



## **2020 ANNUAL REPORT (AGM)**

### **1. THE YEAR IN REVIEW**

The 2019/20 financial year saw the beginning and rapid spread of the COVID-19 pandemic across the world. From the many messages we have received, this has prompted the thoughts of many to turn to the things that are important in life, and to their relationship with God. Because GNU is primarily a digital ministry and global in reach, God has uniquely positioned us to share life-giving Gospel messages of encouragement and hope with people who are largely locked down at home, unable to go out.

At the beginning of the financial year (July 2019), GNU enjoyed a fresh impetus with the appointment of some new Directors.

Around January/February 2020, we experienced some financial challenges, with donations falling on a cash basis, necessitating some reining in of expenditure. (This isn't clearly reflected in the Profit and Loss Statement, since these are prepared on an accrual, and not on a cash basis).

In March, as the pandemic struck in force, we were concerned to see what would happen with donations, given that we were already having to control expenditure tightly. We heard anecdotally of other Christian ministries whose donations almost dried up during March and April 2020.

However, the opposite happened with GNU. From March onward, despite the ongoing fear and economic uncertainty in our society, we saw our donations hold firm. Our founder, Dr Des Ford, was right when he said that "Gospel givers are the best givers."

Our donation income was also supplemented by an Australian Commonwealth Government "Cashflow Boost" of \$10,000 in April – part of the government's economic response to COVID-19.

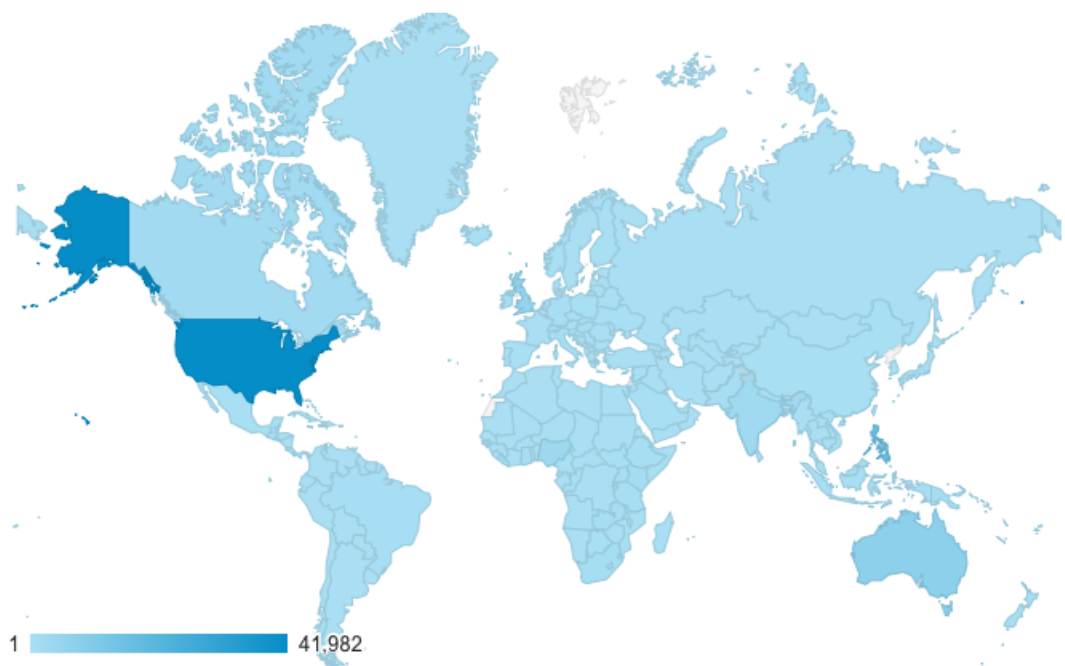
We have much for which to be grateful to God, and to be humbled that he graciously allows us to support this mighty work on behalf of the salvation of many.

