



HopeChannel

2020 ANNUAL REPORT

“It was the best of times, it was the worst of times,” with these words, Charles Dickens began his famous work, *The Tale of Two Cities*. We might begin this 2020 Hope Channel International, Inc. (HCI) Annual Report with similar words “It was the worst of years, it was the best of years.” This was the worst of years as a result of the pandemic that paralyzed life as normal bringing hardship, heartache, and death to many homes. It was the best of years because, in the midst of this chaos and confusion, the promise of God’s Word was fulfilled “and we know that all things work together for good to those who love God, to those who are the called according to His purpose” (Romans 8:28 NKJV). This 2020 HCI Annual Report tells the remarkable story of God’s miraculous intervention and blessings during this past worst of years.



TABLE OF CONTENTS

PRESIDENT'S REPORT	2
PROGRAMMING	4-9
INTERNATIONAL DEVELOPMENT	10-12
ENGAGEMENT	13
COMMUNITY DEVELOPMENT	13-14
PLANNED GIVING	14-15
FUNDRAISING	16
MARKETING	17
FINANCE	18-22
BOARD OF DIRECTORS	23

PRESIDENT'S REPORT



No one could have imagined at the beginning of the year the challenges and changes we would face. With churches closed and public gatherings severely restricted or entirely banned, our global evangelistic media ministry became more strategically important than ever before. Hope Channel global network, with 61 channels broadcasting in over 70 languages, became a lifeline of hope to more viewers than previously seen in our network's history.

In order to distribute life-changing messages for maximum impact, we engaged in a major reorganization and added a focus on digital content as well as analytics and innovation, to measure our effectiveness and find new ways to communicate the Gospel in our continuously changing media environment.

We are committed to helping our viewers on their life-changing journey from broadcast to baptism and beyond. Shortly before the pandemic caused the shutdown of public gatherings, Pastor Carlton Byrd traveled to Chato in northwestern Tanzania to present evangelistic meetings in collaboration with Hope Channel Tanzania. These public meetings are a crucial component in helping our viewers on their life-changing journey by connecting them with a local church. Pastor Byrd preached in a relatively small town of about 28,000 inhabitants, but his series of messages entitled "Mungu Kwanza (God First)" was broadcast to more than 3,700 locations across Tanzania. According to reports from our Hope Channel Tanzania Director, Christopher Ungani, the attendance nationwide was more than 143,000 people and at the conclusion of those meetings more than 16,000 precious souls were baptized. Many of those individuals had been learning more about God's Good News for a better life today and for eternity through programs on Hope Channel.

After the pandemic intensified, large public gatherings were banned and churches were closed. With these severe restrictions, how was it possible to help our viewers connect with a local church? Our Hope Channels in the South American Division decided to conduct virtual online evangelistic meetings. During Easter Week, Novo Tempo and Nuevo Tiempo, our Hope Channels based in Brazil, broadcast a virtual evangelistic series in Portuguese and Spanish with South American Division evangelist Luís Gonçalves. In response to those Christ-centered Bible-based messages, more than 23,000 viewers requested Bible studies and 30,253 viewers requested baptism. Even though the churches were closed, pastors worked closely with those precious baptismal candidates to prepare them for baptism.



With many viewers confined to their homes due to travel restrictions, we have seen a significant increase in viewership and also a significant increase in the number of viewers requesting Bible studies. Here is just one example from Hope Channel North America—*Bible HelpDesk*. When our studio in Maryland was closed in March 2020, we adjusted. *Bible HelpDesk* programs are now filmed from home instead of in the studio. When this live Bible-Answer program launched in August 2019, we were receiving about 30 requests for Bible studies per month at www.hopebiblestudy.org. In 2020, the number of Bible study requests per month increased more than ten-fold. That pattern has been repeated across our global network. Viewers are longing for hope in a time of great uncertainty, and we can help them find freedom, healing, and hope in Jesus.

With the challenging economic conditions, we might have expected a dramatic reduction in contributions from donors. What we witnessed was nothing less than miraculous. Generous donors recognized we are living close to the glorious return of Jesus and that now is the time to invest in harvest work. The following testimony of a widow who gave a generous donation at the close of the year illustrates the moving of God's Spirit. "I just want to invest in God's work while there is still time." At the close of a year full of economic challenges, we recorded 14 percent more donors than in 2019, who donated a combined total of undesignated and designated funds of \$4,639,231.40. That is 13 percent higher than the previous year. Our fundraising team under the able leadership of Ronnie Mills work with much prayer and dedication, but we must give all the thanks and honor to God. We know that every good and perfect gift comes from the Father in whom there is no changing. He is the same, yesterday, today, and forever. When we depend fully upon Him, no weapon fashioned against us will prosper (Isaiah 54:17 NKJV).

We have learned a vitally important lesson in 2020. No pandemic and no economic downturn can hinder the cause of Christ. Governments may close our churches, but they cannot silence our witness. I believe our most productive days as a global evangelistic media network are just before us. People's hearts are failing them for fear as they see final events unfolding. We have the privilege of sharing God's Good News for a better life today and for eternity, helping our viewers on their life-changing journey from broadcast to baptism and beyond. We are committed as a global team to respond to the call of God "Whom shall I send, and who will go for us?" (Isaiah 6:8 NKJV). Our response is clear, **WE WILL GO**. With a spirit of humility, totally dependent on Jesus, **WE WILL GO**. Filled with the Holy Spirit, empowered and guided on our mission, **WE WILL GO** with joyful anticipation, confident God will work in miraculous ways. Thank you for your ongoing support and prayers.



Derek Morris

President, Hope Channel International, Inc.

PROGRAMMING



In 2020, Hope Channel International, Inc. (HCI) streamlined internal processes for programming to foster a wholistic distribution approach. With this approach, we can focus on platform-native creation of content to achieve maximum efficiency in distribution.

The programming processes start with the creation and acquisition of original and exclusive programming to present fresh content not only on 24/7 linear channels, but also through time-shifted video-on-demand distribution. Content is presented through a variety of channels and platforms from broadcast on Direct-to-Home satellites (such as G19 and SES-3), to pay TV services like DirecTV, over-the-air transmission, cable providers, over-the-top boxes (such as Roku, Apple TV, and Amazon Fire TV), and on mobile devices through android and iOS apps.

