SAT-7 UK TRUST LIMITED

England & Wales · Charity number 1060612

Details

Other names	SAT-7 TRUST LIMITED, SAT-7, SAT-7 TRUST
Status	Registered
Legal form	Charitable company
Company number	03301736
Registered	1997-02-11
Register	View on the Charity Commission register

Contact

Address	Sat-7 UK Trust 2nd Floor 3-4 New Road Chippenham SN15 1EJ
Phone	01249765865
Email	admin@sat7uk.org
Website	www.sat7uk.org

Activities

Objects: The Company's objects ("the Objects") are: [new para]1. the advancement of the Christian faith;2. the advancement of education; 3. the advancement of good physical and mental health;4. the prevention and relief of poverty;5. the promotion of equality;6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:a. relieving need among the victims of human rights abuse;b. educating the public about human rights;c. raising awareness of human rights issues; and7. the advancement of conflict resolution and reconciliation; [new para]as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

Activities: SAT-7 UK exists to see a growing Church in the Middle East and North Africa, to be confident in faith, serving their communities and contributing to society. Through inspirational and educational satellite television and digital media, SAT-7 brings messages of hope and peace to the lives of millions of people, in Arabic, Farsi and Turkish, including diaspora and refugee communities, every day.

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Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Other Charitable Activities
- **What:** Education/training, Religious Activities, Arts/culture/heritage/science, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- **Area of benefit:** NATIONAL AND OVERSEAS
- Ireland
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£2,913,424	£2,856,469	£780,786	20
2024-12-31	£2,547,154	£2,708,486	£703,831	20
2023-12-31	£2,600,948	£2,448,200	£865,163	18
2022-12-31	£2,190,446	£2,243,881	£712,415	17
2021-12-31	£2,339,278	£2,217,627	£765,850	18
2020-12-31	£2,210,000	£2,030,666	£644,199	16

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Trustees

Name	Role	Appointed
Richard Peter Giles	Chair	2017-08-11
David Alexander Keers		2026-06-12
Julia Anne Bicknell		2023-05-24
Mark C Haines		2017-08-11
Neil Alastair Graham		2024-03-18
Philipp Pfister		2026-06-12
Sami Mansour		2025-07-02
TANAS ALQASSIS		2022-02-23

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SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK

ANNUAL REPORT 2025



Report of the Trustees & Accounts
For the year ended 31 December 2025
SAT-7 UK Trust Limited

Company Registration No 03301736
Registered Charity No 1060612



North African programme *Children of the Light*

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The Trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice FRS102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

A message from our Chief Executive and Chair of Trustees

We're delighted to share with you SAT-7's Annual Report for 2025! We remain deeply grateful for all your prayers and generosity, which have enabled our ministry to continue and flourish throughout the year. We hope you will be encouraged to read here about the difference you are making to the lives of countless people across the Middle East and North Africa (MENA).

Tragically, 2025 brought more devastation for many people in the region: wars in the Holy Land and Sudan, heightened tensions in Iran, and the continuing burdens of poverty and persecution. But it also provided opportunities to commemorate important moments and to reflect on their significance for us today.

2025 marked 1,700 years since the Council of Nicaea in what is now Türkiye, at which the Nicene Creed was created as a unifying statement of the one biblical Gospel. SAT-7 uses this creed as our basis of faith, and the creed is the most widely accepted Christian statement of who Jesus Christ is.

Yet so many people in the MENA still do not know who He is, and this is why SAT-7 came into being. This year marks 30 years since SAT-7's first broadcast, and over the decades SAT-7 has devoted itself to making Christ known and helping our viewers to find new life in Him.

These two milestones remind us that while change is a constant in the region in which we work, the Good News of Jesus remains the same – over the years, decades, centuries and millennia. And while over the past 30 years we have continually updated our technology and content for maximum impact, we remain faithful to the original vision of SAT-7's media ministry – to see a growing Church in the MENA. In this Annual Report, you can learn about the many ways in which SAT-7 has fulfilled its mission in 2025, through building up the Church in the MENA, as well as engaging with the Church in the UK and ROI.

In our special 30th anniversary year, please join us in thanking God for all that He has accomplished through SAT-7 in that time, and in praying that He will continue to shine the light of Christ in the MENA through our ministry.

In Him,



Rachel Fadipe

Rachel Fadipe
Chief Executive



Richard Giles

Richard Giles
Chair of Trustees



Church4Afghanistan



Wizzo the King of Answers



Praying for Iran live on air

OUR VISION

Our vision is to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

We do this by:

1 BRINGING JOY

Our programmes – made by and for local believers – bring much-needed comfort, encouragement, and affirmation. What's more, we bring this where it's needed most – straight into the heart of the family home.

2 SHOWING LOVE

Across four satellite channels and digital media platforms, we are reaching millions of viewers in 25 countries, broadcasting 365 days a year, showing God's love in Arabic, Persian and Turkish, the main languages of the region.

3 STRENGTHENING FAITH

Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus.



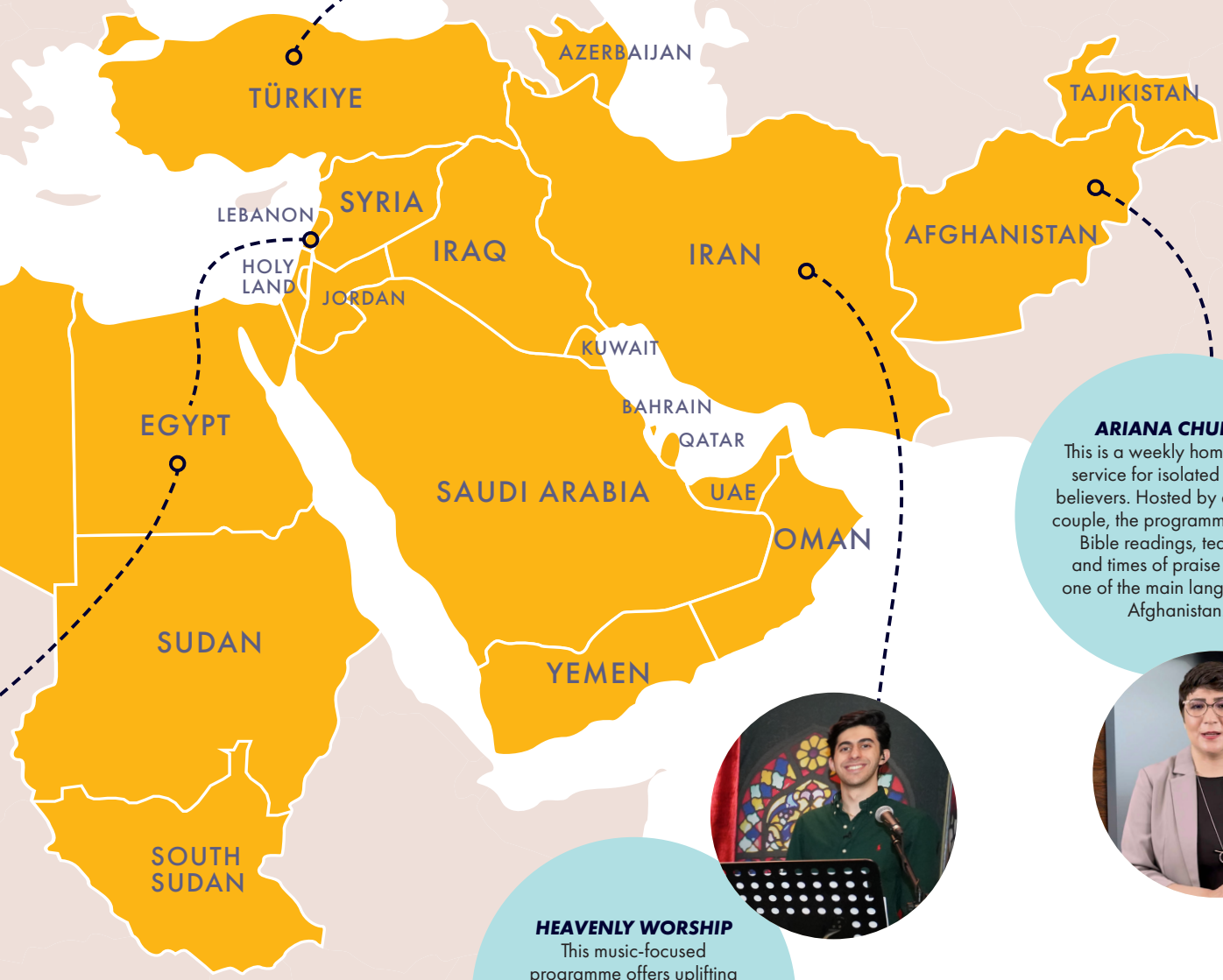
> **"I am from a different faith background, but I came to know Christ. It's hard to live out my faith without church and congregation. I thank God for the programme *Home Church in Algeria* – it's a blessing for me."**
>
> NADIM, ALGERIA

BROADCASTING THE CHURCH IN THE MENA

For Christians in the MENA who are unable to meet together, watching a church gathering in their own language is a lifeline. This map offers a snapshot of some of the church programmes on SAT-7, which give isolated Christians the opportunity to join others in worship and prayer from their own homes.



TURKISH CHURCHES
SAT-7's Turkish channel broadcasts live from different churches for special events, such as Christmas and Easter. For some non-Christian viewers, this might be the first time in their lives that they witness communal Christian worship.



ARIANA CHURCH
This is a weekly home church service for isolated Afghan believers. Hosted by a married couple, the programme features Bible readings, teaching, and times of praise in Dari, one of the main languages of Afghanistan.



HEAVENLY WORSHIP
This music-focused programme offers uplifting worship songs, prayer and teaching, encouraging Iranian believers to gather in house churches and worship together.

> **I cannot practise my faith openly, as there are no believers around me. I listen to worship songs and sermons online. I follow the live services from Kasr El-Dobara Church. I am a very dedicated fan of your channel."**
>
> KAIS, TUNISIA

> **Thank you for being there for us and alongside us. We who are in Iran do not have a church and cannot participate in fellowship, but you are here and you support us. I am grateful for you, my dear family."**
>
> ELIKA, IRAN

OUR MISSION

SAT-7 UK is part of an international Christian media ministry, bringing life-changing joy to the people of the Middle East and North Africa (MENA) through powerful, faith-filled television and digital media programmes.

We connect Christian communities in the UK and Ireland with the faith, witness, needs, and resources of the Middle Eastern Church – to see it strengthened and flourishing, while deepening discipleship and inspiring mission and engagement closer to home.

The charitable activities of SAT-7 UK comprise:

GROWING AND SUPPORTING THE CHURCH IN THE MENA

The broadcasting of satellite TV and digital media programmes, to see a growing church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK

Connection: To equip and connect the UK Church with the Church in the Middle East and North Africa through SAT-7, deepening discipleship through partnership, resources, and a shared faith.

Response: To mobilise the UK Church to act - supporting SAT-7 through prayer, financial partnership, advocacy, and engagement with its mission and ministry in the MENA and across the UK.





***Joyful Kitchen* on SAT-7 PARS**

OUR VALUES

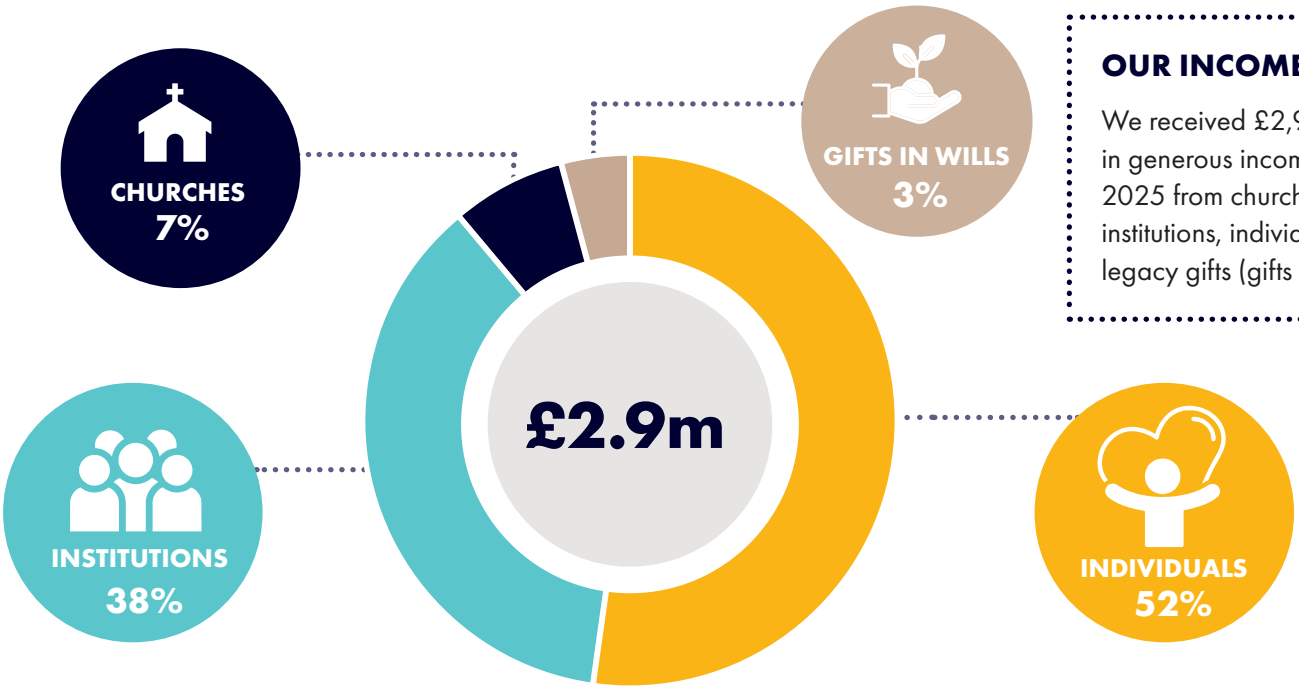
Our Christian faith and values are at the heart of who we are and what we do; bringing joy, showing love, strengthening faith – not just of our viewers across the MENA, but also in the lives of our staff, volunteers, supporters and partners in the UK.

- We *agree* to be **authentic**
- We *choose* to be **courageous**
- We *strive* to be **creative**
- We *commit* to be **servant-hearted**



On the set of *Behind the Door*, an interactive Bible show for Arabic-speaking young people on SAT-7 KIDS

2025 IN NUMBERS



OUR INCOME

We received £2,913,424 in generous income in 2025 from churches, institutions, individuals and legacy gifts (gifts in wills).

OUR EXPENDITURE

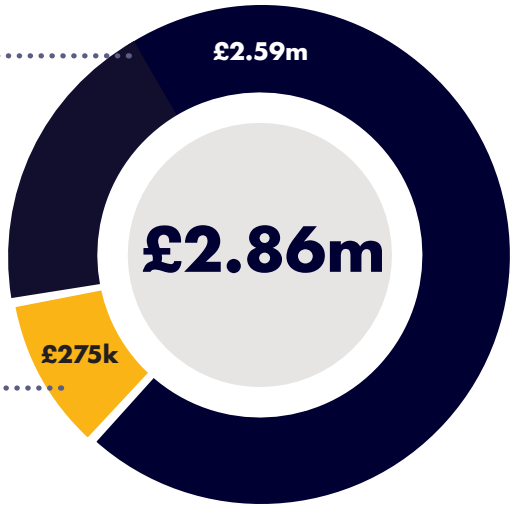
We spent £2,865,469 in 2025 on charitable activities and raising funds. For every **£1** you donated...

CHARITABLE ACTIVITIES

90p went towards growing and supporting the MENA Church through satellite TV and digital media programmes, and enabling UK Christian communities to deepen their understanding of, and engagement with, the MENA region.

RAISING FUNDS

10p went towards raising funds and growing the support base



YOU GAVE £2.9M TO HELP FUND...

- **2,900** production hours
- **8,100** SAT-7 PLUS app downloads
- **26 million** YouTube video views
- **75,100** viewer support conversations
- **1.2 million** reached through UK press

REVIEW OF THE YEAR

1. SAT-7 INTERNATIONAL

GROWING AND SUPPORTING THE CHURCH IN THE MIDDLE EAST AND NORTH AFRICA

We remain deeply grateful for the prayers and generosity of our supporters and partners, which enabled SAT-7 to flourish throughout the year. Tragically, 2025 brought devastation for many people in the region: wars in the Holy Land and Sudan, heightened tensions in Iran, and the continuing burdens of poverty and persecution. But it also provided opportunities to commemorate important moments and to reflect on their significance for us today.



***Our Hope is You*, an open-air concert broadcast live from Beirut, June 2025**

SUPPORTING VIEWERS IN TIMES OF CRISIS

As Iran was hit by a wave of air strikes, SAT-7 PARS supported distressed viewers in various ways. One special episode of *Mirror* allowed people to share their thoughts and prayers.

"We truly appreciate your connection with us and are grateful for it," one viewer said on air. "I'm really worried for my fellow Iranians and for my children... even inside our own home, we don't feel secure. Pray for our people."

As the bombardment of Iran ended, news broke of a devastating attack on a church in Damascus, Syria. SAT-7 ARABIC called for Christians across the MENA to come together for an evening of prayer and worship. The programme, titled *Our Hope is You*, was broadcast live from a beautiful open-air stage beside SAT-7's Beirut studio.

Rami Al-Halaseh, SAT-7 Arabic Channels Executive Director, says, "We are entrusted with very powerful resources and platforms that reach millions across the region with the message of faith, hope and the love of God. In such hard times, it is our calling to intensify this message."



SAT-7 TÜRK report from the Türkiye earthquake zone two years on, February 2025

LOOKING BACK AND REMEMBERING

Two years on from the earthquake that devastated a large swathe of south-eastern Türkiye, a team from SAT-7 TÜRK revisited the affected zone. They interviewed various Christian leaders and aid organisations and discovered that churches were still working hard to meet the needs of their members and neighbours.

Can Teymur from St George's Church in Alexandretta said, "We still have people who are struggling, who are living in tents, prefabricated houses and trailer homes. We are doing what we can, trying to deliver help to those in need." And Elmas Akin of Antioch Messianic Church described the impact of their counselling ministry: "One person said, 'When I come here, I can breathe. Everywhere else drains my energy, but here I'm filled.'"

In April, Sudan mourned two years of destructive civil war. SAT-7 ARABIC provided spiritual encouragement through a short series made by Sudanese Christians called *Light of The Resurrection*, featuring teaching and worship.

On Sunday 21 September, SAT-7 joined Christian organisations and churches across the world in prayer for the Holy Land, calling for viewers and supporters to stand in solidarity with its suffering people. As the two-year anniversary of the war approached, SAT-7 prayed for an end to the conflict, for peace and justice for all the peoples of the Holy Land, and for children and families whose lives have been devastated. We shared prayers across our channels and social media platforms to engage others in intercession.



