The nature of the impact that SAT-7 seeks to make in the lives of its viewers could be summed up by this statement of Isaiah. “The Spirit of the Lord Is upon me, for he has anointed me to bring Good News to the poor. He has sent me to proclaim that captives will be released, that the blind will see, that the oppressed will be set free, and that the time of the Lord’s favour has come.” (Isaiah 61:1-2)

Jesus himself announced the beginning of His public ministry, in Nazareth His boyhood home, by reading these words aloud in the synagogue. “The scripture you’ve just heard has been fulfilled this very day” (Luke 4:21), he told those who were present, to their amazement and disbelief. SAT-7 is indeed seeking to impact more lives than ever in “this time of the Lord’s favour” by bringing Good News to the poor.

We are present in an area of the world where there remains scandalously little or no public access to the Christian message. With continuing high levels of illiteracy across the region, the use of satellite television continues to expand despite the growth of the internet. And so, for many people in the region today, satellite television remains the only way that they can hear an explanation of the Gospel in a way that they will truly understand.

SAT-7 is working to impact more lives than ever by recognising in its programming that the poor in the MENA today are both the spiritually poor and the oppressed poor; those who cry to God for mercy and those who cry out for release from all the social evils which constrain them. Our programs aim to make an impact in both senses. And, as you will read in the following pages, SAT-7 also recognises the importance of engaging directly with our viewers through multiple means; our live programs, social media platforms, and our Audience Relations staff.

We hope that you are inspired by this update of SAT-7 and that together we will continue to stretch ourselves in ministry and service that more lives than ever may indeed be impacted by God’s message of love in the region.

David Middleton
SAT-7 Chief
Development Officer
SAT-7 announces Rita Elmounayer’s appointment as the ministry’s new Chief Executive Officer (CEO). As of 1 April 2019, Rita will be taking on her new role, succeeding Founder Dr Terence Ascott.

After 23 years of broadcasting in the Middle East and North Africa (MENA), with Founder Dr Terence Ascott as the CEO throughout that time, SAT-7 is now moving into a new era, with Rita Elmounayer taking on the role of new SAT-7 CEO.

He will continue to travel and represent SAT-7, attend some Support Office and Channel Boards and serve as a full and active member of both the SAT-7 International Council and its Executive Board. “I have also been asked to do more writing including, eventually, a book about the birth and first 25 years of the ministry,” he shares.

“It has been exciting to see how far Rita has come since the early days when she scripted, produced and presented SAT-7’s first children’s program in 1996,” says Dr Ascott. “I really believe that she will be exceptional in the new CEO role. She will of course bring her own leadership style – which is very different to my own. It is therefore important that we continue the task of building a new leadership team around her – one which complements her skills rather than mine.”

Rita’s first days as CEO

As of 1 April, Rita will continue to lead the vision and mission of SAT-7’s ministry. Her initial focus will be on the strengthening of SAT-7’s MELT (Middle East Leadership Team). She aims to mentor new directors that have been, or will be appointed, and will ensure that the 2018-2022 strategic plan is properly supported by goals and plans by each department and channel.

Additionally, Rita aims to focus on developing and strengthening people. “I pray that as CEO I can help empower, encourage and motivate people around me,” she shares. “I want to convey the significance of what they are doing and their valuable individual contributions to the higher purpose of changing people’s lives.”

Dr Ascott’s future in SAT-7

Upon Rita’s appointment, Dr Terence Ascott will be close at hand making himself available to the new CEO for guidance and support on specific tasks or challenges.

Terence Ascott has been the leader of the SAT-7 ministry for 23 years, achieving amazing milestones in establishing a network of TV channels in three languages. Rita Elmounayer explains it this way: “His wisdom, intellect, love for Christ, and humility are the role model to follow; a man of integrity and honour!”
NEW DEVELOPMENTS FOR SAT-7’S ON-AIR SCHOOL

SAT-7 has big plans for *My School* in 2019. This pioneering program, which offers primary-level lessons to children in need of quality education, is now being developed into an exciting new incarnation called *School Project*. This new development will be more interactive and engaging, with children getting involved in the lessons instead of teachers presenting to the camera with a blackboard.