## 2. MINISTRY REACH

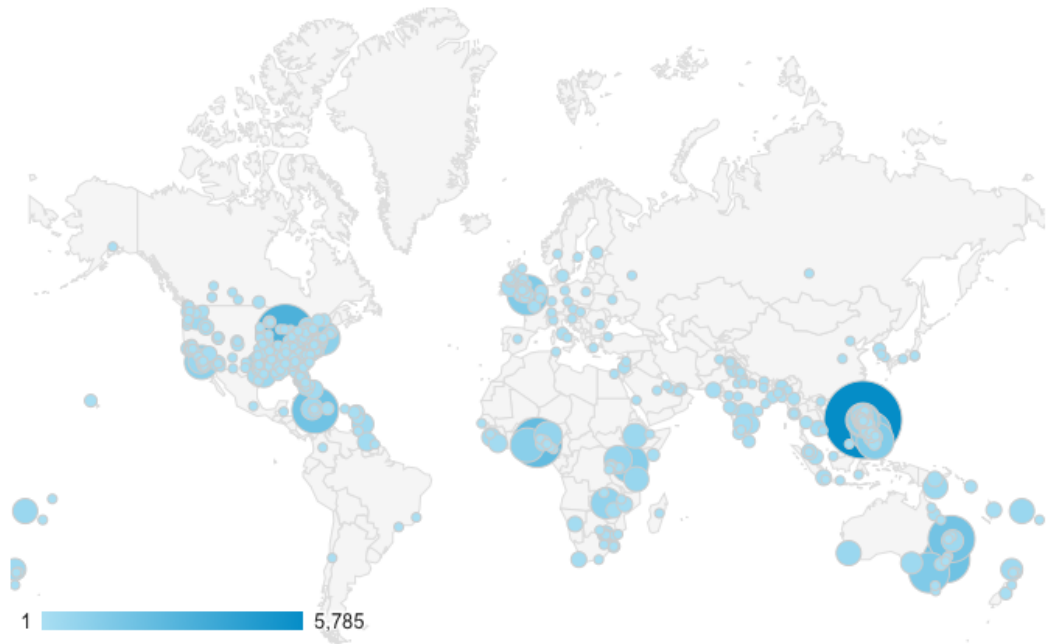
In the 2019/20 financial year, GNU reached people in 222 countries with the Gospel through the website alone. There are officially 196 countries in the world, however Google counts a few more, depending on how you define a country, e.g. the Holy See and the State of Palestine.

The exciting implication of this is that GNU is now reaching people in every nation on earth with the Gospel of Jesus Christ.

The map below shows the **countries** reached by GNU with the Gospel, shaded according to how many people were reached.



The map below shows the **cities** reached by GNU with the Gospel, giving an indication of where GNU is having the most impact.









On the following page is a list of the top 20 countries reached, ranked from top to bottom according to the number of people reached by GNU in each country.

The reason why the United States is the highest is because we intentionally partially target the United States with our messages. This is a strategic decision to help create an even stronger foundation for the ministry in the future.

The Philippines is the second highest is because there is a greater interest in that country in our ministry than in other countries.

Australia comes third in the list because, as an Australian-based ministry, we also intentionally partially target Australia with our messages.

The rest of the listing reflects the extent to which countries engage with our ministry. Please remember that these figures relate only to the website.

1.  United States
2.  Philippines
3.  Australia
4.  United Kingdom
5.  Nigeria
6.  Jamaica
7.  India
8.  Canada
9.  Kenya
10.  South Africa
11.  Ghana
12.  Trinidad & Tobago
13.  Liberia
14.  Zambia
15.  Papua New Guinea
16.  Bahamas
17.  Ethiopia
18.  New Zealand
19.  Tanzania
20.  Uganda

These statistics indicate the seriousness with which GNU views its role in playing our part in taking the Gospel to the whole world. In the words of the Lord,

*Go into all the world and preach the gospel to all creation. – Mark 16:15*

The table below shows approximately\* how many people GNU reached with Gospel messages during the 2019/20 financial year.

<b>Digital Media Reach</b>	<b>2019/20</b>
Website	111,058
Facebook	5,251,368
Twitter	250,398
Instagram	32,000
Pinterest	30,320
Emailed Daily Devotional	35,720
Facebook Ads	4,943,002
Google Ads (Grant)	1,102,000
TV (India)	450,000
TV (Australia – ACCTV)	490,000
Radio (1,000,000 in Australia + International)	1,150,000
Bible Reading Plans on YouVersion	82,558
<b>Total</b>	<b>13,928,424</b>

On this basis, we can see that GNU is reaching well over 12 million people every year with the Gospel: more than a million every month. This is a wonderful reason to praise God!

