SAT-7 ANNUAL REPORT

2020

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OUR VISION

To see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community, and contributing to the good of society and culture.

OUR MISSION

To provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative, and educational television services.

Cover: Presenters Marianne and Rawad Daou lead worship from the rooftop of the SAT-7 studio in Beirut, Lebanon, two days after the explosion in the city

This page: Backstage at the SAT-7 PARS program *Signal*

HOPE IN FRAUGHT TIMES

Dear SAT-7 friend,

2020 was a tumultuous year for the ministry, for our region, and for the world. My most sincere thanks go to everyone who prayed for SAT-7 in 2020, partnered with us, and continued to support us financially during this particularly uncertain time.

Thanks to all of you, SAT-7 was able to adjust to the restrictions brought by the COVID-19 pandemic and rise to the challenge of supporting our viewers in the Middle East and North Africa through multiple crises. In this report you will read about how people responded to our programming in record numbers and how lives were changed.

Now marking our 25th year of broadcasting, SAT-7 is making new strategic moves to build on the impact made in 2020. You can read about our groundbreaking on-demand platform SAT-7 PLUS, and the next step for SAT-7's Arabic social media platforms, in the second half of this report.

As you read in detail about SAT-7's activities and impact in 2020, please know that none of this would have been possible without the prayers and generosity of our supporters all over the world. Please keep praying for SAT-7, and know that we pray for you, too.

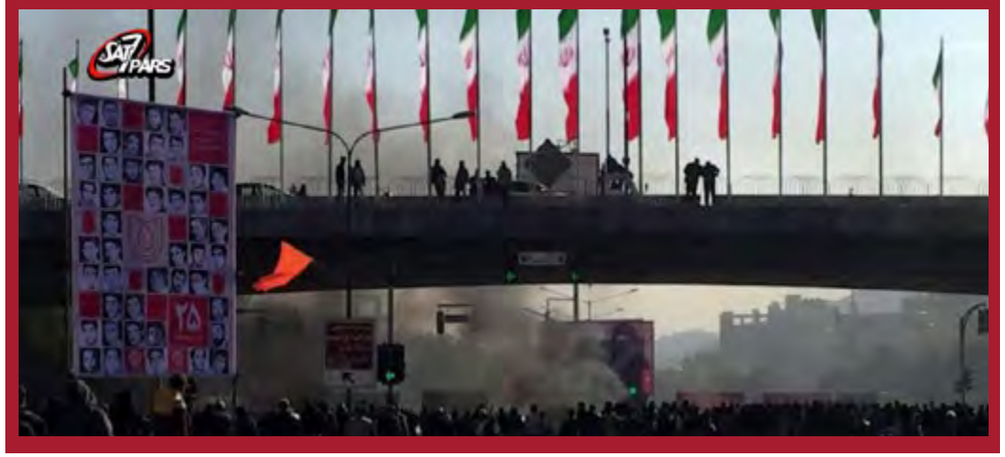
Rita

Rita El-Mounayer
Chief Executive Officer

JANUARY

Iran in crisis

During a period of national protests and violent government crackdowns, SAT-7 PARS' live programs support and encourage viewers through scripture and prayers for peace, while Audience Relations teams are on hand 24/7 to pray for viewers and listen to them in their pain.



A YEAR OF CRISIS RESPONSE

In a year that saw the advent of the COVID-19 pandemic, the devastating blast at Lebanon's Beirut Port, and an earthquake in Izmir, Turkey, SAT-7's first aim was to be there for viewers. As record-breaking numbers of calls and messages poured in from people seeking hope and answers, our audience relations staff were there to listen, pray, and encourage them to lean on Christ.

Meanwhile, new and existing programs responded to people's growing needs in many areas of life, from spiritual to emotional to educational, and brought the Gospel to bear on the issues affecting everyone, particularly the most vulnerable and marginalised.

WATCH 2020 YEAR-IN-REVIEW VIDEO CLICK HERE

MARCH

COVID-19 response begins

As the global pandemic begins to take hold, SAT-7 channels focus on continuing to broadcast the live programs that help sustain viewers week after week. SAT-7 KIDS' *Family of Jesus* and *Bible Heroes* answer live calls from children when schools close, allowing young viewers to express their worries and pray with their favourite presenters. The SAT-7 PARS children and youth programs *Golpand* and *Hashtag* also provide activities and games to help young viewers cope during lockdown and promote healthy family interaction. On SAT-7 TÜRK, live programs, including *SAT-7 TÜRK Kids*, go on air from presenters' homes when the studio is briefly closed.

Meanwhile, SAT-7 ACADEMY offers preventative hygiene advice through animated video shorts on social media and SAT-7 ARABIC broadcasts health updates from the authorities. SAT-7 KIDS and SAT-7 ACADEMY increase their social media presence, creating special Facebook Live editions of *My School*, which resource those suddenly needing to homeschool their children. Additionally, special Facebook Live episodes of SAT-7 ACADEMY's *The Coach* guide parents and families with professional counselling on dealing with aggression, frustration, anxiety, and other issues. SAT-7 TÜRK also offers short clips informing viewers of vital information and health regulations, while videos including "You Are Not a Number" remind viewers of their value in God's eyes.

The channels' teams offer this support while adapting to new working conditions, with most office staff beginning to work from home, while studios operate with a skeleton staff under new health and safety protocols.

APRIL

A platform for the Church

During Easter, with Christians unable to worship together, SAT-7 ARABIC and SAT-7 TÜRK broadcast church services filmed without congregations present. SAT-7 TÜRK broadcasts a special message from the Bishop of the Roman Catholic Church and Apostolic Vicar of Istanbul, Monseigneur Rubén Tierrablanca González. SAT-7 ARABIC also broadcasts messages prior to Easter from church leaders across denominations.

SAT-7 PARS witnesses an overwhelming response to prayers shared on the channel. One episode of the live program *Signal*, which features a heartfelt prayer for healing and peace by guest speaker Rev. Keyvan, receives hundreds of responses from viewers who share their own prayers and their gratitude to God. Click here to watch.

Arabic education package broadens impact

To help meet children's needs while schools remain closed, SAT-7 creates and shares the Arabic Educational Resources Package. This interactive document links to SAT-7 programs that offer education and promote physical and mental wellbeing. These include the entire back catalogue of the primary education program *My School*, holistic learning programs covering everything from music education to storytelling, and a wealth of content to support parents and provide uplifting and fun activities for children.

Click here to download

SAT-7 shares the package with other non-governmental organisations whose work was interrupted by the lockdown, to help enable them to continue their activities with vulnerable children from a distance. A second, broader package is also created for viewers, listing resources that respond to spiritual and other needs in Farsi and Turkish as well as Arabic.

New programs for new needs

As COVID-19 spreads through the region, SAT-7 also creates new programs, including *You are Not Alone*, a current affairs program on SAT-7 ARABIC that stands with those suffering and amplifies voices not often heard. The program focuses on vulnerable groups such as victims of gender-based violence, people with disabilities, and families impacted by homelessness. SAT-7 ARABIC also launches the live worship program *Spiritual Evening*, which shares encouraging testimonies, and *In the Shadow of the Almighty*, in which pastors answer viewers' questions about the pandemic and faith. *Ask Dr Maher*, offering emotional and spiritual support from renowned Egyptian psychiatrist Dr Maher Samuel, is created, as is the interdisciplinary SAT-7 ACADEMY advice program *Expert Advice*.

On SAT-7 TÜRK, *Answers of Hope* is created in response to viewers' questions about faith and science. SAT-7 KIDS also launches the live program *Allo Marianne*, with beloved presenter Marianne Awaraji Daou leading worship and prayer and providing a safe place for children to express themselves. And, as levels of domestic violence spike around the world, a number of programs across the channels address this issue (see pp. 20, 26).

JUNE

Calling for peace as tensions rise

At the height of lockdowns, a climate of fear and economic insecurity leads to two churches in Istanbul being vandalised. Throughout this volatile period, SAT-7 TÜRK programs call for peace.

