

The logo for 3xM, featuring the number '3', the letter 'x', and the letter 'M' in a bold, white, sans-serif font. The '3' and 'x' are connected, and the 'M' is separate. The background is a photograph of a woman in a colorful sari standing on a film set with a camera operator and a director.

more message in the media

ANNUAL REPORT 2018

“ THIS PROGRAM IS MY STORY ”

Didier grew up in Ivory Coast. His father is muslim and married three women. Then Didier's mother suddenly dies. "Problems started since then", tells Didier. "My father didn't pay the rent for our home anymore and said he was not able to care for us besides his other wives and families. I had to look after my brother and sister. We asked for help but didn't receive anything from my father. We only could trust on God. So I took a job to get a small income. Fortunately the family of my mother paid the rent now. One evening when I was looking television my attention was drawn to the program 'Heartbeat'. This story told my life. I had a relationship with my girlfriend but then I could not found a job. Therefore she left me. When I had a new job she returned. We saw this program together and committed our lives to the Lord".

DIDIER FROM IVORY COAST



Front site:
The making of a drama series in Bangladesh.

MOVING TOWARD THE FULL POTENTIAL OF OUR MINISTRY CALLING

2018 has been a very important year for 3xM. During the preceding years our donor partners told us that we as Christians have taken the part of the proclamation of the Gospel very serious. But Jesus told us another very important element when He gave us the Great Commission. That is: to make disciples. And how serious have we been about that aspect of His Commandment?

Thankfully, we see us moving into this aspect of our ministry more and more. Our donor partners, especially from the US, gave us the opportunity not only to contemplate this issue but also to support this important development. The same relates to a greater focus on specializing in social and digital media.

We see growth in our ministry into visual media. We are becoming more and more a content provider to platforms on TV, social media, and the internet. Due to the increased outreach we expect more responses to come in. In preparation, we are concentrating on improved discipleship and follow-up as well. Gratefully, our donor partners are enabling these very important strategic moves.

It seems that we are reaching our "breech block" (final piece) as a ministry and coming to realize the "full cup of our calling."

We see the number of responses growing throughout our ministry. Most known conversions come from West Africa and Central Asia. On January 1, 2019 we started our partnership in Afghanistan, and the Lord has shown us conversions even there.

This year we will research Thailand, a region of Tibetan Buddhism, and a very closed country. We feel called to these difficult areas of the world and believe the Lord has a plan for us there. Will you join us in this wonderful and special mission?

Gratefully,

Martien Timmer
CEO, 3xM



1 | 3XM - MORE MESSAGE IN THE MEDIA

MISSION

To make disciples of Jesus Christ by sharing the Gospel to hard to reach people in the 10/40 window.

"Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit" - Matt. 28:19

OUR APPROACH

We work with local partners who choose relevant issues to launch on the different platforms of television, social media and internet and provide proper after care and discipleship.

Core aspects of our philosophy of mission:

1. Proclaiming the Gospel. Reaching those people with the Gospel who have never heard of Jesus Christ in the 10/40 window.

2. Offering opportunities for education and discipleship. Publishing visual content on TV, internet and social media.
3. Assisting people in need on both social and spiritual levels through providing program viewers with practical advice and biblical wisdom on relevant issues.
4. Counseling people face to face to grow as a disciple for Christ. Connecting them with a local church as far as possible.
5. Uniting church leaders and Christians of diverse backgrounds in this work.
6. Contributing to social justice from a biblical perspective with our programs about relevant issues.
7. Caring for creation. Sustainability is an important part of our work. We strive to deal sustainably with the people, creation and resources entrusted to us.

PROCESS OF DISCIPLESHIP



Awareness

Reaching our target audience with the Gospel through interesting content via TV & social media



Follow-up

Seekers start meaningful one-on-one conversations with our follow-up & discipleship team



Counseling

Providing, equipping and counseling people to grow as a disciple of Christ in a face-to-face setting



Local church

Connect people to a local church or Christian community to grow and become a reproducing disciple of Christ

2 | PROJECTS AND PARTNERS

FRENCH-SPEAKING WEST AFRICA - INCREASE SOCIAL MEDIA

There were 209,267 responses throughout 2018, exceeding the response rate from 2017 by 5,000. The drama series continues to be successful and had a response rate of 65,039.

