



ANNUAL REPORT 2024

TWR Europe and CAMENA

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Introduction

Exodus 35:31-32 (NIV): *“and he has filled him with the Spirit of God, with wisdom, with understanding, with knowledge and with all kinds of skills—to make artistic designs for work in gold, silver and bronze.”*

Exodus 35 tells us that God gave Bezalel wisdom, understanding, knowledge and skills in all kinds of crafts through his Spirit. Just as God empowered Bezalel with special abilities to carry out his plans in the Old Testament, he continues to endow us as mission leaders, as well as our organizations, with the abilities needed to fulfill his divine missions.

In 1 Corinthians 12:12-27, we learn about the importance of depending on each other. Like churches, media ministries shouldn't rely solely on themselves. Bezalel worked alongside other skilled people rather than working alone.

The annual report illustrates how collaboration, the sharing of different skills and mutual support enhance the impact of our ministries. We are among the many partners in Europe and the CAMENA region, each bringing unique skills and experiences. Together, we are a wonderful and potent mix that God has formed, and we can have a significant impact on media ministry across these regions—and even beyond.

Let's celebrate our mutual reliance and partnership and continue to grow this incredible treasure we have. Enjoy reading this annual report, which showcases our joint efforts and God-equipped ministries working in unity.

Dirk Müller
International Director TWR Europe

About

WHO WE ARE

TWR Europe and CAMENA (a regional abbreviation for Central Asia, Middle East and North Africa) is a division of TWR International. Collectively, TWR uses mass media to share the gospel message in more than 200 languages, to over 190 countries worldwide. Our vision is to tell as many people as possible about God's gift of eternal hope while providing discipleship resources.

Every day, the two regions of Europe and CAMENA broadcast biblical programming in over 50 languages and dialects.

HOW WE WORK

TWR Europe and CAMENA works closely with more than 30 national partner ministries to identify unique needs, implement life-changing gospel media programs and provide necessary follow-up with listeners. Yet this work would not be possible without the faithful generosity of individuals, churches and corporate sponsorships.

Central and East Europe



In 2024, our Central and Eastern European Ministries (CEEM) strengthened their digital media distribution and outreach. Though our cooperation with a regional medium-wave (AM) transmitter ended last fall, it led to new opportunities to grow our online presence. Our partners navigated this transition by growing their social media and podcast channels. At the same time, new *Thru the Bible (TTB)* projects launched in various countries, initiating a collaborative effort to digitize our entire content catalog for enhanced online accessibility.

A few of our partners who focus on FM or DAB+ broadcasting in the region remained unaffected by the transmitter's closure. **TWR Slovakia's** renovated studios paved the way for increased video production for YouTube and active content promotion on social media using short-form videos. Additionally, they launched successful fundraising campaigns that increased their self-sustainability and significantly expanded in-house production.

The **TWR Czech** team was encouraged by new listeners discovering the station on DAB+ during their daily commutes. As DAB+ coverage expands and costs rise, the team remains prayerful for continued financial support. At the start of the year, the new director introduced a focus on developing financial partnerships with local churches and listeners. In addition, the team strengthened their social media presence, increasing live broadcasts via YouTube and deepening listener engagement.

The Lithuanian team at **Good News Center (GNC)** remained well-established, continuing their FM broadcasts and other missional activities. Despite operating in a country with a small evangelical community and ongoing economic struggles due to the neighboring war in Ukraine, they persevered. Last year, GNC consolidated its publishing house and XFM Radio while continuing its children's radio broadcast. GNC continued organizing festivals, publishing books and producing programs for all ages, offering much more than just radio to positively impact its community.

The **TWR Albania** team prioritized expanding their social media presence and refining their marketing strategies to engage listeners online in addition to those tuning in via local FM stations. They overcame initial challenges through consultations with a digital media specialist, strengthening their digital platforms. Their outreach to women in need remained a key focus, while they also took steps to develop a men's ministry, successfully organizing a conference for the Every Man a Warrior initiative. The team sees an emphasis on digital distribution as the best path for the ministry's future.

The shift from medium-wave radio to digital platforms and FM broadcasting impacted most Balkan countries, along with Hungary and Poland. As a result, the ministry has moved to more interactive, widely accessible

online content, and our partners have already seen an increase in audience engagement.

The most impacted partner, **NERA Hungary**, primarily reached its listeners through medium-wave coverage. Although content remained available online and via local FM stations, the transition negatively affected older listeners and those in areas with limited internet access. Through these changes, the team continued producing content for their programs and independent ministry projects.

The **Impuls Polska** team in Poland successfully navigated the shift from analog to digital and transitioned their audio programs to video for YouTube. They explored advertising campaigns across multiple platforms and refined their strategies, leading to a strong increase in listener engagement across digital channels.

TWR Romania boosted Romani Kalderash content in response to the transition and grew their regional ministry. They started several online Bible study groups, implemented new technology and experimented with innovative audience engagement tools. They focused on creating short-form content for social media and podcasts, paired with strategic promotional efforts to reach new listeners.

In Bulgaria, the **Studio865** team took intentional steps to refocus funding on new productions, launching several programs in both Bulgarian and Balkan Romani languages. This enriched their content library and strengthened their digital presence. A hacker attack early in the year temporarily disrupted their channels, but they quickly restored operations and relaunched their efforts. Through ongoing digital promotional activities, the team saw steady growth in listener engagement.

As the **IKONOS Media** team in Serbia and across the region grew, so did their content.



I never thought I would find a program that speaks directly to our issues and struggles. The discussions about faith and real-life challenges have helped me navigate difficult times. I have shared these programs with my friends, and we often talk about the topics raised.

With the move to fully digital media, new listeners found their programs online and connected with the teams. While FM broadcasts continued in Croatia, the rest of the region transitioned to digital platforms in the fall. The team updated their website with a modern design, advanced features, online streaming and user-friendly donation options for local supporters. They also launched several new productions in Bosnian, North Macedonian, Croatian, Serbian and Romani languages. The team created a dedicated collection of content for Roma children, including the Superbook series, an audio Bible for children, 20 original songs published on YouTube and original video and audio content in multiple languages. After some fundraising challenges, the new studio near Belgrade secured end-of-year funding and began development, with completion set to expand production opportunities.

Russia, Ukraine and Belarus



RUSSIA

Ministry in Russia has continued at a steady pace with a total of 5,454,655 potential listeners on FM radio. This number represents Russian-speaking people ages 25-45, with the majority residing in Russia, although listeners are also spread throughout former Soviet Union countries and around the globe.

We've launched the Radio Moloko project for Russian speakers, especially those in Russia. Moloko, which translates to "milk," is a 24-hour radio stream designed to give people who don't know God the essential biblical truths they need to understand who Jesus is. The project's slogan is: "To not only listen but also think!" With its official launch in October of last year, the radio stream has already gained regular listeners. Through the project's Telegram channel, we can begin building relationships with these listeners.

Our internet radio station has listeners from over 30 countries and over 200 cities. Approximately seven percent of the 6,500 daily connections with listeners are with individuals who do not know Christ or attend church.

UKRAINE

With war raging all around them, the TWR Ukraine team was spared throughout 2024. In July, Russia launched a missile strike on a Kyiv children's hospital, one of many traumatic events that took place in Ukraine last year. The war has taken an emotional toll on our team and there are times when they lose heart. Yet, stories of survival emerge from the ashes.

