

A photograph of three young women of diverse backgrounds (Asian, Black, and White) smiling and looking at a smartphone held by the woman in the center. The woman on the left has long dark hair and is wearing a patterned blouse. The woman in the center has short dark hair and is wearing a white collared shirt. The woman on the right has short blonde hair, is wearing a grey and white striped beanie and a black t-shirt, and has a nose ring. The background is a blurred green outdoor setting.

3XM

more message in the media

ANNUAL REPORT 2020

3 TIMES MORE IMPACT THROUGH SOCIAL MEDIA!

3XM MISSION FOCUS



3,000,000,000

UNREACHED PEOPLE

OUR DREAM 1,000,000 DISCIPLES BY 2030

Why are we focusing on the 10/40 window?

40%

of the world's population lives in this region, and they have not heard the Gospel.

90%

of the countries from the World Watch List for high Christian persecution are in this region.

2/3

of the people in this region are under 30 years of age. They are the future, and we can reach them via social media.

3%

of Christian missionaries work in the 10/40 window.

<1%

of the finances from missions are spent in this region.

2020 THE MOST FRUITFUL YEAR FOR 3XM

Three times more impact through social media. 2020 marked our most fruitful year of ministry yet since our founding 40 years ago.

The responses from social media have grown from 279,043 to over 1,029,241, or 269% in one year! This engagement is remarkable as it comes from closed and inaccessible areas of the world. Following the directive set by our founders in 1980, we are successfully using social media and online media to connect with people. Praise the Lord for this!

Last year we reflected on our 40 years of history in ministry. We feel called to persevere in disciple-making. Our audacious dream for the future is to see:

"1,000,000 disciples in a Christian community by 2030."

The extraordinary responses from 2020 support our vision and propel us toward increasing engagement and discipleship making in the 10/40 window. "If my brother-in-law comes again and says that Jesus is

not alive, I will shoot him." This somewhat unusual response from a new convert from Afghanistan might fit the local culture, but it is not our Christian way. It shows the need for a deeper level of discipleship.

At 3xM, we believe that our Lord has given us tools in hand that enable us to reach far and remote places unlike ever before. We need your help to serve Him and make our dream of a million disciples reality amongst the hard-to-reach and unengaged peoples groups. Jesus promised us, "I am with you always even unto the ends of the world" (Matthew 28:20). We see His hand moving.

We invite you to join us as we follow the Great Commission Jesus gave us. United in Christ,

Martien Timmer

Martien Timmer
3xM CEO



1 | 2020 IMPACT SUMMARY



* These 27 countries are places where we have a significant range and where we have contact with people who respond.



Online Reach:

The number of people who have seen our social media content.

Video Views:

The number of times our videos are watched online.

Offline Views:

The number of people who have been on the film showings in Western Africa and Pakistan.

Total Media Response:

The number of times people phoned us, started an online conversation, liked, shared, and left a comment online inspired by our media content.

Online Response:

The number of interactions with our social media content in the form of public shares, likes, and comments, as well as online conversations via Facebook messenger.

Offline Response:

The number of received phone calls, phone messages, and emails.

HIGHLIGHTS

 We had a total of **360,148** social media followers.

-  **Top 3 media channels with the largest media reach**
- YouTube channel reaching people in Central Asia: **101,460** followers.
 - Facebook page reaching people in Afghanistan: **70,167** followers.
 - Facebook page reaching people in Somalia: **57,826** followers.


 Our Central Asian indigenous partner received a **YouTube Silver Award** for reaching over **100,000** subscribers and **451,707** watched hours.

 We tracked **22,479** online conversations, **98%** of these conversations came from Afghanistan.

 More than **25 million people** in Pakistan saw the Covid-19 videos broadcasted on National TV.

 We produced **324** TV programs and videos.

 **338,557** USD free airtime **32,374** minutes

 We provided **210,5** hours of training to our eight indigenous partners.

2 | 3XM - MORE MESSAGE IN THE MEDIA

In response to the great commission in Matthew 28:19, the mission of 3xM is to make disciples of Jesus Christ in hard-to-reach countries, using culturally appropriate content created by indigenous partner ministries. By 2030, we aim to bring one million new disciples in the 10/40 window into a local church or a digital community. There we will nurture them to become disciples of Jesus Christ. To this end, we equip, empower, and fund our partners to produce quality media content to share the Gospel, accompanied by follow-up and discipleship, to attract, inspire and educate seekers.

