



# **SAT-7**

# **ANNUAL**

# **REPORT**

**2025**



# CONTENTS

- 03 FROM OUR PRESIDENT
- 04 VIEWER ENGAGEMENT IN 2025
- 05 SAT-7'S PLANS FOR 2026
- 06 STRATEGY AND PRIORITY AUDIENCES
- 08 SUPPORTING THE CHURCH IN NORTH AFRICA
- 10 A REVIEW OF 2025
- CHANNELS AND DIGITAL MEDIA**
- 18 PERSIAN WORLD
- 20 TURKISH WORLD
- 22 ADULTS IN THE ARAB WORLD
- 24 CHILDREN IN THE ARAB WORLD
- 26 SAT-7 PLUS AND SOCIAL MEDIA
- 28 VIEWER SUPPORT
- 30 2025 FEATURED PARTNER PROJECTS
- 32 PARTNER SPOTLIGHT
- 33 SAT-7 PARTNERS
- 34 SAT-7 INCOME AND EXPENSES FOR 2025
- 36 2026 BUDGET
- 38 SAT-7'S INTERNATIONAL COUNCIL

## SAT-7'S VISION

To see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community, and contributing to the good of society and culture.

## OUR MISSION

To provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative, and educational television and digital media services.

Cover: A father embraces his daughter in a SAT-7 TÜRK video filmed to mark the 1,700th anniversary of the Council of Nicaea

Unless otherwise stated, all viewer names in this report have been changed to protect identities and all viewer images are for illustrative purposes only.



# MAKING CHRIST KNOWN

Have you ever wondered what happens when faithful prayers and generous support reach places where hope feels out of reach? Across the Middle East and North Africa, millions of people continue to face conflict, uncertainty, poverty, and persecution. Yet because of partners like you, the light of Christ is still reaching hearts that might otherwise never encounter the Gospel.

It is our joy to share SAT-7's Annual Report for 2025 – a reflection not simply of a year's work, but of the difference your partnership is making in millions of lives. Through your prayers and generosity, SAT-7 has continued to broadcast hope, encouragement, and biblical truth across a region where many people have no safe space to explore faith or ask spiritual questions.

This past year brought deep challenges. Wars in the Holy Land, war and domestic tensions in Iran, and ongoing hardship across the region left many feeling fearful and uncertain about the future. Yet even amid devastation, God opened doors. Viewers found comfort in Scripture, discovered their identity in Christ, and experienced spiritual community through SAT-7's programs and digital platforms – often in isolation, but never alone.

In 2025, SAT-7 also marked meaningful milestones that remind us why this ministry exists. The global Church commemorated 1,700 years since the Council of Nicaea, whose declaration of faith continues to guide SAT-7's mission today: making Jesus Christ known where He is least understood. During our Partnership Gathering in Istanbul, near the historic city of Nicaea, ministry leaders celebrated this shared foundation while

looking ahead to new opportunities to serve viewers across the region. We also celebrated 30 years since SAT-7's founding vision, when churches, agencies, and faithful believers committed to bringing Christian satellite television to the Middle East and North Africa. Today, that vision continues through satellite broadcasts, digital media, and partnerships that help viewers grow in faith and serve their communities in Christ's name.

As you read this report, you will see stories of people encountering hope, discovering faith, and becoming witnesses of God's love in their own societies. These stories are possible because you chose to be part of God's work. Thank you. We are deeply grateful for your partnership. Your generosity prompts us to demonstrate biblical stewardship.

As SAT-7 begins a new three-year strategy in 2026 and prepares to celebrate 30 years since our first broadcast, conflict still touches many parts of the region. Please join us in thanking God for all He has done and in praying that, together, we will continue shining the light of Christ into places longing for peace and hope.



So His Kingdom Comes,  
John Cerniglia  
SAT-7 USA President



# VIEWER ENGAGEMENT IN 2025

In 2025, SAT-7 has continued to see high levels of viewer engagement on our various media platforms, as our audience has connected enthusiastically with our dedicated Viewer Support Teams in response to our programs, projects, and campaigns. These statistics for the year testify to the impact of our content.



**26,200,000**  
YouTube video views



**75,100**  
conversations



**14,700,000**  
Facebook interactions

**8,100**  
downloads of the  
SAT-7 PLUS app



**3,900,000**  
Instagram interactions



**20,700**  
viewers offered  
spiritual support



# SAT-7'S PLANS FOR 2026

In 2025, SAT-7 finalized our strategy for the next three-year period (2026–28). Our operational goals for 2026 focus on the outworking of this in several key areas of our ministry. Some examples are outlined here.



## DEVELOPING CONTENT

SAT-7 will develop new high-quality and creative content for our designated priority audiences to achieve the outcomes of our strategic priorities.

In particular, programs will address the misconceptions that many in the MENA region have about the Christian faith, using non-technical language and sharing more stories from people on the ground. Others will focus on issues of public theology, such as those relating to justice, and on working collaboratively with the region's diverse churches.



## MEASURING IMPACT

SAT-7 has created an Impact Strategy Model considering the main problems our ministry exists to address and the changes that we want to

promote. In 2026, we will be refining this in light of a pilot project that is measuring our current impact on our priority audiences. We will also undertake more specific research projects during the year to increase our understanding of how these changes happen and what makes SAT-7 effective, and to assist us in focusing our work for the rest of this time period.



## EXPANDING SAT-7 PLUS

SAT-7 will invest substantially in our video-on-demand and livestreaming service, SAT-7 PLUS. We plan to

increase installations of the app and social media engagement, implement a feedback system to improve the user experience, and expand the library of educational and informative content. A major new development will be a vibrant and interactive section for children, promoting both entertainment and education, and making the platform a valuable resource for children and their parents.



## INTEGRATING PROGRAMMING

SAT-7's channels will embed social media and Viewer Support into every area of program

development and execution, from initial brainstorming to final evaluation. This will facilitate stronger interaction between their various teams, cultivate a consistent digital presence, and ensure a unified viewer experience across all platforms. Filming for all the platforms will be done at the same time.

Please turn the page for more information about SAT-7's strategy for 2026–28.

# 06 SAT-7'S STRATEGY AND PRIORITY AUDIENCES



In 2025, SAT-7 finalized our new strategy for the next three-year period. This document is a compass that sets a general direction of travel for SAT-7's ministry, which will guide all our key decisions throughout 2026–28. It unifies our operations around a set of core principles, from which more specific goals will be developed. A summary of the strategy can be found [here](#).

SAT-7's strategic aspiration in this period is to make as great an impact as possible on four specified priority audiences:



**NOT-YET BELIEVERS**



**NEW BELIEVERS**



**CHILDREN  
(UP TO AGE 16)**



**YOUNG PEOPLE  
(UP TO AGE 25)**

We intend that this should influence all our major choices regarding content, platforms, and production. This focus does not represent a narrowing down of our intended audience; SAT-7 is still seeking to reach everyone everywhere in the MENA. But we are committing to provide additional content for these four audiences and to give them precedence when making choices about the allocation of resources. Here is why – and how – we will prioritize each of them.

## NOT-YET BELIEVERS

In the New Testament, the churches are called to share the Gospel with people who are not yet Christians and to love and do good to them. But in most places in the MENA, the Christian population is small and Freedom of Religion or Belief severely limited. The authorities may restrict Christian witness, discourage the distribution of Christian resources, and censor Christian media. Many people struggle to engage with the Gospel or the churches in the face of social hostility and widespread misconceptions.

SAT-7 is therefore committed to supporting local Christians in their holistic mission to not-yet believers, by bringing the Gospel directly into people's homes in their own languages, providing a platform for believers to share their faith, and encouraging the churches to promote the welfare of others.

## NEW BELIEVERS

New believers are encouraged in the New Testament to submit to God's reign and to understand and obey the teaching of the Lord, so that they may grow to maturity in Christ. Yet the MENA churches' discipling of new Christians is often impeded by a lack of trained leadership and reliable resources. New believers may have no church to attend or anyone to answer their questions, and so they are unable to learn even the basics of the Christian faith and how to live it out in challenging contexts.

Therefore SAT-7 prioritizes the task of helping the churches enable new believers to live and grow as disciples of Christ and overcome the various obstacles that they face, through the support of their local and global Christian family.

## CHILDREN (UP TO 16)

Many children in the MENA are greatly undervalued. Not only are they disproportionately affected by conflict, poverty, and displacement; they are also liable to forced labor and abuse at

home. The region's many natural disasters have long-term consequences for the rising generation and their hopes, while hostility and restrictions limit the freedom of Christian children to practise their faith. Yet in the New Testament, children are highly valued in the Kingdom of God, and those who welcome children in Jesus' name are said to welcome Him and the God who sent Him (Mark 9:37).

