



more message in the media

ANNUAL REPORT 2016



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It's hard to explain exactly what I feel.
After watching a television program
about Christ, I put my faith in Him.
My conversion not only brought with it a
wave of hope, but also sparked a hunger
to know more about Jesus. I started
reading books about Him.
Now I am so happy in Him, I don't have
the words to describe the joy I feel
inside!

”

FORWARD | THE MIRACULOUS OF MIRACLES

In the 37th chapter of Job we read to *'stop and consider God's wonders'*. Wise advice.

An advice I was glad to follow while gathering my thoughts around this annual report.

2016 was an intense year. Before you realized it, the busyness of the day could blind you from the miracles taking place. And yet there were plenty of them all around. I am amazed at what God has done, also in 2016.

In countries where the majority of the population is Muslim, we were able to broadcast our programs free of charge on the most popular national channels. In West Africa we received over 125,000 responses from program viewers.

Sometimes I catch myself taking it all for granted, as if it were normal that closed doors continue to open. That so many viewers are responding to our programs, or that our programs are changing lives for the better. Like Job, it is sometimes good to just stand still and realize the miraculous taking place around us.

Honestly speaking, the beginning of 2016 didn't seem promising. One of our loyal financial contributors chose to stop their contribution, leaving us with a gap in our budget. Our partners had to cut costs and one of our partnerships needed to be terminated. The world was on fire, and it seemed to me that the Muslim fundamentalists were given all of the media's attention. Miracles seemed nonexistent.

That was far from the truth. It seems to be that very moment when we stand with empty hands, that God is able to fill them. He continues to lead us, step by step along the way and we ended 2016 financially on a positive note.

We began broadcasting in Bangladesh in 2014. In

2016 we were able to celebrate the broadcasting of the 100th production, and this in a country where violence against Christians is on the rise. But in this same country, church leaders gathered together, joined forces and began to strive for what many said to be impossible. God has used this ministry to illustrate the words of Jesus when he said, "let them be one, so that the world will believe" that prayer is our mission.

The same happened in Japan, where the Christian society is extremely divided and leery of each other. After four visits and countless cups of tea, we finally had an opening with more influential church leaders. Together we have one goal. That is to tell the world about Jesus.

Although counseling and follow-up workers in Central Asia received death threats by phone, some even had the courage to meet with their callers in person. We are thankful for God's protection.

Another miracle taking place in 2016, is that regardless of all the turmoil around us and violence directed at those going against the grain, all of our employees and partners have been able to continue their work, returning home safely each night. We are amazed where God has taken 3xM throughout 2016 and our expectations for 2017 are great. In all confidence in the God of miracles we serve.

Yours sincerely,



Martien Timmer
CEO, 3xM



1 | PURPOSE, VISION AND STRATEGY

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INTRODUCING 3xM

The name 3xM is short for More Message in the Media. It is our prayer and passion to fill the television airwaves with the message of Gods sovereign love.

PURPOSE

To proclaim the gospel through television and social media in hard to reach countries.

VISION

Our vision is to use the pathways of modern media to bring the gospel to the most inaccessible areas of the world. We believe television, internet and social

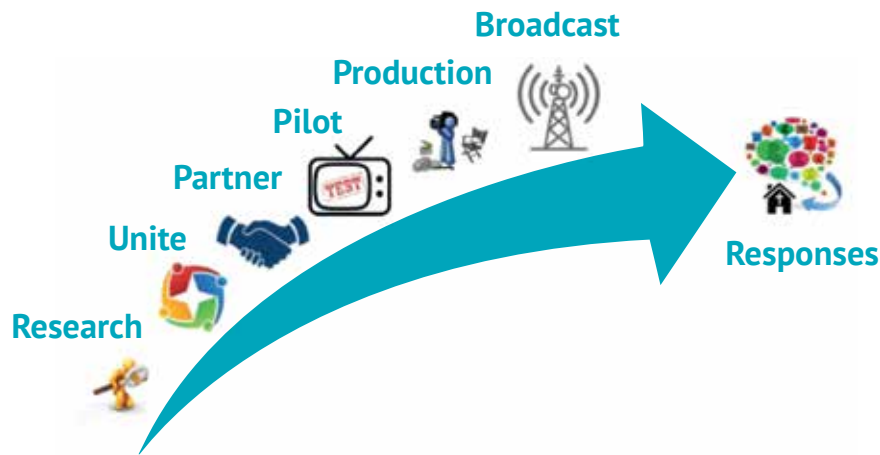
media to be powerful mediums in reaching out to the millions of unreached souls.

