

# Faithful

2024 ANNUAL FINANCIAL REPORT

## Reaching Everyone, Everywhere

This report provides the yearlong results of the ministry efforts you've funded through Jesus Film Project®. Celebrate the incredible ways God's steadfast love and faithfulness have reached hearts across the globe through your partnership.





**“Your steadfast love, O LORD,  
extends to the heavens, Your  
faithfulness to the clouds.”**

— PSALM 36:5, ENGLISH STANDARD VERSION



## **What You'll Find in This Report:**

All that we have accomplished together in 2024—translating films, providing partners with equipment and funding, implementing digital strategies, and broadcasting films—is a direct result of God's unwavering faithfulness. His grace and mercy have allowed us to continue carrying out the mission He has given us: sharing the gospel message with everyone, everywhere. The following pages highlight what God has done for us as believers and through your partnership. In this report, you'll also see an overview of our financial information for the 2024 fiscal year. **Thank you!**



# Faithful

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Some identifying details may have been changed  
for confidentiality throughout this report.



# Faithful to Answer

## FILM TRANSLATIONS

### Answered Prayers

**T**hose who participated in the recording of the *JESUS* film in Tali have good reason to be thrilled. Many Tali speakers in Central African Republic profess faith in Christ yet are strongly influenced by traditional ethnic religious practices that are deeply rooted in their culture. Two decades ago a major world religion also began to spread among Tali speakers—who are known as the Kari people—especially those in Cameroon, where a larger percentage of the population adheres to this religion. But ministry workers have seen an increasing number of Kari people respond to the gospel, and they anticipate *JESUS* will be a significant resource in helping them grow in their knowledge of Christ and His teachings.

Having *JESUS* in their heart language was a dream come true for the Kari people. Though they'd earnestly hoped for the film, they never thought they'd actually see it in their language. Smiling and clapping after watching the completed film, they started to sing in their local language: "You are our God. You always remember Your children. As You did for the Israelites, You have done it for the [Kari] people also. Praise be to Your name. You are highly exalted."

The ministry workers believe the film will also be incredibly beneficial in their church-planting efforts. God faithfully answered many prayers to bring the project to completion, and He is faithful to answer many prayers to come.



### In His Perfect Timing

Papua New Guinea is considered the most linguistically diverse country in the world with over 830 spoken languages. In 2024 Jesus Film Project® recorded the 100th language translation of the *JESUS* film in this country in a confidential language. When it is officially released, speakers of the language are planning a 100th *JESUS* film celebration in their community.

*JESUS* has been a long-anticipated, long-awaited film for those who speak this language, with various issues preventing it from being recorded according to their plans. A project participant from the recording shared: "God is in control of all situations ... we've learnt to trust God, knowing that He is God in control and working around the clock for the good of those who love and trust Him. Patience is required ... because God's timing is always the perfect timing."

**"And this is the confidence that we have toward Him, that if we ask anything according to His will He hears us. And if we know that He hears us in whatever we ask, we know that we have the requests that we have asked of Him."**

— 1 JOHN 5:14-15, ENGLISH STANDARD VERSION





## Realized Dreams

**W**ithin the Deaf population, only 2% of people profess faith in Christ, making this an unreached people group. Few churches have sign language interpreters, and not all people who are hard of hearing have the ability to read lips or wear hearing aids.

Deaf Missions, a ministry founded to reach the Deaf community with the good news of Christ—along with the help of partner organizations like Jesus Film Project—created *JESUS: A Deaf Missions Film*. The film was released in June 2024, with private showings of the film in the months leading up to the official release. Because of this film, deaf people now have an opportunity to directly access the gospel in their heart language—sign language. And this film has been overcoming communication barriers since its release!

Deaf Missions staff members held two early release showings of the film—one showing for cast members, crew members, donors, and ministry partners and one showing for deaf pastors, deaf church leaders, and sign language interpreters. Over 1,000 people were in attendance for these showings, with church leaders and sign language interpreters coming from 40 different states and 13 different countries!

Many of the deaf leaders cried as they watched the film, and they shared, “Finally we have a film in our sign language that can preach directly to deaf people!” The day after the showing, staff members provided training sessions for the church leaders and sign language interpreters on how they could use the film for evangelism and discipleship in their own communities.

