

# 3xM

more message in the media



# ANNUAL REPORT 2017

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“I had been to church a couple time before, but had never realized that Jesus was there for me. I opened my heart for Jesus committed myself to reading the bible and prayer. I now have a sense of peace concerning my work situation and believe God will let me see what I should do.

Thank you for your TV programs and the advice you gave me in difficult times!”

MALÉ FROM WEST AFRICA

”



## INCREASED MOMENTUM IN REACHING THE WORLD FOR CHRIST

The new family series Heartbeat had just made its debut in West Africa and the telephones in the aftercare department were ringing off the hook. One of the calls was from an Imam. Touched by what he had seen this man bought a bible so he could learn more about Jesus.

Programs in Central Asia were made available online with the intention to offer extra accessibility. The results left us dumbfounded as the programs have already received over 14 million views.

A weekly drama series in Bangladesh is broadcasted prime time every Friday night and our partner continues to develop a strong strategy in reaching and intriguing viewers.

We deeply respect and appreciate our project partners and the courage and responsibility they show. Addressing social issues with sensitivity and precision while introducing biblical truth and a message of restoration and hope.

It is our vision and passion to bring the life changing message of the Gospel to people living in inaccessible and hard to reach countries. Television and internet hold immense possibilities while social media is

providing exciting opportunities for improving follow up and aftercare endeavors.

My heart overflows with gratitude when I see the impact of our combined efforts.

You and me working together to bring the Gospel to individuals desperately needing to hear.

United in Jesus and passionate for bringing His message to the world.

“That all of them may be one, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me.” John 17:21

Thank you for your prayer and support throughout this past year. What a privilege it is to be part of this unique work, together.

Gratefully,



Martien Timmer  
CEO, 3xM





# 1 | MISSION, VISION AND STRATEGY

The name 3xM stands for More Message in the Media That is our focus. Utilizing modern media as a platform in bringing the Gospel to hard to reach people groups.

## MISSION

Proclaiming the Word of God through television, social media and the internet. Focusing specifically on the least reached people groups within the 10/40 window.

## CORE ASPECTS OF OUR APPROACH:

1. Strategically targeting those who have never heard the Gospel of Jesus Christ.
2. TV programs addressing relevant social themes are used as a vehicle in communicating the Gospels message.
3. Active in 'hard to reach' countries where Christian TV is either scarce or non-existent.
4. Emphasis on unity and committed to bringing Christians of diverse backgrounds together in this work.
5. Contributing to social justice from a biblical perspective.



## ALL-INCLUSIVE APPROACH:

The work of 3xM is integrated into the following focus areas

1. Proclaiming the Gospel. It is our desire to proclaim the Gospel of Jesus Christ in everything that we do.
2. Cultivating transformation. Offering opportunities for education and discipleship through aftercare endeavors. Spreading media productions via TV, internet and social media.
3. Assisting people in need on both social and spiritual levels. Providing program viewers with practical answers, advice and biblical wisdom on relevant issues. Creating awareness and offering referrals for further assistance when needed.
4. Contributing to social justice. 3xM programs are a powerful tool for combating social injustice.
5. Care for creation. Sustainability is an important part of our work. We strive to deal sustainably with the people, creation and resources entrusted to us.



## 2 | PROJECTS AND PARTNERS

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### FRENCH-SPEAKING WEST AFRICA

A reorganization in 2017 has birthed new opportunities for this region. The new partner organization New Generation Media (NGM) was established, opening the doors to a broader range of support among Christians in the region.

This new structure provides significant advantages in relation to efficiency and the reduction of production costs. We are pleased with the developments and are convinced that the new structure will contribute to the efficiency of our work in West Africa.

The program Heartbeat addresses commonly avoided family life issues with sensitive precision. Introducing biblical principles while communicating the Gospel in a way it can be received by the target group.



In addition to the production of new programs, existing programs made in previous years continue to fill the airwaves.

In 2017, programs were broadcast in 12 countries on 10 national and 5 regional channels in Ivory Coast, Niger, Gabon, Mali, Chad, Guinea Conakry, Burkina Faso, Central African Republic, Cameroon, Togo, Benin and DR Congo. In 8 of these countries, people could also view the programs via satellite channels.

The aftercare in this region is well organized and accessible with responses coming in via telephone and internet.



## CENTRAL ASIA

14 drama episodes were produced in 2017, addressing issues including alcohol abuse, prostitution, drugs, infertility, kidnapping of brides and violence against women. In addition to this, 5 productions were made utilizing testimonies to be distributed via DVD.

Drama episodes were broadcast on national TV channels as well as regionally.

Although programs in this region cannot explicitly share a Christian message, the programs hold a unique ambience that communicates what cannot be said directly.

After each program a telephone number is provided for those able to respond.

