

NEW OPPORTUNITIES FOR HOPE



HopeChannel

ANNUAL REPORT 2022



We stand in humble awe of what God has done through Hope Channel International in 2022. New possibilities opened wide before us, and we spent much time on our knees that we might meet them with courage and wisdom.

By the grace of God, we added ten new international channels, exponentially expanding the global reach of our hope-filled programming on linear, digital, and social media platforms. Multiple thousands had the opportunity to learn of Christ, and His soon return.

These miracles fill us with hope.

Hope in the gentle power of the Holy Spirit to heal lives mutilated by the evil one. Hope in the beautiful love of Jesus to replace sadness with smiles. Hope in the powerful truths of the Three Angels' Messages to motivate transformation and witness in the lives of those who hear them.

“Therefore, since we have such hope, we use great boldness of speech” – 2 Corinthians 3:12 NKJV

We cannot meet these opportunities of hope alone. Your prayerful support enables us to do what we could never do alone. Thank you for partnering with us in 2022 to give hope to the hopeless.

**HOPE
STUDIOS**



Highlights of Hope in 2022

- Reached over 300,000 students on Hope.Study on 13 global network channels
- Added ten new international channels
- Launched Hope Studios, to focus on the creation of cinematic storytelling to better reach new audiences and introduce them to Jesus
- Produced more than 450 hours of new Christ-centered programming for network broadcast
- Added five new languages to the Bible Heroes game app (a total of 14 available)
- Coordinated and produced 29 *Hope in Action* videos highlighting God's redemptive work in Ukraine in cooperation with ADRA
- Supported the construction of a new production studio in India
- Led "Footsteps of the Apostles" tour in Turkey and Greece
- Built connections with our communities through the Celebration of Hope event, five local Impact Days, and numerous conventions
- Updated our websites for hopechannelinternational.org and hopetv.org
- Supported more than 20 network channels to launch *3AM: Morning is Coming*, which encourages young people to develop a wholistic worldview based on the Bible

President's Report

The year 2022 was a time of much prayer for our global evangelistic media network. We embraced the Apostle Paul's inspired counsel to Christians in Colossae: "Devote yourselves to prayer, being watchful and thankful" (Colossians 4:2 NIV). As we continued earnestly in prayer, we saw God open new opportunities for outreach ministry.

Can I tell you about just a few of them?

We continue to see new opportunities for network evangelism throughout the world. Hope Channel Tanzania has led the way in broadcasting Spirit-empowered evangelistic meetings to thousands of satellite downlink sites across their territory. The result has been a cause for rejoicing—tens of thousands of precious souls committing their lives to Jesus as Savior and Lord.

We are preparing for another Pentecost. In 2023, Pastor Mark Finley will preach a series entitled "Hope For Africa" from Nairobi, Kenya, and Senior Evangelist, Pastor Christopher Holland will preach under the theme "Almost Home" in Port Harcourt, Nigeria. Both series will be respectively broadcast to thousands of downlink sites across the East-Central Africa Division (ECD) and the West-Central Africa Division (WAD). Please join us in praying to the Lord of the Harvest for this exciting project. We will surely rejoice together when we see God's miraculous work.

It is always thrilling when we receive requests to help launch new Hope Channels in various parts of the world. In 2022, we were blessed to see Hope Channels launch in Slovenia, Rwanda, Moldova, Sudan, Myanmar, and Ireland; a language-based channel for North Africa—Hope Channel Kabyle; two language-based channels in North America—Hope Channel Hispano and Hope Channel em Português; and a city-based Hope Channel Kinshasa, DRC, one of the fastest-growing cities on the African continent. Many parts of the world are prayerfully preparing to launch new Hope Channels in 2023.

We noticed that many of our viewers were accessing video content on YouTube, so we committed to expanding our outreach on that platform. We hired a YouTube Content Manager, and we are experiencing exponential growth. Our newly launched Hope Sabbath School YouTube channel will soon reach 100,000 subscribers as will the one dedicated to children – Hope Kids. Just imagine... 100,000 family units can engage in an in-depth, interactive study of the Word of God and, on another channel, partake together in viewing wholesome biblical content—and those are just two of our YouTube offerings!

Other Hope Channels around the world are leading the way on YouTube. Hope Channel MENA, Al Waad, with programming in Arabic, has 108,000 subscribers on their YouTube channel. Hope Channel Romania,

Speranta TV has 127,000 subscribers on their YouTube channel. In Brazil, one of Novo Tempo's YouTube channels, GravadoraNT, has 1.45 million subscribers. There is still a place for linear television, but our world is changing, and we are determined to use every platform we can to share the Gospel with individuals who have not heard of a Savior who loves them with immeasurable, unending love.

We also found new opportunities to engage with our viewers through our <http://hope.study> interactive Bible study platform. With more than 300,000 students signing up for courses, we recognized the need to add new courses on a variety of topics. One practical course presents a biblical perspective on "Steps Toward Faithful Stewardship." Hundreds of viewers have signed up to learn more about living in harmony with God's plan for their lives as stewards of His resources. One of those students is a young man living in South Australia's outback: "I've been taking 'Steps Toward Faithful Stewardship' myself. I love Jesus very much, and I'm sharing with church friends and town friends so they can come to church and learn about Jesus."