Distribution Pilot Project

In the area of global broadcast services, an over-the-air pilot project was started. This new endeavor models a collaborative approach between HCI and the North American Division (NAD) organizations, to extend linear distribution in large markets of the United States. On one hand, HCI provides leadership to identify opportunities, marketing, engineering expertise, and community development strategy. On the other hand, local conferences finance operations, care for viewer interests, and create local programming for increased regional relevance. Naturally, Adventist churches benefit from a wealth of wholistic programming for the entire family that helps to connect prospect members with a local Seventh-day Adventist church. Currently, pilot projects are operating in the cities of Philadelphia, Newark, New York City, and Long Island.

Television Distribution Study

As long-standing satellite contracts end in 2021, we commissioned a much-needed viewer, donor, and distribution research project. This study aims to understand audience demographics, preferred methods of viewing HCI programming, and the efficacy of distribution technologies. The results will be used to understand viewership concentrations and to select distribution platforms that provide the greatest reach and impact on external audiences.



YouTube Strategy

We initiated distribution expansion onto YouTube to increase our reach to more viewers and to make our programs available on yet another platform. This strategy starts with development of HCI's International YouTube channel and extends to dedicated YouTube channels for signature brands such as *Hope Sabbath School*, *Let's Pray*, *Bible HelpDesk*, *Cliff*, and others. It is incredible to be able to share our video content on the world's second most visited website, with no limits and at no cost. YouTube is extensive in its video distribution and shareability. The potential audience on this social medium is measured in millions and organizations can access detailed metrics and analytics for content posted.



Pandemic Response

The COVID-19 pandemic has transformed the day-to-day lives of billions of people across the globe. Social interactions and work-life balance have fundamentally changed and the way we watch and discover video is no exception. Trapped during lockdown or working from home, people continue to turn to video services as a primary source of news, entertainment, and a replacement for in-person worship services.



In response to the pandemic and the closing down of churches around the world, a new series titled *Hope at Home* (HAH) was launched. This two-and-a-half-hour program starts with HCI President Pastor Derek Morris leading an in-depth and interactive Bible study. It then features expert health advice on how to stay healthy and safe, relationships and family counsel, a prayer block with *Let's Pray* hosts Season Cromwell and Mario Broussard, and a sermon providing an at-home worship experience for both Sabbath and Sunday-morning church audiences. This program proved popular with viewers on lockdown and was picked up by the Hope Channel global network channels worldwide. It became a key response to the COVID-19 pandemic. In the first four months, the program featured more than 150 participants in over 50 hours of programming. As viewers experienced pandemic-fatigue, *Hope at Home* was reframed, currently focusing on a developing Sunday-church audience that looks for a stay-at-home worship experience.

More Pandemic-Response Programming

As the lockdown continued, addiction rates rose significantly in the United States. In a report from the American Psychological Association, it stated that 13 percent of the US population increased or began using substances to cope with the unprecedented times and there was an 18 percent nationwide increase in overdoses as well.¹ In an effort to address this tragic situation, we began developing *Living Free*, a 13-part series featuring addict recovery testimonies and practical advice to help viewers recover from a variety of addiction cycles. We also started the development of *Staycation Bible School* (SBS), a new children's series focused on ages 6–11. The children's series borrows from the concept of Vacation Bible School to bring children Biblical lessons and moral principles through captivating storylines. With abundant use of humor and engaging puppet personalities, the program strives to help children aspire to be like Christ.

¹ Abramson, Ashley. "Substance Use during the Pandemic." *Monitor on Psychology*, American Psychological Association, 1 Mar. 2021, www.apa.org/monitor/2021/03/substance-use-pandemic.

Serious Challenges

The emergency restrictions brought by the COVID-19 pandemic caused studio production serious challenges. Limited on-site personnel, colleagues who tested positive, and restrictions limiting in-studio show participants nearly brought production to halt. Adapting to these new realities proved challenging. However, in retrospect, God used such obstacles to propel us forward to ingenious solutions, allowing us to end the year with an increase of 28% more programming-hours compared to 2019.



Home Studios

Pastor Lonnie Melashenko, a world-renowned evangelist, yearned to continue presenting the word of God while on lockdown. After many appointments were canceled, he was thrilled to partner with us to film 365 video devotionals from his home that became the program *Hope Talks*. The program began recording remotely; while Pastor Lonnie sat across unmanned cameras in Arizona, a producer and director operated the equipment from our studios in Maryland. This remote production model helped with social distancing and opened the way for us to engage quality hosts across the country while also reducing production costs. Other home studios have since been set up to increase fresh programming.



Ship Kits

Weekly live programs also required remote production capabilities to continue serving our audiences at a time when viewers are especially sensitive to a word of encouragement. People long for answers to navigate perplexing times. *Bible HelpDesk* host and panel experts received 750 questions in 2020 and answered them faithfully from a home set up. The equipment used began as a simple Ship Kit. As the brand developed over the pandemic to include a live special edition—*Facts or Fables*—the Ship Kit contents also improved to include a pop-up greenscreen and professional microphones.

More Prayer, More Often

The *Let's Pray* program outdid itself in 2020. On top of its regular 52 hour-long episodes, this program became a significant part of Hope at Home broadcasts. *Let's Pray* also invited United States Senate Chaplain Barry Black to present in hiatus episodes and produced special year-end programming with holiday music. Towards the end of 2020, we increased production from one live broadcast a week to four live broadcasts a week to bring more prayers more often to Hope Channel viewers. The new four nights a week schedule started successfully early in January 2021.

Strategic Partnerships

Wake Up with Hope, a new daily morning program, began development in 2020 to air five days a week starting in 2021. *Wake Up with Hope* aims to develop a daily affinity with our audience, to participate with our viewers on the successful start of a new day with hope. Among a variety of positive morning segments, speakers from North American Division media ministries will join us in a never-before-seen partnership to guide hearts to hope, healing,





and encouragement. The speakers are Dr. Carlton Byrd from Breath of Life, Roy Ice from Faith for Today, and Dr. Elizabeth Talbot, John Bradshaw, and Shawn Boonstra from Voice of Prophecy.

Fundraising On TV

The very first *A Day of Hope* program was held in December 2020. Featuring powerful messages, music, and testimonies, this telethon presented unique opportunities for financial matching to support the work we are doing to move forward in the mission. The emphasis was on developing regular, small-gift donors. In 2021 three more *A Day of Hope* telethons will take place live on-air. The fundraising-focused program *Transformed* will also continue in 2021. With more than double the episodes produced in 2019, *Transformed* is becoming a signature brand that will soon be distributed weekly.



