

1. Introduction

As we look ahead to 2026, we do so with gratitude for everything God has done in the past year, and with a renewed conviction about the calling of Jesus.net: to help people all over the world with **access**, to **know** God, **grow** in Jesus, and **share** their faith easily. Our mission remains unchanged: bringing online journeys to the most unreached countries of the world so that searching people can move step by step from curiosity to deep engagement, eventually finding their place in a local Christian community/churches.

In 2025, we learned extraordinary lessons. We experienced significant growth, new partnerships, expanding languages, and deeper global integration. At the same time, we walked through one of the most financially challenging years in our history. These experiences, both the breakthroughs and the difficulties, have shaped the direction for 2026. This is the year in which we deliberately return to our core, strengthen our foundations, and reorganize ourselves around what matters most: the languages we serve, the journeys we build, and the lives that are transformed through active engagement with Jesus.

2. Looking back: Where we stand at the end of 2025

The year 2025 brought remarkable progress. Our daily number of **new active participants** grew significantly, from 420 per day to approximately **650 per day**. This increase reflects not only higher reach, but deeper quality of engagement. Newly added languages such as Urdu and Burmese started to open doors we had prayed for, while existing languages like Farsi, Bahasa, Hindi, and Thai continued to expand and mature.

A major milestone was the **complete migration** of all Jesus.net websites into our new global system. This transition, begun in 2022, was finally completed in 2025. The old infrastructure was fully decommissioned, giving us a stable technical foundation to build upon for the future. The daily management is outsourced to WebNL.

The Chosen became far more than a partner, it became an integrated part of our discipleship strategy. We developed “Character Journeys,” created MyJourney courses for all existing seasons, and wove The Chosen deeply into our follow-up ecosystem. For many people in multiple languages, The Chosen now functions as the first step of their journey to Jesus. Although we expected more from The Chosen/Come&See, we are thankful for the preferred role we play in their follow-up vision. We know this series will be the most influential series in the coming years to reach people with the message of Jesus.

Our partnership with **YouVersion** grew significantly. The launch of the German Hub on December 1st symbolized a new chapter in this relationship. As one of the largest content providers within the Bible App ecosystem, Jesus.net now has a stronger global footprint, deeper trust, and greater evangelistic reach.

Perhaps one of the most transformational developments of 2025 was the broad acceptance of the **VITAL+** model. What began as our internal measurement framework is rapidly becoming a global standard for online ministry impact. This gives clarity to partners, donors, and ministries all over the world and positions Jesus.net as a leader in defining digital discipleship metrics for the future.

But 2025 was also a **painful** year. Financially, we were confronted with unexpected losses, including the disappearance of income from the Jesus Film. The Chosen Champions initiative did not generate the results we hoped for. Economic shifts, especially the weakening of the dollar, impacted our global budget. These pressures forced us to reduce costs, restructure parts of our team in the Netherlands, and evaluate every department through the lens of missional necessity.

It became clear that to preserve our mission we needed to return to the basics. And that is the theme guiding us into 2026.

3. Returning to the core: the guiding principles of 2026

The heart of our strategy for 2026 is a renewed focus on depth over breadth. The central question shaping everything we do is simple: *Does this help more people become active followers of Jesus through our journeys?*

Active people lie at the center of our mission. An active person is someone who not only encounters Jesus.net, but chooses to take steps, engage repeatedly, ask questions, and grow spiritually. Journeys are the context in which this growth happens. Therefore, the development and strengthening of journeys will be the backbone of our ministry next year.

Our websites and AMED messages form the basic infrastructure that supports every seeker, whether they come to us through YouTube, social media, YouVersion, The Chosen, or organic search. These remain our primary tools for drawing people into structured discipleship pathways.

A major shift in 2026 is the decision to **reorganize around languages** instead of products. A language is not simply a translation, it is a mission field with its own culture, needs, and challenges. Each language requires its own strategy, its own leadership, and its own journey pathways. By placing languages at the center of our organization, we align ourselves more closely with our mission to serve the most unreached nations of the world.

In the area of technology, we must **balance stability with innovation**. After the departure of several core IT staff in 2025, the first priority for 2026 is to secure and maintain the systems we already have. At the same time, we recognize that the next global wave of technological change, **the AI wave**, has already begun. Just as Jesus.net positioned itself early during the rise of digital evangelism, online discipleship, and YouTube, we intend to be at the **forefront of AI-enabled ministry**. This requires dedicated expertise and deliberate investment.

4. Strengthening and expanding our partnerships

Partnerships continue to be essential to our mission. Some of these relationships deepen our impact, others multiply our reach, and some provide the resources we need to bring the Gospel to unreached communities.

Our connection with **YouVersion** remains one of the most influential. Through the Bible App, countless seekers find our content and begin their discipleship journey. The establishment of the German YouVersion Hub, and the opportunity to expand our collaboration in Dutch and French, will significantly increase our visibility, impact and create new pathways for financial sustainability.