3xM is committed to bringing people from divers Christian backgrounds together in the work that we do. We strongly believe that the gospels message gains credibility when Christians work together in unity. Gods love changes lives. Our vision is to bring His message of salvation to the millions who have never heard the name of Jesus. 3xM makes TV programs with value for eternity!

STRATEGY

We focus our efforts on countries within the 10/40 window. This region of the world is not only the most densely populated, but also currently the least reached





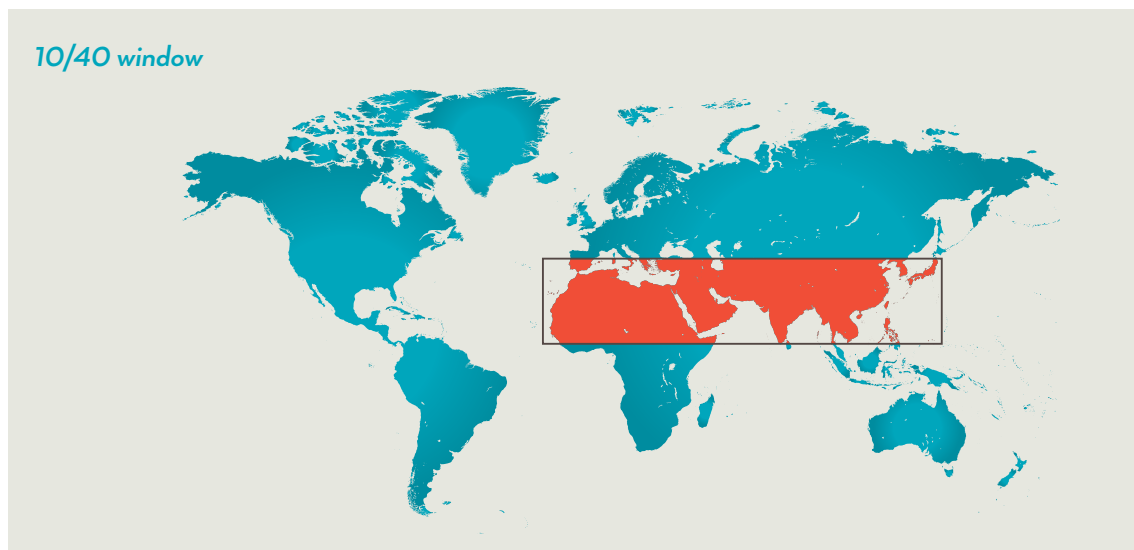
with the gospel. We have chosen to work in countries where Christian television is either scarce or non-existent. 3xM partners successfully use a variety of approaches in making the programs, including drama series, street interviews, music, dance and personal stories. The programs are unique in that they address specific social issues of a given country or region. Issues including domestic violence, acid attacks, eve teasing, HIV/Aids, corruption as well as other forms of human injustice. The programs are made within the region and in the local language, addressing social issues relevant to program viewers.

HOW WE WORK?

Before starting a project, an intensive selection process

takes place. 🕒 **Research** is completed distinguishing which countries are not yet or least reached. After the target country is chosen, relationships are built with key Christian leaders within the country. Bringing these leaders together, joining forces as they 🌍 **unite** in giving form to the project. A qualified 🤝 **partner** is then appointed and a trial episode is produced as a 📺 **pilot** for the TV channels. Once the right approach has been found, full 🎬 **production** is initiated and programs are 📡 **broadcasted**. Following the broadcast, after care and follow-up is provided for those 🌱 **responding** to the broadcast. Individuals are brought in contact with the local church where discipleship can take place.





WHERE WE WORK

3xM is currently active in 13 countries within the 10/40 window. 10 in French speaking West and Central Africa, Pakistan, Bangladesh and Central Asia. We are in the process of also reaching out to other hard to reach countries including Japan, the Asian Peninsula and a country we call *New Asia.

