

Transformed

2022 Annual
Financial Report

Reaching Everyone, Everywhere

This report provides the yearlong results of the ministry efforts you've funded through Jesus Film Project®. Celebrate how God sparked change around the globe through the power of His story of transformative love.



The story of Jesus **transforms** everything.



What You'll Find in This Report:

Whether Jesus Film Project® is creating more resources in more heart languages, linking more partners with tools for ministry, or connecting more individuals with the gospel online and on television, it's all done with the goal of introducing people to God's transformative story and love. This report celebrates how God made a shift in lives and ministry through projects funded by partners like you. In this report, you will also find an overview of financial information for the 2022 fiscal year. **Thank you!**

Some identifying details may have been changed for confidentiality throughout this report.

Transformed

2022 Annual Financial Report

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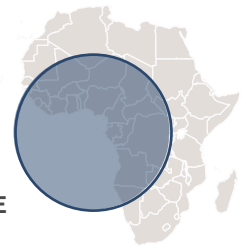




Meaning Transformed

FILM TRANSLATIONS

FRANCOPHONE AFRICA



Full of Joy to Have *JESUS*

After experiencing problems with visas, rerouted flights and the latest COVID-19 variant, the recording team wondered if the Kiviila *JESUS* film recording would even happen. Nevertheless, what God had purposed came to pass.

When the team members landed in Francophone Africa, the airport personnel said their equipment bags didn't make the connecting flight and would arrive the following day. But the next day they drove to the airport only to find it empty and closed. Another flight from their connecting location wouldn't arrive until four days later.

Disillusioned by the fact that they'd lose five full days of recording, the team members thought the project wouldn't happen. But in faith they decided to drive to the recording location anyway and prepare as best they could. The voice actors, eager to perfect their work, spent hours practicing their lines. Even after the team encouraged

them to go home and rest, they stayed and practiced. One team member got emotional thinking about how committed they were. They embodied the spirit of Isaiah 6:8, where Isaiah said: "Here I am! Send me."

When four days had passed, the airline personnel said the bags were missing and not on the next flight as planned. This was devastating news. Without the equipment, the recording couldn't happen. The team members prayed for God to provide a way but couldn't see one themselves. In faith their coordinator drove back to the airport anyway, and somehow the bags were there!

Due to the shortened time frame, they completed only 80% of the film. One team member wondered about those reviewing the partial film: *Would they be disappointed that we didn't finish? Without the music and effects, would they even like it?* But she worried needlessly. They exhibited incredible joy!



This woman smiles as she views JESUS in her language after the Kiviila recording is done. At first the viewers watched in silence, but then they began to laugh during amusing scenes and nod and hum in approval when Jesus taught truths. They sat amazed as they watched the first film ever made in their language!

One man said with tears in his eyes:

"My people are going to see how Jesus has suffered for them, because of the film. We can never forget what you have done for us."

A Jesus Film Project® partner from a nearby country graciously finished the remaining portions of the film after the team left, so the Kiviila people now have a fully recorded *JESUS* film!

Instead of disappointment with a partially finished film, they found that just a fraction of God's Word in a language they truly understand meant so much more than all the completed films in the world combined.



Notable News

The *JESUS* film is available in 2,000 languages—more than 2,000 languages, actually! We're completing new translations and recording new language versions of *JESUS* as you read this! Hearing the story of Jesus in your heart language means so much more than hearing it any other way, and we want everyone to have that experience.

The 2,000th language is Zo—with roughly 69,000 people worldwide speaking it as their heart language. Zo speakers are from Myanmar, but because of recent instability in the country, you can find Zo people across the world. The printed Bible in Zo isn't widely available in Myanmar, and many Zo can't read. We're praying this new translation of *JESUS* in Zo provides a way for them to have access to the story of Jesus in a format they can understand, wherever they may live.



While recording the *JESUS* film in Flemish (a language spoken in Belgium), one voice actor shared how God transformed her view of the significance of translation:

“I really didn’t understand why you wanted to take the effort to put this film into Flemish. We all speak English and watch most films in English or French. Very few films are in Flemish, so I wondered, Why bother? But after reading and dubbing for this project, I am so excited to hear this film in my own language, Flemish! I really didn’t think it would make a difference, but it has so touched my heart. It is more of an experience than just a story. Somehow hearing it in Flemish makes it feel more true for me!”





Purpose Transformed

TEAMS AND EQUIPMENT



CENTRAL ASIA



Notable News

Praise God with us that the Jesus Film Project® Africa Distribution Center in Kenya became fully operational and took on responsibility for serving all 51 countries of sub-Saharan Africa on November 15, 2022—five months earlier than anticipated! The center provides equipment like projector sets and tablets to partner organizations.