SAT-7 therefore affirms the God-given value of children in the MENA by introducing them to the Gospel of Christ, providing them with a safe space to grow in Him, and supporting their physical, mental, and social well-being.

## YOUNG PEOPLE (UP TO 25)

The instability and restrictions in the MENA are especially harmful to young people. They have limited educational opportunities; youth unemployment and disillusionment are pervasive; and economic disadvantages leave them vulnerable to hopelessness and radicalization. Limitations on young women are particularly severe. Young people who follow Jesus, especially those from another faith background, are pressured to compromise their commitment. But the New Testament testifies to the strength and vision of younger Christians, who should be respected and encouraged to become mature in Christ.

Therefore, SAT-7 helps young people in the MENA to lay foundations for a life of discipleship, provides them with opportunities to share their questions and opinions, supports their holistic well-being, and renews their hope by encouraging them to become changemakers in their communities and wider societies.

We believe these audiences face the greatest obstacles to hearing and living out the Gospel, and we are committed to directing our content and resources to meet their specific needs and strengthen the Church's ministry to them.

# SUPPORTING THE CHURCH IN NORTH AFRICA

**“My wish is to enter a church, to pour out my heart to the Lord... to be free from the past and start a new life.”**

This message from Fadya, a woman from Algeria, was received in one of 9,000 conversations between SAT-7 and our viewers in North Africa in 2025.

Increasing viewer responses, especially from Algeria and Morocco, indicate a real hunger in the region for Christian content and connection, particularly among the Amazigh community, who are indigenous to North Africa.

The Church there is small, but believers have a vibrant faith. They meet mostly in

house churches and often spend several days together for worship and fellowship. But North African Christians also face significant pressures and community hostility. In Algeria, all but one of the country's Protestant churches have been closed by the authorities since 2017.

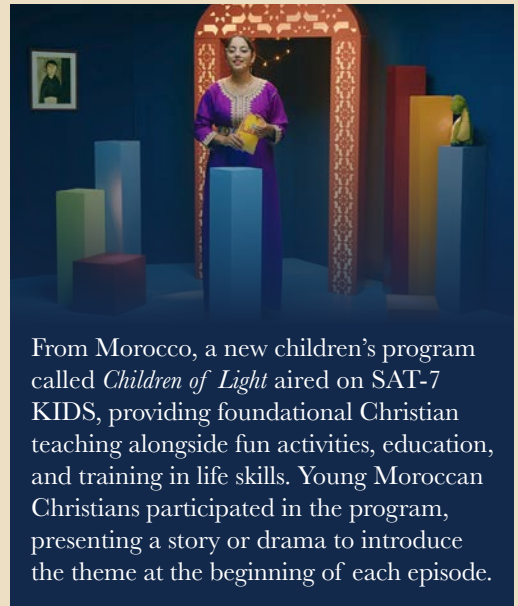
In response to both the needs and the challenges in the region, SAT-7 has been stepping up support for the Church in North Africa in 2025, expanding productions and equipping local program-makers.

## EXPANDING PRODUCTIONS

In March, a new program called *Evening Gatherings*, filmed in Tunisia, aired on SAT-7 ARABIC every evening during the 30-day Islamic month of Ramadan. Inspired by the ideas and input of local believers, and featuring Tunisians, Moroccans, and Algerians, the program highlighted the unity of the North African Church. It was filmed in a traditional living-room setting and featured indigenous worship, testimonies, prayers and biblical discussions.

**“People are more open spiritually during this period, so it was a good opportunity to show what Christians believe and how they worship.”**

- Andrew Gamal, SAT-7's North Africa Projects Manager



From Morocco, a new children's program called *Children of Light* aired on SAT-7 KIDS, providing foundational Christian teaching alongside fun activities, education, and training in life skills. Young Moroccan Christians participated in the program, presenting a story or drama to introduce the theme at the beginning of each episode.



Filming a Christmas series in Tunisia, featuring three women's journeys to faith



SAT-7 training for program-makers in North Africa

For North African women, a new program in the Tamazight language is addressing the challenges and restrictions they face living in conservative societies. Produced in Morocco, *The Woman* shares the message of Jesus, emphasizing women's worth and freedom in Him.

Other new programs for 2025 included *The Word of Life* and *Reflections on Christian Heritage* from Tunisia and *The Path of Life* from Morocco, while *Home Church* continued to support Algerian Christians meeting in house-church gatherings.

### EQUIPPING LOCAL PROGRAM-MAKERS

As well as producing a variety of new programs with North African partners, SAT-7 has been training and equipping local believers in making their own productions. In October, senior SAT-7 ARABIC staff traveled to Agadir and Tunis to conduct two in-person media training programs with 17 participants in each location from Morocco, Tunisia, Algeria, and Libya. Many shared how watching SAT-7 had been a key part of their own journey to faith.

Rami Al-Halaseh, Arabic Channels Executive Director, Andrew Gamal, North Africa Projects Manager, Maroun Bou Rached, Lebanon Studio Executive Director, and Nancy Awny, Arabic Channels Digital Manager, led the sessions, covering different

aspects of production including filming, audio, lighting, mobile editing, and digital storytelling.

The training started to bear fruit immediately as participants put themselves forward to contribute to upcoming productions as well as create short videos for digital platforms. Two development groups were established, with follow-up activities including monthly group meetings and one-on-one mentoring for some participants.

"I was deeply moved to visit and hear real-life stories, testimonies of faith, and divine interventions," Rami said. "It was humbling to fellowship with our North African brothers and sisters and witness their hunger and thirst to make God's love visible in their own communities and culture through media. Our calling is to help advance their testimony and impact."

**"I first heard about Jesus through SAT-7. For a full year, SAT-7 was my only discipleship source – my church on screen – before I knew another believer. Now I want to create content to reach others the way SAT-7 reached me."**

**Tunisian participant in SAT-7 production**

# 10 A REVIEW OF 2025

## JANUARY

### Multi-language project gains strong response

Over several months, three of SAT-7's channels begin airing new programs as part of a new multi-language project for 2025, *Reconnecting the MENA to Hope*, run in partnership with Lutheran Hour Ministries (LHM).

The initiative is designed to engage viewers from across the MENA with the Bible's core teachings and encourage their growth in faith and hope. Each program is supported by topical resources from LHM that help people follow Jesus in their specific context.



SAT-7 ARABIC launches *Heartbeat*, a podcast covering the essential doctrines of the Christian faith. SAT-7 TÜRK's discussion series, *Let's Talk about This*, helps viewers build resilient faith. And SAT-7 PARS produces *GPS*, a practical discipleship program addressing pressing issues in everyday life. The content of each show is carefully tailored to the channel's unique audience, language, and culture. The programs receive high levels of engagement and encouraging feedback from viewers across the region.

## FEBRUARY

### Back to the earthquake zone

Two years after the earthquake that devastated a large swath of south-eastern Türkiye, a team from SAT-7 TÜRK revisit the affected zone. They conduct interviews with various Christian leaders and aid organizations and discover that churches are still working hard to meet the needs of their members and neighbors.

Can Teymur from St. George's Church in Alexandretta says, "We still have people who are struggling who are living in tents, prefabricated houses, and trailer homes. We are doing what we can, trying to deliver help to those in need." And Elmas Akin of Antioch Messianic Church describes the impact of their counseling ministry: "One person said, 'When I come here, I can breathe. Everywhere else drains my energy, but here I'm filled.'"

# MARCH

## Christian unity in North Africa

To celebrate Christian fellowship in North Africa, SAT-7 ARABIC airs a devotional program called *Evening Gatherings*. Filmed in Tunisia with segments from Algeria and Morocco, the program is a beautiful display of unity among believers, who encourage each other with testimonies, prayers, worship, and Bible discussions. The program features different North African languages to make it accessible for people across the region.



# APRIL

## Celebrating the resurrection

As the Eastern and Western Churches both mark Easter on April 20, SAT-7 PARS produces a special program that witnesses to the unity of all Christians through their faith in the risen Christ.

The one-hour documentary features the different Easter observances of young Iranian Christians in Cyprus, where one of the channel's studios is located. By showcasing diverse churches united in a common celebration, it invites viewers to see how the resurrection of Jesus breaks down barriers between people.

As Sudan mourns two years of destructive civil war, SAT-7 ARABIC provides spiritual encouragement through a short series made by Sudanese Christians called *Light of The Resurrection*, featuring teaching, and worship. And across the network, Easter services and concerts, discussion programs and a children's drama help viewers celebrate the certainty of the resurrection and its power to transform lives today.



