
SHOULD YOU INVEST THE TIME
& ENERGY TO READ THIS
BOOKLET?

If you look forward to His coming ...

If you look forward to that day in which
He will make all things new ...

If you want to have a meaningful part in
hastening the coming of that day ...

THEN YES, YOU SHOULD
READ THIS BOOKLET.

Introduction | Welcome

Dear Friend,

Thank you for opening this booklet.

Oh how I pray that what comes through for you on the following pages is much more than simply the explanation of a ministry. My hope is that this booklet will paint a picture of the amazing way God has raised up The HOPE ... how He is now using it to fulfill a very specific and strategic role in the completion of the Great Commission ... and how with the help of people like you, we believe God would take The HOPE to a whole new level of impact in reaching the world for Christ.

As a Christian, my heart is often stirred by the broken condition of the world around me. I believe it is God who compels me to want to be an agent of compassion when I see suffering and an agent of justice when I see wrong. However, as a Christian I also believe that my purpose in this world is not just to make it a better place from which people can leave to go to hell. Proverbs 11:30 reminds me, "And he who is wise wins souls."

This world is passing, and its passing is but one scene in a cosmic drama of eternal proportions. As Christians, the scene we should long for is the final scene ... the one in which God brings a new heaven and a new earth, ends suffering, vanquishes evil and manifests His rule and glory over all creation. According to 2 Peter 3:13, we should live our lives in such a way that we are hastening the coming of that amazing final scene.

It is the goal of Mars Hill, through the ministry of The HOPE, to strategically participate in the completion of the Great Commission, thus fulfilling our Father's passion to gather His children from every tongue, tribe and nation. Should God so lead, I welcome your partnership with us in pursuing that goal.

Sincerely in Christ,



Fred Carpenter
President



Billions of people live in countries that are hostile to the Gospel. To confess Christ in these countries may result in the loss of one's family, livelihood, or even physical life. People in these closed access countries often view The HOPE via the Internet. One of our expectations for this type of outreach is to have "e-counselors" in place to dialogue with those wanting to know more . . . hopefully leading them to Jesus Christ.

"I am not yet ready to make the decision to follow Jesus Christ. But I am interested in learning more. Please contact me discretely by e-mail."

Baredu, age 22, female, Muslim,
viewed The HOPE online

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ABOUT The HOPE

The HOPE is an 80-minute dramatic motion picture presentation of God's amazing story of redemption as revealed in 36 Biblical events from creation through Christ. By God's grace, Mars Hill Productions received rights to footage from some of the greatest Biblical epics ever produced. Adding new material and special effects, Mars Hill then crafted The HOPE in such a way that it can be adapted for any culture or language group in the world.

A translation of The HOPE does not require the "lip syncing" of actors. Instead, "on screen" storytellers help tie together amazing dramatic scenes to paint a panoramic picture of what many call "the scarlet thread," the theme of Jesus' atoning sacrifice that runs throughout the Bible. Storytellers from any people group can then be substituted from one people group to the next. The result is a powerful presentation of the Gospel that is also culturally sensitive. For reasons of security and/or cost, translation partners may use an "off camera" storyteller sound track. Either way, The HOPE has emerged as more than just a movie. It has become the centerpiece of a worldwide evangelism and discipleship strategy.

STATUS OF The HOPE

- SCOPE - Over 42 versions of The HOPE are currently in use by ministries and missionaries worldwide. Over 20 translations of The HOPE are in the process of completion. For a full list of language versions (completed and in process) go to page 23.
- STRATEGIC PARTNERING - Mars Hill's strategy to facilitate the worldwide ministry of The HOPE is based on partnering with other ministries in the Body of Christ. Of all the language versions (completed and in process) Mars Hill has initiated only two. All the others are the result of mission organizations and missionaries who have come to Mars Hill requesting a partnership to produce a translation of The HOPE for the people group they are working to reach. For more on our partnering model, see page 22.
- LEVERAGE - The Mars Hill partnering strategy is working! The HOPE, and the capacity and resource of Mars Hill, are being leveraged through partners worldwide. Last year about \$2.8 million of HOPE related ministry activity was realized at a cost to Mars Hill of about \$800,000. For background on these figures, go to page 59.
- INTERNET - There are currently seven websites providing video streams of The HOPE in six languages for a multitude of visitors 24 hours a day, seven days a week. Many visitors come from countries that are closed to the Gospel. The Mars Hill "Raise the Flag Campaign" (pages 46-53) will expand the Internet ministry of The HOPE in eight of the top ten Internet languages in the world.

- DERIVATIVE PROJECTS - The Mars Hill partnering strategy has also resulted in projects that utilize The HOPE. Chinese Treasures is a virtual theology library with hundreds of resources and Chinese Bibles that are linked to the Chinese version of The HOPE, all on one disc (page 27). The HOPE ESL Software Curriculum, built entirely around The HOPE, is an amazing computer application designed to teach English as a Second Language (page 26). Thousands of people around the world are using these projects.
- THE MARS HILL TEAM - Calling and commitment are indicative of the board and staff (page 56) of Mars Hill. All board members personally contribute financially to the ministry, and all full-time non-administrative staff build personal support teams who share in their ministry through prayer and by helping to fund their salaries.
- ACCOUNTABILITY - Mars Hill has been a member of the Evangelical Council for Financial Accountability since 1992. The ECFA is an association of about 1,500 evangelical nonprofit ministries requiring the highest standards of financial accountability and disclosure. For more on accountability, responsibility and transparency go to page 58.
- IMPACT - Related to the use of The HOPE, thousands of decisions for Christ have been reported. This is why we do what we do. To God be the glory!

THE PRODUCER OF The HOPE

For over 30 years Mars Hill Productions, a nonprofit media ministry, has produced award-winning films and videos that have been used around the world to introduce thousands of people to Jesus. Mars Hill began in 1977 as a division of Youth for Christ and was spun off as a separate ministry in 1988. For additional background on the history of Mars Hill, go to page 60.

The HOPE is the most beautiful, concise message of Genesis through Acts that I have ever seen. I am a writer, photographer and video producer but first I am a Christian and tears still moisten my cheeks as I type this message.

- Doreen





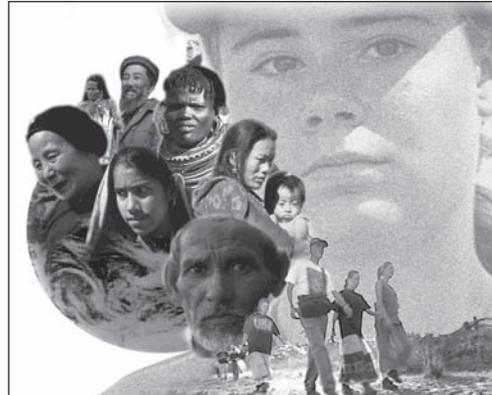
Over 80% of all people who come to Christ do so between the ages of 4 and 14. The HOPE connects with children. It has been used with children in Vacation Bible School Programs and Christian Education Programs with great results.

“NEVER before have I seen or heard His Story told in such a magnificent and understandable way. I have been trying to figure out how to tell my grandchildren about God in completion without confusing them and this does it so well. Precise enough to grab their attention; short enough to keep it and detailed enough to let them draw a conclusion. Thank you so much. I thank God for you.”

JoAnne, a loving grandmother

WHY IS THE GREAT COMMISSION SO IMPORTANT ?

Before ascending to heaven Jesus told His followers to take the Gospel into all the world and “make disciples of all the nations” (Matt. 28:19-20). If for no other reason than obedience, this mandate is worthy of our total commitment. However, the Word of God does in fact shed additional light on why this Great Commission, given to us by Jesus, is so important.



The completion of the Great Commission is a precondition for His return.

The picture we see of worship in Revelation 7:9 involves people from every tongue, tribe and nation. It is a perfect expression of unity and diversity such as only God can accomplish. The culmination of worship as God intends it is one result of the completion of the Great Commission. In the words of Dr. John Piper, “the final goal of all things is that God might be worshipped with white hot affection by a redeemed company of countless persons from every tongue, tribe and nation.” At the present time, such worship does not exist because many tongues, tribes and nations have yet to be reached with the Gospel.

THE BREADTH OF THE GREAT COMMISSION

The word “nation” in the Bible comes from the word *ethne* which means “people group.” In the Biblical sense of the word, a nation is not simply a country, but rather a group of people who are distinct and separated from other people groups by things such as language, race, culture, tribal affiliation and religion, as well as by geopolitical boundaries. According to missiologists, there are about 16,500 people groups (nations) in the world today, and thousands are still classified as unreached, having not yet received the Gospel. The breadth of the Great Commission is perhaps best understood in terms of reaching every tongue, tribe and nation.

THE DEPTH OF THE GREAT COMMISSION

The depth of the Great Commission might then be understood in terms of reaching individuals. From 2 Peter 3:9 we read, “the Lord is not slow about His promise (meaning His promise to return), as some count slowness, but is patient toward you, not wishing for any to perish but for all to come to repentance.” In other words, Jesus will not return until every last person who is yet to embrace the Gospel has done so.

The completion of the Great Commission (in breadth and depth) is a precondition for Christ’s return and for worship in its fullest sense ... and also for the coming of

that day in which God fulfills His promise of “new heavens and a new earth in which righteousness dwells” (2 Peter 3:13). From the preceding verse (12) we know that Christ followers should be “looking for and hastening the coming of that day.” Of course, we do not hasten it in the absolute sense, in that we change its timing (Mark 13:32), but rather we participate in the hastening of that day. And we do this by engaging, to our fullest potential, in the completion of the Great Commission.

In the mid 90s God moved the Mars Hill team to a deeper conviction regarding these truths about the Great Commission. By that time, God had already used the media produced by Mars Hill to bring many thousands of people to Christ and to mobilize thousands more to share their faith with others. However, most of this ministry was in North America. And even if every person in North America came to Christ, there would still be thousands of unreached people groups, and billions of people around the world, who needed to encounter the Gospel of Jesus Christ.

