



touch**the**world^{media}

MEDIA KIT

WHO WE ARE

Vision Statement

Touch the World Media exists to provide excellent, spiritually uplifting media products that enrich lives and generate resources to help those in need around the world.

Our Heart

It's no secret—all people have needs, whether they live across the street or on the other side of the world. Some need such basics as food, clean water and clothing. Others have unmet emotional and spiritual needs that have left them feeling discouraged and alone. But regardless of our differences, we're united by a universal need for hope that there's meaning amidst the collision of joy and pain that composes our lives.

That's why at Touch the World Media, our passion is flooding hearts and souls with the transformative hope of Jesus Christ. We live out His mandate to "love our neighbors as ourselves" in two unique ways: we produce uplifting media products infused with Christ's message of hope, and we give away 50% of revenues to support charities on the ground meeting physical and spiritual needs.

Our 50/50 model allows us to grow a sustainable business and to give away more money to achieve greater social impact at a much more rapid rate than if we relied on fundraising for support. For us, the biggest determinant in measuring our success is the amount of good we're able to foster.

Our History

The concept for Touch the World Media took shape in the Fall of 2008 as Danny and Laura Cullins were considering options for investing some savings. They had just welcomed their second child and were somewhat surprised by the lack of options for quality, uplifting children's videos. At the same time, opportunities to participate in charitable projects in third world countries promised return on investment greater than any financial gain. As the two concepts fused, Touch the World Media was born and ideas for the first product, a children's worship video entitled **BabyWorship**, took shape.

Our Approach

Water is essential to life—without it, the world as we know it would cease to exist. That's why the water cycle is so important. It's all about storing and moving water on, in, and above the earth to replenish and hydrate the environment.



This imagery captures the heart and soul of Touch the World Media. We function as a financial cloud, collecting “evaporating” resources in places where they’re abundant and carrying those resources to parts of the world in desperate need. Our products fuel this cloud and provide a sustainable income stream that falls as life-giving “rain” as it supports select charities' work to rebuild lives and restore hope around the world.

HOW WE GIVE

Leaving LovePrints

Most of us don't have to worry about safety, what to eat, or what to wear. But for millions of people, it's a daily struggle to meet such basic needs. Touch the World Media is changing this.

With every [purchase](#) made through Touch the World Media, and with every donation made directly to our partner organizations, we are providing critical resources to prevent hunger, provide clean water, and fight HIV/AIDS, just to name a few.

Select Charities

blood:water mission

Blood:Water Mission is a group of passionate people who have been inspired by their friends in Africa, friends who face unbearable challenges from the HIV/AIDS and water crises. They raise awareness and the necessary funds for the provision of clean blood and clean water in sub-Saharan Africa.



World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

The millions of people they serve include earthquake and hurricane survivors, abandoned and exploited children, survivors of famine and civil war, refugees, and children and families in communities devastated by AIDS in Africa, Asia, and Latin America.



10/40 Connections cultivates connections in a fragmented world, increasing the Church's momentum to extend the hope of Christ among the least reached.

Inside the 10/40 Window, masses of humanity still live without access to the hope of Christ, 10/40 seeks to create momentum by developing strategies and ministries that multiply the harvest force to labor in God's mission. 10/40 seeks to share God's burden and through reconciled connections to provide synergy, strategy, and opportunity for all ethnic groups to know God's forgiveness and healing power.

10/40 commits to work tirelessly to cultivate the connections needed to see all nations receive healing from the brokenness of the world and to see all of God's people empowered, mobilized, and equipped to serve Him as His disciples

Key Needs Addressed Through Charity Partnerships

HUNGER

- A child dies from hunger-related causes every 7 seconds
- In the last two years, more than 115 million children, women, and men have joined the ranks of the hungry.
- Worldwide, 1 in 4 children don't get the nutrition they need.
- Every year, nearly 5 million hungry children die.
- Worldwide, approximately 145 million children are underweight and at risk of dying — simply because they don't get enough nutritious food.

Sources: UNICEF, United Nations Development Program

Sources: World Food Program, Food and Agriculture Organization

HIV/AIDS

- An estimated 32.9 million people are living with HIV and AIDS worldwide.
- Every day, nearly 7,400 people become infected with HIV and more than 5,400 die from AIDS.
- Young people ages 15 to 24 years old account for an estimated 45 percent of new HIV infections worldwide.
- At the end of 2008, 42 percent of those in need of antiretroviral treatment in low- and middle-income countries were receiving it.

