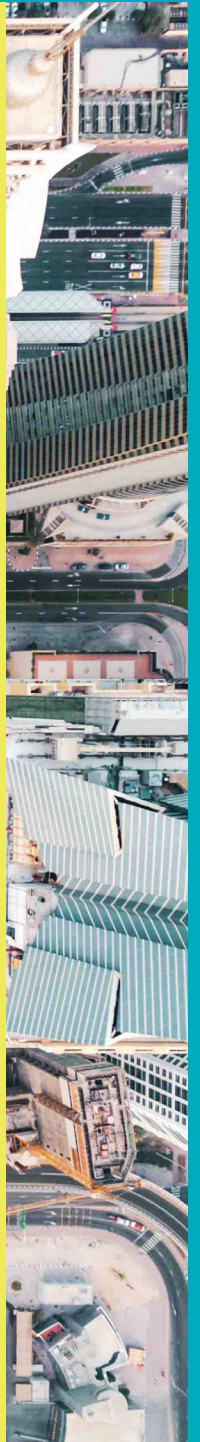




# 2020

**ANNUAL  
PRAISE REPORT**

 arabworldmedia



OUR  
MISSION  
OUR  
MISSION  
OUR  
MISSION  
OUR  
MISSION

ARAB WORLD MEDIA  
USES DIGITAL MEDIA TO  
**TRANSFORM THE ARAB  
WORLD WITH THE GOSPEL.**



# 3.23 BILLION PEOPLE HAVE LITTLE OR NO ACCESS TO THE GOSPEL.

That is about 1 in 3 people worldwide. While the hope of the gospel has been spreading for thousands of years, billions of people have not yet had an opportunity to hear it.

**Today, 24% of the world's population is Muslim,** with 380 million being Arab Muslims.

Our primary focus is on the 22 countries of the Arab world, but our ministry impact is global. Many Arab Muslims now live outside of North Africa and the Middle East. The nature of internet ministry means we can reach individuals anywhere in the world.



## WHAT WE DO



**We use digital media strategies.**

Using online advertisements with Facebook and Google, we share gospel-focused stories to a specific Muslim audience.



**We reach Arab Muslims who are seeking and open to hearing about the gospel.**

When a Muslim is searching the internet for information about Christianity, Jesus, and the Bible, they can see our advertisements and choose to learn more.



**We provide an Arabic language website with hundreds of resources.**

Our Arabic website has hundreds of articles, videos and stories about the Christian faith. It is the portal for a seeker to connect with an Arabic responder.



**A team of Arabic speakers are available to engage with seekers online.**

Once a Muslim seeker is ready, they can chat with an Arabic response worker online. The responder will answer questions, pray for the individual, and support them as they explore Christianity.



**Face to face meetings are arranged with local believers.**

When possible, we can arrange for the seeker to meet with someone locally where they live.



**New believers can join their local church.**

We encourage new believers to get involved with their local church or join a group. Our desire is for them to develop and grow in their faith.

# AN EXCEPTIONAL YEAR

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The pandemic of 2020 brought many challenges, which pushed us to change and adapt in ways we never would have anticipated. Our global teams learnt to work from home and overcame the challenges of remote working. Our internet ministry quickly adapted to offering online Zoom groups when face-to-face meetings were not possible. In-person training was modified and new online discipleship courses were created. In fact, these and other innovations have made our ministry stronger and more effective.

***‘Do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.’ – Isaiah 41:10***

2020 was a fruitful and blessed year for Arab World Media, and we thank God for his faithfulness every step of the way. Over 1.5 million people from more than 130 different countries visited our ministry website, and our team of online response workers were in active contact with 13,157 people. We saw 218 Arab seekers profess faith in Jesus, and 25 new believers were baptised.

Massive opportunities still remain across the Arab world. With our trust in God’s grace and strength, we look to him for an even greater year of ministry and harvest in 2021.





## OUR HIGHLIGHTS

We delivered **ten audience-specific digital marketing campaigns**.

We produced **nineteen new audience-specific videos** for use in marketing campaigns and online discipleship.

We expanded our relationship with **teams in Turkey** working with Arab refugees.

We **reviewed our social media strategies** to focus on creating more meaningful engagements.

We implemented a **new chatbot response form** on our website to help direct seekers.

In response to Covid-19, we began using **Facebook Live to host Arabic discussions** about the Christian faith.

In response to Covid-19, we formed **new online discipleship groups using Zoom** for new isolated believers.

## OUR IMPACT



**14 MILLION**

people viewed our  
ads on Facebook



**1.7 MILLION**

people clicked on our  
Facebook Ads



**360,109**

people clicked on a  
Google Ad



**1.7 MILLION**

people visited our  
Arabic ministry  
website



**13,007**

online forms were  
submitted



**10,854**

Bibles were  
downloaded



**13,173**

people received  
online discipleship

**848**

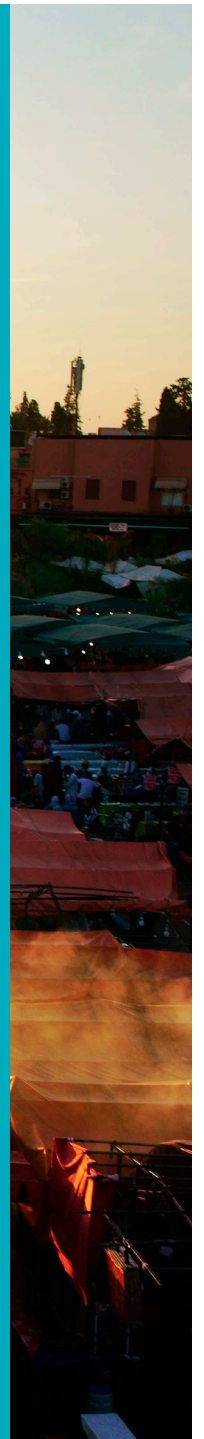
requests were  
received to meet with  
someone face to face

