboration with:

**Jesus Film Project®**

100 Lake Hart Drive, MC 2300

Orlando, FL 32832

August 2021

**NOTICE**

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## Introduction

ROI Ministry (ROIM) seeks to find, support, and promote ministries that have high levels of impact per dollar invested. These organizations proclaim the gospel, bring people to faith, or help the poor and needy in the name of Christ—and do so in very effective ways, thus ensuring a high return on investment (ROI) for kingdom giving.

Each year, since 2011, ROIM has identified and published its list of “Top 10” ministries that operated programs in the prior year that reaped significant outcomes with the finances entrusted to them. For 2020, the list includes **Jesus Film Project®** and its program, **Jesus Film Project Recordings, Showings, & Strategies**.

Calvin Edwards & Company (CEC), a philanthropic advisory firm in Atlanta, GA, has extensive experience calculating ROI, and performing similar analyses, for many organizations worldwide. ROIM has engaged CEC to conduct a professional, third-party review and ROI calculation of each “Top 10” ministry program since 2014. CEC was not engaged to identify the ministry programs or verify that their ROI exceeds others’.

In addition to considering kingdom “return,” ROIM has adopted 18 standards that “Top 10” ministries should meet. These are presented in Appendix A. How Jesus Film Project® and its program align with these standards is indicated on the following pages with color-coded symbols. The Confidence Rating that appears on page 5 is an estimate of CEC’s confidence that the ROI calculation is reasonably accurate. It is based on (i) findings when the organization’s claims pertaining to compliance with standards were examined, and (ii) analysis of the quality of the data and explanations provided to perform the calculation.

Jesus Film Project® completed the application process for its program, Jesus Film Project Recordings, Showings, & Strategies, and it was selected by ROIM from a pool of applicants. This *2020 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2020 to reach the lost with the gospel.



# Jesus Film Project

**LEGAL NAME**

Campus Crusade for Christ, Inc. (Cru). Jesus Film Project® (JFP) is a ministry of Cru.

**ADDRESS**

100 Lake Hart Drive  
MC 2300  
Orlando, FL 32832

**TELEPHONE**

407.826.2300

**WEBSITE**

www.JesusFilm.org

**EMAIL**

Info@JesusFilm.org

**MISSION**

“To reach every person on earth with the message of eternal life in Jesus Christ, through film, in his or her own heart language.”

**GEOGRAPHIC FOCUS**

Worldwide

**STRATEGY**

To reach every person on earth with the message of eternal life, through film, JFP produces and dubs films about Jesus into hundreds of languages and distributes them in-person, online, and through partners.

**STATEMENT OF FAITH**

1 Yes, consistent with historic Christian creeds

**LAUSANNE COVENANT**

2 Yes, subscribes to the Covenant

**LEADERSHIP FAITH COMMITMENT**

3 Leadership manifests a personal commitment to Jesus and is actively involved in a church.

**NUMBER OF PAID STAFF**

460 staff including salaried and support-raising.

**BOARD**

4 As a ministry of Cru, JFP does not have its own board; Cru’s board has ten members.

**INDEPENDENCE**

5 Nine members are independent

**BOARD DONORS**

All ten have contributed within the past 12 months.

**MEETING FREQUENCY**

6 Quarterly

**SENIOR EXECUTIVE**



Josh Newell became JFP’s executive director in 2018. Josh has served with JFP and related global ministries for 21 years. In 2000, he coordinated JESUS film translations for the North Africa, Middle East, and Central Asia regions. He subsequently served as director of marketing and communications for JFP.

**AUDITED FINANCIAL STATEMENTS**

7 Yes, Ernst & Young Global LLP audits Cru’s financials, which consolidate JFP’s.

**TRANSPARENCY**

8 10 Yes, Cru financial statements are mailed to the board quarterly. JFP financial statements are on its website.

**ACCOUNTING CONTROLS**

9 Yes, internal accounting controls have been implemented.

**RESPONSIVENESS**

11 Acceptable; responded to questions with no significant delays or gaps

**501 (C)(3)**

12 Cru received 501(c)(3) status in January 1959

**DONATION DEDUCTIBILITY**

Yes, U.S.

