

# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



**Thanks to our many partners, volunteers, team members,  
Advisory Board and our Board of Directors for making 2017  
a year of significant growth!**

## ***Director***

Stephen M. Coats

## ***Board of Directors***

Darrel Kauffman - Chairman of the Board

Ken Keisling – Board Member

Eric Sholander – Board Member

Phil Saksa – Board Member

## ***Team Members***

Danny Dyess – International Media Specialist



# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## THE BIG PICTURE

### VISION

A world with access to the stories of the Bible for everyone!

### MISSION

SABEEL MEDIA inspires and enables Christians and Muslims to bridge cultural differences by creating and distributing high quality, multilingual, artistic products promoting God's Word in culturally relevant forms.

### PURPOSE

To produce and distribute high quality materials of spiritual, moral, cultural, and ethical value in various languages.

We create original, spiritual, culturally relevant, compelling media programs, digitally distributing them all FREE to our international audiences around the globe, utilizing the power of mobile phones and the Internet.

***We believe in capturing the exceptional artistic nature of the scriptures in all our media content creations.***



# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## OUR MOTIVATION

### Isaiah 55:10-11

As the rain and the snow come down from heaven, and do not return to it without watering the earth and making it bud and flourish, so that it yields seed for the sower and bread for the eater, so is **MY WORD** that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it.



Seed



Purpose  
Growth  
Health



Bread

# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## OUR DISTINCTIVES

- Putting God first
- Serving all
- Beautiful quality content
- Timeless Stories
- Keep it simple
- Maintaining Biblical accuracy
- Engaging creative artists
- Powerful cultural forms
- People before products
- Chronological approach
- Accessible language
- Training others for a sustainable future



- Humility
- Building bridges of peace
- Transforming lives
- Pioneering new media
- Existing social networks
- The Scriptures are for everyone

# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## COMMUNITY ENGAGEMENT

# #RefugeeExperience

The  
**Yemeni  
American**  
NEWS

اليمني الأمريكي



**We have a value for COLLABORATION and PARTNERSHIP that comes from our heart to provide SERVICE to ALL.** The Lord Jesus the Messiah told us to SERVE everyone and we pray that through our humble service we may somehow transform lives, promote reconciliation and alleviate suffering.

We are continually asking the question, ***“How can we provide something of lasting value to our community?”*** This is beginning to happen through numerous video stories produced with the Yemeni American News, the Arab American National Museum, the International Institute of Metro Detroit and the Social Services for the Arab Community in Toledo Ohio. All of these projects aim to **EDUCATE** our community and promote other worthy causes that need skilled media assistance.



# 2017 Annual Report

Celebrating 10 years of service!

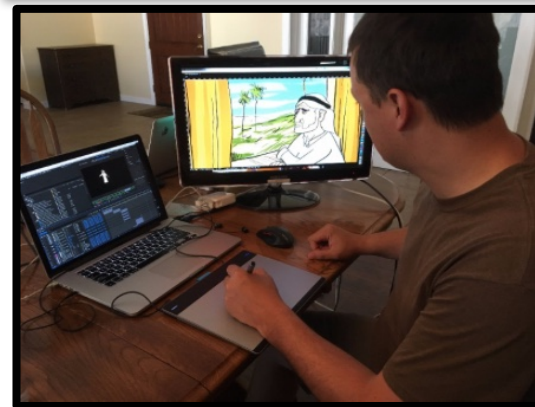
P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## OTHER PROJECTS

- Public Events (Film Screenings, Storying)
- Audio Dramas (Stories of the Prophets)
- Dramatic Short Films (Narrative)
- Poetry (Audio and Video)
- Music Videos
- Documentaries

### 5<sup>th</sup> Annual Summer Animation Project



THE LOST SON

<http://www.sabeelmedia.org/animation>



**GIVEAWAY 4GB USB DRIVES**



**Arab American  
National Museum**

# 2017 Annual Report

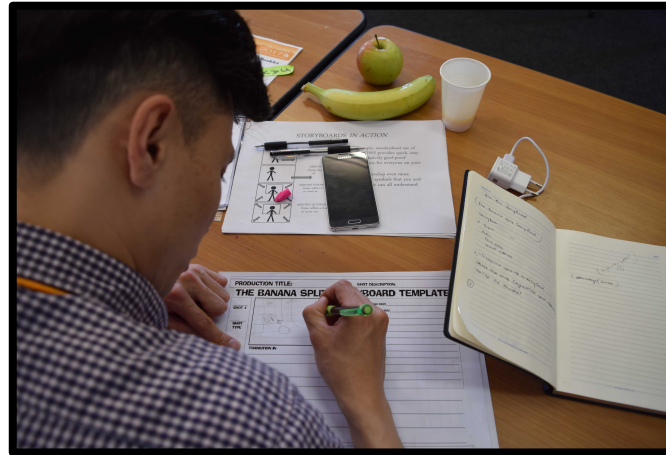
## Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



### TRENDS

- Mobile devices are king!
- Shorter content more likely to be internalized (90 second rule)
- Partnership on the rise!
- Viral uncontrollable distribution
- More demand for training and passing on of skills to a new generation
- “Heart language” is changing, it does not simply mean a specific dialect anymore



### INTERNATIONAL MEDIA TRAINING

Our training and consulting focus continued in 2017 at the **International Media Consultation**. We were asked to repeat our 4-day training on **STORYBOARDING FOR VIDEO, DOCUMENTARIES, AND ANIMATION**. We also hosted an exhibition table at the 4-day consultation portion of the event. ***This was our 7<sup>th</sup> year of involvement in a row!***

# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## PARTNER DEVELOPMENT

### WE DO A LOT WITH A LITTLE!

Looking at our 990-EZ you will notice a continued decrease in support and project funding. Our goal for 2018 is to raise up **10 additional monthly donors** that believe in our important work!

