



# MEMO

TRANSFORMING LIVES WITH UNSTOPPABLE HOPE

SPRING 2023



**NEW MEDIA TEAMS:  
EMPOWERING  
INDIGENOUS BELIEVERS**

**FAMILY MATTERS: HOW  
OUR WORK IMPACTS  
WHOLE FAMILIES**

**OUR 2022  
FINANCIAL REPORT**

[mem.org](http://mem.org)



## Letter from the editor

Dear Friends,

Welcome to your first MEMO of 2023! I hope you're starting to get familiar with our new visuals. Last year was a big building year for us; our refreshed brand was a noticeable part of that.

We are excited to have you journey with us this year as we continue to see all that God is doing across the region. I hope reading through this MEMO you will be both inspired and challenged. We've also introduced some new content, including information on our finances and our first ever crossword.

I'm personally encouraged by our New Media Teams article on pages 6 and 7. Whenever I hear about new groups of believers in the Middle East and North Africa wanting to reach those in their communities through media, I feel tremendous excitement for what God is doing. People all across the region see the value of using media to reach the unreached.

I pray that you will be blessed this year.

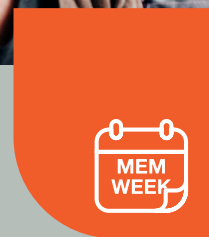
*James Ballock*

**Senior Communications Manager**

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**MIDDLE EAST MEDIA exists to make a strategic contribution to moving people of the Middle East towards life-transforming faith in Jesus Christ through the creative and culturally relevant use of media. We produce indigenous Christian media content and holistically empower other content creators in countries where it is most challenging to be Christian. We walk with them on their journey of faith so that they, too, can reach out to the unreached in their communities.**

**We connect supporters to real stories of struggles, hope and holistic life transformation. Join our mission and help more people experience His love.**



*Save the date!*

# MEM Week 2023

## 15 - 21 MAY 2023

As promised, MEM week returns this year for a third year running! With the success of last year's 'On the Road' in-person events, this year we will repeat the hybrid model, offering a range of both UK-based and online events so that as many of you as possible can get involved.

Event specifics will be released on our website in due course, but for now, save the following dates in your diary so that you won't miss out!

**Tuesday 16th** – Day of Prayer – Online

**Thursday 18th** – MEMbers Network Exclusive Film Night – TBC

**Saturday 20th** – Gathering – St Paul's Church, Kingston, London

**Head to [mem.org/memweek](https://mem.org/memweek) to stay informed!**

Image: istockphoto.com/portfolio/Rawpixel





# Impacting the Whole Family

## Media transforms beyond our expectations

Our **Kingdom Platform** has surprised us in many ways since its launch on YouTube in September 2021. Despite not investing in any paid advertising, our biblically-inspired video content attracted an impressive 1 million views in its first 12 months. Another surprise was the demographic that the content was attracting: our analysis revealed social media accounts primarily belonging to adults in their 20s and 30s, though our target had been teenagers. It turned out these accounts didn't belong to the audience themselves, but to the parents of younger children watching our videos.

Following a survey among Arab parents on Facebook, Kingdom Platform has been evolving as a media ministry. Parents shared their need for advice on navigating the challenges faced within family life and understanding their children's needs as they grow up in a technology-saturated world. Therefore, we have recently set up a **Facebook page** specifically for **parents** to provide support and encouragement to them, and provide resources to help them make informed choices about family matters. This page also helps us to get a clearer picture of the kinds of videos children are watching the most, so that we can create new content that appeals to them. Our team's next step is to work on a series of daily stories on the day-to-day challenges of family life, which will be implemented through a popular mobile game for children.

**Life in the Desert (LITD)**, our 3D animation series for children affected by trauma, is another of our productions that has been bringing hope to whole families. Following the journey of 8-year-old Farah, LITD and its accompanying workshops are designed to help children process their difficult experiences. It is taken on-the-ground into refugee camps and children's homes by our partner organisations. We so often see that the impact of LITD is far greater than its target audience of 5-14 year olds. Not only has it helped many a caregiver and aid worker to process their own life difficulties and better support the children under their care, but the series has been working in the hearts of parents, too.

Our partner in Lebanon reports specifically on one family they visited in which the father was initially incredibly hostile to the idea of a Christian organisation. However, gradually, his heart began to change as his wife and children watched through the LITD episodes together and discussed them in his presence. Seeing how much the children loved the biblical messages they were encountering, the father's heart began to soften. We have since heard that he has opened his heart and his home to the Lord Jesus. Praise Him!

**"It's truly amazing how God has been working in the lives of these families."**

**OUR PARTNER IN LEBANON**

So Jesus is not ashamed to call them brothers and sisters.