After the film’s official release, a Deaf youth camp was held in Texas at the same time the film was showing in a local theater, so 110 campers got to attend. While watching the movie, Jeremy, a deaf teenager, walked out of the theater sobbing. A counselor followed him out and saw him kneeling in the hallway with tears streaming down his face. The counselor asked Jeremy if he was OK, and he responded, “What Jesus did for me—I need Jesus.” Jeremy was one of 12 deaf teenagers who decided to trust in Jesus.







# Faithful to Provide

## TEAMS AND EQUIPMENT

### A Healing Touch



A young man from Nepal named Vihaan grew up in a family that strictly adhered to the regional religion. His family believed in and worshipped many different gods, but none of those gods helped Vihaan when his 7-month-old son developed a persistent fever. Neither his visits to the hospital nor his consultations with witch doctors resulted in his son's healing. But one of Vihaan's neighbor's, Zawar, was inspired to share the story of Christ with him. Zawar was training with The Timothy Initiative—a partner ministry of Jesus Film Project®—and learning how to do evangelism, discipleship and church planting. He organized a showing of the *JESUS* film at his home, which Vihaan—along with dozens of other people—decided to attend. Moved by the depictions he saw of Jesus healing the sick, Vihaan accepted Him as his Savior. Vihaan's wife, Jamila, accepted Him too. Miraculously, after Zawar lifted up prayers for their son, his health improved! Zawar gave Vihaan and Jamila an audio Bible, which they began listening to every morning and every evening. They started a church in their home, and Vihaan actively shares the story of Christ with his neighbors.







## The Gift of Peace

**K**iara, a 25-year-old student, was constantly anxious about the future. The uncertainty in her personal life and the ongoing conflict in her region left her feeling restless and fearful. One evening while sitting in a coffee shop, she discovered the *JESUS* film after connecting to a NewLifeBox™ kit—a small hotspot device that nearby phones can connect to and discreetly download or stream available gospel resources.

As she watched, Kiara was captivated by the message of peace Jesus offered. His words—“Peace I leave with you; My peace I give you”—resonated deeply with her. For the first time in a long while, Kiara felt a sense of calmness wash over her. The film depicted how Jesus gave peace to those who were troubled and anxious, and she longed for that same peace in her life. After watching the film, Kiara began to learn more about Jesus online. She eventually connected with a ministry worker in an online chat and after much reflection decided to accept Jesus as her Savior. Kiara shared: “The peace that Jesus has given me is beyond anything I could have imagined. My fears no longer control me, and I trust Him with my future.”

“Peace I leave with you; My peace I give to you. Not as the world gives do I give to you. Let not your hearts be troubled, neither let them be afraid.”

— JOHN 14:27,  
ENGLISH STANDARD  
VERSION



# Faithful to Serve

## DIGITAL STRATEGIES

### The Servant King

A project in North Africa equipped underground house church leaders with resources to share the gospel through the Jesus Film Project® app and social media, allowing them to engage in conversations with people who want to learn more about Jesus. Farah, one of the leaders who went through the training sessions, met Emilia on social media. Through their conversation, she learned how Emilia came to faith in Jesus Christ.

At the height of the pandemic, people were unable to leave their houses for many months. As an 18-year-old, Emilia found the situation difficult and relied on the internet to fill her time. She started to search websites on the regional religion. She wanted to dig deep and really understand the principles of that faith.

After careful examination she began to question its teachings and secretly started to research other religions. She ended up on a site about Jesus and asked herself, *Why are there more than 2 billion people who worship this man Christ?* She clicked on a link and watched the *JESUS* film, which captured her attention. She was in awe but confused. Looking for spiritual answers, she only uncovered more questions.

Emilia realized that Jesus never asked for anything but instead served people and gave His life for others—things that contrast with the teachings of the regional religion. She shared: “All my life I was led to believe that Christ was a foolish man, but I began to see Him differently through the parables in the film. I hungered more for this man Jesus.”

She downloaded the New Testament onto her phone and started to read the Sermon on the Mount. She was shocked by what she read and couldn’t help but wonder about the kingdom Jesus spoke about. In a moment of realization, she broke down and started crying. “I clearly understood right then,” Emilia said, “that I needed Jesus to come into my life.” Praise God for opening her eyes to His faithfulness!

“For even the Son of Man came not to be served but to serve, and to give His life as a ransom for many.”