Hagia Sophia becomes mosque

Hagia Sophia, a UNESCO cultural heritage site, becomes an active mosque, a decision that causes great sorrow among Christian communities across the world. Featuring the history of the Byzantine cathedral, the SAT-7 TÜRK programs *WorldView* and *SAT-7 TÜRK News* educate viewers about the cultural significance of Hagia Sophia.

JULY

Speaking out against femicides

Protests erupt in Turkey in response to the death of a young woman murdered by her former partner. This case highlights the country's ongoing problem with high numbers of femicides and domestic abuse cases, exacerbated by COVID-19 lockdowns. Şemsa Deniz Bakir, Presenter of the SAT-7 TÜRK program *Homemade*, gives an impassioned speech against femicides.

WATCH MORE FROM SAT-7 TÜRK IN 2020 CLICK HERE

WATCH BEIRUT RESPONSE VIDEO

CLICK HERE

AUGUST

Responding to Beirut blast

In the early evening of 4 August, a massive explosion devastates the Lebanese capital Beirut, destroying homes, businesses, schools, churches, and hospitals. More than 200 people lose their lives, 7,500 are injured, and 300,000 are made homeless in a matter of seconds.

The immediate response of SAT-7's team in Lebanon is to ensure all staff and their families are safe, and then to begin supporting distressed viewers of all ages, with programs offering prayer, worship, and counselling. The very next day, the channel airs a special program with local church leaders, called *Lebanon: Pain and Hope*.

Then, SAT-7 ARABIC's *From Heart to Heart* prays and sings from the SAT-7 Lebanon studio's rooftop overlooking the capital, sharing testimonies of survivors and helping viewers lift their voices to God. SAT-7 KIDS' *Bible Heroes* also goes live, taking calls from children who share words of encouragement. "I want to pray and never stop," one says. Prayer clips from pastors across the region are also shared on SAT-7 ARABIC. Meanwhile, SAT-7's Lebanon staff take to the streets to offer on-the-ground help, food supplies, and encouragement.

In the months to come, with the help of supporters and donors, SAT-7 Lebanon provides other tangible support by purchasing windows for people's homes, refrigerators, and other necessary home items that were destroyed during the blast. SAT-7 ARABIC also raises awareness of people's needs and connects them with other non-governmental organisationss on the ground that can help them. *You Are Not Alone* begins to share testimonies of loss, faith, and bravery, offering survivors a platform to express themselves. A three-episode series called *Aftershock* helps people who went through this and other traumatic events to care for their mental health.

In the aftermath, Juliana Sfeir, SAT-7 ACADEMY Brand Manager, reports from the streets of Beirut. She shares the hope she witnesses from the hundreds of young people who gathered to help clean the shattered glass and rubble from the streets and support the families who were affected by the explosion. "The future lies in the hands of these resilient young people. Seeing these kids reacting to the crisis by helping each other, by being full of hope, it reminds me that yes, a future is possible – thanks to them! We need to stand alongside them. We must respond to the needs of the next generation and equip them and pass the torch to them as the leaders of tomorrow. If we don't, we will lose them, and they will leave the Middle East."

SEPTEMBER

Prayers for Nagorno-Karabakh

SAT-7 calls for prayer and for peace during fighting between Armenia and Azerbaijan over the territory of Nagorno-Karabakh between September and November.

OCTOBER

Algeria: One year of church closures

SAT-7's Algerian programs become even more vital as churches in Algeria remain closed. October marks one year since the country's largest church was closed down by the authorities, and during lockdowns, all other churches are closed, too. When safe to do so, SAT-7's crew in Algeria travel long distances to film church services for broadcast wherever they are taking place, including with Christians worshipping in other locations while their buildings are closed (see p.20 for more on Algerian programs).

Izmir earthquake shakes Turkey

A 7.0 magnitude earthquake sends shockwaves through Turkey, devastating Izmir as buildings collapse, killing almost 100 people and leaving thousands without shelter. The SAT-7 TÜRK programs *Worldview*, *Power of Prayer*, and *Homemade* offer prayer and consolation, and the channel works together with local non-governmental organisation First Hope to help raise awareness of people's needs and inform viewers how they can best support those impacted.

NOVEMBER

A voice for youth after Kabul shooting

Following the killing of 22 students in an attack on Kabul University, Afghanistan, the Dari-language program *Secrets of Life* shares in viewers' sorrow and prays for those impacted. The resilience of Afghan youth is highlighted by Presenter Shoaib, who says, "After the attack, students set up a hashtag saying, 'Don't kill us – there are too many of us. You will run out of bullets.' Our youth are saying that [the terrorists] cannot prevent our young people from hoping, or from learning." (*Secrets of Life* is a Pamir Christian Ministry partner production broadcast on SAT-7 PARS.)

DECEMBER

Uniting viewers across the miles

With COVID-19 restrictions still in place over Christmas, SAT-7's special programming helps families find connection and joy. SAT-7 ARABIC's special, *United Despite What Separates Us*, features families from six countries – Algeria, Egypt, Iraq, Jordan, Lebanon, and Syria – sharing traditions and taking part in a festive competition by video link. SAT-7 PARS also shares uplifting content from families at home, while SAT-7 TÜRK broadcasts encouraging messages from church leaders.

TESTIMONIES OF CHANGED LIVES

Our viewers across the Middle East and North Africa showed humbling faith and inspirational resilience in 2020. Here is a small selection from a year that saw record engagements with our viewers, including thousands of comments and testimonies received by our Audience Relations.

"I am very grateful to SAT-7. You have been a source of blessing and hope in the middle of darkness and sickness.

– Farid, a man from Egypt

Names have been changed to protect our viewers. Pictures shown are for illustration purposes only

"I have a young son and he loves you so much. You are the best channel for my children. He keeps watching SAT-7 ACADEMY on TV and participates in your programs. Also, he keeps asking for my phone to watch you on Facebook. I need to thank you because we can find you everywhere, either on TV or social media." – Jinan, a woman from Lebanon

"The Lord says that all things pass away and all that remains is His love. It is true that we Iranians are experiencing much hardship, but the favour of the Lord is present more than ever. SAT-7 PARS is a real source of blessing to me and an encouragement to many people." – Khorshed, a woman from Iran

"You teach us how to love God. From the first day I watched your program, I felt a sweet feeling of praise to Jesus. You were the reason I experienced Jesus, and since then I began to build a strong relationship with Him. I am now experiencing the best life with God.

– Seham, a woman who watches SAT-7 ARABIC

"SAT-7 TÜRK is such a beautiful channel. I follow your channel all day when I work from home, and it helped me find my purpose in life. I am no longer hopeless, and I am full of life." – Didem, a woman from Turkey

"SAT-7 ACADEMY is a treasure. It has the potential to spread education and abolish illiteracy in every home. Thanks to its wonderful staff, education becomes much easier." – Hany, a Syrian teacher in temporary schools for Syrian refugees in Turkey

"I am 17 years old, and I have been watching since I was nine years old. I want to thank you so much for everything you taught me, from my childhood until now. I am so happy because of you." – Jad from Syria

"Thank you, SAT-7 PARS, for being there for us and for making the world a better place with your presence. My moments in quarantine are filled with peace through your hope-giving programs." – Peivand, a woman from Iran

"I am a nurse. I work in a hospital and I have a four-year-old daughter who watches your programs. I want to say that your prayers for healthcare workers, for God to protect them from COVID-19, they touch my heart so much." – Nardine, a woman from Egypt

"I'm watching *Let's Talk*. I'm not a Christian. I have always had fear and anxiety. But one day when I was praying, I said, 'Jesus please hear me.' And then I came across your channel. I'm literally in a life-changing moment right now and my eyes are tearing up." – Umut, a man from Turkey

"In our community, we agreed that our daughter will marry our neighbour once she's mature. But when I saw the early marriage clip, and I remembered what happened to me, I gained a little bit of strength to fight for my daughter and stop what happened to me, happening to her."

– Yolande, a woman from Algeria

AUDIENCE ENGAGEMENT

As people turned to SAT-7's live programs, telephone counselling services, and social media teams during the height of lockdowns, our teams reported record-breaking numbers of viewer engagements between the months of March and September 2020. This contributed to an overall 16 percent increase in annual viewer engagements compared with 2019, when we reported a 0.5 percent increase compared to the previous year.