Source: UNAIDS

WATER SANITATION

- More than 4,200 children die each day from diarrheal diseases caused by unsafe water and lack of basic sanitation facilities.
- Intestinal nematode infections affect 2 billion people and are caused by inadequate sanitation and hygiene.
- Women are responsible for collecting water 64 percent of the time, while children collect water 11 percent, greatly reducing their time for other productive work and school.
- Visual impairment of 5 million people from trachoma is partly due to lack of good hygiene.

Source: UNICEF and World Health Organization

CHILD PROTECTION

- Worldwide, there are 145 million orphans under age 18.
- At least 1.2 million children are trafficked annually for child labor.
- There are more than 250,000 child soldiers around the world.
- Approximately 1.8 million children are exploited in the global sex trade.

Source: UNICEF, ILO

Giving Goals for 2011

This year, our goal is to sell \$120,000 in products so that we can give \$60,000 away to our three charity partners (\$20,000 each). What can \$20,000 help our charity partners do?

World Vision –

- \$20,000 could provide 280 farm animals that will help provide for up to 100 families in need around the world
- Children in impoverished communities around the world struggle to study in makeshift classrooms, rundown buildings, or in the open air. The result? Poor lesson quality, mediocre grades, and high dropout rates. \$20,000 could help construct a school and/or renovate existing schools to provide a safe learning environment that can benefit hundreds or even thousands of children for years to come — and ultimately build a stronger community.

Blood:Water Mission –

- \$20,000 could provide 20,000 people in Africa with clean water for a year

10/40 Connections –

- \$20,000 could provide a year of food, medical care, shelter, physical therapy, and the love of Christ for 33 orphans in China.
- The “porous” borders between India and Nepal see thousands of young women trafficked each year. Surveillance centers on the border allow co-workers to ask questions, give information, and help rescue many young women before their lives are lost. \$20,000 could build and staff two new surveillance borders for a year.
- \$20,000 could install 25 water wells for 25 villages collectively serving 1,250-2,500 families



LEADERSHIP



President – Danny Cullins

Bio – Danny currently works as an Industrial Engineer for Michelin North America at their production facility in Ardmore, Oklahoma. He and his wife Laura, along with their two children, are involved in their local church and enjoy making connections with families from outside the U.S. Danny is a native of Houston, TX and received degrees from Howard Payne University and Southwestern Baptist Theological Seminary.



Director of Media Production – Chris Cullins

Bio – A Houston-based musician/producer and audio engineer, Chris' passion for musical creation and its impact on people's lives began at age four when he first began studying classical music on the piano. He started his professional career at 15 and later studied studio production at Belmont University in Nashville. Chris currently live in Houston with his wife, Amy, and three-year-old son, Caden.



Director of Marketing and Public Relations – Grace Hill

Bio – A native Houstonian, Grace currently leads the fundraising and public relations efforts of Collaborative for Children, a Houston-based non-profit. When not managing donor relations, events or public relations activities, she enjoys time with her husband, dabbles in photography, and enjoys playing the piano. Grace is a native Houstonian and graduated Summa Cum Laude with a degree in English from the University of Houston.

PRODUCT SHEET



BabyWorship Product Line

The *Mighty God* CD and DVD are the first in TWM's children's entertainment product line called **BabyWorship**. While many faith-based entertainment and music options for young children can become repetitive for moms and dads, TWM's *Mighty God* CD and DVD are designed to offer rejuvenating, appealing entertainment options for parents to experience along with their children.

Featuring recording artist and mom, **Star Smith**, along with a children's choir, *Mighty God* will fill children's heart with songs about our loving Father.

Songs include: *Made to Worship, Mighty to Save, He is Good, Come Thou Fount, God You Reign, Great is Thy Faithfulness, Glorious One, Surrender, Let Me Sing, Follow* and *Everlasting God*.

***Mighty God* CD** – Fill your home or car with uplifting renditions of today's top worship songs woven together with favorite scriptures.

***Mighty God* DVD** – While little ones enjoy colorful video footage of children playing and scenes from nature, moms and dads will feel encouraged by uplifting renditions of today's top worship songs woven together with favorite scriptures.

Purchase Information:

The *Mighty God* CD and DVD are currently available on iTunes and by visiting www.touchtheworldmedia.com. Product samples are available on our website.

Future Products:

BabyWorship: *My Jesus* CD and DVD

New Product Line!

CreationRest: Turner Falls - Waterfall white noise from Turner Falls in the Arbuckle Mountains of Oklahoma

CreationRest: Laurel Falls - Waterfall white noise from Laurel Falls in the Smokey Mountains of Tennessee