GLOBAL REACHOUT

2020 ANNUAL REPORT

01-01-2021

GLOBAL REACHOUT
TOUCHING.LIVES.WITH.MEDIA

1.0 MESSAGE from EXECUTIVE CHAIRMAN

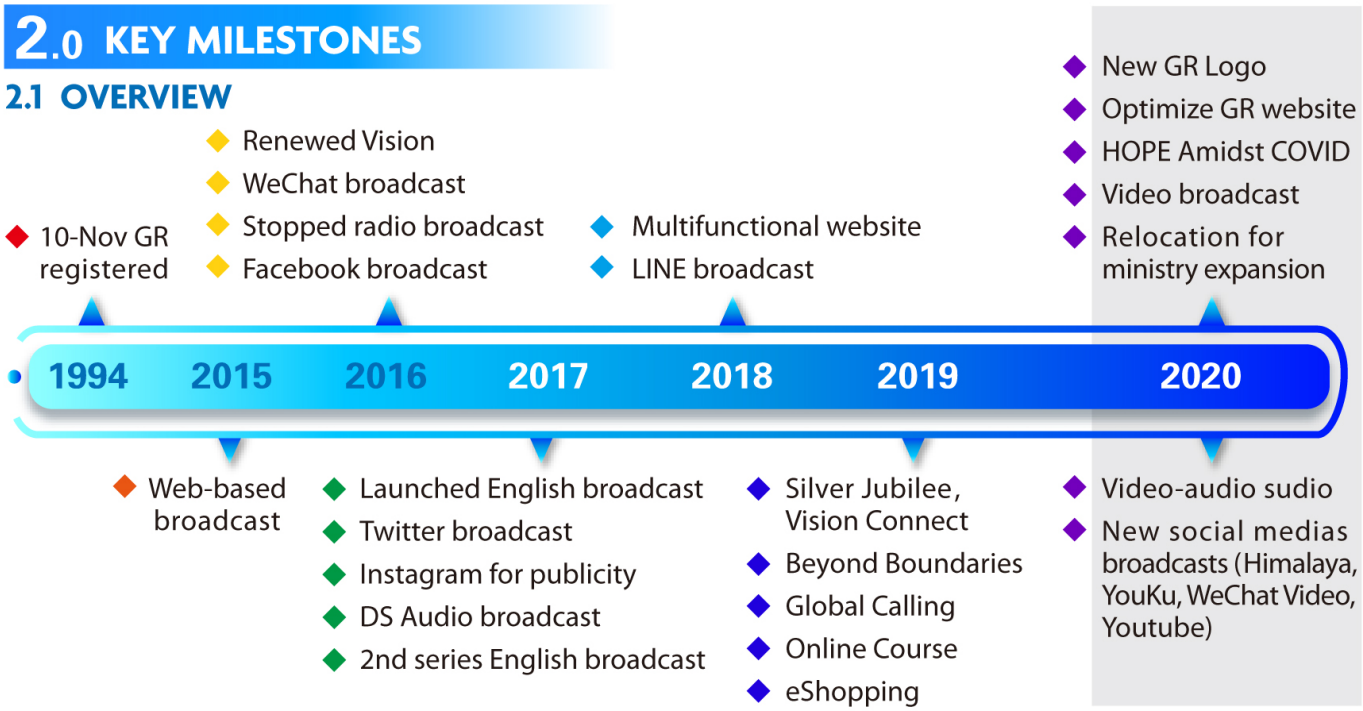
2020 was year full of challenges and crises. Because of a virus invisible to the naked eye, the earth-shaking COVID-19 pandemic was triggered, leading to global public panic, economic recession, wage cuts and unemployment. But in fact, God is actually doing a new thing: He is raising awareness of mankind of how insignificant and helpless we can be, and drawing the world's attention to Him. He is awakening believers to the true meaning of worshipping God and renewing our minds. He brings us up to the clouds and connects everything online and offline. We have indeed entered Industry 4.0 and entered an unprecedented new normal!