In the program *Speak Up*, Director Alexander Chmut recounts the miraculous survival of a girl on dialysis who was in the children's hospital when it was struck. Other stories are told of those who courageously fight for their lives with God's help.

Studying the Bible Together is an educational program exploring books of the Bible in an interactive way. It is designed for a broad audience, making God's Word applicable to daily life. In 2024, the following books of the Bible were published: Daniel, Ruth and 1 Peter.

An evening program called *Mondays with Chmut* examines important social issues through the lens of the Bible. Viewers eagerly await each unique episode with topics including *Appreciate Your Friends* and *Does Ukraine Have a Future?*

BELARUS

The TWR Belarus team made significant strides in its mission to provide biblical guidance through various programs designed to meet the needs of specific audiences.

Women of Hope was recently launched in Belarus to support women in their multifaceted roles within society and the church. It serves as a source of biblical inspiration and gives women a safe space where their voices can be heard.

The Children's Program, encompassing *The Little Seed* and *Treasure Seekers*, has become a staple in the lives of many Belarusian families. Each episode is meticulously crafted to nurture young hearts and inspire a sense of curiosity and love for biblical teachings. A new strategic partnership with Krynitsa Zhytstsya publishing house has enabled *Treasure Seekers* to also be published in print form, bringing these cherished stories to life in a new medium.

The church initiative, Children of the City, gave TWR Belarus a platform to engage with the community, offering children from diverse backgrounds the chance to encounter the love of Christ through creative and immersive experiences.

Last year, *Still Waters*, hosted by the esteemed Pavel and Irina Tupchik, continued to evolve, reaching people through radio, online streaming, podcasts and microSD cards. The Tupchiks' ability to discuss complex spiritual topics with clarity and compassion has made *Still Waters* a popular program for over a quarter of a century.



“My children's anticipation of each new episode of *The Little Seed* brings such warmth to my heart. It's a beautiful way to introduce them to faith.

South Europe



In 2024, our Southern European Ministries region, encompassing six countries, reached culturally diverse audiences via radio and web-based programs. The ministry experienced steady growth through new initiatives and heightened audience engagement, particularly in France with the Games Talk project during the Paris Summer Olympic Games. This initiative, which followed a year of testing and analysis in 2023, marked TWR's first real-world application of artificial intelligence and represented a strategic advancement in employing AI across the wider media ministry.

Although the region is considered traditionally Christian, it has a very low percentage of evangelical Christians and is experiencing a rise in secularism. Still, ministries in these countries tend to be overlooked by donors, making financial sustainability a recurring challenge.

2024 was a milestone year for **RTM Portugal**, marked by a growing social media presence and a significant increase in volunteers for digital communications and production. The inauguration of a TV studio was a key achievement, enabling the expansion of video and podcast productions.

The ministry increased its radio program visibility and supported church events nationwide, despite representing a small percentage of the population. Encouraging testimonies include a former priest who converted after hearing a story of transformation through the ministry. Social media engagement revealed a growing audience in Portuguese-speaking Africa, the USA, and even China.

Looking ahead to 2025, RTM Portugal plans to strengthen church partnerships and develop sustainable fundraising strategies, celebrating 25 years since its establishment. The Portuguese Evangelical Alliance's endorsement of Women of Hope is a notable milestone.

TWR Hellas continues to provide the gospel through 10 FM stations in Greece and one in Cyprus, broadcasting *Thru the Bible (TTB)* and *In Touch Ministries (ITM)*. Digital engagement is expanding through web radio and podcasts, with increased listener interactions. A remarkable testimony includes drivers stopping their cars to call in and request a New Testament Bible.

Despite facing economic challenges in 2024, **Radio Encuentro**—TWR's partner for Spain and Latin America—was able to expand its ministry, thanks to support from P7 Norway and Thru the Bible. Compelling testimonies from Spain, Colombia, the Dominican Republic, Chile and the USA underscore the profound impact of *La Fuente de la Vida (TTB Spain)*, which is transforming lives for Christ.

In 2025, Radio Encuentro plans to expand video content for YouTube, Instagram and Facebook, establish partnerships with local Christian organizations for new content production and deepen engagement with listeners. We continue to pray for the approval of a radio station license.

2024 was a year of expansion for **Radio Colombe** in France, including a move to new facilities and the enhancement of FM broadcast coverage. The station played a key role in the Games Talk initiative in Paris and distributed 240 Bibles at the event. Their children's program, *Les P'tits Bout de Choux*, helped young audiences engage with the gospel. The station remains committed to broadcasting biblical messages and promoting Christian festivals.

One of the key highlights of the year was our involvement in the Paris 2024 Olympic Games project, Games Talk, marking the first collaboration between **PHARE FM** and TWR within the evangelical collective Ensemble 2024. This initiative led to the production of 30 interviews with international athletes, translated into six languages and broadcast across 189 countries via radio and digital platforms. The project reached 1.8 million people, including audiences in persecuted regions such as Iraq and Bangladesh.

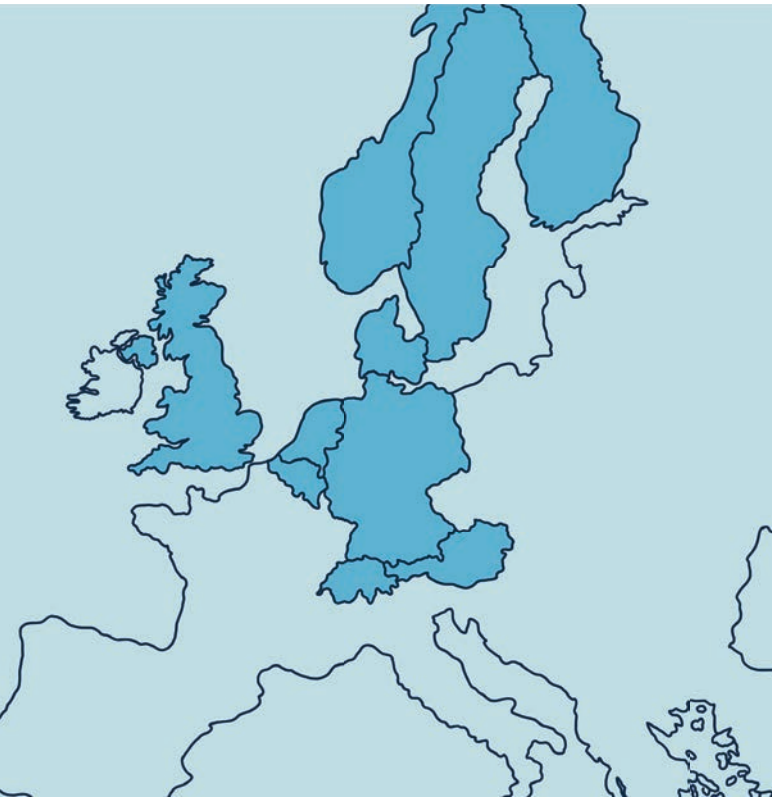
CRC, TWR's partner in Italy, saw strong online streaming growth, reaching 250 daily listeners, up from 100. A breakthrough came when a commercial radio station in Sicily offered to broadcast *TTB* for free. A listener shared how CRC's programs led her to faith during a time of deep personal loss, transforming her life.