Evangelistic Brands

We joined hands with the Seventh-day Adventist Church's Three Angels' Messages Committee and the Hart Research Center to bring viewers, *The Three Cosmic Messages* presented by Pastor Mark Finley. The series premiered twice at different primetime broadcast slots to increase audience reach. It was a success, and many viewers were blessed. Adventist World Radio's evangelistic series *Unlocking Bible Prophecy* with Cami Oetman aired in 2020, in addition to other year-round evangelistic campaigns which air on Hope Channel.



Digital Distribution

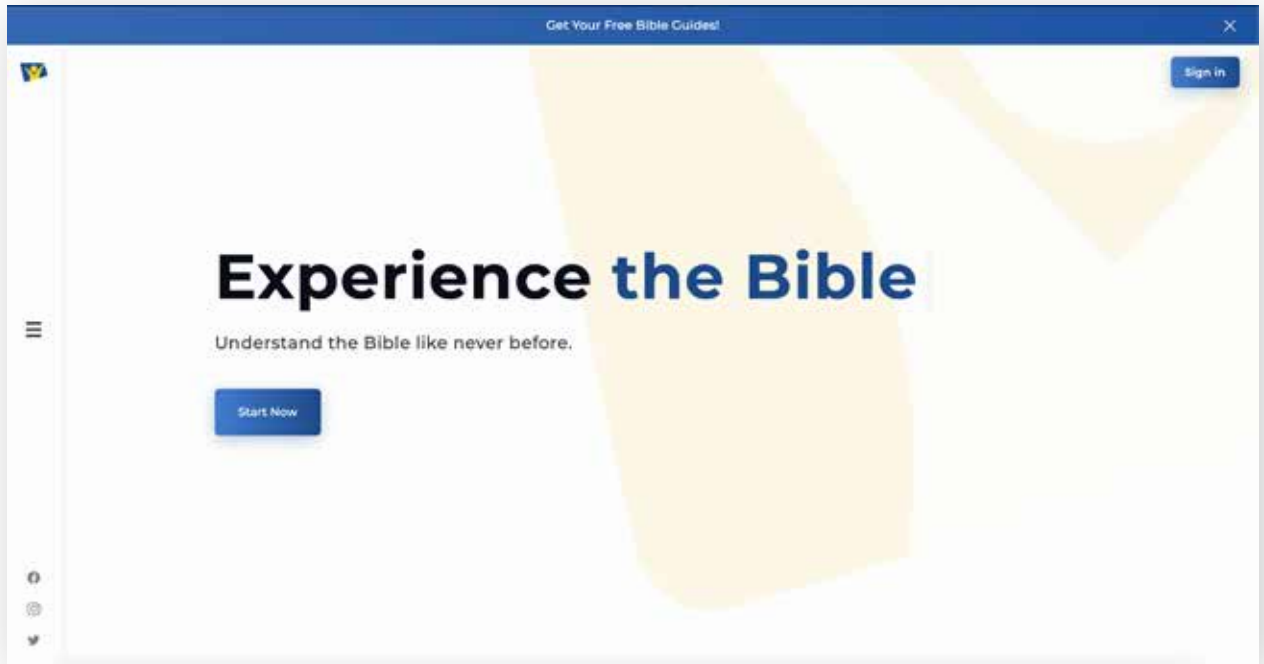
In early March, when the pandemic began to surge, and stay-at-home orders started going into effect, God planted a mustard seed. We began to work on ways to encourage the many people who were suddenly stuck at home, anxious about the future, and hungry for a sense of community in the midst of isolation. The answer was to create content specifically for digital distribution, to reach the rapidly growing audience in the online space.

We started with *Small Talk, Big God*, a Facebook-exclusive daily live morning show. Launching in

the first week of April, *Small Talk, Big God* ran Monday through Friday for three months during the height of the pandemic's first wave and succeeded beyond our expectations.

To get there, we had to overcome many challenges, including how to produce a daily live show from home, without access to our television studio or camera equipment. The organization worked on designing the technology and workflows to make this possible.

Each episode for *Small Talk, Big God* was the result of tireless efforts to ensure that each morning, our hosts addressed the real



and evolving needs of the audience. Additionally, we took advantage of the benefit of being live every day to quickly respond to the changing circumstances of the pandemic and quarantine at a moment's notice.

Throughout each episode, viewers were engaged directly by the hosts with by-name greetings and responses to comments in real-time. This created deep engagement and strong connections.

During its three-month run, content from *Small Talk, Big God* was seen by over 1.5 million people across 167 countries. Many of our viewers were "regulars", watching every day, and checking in with us in the comments section. It was apparent that *Small Talk, Big God* had quickly become a part of their daily routine that they didn't want to miss.

Small Talk, Big God allowed us to truly share God's good news to viewers around the world and became a place where viewers could tune in to receive inspiration and messages of hope. With *Small Talk, Big God* off to a great start, we explored other ways of engaging online. To meet viewers' heightened interest in healthy living, we created a series of short videos dealing with physical and mental health. Each video tackles a different topic, like thankfulness, good sleep habits, or how to maintain a healthy diet. Some are humorous, some tug at the heartstrings, and all use effective storytelling to drive home the message in a way that will stick with people. These spots are in use online and on broadcast.

One of our core missions is to help people understand the Bible for themselves through interactive online educational courses. This mission was realized as we used a world-class online learning management system to develop and launch several Bible courses.

We took a data-driven, evidence-based approach to develop the content of each course. This included conducting deep research into online search trends to understand what people are interested in and using our findings to guide the content development strategy. In this way, we can meet people where they are, no matter what they're going through, and give them trustworthy answers, based on God's word.

We engaged with authors and subject matter experts in a variety of areas including healthy living, dealing with stress, and understanding the Bible. Upcoming courses will cover the origin of life explored through the fascinating world of dinosaurs.

We also developed a course on prayer authored by Pastor Pavel Goia. Through his personal testimony of incredible answers to prayer and his practical experience in cultivating a deep prayer life, this course is yet another way we are staying aligned with our mission to lead people to a closer walk with Jesus.



An integral part of our course development process is refining the marketing and advertising strategy to reach the most people possible with the funds available. We do this through small-scale tests of the content with a miniature advertising budget, before launching a full-scale campaign. And what we learn is invaluable.