That young man is only ten years old! Such responses from our viewers bring joy to our hearts. Indeed, the Word of God is a lamp to our feet and a light to our path.

How should we respond as we see the LORD providing new opportunities for evangelistic outreach and wonderful answers to prayer? As the Apostle Paul said in Colossians 4:2, "with thanksgiving"! That's exactly what we are doing! "Oh, give thanks to the LORD, talk of all His wondrous works! Glory in His holy name" (Psalm 105:1-3 NKJV).

We are grateful for each of our Impact Partners whose prayers and support have blessed Hope Channel International in the past year. Your generosity has provided much-needed resources for our evangelistic media ministry.

It was a joy to share what God is doing and meet so many of you at Celebration of Hope and our five Impact Days in 2022. We look forward to connecting with many more of our Impact Partners in 2023. You can learn more about upcoming Impact Days at <https://hopetv.org/events/impactday>.

We are celebrating our 20th anniversary as an evangelistic media network in 2023. From humble beginnings in 2003, we have grown into a global network with over 80 channels, broadcasting in more than 100 languages. But the work is not yet done; our mission is not yet completed. There are still more people in need of hope!

Please join us in prayer as we seek new opportunities to share God's Good News of a better life for today and eternity. Soon, with the vast multitude of the redeemed, we will see our Savior face to face and praise Him with all our hearts for what He has done.



Hope Around the World

In 2022, Hope Channel International continued to take the Gospel to the world using electronic visual media through over 80 global channels. We praise God, for there is no other media network, Christian or secular, with such a vast reach through locally operating electronic visual outlets. These independently-operated channels share the Gospel with unreached people in their regions or language groups through culturally relevant programming. Local channels distribute Bible studies, sermons, music, documentaries, and other Christ-centered content through traditional linear broadcasts, social media, and the Internet. They connect with an exceptionally diverse audience otherwise unreachable through the historic outreach methods of the Adventist Church.

Hope Channel International assists global channels as they fulfill the Gospel Commission. We work with local divisions and unions to help local channels reach their target audiences of previously unreachable people and introduce them to Jesus and His transformative power. We aid local channels in using new technology to produce programming tailored to each target audience's specific cultural and linguistic needs. We have also begun studying the needs of our global network to ensure that each channel reaches its target audience in the best way possible.

Hope Channel broadcasts using a range of technologies as well as online and digital platforms as a means for optimum distribution and reach into the homes and hearts of all who need to hear the Gospel and to learn of God's love for His children.

Hope Channel India Builds New Production Studio

In 2022, Hope Channel India, which already produces programming in more than 20 languages, opened its newest and largest studio. Located east of Delhi, the new facility is equipped with advanced technology to allow for the production of high-quality content. The new studio expands Hope Channel India's existing operations in Chennai, Pune, and Jaipur.

Built during the Covid-19 pandemic, through the assistance of donors and Hope Channel International, the new studio will play a significant role in Hope Channel India's efforts to share messages of hope and inspiration in this populous, multi-lingual nation and reach an even broader audience in Northern India and neighboring countries.

New International Channels

Hope Channel International added ten new channels across eight divisions in 2022:

Hope Channel Ireland produces content to cater to the diversity reflected in its society.

Hope Channel Kinshasa broadcasts in Lingala, French and Swahili to Kinshasa, the capital city of the Democratic Republic of Congo and one of the fastest-growing cities on the African continent.

Hope Channel Myanmar seeks to share the Advent message in a country that is only 6% Christian. Internet and digital technologies allow us to share more openly in the local Burmese language.

Hope Channel Kabyle reaches the Kabyle-speaking people of Algeria. Hope Channel is uniquely positioned to present Jesus using electronic visual media.

Al Waad Sudan produces content in Arabic with a uniquely Sudanese context for Africa's largest country by area. Internet technology is readily available and brings Christianity freely to the Sudanese population.

Hope Channel Hispano & em Português expand the Church's work among Spanish and Portuguese speaking populations of the United States.

Hope Channel Moldova shares God's message in Romanian with the Moldovan people, assisted by Bucharest-based SperantaTV's large volume of content.

Hope Channel Rwanda is currently renovating space to produce programming in Kinyarwanda for seekers in Rwanda.

Hope Channel Slovenia produces content in Slovene for southern Europe. Very little Slovene content is currently available in the area so we have an opportunity to engage more viewers.



A Life Transformed

How Hope Channel Blessed One Viewer's Life

"I'm extraordinarily grateful that Jesus never left me," reflects Ross Craig, pastor of Manjimup, Boyup Brook, Kulikup, and Katanning Seventh-day Adventist churches in Western Australia. "Even in the darkest moments of my thirty years of wandering, the Holy Spirit was always there."

Ross's parents were baptized into the Adventist faith when he was young, yet, by high school, he began to drift away from God. Soon he became involved with drugs and the nightlife culture. One night his despair climaxed and he headed to Story Bridge in Brisbane to end his life. Two men stopped him, prayed with him, and then disappeared.