May 2020 saw our highest-ever number of audience engagements in a single month: **48,700**

SAT-7's four channels received **394,000** viewer contacts in 2020

This is an average of more than **1,000 per day**

ANNUAL AUDIENCE ENGAGEMENT
In 2020, compared with 2019:

SAT-7 TÜRK's audience engagement **doubled**

The SAT-7 ACADEMY brand saw a stunning **335% increase** in viewer responses. The number of views its videos received on Facebook alone increased by 642% to **4.6 million**

SAT-7 KIDS' viewer engagements increased by **70 percent.** In May, when the channel asked children to send videos or pictures of themselves at home during lockdowns, **more than 15,000** responses were received

As other messaging apps became more restricted in Iran, SAT-7 PARS viewers turned to WhatsApp, with engagement increasing by **49%** and voice messaging in particular increasing by **109%**

A SPECIAL THANK YOU

2020 was a challenging year for our supporters and donors, as well as for our viewers. We know that for many who gave to SAT-7 in this year, doing so was especially sacrificial. The SAT-7 offices around the world gratefully acknowledge this and share their heartfelt thanks with you all.

SAT-7 USA

"People describe the year 2020 as 'unprecedented' — a year of layered crises like no other in our memory. Yet, our Sovereign Lord God blessed us.

At SAT-7 USA, many of our friends actually increased their annual support. Several gave the ministry their coronavirus relief 'stimulus checks'. One supporter created a handout of SAT-7 USA's letters full of impact stories to share with his prayer group. Online platforms allowed more people than ever to engage with SAT-7 and our CEO, Rita El-Mounayer, and after one online meeting, a donor couple sent USD$50,000 specifically to encourage Rita and the staff. Due to a mail slowdown, the office was still receiving December 2020 gifts into February 2021." – **Rex M. Rogers, President, SAT-7 USA**

SAT-7 UK

"SAT-7 UK gives thanks to God for the continued commitment and generosity of our supporters and donors in 2020. During the year, we were humbled by the unstinting prayer and sacrificial giving of many loyal friends to sustain our ministry in the midst of severe economic pressures. One donor contacted us to say that despite their business being devastated by the lockdown, they wanted to increase their giving by 150 percent to help us in this challenging time.

This continued support ensured that the ministry was not diminished despite us having to change some of our plans as a result of COVID-19. We found new ways of developing relationships with individuals and churches, including a series of online prayer events that regularly attracted more than a hundred attendees.

Thank you to all these brothers and sisters who together brought hope and encouragement to millions of people across the Middle East and North Africa through their partnership with SAT-7." – **Rachel Fadipe, Executive Director SAT-7 UK**

A SPECIAL THANKS TO OUR YOUNG SUPPORTERS

Special recognition goes to all the children and youth who supported SAT-7 in 2020, even while facing many challenges of their own. For example, in the Faroe Islands, hundreds of Sunday School children helped to raise funds for SAT-7 while learning to sing songs in Arabic from SAT-7 KIDS.

And at Saron Church in Gothenburg, Sweden, the youth group (pictured) also raised funds and sent an encouraging video to let us know they were praying after the Beirut Port explosion in Lebanon.

Thank you, young friends! You are an inspiration.

SAT-7 Europe, Asia, and Pacific

"In early 2020, the prospects for support looked very challenging. It is therefore with a grateful heart that I marvel, and I thank God, for how our SAT-7 Partners supported SAT-7, even over and above their pledges, and that new groups and individual donors joined in the midst of a very difficult time.

SAT-7's tireless volunteer board of directors in Hong Kong were also able for the first time to open an office, with official government registration." – **Kurt Johansen, Executive Director SAT-7 Europe, Asia, and Pacific**

SAT-7 Brazil

"The year 2020 – despite the unprecedented difficulties and irreparable losses we faced – was also a year of great learning. In Brazil, Christians can go to churches unafraid of persecution; we can go to the streets and openly share our faith. But in 2020, due to the pandemic, millions were forced to attend church remotely. This was an opportunity for us to experience how our brothers and sisters feel in the Middle East and North Africa and support them." – **Reinaldo dos Santos, Executive Director, SAT-7 Brazil**

SAT-7'S GOALS A DEEPER DIVE

While responding to our viewers' changing needs in 2020, we continued to work towards our ministry's long-term goals. Here, we zero in what our aims are, how each of our channels worked towards them, and our plans to build on this in 2021.

PERSONAL FAITH AND CHURCH LIFE

SAT-7's goal is for **everyone, everywhere** in the Middle East and North Africa to have the chance to hear the message of the Gospel and experience God's transformation in their lives. For this reason, we broadcast programs made in a number of countries in the region, and in several dialects alongside the main languages of Arabic, Farsi, and Turkish. Two large cross-channel developments have recently advanced this goal. In addition to satellite broadcasts – which are extremely accessible in the region – viewers can now access our content through SAT-7 PLUS, the region's first Christian video-on-demand service, and on social media, where a new strategy for Arabic content will take the ministry forward in 2021 (see pp. 24-25).

SAT-7 also aims to help believers stay strong during difficult times and continue their path with Christ despite pressure, persecution, and rejection. Our **discipleship** programming offers isolated or illiterate believers – many of whom were additionally isolated by COVID-19 in 2020 – an invaluable opportunity to grow in their faith.

To help meet these aims, SAT-7 makes programs especially for **women** – who can face additional barriers to hearing the Gospel or attending church – and for **children**, who often urgently need God's hope and guidance as they grow up surrounded by turmoil.

PUBLIC VOICE AND SOCIAL CHANGE

SAT-7 also empowers the Church in the Middle East and North Africa to love its neighbours. Our programs, which are made by local Christians, **support the most vulnerable** in society and help make the region a place where everyone can thrive. This, in turn, witnesses to God by bringing the Gospel to bear in every area of life.

Many people in the region lack access to their full human rights and freedoms – or even basic services – simply because of who they are. SAT-7 offers a platform for the voices of members of vulnerable groups to be heard, a safe space for discussion of the issues they face, and support to know and seek their rights. Topics covered include women's rights, freedom of religion and belief, and issues around education, minorities, and disability. This work became even more vital in 2020 as COVID-19 further threatened the rights of the most vulnerable groups.

While supporting those struggling even to survive in 2020, SAT-7 also continued to work towards our ultimate goal of a **thriving Middle East and North Africa**. Through relatable, applicable holistic programming, SAT-7 aims to help viewers – and ultimately society – to develop emotionally, physically, cognitively, environmentally, and socially, aiming to move towards development goals that enable all to thrive. This includes by holistically supporting children and young people, particularly in their education.

SAT-7 ARABIC

PERSONAL FAITH AND CHURCH LIFE

In addition to the new discipleship programs created to support believers through the pandemic (see p.6), the channel continued its popular teaching program *Is it Important to be Christian?*, which addresses crucial topics such as the Kingdom of God and Jesus as the cornerstone of our faith, along with the discipleship program *Words for Life*.

Given the church closures in Algeria, supporting the Church there became more important than ever. In addition to church service broadcasts, other Algerian programs produced include a prayer program, a new testimony program, and a program in response to COVID-19 called *Do not be afraid, Algeria* in which children pray for their peers. Meanwhile, a new team supported and equipped by SAT-7 in Tunisia aired its first program, the special *Christmas in Tunisia*.

In 2021, the Algeria crew plan to film a women's program, which will address sensitive issues including fertility and polygamy, and two Christian teaching programs, one for new believers and one for mature Christians. They will also produce video clips of songs in the Tamazight (Berber) language filmed in different areas across Algeria. The Tunisia team are also producing new programs, including *History of the Church in Tunisia*, a discussion and teaching program, a magazine show, and a children's program.

In 2021, SAT-7 ARABIC will also produce a new program called *Our Faith*, which focuses on what Christians from all denominations hold in common. It will also produce an engaging new program called *The Stage*, in where people share their testimonies to a live audience and take questions in a TED-style format.

PUBLIC VOICE AND SOCIAL CHANGE

SAT-7 ARABIC's new program *You Are Not Alone* amplified the voices of women, people with disabilities, refugees, and members of minorities. The channel also published two dramas, *The Wall* and *Backstage*, which touched on topics including minority rights, women's rights, and freedom of belief, and "public service announcement" clips to encourage awareness of these topics.