Special programmes on SAT-7 PARS mark the celebration of Easter for both Eastern and Western Churches on 20 April 2025



In the midst of Lebanon tensions, SAT-7's Lebanon studio opened its doors to children from local churches for a screening of SAT-7 KIDS film, *Adonai*



To mark the 1,700th anniversary of the Council of Nicaea, SAT-7 TÜRK created a special film dramatisation of the Nicene Creed being written and proclaimed, capturing the simplicity and conviction of the early Church

LOOKING BACK AND CELEBRATING

As the Eastern and Western Churches both marked Easter on 20 April, SAT-7 PARS produced a special programme that bore witness to the unity of all Christians through their faith in the risen Christ. The one-hour documentary featured the different Easter observances of young Iranian Christians in Cyprus, where one of the channel's studios is located. By showcasing diverse churches united in a common celebration, it invited viewers to see how the resurrection of Jesus breaks down barriers between people.

Adding to celebrations of Christian unity, SAT-7 ARABIC aired a devotional programme called *Evening Gatherings* for believers in North Africa. Filmed in Tunisia with segments from Algeria and Morocco, the programme showed a beautiful display of unity among believers, encouraging each other with testimonies, prayers, worship and Bible discussions in different North African languages to promote inclusivity for people across the region.

2025 marked 1,700 years since the great Council of Nicaea, whose teaching was later expressed in the Nicene-Constantinopolitan Creed, which SAT-7 uses as its basis of faith. In November we held our biennial Partnership Gathering in İstanbul, Türkiye, only two hours from Nicaea (modern İznik). The creed is the most widely accepted Christian statement of who Jesus Christ is.

Yet so many people in the MENA still do not know who He is, and this is why SAT-7 came into being. November 2025 was also the 30th anniversary of SAT-7's founding meeting, when many agencies, churches and individuals signed up to the vision of a Christian satellite television station serving the region. Since then, SAT-7 has devoted itself to making Christ known and helping our viewers to find new life in Him.

Jesus is the light and life, and salvation is in His hands. How did I not know all this before? I thank you with all my heart. I'm starting to realise the ignorance I was living in. Perhaps many people don't understand the true worth of the Lord Jesus. What should I do to grow spiritually?

SANAD, AN ALGERIAN MAN FROM THE MAJORITY FAITH BACKGROUND



***Evening Gatherings*, a North African devotional programme filmed in Tunisia, Algeria and Morocco, promoted Christian unity during Ramadan 2025**

2. SAT-7 UK

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI



INSPIRING PRAYER

Inspiring and equipping staff, volunteers and supporters to pray in a range of different ways continues to be a key focus of SAT-7 UK's activities. The UK staff team meet daily for prayer, and on Wednesdays join the international office, studios, and other support offices of SAT-7 across the world to pray, reflect and give support, especially during times of crisis. For supporters and churches, we continued to produce a range of high-quality print, digital and audio-visual prayer resources to inspire and encourage regular prayer for SAT-7 and the Church in the MENA.

Our flagship prayer product continued to be the quarterly **Prayer Diary**, the prayer points from which are now being used across web and social media platforms to encourage a daily moment of prayer. From October 2025, we launched a brand-new look email and podcast, called **7 ways to pray for the Middle East**. Each month, this round-up email provides 7 up-to-date ways for supporters to pray for SAT-7's work and current events from the region.

In 2025, we repeated key prayer campaigns for Lent and Advent. We brought out an updated second edition of our much-loved devotional book, ***40 Days of Prayer for the Middle East***, each copy of which was sold with a free study guide to encourage deeper reflection. We also brought out an activity book, ***A Very Middle Eastern Easter***, to inspire a new, younger generation of SAT-7 supporters to engage with SAT-7 and pray for the MENA. At Advent, we re-issued our popular ***A is for Advent*** daily devotional guide, alongside a brand-new Advent study guide to encourage participation from small groups.

Left: A visitor to Romsey Abbey engages with SAT-7's Middle East Prayer Experience, June 2025

Our **Middle East Prayer Experience** continued to be used at pop-up events, including at Holy Trinity Bath, Calne Free Church, Keswick in Devon and an exhibition at Romsey Abbey, which had an estimated 1,200 visitors across three weeks in June 2025.

We also inspired prayer through **live online prayer events**. In April, we gave supporters the exclusive opportunity to join in our international prayer meeting, in which they heard updates and prayer points from SAT-7's staff across the region. In June, as war broke out between Israel and Iran, we responded quickly to host a Pray for Iran event on Zoom, highlighting SAT-7's response alongside prayers and voices from on the ground.

> **"It was great having Bronwen to speak at our recent prayer event. Her first-hand knowledge of different countries in the Middle East really helped us know how to pray for brothers and sisters in that part of the world. SAT-7 has definitely inspired us to pray!"**
>
> REV TIM LEWIS, HOLY TRINITY COMBE DOWN

INSPIRING PRAYER IN 2025

1,475 estimated visitors at Middle East Prayer Experience events



2,700 Prayer Diaries sent out every quarter



3,500 people praying during Lent and Advent

WE PRAYED LIVE WITH **384** supporters IN 2 ONLINE PRAYER EVENTS



1,115 activity books purchased



DEEPENING UNDERSTANDING

Throughout 2025, we continued to develop new opportunities and resources to help supporters engage more deeply with the Middle East and the complex challenges facing Christians there.

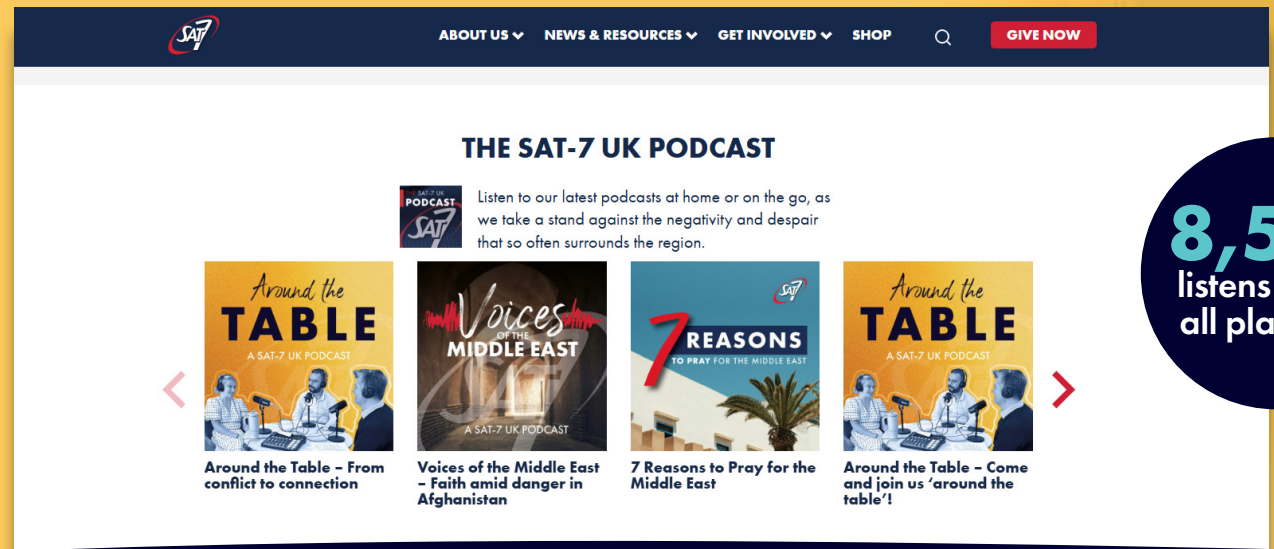
We produced two editions of ***Insight*** magazine, our flagship supporter publication, which demonstrates the impact of SAT-7 with engaging stories, feature pieces, maps and viewer testimonies. As part of a wider review of our communications, we examined the effectiveness of the Middle East Briefing. The Briefing was first introduced over 14 years ago, during which time the landscape of communications has significantly changed. Based on our research, we replaced the long-form Middle East Briefing with a new monthly ***7 ways to Pray*** bitesize podcast and email round-up, alongside the development of ***Around the Table***, a new in-depth, discussion-based podcast for launch in 2026, which will continue to provide the depth of analysis that the Middle East Briefing offered, but in a format more suited to the today's user experience.

As part of our strategy to engage **church leaders**, we attended the New Wine Leadership Conference and the Elim Leaders Summit, introducing them to a taster of the Middle East Prayer Experience and conducting pop-up interviews about perceptions of the region which were then shared on social media. To help existing supporters and church leaders engage more deeply with our work, we hosted a series of Vision Days in 2025 at SAT-7's Persian TV studio in west London. From this studio, live programmes are broadcast to Persian-speaking audiences across Iran, Afghanistan, and Tajikistan. Visitors met the production team and presenters, explored the studio environment, and encountered first-hand accounts of faith from believers living in isolation and under pressure across the region.

Below: Church leaders visit the SAT-7 PARS studio in London, May 2025



Alongside this, we focused on deepening relationships with current supporting churches while also connecting with new congregations. Through our **Church Partnership** programme, churches were invited into a long-term partnership to support lasting change across the Middle East and North Africa. During the year, our staff and ambassadors participated in 119 speaking engagements, including visits to 26 new churches, sharing how God is at work through SAT-7 across the region.



8,558
listens across all platforms

INCREASING REACH THROUGH PRESS AND MEDIA

The last year has seen a number of successful pitches to the UK Christian media, including written articles and radio appearances. Senior SAT-7 UK leadership and key members of the SAT-7 International team have had interviews on UCB1, UCB2 and Premier Christian Radio, including long-form interviews on the show This is My Story. Throughout the year, Premier Christian Radio has also featured a large number of prayers for SAT-7.

In written media, early in the year Senior Director Martin Thomas secured a spot for a thought-leadership piece in Premier Christianity Magazine, reflecting on being called as peacemakers. Christian Today featured an additional thought-leadership piece on SAT-7 ARABIC's workshops on eliminating endemic domestic violence in Egypt, while towards the end of the year Premier Christianity Magazine published an op-ed on Christians in Gaza. Also published was a moving piece reflecting on the forced return of Afghanistan Christians in Tajikistan; a situation on which we also presented at the UK Freedom of Religion and Belief Forum.



Above: A selection of SAT-7 UK's press coverage highlights in 2025

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

We prioritised expressing our gratitude to SAT-7 donors for their ongoing generosity. We sent two additional reports during 2025 to demonstrate the impact of gifts towards our main appeals. We ran our second **Thanking Week**, contacting about 700 donors and attempting nearly 500 phone calls as a team. The Thanking Week is quickly becoming a core part of our annual plan, helping us to value and connect more personally with our supporters and also embed a deeper culture of gratitude across the staff, trustee and volunteer teams.

We were moved to see an increase in **regular giving** during 2025, prompted by new monthly donations and increases to existing regular gifts from current donors. This spoke to us of our donors' commitment to stand with brothers and sisters across the region, a big encouragement for the UK team and for our colleagues across the MENA.

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

We remained committed to embedding our core values—We agree to be authentic; We choose to be courageous; We strive to be creative; We commit to be servant-hearted—into our organisational culture. These values were reinforced through activities, including our daily devotional time, team meetings, staff survey, team days, and staff retreats.

In 2025, we continued our focus on staff wellbeing by holding a series of wellness check-in surveys and topic-related engagement opportunities to foster a supportive and thriving workplace.

STAFF WELLBEING SURVEY 2025

Key highlights

100% of the team feel inspired by and proud to be part of SAT-7 UK's mission

Staff rated SAT-7 UK 4.6/5 for: "Our values are encouraged and demonstrated in our everyday work"

100% agreed with the statement "I would recommend SAT-7 UK as a great place to work"

Below: SAT-7 UK staff Christmas social, Lacock, Wiltshire, December 2025



ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK & ROI IN 2025















DISTRIBUTION OF SAT-7 UK SUPPORTERS

LOW — HIGH

TIMELINE OF 2025

> **SAT-7 has stood with us during times of difficulty, during times of war, and you still share our prayers. You are the most-loved channel in the whole Middle East and North Africa. You have been reaching our peoples with the love of Christ.**
>
> REV. DR JACK SARA, PRESIDENT, BETHLEHEM BIBLE COLLEGE

JANUARY



CHILDREN ENGAGE ACROSS DIVIDES

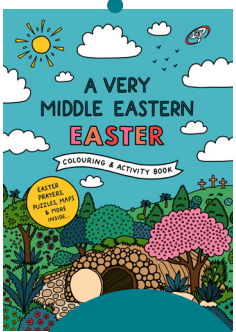
Three of SAT-7's channels air three new programmes, in partnership with Lutheran Hour Ministries (LHM), to engage viewers with the Bible's teachings. SAT-7 ARABIC launches *Heartbeat*, a podcast covering the essentials of the Christian faith. SAT-7 TÜRK's discussion series, *Let's Talk about This*, helps viewers to build resilient faith. And SAT-7 PARS produces *GPS*, a practical discipleship programme addressing everyday issues. The programmes receive high levels of engagement.

FEBRUARY

BACK TO THE EARTHQUAKE ZONE

Two years on from the earthquake that devastated a large swathe of south-eastern Türkiye, a team from SAT-7 TÜRK revisit the affected zone. They conduct interviews with various Christian leaders and aid organisations and discover that churches are still working hard to meet the needs of their members and neighbours.





LAUNCH OF NEW EASTER ACTIVITY BOOK

MARCH



CHRISTIAN UNITY IN NORTH AFRICA

To celebrate Christian fellowship in North Africa, SAT-7 ARABIC airs a devotional programme called *Evening Gatherings* during Ramadan. Filmed in Tunisia with segments from Algeria and Morocco, the programme is a beautiful display of unity among believers, who encourage each other with testimonies, prayers, worship and Bible discussions. The programme features different North African languages to make it accessible and inclusive for people across the region.

RITA EL MOUNAYER VISITS KINGS CHURCH ABERDEEN



300 ATTENDEES HEAR ABOUT SAT-7 AT KESWICK IN DEVON



CELEBRATING THE RESURRECTION

As the Eastern and Western Churches both mark Easter on 20 April, SAT-7 PARS produces a special programme that witnesses to the unity of all Christians through their faith in the risen Christ. The one-hour documentary features the different Easter observances of young Iranian Christians in Cyprus, where one of the channel's studios is located. By showcasing diverse churches united in a common celebration, it invites viewers to see how the resurrection of Jesus breaks down barriers between people.

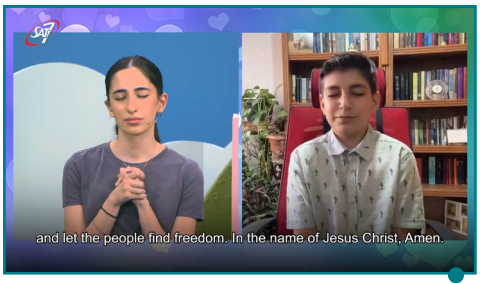




MIDDLE EAST PRAYER EXPERIENCE AT ROMSEY ABBEY

SAT-7's immersive prayer exhibition, the Middle East Prayer Experience, is installed at Romsey Abbey, with an estimated 1,200 visitors across three weeks.





SUPPORTING VIEWERS IN TIMES OF CRISIS

As Iran is hit by a wave of air strikes, SAT-7 PARS supports distressed viewers in various ways. "We truly appreciate your connection with us and are grateful for it," one viewer says on air. "I'm really worried for my fellow Iranians and for my children... even inside our own home, we don't feel secure. Pray for our people."

APRIL

ONLINE INTERNATIONAL PRAYER MEETING



SAT-7 UK invites supporters to join a special time of prayer with SAT-7 staff from the Middle East and around the world. 239 staff and supporters from around the world come together to pray for SAT-7 and its ministry.

MAY



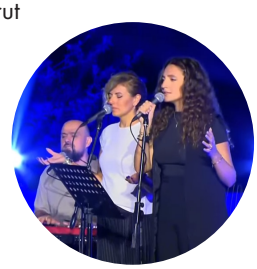
HELPING CHILDREN APPLY THE BIBLE

SAT-7 KIDS launches a new live programme, *In His Image*, which helps young viewers to apply biblical truths to their everyday lives in the modern world. The show uses Bible stories, sketches and phone-in quizzes to engage children's interest and participation. The show receives over 100 calls a week, with some viewers ringing multiple times in their eagerness to get through!

JUNE

EVENING OF WORSHIP BRINGS HOPE TO ARAB WORLD

As the bombardment of Iran draws to a close, news breaks of a devastating attack on a church in Damascus, Syria. SAT-7 ARABIC calls for Christians across the MENA to come together for an evening of prayer and worship. The programme, titled *Our Hope is You*, is broadcast live from a beautiful open-air stage beside SAT-7's Beirut studio.



TIMELINE OF 2025 cont...

PROMOTING MENTAL HEALTH FOR REFUGEE CHILDREN

A team from SAT-7 KIDS visits a school for refugee children in Lebanon's Bekaa Valley to promote mental health awareness and online safety, and to highlight the positive content available on the channel. Led by SAT-7 ARABIC's Public Engagement Manager, Juliana Sfeir, the team lead 110 children in games and activities and in moving times of prayer.





LAUNCH OF SAT-7 UK'S NEW ONLINE SHOP



GATHERING AROUND THE CAMPFIRE

SAT-7 TÜRK's new youth programme *Campfire* is launched. This nature-based discussion series tackles difficult questions about Christianity, culture and identity in a relaxed and intimate setting, around a campfire. Viewer numbers are encouraging, with the four most-watched episodes of *Campfire* on YouTube viewed nearly 600,000 times by the end of the year.

JULY | **AUGUST** | **SEPTEMBER**

> **SAT-7 has made the Lord's glory shine over the whole MENA region. A big thank-you for standing in the gap and for proclaiming the Good News that reached out into all the places where nobody else could have reached.**
>
> DR KHALED LYON, PREACHER AND SPEAKER, EGYPT



RED-CARPET EXPERIENCE FOR LEBANON CHILDREN

SAT-7's Lebanon studio opens its doors for a special screening of SAT-7 KIDS film *Adonai*, giving children from local churches an enjoyable and memorable red-carpet experience with members of the cast. They also watch exclusive behind-the-scenes content and are introduced to SAT-7 KIDS' other programming. The event opens up opportunities for deeper conversations, inspired by the themes explored in *Adonai*.

PRAYERS FOR PEACE IN THE HOLY LAND

On Sunday 21 September, SAT-7 joins Christian organisations and churches across the world in prayer for the Holy Land, calling for viewers and supporters to stand in solidarity with its suffering people. As the two-year anniversary of the war approaches, SAT-7 shares prayers across our channels and social media platforms to engage others in intercession.





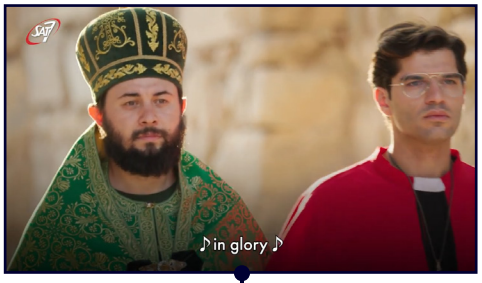
LAUNCH OF NEW '7 WAYS TO PRAY' PODCAST AND EMAIL

SPONSORSHIP AND SPEAKING AT CHRISTIANS IN MEDIA EVENT



COMMEMORATING NICAEA IN TÜRKIYE

To celebrate the 1,700th year since the Council of Nicaea (modern İznik in Türkiye), SAT-7 TÜRK creates a powerful remembrance song with an accompanying music video, as well as filming a presentation about the Creed on location in Nicaea. These clips are shown on satellite as well as at SAT-7's Partnership Gathering, which is aptly held in Istanbul. The music video, which features several SAT-7 TÜRK staff members, approaches half a million views on YouTube in early December, only three weeks after its premiere.



