GLOBAL REACHOUT 2021 ANNUAL REPORT

GLOBAL REACHOUT
TOUCHING.LIVES.WITH.MEDIA

01–01–2022

1.0 MESSAGE from EXECUTIVE CHAIRMAN

2021 had been a year full of challenges, but it was one filled with grace as well. We faced issues such as tightening of policies in some countries, permanent closure of the WeChat platform, and financial shortfalls, even as we experienced God's miracles and signs at the same time. Going through the snapshots of the year that was, it is not difficult for us to see that the ministry achievements have not decreased, but increased; we also held the 27th anniversary thanksgiving celebrations online with some 180 participants from 9 countries across the globe --- The entire GR team experienced the Presence of God Himself in these extraordinary times. Hallelujah! Let us celebrate God's works and take His call to heart through this annual report.

First, on the 7th June this year, GLOBAL REACHOUT WeChat official account was permanently blocked. We did not actively consider options upon receiving the news but chose to wait quietly and look up to God instead. On the 3rd day, we received a text message from Elder Nga of Malaysia saying that he saw a vision of "The Contemporary Esther" whilst praying over this. I was ruminating over this message and felt that the message seems to be this: GLOBAL REACHOUT should play the role of "The Contemporary Esther". Finally, the entire GR team agreed that the family and workplace programs be recast to highlight the Truth of life. We then launched four WeChat and Weibo platforms on 5th August and 1st October respectively. God has led us to work via multiplying broadcast platforms and programs restructuring. Praise the Lord!

Secondly, the China community had not been able to log on to our website for a year. However, the permanent closure of the GR WeChat official account has strengthened our resolve to tackle the issue of website access head-on. Thanks to the untiring efforts of Brother Zhiqiang, our GR website finally resurfaced towards the year end. The China community now can have alternative ways to access our programs. Praise the Lord!

Thirdly, we ran into financial shortfalls during the past year, but God touched the Singapore Sion Bedok Church in His Grace and gave GR an outreach opportunity to share ministry, pray for GR needs and collect love offerings for GR ministry. As a result, we overcame the shortfall that had built over the first six months of the year. Praise the Lord!

Despite the COVID pandemic dark clouds looming over our heads, we managed to come up with songs and life-story eCards that allow believers to express their care and send their warm wishes to relatives and friends near and far. We are grateful to Xiao JinZhi for sharing her touching life-story as well as the various organizations for their generous permissions to GR to use their songs. Praise the Lord!

Finally, despite the external challenges, we kicked off the preparation of e-books by transcribing and compiling the series of family and workplace webcasts into e-books. We will be launching the GR APP officially in the first quarter of 2022 that presents e-books and the corresponding audio and video programs. Through this APP, the wider communities would be able to select helpful discipleship materials (ebooks, audio and video programs) and tailor to their personal growths in a more convenient and systematic manner. Praise the Lord!

I am extending a special invitation to everyone to become global partners and work alongside us for the kingdom of God as follows: 1) Seminaries to incorporate the subject of “Theology of Work” to teach prospective pastors. 2) Churches to use GR's “Glorious Workplace” and “Bringing Heaven Home” e-book materials in small groups and fellowships regularly. 3) Disciples to use GR’s “Bringing Heaven Home” e-book materials for family worship. 4) Churches to conduct “Workplace Discipleship” through small groups to equip workplace disciples as elite Soldiers of God. 5) Kingdom entrepreneurs to setup “Corporate Culture Home” and adopt GR’s “Workplace Gas Station” e-book materials to transform corporate culture.

I pray that GLOBAL REACHOUT, along with churches, organizations and disciples to stay steadfast to “Heavenly Connect, Resources Integration, and Kingdom Partnership”! Together, we can bring the Kingdom Impact to every sector of our society such as family and workplace, to pray that His Kingdom come and that His will be done on earth as it is in heaven. Amen!

