



ARAB VISION

Media For Change
Annual Report 2017



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Foreword

“Praise the Lord, my soul; all my inmost being, praise his holy name! Praise the Lord, my soul, and do not forget how kind he is”.

During one of our recent board meetings we reflected on Psalm 103, a psalm of David. We reminded ourselves as to how blessed we, in Arab Vision, have been over the last 20 years. The Lord has enabled us to produce programmes that have reached millions of people and impacted their lives in many ways. Praise be to God and we glorify his holy name.

We are thankful for the wonderful celebration of our 20-year jubilee, in April last year. It was good to meet many of our supporters who attended this event, as well as listening to some inspiring presentations. All in all, it was very motivating for us to continue the good work.

We are also thankful for the large increase in private messages and interactions we received, specifically on our *Hope for Tomorrow* programme. Because of this increase we had to expand our Follow Up team considerably with more volunteers. Through some focused training, the team also grew in counselling skills. They listened to many stories like Julienne’s, a Muslima from North Africa.

She contacted us in June to know more about Christ and we sent her an online Bible. She wrote to us again saying: “The Bible is full of good words and good commandments. Thanks a lot!” We thank God for this positive reaction and pray He will continue with Julienne. You will find more stories like this on page 12.

The Production Team continues to produce inspiring and informative programmes for satellite TV, but is also creating more and more appealing and impactful content for social media. Currently we already spend more time on producing this content than on traditional media. More on this on page 5.

We face a lot of challenges as well, not in the least financial ones, and we encourage you to continue to pray for us in the Arab Vision family as well as for the Arab World in general. May the Lord of Peace and Love, who reigns over all, enable us to continue producing programmes of love and hope for the Arab World. We thank you for your ongoing support.

Arie H de Boer

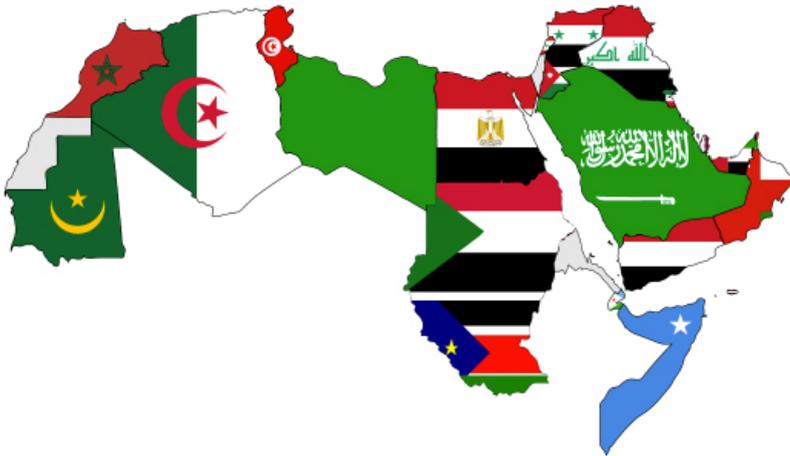
Chairman of the International Board of Arab Vision



Vision and Mission

Vision Statement

We envision an Arab World with, in each people group, an increasing number of vibrant churches that play a strategic public role in shaping their societies in accordance with the gospel of the Lord Jesus Christ.



With the term ‘Arab World’ we mean the countries of the Arabian Peninsula, the Middle East and North Africa, where Arabic is the first official language of the state. We recognize that the Arab World consists of many different people groups, and we hold that these are entitled to hearing the Gospel in their own languages.

Mission Statement

Arab Vision is a community of Christians committed to changing individuals and societies through the gospel of Jesus Christ, by producing and distributing effective Christian video programmes, using appropriate media for various target audiences in the languages of the peoples of the Arab World.

Productions and Training

It is Arab Vision's goal to produce quality programmes that are thought-provoking and tailor made for different audiences.

In 2017 we produced 2 hours in North African languages and 23.25 hours in the languages of the Middle East. This brings the total for 2017 to 25.25 hours, compared to 47 hours in 2016.

Productions in 2017 included:

- ❖ **Easter.** Seasonal programme during Easter season. This year we focused on the concept of "He is here". Jesus is here in all our situations and circumstances of life. The programme consists of 15 episodes of each 15min. Watch three episodes with English subtitles in the playlist [Strengthening the Church of Arab Vision's YouTube channel.](#)

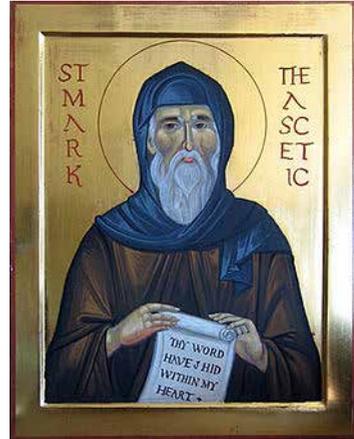


- ❖ **Words of Wisdom:** Short clips each 30-45 sec. sharing a quotation from the early fathers of the church to give people wisdom, teaching, hope and joy. We have produced 80 clips so far. They are used by various TV channels as fillers and in social media. Watch some clips on the Arab Vision YouTube channel in the playlist: [Presenting the Gospel](#).