CHRISTMAS CAMPAIGNS

SAT-7 UK saw an overwhelmingly generous response from supporters to our Christmas campaigns, including a Giving Tuesday challenge of raising £5,000 in one day. This target was smashed, raising nearly £7,000! This was part of the grand total of over £70,000 raised during our digital and postal appeals, and a special social media campaign, which included a free paper lantern download that gained over 930 sign-ups.



930 SIGN-UPS FROM LANTERN DOWNLOAD

OCTOBER



AFFIRMING THE CREATION MANDATE

SAT-7 joins the MENA churches in celebrating the "Season of Creation" month. A talk show on SAT-7 ARABIC features theologians and church leaders who explain that the mandate for creation care comes primarily from God; it is not dependent on trends in society. Environmental issues raise serious concerns in the MENA, as it is considered a particularly vulnerable region.

NOVEMBER



A IS FOR ADVENT RELAUNCHES, WITH BRAND NEW STUDY GUIDE



DECEMBER



CHRISTMAS CELEBRATIONS ON SAT-7

SAT-7's channels collaborate on the virtual production of a music video featuring the carol "Angels we have heard on high". SAT-7 PARS airs a documentary examining the roots of Christianity in the Persian World. SAT-7 KIDS screens special episodes of the flagship programme *Jesus is Our Strength*. SAT-7 ARABIC broadcasts a special Christmas episode of *You Are Not Alone* featuring children from Gaza who have lost family members or suffered injuries in the war.

PRIORITIES AND GOALS FOR 2026

1. SAT-7 INTERNATIONAL

GROWING AND SUPPORTING THE CHURCH IN THE MIDDLE EAST AND NORTH AFRICA

In 2025, SAT-7 International finalised a new strategy for the next three years (2026–28) which identifies four priority audiences: not-yet believers, new believers, children (up to age 16) and young people (up to age 25). This focus does not represent a narrowing down of our intended audiences; SAT-7 is still seeking to reach everyone everywhere in the MENA. However, these audiences face the greatest obstacles to hearing and living out the Gospel, and we are committed to meeting their specific needs and strengthening the Church's ministry to them. Priorities for achieving this during 2026 include:



1

DEVELOPING CONTENT

This year SAT-7 will develop high-quality and creative content to address the misconceptions that many not-yet believers in the MENA have about the Christian faith, using non-technical language and more stories from people on the ground. SAT-7 aims to support local Christians in their holistic mission to not-yet believers by bringing the Gospel directly into people's homes in their own languages, providing a platform for believers to share their faith, and encouraging the churches to promote the welfare of others.

Many new believers also struggle in that they may have no church to attend or anyone to answer their questions. This prevents them from learning even the basics of the Christian faith and how to live it out in challenging contexts. SAT-7 prioritises helping churches to enable new believers to live and grow as disciples of Christ through the support of their local and global Christian family.

> **"I first heard about Jesus through SAT-7. For a full year, SAT-7 was my only discipleship source – my church on screen – before I knew another believer. Now I want to create content to reach others the same way SAT-7 reached me."**
>
> TUNISIAN PARTICIPANT IN SAT-7 PRODUCTION

2

EXPANDING SAT-7 PLUS

SAT-7 will invest substantially in our Video-on-Demand and livestreaming service, SAT-7 PLUS. We aim to:

- significantly increase app installations and social media engagement
- implement a feedback system to improve the user experience
- expand the library of educational and informative content.

A major new development will be a vibrant and interactive section for children, promoting both entertainment and education and making the platform a valuable resource for children and their parents.

Similarly, SAT-7 PLUS will aim to help young people in the MENA to lay foundations for a life of discipleship. Improvements to the platform will provide opportunities to share their questions and opinions, support their holistic well-being, and encourage them to become changemakers in their communities and wider societies.

SAT-7 PLUS

8,100

SAT-7 PLUS app downloads in 2025

3

MEASURING IMPACT

SAT-7 has created an Impact Strategy Model, setting out the main problems that our ministry exists to address and the changes that we want to promote. In 2026 we will be refining this following a pilot project that is measuring our current impact on our priority audiences. We will also undertake further research during the year to increase our understanding of how these changes happen and what makes SAT-7 effective in delivering them, and to assist us in focusing our work for the rest of this strategy period.

4

INTEGRATING CHILDREN'S PROGRAMMING

SAT-7's children's channel, SAT-7 KIDS, will implement a system that embeds social media and Viewer Support into every area of programme development and execution, from initial brainstorming to final evaluation. This will facilitate stronger interaction between the various teams, cultivate a consistent digital presence, and ensure a unified viewer experience across all platforms. Filming for all the platforms will be done at the same time.

Children are highly valued in the kingdom of God, and SAT-7 affirms this by introducing them to the Gospel of Christ, providing them with a safe space to grow in Him and supporting their physical, mental and social well-being.



PRIORITIES AND GOALS FOR 2026

2. SAT-7 UK

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI

1

INCREASING PROFILE

In our 30th anniversary year, we want to increase the profile and standing of SAT-7 across the UK, and continue to maximise opportunities to share the stories of SAT-7 within both Christian and mainstream press and media. In June, we will significantly raise SAT-7's profile to a brand new, mass audience by partnering with Langham Arts at their annual Prom Praise performance at the Royal Albert Hall (while also using the event and its online livestream to engage more deeply with existing supporters). We also plan to elevate SAT-7's standing among Church leaders by exhibiting at several Christian leadership conferences across the country.



2

RAISING INCOME AND REACHING THE NEXT GENERATION

As SAT-7 celebrates its 30th anniversary this year, we recognise that this would not have been possible without the support and investment of our donors. We want to celebrate their impact in the MENA through a range of initiatives that inspire individuals, churches and communities to partner financially with SAT-7 in continuing our ministry into the future.

A milestone celebration naturally leads us to look ahead and this year, we are committed to shining a spotlight on the importance of gifts in Wills. We want to be open about how these precious gifts play a vital role in sustaining our work, while also allowing donors to make a lasting impact on future generations who will have the opportunity to hear the gospel, thanks to their compassion and generosity, even beyond their own lifetime.

3

INSPIRING PRAYER

Prayer is one of our key priorities at SAT-7 UK. We will continue to provide supporters and churches with print and digital resources and events, to equip them with current and relevant ways to pray for the MENA and SAT-7. Yet deeper than this, we also want to inspire the Church with a richer biblical understanding of the importance and effectiveness of prayer. In 2026, we will launch new resources on the area of prayer, to underpin the importance of praying for the MENA and to integrate this understanding into supporters' personal discipleship journey.

4

DEEPENING UNDERSTANDING

We want Christians of all ages to go deeper in their understanding of the MENA and what life is like for believers there. Alongside our regular resources and events such as Insight magazine and Vision Trips, we will launch new initiatives to reach and engage younger audiences and families.



Our new podcast, *Around the Table*, will continue to bring together storytellers, peacemakers and thought leaders from across the UK, Middle East and North Africa, to share their insights, experiences, and hopes with an engaged UK audience. This in-depth, longer-form podcast taps into listening trends among the 30s-40s age group.

We are also developing a new flagship children's resource for families, churches and community groups, exploring the lands of the Bible and introducing the people who live there today.



5



BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

Through aligning the management of people with our goals and values, we want to attract, develop and retain talent to cultivate a highly motivated and happy team, fostering a positive workplace culture and an environment in which staff can flourish and develop. We will continue to embed our values into our team culture so that they are at the heart of everything we do.

We will maintain and grow a strong partnership with SAT-7 International through strategic input and collaboration.

30 Years
OF MEDIA MINISTRY

FINANCIAL REVIEW OF 2025

OVERVIEW

We were greatly encouraged to end 2025 5.9% ahead of our income budget and to deliver £1.7M of support directly for the Christians in the Middle East through the production and broadcast of faith-filled satellite TV programmes and £534K mobilising the church in the UK to pray, deepen their understanding and raise the voice of Christians and those facing isolation and injustice.

During 2025, SAT-7 UK continued to deliver a dynamic programme of fundraising and engagement activities mobilising the Church in the UK and raising the voice of Christians in the Middle East. We continued to prioritise supporter care and relationship management, seeking to deepened relationships with our supporters.

FINANCIAL SUMMARY

The financial results for the year are set out in the Statement of Financial Activities. In 2025 SAT-7 UK's income was £2,913,424, 5.9% above the 2025 budget. SAT-7 UK made grants of £1,712,981 to SAT-7 International Trust during 2025.

Expenditure on raising funds was £275,104 (2024: £282,716) while expenditure on charitable activities was £2,581,365 (2024: £ 2,425,770). Net income and expenditure in 2025 showed a surplus of £76,955 (2024: deficit £161,332).

Net assets at 31 December 2025 were £780,786 (2024: £703,831). Cash at bank and in hand at 31 December 2025 amounted to £360,284 (2024: £ 353,314).

RESERVES POLICY

The trustees have established a policy whereby the unrestricted funds, not committed or invested in tangible fixed assets (the "free reserves") held by the charity, should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. In 2026 the planned working requirements are budgeted to be on average £94,291 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level.

At 31 December 2025 SAT-7 UK Trust ('the charity') held total reserves of £780,786 comprising:

- The **Expendable Endowment Fund** which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £330,000 (2024: £310,000) all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The **Designated Funds** which were established by the trustees to set aside funds for specific projects planned within 12-18 months. At 31 December 2025 the funds stood at £70,292 (2024 £168,425)
- **General Unrestricted Funds** stood at £380,494 (2024 £225,406) representing tangible fixed assets held for the charity's own use of £17,625, an investment property of £77,500 and free reserves of £285,369 (2024 £203,517).
- No **Restricted Funds** were held by the charity at 31 December 2025.

At 31 December 2025, the Free Reserves stood at £285,369 (2024 £203,517). This represented 3.03 months of expenditure on planned working requirements in 2026, which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

FUNDS HELD AS CUSTODIAN TRUSTEE

SAT-7 UK acts as a Custodian Trustee, holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in separate designated bank accounts with a trustee-approved bank mandate, safeguarding the movement of these funds.

In 2024, SAT-7 UK entered into a formal Custodian Agreement that puts into a written form an oral agreement between SAT-7 UK Trust and SAT-7 International Trust which pre-existed the Joint Ministry Agreement between the same parties of 1st August 2017.

Under common law, SAT-7 UK as Trustee holds funds on behalf of the Beneficiary, SAT-7 International Trust, in a custodian account, on bare trust for SAT-7 International. The funds of the trust are held in designated UK bank account(s) in the name of SAT-7 UK on behalf of the Beneficiary and controlled by the Beneficiary.

Refer to note 18 for details of the funds received, payments made, and balances held on bare trust for SAT-7 International Trust in the year.

INVESTMENTS

Fixed asset investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as the intention was to sell them. Due to an unsuccessful sale and the challenging economic situation, the decision was made to take the flats off the market, hence in December 2022 the flats were reclassified as fixed assets. A third flat was donated to the charity in 2025; the intention is to sell the flat in 2026 and it is being held in general fund as a current asset.

GOING CONCERN

The trustees do not have any material uncertainties surrounding the charity continuing as a going concern. The trustees, therefore, do not consider it necessary to reflect, within the level of reserves, any estimate of the costs of closure.



LEGAL BASIS

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

   as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

OBJECTIVES, PRINCIPAL ACTIVITIES AND PUBLIC BENEFIT

PURPOSE

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing life changing joy to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where

there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith and show how communities can both be Christian *and* Middle Eastern.

PUBLIC BENEFIT

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

GOVERNANCE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the board of Trustees, and the CEO, the Senior Director and the Operations Director. The Operations Director resigned from their post in 2025 and no replacement was recruited during 2025. The Board of Trustees agree the annual salary levels of the Chief Executive. The trustees have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, set objectives, establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2025 the trustees held their meeting in person, supplemented by video conferencing when needed and met together in September 2025 for a two-day retreat meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance and General Purposes Committee to monitor the financial affairs of the Trust, act as the audit committee and to

review and advise the trustees and senior staff on all employment matters affecting SAT-7 UK. In October 2022, a Governance Committee was set up to make recommendations on board governance including trustee succession planning.

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2024 SAT-7 UK was formally represented on the International Council of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus) and the board chair Mr Richard Giles represented SAT-7 UK on the International Council of SAT-7 International Trust and Mr Roy Kemp, the previous chair, remained an elected member of the Executive Board to the International Council of SAT-7 International Trust. SAT-7 UK made grants of £1,712,981 to SAT-7 International Trust during 2025.

TRUSTEE RECRUITMENT, INDUCTION & TRAINING

RECRUITMENT

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported as an inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Joining the Board is seen as a journey for both parties and is managed by the Governance Sub-Committee. Prospective candidates are interviewed by the existing trustees including the Board Chair and the CEO. If agreed by the Governance Sub-Committee, they are then invited to attend a Board meeting as an observer. After the meeting the Chair consults with the Board and a vote is taken. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then are subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2025 one new trustee was recruited and no trustees stood down. One trustee has served on the board for more than 9 years, this trustee's term comes to end in 2026. The Governance committee has a trustee recruitment plan is in place to ensure continuity on the board and provide effective new board members to replace these long serving trustees.

INDUCTION AND TRAINING OF TRUSTEES

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also

encouraged to take at least one overseas trip to see the work of SAT-7 International.

At the board away days the trustees looked at the annual rhythm of board meetings to ensure that the board's has the right strategic focus.

MANAGEMENT AND ORGANISATIONAL STRUCTURE

Trustees, working through the Board and its committees, are the ultimate decision makers for SAT-7 UK Trust. They entrust day-to-day management of the Charity to an Executive leadership team, which operates within a framework, and a scheme of delegation, set by the trustees. The Executive leadership team (known as the ELT) is led by the Chief Executive and comprises the Senior Director and the Director of Operations. Members of the ELT may attend Board meetings, but do not vote.

PAY POLICY FOR KEY MANAGEMENT

The key management personnel of the charity comprise the trustees, the Chief Executive, the Senior Director and Operations Director (resigned August 2025). The total employee benefits of the Leadership Team in 2025 were £194,235 (2024: £205,203). Details can be found in note 6 to the accounts.

Remuneration and benefits for executive management are determined on the basis of performance, and periodic peer sector benchmarking using Hay benchmarking data. In the case of the Chief Executive this power is delegated by the Finance and General Purposes Committee. In the case of other management personnel, pay and benefits are determined by the Chief Executive, subject to an overall budget agreed by the trustees.

POLICY STATEMENTS: DATA PROTECTION, REGULATORY ACTIVITY

DATA PROTECTION

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used. SAT-7 UK therefore:

- adheres to current data protection legislation and is registered with the Information Commissioner's Office.
- protects the confidentiality of personal information and ensure its security at all times.
- does not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

MONITORING OF REGULATORY ACTIVITY

The Chief Executive Officer is responsible for data protection and for keeping up to date with The Code of Fundraising Practice to ensure that all response devices and data capture forms comply with data protection guidelines.



SAFEGUARDING, GRANT MAKING

SAFEGUARDING

Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.

SAT-7 UK updated its safeguarding policies in 2025 and continues to monitor its practices and training in this area.

Additionally, SAT-7 UK annually reviews the safeguarding policies of SAT-7 International Trust.

GRANT MAKING POLICY

SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance and General Purposes Committee (FGP) who report at each board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

RISK MANAGEMENT

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased secularisation and opposition to religion along with declining church attendance, supporter attrition, instability in the Middle East, the impact of a rising costs base. Each of these has action to mitigate, reduce or avoid. The actions are built into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

STATEMENT ON FUNDRAISING PRACTICE

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2025 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2025 SAT-7 UK contracted the services of one professional external fundraising agency (as defined by section 58 of the Charities Act 1992) who acted on our behalf, calling supporters to thank them for their support and discuss their giving, inviting them to deepen their financial partnership.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and received no formal complaints about our fundraising practices in 2025.

At all times in SAT-7 UK's fundraising seeks:

- to raise money only when the likely income will be matched by needs.
- to represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- to always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- to communicate clearly about how our supporters' money will be used.
- to ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

WHO WE ARE

Registered name SAT-7 UK Trust Limited, also known as 'SAT-7 UK'

Registered charity number 1060612

Registered company number 03301736

Registered office 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Operations centre 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Company Secretary Mrs R Fadipe

Chief Executive Officer Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp, Mr M Haines, Mr R Giles, Mr D Taylor, Mr T Alqassis, Mrs J Bicknell, Mr N Graham, Mr S Mansour (joined July 2025)

Leadership Team
Rachel Fadipe (Chief Executive Officer)
Martin Thomas (Senior Director)
Chris Beddoes (Operations Director) (resigned August 2025)

Advisers to the Charity
Keelys Solicitors (HR Advisor)
28 Dam St, Lichfield, WS13 6AA

Auditor
Burton Sweet Limited Chartered Accountants
The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton, Bristol, BS48 1UR

Bankers
Unity Trust Bank plc
Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite
10 Queen Street Place, London EC4R 1BE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose

with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

AUDITOR

This report and the financial statements have been prepared in accordance with the Companies Act 2006, the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:

2nd Floor, 3-4 New Road
Chippenham
Wiltshire
SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries.

Approved by the trustees on
8 May 2026.

Signed on behalf of the trustees





Rachel Fadipe
Chief Executive

Richard Giles
Chair of Trustees

FINANCIAL STATEMENTS





On the set of *Voice of the Church*, a weekly live prayer programme on SAT-7 ARABIC, January 2024

INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2025 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

BASIS FOR OPINION

We conducted out audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable law requirements.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with those charged with governance and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, pensions, environmental and health and safety legislation; and
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, inspecting legal correspondence and remaining alert during the audit for any indications of non-compliance.

Our audit procedures in relation to fraud included but were not limited to:

- making enquiries of those charged with governance and other management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- discussing amongst the engagement team the risks of fraud;
- gaining an understanding of the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations;
- testing journal entries to identify unusual transactions;
- assessing whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigating the rationale behind significant or unusual transactions.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joshua Kingston

Joshua Kingston FCA
Senior Statutory Auditor

For and on behalf of Burton Sweet Limited
Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol
BS48 1UR

Date: 12 May 2026



STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2025

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2025 £	*Total Funds 2024* £
Income and endowments from:							
Donations and legacies	2	1,763,630	-	1,108,078	-	**2,871,708**	*2,511,869*
Investments		30,938	-	-	-	**30,938**	*26,600*
Other trading activities		10,778	-	-	-	**10,778**	*8,685*
Total income		1,805,346	-	1,108,078	-	**2,913,424**	*2,547,154*
Expenditure on:							
Raising funds	3	275,104	-	-	-	**275,104**	*282,716*
Charitable activities	3	1,291,670	181,617	1,108,078	-	**2,581,365**	*2,425,770*
Total expenditure		1,566,774	181,617	1,108,078	-	**2,856,469**	*2,708,486*
Net gains/(losses) on investment	9	-	-	-	20,000	**20,000**	-
Net income/ (expenditure)	*5*	238,572	(181,617)	-	20,000	**76,955**	*(161,332)*
Transfers between funds	15	(83,484)	83,484	-	-	**-**	-
Net movement in funds		155,088	(98,133)	-	20,000	**76,955**	*(161,332)*
Funds brought forward at 1 January	15	225,406	168,425	-	310,000	**703,831**	*865,163*
Funds carried forward at 31 December	15	380,494	*70,292*	-	330,000	**780,786**	*703,831*

Net expenditure for Companies Act purposes is **£56,955**.