As a Christian institution on mission, how is GLOBAL REACHOUT (GR) responding to this era? Firstly, we have innovated our logo, to firmly reflect our conviction of constantly moving towards, being filled with the Holy Spirit, and preaching the Gospel beyond boundaries to the ends of the earth. After 25 years of audio broadcasts, we have eventually kicked off video broadcasts on the Valentine Day in year 2020. In the midst of the COVID-19 outbreak in Wuhan, China, we actively promoted the 'Love Beyond' campaign to raise funds to help people in the affected areas, sent off 125,000 masks to China, Hong Kong and Singapore, and participated in the social care activities organized by Alliances of HOPE Initiative Alliance in Singapore. Responding to the COVID-19, we video-broadcasted 'HOPE Amidst COVID' to bring comfort and hope to those who were suffering during the pandemic. In early August, we moved to a more spacious rented office unit in order to grow our video ministry and to have more connections and fellowship with our global partners. As a result, for the first time, GR has a relatively professional audio cum video studio for ministry use. In addition, we have also launched new broadcasting platforms, including China's Himalaya, Youku and WeChat Video, as well as YouTube which is commonly used overseas. What do we see? The LORD sits enthroned over the flood; the LORD sits enthroned as king forever. (Psalm 29:10).

In 2020, our annual expenditure was SGD 204,675, with receipts of SGD 197,692, and a shortfall of SGD 6,983. This year, our budget forecast is SGD 236,000; in addition to daily production operations, we will explore program production for youth group. We pray that the body of Christ will continually support us in prayer and through regular giving as we require nearly SGD 20,000 per month. We look forward to a long-term partnership with churches in terms of "Kingdom Connection, Resources Integration, Mutual Collaboration". And together, let's respond to the global calling of manifesting "kingdom impact to every sphere of society" by "Proclaiming God's Love, Enlightening One's Life" till the end of the age (Matthew 24: 14). Emmanuel!

2.0 KEY MILESTONES

2.1 OVERVIEW



2.2 NEW GR LOGO

Since 1 July 2020, the newly emerged innovative logo of **GLOBAL REACHOUT** has been officially displayed on our new media platforms. It represents GR's ongoing mission towards being filled with the Holy Spirit (circle in shape), preaching the Gospel beyond boundaries (marine blue in color), to the ends of the earth (global circle).



2.3 OPTIMIZING GR WEBSITE

The GR website (www.global-reachout.org) was further optimised. It is now easier to search through an entire series as well as the latest programs at a glance, pathing way for our video programs to be on board.



2.4 HOPE AMIDST COVID

1. Since the outbreak of Covid-19 in Wuhan, Hubei of China, we have initiated 'Love Beyond' to raise funds and help people in affected areas. We thank God that we collected S$30,000 within a short period of time and after much effort, managed to purchase masks at a reasonable price. We distributed 105,000 masks to Hubei and other parts in China, Hong Kong and Singapore. Thank God for opening doors! Through the coordination of all parties, we managed to send our blessings and showed our love to those in need.
2. From 29 February to 9 March this year, we also launched 'Love Beyond' in Singapore and delivered nearly 20,000 masks to a hospital, partner-churches and seminaries. We also participated in social care activities organised by Alliances of HOPE Initiative Alliance in Singapore.
3. In addition, we produced a series of video programs - 'HOPE Amidst COVID' - in response to the pandemic. There are three objectives : (1) to connect with our partners during this particular time, (2) to guide people to see the Light in the outbreak and (3) to know God and His Word better in difficult times. The series of 20 episodes of Chinese and English videos was officially launched on 17 April 2020.



2.5 NEW VIDEO BROADCAST & SOCIAL MEDIAS

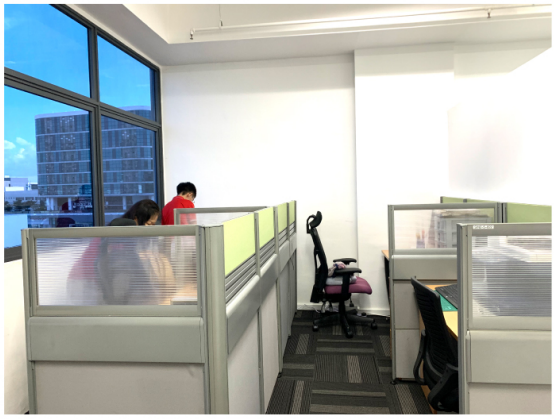


GR kicked off video broadcasts on 14 February 2020, using the "Happy Family" series. Beginning 1 July 2020, we started broadcasting our Chinese programs "Happy Family" and "Sing Together" over the Himalaya Commercial platform in China. Suitable for pre-believers, each program airs two episodes every weekly, while "Sing Together " was removed almost immediately. With no time for disappointment, we rapidly pushed out video programs in Youku in China and YouTube separately on 8th and 17th September 2020.

2.6 RELOCATION

We relocated to the new office in UB ONE since August 2020 for ministry expansion, especially setting up a new studio for video ministry and better connection and fellowship with our global partners. As such, GR eventually had a more professional video cum audio studio for the first time in 26 years. May we have much closer connection and collaboration with churches, organizations and seminaries for God's ministries.