There is a new agreement in place that allows our programs to be broadcast on the Roman Catholic Ecclesia satellite channel. This channel has a broader range than other channels and is giving us greater reach in French-speaking countries. In 2018, we received 19,419 responses.

Throughout the year, 11,093 people attended film presentations in four countries. Films were focused on social themes like HIV/Aids. After each film showing the follow-up team interacted with the visitors and shared biblical values and listened to personal stories.

The follow-up team is well-organized and 148 visitors accepted Jesus Christ and 123 returned to the Lord. The follow-up team will be developed to form discipleship programs. There will be training for the 13 counsellors and churches involved so they can equip people to grow as a disciple for Jesus Christ. West Africa has seen a dramatic increase in social media users. More than 50% of the West African population, especially youth, are using social media and mobile phones. This offers an excellent opportunity to reach them with the Gospel.

The media team produced 11 new programs and 12 re-edits in 2018. Relevant issues in our programs are domestic violence, immigration, child trafficking, and HIV/Aids. The dramatic series are broadcast on national and regional TV channels, as well as via satellite channels and internet platforms in 11 countries:

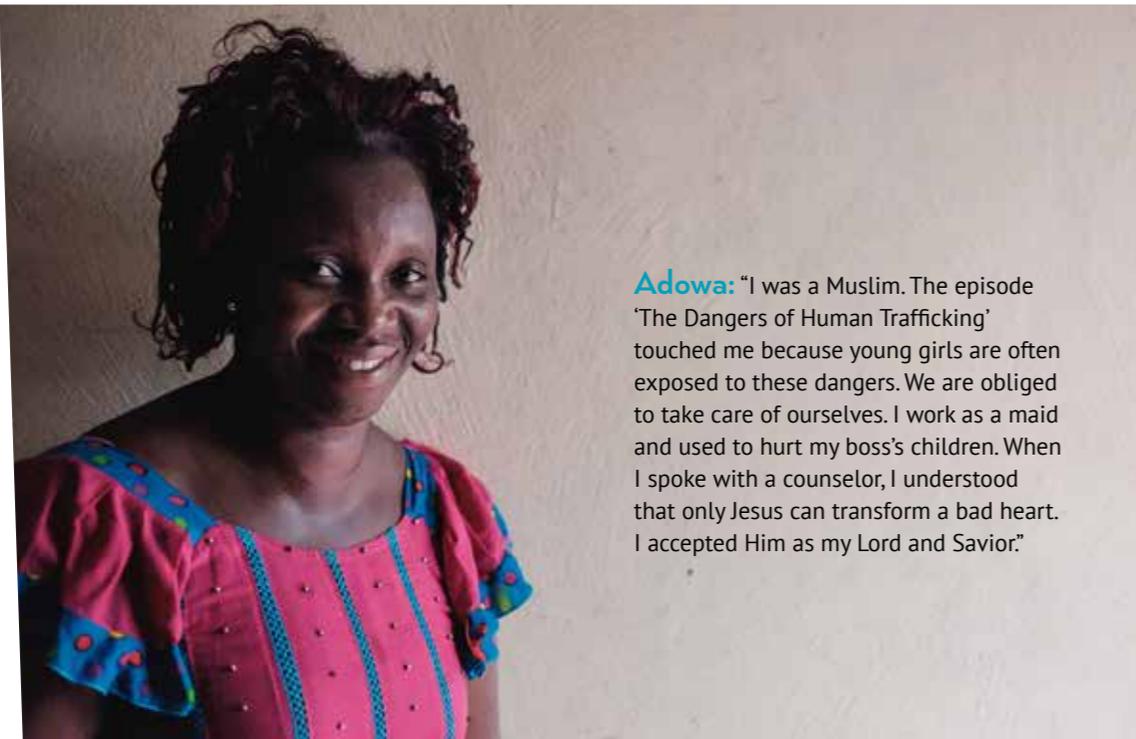


Ivory Coast, Niger, Mali, Chad, Guinea Conakry, Burkina Faso, Central African Republic, Cameroon, Togo, Benin, and DR Congo (including an estimated response of 47,000).

