

## 2021 ANNUAL REPORT

- The network expanded to 4,675 participants in 98 nations.
- We equipped 2,153 leaders like Yousuf to use media, story and innovation for evangelism and church planting.
- The Media to Movements strategy is estimated to be used by 10% of the mission teams around the world focused on unreached people groups. This strategy uses social media to identify “seekers” and connect them with those who will follow-up and disciple them.



Yousuf



Finishing the Task meeting with Rick Warren.

- We were one of the founding organizations beginning to develop a global strategy to share Christ with everyone through digital outreach by 2033 as part of the Finishing the Task initiative.
- We launched our “Live What You Believe” online training. 350 people in countries like Bangladesh completed the course.
- We trained 250 strategic women in using media for their mission through the Empower Women Media.
- We hosted our fourth religious freedom film competition and received 15 films from female filmmakers from countries like Pakistan and Afghanistan.



Andrea

Andrea wrote this six months after completing one of our media courses.

*“I’m writing to thank you for the wonderful Strategic Storytelling course. Though it took us several months to implement what I learned, God has blessed this strategy. We started Facebook ads the end of April. Since then, **150K of our target people in Central Asia have been reached**, and the FB page has more than 1900 followers. In addition, **more than 700 people have sent personal messages. I find myself responding to messages round the clock.** I have lost count how many people I have sent Bible stories to, and many of them have come back for more. We have a website for people to visit and read/listen to Bible stories on their own. So far, there are more than 1000 views. **God is at work, and I wanted to share this joy with you.** THANKYOU and PRAISE GOD! With gratitude, Andrea”*

## 2021 Goals and Results

Goal: Train 3,500 leaders to use media, story and innovation to make disciples of all nations.

Result: **2,153** leaders trained.

Goal: Lead a cutting-edge partnership to expand the number of teams using media for disciple-making movements from 25 to 150 worldwide.

Result: **147 new teams** for a total of 219 worldwide.

Goal: Turn the tide on the decay of religious freedom worldwide by training 100 female religious freedom advocates.

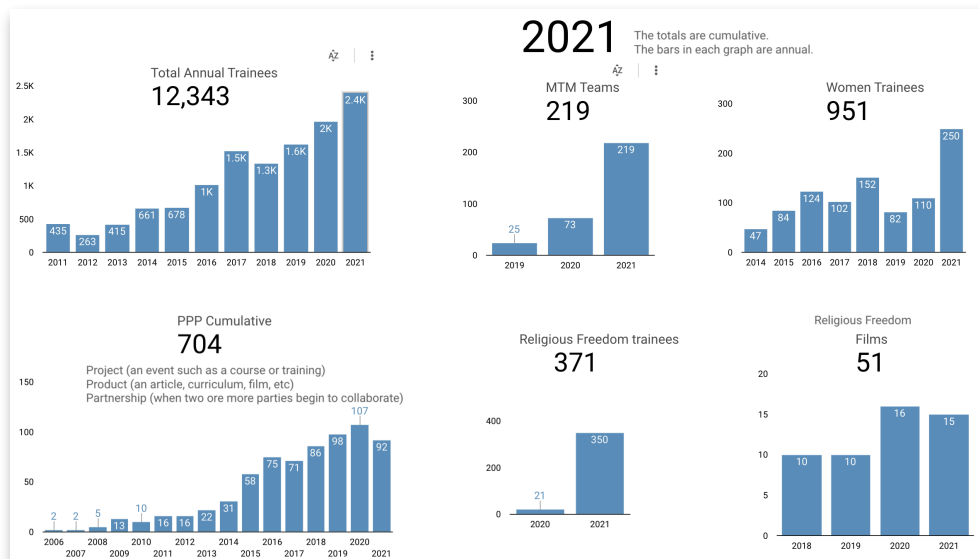
Result: **250** trained.



Wagma

Wagma from Pakistan was our 2021 Religious Freedom Film Competition winner. "She Makes Everything Beautiful" is about women working at a salon in Swat, Pakistan who overcome cultural and religious divides in the workplace.

## Cumulative Growth



## Networks We Facilitate

