

# IMMEASURABLY MORE

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## 2020 Annual Financial Report



### Reaching Everyone, Everywhere

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This report provides the yearlong results of the ministry efforts you've funded through Jesus Film Project®. Celebrate that God has done immeasurably more than we ever imagined in 2020.

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### *What you'll find in this report:*

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You'll get an overview of financial information and highlights of the impact of gifts from our partners. You'll also see the incredible work God has been doing the past five years, hear how Jesus Film Project® adapted in 2020 and be introduced to exciting projects that illustrate the ministry's trajectory. All of this would have been impossible without God's favor through generous giving from friends like you.

*Thank you for your financial and spiritual partnership!*

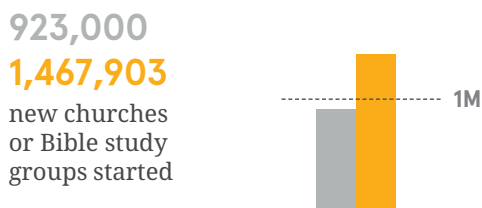
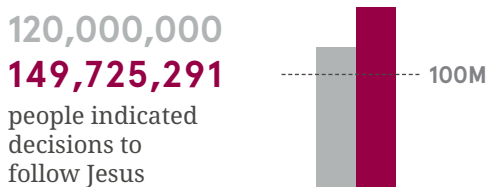
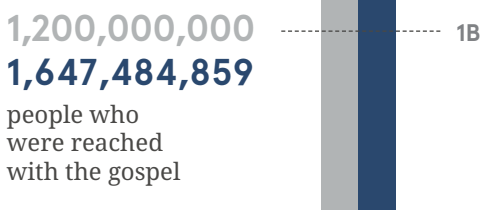
# Letter From the Executive Director



## Five-Year Review

In 2015 Jesus Film Project® set some audacious goals, hoping to reach more than 1 billion people with the gospel by the end of 2019. But by the end of that year, those goals proved to have not been bold enough! *The Lord worked faithfully through Jesus Film Project as He first met, then exceeded our expectations.*

### FIVE-YEAR GOALS AND RESULTS (2015-2019)



● GOALS ● RESULTS

In a year like no other, God still worked. Our plans changed, but His did not. And through it all, you stood by our side, working toward the day when everyone will have an opportunity to hear the gospel in their heart language. Whether through financial giving or prayer, you were an essential part of all that God accomplished through Jesus Film Project this past year. Together we witnessed God accomplish more than we could ever imagine.

*“Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.”*

-Ephesians 3:20-21,  
New International Version

This past year required us to adapt to changing circumstances. Thankfully, God directed our steps. With so many people at home, we developed and shared resources online and over television and radio airwaves. During 2020 God gave us a chance to take a deep breath, evaluate our methods and develop new, innovative ways

to bring the love of Jesus to the nations.

As we implemented new strategies, God worked. Just a month after most of the world started responding to the COVID-19 pandemic, Jesus Film Project staff members and partners around the globe connected with TV stations to show *JESUS* and our other films during the Easter season. The broadcasts amassed millions of views! While most of the world was home, God brought His love into living rooms.

Our mission at Jesus Film Project is clear: Take the gospel to people of every tribe, tongue and nation. But this past year served as a crucial reminder that God is the actor in this story, and we have the joy of participating in His work. Many have invested in our ministry in faith that God will work—and He has!

Whether you have given for years or are considering a first-time gift, we welcome you on this journey. God is accomplishing His purposes, and He kindly invites us along for the ride.

Thank you for walking with us.



Josh Newell  
Executive Director  
Jesus Film Project

# 2020 Highlights

The following highlights testify to God's love for the nations. May you be encouraged as you ponder the incredible ways God is reaching millions of people around the world!