How can we reach the unreached? Grippled by this question, the leadership of Mars Hill believed God was calling the ministry to create a media tool that could be adapted to share the Gospel with any people group in the world. This was the beginning of The HOPE.

Thank you for putting this powerful tool in my hands...We showed your video in a village last week where they take mentally handicapped children to kill them. We were setting up on the outskirts of the village when the chief of the village asked us to show it on the side of his palace. We showed the video in another village the following night and had hundreds of Muslim children sitting in the dirt watching it in their own language...What seeds you have helped plant in the hearts of so many... May God flood your hearts with the joy He must know from your labors.
- Danny & Sue, Missionaries in Ghana

But what should this new global evangelistic media tool look like? Prior to producing The HOPE, Mars Hill put that question to missionaries around the world. They consistently responded with the following five criteria.

THE WHOLE STORY

We live in a complex world with many conflicting views about God. In cultures that lack or have lost the influence of a Biblical worldview, a Gospel presentation that moves too quickly toward a decision for Christ is often ineffective.

In some Asian cultures, people do not see the need for a Savior because they have no real concept of sin. In India, people with a polytheistic worldview have been known to simply add Jesus to the list of gods they worship. And in postmodern, Biblically illiterate western cultures, many people may dismiss the Christian faith as a sort of “Freudian” sociological phenomenon. These people have yet to encounter the record and scope of God’s involvement in human history as revealed in the Bible.

Every person has a story from which he or she derives meaning or value. When we reduce God’s grand redemptive story to a condensed presentation of spiritual truth or a personal testimony, we run the risk of pitting what may be perceived simply as our story against someone else’s story. The metanarrative of the Bible on the other hand presents an explanation of reality so comprehensive and cohesive, so beyond the realm of human fabrication, that it cannot be easily dismissed. The HOPE presents the Gospel as God’s “big story” ... the greatest story ever told.

ORALITY

How do we spread the Word to people who don’t read a word? According to Ethnologue, there are over 6,900 living languages in the world today. The whole Bible is available in less than 500 languages; the New Testament in less than 1,200 languages. If the Bible could be made available in every language, 60-70% of the people in the world could not or would not use it to learn about God. These people are oral communicators. About a billion of these people are actually illiterate. One and a half billion are functionally illiterate (they are not readers even though they may know how to read).

If the completion of the Great Commission (and thus the return of Christ) is dependent upon people reading the Word of God in their native language, then there is much work yet to be done and His return is not imminent. If we are going to spread the Word throughout the earth to people who don’t read a word, then we must use something that works in oral cultures. There is today a great movement in missions to share Bible stories orally... and to use media tools such as The HOPE.

CULTURALLY SENSITIVE

Imagine trying to understand the Gospel story if it were being shared with you by someone with whom you cannot identify, speaking in a language that you struggle to understand. This is the challenge facing many missionaries. On the other hand, it is a powerful thing when a person understands the Gospel because it was related in their heart language by someone with whom they can truly identify.



Storytellers can be combined with dramatic images and then replaced with different storytellers.

In The HOPE, storytellers provide the commentary and continuity necessary to weave together an incredible amount of Biblical content in a relatively short amount of time. At times, these storytellers appear on screen along with the images of the story they are relating. In other sections they are absent from the screen, allowing the dramatic scenes to move the story forward. And because The HOPE has been digitally mastered, storytellers can easily be replaced. Thus The HOPE can be adapted for an unreached people group in mountains of Papua New Guinea or for youth in inner city America.



Eve reaching for the forbidden fruit

The ark of Noah

Abraham with his son on the altar

Moses with the Ten Commandments

Jesus raising Lazarus from the grave

QUALITY

It is inconsistent to tell people they are going to see a movie about the greatest story ever told if the quality of the movie is substandard. Messages are often discredited if they are poorly presented. Such is not the case with The HOPE. Over four years in the making, The HOPE includes footage from some of the world's most renowned motion picture presentations of the Bible as well as state-of-the-art special effects.

*The movie we have had the most success with is "The HOPE" video.
- Donald, a Missionary in Jamaica*

ADAPTABLE FOR DIFFERENT USES

It is not possible to make a tool that is all things to all people. However, The HOPE is many things to many people. The 36 Biblical events of The HOPE are organized into 12 Chapters and 4 Sections, making it adaptable to a variety of ministry applications. The HOPE may be used for evangelism or discipleship, in a single showing or in segments over a period of days, weeks or months.

The following is a list of the Sections, Chapters and Events in The HOPE. The companion study guide for The HOPE follows this same organization with 65 daily devotional type lessons over 12 weeks.

Section One

Introduction

1. The Universal Question - Is There a Purpose?
2. The Voice - Recorded for All Time in a Book

Chapter 1 - In the Beginning

3. The Story Begins with God - His Attributes
4. Creation - A Reflection of God's Power and Nature

Chapter 2 - The Choice

5. The Tree of Life and The Tree of Knowledge
6. The Rebellion of Satan and The Creation of Hell

Chapter 3 - The Deadly Disease

7. The Deception and Fall of Man
8. A Deadly Spiritual Disease Enters the World
9. The First Promise of a Deliverer

Section Two

Chapter 4 - Prelude to the Promise

10. God Was Grieved - The Great Flood
11. The Beginning of the Nations - The Tower of Babel

Chapter 5 - Blessed to Be a Blessing

12. The Calling of Abraham
13. Abraham Offers His Son - God Provides a Substitute

Chapter 6 - People of the Promise

14. Isaac, Jacob and Joseph - The Promise Lives
15. God Prepares Moses to Lead the Hebrew People
16. God Brings the Hebrew People Out of Slavery

Chapter 7 - Called to Walk in the Ways of God

17. God Gives the Hebrew People the Law
18. The Need for a Deliverer

Section Three

Chapter 8 - The Promised One

19. The Birth of the Promised Deliverer
20. Jesus as a Child
21. The Baptism of Jesus
22. The Temptation of Jesus

Chapter 9 - The Ministry of Jesus

23. Jesus Calls His Disciples
24. The Ministry of Jesus
25. Jesus Offends the Religious Leaders

Section Four

Chapter 10 - God's Love and Justice Intersect

26. Jesus States His Mission
27. Jesus Confronts the Religious Leaders
28. Jesus' Final Hours with His Disciples
29. The "Trial" of Jesus
30. The Crucifixion of Jesus

Chapter 11 - He Has Risen

31. The Burial of Jesus
32. The Resurrection of Jesus
33. Post-Resurrection Appearances

Chapter 12 - His Followers - Yesterday, Today and Forever

34. The Coming of The Spirit
35. His Followers Through the Ages

A Personal Invitation

36. His Invitation to You



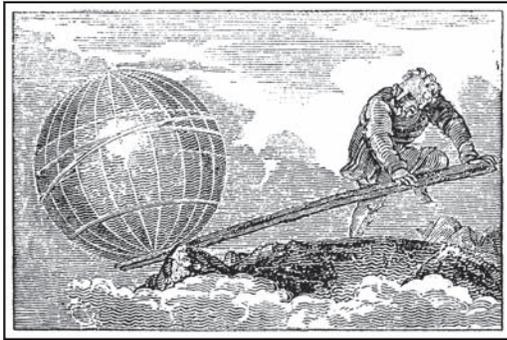
In India, where people worship thousands, or even millions, of so-called gods, it may not be difficult to get "a decision" for Jesus. A man will gladly put Jesus on the family altar with the other gods, just to "cover all his bases." The HOPE has been proven to be effective in places such as India, helping people to see that the God of the Bible is not just another god, He is The God...the Only God!

"I heard about Jesus before, but for the first time, after watching The HOPE it all made sense to me."

A Hindu Sikh, after an outdoor screening of The Hindi HOPE in northern India

A VISION FOR PARTNERING

Not long after the release of The HOPE, Mars Hill published a newsletter that began with a quote from the Greek mathematician, Archimedes, “Give me a lever long enough, a fulcrum strong enough, and a place to stand, and I will move the earth.” Of course, Archimedes was referring to a physical law which explains how a small force can move a great weight by means of a lever. We used his quote to introduce our vision



Engraving from 1824 Mechanics Magazine illustrating Archimedes and the power of leverage

for maximizing the potential of The HOPE by leveraging the modest capacity of Mars Hill through partnerships with other ministries in the Body of Christ worldwide. At the time of that newsletter, we had in place only a handful of what we define as strategic partnerships. Today we have well over 70 . . . and counting!

HOW IT BEGAN

From the beginning, The HOPE was to be a media tool to reach the world with the Gospel. In 2003, a year after the release of the English version, the first translation (Hindi) was

completed and the second (Spanish) was in process. There was a growing sense among the board and staff that God might actually bring the vision to pass and that we should be positioned to serve that vision. With that anticipation of the future came two questions, “Which languages should we prioritize, and how should we go about it?”

After months of prayer, research and discussion a Mars Hill board member asked a question that reshaped our thinking. “If the goal of the Great Commission is to reach every tongue, tribe and nation with the Gospel, and if there are still thousands of unreached nations, then is it really our place to determine the relative priority of reaching a small obscure people group rather than a well-known mega people group?” In other words, are we the ones to decide which languages to do The HOPE in, or is God the One to decide?

That board member’s question ultimately led to our adoption of the following core values of our mission strategy for The HOPE. Both of these demonstrate the power of partnering.

CORE VALUES OF THE STRATEGY

1) *We will trust God to work through His Body to set the priority for translations.*

Rather than us assigning priority to thousands of languages, we decided to develop a Partnering Process by which others could work with Mars Hill to produce translations

of The HOPE. We would then promote this model for partnering among mission communities worldwide. In other words, we would simply send our flag up the pole. Then whoever saluted, that is whom we would get behind; helping them to translate The HOPE.

And what has been the result? Of the 42 completed versions of The HOPE, and the 20(+) that are currently in process, we have initiated only 2. All the others are the result of people coming to us, wanting The HOPE for their people group.

2) *We will trust God to work through His Body in the production, dissemination and utilization of The HOPE.* When your organization has a huge job to do, the first thing you might need to decide is whether to: a) increase your capacity to do it yourself, or b) seek the help of others who already have the capacity. If you opt for “b”, then you might hire the help, or build a partnership with others who can help.

