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## Foreword

2021 was a hugely fruitful year for the ministry of Arab Vision. Big numbers of evangelistic video programmes and clips were produced and broadcast. Besides the evangelistic focus, we focussed on Arab women's rights in our programming, on psychological themes, relationship issues, and on specific audiences such as Yemenis and Arab youth. Our social media and follow-up ministry grew in size and impact.

Together with all of our staff we worked on our Strategy Plan 2022-2024 in which we identified focus countries for the coming years: Algeria, Yemen, Saudi Arabia, and Libya.

Our teams for production, social media, and follow-up were highly committed to delivering quality, technically, and, perhaps more importantly, content quality. They formed a strong community of Arab Christians supporting each other, praying for each other: especially our staff specialised in counselling had a lot on their plate, dealing with often heart-breaking stories from responders to our programmes and social media posts.

I believe that our commitment to high quality, prayer, and the realisation that Arab Vision's mission should always be aligned with God's mission (*Missio Dei*), has led to great impact as well.

Please check out the numbers and stories reflecting some of that impact in this annual report.

We are thankful for our prayer and financial supporters who helped us making it all happen.

Also, we were blessed with fruitful partnerships.

Please read and enjoy our Annual Report, and don't hesitate to send us your feedback (write to [contact@arabvision.org](mailto:contact@arabvision.org))!

Respectfully yours in Christ, on behalf of all of us at Arab Vision,



Umm al Farieq  
International Director Arab Vision



## Arab Vision: A Community of Christians

Our Mission Statements state that Arab Vision is a community of Christians. Almost 90% of our staff and volunteers are Arab Christians, based in the Middle East.

In 2021 we had 20 Arab and 3 non-Arab staff members (a mix of full-time and part-time), all of them deeply dedicated to Christ, and to their work in the ministry of Arab Vision. Some worked in the production of our videos for social media and TV, most work as social media and follow-up staff, and some in administration and management.

Arab Vision seeks to help staff members to develop themselves, in their professional field and personally. Training in 2021 included sessions on getting familiar with Echo, a relations management program that allows following and responding to all that is received on multiple social media platforms in one place. It has powerful analytics providing a clear monthly view of how content is doing on the social media platforms.

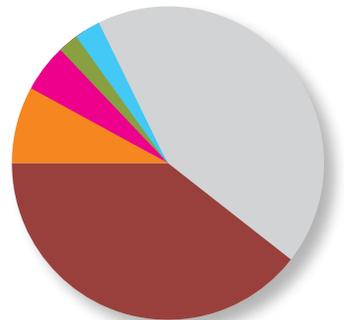
Some of our follow-up staff finalised a course on Question Driven Coaching, and one of our managers started studies in Business Administration.

With all staff we enjoyed a couple of refreshing teambuilding outings, in which we worked out our [Strategic Plan for 2022-2024](#) as well.

## Video Productions and Training

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

In 2021 we produced 437 short clips (of about 4 minutes) and programs (of about 12 minutes), 76 video songs, 1 short documentary-film, 1 short testimonial film, and the voice-over for 20 sand art Bible stories for social media and TV broadcasting.



## Video Productions in 2021 included:

### Songs in Yemeni Arabic

Arab Vision produced six beautiful songs specifically for the people of Yemen. All of them were composed by a young Yemeni man who became a follower of Christ about 2 years ago. Five songs reflect his faith in Jesus; listen to the joy of knowing Jesus, One song is a love song dedicated to his home-country from which he had to flee: Yemen.



## The Joy of Easter

The *Joy of Easter* is a production of 55 programs of about 8 minutes each, including songs and devotionals.

The programs are reflections on suffering, the cross, the resurrection, and on how we view God in these times of corona and other crises in the world. Do we experience the joy of the resurrection, the victory of life over suffering and death?

[Watch: The Disciples on the road to Emmaus](#)

[Watch: Jesus is coming back.](#)



## Short film: Testimony of Samy

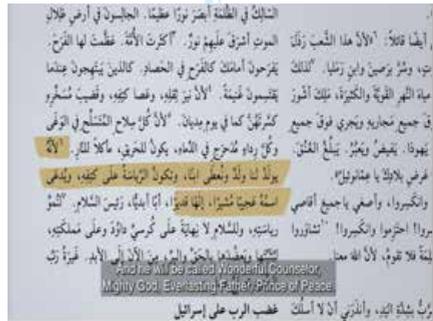
Samy had a train accident and lost his legs. He shares a beautiful testimony about how he felt to be embraced by Jesus during and after what happened to him. People around him are comforted and encouraged by him, including his physiotherapist. [Watch the short film.](#)



## God, a loving Father? The names and character of God

*The Names and the Character of God* is a program series of 103 episodes of about 4 minutes each, presented by a well-known and well-loved Middle-Eastern Bible teacher. This project seeks to correct the distorted image of God among people in the Middle East and North Africa, especially young Muslims. We aim to present who God truly is through clear teachings on His names and character.