2.0 KEY MILESTONES

2.1 OVERVIEW

1994
- 10-Nov GR registered

2015
- Web-based broadcast

2016
- Renewed Vision
- WeChat broadcast
- Stopped radio broadcast
- Facebook broadcast

2017
- Launched English broadcast
- Twitter broadcast
- Instagram for publicity
- DS Audio broadcast
- 2nd series English broadcast

2018
- Multifunctional website
- LINE broadcast

2019
- Silver Jubilee, Vision Connect
- Beyond Boundaries
- Global Calling
- Online course
- eShopping

2020
- New GR logo
- Optimize GR website
- Love Beyond movement
- Video broadcast
- Relocation for ministry expansion
- Video-audio sudio
- New social medias broadcasts (Himalaya, YouKu, WeChat Video, Youtube)

2021
- New WeChat & Weibo
- eBook Shop
- Songs & Story eCard
- GR27 online celebration

2.2 New WeChat & WeiBo

1 New WeChat "Ai.ChaoYue"

"Ai.ChaoYue" (meaning "Love Beyond"), a new WeChat official account focusing on family relations (dating, marriage, parenting, teenagers etc.), hosted by family counseling experts, helps our audience drive away the dark clouds and bring heavenly bliss into the family. The programmes "Family Problems are Seeing the Light of Dawn" and "Live Wisely Show Extraordinaire" have been broadcast since its launch on 5th August 2021. You are welcome to use it for personal study, family worships and church small group discussions. Scan the QR Code below and begin right away!

超.越

2 New WeChat "Xing.ZhuoYue"

"Xing.ZhuoYue" (meaning "Pursuing Excellence"), a new WeChat official focusing on workplace culture, ethics and skills helps you solve workplace problems, pick up the correct work views and transform workplace culture. "Effective Workplace Communication" has been riding the airwaves since its launch on 1st October 2021. You are welcome to use it for personal study, church small group discussions and corporate culture group studies. Scan the QR Code below and plunge in right away!

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3 New WeiBo Official Accounts

Meanwhile, we have launched two WeiBo official accounts, namely "ZaiAiZhongXing" (meaning "Doing alongside Love") and "XingChuZhuoYue" (meaning "Pursuing Excellence"), synchronously broadcasting the corresponding programs of WeChat accounts. Follow us in WeiBo by searching for account names; we look towards interacting with you!

2.3 eBook Shop

Following the above broadcasts on family and workplace presented by professionals on related problems, the contents have since been compiled into e-books to benefit personal growth through either personal or group studies. The APP will be launched online in the first quarter of 2022 to facilitate the enjoyment of these e-books. Together with the corresponding audio and video programs, a solid foundation would be in place for use via APP to equip more elite soldiers of God!

2.4 Songs & Story eCard

How can we care for our loved ones in faraway lands as we live under the pandemic? Through our customized eCards containing songs and testimonies, you can convey your deepest concerns and love to those closest to you. USB gift boxes can be purchased in China while eCards may be ordered outside China.



2.5 GR27 Online Celebration

Meeting in person may be difficult under the current pandemic, but such obstacles cannot disrupt the heavenly connect. On the evening of 10th November 2021, GR held an online gathering to show its thanksgiving on the occasion of its 27th anniversary celebrations. More than 180 brothers and sisters from Singapore, Malaysia, Indonesia, Mainland China, China Hong Kong, Japan, Australia, New Zealand, the United States and Canada took part in this event to celebrate heavenly connect, concentric outlook and kingdom partnership.

GR27 Online Celebration

https://youtu.be/BWfoeYsO0Wc

3.0 WEBCASTS



Mon	Sing Together						
Tue	The Book of Matthew						
Wed	Talk Cool						
Thur	The Faith of Contemporary Believers	Jesus & The Boat	Nehemiah Effective Leadership	Highway to Happiness	Grace of Redemption	Bringing Heaven Home	Values of the Contemporary Man
	Happy Family			Cultivating Children EQ	What makes a Papa?	Dancing with Emotions	Abundant Life of Seniors
Fri	Workplace Strategy	No More Tears	Workplace Strategy II	Workplace Strategy Forum	Work Life Balance	Light amidst COVID	Kingdom Business Culture
	Glorious Workplace	Effective Workplace Communication		Extraordinary Workplace Guys	Marketplace Coach	Marketplace Boosters	

