



## Media For Change

Annual Report 2023



# Table of Contents

|                                         |    |
|-----------------------------------------|----|
| Foreword                                | 3  |
| Vision and Mission                      | 4  |
| Arab Vision - A community of Christians | 5  |
| Productions                             | 6  |
| Distribution                            | 15 |
| Follow Up                               | 15 |
| Viewers Respond                         | 19 |
| Financial Report                        | 22 |
| Boards of Arab Vision                   | 24 |
| Contact and Bank details of Arab Vision | 24 |

## Foreword

2023 marks the 26th year that Arab Vision has been active in the Middle East. With a modest budget, local Christians manage to make evangelistic, challenging, and encouraging video and other (social) media productions that have an impact on people in countries that are difficult to reach with the Gospel. Countries like Algeria, Libya, Saudi Arabia, and Yemen. We know this because many thousands of people respond to those programs via social media. Those figures are impressive, but even more impressive are the personal stories of people who look for truth in this life. To who Jesus really is. Our newsletters regularly feature these stories.

Our Arab Vision colleagues support people in that search and help them grow in faith. And it regularly happens that men and women dedicate their lives to Jesus as their Saviour, even though they know they may pay a high price for that: socially, in their families, and, more than once, physically. The challenges they face are huge, and yet they choose a life with Christ. They find their salvation in Him.

Together with all of our supporters, both in prayer and in finances, we are grateful for the fruit that God has given to our ministry in 2023. In addition, we as a board are particularly grateful for qualified and highly motivated colleagues in our Arab Vision ministry, both in the Netherlands and in the Middle East.

This work, our colleagues, and certainly new believers and those who are still searching, need God's help, wisdom, and guidance. In addition to financial resources and commitment, prayer for His guidance and support is deeply needed. Based on His Word, we can trust that He will continue to provide that support, in whatever form, in 2024. Because He will not abandon the work that He has started in people's lives.

All glory be to Him!



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, using modern media.

Emphasis is on producing and distributing effective Christian video programs, and on providing follow-up, discipleship and counselling.

We use social media platforms and satellite TV for sharing our content with various target audiences, in the languages of the peoples of the Arab World.

## 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 2023 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 work as social media and follow-up staff, and some in administration, management and fundraising.

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 2023, including financial management, implementing artificial intelligence, communication and writing skills, designing online courses, etc. Staff meetings were held weekly and several times in 2023 all staff enjoyed some teambuilding days away from the workplace.

Some families among our staff struggle with the care for their children with special needs. In their country it is hard to find the right treatment, and to be able to pay for that, once it is found. In 2023 we set up a special fund for this, to support our staff and their families, reflecting being a community.

## Productions

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

In 2023 we produced 140 short clips (of about 4 minutes) and 35 programs of about 15 minutes, 17 programs of approx. 20 minutes, 57 video songs of 4 minutes; in total 1636 minutes.

In addition we produced the voice-over for 52 sand art Bible stories in Kabyle, Algerian Arabic and Libyan Arabic.

### *Productions in 2023 include:*

#### **Peace in a Broken World**

During the Christmas season we produced a program about Christ and peace. The program consists of 15 episodes of 17 to 23 min, including 63 songs, devotions, and street interviews (vox pops) in some countries in North Africa and the Middle East. We cooperated with Sat 7 in meetings of poets in Morocco, Tunis, and Lebanon, and we conducted street meetings with the Sudanese and Egyptians, asking them about the meaning of peace in these Arab countries,

In addition we produced teaching segments on the meaning of peace, how I can be a peacemaker, and hymns.

[Listen to the song Peace on Earth](#)

[Listen to the song You honoured our country](#)



## Easter 2023: He raised us up with Him

We produced 22 devotions and 62 songs on the theme of Overcoming Fear. Jesus' crucifixion and death caused fear and anxiety among Jesus' disciples and others around Jesus, which prompted them to flee. However, after the resurrection, the behaviour and life of the disciples changed when courage expelled fear. They preached the resurrection of the crucified Christ, "With great strength, the apostles bore witness to the resurrection of the Lord Jesus, and great grace was upon them all" (Acts 4:33). God raised him from the dead, of which we are witnesses" (Acts 3:15).