3xM has 40 years of experience in pioneering media outreach. We seek to work in areas where few people and organizations are at work. 3xM stands for More Message in the Media: through more Gospel in the media, we can make more disciples of Jesus Christ and impact the world for God's glory. We realize that we cannot do anything with our head, heart, hands, and feet if the Holy Spirit does not go before us.

3xM has an innovative and sustainable approach. We create media content that triggers and invites seekers to learn more about Jesus Christ. In 2018, we felt called to broaden our work. Next to the TV-ministry, we expanded our outreach with modern media. We included demographical and geographical-focused social media strategies and culturally sensitive disciple-making strategies that attract, inspire, and educate seekers. By developing begin-

ning-to-end-strategies, we create pathways to move people from seeing media online to offline communities where they can experience a long-lasting change in their lives as disciples of Jesus Christ.

“

My children go to school in another a city. Since I watched your film, I have decided to call them very often, to encourage them, and give them advices. I also pray for them. I am aware that being away from home is not easy. Thank you.

JADE, CAMEROON

”

3xM defines disciples as people who respond to Jesus' invitation to enter into a relationship with Him and dedicate their lives to Our Savior. Discipleship is a lifelong journey. When someone comes to know Jesus, they are offered grace and love without condition. Also the Kingdom becomes visible through growth in faith, prayer, knowledge of God, deeds, and above all, in loving God, our neighbors, and ourselves. Daily we receive testimonies from all over the globe of Christ's power shining in areas of darkness.



3XM DISCIPLE-MAKING FUNNEL

3xM's unique strength is the way we develop and implement targeted media strategies in collaboration with our partners. In the past three years, we invested in refining our approach for online outreach. We implemented it in different projects, and everywhere, it turned out to be very fruitful.

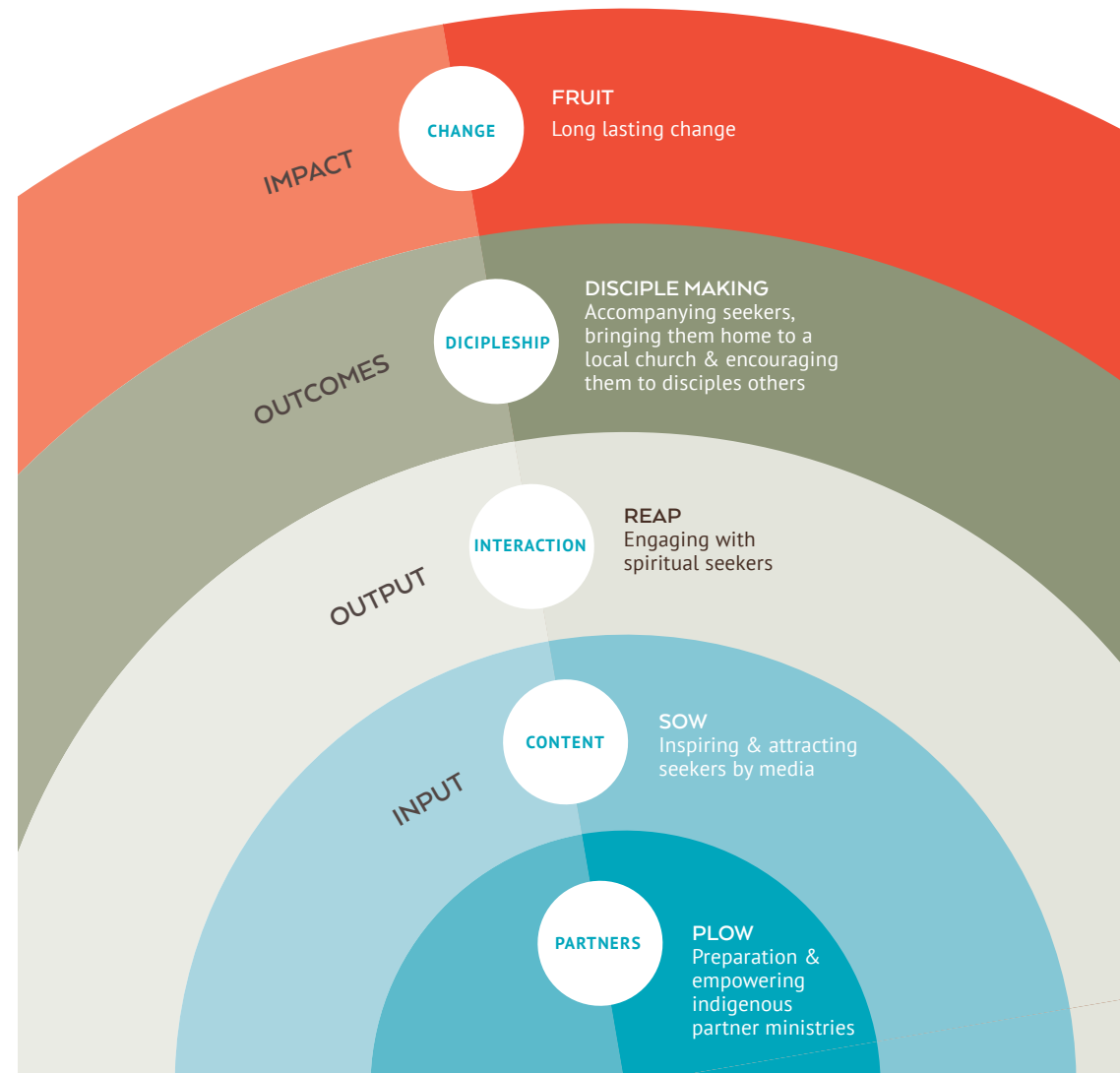
In the next five years, we will focus on further developing our discipleship methodology adapting to the local challenges and needs. In the meantime, we already selected online discipleship platforms. so that our partners could continue to develop further according to their contextual needs.