Challenges include improving the ministry's app, increasing local investment in radio and developing new programs. Goals for 2025 include securing DAB broadcasting, hiring new staff for live programming and expanding outreach to prisoners in Piacenza.

What the Lord does through this ministry is so effective and powerful, blessing people's lives who have known Him, including my own. The La Fuente de la Vida program gives me a way to light the lamp of God in my ears and heart as I go about my day, with God's wisdom close beside me. I am grateful to the Lord for giving me the opportunity to take part in it. There are many media programs and voices, but it is evident that we must choose carefully which ones are truly teaching sound doctrine.



Northwest Partners



TWR Europe and CAMENA collaborate with 10 national partners across nine countries in Northwest Europe to support international media ministries, sharing the message of Jesus Christ with people worldwide.

ERF MEDIEN AUSTRIA

www.erf.at

ERF Medien Austria supports people in developing an authentic faith in God so that he changes their lives. Through NOW Radio, ERF promotes communication between believers and those interested in Christianity across Austria. The introduction of digital radio in 2019 enabled interference-free reception. A 2024 radio test confirmed ERF Medien Austria's reach, with ERF Süd registering 213,000 listeners and NOW Radio attracting 120,000, far surpassing expectations.

NOREA MEDIEMISSION DENMARK

www.norea.dk

Norea Mediemiission Denmark operates in 13 regions worldwide across 25 languages, supporting Christian and humanitarian mission projects via radio, TV, internet and media players.

Norea reaches those unfamiliar with Jesus, delivering Christian music and programming through its Norea WebRadio platform. In 2024, it used AI to transcribe a vast archive of historical audio files, making content more accessible for global staff.

SANSA FINLAND

www.sansa.fi

Since 1973, **Sansa Finland** has shared the gospel in countries closed to Christianity, focusing on Asia, India, the Middle East and North Africa. Sansa partners with media organizations to support Christ-centered, contextualized, holistic and interactive content. The organization is exploring AI to make content available in more formats, recognizing a growing interest in faith among younger generations.

ERF GERMANY

www.erf.de

ERF Germany, known as ERF Der Sinnsender ("meaningful broadcaster"), shares Jesus' message through radio, TV, digital and print media. Key initiatives include the TV show *ERF Mensch Gott* ("ERF Man God"), the online Bible at BibleServer.com and the magazine ERF Antenne. In 2024, ERF introduced Nikodemus. AI, a digital assistant for BibleServer that provides background information on Bible passages, practical application tips and questions for deeper reflection.

TWR NETHERLANDS & BELGIUM

www.twr.nl

TWR Netherlands & Belgium, an independent partner of TWR International, is dedicated to spreading the gospel globally. Its teams raise funds to support TWR's worldwide broadcasts and produce local content accessible via Groot Nieuws Radio, apps, and their website. In 2024, TWR Netherlands & Belgium hosted events like an Indonesian cooking workshop and a worship evening to share more about the ministry and projects they support.

NOREA MEDIEMISJON NORWAY

www.norea.no

Norea Norway describes itself as a special unit for difficult mission assignments, reaching countries inaccessible to traditional missions through diverse media. In 2024, it launched an app enabling Norwegians to share Jesus cross-culturally via digital content like podcasts and videos. Norea also collaborated with filmmaker Roger Gihlemon on *The Legacy of Adam*, advancing its mission to reach the unreachable.

P7 KRISTEN RIKSRADIO NORWAY

www.p7.no

P7, in collaboration with TWR, supports Christian outreach in Spain, Italy, Greece, Venezuela, South America and Central Asia. Its work includes funding radio networks, producing podcasts, distributing Bibles, aiding children's missions and developing digital Christian content for areas with religious restrictions. P7 is producing *Bibelglimt* ("Bible Glimpse"), a devotional series offering daily Bible reflections to help audiences encounter God.

NOREA SWEDEN

www.noreasverige.se

Norea Sweden, founded in 1993 through TWR and Norea Norway, uses media to spread Christianity across Sweden and internationally. Its Norea Play platform offers free Christian content while supporting outreach in countries like Ukraine and Jordan. A cultural shift in Sweden has seen more young people embracing God and attending church, and Norea Sweden aims to meet the needs of this spiritually curious generation.

ERF MEDIEN SWITZERLAND

www.erf.ch

ERF Medien Switzerland, active since 1973, specializes in independent, non-denominational and politically neutral content about faith and society.

The organization produces TV, radio, podcasts, online content and print media. In 2024, ERF Switzerland created thousands of programs and articles, continuing its vision to explore life's essential questions and "report about God and the world." Their broad content offerings include TV, Radio, online content, podcasts and print.

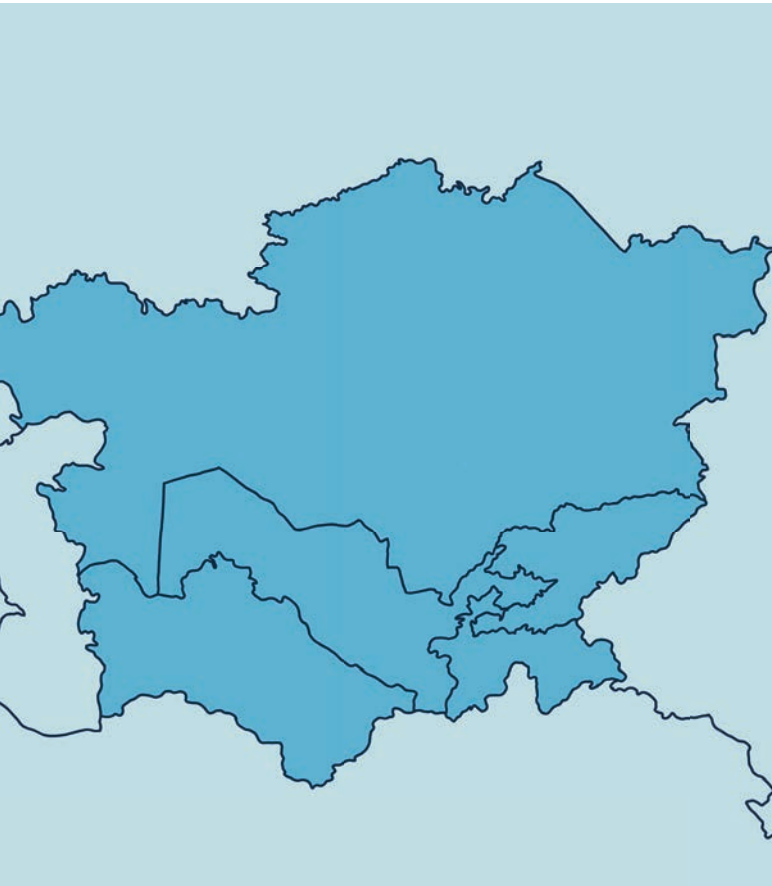
TWR UNITED KINGDOM

www.twr.org.uk

TWR UK serves audiences throughout the UK with a Christian perspective on life, news and faith, grounded in solid biblical teaching. Its programs include *Engaging with Pop Culture*, *Sports Talk*, *TWR Gold* and *Turning Points*. In 2024, TWR UK continued producing diverse content, including *Team Jesus*, a weekly program about faith heroes, and *Reimagine Faith in Culture*, created in collaboration with the London Institute for Contemporary Christianity (LICC).