Hebrews 2:11b



**YOUR SUPPORT IS BRINGING FAMILIES TOGETHER. THANK YOU.**

Image: pexels.com/@kgprofilms





# New Media Teams

## Empowering indigenous content creators across the region

A vital part of MEM's new strategy is our commitment to holistically empowering, discipling and training new media ministry teams made up of local believers. We started investing into this 3 years ago – and you may already be familiar with some of the groups we've been working with. Reflecting on 2022, **Mike**, our **Director of New Media Teams**, said, "It was not an easy year, there were a lot of challenges – but there were also many blessings. We are especially encouraged by the group of Libyan believers and the Gulf women's team, as well as by a new partnership with a church in South Sudan."

The **Libyan believers** we have been supporting outside the country began translating and **audio-recording the**

**Gospels** in their dialect around 18 months ago. The completed books of John and Mark have been piloted and a distribution plan is being formed. They hope to translate and record the entire New Testament by the end of 2023!

The hard work and passion of the **three women from the majority background in the Gulf** has paid off, as their online social media space for Arab women launched at the end of December. We will continue to walk alongside them as they maintain the online space, create content, and engage in follow up. Mike commented on the **need for this team to grow** in order to reach its potential. "The hunger among the women in the Gulf is great, but there are very few believers from this background who are ready to give their hearts to this work."

In 2022, our production team had the opportunity to deliver media training to an established ministry group of local believers in **South Sudan**, some of whom work for their national TV station. Our trainers helped them begin a regular radio broadcast and start producing Christian TV content. These believers now also have a regular slot on national television, through which they can air their Christian material.

Connections have developed, too, with a group of indigenous **Kurdish and Iranian believers** based in **Northern Iraq**, who want to use social media and radio to reach their communities. Mike hopes that their first training visit here will take place within the first quarter of 2023, if visas permit. "Those who go over to give the training need to get their visas approved first, even though we are Middle Eastern. Iraq can be a difficult place to get in to."



Image: istockphoto.com/portfolio/MatrixReloaded

Potential links have been made with groups in Tunisia, Mauritania, Morocco and Sudan, but these are still in their early stages. **Mike hopes, God willing, for at least three new committed media teams to be properly established in 2023.**



## Pray with us for these teams

### FEBRUARY

#### For established teams

**Libyan Team:** as they work on the rest of the New Testament and for the impact of their work on native listeners.

**Gulf Team:** for native Gulf women to discover, connect and engage with their content and for new team members.

### MARCH

#### For young partnerships

**Northern Iraq:** for visa permits enabling the first training visit to go ahead.

**South Sudan:** for the impact of their TV and radio content and for wisdom as our team help them develop a media strategy.

### APRIL

#### For new connections

For God to lead us into new partnerships with committed groups of believers this year and for new people to join and grow the existing teams.

## Love prayer?

Ramadan begins on 22nd March 2023. Check out our new **Ramadan Prayer Guide** to help you pray daily for 30 days.



Image left: pexels.com/@cedric-fauntleroy





Image: pexels.com/@alexazabache

Income from our **products and services** has been always vital to our position and reputation in the regional marketplace. It helps us to ensure a professional standard that is as good as, or better than, what the world is producing. Much of this income comes from other ministry partners and organisations using our media expertise.

However, if we were to receive more income from **grants and donations**, our local teams would be able to dedicate themselves more to our own creative ministry projects, such as Kingdom Platform, that reach the unreached. Last year, our income from grants and donations was lower than planned. Gifts from the UK and Europe supported media productions, training workshops, ministry to women and children, and new

media teams; ministry operational costs were also contributed to.

**This year**, we trust God that we will not only restore our income levels to those of previous years, but increase them beyond this. **We are also trusting Him and challenging ourselves to grow our grants and donations by 20% each year for the next 3 years.**

**Will you consider helping MEM meet this target?** By starting to give or by increasing your financial partnership with us, you could help us considerably expand our ministry impact.

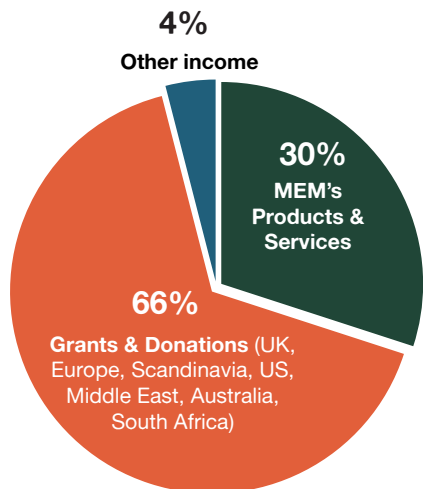
**If you would like to hear more about MEM's impact in the region, or speak about your financial partnership, please do not hesitate to get in touch.**



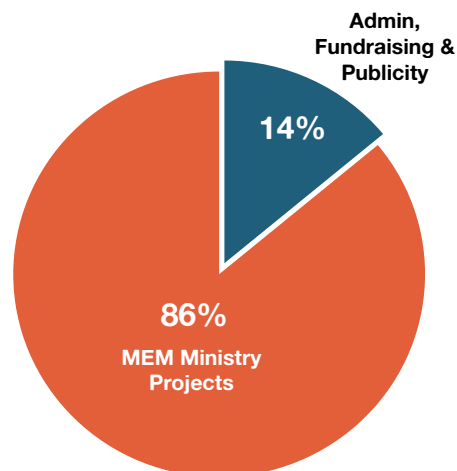
## Financial Review 2022

We are so thankful for your financial support in 2022. These pie charts represent the data from our international operation, subject to audit later this year.

