



more message in the media



ANNUAL REPORT 2019

55% MORE IMPACT THROUGH SOCIAL MEDIA

3XM FOCUS AREA

Making disciples of Jesus Christ among the unreached peoples

3,000 000 000



865 MILLION
UNREACHED MUSLIMS



550 MILLION
UNREACHED HINDUS



275 MILLION
UNREACHED BUDDHISTS

We work in the 10/40 Window because:

- Over **3 billion people** still have **not heard the name**, Jesus Christ. This makes **40% of the world's population**.
- **90%** of the most persecuted countries
- includes the majority of the world's **Muslims, Hindus, and Buddhists**
- Only **3%** of missionaries currently work in the **10/40 Window**
- **<1%** of the money spent on missions is in this area

55% MORE IMPACT BECAUSE OF SOCIAL MEDIA!

In 2019 we received 568,983 responses in total! Significant is that we received 55% more responses via social media. This is largely due to the professional approach on social media and internet platforms. We are very encouraged by the tremendous response by viewers amongst the unreached peoples in the 10/40 Window!

Today we can be in touch with people in unreached and closed countries in a manner we could only dream of before. We launched a compelling 5-minute social media clip to Afghanistan with an invitation to contact us. Within a few days, more than 170 people reached out to the follow-up team. Normally 1,000 people contact our partner on an annual basis. So, this is an unprecedented number for such a hard to reach group. This exceptional growth can be seen elsewhere too, like in Central Asia. Over 60% increase in social media followings; our local team outperformed all their SMART goals by 300%. In 2020 we launched a new partnership in Somalia and we see that responses are growing steadily. Please read other examples in this report.

In 2020 we celebrate our 40th anniversary with gratitude and amazement. The Lord opened so many

doors for us to share the Gospel! However, our task is far from complete! There are over 3 billion people in hard to reach countries who have not heard about Jesus and do not know Him as their Savior.

As we are experiencing a breakthrough in responses we want to work on lasting impact. Besides sharing the Gospel, we want to make disciples of Jesus Christ. It is our priority to improve our methods to lead people via our programs, through our multi-media approach into a church or (digital) community in 2020. Therefore, we are looking for opportunities (and funds) to expand into this area of our ministry.

Join us as we pray, plan, and prepare for expansion of our impact, so that more people become followers of our Lord Jesus!

Gratefully,

Martien Timmer

Martien Timmer
CEO, 3xM



1 | 3XM - MORE MESSAGE IN THE MEDIA

“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 MISSION

Making disciples of Jesus Christ by sharing the Gospel with the unreached people groups in the 10/40 Window using culturally appropriate visual media produced by our in-country partners.

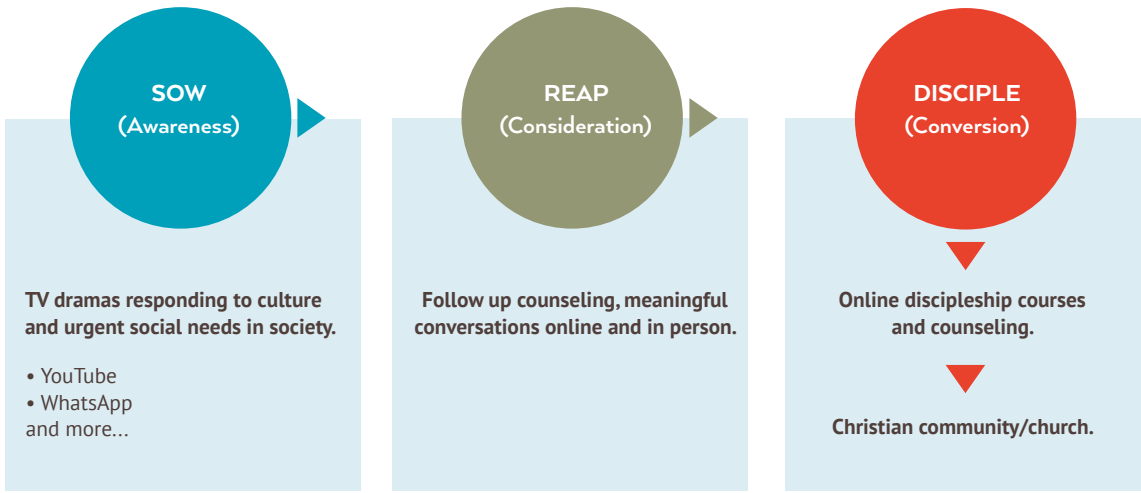
To this end, 3xM equips, empowers, and funds in-country ministries to become producers of good media content and disciple makers by developing beginning-to-end-strategies. 3xM creates pathways to move people from seeing good media content on social media, the internet, and television to