After prayerfully embracing the potential scope of the opportunity before us, it was clear that no organization in existence could meet the challenge ... no organization other than the worldwide Body of Christ! With this perspective, the leadership of Mars Hill decided to leverage its capacity through as many strategic partnerships as God would bring.

And what has been the result of this strategy? We are now facilitating the production of multiple translations of The HOPE simultaneously with an average completion rate of nearly one a month. The majority of the cost for this activity is covered by our partners, evidencing their vested stake in The HOPE. The manifestation and orchestration of this global network of ministry partners is a profound testimony to Christ working through His Body, the Church, in this world!

What a joy and privilege it has been to partner with you on the German version of The HOPE, a production in scope, and depth and potential impact for the Gospel that we could never have begun to contemplate producing from scratch on our own.

- Glen Carlson, Producer of The German HOPE

THE PARTNERING PROCESS

When someone comes to us requesting a new translation of The HOPE, we ask that they first familiarize themselves with our Partnering Process. This process begins with the completion of an Adaptation Profile, which identifies the distinctives of the people group they are working to reach. Next, we ask that they form a partnership of like-minded ministries who are working to reach that same people group. This partnership will function much like an advisory team, reviewing the translation and back-translation and helping to make key decisions along the way. This kind of participation gives ministries a sense of "buy-in" as they are able to influence the outcome of the project.



A VMS Translator and her team in Papua New Guinea

There are ten steps in the Partnering Process. To review this process (in detail or summary form) visit www.thehopewebsite.com. Throughout the process Mars Hill functions primarily in the role of overseer and facilitator.

REPLICATING OUR ROLE

An important new development regarding translations is the way God is raising up others to take on the role that Mars Hill has played in the Partnering Process.

Two partners are now authorized to oversee others in the production of translations. One is David Zeoli, the former Director of International Ministries for Gospel Communications. The other is a group known as the Vernacular Media Services. VMS is part of the Wycliffe Bible Translation Family. Both David and VMS have independently completed multiple translations and are currently working on several new ones. It is our hope that God will raise up many others to lead in this same way.

Completed Language Versions

1. Arabic (*Middle Eastern Nations*)
2. Azerbaijani (*Azerbaijan*)
3. Bambara (*Mali*)
4. Burmese (*Myanmar*)
5. Cakchiquel, Western (*Guatemala, Mayan*)
6. Creole, Haitian (*Haiti*)
7. Desano (*Colombia*)
8. East Java Highlands Ngoko (*Indonesia*)
9. English (*Global, Closed Caption*)
10. English with African Storytellers (*Africa*)
11. French (*France*)
12. Garifuna (*Belize, Honduras, Guatemala, Nicaragua*)
13. German (*Germany*)
14. Hindi (*India*)
15. Issan (*Thailand*)
16. Japanese (*Japan*)
17. Kamano-Kafe (*Papua New Guinea*)
18. Kekchi (*Guatemala, Mayan*)
19. Khmer (*Cambodia*)
20. Kimwani (*Mwani of Mozambique*)
21. Mandarin (*China*)
22. Ngabere (*Panama, Mayan*)
23. Orya (*Indonesia*)
24. Piaroa (*Venezuela*)
25. Romanian (*Romania*)
26. Russian (*Russia*)
27. Spanish (*Latin America*)
28. Swahili (*Sub-Sahara Africa*)
29. Tagalog (*Philippines*)
30. Telugu (*India*)
31. Thai, Central (*Thailand*)
32. Tibetan, Central (*Nepal, Tibet, China*)
33. Urdu (*Pakistan/India*)
34. Urim (*Papua New Guinea*)
35. Uruguayan Sign -Lsu (*Uruguay*)
36. Uspantec (*Guatemala, Mayan*)
37. Vietnamese (*Vietnam*)
38. Wa (*Myanmar, China, Thailand*)
39. Woun Meu (*Panama, Colombia*)
40. Yi (*SW China*)

Completed Derivative Projects (Applications Built Around The HOPE)

1. Chinese Treasures (*China, Global*)
2. ESL Software Curriculum (*Global*)

Language Versions In Process

1. Arabic Treasures (*Middle East, North Africa*)
2. Bemba (*Zambia*)
3. Bouyei (*China*)
4. Ch'ol (*SE Mexico*)
5. Czechoslovakian (*Czechoslovakia*)
6. Farsi (*Iran*)
7. Hausa (*Nigeria*)
8. Igbo (*Nigeria*)
9. Kiche of Cunen (*Guatemala, Mayan*)
10. Lao (*Laos*)
11. Magyar (*Hungary*)
12. Mixe (*SW Mexico*)
13. Mixtec, Magdalena Penasco (*Mexico*)
14. Nebaj Lxil (*Guatemala, Mayan*)
15. Portuguese (*Brazil*)
16. Serbian (*Serbia*)
17. Tibetan, dialect 1
18. Tibetan, dialect 2
19. Tibetan, dialect 3
20. Toto Niche (*Guatemala, Mayan*)
21. Triqui (*Mexico*)
22. Ukrainian (*Ukraine*)
23. Yoruba (*Nigeria*)
24. Zoque (*SW Mexico*)

Derivative Projects In Process (Applications Built Around The HOPE)

1. Arabic Treasures

Sampling of On-Screen Storytellers

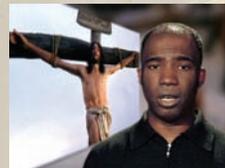
The English HOPE
(Global)



The Spanish HOPE
(Latin America)



The French HOPE
(France)



The Japanese HOPE
(Japan)



The Swahili HOPE
(Sub-Saharan Africa)



The Thai HOPE
(Thailand)



The Arabic HOPE
(Middle East)

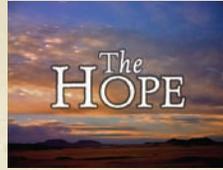


The Creole HOPE
(Haiti)



God's Promise *for* All People

The English HOPE with
African Storytellers
(Global)



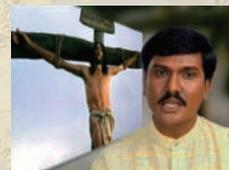
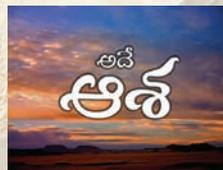
The Khmer HOPE
(Cambodia)



The Romanian HOPE
(Romania)



The Telugu HOPE
(India)



The German HOPE
(Germany)



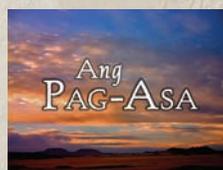
The Mandarin HOPE
(China)



The Russian HOPE
(Russia)



The Tagalog HOPE
(Philippines)



One of the wonderful things about releasing something to God is that what comes back to you will always exceed your expectations. Such is the case with what we call Derivative Applications: projects built around The HOPE. In both of the projects described below, the lead partner was aware that Mars Hill seeks to build partnerships around The HOPE ... and that we encourage partners to be creative in using The HOPE to strengthen what God is calling them to do.

The HOPE ESL SOFTWARE CURRICULUM

English is the most popular second language on earth. Missionaries worldwide have discovered that teaching English as a Second Language (ESL) is a perfect means to share the Gospel.

Peter Cavanaugh was a missionary in Vietnam with Pioneers. He was a proponent of ESL and a fan of The HOPE. About four years ago, Pete and his wife needed to leave the mission field for health reasons, but Pete still had a passion to reach the world for Christ. Soon after returning to Australia, Pete contacted Mars Hill with an idea. Having some knowledge of software programming, Pete wanted to create an ESL software curriculum built entirely around The HOPE. We loved the idea!

Pete's Church in Australia helped with funding for the project and Pete went to work. The result has been incredibly well received. The HOPE ESL software curriculum has become a key tool for missionaries worldwide. It contains dozens of interactive games and exercises, all built around God's grand story of redemption. The HOPE ESL software curriculum may be freely copied and distributed. To learn more visit www.thehopeesl.org.



A screen shot from the Elimination Game in The HOPE ESL Software Curriculum - Students match pictures with words.

CHINESE TREASURES

A few years ago Mars Hill partnered with the Digital Bible Society to create Chinese Treasures, a virtual theological library all on a single disc.

Chinese Treasures includes:

- 4 Chinese Bibles
- Two Full Commentaries
- Training & Discipleship Tools
- Evangelistic Tracks
- Over 175 Christian Books
- The Chinese version of The HOPE, which has been programmed to be interactive with the Chinese Bibles.



Chinese Treasures has been highly acclaimed for content and design.

When a person reading one of the Chinese Bibles comes to a section of scripture that is covered in The HOPE, there is an icon in the sidebar that takes the reader to that same section of Biblical narrative in The HOPE video. Chinese people can read and view God's story in parallel!

Chinese Treasures is offered free of charge in mainland China and copying is encouraged. We've been told that for every disc that makes it into China, ten copies will be made. Thus far, hundreds of thousands of discs have been taken into China, which has likely resulted in millions being duplicated. Chinese Treasures is effective for both evangelism and discipleship. God is using it in a powerful way to reach the people of China.



Chinese Treasures - a virtual theological library on a single disc

Not only did Mars Hill provide the Chinese version of The HOPE for this project, we also contributed funds and provided consulting. The director of the Digital Bible Society has said that this project would not have been possible without the help of Mars Hill. The Digital Bible Society and Mars Hill are now partnering to produce an Arabic Treasures.

There are currently seven websites that provide video streams of The HOPE in one of six languages. Two of these websites are hosted by Mars Hill. The others are hosted by our partners. Hundreds of individuals and ministries link to one of these sites. If you do a Google search on “the hope,” websites streaming The HOPE are at the top of the list.

All of these sites provide a means of response for people who need help in coming to Christ. And while we don’t gather information on all these sites, we do know the following things:

- These sites have hundreds of visitors daily.
- From just one of these sites, we have received well over 700 e-mail responses from people who have made decisions for Christ after watching The HOPE online.
- One of our sites has an online study guide with 65 lessons paralleling The HOPE. Many visitors to this site return and stay online for long periods of time, indicating that they are using the study guide for personal study. Visit this website at www.thehopeproject.com.
- Many of the visitors to a HOPE website are in a country that is closed to the Gospel.