## MAY



### Helping children apply the Bible

SAT-7 KIDS launches a new live program, *In His Image*, which provides a safe and fun-filled experience for young viewers to learn lessons from Scripture and grow in faith. It helps them apply ancient truths to their everyday lives in the modern world.

The show uses Bible stories, sketches, and call-in quizzes to engage children's interest and participation. In each episode the presenters also share stories from their own experience to explain the topic. They receive over 100 calls a week, with some viewers calling multiple times in their eagerness to get through! Those who answer questions correctly have their names written on the studio board, and gifts are sent to five winners.

## JUNE

### Supporting viewers in times of crisis

As Iran is hit by a wave of air strikes, SAT-7 PARS supports distressed viewers in various ways. One special episode of *Mirror* allows people to share their thoughts and prayers.

"We truly appreciate your connection with us and are grateful for it," one viewer says on air. "I'm really worried for my fellow Iranians and for my children... even inside our own home, we don't feel secure. Pray for our people."

As the bombing of Iran draws to a close, news breaks of a devastating attack on a church in Damascus, Syria. SAT-7 ARABIC calls Christians across the MENA to come together for an evening of prayer and worship. The program, titled *Our Hope is You*, is broadcast live from a beautiful open-air stage beside SAT-7's Beirut studio.

Rami Al-Halaseh, SAT-7 Arabic Channels Executive Director, says, "We are entrusted with very powerful resources and platforms that reach millions across the region with the message of faith, hope, and the love of God. In such hard times, it is our calling to intensify this message."



## Helping young women “tell their own stories”

The *Gender Equality and FoRB* project holds a media workshop for ten young women, including two refugees, ages 18–23, giving them the opportunity to learn about filmmaking. As well as learning about the technical aspects of production, the participants are encouraged to think critically and tell stories about topics that people do not generally talk about.

“The main purpose was to get young women to tell their own stories and to find their voice, talk about the issues they had, and develop their minds to think critically,” says project lead Maggie Morgan.

One of the young women, whose film highlights the family pressure on the eldest sister to be the first to marry, says, “When I found someone to listen to me, who accepted my thoughts without judgement, I felt that I could raise my voice and be heard.”

## Addressing evil and suffering

The harsh realities of poverty, persecution, and conflict – an especially pertinent issue in Iran as the threat of war looms – are causing many people in the Persian World to ask difficult questions about evil and suffering. *Is It God’s Fault?* is launched in response. Its presenters guide viewers towards Jesus Christ, who Himself was “a man of suffering, and familiar with pain” (Isaiah 53:3b).

Nazanin Ashari, programming manager for SAT-7 PARS, says, “Viewers asked us, ‘Why doesn’t God stop the oppression?’ and ‘Why do innocent people suffer?’ Through honest discussions, teaching, and prayers, we wanted to help them see that God is not the author of evil; He is the healer of broken hearts.”



# JULY

## Helping children apply the Bible

A team from SAT-7 KIDS visits a school for refugee children in Lebanon’s Bekaa Valley to promote mental health awareness and online safety and to highlight the positive content available on the channel. This is one of a series of similar events.

Led by SAT-7 ARABIC’s Public Engagement Manager, Juliana Sfeir, the team takes part in a camp for 110 children ages six to 14 built around the theme “Inside Out,” which explores the mental and emotional afflictions that burden and hinder people.

A drama and a song by Juliana about opening up to God is performed by the team. They also lead the children in games and activities and in moving times of prayer.

# AUGUST

## Responding to Lebanon tensions

SAT-7's Lebanon studio opens its doors for a special screening of the SAT-7 KIDS film *Adonai*, giving children from local churches an enjoyable and memorable red-carpet experience with members of the cast. They also watch exclusive behind-the-scenes content and are introduced to SAT-7 KIDS' other programming. The event opens up opportunities for deeper conversations, inspired by the themes explored in *Adonai*.



# SEPTEMBER

## Gathering round the *Campfire*

SAT-7 TÜRK's exciting new youth program *Campfire* is launched. This nature-based discussion series tackles difficult questions about Christianity, culture, and identity in a relaxed and intimate setting around a campfire. Viewer numbers are encouraging, with the four most-watched episodes of *Campfire* on YouTube viewed nearly 600,000 times by the end of the year.



## Second award for SAT-7 film

*Perhaps God Sees Me* (SAT-7 film) wins the Jewel Award for best drama at the CEVMA (Christian European Visual Media Association) awards. Made as part of the *Youth for an Enabling Society* (YES) project, the film tells the powerful story of a young woman who is contemplating suicide but finds renewed hope and self-worth as opportunities arise to help others.



## Grant for innovative social media project

Pioneering SAT-7 PARS social media program *Church4Afghanistan* – which uses virtual production technology to create a “vision of a thriving Afghan Church” – is chosen by Missio Nexus to receive a grant from its highly selective 2025 Innovation Fund. The program, which features Bible teaching, worship music, times of prayer, and topical discussions, is a lifeline for Afghan Christians who cannot safely gather in person.



## Prayers for Holy Land peace

On Sunday, September 21, SAT-7 joins Christian organizations and churches across the world in prayer for the Holy Land, calling viewers and supporters to stand in solidarity with its suffering people.

As the two-year anniversary of the war approaches, SAT-7 prays for an end to the conflict, for peace and justice for all the people of the Holy Land, and for children and families whose lives have been devastated. We share prayers across our channels and social media platforms to engage others in intercession. We also remember the continuing wars in Sudan and Yemen, where millions are suffering away from the attention of mainstream media headlines.

# OCTOBER

## Affirming the creation mandate

SAT-7 joins the MENA churches in celebrating the “Season of Creation” month. A talk show on SAT-7 ARABIC features theologians and church leaders who explain that the mandate for creation care comes primarily from God; it is not dependent on trends in society. Highlighting environmental issues is important in a region where extreme temperatures, water shortages, and bad air pollution are commonplace.

# NOVEMBER

## Commemorating Nicaea in Türkiye

In the 1,700th year since the Council of Nicaea (modern Iznik in Türkiye), SAT-7 gathers for its biennial Partnership Gathering in the nearby city of Istanbul. Council and Board members, partners, and supporters meet with staff across three days to engage with and be inspired by SAT-7’s ministry and commemorate the 30-year anniversary of our founding meeting. Among many highlights is the opening contribution of the keynote speaker, Dr. Allen Yeh, Dean and VP of Academic Affairs at International Theological Seminary near Los Angeles in California, USA. He explains how and why the Nicene Creed still matters 1,700 years after the Council and then participates in a panel discussion.

Moving updates are received on SAT-7’s expanding work in North Africa, where we are training and partnering with local producers to make Christian programs tailored to their context (see pages 8–9). The channels and studios provide in-person and video presentations of their work, while the team from SAT-7 TÜRK also hosts a screening of their award-winning feature film *Yakamoz*. And guests even have the opportunity to appear on a virtual set!





## Highlighting enduring faith during the Pope's visit to the region

SAT-7 CEO Rita El-Mounayer and SAT-7 Lebanon Executive Director Maroun Bou Rached accompany Pope Leo XIV on his first official foreign visit, traveling to Türkiye and Lebanon as Vatican-accredited media.

They share daily updates that tell of hope, endurance, and witness of Christian communities within an area served daily by SAT-7, while SAT-7 TÜRK and SAT-7 ARABIC cover events from the ground.

Highlights of the visit from November 27 to December 2, include a prayer service in Iznik near the archaeological remains of the Basilica of Saint

Neophytos, marking 1,700 years since the Council of Nicaea. In Lebanon, there is a poignant commemoration of the 2020 Beirut port explosion that claimed over 200 lives and left thousands injured. Youth voices are also brought to the forefront. Ahead of the Pope's meeting with young people in Bkerké, SAT-7 ARABIC's *You Are Not Alone* speaks with organizer Dalia Abboud, who describes the theme "Blessed are the peacemakers" as "a call to positive action, a call to begin with ourselves and truly become makers of peace."

# DECEMBER

## Celebrating Christmas on SAT-7

SAT-7's channels collaborate on the virtual production of a music video featuring the carol "Angels we have heard on high." SAT-7 PARS also uses green-screen technology for their documentary examining the roots of Christianity in the Persian World and how Christmas is celebrated there today.


SAT-7 KIDS screens special episodes of the flagship program *Jesus is Our Strength*. A new drama, *Christmas Night with Friends in the Neighborhood*, teaches young viewers how Christmas is about the presence of Jesus in our hearts.