Central Asia



God's faithfulness was remarkably apparent in Central Asia throughout 2024, as his Word transformed lives, despite the personal risk of discrimination or persecution.

The culture in **Kyrgyzstan** values oral and literary creativity. To that end, the Kyrgyz team produced 18 audio dramas from archives, in cooperation with collaborating scriptwriters. Each audio drama integrates voice acting, sound design and effects. Listeners enjoy the audio dramas immensely, though some have shared that certain parts about Jesus don't align with their beliefs. Ultimately, the seeds of Christ's message are being planted with over 12,500 new subscribers to the YouTube channel.

The *Women of Hope* programs in the Kyrgyz language resonate deeply with many listeners. In October, the Kyrgyz team hosted a gathering for their listeners, during which one Muslim listener mentioned that her husband and daughter also listen.

Similarly, many enjoy the program *Christian Home*, where an interview with a psychologist on the topic of finding common ground with your spouse gained over 21,000 views.

Christians in **Uzbekistan** have continued to face challenges to religious freedom. Protestant churches struggle to obtain official registration, making them susceptible to police raids, arrests and fines. Despite this reality, audio programs including *House Church*, *Hope for Today* and *The Way of Righteousness* give listeners access to consistent biblical teaching.

In **Turkmenistan** last year, a TWR contact set out with five other people to distribute Christian media, but the group was later interrogated by law enforcement. What started as a scary situation turned into an opportunity to evangelize when a local Imam was brought in. Programs such as *Power in Persecution* and *Women of Hope* encourage listeners who face adversity within their cultural context.

Word Reading is a new project in **Tajikistan** focused on creating an immersive audio Bible experience by recording Psalms and Proverbs accompanied by background music. This format does not currently exist in Tajikistan, and with most of the population living in rural areas, literacy rates are low and access or familiarity with the Bible is limited. This initiative represents an excellent opportunity for Tajiks to become enriched by God's Word.

In addition to creating and airing content, our team in **Kazakhstan** strategically distributes radios and media materials during evangelistic missions. They frequently encounter individuals from marginalized groups such as the blind or those coping with domestic abuse.

At times, our Kazakh team sees a strong resistance to their outreach efforts, pointing to the reality of spiritual warfare. Yet while

some followers on social media platforms such as TikTok and Instagram give negative feedback, most eagerly anticipate the ongoing stream of posts. Their social media audiences are growing rapidly, commenting on almost every video reel.

Through a multi-platform approach, our Kazakh team starts meaningful conversations with people from all walks of life. This includes providing radios to those who either cannot read or are visually impaired. Often by word of mouth and through home visits, the team broadens their reach. Popular programs include *Radio Bible Project*, *Springs of Living Water* and *The Christian Youth*.

In a region filled with uncertainty, our Central Asia teams are leaning on God's promise that "those who hope in the Lord will renew their strength" (Isaiah 40:31). They press on, trusting that God will continue to empower them to make a lasting impact for his glory.



“An elderly woman who cannot not walk lives in a village in Kyrgyzstan. A member of TWR's Kyrgyz team gave her a radio, and after listening to it for a while, she fell asleep. In her dream, the Lord appeared to her and asked, “Who am I?” The woman replied that she did not know him. He said, “You have been hearing about me through the radio; I am Jesus.” When the woman awoke, she began to recall and share the testimonies she had heard on the radio. Her daughters-in-law, having heard the woman's stories, also asked for radios of their own.

Middle East



TWR's Arabic region remains a complex and turbulent landscape. Social, political and economic instability continue to define daily life for millions, compounding the challenges faced by families, young people and individuals seeking truth and hope. Yet, amid this instability, a quiet spiritual hunger is emerging across the region.

From practical discipleship resources for new believers to faith-based programs addressing social and psychological needs, our outreach in the Arab world remains steadfast and dynamic.

The Way of Righteousness (TWOR) continues to meet the spiritual hunger of a diverse audience. Through drama-style narration and thematic Bible teaching, the program invites listeners to explore God's plan of salvation. Through medium-wave (MW) radio, online radio and podcast platforms, *TWOR* reaches audiences in Egypt and beyond.

Social media channels like WhatsApp and Messenger have allowed personalized engagement, creating opportunities for transformational conversations.

For new believers navigating their faith in isolation and adversity, *Talmatha* serves as an essential discipleship resource. In areas where access to Christian communities is often limited or non-existent, *Talmatha* provides biblical teaching and spiritual encouragement through MW radio, online streaming and podcasts. In 2024, the program expanded its reach and deepened engagement across platforms, with plans underway for an interactive website to provide personalized guidance and discipleship materials.

In conflict-stricken Sudan, where humanitarian and media restrictions make other forms of outreach nearly impossible, *Hope for Sudan* provides a vital lifeline of spiritual encouragement through shortwave (SW) radio. Though instability in the region makes gathering accurate data difficult, the program continues to deliver the hope of Christ to those in desperate need. In 2024, we lost contact with a local partner pastor who played a key role in distributing programs and engaging listeners. Even in the face of uncertainty, the light of God's Word shines brightly, offering hope to a suffering people.

Youth in Mind has remained a pillar of support for young Syrian adults facing the devastating effects of war. With 75 percent of Syrian youth unemployed and many schools non-functional, the challenges of daily life have left many feeling disenfranchised and hopeless. Through MW radio, podcasts, online radio streaming and social media, the program reaches young Syrians with biblical wisdom, practical life skills and psychological guidance. Topics like emotional safety, career planning and the power of prayer have resonated strongly with the audience, helping young people navigate their hardships with faith and resilience.

In Yemen, one of the world's most challenging places to live, *Hope for Yemen* continues to share the gospel. With millions struggling for survival, the program meets listeners in their brokenness through audio programs, social media engagement and direct conversations. Reaching over a million people across platforms like Facebook as well as online radio, the program continues to grow, as thousands ask questions about faith. In 2024, 14 individuals professed faith in Jesus Christ and hundreds of digital Bibles and Christian materials were distributed.

Hope for Syria continues to serve as a source of encouragement for Syrian families coping with the aftermath of war. In 2024, the program produced 26 episodes covering topics such as the attributes of God, critical thinking, problem-solving and emotional safety. These episodes, available on radio, podcasts and social media, offer both spiritual encouragement and practical life guidance. Strong engagement with social media content indicates the program is making a meaningful connection with its audience. Testimonies, personal stories and real-life examples have proven particularly effective in resonating with listeners.

