



# Annual Report 2005

Specializing in the Production of Arabic Television Programs  
that Proclaim the Gospel in the Arab World



ARAB VISION

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In 2006, Arab Vision celebrated its ninth year of ministry. As the Board of Arab Vision, we are thankful that our Lord crowned the year with blessings.

Last year the team produced over three hundred hours of programming which was aired on several regional Christian satellite stations. In some cases Arab Vision programs were run multiple times per week, highlighting the tremendous need for additional programming produced in the Middle East. The good news today is that we have considerable Christian broadcast capacity in the region; the bad news is the paucity of available programs to fill broadcast schedules.

One of our strategic goals is to produce programming in the dialects of the various Middle Eastern countries. The principal throttle to growth is the availability of capital to underwrite programs which are made available to broadcasters at very low costs.

It is very encouraging to see how many Middle Easterners have responded positively to our programs, with an increasing number indicating that they have chosen to follow Jesus as their savior.

Thank you for your prayers and support of Arab Vision. Without you we are not able to fulfill our mission.

Mark Marlowe  
Chairperson



## Purpose & Vision

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### Purpose Statement

*Arab Vision* is a community of Christians committed to proclaiming the Gospel of Jesus Christ in the Arab World. That Gospel calls individuals as well as societies to obedience to God through Jesus Christ. *Arab Vision* cooperates with the churches of the Arab World as well as with likeminded organizations. It implements its commitment by:

- **Producing** television programs that strengthen the Church in the Arab World and that proclaim the Gospel and its relevance to all aspects of life.
- **Distributing** these programs in the Arab World by satellite broadcasts and on national, regional and local television.
- **Training** Christians from the Arab World who share a similar commitment to produce television programs that proclaim the Gospel and promote a just society.

*Arab Vision* also seeks to educate and encourage Christians globally about mission in the Arab World, the churches of the Arab World, and Islam.

[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 vernacular.]



### Vision Statement

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By the year 2015, *Arab Vision* is the leading independent producer of quality Arabic Christian television programs. These programs are distributed all over the Arab World. They strengthen the Churches of the Arab World and they lead many Arabs to faith in Jesus Christ. They also play a major role in affecting broad societal changes in accordance with the Gospel all over the Arab World.

## Viewers Respond

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We continue to receive thousands of responses from the viewers throughout the Arab World. Here are some samples.

Watching your programs was the contact point where the Holy Spirit filled me with His presence and since then I could no longer stand the taste of alcohol. I never tasted it since then. Hallelujah!! Now I am resolved to follow Christ. I thank the Lord for purifying my heart and cleansing my life by His blood. Please pray for our country. Thank you for bringing Jesus into my heart and life.

I was born as a Muslim. I have been watching this program for six months and eight days without missing one episode. I have learned a lot of things about the Bible and I know now that the Word of God brings peace. The fact is that, surprisingly, in one of my dreams I saw the group that presents this program before I saw them on television. No one knew about my faith in the Lord except my parents who noticed the unusual change in my life. I was an alcoholic and a heavy drinker.

I'm a pilot in the police and I respect the teachings in your program. I don't know what to say. My wife and I couldn't have kids and the doctors told us that we will never do, but after I had watched the program lately I thought of praying with faith. I did and God gave me a son whom I called after the presenter of the program. We're so happy and joyful and we hope we can meet her and get to know her personally.



I am an ex-member of the Algerian parliament. I am calling you to thank you for your courage and your determination to preach the gospel. I have been watching your program and not missing one episode. I have noticed that you speak from your heart, communicate your belief sincerely and you witness a profound and sound conviction about your faith. I must say that you have been brave enough to get rid of many taboos without fear and hesitation. I would like to visit you and share more with you of your impact on my personal life.

I want to thank you for the Kabyle program. It's a source of blessings. I am a twenty-four year old girl. I received Christ two years ago. All I know about the Bible is what I hear from your programs. I live within four walls as a prisoner at home. I am not allowed to go out and when this does occasionally happen, I have to have an escort. This is a real nightmare for me. This bitter experience could not uproot my faith nor the freedom I have found in Christ. I pray and fast regularly and my deep desire is to be baptized. I need Christian fellowship. I live with my parents and ten of my brothers and their wives and the children. I pray the Lord to help me strengthen my faith and to find my life-mate. I want to be filled with the Spirit.