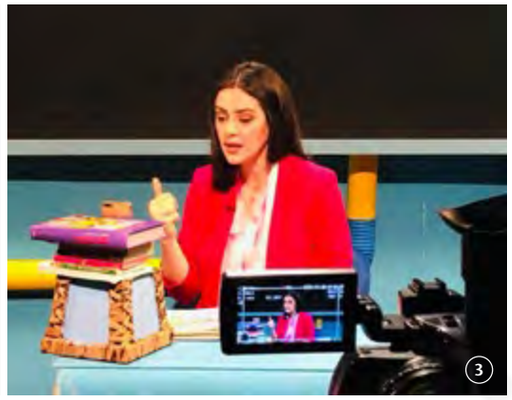
Several programs also holistically ministered to women, including the relationship counselling program *From Heart to Heart*, which addressed gender-based violence and where women can seek help. The channel is also producing two new empowering programs called *Journeys of Joy*, which works with rural women in Upper Egypt, and *The Secret Within*, in which women presenters from three generations address a range of issues.

SAT-7 ARABIC also inspired and empowered young people through the youth programs *Window of Light* – a morning current affairs program focusing on positivity – the discussion show *Let New Light in Your Heart*, and *You Enlighten Us*, a magazine show focusing on human rights and social issues. Meanwhile, the parenting counselling program *The Coach* and education support program *Follow Up* are SAT-7 ACADEMY-brand programs that enable parents to support their children's development, mental health, and education.

To help viewers thrive in every area of life, the health programs *Dr Bee* and *Medicine and Life* offered vital medical and wellbeing information that viewers often cannot access elsewhere, and segments on nutrition and care for the environment were also broadcast.

Filming Let New Light in Your Heart, a discussion show that gives a platform to young people from across the region

SAT-7 KIDS



① *Allo Marianne* is a new one-hour live show that allows children to connect and pray with a beloved presenter ② The daily magazine show *Bloom Boom*, which teaches children positive social behaviour, is highly interactive and entertaining ③ Grace Al Najjar filming the primary education program *My School*. ④ Filming the fourth episode of *Puzzle,* a gameshow that unites children from different backgrounds.

PERSONAL FAITH AND CHURCH LIFE

Along with SAT-7 KIDS' regular live programs *Family of Jesus, Bible Heroes,* and *Allo Marianne,* innovative use of social media played a key role in supporting children spiritually during lockdowns. This work included a special initiative called *The Story of This Summer,* which helped children cope with their challenges through creative expression and mutual encouragement.

In 2021, SAT-7 KIDS aims to continue growing interaction through three new programs. *Challenge Accepted* is a Bible gameshow for teens and preteens that models inclusivity. Presented by a Syrian girl and a Lebanese boy, the program will support contestants to share their struggles with each other and with viewers, prompting discussion of solutions. 2021 will also see the relaunch of *Bedtime Stories*, with a new presenter and Bible-based scripts by *My School* teacher Grace Al Najjar. In each episode the presenter shares a New Testament story with a child on set, and they discuss the main values to take away. "By simplifying the stories, making them fun and less abstract, we can bring the Bible closer to children's hearts," says Al Najjar.

Finally, *By the Way* will help teens and preteens develop discernment about what they read online. "As a peer to the viewers, my aim is to help kids think critically before trusting a piece of information," says 17-year-old host Markus Kashouh. The program also offers biblical truth in a fun way through comedy and short dramas.

PUBLIC VOICE AND SOCIAL CHANGE

The SAT-7 ACADEMY gameshow program *Puzzle*, filmed in 2019 and aired early in 2020, modelled inclusion by bringing children from different backgrounds together to play, work together, and learn about their rights. It also empowered girls feel by empowering them to participate in activities they had previously been told they were not capable of doing, such as physical exercise or interacting in a team environment with boys. Additionally, some of the children participating in *Puzzle* went on to create music videos on children's rights, one of which addressed the problem of early marriage. And, following the success of *Puzzle*, SAT-7 ACADEMY also produced a number of public service announcement clips to promote children's rights and issues affecting young people, such as child marriage, conflict, and pressures to emigrate.

Much of the focus for SAT-7's holistic children's programming later in 2020 aimed to help young viewers cope with the uncertainty and anxiety of the pandemic, as well as with their disrupted education. In addition to the programs in the Arabic Educational Resources package (see p. 6), *My School* levelled up its Facebook Live broadcasts by creating a "Saturday Language Medley" with Arabic, English, and French lessons streamed each week. The package also included programs to help protect children's physical and mental wellbeing. *Bloom Boom* encourages positivity through fun activities and crafts, while *Be Flex* uses puppets to address issues children may face, such as bullying and sexual abuse, in age-appropriate ways.

2021 will see production of the third season of *City of Stars* – the pioneering SAT-7 KIDS program that brings children with and without disabilities together to play and problem-solve. The new season is created in a unique, accessible online format to meet the restrictions of social distancing and will once again bring together children from a wide range of backgrounds, including those with disabilities as well as refugees and members of minorities. Also planned for 2021 are spots from SAT-7 ACADEMY's *Expert Advice* created for children. One special episode features International Business Empowerment and Education, a non-governmental organisation that empowers children and youth through financial education.

SAT-7 PARS

PERSONAL FAITH AND CHURCH LIFE

Question Mark was an invaluable resource for isolated believers in Iran, Afghanistan, and Tajikistan in 2020. "The show is dedicated to answering the hundreds of questions about the Christian faith that our viewers send us every week. These questions would otherwise go unanswered due to the circumstances that our viewers face," explains Director Moe Pooladfar. The program offers vital pastoral care by providing viewers with access to mature Christian leaders.

Heavenly Worship, which connects isolated Persian-speaking believers with the global Church in worship, also continued to broadcast. The presenters continued broadcasts from home, connecting with well-known musicians from around the world via Skype. Meanwhile, the Dari-dialect program *Secret of Life* (Pamir Productions) also continued addressing current events affecting Afghanistan from a Christian point of view.

Signal stood by SAT-7 PARS viewers each week, covering the challenging circumstances in Iran and giving viewers space to talk. "We want to deliver hope, peace, love, and blessings to our viewers through the Word of God," shares Presenter Reza Jafari. A series of messages from Christian leaders were also featured on social media, and *Signal* began live streaming on Instagram.

October saw the launch of the new live women's program *New Identity*. The program began by building women up through scripture and will continue into 2021. "My passion has always been to serve women," shares Rozita Hovsepian, Presenter. "I strongly feel that one of the ways we can serve women is through broadcasting live shows via SAT-7 PARS."

SAT-7 PARS' live programs *Golpand* and *Hashtag* played a vital role in producing entertaining, educational, and inspirational biblical content for children and teens during a time of isolation and loneliness. Mariam, who presented *Golpand* in 2020, observed spiritual growth among her viewers. "They pray more and they spend more time with God," she reflects.

From early 2021, SAT-7 PARS will help viewers go deeper into what the Bible says about faith during tough times by delving into the Book of Revelation and unpacking the letters to the seven ancient churches in the documentary series *Seven Letters*. COVID-19 restrictions also caused production of the new Tajik-language program *In the World of Women's Thoughts* – which explores the challenges women in Tajikistan face and how they are countered by the light of the Gospel – to be postponed until 2021.

PUBLIC VOICE AND SOCIAL CHANGE

The women's program *Insiders* also continued to broadcast in 2020. Appealing to both Christians and non-Christians alike, the program addresses social and rights issues such as freedom of religion and belief, child labour, FGM (Female Genital Mutilation), poverty, and the criminal justice system. In 2020, the shift from in-studio guests to live video calls allowed viewers to connect for the first time with speakers inside Iran, including a social worker who shared her expertise on fostering at-risk children, a university professor from Tehran, and an urban city planner who discussed how a city could be made more suitable for mothers with young children.