engaging with them and sharing the Gospel. And finally, bring them into a local church or digital community where they will be nurtured to become multiplying disciples of Jesus Christ.

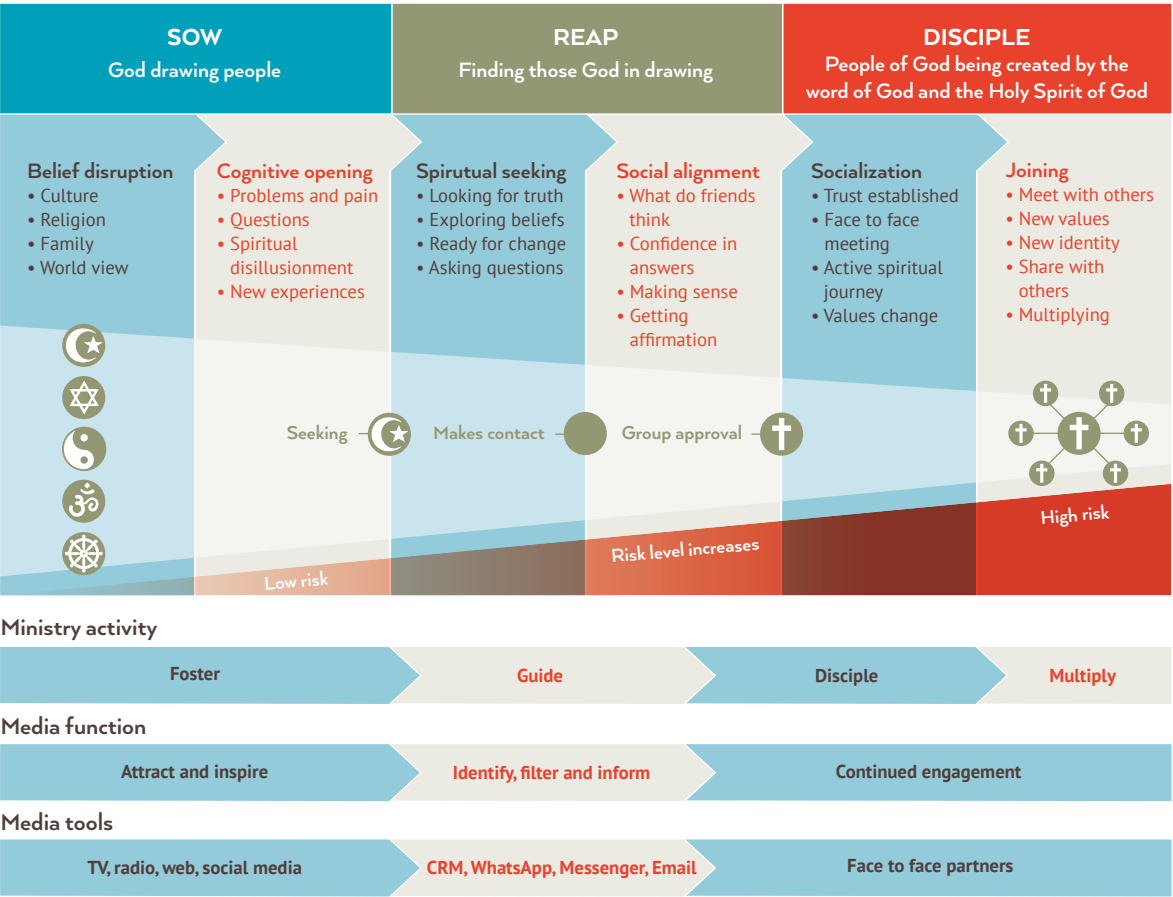
OUR APPROACH

3xM has a proven strategy. Over the years, we sharpened our focus on reaching the unreached peoples in the most dangerous regions on earth. We choose long term partnerships for a greater and lasting impact. We refined our methods by adding professional social media strategies that have an immediate effect. Further, we are developing our strategy on discipleship to include online tools as an addition to our existing offline follow-up and counseling.