The charity has no recognised gains or losses other than the results for the year as set out above. All of the activities of the charity are classed as continuing.

The notes on pages 47 to 65 form part of these financial statements. See note 20 for fund-accounting comparative figures.

CHARITY BALANCE SHEET

As at 31 December 2025

Company Number 03301736

	Note	2025 £	2024 £
Fixed assets			
Tangible fixed assets	8	**17,625**	*21,889*
Investments	9	**330,000**	*310,000*
Current assets			
Investments	9	**77,500**	-
Stock		**2,219**	*960*
Debtors	10	**113,530**	*98,533*
Cash at bank and in hand		**360,284**	*353,314*
		553,533	*452,807*
Creditors: Amounts falling due within one year	11	**(110,372)**	*(80,865)*
Net current assets		**443,161**	*371,942*
Provisions for liabilities		**(10,000)**	-
Net assets		**780,786**	*703,831*
Endowment funds	16	**330,000**	*310,000*
Income funds			
Unrestricted:			
General	16	**380,494**	*225,406*
Designated	16	**70,292**	*168,425*
		450,786	*393,831*
Total funds		**780,786**	*703,831*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These financial statements were approved by the trustees on 8 May 2026 and are signed on their behalf by:

Richard Giles

Richard Giles
Chair of Trustees

The notes on pages 47 to 65 form part of these financial statements.

CASH FLOW STATEMENT

Year ended 31 December 2025

	Note	2025 £	2024 £
Operational cash flows			
Cash flows from operating activities			
Costs of Charitable Activities	13	**(2,554,705)**	*(2,496,492)*
Net outflow from operating activities		**(2,554,705)**	*(2,496,492)*
Cash flows for operating activities			
Donations and legacies	13	**2,799,608**	*2,702,965*
Other trading activities	13	**10,778**	*8,685*
Costs of raising funds	13	**(273,979)**	*(280,976)*
Net inflow for operating activities		**2,536,407**	*2,430,674*
Net (outflow)/inflow of operating activities		**(18,298)**	*(65,818)*
Non-operational cash flows			
Investing activities			
Investments - investment property income	13	**30,938**	*26,600*
Acquisition of tangible fixed assets	8	**(6,080)**	*(18,615)*
Loss on disposal of tangible fixed assets		**410**	*213*
		25,268	*8,198*
Net cash inflow/(outflow) for the year	14	**6,970**	*(57,620)*

CASH FLOW RESTRICTIONS

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 47 to 65 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1 ACCOUNTING POLICIES

a. The financial statements have been prepared in accordance with the historical cost convention except for investments which have been included at fair value and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

   The charity is a public benefit entity as defined under FRS102.

   The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees assess that the charity has sufficient reserves to be able to meet the challenges of the current economic environment and the charity's liabilities as they fall due.

b. Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

   i. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;

   ii. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c. Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

   Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

   Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. Governance costs are included within charitable activity costs.

d. Grants payable are charged in the year when the offer is conveyed to the recipient.

e. Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £1,000 are generally not capitalised.

   Depreciation is calculated so as to write off the cost of an asset, less its estimated

ultimate residual value, over the useful life of that asset as follows:

- Leasehold improvements - straight line over the length of the lease to the break clause
- Office equipment - 33% p.a. straight line
- Office furniture - 25% p.a. straight line

f. Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h. Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i. Designated funds form part of unrestricted funds and have been identified as being for particular purposes by the trustees. They are not restricted and can be undesignated at any time at the discretion of the trustees.

j. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

k. Property donated to the charity has the option to be included within expendable endowment as a capital donation. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

l. The Charity contributes to defined contribution pension schemes. Contributions payable to the Charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

m. Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. Third-party, professional valuations are carried out every five years with an informal annual review to ensure no material change in valuation has occurred. Annual reviews by the Trustees for indicators of impairment are carried out. The date of the last valuation was in the year ended 31 December 2025 conducted by Haart Estate Agents.

n. Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

o. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

p. Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 DONATIONS AND GIFTS

Current year	Unrestricted Funds	Restricted Funds	Endowment funds	Total 2025	*Total 2024*
	£	£	£	£	£
Churches	138,577	68,593	-	**207,170**	*168,611*
Institutions	413,616	683,613	-	**1,097,229**	*919,627*
Individuals	1,135,896	355,872	-	**1,491,768**	*1,333,679*
Legacies	75,541	-	-	**75,541**	*89,952*
	1,763,630	1,108,078	-	**2,871,708**	*2,511,869*

For the comparative figures, please see note 21.

3 EXPENDITURE

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2025	*Total 2024*
	£	£	£	£	£
Raising funds					*Restated*
Staff costs	-	87,356	66,276	**153,632**	*157,085*
Promotional activities	-	36,044	23,465	**59,509**	*96,956*
Office costs	-	-	61,963	**61,963**	*28,675*
	-	123,400	151,704	**275,104**	*282,716*
Charitable activities					
Mobilising the church in the UK	-	315,271	218,745	**534,016**	*511,439*
Growing the MENA church	1,712,981	118,145	216,223	**2,047,349**	*1,914,331*
	1,712,981	433,416	434,968	**2,581,365**	*2,425,770*
	1,712,981	*556,816*	586,672	**2,856,469**	*2,708,486*

For the comparative figures please see note 22.
Please see the following page for the definitions of the charitable activities described above.

The charitable activities of SAT-7 UK comprise generating funds, prayer and action to enable:



SAT-7 KIDS programme *In His Image* helps children understand how God sees them

MOBILISING THE CHURCH IN THE UK

A deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.

GROWING AND SUPPORTING THE CHURCH IN THE MENA

The broadcasting of satellite TV and digital media programmes, to see a growing church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

Grants were paid to SAT-7 International Trust of **£1,712,981** (2024: £1,596,670).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

4 SUPPORT COSTS

Current year	Raising funds	Charitable activities	Total 2025	*Total 2024*
	£	£	£	Restated
Staff costs and staff related costs	66,276	237,925	**304,201**	*295,552*
Premises expenses	39,343	35,353	**74,696**	*35,969*
Admin expenses	26,285	114,618	**140,903**	*119,377*
Depreciation	2,384	7,550	**9,934**	*5,513*
Governance costs	-	39,522	**39,522**	*33,596*
Advertising and events	17,416	-	**17,416**	*20,519*
	151,704	434,968	**586,672**	*510,526*

For the comparative figures please see note 23.

5 NET (EXPENDITURE) / INCOME FOR THE YEAR

This is stated after charging:

	Total 2025 £	Total 2024 £
Depreciation	**9,934**	*5,513*
Auditor's fees		
For audit services	**10,164**	*9,158*
For accountancy services	**3,270**	*3,052*
Payments of Trustees' travel expenses	**745**	*786*

Number of trustees reimbursed for their out of pocket travel expenses: 2025: 3 (2024: 6). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £48,896 (2024: £47,145).

6 STAFF COSTS AND NUMBERS

The aggregate payroll costs were:

	Total 2025 £	Total 2024 £
Wages and salaries	**566,561**	*568,700*
Social security costs	**54,624**	*48,309*
Pension contributions	**31,437**	*34,359*
Benefits	**5,040**	*1,671*
	657,662	*653,039*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension contributions.	**194,235**	*205,203*

One employee received emoluments between £70,000 to £80,000. (2024: One)

The average weekly number of employees based on headcount during the year was 20 (2024: 20).

7 TAXATION

The charity is exempt from corporation tax on its charitable activities.

8 TANGIBLE FIXED ASSETS

	Leasehold improvements	Office equipment	Office furniture	Total
	£	£	£	£
Cost				
At 1 January 2025	19,838	34,520	14,628	**68,986**
Additions	-	6,080	-	**6,080**
Disposals	-	(738)	-	**(738)**
At 31 December 2025	19,838	39,862	14,628	**74,328**
Depreciation				
At 1 January 2025	5,149	27,395	14,553	**47,097**
Depreciation	4,897	4,962	75	**9,934**
Eliminated on disposal	-	(328)	-	**(328)**
At 31 December 2025	10,046	32,029	14,628	**56,703**
Net book value				
At 31 December 2025	9,792	7,833	-	**17,625**
At 31 December 2024	14,689	7,125	75	**21,889**

9 INVESTMENTS

An investment property was received during the financial year with sitting tenants. The flat was put on the market and the tenants left in November 2025. At the signing date of these financial statements the property is being marketed for sale.

The investment properties are revalued professionally every five years as a policy so the carrying amount does not differ materially from the fair value of the asset at the end of the reporting period. The trustees obtained a formal valuation in the year ended 31 December 2025 from Haart Estate Agents. In intermediate years, the properies are valued by the trustees.

	Total 2025	*Total 2024*
	£	£
Investment properties		
Market value at 1 January	**310,000**	*310,000*
Addition	**77,500**	-
Gain on revaluation	**20,000**	-
Market value at 31 December	**407,500**	*310,000*
This is made up of:		
Fixed assets	**330,000**	*310,000*
Current assets	**77,500**	-
Total market value at 31 December	**407,500**	*310,000*

10 DEBTORS

	Total 2025	*Total 2024*
	£	£
Other debtors	**2,487**	*902*
Prepayments	**37,019**	*18,207*
Accrued income	**70,033**	*62,967*
Tax reclaimable under Gift Aid	**3,991**	*16,457*
	113,530	*98,533*

11 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total 2025	*Total 2024*
	£	£
Trade creditors	**16,521**	*20,025*
Accruals and deferred income	**18,527**	*40,938*
Other creditors	**6,280**	*4,764*
SAT-7 International Trust	**69,044**	*15,138*
	110,372	*80,865*

12 COMMITMENTS UNDER OPERATING LEASES

At 31 December 2025 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2025 Land & buildings	*2024 Land & buildings*
	£	£
Within 1 year	**20,928**	*2,688*
2 to 5 years	**22,344**	*6,072*

13 RECONCILIATION OF THE STATEMENT OF FINANCIAL ACTIVITIES TO THE CASH FLOW STATEMENT

	SOFA	Debtors adjustment	Creditors adjustment	Other adjustments	Cashflow
	£	£	£	£	£
Income from:					
Donations and legacies	**2,871,708**	-	-	-	
Gift in kind donation		-	-	(77,500)	
Decrease in tax reclaimable under Gift Aid		12,466	-	-	
Movement in accrued income		(7,066)	-	-	
					2,799,608
Investments	**30,938**	-	-	-	**30,938**
Other trading activities	**10,778**	-	-	-	**10,778**
Expenditure on:					
Raising funds	**(275,104)**	-	-	-	
Depreciation eliminated	**2,384**	-	-	-	
Increase in stock		-	-	(1,259)	
					(273,979)
Charitable activities	**(2,581,365)**	-	-	-	
Depreciation eliminated	**7,550**	-	-	-	
Movement in other debtors and prepayments		(20,397)	-	-	
Decrease in trade and other creditors		-	51,918	-	
Decrease to accruals and deferred income		-	(22,411)	-	
Increase in provision for liabilities		-	10,000	-	
					(2,554,705)
Balance sheet movements		(14,997)	39,507	(78,759)	

For comparative figures please see note 24.

14 ANALYSIS OF CHANGES IN CASH DURING THE YEAR

	2025	2024	Change
	£	£	£
Cash at bank and in hand	**360,284**	*353,314*	**6,970**

	2024	*2023*	**Change**
	£	£	**£**
Cash at bank and in hand	*353,314*	*410,934*	***(57,620)***



SAT-7 ARABIC show *Throne of Grace* connects Tunisian believers to prayer, worship and teaching

15 MOVEMENT IN FUNDS

Year ended 31 December 2025	At 1 Jan 2025	Income and gains	Expenditure	Transfers	At 31 Dec 2025
	£	£	£	£	£
Endowment funds					
Expendable endowment	310,000	20,000	-	-	330,000
	310,000	20,000	-	-	330,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	122,770	(122,770)	-	-
Cross Channel: Children's Programming	-	153,236	(153,236)	-	-
Cross Channel: Discipleship Programming	-	1,110	(1,110)	-	-
Cross Channel: Women's Programming	-	1,888	(1,888)	-	-
SAT-7 ARABIC	-	198,196	(198,196)	-	-
SAT-7 KIDS	-	47,121	(47,121)	-	-
SAT-7 Lebanon Studio	-	350,000	(350,000)	-	-
SAT-7 PARS	-	143,710	(143,710)	-	-
SAT-7 TURK	-	37,082	(37,082)	-	-
Individuals working for SAT-7 internationally	-	52,756	(52,756)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	209	(209)	-	-
	-	1,108,078	(1,108,078)	-	-
Unrestricted funds					
General funds	225,406	1,805,346	(1,566,774)	(83,484)	380,494
Designated funds:					
Development in the UK	126,425	-	(181,617)	125,484	70,292
Funds yet to be received	32,000	-	-	(32,000)	-
Investment property	10,000	-	-	(10,000)	-
	393,831	1,805,346	(1,748,391)	-	450,786
Total funds	**703,831**	**2,933,424**	**(2,856,469)**	**-**	**780,786**

The comparative movement in funds figures can be found in note 25.

Transfers	Designated fund			
	Development in the UK	Funds yet to be received	Investment property	General funds
	£	£	£	£
Transfer to UK Development Fund	125,484	-	-	(125,484)
Funds yet to be received	-	(32,000)	-	32,000
Expenditure from Investment property	-	-	(10,000)	10,000
	125,484	(32,000)	(10,000)	(83,484)

Endowment funds	
Expendable endowment	Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.
Restricted funds	
Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.
SAT-7 Lebanon Studio	Fund for the purchase of the Lebanon Studio Site.
SAT-7 PARS	Fund for the operational costs of SAT-7's Persian language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.

Individuals working for SAT-7 Internationally	Fund for the costs of identified personnel working for SAT-7 Internationally
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust.

Development in the UK	Fund for targeted initiatives to advance the work and impact of SAT-7 UK Trust in GB and Ireland.
Funds yet to be received	The fund represents selected multi-year grants and legacies recognised as income but not yet received, therefore the trustees have designed these funds until they have been received and are able to be spent.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

16 ANALYSIS OF NET ASSETS BETWEEN FUNDS

As at 31 December 2025	Investments £	Tangible fixed assets £	Other net assets £	Total £
Endowment fund				
Expendable endowment	330,000	-	-	**330,000**
	330,000	-	-	**330,000**
Unrestricted funds				
General funds	77,500	17,625	285,369	**380,494**
Designated funds	-	-	70,292	**70,292**
	407,500	17,625	355,661	**780,786**

The comparative figures for the analysis of net assets between funds note can be found in note 26.

17 COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 FUNDS HELD AS A CUSTODIAN FOR OTHERS

At the year end, the charity held £620,795 (2024: £931,657) of cash balances in a bare trust under the control of SAT-7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,689,653 (2024: £1,707,304). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £2,000,515 (2024: £1,469,800).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 RELATED PARTY TRANSACTIONS

There are no related party transactions other than disclosed elsewhere in these financial statements.



The Chosen airs on SAT-7 ARABIC and our streaming platform SAT-7 PLUS



SAT-7 PARS programme *Sun of Hope brings education to Afghan children*



Nature-based talkshow *Campfire* broadcasts on SAT-7 TÜRK

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

20 STATEMENT OF FINANCIAL ACTIVITY COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Endowment Funds	*Total Funds 2024*
	£	£	£	£	£
Income and endowments from:					
Donations and legacies	*1,649,647*	-	*862,222*	-	*2,511,869*
Investments	*26,600*	-	-	-	*26,600*
Other trading activities	*8,685*	-	-	-	*8,685*
Total income	*1,684,932*	-	*862,222*	-	*2,547,154*
Expenditure on:					
Raising funds	*282,716*	-	-	-	*282,716*
Charitable activities	*1,563,548*	-	*862,222*	-	*2,425,770*
Total expenditure	*1,846,264*	-	*862,222*	-	*2,708,486*
Net income/(expenditure)	*(161,332)*	-	-	-	*(161,332)*
Transfers between funds	*217,655*	*(217,655)*	-	-	-
Net movement in funds	*56,323*	*(217,655)*	-	-	*(161,332)*
Funds brought forward at 1 January	*169,083*	*386,080*	-	*310,000*	*865,163*
Funds carried forward at 31 December	*225,406*	*168,425*	-	*310,000*	*703,831*

21 DONATIONS AND GIFTS COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Restricted Funds	Endowment funds	*Total 2024*
	£	£	£	£
Churches	*118,468*	*50,143*	-	*168,611*
Institutions	*467,627*	*452,000*	-	*919,627*
Individuals	*983,668*	*350,011*	-	*1,333,679*
Legacies	*79,884*	*10,068*	-	*89,952*
	1,649,647	*862,222*	-	*2,511,869*

22 EXPENDITURE COMPARATIVE FIGURES

Prior year	Grants payable	Direct costs	Support costs (note 23)	*Total 2024*
	£	£	£	£
Raising funds		*Restated*	*Restated*	*Restated*
Staff costs	-	*87,254*	*69,831*	*157,085*
Promotional activities	-	*70,595*	*26,361*	*96,956*
Office costs	-	-	*28,675*	*28,675*
	-	*157,849*	*124,867*	*282,716*
Charitable activities				
Mobilising the Church in the UK	-	*318,727*	*192,712*	*511,439*
Growing the MENA Church	*1,596,670*	*124,714*	*192,947*	*1,914,331*
	1,596,670	*443,441*	*385,659*	*2,425,770*
	1,596,670	*601,290*	*510,526*	*2,708,486*

The allocation of expenditure to different cost categories was reviewed for the current and prior-year and restated to better reflect the activities of the charity. Total expenditure and the restrictions in place were unchanged.