SAT-7 PARS also seeks to see Iran, Afghanistan, and Tajikistan thrive by addressing the growing problem of addition to opiates and other drugs readily available

in this region. "People are feeling hopeless and looking for a new way," says Pastor Miltan Danil, who brings his own experience of battling addiction and experiencing transformation in Jesus to his work presenting the live program *Our Neighbourhood*. The program shows understanding to those struggling with addiction, helps them address the root of the problem, and teaches other viewers how to help and support individuals towards recovery.

Mental and Spiritual Health, which specifically aims to help struggling women in Tajikistan thrive by addressing mental health problems, has been postponed due to COVID-19 until 2021.

Presenters on the set of the new SAT-7 PARS live program *New Identity,* which helps women in Tajikistan, Afghanistan, and Iran discover their God-given value

SAT-7 TÜRK

PERSONAL FAITH AND CHURCH LIFE

In 2020, as SAT-7 TÜRK marked five years of reaching a much wider audience through broadcasts on the Türksat satellite, the channel stepped up its social media presence as people began asking more questions during the pandemic. The channel created the unique program *Answers of Hope*, featuring church leaders from across the country, especially for social media. In 2021, the channel will build on this witness through the *Bible Dictionary* series, produced in partnership with the Bible Society in Turkey. The program will explain more than 2,000 terms used by church leaders, historians, and theologians, helping viewers overcome obstacles of misunderstanding and confusion.

Through the discipleship programs *Let's Talk* and *Essence of the Gospel*, SAT-7 TÜRK ensured that viewers remained in touch with biblical teaching while churches were closed. One of the most exciting and encouraging developments is that viewers have started to ask more challenging questions. "We used to get common questions such as 'Has the Bible been changed?'" explains Pastor Cem, who presents *Let's Talk*. "But now viewers are researching the Bible; their questions are becoming more difficult. This is a huge encouragement to us all."

In addition, *Mini City* (previously *SAT-7 TÜRK Kids*) is a creative, live SAT-7 TÜRK children's program. Teaching young viewers through worship songs, Bible stories, prayer, and craft activities, the program supported them through lockdowns. "The Word of God is the best source of reassurance we have during this time," says Nora Yazirlioğlu, Presenter.

PUBLIC VOICE AND SOCIAL CHANGE

The grim reality of femicide in Turkey was addressed in the new program *You Are Not Alone* (SAT-7 TÜRK), which seeks to help women know and claim their rights and seek support if they are exposed to violence. Meanwhile, the ongoing live program *Homemade* also empowers women by promoting biblical values and discussing topics including workplace issues, childcare, mental health, and disability rights as well as domestic abuse and violence. "Love is not about ownership of your partner. Love does not kill. It does not hit and punch; it does not shout," said guest Kanivar Bakir on one episode.

Featuring people with disabilities and highlighting their struggles and achievements, *Obstacle Overcomers* speaks to important issues that remain taboo for many in Turkey. "We want to change the culture of apathy towards disability in this country," shares SAT-7 TÜRK Programming Manager Cüneyt Arıkan. By providing this platform, the program both educates the public and provides much-needed encouragement to people living with disabilities and their families. Due to coronavirus restrictions, *Obstacle Overcomers* was put on hold for most of 2020 but will resume filming in 2021.

In this climate of uncertainty, the youth program *Turning Point* offers young people hope and a platform for young Turkish Christians to discuss the challenges confronting them and how to approach them from a biblical perspective. By discussing issues that are relevant to all, *Turning Point* appeals to both Christian and non-Christian viewers and promotes understanding between communities.

The ongoing news program *Worldview* addresses current affairs, discussion of which is important to Turkish culture, through the lens of the Christian faith. Through the news format, Presenters Volkan Er and Senem Ekener address current challenging issues holding society back, including violence against women, hate speech, modern slavery, and environmental issues. By introducing scripture, the presenters also help viewers of all backgrounds understand what God says about topics that people in Turkey are confronted with.

① During the summer of 2020, *Let's Talk* broadcast live from the garden of a church in Istanbul. This is the first time SAT-7 TÜRK broadcast a live outdoor production. ② *Mini City*, a live children's program, brought joy and entertainment to children in Turkey throughout lock-downs in 2020. ③ Popular SAT-7 TÜRK live program *Homemade* empowers women to be members of strong and supportive families and to be positive change-makers in Turkey. ④ *Obstacle Overcomers* challenges viewers' cultural perspectives of disability in Turkey, seeking to inspire change in communities.

2021 UNDERWAY

As we look back on 2020, we also look to our 25th anniversary year and highlight key initiatives and projects already underway.

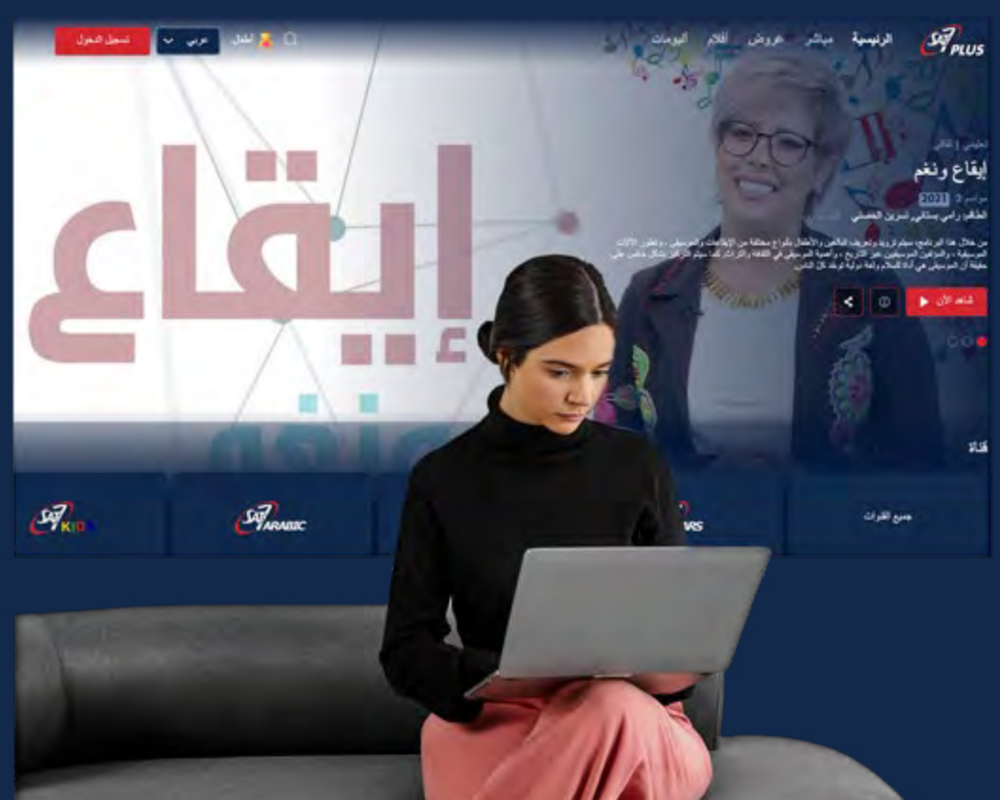
SAT-7 PLUS – ON DEMAND GOES GLOBAL

In early 2021, SAT-7 has taken a very significant step with the launch of the Middle East and North Africa's first on-demand Christian video streaming service, SAT-7 PLUS. This new platform is available worldwide in Arabic, Farsi, and Turkish, on web browsers and as an app on any mobile device. SAT-7 PLUS enables SAT-7 to bring the life-changing message of the Gospel, and all the holistic benefits of its programming, to a wider audience in the region.

SAT-7 PLUS not only allows viewers to watch and share any SAT-7 program they wish on demand – they can also watch every channel live and message audience relations staff directly through the platform.

"Imagine the potential for sharing Jesus in difficult contexts," says CEO Rita El-Mounayer. "If one of our Christian viewers wants to safely share with a friend, all they have to do is send them a link to an on-demand program that is culturally sensitive, instantly available, and in their own language," she continues.

While satellite broadcasts remain SAT-7's primary platform, as satellite television has an almost universal penetration in the Middle East and North Africa, SAT-7 PLUS is a crucial development and an investment for the future, especially for the youngest generations who are more likely to watch content on their phones than on television.