SOW - REAP - DISCIPLE



MEDIA TO DISCIPLE-MAKING FUNNEL



Contributions by Frank Preston, Martin Fishbein, and Steven Earp.

This is our more elaborate model of discipleship making process integrated into our media strategy developed with Dr. Frank Preston and others.

DISCIPLING ON- AND OFFLINE

The follow-up team is a crucial component of our work. In every country, we have one or more discipleship mentors. After each online, TV broadcasting or film showing people have the opportunity to contact us and respond. The follow-up team engages with viewers on social and spiritual topics, providing a listening ear, biblical wisdom, and sometimes practical advice.

For years we have been bringing new Christians into the local church community. However, we see that it is not always possible. Sometimes the closest church is many miles away. In such circumstances, online platforms and digital communities might be the only option. At 3xM we want to bring disciples into Christian communities where they can flourish and grow.

In 2020, we are exploring opportunities to use social media and internet platforms to nurture and disciple new believers. We are designing pathways that will go from online to offline. We prefer to use a methodology that we can implement for all our partners. We are in contact with a couple of potential partnerships. However, none of them is tailored to this discipleship approach and needs to be additionally developed. We are searching for funding partners with whom we can realize our dream.

“

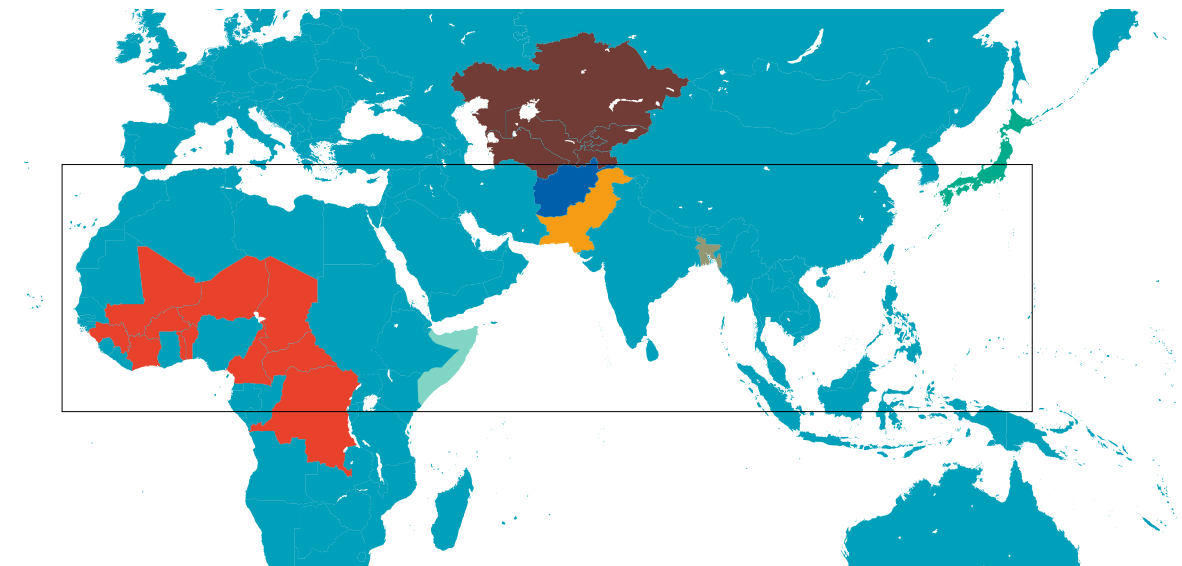
Since I saw your program, I got interested in Jesus. Now I have accepted Him as my Savior. My family suspects me. I am looking for Christians to talk to.