Watch the trailer and one subtitled episode of this program: [Prince of Peace](#)



## Who do you say I am?

Jesus once asked his disciples: 'And you, who do you say that I am?' This has become the title of our project on hard questions in the New Testament, either asked by Jesus or asked by his audiences to him.

It resulted in 89 episodes of about 10 minutes each, presented by renowned Bible teacher Youssef. The programs aim to find answers to the many complicated questions Muslims and Christians struggle with today. Posing the questions will trigger today's audiences in the Middle East and North Africa, and invite them to start conversations with our social media team members.



The filming of this series was finished in 2021, and will be broadcast on TV and internet in 2022. Some subtitled episodes will be available on our YouTube channel at a later stage.

[Watch the trailer](#)

## The Journey

*The Journey* is a program series in a dialogue format. A taxi driver and his passenger are on the road discussing basic Biblical themes related to (struggles in) daily life - such as hope, grace, joy, sorrow, salvation, incarnation, prayer.

*The Journey* has 15 episodes of about 10 minutes each and 15 songs.

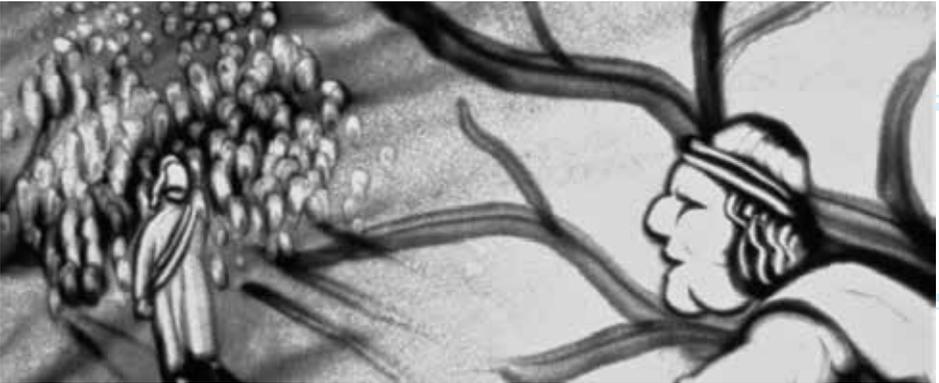
[Watch the trailer](#) of this program and [watch episode 5 of this program](#).



## Sandy Tales

Sandy Tales are Bible stories through sand art.

We have produced and edited 21 stories in Yemeni and Egyptian Arabic. The Sandy Tales we produced in 2021 include: Zaccheus, Jesus walking on water, Martha and Mary, Easter morning, Peter's denial, Thomas meets Jesus, Psalm 23, Moses, and Job.



You can watch the [Arabic episodes](#) on the site of Jesus Net. Watch Psalm 23 in [Arabic](#) and in [English](#) and [Dutch](#).

## Bible verses in Saudi Arabian Arabic

We have produced 20 short clips sharing Bible verses in Saudi Arabian Arabic. Watch a clip [here](#).



## Words that changed the world

Jesus said:

- Ask and it will be given to you; seek and you will find; knock and the door will be opened to you (Matthew 7:7)
- Whoever drinks the water I give them will never thirst (Matthew 4:13)
- For a tree is recognized by its fruit (Matthew 12:33)
- Then you will know the truth, and the truth will set you free (John 8:32)
- It's not the healthy who need a doctor but the sick; I have not come to call the righteous, but sinners (Mark 2:17)



*Words that changed the world* consists of 12 clips on powerful but often hard to understand expressions from Jesus. These clips were produced in 2021 and will be used on our social media platforms and YouTube in 2022. [Watch one episode](#) on Arab Vision's YouTube channel.