\* It should be noted that radio and television stations are not always able to provide accurate listener/viewer numbers. For these, and other reasons, some of these numbers are estimates. Where in doubt, we have been conservative. For example, we suspect that the reach of our TV programme in India is far higher than the number given here.

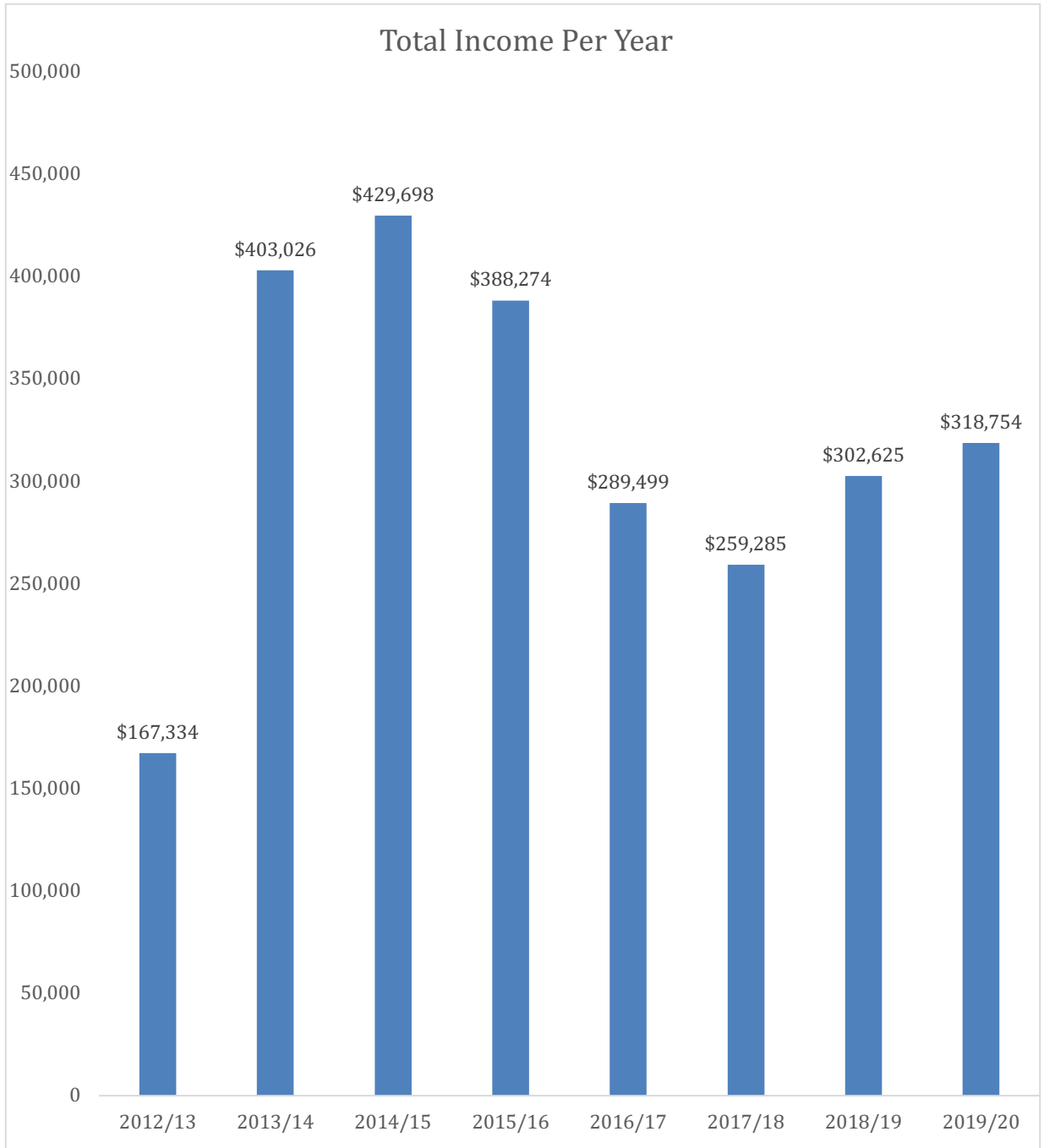
### **3. FINANCIAL RESULTS**

Up until the previous financial year (i.e. prior to June, 2018), GNU had been suffering heavy deficits. The previous financial year (2018/19) was a year of financial consolidation, showing a small loss of (-)\$5,900.