It's almost a year now since I have received Christ in my life, through your station. I watch your programs and I learn a lot. I was a Muslim who faithfully prayed, fasted and devoted my life to Allah. My eyes were opened while watching this program and I realized that I couldn't be saved but through a personal relationship with God. My heart was empty and never had peace. I heard many testimonies on your station about people whose lives had been changed and transformed by the power of God. I believed that Jesus could help; therefore he started to work in my life, my husband's and my household. I would like you to send me a copy of the New Testament



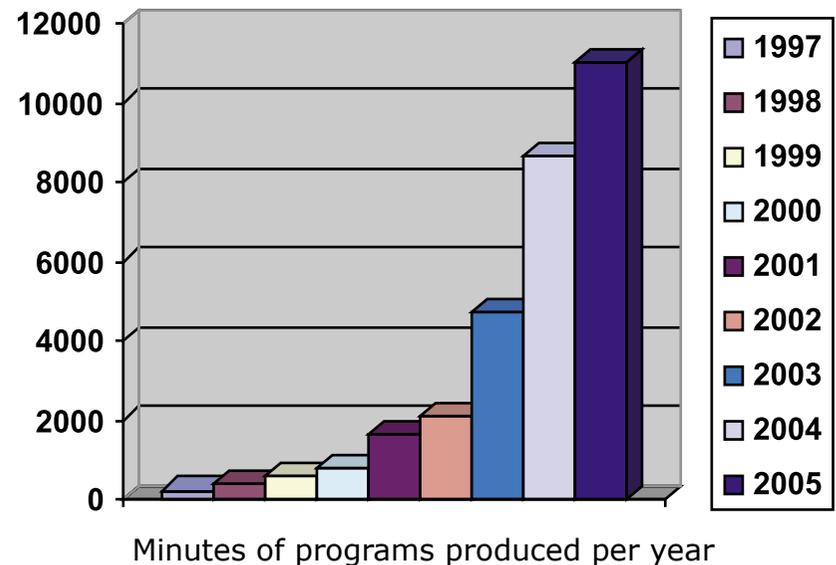


## Production Increase

*Arab Vision's* goal to increase its annual production was achieved in 2005. Reports from the production offices show an increase of production to a total of 184 hours in 2005.

### Here are some examples of the programs which were produced:

- 84 Bible study & general teaching programs
- 15 children's programs and songs
- 10 episodes of a special series on how to understand and help mentally disabled children
- 25 episodes on marriage and common problems couples can face
- 13 true life testimony episodes
- 64 music shoots & video clips
- 110 episodes of teaching programs in Kabyle
- 30 episodes of youth programs and discussions
- 38 programs in a series on environmental issues
- Various short films and documentaries on social issues in the Arab World



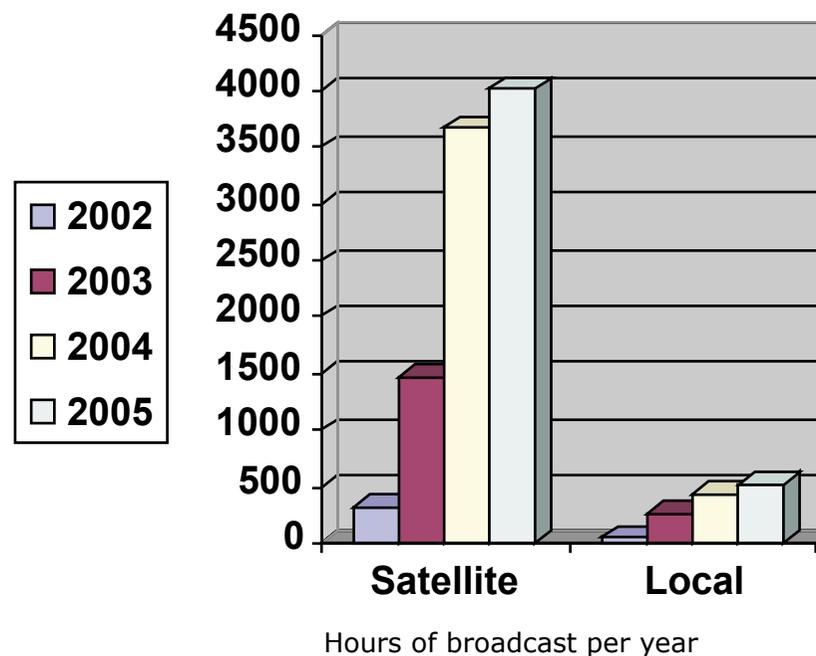


## On Air & Program Distribution

During 2005, Arab Vision's programs were broadcast on average 11 hours per day on satellite in the Arab World. This represents an increase of 10%, as the figure for 2004 was an average of 10 hours per day on satellite.

On local and national stations (mainly in Europe and the USA), the total figure is 432 hours in 2004, and 519 hours in 2005 - an increase of 20%.

Arab Vision's programs were aired on a total of 11 satellites and 25 non-satellite channels.