In a few recent tests of our content, we reached people from all over the world and all walks of life. Here are one student's thoughts:

“Thank you for making clear the intent and purpose of the Scriptures. God bless you! It adds passion in my heart to love the word of God all the more. This lesson is a blessing. It is good to know the real reason why God is reaching out for us, and that is His love for us sinners to give us abundant life. Thank you for this lesson. The truth about Jesus is very important. Praise His name! Thank you for this course. I shared this with my church members. God bless you.”

- Renato

These thrilling “first fruits” encourage us to press on, and it is just the beginning. By God’s grace, we will develop even more courses in 2021, continuously expanding our library of life-giving Bible studies.

To support the marketing efforts of these new courses, we developed and launched a few new brands specifically designed for social media. The strategy is to build up a significant following of these brands, and then market each new Bible study course to our followers when they launch.

God has blessed us with great results so far. In late August 2020, we launched two new Facebook brands: Bible Anchor and WellUp. With well-designed ad campaigns, and clever, sharable content, our following on these two Facebook pages grew rapidly. By the end of the year, WellUp had almost 50,000 followers, and Bible Anchor exceeded 100,000 followers! Like the loaves and fishes, we believe that God has multiplied these results beyond our ability.

Since launching our very first app for Roku nine years ago in 2011, the Hope Channel app has grown to be an integral part of our ministry. A recent major revamp of the app ensured a similar user experience and features across all device platforms. This update resulted in significant growth in the users of our app, as more and more people use their smart devices for practically every aspect of their lives.

In 2020, we laid the foundation for the next stage of Hope Channel’s development, by starting to build the next major update of the Hope Channel app. With new features on the horizon, it will be easier than ever for users to watch and listen to their favorite Hope Channel programs wherever they are and to share it with friends and family too.

Conclusion

The year of 2020 presented serious challenges in programming for the despondent of spirit. We can only look back and find encouragement from a sovereign God who provided more than we could ask or imagine. Our overall increase in programming and new methods of airing episodes in the midst of many restrictions equaled to a greater reach in viewership, meaning more lives changed and souls saved for the kingdom of God. In a year of pandemic, recession, and many other challenges, we praise God for achieving significant results through His humble servants.



INTERNATIONAL DEVELOPMENT

Hour global network grew miraculously in 2020 through dramatically increased local viewership and the addition of three new channels. What was a plague to the world God used as a tremendous opportunity to present His message of love.

With a world locked down in a pandemic without easy answers, viewers across the globe turned to the various Hope Channels in dramatic numbers seeking comfort within a new reality of fear. Our mission to present a better world for today and tomorrow through the Seventh-day Adventist Church's holistic gospel gave comfort and surety in new ways to a world in crisis. Throughout the 10/40 window and urban centers, the network truly lived the promise of its name by bringing "hope" to hearts in despair. Viewers from Christian, non-Christian, and even post-Christian nations turned to Hope Channel in miraculous numbers.

Moreover, with Adventist Churches closed as the virus spread, the local Hope Channels became the local Sabbath worship service for millions of Adventists worldwide. Through the Hope at Home initiative, churches kept members connected to the church in a singular community in a manner unimaginable before the arrival of COVID-19 and the development of electronic media. In many regions Hope Channel's presence was the only touch point members had with the Seventh-day Adventist Church.

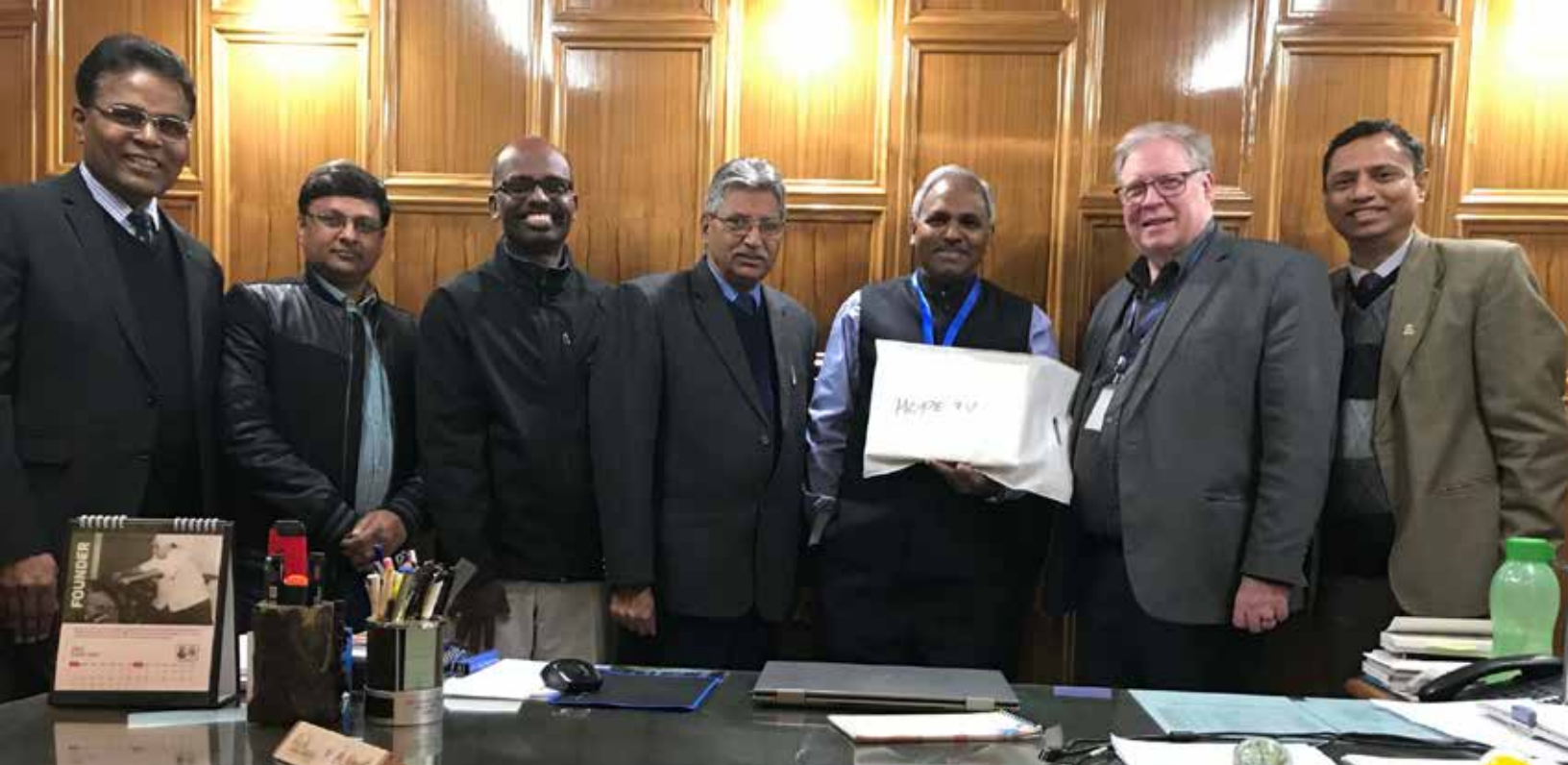
While all channels reported viewer increases, some saw two to five-fold increases in reach and engagement. It is true that Hope Channel's God-given message heals hurting hearts and answers the unanswerable questions. Souls not previously reachable responded to God's love through the Holy Spirit as He presented through the network's on-air programming and digital outreach.

