



FINANCIAL REPORT

2017

Jesus Film Project[®]
A Cru[®] Ministry



Dear Ministry Partner,

God is taking His message of love and forgiveness in Christ to the nations. You are making the work of global film evangelism and church planting a reality.

In 2017 Jesus Film Project® continued the first phase of a new vision plan—where hundreds of partners join their efforts to reach everyone, everywhere in the next 10 years. Partnerships lie at the core of this plan. A church-planting coalition in India of American Bible Society, Faith Comes By Hearing, Wycliffe Bible Translators and Seed Company is expanding into Africa. Nine denominations are planting churches in Tanzania using Mission 865 languages. Everywhere, the body of Christ is cooperating like never before. With a clear vision plan in place, donations are increasing as ministry partners embrace the call, and God brings in the harvest. You play a vital role in this plan. Thank you for your partnership.

*“ . . . so that all the peoples of the earth
may know that the Lord is God and
that there is no other.”
-1 Kings 8:60, New International Version*

Today, God is working through Jesus Film Project and more than 1,500 ministries to bring His great work to pass. As we pray, trust in His power, and put ourselves at His disposal to do His will—we will go to the ends of the earth.

Until Everyone Sees Jesus,

A handwritten signature in black ink that reads "Erick Schenkel".

Erick Schenkel, Ph.D.
Executive Director
Jesus Film Project

Erick Schenkel, Ph.D., is the Executive Director of Jesus Film Project. After earning his Ph.D. from Harvard, God called Erick and his wife, Elizabeth, to plant churches in central Asia where they were attacked and almost killed by Muslim extremists. After many years of fruitful service in the field, where they saw the power and effectiveness of the JESUS film, Erick was asked to lead Jesus Film Project.

2017 HIGHLIGHTS

Your partnership with Jesus Film Project helped to make these accomplishments possible. Thank you!



TRANSLATIONS

- Premiered the **1,500th** language version of *JESUS*, Daasanach, for Ethiopia, reaching **60,500** speakers.
- Completed **70** Mission 865 languages for a total of **340**.
- Completed **24** new language versions in partnership with Operation Snap Dragon.
- Completed a combined **71** new language versions of *Magdalena: Released From Shame*, *The Story of Jesus for Children*, *My Last Day*, *Walking With Jesus*, *Rivka* and *Following Jesus*.

EQUIPMENT AND TEAMS

- Shipped **1,798** sets of film showing equipment to church-planting and follow-up teams around the globe.
- Helped start **366,927** new multiplying churches or groups using Jesus Film follow-up materials.

DIGITAL MEDIA (STREAMING AND DOWNLOADS)

- People in **230** countries viewed Jesus Film digital content, accessing **1,539** language versions.

BROADCAST (TELEVISION AND RADIO)

- **99,425,466** total viewers/listeners in 2017
 - **454%** increase compared to 2016
- *JESUS* was broadcast in **95** different languages, covering **51** countries.

“After this I looked, and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and before the Lamb. They were wearing white robes and were holding palm branches in their hands.”

-Revelation 7:9, New International Version



PASSIONATE ABOUT JESUS

Photos, paintings and statues cluttered Premal's home. A typical Hindu from a small village in the giant subcontinent, Premal owned dozens of idols. They were the objects of his religious affections and ritualistic worship. That is, until he heard Jesus speak his language.

Last year Premal met Anil, an End2End church planter, and his three trainees. After introducing themselves, the ministry workers relayed the gospel to Premal. He had never heard of Jesus before. Intrigued, Premal took his new friends to his home to meet his family. During the visit Anil mentioned he had a film depicting the life of Jesus, so Premal and his family arranged to show the film in their house the following week. Fifteen people watched *JESUS* that day in March.

*The Holy Spirit stirred up Premal
as he watched JESUS, and he gave
his life to Christ.*

Over the next few days, Premal noticed a change in himself—he didn't admire the Hindu gods as he had before. He even felt repulsed by them. With fire in his heart, the 26-year-old grabbed the statues, the photos—every idol in his home—and lugged them to the river. There, without hesitation, Premal flung them all into the water.

His six family members have all responded positively to the message of Jesus Christ, and with joy Premal has dedicated himself to following the one true God.



CELEBRATING A 10-YEAR PARTNERSHIP

With a plan to connect people to believers nearby, American Bible Society, Faith Comes By Hearing and Jesus Film Project started the End2End strategy in 2007. The partnership supplies local believers with Bibles, oral tools for follow-up and *JESUS* in their heart language.

Before this partnership, American Bible Society measured their ministry's progress in "tons delivered." They delivered tons of Bibles, literally. Now, after 10 years of working together, the End2End partnership can measure 324 new people groups engaged with the message of Jesus. A thriving partnership, indeed.





RESTORING RELATIONSHIPS

Ijaba* reluctantly took a seat as the first session of the conference was about to start. Her brother had been chosen to represent their church at this *Magdalena* and *Walking With Jesus* training conference, but he could not go because of his job. He somehow convinced Ijaba to take his place.

She didn't know why she decided to come; because she'd lived a life of prostitution before coming to know Christ, she felt she had no business being there. As the conference started, the Holy Spirit worked on Ijaba's heart, and she started to feel the training was meant specifically for her.

At the end of the second day, the team leading the training gave each attendee a *Walking With Jesus* DVD, along with a challenge: show it to others. Ijaba did just that, inviting her neighbors to watch the film. Despite seeing her as someone who lived a loose life, several showed up. After watching the first of the five episodes, they begged her to show the rest, but instead she challenged them to come back the next day for more.