SAT-7 ARABIC broadcasts a special Christmas episode of *You Are Not Alone* featuring children from Gaza who have lost family members or suffered injuries in the war. And SAT-7 TÜRK presents the story of Jesus' coming through children's expressions of love, comfort, and reconciliation.


# MINISTRY IN THE PERSIAN WORLD

Many Persian-speaking believers long to worship openly in their homes, local churches, and wider communities, but instead have to practice their faith in secret. In 2025, SAT-7 PARS created several new programs to resource isolated Christian families.


## PHYSICAL AND SPIRITUAL SUSTENANCE

 *Baking with Sahar* marks an exciting new chapter for SAT-7 PARS, as it is the channel's first program filmed on location in Iran for many years. But this return to the heart of the Persian-speaking world must be handled carefully, and especially at a time when persecution of Christians and other minorities is intensifying.


The 52-episode baking program exists for the benefit of Iranian society at large by helping families under financial strain create healthy treats at home. Sahar, the program's presenter, teaches viewers how to bake delicious pastries with simple ingredients without over-spending. The program's engaging visuals and easy-to-follow guides make *Baking with Sahar* perfect for digital viewing and social media engagement.

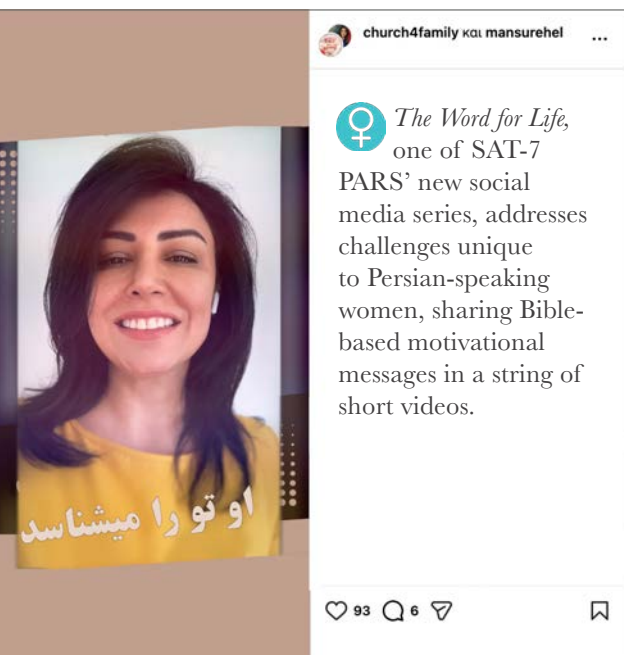
 *Joyful Kitchen*, produced in SAT-7's Istanbul studio and released this September, is another life-giving cooking program with a unique twist. Co-hosted by a child and a chef, *Joyful Kitchen* encourages cooperation and communication among family members, demonstrating healthy relationships as well as healthy recipes.

*Joyful Kitchen's* entertaining 15-minute episodes are great for Persian mothers – whose role in the family home is celebrated throughout the series – and their children, who will learn how to cook and help out around the house.

 *Spiritual Mouthfuls – Dari*, which was produced in late 2025, is equally nourishing, but primarily to the soul rather than the body. Hosted by Jan Tuner, Miragha Sediqi, and experienced SAT-7 presenter Noorullah Noor, each episode shares a Bible passage and a reflection to help Afghan believers, not-yet believers, and even skeptics take a look at the world through the eyes of Jesus. Filmed and produced in cooperation with Media Mission the Messengers (aka Sansa) in Finland, *Spiritual Mouthfuls'* ten-minute episodes are highly accessible.

## TOUGH TIMES

 SAT-7 PARS is especially eager to make God's love visible to viewers who are going through tough times. The new program *Love and Respect*, which was filmed in the US and released in April, helps families impacted by conflict or divorce take steps towards hope and wholeness. Informed by counseling sessions with Iranians in the diaspora and in the MENA, the program responds to their needs with a blend of life-giving theology





Preparing food and building relationships in *Joyful Kitchen*



Healthy and cost-effective treats from *Baking with Sahar*



*Spiritual Mouthfuls* provides Bible reflections for Afghan viewers



Discussing spiritual disciplines on *Transformation*

and cutting-edge psychology. Wisdom shared by presenter Dr. Ashkan Amlashi is professional, caring, and, above all, biblical.

“Thank God for this very useful program, which is very necessary in Iranian society,” said a viewer on YouTube. “I’m hoping to see future programs on similar topics.”

*Is it God’s Fault?* speaks to those who, in the face of global injustice and personal tragedy, have found themselves blaming God. This talk show, which started broadcasting on social media and SAT-7 PLUS at the beginning of the summer, tackles difficult questions such as “Why does God allow evil?” and “Can we truly believe in God’s love when faced with pain and loss?” (See page 13 for more details on this program.)

## HOLY RHYTHMS



It is difficult for many Christian families in Iran to even connect with each other, and participation in vibrant worshipping communities is almost unimaginable for them. *Transformation*, prepared for broadcast in the winter of 2025–26, helps Isolated Believers strengthen their faith by developing holy habits in their daily lives. As presenters discuss disciplines such as silence, Sabbath rest, acts of service, fasting, and thankfulness, viewers can grow in godliness even without a regular church gathering.



For Persian-speaking Christians who are able to worship together, *Safe Church* will address the key aspects of building a healthy and caring church environment. This educational talk show, produced in September, features interviews and discussions with pastors, Christian psychologists, counselors and other active members of the Christian community.



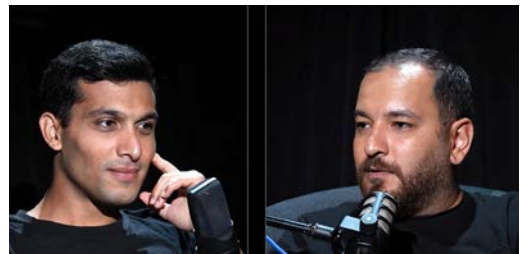
SAT-7 TÜRK's music video celebrating the Nicene Creed



Great News has been enlivened by virtual technology



The *Campfire* discussion series helps young people grow in faith





*Let's Talk about This* addresses key theological questions

# MINISTRY TO THE TURKISH WORLD

The past year saw SAT-7 TÜRK celebrate major milestones for both itself and the global Church. And our Istanbul-based channel has not just been looking back: two of its brand new programs have reached huge audiences, and its established programs have continued to develop.

## MARKING SIGNIFICANT MILESTONES

In 325 AD, the Council of Nicaea produced the first universally binding statement by a church body of the full deity of Christ. Its teaching was later expressed in the Nicene Creed. Nicaea, the ancient site of this historic event, is located within the modern-day city of Iznik, north-west Türkiye, and its 1,700<sup>th</sup> anniversary is a particularly special moment for Christian Turks.


  To celebrate, SAT-7 TÜRK created a powerful remembrance song with an accompanying music video, as well as filming a presentation about the Creed on location in Nicaea. Both of these clips were shown on satellite as well as at SAT-7's Partnership

Gathering, which was aptly held in Istanbul this year. (Read about The Partnership Gathering in more detail on page 16). The music video, which features several SAT-7 TÜRK staff members, was approaching half a million views on YouTube in early December, only three weeks after its premiere.

This year also saw SAT-7 TÜRK mark a decade of broadcasting on Türkiye's national satellite, Türksat. The channel has significantly increased the quality and quantity of its output in that time. Ümit Teymur, who has just completed his first full year as Executive Director of SAT-7 TÜRK, measures its success in other ways too. "The most important aspect


has been the spiritual growth,” he said. “Our relationships with Christian communities have deepened, and our inter-church collaboration has strengthened. Also, seeing that we touched the lives of our viewers and hearing that their relationship with God was renewed thanks to these broadcasts was our greatest reward.”

**NEW PROGRAMS REACH HUGE AUDIENCES**

 This September, SAT-7 TÜRK’s exciting new youth program *Campfire* was released on satellite. This nature-based discussion series deals with difficult questions about the Bible, prayer, culture, and identity in a relaxed and intimate setting – around a campfire – giving young viewers a safe space to grow in faith. The outdoor setting of the series offers a perfect backdrop for honest conversations, and the glow of the fire is a fitting metaphor for the biblical wisdom that illuminates each episode.

“Your conversations are so enjoyable,” said one *Campfire* viewer. “May peace be with you, and may the number of believers attending your ‘campfire’ continue to grow.”

The numbers do seem to be growing at an encouraging pace: the four most-watched episodes of *Campfire* on YouTube have a combined view count of nearly 600,000.


