

ARAB VISION



Media For Change
Annual Report 2022

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Participating in God's desire

Probably the best known verse in the Bible is John 3.16: *For God so loved the world, that he gave his only Son, that whoever believes in him should not perish but have eternal life.*

The apostle Paul adds to that: *How then will they call on him in whom they have not believed? And how are they to believe in him of whom they have never heard? And how are they to hear without someone preaching?* (Rom 10.14)

Arab Vision's mission is to serve a selected part of the world: the Arab world. As it is a huge area and often difficult to openly proclaim the gospel there, we have chosen to use video productions as a tool to reach out to people via satellite TV and increasingly via social media such as Facebook, Instagram and TikTok. Our programs and clips serve three main goals: to spread the good news of Jesus, to support local churches and to promote social justice.

Equally important is our follow-up team who are there to connect with and counsel people responding to our videos. That is not an easy task, as many people share their sufferings in life. But it is encouraging when people give their lives to Jesus despite those circumstances.

As a board member, I am impressed with our teams, both in the Middle East and beyond, who work relentlessly to produce high quality content in cooperation with local Christians and talk to many respondents. We are thankful for their faith, work and energy and pray that our heavenly Father will bless them and their families.

In this report, you get an impression of the productions Arab Vision made in 2022. They have been produced in cooperation with donor partners and were supported financially and in prayer by local churches and individual Christians. I hope this report will encourage and motivate you to continue to be -or become- a partner of Arab Vision. Not for our own sakes or glory, but to participate in God's desire that all be saved.



You may encourage our staff by writing to contact@arabvision.org.

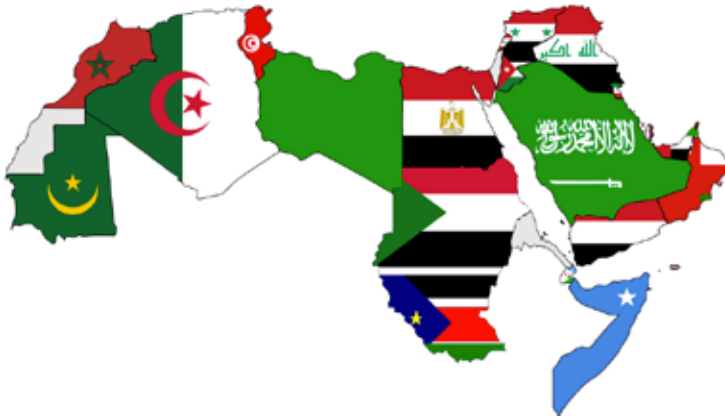
May the Lord bless you all,

Peter Stoter
Chairman of the 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 recognise that the Arab World consists of many different people groups, and we hold that these are all 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.

Arab Vision: A Community of Christians

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

In 2022 we had 23 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 worked as social media and follow-up staff, and some in administration and management.

Creating a good atmosphere that boosts employee morale provides many benefits, including improved productivity, increased creativity, stress reduction and strong company loyalty and all employees sharing their ideas for planning / goals and the follow-up.

Arab Vision seeks to help staff members to develop themselves, in their professional field and personally. Many of the individual staff members received training in specific fields during 2022. Staff meetings were held weekly and several times in 2022 all staff enjoyed some teambuilding days away from the workplace.

To set up an e-learning environment in Arabic and develop e-courses, we employed 3 staff per 1 November 2022. They will also work as e-coaches, and be responsible for 'A Miracle Every Day': daily encouragement by email. These activities are done in partnership with JesusNet in the Netherlands.

Productions

It is Arab Vision's goal to produce quality programs that are thought-provoking and tailor made for different audiences. In 2022 we produced 400 short clips (of about 4 minutes) and programs (of about 12 minutes), 17 video songs, and the voice-over for 20 sand art Bible stories for social media and TV broadcasting.

Productions in 2022 include:

The Journey - season 2



The Journey is a program series in a dialogue format. A curious questioner and his travel companion are on the road discussing basic Biblical themes related to struggles in daily life. Through songs and dialogues we cover themes like grace and justice, victory and joy, mourning and coping with pain, new life in Christ, joy in all circumstances and unity of believers.

The programs were broadcast between Easter and Pentecost and during Eid el Adha via our social media channels and have also been broadcast on satellite TV. People were invited to chat with the social media team and challenged to go on that journey of understanding more about Jesus' victory, God's goodness and His Father heart.