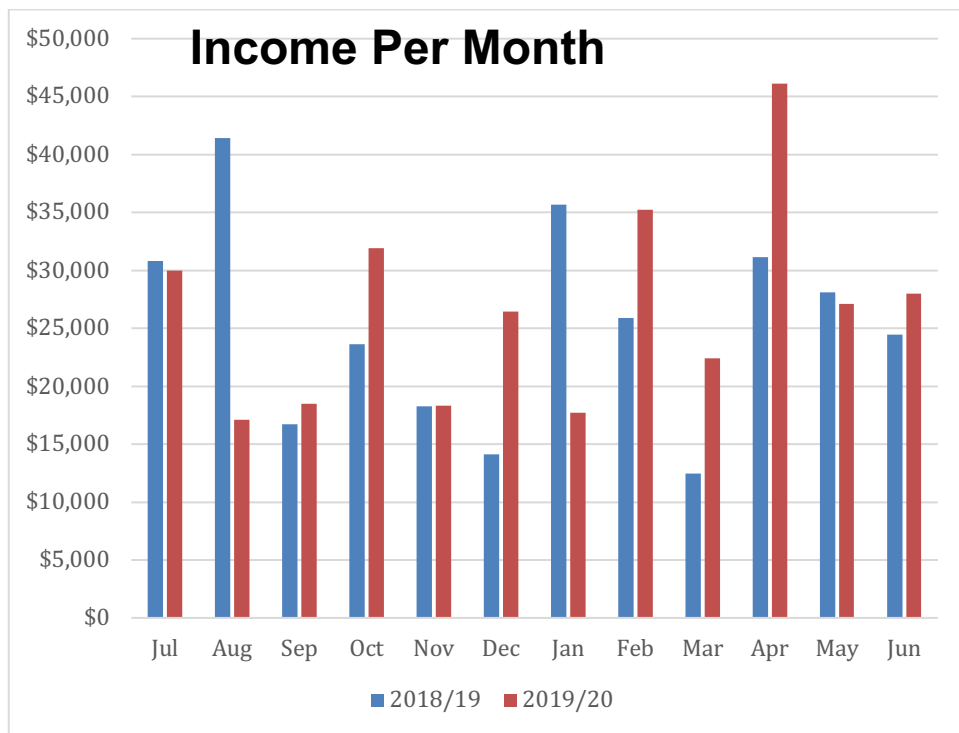
This financial year (2019/20) we have achieved a net profit of \$44,037. This is the first profit achieved in many years.

As at 30 June 2020, the balance sheet for GNU showed a total equity of \$110,623.

The chart below shows total income per year since 2012/13. This shows a healthy, growing ministry in terms of donations, which is important for a charity.



GNU's income per month is shown in the following chart:



#### **4. RADIO AND TELEVISION MINISTRY**

In addition to our long-running Gospel TV in southern India, GNU has been steadily working to increase its footprint in Christian media here in Australia and in other countries. This has been facilitated by the DGR status which we achieved a few years ago.

GNU's radio content is now being heard on most regional and small capital-city Christian radio stations across Australia.

Additionally, GNU's radio content is now being heard across New Zealand, in the United Kingdom, and on a small but increasing number of radio stations in the United States. Some of our video content can be seen through ACCTV (Australian Christian Television).

GNU is currently finalising the translation of a series of 70 television programmes into the Russian language for people across Russia and Ukraine. We plan to have these dubbed. These programmes were originally produced in English while Des Ford was with us, and they also include short presentations by him.

#### **5. NEW DONORS**

GNU's key strategic financial imperative is to acquire new donors from a younger demographic, across a broad spectrum of Christianity. This isn't easy, and GNU expends great efforts to progress towards meeting this objective.

We're thankful that 41 first-time donors joined the GNU community during the 2019/20 financial year. This compares with 71 first-time donors during the previous (2018/29) financial year.

#### **6. BOARD COMPOSITION**

At the 2018/19 AGM, four new Directors were elected to the Board of Good News Unlimited: Caroline Taylor-Knight, Bilyana de Soto, Rob Pate and Peter Turner.

These Directors have been invaluable in strengthening the Board and providing leadership to GNU.

Unfortunately, due to personal reasons, Peter Turner has decided not to stand for re-election at this (2019/2020) AGM. We are grateful for his gracious service and pray that the Lord Jesus is with him as he continues to follow in the footsteps of Jesus.