Finally, we have the opportunity to expand our ministry and reach an additional 15 million people. We have plans to dub French programming using local languages, Wolof and Bambara, in Senegal, Mali, Guinea, Burkina Faso, Gambia, and Mauritania.

 **209,267** viewers responded

 **97,228** responses via internet and facebook



Adowa: "I was a Muslim. The episode 'The Dangers of Human Trafficking' touched me because young girls are often exposed to these dangers. We are obliged to take care of ourselves. I work as a maid and used to hurt my boss's children. When I spoke with a counselor, I understood that only Jesus can transform a bad heart. I accepted Him as my Lord and Savior."



CENTRAL ASIA - IMPACT ON NATIONAL TV

In total we received 111,367 responses from viewers of our TV programs and websites. That is a threefold increase in comparison with the year before. We started a new YouTube channel in 2018. The three channels of our partner have 27,857 subscribers now. Our programs are very popular and are viewed several million times by other channels to which they are shared. The high quality programs address issues such as bride kidnapping, alcohol and drug addiction, prostitution, social pressure and domestic violence. The follow-up will be professional with programs for discipleship, as well as the productions for social media.

Another breakthrough is the broadcast of our Christian drama series on a national TV channel.

 **nearly 8 million** views via YouTube

Since 2006 we have been praying for this, that many people could get access to programs with biblical values. Besides this the number of our programs via private commercial channels is growing and there are more opportunities to counsel people via the internet.

A counselor

In Central Asia we see more and more people coming to Jesus. We have a very dedicated person for counseling and discipleship who tells the viewers about Christian principles: "A lady called us after watching a program about family violence. She had problems with her husband and one time he hit her with a knife. I told her that in this situation only Jesus could help her. She agreed to pray for this situation. This Sunday she called again and said that she had a dream. She saw Jesus and gave her life to him."

2 | IMPACT

3xM programs impact lives. Viewers tell how they have been changed with stories of recovery and freedom, plus stories of faith and hope. A selection of these testimonies are shared throughout this report. In 2018 we received a total of more than 500,000 responses.

Since 2005, 3xM wants to conduct at least every three years, independent research on one of our projects. Research objectives are to investigate the effects our programs have on the viewer as well as the society in question. The last impact research was done in 2014 in Central Asia. Some important results about attitude changes were:

- 42.9% of those who had seen the program said that it changed their attitude about faith;
- 44.4% said it had changed their attitude about Christians.

One of the main conclusions was that there seems to be a lack of knowledge about what Christianity does or does not practice or permit, as well as similar confusion about Islam. This suggests that faith is not a well-practiced or studied activity among many in Central Asia and that knowledge of these faiths may be more anecdotal, or the result of gossip, than it is true knowledge.

For us this means a lot of opportunity and work to bring people to Jesus!

You can find more summaries of our impact research on our website: www.3xm-intl.org.



Habiba: “My parents married me to an old man when I was 13 years old. We had two children. After ten years of marriage my husband took a second wife who threatened me every day. Now I am living with a married man who is a Muslim Imam. I often watch TV. That’s how I have been touched by your program. I became concerned for my life and wanted to do an HIV test. Thank God, one day, a health team came to my neighbourhood. That’s when I found out that I am HIV positive. I was very downcast and discouraged. While thinking about my life, I remembered that I could contact a counselor. When I called I told her about my life. Letting me talk made me feel good. Every day she called me and prayed for me. She told me about Jesus and I decided to give my life to Him.”



West Africa: we received 209,267 responses last year

In 2019 we plan to do research studies in Bangladesh, Central Asia, Ivory Coast and a country with a Muslim majority population in Saharan Africa.



Central Asia: breakthrough after 12 years: programs on national television channel

Afghan believer: “Thank you for putting me in touch with other believers. The war is bad where I live. The Taliban have destroyed homes and killed people. I am so glad that I follow Jesus and can pray for my enemies. It’s so good that you guys share about Jesus and many Afghans can hear the Gospel and become followers of Jesus.”