— MARK 10:45, ENGLISH STANDARD VERSION



### From One to Many

When Diab read a gospel resource about God’s love for people, he was curious about what he saw and started to research, hoping to find answers to the questions he had. While visiting different websites he stumbled upon the *JESUS* film, watched it and then got in touch with the project leader who was using the film for evangelism. Having finally found the answers he had been looking for, Diab chose to place his faith in Christ! After becoming a believer he felt called to share his faith with others. He asked for resources—*JESUS* DVDs and various books—that would help him tell the story of Christ. God used Diab’s courage and dedication to help many other people—including his brother—come to know the saving power of Christ. Diab continues to have a significant role in sharing the gospel with many others throughout his North African city.





# Faithful to Move

## TELEVISION BROADCASTS

### Channel of Hope



**D**uring Christmas 2023 and Easter 2024, staff members with Great Commission Movement of Ghana (as Cru® is known there) broadcast Jesus Film Project® media across 23 TV stations. Afryea, a young woman struggling with many aspects of her life, stumbled upon one of these broadcasts.

Afryea had graduated from nursing and midwifery training school five years earlier but had been unable to find a job. Watching her peers get jobs in the health care field and get married began to frustrate her. She felt so hopeless that she couldn't bear the thought of continuing to live and made the decision to end her life—and she planned to do so after Easter. With little else to do in the meantime, Afryea watched movies all day long.

One afternoon as she was sitting in front of the TV, Afryea searched for a channel airing a good movie. She stumbled upon a program where she heard a man ask, “Does God still love me, and can He forgive me of all my sins?” This question struck her deeply, and she found herself wondering the same thing. She watched the movie until it ended and decided to reach out to a project team member through the contact information displayed on the screen.

A project participant spoke with Afryea, prayed with her, and shared basic principles about knowing God and His plan for her life. Through these conversations, she began to understand her identity in Christ and the purpose He had for her. With consistent prayer and reading of God's Word, Afryea's confidence in God's plan for her grew. A month later she received a call for a job interview at a hospital—and she got the job! Her life was transformed as she developed a close, personal relationship with the Savior.

Through God's faithfulness, Afryea was one of over **18 million** people to see a Jesus Film Project resource broadcast and one of **10,199** people who chose to put their faith in Jesus during this project!





# 2024 Highlights



## Film Translations

2,199

total translations of the *JESUS* film completed as of December 31, 2024

90

of these translations were completed in 2024.

686

total translations of *JESUS* completed as part of the Mission 865™ initiative as of December 31, 2024

41

of these translations were completed in 2024.



## Teams and Equipment

You funded **\$3,829,523** worth of equipment in **91** countries.

You invested in ministry in **114** countries worldwide.







## Digital Strategies<sup>†</sup>



# 321,472,571

plays of Jesus Film Project<sup>®</sup> resources  
across multiple digital platforms

# 878,340

average daily plays of  
these resources

Viewers in **232** countries accessed  
Jesus Film Project content across  
multiple digital platforms.

**199** countries on average  
viewed this content each day.

Jesus Film Project  
resources were viewed in  
**1,921** languages.

**819** languages on average  
were accessed each day.



## Television Broadcasts<sup>†</sup>

**208,418,600** views<sup>††</sup> of  
Jesus Film Project resources

**118,747,600** views<sup>††</sup>  
during Christmas

**154** countries broadcast  
Jesus Film Project resources.

**ALL STATISTICS ARE FROM THE 2024 CALENDAR YEAR.**

<sup>†</sup> Includes *JESUS* and other media resources such as  
*Magdalena: Released From Shame*, *Rivka*, *The Story of Jesus for*  
*Children* and *Walking With Jesus*.

<sup>††</sup> May include multiple viewers per recorded view.



# Statement of Activities

(IN THOUSANDS)

	<i>Year Ended August 31, 2024</i>	<i>Year Ended August 31, 2023</i>
<b>REVENUES:</b>		
Jesus Film Project® Contributions	\$61,117	\$57,502
Staff Contributions	25,381	25,512
Material Sales	112	70
Other Revenue	16	25
<b>TOTAL REVENUES</b>	<b>86,626</b>	<b>83,109</b>
<b>EXPENSES:</b>		
<b>Global Field Strategies</b>		
Digital Strategies	23,800	15,702
Global Expansion	7,582	8,134
Language Studios	5,009	4,068
Global Mobilization	2,964	5,909
Program Priorities	1,716	1,751
Staff Priorities	25,381	25,512
Global Support	2,690	2,517
Program Support	2,408	2,802
<b>Total Global Field Strategies</b>	<b>71,550</b>	<b>66,395</b>
<b>Development and Administration</b>		
Development	11,155	10,396
Administration	5,222	4,887
<b>Total Development and Administration</b>	<b>16,377</b>	<b>15,283</b>
<b>TOTAL EXPENSES</b>	<b>87,927</b>	<b>81,678</b>
<b>Change in Fund Balance</b>	<b>(1,301)</b>	<b>1,431</b>
<b>Fund Balance - Beginning of Year</b>	<b>42,673</b>	<b>41,242</b>
<b>Fund Balance - End of Year</b>	<b>\$41,372</b>	<b>\$42,673</b>