“

I am thankful that now we have the Bible in our own language and can read it. I have read one of the gospels and hope to read the whole Bible. I want to learn everything!

A COMMENT LEFT ON OUR AFGHAN FACEBOOK PAGE

”



“

I look forward to your call. I confessed faith in Christ about 2,5 years ago. I have studied the Bible but am not yet been baptized. I would like your help and I very much want to share the Gospel with our people.

DIRIC, A SOMALI YOUNG MAN

”

PLOW

Each new project and partnership is preceded with prayerful consideration and extensive research on the ground. 3xM aims to work among people groups where similar media evangelism and discipleship do not exist. We form long-term partnerships with indigenous ministries that exhibit solid foundations of the Christian faith, have an impeccable local reputation and share our vision.

We believe that investing in the development of the competencies of our partners' teams is essential. In this way, we increase their ability to fulfill our mutual mission. In the first months of 2020, we had two face-to-face training events held locally for our partners in Africa. Our in-house social media and discipleship experts gave regular training and coaching online.

SOW

Social media-based outreach facilitates an instant response from viewers. It is flexible, relatively inexpensive, and compared to television work, it does not require a big team. With financial support and profes-

sional coaching, local ministries can swiftly launch a social media channel and get tangible results.

In 2020, all our indigenous partners received social media training. Together we developed persona-based and specific people-group-focused online strategies. Some of our most successful stories are from Pakistan and the Buddhist countries. We launched new social media channels and quickly got a considerable organic following.

REAP

In 2020 we saw a significant increase in the number of people we reached and the number of responses we received. Since we have included social media in our media outreach, we have seen continuous steep growth in those responses: a 70% increase in 2018, a 55% increase in 2019, and an incredible 269% increase in 2020! This dramatic increase is due to training of partners, developing a targeted social media strategy, using growth and engagement campaigns and expanding the number of partners who use social media as outreach.

“

In your program you say that God is faithful and therefore we must be faithful at home to honor God and our spouses. I have been unfaithful. After seeing your program, I commit to end this relationship and remain faithful to my wife.

IDRISS, IVORY COAST

”

Successful engagement through social media is just the beginning of the discipleship journey. It is the first moment that people actively express interest in the content we present.

DISCIPLE MAKING

We have learned from experiences and research that people from different cultural and religious backgrounds need different discipleship approaches. We also have selected two online platforms that will integrate well and build on one another. These systems will provide a high level of security for seekers and our follow-up and discipleship counselors.