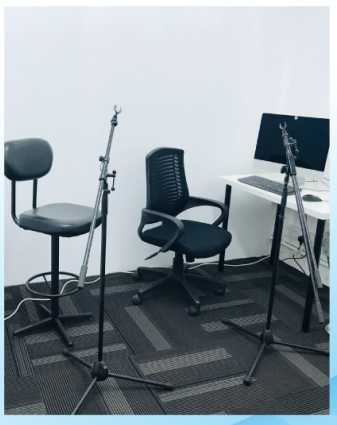










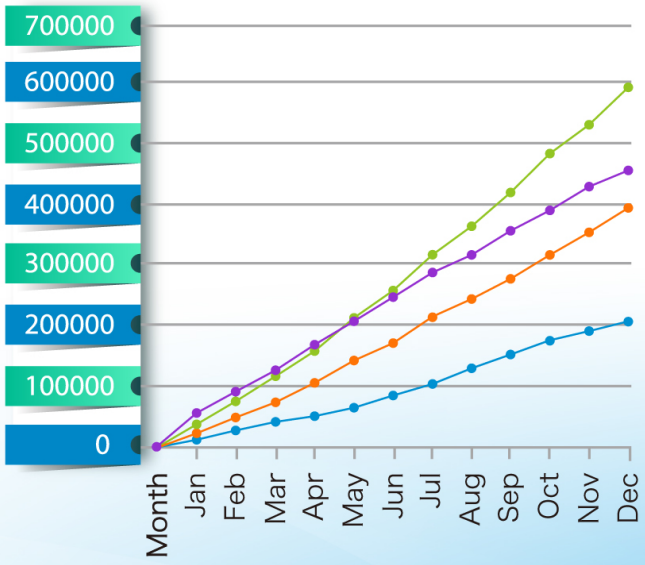


3.0 WEBCASTS

	2020	2021 Plan
Mon	Sing Together	
Tue	Book of Romans	Book of Matthew
Wed	Jesus Speaks; Break the Shackles; No More Tears	Breaking News
Thur	Old Testament Overview; New Testament Overview; Ancient Teachings for Modern Man; The Holy Spirit	The Faith of Contemporary Believers; Jesus & The Boat; TBA
Fri	Happy Family	
	Running with Horses; Sweet Memories, Sweet Success; Walking with Same-Sex Atrracted Friends	Workplace Strategy; No More Tears; Workplace Strategy II
	Kingdom Business Culture	Glorious Workplace

4.0 HIT RATE

	Social Medias	Hit Rate	%
1	WeChat	157,079	34.34%
2	Twitter	129,110	28.23%
3	Facebook	85,639	18.72%
4	Website	63,547	13.89%
5	WeChat Video	17,205	3.76%
6	YouTube	2,746	0.60%
7	Himalaya	1,766	0.39%
8	Youku	270	0.06%
9	LINE	NO DATA	
10	Instagram	NO DATA	
11	DS Audio	NO DATA	
	TOTAL :	457,362	100%



- 2017 (206,858 Hit)
- 2018 (394,242 Hit)
- 2019 (594,236 Hit)
- 2020 (457,362 Hit)

5.0 AUDIENCE FEEDBACK

5.1 CHINESE PROGRAMS

Sing Together



- Thank you for today's good message. Pray that God helps me. Thank you for the prayer; this is how I need to pray. Amen! （Brother Li, 20/1/2020）
- Thank you, brothers and sisters in Christ. Human words are impetuous but only God's Word gives peace. （Esther, 27/2/2020）
- Excellent topic... Extremely encouraging. It's a must to listen to it. Amen. （JK, Malaysia, 11/8/2020）

Happy Family



- The program is great! It's very suitable for leaders, parents & youngsters. The sharing is worth reflecting on. I thank God for using your GR team to bless others. （Pastor Gu, Singapore）
- I am grateful to have listened to 'Lifelong Learning During Critical Moments'. I benefited greatly. （Yue Mei, Malaysia, 19/10/2020）
- Thank you, sisters. for the wonderful sharing. It is indeed beneficial. May God bless your ministry. （Ya Hua, Malaysia, 19/10/2020）