The “Raise the Flag” campaign explained later in this booklet, will result in the addition of several more language versions of The HOPE on the Internet.



For someone living in a “closed country,” the Internet may be their best access to the Gospel.

*I just now prayed and received eternal life through Jesus Christ
as a result of The HOPE video website.
- Athittharn, age 16, Thailand*

*What is a bibol [Bible] made for? I want to know all about it. Tell me.
- Leenah, Muslim, age 7, Sudan*



Leveraging the
power of media
through the
power of partnering
to proclaim the Gospel,
the *power* of God
for salvation

- Romans 1:16



Over 650,000 International Students are enrolled in US colleges and universities. Campus ministries across America have found The HOPE to be an excellent tool to reach International Students with the Gospel, and thus reach the world for Christ. Some International Student Ministries have created their own study guides for The HOPE. Others have created special packaging for The HOPE designed to appeal to this strategic community.

"The HOPE is awesome! It is the main media tool we use with International Students on over a hundred campuses."

Zeke Zeiler
Executive Team, Bridges International

Stories of Hope | The HOPE in Haiti

In December 2008, Calvary Chapel (CCM) in Melbourne, Florida, approached Mars Hill about the need for a Creole version of The HOPE. Creole is the heart language for 80% of the people in Haiti.

To fund the translation project CCM hosted a Week of HOPE in March 2009. Members were encouraged to invite friends to see a movie explaining the main theme of the Bible. They were told that The HOPE is an excellent tool to reach family and friends for Christ, that DVDs would be sold, and that all proceeds would go to fund a Creole version. During their Week of HOPE, 87 people made decisions for Christ and 6,000 DVDs were sold, enough to fund the project!



People lined up in front of the stage to be counseled after receiving Christ during the "Week of HOPE."

Only God knew that nine months later an earthquake would devastate Haiti . . . and two weeks after that, work on The Creole HOPE would be completed! In April 2010, a CCM team went to Haiti to do relief work and share the Gospel using The Creole HOPE. From one team member we received this report:

"Pastor Seige Poteau of Calvary Chapel Port Au Prince navigated us through the mob scene at the airport gates and got us safely to his tent city where we stayed. It was 115 degrees heat index each day we were there. It was the most intense heat I've ever experienced.



Aerial view of a tent city in Port au Prince
- millions without food, water and power

As we drove through the city I was shocked to see the devastation and living conditions of the people. We'd seen it on TV, but to be there and see it in context was surreal ... MILLIONS of people without power, running water, and struggling for food!!! I've been on mission trips before and have seen very harsh living conditions but not at this magnitude. MILLIONS of people!!! We traveled in the evenings to tent cities in Port Au Prince, to show

The HOPE using an inflatable movie screen, a projector, sound system and generator. These tent cities were the most horrific living conditions I've ever seen. Many of the tents were pieces of trash patched together. They lay on car tires for beds. There were people going to the bathroom on the ground all over the place. The smell was unlike anything I've ever smelled in my life. Did I mention it was 115 degrees?



Tents made of trash



Setting up an inflatable screen in a tent city

We would set up as the sun was going down. When we started the movie hundreds of people would surround us and stand mesmerized for the 85 minutes that it played. I watched the faces of people as they watched their fellow Haitians on this big screen in the middle of their tent city telling them there is hope. I saw young boys wipe tears from their eyes as they watched our Lord get crucified. We saw many beautiful Haitian people turn their lives over to the Lord. It was a powerful thing to witness.

It's amazing how God started the production of this movie a year ago knowing in advance how desperately they would need it. The country is in ruins. These people need HOPE."

During their week in Haiti, the CCM team distributed 1,300 copies of The HOPE (1,000 to a Christian radio station for distribution to churches). They arranged for a national television station to air The HOPE multiple times.



Haitian boys watching a scene of Jesus raising Lazarus



A tent city screening of The HOPE

They showed it three nights in small "tent cities" with a total of 50 accepting Christ and signing up for Bible classes. Before leaving they set up two teams to show The HOPE in the tent cities every night for the next week to ten days ... and so the story continues.

Stories of Hope | The HOPE in Tibet

Northeast of India and Nepal, the land known as Tibet stretches deep into Western China. The Tibetan version of The HOPE is perhaps the most unique translation created thus far. Our three lead partners in this project - a missionary, an ethnomusicologist and a filmmaker - created a great amount of additional film footage in order to “wrap” The HOPE inside another traditional storyline that is familiar to the people of Tibet. This narrative depicts a storyteller who, in typical Buddhist tradition, travels about sharing his story and worldview with villagers. In the Tibetan HOPE this tradition is redeemed as a means to share the Gospel.



The storyteller pointing to one of four Thangkas created to parallel Biblical events of The HOPE



Our storyteller tells how he searched far and wide to find Truth.

Our storyteller tells how, as a young man, he traveled far and wide searching for truth, and how he ultimately found an elder who had a book that tells the story of the world. To illustrate the story in this book (the Bible), our teacher uses a traditional form of Tibetan storytelling artwork called a Thangka. The Thangkas in this story were specifically created to illustrate the Biblical events portrayed in The HOPE. As the plot develops, the story goes back and forth from The HOPE video to scenes depicting the storyteller’s account of his search for truth.

The result is a powerful, culturally relevant media tool that is being used by missionaries to share the Gospel in that part of the world. We’ve been told it is most effective because it presents the “big picture” of the Bible in a way that Tibetans can understand it. One of our earliest blessings from this project was hearing about a Buddhist monk who came to Christ after viewing The Tibetan HOPE. There are currently five translation projects of The Tibetan HOPE in process.



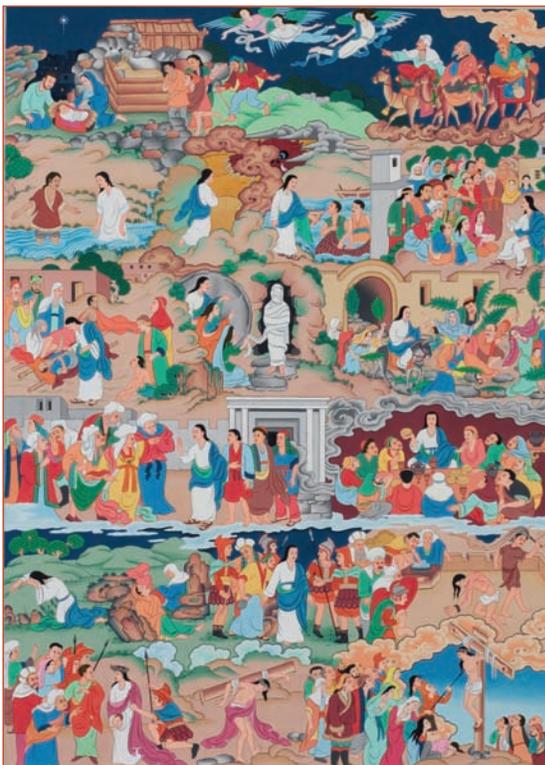
His search led to an old man who had a book that tells the story of the world.



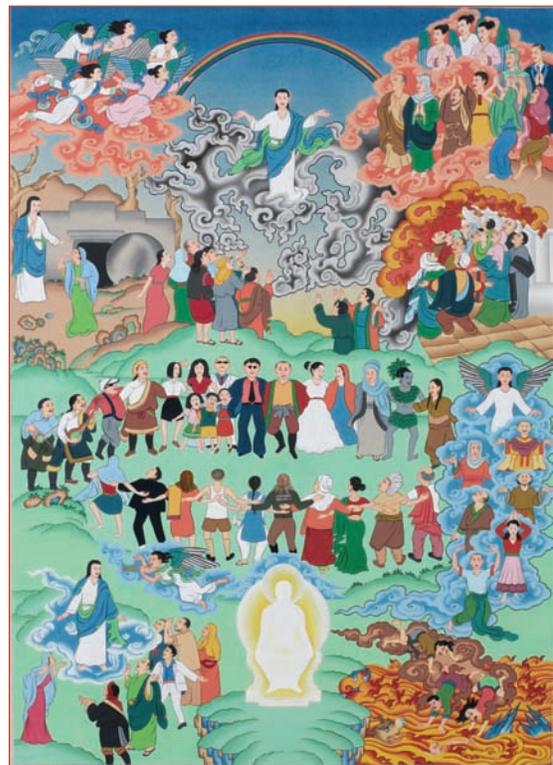
The 1st Thangka depicting creation and the fall of man - The seeker is in the lower left corner.



The 2nd Thangka shows how the promise of a Deliverer was kept alive through the events of the Old Testament.



The 3rd Thangka chronicles the key events of the life of Christ that are shown in The HOPE.



The 4th Thangka illustrates future events including the return of Christ and the gathering of the nations.

Stories of Hope | HOPE in the Villages

Despite a dramatic global trend toward urbanization, nearly half the world's population still lives in rural areas and villages. It is in these remote places that we find many of the remaining people groups that must be reached before the return of Christ (Matt.24:14). Most of these people do not read or have access to the Internet. From the mountains of China, to the plains of Africa, to the rainforests of the Amazon, missionaries are taking The HOPE to out-of-the-way places around the world to reach these unreached people.

The HOPE IN CAMBODIA

Kirk and Kelle Richter from Boerne, Texas, are with His Hands and Feet Ministry in Cambodia. They are our lead partner in the Khmer version of The HOPE. If you were to visit their website at www.his-handsandfeet.org, you would find numerous slide shows of their teams showing The HOPE in remote villages to people who have never heard the Gospel and in many cases, have never even seen a movie.



From the outside it looks like a typical Khmer thatched home.



Inside, it has been converted into the village cinema theatre.



The storyteller explaining the cross is dressed in traditional clothing.



These children have never seen anything like this.



What an honor to give this boy a chance to hear about God's love.



Kirk Richter sets up for an outdoor screening in yet another village.