4.0 HIT RATE

	Social Medias	Hit Rate	%
1	Website	76,894	26.02
2	Zai Ai Zhong Xing (Weibo)	55,475	18.77
3	WeChat	37,202	12.59
4	Facebook	33,698	11.40
5	Twitter	32,444	10.98
6	Xing Chu Zhuo Yue (Weibo)	28,354	9.59
7	YouTube	12,323	4.17
8	WeChat Video	7,402	2.50
9	Ai Chao Yue (WeChat)	4,688	1.59
10	INSTAGRAM	3,107	1.05
11	Himalaya	2,970	1.00
12	Xing Zhuo Yue (WeChat)	729	0.25
13	Youku	279	0.10
14	LINE	No Data	
15	DS Audio	No Data	
16	Piaoquan	No Data	
	TOTAL	295,565	100%

Month	1	2	3	4	5	6
Hit Rate	27,208	20,857	24,746	26,046	24,171	17,018
	7	8	9	10	11	12
	12,425	42,001	21,986	34,812	37,787	32,468

5.0 Audience Feedback

Sing Together



- I really love this audio version! I can enjoy it anytime, wherever I am. And it is more fun and much easier than reading the text too!
  Singapore, New Era — 2 Jan
- Praise the Lord! May God bless the Heavenly Truth broadcasting platforms and the triumphant soldiers of God. May God bless you and grant you peace that runs over.
  China, Anonymous — 2 Jan
- Thanks be to God! Currently our neighbourhood is affected by the pandemic with three residents infected. All children are required to go into quarantine, with only one accompanying parent. I am sharing this song with them, and hope that it would make them feel better, and know God is looking over them, too !
  An audience from China Gospel Federation for the Blind — 2 Jan

Happy Family



- How should men take off their masks that come in all shades and colours? [smile] and return to their true selves? What a marvellous program! Thanks to GLOBAL REACHOUT.
  Singapore, Pastor Wen — 25 Feb
- Mr. Ling Zhanhui was analytical and systematic in his analysis. If truth be told, men need a healthy way to let off steam when they are stressed out. Unfortunately, they find it difficult to communicate with family and the situation only gets worse with time.
  Singapore, Kim Song — 24 Apr
- Received a call from a mother who was talking about parenting issues yesterday. I forwarded the Happy Family programme to her. Hope that helps.
  Singapore, Preacher Lee — 5 Aug
- Today's talk on relationships between husband and wife in the programme "It is not difficult to have a happy marriage." was wonderful! It was a frank and humourous session. I feel that every couple needs to think along these lines. Let us carry on to build ourselves up. Thank you for your efforts!
  Singapore, Yu Zhu — 21 Oct
- Thank you, Lord, for your grace. I can always find useful nuggets each time I tune into your programmes. May the Lord bless Global REACHOUT! May your efforts to serve to Him grow from strength to strength, in order that more people will be blessed.
  China, A Kernel of Wheat — 21 Oct

The Book of Matthew



Thanks be to God. God has brought us the exposition of the Book of Matthew through your program. May the Lord guide your steps forward, and bless our nutrition from His daily spiritual manna. May God greatly bless GLOBAL REACHOUT and the work of your hands.

China, Sister Pu Tao Zhi Zi 3 Feb

"The Book of Matthew" -- It is easy to understand, good! Thank you for your recommendation.

Singapore, Brother Lee 6 Jul

"The Book of Matthews #35" -- The purpose of fasting is to get closer to God, so that I can hear Him clearly. This sharing helps me see how fasting can remove the scales from my eyes, and link my heart to God.

Singapore, Jie Wei 28 Sep

"The Book of Matthews #35" -- What a touching message that sweetens my heart! Recently, I was deeply touched by episodes of the devotional bible study series . . . Thank you, Pastor Si Wei for your sharing and reminder that I should truly connect with God. Christ has accepted me in whole, even my sins! What Grace indeed, that I have a place in Him . . .