“This poor man cried, and the Lord heard him and saved him out of all his troubles”

Psalm 34:6 NKJV

Hope Channel reaches people everywhere, in all circumstances, and presents the gospel message to those seeking a life of fullness and forgiveness.





Transformed Lives Around the World

Marcelo, a murderer convicted of killing eight people, while sitting in a COVID-19 infested prison, found life and purpose watching Hope Channel in Brazil (“Novo Tempo”). He says that he “... was amazed there was a network broadcasting about hopes and dreams into this precarious place. I came to a point where I said, ‘this is the moment of my miracle!’” Today, Marcelo has a heart at peace and is a blessing to those around him. Walls and locked cells are no limitation for Hope Channel’s ministry as God seeks a relationship through His grace for ALL who will respond.

Miguelito, a jeepney driver in the Philippines whose life was transformed by Hope Channel during the COVID-19 pandemic, says, “Hope Channel is the ‘real channel’ that is the extension of God’s hand to His people. It brings us closer to God, and we should hold on to it forever.”

No matter where one is in the world, God’s gift of electronic media goes unhindered through the airwaves or over the internet. No locked door or security fence can stop God’s message from going forth.

At the end of 2020, 60 channels comprised the Hope Channel family. This is an increase of three more than the previous year.

Hope Channel Namibia – One of the least densely populated and driest countries globally, Namibia’s official language is English, although there are eleven recognized local languages. Nearly 89% of the population identify as being Christian. There are about 25,000 Adventists in this country of roughly 2,000,000. Hope Channel Namibia is presently organizing to increase its local programming and use programming from Hope Channel Africa.

Novo Tempo Moçambique – One of several Portuguese-speaking countries in Africa, Mozambique is 60% Christian, with only 1,000 Adventists within a population of 31 million. Both Hope Channel International, Inc. and Novo Tempo in Brazil will assist in the development of this channel.

Hope Channel French – Francophone populations are diverse and wide-spread across the globe. There are 370 million people who speak French and 53 countries that identify French as a primary language. To better reach the people of these countries, the French Media Advisory of the Seventh-day Adventist Church approved the creation of a single French channel to meet their needs. From this one channel multiple local works will be established as the effort matures. Not to be confused with Hope Channel France, this new channel consists of programming for all French regions.

Nearly every channel is moving miraculously into new areas of opportunity. While there are too many projects to mention in total, here are two developments with colossal potential.



West African Division Media Center in Nigeria – the year 2020 saw the development of programming from a new production center at Babcock University outside of Lagos. While not a Hope Channel at this time, it will be producing programming for Hope Channel Africa and local church needs. Nigeria is the most populous country in Africa with 201 million citizens, approximately 20% of the continent’s population.

Hope Channel India – Several large projects started in India this year. At Hapur in Uttar Pradesh near Delhi the construction of a new studio focused on meeting the Hindi and Urdu-speaking people’s needs began with completion expected in the summer of 2021. This project is the most extensive within the Hope Channel Family by reach, with an estimated 700 million potential users across South Asia, Southeast Asia, Africa, and the South Pacific. This studio is in addition to permanent facilities in Chennai and Pune. Additionally, Hope Channel India committed to expanding the number of languages in its programming library to 50 by the summer of 2025—the largest number of any Hope Channel by far.

No one knows what 2021 has in store, but it is clear that pandemic or not the Lord blesses abundantly. We can say in confidence that there will be many more souls brought into God’s kingdom as the Holy Spirit moves with great power through Hope Channel’s ministry to the lost.

ENGAGEMENT

Through the efforts of our community development, planned giving, fundraising, and marketing departments, major strides were made in 2020 to engage and grow our community of viewers.



COMMUNITY DEVELOPMENT

The pandemic presented several challenges for community development throughout 2020. Many of the events planned in 2019 to develop rapport and enduring relationships with Hope Channel viewers, supporters, and partners in 2020 were canceled or postponed.

With thanks to God, however, when challenges were encountered God provided opportunities! Beyond the necessitated cancelation and postponement of contracts, research was conducted on best practices for the virtual environment and identified alternate platforms and methods of engaging with the Hope Channel audience. This re-envisioning of events enabled compliance with the requirements of the new, socially distanced reality, while expanding communication with current and potential interests.

Opportunities included promoting Hope Channel International, Inc. at other online events, such as conference camp meetings, ministry conventions, and a local church evangelistic series, as well as three of our own virtual *Celebration of Hope* events. The feedback from attendees of these events offered helpful insight into their needs and provided suggestions for the improvement of our delivery format. Similarly, we supported various other speaking engagements for President Derek Morris and facilitated an enhancement of the contact collection process. The updated automation delivers a free audio book to individuals who sign up during various online events.

Further opportunities were found in the development of a Hope Channel Speakers Panel—a resource for churches and entities looking for event speakers. Based on the event details, we strategically match our speakers to event invitations. This resource has been promoted in various online conference and union events and magazines. The Speakers Panel continues to expand

COMMUNITY DEVELOPMENT

by adding new speakers and is available on the Hope Channel website along with helpful biographical information for each speaker.

Other opportunities for development of the community were identified with various conferences interested in customizing Hope Channel content with content developed for their own constituencies, and healthcare organizations seeking spiritual content for their patients and staff.

Connecting with viewers and donors through Hope Channel Study Tours continues to be one of our strategic objectives for helping to provide an in-depth understanding of Bible teachings and the Jesus' life on earth. In the ongoing health crisis and uncertain travel environment, current efforts in this area have pivoted to the development of enhanced study guide materials and a short devotional series that highlights Jesus' life and ministry in the writings of Ellen White. As travel restrictions have been further extended, virtual study tour opportunities are also now being explored.