"They were either world-class sprinters or angels," Ross says. "I realized this was serious. I did something that got the attention of Someone."

Sometime later, Ross learned that both of his parents were seriously ill. He had lost contact with them for over twenty years because of his drug addiction, but now he felt compelled to see them again. Tragically, his father passed away the night he arrived home.

Ross stayed to care for his mother and began taking her to church. That's where he discovered Hope Channel. "Hope Sabbath School answered many of my questions," Ross says. "It was non-threatening, and the Scripture songs helped me remember key Bible verses."

Six months later, Ross' mother passed away, and his growing faith wavered. God didn't give up on him though; before long, he was back in church and studying the Bible for himself. He began to understand God's love for him and the transformative power of faith. People even suggested that he should be a pastor.

"I have realized God can use anyone because God loves everyone," Ross says of his newfound purpose in life. "I am grateful for Hope Channel. God used it to play a critical role in my journey from the dark side back to the Lord. I know He is using it to bless many others who need hope."

New Opportunities for Sharing Hope

Take everything we do here at Hope Channel—online Bible studies, international evangelism, innovative programming, creative internet evangelism—and you will find that our core goal is sharing the hope of the Three Angels' Messages. The opportunity to create and share hope-infused programming with people worldwide propels us forward.

To further this goal, Hope Channel focused on creating cinematic storytelling that compellingly introduces new audiences to Jesus. The goal is to bring our messages of hope to streaming platforms, cinemas, and new networks beyond our more than 80 channels through this cinematic arm.

Many exciting initiatives have been introduced this year, including filming a new Bible trivia game show for kids. Furthermore, it coordinated and produced 29 'Hope in Action' videos, showcasing God's redemptive work in Ukraine, as part of an impactful mini documentary series. The project was a collaborative effort between Hope Channel International, ADRA, SperantaTV, and Hope Media EUD, highlighting their joint commitment to portraying positive change in the region. It became the #1 most watched show among pentecostals on Hope Channel (and consistently within the top 6 most watched shows across all ages).

It also facilitated a licensing agreement that allows us to create new shows such as *Story Encounters: The Chosen*, which integrate clips from the hit series *The Chosen*.

Hope Channel International has collaborated with a film producer for the development of *The Hopeful*. Part of the 3AM initiative, the film follows the early Adventist pioneers as they each play a part in bringing God's "advent hope" to the world. It is a collaboration between a number of Emmy-winning filmmakers, and includes two original songs from multi-Grammy-winning artist Jonas Myrin of Capitol Records. The film is expected to be in theaters late 2023/early 2024.



Other exciting projects, which greatly expand Hope Channel's reach, include:

Encounters

A scripted drama series called *Encounters* (produced by our team in Germany) to Sony for an exclusive release on their streaming platform Pureflix to reach over 300,000 people. The series tackles mental health topics, focusing on two university counselors and their interactions with students.



Return to Palau

Return to Palau is a moving documentary about a young Adventist missionary family who suffers a shocking tragedy after moving to the idyllic island nation of Palau. The film tells an incredible true story of survival, faith, and forgiveness. Hope Channel International secured licensing for all global network channels to air the riveting documentary.



Hope-filled Programming

In 2022, our team produced over 450 hours of compelling Christ-centered television content to communicate the everlasting Gospel with people worldwide, especially through our global Hope Channel network. We intentionally designed each Hope Channel program to meet the needs of curious seekers and answer their deeper questions about life with Biblical truth. These are highlights from some of our most popular programs:



Let's Pray!

According to a recent Pew Research Center poll, prayer is a lifeline for many Americans. Fifty-five percent of Americans pray daily, and even twenty percent of those who have no religious affiliation pray regularly. Our global interactive prayer show, *Let's Pray!*, connects our viewers directly to God through prayer and uplifting spiritual messages. Hosts take prayer requests from multiple connection points and pray for them on and off the air. *Let's Pray!* is aired live, Monday through Thursday. In 2022, we produced over 175 new episodes. According to a survey that we conducted with Qualtrics XM, *Let's Pray!* is one of our strongest outreaches, ranking highest among non-denominational and curious Christians.

"I am continually amazed to be working here at Hope Channel," says Season Cromwell, host of *Let's Pray!* God dramatically transformed her life immediately before she became the program host. "Jesus has assured me, 'You're glorifying my name by telling people what I've done for you.'"



Wake Up With Hope

Wake Up with Hope is a modern devotional that offers our busy viewers opportunities to start their days with spiritual and intellectual fare. In 2022, we produced 261 fresh episodes, a total of 7,438 minutes of programming, to air each weekday morning.

"I love Wake Up With Hope. It gives me a quick worship when I'm on the run." - Viewer



Bible Help Desk

Does the Bible have any practical wisdom for my life? What does that Bible verse really mean? *Bible HelpDesk* seeks to answer these types of questions and be viewers' go-to source for Biblical answers. This program cuts through people's misconceptions about God and presents a loving God worth following. *Bible Help Desk* seeks to draw viewers into a saving relationship with God by encouraging further Bible study via **Hope.Study**. We aired 52 episodes in 2022. This program is popular among Pentecostals and Catholics and is gathering a following among 25-35 year-olds on social media platforms.