”



2019 IMPACT SUMMARY

THE COUNTRIES IN WHICH WE OPERATE



West Africa

Ivory Coast
Niger
Gabon
Mali
Chad
Guinea Conakry

Burkina Faso
Central African Republic
Cameroon
Togo
Benin
DR Congo

Central Asia*

**For the security of our partner we cannot disclose the country from which we operate.*

Pakistan
Bangladesh
Afghanistan
Somalia (2020)
Japan (researching)



3xM reaches youth and young adults



REACH

5 in-country partners

16 countries

8 of the countries
are on the list for high
Persecution of Christian.

*Afghanistan, Pakistan,
Bangladesh, Niger,
Mali, Burkina Faso,
Central African Republic,
and Cameroon*



PEOPLE

30 fte

in-country partners staff
(excl. freelance workers)

7 fte

headquarters staff

2 fte

from 20 volunteers



PRODUCTION

296

programs and clips

27,533

broadcast minutes

7 languages



VIEWS

13,531,396

total views

13,496,934

views online

34,462

viewers film showings



TOTAL RESPONSES

568,983

responses in 2019

447,129

responses in 2018

55%

increase in responses
via social media

2 | MEDIA PROJECTS AND PARTNERS

SOCIAL MEDIA - 55% MORE RESPONSE

3xM has always embraced the use of new technologies and new media because of its potential for a significant impact. However, we do not want to invest in just putting some nice clips and videos on the Internet without creating dedicated following.

We are working with Media Impact International to design persona directed strategies that will reach seekers. We offer our partners social media training and together we develop a strong social media strategy for their target audience. This focused approach generated 55% more responses in 2019 compared to 2018.

We love social media because it offers us direct interaction and immediate feedback. It brings us closer to people whom we would otherwise never be able to engage face to face. Viewers can watch video content privately and can reach out to the follow-up teams anonymously.

“

I really like your programs, especially when you talk about peace and love. So last week, I decided to become like you. Is it possible that you will accept me as your brother? I want to become a follower of Jesus. Please, send me a Bible.

”

In many countries, in the 10/40 Window the Internet coverage and mobile phone Internet are growing rapidly. These are unique opportunities to spread the Gospel. If we do not use them today we may be too late tomorrow!

OUR PROGRAMS

3xM tailors programs for social media, internet platforms, and television together with our in-country partners. Social media and online platforms are interactive media compared to television. This means we must come up with a different style of programming. Sometimes we can be more direct in our presentation of the Gospel on social media and internet platforms than on television.

For example: In Afghanistan, a message was sent out if people wanted to know more about Jesus. It generated hundreds of responses. This creates a larger array of programming per target audience.



In other cases, our unique approach for television works much better. Over the years, we have been able to get on major TV channels in-country because of the following approach. We produce engaging drama programs that appeal to a broad audience. Jesus also used stories and parables in His teachings. One-third of the written Gospels is in parables. Each of our programs addresses a major social issue from a Biblical perspective. The Biblical truths are presented practically and relatable to everyday life. In the more open countries, the Gospel is proclaimed more explicitly. The programs emphasize the importance of a personal relationship with Jesus Christ. In the more closed countries, however, the indirect and more implicit approach is better accepted. Dramas and real-life stories based on Biblical norms and values beautifully relay the message of the Gospel.

Everybody loves visual storytelling and drama, but this approach is especially appropriate in cultures with strong oral traditions, low literacy, and a hostile environment.

From impact research we know that drama programs have the power to change lives. They intrigue viewers and help them to identify with the main characters. In this way, they can see their own lives from a different perspective.

TELEVISION

3xM produces high-quality, culturally appropriate television dramas in local languages. Our formats are desired and aired free of charge by prominent national and regional channels. In 2019 this

generated € 243,330 of free airtime, over 27,533 minutes. We are very grateful for this!

A cooperation between local churches can increase the likelihood of being broadcast on one of the top nationwide networks. When there is no local church it may be better to broadcast from outside the country via internet-based platforms and satellite channels.

Television is still one of the most influential forms of media. According to a 2019 study in 95 countries, people watch television 2 hours 55 min per day on average. Although there is a rapid growth in new ways of watching TV programs, the consumption of visual content does not decrease it rather diversifies.