## Intellectual Property

The Jesus Film Project® Statement of Activities does not include depreciable assets found on the Campus Crusade for Christ® annual report. Jesus Film Project holds approximately \$5 million of assets consisting mainly of film-related intellectual property. An audited annual report for Campus Crusade for Christ is available upon request.

## Staff Contributions

Jesus Film Project employs both supported and non-supported staff members. Supported staff members develop their own funds outside of central ministry funding to cover their salaries and benefits. Staff Contributions reflects donations to their accounts, which are used to pay their salaries, benefits and reimbursable ministry expenses for the period.

## Global Field Strategies

Global Field Strategies comprise the main ministry components of Jesus Film Project, which together represent the efforts of Jesus Film Project to help build spiritual movements. Digital Strategies is an area that creates and manages online engagement using films, video and other media. Global Expansion is an area of direct field ministry around the globe. Language Studios is an area that creates new languages for all media and curates that media for use by the ministry. Global Mobilization is an area encompassing trips, equipment and training used to support the direct field ministries. Program Priorities is an area led by the executive director in meeting global priorities in support of the ministry. Staff Priorities represents the outflow of Staff Contributions used to pay supported staff members' salaries, benefits and reimbursable ministry expenses for the period. Global Support represents the costs for the global Cru® presence that provides the infrastructure in which Jesus Film Project operates. Program Support represents the essential technology, accounting, recruiting and staff resources that provide the infrastructure for Jesus Film Project.

## Development and Administration

Development represents the expenses for operating Jesus Film Project fundraising activities globally. Administration represents the value of the services provided to Jesus Film Project for operating services, corporate services and technology services. Operating services include financial, donation, payroll and benefits processing. Corporate services include legal and office support. Technology services include web hosting, service and infrastructure support.



# Letter From the Executive Director

## Dear Faithful Partner in Ministry,

The stories we receive from the field reveal evidence of God's faithfulness, and it is a privilege to bask in that faithfulness with you who help us carry out the mission He has given to all believers. We are grateful for all He has done for us and through us, and we celebrate the blessings of 2024 with you.

Working arm in arm has further closed the gap between the truth of Christ and those who have never heard His name. In 2023 we celebrated the completion of 2,100 language translations of the *JESUS* film, and as we closed out 2024, we'd reached 2,199. In Papua New Guinea, the most linguistically diverse country in the world, 100 language translations of *JESUS* have been completed.

You also helped create a resource able to reach one of the largest unreached people groups—the Deaf community. *JESUS: A Deaf Missions Film* was released in theaters across the country in June, and the stories of its impact are awe-inspiring. Imagine how God can use it to reach Deaf communities in other countries.

In 2024 God broke through the bonds of pain, sickness and fear that were holding many people back from Him. Through digital and broadcast strategies, people all over the world—many in countries

that would've been impossible for us to enter physically—were able to discover who Jesus truly is. In places of the world known for being resistant to the gospel, millions of people turned on their TVs to *JESUS*—and chose to watch it. God has certainly been faithful.

As we look ahead we remain radically dependent on the Lord. The breakthroughs of 2024 are just the beginning of what we pray He will accomplish through our continued partnership.