### Income



### Expenses



## THANK YOU

### 2022 Christmas Appeal

**A special thank you to all who donated towards our 2022 Christmas appeal**, raising vital funds for our multiple ongoing women's projects which promote the rights, freedom and dignity of women in the region. We are especially grateful for your support in what continue to be financially difficult times for so many.

Our women's initiatives mostly operate on a rolling basis through the facilitation of on-the-ground workshops, as well as the creation of new online articles, videos and campaigns. We rely on donor support every year to continue these ministries.

Though we did not raise the full amount needed to finance this work for the year ahead, we raised almost £3000, which means that our North Africa team is able to begin plans for the next few months.

To make a gift towards our women's projects at any time, head to [mem.org/give](https://mem.org/give) and let us know in the comments box that you'd like your donation to go specifically to this work.

Image: pexels.com/@alexazabache

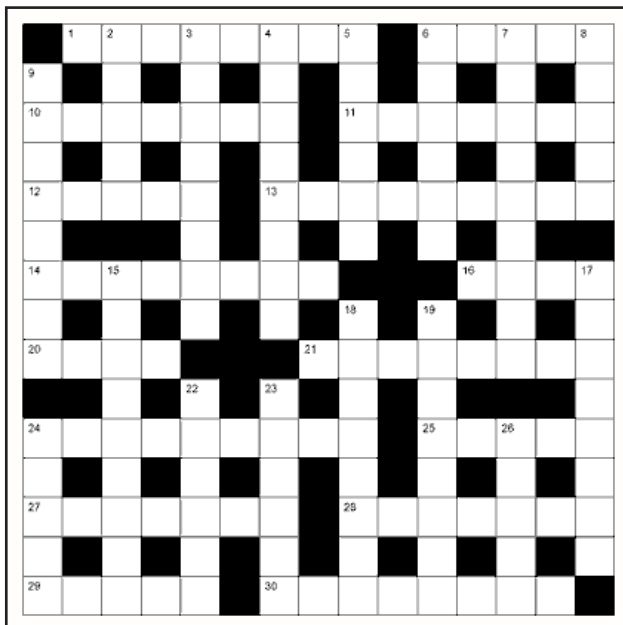




# Puzzle

We hope you enjoy our first MEM and Middle Eastern themed crossword! For help, you may want to refer to this edition and your Winter 2022 copy of MEMO, as well as our website.

Answers will be published in your Summer 2023 edition!



- MEM's art and drama therapy workshops for women in North Africa (8)
- North African nation, capital Tripoli (5)
- Abruptly, quickly (8)
- Architectural doorway feature, pointed and comprised of two S-shapes (4,4)
- Roughly built shelter (5)
- ACROSS: Name of the main character in our Life in the Desert series (5)  
DOWN: the successive pictures making up a piece of film (6)
- Download again (9)
- Found on a clock (5)
- Greek dip made with yogurt and cucumbers (8)
- In the Bible, the father of James and John (7)
- AND 16. Our series of video testimonies featuring real believers from the Gulf (7,4)
- Exchange or sell (5)
- Female performers, on stage or film (9)
- How an individual speaks (8)
- Make-believe (9)
- A mini-film of current events (8)
- The four gospels (8)

- One of the Bible's wisdom books (8)
- Arab nation, capital Baghdad (4)
- Spill in excess (8)
- May be found on your fridge! (6)
- Of olives or dates - without the stone (6)
- ACROSS: Life in the Desert is this type of production (9)  
DOWN: Greek word for God's love (5)
- Ordained leader of a church (5)
- Evoke, be responsible for (5)
- Anti, not in favour of (7)
- On the way (2,5)
- North African country, capital Cairo (5)
- Catastrophe - perhaps if you don't finish this crossword! (8)

# Bits 'n' Pieces



**HANNAH-RIVKAH PERKIN,**  
Secretary & Deputy Chair (UK Board)

"I have visited MEM's field offices and attended international board meetings a number of times, and it is clear that MEM's staff are exceptionally talented. The way they use media to share the love of Christ is **innovative** and **effective**; it means the Gospel is shared across the Middle East, North Africa, and beyond.

I have also been struck by the **integrity** and **perseverance** of MEM's staff, despite their **challenging environments**.

Let's continue to support and pray for them as they use their skills to facilitate people coming into relationship with Jesus."

Through a **Legacy Gift**, you can make a lasting impact in the Middle East and North Africa in your Will.

For more information on how you can do this, visit [mem.org/legacy](http://mem.org/legacy).



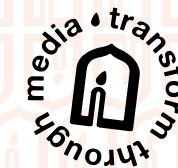
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@middleeastmedia

Follow us on Facebook, Instagram and Twitter for more stories of unstoppable hope.

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