## Film Translations

**64** new language translations of the *JESUS* film

**1,872** total versions of *JESUS* as of December 31, 2020



## Digital Strategies

**178,276,327<sup>†</sup>**  
plays of Jesus Film Project<sup>®</sup> resources online



<sup>†</sup> Includes *JESUS* and other films such as *Magdalena: Released From Shame*, *Rivka*, *The Story of Jesus for Children*, *My Last Day*, *Walking With Jesus* and *Following JESUS*.



## Sharing Christ and Starting Churches

**29,769,281**<sup>φ</sup>

people indicated decisions to follow Jesus

**299,019**<sup>φ</sup>

new churches and Bible study groups formed

**230**

countries in which people accessed these resources



### Television Broadcasts

**163,500,632**

views<sup>‡</sup> of Jesus Film Project films during Easter week

**32,010,711**

views of Jesus Film Project films throughout Christmas

**132,075,182**

views of *The Story of Jesus for Children* on International Children's Day

<sup>φ</sup> Statistics are for 2019—the most recent data available.

<sup>‡</sup> May include multiple viewers per recorded view.



# Statement of Activities

(IN THOUSANDS)

	<i>Year Ended August 31, 2020</i>	<i>Year Ended August 31, 2019</i>
<b>Revenues:</b>		
Jesus Film Project® Contributions	\$ 44,845	\$ 44,380
Missionary Staff Contributions	23,865	22,145
Material Sales	119	259
Other Revenue	231	135
<b>TOTAL REVENUES</b>	<b>69,060</b>	<b>66,919</b>
<b>Expenses:</b>		
<b>Global Field Strategies</b>		
Global Expansion	11,353	10,582
Global Mobilization	2,947	5,041
Digital Strategies	5,139	4,226
Language Strategies	3,729	4,173
Program Priorities	2,133	2,245
Staff Priorities	23,865	22,145
Global Support	2,182	2,396
Program Support	2,703	2,808
Total Global Field Strategies	54,051	53,616
<b>Development and Administration</b>		
Development	7,956	7,965
Administration	3,606	3,282
Total Development and Administration	11,562	11,247
<b>TOTAL EXPENSES</b>	<b>65,613</b>	<b>64,863</b>
<b>Change in Fund Balance</b>	<b>3,447</b>	<b>2,056</b>
<b>Fund Balance - Beginning of Year</b>	<b>20,004</b>	<b>17,948</b>
<b>Fund Balance - End of Year</b>	<b>\$23,451</b>	<b>\$20,004</b>



## Note regarding 2020 and changes and restatement of fiscal year 2019

During the fiscal year ending August 31, 2019, Jesus Film Project® underwent a substantial reorganization that created five distinct field ministry strategies: Global Expansion, Global Mobilization, Digital Strategies, Language Strategies and Program Priorities. There are two areas of support: Fund Development and Program Support. Two additional categories represent the value of services from assessments to Cru®: Global Support and Administration. While making these changes, it became apparent that using Missionary Staff Contributions was more representative for staff members than the previous method of salaries and benefits. It was therefore changed, resulting in a \$4 million increase in revenue between the years. Likewise, those funds are used for Staff Priorities, and as such they are reflected as being used by missionary staff members according to their priorities outside of Jesus Film Project ministry use as they serve in Jesus Film Project roles. The net effect is \$0 to Jesus Film Project, but the enormity of the revenue from Missionary Staff Contributions provides a view of the scale of these contributions to the mission of Jesus Film Project. One other amount of \$150,000 was reclassified from revenue to expense in Development, and it therefore makes up the balance of the change of the restatement of the fiscal year ending August 31, 2019.

## 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.

## Missionary Staff Contributions

Jesus Film Project employs both supported and non-supported staff members. Supported or missionary staff members develop their own funds outside of central ministry funding to cover their salaries and benefits. Missionary Staff Contributions reflect donations to their individual 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 accelerate global evangelism and church planting. Global Expansion supports direct field ministry of Campus Crusade for Christ and our partners. Global Mobilization provides equipment and training to support the direct field ministries. Digital Strategies creates and manages online engagement using films, video and other media. Language Strategies oversees the translation and production of new languages for all media. Program Priorities, led by the executive director, includes worldwide strategies and initiatives in support of the ministry. Staff Priorities represents the outflow of Missionary Staff Contributions used to pay missionary staff members' salaries, benefits and reimbursable ministry expenses for the period. Global Support is the cost 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 fundraising activities globally. Administration represents the value of the services provided 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.