## A balanced understanding of God's Word

This program series has 14 clips explaining apparently opposite concepts in the Bible, such as:

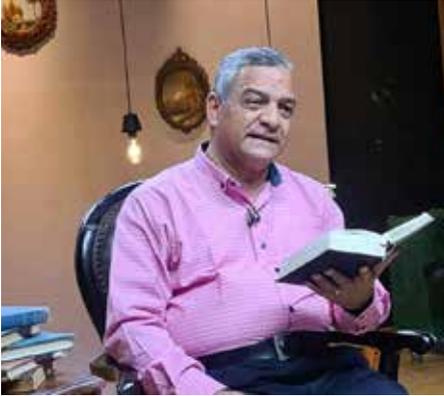
- A living sacrifice
- Faith or deeds
- Waiting for the miracle and/or dealing with the pain
- When I am weak, I am strong
- Finding life or losing life?



These clips were produced in 2021 and will be used on our social media platforms and YouTube in 2022. [Watch an episode](#) of a balanced understanding of God's Word.



## Lessons for Jesus Followers



The program series *Lessons for Jesus Followers* consists of 14 clips on how to live a Christ-centred life. Jesus showed meekness, he showed anger without sinning, he was patient, faithful, and obedient to his Father, he didn't condemn, and he was righteous. These clips were produced in 2021 and will be used on our social media platforms and YouTube in 2022. We will include a link to a subtitled clip in our next annual report.

## Christian teachings for teenagers and adolescents

The program series *Christian teachings for teenagers and adolescents* consists of 31 clips on several themes and questions young people struggle with, including:

- Did God create evil?
- Is the Trinity an idea stolen from Pharaonic Egypt or Hinduism?
- Is illness a curse?
- Is faith (religion) opium of the people?
- Can grace be sufficient?
- Watch a clip [here](#).



## Women in the driver's seat (Empowering Arab women)

*Women in the driver's seat (Empowering Arab women)* is a project of 13 documentary-style programs on Arab women's rights. What are their rights according to the law and how does it work in daily life? Often there are huge discrepancies. The series seeks to raise awareness with Arab women and Arab men as well. It is also meant to be a call to action to governments in the Arab World to 'practice what they preach'.



The series includes topics such as:

- Custody of children from Muslim fathers
- Protection against sexual harassment; safety in public places
- Right of education
- Rights of inheritance
- How the Arab media portray women, shaping the way they are looked at in society; how this affects Arab women in a damaging way.



Watch the [episode on safety in public places](#)

Watch the [episode on the negative impact of the media on women](#)

## Soccer for girls in Egypt

Egypt ranks 136 out of 145 countries on the Global Gender Gap Index, which records inequality between men and women. Where 79 percent of Egyptian men work, this is 26 percent for women. They are mainly expected to play a role in the family and as a mother.

Farida is a soccer coach for girls, committed to support them to play, to develop themselves, and to convince their parents. Apart from being a soccer coach for the girls, she is their role model and many of the girls confide in her about their lives' questions and struggles.

This short documentary film was produced separately but also part of the documentary series *Women in the driver's seat (Empowering Arab Women)*.

[Watch Soccer for girls with English subtitles.](#)



## Women's issues, marriage, and relationships



These 22 clips deal from a Biblical and pastoral point of view with specific women's issues, and difficulties in relationships and marriage. The topics are chosen based on conversations our follow-up team has with responders.

These clips were produced in 2021 and will be used on our social media platforms and YouTube in 2022.

Watch a clip about [happiness](#), and one about [loss](#)

## Hope in times of crises

Project *Hope in times of crises* was born from the covid-19 situation in 2020. In the Middle East we experienced some difficulty in filming, so we filmed short messages of hope and encouragement, delivered by several people from the Middle East, presently based in the Netherlands. In 2020 35 Episodes were produced and used on our social media platforms. In 2021 another 15 episodes were produced, 10 in Arabic and 5 in Kabyle.

Watch the trailer.



## Help! I struggle with myself (Vitamin)

*Help! I struggle with myself* consists of 34 clips by a psychologist, covering topics like fear, depression, negative speech, self-confidence, anger, love and freedom, setting boundaries in relationships. [Watch a clip](#) from this series.



## The Heritage Project

*The Heritage Project* is a series of 8 x 30 minute programs depicting Christians who lived in North Africa during the first five centuries AD. We believe the series will be a great encouragement for the Christians in that region 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 and Story Channel. Watch the [trailer of the Heritage Project](#).

In 2021 the series of 8 episodes was finalized in Egyptian Arabic [[watch an episode here](#)], 4 episodes were produced in Moroccan Darija [[watch an episode here](#)], and 4 in Tunisian Arabic [[watch an episode here](#)] Episodes in Moroccan Tachelhit, Algerian Kabyle, and Chaoui are work in progress.