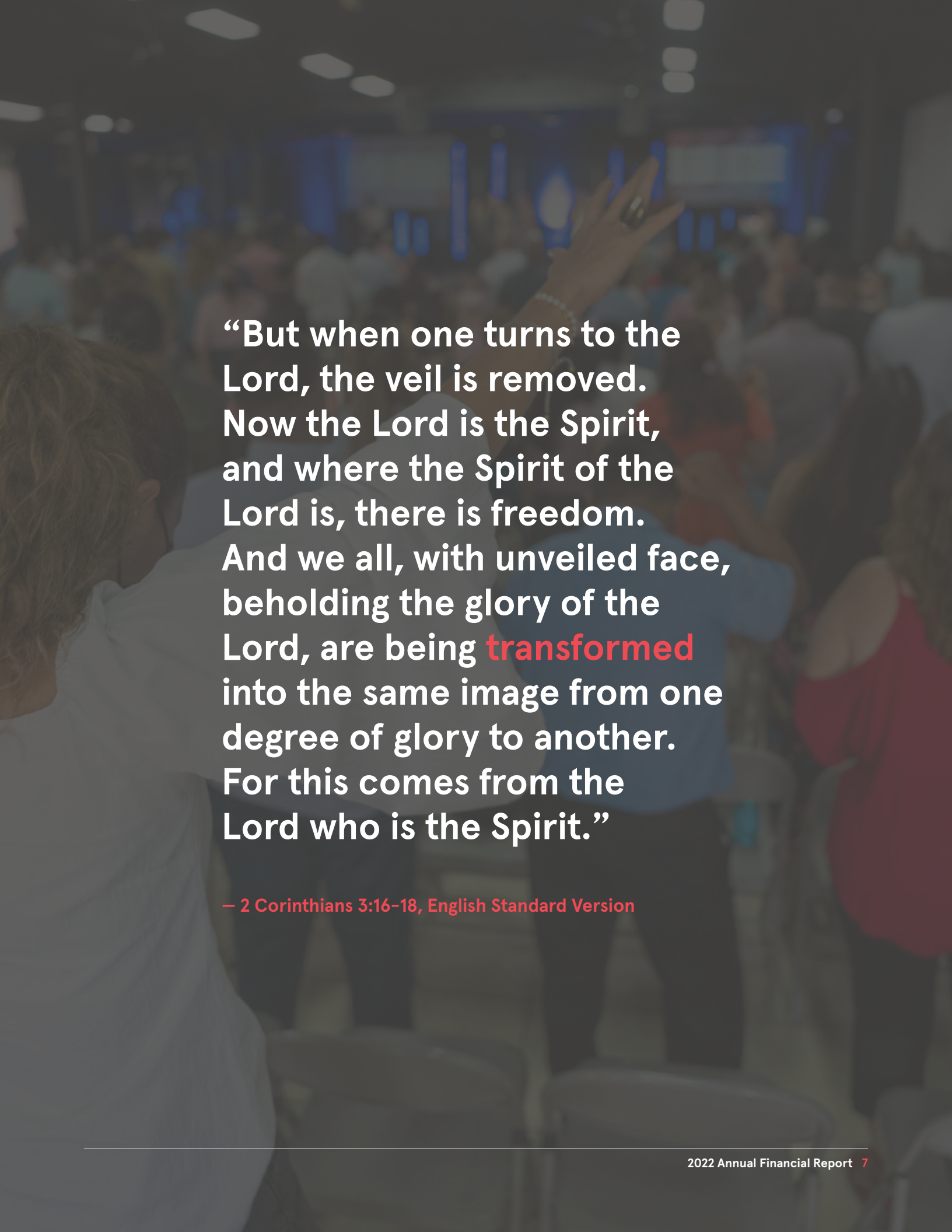
The Storyteller Receives a New Story

While distributing clothing to people in need, a team with Global Church Movements (GCM)—the church-planting arm of Cru®—met Umed, the eldest man in the community. Umed warmly invited the team members into his home and insisted that they stay with him and his 11 family members.

After they ate together, everyone settled in for a time of storytelling. Umed told stories about the culture of the village. Upon finishing, he invited GCM team members to share stories of their own. The team members—whom Umed had so generously taken in—spoke of Abraham’s hospitality in the Old Testament. Followers of the region’s dominant religion would likely be familiar with such stories. The team members also shared stories about the love of Jesus—a love like what Umed had shown them. As the team members spoke, the whole family listened and asked questions. The stories captivated even a 5-year-old child!

