



HEAR FROM THE HEAD PRODUCER IN MEM'S NORTH AFRICA OFFICE

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FINANCIAL REVIEW 2023

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From the editor

Dear Friends,

I pray that this Spring edition of MEMO finds you in good health and that you are encouraged by all that God is doing across the world. There are many things to pray for in this new year, but in this edition of MEMO, our focus is on thanksgiving, especially for all that is happening through our ministry in the Middle East.

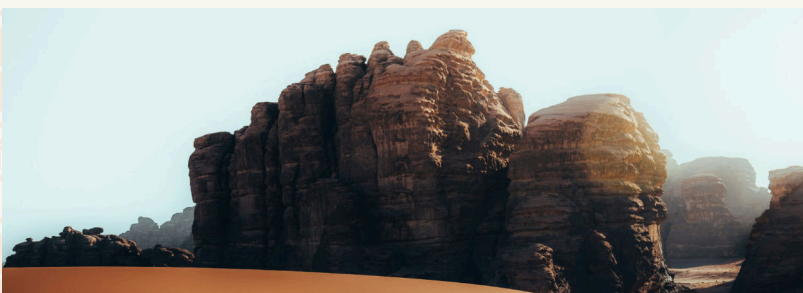
One of the things we have to be thankful for is the establishing of Glory Christian Centre in Georgia. Together we have sown into resourcing this pioneering ministry as well as covering it in prayer over many years. You can read more about it on page 5.

There is also a sense of growth and life as we look ahead to 2024. Our team in the West is growing, we are partnering with new groups across the region to train and equip people and we're also sharing about two of our newer projects. I hope that you will be energised and will continue to join us in prayer as you read through your MEMO.

Thank you for your ongoing interest and support. As we walk together in this ministry, I am excited to keep sharing more with you this year.

James Baldock

Senior Communications Manager
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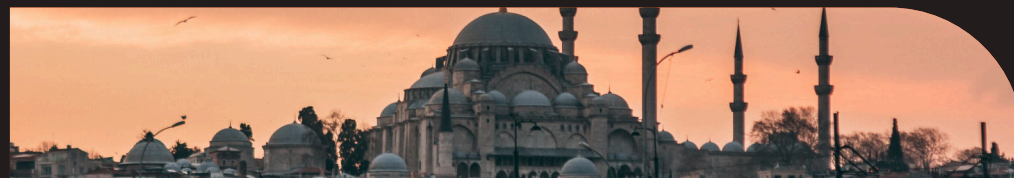


PROJECT UPDATES

On Page 4 you can find out more about our latest projects, what they are and how you can support us in these projects, in the year ahead.

LOOKING FORWARD

On Page 9, we hear from our international team about what they are excited to see happen in 2024.



Once again, we look forward to welcoming **YOU** to **MEM Week 2024!** It is a time to come together to hear updates from us and celebrate how God has been using our teams across the region.

This year we will focus on Women in Media Ministry and the impact they are having in the Middle East. You will have an opportunity to see some of our work and pray together.

