
GLOBAL REACHOUT
环球传播
2024
Annual Report

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01/ Word of Executive Chairman



2024 has been a special year, as it marks the 30th anniversary of GLOBAL REACHOUT (GR) – and with that, 30 years of experiencing God's abundant grace. From its early days of doing shortwave radio broadcasts (1994–2016) to the Chinese hinterland, GLOBAL REACHOUT has since moved on to reach a global audience with a wide spread of Chinese and English course series across 16 new media platforms, including the publication of e-books and print materials. Indeed, it had been an extraordinary journey of faith and perseverance, marked by challenges and unforgettable milestones. It is indeed a memorable "3G journey" filled with God's Grace, profound Gratitude for all contributors, and the Grit of GR's entire team and board members. These values continue to inspire us to press on amid difficulties and will continue to serve as the cornerstone for sustainable growth alongside the Organization.

Today, we are confronted with three major "WSE" challenges with the rapid advancement of global technology:
1) Workplace — with the issue of Mammon worship;
2) Society — the issue of moral decline; and
3) Environment — the crisis of global warming.

In addition, Christians face three significant "QQI" challenges:
1) Quantity — The slow growth in quantity of disciples;
2) Quality — the insufficient number of truly dedicated disciples committed to fulfilling God's threefold mission; and consequently,
3) Impact — the Christian community's difficulties to bring about the Kingdom's influence in this era.

As emphasized in the "Cape Town Commitment," active engagement with WSE is crucial to the overall mission of the Christian community, as it enables the broad and expeditious dissemination of the gospel. Neglecting the world (including WSE) would mean straying from God's Word and missing the opportunity to bring blessings to the world.

In response to these challenges, and building on the mission and blessings of GR, we are now set to launch the innovative MNC strategy after much prayer and deliberation!

1. Mission-minded

As emphasized in the "Cape Town Commitment," active engagement with WSE is crucial to the overall mission of the Christian community, as it enables the broad and expeditious dissemination of the gospel. Neglecting the world (including WSE) would mean straying from God's Word and missing the opportunity to bring blessings to the world.
In response to these challenges, and building on the mission and blessings of GR, we are now set to launch the innovative MNC strategy after much prayer and deliberation!

2. Needed Areas

In terms of course development, we will focus on creating content that is both profound and inspiring, guiding disciples to turn their hearts toward our triune God. Our goal is to nurture Spirit-filled, mission-driven, Christ-centered Christian soldiers who are committed to living out God's threefold mission—stewardship, relationships, and proclamation—anytime and anywhere, thereby exerting a greater Kingdom influence in the world.

At the community level, we will pay special attention to the needs of Millennials and Generation Z in both family and workplace contexts, particularly those within the 18 to 43 age bracket.

3. Collaboration

GR will continue collaborating with global mission organizations and speakers to produce professional, in-depth series of courses and programs. Simultaneously, we will broaden Kingdom partnerships by working with churches on programmes and course development. This COD collaboration will yield significant "Triple-Win" benefits:
Churches — Churches will have more opportunities to serve.
Organization — GR will gain enhanced access to talent and collaborative resources.
Disciples — Discipleship will be strengthened and expedited, empowering the community of believers to create a profound impact across various sectors of society.

Dr. Michael Oh, President of the Lausanne Movement, pointed out at the 4th Lausanne Seoul Congress 2024: "The obstacle for today's church is not 'I don't like you,' but 'I don't need you.'" My call to all churches, organizations, and brothers and sisters is this: the Kingdom ministry of GLOBAL REACHOUT needs you! It is our honour to call on individuals, churches and organizations (see 8.4 Kingdom Partnership), to join us in the development of our courses, including writing, translation, video production, AI, media platform management, administration, and monetary contributions. Let us work in tandem, united in effort, to expand the influence of the Kingdom in this VUCA (Volatile, Uncertain, Complex, Ambiguous) world! Let us finish well!

"In the last days, the mountain of the LORD's temple will be established as the highest of the mountains; it will be exalted above the hills, and people will stream to it."
(Micah 4:1)

02/ Key Milestones

1994-2024

1994
GR Established 10-Nov

2015
Website broadcast

2016
- Vision renewed
- WeChat & FB broadcasts launched
- Radio broadcast discontinued

2017
- Twitter, DS Audio & Instagram broadcasts
- Two streams of English broadcasts weekly

2018
- Multifunctional website launched
- LINE broadcast launched

2019
- GR25 celebrations
- Webcast eShop setup

2020
- Love Beyond movement during COVID
- Studio installed, video broadcast launched
- Himalaya, YouTube, Youku & WeChat-Video broadcasts