Book of Romans



- I lift up my eyes to the mountains, where does my help come from? Those who fervently trust in Jesus will always have peace. Hallelujah! (Sister Sun, 20/1/2020)
- I like this method of Bible study. Thank the Lord. （Graceful Paul, 30/5/2020）
- I really enjoy this Bible study series. The preaching on human weakness impacted me and touched my heart. The teaching of "justification by faith" over these 10 months has inadvertently become a reminder for me that I should be thankful and humble myself. （Singapore, 5/8/2020）

Jesus Speaks



- One particular episode reminded me to be mindful of my emotions, especially anger. Questions like "How much do you love God?", "How much do you hate anger?" rang a bell. Thank God for a fantastic program! (Sister Xiao Ying, 13/1/2020)
- Thank you Lord for teaching me to pray. May You change my life, release me from all sins and become a person with a forgiving heart. I pray that I'll be a channel and a vessel to spread the grace of God, too. (Brother Li, 26/3/2020)
- I am a person who often worries. I ask for God's help to repent, to release me from the sin of anxiety. Thank you for sharing this. （Brother Li, 9/4/2020）

Break the Shackles



- Praise the Lord for His love and mercy as always to His children who come to seek Him. （J.Kang, Malaysia, 22/4/2020）
- I have just carefully read this article, and I am so moved! It's really the grace of the Lord Jesus that enables us to go through adversity. (Jia Bing, 6/5/2020)

Kingdom Business Culture



- Thank God! I am grateful to have listened to the program on Kingdom Business Culture. （ Villager, 25/3/2020 ）

HOPE Amidst COVID



- This is such a touching video and credit to your effort and time spent. Glory to His Name! （ J. Kang, Malaysia, 17/4/2020 ）
- The message is easy to understand. The subtitle helps a lot. （ KM Boon, Malaysia, 7/5/2020 ）

Glorious Workplace - Ability Enhancement at Workplace



- We should have a good working attitude. Let's learn from Joseph and glorify God in our workplaces. （ XiaoHua, 29/7/2020 ）
- A powerful and excellent message to help build up workplace Christians. It's not only about keeping close to our God, abiding and trusting in Him with all our hearts. It's also about conscientiously practising what His Word teaches while at work. Under His Guidance, we shall surely succeed!! AMEN . （ Justine Kang, Malaysia, 21/8/2020 ）
- Thank you very much for this channel; it has benefited me greatly, especially Friday's sharing about the workplace. Thank you all! （ Emma ）

No More Tears



- Although "No MoreTears" has just aired 2 episodes, I can't imagine how this real-life story will turn out. I will follow this program like how I pursue a TV series. （ Yoke Mui, Malaysia, 4/7/2020 ）
- Through the testimony, I see miracles in the lives of ordinary people. It's so wonderful! I hope GR will share more programs on marriage in future. （ Anonymous, Malaysia, 5/8/2020 ）
- In a marriage with God's leading – the husband and wife with different backgrounds walking faithfully together – there is hope. Without Him, nothing is possible! （ Yuki Yap, Malaysia ）

General



- I thank Global Reachout for bringing programs that help me to clear doubts in my faith. Your daily programs, be it songs, Bible teaching or sharing testimonies, gradually help me much in learning the word of God. Indeed, Jesus Christ is the true and living God. May God greatly bless all your workers as you serve. Amen! （ Erica Boon, Malaysia 6/1/2020 ）
- I am very thankful that I can be part of it. GR programs are very good, and cover a lot of areas in Christian Life. It helps some new Mandarin speaking believers. （ Tammy Lau, Sydney, 16/7/2020 ）

5.2 ENGLISH PROGRAMS

Sweet Memories, Sweet Success



- This is a good book to read with many valuable experiences and stories from people from many countries. It is very motivational and encourages many. (Melchizedek Salem, Malaysia)
- I am greatly inspired by Kate's mother's perseverance in reading the Bible and taking action, trusting the Lord at all times. (Li Li Kuek, Malaysia)
- A life with God walking along the path really inspired me to go on faithfully, regardless of trials and hardship. Thank you for bringing an encouraging life testimony. (YC Wong, Malaysia)

Walking with Same-Sex Attraction Friends



- This topic is hardly discussed in church, but we cannot ignore or avoid it because even even Christians are entrapped in same-sex attraction. (YC, Malaysia)

The Holy Spirit



- What an important and powerful message! The Holy Spirit is given by God. In difficulties, we receive His help. He walks intimately with us in our Christian growth. We hear the voice of the Holy Spirit through prayer, and we are grateful that we are children of God and have His presence all the time. (Justine K, Malaysia, 8/10/2020)

New Testament Overview



- A terrific guide for new believers! (Pat Yap, Malaysia, 10/4/2020)