The HOPE IN HONDURAS

In Honduras, itinerate media evangelist Edwin Villafranca regularly goes to the most remote parts of his country with La Esperanza (the Spanish version of The HOPE). God has used Edwin's ministry to bring thousands of villagers to faith in Christ. In one small village (right), over 80 people came to Christ after a screening of The HOPE, enough to start a Church. They named the Church, "La Esperanza."



Edwin checks out the road. Sometimes he goes by horse or canoe.



This village is literally at the end of the road. The sun is setting and the screen is set.



Some of these people have walked for many hours to see The HOPE.



In the villages, people often stand through the whole movie.

The HOPE IN AFRICA

There are currently five language versions of The HOPE being used in Africa, and three more in the process of completion. There about 2,000 languages spoken in the 54 countries of Africa, with most of these languages prevalent in the villages. The "Raise the Flag" campaign explained on the following pages should result in several more African languages.



This gives new meaning to the term "drive-in" movie.



Women watching The HOPE on a laptop under a Baobab tree.



The eyes of the children tell it all.

HOPE AROUND THE WORLD

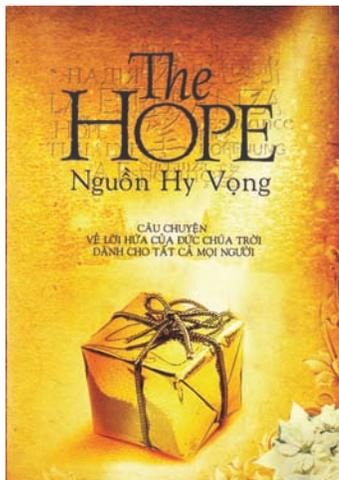
HOPE IN THE SCHOOLS OF EASTERN EUROPE - Premiered in Timisoara, the birthplace of the Romanian revolution, The Romanian HOPE has been approved by the government to teach religion in the public schools. We anticipate approval for the same in Czechoslovakia.

HOPE FROM A DESERT ANGEL - In Jordan, Aileen Coleman uses The Arabic HOPE to share the Gospel with the nomadic Bedouin who come to her desert clinics. Aileen, now past 80, has been ministering in the Middle East since 1956. The Bedouin call her the Angel of the Desert.

We've been told that Aileen is ecstatic with the usefulness and flexibility of The HOPE ... quite a compliment from a distinguished and seasoned veteran. The Arabic HOPE is the result of a partnership with Second Presbyterian Church of Memphis and the Arab World Evangelical Ministry Alliance.



The Romanian Production Team



The Vietnamese HOPE

THE GIFT OF HOPE IN VIETNAM - The Vietnamese HOPE was actually approved for distribution by the government. A first in Vietnam! 8,000 copies of The Vietnamese HOPE were distributed as part of a Christmas outreach. This version of The HOPE resulted from a partnership with Houston's First Baptist Church and a Southern Baptist media missionary.

HOPE FOR URUGUAYAN DEAF - The HOPE can be adapted for the Deaf by replacing on-screen storytellers who speak with on-screen storytellers who sign. In the words of one missionary, "More than a video, the Uruguayan Sign Version of The HOPE will be like a Bible for the Uruguayan Deaf."

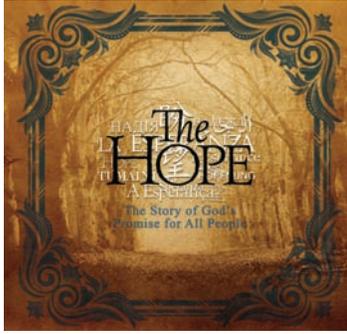


Uruguayan Storyteller signing, "He is risen!"

HOPE FROM GERMANY - In 2010, German partner, ERF (Evangeliums-Rundfunk), broadcast The HOPE via satellite in 6 languages a week, every week, for several weeks throughout all of Europe, North Africa and a section of the Middle East. This effort was part of a larger strategy involving missionaries throughout the broadcast region.

REACHING THE WORLD AT OUR DOORSTEP WITH HOPE

ALWAYS READY TO REACH OUT WITH The HOPE - One woman in an international city carries HOPE DVDs in multiple languages in the trunk of her car. She is always prepared to share the hope of Christ with people from other nations.



Bridges International HOPE Cover Design

REACHING INTERNATIONAL STUDENTS - On college campuses across America, The HOPE is being used with international students, most of whom are unfamiliar with the Bible. A minister at Georgia Tech wrote a curriculum to use The HOPE with international students and visiting professors. Bridges International (on over 100 campuses nationwide) has packaged a special version of The HOPE to be handed out in gift bags to thousands of international students in the U.S.

PORT MINISTRY USES The HOPE - Global Maritime Ministries in the port of New Orleans has a welcoming center where merchant seafarers can come to relax, have a meal, check e-mail, etc. They often show and give out The HOPE in several languages. The port serves over 7,000 ships a year.

The HOPE IN CHURCHES

CHURCH WELCOMING MINISTRY REACHES OTHER SIDE OF THE WORLD - A Houston Church gives a HOPE DVD to every visitor. Jessica was one of those visitors. She now lives in South Korea where she has used The HOPE to reach expatriates from Vietnam, China, Tibet, the Philippines, Myanmar, Nigeria, India, Brazil and Romania.

The HOPE CONNECTS WITH KIDS - Mike, a children’s minister in Reston, VA, wrote a Vacation Bible School curriculum built around The HOPE. Another Church wrote a HOPE curriculum to use with confirmation classes.

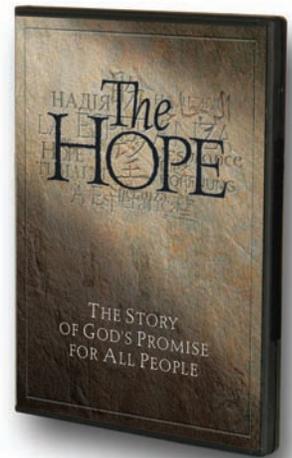
REACHING OUT TO THE NEIGHBORS - Churches across America, like Hill Country Bible Church in Austin, Texas, have distributed thousands of HOPE DVDs to neighboring households as a way to share the Gospel with their community.

PERSON TO PERSON HOPE

BUSINESSMEN USE The HOPE TO REACH CUSTOMERS AND EMPLOYEES - Mark, the owner of an auto repair shop, keeps a stock of HOPE DVDs on his counter for interested customers. Jay, the chairman of a nationwide company with over 1,000 employees, gave a HOPE DVD to every one of his employees as a Christmas gift.

THE “MOVIE LADY” - 81-year-old, Faye McCloud, shows The HOPE at the Star of Hope men’s shelter in Houston, TX. She is affectionately known as “the movie lady.”

HIS PERSONAL EVANGELISM TOOL - Taking advantage of quantity discounts, Mike has personally distributed over 1,000 copies of The HOPE to people God has put in his path across America and around the world.



The HOPE, a powerful personal evangelism tool



Imagine being 80 years old, tucked away in a remote mountain village ... never having heard the Gospel. If you had a Bible it wouldn't matter because you can't read. Are you beyond reach? Nearly half the world's population lives in rural areas and villages and cannot read. Around the world, missionaries take The HOPE to these places. In one sixth-month period, Edwin Villafranca saw over 3,000 villagers come to Christ after viewing The HOPE.

“He was almost at the end of his life, but after seeing The HOPE he received eternal life through Christ.”

Edwin Villafranca,
Itinerate Media Evangelist, Honduras

WHO IS A MISSIONARY?

Most people think that to be a missionary you've got to physically go somewhere to serve, perhaps even to a far away land. And if God is not calling you to go, then He must not be calling you to be a missionary. Such thinking is flawed and actually hinders the Great Commission. The following example helps to explain . . .

For every soldier on the field of battle there are dozens if not hundreds of other soldiers serving as support personnel. The support soldier is just as much a soldier, just as vital to the war effort, as the one who goes to the battlefield. No doubt, to reach the nations for Christ, some of us must go. We need goers, but we also need *funders*, *intercessors*, *mobilizers*, and *equippers*. We are not all called to be foreign missionaries, but we are all called to missions. The Great Commission is for the whole Church, and we must each discover our personal mission within the greater mission. In reality, every Christian is a missionary. We are all on mission from a far away place ... from our true home in heaven to this planet.

WHAT WILL IT TAKE TO WIN THE WAR?

While the completion of the Great Commission is certain, it will not come without a fight. The truth is that the Church is engaged in a war against a defeated foe to lay hold of a sure victory. Like the citizens of a nation at war, Christians should live with an appropriate sense of priority. An army is in real trouble when the support personnel lose their sense of wartime priority and become more concerned about the quality of life in the rear line than winning the battle on the front line. To some degree, this has happened in the North American Church.

According to a study reported by the U.S. Center for World Missions, of all the money given for ministry by Christians in the U.S., 95% of it goes for work in the U.S. Of the remaining 5% that goes to work overseas, less than 1% goes to reach unreached people groups. Certainly, such an important task deserves more!

WHY PARTNER WITH MARS HILL?

God has placed in the heart of every person, a desire to live a life that really matters. That desire is only fulfilled when a person discovers how to live out his or her story within the context of God's Story. Many have found their partnership in the mission of The HOPE to be an important thread in their story ... a thread that helps them have a meaningful role in the Great Commission.

For those who want to be good stewards of their time and resources, we believe there are many reasons to consider partnering with Mars Hill in the mission of The HOPE.

1. The HOPE has been proven effective.
2. The leverage of our ministry strategy is great.
3. Mars Hill is transparent and accountable.
4. Because Mars Hill is a relatively small ministry your involvement makes a big difference!

But of all the reasons to partner with Mars Hill in the mission of The HOPE, there is one that trumps them all ... God's calling. We are praying for people who believe that God is calling them to join us in the mission of The HOPE. We know that not everyone is called to be a part of this ministry. And if you are not, then we understand. We are still grateful that you have taken the time to read this booklet, and we hope that it has fanned a flame of desire in you to fulfill your mission, whatever that may be, within the Great Commission.

If God is calling you to be involved in this ministry, then know that we are truly grateful. The mission before us will only be accomplished as people like you join with us. We welcome your partnership!