2 | PROJECTS AND PARTNERS

Our partners play a crucial role in the successful implementation of our vision. Once church leaders have distinguished the relevant social topic needed to be addressed, it is our project partner who does the work of intertwining the gospels message with these topics. Because of this, a strict criteria is used in selecting our local partners. The required criteria entails that the partners primary goal is to proclaim the gospel. That they have a good

track record and well respected reputation, That they are prepared to work with other organizations, that they have a high quality standard and that they are committed to investing their manpower, knowledge and means to reach our collective goals.

Partners have the unique responsibility of 'packaging' drama episodes in a way that captivates the audience.

FRENCH-SPEAKING WEST AFRICA

2016 was a productive year. Our partner based in Ivory Coast introduced the new family series 'Heart Beat', a



program addressing topics including physical and sexual abuse, domestic violence, child abuse, and internet addictions. These attention-grabbing subjects were well received by the broadcasting channels and we were granted excellent broadcasting timeslots.

In addition to the new Heart Beat series, 12 episodes of the series over HIV/Aids were reedited, producing programs in segments of 15 minutes by the name of "Stinging Bee".

After participating in a trainings program over film dubbing, our partner dubbed the HIV/Aids programs in both the Bambara and Mande language which is spoken by over 15 million people.

The programs in West Africa continue to be received with enthusiasm. Our programs are not only broadcast via television, but are also being shown in waiting rooms, high schools, military barracks, youth groups, youth camps and even in mosques. The after-care in West Africa is well organized. A large majority of the responses are received via telephone although email and internet are also used.



CENTRAL ASIA

Throughout 2016, our partner in Central Asia has implemented a significant change of strategy. Choosing to adjust the program format to use even more dynamic drama.

A series was made with a focus on vulnerable children. Two of the programs made on Down syndrome were broadcasted on national television. A new series is

currently being produced over social problems having to do with alcohol, prostitution, drugs as well as the kidnapping an abuse of women.

Throughout all the programs, a biblical message of hope, restoration and change is presented. Equipping viewers with an alternative to the norm while stimulating healthy and loving relationships. Programs are also made available through internet as well as distributed on DVD's. At the end of each program a phone number is shown so that people are able to respond and after care can be provided.

PAKISTAN

Over the years, Pakistan has proven itself to be fertile ground for the showings of Christian films and this year is no exception. Because of the political and religious sensitivities in this part of the world, we have adapted the method of organizing public screenings from village to village. The showing of films is a particularly effective way to reach the many illiterate, populating a great deal of the rural areas. In 2016, 124 villages were visited and 98 showings took place. In total, over 12,000 individuals attended. After the film, the opportunity is given to speak with members of our partners pastoral team. Approximately 800 individuals committed their lives to Christ.

In addition to the various translated films our partner bought, 2 films were also produced. Both productions are 20 minutes long and based on biblical parables, like 'The good Samaritan' and filmed in modern day Pakistan culture. These films are very popular as they are told in the culture and situation of the viewers.

BANGLADESH

Our partner in Bangladesh has succeeded in reaching maximum results with a minimum budget.

The programs produced are of high quality and address the issues toxic for society. Subjects like: acid attacks,



corruption, violence against women and other forms of abuse.

The producers as well as many of the well known actors working on these drama episodes values the programs to such an extent that they are willing to contribute their talents for much less or free of charge.

The drama programs in Bangladesh are broadcasted weekly on the nations top channel during Sunday prime time. The programs are also made available via internet.

In November 2016, we celebrated the 100th broadcast. A wonderful milestone for which we give God all the glory. It is miraculous that this is possible in such a difficult country.

PROSPECT COUNTRIES

Research concerning the possibilities of expanding our work to prospect countries including Japan, China, the southern Asian Peninsula and *New Asia is progressing gradually. During the last visit to Japan, contact was made with a few crucial leaders. Which was an encouraging development!

The situation in China is stagnant, and it has proven difficult to make contact with church leaders. We have decided to halt the research efforts for the time being and will focus the coming year on Japan, the southern Asian Peninsula and a country we refer to as *New Asia. A fictive name is used for the security of those involved.

3 | IMPACT

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3xM programs have impact. Program viewers tell how their lives have been changed. Stories of recovery and freedom, stories of faith and hope. Since 2012 over 1.3 million responses have been received from program viewers! A selection of these are shared throughout this report.