Cliff

"Does science have all the answers?" Former atheist Cliff Goldstein challenges post-Christians who are wandering through culture, philosophy, and science to reconsider faith through this 11-episode series aired in 2022. *Cliff* deftly melds truth, literature, and popular culture to give Biblical answers to life's abstract questions.



Real Family Talk

Real Family Talk seeks to strengthen families and inspire hope through engaging, informative, Bible-centered discussions about issues facing today's families. In each edition, hosts Willie and Elaine Oliver use their pastoral, educational, and counseling experience to provide Biblical answers to real problems. This program was watched for 33,409 minutes online.

Inverse

Inverse is a weekly Bible study program designed for young adult viewers. Host Justin Kim and his team discuss the weekly topics in the *inVerse* Young Adult Bible study guide from the General Conference Sabbath School and Personal Ministries department. It has reached the age target of 25-35-year-olds on social media platforms more than other age groups in 2022 and was watched a total of 1,005,228 minutes on YouTube.



Hope in Action

When the war in Ukraine broke out, Hope Studios captured the heart-wrenching, true stories of those affected by the devastation. Hope in Action provided updates on the situation in Ukraine and highlighted the work God's people are doing to help others worldwide. We produced 29 Hope in Action videos, which aired multiple times a week over several months. One of our updates received 69,000 views. This program inspires people to pray for their fellow Christians and the ministries working in Ukraine in partnership with the Adventist Development and Relief Agency (ADRA). Also, in partnership with ADRA, Hope Studios produced the mini-documentary series *Hope Under Siege* (<https://youtube.com/playlist?list=PLHww977vg7eRkybAwu6EO2ubfYnGBsp0Q>) featuring stories of miracles, survival, and hope.

Hope Sabbath School

Hope Sabbath School is a weekly, interactive Bible study program that helps people understand Scripture and build their relationship with God. Based on the adult quarterly Sabbath School lesson, *Hope Sabbath School* is adapted for all audiences, not just Adventists. In 2022, we developed new set designs and graphic packages to refresh the look of this well-liked program, which has attained 2,300,000 views and 54,924,000 minutes of watch time on YouTube.

"Thank you so much for the wonderful messages. I have really developed more understanding of the Bible through Hope Sabbath School." - Viewer

"I love how the Bible is made simple on Hope Sabbath School." - Sampson, Zambia



New Programming

Story Encounters: The Chosen 1

Did you know that forty-three percent of American evangelicals believe Jesus was a great teacher but not God? To address this belief, we partnered with *The Chosen*, the hit TV series on the life of Christ, to create a series that introduces Jesus as the gracious Savior. *Story Encounters: The Chosen* is a 13-episode premium TV series hosted by evangelists Ty Gibson and David Asscherick. This interactive Bible discussion series takes a closer look at the Biblical themes and stories depicted in Season 1 of *The Chosen* and invites viewers to fall in love with the beautiful character of Jesus as revealed in His encounters with the people of first-century Palestine. Each episode points to the everlasting Gospel as seen through Christ's redeeming grace. A companion Bible study on **Hope.Study** provides further insight into these truths. Filmed in 2022, this series began airing in the spring of 2023.



Heroes Battle

Bible Heroes Battle is another experimental project. We based this Bible trivia gameshow on the Bible Heroes II app. Its exciting format is designed to engage children and increase their knowledge of the Bible. Hope Studios completed the production of 11 episodes of this series in 2022. It will premiere in the summer of 2023.



Understanding our Audiences

In 2022, Hope Channel International began expanding and facilitating the development and implementation of technology based solutions for mission efficiency through analytics and insights. The expansion laid the groundwork for further extension of services to the global network.

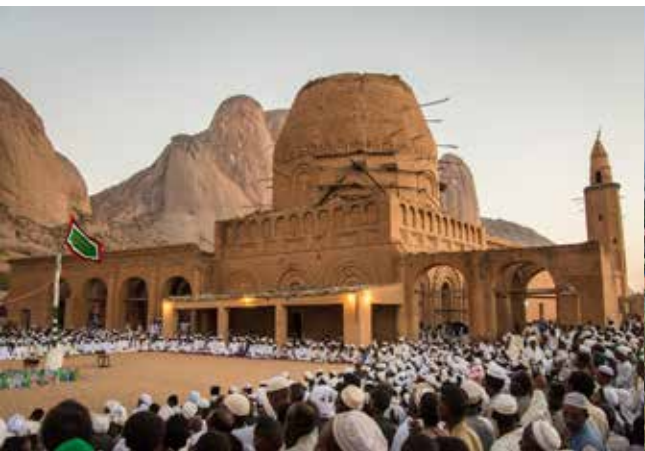
Meanwhile, viewership studies undertaken in North America revealed the top segments of our non-Adventist audience in linear television distribution and the programs they enjoyed most.

From a general market study, we were surprised to find that Hope Channel in North America is on par with many prominent Christian channels and that we were the second most watched Christian television channel on the Direct to Home Galaxy-19 Satellite, behind only TBN.