2021
- Launched four WeChat & WeiBo (AiChaoYue & Xing ZhuoYue) broadcasts
- eBook eShop
- Song eCards & USBs eShop

2022
- Contemporary Esther-featured broadcasts
- Transformed systematic course broadcasts
- Launched APP（Apple & Android）

2023
- Launched XingFeiYue Youth broadcast
- Launched TikTok (China & Globe) broadcasts
- Published Marketplace Discipleship courses (12 copies)

2024
- Launched Family Discipleship Broadcasts
- GR30 Celebrations
- Published Family and Marketplace courses (24 copies)

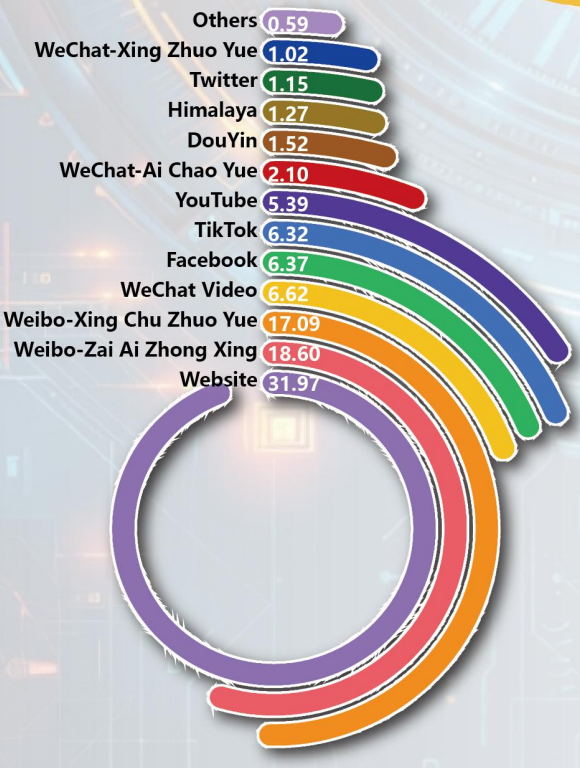
03/ Impactful iPods

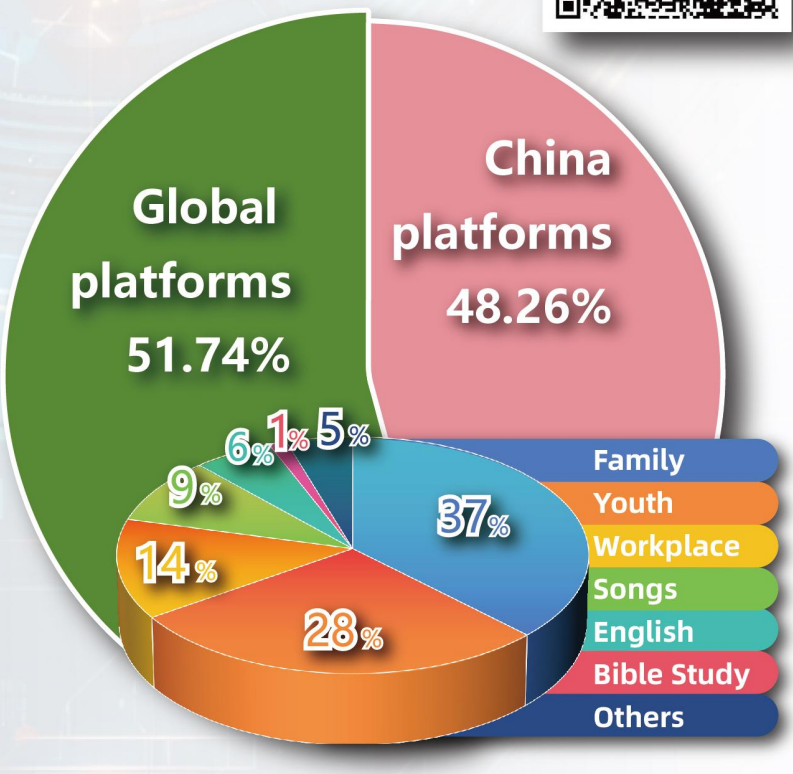
3.1 Broadcast Schedules

Weekly	2024 Broadcast	2025 Plan	2025 Category
Monday	A Team in Harmony My Work Career and Vocation	Sanctify the workplace Career change in three steps	Workplace protégé
Tuesday	A New Life in Christ/Applying Word@ Work Marriage donuts/The Mystery of Marriage Passing on Faith Starts with Family Blessing the Family with the Bible	Applying Word@ Work	Workplace Spirituality
Wednesday	Sing Together A Biblical Response to Practical Issues in Life Candle in the Dark Transforming Your Family Light in Marketplace	Sing Together Light in Marketplace Recipe for a Cohesive Team Free Yourself from Mental Shackles The Secret to a Blissful Marriage (1)	Other kinds
Thursday	Self-help psychology Inside and Outside the Stronghold Wise Guidance for Youths	Wise Guidance for Youths The ups and downs of old age Marriage Defense Rebuilding families in times of change	Home loosening Family discipleship
Friday	Great Tips from Workplace Coaches Motivation at the Workplace Young and Sharp!-2 A Vibrant Life-1 A Vibrant Life-2	Melody of Youth: Dreams and Growth (1) Melody of Youth: Dreams and Growth (2)	Youth loosening soil

3.2 iPods Database

3.3 Hit Rates





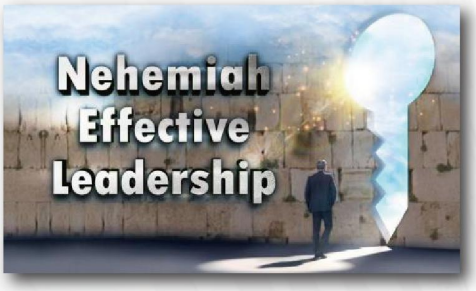
04/ Audience Feedback

Workplace Transformation Series



Workplace Habits Springing From The Heart

Motivation from without can only sustain progress for just that long. Seeking the proficiency of the driver from within and connecting work to create societal value to benefit our fellowmen would empower us to continue moving ahead and find life with its meaning in full. (Brother Wang, China, 28/03/2024)



Nehemiah Effective Leadership

I love how the content has been represented. I'm a Sudanese from Nuba Mountain region. I have a vision in my heart since some years back concerning our country Sudan. Since I grew up in Sudan, I saw Sudan was in the WAR AND INTERNAL CONFLICTS within itself because of the ideology against other religious beliefs e.g Christianity. Therefore, I'm taking this responsibility of learning Godfearing Leadership, so that I can teach this values, if possible. (Jaden Natambi Jaru Mondo, Sudan, 15/02/2024)