The journey season 2 has 17 episodes of about 10 minutes each and 17 songs. [Watch an episode about the new life in Christ.](#)

Sandy Tales

Sandy Tales are Bible stories through sand art. In previous years we produced and edited 21 stories in Yemeni and Egyptian Arabic. In 2022 translation and audio recording is taking place of 22 stories in the Sudanese dialect of Arabic. Voice-overs in different Sudanese dialects were tested. Watch an episode in [Kabyle](#) on our YouTube channel.



Katameros

One of the goals of Arab Vision is to support the church in the Arab World. We have been working with the Coptic Church, the oldest and largest church in Egypt, for several years. Two years ago we produced a series of programs similar to the Alpha course, specifically for Copts. This series has since been used in the Netherlands for work among Arabic speaking refugees.



In 2022 we worked on Katameros, 400+ devotionals by Bishop Thomas of Qussia, based on the liturgical calendar of the Coptic Orthodox church. With his emphasis on ‘Christ being the central point’, the Bishop not only speaks to the hearts of Copts of his own church, but also to Protestants and non-believers.



The message is presented to believers in the Middle East, as daily spiritual food that helps them deepen their relationship with Christ and encourage them in the midst of the difficult circumstances. It helps believers to read the Bible on a daily basis and presents the message of the love of Christ to those who do not know the Lord.

The production of 123 episodes was completed and they were shown on our social media platforms, starting on September 12, which marks Coptic New Year’s Day. The production teams also spent time training young Coptic Christians in the various aspects of film-making.

Watch an [episode of Katameros](#) with English subtitles.

Youth hold the key

In 2022 we completed the filming and most of the editing of a beautiful program series of 26 episodes about young people in the Bible. *Youth hold the key* is about young (anti-) heroes from the Bible who can be role models for today's Arab youth.



Topics of the series include:

1. Joseph in prison
2. Joshua remains in the tent after each time the Lord appears to Moses
3. Caleb challenged 600.000 men
4. Sons of Eli, and the abuse of power
5. Naaman's servant girl; the insignificant girl who shared good news
6. Samuel, consecrated to God's service, and called by God himself
7. Ruth bravely followed her mother-in-law to a strange land, to an uncertain future...etc.

How surprisingly young they were, but never too young for God, to be used in His story with people - even when they made the biggest mistakes possible in their lives. The series is produced for young Arabs. How can they benefit from young people's lives in the Bible? How can they build a strong identity in God now, which will make them influential leaders in the future?

Production of the series presented many challenges to the production team. The covid-19 restrictions prevented outside filming until late in the spring. However, one more day's filming was still needed, which could not

be scheduled until August. Normally it is impossible to film in the intense summer heat, so the plan was to build the set at night, with filming beginning at 6.00 am. The logistics of bringing together the actors, extras, horses, narrator and crew at exactly the right time and before the heat became too intense, put the team to the test. Our experienced producer, Samir, knew that he was dependent upon God and requested extra prayer for the filming, which God honoured.

The series will be broadcast on satellite TV in 2023. Short clips will be produced for use on social media. [Watch the episode about Mark.](#)

Women in the Father's Heart

This is a series of 26 episodes produced specifically for Arab women. Arab women often struggle with their identity and with how they are treated by their husbands, fathers and brothers. *Women in the Father's heart* is the result of many counselling conversations Arab women had and have with counsellors of our follow-up team.

We finished 26 episodes featuring women and the issues they struggle with. Topics include:

- Forgiveness and freedom from feelings of bitterness
- Freedom and inclusion for women
- Marriage from God's point of view
- Are men and women equal to God?
- A woman's submission to a man and vice versa
- The woman is not unclean, and she can approach our Lord at any moment.



Our counsellors help women see God's Fatherheart through these programs and in their conversations on social media.

Three episodes have been subtitled in English.

1. Women are underappreciated
2. Social media obsession, posting nudes on social media
3. Domestic violence against women.

Who do you say I am?, season 2

In 2021 we produced the first series of programs (86 short clips) with this title, based on Jesus' question to his disciples in Matthew 16:15, and on many questions asked of or by Jesus in the New Testament. They are presented by renowned Bible teacher Yousef Nathan and 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. Many have already responded.