Additionally, Hope Channel's software development team piloted some new solutions for media ministry, which were well received by participating Hope Channel network entities, media ministries and churches. The excitement for media mission was rejuvenated with many willing to continue using these products.

As Hope Channel seeks to serve the mission through its global network, it has begun the process of formally studying their needs. We have also begun to evaluate many of our programs through feedback by reviewing the content with the intended target audiences.

Our desire is to continue expanding our team, so that we can increase our ability to provide informed research on the types of audiences and approaches to best convey the Three Angels' Messages. Those who are interested in volunteering can apply for the Research Assistant role on Vivid Faith.



Online Evangelism

Over the past two decades, the Internet has created many new means of communication. Blogs and social media platforms have disrupted traditional media models and provided unique opportunities to connect with people. Anyone with an internet connection can now hear the Three Angels' Messages.

Hope Channel International made a concerted effort to capitalize on these online opportunities of hope in 2022 through the introduction of initiatives heretofore mentioned and as follows:

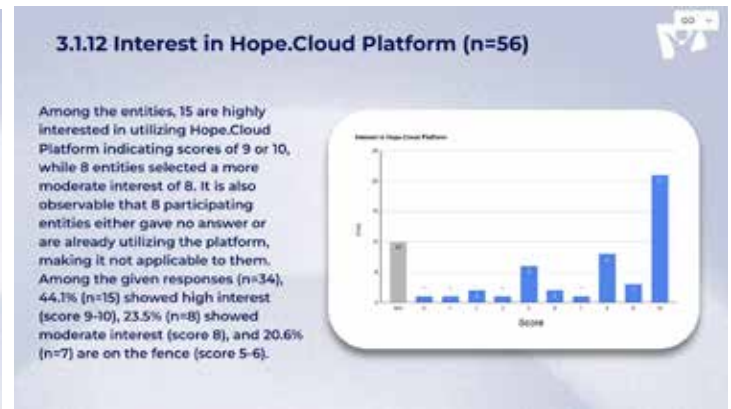
- Acquiring the animated film “The Great Controversy” and planning a global launch with the Hope Channel global network;
- Redesigning a next-generation Hope Channel app;
- Developing industry-leading technologies for digital media publishing for our global Hope Channel network;
- Translating the Heroes Bible video game into five more languages, bringing the total to 14, with more on the way; and
- Adding more than 20 new videos to the “3AM: Morning is Coming” YouTube channel, which seeks to energize young people about the Three Angels' Messages



Innovating for the Global Network

Sharing the Gospel in the digital space requires increasingly sophisticated tools. At Hope Channel International, we thoroughly assess the interests and needs of our target audience to ensure that the content we create will be effective. We also stream videos across multiple digital platforms.

With the growing Hope Channel network, we sought to find ways to increase efficiency and reduce costs while addressing the needs of our audiences. Based on the study that we undertook this year, we were able to identify the platforms that most of our network used. As a result, we created two cutting-edge tools that have significantly increased our mission efficiency and cost-effectiveness.



Emerging from the needs expressed by the Hope Channel network, we created Hope.Cloud as Hope Channel's media platform designed to empower the global Church's evangelism efforts to deliver the prophetic Adventist message of hope worldwide.

Because digital content space is fragmented into many diverse audiences, reaching them effectively can be challenging. Therefore, to ensure impactful message delivery with appropriate technology, we optimized two of our industry-leading digital media tools within the Hope.Cloud platform.

Jetstream.Stock

In 2022, we developed and launched Jetstream Stock, a stock footage aggregator for the global network. (This development followed the creation, in 2020, of Jetstream, an online video streaming service designed for ministries to reduce costs while enhancing our collective mission.)



The savings have already been significant. Beyond that, the increases in efficiency that we have achieved through Jetstream have been phenomenal. As we continue to build Jetstream and it streamlines and automates more of the video production workflow, staff and contractors spend more time on creatively reaching our audience instead of managing logistics.

Hope Channel International is uniquely positioned to serve the network by pooling our collective global use of large services. Based on feedback we received in the global network study, it was clearly indicated that stock footage services and exchange was vital to the mission of Hope Channel.

Research and Findings & Feedback

01

52% of respondents of the network entities are using stock footage (n=59)

02

Currently, 16% of programs on the network contain stock footage. (n=59)

03

The average stock footage usage across the network is projected to increase to about 40%. (n=59)

MissionPassport.org

Mission Passport is a research tool that enables churches, media ministries, and Hope Channel's partners to understand their target audiences better. The platform provides training and exercises to evaluate the effectiveness of project ideas by looking at measurable outcomes and making changes based on real-world measurable data.



Though still in development, these new products have been well received by participating network entities, media ministries, and churches.

In 2022, we continued to develop Mission Passport and released updates that would allow producers and content creators to understand the potential audience, by region, of any topic in which they are interested. We also added the ability to customize the information gathered for content proposals, based on the type of content or distribution modality.

Though still in development, these new products have been well received by participating network channels, media ministries, and churches.

Sharing Hope with Our Communities

Hope Channel International found many opportunities in 2022 to develop relationships with our viewers, supporters, and partners. The most significant change of the year was returning to in-person events. We are thankful for the chance to be face-to-face with our constituents again!

