

Lives are changing
as we help people look to God

Daily



19



Our mission

To be a trusted, consistent and unifying voice in the Australian Community to challenge, encourage & affirm people in the Christian Faith.

"I lift up my eyes to the mountains My help comes from the Lord,

True Hope comes from God

Humanity's search for meaning, fulfillment and hope is nothing new. With every generation comes new ideas and new struggles. Today's media and technology bombards us with with them - playing on our fears and sinful desires and seeking to take our hearts and minds in any direction but God. The technology might be new but it's a pretty old tactic which goes right back to the serpent in the garden of Eden... "did God really say?..."

There's a great song we play on Vision Christian Radio by Dara MacLean that beautifully captures the truth that Jesus is and always will be the only one who will give us true and lasting hope. In it, Dara sings "You're healer to the broken, Shepherd to the lost. Father to the orphan, Adopted by the cross. There's comfort in Your arms, It's where our healing starts, Our only hope is Jesus."

This is the truth every Australian needs to hear, and it sits at the very heart of our mission.

We help people look to Him, 24/7

Right from day one, Vision's dream has been to communicate God's truth to every Australian. Our founders must have appeared pretty crazy, considering they had few resources or opportunities - but they did have faith and a firm conviction that God could make a way where there seemingly wasn't one.

Today, Vision is estimated to reach around 1 million people per month!

With your help, we're able to bring Biblical truth, hope & insight through music, conversation, testimony, teaching, & more. 24 hours a day, reaching people right where they are through Broadcast, Print and Digital media.



606,000

FM/AM Radio Listeners per month

Source: SA Radio Network's National Listener Survey 2020



100,000+

Online Listeners per quarter

Source: Unique device counts from the Vision Christian Radio & Vision 90 Radio 2020



165,000+

Daily Devotional distribution

Source: 1.25 million+ quarterly printed editions plus 25,000+ daily email subscriptions as of April 2021



330,000+

Podcast downloads per quarter

Source: Podtrac 2020 Q3



11 million

Vision App opened by users

Source: App Annie download data and feedback since 2012

Plus a huge knock-on impact as the people we help reach out to others.



VISION
CHRISTIAN MEDIA

Helping people look to God

Daily
micro

- where does my help come from? the Maker of heaven and earth."

Psalms 121:1-2

Your support will help TODAY and IN THE FUTURE

Vision is made possible through the generous ongoing support of people just like you. Some choose to give monthly, others as they are able or in response to a special prompting from God. All play an important part in helping ensure this ministry can keep going & keep growing.

**Please pray about how much
you can give to Vision's
Mid-Year Appeal.**

Donations are tax deductible.



Here's what your support will do

Your gift to Vision's Mid-Year Appeal will be a seed sown in good soil.

You will be helping Vision to remain a trusted, consistent and unifying voice in the Australian Community that is challenging, encouraging & affirming people in the Christian Faith... helping them look to Him daily, as these real stories show;

"I have been praying for my husband's family's salvation. I found out that my brother in law who stays at home during the day and has been disabled for years listens to Vision Radio. He and his wife are in their 60's and have never attended church. They told us this Christmas that they are going to seek out a church! I knew that Jesus was answering prayers and that Vision must be a part of this answered prayer." - Leisa

"The Word for Today is often a message that is totally relevant for that day, as though God had written it just for me. It also encourages me to read scriptures daily which are often then used to encourage others. I work as a counsellor for people whose complex childhood trauma has had a huge negative impact on them as adults. The Word gives me a hope and peace that can be imparted to the callers." - Deborah

"I am a young Christian desperate for the word of God. It is often difficult to find truth and answers about real world problems not reported within secular news and media. Being able to listen in to Vision Christian Radio gives me the opportunity to do access all this easily, it truly does connect my faith to everyday life. I can now access resources and knowledge that can't easily be found anywhere else." - Amber

"I have been blessed by being able to listen to the radio during the night when I find it so hard to sleep due to PTSD that I have been living with since 1993. Although I have never given up on my walk with the Lord I have doubted my worth, Vision radio helps my mind from wandering down some very dark paths that would otherwise grip me in fear." - Eileen

"I'm a teacher working in Jigalong, a remote aboriginal community in WA. Vision Christian Radio is available out here and it's just wonderful to hear the message of Jesus and the teachings of the Bible in outback Australia" - Huntz



PLEASE GIVE BY JUNE 30

vision.org.au | 1800 00 777 0 | Vision app



We're passionate about communicating the gospel



Establishing the Vision Christian Media Hub last May was a key plank in our strategy to ensure the good news of God is heard loud and clear in our nation's media.

But there are many other parts to the plan - here's some of our other key initiatives rolling out right now that will help people look to God today, and in the future.



Download:
vision.org.au/app

New Generation Vision App - **Just launched!** ✓

80% of Aussies now own a smartphone, and mobile data is getting faster and cheaper. We've seen a big rise in the number of people accessing Vision through our first generation app, and we've just launched the Vision App 2.0! It features much improved navigation and loading, plus super-easy access to live radio, devotions, podcasts, news, articles, videos and even an entire bible - and it's updated daily to help you grow in faith. This important piece of infrastructure will enable us to help even more people look to God daily, especially in our cities.

Vision KIDS - Biblical truth for 8-12 year olds - **Just launched!** ✓

This 12 episode video series, produced by Vision takes children through key stories in the Bible through story, song and a little bit of fun. Features fun loving (and a little crazy) *Dan Warlow* and some of your favorite characters from *Superbook*. The first few episodes are out now with more to come. Watch for free in the Vision Christian Media App or at visionkids.org.au



100+ New Stations by 2023 - **Eight so far!** ✓

On top of our network of 700+ stations, we're are working hard to bring Vision Radio to 100 more locations over the next 3 years. Phew, that's a massive task! So far this year, Aramac and Regents Park in QLD, Jamestown in SA, Binningup in WA and Singleton and Clarence Town in NSW have all received a local Vision FM station. Two more are scheduled for Victoria in the coming weeks any more to follow all across Australia!



Donations are Tax Deductible

Your gift makes Vision possible

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