**1.5 M***

*Arab viewers watch My School, SAT-7 KIDS’ on-air primary school each day*

*School Project* also aims to help viewers put their learning into context by teaching them to use the lessons learned in practical ways in their life. For example, a maths class will be turned into a lesson in budgeting and creating a budget for specific purposes, such as for their homes, or even managing their finances in a refugee camp.

*School Project* is part of the ACADEMY brand programs which are also provided online through a learning platform being developed further in the coming months.

*Statistics based on the IPSOS survey carried out for SAT-7 in 2018.*
SHOWING THE VALUE OF TRUE LOVE

A new program is in the works for SAT-7 ARABIC. Inspired by God’s love, Producer Andrew Gamal has proposed a program that focuses on the importance of true love for a healthy marriage.

We experience God’s love by sharing our love with those around us and by receiving love in return. The program I Love You aims to emphasise the importance of nurturing a marriage relationship. It encourages men to be more romantic and appreciative towards their wives, and women to be more receptive of these nice gestures. The unique format of this program includes poems inspired by love stories between couples in the Bible, which are played out by actors.

“These days the words ‘I love you’ are misused,” shares Gamal. “Through poetry and drama, inspired by the Bible, we want to show the value of true love and how couples can enjoy it.”

A HEAVENLY SOUND

As English speakers, we can take worship songs and community singing for granted. However, praise and worship songs in other languages can be more difficult to come by, and many Persian-speaking believers rarely have the opportunity to worship with others in their own language. To help fill this gap, SAT-7 PARS is providing viewers with worship music in their mother tongue through the program Heavenly Worship, a new weekly live show.

“We make sure the song lyrics are on the screen and invite the viewers to join in,” says Producer Mostafa Keshavarz. “Viewers get in touch and tell us how happy they are that they had the opportunity to join us in praise and worship.”

DOCUMENTARY ENTERS FESTIVALS

SAT-7 TÜRK has had the unique opportunity to produce a documentary about the Gagauz people in Moldova. As ethnic Turks, the Gagauz people embraced Orthodox Christianity and have been persevering in their faith for centuries. The name of the documentary The Cross and the Wolf carries historic symbolism, as the wolf is the symbol of the first Turkish and Gagauz tribes. Through this documentary SAT-7 TURK hopes to demonstrate that Turks can be and have been Christians for centuries. The Cross and the Wolf will be entered in various film festivals during 2019.
SAT-7 has experienced astounding growth since it began 23 years ago. From a satellite broadcast of two hours a week, it has now four 24/7 channels in three languages. Yet, most encouragingly, SAT-7 programs are impacting a growing audience of millions across the Middle East and North Africa (MENA).

“Our viewer numbers have not stopped growing since 1996, which is phenomenal. It is hard to overestimate the impact that more than 20 years of positive values – of educational Christian programming – will have had on a new generation,” states SAT-7 Founder and CEO, Dr Terence Ascott.

In 2018, SAT-7 has witnessed exciting breakthroughs across its four channels. An independent survey, carried out by leading market research firm IPSOS, revealed astounding numbers of Arabic-speaking viewers.

Additionally, an online survey conducted in 2018 by SAT-PARS, SAT-7’s Persian-language channel, revealed hundreds are choosing to follow Christ after watching SAT-7 programs. And, SAT-7 TÜRK has seen an increase in viewer engagement since launching a number of new live programs.

These exciting results come as the MENA is crying out for hope. More than 15.5 million Middle Easterners are displaced or refugees, and many more are denied basic human rights. Yemen is gripped by the world’s worst humanitarian crisis. Syria has been wracked by years of war, and Iranians, Egyptians, and Turks are feeling the stress of their country’s economic pressures.
ENGAGING MORE VIEWERS

2018 has seen a dramatic increase of more than 200 percent in the number of people calling SAT-7 TÜRK’s live broadcasts. Due to more live programs being broadcast on social media platforms, SAT-7 TÜRK can now reach and engage with more people than ever before.

Many viewers love the excitement of calling a live program and engaging with the Presenters. Others, prefer to get in touch through written messages. Either way, SAT-7 TÜRK takes the responsibility of providing answers and guidance to its audience very seriously.