We would specifically like to thank Caroline Taylor-Knight, who stepped up this year and accepted the position of Company Secretary. This is a very important role that supports the work of the Board of Good News Unlimited, and her sacrifice and hard work is very much appreciated.



## **7. RECENT AND EMERGING STRATEGIES**

### **1. Discipleship Strategy**

GNU has recognised that we need to do more than just share Gospel messages. Because of that, Eliezer Gonzalez conducts a Bible Study every Friday evening (Brisbane time) on Facebook live. We are currently studying through the Gospel of Luke. This group has 835 members, 474 of whom are active in the group. Approximately 75 people either participate live in the study or watch the recorded version every week.

### **2. Business Portal**

GNU is currently developing a business portal, through which Christian businesses will be able to partner with GNU to share the Gospel in their communities. This has been in development for over a year, and work on this is still ongoing.

### **3. Church Engagement Strategy**

We have not been able to progress our Church Engagement Strategy because of COVID-19, which has disrupted the ability of churches to hold face-to-face meetings. This will be revisited once the pandemic situation stabilises.

### **4. Becoming a Follower of Jesus**

GNU's key means of ministering to people throughout the world is through our emailed devotions. For the next step in the development of our ministry, we have decided to develop and offer a series of online lessons to introduce people to the Gospel and the teachings of Christianity. Thereafter, the ministry of GNU will have two key planks:

1. introducing people to the Gospel through this new series of lessons, and
2. encouraging them in the Gospel through the emailed daily devotions.

This series of 14 lessons is called, "Becoming a Follower of Jesus." People will be able to subscribe to the lessons through the GNU website, and complete them at their own pace. These lessons are designed for an international audience, so they use appropriately simple language, and do not assume any Christian cultural awareness. In other words, they are equally suitable for Muslims, Hindus, and atheists around the world, as they are for people who left the faith due to wrong concepts about God and the Gospel, and who would like to revisit and relearn what Christianity is about from first principles.

We are in the final stages of adjusting some technical issues identified through testing by myself and the developer. The next step will commence shortly: this is live user testing to iron out any remaining issues with content, design, or programming. If you would like to be involved in user testing, please contact Eliezer Gonzalez on [eliezer@goodnewsunlimited.com](mailto:eliezer@goodnewsunlimited.com).

## 5. Des Ford Website

After a long time and much work, we are using this AGM to officially launch the website that GNU has created for the life work of Dr Des Ford, the founder of our ministry. The website is now live and you can access it here:

<https://desmondford.org>

The website is still undergoing some work in the background to sort out the underlying structure of the media files. For example, not all of the files in the “Videos” section are videos; some are audio files. This work is detailed work which will be ongoing.

However, we have decided not to let you wait any longer, because the website is now functional and robust. It allows access to all of the text, audio and video files by Des Ford which GNU is holding, including the material which we have carefully collected and curated in recent years. Duncan Wood is continuing this work.

We hope and pray that this website will be a powerful force for good in the world as the Gospel voice of our founder, Dr Desmond Ford continues to be heard by coming generations.

## 8. CONCLUSION

We continue to see the hand of God at work through the ministry of GNU. The many stories of GNU’s impact on the lives of individuals around the world can be seen on our website and in the responses to our surveys. As a small ministry which doesn’t control pastors or churches, we aren’t able to provide accurate figures on the numbers of people who have accepted the Gospel through our ministry, or who have chosen to surrender their lives to Christ through baptism. Anecdotally, we can surmise that these number are at least in the tens of thousands from all corners of the globe.

A work for God such as ours doesn’t just happen. It happens because people say “Yes!” to God’s call. Thank you to our Directors who volunteer to guide this ministry so that it is able, not only to fulfil its legal obligations, but to thrive.

Our contractors also deserve a mention here. We have chosen to remain efficient and nimble and we do most of our work behind the scenes through contractors. Most of these are committed Christians who go “above and beyond” the monetary value that they receive, in recognition of the importance of this work. Thank you to the Members of GNU, who are our closest supporters and protectors of our mission, and who oversee the work of the Board of Directors.

We also recognise in gratitude every person who has remembered GNU to our Heavenly Father in prayer, or who has given of the money that God has lent them so that others may receive the Good News by which we are saved. However you have helped us, we thank you!

– **The Board of Directors of Good News Unlimited Ltd, 7 November 2020**