The first platform, developed by Echo Global, will facilitate our follow-up counselors' engagement with spiritual seekers. It provides one place for all incoming responses from all online messages to

“

I cannot thank you enough. I was a violent man. After seeing several episodes on the topic of violence at home, I was transformed. I have become a loving husband. Thank you.

TIDJ, NIGER

”



phone calls and face-to-face meetings. The other online platform will support the discipleship counselors in leading seekers to local churches or online communities by administrating online and offline and online discipleship courses, prayer and Bible study groups.

FRUIT

In 2020, we saw the rise of several discipleship groups in two of the world's most dangerous places for Christians; Somalia and Afghanistan. Our Somali partners have two vibrant groups operating in the diaspora. At the same time, our Afghani partners have 20 groups in the country and 234 individuals participating online. We look forward to 2021 as all of our partners grow in discipleship-making with the aid of the Holy Spirit.

“

What should a person do once he becomes a Christian? For example, if I am to become Christian now, what should I do?" Hadad, an Afghan viewer called our live TV program the following week and accepted Christ as Savior.

”

“

My friends and I listen to your programs. They are close to become Christians as well.

HANI, SOMALI WOMAN

”

COMMITTED TO LASTING CHANGE

Once every three years, 3xM conducts independent research that assesses the impact of our media outreach. We have already researched our impact in Mali, Ivory Coast, Togo, Central Asia, Bulgaria, and Indonesia. Currently, we are expecting the impact results from West Africa and in 2022 from Central Asia and Bangladesh.

In addition, we have requested research on the effectiveness of the 3xM methodology from Regent University. The study will be conducted in five countries. We received the first results based on surveys in Ivory Coast and Niger. The report describes our methods as very effective, because they serve as a "trigger" and a "catalyst". The indirect proclamation of the Gospel through current social issues ignites people's interest in the Gospel. It changes their predisposition to the Christian faith and Jesus Christ. Our follow-up serves as a catalyst by guiding and accelerating a process of thought formation of seekers.

3 | IMPACT PER COUNTRY

ASIA

AFGHANISTAN

The Afghan partner has a very effective indigenous team using modern media to engage in deeper conversations with seekers.

The team created a large variety of video content broadcasted via satellite, social TV (YouTube), websites, and other social media platforms. Among the produced content were a series of conversion testimonies, Q&A about God, family drama, and live talk shows with calls from viewers. This work is awe-inspiring and courageous as the people who showed their faces cannot return to Afghanistan.

We have seen nothing less than an online explosion. Most of the responses came from people living in Afghanistan and some from the Afghan diaspora. In 2020 we started with a strategic media plan, clear



22,024 online conversations,
497% increase, **3,692**
conversations in 2019

target groups and ways to reach them, and developed and launched social media strategies. Our social media posts reached two million people, 172 thousand people left a response, and 22 thousand people engaged in deeper conversations. In comparison, in Q1 of 2019, when we launched our partnership, we had an online reach of 149 people and 42 online responses. Praise the Lord!

Before joining us our partner had been active for over 25 years and had never seen such growth. He shared: *"I remember years ago we were praying for the opportunity to communicate with just one Afghan inside Afghanistan to tell them of the love of Jesus. Now I see Facebook light up every few minutes with new messages! [During Facebook campaigns] I get so excited. I can talk with so many Afghans now."*



2,257,189 online reach, **172,424** online
response, **57** times increase, **42,300** total reach and
response in 2019



131,860 total social media followers,
374% increase, compared to
beginning of 2018 (**27,856**)

CENTRAL ASIA*

We received our first official Silver YouTube Award! Our channel in Central Asia has 101,460 subscribers, a growth of 33% since last year.

The TV drama series continue to be a great success. Three national TV channels broadcasted the programs. Their quality is so high that TV networks have asked our partner to use them. Some have even aired them without our partner's official permission.

The poor social conditions and despair often resort to substance abuse, which leads to domestic violence. According to an international study in 2020, 32% of respondents have heard of an increase in domestic violence or have experienced it themselves. These

issues are addressed in our programs and on our social media platforms. They have triggered an overwhelming number of responses. In 2020 we opened a call center, and two extra people have joined the follow-up team.

A major topic of the follow-up care is dealing with trauma. Many of the people who reached out to us have lived through trauma. Their experience is so severe that discipleship needs to go hand in hand with trauma healing. Our partner provides a biblical message of hope, healing, and restoration to those looking for answers to their painful life-questions. Unless we manage to address the human suffering, their ability to relate to God as a loving Father will remain difficult.