In 2022 we completed the filming of season 2 based on the questions Jesus asks in his parables. This series of 67 clips is being edited and will then be broadcast via our social media platforms, on YouTube and through our satellite TV broadcast partners. [Watch the trailer](#)

Project Mark - the Gospel for Libya

In 2022 in pre-production:

In 6 short programs of approximately 5 minutes the evangelist Mark himself will tell us how he brought the gospel to Libya and how it spread across North Africa. The programs will be produced in a docudrama format.



Viewers' questions answered...

Various speakers discuss themes and questions that often come up during the conversations between our counselors and people responding.

In this way the video clips meet the needs of the viewers. We filmed 119 short clips on apologetic issues, identity problems amongst Arab women, how to study the Bible, psychological problems amongst children, relationship and parenting problems. Our speakers and follow-up providers are specialized in different areas and often taboo subjects are discussed. They are taboo, because the people who struggle with them, are ashamed. It's like anywhere else in the world, but in the Arab world all sorts of issues are even less negotiable because of the strong culture of shame.



Topics include:

- The impact of society on women's self-confidence
- The art of setting boundaries
- What are toxic relationships?
- Negative character traits, like the narcissistic personality
- Is holiness important in our relationship with God?
- When is fasting not acceptable?
- The meaning of life
- How does God see me?



- Change is a constant fact of life
- Why do we get married?
- Blessed are those who mourn, for they shall be comforted
- The child's need for love and security
- Challenges in raising children
- Negative speech
- When do I go to the doctor?
- Suffering
- Failure
- Peace I give to you



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. The series is 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 2022 the series of 8 episodes was finalized in Egyptian Arabic ([watch Anthony](#)), 8 episodes were produced in Moroccan Darija ([watch the life of Victor](#)), and 8 in Tunisian Arabic ([watch the life of Tertullian](#)) and in Kabyle.

Episodes in Moroccan Tachelhit, and Chaoui are work in progress. The whole series can be watched in English on [Redeem TV.](#)



Strengthening the Persecuted church in Kabylia / church leadership training



Abdelkader, an Algerian bible teacher, recently rediscovered the first Corinthian letter during his trip to Algeria and felt a strong call to make a series of programs to speak about some of the issues it addresses, which are vital to the spiritual well-being of God's congregation, the body of Christ. Topics like the love of agape, the character of workers in the church, male-female relationships, tithing, and the gifts of the Spirit are discussed in 12 programs of about 10 minutes each for TV and YouTube broadcast.

Short clips were produced for use on Facebook. The series was filmed in March and will be published on our special Facebook page for Kabyle speakers.

[Watch an episode](#) about 1 Corinthians in Kabyle (without subtitles)

Promotional film for Egyptian Ministry of Development



This project to develop slums in the governorates of Cairo and Giza is one of the most prominent projects implemented by the ministry of development, in cooperation with the French Development Agency. Goal is to provide the appropriate infrastructure in the most needy areas, with the aim of contributing to provide a decent life for citizens in these areas.

Another goal is to create an appropriate environment for the development of small projects and the establishment of new projects that provide stable job opportunities.

We completed this project in 2022, after having had to wait for almost 4 years.

Promotional film for Nijvallei foundation

A documentary film was produced about the organization's activities.



Award winning short film in 2022: The bawaab's daughter

Maryam is the 8-year-old daughter of a poor caretaker's family. Her family lives in the basement of the building where the father works. Maryam is a Christian girl who faithfully attends Sunday school. One day they are told that there are many poorer children in Sudan and the Sunday School group is challenged to help them.



Maryam starts to save the small amounts she earns from doing chores and running errands for the residents of the building. Maryam's family has been invited to an uncle's wedding and Maryam's mother urges her to use her savings for a new dress for the wedding. But Maryam does not want a new dress; she wants to help the Sudanese children. Then, just before the wedding ... well, [watch on our YouTube channel](#) to see how it ends!

The short film won three prizes at the film festival in Alexandria, Egypt in May 2022 for best scriptwriter, best director and best actor (Maryam).

Some of the reviews:

'Important film that will be screened for a long time to come.'

'High quality film, in script, image and direction.'

'It has all the hallmarks of a powerful short film.'

'A moving film with an important message:
the joy of giving from the heart.'