*"The harvest is plentiful, but the workers are few;
therefore pray earnestly to the Lord of the harvest
to send out laborers into His harvest."
- Matthew 9:37-38*



The mission strategy of Mars Hill to leverage its capacity through ministry partnerships worldwide is yielding amazing results. Of the 42 completed translations of The HOPE, and the 20+ that are in process, our partners have covered approximately 2/3 of the cost, and Mars Hill approximately 1/3. Last year we realized about \$2.8 million of worldwide HOPE related ministry activity at a cost to Mars Hill of about \$800,000.

"The thing that attracted me most to this ministry was the way it accomplished so much with so little."

Greg, a Christian businessman

RAISING THE FLAG

As explained earlier (pp.12-14), there are about 6,900 living language groups in the world today, all of whom must be reached with the Gospel to fulfill the Great Commission. Early in the development of the ministry strategy for The HOPE, our board decided that it should not be the role of Mars Hill to determine the priority of translating The HOPE into one language over another. Instead, we would develop a process by which others could partner with us to produce translations of The HOPE. This “Partnering Process” would then be promoted among the appropriate mission communities worldwide. In other words we would simply “raise our flag up the pole,” and whoever saluted, that is whom we would get behind.

As a result of this ministry strategy, we now have 42 completed adaptations of The HOPE and another 30+ currently in process. All but two of these projects have been initiated (and for the most part, funded) by our partners.

RAISING THE FLAG HIGHER

In February 2010 our board prayerfully discussed if some change in our strategy might be in order. They came to the conviction that the best thing we could do to further the ministry of The HOPE would be not only to stay the course on our strategy, but to “raise our flag even higher.” We are now well into what we are calling our “Raise the Flag” campaign, the goal being to take The HOPE to a whole new level of global impact. Within our plan there are 5 areas of emphasis.

1. CREATING VISUAL MEDIA TO PROMOTE THE HOPE - God told Habakkuk to inscribe the vision he was given on tablets, “. . .that the one who reads it may run.” The tablets on which we will inscribe vision for the potential of The HOPE are videos, brochures and websites. We are now working to create a variety of new visual media to tell stories of the way God is mobilizing the Body of Christ around the world to help translate and utilize The HOPE to reach people with the Gospel. We hope to paint a powerful picture of how people have effectively used this media tool in personal evangelism, churches, missionary work overseas and many more situations than we could have imagined. We also want to tell some of the amazing stories of people who have been integral links in the translation, adaptation and dissemination of The HOPE. We believe that God will use this kind of media to encourage others to join us in the ministry of The HOPE. We thank God that a generous grant has already been provided for the vision casting videos we are producing! We are still praying for the remainder of funding necessary for website development.
2. UPDATING OUR PRODUCTION AND POST-PRODUCTION CAPACITY - For the past several years, our focus has been on building partnerships to translate The HOPE. In order to accommodate multiple projects simultaneously, most of the production for these projects has been outsourced. Having done less

"in-house" production, we have lagged behind in keeping our own production and post-production equipment (camera, editing hardware and software, etc.) up to date. Our Raise the Flag campaign will require significant in-house production and post-production upgrades to increase our capabilities. This technology upgrade will also serve the ongoing ministry of The HOPE for years to come. Approximately 65% of the cost of this project has already been provided!

3. UPDATING AND ADAPTING THE HOPE FOR NEW OPPORTUNITIES - Since 2003, people have used the original 80-minute English version of The HOPE for translations and ministry worldwide. However, we believe we could help facilitate even more ministry if we had 1) an abridged version of The HOPE with some updated scenes for use in a 60-minute Church service or classroom setting and 2) a version of The HOPE in which some of the current scenes are replaced with scenes that are more appropriate for indigenous tribal cultures. These efforts have yet to be funded.
4. BUILDING UP THE HOPE WORLDWIDE INTERNET MINISTRY - The HOPE is currently available for viewing on various websites in about half a dozen languages. However, only one (English) presently comes close to facilitating the kind of Internet ministry we envision for The HOPE. The Raise the Flag campaign includes a project to build the worldwide Internet ministry of The HOPE starting with 8 major languages (English, Spanish, Chinese, Japanese, German, Arabic, French and Russian) on one site. For visitors who want to go deeper, there will be a 65-lesson HOPE Study Guide in each language. The site will also allow visitors to connect with a localized e-counselor from one of our global ministry partnerships (to pray together, receive Christ or learn about what to do next after coming to Christ). The site will also have a section to facilitate partnering in the ministry of The HOPE. This project is about 85% funded.
5. ESTABLISHING TWO FUND RESERVES - A) The first fund will be used, when necessary, to "prime the pump" for translation projects by providing matching grants to aid our partners in raising the funding for a project. B) The second fund will be used to supplement Mars Hill staff if their personal fund raising drops below a level necessary to sustain their salary. Currently all full-time, non-administrative staff build a ministry team to pray for their work and help cover their salary. If their level of funding falls significantly, a staff member may need to stop his or her primary ministry work in order to rebuild their team. This fund will allow staff to continue in all of their ministry responsibilities without disruption.

ANTICIPATED RESULTS

We believe that within a three-year period, our Raise the Flag campaign will result in a 100% increase in a) the completion rate of new translations and derivative applications of The HOPE and b) the dissemination and effective use of new and existing versions of The HOPE to share the Gospel worldwide!

*"Record the vision . . . That the one who reads it may run."
- Habakkuk 2:2*

Raise *the* Flag Campaign | Counting *the* Cost

The following are descriptions and costs of the projects that make up the Raise the Flag Campaign. In some cases, these projects have been funded or partially funded. Figures in the column on the right represent the remaining need to fund the project. Projects with an (*) include a 15% allocation for overhead and operational expense related to that item.

| PROJECTS | Amount Needed |
|--|-----------------|
| <p>1. Ministry-Wide IT Upgrade - Most of our IT hardware and software has not been updated in several years. Not only has this put us at risk regarding the maintenance and management of information, it handicaps us as we attempt to ramp up a vital ministry development campaign. The IT upgrade is key to almost every area of our 30 - month plan.</p> <p style="text-align: right;">Cost - \$27,750. Raised & completed.....</p> | -0- |
| <p>2. Vision Casting Brochure/Booklet (Case for The HOPE) - In order to effectively communicate the vision for our “Raise the Flag Higher” Ministry Development Campaign, we are producing a printed case. This piece will be created in two stages. The first stage will result in a preliminary case that will be created in-house. This case will then be taken to one of the foremost graphic designers in our city for enhancement. The case will be used with key partners and in an anticipated publicity campaign.....</p> | \$10,000 |
| <p>3. Update the Mars Hill Website & Branding Elements* - With an increase in ministry activity related to The HOPE, more and more people want to know who is behind The HOPE, and how they can connect with us. Currently, our Mars Hill website is not ready to meet this opportunity. Much of the current Mars Hill website is based on Flash technology, which excludes all of the Apple (Mac) product users in the world. Several other functionality and branding issues (i.e. - logo design) will be addressed as well. The company helping us with this update is Whole Wheat Creative. They are the people responsible for the Living Water International website.....</p> | \$18,500 |

"The one who had received the five talents came up and brought five more talents, saying, 'Master, you entrusted five talents to me. See, I have gained five more talents.'"
- Matthew 25:20

| PROJECTS | Amount Needed |
|--|------------------------|
| <p>4. Update Production Capacity - After completing the English version of The HOPE in 2002, Mars Hill began building partnerships to facilitate the production of translations worldwide. Little attention was given to keeping our own production and post-production capacity current. In order to execute our ministry development campaign, and thus significantly increase the ministry of The HOPE, we really need to raise our production and post-production technology capacity to current broadcast quality standards.</p> <p style="text-align: right;">Total cost of this project - \$23,500 / \$15,000 raised. Amount remaining.....</p> | <p>\$8,500</p> |
| <p>5. Update Post-Production Capacity - See explanation above (#4). This project item includes the upgrade of 2 editing suites.</p> <p style="text-align: right;">Total cost of this project - \$66,500 / \$40,000 raised. Amount remaining.....</p> | <p>\$26,500</p> |
| <p>6. Vision Casting Videos to Promote The HOPE* - We plan to produce several videos designed to cast vision for the ministry of The HOPE with our current and potential communities. Using the model of Calvary Chapel/Melbourne (see p.32), Video 1 will be designed to raise up Churches to partner in translating and using The HOPE. Each subsequent video will be designed to reach a different audience, i.e. prayer partners, financial partners, end-users, mission agencies, etc.</p> <p style="text-align: right;">Total cost - \$42,000 / \$40,000 raised. Amount remaining.....</p> | <p>\$2,000</p> |

| PROJECTS | Amount Needed |
|--|----------------------------------|
| <p>7. North American Presentation Version of The HOPE* - As highlighted on page 32 of this booklet, Calvary Chapel in Melbourne, Florida, hosted a weekend of HOPE with the goals of: a) reaching out to their community and b) raising the funds for a Creole version of The HOPE. They showed The HOPE in all of their services and achieved both of their goals. Over 80 people came to Christ and over 6,000 DVDs were sold (the proceeds funded the Creole HOPE.)</p> <p>The only hurdle with the CCM HOPE event was that some sections of The HOPE had to be cut out so that the movie would play within the allotted time of a worship service. Based upon input from other Churches, we believe that many Churches in America would use The HOPE just like CCM if: 1) it could fit within an hour Church service, and 2) a few of the scenes were updated and visually reworked. We believe that a North American Presentation Version of The HOPE would result in tremendous ministry in America and around the world. We plan to pursue this project in 2 stages.</p> <p>1) The production of a shorter, intermediary, version</p> <p>2) A significantly enhanced version of the above with updated scenes and special effects.....</p> | <p>\$27,250</p> <p>\$107,250</p> |
| <p>8. Introduction for Indigenous Versions of The HOPE* - Many of our partners who have adapted The HOPE for indigenous people in remote areas have recommended that certain sections of The HOPE be reworked so that it is less dependent on images that are indicative of a developed nation.....</p> | <p>\$34,750</p> |
| <p>9. The HOPE Website* - This project will result in a HOPE ministry and partnering website in 8 major languages. For each language there will be 1) a video stream of The HOPE, 2) an in-depth study guide, 3) a support system for people to get help in coming to Christ and starting their new life in Him and 4) a section to motivate and mobilize others to be involved in the worldwide ministry of The HOPE.</p> <p>Total cost of this project - \$62,800 / \$55,000 raised.</p> <p>Amount remaining.....</p> | <p>\$7,800</p> |