Our partnership with **The Chosen** has become a distinctive gift. No other global ministry has the same level of integration with their content. People who watch The Chosen and want to know more about Jesus are increasingly finding their way to Jesus.net. This collaboration opens doors to churches, creates new small-group materials, and strengthens our global funnel from storytelling to discipleship.

In 2025 we began a promising relationship with **IGI (Innovation for Gospel Impact)**. Their enthusiasm for the VITAL+ model and their recognition of our ability to reach unreached nations has created a foundation for deeper collaboration. After a successful pilot of six months, we plan to repeat the initiative and proposed a significantly larger project of 1.5 million USD for 2026. This partnership requires disciplined reporting and consistent communication.

Our relationship with **Alpha** continues to evolve, especially with online Alpha initiatives. After successful pilots in Asia and the Netherlands, we expect to expand this model into new regions, creating an even stronger bridge between online seekers and local Christian communities.

Finally, we see growing opportunities to work with **global missionary movements** such as GoMovement, offering them customized landingpages, where their visitors land on this page and get into a Jesus.net-supported journey.

We also reaffirm the importance of **local churches**. The local church has been at the core of strategy since the beginning of [Jesus.net](https://www.jesus.net). Our goal is a two-way relationship: we desire to guide seekers toward churches, and we want churches to embrace our materials as tools for their own discipleship work. In 2026, we will build a multilingual church portal containing high-quality, ready-to-use content for pastors, priests, and small-group leaders.

5. Building a sustainable financial future

If 2025 taught us anything, it is that financial sustainability is essential for the future of Jesus.net. Our first priority is to strengthen **recurring micro-donations** in the Netherlands, Germany, and the United States. These three regions will form the long-term financial foundation of our ministry.

Foundation support remains an important opportunity. We have seen encouraging results from several foundations in 2025, and our aim is to develop this further. Each foundation requires personal connection, clear reporting, and long-term vision, elements we intend to strengthen in 2026.

The **Chosen Champions** initiative will continue, though with more modest goals. We will aim for twenty-five committed champions who carry the vision of connecting millions of viewers from The Chosen to Jesus.

An important principle is that we will no longer launch new projects unless the funding is secured beforehand. Earmarked funds will be used strictly for their intended purpose.

Additionally, we aim to create a **financial reserve** of three months by the end of 2026, growing toward six months in 2027.

6. Our language focus for 2026

Languages are the backbone of our mission, and in 2026 we will focus on developing them according to maturity and opportunity.

English and Dutch remain our base languages, serving as testing grounds and content sources. Spanish, German, Portuguese, Arabic, Thai, Hindi, Hinglish, Tamil, Tagalog, and Taglish form the growth cluster; languages where journeys will be strengthened and leadership supported. Thai and German serve as examples of strong local implementation.

A second group, Farsi, Bahasa, Urdu, and Burmese, shows significant potential. Urdu presents a remarkable opportunity, reflecting the doors God appears to be opening in Pakistan.

Other languages, such as Mandarin, Bengali, Turkish, and Kurdish, did not take root in 2025. These will remain paused unless clear momentum emerges.

Partner languages including Russian, Italian, and Polish will continue at current capacity, with the possibility of expansion as opportunities arise. African languages are emerging as a future mission focus and will be explored during 2026.

See the languages overview in the table in the attachment.

7. A renewed IT strategy

Technology is central to our mission. With web and MyJourney systems now outsourced, we have a stable IT-foundation for our systems. Our focus will be on system reliability and preparing for future innovations. At the same time, we need to **rebuild the organization**, because the team members left.

Platform stability requires secure hosting, reliable maintenance, strong integrations, and clear roles. Core systems such as journeys, CRM processes, and tool integrations will remain managed internally.

AI will shape the next generation of spiritual engagement. **We aim to be a leader in AI-enabled discipleship**, using these tools to personalize content, support coaching, accelerate translation, and create responsive, contextualized learning experiences. This requires dedicated expertise, and we will need to invest accordingly.

Additional IT priorities include WhatsApp and LINE integration, updating the AMED app, and, if funding permits, transitioning from Donorbox to FinDock.

8. A ministry driven by data

The **VITAL+ framework** will be implemented even more deeply across all languages. Weekly dashboards, measurable KPIs, and actionable insights will guide our decisions. Data ensures that our ministry remains focused on what produces true spiritual impact, strengthens donor relationships, and improves partner collaboration.

9. Marketing aligned with impact

Our marketing strategy will follow **measurable effectiveness**. We will invest (when possible) where we see clear results in moving people into active journeys. YouVersion, The Chosen, and organic search will continue serving as key funnels. SEO and carefully targeted paid campaigns will support languages where ROI is demonstrably strong.