Active Viewers

Viewers call in to live programs or leave comments on Facebook and YouTube. They engage with the Presenters of the programs and initiate discussions with other viewers, encouraging and challenging each other. 54 percent of all correspondence is made up of viewers calling in with prayer requests and questions about the Christian faith. 17 percent of viewers also call in to ask for Bibles and to share their stories.

A great responsibility

In addition to responding to live questions, the SAT-7 TÜRK team is accessible through email and WhatsApp, for those who prefer to get in touch more privately. Viewers send messages of encouragement to the SAT-7 team, share inspiring testimonies, or simply get in touch because they are alone and isolated.

To meet the demand of this increased viewer engagement, the Audience Relations team in Turkey has also grown. Their mission is to pray for those who need prayer, listen to those who need to talk, provide guidance for those looking for advice, and connect those who are isolated to local churches.

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ÜMIT, A MALE VIEWER FROM TURKEY

“Hello, I recently watched your channel and very inspiring things are being shared. I don’t see anything like this in other beliefs, everyone is out for themselves. If I have a question about a belief and ask someone, they shut me down and tell me to come to the next meeting. You are not like that. I want to be enlightened — if you have books that might help me, please send them to me.”

DERYA, A FEMALE VIEWER FROM TURKEY

“I didn’t know Jesus Christ the way you described Him. I have lost my son and have been living with the pain of this loss for years. Will He take my pain? One day I want to go to church.”
IMPACTING MORE AFGHANS

Over the past two years, SAT-7’s Persian language channel has seen an encouraging increase in the number of Afghan viewers contacting the channel and showing an interest in Christianity.

Since launching on the popular Yahsat satellite in June 2017, SAT-7 PARS’ viewer response has doubled, with the number of contacts from Afghanistan increasing exponentially.

Believers in Afghanistan can be extremely isolated with limited access to Christian resources, especially in their language. However, SAT-7 is faithfully broadcasting a message of hope into these challenging situations.

A source of support
The SAT-7 PARS Audience Relations team are a source of valuable guidance and support to isolated believers in Afghanistan. “We are hearing many inspiring testimonies from Afghanistan,” Rahil*, SAT-7 PARS Audience Relations Coordinator, shares. “Many contact us, asking for prayer, and wanting to find out more about faith. They often call back and let us know what God has been doing in their life.”

“We are one of the only ways someone in Afghanistan can hear about Jesus. Christians are leaving the country because it is dangerous for them there,” explains Panayiotis Keenan, SAT-7 PARS Executive Director. “We feel a great responsibility to provide relevant programming and support them.”

Almost 1 in 4 viewers decided to follow Jesus after watching a SAT-7 PARS program*

*According to a 2017 SAT-7 PARS viewer survey, 66 out of 288 viewers said they had committed to following Jesus as a result of watching the channel.

*Names have been changed for security purposes.

AFSOON*, FROM AFGHANISTAN
“Although I had a husband and children, life had no particular meaning or value to me. I felt unsafe, insecure and alone. I prayed, fasted, and read religious books but, I was never able escape loneliness. I was permanently depressed and in conflict with my husband and children. Ever since I gave my life to Jesus things have changed. I have inner peace and I look forward to having a good life.”

DAREB*, FROM AFGHANISTAN
“I have researched religion and enjoy reading books, but never experienced happiness in my life. I was with an extremist group and then separated myself from them. I want to experience Christianity. I want to get away from hate and immoral things. After watching your programs, I felt so good and got in touch with two of the Afghan programs on SAT-7 PARS.”
The team of *A Riddle and A Story* praying before a live episode. “Our young Presenters are becoming healthy influencers with beautiful characters, unshaken faith in Jesus Christ, and witty personalities. We are confident that they will positively affect our young viewers and lead them to a genuine relationship with Jesus Christ.” – Marianne Awaraji

The young Presenters began their careers on SAT-7 KIDS’ program *Let’s Sing Together* with Marianne Awaraji, the Presenter of *Let’s Sing Together*, and Producer of *A Riddle and A Story*. All songs are written by Producer Marianne Awaraji and performed by Joyce: “I felt shy to sing in front of the camera and a live audience. Marianne taught me to believe in the talents that God gave me.”