Saneha watched the film “Jesus for Children”: “I learned that Jesus performed miracles. He stopped the storms and fed the five thousand. He died for my sins and is my Lord and savior. A few months ago I watched this film and I still remember all the things. I also learned new songs and pray daily with my family. I shared the story of Jesus with my cousins and friends. They also like it.”

PAKISTAN - CHILDREN COME TO JESUS

20 film showings are specifically for children. After the 145 showings for adults more than 19,000 people had taken the opportunity to speak with the counseling team. On average eight persons convert to Jesus Christ at every showing. On the follow-up team were 589 women and 326 pastors and elders trained to work as counselors. The team will be expanded with discipleship programs.

Approximately 35 million out of 197 million Pakistanis are active social media users. We received 24,148 responses from Facebook viewers. The usage of social media is rapidly rising. To reach a larger audience with our programs the team will provide productions for social media activities.

Our partner in Pakistan travels through the rural countryside showing Christian film productions. Viewing a movie is a very effective way for illiterate villagers to hear the Gospel, because they are not able to read the Bible. In addition to these films, programs made by our partner are presented in

the Pakistani context in which Christian parables are used. The topic may revolve around bomb blasts, drug/alcohol abuse, illiteracy, increase in polygamy, divorces and social pressures from the non-Christian community.



22,682 people visited the
145 film showings



BANGLADESH - IMPACT ATTITUDES AND LIVES

In Bangladesh a handicapped child is seen as a curse. Robert and Rita have a handicapped son: “Our child is a gift from God,” says Rita. “We have to love him.” Therefore they tenderly care for him and experience the peace and joy that he gives them. In the television program Robert and Rita share their story to encourage other couples with a handicapped child. Thousands of viewers respond to the program which impacts their attitudes and lives.

The counseling team received in 2018 over 2,237 phone calls, SMS and e-mail and 146,110 responses via Facebook. After each broadcast there is a telephone number which viewers can call to

contact a counselor. The team will extend their activities with programs for discipleship and develop a social media strategy.

The media team successfully produced 53 new programs for the weekly episode of the popular drama series. These drama series are broadcast weekly on a popular drama channel and captures 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 are explored.

The enormous number of smartphone 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.



The YouTube channel has **142,248** views and **1,877** subscribers



JAPAN - THE LAND OF THE CHERRY BLOSSOM

In 2018 we made steps forward to connect with key persons and to participate with a digital platform, which is covering nearly 2,000 associated churches. We are looking at the possibility to develop a web-based platform to evangelize, educate and disciple people. This is a process of follow-up and discipleship to coach people in their spiritual journey.



Japan is one of the least-evangelized nations in the world: **1.54%** is Christian

Martien: "Cherry blossoms are the Japanese symbol for a new beginning. That is what we are focusing on: a new beginning for the mission in Japan. Eight years ago, I received a calling from our Lord to expand our ministry to Japan. It seemed illogical to me. But the Lord showed me that we must walk a new path. Find a new way to reach the hearts of the Japanese, so they will follow Jesus wholeheartedly."

The public national television (NHK) is the best viewed channel in Japan. They invite outside producers to send in proposals. We are searching for a qualified producer to send in a script. Together with church leaders we want to approach NHK to make regular drama series with relevant issues to the Japanese audience.



AFGHANISTAN - NEW COUNTRY

Afghans asks for teaching. Some are isolated, with no fellowship or internet access. In 2019 our partner will train new mentors to disciple people, so that young believers will grow in faith, share with others and birth communities of faith that will multiply.

In addition to television the Afghan community is increasingly digital and online. This offers us great opportunities with online media to reach more Afghans with the Gospel. Our partner manages seven websites which offer access to audio, video, Scripture, training, and other resources. We plan to produce captivating films such as: short dramas, testimonies, gospel talks, music videos and video talks for social media.

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 Afghan's love for storytelling with the Gospel's story of love.