**LATEST FORM 990 FILING**

None; as a Religious Missionary Order, Cru and JFP are not required by the IRS to file a 990.

**FOUNDED**

13 Cru, 1951; JFP, 1979

**LEGAL RELATIONSHIP TO OTHER ENTITIES**

None. JFP is a ministry of Cru.

**PROGRAM COMPONENTS**

- ✓ **JESUS FILM PROJECT RECORDINGS, SHOWINGS, & STRATEGIES**—see description on page 4.
- ✓ **MISSION 865™ AND IMMIGRANT RECORDING PROJECT**—translating the JESUS film into every heart language of people groups larger than 50,000.
- ✓ **DIGITAL PLATFORM & APP**—evangelism via JesusFilm.org and with a widely-accessible app.



Youth in south Asia gather around a tablet to watch Jesus Film Project media during the COVID-19 pandemic.

- ✓ **SCRIPT ADAPTOR WORKSHOPS**—equips people all over the world to effectively translate the JESUS film in their own heart language.

**STATEMENT OF FINANCIAL POSITION, 12/31/20**

Assets	\$34,875,740
Liabilities	\$57,009
Net assets	\$34,818,731

Source: Unaudited financial statements of Jesus Film Project. A Statement of Financial Position is the balance sheet of a nonprofit organization.

**STATEMENT OF ACTIVITIES, 1/1/20 – 12/31/20**

Revenue	\$69,683,000
Expenses	\$62,774,000
Net income	\$6,909,000

Source: Unaudited financial statements of Jesus Film Project. A Statement of Activities is the income statement or profit & loss statement of a nonprofit organization.

**MINISTRY UNIQUENESS**

No other film in history has been translated into as many languages or viewed as many times.

## Jesus Film Project Recordings, Showings, & Strategies

### PROGRAM PURPOSE

All of JFP's products and programs are directed toward the showing and distribution of *JESUS*, so JFP is a single-program ministry; therefore, the program purpose is the same as the organization's purpose, to reach every person on earth with the message of eternal life in Jesus Christ, through film, in their own heart language.

### PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. JFP produces and dubs films about Jesus into hundreds of languages and distributes them in person and online. Distribution occurs directly from JFP staff, through volunteers, and via numerous partnerships.

### PROGRAM DESCRIPTION

Cru's founder, Dr. Bill Bright, had the vision to take the story and message of Christ to the world using film. In 1979, JFP's founding director, Paul Eshleman, helped produce the film on location in Israel. The two-hour



Post-showing prayer in Senegal after a crowd watched *JESUS* using a portable projector system.

docudrama about the life of Christ, based on the Gospel of Luke, was designed to tell the gospel story simply, truthfully, and completely. JFP gives people the opportunity to have a face-to-face encounter with Jesus through the *JESUS*. JFP also produces contextualized films, such as: *Walking with Jesus* (Africa), *Following JESUS* (India), *Magdalena* (for women), *The Story of Jesus for Children*, *Rivka* (discipleship series), and *My Last Day* (anime short film for youth).

These films are distributed through:

- ✓ **Partners**—JFP has relationships with hundreds of partner denominations and ministries globally. Churches and other mission organizations help follow up and disciple new believers, train new leaders, and plant churches.
- ✓ **Film teams**—JFP and its partners equip indigenous film teams with the strategies, training, and resources needed to share the gospel with *JESUS*.
- ✓ **Internet & mass media**—Anyone with an internet connection can download *JESUS* and other film resources through several websites and platforms.

When possible, converts are connected with local churches. Where no local church exists, JFP or a partner, helps to plant one.

### RATIONALE FOR THE STRATEGY

JFP believes movies offer the most dynamic and impactful means to encounter the gospel story—especially in cultures that relay traditions and stories orally. *JESUS* helps reach the one billion illiterate people in the world.

### CURRENT STATUS

JFP is a very mature ministry.

- ✓ In 2012, JFP identified 865 languages of 50,000+ speakers who were unreached or needed the gospel in their heart language. As of June 2021, JFP had completed 527 of those translations. When this project is complete, 99% of the world's population will be able to view *JESUS* in their own language.
- ✓ In total, *JESUS* is translated into 1,919 languages.
- ✓ JFP is partnering with YWAM, Wycliffe/SIL, and Seed Company to help produce *JESUS* for thousands of language groups with fewer than 50,000 speakers.