The whole series can be watched in English on [Redeem TV](#).



## Training

### Social Media training for Kids

During the summer holidays we organised a 3-day training for 18 children in the use of social media which included aspects of safety and protection on the internet. The children learned how to keep their accounts secure with using appropriate passwords as well as how to stay safe online.



The training helped the participants to discover their talents by creating content like short films. (Some of the kids may even be helpful with creating content for us in the future!)

At the end of the training each group presented their own short film.

This project helped the kids take all of the practical skills that they learned and put them to use in a way that gave them some experience and it was a lot of fun for them. It was a good opportunity for the children to get to know each other and build friendships that can continue after the training. It was also a good opportunity to introduce and instil spiritual principles and values in the children. The kids that attended the training were excited and participated with eagerness and enthusiasm.



## Koinonia training

In 2020 we produced a series of video programs a bit similar to the Alpha course, [Koinonia](#). The Koinonia series was specifically produced for a Coptic Orthodox audience, and meant to challenge Christians to return to the community of the Church, to be strengthened in their faith, and encouraged to share their faith in daily life. Like in the Alpha courses, the videos will be used in a setting of physical meetings, to celebrate the community.



In 2021 a first training was done with priests of some Coptic Orthodox churches in Egypt. However, since the project is all about meeting physically, the implementation of most of it (training and starting the course) was postponed due to covid-19. [Watch the trailer](#) of the program.

## Distribution

### Distribution to broadcasters

- Joy (Easter series) - Miracle Channel, Sat7, Kingdom Sat
- [Baby on board](#) - Sat7 - Miracle Channel
- [You and I, light of the world](#) - Kingdom Sat
- [Maaki](#) season 5 26 programs featuring Arab refugee women - Miracle Channel
- [Mark my Words!](#) (100 clips by children quoting Bible verses, in [Egyptian Arabic](#) and in [Sudanese Arabic](#)) - Miracle Channel

### Distribution/Broadcasting through Facebook / YouTube channel

- Worship songs from 2014-2021: 383 episodes;
- You and I, Light of the world: 27 episodes;
- Yemen Worship Songs: 5;
- Film: Mariam, the daughter of the bawaab;
- Film: Under the Train;
- Joy: Easter series 2021: 55 clips;
- Christmas program - We are Overjoyed: 10 episodes;
- Mark My Words: 174 clips;
- Hope in times of crises: 35 episodes;
- Women in the Bible: 26 episodes;
- Help! My child says he is an atheist: 12 episodes;
- Maaki season 5: 24 episodes.

### Distribution on other platforms

**Jesus.net Channel:** SandyTales - 22 in Egyptian Arabic and 22 in Yemeni Arabic

**Sound Cloud:** 120 worship songs

**Tik Tok:** 32 worship songs; The Journey program

## Follow Up

Arab Vision’s follow up team has its basis in the Middle East. The team is connected to other follow up teams in the region. In 2021 we continued to use Facebook pages for posting short clips of many of our productions, and interacting with our viewers. In this way viewers are invited to interact with follow up workers, and with other viewers of the programs.

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.

### Highlights - Totals from all pages

- Professions of Faith: 64
- Discipleship: 75
- Bibles Sent: 7,170
- Gospel Presentations to individuals: 2,671

*More information about our various Facebook pages:*

### Light of the World

Themes for campaigns included: the incarnation, God as our shepherd, evidence of the validity of the Bible, redemption, atonement, justification, the role of women in the Bible and how God values women, God the healer and the sacrifice of Christ, the roles of Christ, attributes of God, the hope of Christ and eternal life, salvation, fasting, prayer and Christmas.

- Number of individuals that connected with our page: 765,462
- Engagement with posts (likes, comments, shares): 328,355
- Private Messages Received: 73,448
- Conversations with individuals: 10,748

### Courses on Website:

Currently running 4 courses: Women in the Bible, Just a couple of Words, Kingdom Person, and Life of Jesus.

### YouTube Channel:

Light of the World: Subscribers: 4589; Video Views (30s or longer): 168,712

## Hope for Tomorrow – counselling for Arab women

Themes for campaigns included: value of a woman and her identity (in God's eyes); self-fulfilment, inner contentment, and self-confidence, admiration and love, accepting others and maintaining self-esteem, emotional needs, boundaries in relationships, fear and worry and how to deal with it, how to deal with anger, how to deal with frustration and despair, healing from past wounds, how to have a successful marriage, positive parenting strategies.