10. Additional focus areas

Two additional areas require attention. First, the MyStory initiative can only proceed with dedicated funding. Second, we will evaluate the long-term future of MyJourney in a world rapidly shifting toward social media, short-form content, and AI-based user interactions. This evaluation will shape our discipleship strategy for the next decade.

11. Conclusion and proposal to the board

Reflecting on 2025 and stepping into 2026, we recognize that Jesus.net is at a strategic turning point. We see extraordinary opportunities in new languages, expanding partnerships, and emerging technologies. At the same time, financial realities require wisdom, adaptability, and disciplined stewardship.

Because we lack a traditional finalized budget, due to the departure of our former controller, the onboarding of a new controller, and the unpredictability of several major potential income streams, we present not one fixed plan but a set of flexible operational scenarios for 2026.

The financial sheet outlines **six scenarios**:

A. The 2025 baseline scenario, showing a substantial deficit if nothing changes.

B. The "zero scenario," reflecting the cost reductions already implemented without further cuts.

C. Scenario 1, in which no extra income materializes and deeper reductions, especially in local teams, are required.

D. Scenario 2, assuming a 500,000 USD investment from IGI, allowing us to avoid further cuts and stabilize our operations.

E. Scenario 3, assuming a 1.5M USD IGI investment, enabling investment in marketing, strengthening local teams, and accelerating mission impact.

F. A worst-case scenario requiring deeper organizational cuts should revenues fall short.

Across all scenarios, we commit to building a financial buffer. Our goal is to grow toward three months of operational reserve in 2026 and six months in 2027. This is essential for stability, resilience, and long-term mission effectiveness.

Proposal to the Board:

1. We ask the board to approve the strategic direction of 2026, including our focus on journeys, language-centered organization, partnership strengthening, innovation through AI, and enhanced fund development.
2. We ask approval for working with a flexible scenario model rather than one fixed budget, allowing us to scale up or down responsibly as real income becomes clear.
3. We request permission to pivot between scenarios throughout the year without requiring a full board vote each time, provided we remain within the scenario framework.
4. We ask the board to support our engagement with IGI, both prayerfully and relationally, as their decisions regarding the 500k and 1.5M scenarios will significantly shape our ministry capacity.

Conclusion:

2026 will be a year of focus, consolidation, and adaptive strategy. We step forward in faith, trusting that God will continue opening new doors, guiding our decisions, and empowering Jesus.net to help millions discover and follow Jesus. This plan provides a flexible yet mission-driven foundation for the year ahead.

Financial scenario overview:

Simple overview budget Jesus.net 2026							
		2026 based on reality end 2025	Cost cutting also in local teams	Extra impuls IGI: 500k	Bigger plan IGI (1,5M)	Cut deeper	
Montly costs:	Current 2025	Scenario 0	Scenario 1	Scenario 2	Scenario 3	Scenario 4	
Salaries	€ 120.000	€ 100.000	€ 100.000	€ 100.000	€ 100.000	€ 100.000	€ 85.000
Local offices	€ 59.250	€ 59.250	€ 43.750	€ 59.250	€ 79.250	€ 43.750	€ 43.750
Office	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000
Marketing	€ 10.000	€ 10.000	€ 10.000	€ 25.000	€ 65.000	€ 10.000	€ 10.000
Travel	€ 5.000	€ 5.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000
Office other	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000
IT	€ 18.000	€ 23.000	€ 17.000	€ 17.000	€ 17.000	€ 13.000	€ 13.000
CRM	€ 17.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000
VAT	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
Other	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000
Generosity	10% € 5.700	€ 8.100	€ 8.100	€ 8.100	€ 8.100	€ 8.100	€ 8.100
Total	€ 255.950	€ 242.350	€ 219.850	€ 250.350	€ 310.350	€ 200.850	
Total Annually	€ 3.071.400	€ 2.908.200	€ 2.638.200	€ 3.004.200	€ 3.724.200	€ 2.410.200	
Monthly income							
One time AMED (in NL budget)	€ 16.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000	€ 16.000
Recurring AMED NL	€ 15.000	€ 30.000	€ 30.000	€ 30.000	€ 30.000	€ 30.000	€ 30.000
Audioguides	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
Other donations NL	€ 13.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000
Champions (NL and DE)	€ 3.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
Major donors	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
IGI	€ 22.000	€ 22.000	€ 22.000	€ 72.000	€ 134.500	€ 22.000	€ 22.000
SRG	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
Damascus	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000	€ 7.000
Ministry partners	€ 2.000	€ 2.000	€ 2.000	€ 2.000	€ 2.000	€ 500	€ 500
YouVersion	€ 6.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000
Youtube	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000
Chosen		€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000
German ministry	€ 10.000	€ 20.000	€ 20.000	€ 20.000	€ 20.000	€ 20.000	€ 20.000
English income		€ 15.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000
Latam	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000	€ 6.000
Other income	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000	€ 3.000
Total	€ 141.000	€ 197.000	€ 197.000	€ 247.000	€ 309.500	€ 192.500	
Total annual	€ 1.692.000	€ 2.364.000	€ 2.364.000	€ 2.964.000	€ 3.714.000	€ 2.310.000	
Result before extra Major D and funds	€ -114.950	€ -45.350	€ -22.850	€ -3.350	€ -850	€ -8.350	
Extra Major donors	€ 40.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
Extra Funds	€ 30.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000
YouVersion Frankrijk		€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000	€ 4.000
YouVersion algemeen		€ 2.000	€ 2.000	€ 2.000	€ 2.000	€ 2.000	€ 2.000
Champions		€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000
Real result	€ -44.950	€ -14.350	€ 8.150	€ 27.650	€ 30.150	€ 22.650	
Built reserve end 2026			€ 97.800	€ 331.800	€ 361.800	€ 271.800	
% of running costs (Month)			52%	162%	161%	156%	