Though the night grew late, the family excitedly agreed to watch *Magdalena: Released From Shame* when the GCM team suggested a movie that contained more of the stories they’d just heard. As they watched the film together, the portrayal of Jesus’ suffering moved the family members’ hearts and emotions. Some shed tears, and the family told the team that this film was a gift.

Afterward Umed declared his desire to share this story with others. The GCM team left Umed with DVDs and SD cards loaded with films about Jesus. After two months the team returned to the village and heard that Umed—the faithful storyteller, now with a transformed purpose—had shown approximately 200 people movies about the life of Christ!



“But when one turns to the Lord, the veil is removed. Now the Lord is the Spirit, and where the Spirit of the Lord is, there is freedom. And we all, with unveiled face, beholding the glory of the Lord, are being **transformed** into the same image from one degree of glory to another. For this comes from the Lord who is the Spirit.”

— 2 Corinthians 3:16–18, English Standard Version



Ministry Transformed

DIGITAL STRATEGIES

BOSNIA AND HERZEGOVINA



From Nibbles to Netfuls

For 10 years a mission team in Bosnia and Herzegovina tried different approaches to build relationships with spiritually hungry people—humanitarian aid, English classes, running a business, flood relief, Christmas gifts for children and even goat farming. The team met a lot of people, but the people weren't interested in Jesus or spiritual conversations.

Unfortunately, the team members' efforts didn't lead to faith-building relationships like they anticipated. That's when they decided to try media. They learned of the Media to Movements strategy, using media to find and connect with those seeking spiritual conversations online. Mission team members invested six months to launch the first media campaign. The response exceeded their expectations. They posted a Facebook ad that referred to Jesus and asked: "Are you one of those people who had a dream of the man in white?" In 20 days they had more engagement with spiritually hungry people than the first 10 years combined! One team member noted: "It felt like we had been using a small fishing pole, and now we had a large net." God completely transformed the way they do ministry.

Since the media launch in Bosnia, God has expanded the use of digital strategies to nearby countries, such as Serbia. In nine months Serbian team members saw 281 new faith mentees, and 58 people accepted Christ. God continues opening doors for mission team members to share what they've learned through Media to Movements, and they now coach 18 other teams in the same strategy. They are "fishers of men," as Jesus said (Matthew 4:19, English Standard Version)—using digital nets.

"It felt like we had been using a small fishing pole, and now we had a large net."

— Bosnia Media to Movements team member

What Is Media to Movements?

This partnership utilized social media to identify people on a spiritual journey to Christ, filtered them to determine those most interested, and connected them with local faith mentors to equip them to reach their family and friends with the gospel. Project workers frequently integrated Jesus Film Project® digital media resources with their content. In fact, those who regularly coach Media to Movements teams said that most teams use Jesus Film Project tools for evangelism, with one coach noting: "It's one of many teams' go-to content pieces."





Lives Transformed

TELEVISION BROADCASTS



SOUTH ASIA

“I have been crucified with Christ. It is no longer I who live, but Christ who lives in me. And the life I now live in the flesh I live by faith in the Son of God, who loved me and gave Himself for me.”

— Galatians 2:20,
English Standard Version

From Crime Family to Christ’s Family

Jairaj was a violent gangster—a nuisance to all in his village. He had great influence over the young people in his area, where there were no Christians. During Easter he saw the *JESUS* film in his heart language on TV. The gospel so touched his heart, he contacted a call center number that was advertised as part of the broadcast. After calling the center, Jairaj prayed with a ministry worker and received Christ as his personal Savior. The worker connected Jairaj with Pastor Veejay, who began to meet with him to teach him how to grow in his faith in Christ.

Jairaj’s character changed so much that everyone in his family and many in his village noticed that he was no longer the evil man they had known. They asked him what happened, so Jairaj requested that Pastor Veejay meet with the people. They asked him, “What did you do to him?” The pastor answered, “This is what Jesus can change!”

Jairaj shared Christ’s story with the young men of his village and encouraged them to watch the *JESUS* film. One of these young men—Reyansh—came to faith in Christ, and now he and Jairaj are establishing house churches in their area. Pastor Veejay had the opportunity to baptize 12 people as more believed in Christ after witnessing Jairaj’s complete life transformation through the power of the Holy Spirit.



Praise God for opportunities to broadcast Jesus Film Project® content like this on TVs across the world! During Easter 2022 there were 50,400,925 broadcast views recorded worldwide.





2022 Highlights



Film Translations

84

new language translations of the *JESUS* film

2,037

total translations of *JESUS* as of December 31, 2022

604 *JESUS* translations were completed as part of the Mission 865™ initiative as of December 31, 2022; **46** of these translations were completed in 2022.