[Listen to one of the songs.](#)



## Sandy Tales

Sandy Tales are Bible stories through sand art. In previous years we produced the voice over for 43 stories in Yemeni, Egyptian and Sudanese Arabic. In 2023 translation and audio recording has taken place of 11 stories in Libyan Arabic, 22 in Algerian Arabic and 22 in Kabyle language. This project is done in cooperation with Jesus Net.

[Watch Psalm 23 in Libyan Arabic](#)

[Watch Martha and Mary in Kabyle](#)



## Katameros

In 2023 we finished the production of Katameros, 365 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 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 work to 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.

Production of 430 episodes was completed and they are broadcast daily on social media platforms.

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



## Youth hold the key / youth in the Bible

In 2023 we completed the subtitling in English of a beautiful program series of 26 episodes about young people in the Bible. Youth hold the key is about young 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 shares 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.

[Watch the complete series with English subtitles on the Arab Vision YouTube channel, playlist Youth and children](#)



## Who do you say I am, season 3

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 Youssef Nathan and aim to find answers to the many complicated questions Muslims and Christians struggle with today. In 2022 we completed the filming of 67 clips, season 2 based on the questions Jesus asks in his parables. In 2023 and the beginning of 2024 we produced season 3, of 70 episodes of 10 minutes and developed training courses on the subjects.



[Watch the first episode from season 3 about the Prodigal Son](#)

## Project Mark - the Gospel for Libya

In 6 short programs of 5 minutes the evangelist Mark himself tells us how he brought the Gospel to Libya and how it spread across North Africa. The programs have been produced in a docudrama format and will be followed by a series of testimonies and devotionals by Libyan Christians. The scripts for this program were completed in 2023.

Both Christians and Muslims often have no idea that the very country, in which they live, once had such a thriving Christian community. The country is still full of - largely undiscovered - remains of this Early Church.



## Beloved

The goals of this program are to raise awareness and support Arab men in the roles they take or should take in society, the family, and the church. The program aims to provide tools and resources for Arab men to better equip themselves for these roles in changing societies. Additionally, the program seeks to challenge harmful cultural stereotypes and expectations that may negatively impact Arab men's self-perception and limit their potential.

Some of the key issues that the program addresses include: gender roles, family dynamics, personal development, spirituality, and cultural traditions. By exploring these issues and providing a platform for Arab men to share their experiences and perspectives, the program hopes to foster a more nuanced and inclusive understanding of masculinity and support the growth and development of Arab men in their various roles.

[Watch the trailer](#)

[Watch an episode about male bias](#)



## Gamila

Gamila, a short film about finding true love. Will Sarah, a modern Samaritan woman, find real love? (Based on the Gospel of John, chapter 4, and an actual story).

Sarah is a young woman who has grown up in an environment without love. As a teenager, Sarah started having relationships, looking for love and hoping to fill the emptiness in her life. Each relationship was unhealthy. She alternated between being a victim and a manipulator. Realising she is treated as a toy, she experiences a complete break-down.



How applicable, confronting and encouraging is the story of the Samaritan woman. Jesus does not judge her because of her murky past but offers her a future of forgiveness and a new life. Her life changed dramatically after her encounter with Jesus. Do we view her as a sinner to be shunned, or as a human being who needs to be embraced by grace and hope for the future? This film wants to break through taboos like loneliness and rejection.

Watch the film with [English subtitles here](#) and with [Dutch subtitles here](#)



## E-Waste documentary

Egypt is the third most populated country in Africa and it has one of Africa's highest GDP. The e-waste generation of the country is therefore one of the highest of the continent. In addition, some e-waste is also imported, partly illegally.

Although the amount of e-waste in the country is high, the number of formal e-waste recyclers is low and these recyclers operate on a small scale. There is no formal collection system of e-waste, no specific regulation or financing mechanism and the involvement of the producers is low compared to Europe. Most of the e-waste is therefore collected and treated through informal channels, with poor health and safety conditions, and high environmental impact.



## 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 previous years 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.](#)



## Distribution

- Easter - Sat 7, Kingdom Sat
- Women in the Father's heart - Sat7, Miracle Channel
- Who do you say I am II - Sat 7, Kingdom Sat, Miracle Channel
- Koinonia - Sat 7
- Katameros - Sat 7
- Peace program (Christmas) - Sat 7
- Be a light - Kingdom Sat
- Sandy Tales (Egyptian and Yemeni Arabic) - Kingdom Sat

## Follow Up

Our follow-up team has its basis in the Middle East. The team is connected to other follow-up teams in the region. In 2023 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.