Language overview:

Jesus.net languages

Languages	Jesus-net office or partner	Website	Impact web (Page Views)	AMED	Active subscribers mail	Actives App	Total actives	Selfsustaining	Funded by funds	Average monthly income to cover other costs	Budget goal 2026 monthly	Goal 2026
Dutch	Office		1,300,000		22,325	5,207	27,532	100%		€15,000	€30,000	Good basis, must generate more income, cut costs
German	Office		1,700,000		26,304	1,858	28,162	100%		€5,000	€20,000	Growing, expand journeys and impact
English	Office		2,000,000		65,054	5,163	70,217	100%		€5,000	€15,000	Good basis, must generate more income, cut costs
Spanish	Office		4,200,000		115,308	6,360	121,668	60%		€0		Cut costs, grow income, expand journeys.
Portuguese	Office		900,000		33,145	3,325	36,470	30%		€0		Cut costs, grow income, expand journeys.
Arabic	Office		90,000		6,230	319	6,549	0%	Y	€0		Continue, grow impact
Thai	Office		229,000		9,311	28	9,339	50%	Y	€0		Really good, grow more. expand, Expand for impact
Tamil	Office		130,000		3,156	20	3,176	0%	Y	€0		Expand India, grow journeys, focus on active people
Hindi	Office		125,000		650	25	675	0%	Y	€0		Expand India, grow journeys, focus on active people
Hinglish	Office		175,000		1,768	10	1,778	0%				Expand India, grow journeys, focus on active people
Taglish	Office		230,000		2,318	37	2,355	0%	Y	€0		Simplify, smaller team, focus on journeys
Tagalog	Office		16,100				0	0%				Simplify, smaller team, focus on journeys
Farsi	Office		50,000		2,190	86	2,276	0%	Y	€0		Goes well, more journeys needed, grow impact
Bahasa Ind	Office		79,000		2,366	1,073	3,439	0%	Y	€0		Expand Bahasa, grow journeys, focus on more impact
Urdu	Office		13,000		1,150	303	1,453	0%	Y	€0		Good start, big opportunity, important for impact
Burmese	Office		3,000		67	56	123	0%	Y	€0		Just started, See how it grows. Only invest when it takes new ground
Armenian	Partner		67,000		310	0	310	0%	N	€0		Keep as it is

Jesus.net languages

Languages	Jesus-net office or partner	Website	Impact web (Page Views)	AMED	Active subscribers mail	Actives App	Total actives	Selfsustaining	Funded by funds	Average monthly income to cover other costs	Budget goal 2026 monthly	Goal 2026
French	Partner		320,000		19,090	2	19,092	0%		€0		Keep as it is
Hungarian	Partner		130,000		6,558	366	6,924	100%		€0		Keep as it is
Italian	Partner		400,000		6,637	584	7,221	100%		€500	€500	Keep as it is
Japanese	Partner		30,000		1,446	61	1,507	100%		€0		Keep as it is
Malagasy	Partner		12,000		294	51	345	100%		€0		Keep as it is
Ukranian	Partner		10,000		508	0	508	100%		€0		Keep as it is
Polish	Partner	x			2,534	98	2,632	100%		€500	€500	Keep as it is
Romanian	Partner		240,000		7,336	1,235	8,571	0%	N	€0		Keep as it is
Russian	Partner		40,000		5,269	0	5,269	100%		€0		Keep as it is
Czech	Partner		130,000				0					Keep as it is
Flemish	Partner		2,500				0					Keep as it is
Norwegian	Partner		12,500				0					Keep as it is
Swedish	Partner		6,000				0					Keep as it is
Turkish	Partner		12,500				0					Freeze or stop
Total			12,652,600		341,324	26,267	367,591					