 This was not the only theology show that quickly found a large viewership in 2025. *Let’s Talk about This*, a discussion series hosted during 2025 by Volkan Kaysar, Yonatan Günay, and Alihan Bayraktar, has been helping viewers develop a well-informed Christian faith in a country where the teachings of the Bible are widely misunderstood and often unexplored.

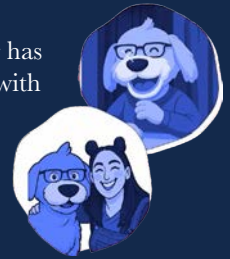
The program, which is part of the *Reconnecting the MENA to Hope* project produced in partnership with Lutheran Hour Ministries, has actively engaged its viewership. It generated over 17,000 interactions on social media during 2025, an average of more than 340 per episode, and nearly 1,000 conversations.


“What a great program this is,” said one viewer. “I listen to the narratives with all my heart... I am receiving great peace from you.”

Another *Let’s Talk about This* viewer, a 50-year-old man from Türkiye named Kaan, said, “I want to listen to you and get informed. I am warm to the idea of Christianity, as from my experiences it feels like the most honest faith.”

**ESTABLISHED SHOWS STRENGTHEN**

 Lively children’s program *Great News* has undergone a makeover, with new virtual technology allowing its presenters to engage their young viewers in new ways.



 After a four-year break, *Pleasant Chat* – SAT-7 TÜRK’s Azeri-language talk show for women – is back. It is continuing the legacy of the previous seven seasons, drawing wisdom from stories of women in the Bible.



 The long-established prayer program *Encouragement Hour* is drawing more than 100 comments per episode on Facebook and has generated nearly 1,000 meaningful conversations with viewers over the past couple of years.



Women across MENA



Discipleship



Everyone Everywhere



Investing in the Next Generation

# MINISTRY TO ADULTS IN THE ARAB WORLD

Video podcasts and social media have become an integral part of the lives of young people and adults in the MENA because they are available anytime and anywhere. In 2025, SAT-7 ARABIC built on this interest and sought to expand its audience by focusing on these platforms. To show the love of Christ, the channel has also produced several programs that focus on explaining the Christian message and its practical implications.

## HARNESSING SOCIAL MEDIA



Some of SAT-7 ARABIC's podcasts focus on the Christian faith and how to live it. *Heartbeat* is part of the *Reconnecting the MENA to Hope* project, produced in partnership with Lutheran Hour Ministries. Its 26 episodes discuss the basics of Christian faith and bridge the gap between faith as a theological and ethical system and the daily life challenges faced by viewers in the region.



Another podcast, *ADHD*, explores the disorder and associated learning difficulties, offering practical insights for parents, educators, and individuals affected. Well-known celebrities share their personal experiences.



Additionally, SAT-7 ARABIC's new social media programs provide practical guidance for families, including education in health, family dynamics, and children's needs, especially within the current context of rapid technological advance. In *No Filter*, presenter Marianne Awaraji provides a safe and supportive space for women to find encouragement and wisdom and engage in discussions on balancing family, work, and personal well-being. The program creates this through an unscripted, documentary-style approach.



Another social media program, *Bits and Tips*, equips parents with knowledge, skills, and emotional support to face the challenges of modern parenting. It provides practical advice that strengthens the parent-child bond, fosters healthy family development, and supports the overall well-being of children.



Another series, *One Step at a Time*, guides couples in building healthy, strong and lasting marriages. Led by marriage counselor Jessie Tohme, the program explores various aspects of marital life. It presents real-life scenarios and provides scriptural wisdom to foster understanding, empathy, and resilience in marriage.

## SHARING THE WORD



*The Challenges of John's Gospel* offers a simple, yet deep study of the Gospel of John, explaining each chapter while providing historical and biblical context. It is especially valuable for isolated viewers who lack resources for studying the Word of God.



*Light Night*, a new program for youth, focuses on their health and corrects wrong conceptions about God and sickness.



*The Lord Jesus and the Holy Scriptures* addresses complex theological issues relating to the wars of the Old Testament, such as why God allowed them to happen and the command to exterminate entire populations. The program offers sound biblical education to counter misleading interpretations of the difficult texts, clarifying their meaning and correcting common misconceptions.

SAT-7 ARABIC also joined the MENA churches in their special celebrations of the 1,700<sup>th</sup> anniversary of the Council of Nicaea. Its documentary created for the occasion, *1,700 years of Nicaea*, provides a historical context for the origins of the Nicene Creed, a confessional statement that unites all the major denominations in the region.

### SPECIAL EVENTS



SAT-7 ARABIC provided live coverage of the special visit by Pope Leo XIV to Lebanon in November and December. The visit

brought a message of peace in the context of regional conflicts and wars and reminded viewers that the Christian faith originated in the MENA. **23**



Many of the channel's viewers are unable to attend Christian concerts or retreats in person, so SAT-7 ARABIC often broadcasts them on satellite and/or social media as another means of spreading the Good News. Conferences featured this year included two organized by Credologos: *God is Still Working*, on the Acts of the Apostles, and *God's People in the Wilderness of the World*, on the first letter of Peter. Another broadcast focused on current events in Syria and the responsibility of believers to pray for the country and its suffering people.

### SUPPORTING VIEWERS IN NORTH AFRICA

SAT-7 ARABIC has increased production from and for various North African countries, so that viewers there can hear the message of God's love in their own languages. For details on its work there, please turn to pages 8–9.



Broadcast of a prayer conference



An episode on toxic relationships from the youth program *Light Night*



*The Challenges of John's Gospel* provides teaching for isolated believers



Women across MENA



Discipleship



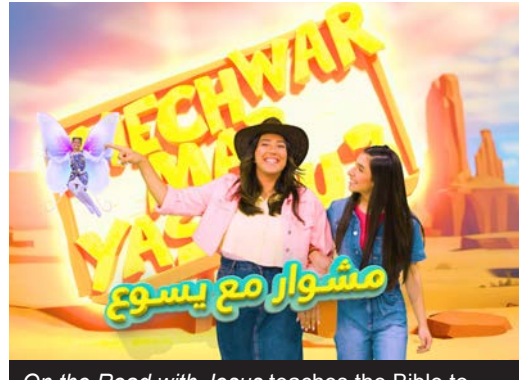
Everyone Everywhere



Investing in the Next Generation



Live engagement with children on *In His Image*



*On the Road with Jesus* teaches the Bible to 5-8-year-old children



"The Way" conference organized by Children of the Light





Answering quiz questions on *Wizzo the King of Answers*

# MINISTRY TO CHILDREN IN THE ARAB WORLD

Several of SAT-7 KIDS's new programs in 2025 are providing a secure foundation of biblical teaching for Christian children in a variety of imaginative and creative forms. Meanwhile, the channel's established shows are continuing to provide support for children, especially those facing difficult personal issues or mentally scarred by trauma.

## GROUNDING YOUNG LIVES ON BIBLICAL TRUTH

 *I Dwell in Him* uses music to present Christian truths in an attractive and engaging way. Each episode features a reading from the book of Psalms, which is followed by devotions and songs relating to the topic for the day. Finally a call to action encourages children to apply what they have learned. The program emphasizes how praise and worship can help them experience God's presence even in difficult circumstances, understand that Jesus is with them every day, and face their challenges and find comfort, hope, and joy.

 The intriguingly named *Wizzo the King of Answers* is a quiz program designed to deepen Christian understanding among children ages 6 to 12. The show visits a different church for each episode, which includes various rounds of questions about the Bible, followed by prayer and a special question for viewers. The primary goal is to create an enjoyable learning experience for the children in which they can grow both personally and spiritually while having fun. The question-and-answer format encourages meaningful discussions that promote interactive learning and deeper understanding.



In contrast, *On the Road with Jesus* communicates biblical teaching to 5-8-year-olds through interactive storytelling, uplifting music, and hands-on experiments. The program encourages children to embrace Christian values and live out their faith through kindness, love, and practical action, while at the same time nurturing their spiritual, emotional, and educational growth. It also fosters the confidence and resilience that empower them to navigate life's challenges with hope. Once more, learning is transformed into a dynamic, engaging, and memorable experience that lays a strong foundation for faith.



Finally, *In His Image* shares biblical content in the context of live engagement with children. Recorded segments present stories from the Old and New Testaments in ways that address the different interests and contexts of the viewers and offer practical solutions to everyday challenges. Live segments offer opportunities for children to call in and respond, sharing their thoughts or participating in competitions. The goal is both to provide rich and diverse content for the young audience and to develop meaningful connections with them.