Great Tips from Workplace Coaches

Thank you for sharing. Indeed, our church leaders would soon find themselves overwhelmed by problems if they were to solely focus on such. Conversely, the entire team would be able to make healthy progress only when efforts are channeled to delve into the true motives and yearnings of one's inner self through the process of "self-coaching".
(Caleb, China, 05/02/2024)



A Team in Harmony

Eternal success can only be found in Christ as we see the workplace going through multifarious changes as Time marches on. This is because it is the Truth that sets us free as it strengthens our efforts to influence and bless others.
(Caleb, China, 08/03/2024)



Motivation at the Workplace

The best solution for someone who comes across a problem is not to tell them what to do, but to ask good questions that allow them to discover their true needs through their responses.
(Caleb, China, 09/04/2024)



Applying Word@ Work

The programme begins with a presentation featuring vivid scenes from the Bible before offering a fresh perspective through interpretations and reflections on the scriptures from two angles: the workplace and the biblical lens. I look forward to completing the entire Bible as I believe that this will help me reflect more deeply on my perception of the meaning, approach and attitude towards my work. (Sister Yang, China, 10/05/2024)



Workplace Communications Made Easy

4D Analysis is a great tool for improving time management skills and I have benefitted greatly through its use.
(Caleb, China, 12 Jul 2024)



My Work Career and Vocation

We often find it difficult to distinguish between the importance of work, career and mission. This program helped us learn some useful methods and understand the different meanings of these three aspects. We will recommend this program to our friends around us!
(Sister Xing, China, 05/12/2024)

Pre-evangelism Series



Sing Together

I am very grateful for this production by our co-workers. I will share it and pray that the Lord uses it mightily!
(Sister Wang, 12/07/2024)



Hot Topic, Cool Talk

Rather than fingering the biblical scriptures, those who stop at highlighting issues without offering solutions should be held responsible for the negative emotions evoked within the audience.
(Ah Bai, 18/07/2024)

Bible Devotion Series



Gospel of Matthews

I am truly comforted. With Our God in total control, evil forces will succumb to the good ones. Hallelujah! Inasmuch as Lord Jesus has overcome the world, God's people, too, will rely upon Jesus and walk in His footsteps, do likewise, counter evil with good and become part of His Holy Kingdom.
(Ben Ma, 01/2024)