Connecting with our Seventh-day Adventist Family

A number of events focused on our Seventh-day Adventist constituency. These included camp meetings around the North American Division (NAD), as well as the Adventist-laymen's Services and Industries (ASI) and Generation of Youth for Christ (GYC) conventions.

Our Tech Lab showcased media tools and initiatives for Adventist pastors at the NAD Called convention in Lexington, KY. Interacting with pastors in this setting gave us valuable input on the challenges they face with media ministries in their local churches. A subsequent pilot project with a small selection of pastors has increased our understanding of how best to serve this vital group of church leaders.

Hope Channel International President Dr. Derek Morris and his wife, Bodil, along with Dr. Michael Hasel and his wife, Giselle, led the **Footsteps of the Apostles** study tour to Turkey and the island of Patmos. This unique tour brought to life the messages of the Seven Churches of Revelation. An optional extension tour to Cappadocia highlighted the importance to the early Christians who preserved the truths of Scripture.

Connecting with Children's Ministries

Hope Channel presented at several children's ministry events, including D6 Conference, an inter-denominational convention for family ministries leaders; Teach Them Diligently, a convention for homeschoolers; and the Children's Pastors Conference.

We presented the Heroes Bible Trivia video game at these meetings. This game offers an exciting way for leaders to engage with children and youth and to increase their knowledge of the great heroes of the Bible. A follow-up study on Biblical heroes (available on **Hope.Study**) answers many of the more profound questions kids have today. We received enthusiastic feedback. "I wish this existed ten years ago!" and "My students are going to love this!" are just some of the responses we heard.

Connecting with the Christian Broadcasting Community

We built connections in the broadcasting industry at the National Religious Broadcasters Convention and Christian film festivals, including Content22, International Christian Film & Music Festival, Christian Worldview Film Festival, International Christian Visual Media & Storytellers Conference, and the Adventist film festival known as Sonscreen. Attending these events enabled Hope Channel to highlight its impact in the faith and family arena and share its content's global reach and appeal. We also gained valuable insights into possible opportunities for engagement with these faith-based media ministries in the future.

Hope Channel International actively connected with distribution partners such as Angel Studios for licensing use of The Chosen, Season 1, and with PureFlix to distribute Encounters. We plan to continue to engage with the broader Christian media market.

Ongoing Connections

Expanding our database of viewers and interested community members is an important goal at Hope Channel. Sharing news and inspirational stories as they occur enables us to build ongoing relationships with individuals and nurture their interest in our work. We offered free-gift signup forms at each event we attended in 2022. On-air offers were another effective way to increase our database of contacts.

Altogether, almost 14,550 contacts were added to our database in 2022, a significant increase over the more than 11,000 collected in 2021. Touchpoints at conferences, conventions, donor events, and ongoing news updates provided a solid basis for building brand awareness and loyalty

IMPACT PARTNERS

Connecting with our Donors

It was a thrill to connect with many of our generous donors again in person this year. Our Celebration of Hope weekend in Orlando, Florida, as well as five IMPACT Days around the country, offered wonderful opportunities to highlight what God is accomplishing through the generosity of our donors. We pack these events with stories of lives transformed through Hope Channel International, musical performances, and messages of hope from the Word of God. They allow us to demonstrate responsible stewardship and express our deep appreciation to our present and potential donors. They also give our donors opportunities to create their estate plans with our Planned Giving experts.

Celebration of Hope allows us to interface with donors over meals, corporate community worship, hallway conversations, and partnered prayer time. We dedicate Sunday morning to presenting the benefits of planned giving within the context of stewardship principles. This year we began the morning with a precious season of prayer. We also shared real-life stories and the trailer for a film that we were able to show on Hope Channel because of the support of our donors. This format engaged attendees' interest and led to several donor commitments.

Impact Days are bite-sized Celebration of Hope events. Located in areas of North America with high concentrations of viewers, each day-long event includes uplifting music, Hope Channel presentations, and opportunities to meet our staff and hosts. Attendees learn first-hand how God is using Hope Channel to prepare people for the second coming of Jesus and how they can become a part of our Impact Movement. A short presentation on stewardship and estate planning opens the way for further conversations with donors about planned gifts.

"Impact Day was awesome... I would definitely encourage anyone to come and be blessed. I'm going home blessed." - Loma Linda, CA

"Impact Day was truly a delightful occasion. The prayers, the presentations, the fellowship, the support staff, the food, everything was very well done to the honor and glory of our LORD. I know Father, Son, and Holy Spirit were well pleased. May our LORD in heaven continuously bless Hope Channel's ministry as you strive to broadcast the good news of the Gospel with power, hastening His soon return." - Collegedale, TN

A new initiative this year focused on bringing young adults and millennials into the giving conversation. Some of our leadership is in this demographic, so we relied on their influence to create a campaign that highlights the value of giving at a young age. We created pop-up banners and business cards with images of all four young adults. They attended the GYC convention to talk with the attendees about the benefits and philosophy of giving to prepare the way for further discussions in the future.