"I am a believer in Jesus, but I live in a very strict area. Your program is my only source of Christian teaching."



our partner had about **1,000** telephone conversations with around **850** Afghans

3 | STRUCTURE WORLDWIDE

Board Members 3xM-Netherlands

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



Wim van Ginkel, RA
Chairman
Bertus Fortuijn, MS, PhD
Secretary
Gerrit Taute, MA, RA
Treasurer
Berdine van den Toren, MA
Member of the Board
Jos Strengholt, PhD
Member of the board

ORGANIGRAM



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

Board Members 3xM-USA

The 3xM-USA board was created in 2004 and is recognized as an official 501 (c) 3 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, PhD
Secretary
Max E. Smith, CPA
Treasurer
Janet Blakely Evanski PhD
Member of the board

4 | FINANCES

BALANCE SHEET ON DECEMBER 31, 2018 (IN EURO'S)

	December 31, 2018	December 31, 2017
Assets		
Cash and banks	819,408	589,319
Amounts receivable	58,850	69,024
Tangible fixed assets	353,226	344,660
Total	1,231,484	1,003,003
Liabilities		
Short-term debts	674,823	368,377
Reserves and funds	556,661	634,626
Total	1,231,484	1,003,003

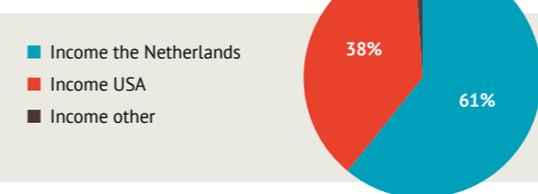
The tangible fixed assets contain our own office building and renovation up to € 231,661. This amount is also included in our reserves and funds, as well as our continuity reserve of € 325,000. In the short-term debts are included donations received in advance of € 470,266.

3XM INCOME AND EXPENDITURE STATEMENT 2018 (IN EURO'S)

	2018	budget	2017
Income			
Income The Netherlands appr. 12,000 donors	821,199	888,000	948,118
Income 3xM-USA	510,499	309,947	181,703
Income Singapore	5,532	15,000	3,727
Income Canada		10,000	
Income Norway			
Interest and investment income	284	1,500	1,205
Total income	1,337,514	1,224,447	1,134,753
Expenditures			
Spend on objective	1,141,980	1,095,007	876,818
Fundraising	169,478	178,468	149,590
Administration and control	104,021	113,675	115,170
Total expenditures	1,415,479	1,387,150	1,141,579
Excess of expenditure over income	-77,965	-162,703	-6,827

The average rate in 2018: € 1 = \$ 1,18 and in 2017: € 1 = \$ 1,12. The excess of expenditure over income has been deducted from the reserves and funds, less than budgeted in 2018. The income in the Netherlands has decreased slightly further than budgeted; due to a decline in inheritances. The income from 3xM-USA has sharply increased by, amongst others, the donations for the further development of social media and discipleship. The cooperation with the fiscal sponsors in Canada and Norway is in the startup phase.

INCOME 3XM 2018



EXPENDITURES 3XM 2018



These figures are derived from the audited financial statements for the year ended 31 December 2018. 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.



more message in the media

3xM Headquarters

P.O. Box 2510
3800 GB Amersfoort
The Netherlands
T: 0031-33-2864103
E: info@3xm.nl

3xM- USA Office

4705 46 th ST.
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

Follow 3xM

- 🐦 @3xM_intl
- 📍 3xMinternational
- 📺 youtube.com/3xMinternational

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.

“

A mutual friend introduced me to Martien Timmer several years ago. I have spent many years in television broadcasting. So the concept that Martien described to me – putting Christian TV shows on the air in Non-Christian countries – was instantly fascinating to me. I became a financial supporter of 3xM. And I try to meet with Martien each time he is in Dallas. I have now seen number of the 3xM television programs. They are quality productions. AND they are a very effective witness for Jesus.

**TROY DUNGAN, BROADCAST MEDIA
PROFESSIONAL. DALLAS, TEXAS**

”

Algemeen Nut
Beoogende Instelling
ANBI

CBF
FRIEND
GOED DOEL