**218**

Arab seekers  
professed their faith  
in Jesus

**25**

new believers were  
baptised





## HAMMOOD'S STORY

**I was not supposed to wake up this morning. I was probably never meant to live at all. My life served absolutely no purpose, and this summer, everything got even worse.**

I have done some work here and there, but I have nothing to show for my life, and now with the coronavirus, there is absolutely nothing I can do. I am a disappointment to my family.

Well, I did wake up, even though I'd tried to take my own life. Here I am in a hospital bed, not feeling much of anything. I don't think anyone knows that I am waking up. But I can sense that Christ is sitting next to me. I know that it is him. I don't know anything about Christ, but I know he is here. His love and warmth are surrounding me. He is touching me, and I am getting stronger. I am waking up, and I will face life, whatever comes my way. I know that Christ is with me.



One month later, I am sitting on my bed at home, still recovering but getting stronger every day. I type ‘Who is Christ?’ into Google as I want to know everything about the man who sat with me in the hospital. I find a website in Arabic with lots of articles and videos. My mind is still too blurred to read, but I watch some videos. There are beautiful pictures and wonderful music. The videos talk about peace and forgiveness. Suddenly I feel cold. Can God forgive me? Someone who wanted to terminate the life he had created? I close my eyes and say out loud, ‘God, can you forgive me?’ Then I look at the website again and see that you can chat with someone online. Perfect, I don’t need to tell them who I am, just ask my questions.

‘Tell me about forgiveness.’

‘Hello, welcome to our website. My name is Mira, and I am happy to talk to you.’

I realized that I went into the chat very bluntly. Still, Mira was gentle and didn’t ask for any personal information before I was ready to give it. She explained that sin is serious before God – oh, I knew that! – and that there was a price to pay. What she said next blew me away. She talked about Christ. When she mentioned

his name, I felt the same warmth that I had felt when he was sitting next to me in hospital. She talked about how he had died on the cross for my sin. He had paid the price. I did not know what to do next and felt that I had to think alone. Mira gave me a number so I could contact her on WhatsApp later.

After a few days, I contacted Mira. She remembered me and asked how I was doing. She helped me download the Bible and a study guide on my phone. I just love getting to know who Christ really is. I would love to give my life to him, but I am afraid, what will my family say?

***‘I just love getting to know who Christ really is. I would love to give my life to him’.***



## WARDA'S STORY

**Warda is a 29-year-old married woman who lives in a small village. She finished school at 16 and married at 19. As a Muslim woman, she has always known what is expected of her and she has done it well.**

There has never been any reason for anyone to be ashamed of her. At the same time, she has also wondered if there is more to life. What if she had been allowed to continue studying? What if she could travel and see some of the strange and exciting places she sees on TV? But God wants her to be a good Muslim and a good wife. That's it. She looks after the home, and her husband goes out to work.

On a day when the children were at school, and the baby was having a nap, she typed 'Can I experience more in life' into Google. Warda found a section of our ministry website that talks about hopelessness. There is also a test to discover if you are dealing with depression. She took the test and continued to read the self-help module.



She clicked the 'Contact us' button and got talking to one of our Arabic responders. 'Why am I not happy?' she asked. 'I'm doing everything that is expected of me as well as I can.'

They continued to chat every few days, and Warda started to realise that Christ is the one who can fill the emptiness inside her. She downloaded the Bible and began to go through a study programme.

The responder asked Warda if she would like to meet someone locally to read the Bible and pray together. At first, she refused. The thought of talking to a stranger about these things was too scary. But about a month later, she changed her mind and said that it would be nice to meet someone face-to-face, as long as it was a woman. This proved difficult to arrange as Warda's village is quite remote. But after two months, the local follow-up team found someone who was able to visit her.

This was the first time Warda had welcomed a foreigner into her home. Warda thought most things about her were strange. Helen turned up in a car that she drove herself, and, once parked, she opened her car's back door and

picked up a baby who had been strapped into a special baby seat. 'We don't do that. Poor baby!' she thought. Warda and Helen got on very well, though, and their seven and eight-month-old babies played together nicely. Helen gave Warda an Arabic Bible, and they read together from the Gospel of John. When Helen prayed for Warda, tears came to her eyes. They agreed that Helen should come back and visit once a month. More often than that would be difficult since Helen had to drive for over an hour to get there.

Not long after that meeting, the country went into lockdown due to the pandemic, so the two women could not meet again. The online responder invited Warda to participate in a new online discipleship group. There are seven people in the group: two leaders, Warda, and four others from different Arab countries who have decided to leave Islam and follow Christ. Although Warda doesn't contribute much to the conversations, she finds it incredible to hear the life stories of these people. Some have followed Christ for many years. Warda is the newest one, but she knows now that this is the path she wants to follow and is asking for advice on how to tell her family.

***Warda  
started  
to realise  
that Christ  
is the one  
who can  
fill the  
emptiness  
inside her.***

Thank you for your ongoing commitment to the work of Arab World Media. We are excited to share the gospel with even more seekers in 2021.