A New Life in Christ

More in-depth learning about our faith, knowing Him better as we achieve a clearer identity of ourselves together with our roles and duties in Christ --- all of these are raised up in well-planned steps along the way. Such seamless continuity works wonders to build upon what I have acquired on knowing our Lord, Faith and His Blessings in past episodes!
(Sister Yang, Singapore, 02/03/2024)

Family Building Series



Blessing the Family with the Bible

I am very interested in this course on blessing the family with the Bible!
(Carrie Kang, 04/10/2024)



Inside and Outside the Stronghold

The speaker's message was convincing! True happiness, both within the wall and beyond, cannot be found without the assurance of "being loved" in Christianity.
(Sis Luo, China, 08/06/2024)



Passing on Faith Starts with Family

First, pray for your own spiritual life, repent and ask for the cleansing power of Jesus' blood. Secondly, pray for your family, especially for the passing on of faith to the next generation. Thirdly, pray for the revival of the church, and ask the Lord to revive His works.
(Pastor He Youcai, Singapore, 23/07/2024)



Wise Guidance for Youths

Thank you for this episode! As a parent of a teenager myself, I know there are indeed many sensitive issues to be mindful of. As parents, we need to be considerate of our children's feelings in what we say, for fear of endless nagging leading up to negative consequences. No parent should miss this episode 07, and we should learn from it with a humble heart.
(Brother He, China, 08/09/2024)



The Mystery of Marriage

From the programme, I learned that our marriage should honour God! Very useful, thank you!
(Xinyi, China, 06/12/2024)



Marriage donuts

The programme tells us that if we want our marriage to be fulfilling and sweet like a 'doughnut', we must understand that marriage is the centre of family life, and God is the centre of marriage. Let's learn this programme together!
(Sister Fang, China, 06/12/2024)



Self-help psychology

From this programme, you will learn psychological skills that are effective in improving interpersonal relationships! I recommend everyone to give it a try!
(Fangyuan, China, 06/12/2024)

Youth Care Series



Young and Sharp!-1

A man with the world at heart will not focus his sights solely on his little turf, but on whether this work carries with it meaning worthy of eternity.
(Caleb, China, 10/05/2024)



Young and Sharp!-2

This is a video treat for everyone and it reminds me of the Chinese saying, "a gentleman does not stand under a dangerous wall". We need to take precautions and prevent problems before they arise. Yes, at times we can be too careless in our youthful exuberance.
(Bro He, Wuhan, 12/07/ 2024)



A Vibrant Life-1

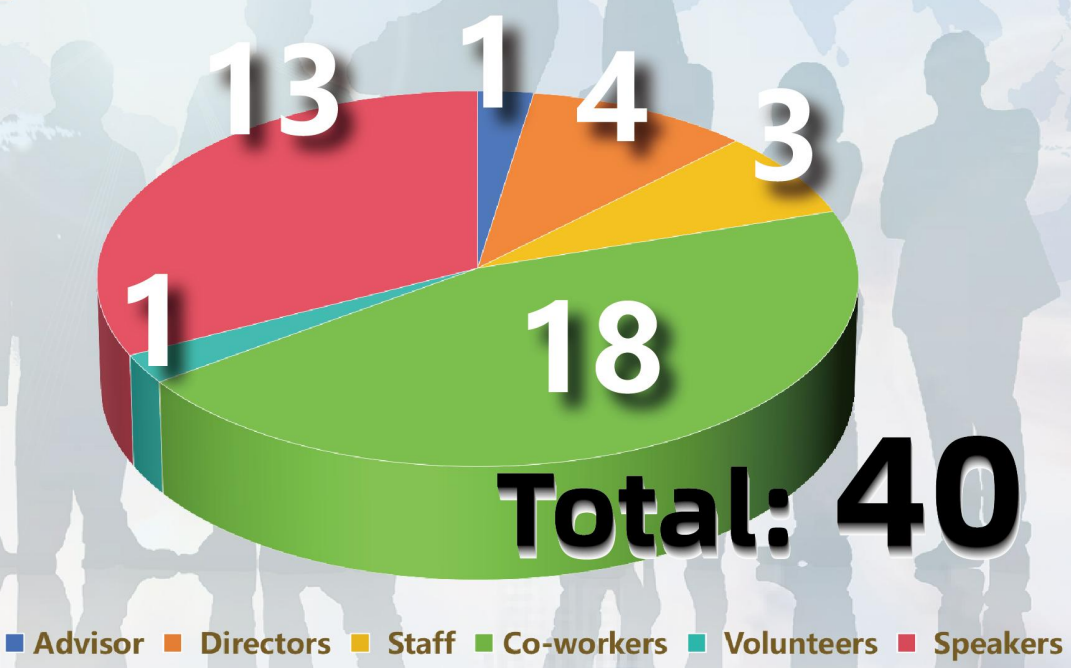
This video has given me new insights into what we often see as time fragments in the busyness of our daily grind. We can use that time to complete simple tasks first, before focusing on those that require deeper thinking. Thank you for this bountiful harvest, indeed!
(He Zhi, China,26/07/2024)