23 SUPPORT COSTS COMPARATIVE FIGURES

Prior year	Raising funds	Charitable activities	*Total 2024*
	£	£	£
	Restated	*Restated*	*Restated*
Staff costs and staff related costs	*69,831*	*225,721*	*295,552*
Premises expenses	*13,877*	*22,092*	*35,969*
Admin expenses	*19,316*	*100,061*	*119,377*
Depreciation	*1,324*	*4,189*	*5,513*
Governance costs	-	*33,596*	*33,596*
Advertising and events	*20,519*	-	*20,519*
	124,867	*385,659*	*510,526*



***On the Road with Jesus* started broadcasting on SAT-7 KIDS in the autumn of 2025**

24 RECONCILIATION OF THE STATEMENT OF FINANCIAL ACTIVITIES TO THE CASH FLOW STATEMENT

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
	£	£	£	£	£
Income from:					
Donations and legacies	**2,511,869**	-	-	-	
Decrease in tax reclaimable under Gift Aid		(8,771)	-	-	
Movement in accrued income		199,867	-	-	
					2,702,965
Investments	**26,600**	-	-	-	**26,600**
Other trading activities	**8,685**	-	-	-	**8,685**
Expenditure on:					
Raising funds	**(282,716)**	-	-	-	
Depreciation eliminated	**1,324**	-	-	-	
Increase in stock		-	-	416	
					(280,976)
Charitable activities	**(2,425,770)**	-	-	-	
Depreciation eliminated	**4,189**	-	-	-	
Movement in other debtors and prepayments		(1,127)	-	-	
Decrease in trade and other creditors		-	(86,476)	-	
Increase to accruals and deferred income		-	21,592	-	
Increase in provision for liabilities		-	(8,900)	-	
					(2,496,492)
Balance sheet movements		189,969	(73,784)	416	

25 MOVEMENT IN FUNDS COMPARATIVE FIGURES

Year ended 31 December 2024	At 1 Jan 2024	Income	Expenditure	Transfers	At 31 Dec 2024
	£	£	£	£	£
Endowment funds					
Expendable endowment	*310,000*	-	-	-	*310,000*
	310,000	-	-	-	*310,000*
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	*47,483*	*(47,483)*	-	-
Cross Channel: Children's Programming	-	*96,314*	*(96,314)*	-	-
Cross Channel: Discipleship Programming	-	*930*	*(930)*	-	-
Cross Channel: Women's Programming	-	*8,540*	*(8,540)*	-	-
SAT-7 ARABIC	-	*172,511*	*(172,511)*	-	-
SAT-7 KIDS	-	*46,391*	*(46,391)*	-	-
SAT-7 Lebanon Studio	-	*236,925*	*(236,925)*	-	-
SAT-7 PARS	-	*160,338*	*(160,338)*	-	-
SAT-7 TURK	-	*37,315*	*(37,315)*	-	-
Individuals working for SAT-7 internationally	-	*50,267*	*(50,267)*	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	*5,208*	*(5,208)*	-	-
	-	*862,222*	*(862,222)*	-	-
Unrestricted funds					
General funds	*169,083*	*1,684,932*	*(1,846,264)*	*217,655*	*225,406*
Designated funds					
Development in the UK	*184,080*	-	-	*(57,655)*	*126,425*
Funds yet to be received	*192,000*	-	-	*(160,000)*	*32,000*
Investment property	*10,000*	-	-	-	*10,000*
	555,163	*1,684,932*	*(1,846,264)*	-	*393,831*
Total funds	*865,163*	*2,547,154*	*(2,708,486)*	-	*703,831*

Descriptions for the funds above can be found in note 15.

Transfers	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	*(214,086)*	-	*214,086*
Transfer to UK Development Fund	*156,431*	-	*(156,431)*
Funds yet to be received	-	*(160,000)*	*160,000*
	(57,655)	*(160,000)*	*217,655*

26 ANALYSIS OF NET ASSETS BETWEEN FUNDS COMPARATIVE FIGURES

As at 31 December 2024	Investments	Tangible fixed assets	Other net assets	Total
	£	£	£	£
Endowment fund				
Expendable endowment	*310,000*	-	-	*310,000*
	310,000	-	-	*310,000*
Unrestricted funds				
General funds	-	*21,889*	*203,517*	*225,406*
Designated funds	-	-	*168,425*	*168,425*
	310,000	*21,889*	*371,942*	*703,831*

SAT-7 UK Trust Limited
A Company Limited by Guarantee

Company Registration No 03301736
Registered Charity no 1060612

SAT-7 UK, 3-4 New Road
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+44 (0)1249 765 865
respond@sat7uk.org

Visit

www.sat7uk.org

today for the latest news on SAT-7's work in the Middle East.

Names of viewers throughout have been changed for security reasons and images used for representation only.

Images: SAT-7, Shutterstock.com

SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK

ANNUAL REPORT 2024



Report of the Trustees & Accounts
For the year ended 31st December 2024
SAT-7 UK Trust Limited

Company Registration No 03301736
Registered Charity No 1060612



Behind the scenes on SAT-7 TÜRK film *Yakamoz*

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The Trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice FRS102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

A message from our Chief Executive and Chair of Trustees

2024 marked another year of crisis and conflict in the Middle East and North Africa (MENA), as well as another year of God's faithfulness to SAT-7 and our viewers. Our headlines were dominated by the heartbreaking war in the Holy Land, which claimed thousands more lives and at times spilt into other countries in the region including Iran, Yemen, Iraq and Lebanon. We thank God for His protection over our staff in Beirut, where one of our main television studios is located. Meanwhile, a brutal war rumbled on in Sudan, and freedoms for women and minorities, including Christians, were further eroded in Iran and Afghanistan.

Through it all, we have been so grateful for – and reliant on – your faithful support, prayers and generosity. In an atmosphere of despair and hopelessness, SAT-7's programmes and viewer support teams have been sharing the comfort, joy and hope of the Gospel. Your support has enabled us to respond to crises with love, as well as developing exciting new content and embracing new technology. This year, we were delighted to welcome *The Chosen* to SAT-7's platforms, and our first feature-length film *Toxic* has been taken up by some of the region's major airlines – helping to spread the Good News of Jesus further than ever.

As well as growing the Church in the MENA, your support has enabled us to engage with Christian communities in the UK. We are particularly grateful to our Ambassadors who, along with staff, visited over 170 churches throughout the year to share stories of God at work through SAT-7. We also launched our new *40 Days of Prayer for the Middle East* book and resources, which took thousands of UK Christians on a powerful journey of prayer through the 25 countries in which SAT-7 works.

As you read through this report, we hope you are encouraged to see the body of Christ in action across the MENA, serving the people of the region as His hands and feet. And we rejoice to know that we are all part of that same body. Whether presenters, producers, ambassadors, intercessors, funders, editors or camera operators, we are all part of the same joyous mission of building God's kingdom. Thank you.



Rachel Fadipe

Rachel Fadipe
Chief Executive



Richard Giles

Richard Giles
Chair of Trustees



***The Chosen* comes to SAT-7**



Recording the SAT-7 UK Podcast



***Sun of Hope*, a new educational programme for Afghanistan**



A mural at the SAT-7 Egypt studio



OUR VISION

FAITH-FILLED TELEVISION

SAT-7 UK is part of an international Christian media ministry, bringing life changing joy to the people of the Middle East and North Africa (MENA) through powerful, faith-filled television and digital media programmes.

A THRIVING CHURCH

Our vision is to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

WE DO THIS BY...

1 BRINGING JOY

Our programmes – made by and for local believers – bring much-needed comfort, encouragement, and affirmation. What's more, we bring this where it's needed most – straight into the heart of the family home.

2 SHOWING LOVE

Across four satellite channels and digital media platforms, we are reaching millions of viewers in 25 countries, broadcasting 365 days a year, showing God's love in Arabic, Persian and Turkish, the main languages of the region.

3 STRENGTHENING FAITH

Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus.

OUR MISSION

The charitable activities of SAT-7 UK comprise generating funds, prayer and action to enable:

GROWING AND SUPPORTING THE CHURCH IN THE MENA

The broadcasting of satellite TV and digital media programmes, to see a growing church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK

To enable a deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.





P21



P22

AZERBAIJAN

TÜRKIYE

TAJIKISTAN

SYRIA

LEBANON

HOLY LAND

IRAQ

IRAN

AFGHANISTAN

JORDAN

KUWAIT

EGYPT

BAHRAIN

QATAR

SAUDI ARABIA

UAE

OMAN

SUDAN

YEMEN

SOUTH SUDAN

P22





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2024 IN NUMBERS



OUR INCOME

We received £2,547,154 in generous income last year from churches, institutions, individuals and legacy gifts (gifts in wills).

OUR EXPENDITURE

We spent £2,708,486 in 2024 on charitable activities and raising funds. For every **£1** you donated...

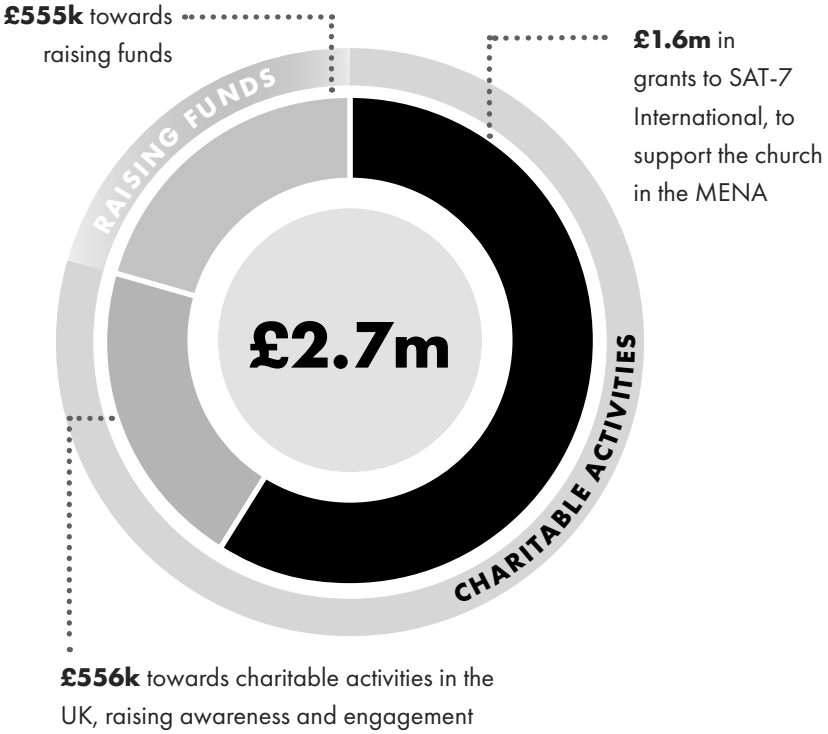
CHARITABLE ACTIVITIES

60p went towards growing and supporting the MENA Church through satellite TV and digital media programmes

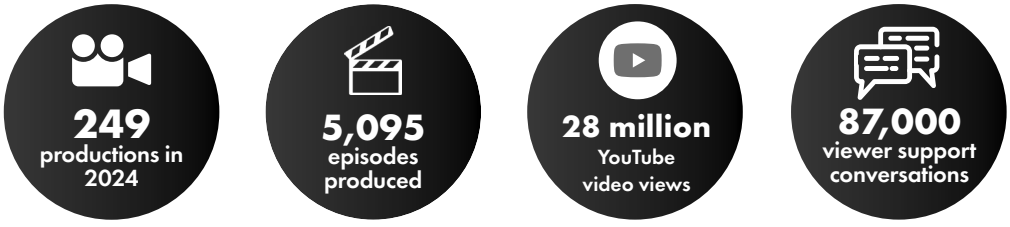
20p went towards enabling UK Christian communities to deepen their understanding of and engagement with the MENA region

RAISING FUNDS

20p went towards raising funds and growing the support base



YOU GAVE £2.5 MILLION TO HELP FUND...





Presenter of *Jesus is My Strength*, Shady Tarzi, visits young Syrian viewers in a refugee camp in Lebanon

REVIEW OF THE YEAR

1. GROWING AND SUPPORTING THE CHURCH...

IN THE MIDDLE EAST AND NORTH AFRICA

We give grateful thanks to God for His faithfulness to us through another year of ministry in the Middle East and North Africa (MENA), and also for our faithful staff, volunteers, supporters and partners, whose hard work, prayers, and generosity enables our God, "to do immeasurably more than all we ask or imagine, according to his power that is at work within us" (Ephesians 3:30).

CONFLICT AND CRISIS

The past year was a heartbreaking one for the region. The conflict in the Holy Land that had erupted in October 2023 continued throughout the year, claiming the lives of thousands more people. In the autumn it spread for several weeks to neighbouring Lebanon, the location of one of SAT-7's studios. We thank God for His protection over staff and their families during this very challenging time.



Other countries – Iran, Yemen, Iraq – were also caught up in the hostilities. Brutal conflict continued in Sudan, described by the US ambassador to the United Nations as "the worst humanitarian crisis in the world". Then in December, the long-established regime in Syria was unexpectedly toppled.

SAT-7 was there to respond with love to these intense conflicts and crises. During 2024, our programmes shared prayers for peace and messages of hope, provided platforms for church leaders to encourage their people, offered biblical perspectives on evil and suffering, and assured believers in distress that their Christian family stands with them in their trials.

We heard moving testimonies from viewers caught up in the conflicts, but who were holding fast to their faith in Christ. We wept with those who were weeping; we prayed for those who were suffering; and we worked hard and with hope to find new ways to comfort and encourage our brothers and sisters in Christ.

> **"Let's face our fears of the unknown and all our troubles with our best weapon: our prayers and faith. We, the people of the resurrection, believe in life, not fear. We are the people of hope, not despair... Let's pray today to the God of peace to shower us with His peace."**
>
> REV. DR MUNTHER ISAAC SPEAKING ON SAT-7 TO MARK THE ONE-YEAR ANNIVERSARY OF CONFLICT IN THE HOLY LAND



Maroun Bou Rached, Executive Director at SAT-7 Lebanon, shares a message from the roof of the Beirut studio as smoke rises in the background



Faeqa Ayyad, a 12-year-old girl from Gaza, appeared on SAT-7 current affairs programme *You Are Not Alone* with a plea for peace



Jesus is Our Strength, a new magazine programme for children, aired three weekly episodes live from Lebanon during the violence

Left-hand image: At the height of the conflict, SAT-7 ARABIC launched a live interview and worship programme called *Good Morning Beirut*, from the balcony of the Lebanon studio, overlooking the city behind.

NEW CONTENT AND TECHNOLOGY

Meanwhile, the four channels continued to develop exciting new content and take advantage of new technology to share the Gospel and support the Church. Projects promoting God-given values and women's rights and engaging young people to serve society and steward God's creation made a powerful impact. SAT-7 TÜRK's feature film *Yakamoz* won various awards at film festivals, while SAT-7 ARABIC's movie *Toxic* was added to the playlists of several regional airlines, increasing our profile, reach and impact.

Satellite television remains a cornerstone of media consumption in the MENA, with some 87 per cent of the population continuing to use it. However, viewing habits have been dramatically transformed with the rise of multimedia platforms and streaming services. As internet penetration improves and half the population of the region accesses the internet via mobile, SAT-7 is also investing in innovative digital strategies.

The SAT-7 PLUS app continues to offer viewers access to Christian content anytime, anywhere. In 2024, the platform's user base grew substantially, driven by offline promotions at live events and a robust online marketing campaign. Since its launch, the app has been downloaded over 200,000 times, and had 1.3 million unique users in 2024.

IN 2024, THE SAT-7 PLUS APP HAD...

1.3 million unique users

including **18,900** in the UK!

64,000 watch-time hours

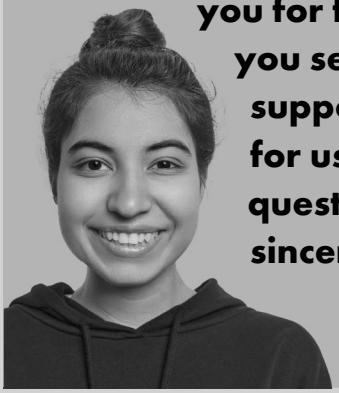


> **"Over the last year, we have seen how powerful storytelling is opening up opportunities for us to reach wider audiences, as several SAT-7 productions have been taken up by other media networks. Sharing our content in this way means taking our message to different viewers – people who would never think of tuning into SAT-7 to watch a live church service or Bible teaching programme."**
>
> RITA EL-MOUNAYER, SAT-7 INTERNATIONAL CEO



SAT-7's film *Toxic* is being shown on some of the region's major airlines, including Emirates, Qatar Airways, Saudia, Kuwait Airways and Turkish Airlines

“I am able to go through the worst conditions with hope in God... It is a genuine hope that is only possible through Christ. I truly thank you for these messages that you send every day, for supporting us, praying for us, answering our questions, and serving us sincerely.”



ELNAZ, IRAN

VIEWER SUPPORT

For SAT-7, what happens off screen is just as important as what happens on screen. Our Viewer Support teams, which are made up of Persian, Turkish, and Arab believers, are always on-hand to receive viewers’ comments, concerns, questions, prayer requests, and testimonies. As they are contacted through phone calls during live programmes, comments on our social media pages, and direct messages in apps, they lend a listening ear to viewers, many of whom feel isolated and have no one else to whom they can turn.

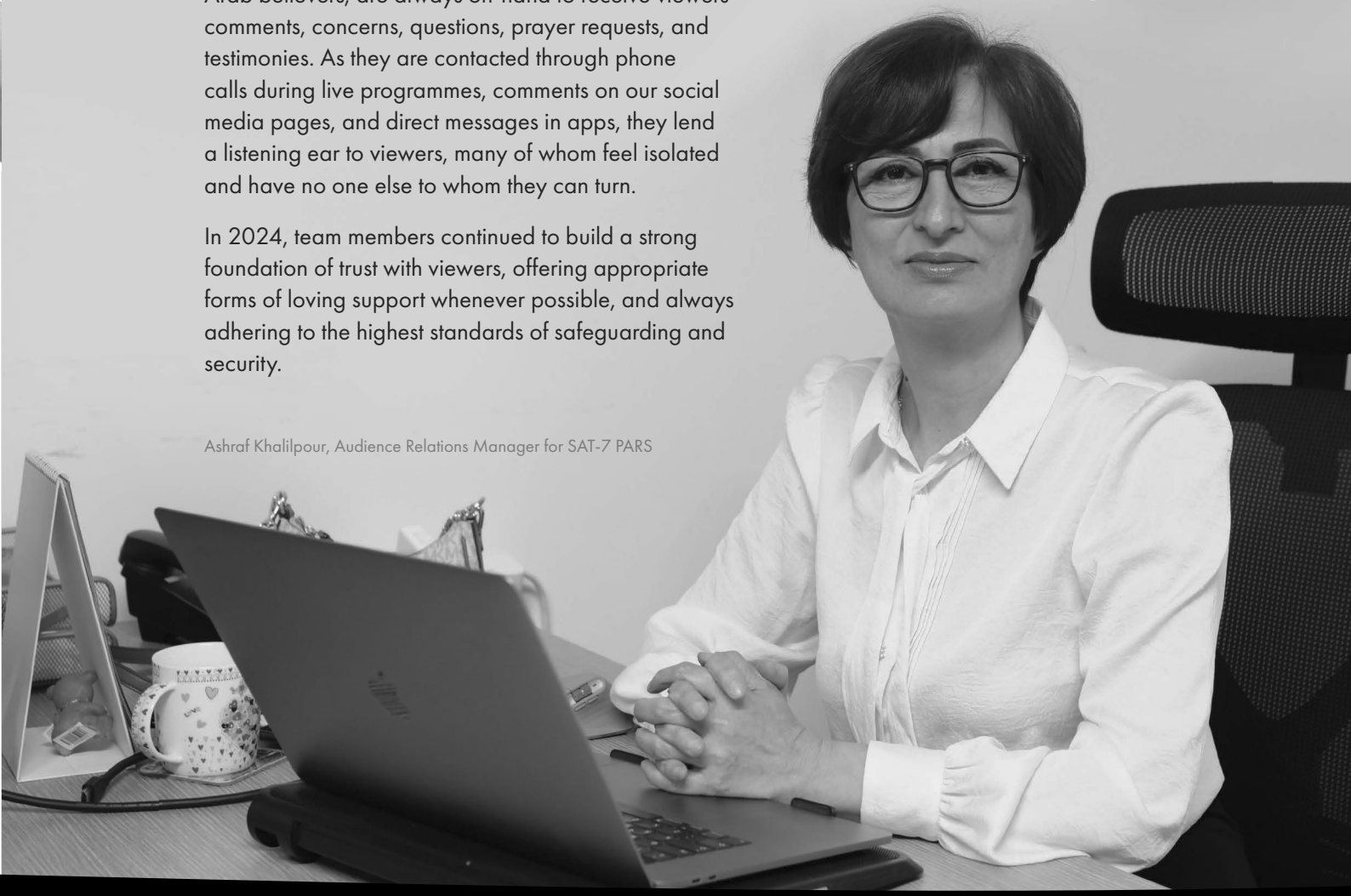
In 2024, team members continued to build a strong foundation of trust with viewers, offering appropriate forms of loving support whenever possible, and always adhering to the highest standards of safeguarding and security.