Running with Horses

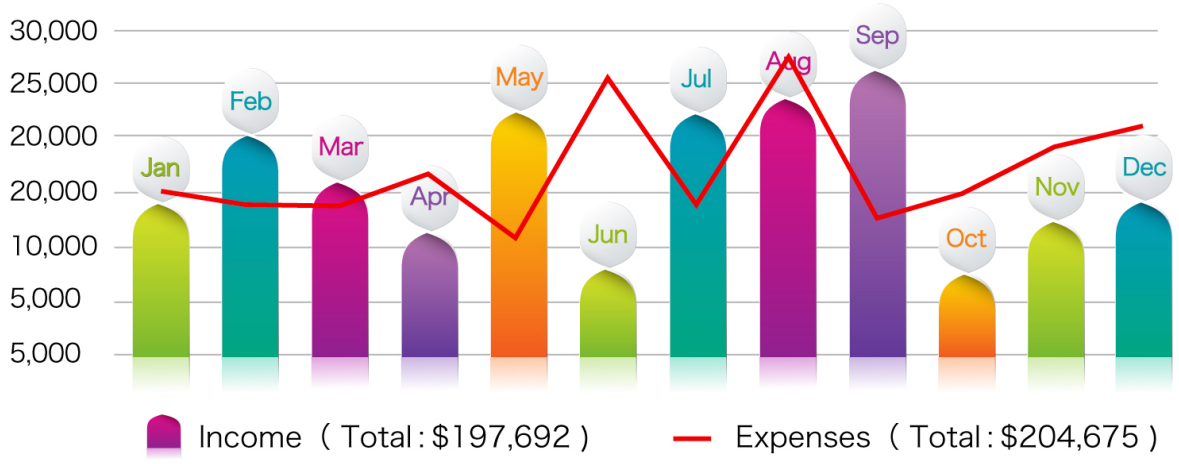


- I really love this series. It has good voice expression and an encouraging tone. (J. Kang, Malaysia, 26/3/2020)

6.0 HUMAN RESOURCES & TALENTS

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

7.0 FINANCES



Financial Report	2020
Income	$197,692
Expenses	$204,675
Deficit	$6,983
Months with Surplus	5
Months with Deficit	7

Income	
Church	50%
Individual	42%
GR team	7%
Others	1%
	100%

Expenses	
Salary & Benefits	40%
Production	23%
Ministry	16%
Others	21%
	100%

8.0 BUDGET 2021

Target	2021
Expenses	$236,000
Breakeven Months	12
Months with Deficit	0



9.0 GR INFORMATION

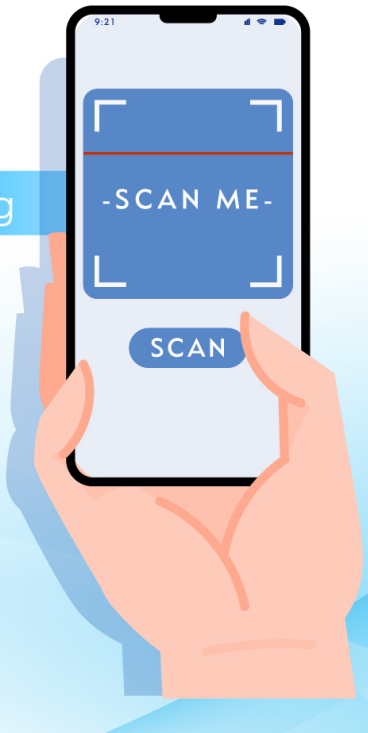
9.1 INTERCESSIONS

GLOBAL REACHOUT shall continue to produce life-impacting programs in both Chinese and English. We are urgently looking for young professional Christians (full-time or part-time co-workers or volunteers) who are familiar with video production, editing, creating and maintaining websites etc. If anyone in your church is/are interested to find out more, please don't hesitate to contact us. Thank you!

9.2 GR INTRO VIDEO (2020 VERSION)



https://www.youtube.com/watch?v=Wrs5q7Wy2fg



9.3 GR THEME SONG – GLOBAL CALLING



https://www.youtube.com/watch?v=q1UcKFgtNzo

9.4 SOCIAL MEDIAS



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

For Singapore Donors

1. **Bank Transfer**
   DBS 047-006763-4
   (Current)
2. **Cheque**
   GLOBAL REACHOUT
3. **Giro**
   Please contact GR
4. **PayNow**
   (UEN S94SS0034F)



For Overseas Donors

1. **WeChat**
2. **Website Donorbox**

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