Bookings will be open from the **15th March** on our website: mem.org

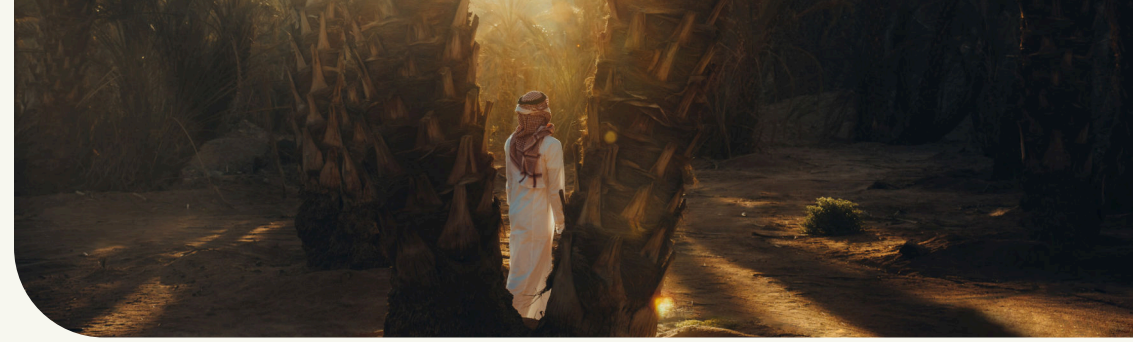
MEM WEEK 2024

THE GATHERING MAY 14TH | 8-9PM



Project Updates

CHECK OUT SOME OF THE EXCITING PROJECTS WE'RE WORKING ON IN 2024



– How to Choose Your God –

In the MENA region, there is a common expectation for individuals to stick to their family's religion whether or not they understand or agree with it. Asking questions or making a personal choice is often culturally unacceptable and, in most countries, changing religion is illegal.

The Arab revolution in 2011 brought about a shift, especially among young people who began expressing the desire to think and choose for themselves. However, the discouragement of independent thinking is deeply ingrained culturally, leaving many unsure of how to navigate the process of making a personal choice.

How to Choose Your God is designed to equip Middle Easterners with the tools they need to make decisions for themselves, and kindle curiosity about the God of the Bible.

To pull this off, we want to create a virtual influencer - an AI animated personality - the likes of which are hugely popular online. This digital sidekick will sprinkle humour and entertainment into the mix and enable us to captivate a broad and diverse audience - and the Holy Spirit can do the rest!

– Crown of Splendour –

The MENA region is a global leader in social media use. Nevertheless, a gap has caught our attention—a lack of Christian social media content tailored for tween girls aged 9-15.

Crown of Splendour is a project that will mainly use TikTok, Instagram and Facebook to communicate this important truth: every girl is unequivocally loved by God, regardless of how society treats them. Our entertaining content, rooted in biblical truths, will promote equality, provide wisdom and encouragement, and guide girls towards faith in Jesus.



We are currently raising funds for both these projects, and 50% of funding is needed before our teams can start working on them. Scan the QR code or visit mem.org/give to contribute. Together we can make a difference!



– Nurturing New Ministries:

The Impact of Glory Christian Centre –

With the support of MEM for a number of years, Leina and Pastor Salam, former leaders of our Gulf office, have successfully established the Glory Christian Centre (GCC) in Georgia, a former USSR country, with a threefold mission to Heal, Grow and Go.

Today GCC is not only an emergency refuge for new believers, it also serves as a place for spiritual rest and renewal for missionaries, and a training and equipping centre for maturing believers from a different religious background. The GCC owns a building that can host up to 26 people at a time, and they first opened its doors to guests in October 2023.

New believers in the Middle East are often under resourced, lacking in discipleship and mentoring, and can find themselves feeling isolated and in pain due to ongoing persecution. The GCC's strategic positioning in Georgia (instead of inside the region) allows them to focus on believers who are also residents of Turkey, Iran and the Gulf, as they currently do not need visas to enter Georgia, making it easier for them to find help and refuge in emergency situations.

Now, the GCC operates as a fully established separate entity from MEM and will no longer be financially supported. However, we will continue to pray for their expanding ministry.

Timothy and Gideon, the two young men from the Middle East, had to flee their country soon after their mother became a believer. One of their uncles after beating Gideon, made him dig a hole as big as a grave, and threw him in it saying, *"This is what will happen to you if you become a follower of Christ like your mother."* MEM has supported their mother in the last few years, and now we are very pleased to say that the GCC team is supporting her sons through weekly mentoring and discipleship meetings.

We are deeply grateful to God and to everyone of you who supported this project and facilitated the growth and development of this new ministry – thank you.





Interview With

A CHAT WITH THE HEAD PRODUCER OF MEM'S NORTH AFRICA OFFICE

Jordan worked in the secular media for 10 years before joining MEM in 2012.

When I was at school, I was involved in a theatre group for churches. Our slogan was “powerful theatre filled with the Holy Spirit”. But after my graduation, I went to a business school to study accounting as media was not taken seriously as a subject. My parents refused to support me in the pursuit of my dream and passion to deliver God’s message through media.