### PROGRAM IMPACT

Since 1979, there have been over 8.1 billion viewings of *JESUS*, with more than 572 million people indicating a decision to follow Christ. Together with partners, 3,000,000+ churches have been planted.

### OUTPUTS

- 14 The program generated the following outputs in 2020:
- ✓ 191,371,392 YouTube® views
  - ✓ Church planting film teams worked in 64 countries
  - ✓ Partnership with 1,500+ denominations & ministries
  - ✓ Shipped 803,587 flash drives, microSD cards, & DVDs

### PRIMARY OUTCOME

- 15 The return generated by this program is expressed in terms of indicated decisions for Christ. The ROI calculation on the following page refers to this outcome.

### SECONDARY OUTCOME

- 15 Also, the program generates the following outcome:
- ✓ **Churches/Groups Planted.** These are formed as a result of *JESUS* film showings.

The metric associated with this outcome is reported below the ROI calculation on the following page.

### EXPENSE TRACKING

- 16 JFP tracks the costs associated with program outputs and outcomes.

### DONOR REPORTING FREQUENCY

- 17 Monthly

### DONOR ACCESS

- 18 Yes

## Return on Investment Calculation

### OUTCOME ACHIEVED

In 2020, JFP’s program—Jesus Film Project Recordings, Showings, & Strategies—resulted in 30,121,304 indicated decisions for Christ. An “indicated decision for Christ” is defined as a hand raised, a person coming forward, or a conversation, after a film showing that is a response to an invitation to make a faith decision. If the film is viewed online, an indicated decision is counted as a button clicked or a message sent by a viewer to JFP. This reported outcome is enhanced via partnerships JFP has with ministries that distribute and show JESUS around the world and includes their numbers. JFP does not make estimates for missing data from partners; consequently, it is likely that the number of indicated decisions for Christ is higher than reported here.

Outcome
<b>30,121,304</b> indicated decisions for Christ

### DATA COLLECTION METHOD

Output and outcome data are collected by JFP’s teams and field partners around the world. They report the numbers to JFP’s field strategy and global partnership teams at JFP headquarters, who then provide the numbers to JFP’s business analyst for compilation.

### COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$62,774,000. Because JFP is a single-program ministry, the program cost is the same as the ministry’s total 2020 expenses. It is broken down into 82.8% program expenses, 11.5% fundraising, and 5.7% management and general expenses. JFP’s outcome is leveraged by its partnerships with other ministries, thus greatly increasing the number of showings and indicated decisions resulting from JFP’s work. JFP does not have access to its partners’ financial information, so those costs are not included in this calculation. If they were, the cost per indicated decision for Christ would be higher.

Program Cost
<b>\$62,774,000</b>

### COST PER OUTCOME

Therefore, JFP’s cost per outcome is:

$$\mathbf{\$62,774,000 \text{ program cost} \div 30,121,304 \text{ indicated decisions for Christ} =}$$

CEC calculated JFP’s cost per outcome for prior years: 2019, \$2.80; 2018, \$2.45; 2017, \$1.23; 2016, \$1.14.

Cost Per Outcome
<b>\$2.08<sup>1</sup></b> per indicated decision for Christ

### RETURN ON INVESTMENT

The return on investment of a \$1,000 investment by a donor would be:

$$\mathbf{\$1,000 \text{ investment} \div \$2.08 \text{ cost per indicated decision for Christ} =}$$

Return on \$1,000 Investment
<b>480</b> indicated decisions for Christ

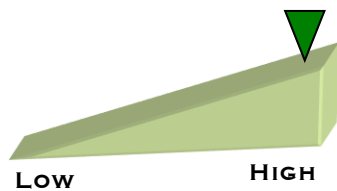
### SECONDARY OUTCOME

In addition, the program had the following secondary outcome:

**278,052 churches/groups planted**

### CONFIDENCE RATING

CEC’s estimated confidence that the ROI calculation is reasonably accurate is:



<sup>1</sup> The cost per outcome significantly increased after 2017 because JFP reviewed and improved its global statistical procedures, resulting in a lower, but more accurate, count of indicated decisions. Also, it has shifted emphasis to more difficult-to-reach areas of the world where the response rate per number of exposures is lower.