These are just a few of the ways in which community development aligns with our vision to become the premier global Christian television network characterized by broad distribution and a growing audience that connects with the Seventh-day Adventist Church, as well as our mission to offer God's good news for a better life today and for eternity. The aim to meet the needs of seekers for Bible truth, to raise awareness of our missional activities, and to create opportunities for the development of affinity, goodwill, and lasting relationships with our viewers, supporters, and partners has been fulfilled in 2020.

PLANNED GIVING

The biggest challenge for 2020 was the COVID-19 pandemic which forced the entire organization to work remotely and cancelled all travel and in-person gatherings for the remainder of the year. Thankfully, we were still able to increase the visibility of the Planned Giving program through updates to donor data that improved understanding of the opportunities available, updated television spots, and virtual events such as a townhall during the virtual partnership weekends known as *Celebration of Hope*.

With a list of 1,600 potential Planned Giving prospects generated through the free services of Philanthropic Service for Institutions (PSI), we created two campaigns to reach potential donors. The first Campaign involved sending a specific Planned Giving appeal letter to the top prospects. The second campaign involved taking the names of all donors who specifically donated to or referenced *Hope Sabbath School* and sending a specific Planned Giving appeal letter to all 325 donors. Through this process we identified more names as potential donors, in alignment with the strategic plan and our vision to have robust resources in order to continue to move forward in the mission.

We created three new promotional videos to share Hope Channel's Planned Giving program. The first focused specifically on the idea of doing a Planned Gift and charitable benefits from it. The second, focused on spiritual aspects of Planned Giving. The third focused on benefits of a Qualified Charitable Distribution from an IRA account.

The most consistently successful events in this category are the partnership weekends known as *Celebration of Hope* (COH). Unfortunately, due to the COVID-19 pandemic, these weekends had to be moved to a virtual format. This created a new challenge, as the customary 45-minute lecture over a virtual screen was not ideal for engaging potential donors. We instead created a virtual interactive "Townhall Seminar" on Planned Giving which featured three of our team who used their own personal experiences to ask planned giving related questions. These questions were then





answered in short, 5-minute presentations. The “Townhall Seminar” was later adapted to include a live format consisting of a 5-minute introductory pre-show and a 15-minute Q&A session to further engage with donors on Planned Giving topics.

This decision to modify the Planned Giving presentation allowed it to be adapted to the virtual format and has led to discussions about spinoffs. Attendance at Planned Giving presentations led to donors asking questions and having conversations about their estate plans. As a result of these presentations, some donors made Planned Gifts and others made plans moving them further through the Planned Giving process.

Even with the challenges of the COVID-19 pandemic, we have seen how God is guiding us in these virtual presentations to better engage our donors and share with them the mission and vision of Hope Channel. The strategic decisions made will continue to allow more efficient use of resources and improved missional effectiveness.



FUNDRAISING

Jesus declares in John 9:4 “We must work the works of Him who sent me while it is day; the night is coming when no one can work” (NKJV). God has given Hope Channel a unique opportunity to prepare the world for His soon coming.

Patricia, a viewer from North America, writes “I cannot express how much watching this program and the teachings have turned me back to our Holy Savior. Blessed be His Holy Name.”

The support our donors enabled us to impact the lives of Patricia and thousands around North America and the world. Despite a pandemic the intentional and sacrificial giving of our donors either through regular monthly donations or periodic giving allowed the network to accomplish major strides in our evangelism and health initiatives in 2020.

When the pandemic hit, we regrouped and changed our on-location donor event *Celebration of Hope* into an online platform and created *Virtual Celebration of Hope*. Although the platform was changed, our passion to achieve our mission of preparing people for a better life today and for eternity was just as intense. The result was continued financial commitments from our supporters to continue and expand the vision to produce Bible-based programming that transforms lives.

“God has used this program to tremendously bless me and change my life. Imperceptibly, over time, I found that I was more caring toward my wife and young adult children, and making greater efforts to be helpful at home. I was less prone to becoming aggravated and upset by little things. The atmosphere in my home has greatly improved. More than ever before I long to serve God faithfully and be all that He wants me to be. I am so grateful to God for these blessings, that, in faith, I have become a monthly sustaining partner of Hope Channel,” says Lyndon, a Hope Channel monthly sustaining partner.

Viewers got to see the sort of impact Lyndon was talking about on December 15, 2020 when we held our first live telethon called A Day of Hope. During this 3-hour event, the audience was able to see testimonies of lives changed by Christ through Hope Channel. They also witnessed the melodious sounds of outstanding Christian musical artists, saw donors thanked for their support of the network, and received uplifting devotional messages from pastors around the nation. The response was immense. Over \$300,000 has been raised to date. That is more funding to produce quality programming and help fulfill the unique mission that God has given the network.

We should always ensure we present God’s programs at the highest standards; mediocrity will not do. “The work before us is great and cannot be done in any cheap style... God forbid that we should please the devil by lowering the standard of eternal truth by using illustrations that men, women, and children will make sport of” (Ellen White, Manuscript 23, 1896).

The support of our donors has ensured we will continue to grow in excellence in presenting programs and hosting events that bring honor to Christ and invoke the following response from people everywhere, “what must I do to be saved?”



MARKETING

A shift in the way our programs were distributed and created, due to the COVID-19 pandemic, resulted in a shift in the way we communicated with our viewers about these new programs created for them during these difficult times. This shift in communication was especially needed for our new programs, online events, and online community development. The driving question was: how can we continue to connect and engage our viewers throughout these unprecedented times?

Marketing Highlights

With a focus on new, responsive programming for both digital and television outlets, we changed our approach for promoting our new programs. This became especially important as churches and schools around the world began to close and encouraged members to stay home and stay safe. Providing a way for viewers around the world to continue to gather, albeit virtually, to worship and learn together, the program *Hope at Home* was launched.

From the first airing of the program viewers were able to tune in to watch both on television and online through Facebook and YouTube. As our viewers online remained engaged with us for each episode, we knew it was important to provide the support and community they needed. We provided support online to viewers by engaging through comments, responding to requests for prayer, and praising God for the answers to prayer that were shared.