In West Africa, our programs generated a total of over 125,000 responses. Representing a significant increase compared to 2015. Facebook and social media are on the rise as we received 88,000 responses via these mediums. This increase in responses via social media and internet has been recognized by all of our partners in 2016.

Since 2009, different independent research has been completed concerning the impact of our programs in Ivory Coast, Bulgaria, Central Asia and Indonesia. You can find the summaries on our website or contact us for more details.

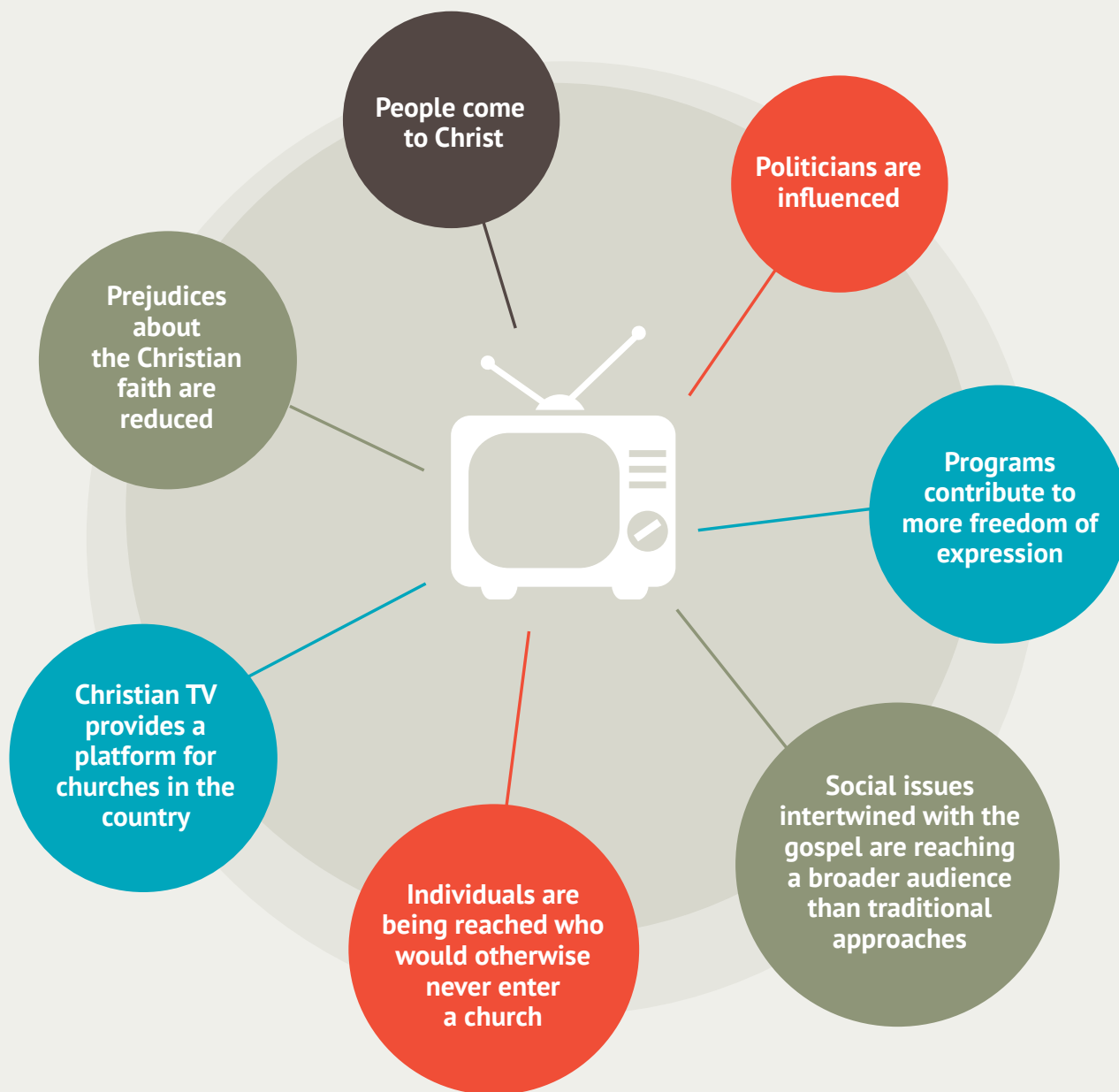
Based on independent a-select research done in Ivory Coast concerning the impact of our programs in a population of 10 million people, we saw the following:

- 175,000 individuals indicated that they began to read their bible



- 37,000 individuals indicated that they visited a local church for the first time
- 125,000 individuals indicated that they are now attend church regularly

Based on the observations and conversations with partners, we conclude the following concerning program impact:



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ANONYMOUS, BANGLADESH

“Your programs show us our mistakes and the road to good. That is why I hope that even more programs will be broadcasted.”