Distribution to satellite TV broadcasting partners

The (video) content that Arab Vision produces is primarily used on our own social media platforms and our YouTube channels. However, our three main broadcasting partners: Sat7, Kingdom Sat, and Miracle Channel take most of our programs to broadcast them on their satellite TV channels as well as on their own social media platforms. Thus we continue reaching more and more people throughout the Arab World.

In 2022 we provided Story Channel, a partner specifically broadcasting program series in North African languages and dialects, with a number of program series, produced by us, either recently or some time ago.

Names & attributes of God, 104 episodes, to Kingdom Sat.

The Journey, season 1, 15 episodes and 15 songs to Kingdom Sat and Sat7

The Journey, season 2, 17 episodes and 17 songs, to Kingdom Sat and Sat7

Hope in a world in crisis, 50 episodes, to Kingdom Sat



Social Media / Follow-up

Our social media / follow-up team is based in the Middle East. Graphic designers, content creators, and editors work on the content to share on a variety of social media platforms like Facebook, Instagram, TikTok, YouTube, Soundcloud (audio only).

Some social media / follow-up staff are specialized in developing e-learning courses, and coaching the students who enroll in those online courses. This e-learning part of Arab Vision's ministry started towards the end of 2022; we partner with JesusNet in the Netherlands. In 2022 we continued to use various Social Media platforms 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.



Highlights - Totals from all pages

Professions of Faith: 34

Discipleship online: 162

Bible or Bible portion sent: 7110

Gospel Presented in a private message: 3466

Connected to a church: 11

Top 7 countries of responders:

1. Algeria
2. Egypt
3. Morocco
4. Tunisia
5. Yemen
6. Syria
7. Libya/Saudi Arabia



Light of the World - evangelism and discipleship

Themes for campaigns included: Christmas, Kingdom values, Bible study in Philipians, dealing with emotions, Bible study in James, worship, success, a purpose driven life, names of God, fasting.



Facebook:

- Engagement with posts (likes, comments, shares): 321,380
- Private Messages Received: 82,191
- Conversations with individuals: 13,280

Other platforms:

YouTube: 4556 subscribers;

Instagram: reach: 30,857;

TikTok: views: 171869;

SoundCloud: plays 182242



Hope for Tomorrow - counselling for Arab women

Themes for campaigns included: how women view themselves, feeling inferior, self-confidence, true love or fake love, romantic relationships, ethics in relationships, injustice and loss, fear, faith and trust in God, parents and in-laws, respecting boundaries, hope and meaning.



Facebook:

- Engagement with posts (likes, comments, shares): 167,734
- Private Messages: 15,610
- Conversations with individuals: 2,686

Other platforms:

YouTube Channel Hope for Tomorrow - Subscribers: 731, video views: 22,497
Instagram: reach 390,361

The Secret - for young people

Themes for campaigns included: Loneliness and weakness, self-acceptance, developing your relationship with God, fasting, abuse, the problem of pain, healthy relationships, prayer, God is the Source of comfort and joy, self-confidence and your dreams, confidence in God.



Facebook:

- Engagement with posts (likes, comments, shares): 94,674
- Private Messages: 25,400

Other platforms:

Instagram: reach 254,849



The step - men and women in Yemen

Themes for campaigns on the Yemen page included: Christian morals and stories of redemption, diligence, ambition, dealing with marriage problems, time management and stress, addiction to social media, education of boys and girls and equality, women's rights, reflection, and the story of Jesus



Facebook:

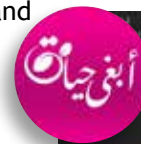
- Engagement with posts (likes, comments, shares): 55,241
- Private messages received: 15,263
- Conversations with individuals: 3,916

Other platforms:

Instagram reach: 47,682

I want life - women in Saud Arabia and Yemen

Themes included: dealing with marital problems, parental intervention, principles of a successful marriage, a woman's right to live freely, self-confidence, faith, patience, women in the Bible, holiness, honesty, loving your neighbour, living in peace and security, health issues, raising children without discrimination, positive parenting techniques.



Facebook:

- Engagement with posts (likes, comments, shares): 41,967
- Private messages received: 19,262
- Conversations with individuals: 3,526

Other platforms:

YouTube: 1177 subscribers,
Instagram reach: 127,781



Viewers respond

Why are there four Gospels?