## SUPPORTING FAITH IN LIFE'S CHALLENGES



The channel's flagship live program, *Jesus is Our Strength*, broadcast 141 episodes in 2025 and receives the most interactions of any SAT-7 KIDS show. It is designed as a space for children ages 8-13 to experience Christ's love and grow spiritually, through a dynamic fusion of faith, entertainment, and education. Using Bible teaching, engaging segments, and meaningful discussions, it demonstrates the importance of faith in helping children deal with the challenges of life and builds their confidence in Christ. The program is especially helpful for those who are experiencing loss, confusion, or a lack of emotional sustenance.

“

When my daughter wakes up, the first thing she says to me is 'KIDS'. And until she goes to sleep, we have the channel on. The channel is one of the best. It only teaches about Jesus.

Perla, mother from Egypt



*We Grow Together* is another live, interactive program, which supports children ages 5-9 in light of the growing mental health crisis among young people in the MENA region. It offers comfort, hope, and practical guidance to those who have gone through traumatic experiences such as war, poverty, or bullying, using faith-based discussions, music, and prayer. Its goal is to create a healing environment in which children can process their faith and receive the peace and hope that come from Christ. It also provides opportunities to connect with others who have suffered in similar ways. This program has also generated extensive viewer interaction.

Amanda, a teenage girl from Lebanon, said, “*We Grow Together* is wonderful and shares the Word of God in a simple and easy way. We actually do grow together and continue our path knowing that Jesus is with us.”

## FINDING “THE WAY”



In August, SAT-7 KIDS broadcast from a conference in Egypt organized by the Christian ministry Children of the Light. Entitled “The Way,” the event focused on Jesus Christ as the one way that leads to God, taking participants on a three-stage journey of faith in Him. It included songs, theatrical productions, workshops, crafts, Bible stories, and games, all presented interactively to engage the children.



# SOCIAL MEDIA AND SAT-7 PLUS



SAT-7 is expanding its digital presence alongside satellite broadcasting, reaching audiences across the MENA through social media platforms and the SAT-7 PLUS streaming service. As media consumption shifts online, these platforms provide new opportunities to share Christian programming, support viewers in their faith, and connect with audiences across the region.

## DIGITAL ENGAGEMENT ACROSS THE REGION

Digital media is transforming how people discover content, build communities, and explore questions of faith. In response, SAT-7 is strengthening its presence across social media while developing SAT-7 PLUS as a dedicated platform where viewers can access Christian programming on demand.

Throughout 2025, SAT-7's digital teams improved collaboration between production, digital media, and Viewer Support Teams. This integrated approach ensures that viewers who encounter SAT-7 content online can easily connect with further resources, prayer, and pastoral support.

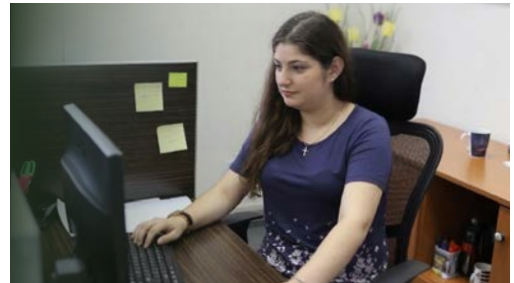
Today, around 90% of SAT-7's satellite programming is adapted for digital platforms, allowing audiences to encounter content through short clips, highlights, and social media posts before exploring full programs.

For many viewers, a short video on social media is now the first step in discovering faith through SAT-7.

## CONNECTING THROUGH SOCIAL MEDIA

Platforms such as Facebook, Instagram, and YouTube remain key entry points where audiences encounter SAT-7 content for the first time. Short clips, testimonies, and program highlights allow viewers to engage quickly with the ministry's message and discover more.

Carla Bachir (pictured below), Social Media Coordinator at SAT-7 ARABIC, explained, "We need to be where the audience already is. Even if platforms change, people are there, and that's where we can invite them to discover SAT-7's content."



Personal testimonies consistently generate strong engagement across platforms. When individuals share how faith has shaped their lives or helped them through difficult circumstances, viewers often respond with encouragement, questions, and requests for prayer.

These responses frequently lead to one-on-one conversations with SAT-7's Viewer Support Teams. For example, in 2025 our Arabic channels facilitated 42K conversations, an increase of 9% on the previous year, reflecting growing engagement with SAT-7's digital content.

For viewers who may feel isolated in their faith, these confidential conversations offer a safe space to ask questions, seek prayer, and explore the Christian faith.



# VIEWER SUPPORT

For millions across the MENA, SAT-7 is more than a broadcaster; it is a lifeline. Behind every on-screen program stand Viewer Support Teams who respond to questions, concerns, and requests for prayer from people who may have few other places to turn. Each day, Persian, Turkish, and Arabic-speaking staff reply to messages received during live broadcasts, on social media and in other ways. Across a region marked by conflict and instability, much of SAT-7's ministry happens quietly off screen.

## RESPONDING TO NEEDS

In 2025, as needs continued to increase, each channel introduced new initiatives that strengthened its capacity to care for viewers across the region.

Viewer Support for SAT-7 ARABIC expanded significantly in 2025. Targeted social media messaging campaigns such as *Living by Faith*, *We Fasted and He Answered Us*, and *That I May Know Him* encouraged deeper reflection on faith and opened the door to one-on-one discipleship, while the *Heartbeat* youth campaign in May prompted hundreds of viewers to request prayer, Bibles, and discipleship resources.

Behind the scenes, the team strengthened its systems by welcoming 10 additional counselors and establishing new discipleship partnerships across Egypt, Morocco, Algeria, and Lebanon. Weekly coordination with the Social Media Team and new training further improved consistency and depth of engagement.

While SAT-7 PARS continued its weekly teaching and fellowship sessions for Isolated Believers in Iran and Afghanistan, the major new development in 2025 was the introduction of new discipleship webinars that reached larger groups with structured, in-depth teaching.

The September webinar, *Living Based on Truth*, offered practical input that strengthened both intellectual and emotional faith. A second webinar, *Faith in Everyday Life*, followed in December, exploring themes such as dealing with doubt, navigating spiritual storms, and the impact of faith on marriage.

“The webinars are a powerful tool for extending and deepening faith,” says SAT-7 PARS’ Viewer Support Supervisor, Ashraf Khalilpoor. “People have moved from a position of unfamiliarity with the Gospel to professing it with enthusiasm, and we have seen prayer bring genuine change and healing.”

SAT-7 TÜRK saw notable growth in interactions with Viewer Support throughout 2025. Increased numbers reached out for prayer regarding health concerns, family pressures, and major life decisions, and expressed gratitude for the team’s willingness to listen and pray.

In a shift towards younger, mobile-first audiences, September saw youth-oriented programs such as *Campfire* prompting new interactions with emerging generations. Strengthened cooperation with various churches also created clearer referral pathways for viewers seeking pastoral support.

## LIVES TRANSFORMED

The impact of Viewer Support is seen most clearly in the thousands of viewers who reached out this year in moments of crisis, confusion, or spiritual searching.

For Persian-speaking viewers, SAT-7 PARS' weekly Zoom teaching and fellowship sessions became a place of safety, spiritual growth, and community. One participant, Parvaneh, wrote, "I have gradually felt a change taking place in me. My husband said to me: 'You have become calmer and kinder.' My husband's words were like a confirmation from God that the changes I thought I could see are real."

From Türkiye, a mother named Sevda described how her seven-year-old son suffered nightly terrors. But "every time you prayed, my son started to get better," she wrote, later sharing that her son dreamed of Jesus telling him, "Read the Bible every day... I will always be with you."

Young people increasingly turned to SAT-7 for answers and guidance. Iman, an Egyptian woman in her twenties, wrote, "I want to know my value in the eyes of God." The Viewer Support Team prayed with her, shared Scripture, and connected her with the discipleship team, who helped her to renew her relationship with Christ.

“

**SAT-7's Viewer Support Team became not only a helpline but a sustained pastoral presence, walking with viewers through crisis, encouraging spiritual growth, and providing safe pathways into discipleship. The team's patient listening, compassionate responses, and strategic partnerships demonstrated the essential role of Christian media in offering hope, dignity, and connection.**

**Marianne Awaraji Daou, Audience Relations Manager, SAT-7 Arabic Channels**



## FRUITFUL MINISTRY

Across 2025, Viewer Support Teams observed clear signs of spiritual growth among viewers: individuals deepening in faith, Isolated Believers finding community, families experiencing renewed stability,

and young people engaging with questions of belief. Despite instability in many parts of the region, viewers continued to seek guidance, prayer, and reassurance through conversations taking place quietly behind the scenes.