A Vibrant Life-2

It was mentioned in one episode that everyone will have to face the loss of loved ones eventually. Indeed, we also need to take up the responsibility of caring for our family members as time moves on. Hence, we need to adjust our inner selves and transform our love for them into courage to face the challenges during our lives in such poignant.
(Xinyi, China, 09/09/2024)

05/ Human Resources and Talents



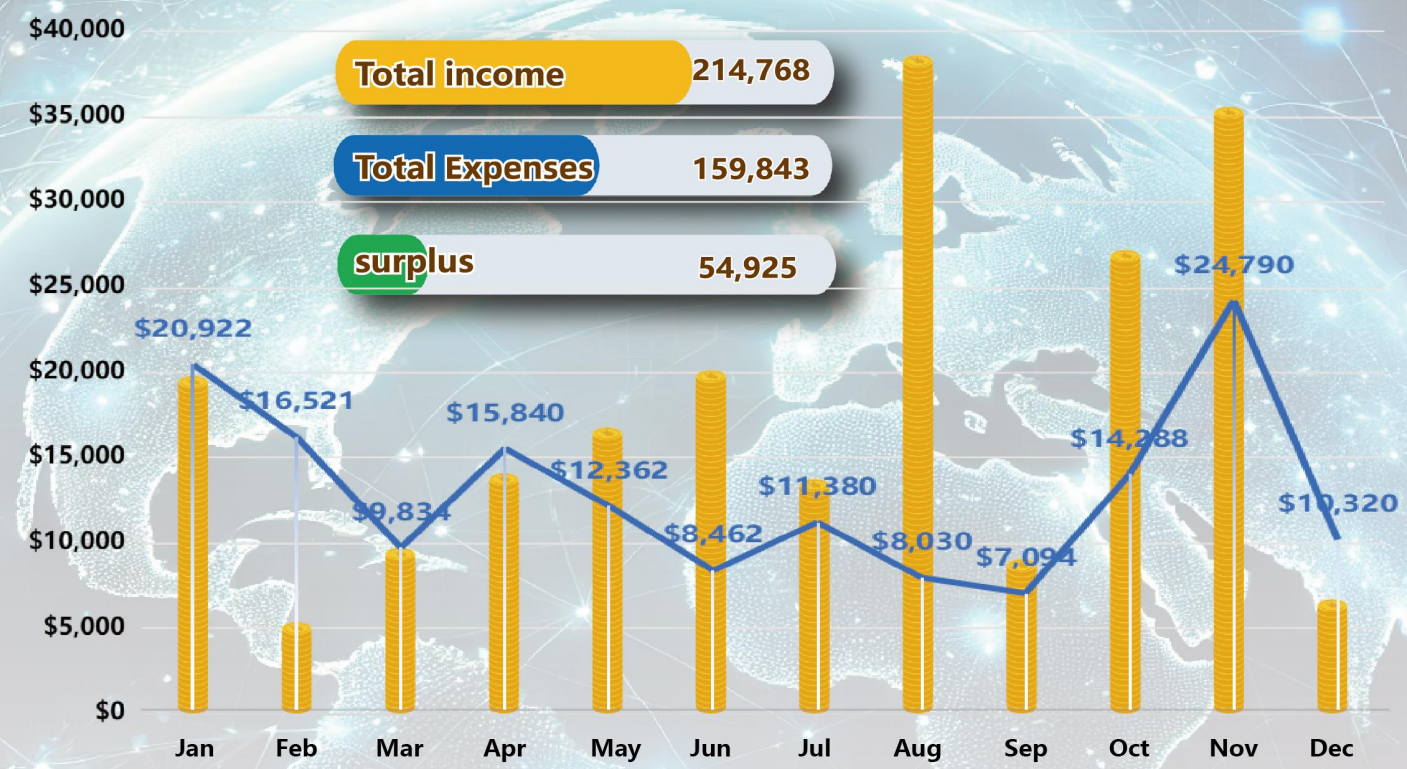
06/ Board Movements

Board of Directors	1) Dr Michelle LIEW (Chairman) 2) Patrick FOO (Treasurer) 3) LIU Wei (Secretary) 4) Louis GOH
Board Meetings	1) 22-23 January 2024 (2-days) / 8:00 pm - 11:00 pm 2) 18 April 2024 / 8:00 pm - 10:00 pm 3) 27 August 2024 / 8:00 pm to 10:30 pm 4) 28 November 2024 / 8:00 - 10:30 pm
Meeting Attendance	1) Dr Michelle LIEW - 5/5 2) Patrick FOO - 5/5 3) Louis GOH - 5/5 4) LIU Wei - 3/5 5) CHU Chung Yan - 2/5 (Accounting) 6) XIAO Rong - 5/5 (Productions) 7) WANG Zhiqiang - 4/5 (IT & Design)
Declaration	All Board members are on pro-bono basis
Departing Directors: 31 Dec 2024	1) Dr Michelle LIEW 2) Patrick FOO 3) LIU Wei 4) Louis GOH
New Board effective: 01 Jan 2025	1) Dr Michelle LIEW 2) Charles CHEN Siyang 3) Joni BOH Chk Jiah 4) Francis NGOI Chong Ling 5) ZHAO Jinwei 6) XUE Xiaqiang 7) LIN Xia