In addition to the broadcasts, the chart below shows other means by which the programs and output were distributed throughout the Arab World.

VCD	VHS Video	DVD	CD	Books	Audio Tapes
3160	954	200	84	844	1166

## Cooperation & Training

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In 2005, *Arab Vision* continued to expand its cooperation with many organizations, both inside and outside the Arab World. These include Channel North Africa, Miracle TV, Al Hayat TV, Sat 7, Al Karma TV, Merhaba TV, Parnassia, Malaga Media Center, AWM, Christoffer Productions/Family 7, Life Agape, Branches of the Vine, UNICEF, UNAIDS, UNDP, Freedom, All Saints, WFP, Semet, WACC, Dorcas, DUET, Seti-Caritas, IBRA, LFAN, Better Life, Praise Team, AWM, Eagles/Focus on the Family, Equip.

On the training front, *Arab Vision* helped a partner mission by training its personnel 'on the job'. This was followed by further training and production work towards the end of the year.

An Algerian Christian was trained to operate cameras and collect footage for the production of video clips.

General training, on an ongoing basis, is offered to freelance editors and technicians at *Arab Vision's* production centers.



## More Personnel & Developments

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Arab Vision employed 36 Arab staff members at its production and distribution centers in 2005. In addition to these, some part-time and full-time missionaries continue to be seconded from other organizations. In general, the production centers have been expanding and additional staffing needs have been identified.

After a long search, a Public Relations Manager and a Managing Director for the North Africa Production Company were enlisted towards the end of the year.

The Stichting (Foundation) Arab Vision in The Netherlands was founded in December 2004. During 2005, it achieved the following:

- Acceptance by the Dutch Evangelical Mission Alliance and increasing the number of board members.
- Maintenance and growth of addresses database for sending out newsletters and prayer letters
- Mailing out of letters, press releases and promotional products to churches and individual supporters.



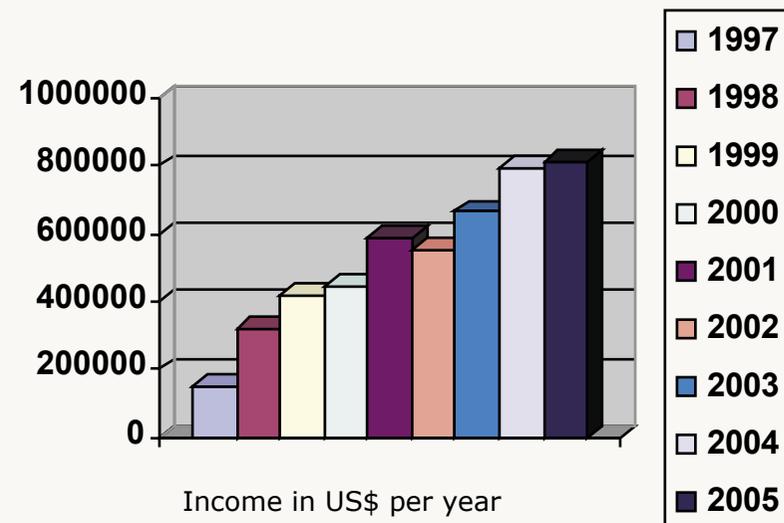
## Financial situation of Arab

### Vision in 2005

*Arab Vision's* income grew to over \$815,000 in 2005. This represents a small increase compared to 2004, when the turnover was \$794,000.

#### Comment of *Arab Vision's* International Finance Director

We like to make you aware of a prior year adjustment that we are to suggest to our auditor for the balance sheet of 2005. We will ask the auditor to recognize the intangible assets of the copyrights on our programs, something we have not done before. In 2006, we will add all programs produced in 2006. With hindsight, we want to enter all programs as produced from 1997-2005 in our accounts of 2005 as intangible assets, reflecting directly on our retained earnings. This means that the value of our assets will increase by \$205,000 in 2005, subject to amortization of 10%.



# Arab Vision Trust Fund

## Balance Sheet at 31 December 2005

### CURRENT ASSETS

Bank Accounts	\$ 20,658	
Cash Accounts	\$ 12,736	
Payments in advance	\$ 4,296	
Bonds	\$ 2,414	
Loans to personnel	\$ 4,238	
		\$ 44,342

### FIXED ASSETS

Computer equipment	\$ 16,355	
Furniture and fittings	\$ 4,878	
Office equipment	\$ 3,618	
Cameras and accessories	\$ 24,276	
Other equipment for films	\$ 17,238	
		\$ 66,365

### INTANGIBLE ASSETS

Programs Copyrights (not recognized before)	\$ 205,000	
		\$ 205,000
		\$ 315,707