# 2025 FEATURED PARTNER PROJECTS



## GENDER EQUALITY & FoRB

Implemented by SAT-7 Egypt in partnership with the Norwegian Mission Society and supported by DIGNI

SAT-7's *Gender Equality & FoRB* (Freedom of Religion or Belief) project is highlighting and addressing issues affecting the lives of women in the Arab World.

The flagship program *Today not Tomorrow* continues to grow in popularity, giving voice to ordinary women and allowing them to share personal stories and ask critical questions. The program was set to end in 2025, but the steady increase in viewer interaction, positive feedback, and growing demand encouraged the team to extend it for another season in 2026.

A powerful episode tackling gender-based violence prompted a flood of heartfelt responses. Lina from Egypt said, "Bravo! Bravo! Ignoring domestic violence is an unforgivable crime, and countless women have lost their lives because of it. The mental well-being of their children has also been shattered; many have died inside while still living, and others have suffered deeply as well."

The *Gender Equality & FoRB* team went on to hold a series of workshops on domestic violence attended by 150 women in two districts on the outskirts of Cairo. These events were hosted and supported by churches.

Another key issue tackled by the project in 2025 was the difficulties girls face in accessing education. As part of a series of short campaigning films for social media, one called *The Chair* highlighted the particular challenges for refugee girls and encouraged people to "make room" for others.

"The question that we ask is: what is the problem? Where does it hurt? And we go there," said Project Lead Maggie Morgan. "But with the focus on freedom of religion and belief, what we're trying to do is go to the source and find out why these symptoms are happening. And one of the things that we try very hard to do is to change the narrative, the way we think."



Building on a mini-series of programs filmed in Tunisia last year, the team went to Morocco in August to film a 26-episode podcast. *Voices from Morocco* aims to empower North African women by equipping them to address issues relevant to their lives, such as love and marriage, different forms of abuse, and toxic masculinity.

As well as highlighting challenges, the *Gender Equality & FoRB* project is raising the aspirations of women in the Arab World through a program called *Impact*, in which women share real-life stories about other women who have influenced their lives in positive and inspiring ways.



## YOUTH FOR AN ENABLING SOCIETY

Implemented by SAT-7 Egypt in partnership with the Norwegian Mission Society and supported by DIGNI

SAT-7's *Youth for an Enabling Society (YES)* project is giving a platform to young people across the Arab World to share their ideas, stories, and successes.



The team ran its first internship program this year, giving 26 young people from Egypt, Syria, and Sudan hands-on experience in content creation with SAT-7 media professionals. The participants spent weeks in training and workshops, then at an intensive residential camp with industry experts before forming teams to create their own short films.

“This was like a dream. I learned so much: not just editing, but how to create and tell stories,” said 23-year-old intern Martina Botros. “Everyone supported me and helped me control my anxiety and improve.”

Four of the interns went on to participate in the *YES* project's second *Our Generation Film Festival*, which attracted 96 short films and 46 photography pieces from across the Arab region in October.

“It was a surprise for us to see how many young people were waiting for a window to show their talents,” said *YES* project lead, Rafik George. “This is real interaction: young people creating, communicating, and inspiring each other.”

The *YES* project has been extending its coverage this year with the aim of reaching young people in different parts of the Arab world. Members of the team traveled to Oman and Saudi Arabia, where they filmed inspiring youth-led initiatives that are making an impact in these conservative societies.

The films are part of a bigger drive by the *YES* project to promote youth entrepreneurship in the MENA region, where (according to the International Labor Organization) the youth unemployment rate is almost double the global average. Videos from an inspiring event with successful Egyptian businesswoman Dina Ghabbour attracted over 7 million views on the *YES* project's social media pages.



# PARTNER SPOTLIGHT

SAT-7 greatly values our many opportunities to partner with other agencies that share our passion for sharing God's love with the people of the MENA. Here are some examples of their contribution to our work in 2025.

## SECONDED STAFF

We give thanks for the insights and skills of the five staff and five volunteers who were seconded to us in 2025 by these partners: Finnish Lutheran Mission, Interserve Korea, Media Mission the Messengers (aka Sansa), Mission Afrika, Norea Denmark, Swedish Lutheran Evangelical Association in Finland, and Interact. Their commitment and effort have made a major impact in both the Communications and the Broadcast and IT departments of SAT-7's International Office and in the SAT-7 PARS studio in Limassol.

## TESTING RESOURCES

This year SAT-7's Partner Mission Afrika enabled us to test a film resource based on our award-winning short film *Perhaps God Sees Me*, a moving story of overcoming mental health issues and finding self-worth. In addition to the film, the resource includes a study guide with questions that help viewers to ground the story in their personal and local contexts.



Joel Zakarias Dam, who is seconded to SAT-7 by Mission Afrika, used the material in Denmark with groups convened by the mission and consisting of young people and staff

respectively. These provided a context for discussion of the themes addressed in the drama as well as for the showcasing of SAT-7's ministry.

We hope to test the resource further in 2026 with help from another Partner and are in discussion with others. Once the process is complete, the resource will then be developed and made available for use by all SAT-7 Partners as well as our Support Offices.



## SILVER JUBILEE FOR SAT-7 EUROPE

In September, a special event was held in Copenhagen, Denmark to celebrate the 25th anniversary of SAT-7 Europe. Originating in the Nordic countries, the ministry began by seeking support for SAT-7 from mission societies, church societies, foundations, and governments in this region, and it was soon securing donations from many other European countries as well. Over the following years, it has extended its reach beyond Europe to Asia.

Kurt Johansen, who has served with SAT-7 Europe from the beginning, has recently taken on a new role focusing on supporters in Central Europe and Asia.



Gathering feedback on the *Perhaps God Sees Me* film resource

# SAT-7 PARTNERS

- Crossings Community Church, USA
- Danish Bible Society
- Equmeniakyrkan, Sweden
- Finnish Evangelical Lutheran Mission (FELM)
- Finnish Lutheran Mission (FLM)
- Hilfsaktion Märtyrerkerche (HMK), Germany
- IBRA MEDIA, Sweden
- Icelandic Lutheran Mission
- INTERACT, Sweden
- International Ministries of American Baptist Churches
- Kasr El Dohara Evangelical Church, Egypt
- Kirkjuliga Heimamissiónin, Faroe Islands
- Lutheran Hour Ministries, USA
- Media Mission the Messengers (aka Sansa), Finland
- Mission Afrika, Denmark
- National Evangelical Church in Kuwait, Common Council
- Norea Mediemisjon AS, Norway
- Norea Radio, Denmark
- Normisjon, Norway
- Norwegian Mission Society (NMS)
- Paul Mission International, Korea
- Stefanus Alliance International, Norway
- Swedish Evangelical Mission (SEM/EFS)
- Trail Christian Fellowship, USA
- United Bible Societies/Bible Society of Egypt

# SAT-7 INCOME AND EXPENSES FOR 2025

SAT-7’s actual income for 2025 exceeded the budget by 7%. We are grateful for your support in helping us fulfill our vision and mission.

## 2025 FINANCIAL OVERVIEW

- The audited consolidated income for the year amounted to USD 22.0 million, which is USD 1.4 million above budget.
- SAT-7 closed the year with a positive balance of USD 0.3 million.
- Total global income for 2025 reached approximately USD 22.6 million, including gifts-in-kind.
- Total expenditure was USD 21.6 million, including USD 0.3 million invested in fixed assets, and also inclusive of gifts-in-kind.

2.7 million (including restricted funds) to USD 2.3 million. This reduction reflects planned investments in program activities and strategic initiatives across the MENA offices, while maintaining sufficient liquidity for ongoing operations.

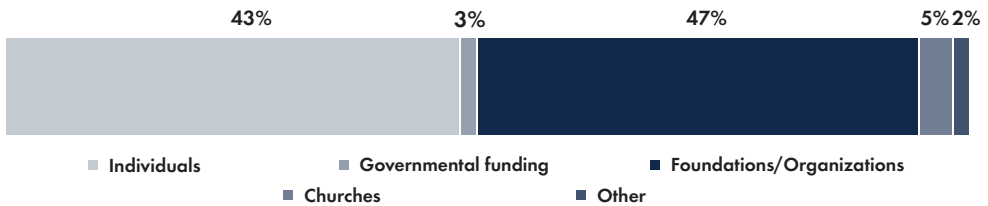
## RESTRICTED FUNDS

Restricted funds increased by 22% in 2025. The balance mainly consists of donations received in December for projects planned in 2026, ongoing government-funded projects, and contributions designated for the acquisition of the building where our Lebanon studios are located.