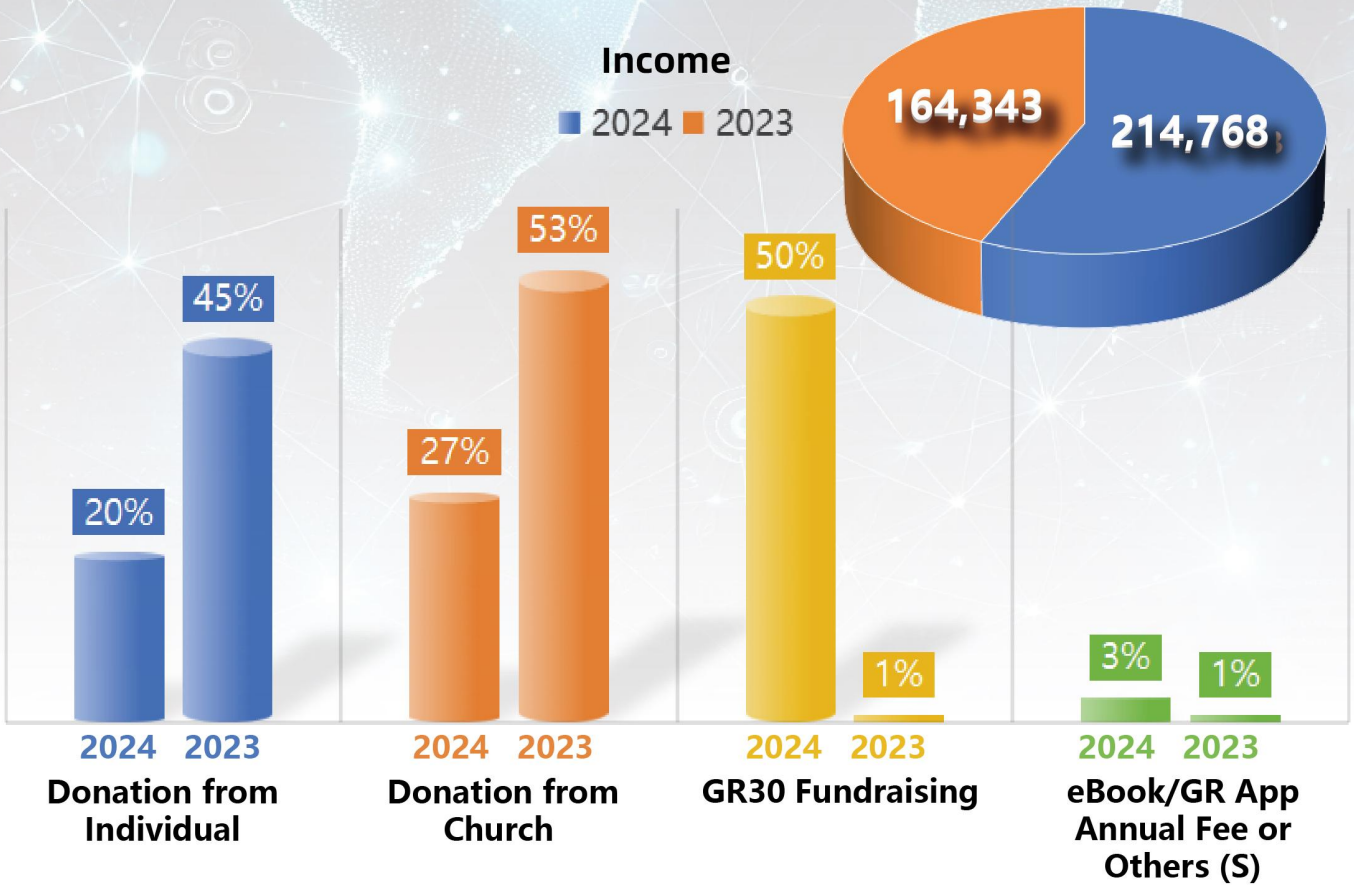
07/ Finances and Budget

7.1 Financial Summary 2024

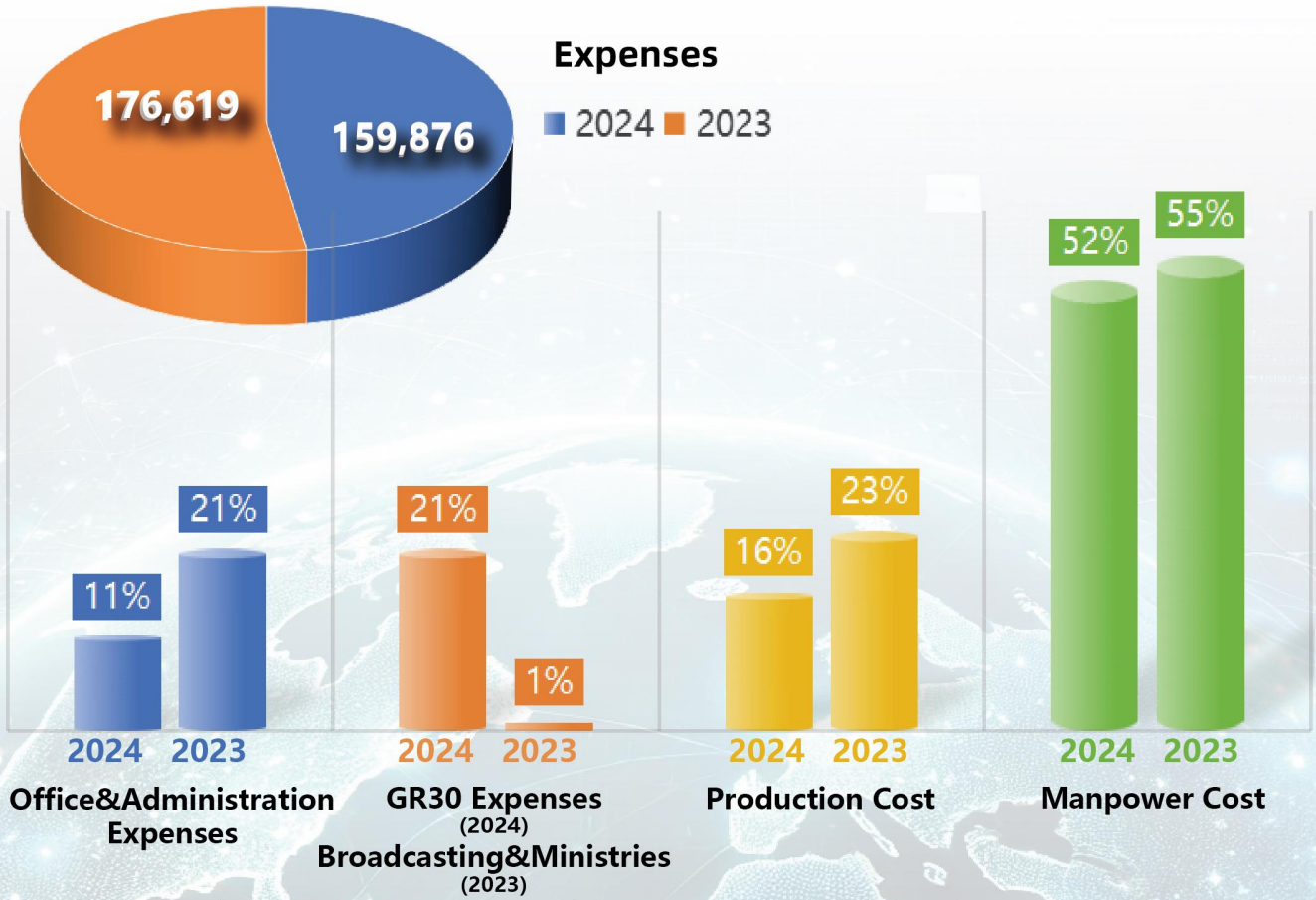
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Income	$19,675	$5,187	$9,591	$13,893	$16,473	$19,953	$13,455	$38,455	$8,995	$27,196	$35,289	$6,606
Expenses	$20,922	$16,521	$9,834	$15,840	$12,362	$8,462	$11,380	$8,030	$7,094	$14,288	$24,790	$10,320
Surplus / Deficit	$1,247	$11,334	$243	$1,947	$4,111	$11,491	$2,075	$30	$1,901	$12,908	$10,499	$-3,714



7.2 2023 vs 2024 Incomes



7.3 2023 vs 2024 Expenditure



* Manpower Cost includes both production staff cost and support coworker cost.