Ashraf Khalilpour, Audience Relations Manager for SAT-7 PARS

VIEWER ENGAGEMENT IN 2024

87,000
viewer support conversations

7,000
counselling or teaching resources accepted



2. ENGAGING WITH CHRISTIAN COMMUNITIES...

IN THE UK & ROI



The *40 Days of Prayer* home group pack includes a study guide with 5 Bible studies, an A3 map, colour-in map sheets, and flashcards for a prayer event



Attendees at New Wine festival engage with SAT-7's Middle East Prayer Experience, a journey of prayer through the countries in which SAT-7 works

INSPIRING PRAYER

Equipping staff, volunteers and supporters to pray in a range of different ways is a key focus of SAT-7 UK's activities. The UK staff team meet daily for prayer, and on Wednesdays join the international office, studios, and other support offices of SAT-7 across the world to pray, reflect and give support, especially during times of crisis.

We continued to produce a range of high-quality print, digital and audio-visual prayer resources to help supporters and churches pray regularly for the church in the MENA. In addition to the quarterly prayer diary and monthly emails, we also ran specific campaigns during Lent and Advent to deepen supporters' understanding of the region and encourage prayer and engagement from Christians around the UK and ROI.

In early 2024 we produced a brand-new devotional book, ***40 Days of Prayer for the Middle East***. This book and accompanying homegroup resource (left) took readers on a journey of prayer through the 25 countries in which SAT-7 works, from Morocco in the west to Tajikistan in the east, meeting local believers and churches along the way. They heard how God is at work through SAT-7, and discovered the ancient and often unknown Christian heritage of the region. Over 2,000 people journeyed prayerfully across the MENA region with SAT-7 in the lead up to Easter.

In the summer, we took the book to the New Wine festival in the form of a **Middle East Prayer Experience**, which took people on a journey of prayer around 23 prayer stations. Each board represented a different country of the MENA, with a beautiful photograph alongside a personal testimony from that country. The interactive experience created an opportunity for over 500 people to pray for the people of the Middle East and reflect on how God is at work through SAT-7.

GOING DEEPER IN PRAYER

Our **Advent campaign** comprised an *A is for Advent* prayer guide, daily emails, an Advent LIVE online event, and an all-age service plan. The prayer guide went through an A-Z of Christmas in the Middle East, highlighting the MENA's Christian heritage and Christmas celebrations around the region, as well as stories from SAT-7's ministry and viewers.

Another brand-new Advent resource for 2024 was *A Very Middle Eastern Advent*, a **Christmas colouring and activity book** aiming to diversify our support base and engage a younger demographic. We worked alongside renowned Christian children's illustrator Emma Randall to produce the activity book, which teaches children more about Christmas and Christians in the Middle East, in a fun and accessible way.



2,100 people praying during Lent

665 printed copies sold

PLUS

500 praying participants at the Middle East Prayer Experience

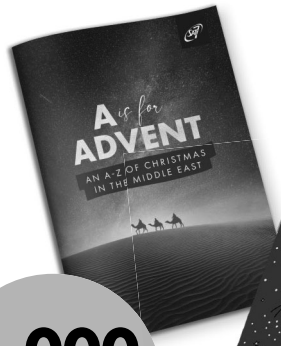
1,225 free ebook downloads

523 daily email sign-ups

200 messages of encouragement FOR CHRISTIANS IN THE MIDDLE EAST during our Christmas campaign



WE PRAYED WITH **472** supporters IN 2 ONLINE PRAYER EVENTS





6,000 Advent prayer guides sent to supporters

933 activity books purchased

> **"*40 Days of Prayer* has been an inspirational masterpiece. It has helped me to appreciate and be thankful for the rich Christian heritage of the places we visit, inspired me to pray for my brothers and sisters in the region and caused me to reflect on my own journey with Jesus. I cannot recommend this resource highly enough, for any time of the year."**
>
> CAROLYN, SAT-7 SUPPORTER

DEEPENING UNDERSTANDING

In 2024 we continued to develop opportunities and resources for supporters to deepen their understanding of the Middle East and the challenges faced by Christians in this region.

During 2024 we ran a series of **Vision Days** at SAT-7's Persian TV studio in west London, which broadcasts live programmes to Persian-speakers in Iran, Afghanistan and Tajikistan. Church leaders and ambassadors had the opportunity to meet the studio team and presenters, tour the set, and hear stories of faith among isolated and persecuted believers in the region. They were also able to network and reflect together on how SAT-7's programmes can be a positive resource for churches working with Iranian believers in the UK, who are able to watch Persian content on SAT-7 PLUS.

We continued to write our **Middle East Briefing** long-read articles, sent by email to 9,578 supporters, alternating between providing a roundup of the region's latest news and current affairs (including news from the Church and SAT-7's response) and deeper dives on specific countries. To widen the accessibility of our content and reach new audiences we launched the **SAT-7 UK Podcast**, with three streams:







- **The 7-Minute Briefing:** A shorter audio version of our monthly Briefing
- **In Conversation With:** Extended interviews with staff and friends from the region
- **Voices of the Middle East:** sharing powerful viewer stories in a more reflective format.

Podcast episodes are available through our website and on other platforms, including Spotify and Apple.

5,244 listens across all platforms

During 2024 we sought to strengthen relationships with existing supporting churches, reach new churches, and through our **Church Partnership programme** give churches the opportunity to partner with us to bring about long-term change in the MENA.

Our staff and ambassadors visited over 170 churches to tell them more about the Middle East and how God is using SAT-7 across this region. The Church Partnership programme continued to grow with church partners receiving quarterly reports and prayer points.

In July, over 30 volunteer ambassadors visited Chippenham for a special in-person day event with SAT-7 International CEO Rita El-Mounayer. The ambassadors were inspired by Rita's story and vision for the future, as well as having an opportunity to meet face-to-face, share ideas and learn about new resources.





Top: A visit to the SAT-7 PARS studio in London for staff and supporters
Bottom: SAT-7 International CEO Rita El-Mounayer attends an ambassador training day

INCREASING REACH THROUGH PRESS AND MEDIA

The year also saw a significant increase in our profile and media reach. Through a strategic partnership with Jersey Road Agency, we saw successful engagement with the UK Christian media. Several UK and International staff featured on UCB1 and UCB2 radio. A thought leadership article on the uncertainty after the fall of the Assad regime in Syria was very well received, and became the top story for both Evangelicals Now and Christian Today. SAT-7's CEO Rachel Fadipe was featured on a number of BBC regional radio programmes, as well as joining Premier's Inspirational Breakfast. SAT-7 ARABIC's Marianne Awaraji contributed to Woman Alive, reflecting on motherhood amid Lebanon's conflict. Martin Thomas was interviewed for World TV Day by TWR, UCB and Premier Radio.



Above: A selection of SAT-7 UK's press coverage highlights in 2024

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

A key focus area for this year was the development of sustainable stewardship activities that give back to our supporters and in turn, increases their loyalty to SAT-7. The highlight of these activities was our first **Thanking Week** held in May, during which 22 staff and trustees took part phoning or sending postcards to over 560 supporters.

Through our appeals, events, conferences and speaking engagement programme, we connected with Christians across the country, deepening our reach, engagement and impact and generating new supporters, ambassadors and church partners. We continued to prioritise supporter care and relationship management, seeking to deepen relationships with our supporters.

We made 13 **fundraising trips** within the UK and British Overseas Territories during the year, to Scotland, the Isle of Man, Ireland, Jersey, Gibraltar and the Cayman Islands. We were greatly blessed by the generous support of forty-nine grant making trusts. We are thankful for those supporters who have decided to partner with SAT-7 UK through larger donations. Our Philanthropy and Partnership team take care to develop meaningful connections between major donors and our activities, and we have been greatly blessed that the fruit from these relationships is enabling SAT-7 to grow.

We also increased investment in our **paid marketing reach** across a range of social media and Christian digital platforms, including Eden and Premier Christianity Magazine online. This enabled us to profile our message and resources to new audiences, enabling more than 5,000 new people to connect with SAT-7, and to pray for and learn more about the MENA region.





Above: SAT-7 UK staff team away day in Bath, September 2024

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

During 2024, we have continued to support the wider SAT-7 family through collaboration on the development of plans for their annual Partnership Gathering, contributing to the development of the new global strategic goals, and actively participating in the SAT-7 International Management meetings, as well as serving on the SAT-7 International Council and Executive Board.

We remained committed to embedding our core values (right) into our organisational culture.

These values were reinforced through activities, including our daily devotional time, team meetings, staff survey, team days, and staff retreats.

In 2024, we continued our focus on staff well-being by holding a series of wellness check-in surveys and topic-related engagement opportunities to foster a supportive and thriving workplace.

OUR VALUES

WE *AGREE* TO BE
AUTHENTIC

WE *CHOOSE* TO BE
COURAGEOUS

WE *STRIVE* TO BE
CREATIVE

WE *COMMIT* TO BE
SERVANT-HEARTED

TIMELINE OF 2024 (Q1-2)

RACHEL FADIPE SPEAKS AT EVENT LED BY LOCAL MP



REMEMBERING THE EARTHQUAKES

As Türkiye and Syria mark the first anniversary of devastating earthquakes, special episodes on SAT-7 highlight the role played by the Church in supporting those affected. SAT-7 TÜRK's current affairs programme *Worldview* speaks to local Christians involved in the humanitarian effort. SAT-7 ARABIC programme *You Are Not Alone* talks to Syrians affected by the quakes and hears about the work of the Church there.



ANNUAL PARTNERSHIP GATHERING IN LIMASSOL, CYPRUS



200 supporters ATTEND VIRTUAL 40 MINUTES OF PRAYER EVENT

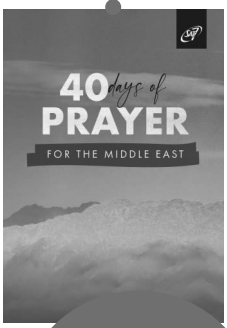
JANUARY



CHILDREN ENGAGE ACROSS DIVIDES

The second season of *Puzzle*, an innovative activity programme for young people, begins airing on SAT-7 KIDS. Filmed in Lebanon, the show brings together children aged 10-15 years from various backgrounds. Through taking part in a range of engaging challenges, the participants are encouraged to connect with others across traditional divides, promoting Freedom of Religion or Belief and the acceptance of differences.

FEBRUARY



LAUNCH OF 40 DAYS OF PRAYER BOOK AND CAMPAIGN

MARCH



SPECIAL EASTER COVERAGE

SAT-7 TÜRK broadcasts a live service from a church in Istanbul that was attacked by gunmen in January. SAT-7 ARABIC broadcasts live from a church in Bethlehem and hosts a talk show with local church leaders. SAT-7 KIDS airs a musical, *Salvation, Not Just Death*, performed by a church in Upper Egypt, focusing on how people's lives were changed by Jesus. And SAT-7 PARS broadcasts a one-hour special Easter documentary called *Journey of the Cross*.

HIT SERIES *THE CHOSEN* COMING TO SAT-7

SAT-7 announces that the international hit series *The Chosen* will soon be broadcast on its platforms, enabling viewers across the MENA to watch its powerful portrayal of the life of Jesus and the journey of His disciples. SAT-7 has secured the rights to broadcast *The Chosen*'s first three series on all three of our satellite channels, as well as streaming platform SAT-7 PLUS, until 2027. SAT-7 is part of a global push to help *The Chosen* – and thus the Gospel – reach one billion viewers all over the world.

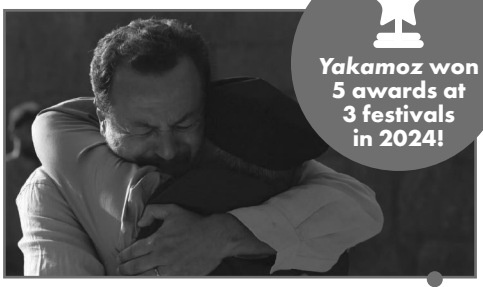




FEATURE FILM TAKEN UP BY FIVE INTERNATIONAL AIRLINES

SAT-7's first feature-length film, *Toxic*, is taken up by five international airlines for their in-flight playlists, making the movie – and its powerful message of forgiveness – available to millions of travellers.





RELEASE OF HISTORICAL SAT-7 TÜRK FILM

SAT-7 TÜRK release historical feature film *Yakamoz* amid national media attention. This beautiful film, which marks the centenary of the momentous population exchange between Türkiye and Greece, emphasises peaceful co-existence while shining a light on an important part of Türkiye's Christian past.

APRIL

MAY

JUNE

SAT-7 UK HOLDS FIRST EVER THANKING WEEK



SAT-7 UK holds its first ever 'Thanking Week' dedicated to thanking supporters. 22 staff and trustees took part, phoning or sending postcards to over 560 supporters.



CHILDREN ENCOUNTER JESUS THROUGH POWERFUL SHORT FILM

Adonai, a powerful short film about Jesus, is released on SAT-7 KIDS. The film tells the story of a group of young friends who embark on an adventure in the forest – and have an encounter with the living Jesus. "I was so touched..." said one Adonai viewer, "I felt that I wanted to meet Jesus."

TRAINING IN NEW TECHNOLOGY

The SAT-7 TÜRK studio in Istanbul hosts 20 staff from Egypt, Lebanon, and Cyprus for a multi-session training event in the use of Virtual Production, provided by experts in Augmented and Virtual Reality productions. A greenscreen environment is built in the Istanbul studio and the necessary equipment installed. This event represents the latest stage in the progressive rollout of Virtual Production technology across the ministry.



TIMELINE OF 2024 (Q3-4)

POPULAR YOUTH SHOW WRAPS UP

After five seasons and 200 episodes, SAT-7 PARS youth programme *Hashtag* comes to an end. This popular show, which was packed full of entertaining segments such as Bible stories, DIY tips and tricks, science experiments, world facts, and quizzes, leaves behind a legacy in the hearts of viewers who, in the words of young Iranian viewer Deena, now "know the Bible in a deeper and better way".



500 PARTICIPANTS PRAY WITH SAT-7



LAUNCH OF MIDDLE EAST PRAYER EXPERIENCE AT NEW WINE FESTIVAL



FIRST SAT-7 PROGRAMME FOR TAJIK WOMEN

SAT-7 finishes production of 20 half-hour episodes of its first-ever programme aimed at Tajik women, many of whom are unable to gather legally and face persecution if they confess their faith. *World of Women's Thoughts*, produced in partnership with Media Mission the Messengers (aka SANSA), is part of a wider strategy to increase support for Tajik Christians.

JULY

AUGUST

SEPTEMBER



SUMMER CONFERENCES INCLUDE KESWICK & NORTHERN IRELAND





HELPING FAMILIES NAVIGATE CHALLENGES

As the Holy Land war increasingly spills over into the rest of the region, SAT-7 steps up its support for children and families. Weekly parenting workshops, led by psychologist Amal Ghaly, start on Facebook to help parents navigate the everyday challenges of raising children, compounded by the stress and anxiety of the escalating violence. Most attract between 50 and 100 live participants, with tens of thousands of viewers watching each session after it is reposted online.

SUPPORT FOR VIEWERS DURING BOMBINGS

As Lebanon experiences its worst violence in almost 20 years, SAT-7's studio in Beirut continues to broadcast programmes offering comfort and support to people shaken by September's devastating airstrikes. SAT-7 ARABIC's Viewer Support team connects with people on the ground and directs them to churches in Lebanon that are offering help, as well as providing vital emotional and spiritual support.





SEMINAR IN CANTONESE AND ENGLISH AT CHINESE MISSION FAIR

SPONSORSHIP AND SPEAKING AT CHRISTIANS IN MEDIA EVENT



LARGE AUDIENCE FOR CHRISTIAN FESTIVAL IN EGYPT

Thousands of young people and families gather for Count it Right, a vibrant Christian festival in Egypt, broadcast live on SAT-7. The annual event is hosted by Kasr El Dobara Evangelical Church at a retreat centre in Wadi Natroun. As in previous years, SAT-7 is the official media partner, broadcasting the event live over three days. The coverage attracts 1.2 million views on Facebook and 33,000 views on YouTube, with many more watching on the SAT-7 ARABIC channel.



COMFORT AND JOY CAMPAIGN

Our 'comfort and joy' campaign launches as part of the Christmas appeal, encouraging supporters to send messages of solidarity with Christians in the Middle East. We receive over 200 messages of encouragement and the appeal raises almost £65,000.



COMFORT AND JOY CAMPAIGN LAUNCHES

OCTOBER | NOVEMBER | DECEMBER



AWARD FOR *YES* PROJECT MOVIE

SAT-7 film *Perhaps God Sees Me* wins the Best Humanitarian Short Film Award at the prestigious Alexandria International Film Festival for Mediterranean Countries. The film was created as part of SAT-7's Youth for an Enabling Society (YES) project and tells a powerful and moving story of overcoming mental health issues and finding self-worth. Mainstream Egyptian television broadcasters have asked to screen it. The YES project also hosts its own creative media festival, attracting over 170 entries.



A IS FOR ADVENT LAUNCHES, INCLUDING ONLINE EVENT





HOPE AND BLESSING AT CHRISTMAS

SAT-7 ARABIC releases a beautiful and poignant rendition of the Christmas carol "O Come, O Come Emmanuel", filmed among the rubble in southern Lebanon, to inspire hope and peace among viewers affected by conflict. Meanwhile, the SAT-7 KIDS team broadcasts two special episodes of *Jesus is Our Strength* in which they connect with displaced Lebanese families. The team organises a Christmas celebration with families and gives them food packages and warm clothes.