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HONORINE, TSJAAD

“Thanks to your programs, my parents and I have grown closer together and forgiven each other. I decided to turn to God and dedicated my life to Him. Thank you for this!”

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**REAL STORIES FROM REAL
PEOPLE. REAL IMPACT**

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GILZUT, CENTRAL ASIA

“I now see the value of the Christian faith. You have a message of hope for the future. It is wonderful to see how God is changing hearts and saving lives”

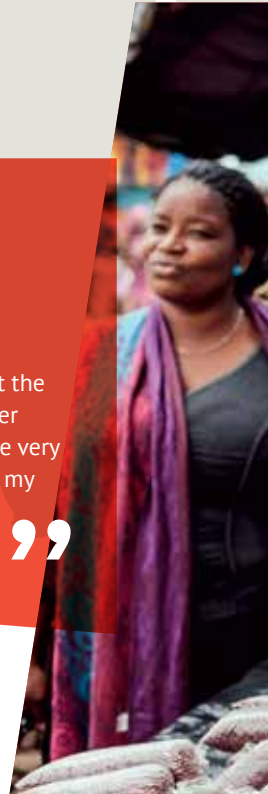
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**PIET VAN DER VEEN,
3XM VOLUNTEER**

“Stories from the field are shared regularly at the office. Testimonies from people who had never heard of God's love, hearing the gospel for the very first time. This continues to encourage me in my volunteer work at 3xM”

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ANONYMOUS, IVORY COAST

“While watching the film, I was touched by Samira’s story. She ignored her parents advice and ended up pregnant. From her story I am reminded what bad company can do, the importance of listening to wise advice. This film shows how important forgiveness is.”

”

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KOLO & ZEKA, CENTRAL AFRICAN REPUBLIC

“We were watching the TV-program on relationships together and felt as if God was speaking directly to us. The program described in detail our own situation. My husband and I spoke forgiveness out over each other and committed to living our lives with Jesus in the center.”

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4 | STRUCTURE WORLDWIDE

Board Members 3xM-Netherlands

3xM The Netherlands was founded in 1980 and is registered as a nonprofit in The Netherlands.



Gerrit Taute,
M.A., R.A.
Chairman



Bertus Fortuijn,
M.S., Ph.D.
Secretary



Wim van Ginkel,
CPA
Treasurer



**Berdine van den
Toren, MA**
*Member of the
Board*



Jos Strengtholt,
PhD
*Member of the
board*

Board Members 3xM-Norway

3xM Norge took form in 2014. Its goal is to contribute to the ministry of evangelical television by building on the current network in the country of Norway while enlarging our community of supporters.

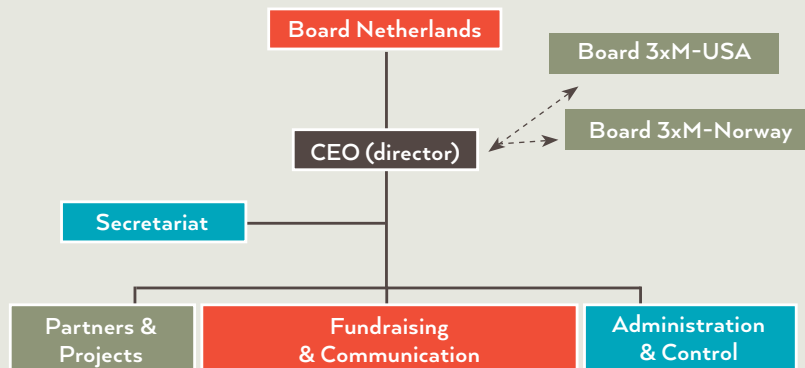


Bjornar Moen
Chairman



**Else Kristin
Samnoen**
Madam Chair

ORGANIGRAM PER 15 MARCH 2017



Board Members 3xM-USA

The 3xM-USA board was created in 2004 and is recognized as an official 501 c3 organization. The USA-board contributes significantly to the work of 3xM by expanding our network as well as raise needed funds and awareness of our ministry among potential donors.