PIONEERING SOCIAL MEDIA STRATEGY

As the importance of social media in our viewers' daily lives continues to grow, the ministry is now implementing a new strategy that will help SAT-7 become a leader in this area. Beginning with Arabic content, new social media brands have been created to enable users to easily find and engage with content specific to their needs and interests.

The new brands are:

SAT-7 Family
for parents and children

SAT-7 Youth
for young people aged between 17 and 25

SAT-7 Women
empowers women in every sphere of life

SAT-7 Worship
provides church services and worship music available 24/7

SAT-7 Daily Bread
offers Jesus' message of God's love, and discipleship content, to every Arabic-speaker

SAT-7 ARABIC, **SAT-7 KIDS**, and **SAT-7 ACADEMY** will also remain as separate brands representing the channels.

"What can otherwise be a force for distraction and division, God is using for good," says Shady Francis, Arabic Digital Director.

"The possibilities for the growth of this witness are enormous. Facebook has 187 million monthly users in the Arab World, and 90 percent of young people there use a social media platform every day," he continues.

DANISH GOVERNMENT FUNDS MAJOR NEW PROJECT IN LEBANON

At the very end of 2020, SAT-7 and its partners received major funding from the Danish Government for *Lebanon – Our Story*, an exciting new project to help build a stronger society in Lebanon. The project will bring young people from a variety of backgrounds – including Syrian refugees – together in storytelling clubs and on an online platform, to rethink divisive narratives and develop a new shared story of hope.

"Lebanon, which is engulfed in multiple crises, must not only rebuild. It must rebuild better, with divisions healing and a strong, shared vision for its future. *Lebanon – Our Story* will enable young people to drive this positive change from the ground up," says Rita El-Mounayer.

Lebanon – Our Story is a three-year project that will be run as a cooperative initiative between SAT-7, the Danish and Lebanese Bible Societies, and the Centre for Church-based Development (CKU). In addition to the storytelling activities, the project will encompass a media wing which will produce several programs for SAT-7 channels.

> **"What can otherwise be a force for distraction and division, God is using for good.**
> **Shady Francis, Arabic Digital Director**

PARTNER SPOTLIGHT

2020 was a challenging year for many of our Partner and supporting organisations, with some having to adapt their entire way of working and communicating. It is therefore by the grace of God, and through our partners' tireless commitment to service, that the year saw some significant moves forward in what we are able to achieve together.

NEW VENTURES, GROWING PARTNERSHIPS

In 2020:

- SAT-7 entered into new partnerships with several Catholic dioceses in Germany, as well as with Missio Austria, with funding provided mainly for women's programs.

- We welcomed Heimamission as an official SAT-7 Partner. Heimamission, the Lutheran Mission on the Faroe Islands, had long been an Associate Partner and a key channel through which SAT-7 has received generous grants from the Government of the Faroe Islands.

- Our partnership with the Norwegian Mission Society (NMS) continued to fund impactful projects related to minority rights and peaceful coexistence. In 2021, NMS will fund a new project for personal faith and church life.

- SAT-7 also received additional funding from a number of partners for projects to meet needs created by COVID-19, as well as funding for our ForBeirut project (see p. 8). These include Norea Norway, who provided an additional USD$50,000 specifically for our Beirut blast emergency response. In 2021, Norea will also fund three new projects for personal faith and church life, youth programming, and women's programming.

- In the United States, Lutheran Hour Ministries provided funding for several Arabic and Farsi programs for children and youth, as well as for social media for the SAT-7 ARABIC program *New Light*.

RECORD ATTENDANCE FOR EUROPE VISION MEETING

A high point of SAT-7's work with partners in 2020 was our Europe Vision meeting, held in Copenhagen, Denmark in September and hosted by major SAT-7 Partner the Danish Bible Society (DBS). In spite of COVID-19 restrictions, this social-distanced conference gathered together 110 people, both in person and online, from Italy to Norway, and from the Faroe Islands to Russia.

ACHIEVEMENT AWARDED

This year, DBS awarded Kurt Johansen, Executive Director of SAT-7 Europe, Asia, and Pacific, the prestigious Danish Bible Society 2020 Prize in recognition of his 20 years of service through SAT-7. This prize awards 10,000 Danish Kroner and a framed original page of the King Christian IV's Bible to a person who deserves special recognition for his work to make the Bible present in society.

OUR PARTNERS SAY:

Synne Garff, International Director of the Danish Bible Society

"The situation for Christians worldwide today is critical. Article 18 of the Universal Declaration of Human Rights (UDHR) is seriously violated as Christians are discriminated against. The coronavirus pandemic has created even more tensions and insecurity for religious minorities. Some argue that persecution against Christians across the world is at an all-time high.

In this light, it is clear that the programs of SAT-7 are needed more than ever. SAT-7's employees are working in the frontline and play an important role for Christians through a variety of programs and church services, and by creating a fellowship for Christians online and through TV."

Daniel Nygaard Madsen, Pooled Fund Coordinator at the Centre for Church-based Development (CKU)

"At the Centre for Church-based Development in Denmark, we are very thankful for our cooperation with SAT-7 through our Danish member organisations, the Danish Bible Society and Mission Afrika. In 2020 we saw the implementation of three ongoing projects concerning the promotion of freedom of religion and belief (FoRB), gender equality, and children's rights, and it has been encouraging to see the preliminary results of the projects.

In the future, we hope that we can continue to cooperate on more creative ways of integrating the promotion of FoRB as part of faith- and rights-based peace and development projects."

Nils Endre Eikerland, Regional Director for English-speaking Africa and the Middle East at Norwegian Mission Society (NMS)

"SAT-7 is one of the partners that has given us hope during a year with a lot of uncertainty, because we see the viewer numbers and increase in viewer contacts and the impact SAT-7's programs are having in the region. It is always a blessing to see how God turns difficult situations into good.

During the lockdown, people in the Middle East and North Africa had the opportunity to watch good programs on SAT-7. What we want to do through our partnership with SAT-7 is to improve these programs, develop them, and expand.

I am also impressed that during our meetings with SAT-7, we start by taking time to pray together for the various cases and projects. Prayer is the most important thing we need to do. Everything else will fall into place, if we just have faith for it, and if we are available to the guidance of God."

Kurt Buchholz, President and CEO of Lutheran Hour Ministries

"We know in difficult times like these, people search for answers. We are thankful that through this partnership with SAT-7, we can capitalise on each other's strengths in bringing the love of God in all its fullness to the people of the Middle East and North Africa. Without mass media programming, many families and youth throughout this region may never hear the message of faith and trust in God in their lives."

SAT-7 INTERNATIONAL COUNCIL

OUR COUNCIL MEMBERS REFLECT

His Eminence Archbishop Angaelos, Coptic Orthodox Archbishop of London

"The ongoing coronavirus pandemic is teaching us in more ways than one that individuals thrive on social interaction. This applies equally to their faith, and when that direct contact and interaction is not possible, new ways of worship, fellowship, and interaction must be found in order to provide hope and comfort to those who may find themselves lonely and isolated.

SAT 7-has found its own unique way into people's hearts and homes at a time in which they may not be able to receive much-needed comfort and support from their friends and families. SAT-7 has also provided a means of communication for the Christian family across the Middle East and North Africa at a time when the region continues to face ongoing pressures and strain. The Gospel is reaching the lives of so many at a time when communities yearn to be knit together in peace and harmony, and SAT-7 seeks to carry that message faithfully wherever possible."

His Eminence Archbishop Angaelos, Coptic Orthodox Archbishop of London

Archbishop Youssef Soueif, Maronite Archbishop of Tripoli-Lebanon

"The Church is called to do a lot during this turmoil in the region – wars, conflicts, migration, famine, economic crisis, and the pandemic. What we must do is always be a sign of hope, of encouragement and renewal. A sign of bringing life where there is death.

The experience of COVID-19 will be like a stamp, a mark of 2020. As a Church we had a lot of setbacks in our movement, in being physically present. But the presence of the Church can be provided through communication online and on television. We all felt that we must be more present in people's lives than before because we need each other in this isolation – an isolation not only physical but also spiritual and psychological. I have witnessed a double effort – which is very good."