Singapore, Shi Shi 28 Sep

The Book of Esther



Just listened to the first episode of "The Book of Esther". Terrific! May God bless and protect you and your family.

Singapore, Pastor Yaying 11 Jan

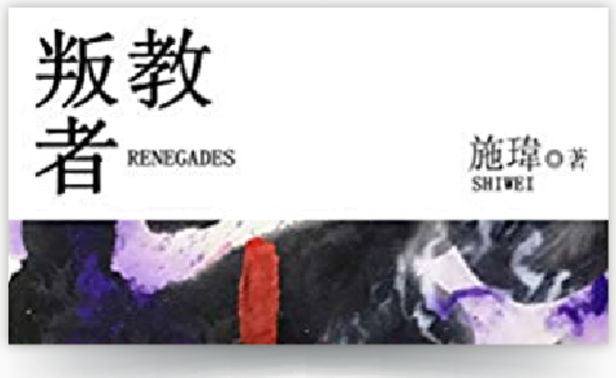
For the sake of God's calling, Esther put her life on the line. Thanks to the speaker for inspiring us.

China, Sis. Yang 16 Jan

God can do everything, but He still wants His people to cooperate, to participate, to fulfill His will together. What a special grace of His. Praise the Lord!

Singapore, Sis. Xiao 7 Jun

The Apostates



"The Apostates" -- Thanks for the book written by Shi Wei. Through this audio program, I have a balanced view and understanding of the spiritual giants of a generation and the Christians who survived the usual period of time (from 1955-1956) in China. Thanks for all the hard work by GLOBAL REACHOUT. May God Bless you!

China, Luke Gao 21 Feb

"The Apostates" is a broadcast novel from Ps. Shi Wei, well accompanied by fantastic music. I love this masterpiece. May God protect the work and allow more people to have the opportunity to come to read this book or listen to the audio program.

China, Sis Yao Yao 10 May

No matter how spiritual a person is, he will inevitably have weaknesses in his life. No matter how high or low one's position is, he will still rely on grace to stand up. Thanks to this book for reminding me of such principle again.

Australia, Brother Chan 13 July

Talk Cool



I listened to "Mom, please accept this gift" with tears in my eyes! I miss my father who had just passed away, and my mother in Malaysia! Quote: "There is eternity in the world. As long as we are in the kingdom of God, no matter how many tearful departures we have been through, we will meet again joyfully." I believe that I will meet my father again joyfully in heaven! I also hope that my mother can accept this gift and experience the abundant and joyful life in Christ in this life! May we pray for the salvation of our loved ones!

Singapore, Shishi 5 May

The content of “Mummy’s baby and God’s child” is very interesting. Yes, we don't want to be Mummy’s ungrown baby, but we all want to be God's precious child. Keep it up!

Singapore, Bro. Xu 20 Nov

In your programs, you often talk about the current affairs that people care about. May God use them to touch non-Christian friends, to make them reflect upon, and to bring them to the true God.

Singapore, Bro. Wang 1 Dec

Work-Life Balance



Ms Kong has given a lot of systematic advice in her sharing. I have learned a lot from her. I took her as my role model and changed my behavior in the workplace. Many things have become much clearer to me.

China, Sister Zhu 9 Apr

Thanks Ms. Kong for her systematic sharing. I must put these methods into practice in my life and work, so as to make my body and mind harmonious.

China, Bro. Chen 30 Aug

This program is both theoretical and practical, and fits the needs of believers in the workplace.

Singapore, Sis. Chu 10 Sep

Blessing Station



The WeChat platform was permanently blocked. May the Lord open a way, and prayerfully hope to be able to continually read your scripts and listen to your audio programs published in the future.

China, Zhao 5 Jul

Thank you for sharing the gospel information, and spreading it around the world to carry out The Great Commission. Take care during this pandemic period. May the Lord bless you with health, wisdom, ability, courage and joy to face all kinds of challenges. The Lord's Grace will last forever, and so will His power. Emmanuel!