7.4 2024 Financial Summary

1. FY2024 total income amounts to S$214,768元（2023: S$164,343），an increase of 50% in 2024. FY2024 total expenditure is S$159,843元（2023: S$176,619），a decrease of 9.5% in 2024.（Refer to 7.2 & 7.3 for details.）

2. For Financial Year 2024, GR spent SGD108,693 (68%) in producing 525 programs (video & audio) and 24 e-books that benefited our audience world-wide.

3. All our Board Directors are on pro-bono basis, while none of our paid staff receives more than $100,000 each in annual remuneration.

4. For Financial Year 2024, GR had a surplus of $54,897, mainly from fundraising through GR 30th anniversary celebration. We pray for more pledged donations and partnership with churches. These will help increase our sustainable development.

7.5 Budget 2025



08/ Kingdom Connect

8.1 Kingdom Connect



18-02-2024 GR CNY Fellowship Dinner



19-02-2024 Fellowshiping with Rev Dr Kenneth Goh, Cornerstone Baptist Church



20-02-2024 Visit Bethesda Bedok-Tampinese Church, Pastor Ng Hua Ken,Preacher Zhu Tingting,Preacher Zhang Chuanfang



21-02-2024 blissful fellowship with Rev Chong Soo Fah of Abundant Grace Presbyterian Church



22-02-2024 Blissful fellowship with Rev Isaac Teng and Bro. Leong Peng Kiong of Queenstown Baptist Church



09-05-2024 Blissful kingdom connection, mission discussion and prayer with Rev Dr Jacob Hwang of Providence Presbyterian Church



10-05-2024 Blissful kingdom connection and fellowship with Rev Peter Lin and Mrs Michelle Lin of Baptist Theological Seminary



15-05-2024 Blissful kingdom connection and fellowship with Rev Dr Gregory Goh, President of Methodist Church Chinese Annual Conference and Dr Stanley Ling, SIMEA & GR Advisor



10-05-2024 Blissful kingdom connection and mission discussion with Rev Nathaniel Chew of Hakka Methodist Church

14-05-2024 Blissful kingdom connection, fellowship and prayer with a house church of City Mission Church



16-05-2024 Blissful kingdom connection and fellowship with Rev Dr Niam Kai Huey, Rev Chua Ooi Siah and Rev Wu Xiao Ning from three Methodist Chinese Churches



16-11-2024 Singapore Baptist Convention's 50th golden anniversary



23-05-2024 Fellowship with Rev Dr Richard Loh, Senior Pastor of Eternal Life Baptist Church



30-07-2024 Fellowship with Bro. Francis Ngoi, the chairman of Training Department of AMK Methodist Church



13-10-2024 GR Chairmen preached at the True Grace Presbyterian Church on The Integrated Mandates of Soldiers of God



23-08-2024 Fellowship with Rev Benny Ho, Senior pastor of Faith Community Church in Perth Australia and Ps Elaine Kwok of Singapore Queenstown Baptist Church



11-12-2024 On behalf of GR, Ms. Lo Yueqiu, a staff member of Global Communications, presented a certificate of honor to Ms. Yuen Feng Chu, Chairman of Singapore Soaring Counselling Service Centre

8.2 GR30 Blessing Video

8.3 GR30 Theme Song Video - 门徒精兵

8.4 Call for Kingdom Partnership

8.5 GR30 Banquet

























09/ Our Mission Partners



10/ GR INFORMATION

10.1 Broadcast Media









10.2 Freewill Offering Modes

UNE NO.
S94SS0034F
PayNow
Bank Account:
DBS Current a/c
047-006763-4

GLOBAL REACHOUT

SCAN TO PAY

Cheque:
GLOBAL REACHOUT

GIRO:
请联系同工

Singapore

WeChat QR Code

China

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

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

Other Countries

10.3 Contact Us

(65) 8788 5189

knowHIM@global-reachout.org

环球传播 Course series

超·越 Family

行·卓越 Workplace

爱与行 Family·Workplace

心·飞跃 Teenagers