Archbishop Sebouh Sarkissian of the Armenian Orthodox Church in Tehran

"As Christians, we believe that this pandemic will come to an end. Our faith and hope are the foundation of our Christian identity. Throughout history, our Church has faced so many challenges, but because of her faith in Jesus Christ, she survived and will survive. I believe that the most important thing is our faith and hope based on Christian love. SAT-7 is doing an excellent job in bringing the Word of God to families. During this time, while the world is challenged by coronavirus, it is very important to give people spiritual nutrition, and the Bible is the best friend that helps us in spreading the Word of God."

INTERNATIONAL COUNCIL MEMBERS

SAT-7's International Council guides and oversees SAT-7's work. Its current members are:

Chair
Archbishop Angaelos
Coptic Orthodox Church, UK

Deputy Chair
Archbishop Paul Sayah, Maronite Patriarchate, Lebanon

Treasurer
Roy Kemp, Chair, SAT-7 UK Board

Secretary
Dr Terence Ascott, SAT-7 Founder and President

Metropolitan Marcos, Coptic Orthodox Diocese of Shoubra El Kheima, Cairo

Archbishop Sebouh Sarkissian, Armenian Orthodox Church, Tehran

Archbishop Youssef Soueif, Maronite Church, Cyprus

Dr Michel Abs, Representing the Middle East Council of Churches

Dr Mike Bassous, Representing the United Bible Societies

Dr Ziya, Turkish Academic and Writer

Rev Fayez Ishak Youssef, Itinerant Minister in the Arab world, Egypt

Dr Martin Accad, Theologian and Academic, Lebanon

Dimitri Khodr, Television Professional, Lebanon

Rev Erik Johansson, Chair, SAT-7 Partnership Council

Kurt Buchholz, Representing the SAT-7 Partners

Helen Richard, Representing the SAT-7 Partners

Fouad Youssef, Chair, SAT-7 Egypt Board

Hale Gencel, Chair, SAT-7 TÜRK Board

Rev Mansour Borji, Chair, SAT-7 PARS Board

Peter B Schulze, Chair, SAT-7 USA Board

Rev Hany Boghossian, Chair, SAT-7 Canada Board

Rev Dr Rudi Zimmer, Chair, SAT-7 Brazil Board

Henrik Melkstrom, Chair, SAT-7 Europe Board

Ex-officio members

Rita El-Mounayer, Chief Executive Officer

Jan Ørskov, Chief Operations Officer

Panayiotis Keenan, Executive Director, SAT-7 PARS

Melih Ekener, Executive Director, SAT-7 TÜRK

SAT-7 INCOME AND EXPENSES FOR 2020

SAT-7's income budget for 2020 was lower than for 2019. However, the actual income for the year reached USD 15.7 million, USD 0.5 million higher than budget, leading SAT-7 to end the year with a positive balance of USD 1.7 million.

2020 FINANCIAL OVERVIEW

Our total global income for 2020 was approximately USD 15.7 million, exclusive of gifts-in-kind of about USD 0.9 million. This was 3 percent above the budgeted income for 2020 (USD 15.2 million) and equal to actual income for 2019 (USD 15.7 million).

SAT-7's 2020 expenditures totalled USD 13.7 million, including 0.3 million that was invested in fixed assets and excluding gifts-in-kind of about USD 0.9 million. This total expenditure was 10 percent below budget (USD 15.2 million).

Because of the pandemic, SAT-7's management decided to enhance spending restrictions to prevent any cashflow difficulties, in case of loss of donations. Thankfully, our donors were able to continue supporting SAT-7 and even to provide our ministry with unexpected gifts.

AN INCREASE IN LIQUIDITY

We started 2020 with a liquidity in Middle East and North Africa (MENA) offices of USD 2.6 million (including restricted funds). The devaluation of the Turkish Lira and the decreased expenditure due to the pandemic helped the MENA offices to close the year with an increased liquidity of USD 3.3 million.

DECREASE IN RESTRICTED FUNDS

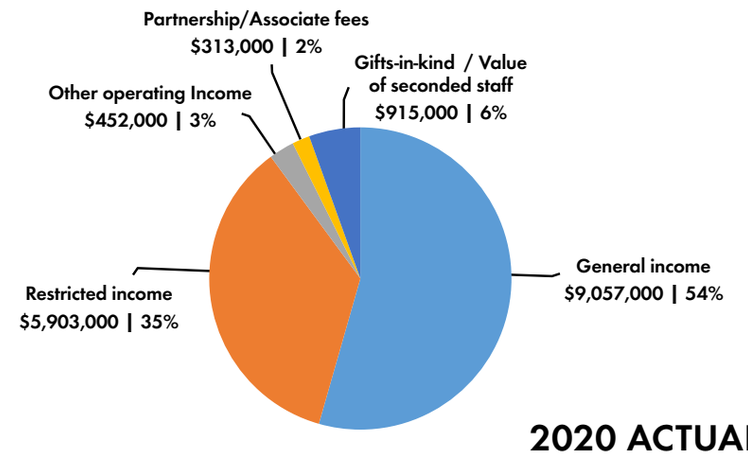
The decrease in restricted funds is a result not only of SAT-7 meeting donors' requirements, but also of the increase in general contributions during the year.

SAT-7 was not able to utilise all its income in 2020 as the pandemic forced some programs to be postponed, but we hope and pray that the coming years will allow us to produce a greater number of programs, and develop SAT-7 PLUS, to expand our vision and mission.

Cameras, lights, microphones, and additional equipment help SAT-7 crews produce high quality and high-definition programming for viewers across the MENA

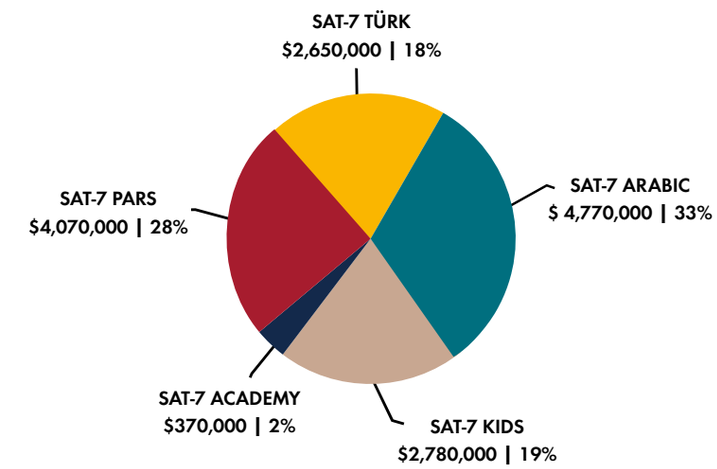
2020 ACTUAL INCOME BY TYPE

TOTAL INCOME: $16,640,000 (including gifts in kind)



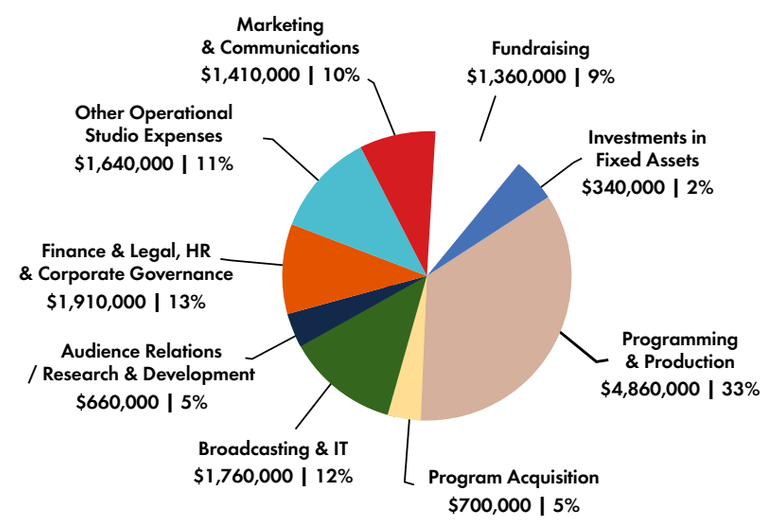
2020 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE: $14,640,000 (including gifts-in-kind)