4,660,824 online reach, **76,124** online responses
30 times increase, **155,334** total online reach and responses in 2019

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



New Facebook page launched in the beginning of 2020:

42,357
followers

371,364
online reach

35,497
online responses

PAKISTAN

Our work in Pakistan consisted mainly of organizing film showings and follow-up on the spot. Due to Covid-19, we could hold fewer film showings in smaller groups of viewers. But when some doors close, God opens others!

After years of prayer and perseverance, we had the chance to broadcast on National TV. We produced five short health information videos related to Covid-19 in Urdu and Pashto as part of Public Service Messages. They were aired on three national channels on primetime for three months from November 2020 to January 2021.

Official broadcast numbers show 371 million views. Approximate 310 million views via a terrestrial antenna (rural) and 61 million views via a cable network (urban). The project was exceptionally well received, and there was genuine positive feedback from across Pakistan. In addition, the national broadcast the videos have been aired on six satellite channels, used in hospitals and clinics, and shared via

social media. As we write this report, another eight Christian satellite channels are willing to broadcast the videos. We estimate that more than 25 million people in Pakistan have been reached with the message of the videos through different channels.

In the spring of 2020, we launched a Facebook page designed for social media outreach. We engaged people with Urdu and English content by posting daily Bible verses, weekly devotional blogs, and articles accompanied by social media campaigns. By the end of September, we had 25,276 followers. The number of followers nearly doubled (42,357) by the end of 2020. By the end of February 2021, it had over 60,000 followers!



371 million views of the 5
Covid-19 videos on 3 National TV

BUDDHIST COUNTRIES

It is our desire to bring the message of hope and salvation through Jesus Christ into this spiritually dark region. We know that reaching the Buddhist is challenging. Concepts like sin and salvation, mercy and resurrection either do not have a cultural reference or have a completely different connotation. It is estimated that it takes about four years, and in some cases, even ten years, for people who come to understand their relationship with Jesus Christ. 50% of those who convert to Christianity return to their original religion. People in these countries live in a tight and all-encompassing ancestral, religious, and relational environment. The Holy Spirit is calling us to this region and opening the door to share the Gospel with these unreached people!

THAILAND

At the beginning of 2020, we made an exploratory trip to the country. We have met with an existing disciple making movement. In October, we started a pilot with them and launched a Facebook page for outreach. By the end of the year, 22 people accepted Christ. We are adding our social media expertise to their fruitful offline work. Our partner reaches people in rural villages who never heard of Jesus Christ. Within 48 hours, they contact the ones who expressed an interest in the Gospel. This short-term pilot project aims to enrich both 3xM and the local partner. By sharing our social media expertise, we help them to reach more people with the Good News. In return, we learn about their offline methods in reaching the Buddhist population.



New Facebook page launched in November:

10,359
followers

116,083
online reach

9,738
online responses





A BUDDHIST LANGUAGE GROUP

The main objective for our contact person is to attract individuals from this particular group to the Church. We launched a message campaign. While the campaign was very successful in regard to response, responses and seekers were not from the identified group. Our challenge is to find out what will be the best way to reach this population. In addition, there is still quite a way to go to set up a partner organization to reach the entire population in that area.



New Facebook page launched in November:

4,180
followers

14,966
online reach

412
online
responses

105
online
conversations

AFRICA



20,706 social media followers:
10,430 French Facebook page followers
10,276 new Facebook page followers in Bambara language

WESTERN AFRICA

Western Africa is our longest-standing partnership, with over 30 years of successful television ministry. Operating from Ivory Coast, TV programs are produced in French and distributed in 11 countries in French-speaking countries. They are broadcasted on 16 TV channels (9 with national and 7 with regional coverage). Our follow-up team received 158,363 offline responses this year, more than in any other project.

In 2020 we held film showings in six countries. 73,961 people took part in these events. This is a 29% increase compared to 2019 (57,172 viewers). We also had four times more showings (67 versus 18 in 2019)

and five times more viewers (47,063 versus 9,497 in 2019). The significant increase came from organizing film showings in Burundi, a new country for us.