During this moment of crisis in which we put together a brand-new program in a matter of hours to meet the needs of our viewers, we discovered new avenues of building and promoting a program. This paved the way to continue to

create new digital and linear programming for our viewers. Shortly after the launch of *Hope at Home*, we continued by producing an all-digital program called *Small Talk, Big God* in which the host interviews guests from all walks of life to discuss issues we all face during the ongoing pandemic. As we continued to engage and support our viewers online in the comments, it became evident that viewers from around the world were longing for something like this in which they could share their experiences and feel a sense of support from Hope Channel. It was a blessing to be able to provide that support and remind our viewers of God's everlasting love.

With the lessons learned from these two programs, we worked to find the best way to recreate our annual donor event, *Celebration of Hope*, in an online format. Through three virtual *Celebration of Hope* events, we were able to connect with our family of supporters in new and more personal ways. Additionally, as the event was virtual, we were able to invite a larger number of attendees. The positive response was abundant and encouraging as we saw how the virtual events continued to bless and impact the lives of those in attendance.

Overall, the year 2020 allowed us to expand our reach, increase our audience, and connect with viewers in bigger and better ways. Our social media presence and audience exploded in growth through the livestreamed programs. Our family of supporters were well connected with us through our donor events, and each day we saw God lead the way for us to move forward in His mission to spread His good news to all.



FINANCE



We started 2020 with a lot of hope and enthusiasm about our mission objectives. Then the World Health Organization declared COVID-19 a pandemic on March 11, 2020. This development suddenly changed our focus and we realized that our media role would become very critical as places of worship were closed and people retreated to their homes following stay-at-home orders. Our team immediately developed a new global programming brand known as Hope at Home to continue offering hope to a fearful world. The

administration developed some financial exigency measures in anticipation of the economic downturn that would be caused by the COVID-19 pandemic.

As the year progressed, we witnessed God's blessings as our revenue remained stable. Some technological innovations enabled our programming team to remotely produce a significant number of programs. Our marketing team also increased their engagement with viewers through multiple social media platforms. Meanwhile, we brought the global Hope Channel Network together to share innovative ideas on how to navigate through the difficult times. The results of our operations show that we ended the year on a high note with our total revenue having increased as compared to the previous year. We praise God from whom all blessings flow. We also express our deep appreciation to our viewers and donors for their continued support.

We look forward to 2021 and the future with renewed hope as we offer God's good news for a better life today and for eternity.

A handwritten signature in black ink, appearing to be 'G Mutero', written over a horizontal line.

Gideon Mutero
Vice President for Finance/CFO



STATEMENTS OF FINANCIAL POSITION

December 31, 2020 and 2019

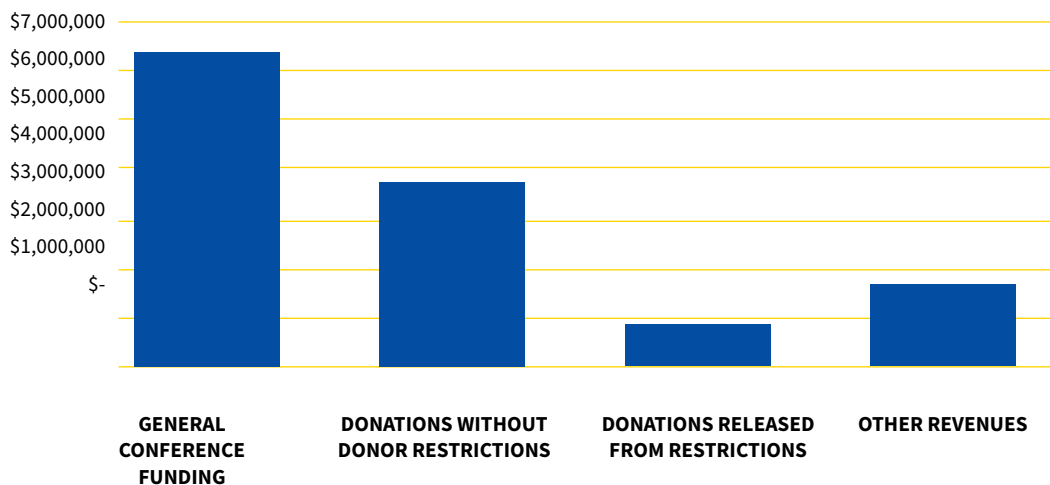
ASSETS	2020	2019
Current assets		
Cash and cash equivalents	\$ 5,471,480	\$ 2,971,821
Investments	\$ 2,290,835	\$ 2,259,569
Account receivable	\$ 428,792	\$ 788,079
Prepaid expenses	\$ 423,133	\$ 339,096
Total current assets	\$ 8,614,240	\$ 6,358,565
Plant assets		
Equipment	\$ 989,691	\$ 1,545,027
Other assets		
Cash allocated for purchase of equipment	\$ 2,630,462	\$ 1,907,798
Western Adventist Foundation charitable gift annuities	\$ 1,490,686	\$ 1,633,191
General Conference charitable gift annuities	\$ 143,773	\$ 128,412
Total other assets	\$ 4,264,921	\$ 3,669,401
Total assets	\$ 13,868,852	\$ 11,572,993
LIABILITIES		
Current liabilities		
Accounts payable	\$ 833,242	\$ 593,169
Total current liabilities	\$ 833,242	\$ 593,169
Total liabilities	\$ 833,242	\$ 593,169
NET ASSETS		
Unallocated non-tithe	\$ 5,471,912	\$ 3,872,416
Unallocated extraordinary tithe	\$ 667,426	\$ 364,281
Allocated fund	-	\$ 400,000
Allocated depreciation funding	\$ 2,630,462	\$ 1,907,798
Allocated net invested in plant	\$ 989,691	\$ 1,545,027
Total net assets without donor restrictions	\$ 9,759,491	\$ 8,089,522
Total net assets with donor restrictions	\$ 3,276,119	\$ 2,890,302
Total net assets	\$ 13,035,610	\$ 10,979,824
Total liabilities and net assets	\$ 13,868,852	\$ 11,572,993

REVENUES AND SUPPORT

December 31, 2020 and 2019

	2020	2020 PERCENTAGE	2019
REVENUES AND SUPPORT WITHOUT DONOR RESTRICTIONS			
General conference tithe appropriation	\$ 4,509,695	40%	\$ 4,509,695
General conference extraordinary tithe appropriation	\$ 930,000	8%	\$ 930,000
General conference non-tithe appropriation	\$ 40,519	0%	\$ 40,519
General conference facilities/services appropriation	\$ 735,990	6%	\$ 736,099
Donations	\$ 2,664,951	23%	\$ 2,504,994
Offerings	\$ 635,749	6%	\$ 778,805
Matured trusts/wills	\$ 563,998	5%	\$ 180,645
Broadcast sales and services	\$ 291,700	3%	\$ 314,203
Miscellaneous income & contributions	\$ 206,666	2%	\$ 368,640
Donations released from restriction	\$ 818,783	7%	\$ 848,736
Total revenues and support without donor restrictions	\$ 11,398,051	100%	\$ 11,212,336