"His master said to him, 'Well done, good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master.'"
 - Matthew 25:21

| PROJECTS | Amount Needed |
|---|------------------|
| 10. The HOPE Study Guide in Major Languages* - We have created a 65-lesson/180-page study guide for The HOPE. It has had success in English, but it is only available in English. To increase the Internet ministry of The HOPE, and facilitate other ministry opportunities with The HOPE around the world, we plan to translate the study guide and make it available in 8 major languages. <p style="text-align: right;">Total cost of this project - \$19,800 / \$12,000 raised. Amount remaining.....</p> | \$7,800 |
| 11. Gap Funding for Translations of The HOPE - About 2/3 of the funding for all of The HOPE translations to date has come from our ministry partners. However, in most cases it would help them if we could cover our own expenses in a translation project. And in some cases it would help our partners raise funds if we could provide a small matching gift. At about \$5,000 per language, a donor could have a strategic role in reaching a specific people group. <p style="text-align: right;">(Approximately \$5,000 per translation).....</p> | \$185,000 |
| 12. Gap Funding for Staff - All full-time Mars Hill ministry staff build teams of people who share in their ministry through prayer and funding. This is basically the same model used by Campus Crusade for Christ, the largest para-church mission organization in the world. However, from time to time, a ministry staff person may fall behind in his or her support, and it may be necessary for that staff member to table other ministry responsibilities in order to rebuild his or her support team. A Gap funding reserve for staff would not replace our funding model, but it would allow us to supplement staff when needed in order to facilitate more continuity in maintaining ministry goals and objectives..... | \$70,000 |

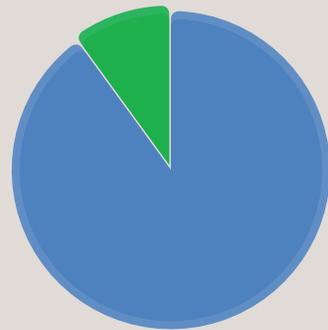
Raise the Flag Campaign

30-Month "Raise the Flag" Ministry Development Campaign

| TIMELINE OF COSTS | Project Cost | Year 1 | | Year 2 | | | | Year 3 | | | | |
|---|------------------|-------------------|--------|------------------|--------|-------------------|--------|------------------|--------|-----------------------|--------|------------------|
| | | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | |
| 1 Ministry-Wide IT Upgrade | \$27,750 | | | | | | | | | | | |
| Mars Hill Ministry-Wide IT Update Project | | 22,000 | | | | | | | | | | |
| Xerox Printer | | 5,750 | | | | | | | | | | |
| 2 Vision Casting Brochure/Booklet (Case for The HOPE) | \$10,000 | | 10,000 | | | | | | | | | |
| 3 Update of the Mars Hill Website & Branding Elements* | \$18,500 | | | | | 8,750 | 9,750 | | | | | |
| 4 Update Production Capacity | \$23,500 | | | | | | | | | | | |
| Panasonic AG AF100 & Accessories | | | | 9,875 | | | | | | | | |
| Canon (HDV) Digital SLR & Accessories | | | | 3,200 | | | | | | | | |
| Other Production Equip, Support & Peripherals | | | | 3,725 | 3,700 | | | | | | | |
| Research, Training, Management, etc. | | | | 1,650 | 1,350 | | | | | | | |
| 5 Update Post-Production Capacity | \$66,500 | | | | | | | | | | | |
| Editing Suite 1 - Avid Symphony | | | 36,500 | | | | | | | | | |
| Editing Suite 2 - Avid Media Composer | | | | | | 22,500 | | | | | | |
| Studio Monitor & Peripherals | | | | 3,750 | | | | | | | | |
| Research, Training, Management, etc. | | | 550 | 1,500 | 750 | 950 | | | | | | |
| 6 Vision Casting Videos to Promote The HOPE* | \$42,000 | | | | | | | | | | | |
| Haitian Creole / Calvary Chapel Project | | | | | 6,500 | 7,500 | | | | | | |
| 10 & 20 minute versions of The HOPE Promotional Video for 3 different audiences | | | | | 2,500 | 3,500 | 4,000 | 7,500 | 8,500 | 2,000 | | |
| 7 North America Presentation Versions of The HOPE* | | | | | | | | | | | | |
| Phase 1 - Intermediary Version | \$27,250 | | | | | 7,500 | 9,500 | 10,250 | | | | |
| Phase 2 - Final Version | \$107,250 | | | | | | 3,500 | 12,250 | 25,500 | 38,500 | 27,500 | |
| 8 Revision of The HOPE for Indigenous Tribal Cultures* | \$34,750 | | | | | | 2,000 | 3,500 | 7,000 | 16,500 | 5,750 | |
| 9 The HOPE Ministry & Partnering Website(s) in 8 Major Languages* | \$62,800 | | | 1,500 | 8,500 | 17,950 | 17,950 | 11,500 | 5,400 | | | |
| 10 The HOPE Study Guide in 8 Major Languages* | \$19,800 | | | | 2,500 | 3,750 | 5,200 | 4,850 | 3,500 | | | |
| 11 Gap Funding for Translations of The HOPE (Average Gap Funding Approx. \$5000 per Translation) | \$185,000 | | | | | 22,500 | 22,500 | 30,000 | 35,000 | 35,000 | 40,000 | |
| 12 Gap Funding for Staff Who Raise Their Salaries | \$85,000 | | | | | 10,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | |
| Totals | \$710,100 | 27,750 | 47,050 | 25,200 | 25,800 | 104,900 | 89,400 | 94,850 | 99,900 | 107,000 | 88,250 | |
| 2010 Totals | \$74,800 | 2011 Total | | \$245,300 | | 2012 Total | | \$390,000 | | 30 Month Total | | \$710,100 |

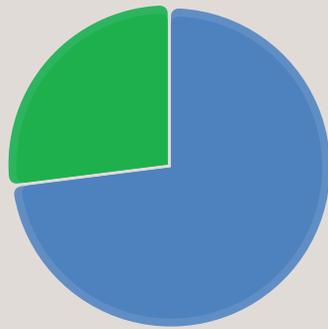
NOTE: Projects with an (*) include a 15% allocation of overhead and operational expense.

2010



- 2010 Normal Ministry Operations Budget \$684,000
 - 2010 Raise the Flag Budget \$74,800
- 2010 Total \$758,800

2011



- 2011 Normal Ministry Operations Budget \$720,000
 - 2011 Raise the Flag Budget \$266,175
- 2011 Total \$986,175

2012



- 2012 Normal Ministry Operations Budget \$755,000
 - 2012 Raise the Flag Budget \$352,500
- 2012 Total \$1,107,500

NOTE:

- This plan is based upon many factors including the availability of funding. "The mind of man plans his way, But the LORD directs his steps." - Pro 16:9
- All line items with an (*) include a 15% allocation for overhead and operational expense related to that item.

• Regarding line item (12), all full-time, non-administrative, staff raise funds to help cover their salaries.

• The graphs above illustrate the individual and cumulative annual amounts for the "Raise the Flag" Campaign Budget and "Normal Ministry Operations Budget." For a more detailed breakdown of expenses in "Normal Ministry Operations Budget," go to page 58.



Postmodernism rejects the idea of a meta-narrative – an all encompassing epic story that defines reality. For one who is influenced by a postmodern worldview, Christianity is just one story among many. And the Bible is at best, a collection of spiritual truths and wisdom...enter The HOPE.

“After I watched the video things just seemed to become so clear and understandable to me and I gave my life to Christ right then and there. It’s been about a month now and I feel like the Bible is all new to me and I’m reading it again for the first time. I have peace within all the storms around me. I have referred several people to your site.”

Teresa, a visitor to The HOPE website

THE STAFF

Fred Carpenter - President
Doug Whitehead - V.P. Administration
Jean Ngo - Communications Director
Beverly Hickle - Executive Assistant
Regina Castleberry - Assistant
Jan Whitehead (part-time) - CPA
Nancy Carpenter (part-time) - Partner Relations
Mandy Swilley (part-time) - Assistant
John Watts (contract) - Videographer/Editor
David Zeoli (contract) - Producer

THE BOARD OF TRUSTEES

Greg Belin - Real Estate Developer
Fred Carpenter - President of Mars Hill
Wes Christian - Attorney
LaRue Coleman - Businessman
Barry Flynn - Attorney
Albert M. Hassler - Attorney
Joe Ince - Finance
Steve Ough - Investor
Lloyd Poe - Home Builder
Buz Underill - Businessman
Kyle Vann - Energy Consultant
Michael Wyatt - Real Estate Developer

We believe the Bible to be the inspired, the only infallible, and authoritative Word of God.

We believe that there is one God, eternally existent in three persons, Father, Son, and Holy Spirit.

We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, and in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal, tangible return in power and in glory.

We believe that for the salvation of lost and sinful men, regeneration by the Holy Spirit is absolutely essential.

We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.

We believe in the resurrection of the body of the saved and lost; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.

We believe in the spiritual unity of believers in Christ.

FINANCIAL SECTION OF THE CASE

ACCOUNTABILITY

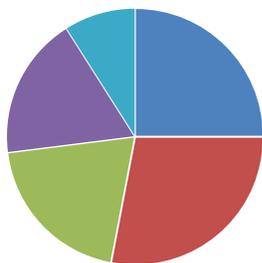
- Mars Hill has been a member of the Evangelical Council for Financial Accountability since 1992. The ECFA is an association of about 1,500 evangelical nonprofit ministries requiring the highest standards of financial accountability and disclosure.
- Mars Hill’s financials are reviewed annually by the public accounting firm, Briggs & Veselka. Mars Hill was audited annually up to 2006 when the ECFA requirements changed allowing members with budgets under a million dollars to reduce costs and still comply with membership standards by receiving an annual review.
- Budgets and financial reports are reviewed by the Financial Committee of the Board of Trustees, and then approved by the Board of Trustees. This is done, at a minimum, on a quarterly basis.