In addition to traditional TV broadcasting, the programs are also made available via internet.

One episode on bride-kidnapping received over 4.5 million views. The program on infertility attracted 1.5 million viewers. These two programs in addition to the other programs made available online received a total of over 14 million views.



## PAKISTAN

Our partner in Pakistan travels through the rural countryside showing film productions. We work with Christian films purchased by our partner which have been translated into the Urdu language. In addition to these films, three film productions made by our partner in the present-day Pakistani context on parables are used.

Film provides us with a beautiful way to communicate the Gospel without any form of literacy.

167 film showings were organized in 2017, 20 of which were organized specifically for children.

Over 26,640 individuals attended these film showings. After the film, the opportunity is given to speak with members of our partners pastoral team.



## BANGLADESH

We are thankful for the dynamic and talented team of individuals at work in Bangladesh. Throughout 2017 they successfully produced a weekly episode of the popular drama series. This drama series is broadcast weekly on the nation's most popular drama channel. The programs are recognized for their high quality and ability to capture the hearts of the Bangladeshi people. Relevant issues are used as a platform to proclaim truth. Subjects including exploitation, sexual abuse, corruption and acid attacks come on board.

Pastoral follow-up is available to program viewers after each broadcast.



The enormous number of smart-phone users in Bangladesh, has opened the doors to reach more and more young people with the programs. Trailers of upcoming episodes are posted on Facebook to promote the weekly broadcast. In July of 2017 a new website was introduced, on which the latest programs can be viewed. The drama series is also available via YouTube.

### JAPAN

A country respected for its high standards, work ethic, strive for harmony and appreciation for loyalty. Christianity has been notably active in Japan since the mid-sixteenth century. Yet Japan remains one of the least-evangelized nations in the world.

In July 2017 we were introduced to a Japanese Christian active in the media sector. This organization has the capacity to produce drama films. Perseverance is needed in bringing the leaders of the Japanese churches together as this project takes form.



### AFGHANISTAN

Afghanistan is a country facing complex challenges. But hope is being cultivated amidst the unrelenting violence. This nation is not forgotten. The possibilities for TV programming were researched throughout 2017. We were brought in contact with an organization

servicing the Afghan people from outside the country's borders. Poetry and storytelling play an important role in the Afghan culture. Our goal is to implement both television and internet media to broadcast the gospel. Combining the Afghans' love for storytelling with the Gospels' story of love.

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### 3 | IMPACT

"I am grateful to God for what He is doing in Ivory Coast. As a result of the programs, many people call for information. I also see the church grow. In addition, there are also people from other religions. God gives us boldness and strength."

*- aftercare employee in Ivory Coast*

3xM programs have impact. Program viewers tell how their lives have been changed. Stories of recovery and freedom, stories of faith and hope. A selection of these testimonies are shared throughout this report.

Throughout 2017 we received a total of 132,749 responses from our project partners.

In Central Asia programs made available online received more than 14 million views.

At least once every three years, 3xM conducts independent research on one of our projects. Research objectives is to investigate the effects our programs have on the viewer as well as the society in question.

Since 2005, different independent research has been completed concerning the impact of our work. You can find summaries on our website or contact us for more details.





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“Through the episode, I was confronted with the wickedness of the human heart: unfaithfulness, dishonesty and deceit. People are willing to do anything to achieve their own goals, especially the bad ones. I have been watching your films at RTI1 for some time, and I am very happy. A few days ago, I bought a Bible in Arabic. I want to study it to learn about Issa (Jesus) and his teachings.”

IMAM FROM WEST AFRICA

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That moment changed my life

ODA FROM CENTRAL ASIA

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“

“My life was changed completely!”

GULBARAK (34 YEARS)  
FROM CENTRAL ASIA

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“Uddipon is a TV program awakening the minds of people while telling them beautiful daily life stories. The last episode I watched was called ‘Valobasar Kobita’ meaning ‘love poems’. I was fascinated by the way the story was told. Showing me how to treat my family and others. This program showcases wrong and right for viewers in a way they can understand. I hope the series continues.”

SABBIR FROM BANGLADESH

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

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“People are being touched by what they see and hear. It is not without risks, but I trust God, He does not disappoint.”

GADARINE FROM  
BANGLADESH

”



# 4 | STRUCTURE WORLDWIDE

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## 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 Strengholt,** 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.