## Film Translations

The unique circumstances of 2020 disrupted the film production strategies of Jesus Film Project®. International travel restrictions resulted in canceled script translation workshops and film recordings. But where 2020 posed questions, God provided answers. Through the work of partner organizations and Jesus Film Project staff members, He faithfully provided opportunities to complete film translations and develop new strategies for a quarantined world.

### God's Perfect Timing

**T**he recording team—staff members of one of Jesus Film Project's partner organizations—eagerly prepared to record a particular version of *JESUS* in Southeast Asia, but the coronavirus was quickly spreading around the world. At that point, the country had only a few suspected cases.

Local believers connected the recording team with speakers in the city who might audition for the film. Not one person in the cast was a follower of Jesus, yet all of them willingly lent their voices for this project!

On the first day of recording, the team started with the minor characters, giving the field producer time to audition more people for the essential roles of Jesus and the narrator. The field producer eventually found two men, but was met with another problem: The two were local government

employees. They could only record late each afternoon due to prior work commitments during daytime hours.

Nevertheless, God worked out the details. The team completed the recording in six days. And after a thorough review of the film with many who spoke the language, they all agreed: The *JESUS* film was ready for their community!

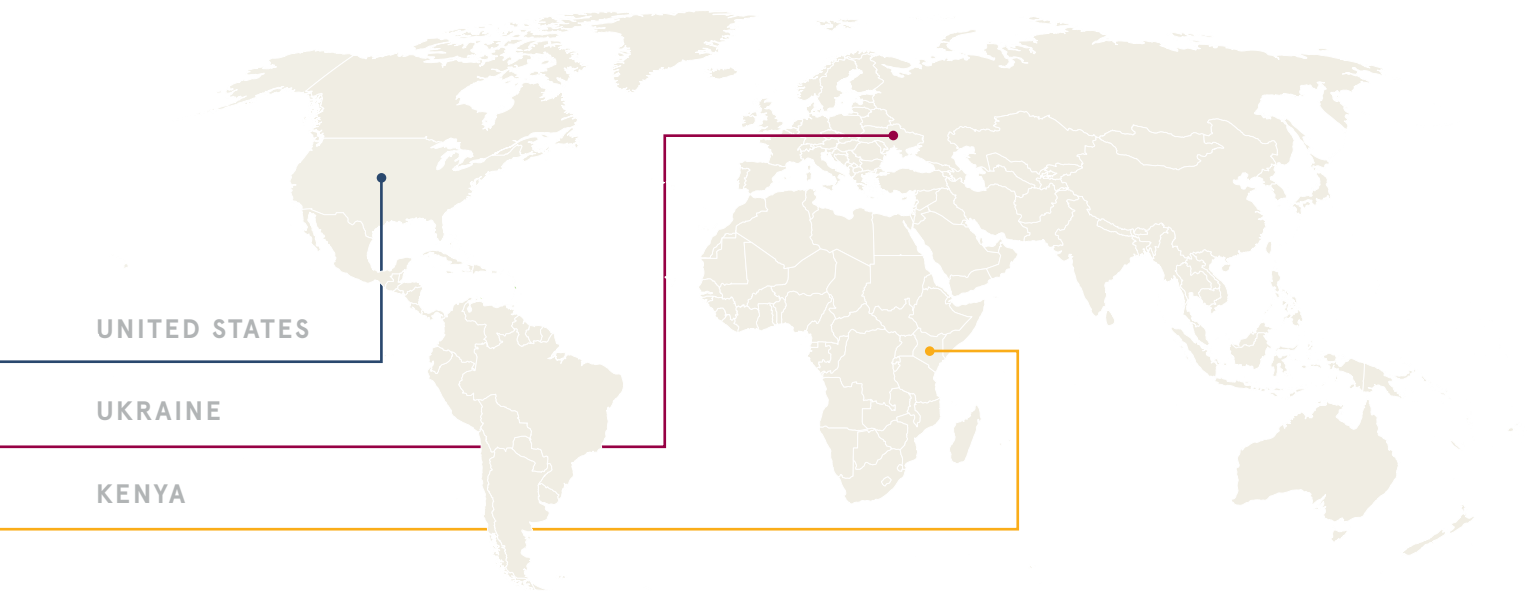
COVID-19 cases were reportedly spreading very slowly across the country. However, one person in the area started showing symptoms of the virus. The recording team scrambled to return home as local authorities began locking down the country. Despite the looming threat of the pandemic sealing up borders, the God who knows no bounds made a way for this people group to have the powerful story of Jesus in their heart language.