RESPONSIBILITY

- It is the policy of Mars Hill not to incur a budgeted project expense if the income to cover that expense has not been identified.
- By God’s grace Mars Hill has not borrowed money since 1990.
- All board members personally contribute financially to the ministry of Mars Hill every year.
- Mars Hill has in place a clearly defined set of board-approved policies related to governance, management and fiscal standards and practices.

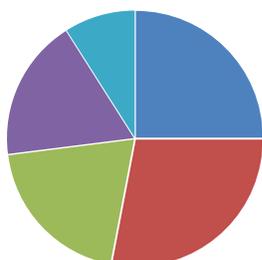
TRANSPARENCY

- Financial Reviews and Form 990 Annual Tax Returns are available upon request.
- The following reflects the 2009 breakdown of Mars Hill Expense & Income. (At the time of this printing, 2010 year-end financials have not yet been closed.)



2009 Mars Hill Expense

- 25% Production
- 28% Dissemination of Media Marketing & Distribution
- 20% Ministry Promotion & Education
- 18% Development (Fund Raising) - \$147,565
- 9% General & Administration - \$70,056



2009 Mars Hill Income

- 35% Staff Ministry Team Giving - \$263,458
- 30% Board Giving & Influenced - \$225,775
- 17% General Giving - \$126,198
- 17% Sales, Fees, Royalties, etc. - \$128,897
- 1% Other (interest income, etc.) - \$1,576

NOTE:

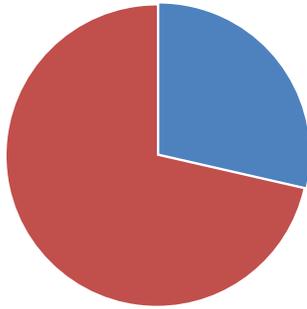
In 2009
*The board and staff personally gave \$195,738.85 to the work of the ministry.

**\$38,830 came from Churches.

***\$106,687.86 came from Foundations.

LEVERAGE

- Mars Hill's Strategic Partnering Strategy has resulted in the significant leverage of capacity and resource in facilitating the worldwide ministry of The HOPE.
- Of all the translation projects completed (42) and in process (over 20), our partners covered approximately 2/3 of the cost and Mars Hill approximately 1/3. Additionally, our partners cover other ongoing ministry related expenses within the normal operational flow of their ministries. The net result ... we are realizing about \$2.8 million of worldwide HOPE related ministry activity at a cost of about \$800,000 to Mars Hill (see breakdown below.) This kind of leverage is a testimony to God working through His Body . . . the Church!



Current Estimated Annual HOPE Related Worldwide Ministry Expense \$2.8 million*

- Mars Hill Annual Expense - approx. \$800,000
- Estimated Annual Expense of Work Done by Ministry Partners - approx. \$2 million

* Sample estimated annual budget for the current ministry activity that God is accomplishing through Mars Hill's Ministry Partnering Strategy:

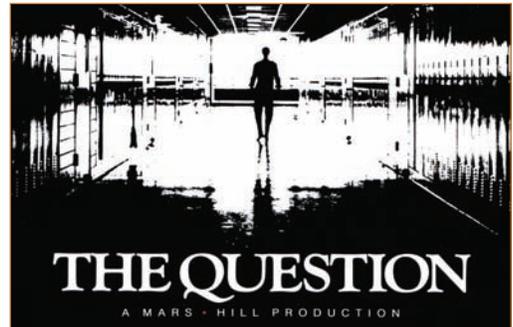
| | |
|--|------------------|
| 10 new translations of The HOPE | 250,000 |
| Fund 40-50 teams with media equipment to show The HOPE in villages and cities around the world | 1,400,000 |
| In-country distribution operations | 320,000 |
| Broadcasts of The HOPE via television 20-25 times a year in markets around the world | 200,000 |
| Create 1 derivative project per year (i.e. Chinese Treasures, The HOPE ESL software, etc.) | 35,000 |
| Support for 7-10 HOPE websites in different languages (i.e. e-counselors, administration, etc.) | 92,500 |
| Overhead, facilities, technology, and development expense to support the operation described above. | 500,000 |
| Estimated Current Annual HOPE Related Worldwide Ministry Expense | 2,797,500 |
| Typical Mars Hill Annual Budget (The HOPE is currently the only focus of Mars Hill's ministry.) | 800,000 |
| Estimated Annual Expense of Work Done by Ministry Partners | 1,997,500 |

How *It* All Began | *The Mars • Hill Story*

In 1977 Fred Carpenter and Larry Kreider shared a vision for producing short dramatic films that could be used by God to lead young people to Jesus Christ. Larry was the Houston area director of Youth for Christ, a nationwide non-denominational youth ministry. Fred was a recent graduate from the University of Texas Film School. Together they founded Mars Hill Productions as a division of Youth for Christ/Houston.

For the next decade Fred directed Mars Hill under the banner of Youth for Christ, pioneering new ground in the development of media for youth ministry. Fred believed that media is most effective in facilitating life change when used as a tool in the context of a personal ministry setting. This perspective resulted in the creation of numerous award-winning discussion starter films. Among these, a few of the most notable are...

- **FACE VALUE** - A short film on the topic of peer pressure, Face Value received six international film awards and qualified to compete in the 1980 Academy Awards. The response to this film from Christian leaders, including the likes of Chuck Swindoll, was one of the things God used to encourage Fred to continue with Mars Hill rather than pursuing a secular opportunity that lay before him.

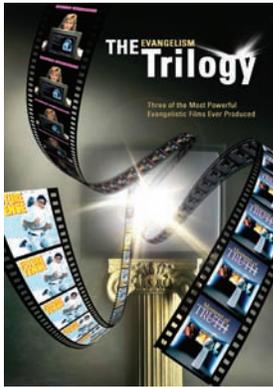


In the words of Mike Yaconelli, founder of Youth Specialties, "Finally, someone has figured out how to make a truly Christian film."

- **THE QUESTION** - Dealing with the issue of teen suicide, this award-winning film was released in 1984, only months before suicide was identified as a teenage epidemic in the U.S. By design, The Question did not present the Gospel. Rather, it compelled viewers to face the question of meaning and purpose in life, thus setting the stage for a presentation of the Gospel. Across America in public schools, as well as in openly evangelistic settings, those working with young people found The Question to be a powerful tool for dealing with the issue of suicide and for leading young people to Christ.

Seeing how God used The Question in a wide variety of settings, including public schools, Mars Hill followed it with another pre-evangelistic discussion starter, One in a Million. This dramatic pro-life film was used in public schools across America with even greater frequency than The Question.

Without Reservation - Released in 1988, this award-winning discussion starter film was unlike its predecessors in that it presented the Gospel in a very straightforward manner. In this respect, it was also unlike other youth ministry films of its day. Shortly after its release, Without Reservation became the most used youth film in the U.S.



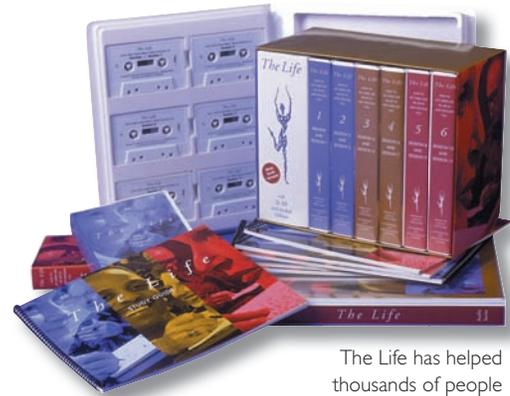
The Evangelism Trilogy

and was named “the most effective film they have ever used” by the majority of youth workers responding to a nationwide survey conducted by Group Magazine.

Without Reservation led to two more award-winning evangelistic films, Future Tense and Moment of Truth. Reports received by Mars Hill indicate that these three films, known collectively as The Evangelism Trilogy, were used to lead many thousands of young people to Christ.

In 1988 Mars Hill was spun off from Youth for Christ as a separate nonprofit ministry.

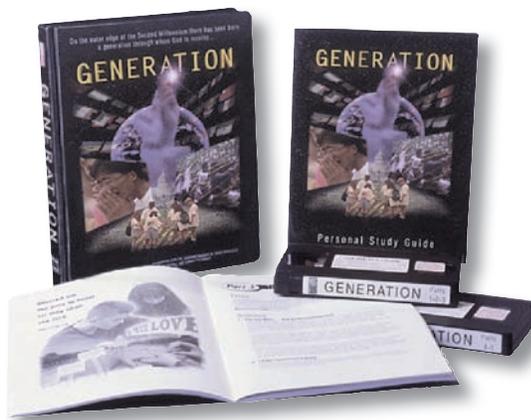
The mission of Mars Hill, to Use Media to Draw People to Jesus Christ, did not change. For several years, the focus on reaching young people continued, the only exception being a video series entitled The Life, with Dr. Bill and Anabel Gillham. This 12-part series helped thousands of people discover the difference between striving to live for Jesus and knowing the joy of letting Jesus live His life in and through them.



The Life has helped thousands of people find freedom in Christ.

Through the years, Mars Hill has produced quality media for the purpose of evangelism, apologetics and discipleship in a variety of genres including documentary, dramatic film and video curriculum. In the late 90s Mars Hill produced a video series documenting 4 movements of God

among young people in the early 90s ... including a movement to take the Gospel to the thousands of people groups that are still unreached in the world today. During their research on this project, the Mars Hill team gained a deeper understanding of God’s passion for people from every tongue, tribe and nation. The picture that God was showing Mars Hill would ultimately change the course of the ministry and result in what is now The HOPE.



A documentary series chronicling four movements of God among young people in the 90s, GENERATION was used to mobilize young people around the world for the cause of Christ.



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