- Number of individuals that connected with our page: 255,323
- Engagement with posts (likes, comments, shares): 105,755
- Private Messages: 20,819
- Conversations with individuals: 10,870

YouTube Channel Hope for Tomorrow - Subscribers: 494, video views: 31,573

## The Secret - for young people

Themes for campaigns included: Jesus, the Son of God, Jesus, the good shepherd, Jesus, the saviour, meeting our needs, how Jesus met the needs of the crowd, healing the sick, Jesus' miracles of healing, what is healing? The miracles of Jesus in times of adversity and pain, Jesus' work in times of adversity in our lives, how to have integrity. How to deal with change. Humility, loving others, forgiveness, and how to heal.

- Number of individuals that connected with our page: 201,076
- Engagement with posts (likes, comments, shares): 166,801
- Private Messages: 35,798

## Two separate pages for Saudi Arabia and Yemen

Themes for campaigns on the Yemen page included: Marriage, family (raising children, financial problems, etc.), the marginalized in society, fear of the future, unemployment, respecting people in different professions we feel are beneath us, addictions, drugs, history of the region, how to deal with revenge, women in society, how to deal with alienation.

- Number of individuals that connected with our page: 253,599
- Engagement with posts (likes, comments, shares): 134,436
- Private Messages: 38,504
- Conversations with individuals: 16,147

Themes for campaigns on the Saudi Arabia page included: Love and safety, acceptance and self-confidence, healing from past hurts, dealing with anger, fear and worry, finding God as the source of our peace, sadness and feelings of despair, finding God as our source of compassion, joy and hope, God's protection and success for marriage, accepting others and rejection, healthy boundaries, the strength of women, the role of women, maturity and freedom of women.

- Number of individuals that connected with our page: 265,910
- Engagement with posts (likes, comments, shares): 94,958
- Private Messages: 38,666
- Conversations with individuals: 16,354

## Viewers respond

### I feel lonely....

Ramadan is 19 years old. He lives with his mom and nine brothers. He is the youngest son and his dad passed away. He feels lonely so we suggested that God could help him with that. He asked to know about the master (Jesus) so we explained the Gospel to him and he responded saying that he understood we have sinned and no one can save himself, but Jesus saves us and gives us permission by his mercy to be in heaven. We asked him if he wanted to become a Christian, but he was so afraid. We told him not to fear because he could pray to receive Christ by himself. He didn't need to go to a church to pray; he could just do it in his heart. He repeated the prayer after us to receive Christ and now we've started to study the Bible with him. He wants to be in a church so we are searching to help him find a church online group for him to connect with.

### You are a great blessing in my life...

Hadiya is 20 years old. She is a Muslima. We talked with her for seven months and shared the Gospel message with her. She started to realise that the only solution for her life is to return back to God. Hadiya told us that she is suffering from a sexual assault. We told her that Jesus wants to heal her and to give her the strength to forgive the one who assaulted her. We asked her if she wants to accept Jesus in her life and she said, "Yes I believe that Jesus redeemed me," and she prayed with us. We've started to teach her more about Jesus. We organized a face to face meeting for her and she told us that we and the servant of God that she met are a great blessing in her life and that we helped her in a lot of the issues in her life and relationships. We still follow up with her.

### But God loves you....

Rada is married with two children. She is struggling because her husband is cheating on her. She tries to please her husband, but he still cheats on her. She has thought about committing suicide more than once, but the fear of God stops her. We entered into conversation to show her how God loves her and cares for her life. We are helping her heal from the wounds she has because of her husband's cheating. She says that she is still with her husband only because of her children. We sent her a video about cheating in marriage. She is a really nice person and is hurting. She needs our prayers.

## Jesus has touched Ramzy's heart

Ramzy says that even though he is a Muslim, in his heart he loves Christians. He says that even though there are no churches in his hometown, Jesus has touched his heart. He has a Bible and is hiding it from his family. He asked us about the writers of the Bible and how Jesus is the Word of God. We were able to connect with him and respond to his questions. Continue to pray that we would have more connection and that he would have full understanding of the truth.

### I want to know more about Christ...

A woman from Algeria commented on the issue of forgiveness that we are addressing these days on social media. She said that forgiveness is not easy, but we can do everything with Christ. She mentioned that she was a Muslim and left Islam when she got to know Christ, but she wants to learn more because she does not go to church and she doesn't read the Bible much. We messaged her about the assurance of salvation and how to make sure that Christ resided in her heart and that she became a child of God and that she has eternal life. I suggested to her that we read the Bible together, and she was happy with this suggestion. She read the Letter to the Philippians and the letter to the Ephesians and wrote to me the things that benefited her from each letter.