Later at home, Ijaba sat studying her Bible. A friend appeared at the door and was shocked at the sight. Staring at Ijaba, the woman said,

*"What are you doing? I can't believe it!
You mean you will study a Bible?"*

Ijaba saw this as an opportunity to tell her friend what God had done in her life.

In the following weeks, Ijaba went to see her parents, who had lost hope for her and the life she led. Kneeling before them, she asked their forgiveness.

"Please, I know you have given up on me, but I am telling you I'm coming back. I have encountered Christ. Please forgive me for all the hurts I've done to you. Forgive me."

With tears flowing, all three embraced. It became a day of reconciliation. Because of that step on Ijaba's part, her parents opened to watching *Walking With Jesus*. After the film they prayed together and made decisions to follow Christ.

Now Ijaba leads devotions in her home, and neighbors come to watch the film and listen to the Word.



Photo courtesy of Peter Beckman, Ph.D./ OneWay Ministries.



SOWING DIGITAL SEEDS

Beverly, a Cru® staff member, felt a pang in her heart as she read the email from Aisha. A resident of an Arabian Gulf country, the young woman hungered for love. She had problems with her husband. She had attempted suicide. She couldn't find love in her religion, yet she wanted to know more about God. She wondered if the love she desperately needed could be found in Christ.

Aisha discovered one of Cru's evangelistic websites through a Google search, and after getting connected with Beverly via email, she and Beverly started chatting in real time. Over the course of three months, God enabled Beverly to answer Aisha's toughest questions.

Aisha asked if God loved her and if He would accept her in spite of her many problems.

"Yes," Beverly answered. "God is the only reliable source for love. People around us don't love us all the time, but God always does."

After three months, Aisha made a clear profession of faith and told Beverly, "I love Jesus so much!"

Beverly encouraged Aisha to watch the *JESUS* film. Aisha did and afterward asked Beverly about the parts of the film she couldn't understand. This was the critical step. The movie opened the door to follow-up questions, allowing Beverly to connect with Aisha on a deeper level.

Beverly encouraged Aisha to tell others about Jesus. So, Aisha shared the good news with her brother. After two months, he accepted Christ. Soon Aisha had told eight people about Jesus! She also started two Bible study groups, and the members helped one another to grow in their faith. Two of the eight new believers also began actively sharing the gospel with family and friends.

Aisha stays connected with Beverly through email and continues to walk with the Lord, sharing her faith and serving those who need His love.

In North Africa and the Middle East, staff members like Beverly have trained more than 800 Arab believers to share their faith online. These laborers of the harvest use Jesus Film digital tools to help seekers like Aisha to know the one true God and grow as His disciples.



STATEMENT OF ACTIVITIES

(in thousands)

	Year Ended August 31, 2017	Year Ended August 31, 2016
REVENUES		
Jesus Film Project Contributions	\$35,171	\$35,632
Staff Contributions	14,982	13,411
Material Sales	329	639
Other Revenue	67	99
<i>Total Revenues</i>	<i>50,549</i>	<i>49,781</i>
EXPENSES		
Administration & Development		
Jesus Film Project Administration	107	113
Cru Administration	2,326	2,395
Development	7,368	7,137
<i>Total Administration & Development</i>	<i>9,801</i>	<i>9,645</i>
Ministry Activities		
Field Ministry Operations	9,566	9,410
Field Ministry Strategies	11,046	10,048
Field Strategy Media & Equipment	3,255	3,151
Digital Media & Film Production	4,326	4,036
Short-Term Ministry Trips	2,355	2,631
Translations & Language Production	9,830	7,089
<i>Total Ministry Activities</i>	<i>40,378</i>	<i>36,365</i>
<i>Total Expenses</i>	<i>50,179</i>	<i>46,010</i>
CHANGE IN FUND BALANCE	<i>370</i>	<i>3,771</i>
FUND BALANCE—Beginning of Year	<i>14,527</i>	<i>10,756</i>
FUND BALANCE—End of Year	<i>\$14,897</i>	<i>\$14,527</i>



2017 Financial Notes

Intellectual Property Jesus Film Project non-audited statement of activities does not include depreciable assets found on Campus Crusade for Christ's annual report. Jesus Film Project (the "Ministry") holds \$4.5 million of such 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. Supported staff develop their own funds outside of central ministry funding to cover their salary and benefits. Staff Contributions reflects donations equal to their salary, benefits, and reimbursable ministry expenses for the period.

Ministry Activities Ministry Activities represent the efforts of Jesus Film Project to help build spiritual movements. The Ministry uses central ministry funds to compensate non-supported staff who fill select technical and administrative roles. Each ministry activity category includes the payroll costs of both non-supported and supported staff in which they work. The Development category (under Administration & Development) includes the portion of supported staff payroll costs used in their personal fund raising efforts. Field Ministry Strategies, the largest category, consists mainly of funds disbursed to Campus Crusade for Christ national ministries for spiritual movement building strategies. Field Ministry Operations represents expenses for ministry planning, strategy development, field relations, and reporting.

Jesus

*REACH
THE
WATCHING
WORLD*

By God's sovereign
grace, may we eagerly
invest in eternity,
joyfully giving what we
cannot keep to gain
what we cannot lose."

*- Randy Alcorn
Author, Speaker and
Jesus Film Project Ministry Partner*