SUMMARY OF REVENUES AND SUPPORT WITHOUT DONOR RESTRICTIONS			
General conference funding	\$ 6,216,204	55%	\$ 6,216,313
Donations without donor restrictions	\$ 2,664,951	23%	\$ 2,504,994
Donations released from restriction	\$ 818,783	7%	\$ 848,736
Other revenues	\$ 1,698,113	15%	\$ 1,642,293
Total revenues and support without donor restrictions	\$ 11,398,051	100%	\$ 11,212,336

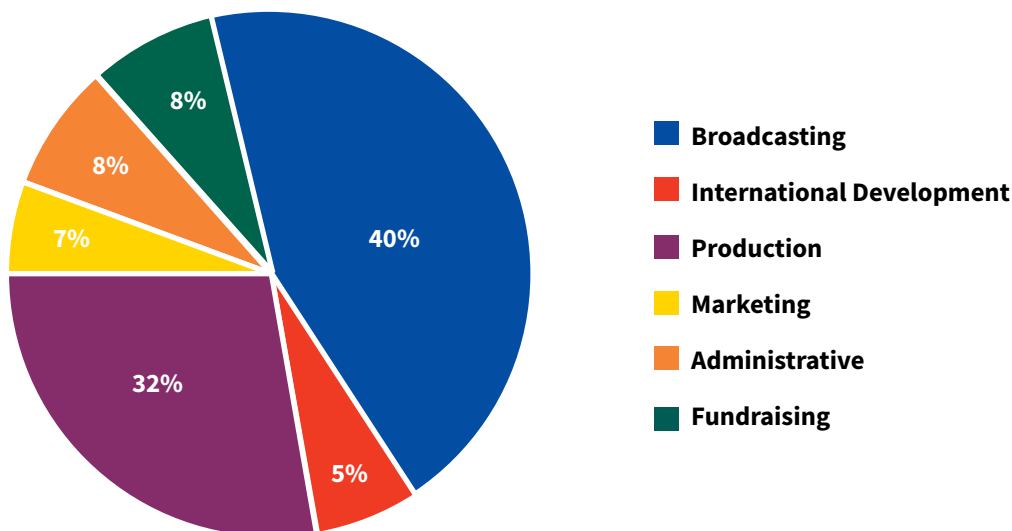


FINANCIAL ANALYSIS: EXPENSES

December 31, 2020 and 2019

DEPARTMENTS	2020	2020 PERCENTAGE	2019
Broadcasting	\$ 3,945,108	40%	\$ 4,268,701
International development	\$ 482,258	5%	\$ 654,803
Production	\$ 3,099,183	32%	\$ 2,914,631
Marketing	\$ 685,257	7%	\$ 561,824
Administrative	\$ 795,139	8%	\$ 817,423
Fundraising	\$ 742,961	8%	\$ 1,206,199
Total expenses	\$ 9,749,906	100%	\$ 10,423,581

2020 EXPENSES



FINANCIAL ANALYSIS: FUNCTIONAL EXPENSES

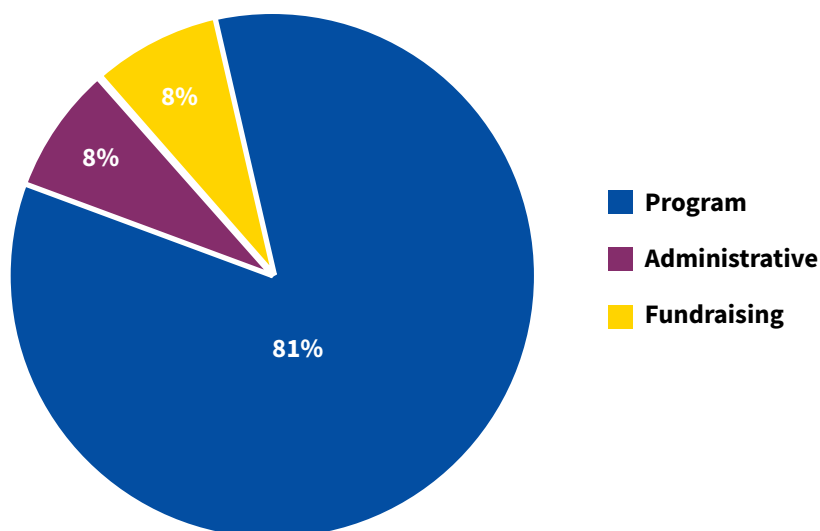
December 31, 2020 and 2019

	2020	2020 PERCENTAGE	2019
PROGRAM SERVICE FUNCTIONS			
Broadcasting	\$ 3,945,108	48%	\$ 4,268,701
International development	\$ 482,258	6%	\$ 654,803
Production	\$ 3,099,183	38%	\$ 2,914,631
Marketing	\$ 685,257	8%	\$ 561,824
Total	\$ 8,211,806	100%	\$ 8,399,959

SUPPORTING SERVICE FUNCTIONS			
Administrative	\$ 795,139	52%	\$ 817,423
Fundraising	\$ 742,961	48%	\$ 1,206,199
Total	\$ 1,538,100	100%	\$ 2,023,622

FUNCTIONAL EXPENSE ANALYSIS			
Program	\$ 8,211,806	84%	\$ 8,399,959
Administrative	\$ 795,139	8%	\$ 817,423
Fundraising	\$ 742,961	8%	\$ 1,206,199
Total	\$ 9,749,906	100%	\$ 10,423,581

2020 FUNCTIONAL EXPENSES



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Second Vice-Chair: Mark Finley

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North American Division, Lay Member

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Southern Asia-Pacific Division, Lay Member and Businessman

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Norther American Division, Lay Member

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General Conference, Treasurer

Invitee

Karnik Doukmetzian

General Conference, Office of General Counsel, Director

Gideon Mutero

Hope Channel International, Inc., Vice President for Finance

Vyacheslav Demyan

Hope Channel International, Inc., Vice President for Programming

Ivy Ng

Recording Secretary

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International, Inc.
2015-2021

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