To see previous year's annual reports you can find them on our website here...

<http://www.sabeelmedia.org/about>

To make a contribution to our vision go to...

<http://www.sabeelmedia.org/donate>

See our full non-profit profile on GuideStar here...

<http://www.guidestar.org/profile/20-5606777>

## DISTRIBUTION HIGHLIGHTS

Total Audience

Engagements rose in 2017 over three fold, from 5.3

Million to **16.6 Million**

**with a monthly average of 1.38 Million**

**engagements!** This year we utilized more aggressive Facebook ad campaigns.



An **"AUDIENCE ENGAGEMENT"** is when a person(s) interacts through a video view, repost, page view, audio listen, stream, download, click, comment, like, open or share on any piece of our digital media content.





# Soundbites

## 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



### IMPACT

"I showed the Noah Egyptian video to a couple of Syrian men this past week and they understood it all very clearly. Both of them thought it would have been better in "standard" Arabic. Both said it was too short to develop much interest for them. They thought a more detailed, lengthier film might have done that. Their initial response was that it was good quality. **Ron C - Jacksonville Florida**  
(Edited)

**Ed Z - Megavoice**

"The quality of the presentation in Baghdadi is very good." *Stories of the Prophets*

"Thank you for your help, your Knowledge, the videos and everything else. I just watched, the Story of Mohammad" on your channel, really emotional!"

**Samuel R - German Student**

**Rihab B - Arabic Translator**

"They are both beautiful emotional stories especially the Shushana story."  
#RefugeeExperience

# 2017 Annual Report

## Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



### IMPACT



**Social Services for the Arab Community (SSFAC)** shared your post.

8 mins •

SSFAC is very proud of our client "Abou Mohammed" who is featured in this article.

Not only are we proud of Abou Mohammed's quick transition to self-sufficiency, we are proud that he, despite his disability, still volunteers to help other refugees in Greater Toledo!

#refugees  
#syrianrefugees  
#toledo

We also wrote an article based on our interview that was published in the ***Yemeni American Newspaper***

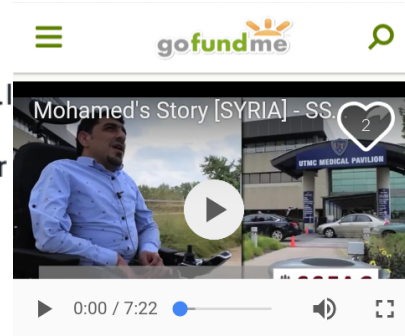


**Shane Lakatos**

2 hrs • GoFundMe •

A lot of Americans are questioning helping Syrian refugees. Here is a story of someone I know personally, & how he is helping others in the Greater Toledo community. Coming from so little, & giving back so much... ask you to listen & give. If you can not give, please share this campaign so others can hear & give. Thank you!

The SSFAC used the video clip we produced to raise money for a van for Mohamed to drive and serve other refugees!



More IMPACT stories available upon request

[info@sabeelmedia.com](mailto:info@sabeelmedia.com)



Arab American  
National Museum

## 2017 Annual Report

Celebrating 10 years of service!



P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716

DATE 1/9/2018

Sabeel Media  
P.O. Box 393  
Dearborn, MI 48121

Dear Stephen Coats and Sabeel Media Board of Directors,

On behalf of the Arab American National Museum (AANM), I would like to sincerely thank Sabeel Media for partnering with us not only by producing a short video that went with our film screening on the lives of young refugees, but also by being a promotional partner on several events, including film screenings and storytelling programs. We highly appreciate the skilled media support and dedication coming from Sabeel Media in participating on these projects. Without the essential support of Sabeel Media, our events would not have been nearly as successful. It has been a pleasure working alongside Sabeel Media and I look forward to continuing a strong partnership in the future.

The impact of the short film and promotional support has been extremely strong! The short film that was created helped to not only further the message of the film, but also the mission of the event as a whole. The short film made a huge impact on our audience and it helped further the work of AANM and Sabeel Media. The short film also gave additional voices and unique stories to help aide the feature film. It brought diversity, unique stories, and local community members to the front of the discussion and showcased their personal experiences. It is always wonderful when you can tie in and bring attention to the local community. The additional promotional/partner support from Sabeel Media on other events was extraordinary. Not only did Sabeel Media help promote our events through e-mail and social media, but they brought folks to the event, helped with hospitality/food for the event, and were completely and totally invested in the program!

We thank you for your excellence and professionalism, and look forward to working with you on additional successful projects in the future.

Best Regards,

DAVID A. SERIO

### IMPACT



Our Facebook page reached **8,000+** page likes!

YouTube surpassed **700 subscribers** and went over **800,000 video views!**



# 2017 Annual Report

Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



## KEY QUESTIONS TO CONSIDER

- How do we measure our impact? Going from scattering and planting seeds, to growing plants.
- How do we secure the resources we need for future projects?
- How do we develop the personnel we need to fulfill our vision?
- How do we address the felt needs of our audiences through content creation?





# 2017 Annual Report

## Celebrating 10 years of service!

P.O. Box 393, Dearborn, MI USA 48121 – 313.445.7716



### ***THE NEXT 10 YEARS!***

As we continue to scatter good seeds far and wide we need to adjust and increase our focus on seeing those seeds watered, healthy, growing and thriving.

Some indicators we can look to measure growth will be...

- 1- Deeper long term partnerships with the organizations we are already working with.
- 2- Growing reputation and relationships in our community.
- 3- Repeat users and sharers of our programs. Using them in small group discussion settings.
- 4- A larger group of volunteers and team members working alongside us.
- 5- More people trained to create their own content that aligns with our guiding principles.