We expanded the giving conversation with our viewers this year by including stewardship sermons and interviews on giving in our regular programming. Our Planned Giving team also began regular personal visits with donors again now that travel restrictions have eased.



Finance Report 2022

Our world is changing rapidly. The COVID pandemic shifted the way we work and changed how we consume media, presenting us with new opportunities for evangelism. Hope Channel International has positioned itself to capitalize on these opportunities through digital distribution and films/documentaries. In addition, we developed critical technological platforms to support the efficient accomplishment of our mission.

In 2022, our faithful donors, partners, and supporters provided significant resources, which we deployed to these new areas as well as our core service of linear television distribution. While total donations for the year were less than the previous year, the overall revenue and support remained stable.

We allocated significant resources to support initiatives geared towards serving the global Hope Channel network through various technological services. These initiatives helped to improve the processing, management, and implementation of Hope Channel's evangelistic programming. We look forward to continuing to provide relevant services that empower our global network to expand its reach.

Our support base remains critical in our endeavors to advance the mission. We are committed to carefully stewarding our resources to optimize efficiency and utilize all available media platforms to deliver life-changing messages of hope. Thank you for your continued support and prayers.

Sincerely,

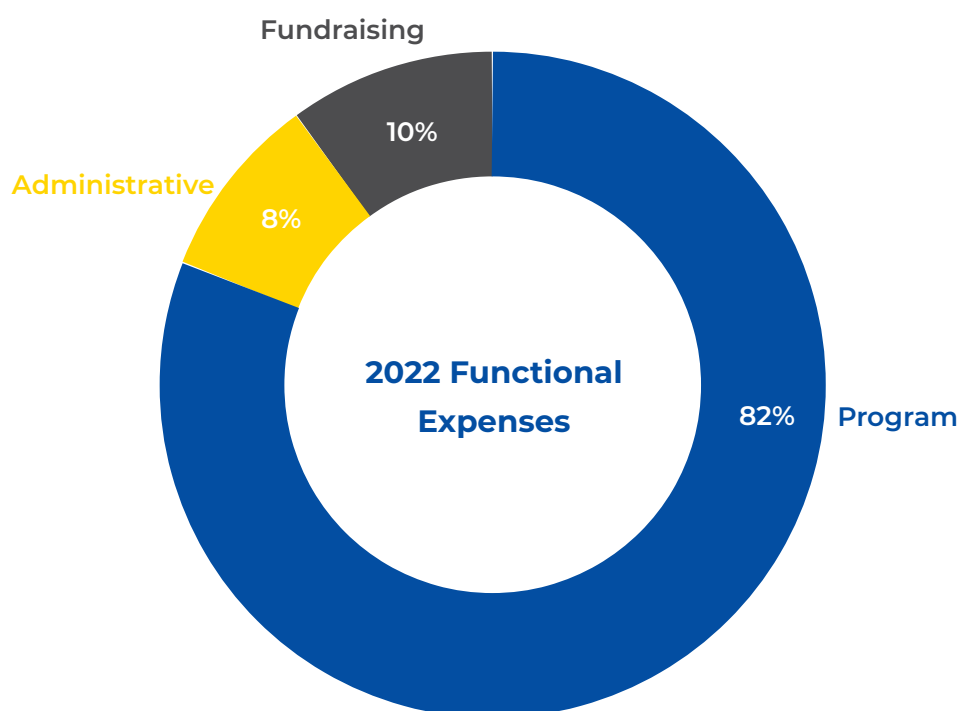
A handwritten signature in black ink, appearing to read "Gideon Mutero".

Gideon Mutero
Vice President/CFO
HOPE CHANNEL INTERNATIONAL

Functional Expenses

December 31, 2022 and 2021

	2022	2022 PERCENTAGE	2021
Program Service Functions			
ANALYTICS AND INNOVATION	\$ 591,523	7%	\$ 278,735
DIGITAL DISTRIBUTION	\$ 1,211,385	13%	\$ 690,376
HOPE MEDIA PRODUCTIONS	\$ 759,801	8%	\$ 289,452
INTERNATIONAL DEVELOPMENT	\$ 723,734	8%	\$ 715,120
MARKETING	\$ 916,834	10%	\$ 758,029
STUDIO SERVICES	\$ 1,693,285	19%	\$ 1,795,897
TELEVISION DISTRIBUTION	\$ 3,102,881	34%	\$ 3,536,651
Total	\$ 8,999,443	100%	\$ 8,064,260
Supporting Service Functions			
ADMINISTRATIVE	\$ 853,669	44%	\$ 888,064
FUNDRAISING	\$ 1,085,448	56%	\$ 998,996
TOTAL	\$ 1,939,117	100%	\$ 1,887,060
Functional Expense Analysis			
PROGRAM	\$ 8,999,443	82%	\$ 8,064,260
ADMINISTRATIVE	\$ 853,669	8%	\$ 888,064
FUNDRAISING	\$ 1,085,448	10%	\$ 998,996
TOTAL	\$ 10,938,560	100%	\$ 9,951,320