OUR PARTNERS

Over the duration of 40 years, 3xM has built a respected track record with experience in countries in the 10/40 Window.

3xM has chosen purposely to work with in-country partners since 1991 because it gives synergy. A unique combination of 3xM's media knowledge is customized to fit the cultural needs and courage of our partners, making our approach highly impactful.

3XM PROVIDES TO IN-COUNTRY PARTNERS:

- Camera, smartphones, and other equipment needed for filming
- Support in concept development for new program
- Professional training in social media
- Training of follow-up teams and discipleship
- Financial support for in-country partners enabling them to produce quality programs for social media, internet, and television
- Conduct research before starting a new project
- Conduct impact research to monitor the development of projects, to keep quality and impact in check

3 | IMPACT PER COUNTRY

WESTERN AFRICA

In this region, Islam is growing, while animistic belief systems and Voodoo hold many in a vice. Domestic violence, child labor, slavery, poverty, and corruption are prominent issues.

3xM has worked for nearly 3 decades in French-speaking Western Africa. It is our longest-standing partnership. We broadcast in 12 countries in cooperation with 13 national and regional television networks and on web-TV. We also organize film showings in churches and hospitals.



18 film showings with 9.497 viewers in 6 countries.

Benin, Burkina Faso, Togo, Cameroon, Guinea Conakry, and CAR

Our media content discusses major social problems through a Biblical perspective. In the past, we produced over 300 programs on topics like HIV/Aids, unemployment, etc. These issues are relevant today and programs are re-edited and re-used for a variety of digital media channels throughout the region. Social media use is steadily growing in the region. In 2019, we redesigned the website and took steps to develop a social media strategy and train the media and the follow-up teams.



285.565 total responses, 36% increase, 209,267 in 2018

2 new languages, Bambara and Wolof

Bambara (2019): Mali and Senegal, and neighboring countries

Wolof (2020): Senegal, Gambia, and Mauritania – new countries for 3xM.





13.083.569 views online, **64%** increase, **7,982,876** in 2018

CENTRAL ASIA*

Under the thick outer layer of Islam people follow the old customs and traditions, like binding a ribbon to a tree for good fortune and good luck. Our partner produces programs on these issues, which touch the hearts of many, and they respond!

**For the security of our partner, we cannot disclose the country from which we operate*

3xM have been working in Central Asia for 13 years now and we start witnessing a breakthrough. Since 2018, our drama series are broadcasted on the national TV station. In 2019 we got our online breakthrough: over

13 million views on YouTube! As social media use is catching up, we have the golden opportunity to shape and influence the social media landscape by producing powerful content in local languages.

The drama series and social media video clips attract positive attention. Our content is shared and reused by other social channels partially or in its entirety. The responses and conversations on social media keep growing reaching the limits of the follow-up team. This year we aim is to expand the follow-up team and develop further the discipleship strategy on the ground.

Over **72,000** Youtube subscribers

155,334 total responses online



37.252 total responses online,
54% increase, **24.148** in 2018

PAKISTAN

Pakistan ranks fifth in the world by population with only 2% Christians. Christians are descendants traditionally of a lower cast. At best they are marginalized; at worst, they are victims of bonded labor.

In Pakistan, we are reaching out to the villages through film showings. We draw large crowds of viewers who are illiterate or poorly educated. Our partner has produced several 20-minute drama films based on parables from the Bible depicted in contemporary Pakistan. People easily identify with the stories that are translated to their own culture and social situation.

In 2019 we launched a pilot program for small-scale viewings. Members of the follow-up team visit remote villages and set a showing in people's homes with a laptop. The intimate setting facilitates open and candid conversations. We have seen many changed lives!

We have noticed exciting and unexpected results from social media activities in Pakistan. Our initial focus was on reaching the cultural Christian. However, 40% of the responses come from people from a non-Christian background. We are looking for ways to expand our online reach while taking the needed precautions.