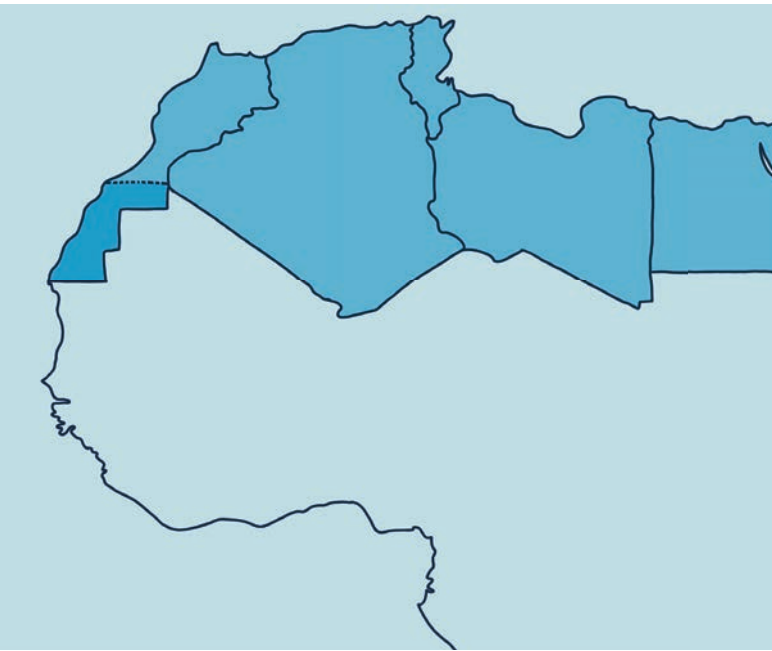
As we reflect on 2024, we are deeply grateful for the tools and opportunities God has provided to proclaim his Word across the Arab world. TWR's Middle East ministry is a steadfast voice of truth and love in a region longing for hope.

"I always thought of Jesus as a prophet. But now... I know him as something else, the tender-hearted Father I never had." There was a long pause in his last message, followed by words that felt like a whisper from the edge of a sacred moment:

"Thank you. I'm scared to tell anyone about this change in my heart. Just... please pray for me. And can I have a Bible?"



North Africa



The Amazigh ministry is actively expanding its original content for the Kabyle people in Algeria, increasing engagement through innovative promotions. This has led to more audience interaction with the content and follow-up team.

A part-time university student has been instrumental in uploading content to the Spotify podcast *Awal n Tudert (Thru the Bible)*, freeing up the Kabyle Women of Hope coordinator to develop new content, including a series set to launch on the medium-wave (AM) broadcast in March 2025.

The team is also translating and preparing materials for *He Changed Me*, a video series by TWR Motion and PALM, with hopes for distribution in mid-2025.

Two programs, *Way of Light* and *Abrid issawaden* are produced in Morocco in the Tamazight language. Now we've expanded to six additional programs for Algeria in the Kabyle language including *Awal n Tudert (Thru the Bible)*, *Names of Jesus* and *Power in Persecution*.

The Good News began airing via medium-wave broadcast from Monte Carlo. This program, which is in the Kabyle language, is especially meaningful as it serves an underrepresented people group who have limited access to Christian literature and fellowship. It walks through the Gospels in a relatable manner, helping listeners understand how much their Heavenly Father values them.

By offering programs like these, we reinforce the truth that the good news is indeed for all people.

Looking ahead, there are plans to boost sponsored content on the medium-wave 1467 kHz broadcast to maintain this crucial platform for reaching thousands with the gospel message, as losing it would significantly limit outreach opportunities.

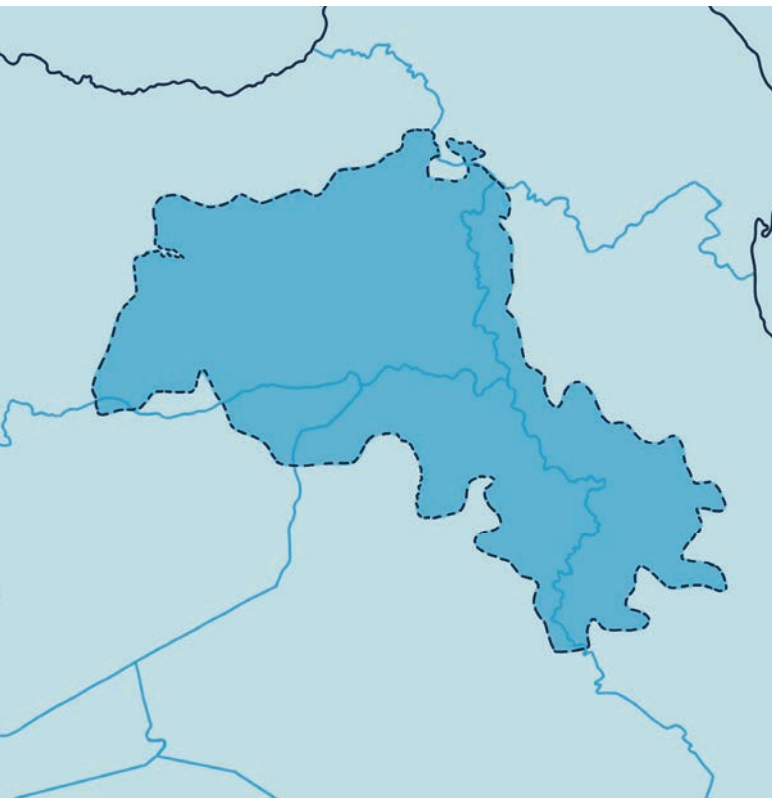
We're exploring ways to expand our Amazigh content in Morocco, building on an extensive collection of Tamazight material available online, managed by a local group. In collaboration with a Moroccan producer, we are initiating plans for a new series.

I am happy to have contacted you, and I testify to your words of wisdom, love and respect, which have touched me greatly. I trust you and ask you to continue to pray for those issues I shared with you in detail. I love the discussions we have had, and I know God is working in my heart through all of this.

photo by IMB.org



Kurdish Ministry



The year 2024 provided a wonderful opportunity for our local radio station to air new and unique Bible-centered programs for Kurdish Kurmanji listeners.

The programs *Power in Persecution* and *The Way of Righteousness* were fresh productions that had not been aired from this station before. The station manager is grateful for the growing list of new productions that can be scheduled to offer listeners high-quality biblical teaching material.

When our local station initially started broadcasting Kurmanji programs, a single voice produced and presented all the content. Now, however, programs incorporate a range of distinct voices.

In 2024, the Kurdish Kurmanji ministry produced and aired a wide array of new and varied programs. The series of 216 select *Thru the Bible (TTB)* productions neared its conclusion, with half of the episodes already aired.

New *Women of Hope* programs were recorded, with plans to broadcast a significant number in the coming months. In addition, the coordinator and her team hosted gatherings for women interested in the content and overall ministry.

Power in Persecution was produced and has been on the air since the fall of 2024, and the ongoing series *The Way of Righteousness* continues to be broadcast as well. *The Prophets* series recordings are also finished, with production now underway.

In answer to prayer, God has provided a woman to manage our social media efforts, and we are excited to have started advertising all the above-mentioned programs on social media. We hope to create more awareness of our programs through social media and spark more one-on-one interactions.

I'm in a vacuum [isolated]. I am 45 years old, married and have two sons. I want to guide them onto this path. We are Muslims and I don't know how we can make this change. I feel that my children are different, just like me. What I want to say is that we want to get to your side.



Farsi Ministry



Reflecting on 2024, we've continued to develop and enrich our media outreach projects, adapting to the evolving needs of our audience. As we navigate the complexities of Iran's socio-political climate, prayer is at the heart of our work.