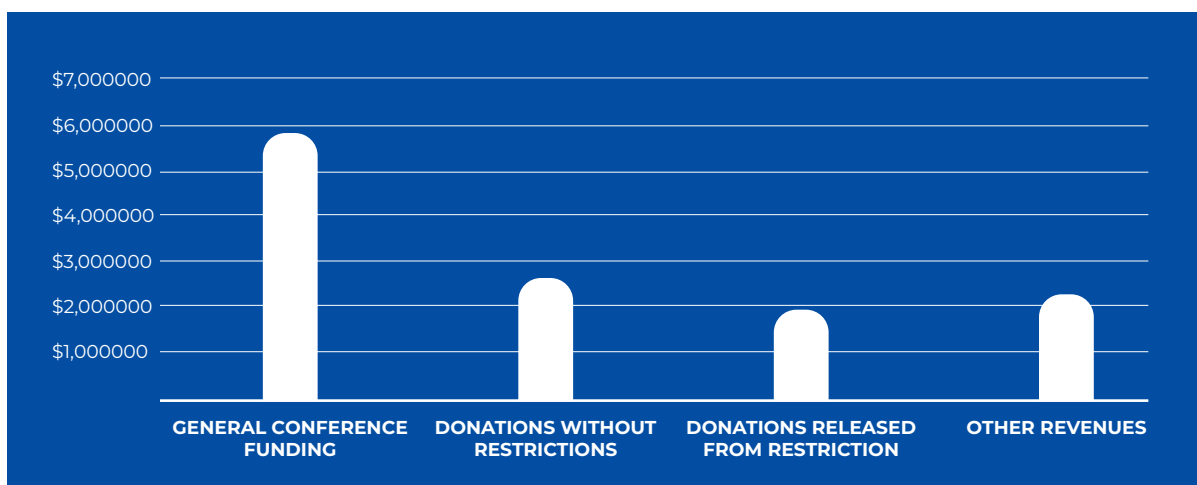
Revenues and Support Without Donor Restrictions

December 31, 2022 and 2021

	2022	2022 Percentage	2021
GENERAL CONFERENCE TITHE APPROPRIATION	\$ 4,509,695	35%	\$ 4,509,695
GENERAL CONFERENCE EXTRAORDINARY TITHE APPROPRIATION	\$ 680,000	5%	\$ 930,000
GENERAL CONFERENCE NON-TITHE APPROPRIATION	\$ 40,519	0%	\$ 40,519
GENERAL CONFERENCE FACILITIES/ SERVICES APPROPRIATION	\$ 766,443	6%	\$ 768,640
DONATIONS	\$ 2,593,578	20%	\$ 3,297,304
OFFERINGS	\$ 944,445	7%	\$ 896,507
MATURED TRUSTS/WILLS	\$ 431,849	3%	\$ 226,111
BROADCAST SALES AND SERVICES	\$ 368,350	3%	\$ 353,600
MISCELLANEOUS INCOME & CONTRIBUTIONS	\$ 403,054	3%	\$ 245,355
DONATIONS RELEASED FROM RESTRICTION	\$ 1,978,998	16%	\$ 1,229,018
TOTAL REVENUES AND SUPPORT WITHOUT DONOR RESTRICTIONS	\$ 12,716,931	100%	\$ 12,496,749

Summary Of Revenues And Support Without Donor Restrictions

General Conference Funding	\$ 5,996,657	47%	\$ 6,248,854
Donations Without Donor Restrictions	\$ 2,593,578	20%	\$ 3,297,304
Donations Released From Restriction	\$ 1,978,998	16%	\$ 1,229,018
Other Revenues	\$ 2,147,698	17%	\$ 1,721,573
Total Revenues And Support Without Donor Restrictions	\$ 12,716,931	100%	\$ 12,496,749



Statement of Financial Position

December 31, 2022 and 2021

ASSETS	2022	2021
Current assets		
Cash and cash equivalents	\$ 6,104,768	\$ 10,063,918
Investments	6,163,314	2,319,496
Account receivable	533,356	607,760
Prepaid expenses	749,334	290,821
Total current assets	13,550,772	13,281,995
Plant assets		
Equipment	1,801,319	1,115,109
Other assets		
Cash allocated for purchase of equipment	1,655,769	2,834,003
	1,471,073	
Western Adventist Foundation charitable gift annuities	1,180,076	1,710,835
General Conference charitable gift annuities	83,994	126,758
Total other assets	4,390,912	4,671,596
Total assets	\$ 19,743,003	\$ 19,068,700
LIABILITIES		
Current liabilities		
Accounts payable	\$ 900,084	\$ 892,627
Total current liabilities	900,084	892,627
Total liabilities	900,084	892,627
NET ASSETS		
Unallocated non-tithe	7,112,208	7,010,142
Unallocated extraordinary tithe	1,779,745	1,348,133
Allocated depreciation funding	3,126,841	2,834,003
Allocated net invested in plant	1,801,319	1,115,109
Total net assets without donor restrictions	13,820,113	12,307,387
Total net assets with donor restrictions	5,022,806	5,868,686
Total net assets	18,842,919	18,176,073
Total liabilities and net assets	\$ 19,743,003	\$ 19,068,700



HopeChannel

hopetv.org | 888-4-HOPE-TV | 888-446-7388