"Read the Holy Scripture by practicing it and do not boastfully exaggerate in reading without practice, just to know theological opinions"

St. Mark the Ascetic



- ❖ **Hope for Tomorrow II:** It is a second season of a programme that deals with domestic violence and sexual harassment in the Arab World. This second season we broke many taboos and tackled the issues of early marriage and human trafficking and incest. We produced 13 episodes of 20min. Watch an episode of the first season of *Hope for Tomorrow* [here](#).



- ❖ **Mark my Words** is a heart-warming series with children who share short Bible verses with the viewer. 365 short clips of 30-45 seconds without giving a Scripture reference or any explanation. The Word of God speaks for itself, through the mouth of children. We also want to show through the children that everyone is valuable, that is why about 5% of the verses are read by children with special needs. Some of the clips are in sign language. We have produced this series in Arabic and plan to continue with producing series with children speaking Berber languages of North Africa and Sourani (Kurdish). These clips are ideal for use on social media, but they are also used by various satellite broadcasters. Watch several clips in the playlist *Presenting the Gospel* of our YouTube channel.



- ❖ **Christmas programme** This year we decided to make a Christmas programme with the focus on children. Granny Samia sits with a group of children in a living room, she tells them stories from the Bible, plays her accordion and sings Christmas songs with the children. The programme consists of 10 episodes of each 5-7min. it is a co-production with SAT-7. Watch a short clip [here](#).

- ❖ **Light for North Africa - the heritage project**, *The Heritage Project* is a series of 8 x 30 minute programmes depicting Christians who lived in the first five centuries AD. We hope that the series will be a great encouragement for the Christians in North Africa and an eye-opener to many who do not know the message of the Gospel. This project is being produced in partnership with International Media Ministries. Watch the [trailer of this Heritage Project](#).

In 2017 four episodes were filmed. Watch a short clip of the making of [here](#)



- ❖ **Signs of Hope in a Divided World** - We produced a documentary in three episodes of about 15 minutes each about the Biblical basis for reconciliation and how these principles are working out in practice. Dr Isaac Munther and Lisa Loden share in the first part about the Biblical principles for reconciliation; in part 2 the focus is on the Musalaha movement and young people who have joined a desert trip. In part 3 we visit the village of Nes Ammim and see how young people from different backgrounds make music together in the old city of Jerusalem. Languages used are Hebrew and Arabic with subtitles in both languages and in English and Dutch. Watch the [trailer of Signs of Hope in a Divided World](#). The documentary is also available on USB, with English or Dutch subtitles.



Training

We provided a workshop of 6 days of film making training for fresh graduates' journalists to turn their reports to video reports and to produce short movies about women and children. Those who are successful will be hired on a free-lance basis to be our reporters in any production when needed.

Distribution

In 2017 Arab Vision's programmes were aired on 7 satellite channels (2016:5) and some non-satellite channels throughout the year and many programmes or parts of them were available on Facebook pages.

The total broadcast of new programmes was around 342 hours, (2016: 221.5) and the re-airing of programmes produced in the past year(s) added up to 207 hours (2016:263).

Many of our new and older programmes were available on the internet through YouTube and as streaming videos on websites. Through social media we are able to reach millions of people.



Follow Up

Arab Vision's follow up team consists of 10 people and has its basis in the Middle East. The team is connected to other follow up teams in the region. Viewers of our TV programmes were able to reach a follow up worker 7 days per week, 10 hours per day.

In 2017 we continued to use Facebook pages for many finished productions, besides using email and mobile telephone as means of responding to our team. In this way viewers are invited to interact with follow up workers, and with other viewers of the programmes. Here are some examples of activities on our FB pages:

Light of the World

- Page likes at the end of the year: 62,000
- Engagements per month: 10,000
- Private Messages: 4567