Singapore, Elder Zhang Jingyi 10 Jul

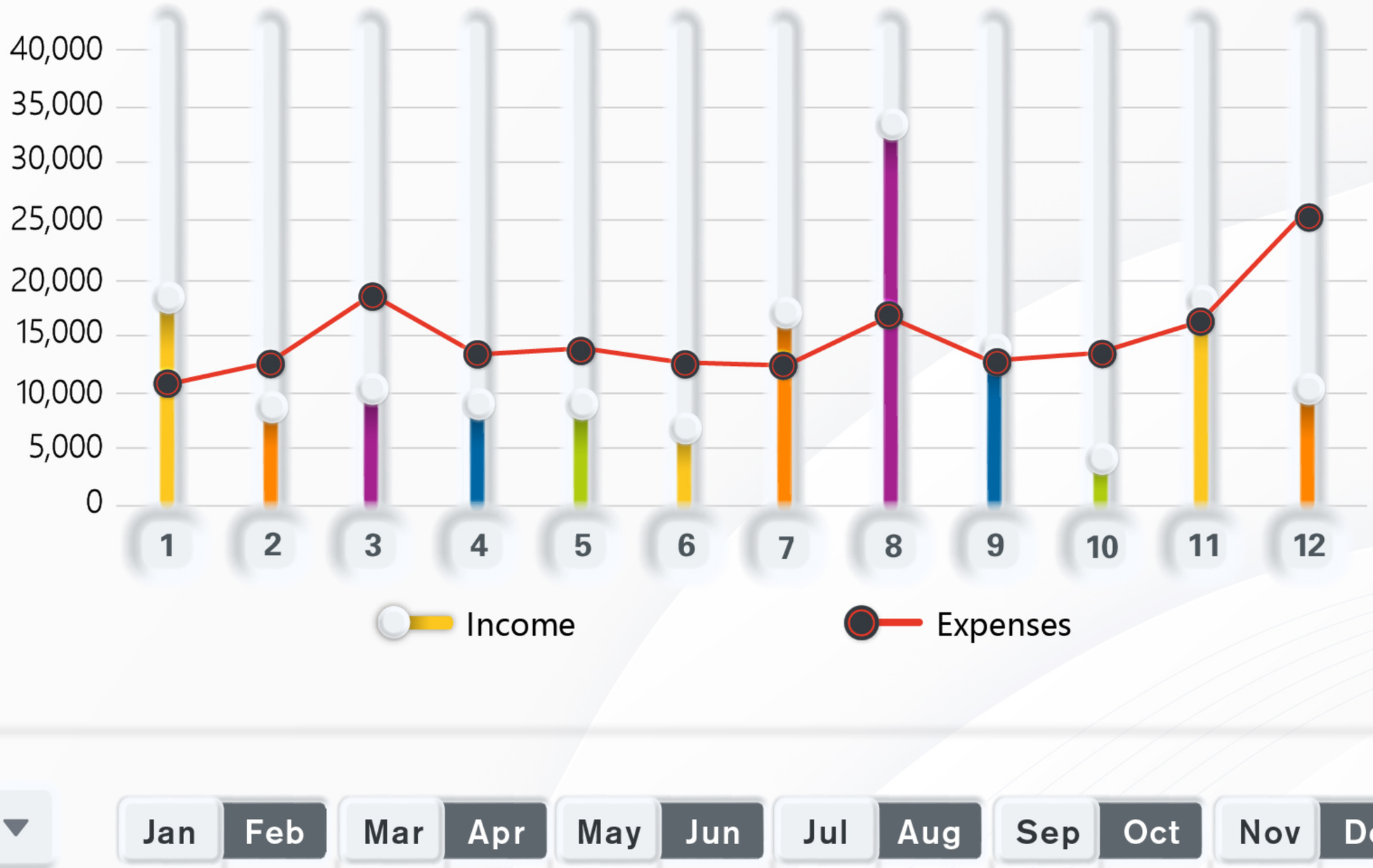
Thanks be to the Lord! Not only has the GLOBAL REACHOUT monthly newsletter named Global Express acquired a totally new look, but also its hit rate had seen an uptick and a surplus in contribution received! Indeed, God will bless those who play their parts well.