2020 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE: $14,640,000 (including gifts-in-kind)



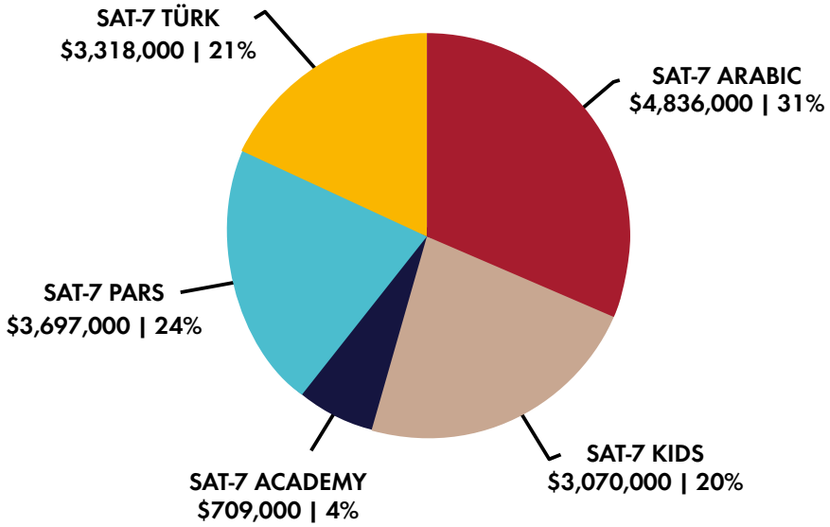
All figures in this 2020 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2020 financial statements for each of the 14 independent SAT-7 legal entities.

The financial statements for SAT-7 International legal entities in Cyprus are audited by KPMG Ltd, Certified Public Accountants and Registered Auditors. KPMG has also reviewed the principles used in the preparation of this summary of consolidated financial information

Detailed combined financial statements and/or detailed audited accounts for each of the different legal entities of SAT-7 are available on request. Investments in fixed assets are included in the 2020 actual expenses.

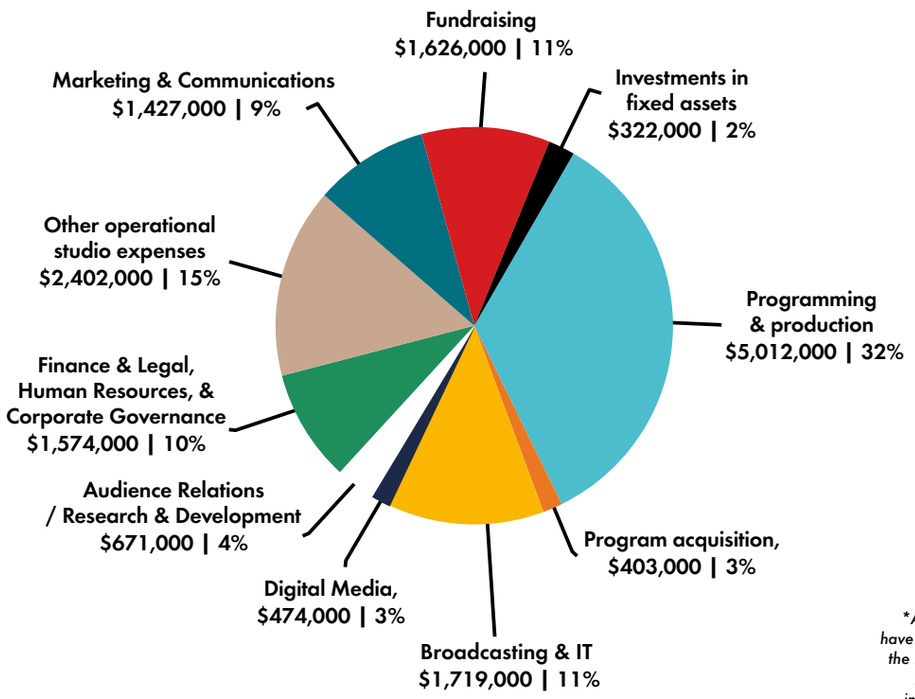
2021 BUDGETED EXPENSES BY CHANNEL

TOTAL BUDGET: $15,630,000 (excluding gifts-in-kind)



2021 BUDGETED EXPENSES BY TYPE

TOTAL BUDGET: $15,630,000 (excluding gifts-in-kind)



**All figures are in USD and have been rounded to simplify the reading of financial data. 2021 budgeted expenses include investments in fixed assets but exclude gifts-in-kind.*

SAT-7 2021 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 15.63 million, 3 percent higher than last year's budget, for the worldwide work of SAT-7.

To help realise the organisation's extended vision, from 2021 SAT-7 will give a larger focus to social media. Therefore, the 2021 budget includes an amount specifically allocated to Digital Media. A second key target for 2021 is to maintain and further develop the video-on-demand platform SAT-7 PLUS.

All four channels – SAT-7 ARABIC, SAT-7 KIDS, SAT-7 PARS and SAT-7 TÜRK – will continue in 2021, with slightly increased budgets in US Dollar terms and with the aim to create even more programs and emphasise on social media.

On the other hand, the budget for the SAT-7 ACADEMY brand budget will increase by 44 percent in 2021 compared to 2020's budget. Due to the unforeseen events in Lebanon and the pandemic, a new season of the brand's flagship program *My School* could not be produced in 2020.

Therefore, the management decided to allocate a higher budget to the brand, to produce this in 2021 while continuing its important educational and social-impact programming, which was in great demand in 2020.

Overall, a higher budget was approved for 2021 compared with 2020. Though 2020 was a challenging year, the Lord blessed us with continued support from our valued donors and SAT-7 managed to continue delivering its vision and mission, using alternative means when required.

SAT-7 plans to increase its global income to achieve all its future goals, and the management is closely monitoring and frequently reviewing the organisation's income and expenses.

GIFTS-IN-KIND

Projected gifts-in-kind for 2021 are budgeted separately and are expected to be about USD 0.8 million, down by 10 percent on last year's figure. The gifts-in-kind include the value of seconded staff, the donation of studio hours or programming, and staff training, all of which make an important contribution to SAT-7's ministry.

Children watching SAT-7 KIDS in their home in Egypt

COMMENDATIONS

"SAT-7 provides a powerful platform of support for Christians throughout the Middle East and is a voice that reaches out to every individual within the community." **– His Eminence Archbishop Angaelos, Coptic Orthodox Archbishop of London**

"The ministry of SAT-7 is an invaluable partner to struggling churches in the Middle East. I give a 'double thumbs-up' to Rita El-Mounayer and her amazing team, working around the clock to make sure the Good News of Jesus is made available in Arabic, Persian (Farsi), and Turkish, all in more than 25 countries across the Middle East and North Africa." **– Joni Eareckson Tada, Founder and CEO of disability ministry Joni & Friends (USA)**

"Having visited the Middle East often and having some close friends especially among the Arab Christian communities, I hold the ministry of SAT-7 in very high regard, for their faithfulness to the truth of the biblical Gospel, their Christ-honouring love for the peoples they serve, and their sensitive respect for the cultural identities, languages and faith-background of their audiences." **– Chris Wright, International Ministries Director of Langham Partnership International (UK)**

"It has been a great joy to follow the progress of SAT-7. What SAT-7 is doing is just exceptionally useful. Clearly, SAT-7 has extremely competent and dedicated staff members, and they are doing an amazing job." **– Birger Riis Jorgensen, Senior Advisor to the Alliance of Democracies and former Danish Ambassador to the United Kingdom**

"For the past ten years I have served in a ministry that works to communicate the Good News into the hardest-to-reach places. During that time I have come to respect the success of SAT-7 in doing that same thing so very well! I believe they are best in class in reaching the Middle East and beyond with Christian messages of hope and promise! I thank God for their extraordinary vision and leadership." **– Edward W. Cannon, President/CEO, Far East Broadcasting Company**

"SAT-7 ACADEMY can offer the much-needed foundations of lifelong learning and social cohesion – namely objective knowledge, social skills, employability, and peace-building attitudes and practices." **– Roy Saab, Curriculum Developer and Education in Emergencies Director (Lebanon)**

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