Digital Strategies†

371,625,421

plays of Jesus Film Project® resources^{††} online across multiple digital platforms

Viewers in **233** countries accessed Jesus Film Project content in **2,033** languages and dialects across all digital platforms.

Equipment

117 countries were equipped with **\$4,091,795** worth of equipment.

Television Broadcasts

56 countries broadcast Jesus Film Project films^{††}, resulting in **139,351,418** views[‡] of Jesus Film Project content.

† Statistics are from the fiscal year (September 1, 2021 - August 31, 2022).

†† Includes *JESUS* and other media resources such as *Magdalena: Released From Shame*, *The Story of Jesus for Children*, *Walking With Jesus*, *Rivka* and *Following Jesus*.

‡ May include multiple viewers per recorded view.



Statement of Activities

(IN THOUSANDS)

	<i>Year Ended August 31, 2022</i>	<i>Year Ended August 31, 2021</i>
REVENUES:		
Jesus Film Project® Contributions	\$54,588	\$50,589
Staff Contributions	25,691	25,592
Material Sales	38	74
Other Revenue	40	74
<hr/>		
TOTAL REVENUES	80,357	76,329
EXPENSES:		
Global Field Strategies		
Global Expansion	8,223	11,082
Global Mobilization	9,220	729
Digital Strategies	10,552	4,509
Language Strategies	3,555	3,055
Program Priorities	1,368	1,134
Staff Priorities	25,691	25,592
Global Support	2,350	2,184
Program Support	1,354	3,127
Total Global Field Strategies	62,313	51,412
Development and Administration		
Development	9,008	7,079
Administration	4,707	4,376
Total Development and Administration	13,715	11,455
<hr/>		
TOTAL EXPENSES	76,028	62,867
Change in Fund Balance	4,329	13,462
Fund Balance - Beginning of Year	36,913	23,451
Fund Balance - End of Year	\$41,242	\$36,913



Intellectual Property

The Jesus Film Project® Statement of Activities does not include depreciable assets found on the Campus Crusade for Christ® annual report. Jesus Film Project holds approximately \$5 million of assets consisting mainly of film-related intellectual property. An audited annual report for Campus Crusade for Christ is available upon request.

Staff Contributions

Jesus Film Project employs both supported and non-supported staff members. Supported staff members develop their own funds outside of central ministry funding to cover their salaries and benefits. Staff Contributions reflects donations to their accounts, which are used to pay their salaries, benefits and reimbursable ministry expenses for the period.

Global Field Strategies

Global Field Strategies comprise the main ministry components of Jesus Film Project, which together represent the efforts of Jesus Film Project to help build spiritual movements. Global Expansion is an area of direct field ministry around the globe. Global Mobilization is an area encompassing trips, equipment and training used to support the direct field ministries. Digital Strategies is an area that creates and manages online engagement using films, video and other media. Language Strategies is an area that creates new languages for all media and curates that media for use by the ministry. Program Priorities is an area led by the executive director in meeting global priorities in support of the ministry. Staff Priorities represents the outflow of Staff Contributions used to pay supported staff members' salaries, benefits and reimbursable ministry expenses for the period. Global Support represents the costs for the global Cru® presence that provides the infrastructure in which Jesus Film Project operates. Program Support represents the essential technology, accounting, recruiting and staff resources that provide the infrastructure for Jesus Film Project.

Development and Administration

Development represents the expenses for operating Jesus Film Project fundraising activities globally. Administration represents the value of the services provided to Jesus Film Project for operating services, corporate services and technology services. Operating services include financial, donation, payroll and benefits processing. Corporate services include legal and office support. Technology services include web hosting, service and infrastructure support.



Letter From the Executive Director

Dear Friend,

In partnership with you, we trust God—not just with this ministry, but with our lives—because He is good, and because He is the only one with the power to make change that has eternal impact. Everything we celebrate together about this past year of ministry is because of Him.

Bolstered by your prayers and support, Jesus Film Project® reached several significant milestones in 2022—opening a Jesus Film Project distribution center in Africa, celebrating the first baptism as a result of social media ads and surpassing 2,000 language translations of the *JESUS* film!

Let's also celebrate the millions of men, women and children who placed their trust in Jesus in 2022. Each new creation in Christ—each life transformed—has a beautiful story of salvation, and those stories matter deeply to God and to us.