Left to right: Keyanna, Joy, and Joyce on the set of *A Riddle and A Story*. The three Presenters answer calls and read viewers’ messages on air.

Marianna Awaraji (centre), Producer of the program, with Joyce and Keyanna. Director Rawad Daou leads rehearsals of the program. The three young Presenters meet every week for a two-hour rehearsal.
IMPACTING MORE YOUNG LIVES

Three young presenters from SAT-7 KIDS are making history via their program A Riddle and A Story. They are helping millions of children across the Middle East and North Africa (MENA) lay down strong foundations of faith and good values.

In order to have an impact on the future of the region, we must look to the next generation. Before long, millions of children will be adults striving to build their lives in a region weighed down by issues such as poverty, political instability, and inequality – to name a few.

**Only God’s love can bring hope**

What do these young people need to successfully navigate through their lives and grow up to become strong, determined individuals who can change the face of the region? Hope, faith, strong values, and the sense that they are always supported by their Heavenly Father. And what better way to communicate God’s love to these children, than through other children and teens who are dealing with the same issues themselves?

**Training children to be role models**

Joyce, 12, Keyanna, 13, and Joy, 19, are the three Presenters of the SAT-7 KIDS program A Riddle and A Story. Producer Marianne Awaraji describes how she sees great potential in their abilities.

“These kids are naturally gifted in acting, singing and presenting,” shares Marianne. She explains that nowadays most kids follow and look up to secular celebrities, who look fun and trendy but may mislead children by teaching them distorted values and habits. “We want to give our young viewers good role models to look up to.”

**Kids impacting kids**

Every week the live program broadcasts Bible stories, songs, and life lessons into the homes and hearts of millions of children across the MENA. Children call in to the program and talk with the young Presenters, ask questions, share their stories, and seek advice.

“We get about 15 to 20 calls from children per episode,” says Joy. “We have been broadcasting live every week since 2018. That’s a lot of phone calls over time! We also receive a lot of comments and questions on Facebook.”

**Connecting and relating**

The Presenters relate to young viewers’ struggles by sharing their own experiences. “A girl from Egypt called and asked us about cheating in school,” shares Keyanna. “I shared a similar experience of mine and how I dealt with it by praying and trusting God.”

Many of the topics on the program help young viewers, not only to grow in their faith and learn about God, but also help to build strong foundations of good values and character. “We get so many comments from kids who tell us how they watched our show, learned from our stories, and have changed their behaviour,” adds Joyce.

**Hope for the future generation**

When asked what their future dreams are, the answer was unanimous: for God to use them and their talents to help more people, and for their program to help children grow closer to Jesus.

“**We get so many comments from kids who tell us how they watched our show, learned from our stories, and have changed their behaviour.**

Joyce
**GROWTH IN NORTH AFRICA**

An increase in viewership and engagement in North Africa has been revealed from the latest survey. The production team there share how they continuously engage with viewers from this part of the region.

Despite limited programming being offered by SAT-7 in North African dialects, SAT-7 ARABIC noted an increase of viewers in North Africa, specifically from Algeria and Morocco, in 2018. This in part due to the continuous engagement with viewers on social media, by our partners in production for North African programming, Samia and Salah Kessai.

**Going the extra mile**

Salah and Samia go the extra mile to connect with viewers online, as well as in person. “A non-believer from Tunisia was so fascinated by the testimonies of people on the program *Free Souls*, and how God changed their lives, that two years after watching the program he gave his life to Christ. We visited him in Tunisia where he told us how he learned about Jesus through our program, and now he goes to church.”

Many isolated women reach out to Samia and Salah. “A lot of women who watch our programs want to come to church, but they may not be able to or they are persecuted by their families, their brothers mostly, for choosing to follow Christ,” says Samia.

**Fellowship through technology**

“Due to the culture of the region, women grow up not knowing their true value,” explains Samia. “Women who live in villages cannot leave the house by themselves to come to church. They contact us after watching our programs and we talk and pray with them on Facebook so they can feel valued and experience fellowship through this modern way of communicating.”