PRIORITIES AND GOALS FOR 2025

GROWING AND SUPPORTING THE CHURCH IN THE MIDDLE EAST AND NORTH AFRICA

Through creative media content, we will share the Gospel, support the Church and serve society, supporting our viewers personally on their own journey of faith as they engage and interact with our content.

As 2025 is the last year of SAT-7 International's current strategy, we will continue to build on goals to help us further equip the Church for its witness to Christ. Here are just a few examples of how we will achieve this:

1

BRINGING PEOPLE TOGETHER

SAT-7 looks to equip our viewers to be agents of positive change in MENA society and promote its unity and stability. One way we do this is by engaging Christians with issues of contemporary concern. SAT-7 plans to introduce in 2025 one new current affairs programme on each of our channels, supported by dedicated social media pages. As the region continues to grapple with multiple conflicts, these programmes will include features and segments on the themes of peace and reconciliation, encouraging viewers to reach out across traditional national, ethnic, and social divides.



2



HARNESSING TECHNOLOGY

As part of our commitment to keep pace with technological change, SAT-7 intends to develop our use of Generative Artificial Intelligence. We believe that it has the potential to benefit our ministry significantly, but we must also harness it properly to avoid the risks it presents. In 2025 SAT-7 will integrate AI into our workflows as appropriate, and we will provide in-depth training in specific AI tools for our specialist staff. We will also explore using AI to produce a historical drama in Arabic, Persian and Turkish.

Top: Utilising technology on the set of SAT-7 PARS show *Sunday School*
Left: SAT-7 TÜRK programme *Panorama* offers a biblical perspective on current affairs

3

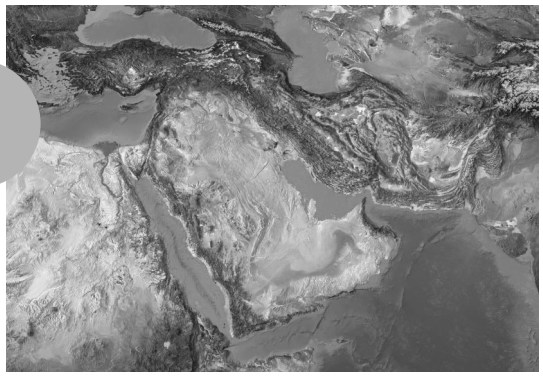
DESIGNING FOR IMPACT

SAT-7 aims to have clear goals for each of our programmes, and we are constantly looking for ways to improve and better understand the impact that our content has on our viewers. In 2025 we will introduce new principles into all our programme proposals and production planning, using focused audience research to identify the needs of those who engage with our content and understand how we can design what we produce most effectively. In this way we will learn from our viewers and be better able to assist them at whatever stage they may be on their journey of faith.



> **"I love SAT-7 so much. I've learned many beautiful hymns and stories from the Bible."**
>
> ELLEN, 11, FROM EGYPT

4



GOING BEYOND

SAT-7 longs to be relevant and accessible to everyone in the MENA, but because the region is so diverse, we need carefully to tailor our output to different areas and groups. We are seeking to deepen and broaden our appeal to audiences beyond the centres where we already have an established presence on the ground, and to achieve this in 2025 we will continue to increase programme and content production from and for the Levant, the Gulf, North Africa, Azerbaijan and Tajikistan.

The cast and crew on new SAT-7 ARABIC programme *Fabric*



PRIORITIES AND GOALS FOR 2025

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI

1

INSPIRING PRAYER

Prayer continues to be key priority for SAT-7 globally. We will continue to produce a range of high-quality print, digital and new audio-visual prayer resources to help supporters and churches pray regularly for the church in the MENA and the work of SAT-7. We will adapt our prayer campaigns, including for Lent and Advent, continuing to deepen supporters' understanding of the region and encourage prayer and engagement from Christians around the UK and ROI.

DEEPENING UNDERSTANDING



2

In 2025 we will develop new opportunities and resources for supporters to deepen their understanding of the Middle East and the challenges faced by Christians in this region.

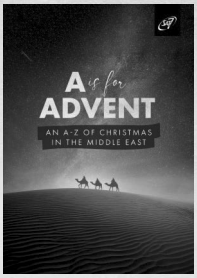
The Vision Days to SAT-7's Persian TV studio in west London will continue, giving church leaders and ambassadors the opportunity to meet the studio team and hear stories of faith among isolated and persecuted believers in the region. Through a range of resources, including *Insight* magazine, the Middle East Briefing and podcast, we will build on the progress of 2024 to reach new audiences, deepening readers' and listeners' understanding of life in the Middle East for Christians and viewers of SAT-7.

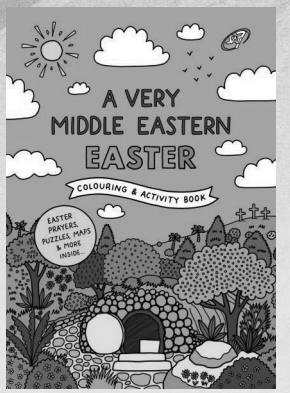
In 2025, with the support of our ambassadors, we will focus on growing our Church Partnership programme, reaching new churches and strengthening relationships with existing supporting churches.

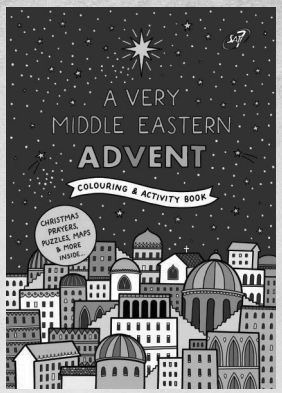
A selection of SAT-7 UK's print resources for 2024-5













3

INCREASING PROFILE

We want to increase the profile and standing of SAT-7 across the UK, reaching more Christians, church, press, media, political and voluntary networks, by communicating relevant news and current affairs from the MENA region and its Church. We will produce high-quality creative resources and events that demonstrate the mission and life-changing impact of SAT-7, to deepen understanding, engagement, giving, and prayer.

4

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

In 2025 we will continue to foster trust, understanding, and collaboration with supporters and donors, partnering with donors where their goals align with our mission. We will aim to identify and secure diverse funding sources, build long-term relationships, and demonstrate the impact and value of our work to deliver a sustainable increase in SAT-7 UK's income and donor base.

5

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

Through aligning the management of people with our goals and values, we want to attract, develop and retain talent to cultivate a highly motivated and happy team, fostering a positive workplace culture and an environment in which staff can flourish and develop. We will continue to embed our values into our team culture so that they are at the heart of everything we do. We will maintain a strong partnership with SAT-7 International through strategic input and collaboration.



"Despite all we hear about persecution, it's wonderful that you can tell us of green sprigs of hope."

KEN, SAT-7 SUPPORTER

FINANCIAL REVIEW OF 2024

OVERVIEW

In 2024, the UK economy experienced modest growth amidst a complex global landscape. Although the economy grew slightly in 2024, GDP per capita declined slightly, reflecting ongoing pressure on living standards.

We were greatly encouraged to end 2024 1.8% ahead of our income budget. We delivered £1.6M of support directly for Christians in the MENA through the production and broadcast of faith-filled satellite TV programmes, and £550K to mobilise the church in the UK to pray for and deepen their understanding of the MENA.

During 2024, SAT-7 UK continued to deliver a dynamic programme of fundraising and engagement activities, mobilising the Church in the UK and raising the voices of Christians in the Middle East. We continued to prioritise supporter care and relationship management, seeking to deepen relationships with our supporters.



On the set of SAT-7 PARS show *Raising Little Hearts*

FINANCIAL SUMMARY

The financial results for the year are set out in the Statement of Financial Activities. In 2024 SAT-7 UK's income was £2,547,154, 1.8% above the 2024 budget. SAT-7 UK made grants of £1,596,670 to SAT-7 International Trust during 2024.

Expenditure on raising funds was £555,401 (2023: £ 545,056) while expenditure on charitable activities was £2,153,085 (2023: £ 1,903,144). Net income and expenditure in 2024 showed a deficit of £161,332 (2024: surplus £152,748).

Net assets at 31 December 2024 were £703,831 (2023: £865,163). Cash at bank and in hand at 31 December 2024 amounted to £353,314 (2023: £ 410,934).

RESERVES POLICY

The trustees have established a policy whereby the unrestricted funds, not committed or invested in tangible fixed assets (the "free reserves") held by the charity, should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. In 2025 the planned working requirements are budgeted to be on average £78,925 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level.

At 31 December 2024 SAT-7 UK Trust ['the charity'] held total reserves of £703,831 comprising:

- The **Expendable Endowment Fund** which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000 all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The **Designated Funds** which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2024 the fund stood at £168,425 (2023 £386,080).
- **General Unrestricted Funds** stood at £225,406 (2023 £169,083) representing tangible fixed assets held for the charity's own use of £21,889 and free reserves of £203,517 (2023 £160,083).
- No **Restricted Funds** were held by the charity at 31 December 2024.

At 31 December 2024 the Free Reserves stood at £203,517 (2023 £ 160,083). This represented 2.57 months of expenditure on planned working requirements in 2025 which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

FUNDS HELD AS CUSTODIAN TRUSTEE

SAT-7 UK acts as a Custodian Trustee, holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in separate designated bank accounts with a trustee-approved bank mandate, safeguarding the movement of these funds.

In 2024, SAT-7 UK entered into a formal Custodian Agreement that puts into a written form an oral agreement between SAT-7 UK Trust and SAT-7 International Trust which pre-existed the Joint Ministry Agreement between the same parties of 1st August 2017.

Under common law, SAT-7 UK as Trustee holds funds on behalf of the Beneficiary, SAT-7 International Trust, in a custodian account, on bare trust for SAT-7 International. The funds of the trust are held in designated UK bank account(s) in the name of SAT-7 UK on behalf of the Beneficiary and controlled by the Beneficiary.

Refer to note 18 for details of the funds received, payments made, and balances held on bare trust for SAT-7 International Trust in the year.

INVESTMENTS

Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as the intention was to sell them. Due to an unsuccessful sale and the challenging economic situation, the decision was made to take the flats off the market hence, in December 2022, the flats were reclassified as fixed assets. A third flat is in the process of being donated to the charity but this ownership transfer has not completed.

GOING CONCERN

The trustees do not have any material uncertainties surrounding the charity continuing as a going concern. The trustees, therefore, do not consider it necessary to reflect, within the level of reserves, any estimate of the costs of closure.

LEGAL BASIS

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

   as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

OBJECTIVES, PRINCIPAL ACTIVITIES AND PUBLIC BENEFIT

PURPOSE

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing life changing joy

to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith and show how communities can both be Christian *and* Middle Eastern.

PUBLIC BENEFIT

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

GOVERNANCE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the board of Trustees, and the CEO, the Senior Director and the Operations Director. The Board of Trustees agree the annual salary levels of the Chief Executive. The trustees have delegated overall

management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, set objectives, establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2024 the trustees held their meeting in person, supplemented by video conferencing when needed, and met together in October 2024 for a two-day retreat meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance and General Purposes Committee to monitor the financial affairs of the Trust, act as the audit committee and to review and advise the trustees and senior staff on all employment matters affecting SAT-7 UK. In October 2022, a Governance Committee was set up to make recommendations on board governance including trustee succession planning.

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2024 SAT-7 UK was formally represented on the International Council of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus). The board chair Mr Richard Giles represented SAT-7 UK on the International Council of SAT-7 International Trust, and Mr Roy Kemp, the previous chair, remained an elected member of the Executive Board to the International Council of SAT-7 International Trust. SAT-7 UK made grants of £1,596,670 to SAT-7 International Trust during 2024.

TRUSTEE RECRUITMENT, INDUCTION & TRAINING

RECRUITMENT

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported as an inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Joining the Board is seen as a journey for both parties and is managed by the Governance Sub-Committee. Prospective candidates are interviewed by the existing trustees including the Board Chair and the CEO. If agreed by the Governance Sub-Committee, they are then invited to attend a Board meeting as an observer. After the meeting the Chair consults with the Board and a vote is taken. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then are subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2024 one new trustee was recruited and three trustees stood down. One trustee has served on the board for more than 9 years, this trustee has indicated that this is their last term of service. The Governance committee has a trustee recruitment plan is in place to ensure continuity on the board and provide effective new board members to replace these long serving trustees.

INDUCTION AND TRAINING OF TRUSTEES

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International.

At the board away days in October 2024 the trustees looked at the annual rhythm of board meetings to ensure that the board has the right strategic focus.

MANAGEMENT AND ORGANISATIONAL STRUCTURE

Trustees, working through the Board and its committees, are the ultimate decision makers for SAT-7 UK Trust. They entrust day-to-day management of the Charity to an Executive leadership team, which operates within a framework, and a scheme of delegation, set by the trustees. The Executive leadership team (known as the ELT) is led by the Chief Executive and comprises the Senior Director and the Director of Operations. Members of the ELT may attend Board meetings, but do not vote.

PAY POLICY FOR KEY MANAGEMENT

The key management personnel of the charity comprise the trustees, the Chief Executive, the Senior Director and Operations Director. The total employee benefits of the Leadership Team in 2024 were £205,203 (2023: £193,145). Details can be found in note 6 to the accounts.

Remuneration and benefits for executive management are determined on the basis of performance, and periodic peer sector benchmarking using Hay benchmarking data. In the case of the Chief Executive this power is delegated by the Finance and General Purposes Committee. In the case of other management personnel, pay and benefits are determined by the Chief Executive, subject to an overall budget agreed by the trustees.



SAT-7 UK Chief Executive Rachel Fadipe and former board chair Roy Kemp visit the travelling set of SAT-7 ARABIC programme *Today Not Tomorrow*, Egypt, May 2024

POLICY STATEMENTS: DATA PROTECTION, REGULATORY ACTIVITY

DATA PROTECTION

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used. SAT-7 UK therefore:

- adheres to current data protection legislation and is registered with the Information Commissioner's Office.
- protects the confidentiality of personal information and ensure its security at all times.
- does not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

MONITORING OF REGULATORY ACTIVITY

The Operations Director is responsible for data protection and for keeping up to date with The Code of Fundraising Practice to ensure that all response devices and data capture forms comply with data protection guidelines.

SAFEGUARDING, GRANT MAKING

SAFEGUARDING

Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.

SAT-7 UK updated its safeguarding policies in 2024 and continues to monitor its practices and training in this area.

Additionally, SAT-7 UK annually reviews the safeguarding policies of SAT-7 International Trust.

GRANT MAKING POLICY

SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance and General Purposes Committee (FGP) who report at each board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

RISK MANAGEMENT

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased secularisation and opposition to religion along with declining church attendance, supporter attrition, instability in the Middle East, the impact of a rising costs base. Each of these has action to mitigate, reduce or avoid. The actions are built

into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

STATEMENT ON FUNDRAISING PRACTICE

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2024.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2024 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2024 SAT-7 UK contracted the services of one professional external fundraising agency (as defined by section 58 of the Charities Act 1992) who acted on our behalf, calling supporters to thank them for their support, discuss their giving, and to invite them to in-person and online events.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2024 received 1 suppression requests through this service, all of which were actioned. During 2024, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- to raise money only when the likely income will be matched by needs.
- to represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- to always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- to communicate clearly about how our supporters' money will be used.
- to ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

WHO WE ARE

Registered name SAT-7 UK Trust Limited, also known as 'SAT-7 UK'

Registered charity number 1060612

Registered company number 03301736

Registered office 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Operations centre 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Company Secretary Mrs R Fadipe

Chief Executive Officer Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp, Mr J Clark (resigned May 2024), Mr C Miles (resigned August 2024), Mr M Haines, Mr R Giles, Mr D Taylor, Mr T Alqassis, Mrs J Bicknell, Mr A Massey (resigned Dec 2024), Mr N Graham (joined March 2024)

Leadership Team
Rachel Fadipe (Chief Executive Officer)
Martin Thomas (Senior Director)
Chris Beddoes (Operations Director)

Advisers to the Charity
Keelys Solicitors (HR Advisor)
28 Dam St, Lichfield, WS13 6AA

Auditor
Burton Sweet Limited Chartered Accountants
The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton, Bristol, BS48 1UR

Bankers
Unity Trust Bank plc
Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite
10 Queen Street Place, London EC4R 1BE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose

with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

AUDITOR

Burton Sweet Limited was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006, the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:

2nd Floor, 3-4 New Road
Chippenham
Wiltshire
SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries.

Approved by the trustees on
28 April 2025.

Signed on behalf of the trustees

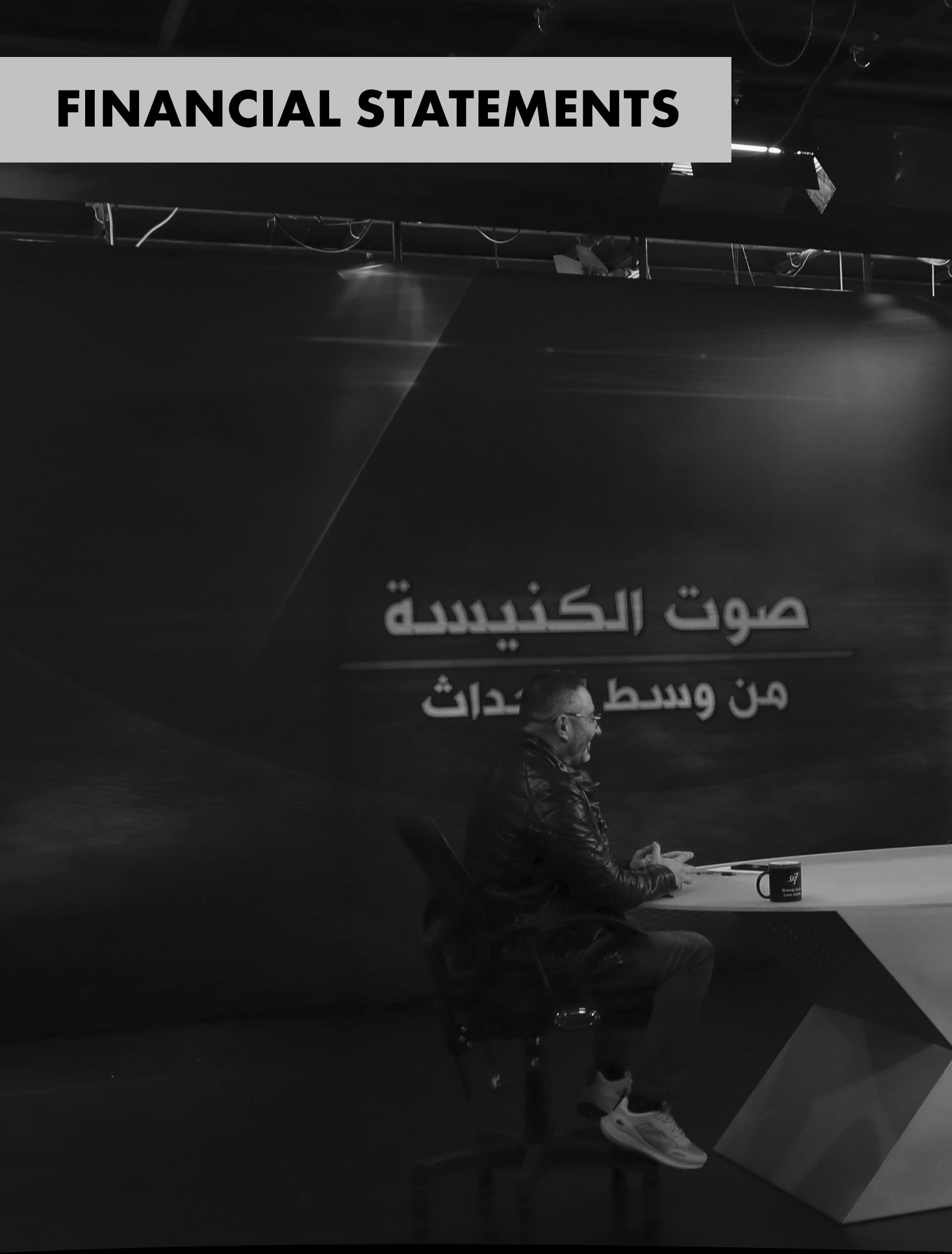




Rachel Fadipe
Chief Executive

Richard Giles
Chair of Trustees

FINANCIAL STATEMENTS





On the set of *Voice of the Church*, a weekly live prayer programme on SAT-7 ARABIC, January 2024

INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2024 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

BASIS FOR OPINION

We conducted out audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable law requirements.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with those charged with governance and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, pensions, environmental and health and safety legislation; and
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, inspecting legal correspondence and remaining alert during the audit for any indications of non-compliance.