This past year, we welcomed new team members and launched a rigorous training program. February marked a milestone as we successfully integrated our podcast with YouTube, boosting engagement and preparing to extend our social media presence across more platforms. In March, we held a six-session public speaking workshop, followed by additional training in radio operations.

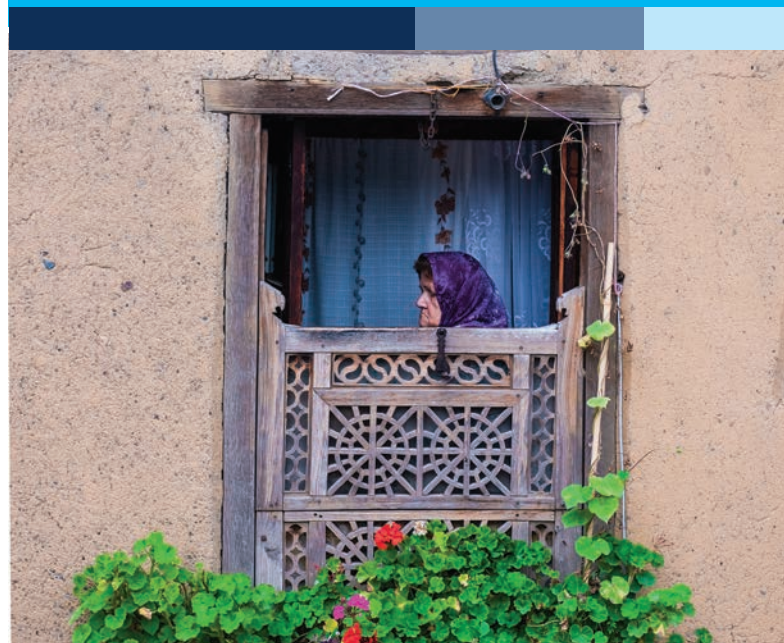
In April, we held a five-session workshop on editing, mixing and mastering audio, complemented by sessions on spiritual participation, public speaking and playwriting.

We also began trial recordings of the program *Questions About Life*, with five people serving as hosts and others involved in the filming. Meanwhile, our studio renovation was completed, and our team planned a studio Christmas celebration. The event brought together Persian-speaking churches in Türkiye, art teachers, preachers and worshippers and we successfully live-streamed the program on YouTube. Additionally, we hosted two conferences, addressing topics such as social media and audio editing.

In the long term, we dream of expanding our reach with a second studio and launching a global Persian radio ministry.

We are committed to taking practical steps to see God's Word reach over borders, changing lives and communities.

I always receive blessings from your voice and your work. It's absolutely incredible. When I look at each one of you, from that beautiful little girl to all of you working there—both behind the scenes and in front of the camera—I can truly see God's hands upon you. We know that your voice reaches the farthest corners of the world, bringing joy to people. Your voice is the voice of the Lord, spreading his message to everyone, and through it, God's glory comes alive. May you always be successful, healthy, honored and victorious.



Israel Ministry



Israel is a nation of rich ethnic and religious diversity. Approximately 75 percent of the population is Jewish, while Arabs constitute over 20 percent, according to Britannica. The nation is also home to Druze, Circassians and other minority groups.

After the fall of the Soviet Union, over a million Russian speakers emigrated to Israel. That number remains around 1.2 million people today.

TWR already has a substantial amount of Russian-language content available, so we are in the initial stages of starting two media initiatives for Russian-speaking Jews, with plans to expand to other Israeli audiences in the future.

One of these initiatives is a 24-hour pre-evangelistic digital media stream called the Nehemiah Project. Around 80 percent of the content will consist of cultural news, music and other topic-related themes that are ethical but not overtly Christian. The other 20 percent of the content will address relevant topics from a biblical perspective.

We are also starting *Women of Hope (WOH)* for the Russian audience in the country. Of the 1.2 million Russian-speaking Jews living in Israel, many are women who face challenges such as domestic violence and social isolation. The 2023 escalation of the Israel-Gaza war has made ministry in the region even more vital as individuals grapple with the psychological and economic consequences of war.

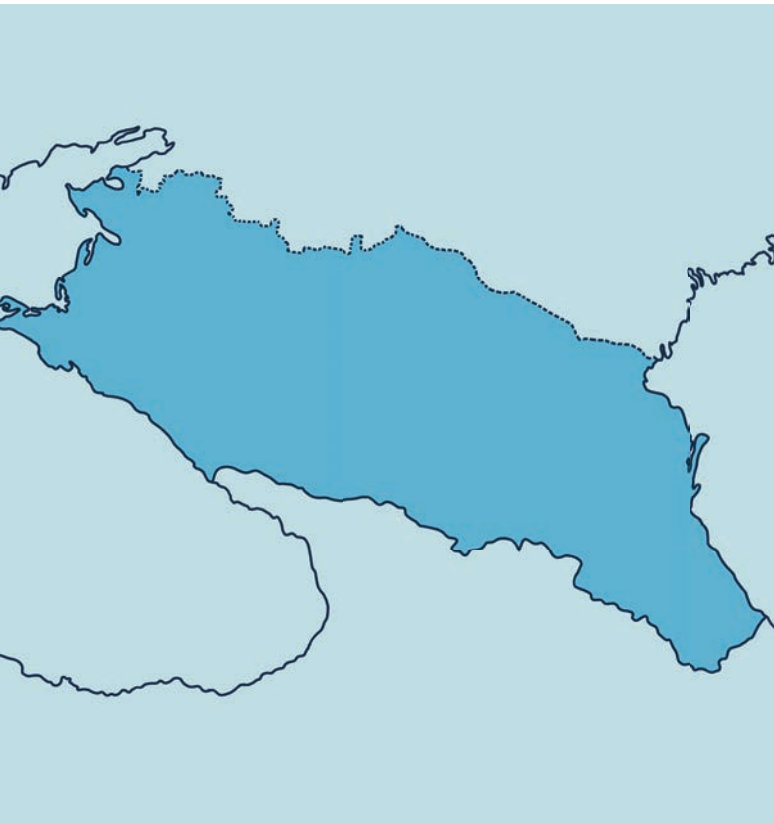
In 2024, TWR's director for Russian-speaking audiences visited Israel to meet with the newly formed team. He was accompanied by Women of Hope leaders for a partner meeting during the ministry's inauguration in Jerusalem. The first half of the day was spent in prayer, and the second half of the day was dedicated to in-depth discussions about each initiative. Discussion topics included the demographics we plan to reach, the WOH prayer calendar, the importance of prayer and the realization of the Nehemiah project.

After meeting with two reputable companies, the decision was made to register our own legal entity to ensure our future ministry to the people of Israel. We addressed questions such as non-profit criteria, how to align with Israeli laws and the timeline and registration process.

We hope to gain consistent audiences with these first two initiatives and a reputation in Israel for sharing balanced, biblical content.



North Caucasus Ministry



TWR's ministry friends in the North Caucasus have made significant strides in sharing the gospel and nurturing spiritual growth among Muslim-background individuals through digital media platforms like Instagram, Telegram and VKontakte. From July to December 2024, the ministry published 752 posts, stories and short videos tailored to the local context, which were played over 8,600 times. This consistent gospel-focused content led to 60 personal prayer encounters and 36 personal counselling conversations, illustrating how storytelling and personal follow-up can make a meaningful impact in a culturally sensitive region.