*Pictures used are representational*
FOUR CHANNELS, MANY LIVES

LINA, A FEMALE VIEWER FROM EGYPT
“I’ve been following the SAT-7 KIDS’ programs since I was eight years old. You are my second family, teaching me about Jesus when my family couldn’t because they were too busy. No words can express my love for you and your effect on my life.”

A MALE VIEWER FROM TURKEY
“I watched a program on your channel, SAT-7 TÜRK, where the Presenter spoke about how Jesus healed a blind man. I was very impressed and continued to follow your channel. I listened to the Bible teaching programs on YouTube and read the Bible. I have finally found the truth. Since I was a child, I felt that there was a gap in my soul. To my surprise it was Jesus Christ who filled that gap. Nobody in my family knows that I believe in Him; I am not ready to tell them yet. I see the love and beauty of Jesus Christ. You do not keep this love to yourselves. You tell this truth to hundreds of people like me. You’re doing a great job. Please continue with this mission. I am now able to get to know Jesus; there is no obstacle in the way of getting to know him. He doesn’t require a certificate or anything else. He only wants to love us and save our souls from dying. I would like to show this new-found love and kindness to those in my life. Please pray for me.”

A VIEWER OF SAT-7 ARABIC’S SPEAK UP
“Thank you for the episode about people with special needs. It helped me a lot. I recently volunteered to assist people with special needs. I want to see more episodes about this issue because it will help me a lot.”

GHAZAL, A FEMALE VIEWER FROM IRAN
“I heard about Jesus Christ through my sister and through watching SAT-7 PARS. My brother and I were watching a SAT-7 PARS program on addictions, presented by Pastor Miltan. My brother was using drugs at the time, so we contacted the program to ask for prayer. On the program, they prayed for my brother. Though he did not believe in anything, he was affected by the prayer and felt touched by the Lord. Since then he felt determined to quit his addiction. He has stayed away from drugs and has made it his goal to follow Christ. SAT-7 PARS has also helped my husband to look to Christ and quit his addiction. My brother’s and husband’s release from addiction, and my father’s miraculous recovery from his heart attack caused me to acknowledge Jesus Christ and pray to Him while watching one of your programs.”
“MAMALAND” SETS ARAB MOTHERS FREE

With a life-giving new social media project, SAT-7 is impacting a whole new generation of parents who do not watch television. Mamaland’s videos are helping young Middle Eastern mothers find peace — and the response has been nothing short of remarkable.

Since its launch in August 2018, this pioneering online program has reached an impressive 19 million people. Shared on Facebook and a dedicated website, Mamaland’s content has attracted more than 560,000 comments and shares of its posts.

“The feedback has been amazing,” says George Makeen, Arabic Channels Programming Director. “It has exceeded all expectations. What differentiates Mamaland from other parenting programs is that it tears down the damaging cultural idea that mothers must totally deny themselves for their children. The core message is that if you want to be a good parent, you must take care of yourself,” George says. “And many mothers have responded by saying, ‘You released me! You released me from the burden of thinking that I shouldn’t prioritise myself.’”

“This page is amazing”
Almost all the mothers taking part are from Egypt or North Africa. “This page is amazing,” one wrote. Another shared, “I truly like it very much. We should apply these lessons with our children.”

The videos feature Presenter Sally Kamil, who represents a ‘typical’ Middle Eastern mother, and also share the stories of real parents. Topics range from mothers’ emotional wellbeing to practical issues, such as bedtime battles and nutrition.

As George explains, addressing areas of parenting is a crucial part of SAT-7’s holistic ministry because it enables God’s love to reach the whole family. “Children learn about God from the example of their parents, who are the first authority in their lives,” he says. “We are addressing an important issue when we talk about parenting: what image of God are we creating for our kids?”

Impacting a new audience
Mamaland’s content, which also includes quizzes, email newsletters, and a mobile app, was created in partnership with parenting curriculum experts.