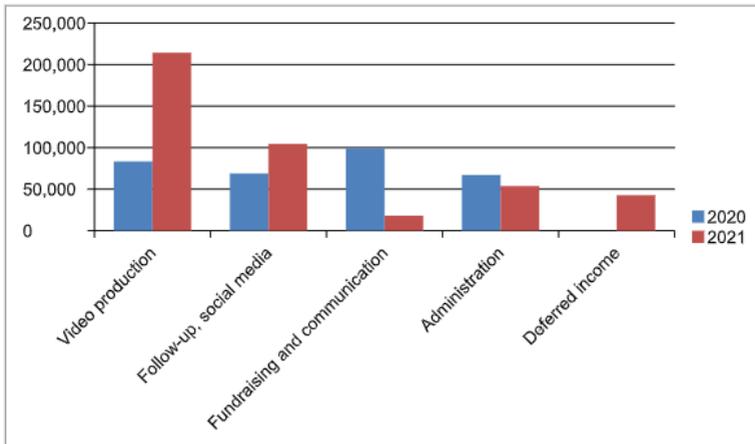
### Help me, please!

A mother asks for advice for raising her son. She used to be beaten severely by her father when she was young. Moreover, she had to apologize after that. Sometimes her father accepted her apology and sometimes he didn't. He used to hit her for small things like playing on the street or being busy doing her homework and forgetting to do the housework even when she really had to study, especially when she was at secondary school and college. She is emotionally damaged because of what happened. Now she is a mother and she hits her eldest son who is 5 years old because he doesn't concentrate on his studies. She knows it is a mistake, but still she can't control herself and stop shouting and hitting her son. Afterwards she cries because she knows that the reason was not worth the punishment. She asks for help because she is getting depressed and her son has turned into a person with a weak personality. We are trying to help her with advice for raising her child in a proper way.

## Financial Report 2021

Income and expenditure for 2020 and 2021, all in US\$

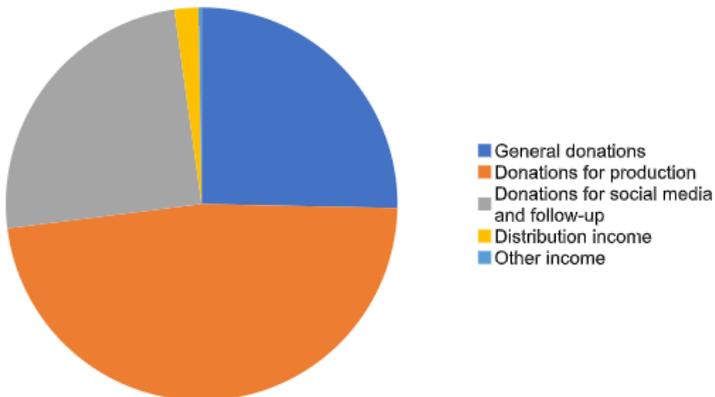
		2020		2021
	Expenses	Income	Expenses	Income
Total Income		381.130		472.817
Video production expenses	83.333		214.390	
Follow-up, social media expenses	68.936		104.500	
Fundraising and communication	99.086		17.984	
Administration	67.070		53.708	
Deferred income	0		42.721	
Total expenditures		318.425		433.303
Grand Total		62.705		39.514



## Sources of Income 2021

Source	US\$
General income	119.759
Designated income for video production	225.433
Designated income for social media and follow-up	117.079
Distribution income	9.445
Other income	1.101
Total	472.817

Sources of income



## Board of Arab Vision

The Arab Vision ministry has different offices with their respective boards in the Middle East, the USA, the UK and the Netherlands. The office in the Netherlands is the home base of the Arab Vision ministry.

For questions and clarifications, please contact us at [contact@arabvision.org](mailto:contact@arabvision.org)

## Contact and Bank details of Arab Vision

[contact@arabvision.org](mailto:contact@arabvision.org)

Arab Vision is 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)

1265 E. Hebron Parkway, Carrollton TX 75010

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

Please visit [our website](#) where you will find a secure PayPal facility to donate to Arab Vision.



Arab Christians Proclaiming the Gospel  
through modern media in the Arab World

[www.arabvision.org](http://www.arabvision.org)

[contact@arabvision.org](mailto:contact@arabvision.org)

### Get in Touch

Please visit us at [www.arabvision.org](http://www.arabvision.org) and sign  
up for our prayer and newsletters.