Hamad is from Egypt. He has many Christian friends and occasionally he goes to church. We had a discussion with him about the meaning of the son of God and why there are four gospels. He asked us to recommend to him one of the gospels for him to start reading. We gave him a suggestion and continue to follow-up with him as he asks questions and journeys with us in discovering more about what we believe. Pray that he will be open to learning more and willing to ask more questions to go deeper.

Don't take the decision lightly...

S. came to us and shared that he couldn't accept the idea that Jesus is the Son of God. We welcomed his questions and struggle to understand this truth and had a discussion in which we explained to him the essential truth of our faith. We had a very long discussion back and forth about this topic and then, after he came to a place of understanding, he told us that he wanted to become a Christian. We encouraged him to continue to go deeper, read the Bible, and find out more about Jesus and Christianity. We want him to make this important life changing decision with a level of understanding and not to make it lightly. We sent him the Gospels and we continue to walk with him and help him in his journey of faith.

His life has been changed!

Marianne is a married woman with a daughter. Two years ago she told us about her husband's betrayal and after talking to her she messaged us about the transformation and change that happened in her husband and that he started going with her to church and changed his life around.

My mother-in-law....

Lulu is married with children and lives with her husband's large and busy family in one house. Lulu's husband decided to move to a private small family home, but the move was postponed due to his mother's desire that they stay with her. One day Lulu's family decided to finally make the move to the new house, but afterwards Lulu's mother-in-law expressed her intense disapproval with them leaving and this made Lulu's husband sad and depressed. He was deeply affected by his mother's reaction and disapproval.

We encouraged Lulu to support her husband in this matter and make efforts to reconcile and connect with her mother-in-law. She is the grandmother of their children and building bridges of communication, visiting the large family, meeting their needs and also inviting them to spend time in their new home, will go a long way to help the relationship. Lulu was encouraged by the suggestions and decided to start with them, and we can see from her words a sign of hope for the return of this relationship again.

Seek and you will find....

Sahar is a young Muslima from North Africa. When she first talked to us, she didn't allow us to get to know her but she went straight to the questions. Sahar asked us about the women in Christianity. We answered all of her questions and shared with her the story of the woman who was caught in adultery. Sahar shared that she left Islam a while ago and currently she is searching and looking at different religions. We encouraged her to search more and find the truth herself. We told her how Christianity is not just a religion but it's a personal relationship with God through Jesus Christ. After a long conversation she asked about the Holy Spirit. She was very open to listen and to know more. We prayed with Sahar and still follow up with her.

I don't deserve that...

Badr is a young man from Algeria. At first, he told us that every time he thinks about Jesus, he feels that a dove flies over him. We told him that the dove symbolises the Holy Spirit. We told him the story of Jesus' baptism. He said that he wants to be baptized. We told him first you have to know Jesus as Jesus wants you to know him. He was surprised, saying: "I am sinful, I don't deserve that". We started to tell him the gospel message and how Jesus loves him. Badr accepted Jesus in his life and prayed with us saying: "I believe with all my heart that Jesus is God. Jesus, please forgive me all my sins and rule over my life, give me eternal life." We still follow-up with him.

Kind hearts

Anas is from North Africa. He told us that he wants to be a Christian as he feels that Christians are good people with kind hearts. We shared with him the gospel message. Anas accepted Jesus in his life and prayed with us. We still follow up with him to help him grow in discipleship.

On a journey...

Asel came to the page, very aggressive and ignorant of Christianity. After discussion she started to show understanding and asked us to pray for her. Through our conversations with her she's now ready to read the Bible. We've sent a link to the Bible and continue to follow-up with her on this journey of being opposed to Christianity to a place of openness and we pray in time to a place of faith.

He fears for his life...

S. from Yemen converted to Christianity in secret. He told us that he fears for his life and wants to leave his country. We are supporting him and praying with him.

Looking for justice and freedom

G. is almost 40. She comes from Saudi Arabia, but is living in another country now. G would like to be a Christian and she's read parts of the Bible. We asked her why she wanted to be a Christian and she replied that only in Christianity could she find the justice and freedom that she was looking for. We asked her to explain more and she said in Christianity you can find freedom and justice in daily life and with the Lord. We asked her what she had read in the Bible and she told us she read about how Jesus suffered from the people and the preaching of Jesus in the Gospels. We continue to follow-up with her as she journeys in her discovery of Christ.