Singapore, Ya Min 9 Oct

6.0 HUMAN RESOURCES & TALENTS

	Catogory	2018	2019	2020	2021	Remark
1	Directors	5	5	5	4	Pro bono (No Pay)
2	Staff (Full / Part time)	3	3	3	3	—
3	Co-workers	15	21	29	18	—
4	Volunteers	0	6	13	3	Pro bono (No Pay)
	Total	23	35	50	28	

7.0 FINANCES



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Income	16,754	9,884	11,665	10,384	10,284	8,484	18,529	34,975	14,640	5,543	19,447	11,548
Expenses	10,590	12,574	18,383	13,210	13,594	13,594	6,362	16,345	1,978	13,366	16,133	25,448
Deficit	6,164	-2,690	-6,718	-2,826	-3,310	-4,266	6,362	18,630	1,978	-7,823	3,314	-13,900

Finance Report 2021		Income		Expenses	
Income	$172,136	Church	57%	Salary & Benefits	55%
Expenses	$177,223	Individual	35%	Production	23%
Deficit	-$5,087	GR team	3%	Ministry	3%
Months with Surplus	5	Others	5%	Others	19%
Months with Deficit	7		**100%**		**100%**

8.0 BUDGET 2022

Target	2022
Expenses	208,050
Breakeven Months	12
Months with Deficit	0

9.0 GR INFORMATION

9.1 Intercessions

1. Thanks be to the Lord! He has been using Global REACHOUT to cater to the needs of different peoples over the past 27 years as we pivot from radio broadcasting to riding on the New Media in our Chinese and English programmes to spread His message of love and care to light up the hearts within each and every one of us. We are deeply touched by His showers of blessings!

2. Do join us in prayer for our gospel ministry via our broadcasts into the vast harvest fields in East Asia. May the Good Lord confer us with wisdom and fitness of mind to handle the multifarious human barriers put in place. May we play "The Contemporary Esther" and tap from our life-impacting series on family and workplace to nimbly apply the biblical views on values and life to our daily living, even as we reach out for transformation in family and workplace cultures in these end times.

3. Global REACHOUT works in conjunction with other members within the family in Christ. We welcome everyone to share our various productions. Do pray that our e-books publications may be found useful in churches, seminaries, organizations and Christian enterprises. We published seven e-books in 2021 for use in fellowship and small group discussions with a view to edify believers in addition to their lively applications in gospel broadcasting efforts.



9.2 GR Ministry Video 2021

https://youtu.be/ATtyJh2Wwrs

9.3 GR Webcast Database

https://global-reachout.oss-cn-qingdao.aliyuncs.com/GR/GR-Broadcast-Link.pdf



9.4 Social Medias

@globalreachout

www.global-reachout.org
www.huanqiuchuanbo.org

爱_超越

GLOBAL REACHOUT

爱与行

GLOBAL REACHOUT

ID: Globalreachout
Username: dsaudio
PW: 123456

Globalreachout

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行出卓越

在爱中行

爱超越
行卓越

爱与行

9.5 Contact Us

81 Ubi Ave. 4 #07-13, UB ONE Building, Singapore 408830

knowHIM@global-reachout.org

(65) 9680 7008 / 8788 5189

9.6 Donation Modes

Singapore



UEN No.

S94SS0034F (PayNow)

Bank Account

DBS Current a/c:
047-006763-4

Cheque

GLOBAL REACHOUT

Giro

Please contact us

China



WeChat QR Code

(For WeChat only)

Other countries

DonorBox

https://global-reachout.org/en/partnership/free-will-contribution

Bank Account

DBS Current a/c: 047-006763-4
swift Code: DBSSSGSG
Bank Code: 7171
Branch Code: 047