## APPENDIX A

# ROI Ministry Standards

ROI Ministry has established 18 standards—13 for the organization and 5 for the program on which “return on investment” is calculated—that it expects its “Top 10” ministries to meet. These standards are strongly recommended, though ROIM recognizes that circumstances may exist where variations are warranted. The organization’s compliance to these standards is shown on pages 2 and 3, by numbered, colored symbols.

### STANDARDS FOR THE ORGANIZATION

#### CHRISTIAN

1. The organization has a statement of faith consistent with historic Christian creeds.
2. The organization subscribes to The Lausanne Covenant of 1974.
3. The organization’s leadership manifests a personal commitment to Jesus Christ and is actively involved in a local church congregation.

#### GOVERNANCE

4. The organization has an active board of directors with at least five members.
5. The board has no more than two non-independent members, and it has at least four independent members for every one non-independent member. An independent member is one who is not an employee or contractor, has no familial relation to any employee, and has no familial relation to another board member.
6. The board meets at least two times per year and at least one of those meetings is in-person.

#### FINANCIAL

7. The organization prepares financial statements according to GAAP and complies with FASB standards.
8. Financial statements are provided to the board on a regular schedule.
9. The organization has implemented internal accounting controls to prevent and detect fraud and financial misstatements, including:
  - a. Opening mail and receiving checks, preparation of bank deposits, and recording accounting entries are separated duties performed by different persons or by two persons who monitor each other’s work.
  - b. Reporting any variations from GAAP reporting requirements within financial statements.
  - c. Having financial statements prepared by an accountant without undue influence from management.

#### TRANSPARENCY

10. The organization makes its financial statements or Form 990 available to the public.
11. The organization responds appropriately to external requests for information.

#### LEGAL

12. The organization has 501(c)(3) tax-exempt status with the IRS.
13. The organization has existed in its current form for at least three years.

### STANDARDS FOR THE PROGRAM

#### PROGRAM EFFECTIVENESS

14. Outputs for the program are measured and reported to its donors.
15. At least one primary outcome for the program is identified, and possibly some secondary outcomes, and efforts are made to measure or estimate these.
16. Costs associated with program outputs and outcomes are tracked.

#### REPORTING & ACCESS

17. The organization reports to its donors on the program’s progress and performance at least semi-annually.
18. The organization provides donors access to the program’s operations.

*ROI Ministry used the professional services of Calvin Edwards & Company to develop these standards. Ver. 1.4, May 2020.*



## APPENDIX B

# Principles for Calculating Return on Investment

There is not a well-established, standard method to calculate ROI for nonprofit organizations. When doing so, many issues arise, largely related to calculating the cost of generating outcomes. Calvin Edwards & Company used the principles below in the calculation presented.

1. ROI is calculated on a discrete program of a ministry. In some cases, a program may involve the whole ministry—this is a “single-program ministry.”
2. The metric for the “return” is the primary outcome of the program.
3. A program may also have secondary outcomes or outputs.
4. The secondary outcomes or outputs are also reported numerically, if available. However, the program cost is not split among outcomes; that is, multiple ROI statistics are not calculated.
5. Program costs include all direct and indirect program costs, including non-cash costs such as depreciation of equipment used for the program, amortization of product development costs, etc.
6. Also, all appropriate overhead is included in the program cost:
  - a. Program overhead—sometimes a ministry tracks overhead attributable to a program; if so, it is included
  - b. Ministry overhead—a proportion of the ministry’s overhead that matches program costs as a proportion of total expenses (for a single-program ministry this is 100%)
7. In some rare cases, all overhead is pre-funded by the board or one or more specific donors. In this case, others’ investments do not fund overhead, and it is excluded from the program cost (see point 9 below).
8. All financial numbers are derived from the ministry’s financial statements; if estimates are used, those estimates are based on financial statements.
9. There may be times when the principles stated here cannot or should not be applied; in these cases, the *Statement of ROI* states the variation, reason, and alternate calculation employed.