Hope for Tomorrow

- Page Likes: 222,000
- Engagements per month: 28,000
- Private Messages: 23,942

The Secret

- Page Likes: 99,500
- Engagements per month: 23,000
- Private Messages: 11,200

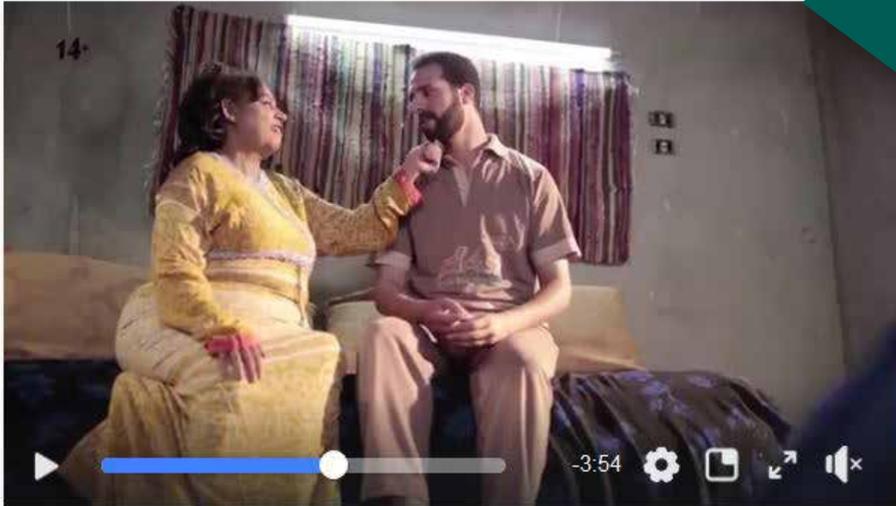
Hope for Tomorrow

Broadcast of our second season of *Hope for Tomorrow* started in April 2017 and since that time our follow-up team has had thousands of conversations about the topics shared in *Hope for tomorrow*. One episode of the *Hope for Tomorrow* series dealt with incest. The clip we posted on Facebook was watched more than 7.4 million times, shared 6,616 times and more than 61,000 people liked it or were shocked by it.

The first person to respond to the series of *Hope for Tomorrow* was a Muslim man. He said, “*I find it very encouraging that you show these programmes and give women an opportunity to talk about these issues. Other TV channels don't dare to address these topics.*”

Some people get extremely upset with us for making these programmes. *“Why are you showing these videos that open the eyes of people to something dirty? Do you want people to sympathize with the filth? God will punish you.”*

Others are recommending the programme and say, *“This is not a disease, this is incest, and it is a disaster.”*



7.4M Views

 Like

 Comment

 Share



 61K

Top comments 

6,616 shares

Many people call or send messages to our team, asking for prayer; prayer for relatives who have problems, for greater faith, for healing, wisdom for raising the children, for relationships that have deteriorated, etc.

Viewers respond



Mahmoud lives in a town with 365 mosques and no churches. When God spoke to him through dreams, he began to learn about the Christian faith and started to read the Bible. Now he knows that Christ came to earth to redeem him. After having watched our programme *God is Able*, Mahmoud got in touch with us and shared some of the difficulties he faces.

He comes from an Islamic background and he would like to be baptised. Unfortunately the church leaders were reluctant to baptise him because it could create problems for the church. Please pray for Mahmoud that doors will be opened for him, so he can be baptised.

A 16-year-old girl from Algeria got in touch with our follow-up team. She feels lonely and hurt after her father died. She's thinking of committing suicide. She has serious psychological and emotional issues and needs to be followed up for quite some time.

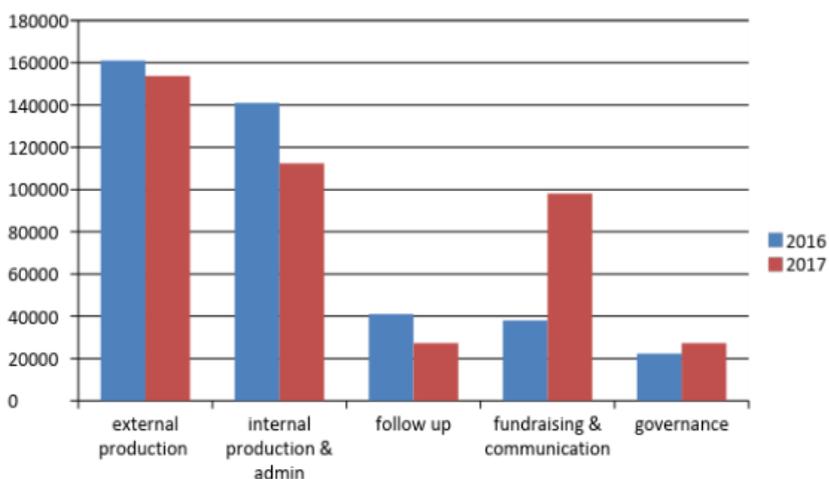
Nivan was one of the thousands of people who responded to our *Hope for Tomorrow* programme. She loves her husband but there are relational issues with her in-laws and she would like her husband to create more distance between him and his family. This causes tension in the marriage. Our follow-up team sent her a video about a healthy marriage and continues to be in touch with her.