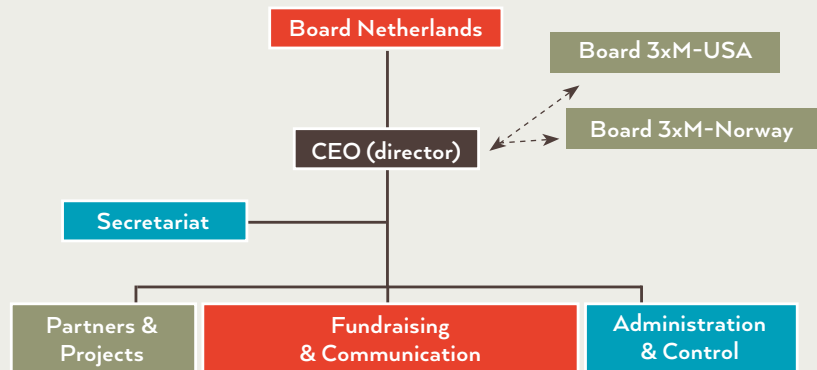


**Bjornar Moen**  
*Chairman*



**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.



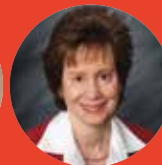
**Reginald J. Hanegraaff**  
*President*



**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, 2017 (IN EURO'S)

	December 31, 2017	December 31, 2016
<b>Assets</b>		
Cash and banks	589,319	605,260
Amounts receivable	69,024	58,013
Tangible fixed assets	344,660	376,233
<b>Total</b>	<b>1,003,003</b>	<b>1,039,506</b>
<b>Liabilities</b>		
Short-term debts	271,026	272,653
Reserves and funds	731,977	766,853
<b>Total</b>	<b>1,003,003</b>	<b>1,039,506</b>

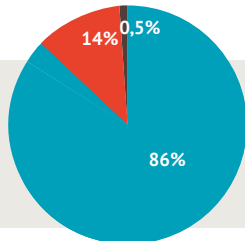
The tangible fixed assets contain our own office building and renovation up to € 258,661.

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 € 50,965.

The other reserves and funds are allocated to projects.

### INCOME 3XM 2017

- Income the Netherlands
- Income USA
- Income other



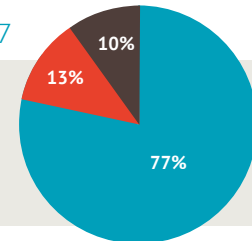
### 3XM INCOME AND EXPENDITURE STATEMENT 2017 (IN EURO'S)

	2017	budget	2016
<b>Income</b>			
Income The Netherlands appr. 13,000 donors	948,118	941,630	872,606
Income 3xM-USA	153,653	210,000	144,933
Income Singapore	3,727	8,000	2,185
Income Canada		10,000	
Income Norway		10,000	
Interest and investment income	1,205	3,500	1,124
<b>Total income</b>	<b>1,106,703</b>	<b>1,183,130</b>	<b>1,020,848</b>
<b>Expenditures</b>			
Spend on objective	876,818	1,031,708	815,322
Fundraising	149,590	139,642	107,290
Administration and control	115,170	110,596	108,325
<b>Total expenditures</b>	<b>1,141,579</b>	<b>1,281,946</b>	<b>1,030,937</b>
<b>Result</b>	<b>-34,876</b>	<b>-98,816</b>	<b>-10,089</b>

These figures are derived from the audited financial statements for the year ended 31 December 2017. 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.

### EXPENDITURES 3XM 2017

- Spend on objective
- Fundraising
- Administration and control



The result has been deducted from the reserves and funds, less than budgetted in 2017. The slight increase of income realized in the Netherlands corresponds with the budget and is the result of successful fundraising campaigns. Income 3xM-USA increased in 2017 due to a contribution of \$ 25,000 for project development in Japan. The total amount of income received through 3xM-USA includes a donation of \$ 81,289 from a US donor received via our fiscal partner in Canada. Fundraising activities have been intensified to increase future revenues.



more message in the media

#### 3xM Headquarters

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E: info@3xm.nl

#### 3xM- USA Office

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Holland, MI 49423  
T ( 001) 616 772 98 73  
E: info@3xm-intl.org  
3xM USA received its charitable  
501(c)3 status in 2005

#### 3xM Canada

WOCS in trust for 3xM Canada  
10702 Santa Monica Place  
N. Delta, BC V4C 1 R2  
Registered Charity  
BN# 131061889RR001

#### 3xM Singapore

World Outreach Singapore  
Kueh Tarn Ping (Office)  
2 Kallang Avenue  
#04-09 CT Hub  
Singapore 339407

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The team at 3XM is doing something I've never seen accomplished in my entire career in Christian media. They're not just producing the "occasional" TV program or movie for international audiences, they're producing entire series programming, and doing it with multiple programs in multiple countries. Plus, they're producing locally in some of the most difficult and dangerous locations on the planet. This is one of the most significant strategies I've ever encountered for using media to reach the world for Christ.

PHIL COOKE, PH.D. - FILMMAKER,  
MEDIA CONSULTANT, AND AUTHOR

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Follow 3xM

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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.

Algemeen Nut  
Beoogende Instelling  
**ANBI**

**CBF**  
FRIEND  
GOED DOEL