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: 109
- Bible or Bible portion sent: 12,068
- (Christian) materials sent: 12,689
- Connected to a church: 13
- Set up face to face meetings: 33
- Discipleship on line and/or referred to e-learning: 3060

### Top 5 countries of responders:

1. Algeria
2. Egypt
3. Morocco
4. Tunisia
5. Yemen



## More information about our various social media channels:

### Light of the World - evangelism and discipleship



Themes for campaigns included: The birth of Christ, women in the Father's heart, fasting in the Bible, the resurrection of Christ, appearances of Christ, Christian marriage, heroes of the faith, reflections on Mary, the community of Christians, fruit of the Spirit, what is heaven, advent and nativity.

#### Facebook:

- Engagement with posts (likes, comments, shares): 1,582,674 (2022: 321,380)
- Private Messages Received: 88,519
- Conversations with individuals: 25,727 (2022: 13,280)

#### Other platforms:

- YouTube: 7,333 subscribers
- Instagram: reach: 48,621
- TikTok: views: 777,228 (2022: 171,869)
- SoundCloud: plays 605,872 (2022: 182,242)

### Hope for Tomorrow - counselling for Arab women



Themes for campaigns included: my self portrait, feelings of inferiority, self confidence, types of personalities, choosing your spouse wisely, marital troubles, divorced women, challenges of raising children, faith and trust in God, what to do when in-laws get too involved in your marriage, communication skills, widows and those that are separated/divorced.

#### Facebook:

- Engagement with posts (likes, comments, shares): 267,145
- Private Messages: 25,166
- Conversations with individuals: 7,202 (2022: 2,686)

#### Other platforms:

- YouTube: Subscribers: 1,613, video views: 17,744
- Instagram: reach 515,583



## The Secret - for young people



Themes for campaigns included: youth and freedom, women in the Father's heart, how to have a relationship with God, the resurrection of Christ, Jesus our healer, dealing with stress, healthy relationships and forgiveness, mental health and boundaries, love, healing and relationships, depression, self-confidence, God the Father and the birth of Jesus

### Facebook:

- Engagement with posts (likes, comments, shares): 370,569 (2022: 94,674)
- Private Messages: 89,607 (2022: 25,400)
- Conversations with individuals: 13,695

### Other platforms:

- Instagram: reach 173,389
- TikTok: views 389,297

## The Step - men and women in Yemen



Themes for campaigns on the Yemen page included: hope in having a purpose and meaning for your life; overcoming psychological problems like grief and trauma; love and sacrifice in the life of Christ; sandy tales in Yemeni dialect; loving yourself; God's invitation of love and peace; developing your resources; Abraham and Jesus - the story of redemption; your role in the life of your children at different stages; healthy relationships; learning from mistakes and planning for new beginnings; the birth of Christ.

### Facebook:

- Engagement with posts (likes, comments, shares): 73,871
- Private messages received: 39,516 (2022: 15,263)
- Conversations with individuals: 13,722

### Other platforms:

- Instagram reach: 418,930



## I want life - women in Saud Arabia and Yemen



Themes included: identity and value; the right to live freely, violence and injustice; passions and dreams; self confidence; the blessings of the resurrection of Christ; the importance of discovering sources of support; dealing with despair and frustration; toxic relationships; boundaries; true love; betrayal; protecting your marriage from collapse; successful marriage principles, communication.

### Facebook:

- Engagement with posts (likes, comments, shares): 53,622
- Private messages received: 12,882
- Conversations with individuals: 3000

### Other platforms:

- YouTube: 1172 subscribers
- Instagram reach: 397,446
- TikTok: views: 21,843



## Assiwel - Kabyle

Reaching men and women in Algeria

### Facebook:

- Engagement with posts (likes, comments, shares) 7,705
- Private messages received: 794
- Conversations with individuals: 262

## E-learning platform

This e-learning platform is in partnership with Jesus.net

- Number of courses: 17
- Number of students: 3,221
- New course starts: 3,479
- Course completions: 404



## A miracle every day

Newsletters sent via email, in partnership with Jesus.net

## Viewers respond

### It is not an easy thing to follow Him...

Zainab is a 20-year-old student at university. She contacted us via one of our Facebook pages and had questions about the Christian faith and the Holy Spirit.