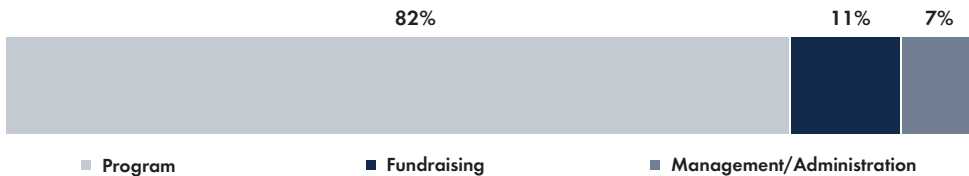
## LIQUIDITY

During 2025, cash and cash equivalents decreased by USD 0.4 million, from USD

## HOW OUR WORK IS FUNDED



## SAT-7 USA FUNCTIONAL EXPENSES



**SAT-7 USA END-OF-YEAR NET ASSETS: \$7,780,287**

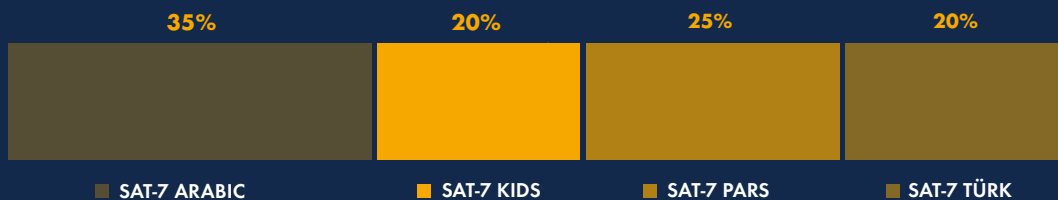
## 2025 ACTUAL INCOME BY TYPE

35



General income	\$	12,707,000
Restricted income	\$	8,429,000
Partnership/associates fees	\$	257,000
Other operating income	\$	622,000
Gifts in Kind-Partnership interest	\$	620,000
<b>TOTAL</b>	<b>\$</b>	<b>22,635,000</b>

## 2025 ACTUAL EXPENSES BY CHANNEL



SAT-7 ARABIC	\$	7,630,000
SAT-7 KIDS	\$	4,310,000
SAT-7 PARS	\$	5,268,000
SAT-7 TÜRK	\$	4,366,000
<b>TOTAL</b>	<b>\$</b>	<b>21,574,000</b>

All figures in this 2025 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2025 financial statements for each of the 14 independent SAT-7 legal entities.

The difference between the audited consolidated income and the global income inclusive gifts-in-kind is the amount of USD 0.6 million. This amount does not meet the criteria under IFRS to be classified as income.

The financial statements for SAT-7 International legal entities in Cyprus are audited by KPMG Ltd, Certified Public Accountants and Registered Auditors. KPMG has also reviewed the principles used in the preparation of this summary of consolidated financial information. Detailed combined financial statements and/or detailed audited accounts for each of the different legal entities of SAT-7 are available on request. Investments in fixed assets are included in the 2025 actual expenses.

# 2026 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 22.2 million for 2026, 5% higher than the 2025 budget. This will enable SAT-7 to continue its mission and expand its impact across the region.

## CHANNEL-SPECIFIC BUDGETS

### • SAT-7 ARABIC + SAT-7 KIDS:

The budgets for these channels have been increased by 7% and 10% respectively. Core activities will continue uninterrupted, while the additional investment reflects a growing commitment to reaching and equipping the next generation, with an increased focus on children's programming. Funding has also been allocated to the acquisition of the building where the Lebanon studios are located, to support the long-term sustainability of SAT-7's ministry.

### • SAT-7 TÜRK + SAT-7 PARS:

The budgets for these channels remain unchanged, ensuring continuity in their ongoing ministry and outreach.

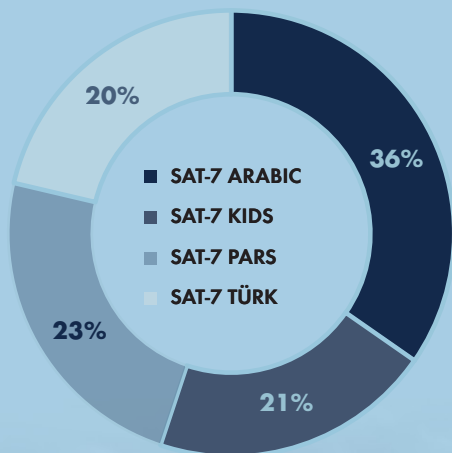
## GIFTS-IN-KIND

Projected gifts-in-kind for 2026 are presented separately and are expected to total approximately USD 0.6 million. These include the value of seconded staff, donated studio time or programming, and staff training. Such contributions play a vital role in strengthening SAT-7's work and extending the impact of every financial gift.



Filming the SAT-7 TÜRK program *Campfire* day and night

## 2026 BUDGETED EXPENSES BY CHANNEL



SAT-7 ARABIC	\$	7,882,000
SAT-7 KIDS	\$	4,771,000
SAT-7 PARS	\$	5,034,000
SAT-7 TÜRK	\$	4,498,000
<b>TOTAL</b>	<b>\$</b>	<b>22,185,000</b>

All figures are in USD and have been rounded to simplify the reading of financial data. 2026 budgeted expenses include investments in fixed assets and gifts-in-kind.



# 38 SAT-7 USA'S BOARD OF DIRECTORS

SAT-7 USA's Board of Directors guides and oversees SAT-7 USA's work. Its current members are:

## **Board Chair**

Mr. Peter Schulze  
Chairman, SGI Global  
Investments, Texas

Archbishop Angaelos, OBE  
Coptic Orthodox Archbishop  
of London

## **Vice Chairman, Board**

### **Treasurer**

Mr. Mark Schifferdecker  
President, CEO, GNBANK,  
N.A., Kansas

### **Board Secretary**

Mr. David L. Jones  
Senior Advisor/Coach Global  
Network of Evangelists, Luis  
Palau Association, Oregon

Mrs. Vicki Gillis  
Manager, Stewardship Homes  
LLC, Oregon

Mrs. Jerry Canada  
Bible Study Leader,  
Intercessor, Artist, Maryland

Mr. Troy Carl  
Chief Growth Officer, Luscinia  
Health, Managing Partner,  
Fowler Medical, President,  
Intl. Scripture Ministries, Texas

Mr. Warren Allen  
Founder, Higher Rock  
Foundation; Independent  
Board Trustee, National  
Storage Affiliates, California

Mr. Steve Foskin, CPA  
Leadership Consultant, Cedar  
Growth Strategies, Oklahoma

### **Director Emeritus\***

Mr. James C. Blankemeyer  
TBF, Tennessee

### **Ex-Officio Members:**

Rita El-Mounayer  
Chief Executive Officer,  
Cyprus

John Cerniglia  
President, SAT-7 North  
America, Georgia



“

SAT-7 has played a highly significant role in communicating the message of the Gospel and discipling the Persian-speaking people. It has nourished the Iranian church, both intellectually and spiritually, at a time they needed it most. It has certainly been one of the most effective tools in the Lord's hand to build His Church under persecution.

**Rev. Dr. Mehrdad Fatehi, Director of Pars Theological Centre**

“

SAT-7 has stood with us during times of difficulty, during times of war, and you still pray for us and pray with us and share our prayers. You are the most-loved channel in the whole Middle East and North Africa. You have been reaching our people with the love of Christ.

**Rev. Dr. Jack Sara, President, Bethlehem Bible College**

“

SAT-7 TÜRK has become the public face of Christians in the country. It has not only introduced the deep historical and cultural legacy of the faith but has also faithfully portrayed what it means to live as a believer in Jesus Christ today.

**İhsan Özbek, former Chairman of the Turkish Evangelical Alliance**

“

SAT-7 has made the Lord's glory shine over the whole MENA region. A big thank-you for standing in the gap and for proclaiming the Good News that reaches out into all the places where nobody else could have reached.

**Dr. Khaled Lyon, cardiologist, professor, preacher, and speaker, Egypt**



[www.sat7usa.org](http://www.sat7usa.org)

## **SAT-7 USA**

**P.O. Box 5039**

**Boone, Iowa**

**50950-0039**

**Tel: 866-744--7287**



**FACEBOOK**

**SAT7USA**



**INSTAGRAM**

**SAT\_7\_USA**



**TWITTER**

**SAT7USA**



**YOUTUBE**

**SAT7NA**



**LINKEDIN**

**SAT-7-USA**