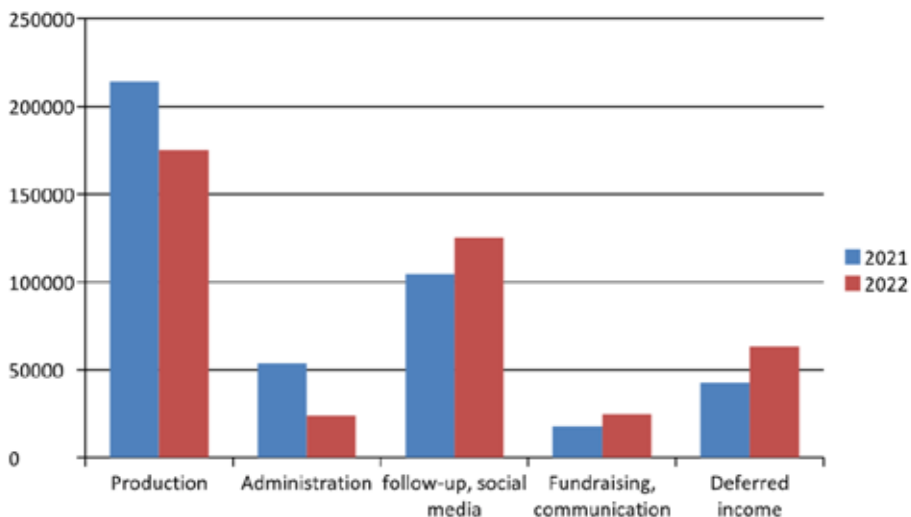
Please, send me a Bible...

Fatima is young woman from Saudi Arabia. She communicated with us and asked us for a Bible. We sent her the Bible and she needs much prayer for the Lord to speak to her deeply through the Word as she starts to read it. We will continue to connect with her as she starts to read and help her discover more of the truth.

Financial Report 2022

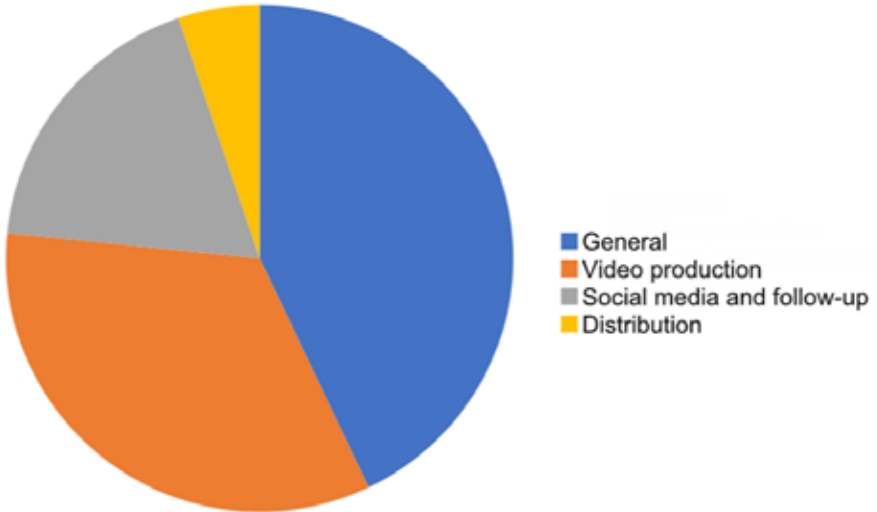
Income and expenditure for 2021 and 2022, all in US\$

	2021		2022	
	Expenses	Income	Expenses	Income
Total income		472.817		500.834
Production costs	214.390		174.961	
Administration	53.708		24.105	
Follow-up, social media team	104.500		125.386	
Fundraising and communication	17.984		24.967	
Deferred income	42.721		63.467	
Total expenditures		433.303		412.887
Income and expenditure result		39.515		87.947



Sources of Income 2022

Source	US\$
General donations	215.018
Designated donations for video production	168.558
Designated donations for social media and follow-up	91.266
Distribution income	25.992
Total	500.834



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

Contact and Bank details of Arab Vision

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
contact@arabvision.org

Get in Touch

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