**“As the rain and the snow come down from heaven, and do not return to it without watering the earth and making it bud and flourish, so that it yields seed for the sower and bread for the eater, so is My Word that goes out from My mouth: It will not return to Me empty, but will accomplish what I desire and achieve the purpose for which I sent it.”**

-Isaiah 55:10-11, *New International Version*



## Virtual Script Adaptor Workshops

In October 2020 Jesus Film Project staff members and partners across the United States, Kenya and Ukraine gathered online to translate the *JESUS* film script—based on the Book of Luke—into the heart language of a Ukrainian people group.

Apart from trying to hold the workshop virtually for the first time, the team members also had to overcome various personal obstacles. The wife of one workshop leader severely injured her ankle shortly before the workshop began, and the team leader’s home air conditioning

broke down. Technical challenges arose, making progress even more difficult. But as problems cropped up, God’s people responded in prayer and provision. When one team member’s laptop struggled to support the workshop software, Jesus Film Project staff members started raising money for a new laptop to help fill that need.

Through God’s limitless grace, team members completed the workshop on time! Now the script translation team has its sights set on refining and repeating the process for other languages.

## Mission 865™ and Immigrant Recording Project

In 2020 Jesus Film Project reached a milestone by completing the 500<sup>th</sup> translation of *JESUS* in a Mission 865™ (M865) language. M865 is a Jesus Film Project initiative to translate *JESUS* into the heart language for each people group with 50,000 or more speakers and smaller languages as determined. By God’s grace, Jesus Film Project is on track to complete all 865 translations by the end of 2025.

However, due to international travel limitations, Jesus Film Project staff members are seeking new ways to complete some of these translations. By connecting with immigrant and refugee populations within the U.S., there’s potential for traveling and recording domestically. Through these creative efforts to record additional languages, more people may have opportunities to hear the gospel in their heart languages.



# Digital Strategies

Equipping missionaries, organizations and churches with effective digital resources is an essential part of the mission of Jesus Film Project®. In the past year exciting projects took shape, and as the COVID-19 pandemic pushed people further online, God met them there through gospel-driven digital resources.



## Prepared by God’s Grace

In January 2020 a team in Moldova with Global Church Movements—the global church-planting arm of Cru®—organized an online outreach called “The Amazing Question.” This strategy uses the biblical account where Jesus asks a blind man, “What do you want Me to do for you?” As people watched the accompanying clip from the *JESUS* film on Facebook, they were prompted to consider their own answer to this question.

***“When he came near, Jesus asked him, ‘What do you want Me to do for you?’ ‘Lord, I want to see,’ he replied. Jesus said to him, ‘Receive your sight; your faith has healed you.’”***

-Luke 18:40-42, *New International Version*

Before the event began, COVID-19 cases spread across Moldova. All around the world plans changed, events were canceled and ministry was put on hold. But not in Moldova! The Amazing Question strategy was ready, enabling the Moldova team members to continue their faithful work.