During this period, three individuals made decisions to follow Christ, and ten seekers committed to studying the Bible through recently formed Bible discovery groups. These groups represent an important step in building a discipleship pipeline. Two printed copies of the Bible were delivered and three more are on the way, meeting a growing hunger for God's Word.

The ministry also achieved notable growth across its platforms. One channel's VKontakte subscriber base grew by 1,900 percent, while another's membership increased by 22 percent, driven by focused advertising. Audio plays peaked at over 1,200 in July and remained strong, while short audio clips experienced a 776 percent increase in listens. Engagement quality improved dramatically on one Instagram page, with likes increasing by 449 percent and comments by 259 percent.

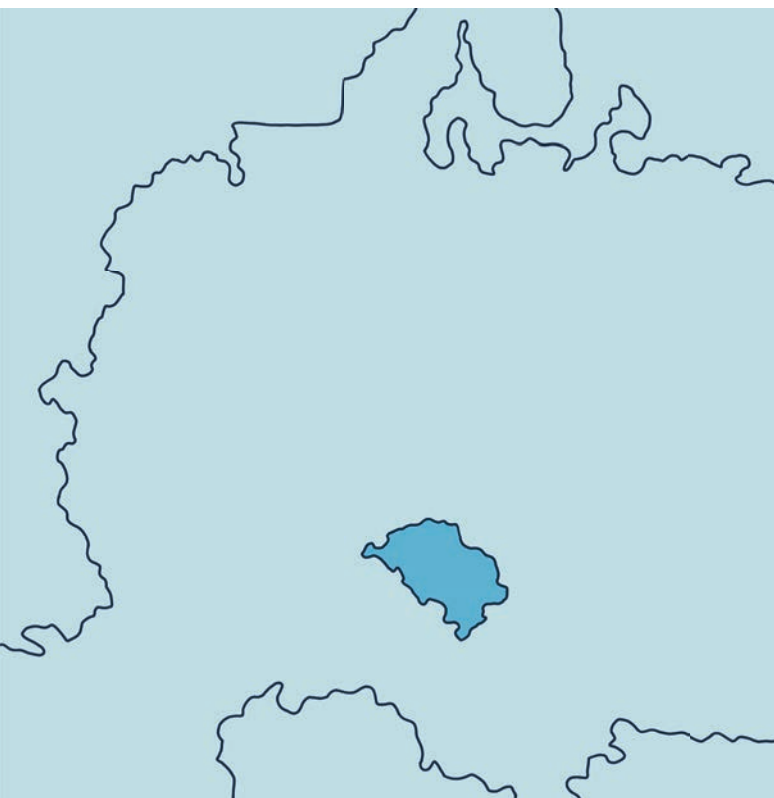
Personal stories highlight the real-life impact of the ministry. Three men requested Bibles after watching a video about Jesus, and the Bibles were shipped to them. Weekly prayer posts led several individuals to pray for forgiveness and commit their lives to Christ. Counseling sessions helped a husband address his anger issues, while a mother sought prayer for her son's freedom from addiction.

These ministries are moving beyond broadcasting to interactive disciple-making, showing how digital media can be used to build meaningful relationships and spark spiritual growth in a region where evangelism requires sensitivity and perseverance. These achievements reflect God's work through media as the Living Word reaches the hearts of those searching for true purpose.

Listening to Women of Hope is like medicine for my soul.



Tatar Ministry



In 2024, TWR continued its newly established ministry to reach the Tatar people of Tatarstan, a region in Russia known for its cultural and religious autonomy. The Tatars are Russia's largest Muslim group, and the tenets of Islam are deeply intertwined with Tatar culture and identity.

Few Christian resources are available in the Tatar language. The New Testament wasn't published until 2001, with the complete Bible available for the first time in 2015. Distributing Tatar Bibles and New Testaments is a key part of our ministry, with 7 to 8 copies delivered each month.

TWR's digital media outreach in Tatarstan, led by a dynamic Tatar couple, has been met with enthusiasm. Their approach to evangelism is tactful and culturally sensitive. This strategy has proven effective in bypassing initial defenses and establishing connections with the Tatar community.

In Tatarstan, many schools teach in Russian, and many Tatars speak Russian with one another in the cities.

However, when content is created in the Tatar language, using traditional Tatar designs and music, it forms a direct connection within the community. To strengthen this connection, TWR has been broadcasting short, insightful Bible-based programs on the radio, reaching approximately 7,500 daily listeners.

The Tatar couple leading the digital outreach starts by offering to pray for others, opening the door to spiritual conversations. Interested individuals are then gifted a Tatar Bible and connected with a nearby church.

Both Tatarstan and Bashkortostan are Russian republics sharing a common border and culture. Tatars and Bashkirs are essentially one family group, also sharing a Muslim heritage. For this reason, when we reach Tatars, we also reach Bashkirs. In an initial eight-month period, the digital Tatar ministry noted significant progress, with 31 Bibles distributed, nine individuals accepting Jesus and 13 connected with local churches. The digital content on VKontakte attracted 380 likes and sparked 28 comments. Moreover, a chatbot provided gospel-centered guidance to 77 subscribers, with 54 actively engaged.



Women of Hope



In Europe, as well as in the CAMENA regions, secularization continues to shape the cultural landscape, yet at the same time, there is a growing search for spiritual connection. Women face a variety of challenges, and their rights cannot always be taken for granted—even in Europe.

One particularly concerning issue is the increasing prevalence of domestic violence, which remains a silent and often shame-filled struggle for many women. In addition to this, many women suffer from a sense of invisibility and inadequacy. They are constantly measured against conflicting expectations—never enough of one thing, too much of another. Caught in this web of pressures, it can be difficult for a woman to truly recognize her own identity and worth. This is why TWR Women of Hope (TWRWOH) plays such a crucial role: to bring hope and healing, and the assurance that every woman is deeply valued in the eyes of Jesus.

Despite the challenges, there were many moments of joy throughout the year. A highlight was the Women of Hope Ukraine team's meeting inside the country, despite the ongoing war. The deep gratitude expressed by coordinator A underscored the incredible work being done there, bringing hope and joy to women living in the midst of conflict.

Throughout the year, team meetings (both virtual and in-person visits) played a significant role in strengthening connections and collaboration. Miia Kallio served as interim Regional Coordinator from early 2024, and in October, Miia da Silva returned to this role in a permanent capacity after her maternity leave. Miia's team of dedicated coworkers and volunteers, who serve with open hearts and a deep commitment to God's work, plays an important role in our ministry. Their contributions are invaluable!

CONFERENCES

The highlights of 2024 for the European and CAMENA regions were the TWRWOH conferences organized for the national coordinators and their key team members. The European conference was held in Pančevo, Serbia, from May 20 to 24, and the CAMENA conference took place in Shymkent, Kazakhstan, from October 24 to 26.

The conference programs were designed with the aim of including a diverse and well-rounded selection of content—a little bit of everything: some training, some fellowship and some fun. However, the most important goal was to provide the coordinators with a profound time with the Lord, enabling them to leave the conference feeling restored, encouraged and equipped, as well as special and valuable.