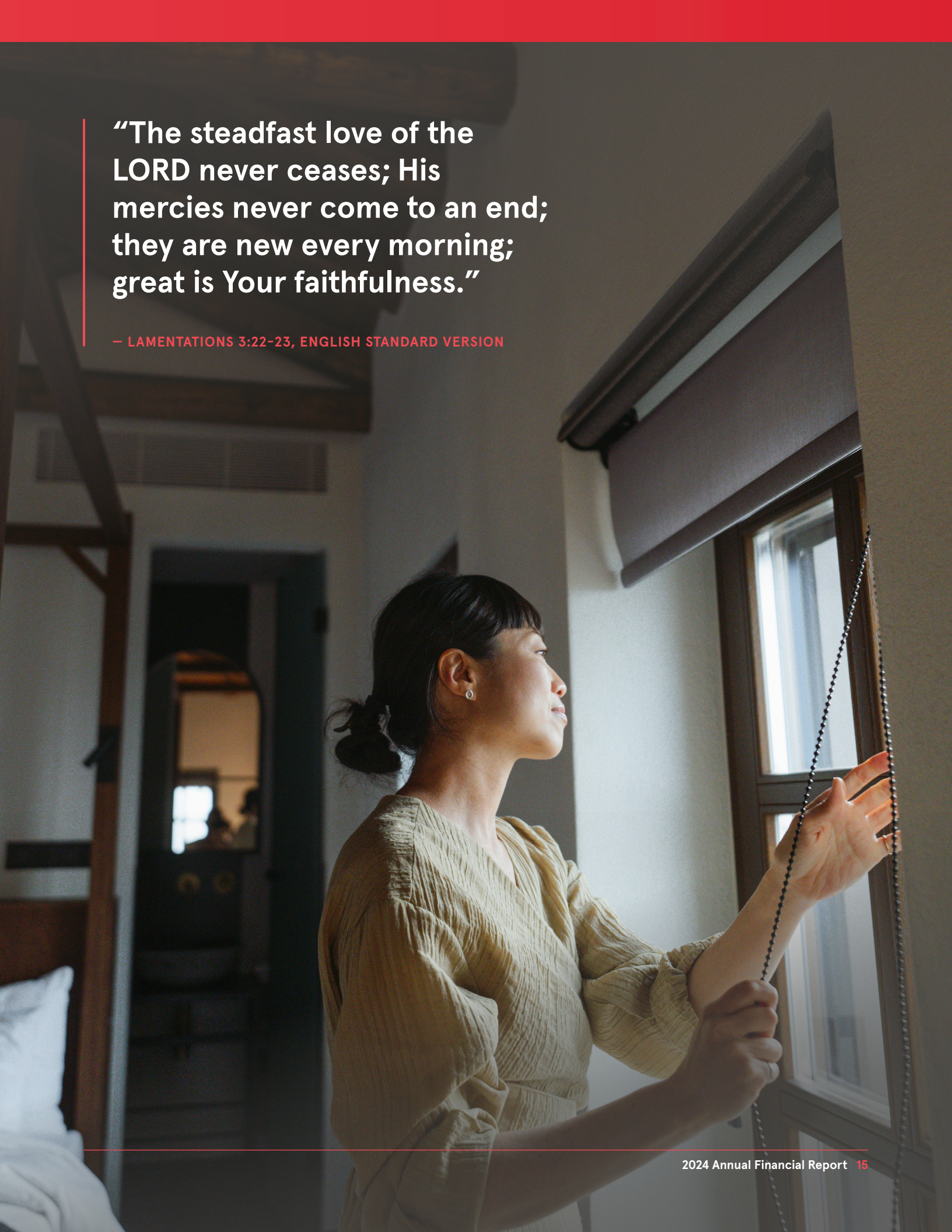
Thank you for your unwavering commitment to sharing God's love with those who haven't yet heard His name. Your faithful support has helped reach millions of lives in 2024, and we believe God will do immeasurably more in coming years. Together, we celebrate His faithfulness and anticipate even greater testimonies of His grace reaching every corner of the earth.

Until all have heard,



**Josh Newell**  
Executive Director of  
*Jesus Film Project*®



A woman with dark hair tied back, wearing a light green textured top, is shown in profile looking out a window. She is holding a string of dark beads. The window has a dark frame and a blind. The room is dimly lit, with light coming from the window. In the background, a doorway and a mirror are visible.

**“The steadfast love of the  
LORD never ceases; His  
mercies never come to an end;  
they are new every morning;  
great is Your faithfulness.”**

— LAMENTATIONS 3:22-23, ENGLISH STANDARD VERSION





# Thank You

God has blessed Jesus Film Project® with partners like you who share the vision of reaching everyone, everywhere with the gospel. The ministry witnessed God's hand at work in remarkable ways in 2024—bringing new film translations to unreached people groups, equipping partner organizations with resources, pioneering innovative digital strategies and broadcasting life-changing messages into homes across the globe. For 45 years God has been truly faithful to this ministry, and we look forward to seeing countless lives transformed in the years ahead.

**Thank you for serving God with us in this vital mission!**



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