489 total film showings,
24.965 total viewers

AFGHANISTAN

Afghanistan is a tribal society and loyalty to one's family means everything. Leaving Islam is considered a betrayal to one's roots and identity. Still people are reaching to our follow-up team in search of answers and fellowship. In such circumstances every response is cherished!

In 2019 we launched a pilot project in Afghanistan! After a thorough search, we found a partner, an organization that has been making multimedia programs in Afghanistan for the last 25 years. 3xM brought in our specialized approach of drama and storytelling in visual media and our targeted social media strategies. Together we produced a drama series in eight episodes and eight documentaries with testimonies

of Afghan Christians. The social media approach brought immediate results as described in the foreword of the CEO.

In 2019 we also held telephone Bible Classes for a group of Afghans students who wanted to learn more about the Christian faith. Our mentor logged 162 hours of on-line teaching time in a period of 12 months spread over 625 conversations.



3511 response offline (calls)
with **741** viewers, **350%** increase

45.992 responses online

4 | BREAKING NEW GROUNDS

SOMALIA

The number of Somalis using mobile phone internet continually increases. This presents a unique opportunity for the Gospel both inside the country and among Somalis diasporas. In 2019 we found a partner and started training the social media team. Our plan is in 2020 to launch the pilot project to produce content for different social media channels and web-TV.

We are just a few months into this project. The reactions already exceed our projections and the capacity of the follow-up team. Now we are looking for funds and pray to attract courageous staff members.

Somalia holds third place on the list prosecution of Christians. It has a population of 15.8 million people with only a few hundred Christians.

SOUTHEAST ASIA

In 2019, we researched the potential to work in Buddhist countries. In January 2020, we made an exploratory trip to Southeast Asia. We investigated

different ways of reaching people groups who are sharing a specific form of Buddhism. We met with representatives of various churches to get acquainted with the developments on the ground, and the common obstacles for spreading the Christian faith. Based on this in 2020 we launched a pilot project in the center of Thailand amongst a people group that shares a specific form of Buddhism.

JAPAN

Our work focus and prayers have been on Japan for many years. We have established contact with many influential church leaders, Christian producers, advertising agencies, etc. In 2019, we aimed to find an in-country partner(s) and produce a television program for the general public. This exemplary program would have been a showcase of 3xM's vision for culturally appropriate content. The lack of progress and high costs have encouraged us to look for alternatives. In 2020 we will investigate the use of social media channels to develop a strong media strategy to impact Japan while keeping the door open for opportunities on television as well.

“

I was very depressed and discouraged. I am ill, I have no more children and no future. Then I called you. Someone listened to me! You told me that Jesus is always there for me. Every day you called me to ask how I was doing. It made me think. Now I have decided to give my life to Jesus. Now I have peace and quiet in my heart.

”



5 | STRUCTURE WORLDWIDE

Board Members 3xM-Netherlands

3xM The Netherlands was founded in 1980 and is registered as a nonprofit in The Netherlands. Every year we receive the approval of the Central Bureau for Fundraising in The Netherlands, the highest authority for this in The Netherlands.



Wim van Ginkel,
RA
Chairman



Drs. Hilde van
Hulst-Mooibroek
Secretary



Drs. Gerrit Taute,
MA RA
Treasurer



Berdine van den Toren-
Lekkerkerker MA
Member of the Board

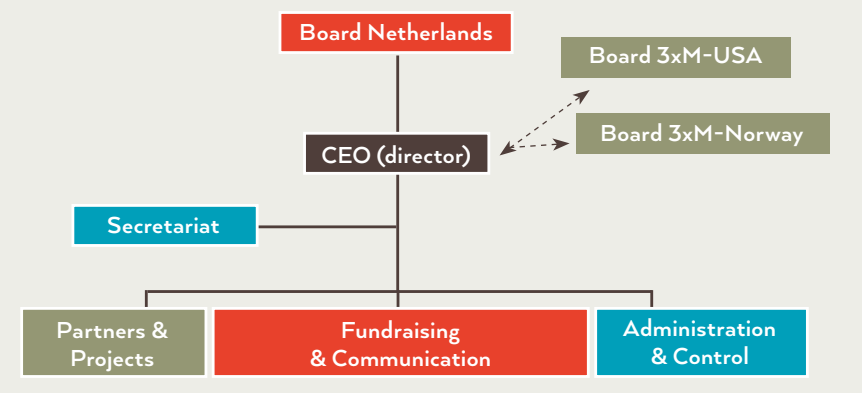


Jos Strengtholt,
PhD
Member of the board

3xM-Norway

3xM Norge took form in 2014. Its goal is to support the mission of 3xM and to enlarge our community of supporters in the country of Norway.