The following Bible verses reflect the overall content of the conferences:

"May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit." (Romans 15:13)

"He heals the broken-hearted and binds up their wounds." (Psalm 147:3)

Feedback during and after the conferences confirmed that there is indeed a need for such intimate face-to-face meetings. Praying together, sharing meals, rejoicing, weeping and joking, as well as engaging in deep reflection, are essential for maintaining the knowledge and assurance that, even though coordinators often work alone and across vast regions, we all belong to one big TWRWOH family.

EUROPEAN FREEDOM NETWORK'S BRIDGE OF HOPE CONFERENCE

Over 100 leaders working against human trafficking and commercial exploitation from 27 countries gathered in Lisbon, Portugal, for the European Freedom Network annual conference in March. The theme of the conference was *Connect, Collaborate and Create*.

Global Director of TWR WOH Susie Pek, *Hidden Treasures* project coordinator Pilar Hussman and acting Regional Coordinator Miia Kallio participated in the conference. The goal was to network with potential partners and learn more about the various topics.

Susie Pek was given a brief opportunity to present Women of Hope and particularly the *Hidden Treasures* project. Miia and Pilar shared giveaway materials with those interested. A few contact details were exchanged, and we are now eagerly awaiting potential collaboration.

In conclusion, the best aspects were the way the sessions were facilitated, which enabled and promoted collaboration. Thought-provoking questions were posed to spark discussion and creative problem-solving, while mutual learning was emphasized. The excellent summaries by the facilitators made participants feel heard and their contributions valued.



This prayer calendar has helped me to pray for other ladies. In the beginning, I thought 'Why in the world should we pray for women we don't even know?' But later I realized that many men and women had prayed for our salvation, without knowing us. This is God's work, and it is a blessing to be part of God's work.



M Ministry in Europe



Meanwhile, feedback from Persian-background users was reviewed and incorporated. The app became available on both Android and iOS in September, and by October, it had reached a stable version. A new 30-minute podcast episode, *Welcome to Europe*, was also recorded and added to the app.

The SUNDAY Farsi app has the potential to impact hundreds of thousands of Persian-speaking people. Due to migration patterns and the presence of Iranian and Afghan communities across Europe, it's estimated that several hundred thousand Farsi and Dari speakers live in Europe—most of whom are digitally active.

By the end of 2024, the app had been downloaded nearly 300 times, which was a promising start given the pending Meta Ads campaign.

PROMOTING THE APP

A simple yet well-designed website for the SUNDAY app was created by Jesper Noer of Norea Denmark, available in both Farsi and English, serving as the central hub for information about the app. SAT-7 PARS provided valuable support in developing the Farsi content. Having such a website is important for building trust, both among Farsi speakers and native Europeans who may recommend it to Iranians or Afghans. The site also includes direct links to download the app from both app stores, as well as links to the SUNDAY social media accounts.



SUNDAY APP

In 2024, our ministry reached a significant milestone with the launch of the SUNDAY Farsi app. We also began audience research for a Somali media outreach.

Matthea Hoogenboom-Vrij from the Netherlands took over as our new coordinator after Claus Kristensen's departure in March. Claus's diligent work left us with a robust database, setting the stage for the app's soft launch.

For the app to be published in the app stores, TWR Canada, responsible for building the app, worked with the coordinator to produce the required images and content. All necessary information was submitted, but the process turned out to be lengthy for the developer.



Scan to download
the SUNDAY app

MEN OF COURAGE

Men of Courage (MOC) aims to reach men with culturally relevant, locally produced content. We empower and equip local teams to produce impactful messages for their own communities, based on a global framework.



In 2024, Men of Courage teams responsible for the Turkish and the Albanian versions made significant progress. The Turkish team launched its first animated drama pilot and improved its talk show format, producing several new episodes. The team in Kosovo that is developing the Albanian version completed the first pilot episodes and is now enhancing production quality, improving the animations for social media and growing the team through training, new equipment and additional personnel.

REACHING ARABS

In 2024, we explored how effective it would be to use existing locally produced Arabic content to reach Arab speaking audiences in Europe. We did it through two separate digital media campaigns on Facebook and Instagram. The first campaign was a broad campaign across seven countries with significant Arabic minorities. For the second campaign we used the same Arabic content, but focused on audiences in Spain, Italy, France and the Netherlands. The objectives were:

1. To spread the message of hope and faith through digital media and broadcasting.
2. To engage with Arab communities, addressing their spiritual and emotional needs.
3. To gather insights and feedback to determine the viability of establishing a permanent Arabic ministry in Europe.

The campaigns generated positive responses overall, particularly from young men seeking guidance and mentorship, accompanied by strong engagement on social media platforms. The most effective call to action was “Learn More”, which drove significant, low-cost traffic to the TWR Arabic podcast channel, especially among the 25–34 age group.

Although the “Get More Messages” call to action encouraged meaningful conversations, the “Send Instagram Message” option was less successful.

Together, these results reflect a strong reach and cost-efficient performance, with a high amount of video views and moderate post engagement. Building on this success, we are considering the launch of a new project in Europe for Arabic speakers, in partnership with a local ministry.



Further Updates



NATIONAL PARTNERS CONFERENCE

In September, TWR Europe and CAMENA regions' partners, leadership and staff convened for the National Partners Conference, focusing on innovations in ministry.

The conference began with Cassius Smith, TWR's acting president, reaffirming TWR's commitment to mass media evangelism. Smith reiterated TWR's mission to reach the world for Christ by mass media so that lasting fruit is produced.

Alexander Chmut of TWR Ukraine shared poignant insights into media ministry amid crisis, emphasizing adaptability and resilience, with a move towards deeper Bible studies and digital content to engage youth.

Simon Diercks of Allianz-Mission e.V. in Germany discussed digital discipleship's potential to forge meaningful connections. Tyler Church, TWR's vice president of digital ministry, outlined the four pillars essential to digital ministry, and emphasized the strategic use of paid promotions.

The role of artificial intelligence (AI) in media ministry was discussed, with a caution to use it wisely, ensuring that it remains subservient to human initiative. The conference highlighted various successes, including the Games Talk project in Paris, a life-changing testimony from Albania and ERF Germany's advanced Nicodemus.AI chatbot.

Highlights from the region included new content in the Kurdish Kurmanji dialect, animations for the deaf communities in Central Asia, a new program for Kabyle speakers in North Africa, and a thriving digital ministry for Arabic speakers in the Middle East.

HR HIGHLIGHTS

Our vision in Human Resources is to see an organization full of people who are called, qualified, and healthy. The whole team works diligently on this through recruiting, staff development and training, member care, and administration to serve our people in 12 different countries.

Besides the annual Servant Leadership Trainings, we also help teams grow together. The 6 Types of Working Genius tool helps people to find more joy and fulfillment in their work. With a few teams, we dive even deeper in a year-long Team Mastery process. This helps them to work through challenging yet vital questions to ensure long-term success.

OUTLOOK FOR 2025

This year, our Servant Leadership Training will be held online. As a TWR partner, you are invited to join this training, which will be held in the first week of July. Together, we will dive into the critical topic of Decisions and Transitions.

If you are interested in joining the Servant Leadership Training or organizing a Working Genius or Resilience workshop for your organization, please reach out to Philipp Rüschi at pruesch@twr.org.





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