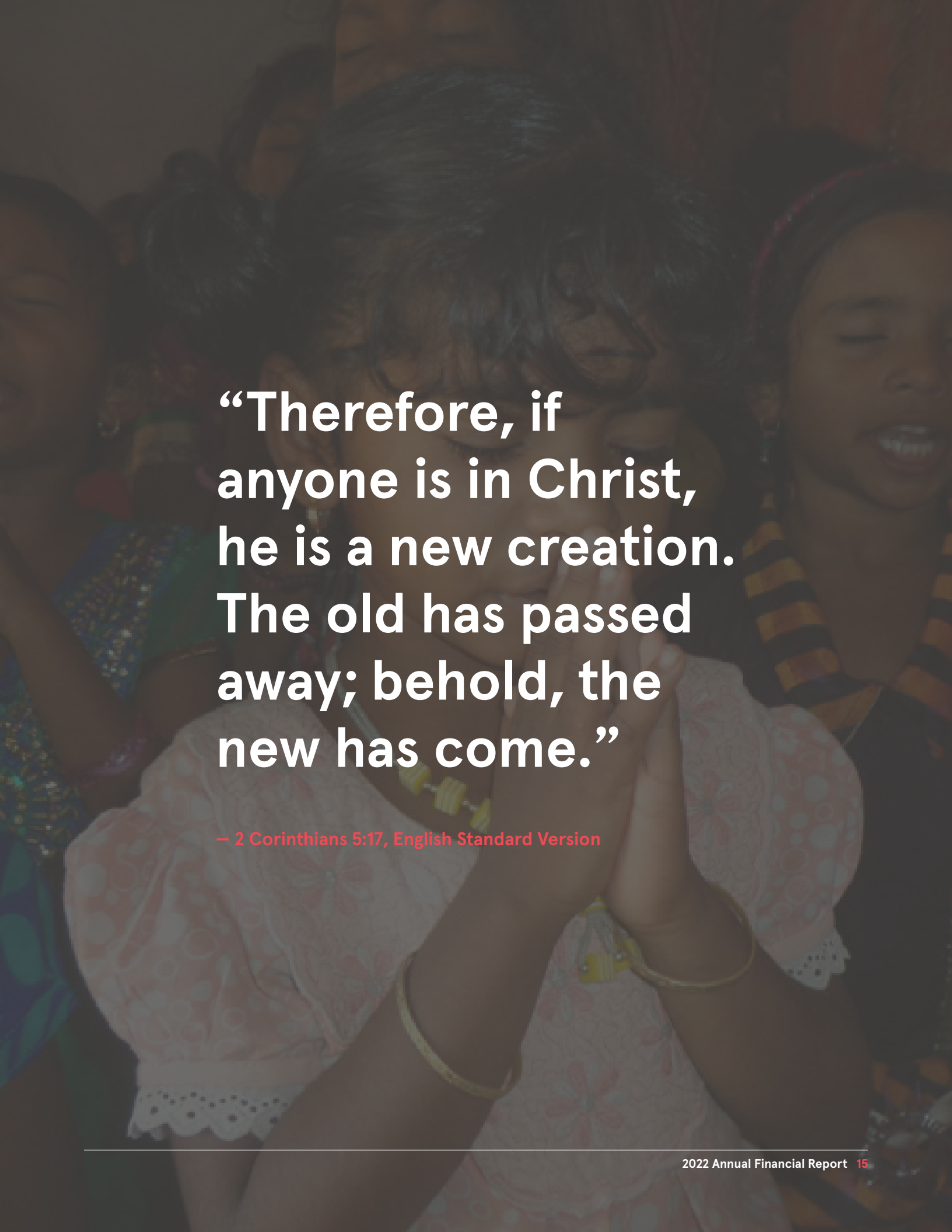
As we look together at what is to come in 2023, thank you for trusting that God will do more than we can ever think or imagine. Our focus continues to center on the missional gap—the parts of the world with the least access to the gospel and the fewest number of churches. As we work to increase global capacity, grow our digital innovation and invest in key partnerships, we take each step with radical dependence on the Lord. Thank you for joining us on this adventure of trusting God. We couldn't do it without you!

Until the whole world knows Jesus,

A handwritten signature in black ink that reads "Josh Newell".



Josh Newell
Executive Director
Jesus Film Project



**“Therefore, if
anyone is in Christ,
he is a new creation.
The old has passed
away; behold, the
new has come.”**

– 2 Corinthians 5:17, English Standard Version



Thank You

Thank you for your faithfulness toward seeing the world transformed for the glory of God! He used your generosity to make instrumental change this past year. As people were drawn toward the story of Christ in their heart language, many across the globe became new creations as they trusted in Him alone. Let's celebrate together the shift we witnessed in lives and ministry as a result of your investment.

It's an honor to partner with you!

Duplicating, emailing or posting this information on the internet may result in believers being persecuted or even killed. The safety of many depends on your discretion.



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