We answered all her questions about the nature of God, the Spirit, the Word, the incarnation, the divinity of Christ, the cross, the resurrection, the Trinity, and the authenticity of the Bible. We sent her short videos and the

Jesus movie in her dialect. Zainab understood many things from it. We continued our contact, sent her a course about Christ and discussed it together. Finally, we invited her to pray and accept the Lord Jesus as a personal Saviour for her life. She replied: 'I am very convinced of Jesus Christ, but it is not an easy thing to follow Him. Let's read more in the Bible and discuss more'. We have agreed to continue reading and studying together as she is growing in her understanding of the Gospel.



### How can I trust people?

Yorita is a young Muslima from North Africa. She contacted us via one of our Facebook pages. She suffers from a lack of trust in people, especially men. Her relatives and family members cheated her, which made her suffer from a lack of trust in people, especially men. Many of those around her are suffering from problems in their marriages due to infidelity, and this has bad effects upon her life. We helped her discover the true meaning of confidence, and she learned how to protect herself from the betrayals of friends. We also explained to her the differences between real love and fake love and helped her to rearrange her thoughts and learn how to choose her partner. She thanked us for helping her. She said that she learned a lot of things, and the most important thing she learned was the ability to protect herself from being betrayed.



### Dare I set boundaries?

Sama is a young Muslim mother from Egypt. She wrote, “I have a problem with being a weak person, and if someone presses me, I do not know how to defend myself or take the right action toward the situation. I want to have a mature personality and learn how to deal with different events and people in balance. Also, I want to have self-confidence.” We spoke to her about her feelings and fear that people will turn away from her if she’d express her own feelings. She admitted that. ‘Yes. I am a very sensitive person, and I am afraid that people will turn away from me.’ We sent her a video about her sensitive personality. She was grateful for it and said that the words are true and she will apply the tips. We also sent her a video about strengthening her self-confidence and continue to communicate with her.

### Lead me to the Light...

Abdul Karim is a young man in North Africa. He is from a Muslim background and was attracted to Christian history. He used to love comparing religions and issues of faith and atheism, yet he was convinced that Christianity would be the very last religion that a person could accept.

Three years ago, he had a dream in which a man dressed in white was offering him a candle, but he refused to take it. The next day he had another dream. He saw the same man standing in a far place during the night. Near the man he saw a place from

which light was shining. As he started to walk towards the man, some dogs started to attack him, so he ran away for fear of the dogs. The next day, Abdul Karim and a friend were hiking in the mountains. They were close to a waste dump, and he recognized the place from his dream. He looked around and found an Arabic-French Bible. It was wet and dirty, but he took it home. He got in touch with us and we explained the Gospel to him. He is deeply touched by the dreams and finding this Bible.



### Who is Jesus?

Faisal is a Yemeni Muslim. He contacted us via one of our Facebook pages and told us that he believes in Christ. We asked him to talk about his faith and explain what Jesus means to him. Faisal said that he believed Jesus is one of the prophets. We got into a conversation about Christ, who he is and what he says in the Gospel. Faisal was very responsive and had many questions.

We sent him a Bible and the Jesus film and are praying that God will open his heart and his understanding.



### You understand my situation!

Heba is a young mother in the Arabian Peninsula. She is separated from her husband and because of her husband's problems with her she began to realize that justice is often not done to women. Heba also had a vision of Christ, which moved her powerfully. She wanted to be a Christian. There was nobody she could talk to, but she found our Facebook page which encouraged her in her new faith. We sent her a link to the Bible. At first she was hesitant to read it, but she responded and read the verses we sent to her. She had questions about prayer and faith. We tried to answer all her questions and Heba was relieved because she discovered that she was talking to someone from her country who understood her problems, as she had also suffered from the same circumstances. We prayed with Heba and she is very happy with her new life in Jesus. She is growing in grace and her heart is filled with the love of Jesus Christ.