Christian media in my region is unfortunately not appealing to the majority of people here. Often, it lacks creativity and relevance. My vision and passion are to produce media that is entertaining, creative, relevant, and presents God in a clear way.

My favourite films are Green Mile and Forest Gump. I love great stories that go straight to my heart.

After graduating from Business school, Jordan never worked as an accountant, but decided to pursue his dream against all the odds. He had no money, so he volunteered for organisations to give him training in media for free, and even sold his bike to support himself at the time. He then ended up joining professional media teams in the secular market and worked on large international projects for 10 years.

If I had enough funds, next year I would like to produce a high-quality TV drama series, as people in the Middle East love dramas, especially during Ramadan. In a recent TV drama series I watched, a woman was harassed at her job and was blamed for it. Even today, the mainstream media is reinforcing this wrong idea of women being guilty of the abuse they receive. I would like to counteract this deeply ingrained wrong thinking.

I have been behind the ideas of MEM's major projects, such as Life in the Desert and GOT IT, and we have distinct professional capacity to do large productions. Currently, we are dubbing 250 episodes (30 min each) for a client where 35 translators have been involved in the project.

My message to the supporters is that I live in a very thirsty land which needs a lot of cultivating; the soil needs preparing for the harvest. There are a lot of hindrances for people to come to the Lord. Removing these hindrances can take years, and we may never see the fruits, but this is the reason for our work – to prepare the soil well.





New Media Teams

UNITED BY THEIR LOVE OF JESUS...

Due to the ongoing conflict in Sudan, two established media teams have been forced to re-locate to a North Africa country, where MEM's teams are based. Despite awful circumstances, this is a great opportunity to serve the Sudanese community.

Team One – A famous Choir made up of 21 Sudanese believers is very keen to take the ministry to the next stage. They want to focus more on digital outreach, targeting Sudanese not only in Sudan but also beyond, through Instagram and other social media platforms. They are currently fine-tuning the digital strategy and finalizing the discussions with MEM about the specific help they need from us.

Team Two – The 10-member team is focused on serving people in Sudan, particularly believers from a Muslim background. They are connected to a bigger ministry and therefore have spiritual accountability. We recently conducted a 2-day training in media skills and social media outreach. We will continue to work with this group in the next 6 months, by helping to develop their strategic plan for the ministry.

Other teams – We are also very proud of the achievements of the Gulf, South Sudanese, and Libyan teams. Unfortunately, our training in Northern Iraq has been postponed due to ongoing political instability. Instead, we will travel to Turkey this April, to train a church-based ministry reaching Kurdish and Iranians for Christ.

It's not easy to find local believers who have a special interest in media and want to serve together, so please do pray for every team for His divine help to run effective ministries.



Looking Forward

HEAR FROM OUR LEADERS AS WE LOOK AHEAD AT WHAT'S TO COME IN 2024

At the beginning of this year, we asked our leaders two questions: What were they looking forward to in 2024, and if they had more funds this year, what would they do? This is what they shared:

International Director

I am looking forward to seeing God develop young media teams that are effective in reaching their own people. And also, deepening maturity of the new leaders. If I received more funds, I would invest them into the further development of new media teams.

Director for New Media Teams

I am looking forward to maintaining my health and avoiding stress as much as possible. Professionally, I am keen to see two more sustainable new media teams develop. If I had more funds, I would invest them into more new media teams across the MENA region.

CEO of Production Team

I am looking forward to more freedom - freedom from cultural ideas that restrict Jesus' plan for my life, and experience more freedom that Jesus provide. If I had more funds, I would allocate some to a revolving fund for Projects Only. The funds would help us keep the projects running without stopping and restarting them again, and losing the impact that has been built over time, especially in the world of social media.

CEO of NGO Team

I am looking for more freedom to take big steps in my personal journey. If I had more funds, I would invest them in a) supporting the local staff team with the cost of living so they can work from a position of rest, and b) the production of a high-quality feature film to be used all around the country in different events.