**Reginald J.
Hanegraaff**
President



Mark Fackler,
Ph.D.
Secretary



Max E. Smith,
CPA
Treasurer



**Janet Blakely
Evanski Ph.D.**
*Member of the
board*



**Matthew A.
Seward**
*Member of the
board*

5 | FINANCES

BALANCE SHEET ON DECEMBER 31, 2016 (IN EURO'S, 1 EURO IS USD 1.05)

	December 31, 2016	December 31, 2015
Assets		
Cash and banks	605,260	666,908
Amounts receivable	58,013	127,270
Tangible fixed assets	376,233	383,115
Total	1,039,506	1,177,293
Liabilities		
Short-term debts	272,653	400,351
Long-term debts	-	-
Reserves and funds	766,853	776,942
Total	1,039,506	1,177,293

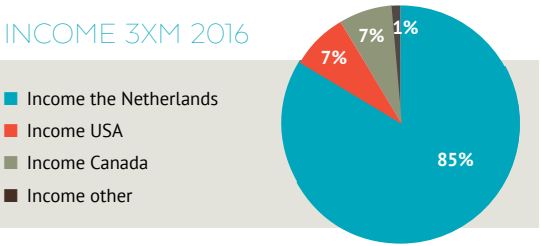
The tangible fixed assets contain our own office building and renovation up to € 285,661.
This amount is also included in our reserves and funds, as well as our continuity reserve of € 325,000 and a reserve for fundraising and communication of € 30,792.
The other reserves and funds are allocated to projects.

3XM INCOME AND EXPENDITURE STATEMENT 2016 (IN EURO'S)

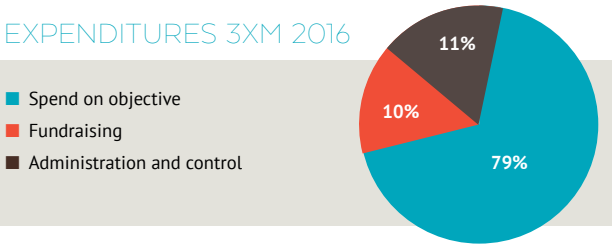
	2016	budget	2015
Income			
Income The Netherlands appr. 15,000 donors	872,606	838,550	964,522
Income 3xM-USA	74,586	250,000	462,853
Income Canada	70,347	-	-
Income Singapore	2,185	-	1,676
Interest and investment income	1,124	4,700	5,445
Total income	1,020,848	1,093,250	1,434,496
Expenditures			
Spend on objective	815,322	1,014,289	1,274,422
Fundraising	107,290	120,432	123,506
Administration and control	108,325	109,814	101,274
Total expenditures	1,030,937	1,244,535	1,499,202
Result	-10,089	-151,285	-64,706

These figures are derived from the audited financial statements for the year ended 31 December 2016. These summary financial statements do not contain all the disclosures required by the Guidelines for annual reporting of the Dutch Accounting Standards Board, especially Guideline 650 'Fundraising Organizations'. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of 3xM in Amersfoort. The financial statements has been audited by WITH accountants B.V. WITH is a specialized audit firm for non profits organizations in The Netherlands.

INCOME 3XM 2016



EXPENDITURES 3XM 2016



The result has been deducted from the reserves and funds, less than budgetted in 2016.
The income The Netherlands was even higher than budgetted due to succesful fundraising campaigns.
The income Canada is driving from a donor in the USA, therefore the total income was € 144,933.
The total income USA was less due to the ending of a five year grant by a major donor.



more message in the media

Colophon

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E: m.timmer@3xm-intl.org
3xM USA received its charitable
501(c)3 status in 2005

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*New Asia represents a new project country within the Asian continent. For security reasons we are unable to disclose the name of this country.

For the security of our partners we are unable to disclose all of the project developments. There is no relationship between the statements and accompanying pictures unless otherwise indicated.