Marina also got in touch with us and openly told us that she is working in the prostitution. We talked with her about the prostitutes mentioned in the Bible and that they were accepted and loved by the Lord Jesus. Marina accepted these words and decided to stop with her work in the prostitution. We have now referred her to a spiritual support group.

Income and expenditure for 2016 and 2017, all in US\$

		2016		2017
	Exp.	Inc.	exp.	inc.
<i>Total income</i>		383,358		405,187
External production expenses	160,969		153,800	
Internal production expenses and administration	140,951		112,335	
Follow-up, social media team	40,995		27,195	
Fundraising and communication	38,039		97,980	
Governance	22,389		27,186	
<i>Total expenditures</i>		403,345		418,496
Net deficit		-19,987		-13,309

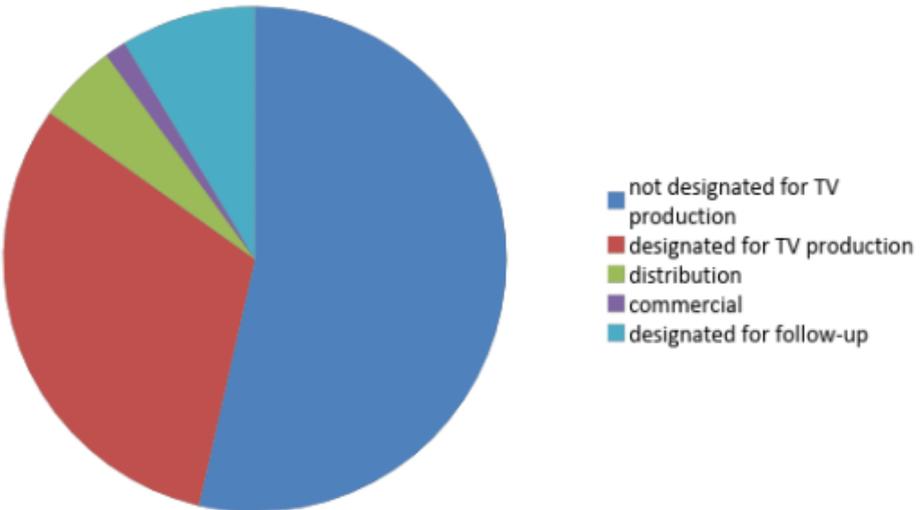


Sources of Income

All amounts in US\$

Source	2017
Not designated contribution for TV production	217,134
Designated contribution for TV production	126,544
Distribution income	20,775
Commercial income	5,566
Designated for follow-up, social media	35,168
Total	405,187

Sources of income



Contact and Bank details of Arab Vision

Arab Vision Trust Fund is registered as a charity in Cyprus.

contact@arabvision.org

Arab Vision is also registered as a charity in the United Kingdom and in the United States and has ANBI status in the Netherlands.

Arab Vision the Netherlands

Postbus 9020, 3840 GA Harderwijk

Bank details: NL52 INGB 0005037361 - ING Bank, t.n.v. Stichting Arab Vision

Arab Vision UK

23 Mill Lane, Saffron Walden, Essex CB10 2AS

Bank details: Lloyds Bank Plc, Account name: Arab Vision, Sort code: 30-97-24, Account no: 49415760

Arab Vision Inc. (USA)

1101 S. Broadway St., #120, Carrollton, Texas 75006

Bank details: Bank of America, Branch: 11868 Preston Rd, Dallas TX 75230, Account name: Arab Vision Inc, Account no: 004782094990, Routing no: 111000025, Federal EID no: 48-1270313

For residents of Canada, Australia and New Zealand, please visit our website www.arabvision.org. You will find a secure PayPal facility on our site, or write to us to find out contact details in your country.



The Board of Arab Vision

In 2017 the International Board of Arab Vision met for 4 days: 2 days in March and 2 days in November.

The Board ensures that the International Director, who is a non-voting member of the Board, continues to keep Arab Vision focused on its organizational mission, vision and goals.

The Board also ensures that all assets and income of the organization are used to the maximum, and only for fulfilling the goals of the organization.

Presently the constitution of the Board writes the following on the make-up of the Board:

- The Board is composed of a minimum of five elected members with full voting rights
- The majority of the elected members are natives from different Arab countries and representing different denominations
- From among these elected members, the Board appoints a Chairperson, a Vice-Chairperson, a Secretary and a Treasurer.

Beside this, the supporting Arab Vision organizations in the USA, the UK and The Netherlands are entitled to one seat in the International Board. These Board members have full voting rights in the International Board meetings. In 2017 the International Board consisted of six Board members, from Lebanon, Egypt, USA and the Netherlands.



Arab Christians Proclaiming the Gospel
through modern media in the Arab World
www.arabvision.org
contact@arabvision.org

Get in Touch

Please visit us at www.arabvision.org and sign
up for our prayer and newsletters.

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