EU Director

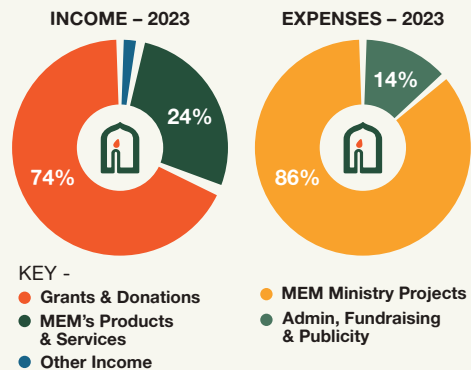
I am excited about our growing team and enabling them to be the best in what we do. If I had more funds, I would tell more people about our work, and put some aside for our 50th anniversary celebrations in 2025.





Financial Review 2023

In the face of conflict and unprecedented inflation across parts of the Middle East, your generosity has enabled our resilience and success throughout 2023. These pie charts represent the data from our international operation, subject to audit later this year.



Income from our products and services has long played a crucial role in maintaining our presence and credibility in the regional marketplace, with much of it sourced from our partnerships with other ministries and organisations utilising our media expertise.

However, our overarching goal is to have enough funds to be able to develop and produce more of our own projects. Last year, we saw progress in this direction as income from client work decreased from 30% to 24%, while grants and donations rose from 66% to 74%. This is an answer to our prayers.

Thanks to your generosity, numerous impactful projects, both online and on the ground, have been made possible. For example, our Life in the Desert programme reached 205 Syrian children in Lebanon's refugee camps. These children were the first ones to receive the Syrian version of our programme, thanks to a dubbing project that was supported through your gifts. Additionally, our online platforms – Kingdom Platform, Desert Roses, and ChangeMaker – have reached millions of Arabs with the Gospel. And our Libyan team has finished the audio translation of four Gospels and are now working on the book of Acts.

Your gifts also supported the essential costs of our offices in the US, UK, Gulf and North Africa. These costs included medical insurance for our Arab colleagues and the refurbishment of rooms used for project activities.

This year we are focusing on expanding our supporter base in Europe and the US, so that we can increase our impact in the Middle East.

Would you consider a one-off gift or setting up regular donation, so that we can share the love, hope and freedom of Christ with millions more people in the Middle East?

Donate by visiting
mem.org/give or
scan this QR code:



INTRODUCING...

Our Growing Team

MEM's offices in the UK and US provide support to the field ministry in variety of ways – through prayer, finances, promotion, connections, leadership input, and encouragement. In 2023 we saw a number of significant staff changes in both the UK and US.

Brennen Searcy – US Development Director

We are thrilled to welcome Brennen Searcy as our new US Development Director. He brings not only a wealth of passion but also a depth of experience in the Middle East. Prior to meeting his wife, a Palestinian Israeli citizen, Brennen spent many years working in and out of the Middle East. Fluent in Arabic, his diverse roles include development, fundraising, and notable contributions to the refugee sector and reconciliation efforts.

Helen Deane – UK Finance & Operations

In the UK, Helen brings not only a love for policies, systems and numbers, but also a love for people. We can't think of a better combination.

Matt Hinch and Cassie Chiong – UK Design and Comms

Cassie, a professional editor, and Matt, a trained Graphic Designer, are working to elevate our visual and textual storytelling. We are so blessed to have them both join the team, and we are looking forward to reaping the fruits of their work!

Jess Davidson-Egan – UK Development Manager

We will be missing Jess in 2024 as she is currently on maternity leave. But we can't wait to continue working with her when she returns in 2025.

Hannah-Rivkah Perkin – UK Fundraising Manager

And lastly, Hannah-Rivkah has joined the team full-time, after 8 years of serving on the UK Board of Trustees, in the capacity of Board Secretary and Deputy Chair. She has a background in programme management in the refugee sector and a master's in gender and development. She also speaks Arabic and has lived and worked in the Middle East. Her transition marks a change to the Board, but a huge gain for the UK Team.



Back row, from left to right:
Cassie Chiong, Jolita Paton, Hannah-Rivkah Perkin, Matt Hinch, Helen Deane

Front Row:
Jess Davidson-Egan



mem.org

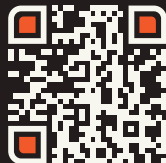


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HOPE

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