Mamaland is part of Tawla, a wider SAT-7 social media project. The name — which means “table” in Arabic — refers to the new platform’s role as a hub for community. Future content will address marriage, unemployment, and addiction — and the videos will also be broadcast on SAT-7 ARABIC.
HELP IMPACT MORE LIVES

The people of the Middle East and North Africa (MENA) are hungry for God’s message of faith, love, and hope for a better future. Encouragingly, our programs are helping to make a difference, moving people towards a closer relationship with Jesus Christ, as they experience his grace and mercy in their lives.

As the SAT-7 ministry moves into a new era of impacting viewers’ lives via multiple platforms, we thank God for His guidance and provision and we are grateful to our supporters and donors who have been a part of this journey thus far.

If you want to be a part of impacting more lives in the MENA, with fresh new programming and engagement with viewers via multiple platforms, please send a donation of any amount.

Your donation can make a difference for the future of the region.

YES, I want to make a life-changing gift!

Credit card / PayPal:
www.sat7.org/get-involved/donate

Bank transfer:
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Account number: 57319020
Account name SAT-7: International Trust
Bank: Pax-Bank eG
IBAN: DE19 3706 0193 0057 3190 20
BIC (SWIFT-address): GENODED1PAX

EURO ACCOUNT
Account number: 57319011
Account name: SAT-7 International Trust
Bank: Pax-Bank eG
IBAN: DE68 3706 0193 0057 3190 11
BIC (SWIFT-address): GENODED1PAX

How to find SAT-7

SAT-7 ARABIC
SATELLITE: Nilesat (E7WA) at 7° West, 11.353 GHz Vertical; Covering Middle East & North Africa.
ONLINE: www.sat7.com / www.facebook.com/sat7ar
www.youtube.com/user/SAT7ARABIC
Smartphone App: SAT-7

SAT-7 PARŞ (ARABIC)
SATELLITE: Nilesat (E7WA) at 7° West, 11.353 GHz Vertical; Covering Middle East & North Africa.
ONLINE: www.sat7kids.com / www.facebook.com/sat7kids
www.youtube.com/user/SAT7KIDS
Smartphone App: SAT-7 KIDS

SAT-7 TÜRK (TURKISH)
SATELLITE: Türksat 4A at 42° East, 11.824 GHz Vertical; Covering Turkey, Europe & Central Asia.
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SENIOR STAFF UPDATES

SAT-7 has been blessed immensely during the last months in being able to find new people to fill key positions within the organisation. We are pleased to announce that we have appointed a new IT and Broadcasting Director in our International Office in Cyprus, Andreas Demetriades. We are also happy to announce the appointment of Michael Helmy as the new Arabic Channels Director. Additionally, Maroun Bou Rached, who is no stranger to SAT-7 as he has served the ministry in various roles over many years, has taken on the role of Executive Director of our Lebanon studio/office.

We are also very sorry to announce that Albert Fawzi is leaving SAT-7. Albert has been a great blessing to SAT-7, having joined in 2010 as our IT and Audio Studio Manager, then promoted to Operations Manager in 2012, and finally stepping into the Executive Director role for Egypt in 2017, after acting in this position for six months. Albert has been an excellent Executive Director and representative for SAT-7 both in Egypt and abroad and will be greatly missed by us all.

PRAY FOR THE MENA

Will you or your church group join us in praying for the Middle East and North Africa and the ministry of SAT-7? We are excited to announce that our Week of Prayer 2019 “Dare to Dream” will be held 20-27 October, and registration will open soon.

You can pray with us all year round by downloading our monthly prayer calendar at: www.sat7.org/pray

NETWORK 2019 IN CYPRUS

Please pray for our annual conference, NETWORK 2019, which is taking place in Cyprus 27-29 March. Over 200 guests and SAT-7 staff will be meeting together to learn how SAT-7 is impacting more lives than ever in the Middle East and North Africa. We will also be looking forward to what the year ahead holds for SAT-7, including the transition as SAT-7’s Founder Dr Terence Ascott passes on his role as CEO to Rita Elmounayer.

RECEIVE INSIGHT IN YOUR INBOX!

If you would like to receive INSIGHT electronically, and be removed from our postal mailing list, please send an email to info@sat7.org with your name and postal address. Thank you for helping us save costs, and the environment!