Our vision for this region includes a more culture- and language-specific approach. We started with dubbing TV programs into Bambara and Wolof language. In 2020, we aired Bambara programs on a TV channel in Mali. Last December, we created a Facebook page in Bambara. In January of 2021, we launched a social media campaign in Wolof focusing on Senegal and surrounding countries. In two and a half months, the Facebook page followers grew to more than 20,000 people.



1,666,563 online reach, **246,298** online response,
47 times increase, **40,465** total reach and response in 2019




SOMALI PEOPLE

In early 2020 we launched a pilot project for Somali people living in Somalia, in the neighboring countries, and the larger Somalis diaspora worldwide. We have started by providing social media training to our local partner who has nearly 50 years of ministry experience. Together we developed a social media strategy, which is our primary media approach there. We have strengthened two Facebook channels. The page dedicated to Somali women now has 17,196 followers. The other one, for the general public, grew to 57,826 followers. Two of our video posts went viral!

By the end of 2020, our content had more than nine million views. Nearly half of a million times people left a response and 75 thousand people started following

us. Via Facebook Messenger, we also conducted 350 conversations. Offline, we received 1,795 responses of which 741 are unique contacts from 38 different countries! 609 people reached out to us for the first time. We also supported two online discipleship groups.

In addition, three Somali TV programs were produced and broadcasted in a country in the region. This never happened before. They reached thousands of Somalis. We are overjoyed for the great number of people reached and the responses we have received. The response is so overwhelming that our staff cannot handle all the incoming messages. We are implementing new software solutions in order to respond to this growing opportunity for Somalians.

 **Online totals:**

77,412

9,272,279

488,748

350

social media followers

online reach

online responses

online conversations



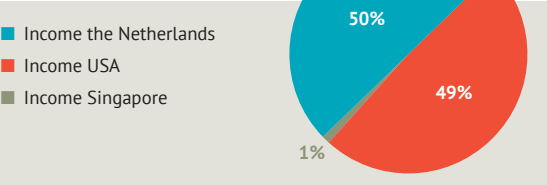
4 | FINANCES

BALANCE SHEET ON DECEMBER 31, 2020 (IN DOLLARS)

	December 31, 2020	December 31, 2019
Assets		
Cash and banks	2,251,244	2,089,689
Amounts receivable	153,531	21,931
Tangible fixed assets	358,299	369,192
Total	2,763,074	2,480,811
Liabilities		
Short-term debts	1,110,806	918,240
Reserves and funds	1,652,268	1,562,571
Total	2,763,074	2,480,811

The balance is based on the december 31st exchange rate of 1€ = 1.22 USD. The tangible fixed assets contain our own office building and renovation up to \$ 249,469. This amount is also included in our reserves and funds, that contains also our continuity reserve of \$ 640,500 and appropriated reserves to strengthen our organization for \$ 762,299. In the short term debt there are included donations received in advance of \$ 923,624. These are funds received in 2020 for projects to be carried out in 2021.

INCOME 3XM 2020



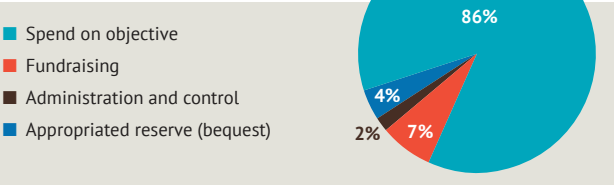
These figures are derived from the audited financial statements for the year ended 31 December 2020. These summary financial statements do not contain all the disclosures required by the Guidelines for annual reporting of the Dutch Accounting Standards Board, especially Guideline 650 'Fundraising Organizations'. 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 2020 (IN DOLLARS)

	2020	budget	2019
Income			
Income The Netherlands appr. 13,000 donors	1,129,187	1,204,980	1,931,236
Income 3xM-USA	1,109,660	1,595,354	820,064
Income Singapore	4,467	11,900	5,384
Income Canada		11,900	
Income Norway			
Interest and investment income	23	893	100
Total income	2,243,337	2,825,027	2,756,783
Expenditures			
Spend on objective	1,936,973	2,687,928	1,595,227
Fundraising	163,447	199,593	161,253
Administration and control	55,427	110,016	138,581
Total expenditures	2,155,846	2,997,536	1,895,062
Result	87,491	-172,510	861,721

The result has been added to the appropriated reserves to start new and existing projects and strengthen our organization and was caused by a currency gain (included in administration and control figure) of some \$ 118,860, related to a three year funding received from a US donor. The figures are based on the average exchange rate 2020: 1 € = 1.19 USD.