ORGANIGRAM



Martien Timmer,
AA
CEO

Board Members 3xM-USA

The 3xM-USA board was created in 2004 and is a 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



Kristen Roeters
Member of the
board

6 | FINANCES

BALANCE SHEET ON DECEMBER 31, 2019 (IN EURO'S)

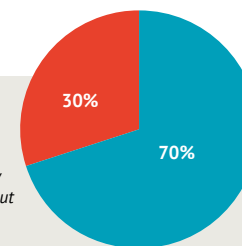
	December 31, 2019	December 31, 2018
Assets		
Cash and banks	1,712,860	819,408
Amounts receivable	17,976	58,850
Tangible fixed assets	302,616	353,226
Total	2,033,452	1,231,484
Liabilities		
Short-term debts	752,656	674,823
Reserves and funds	1280,796	556,661
Total	2,033,452	1,231,484

The tangible fixed assets contain our own office building and renovation up to € 217,331. This amount is also included in our reserves and funds, that contains also our continuity reserve of € 525,000 and appropriated reserves to strengthen our organization for € 538,465. In the short term debt there are included donations received in advance of € 591,648. These are funds received in 2019 for projects to be carried out in 2020.

INCOME 3XM 2019

- Income the Netherlands
- Income USA

The percentage is highly influenced by the Dutch bequest of € 800,000. without it the income from The Netherlands would be 55% and the USA 45%.



These figures are derived from the audited financial statements for the year ended 31 December 2019. 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.

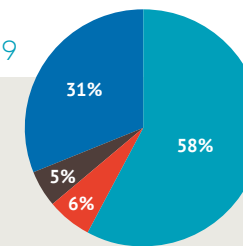
3XM INCOME AND EXPENDITURE STATEMENT 2019 (IN EURO'S)

	2019	budget	2018
Income			
Income The Netherlands appr. 13,000 donors	1,622,887	912,000	821,199
Income 3xM-USA	689,129	959,077	510,499
Income Singapore	4,524	6,000	5,532
Income Canada		10,000	
Income Norway		4,000	
Interest and investment income	84	1,500	284
Total income	2,316,624	1,892,577	1,337,514
Expenditures			
Spend on objective	1,340,527	1,733,436	1,141,980
Fundraising	135,507	153,931	169,478
Administration and control	116,455	122,725	104,021
Total expenditures	1,592,489	2,010,092	1,415,479
Excess of expenditure over income	724,135	-117,515	-77,965

The result has been added to the appropriated reserves to strengthen our organization and was caused by a bequest of € 800,000 / \$ 896,000 in The Netherlands received in the end of December 2019. The average exchange rate 2019: 1 € = 1.12 USD, therefore the income 2019 was \$ 2,594,619 and the expenditures 2019 were \$ 1,783,588. We are grateful to the Lord for the exponential growth of 73% in 2019!

EXPENDITURES 3XM 2019

- Spend on objective
- Fundraising
- Administration and control
- Appropriated reserve (bequest)





more message in the media

3xM is a pioneering media organization that perseveres in the mission to make disciples in hard to reach countries in the 10/40 Window.

3xM stands for More Message in the Media:
more impact through *more* media presence
making *more* disciples than ever before.

3xM Headquarters

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3xM Canada

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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.

“

Together with my family I saw films about Jesus. That touched us. I began to share with others what Jesus did for us. Even with Muslim friends in our village.” Aram from Pakistan has changed enormously since he saw the film screenings of 3xM. He has no more contact with ‘bad’ friends, goes regularly to church and has a strong prayer life. “It is my desire to reach many people with the gospel.

”

Algemeen Nut
Beogende Instelling
ANBI

CBF
FRIEND
GOED DOEL