*The pictures with the stories do not portray the actual people.*

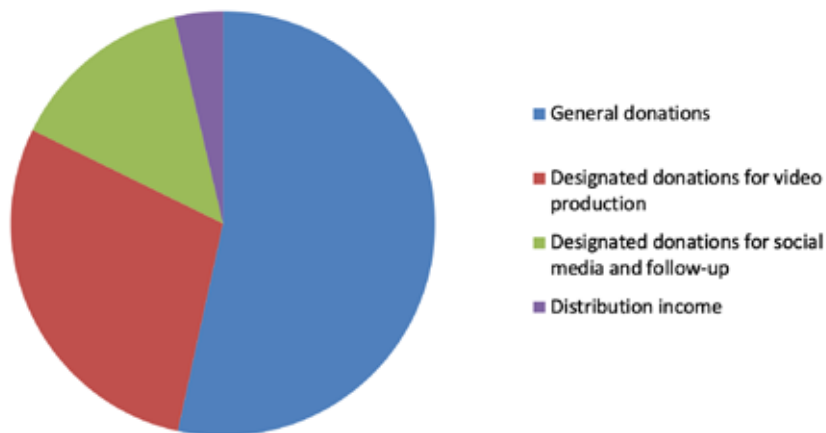
## Financial Report 2023

Income and expenditure for 2022 and 2023, all in US\$

### Sources of Income 2023

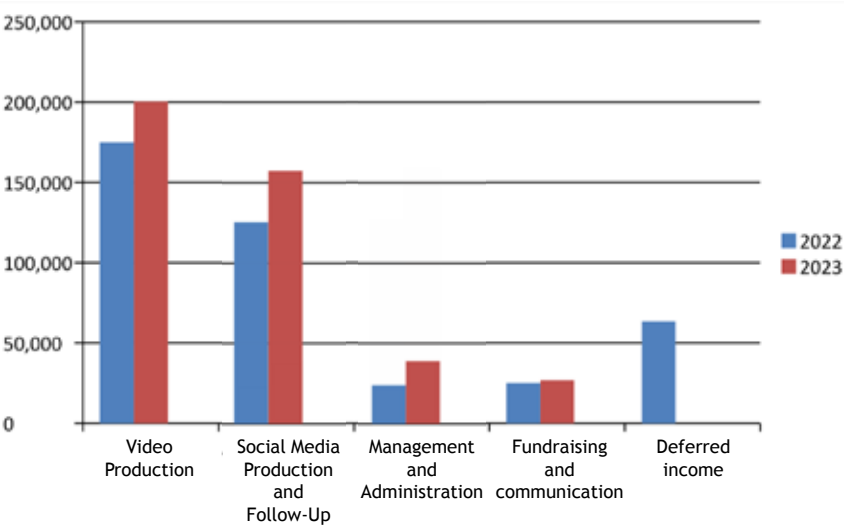
| Source                                              | Amount (USD)   |
|-----------------------------------------------------|----------------|
| General donations                                   | 242,536        |
| Designated donations for video production           | 130,874        |
| Designated donations for social media and follow-up | 63,896         |
| Distribution income                                 | 16,654         |
| <b>Total</b>                                        | <b>453,960</b> |

### Sources of income 2023



| Income and Expenses Summary<br>Report 2023 (all amounts in USD) |          | 2022           |          | 2023           |
|-----------------------------------------------------------------|----------|----------------|----------|----------------|
|                                                                 | Expenses | Income         | Expenses | Income         |
|                                                                 |          |                |          |                |
| <b>Total income</b>                                             |          | <b>500,834</b> |          | <b>453,960</b> |
|                                                                 |          |                |          |                |
| Video Production                                                | 174,961  |                | 200,414  |                |
| Social Media Production and<br>Follow-Up                        | 125,386  |                | 157,345  |                |
| Management and Administration                                   | 24,105   |                | 39,017   |                |
| Fundraising and communication                                   | 24,967   |                | 26,896   |                |
| Deferred income                                                 | 63,467   |                |          |                |
| <b>Total Expenses</b>                                           |          | <b>412,887</b> |          | <b>423,672</b> |
|                                                                 |          |                |          |                |
| <b>Grand Total</b>                                              |          | <b>87,947</b>  |          | <b>30,288</b>  |

### Expenses 2022 and 2023



## 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 options to donate to Arab Vision ([English](#) / [Dutch](#))

.



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.