### CURRENT LIABILITIES

Employee accounts	\$ 16,825	
Company tax (Egypt)	\$ 25,000	
Accruels	\$ 37,162	
		\$78,987

### LOANS

\$ 55,177	
	\$55,177

### INCOME RESERVE

Income reserve 1997-2004	\$ 80,119	
Intangible assets	\$ 205,000	
Net income reserve 31-12-2005	\$(103,576)	
		\$181,543

\$315,707

## Arab Vision Trust Fund

### Income Statement 2005

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#### ***Operational Income and Donations***

Unrestricted Donations	46,124
Restricted Donations	685,881
Sale of rights and videos	11,859
Other Commercial Sales	41,825
<b>Operational Income and Donations</b>	<b>785,689</b>

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#### ***Direct Costs***

Production cost	322,090
Cost of film rights	345
Commercial Work Direct costs	30,678
<b>Total Direct Costs</b>	<b>353,113</b>

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<b>Gross Profit</b>	<b>432,576</b>
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#### ***Indirect Costs***

Office Space	56,813
Business Costs	86,187
Salaries & Benefits	263,780
Professional Fees	7,773
Advertisement & Promotion	10,279
Travel & Hospitality	60,542
Depreciation	36,765
Board Meeting Expense	8,518
Exchange Movement	5,495
<b>Total Indirect Costs</b>	<b>536,152</b>

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<b>Net Profit</b>	<b>(103,576)</b>
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## Addresses and Bank Accounts of *Arab Vision*

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*Arab Vision* is registered in Cyprus as the *Arab Vision Trust Fund*. It also has its central bank accounts in Cyprus.

Checks can be made out to '*Arab Vision*' and sent to the head office:

*Arab Vision Trust Fund*  
P.O. Box 21258  
1505 Nicosia  
Cyprus.

Financial support for the ministry of *Arab Vision* can be deposited by bank transfer into our Head Office bank accounts in Cyprus:

### ***Arab Vision Trust Fund***

GB£ IBAN: CY16-0020-0154-0000-0041-0005-3401

US\$ IBAN: CY09-0020-0154-0000-0041-0005-4206

€uro IBAN: CY83-0020-0154-0000-0041-0005-6948

Swift BIC: BCYPCY2N  
Name of Bank: Bank of Cyprus Limited  
Address of Bank: 54b Demokratias Street,  
Latsia, CYPRUS

In the USA, checks can be sent directly to *Arab Vision Inc.* which is a 501(c)3 organization.

*Arab Vision, Inc.*  
Rev. William Lovell  
12727 Hillcrest Road  
Dallas, Texas 75230

In Canada, the United Kingdom, Australia and New Zealand, cheques may be sent to Interserve. They should be made out in the name of Interserve, with a covering letter declaring that the money is meant for *Arab Vision*. The addresses of the offices of Interserve in those countries are:

Interserve  
P.O. Box 231  
Bayswater  
Victoria 3153  
**AUSTRALIA**  
Telephone: (03) 9729 9611

InterServe  
325 Kennington Road  
London SE11 4QH  
**UNITED KINGDOM**  
Telephone: (0171) 735 8227

InterServe  
P.O. Box 10244  
Auckland 1030  
**NEW ZEALAND**  
Telephone: (09) 6300981

InterServe  
10 Huntingdale Blvd.  
Scarborough  
ON M1W 2S5  
**CANADA**  
Telephone (416) 4997511

**For more information  
about *Arab Vision*,  
see [www.arabvision.org](http://www.arabvision.org) or  
write to [office@arabvision.org](mailto:office@arabvision.org)**



## The Board of Arab Vision

The International Board of the Arab Vision Trust Fund consist of men and women from different nationalities. Constitutionally the majority of the voting members should be Christian Arabs. This means that in 2004, one more Arab Board member should have been invited.

Due to a change in his work, the chairperson of the Board, Gert Noort, had to resign towards the end of 2004. He has been a great chairperson. One of his accomplishments in the past

years was that he steered the board further into the direction of focusing on governance and not on management. A new chairperson has been found and he will continue to implement best practice in governance.

The Board of Arab Vision ensures that the CEO, who is a non-voting member of the Board, continues to keep the organization focused on its organizational aims. 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.

## Composition of the Board

Chairman	USA	Baptist	M	
Secretary	Sudan	Presbyterian	F	
Treasurer	England	Baptist	M	
Member	Algeria	Evangelical	M	
Member	Egypt	Coptic Orthodox	F	
Member	Australia	Charismatic	M	
Member	Egypt	Presbyterian	M	
Member	England	Anglican	F	
Member	USA	Anglican	M	
CEO	Netherlands	Evangelical	M	[non-voting member]