During the Easter season, the team members ran online outreach events. They interacted with hundreds of people by asking the amazing question, and many indicated they wanted to follow Jesus following the discussions! On the weekend when Christians around the world celebrated Jesus’ resurrection, the Moldova team presented an opportunity for hundreds to experience new life in Christ.

In January the Moldova team members developed an effective digital strategy. And in April it became clear God had worked far beyond their expectations, orchestrating the details and preparing them for that moment in ways only a sovereign God could!

## Addressing Questions, Communicating Hope

A few years ago Cru staff members in Central Asia began partnering with Jesus Film Project to produce a series of four animated videos that present the gospel and address questions many Central Asians tend to ask Christians. After much theological research, script writing and animation, the videos were uploaded online in 2020. Each aspect of every video—the subject matter, the short run time, the translation into multiple languages—is crafted to share the gospel effectively online with curious people in Central Asia. The first four were so well received that another four are on the way!



## Digital Statistics (September 1, 2019 - August 31, 2020)



175,129,100 views of Jesus Film Project resources across YouTube channels



1,093,902 plays of resources on the Jesus Film Project website and app



2,053,325 plays of Jesus Film Project resources on other websites and apps

## Television Broadcasts

Despite the difficulties facing so many people due to the pandemic, God's hope shone through the situation as TV stations around the globe agreed to air the *JESUS* film and other Jesus Film Project® films during Easter week. The astounding result was 163,500,632 views across 111 countries on 83 TV stations—more than all of 2019 combined!



### A Dream Come True

Since he was 5 years old, a man had appeared to Ahmed\* in his dreams. For eight years Ahmed remained mystified over who this man was, but his confusion would soon become clarity.

Over one Easter weekend, Ahmed tuned into a broadcast of the *JESUS* film on a local television station. He watched, captivated by the film. Could it be true? The man who lived a sinless life, died to atone for the sins of humanity and rose again from the dead was the very man who'd visited Ahmed in his dreams!

He needed to know more. Thankfully, the TV broadcast included a WhatsApp number for those who had questions about the film. Over this messaging platform, Ahmed asked if he could become a follower of Jesus even though his parents followed another religion.

The Jesus Film Project partner corresponding with Ahmed led him in a prayer, and Ahmed declared his faith in Jesus! Although he lives in an area where Christians are often rejected for their faith, Ahmed is able to benefit from an effective digital follow-up strategy and study Scripture with the Christian he connected with.

\*Some identifying details may have been changed for confidentiality

### TV Broadcast Statistics

**120,000,000+**

views of Jesus Film Project films across 58 countries (373 radio stations and 61 TV stations) in 2019

**327,000,000+**

views of Jesus Film Project films across 154 countries (222 TV stations) in 2020

*“Quarantined at home, more people were watching TV and presented us with a wonderful opportunity to share the story of JESUS with more people than ever before.”*

-Jesus Film Project's radio/TV broadcast leader

### Future Plans

Jesus Film Project's broadcast team members are laying the groundwork for a variety of exciting opportunities. They plan to show *Magdalena: Released From Shame*—a film emphasizing Jesus' compassion toward women—on TV stations around the world during International Women's Day in 2021. Leaders are also currently working on a partnership that would lead to an audio presentation of the gospel being broadcast in the 12 countries with the least access to the gospel.

# Thank You



Every year Jesus Film Project® staff members and financial partners are awestruck by the myriad of ways in which God accomplishes His purposes. As He works mightily through the financial support and prayers of friends like you, He can do infinitely more than we can ever imagine. Thank you for your heart to see all nations be blessed by the message of Christ.

***“Yours, Lord, is the greatness and the power and the glory and the majesty and the splendor, for everything in heaven and earth is Yours. Yours, Lord, is the kingdom; You are exalted as head over all.”***

-1 Chronicles 29:11, *New International Version*



100 Lake Hart Drive  
Orlando, Florida 32832  
(800) 432-1997  
info@JesusFilm.org

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