EXPENDITURES 3XM 2020



5 | DIRECTIONS TO ACHIEVE OUR VISION FOR 2030



Discipleship

Our aim and prayer are to see 60,000 spiritual seekers starting their discipleship journey by the end 2021, connect 300,000 disciples to a church or community by the end 2026, and have 1 million disciples by the end of 2030.



Culture of Prayer and Guidance

Our priority is to seek God's guidance in our daily life and continue to base our organization on a culture of prayer.



Revenue growth

To realize our goals, we need to increase our revenue by an average of nearly 20% or \$ 915,000 annually.



Sustainability and vitality

Building human and social capital is integral to meeting our strategic goals over the next five years. We plan to increase key staff by 35%, as well as providing ongoing training and learning opportunities.

2030



Discipleship development

We want to develop and implement customized "discipleship models" that are effective in various indigenous cultures.



Innovation

We will equip and empower all our indigenous partner ministries, collaborate on effective culturally sensitive disciple-making strategies and train them in new media technologies to ensure a robust Media-to-Disciple-Making funnel.



Impact

Increase our impact on hard-to-reach unengaged people groups through strategic partnerships in the 10/40 window, focusing on Asia and Africa.

6 | 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.



Martien Timmer,
AA
CEO



Wim van Ginkel,
RA
Chairman



Drs. Gerrit Taute,
MA RA
Treasurer

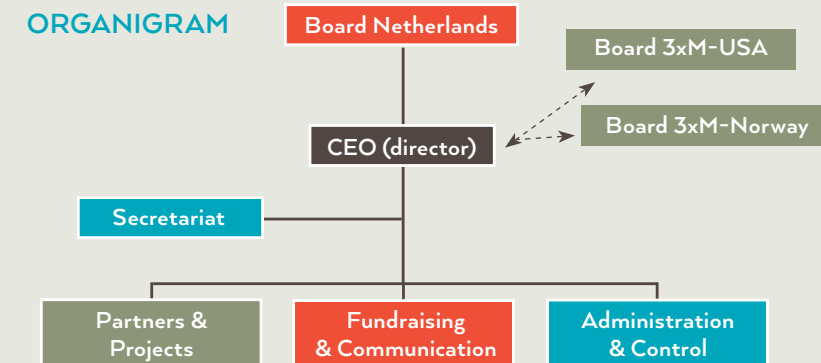


Jan Bomhof
Member of the board



Berdine van den Toren-
Lekkerkerker MA
Member of the board

ORGANIGRAM



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.

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.



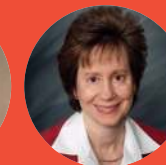
Reginald J.
Hanegraaff
President



Mark Fackler,
PhD
Secretary



Max E. Smith,
CPA
Treasurer



Janet Blakely
Evanski, PhD
Member of the
board



Kristen Roeters,
MDA
Member of the
board



DONATE ONLINE

Your gift will bring the message of Jesus Christ to individuals living in hard to reach places.



PRAY

Prayer is a key aspect of our work. Stand alongside 3xM in prayer by becoming our prayer partner today.



NONCASH GIVING

There are many ways to give. You can give stock instead of cash, business sales represent the greatest savings.



CHURCH GIVING

We are inventing church networks to engage their members, capabilities and resources to partner with 3xM in spreading the gospel in a unique way.



SHARE YOUR NETWORK

Your social and professional network is valuable! It is by connecting with one another and working together that great things are possible.

JOIN OUR MISSION!

3xm-intl.org/take-action



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

“ Every time we speak, you bless my family. I put you on speaker phone so we can all listen. What you say brings peace to our hearts and I think about it all week. ”
IMAD FROM AFGHANISTAN

3XM

more message in the media

We are grateful for the spiritual and financial support of our donors, ministry partners, and friends. Thank you for carrying us in your prayers and for the fellowship in Jesus Christ.



Be part of the mission.

Your donations will help develop social media and television programming and innovative tools to reach the seekers in their heart language and culture. It takes \$ 50 per day to support a counselor to engage with people and guide seekers in discipleship. **Think about the value you can bring to the Lord's Kingdom.**