Our audit procedures in relation to fraud included but were not limited to:

- making enquiries of those charged with governance and other management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- discussing amongst the engagement team the risks of fraud;
- gaining an understanding of the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations;
- testing journal entries to identify unusual transactions;
- assessing whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigating the rationale behind significant or unusual transactions.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joshua Kingston

Joshua Kingston ACA
Senior Statutory Auditor

For and on behalf of Burton Sweet Limited
Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol
BS48 1UR

Date: 28 April 2025



STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2024

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2024 £	*Total Funds 2023* £
Income and endowments from:							
Donations and legacies	2	1,649,647	-	862,222	-	**2,511,869**	*2,575,111*
Investments		26,600	-	-	-	**26,600**	*24,600*
Other trading activities		8,685	-	-	-	**8,685**	*1,237*
Total income		1,684,932	-	862,222	-	**2,547,154**	*2,600,948*
Expenditure on:							
Raising funds	3	555,401	-	-	-	**555,401**	*545,056*
Charitable activities	3	1,290,863	-	862,222	-	**2,153,085**	*1,903,144*
Total expenditure		1,846,264	-	862,222	-	**2,708,486**	*2,448,200*
Net income/ (expenditure)	5	(161,332)	-	-	-	**(161,332)**	*152,748*
Transfers between funds	15	217,655	(217,655)	-	-	**-**	-
Net movement in funds		56,323	(217,655)	-	-	**(161,332)**	*152,748*
Funds brought forward at 1 January	15	169,083	386,080	-	310,000	**865,163**	*712,415*
Funds carried forward at 31 December	15	225,406	168,425	-	310,000	**703,831**	*865,163*

Net expenditure for Companies Act purposes is **£161,332**.

The charity has no recognised gains or losses other than the results for the year as set out above. All of the activities of the charity are classed as continuing.

The notes on pages 47 to 65 form part of these financial statements. See note 21for fund-accounting comparative figures.

CHARITY BALANCE SHEET

As at 31 December 2024

Company Number 03301736

	Note	2024 £	2023 £
Fixed assets			
Tangible fixed assets	8	**21,889**	*9,000*
Investments	9	**310,000**	*310,000*
Current assets			
Stock		**960**	*1,376*
Debtors	10	**98,533**	*288,502*
Cash at bank and in hand		**353,314**	*410,934*
		452,807	*700,812*
Creditors: Amounts falling due within one year	11	**(80,865)**	*(145,749)*
Provisions for liabilities		**-**	*(8,900)*
Net current assets		**371,942**	*555,063*
Net assets		**703,831**	*865,163*
Endowment funds	16	**310,000**	*310,000*
Income funds			
Unrestricted			
General	16	**225,406**	*169,083*
Designated	16	**168,425**	*386,080*
		393,831	*555,163*
Total funds		**703,831**	*865,163*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These financial statements were approved by the trustees on 28 April 2025 and are signed on their behalf by:



Richard Giles
Chair of Trustees

The notes on pages 47 to 65 form part of these financial statements.

CASH FLOW STATEMENT

Year ended 31 December 2024

	Note	2024 £	2023 £
Operational cash flows			
Cash flows from operating activities			
Costs of Charitable Activities	13	**(2,222,483)**	*(1,939,336)*
Net outflow from operating activities		**(2,222,483)**	*(1,939,336)*
Cash flows for operating activities			
Donations and legacies	13	**2,702,965**	*2,377,384*
Other trading activities	13	**8,685**	*1,237*
Costs of raising funds	13	**(554,985)**	*(544,397)*
Net inflow for operating activities		**2,156,665**	*1,834,224*
Net (outflow)/inflow of operating activities		**(65,818)**	*(105,112)*
Non-operational cash flows			
Investing activities			
Investments - investment property income	13	**26,600**	*24,600*
Acquisition of tangible fixed assets	8	**(18,615)**	*(5,485)*
Loss on disposal of tangible fixed assets		**213**	-
		8,198	*19,115*
Net cash inflow/(outflow) for the year	14	**(57,620)**	*(85,997)*

CASH FLOW RESTRICTIONS

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 47 to 65 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1 ACCOUNTING POLICIES

a. The financial statements have been prepared in accordance with the historical cost convention except for investments which have been included at fair value and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

   The charity is a public benefit entity as defined under FRS102.

   The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees assess that the charity has sufficient reserves to be able to meet the challenges of the current economic environment and the charity's liabilities as they fall due.

b. Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

   i. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;

   ii. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c. Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

   Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

   Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. Governance costs are included within charitable activity costs.

d. Grants payable are charged in the year when the offer is conveyed to the recipient.

e. Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £1,000 are generally not capitalised.

   Depreciation is calculated so as to write off the cost of an asset, less its estimated

ultimate residual value, over the useful life of that asset as follows:

- Leasehold improvements - straight line over the length of the lease to the break clause
- Office equipment - 33% p.a. straight line
- Office furniture - 25% p.a. straight line

f. Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h. Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i. Designated funds form part of unrestricted funds and have been identified as being for particular purposes by the trustees. They are not restricted and can be undesignated at any time at the discretion of the trustees.

j. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

k. Property donated to the Charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the trustees believe this use is in line with intentions of the donor in the medium term.

l. The Charity contributes to defined contribution pension schemes. Contributions payable to the Charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

m. Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. Valuations are carried out every five years with an informal annual review to ensure no material change in valuation has occurred. Annual reviews by the trustees for indicators of impairment are carried out. The date of the last valuation was as at 31 December 2022 conducted by haart Estate Agents.

n. Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

o. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

p. Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 DONATIONS AND GIFTS

Current year	Unrestricted Funds	Restricted Funds	Endowment funds	Total 2024	*Total 2023*
	£	£	£	£	£
Churches	118,468	50,143	-	**168,611**	*176,573*
Institutions	*467,627*	452,000	-	**919,627**	*1,043,856*
Individuals	983,668	350,011	-	**1,333,679**	*1,096,234*
Legacies	*79,884*	10,068	-	**89,952**	*258,448*
	1,649,647	862,222	-	**2,511,869**	*2,575,111*

For the comparative figures, please see note 22.

3 EXPENDITURE

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2024	*Total 2023*
	£	£	£	£	£
Raising funds					
Staff costs	-	306,928	25,902	**332,830**	*337,506*
Promotional activities	-	136,492	-	**136,492**	*96,942*
Office costs	-	-	86,079	**86,079**	*110,608*
	-	443,420	111,981	**555,401**	*545,056*
Charitable activities					
Engaging with Christian communities in the UK	-	*367,765*	188,650	**556,415**	*402,589*
Growing & supporting the church in the MENA	1,596,670	-	-	**1,596,670**	*1,500.555*
	1,596,670	*367,765*	188,650	**2,153,085**	*1,903,144*
	1,596,670	811,185	300,631	**2,708,486**	*2,448,200*

For the comparative figures please see note 23.
Please see the following page for the definitions of the charitable activities described above.

The charitable activities of SAT-7 UK comprise generating funds, prayer and action to enable:



Children from *La Fiesta* sing a song to celebrate God's peace

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK

A deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.

GROWING AND SUPPORTING THE CHURCH IN THE MENA

The broadcasting of satellite TV and digital media programmes, to see a growing church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

Grants were paid to SAT-7 International Trust of **£1,596,670** (2023: £1,500,555).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

4 SUPPORT COSTS

Current year	Raising funds	Charitable activities	Total 2024	*Total 2023*
	£	£	£	£
Staff costs and staff related costs	25,902	4,864	**30,766**	*39,412*
Premises expenses	20,764	15,206	**35,970**	*45,958*
Admin expenses	62,724	137,248	**199,972**	*145,241*
Depreciation	2,591	2,922	**5,513**	*5,823*
Governance costs	-	28,410	**28,410**	*20,730*
	111,981	188,650	**300,631**	*257,164*

For the comparative figures please see note 24.

5 NET (EXPENDITURE) / INCOME FOR THE YEAR

This is stated after charging:

	Total 2024	*Total 2023*
	£	£
Depreciation	**5,513**	*5,823*
Auditor's fees		
For audit services	**9,158**	*8,775*
For accountancy services	**3,052**	*2,925*
For other services	**-**	*450*
Payments of Trustees' travel expenses	**786**	*1,191*

Number of trustees reimbursed for their out of pocket travel expenses: 2024: 6 (2022: 5). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £47,145 (2023: £33,247).

6 STAFF COSTS AND NUMBERS

The aggregate payroll costs were:

	Total 2024	*Total 2023*
	£	£
Wages and salaries	**568,700**	*509,205*
Social security costs	**48,309**	*42,997*
Pension contributions	**34,359**	*27,890*
Benefits	**1,671**	*4,291*
	653,039	*584,383*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension contributions.	**205,203**	*193,145*

No employee received emoluments between £60,000 to £70,000. (2023: One)

One employee received emoluments between £70,000 to £80,000. (2023: None)

The average weekly number of employees based on headcount during the year was 20 (2023: 18).

7 TAXATION

The charity is exempt from corporation tax on its charitable activities.

8 TANGIBLE FIXED ASSETS

	Leasehold improvements	Office equipment	Office furniture	Total
	£	£	£	£
Cost				
At 1 January 2024	5,149	48,321	15,348	**68,818**
Additions	14,689	3,926	-	**18,615**
Disposals	-	(17,727)	(720)	**(18,447)**
At 31 December 2024	19,838	34,520	14,628	**68,986**
Depreciation				
At 1 January 2024	4,962	39,997	14,859	**59,818**
Depreciation	187	5,125	201	**5,513**
Eliminated on disposal	-	(17,727)	(507)	**(18,234)**
At 31 December 2024	5,149	27,395	14,553	**47,097**
Net book value				
At 31 December 2024	14,689	7,125	75	**21,889**
At 31 December 2023	187	8,324	489	**9,000**

9 INVESTMENTS

The investment properties are revalued by the trustees every five years as a policy so the carrying amount does not differ materially from the fair value of the asset at the end of the reporting period. The trustees obtained a formal valuation at 31 December 2022 from Haart Estate Agents.

	Total 2024	*Total 2023*
	£	£
Investment properties		
Market value at 1 January	**310,000**	*310,000*
Market value at 31 December	**310,000**	*310,000*
Historical cost of 31 December	**310,000**	*310,000*

10 DEBTORS

	Total 2024	*Total 2023*
	£	£
Other debtors	**902**	*1,065*
Prepayments	**18,207**	*16,917*
Accrued income	**62,967**	*262,834*
Tax reclaimable under Gift Aid	**16,457**	*7,686*
	98,533	*288,502*

11 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total 2024	*Total 2023*
	£	£
Trade creditors	**20,025**	*9,169*
Accruals and deferred income	**40,938**	*19,346*
Other creditors	**4,764**	*3,300*
SAT-7 International Trust	**15,138**	*113,934*
	80,865	*145,749*

12 COMMITMENTS UNDER OPERATING LEASES

At 31 December 2024 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2024 Land & buildings	*2023 Land & buildings*
	£	£
Within 1 year	**2,688**	*13,598*
2 to 5 years	**6,072**	*2,684*

13 RECONCILIATION OF THE STATEMENT OF FINANCIAL ACTIVITIES TO THE CASH FLOW STATEMENT

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
	£	£	£	£	£
Income from:					
Donations and legacies	**2,511,869**	-	-	-	
Movement in tax reclaimable under Gift Aid		(8,771)	-	-	
Movement in donation debtor		-	-	-	
Movement in accrued income		199,867	-	-	
					2,702,965
Investments	**26,600**	-	-	-	**26,600**
Other trading activities	**8,685**	-	-	-	**8,685**
Expenditure on:					
Raising funds	**(555,401)**	-	-	-	
Increase in stock		-	-	416	
					(554,985)
Charitable activities	**(2,153,085)**	-	-	-	
Depreciation eliminated	**5,513**	-	-	-	
Movement in other debtors and prepayments		(1,127)	-	-	
Decrease in trade and other creditors		-	(86,476)	-	
Increase to accruals		-	21,592	-	
Decrease in provision for liabilities		-	(8,900)	-	
					(2,222,483)
Balance sheet movements		189,969	(73,784)	416	

For comparative figures please see note 25.

14 ANALYSIS OF CHANGES IN CASH DURING THE YEAR

	2024	2023	Change
	£	£	£
Cash at bank and in hand	**353,314**	*410,934*	**(57,620)**

	2023	*2022*	**Change**
	£	£	**£**
Cash at bank and in hand	*410,934*	*496,931*	***(85,997)***



SAT-7 PARS teaching show *Salt and Light* examines what it means to be a Christian in every aspect of life

15 MOVEMENT IN FUNDS

Year ended 31 December 2024	At 1 Jan 2024	Income	Expenditure	Transfers	At 31 Dec 2024
	£	£	£	£	£
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	47,483	(47,483)	-	-
Cross Channel: Children's Programming	-	96,314	(96,314)	-	-
Cross Channel: Discipleship Programming	-	930	(930)	-	-
Cross Channel: Women's Programming	-	8,540	(8,540)	-	-
SAT-7 ARABIC	-	172,511	(172,511)	-	-
SAT-7 KIDS	-	46,391	(46,391)	-	-
SAT-7 Lebanon Studio Appeal	-	236,925	(236,925)	-	-
SAT-7 PARS	-	160,338	(160,338)	-	-
SAT-7 TURK	-	37,315	(37,315)	-	-
UK Nationals working for SAT-7	-	50,267	(50,267)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	5,208	(5,208)	-	-
	-	862,222	(862,222)	-	-
Unrestricted funds					
General funds	169,083	1,684,932	(1,846,264)	217,655	225,406
Designated funds					
Development in the UK	184,080	-	-	(57,655)	126,425
Funds yet to be received	192,000	-	-	(160,000)	32,000
Investment property	10,000	-	-	-	10,000
	555,163	1,684,932	(1,846,264)	-	393,831
Total funds	**865,163**	**2,547,154**	**(2,708,486)**	**-**	**703,831**

The comparative movement in funds figures can be found in note 26.

Transfers	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	(214,086)	-	214,086
Transfer to UK Development Fund	156,431	-	(156,431)
Funds yet to be received	-	(160,000)	160,000
	(57,655)	(160,000)	217,655

Endowment funds

Expendable endowment	Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

Restricted funds

Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.

SAT-7 Lebanon Studio Appeal	Fund for the purchase of the Lebanon Studio Site.
SAT-7 PARS	Fund for the operational costs of SAT-7's Persian language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
UK Nationals working for SAT-7 International Trust	Fund for the costs of UK nationals working for SAT-7 international Trust.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust.

Development in the UK	Fund for targeted initiatives to advance the work and impact of SAT-7 UK Trust in GB and Ireland.
Funds yet to be received	The fund represents selected multi-year grants and legacies recognised as income but not yet received, therefore the trustees have designed these funds until they have been received and are able to be spent.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

16 ANALYSIS BETWEEN FUNDS

The comparative figures for the analysis of net assets between funds note can be found in note 27.

As at 31 December 2024	Investments £	Tangible fixed assets £	Other net assets £	Total £
Endowment fund				
Expendable endowment	310,000	-	-	**310,000**
	310,000	-	-	**310,000**
Unrestricted funds				
General funds	-	21,889	203,517	**225,406**
Designated funds	-	-	168,425	**168,425**
	310,000	21,889	317,942	**703,831**

17 COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 FUNDS HELD AS A CUSTODIAN FOR OTHERS

At the year end, the charity held £931,657 (2023: £694,154) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,707,304 (2023: £1,502,373). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,469,800 (2023: £1,400,971).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 RELATED PARTY TRANSACTIONS

There are no related party transactions other than disclosed elsewhere in these financial statements.

20 POST BALANCE SHEET EVENT

At the year-end the charity was in the process of completing on a donated property. The property is valued at £80,000 and is expected to complete in the first half of the 2025 year. As entitlement to the property will occur at the completion date, the income and asset will be recognised in the year to 31 December 2025.



We Grow Together celebrates children's birthdays on SAT-7 KIDS



Original Lebanese drama *For Your Eyes Only* broadcasts on SAT-7 ARABIC



SAT-7 TÜRK's *Great News* provides entertainment and Christian teaching for Turkish children

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

21 STATEMENT OF FINANCIAL ACTIVITY COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Endowment Funds	*Total Funds* 2023
	£	£	£	£	£
Income and endowments from:					
Donations and legacies	*1,985,064*	-	*590,047*	-	*2,575,111*
Investments	*24,600*	-	-	-	*24,600*
Other trading activities	*1,237*	-	-	-	*1,237*
Total income	*2,010,901*	-	*590,047*	-	*2,600,948*
Expenditure on:					
Raising funds	*545,056*	-	-	-	*545,056*
Charitable activities	*1,313,097*	-	*590,047*	-	*1,903,144*
Total expenditure	*1,858,153*	-	*590,047*	-	*2,448,200*
Net income/(expenditure)	*152,748*	-	-	-	*152,748*
Transfers between funds	*(202,809)*	*202,809*	-	-	-
Net movement in funds	*(50,061)*	*202,809*	-	-	*152,748*
Funds brought forward at 1 January	*219,144*	*183,271*	-	*310,000*	*712,415*
Funds carried forward at 31 December	*169,083*	*386,080*	-	*310,000*	*865,163*

22 DONATIONS AND GIFTS COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Restricted Funds	Endowment funds	*Total 2023*
	£	£	£	£
Churches	*117,732*	*58,841*	-	*176,573*
Institutions	*781,993*	*261,863*	-	*1,043,856*
Individuals	*826,891*	*269,343*	-	*1,096,234*
Legacies	*258,448*	-	-	*258,448*
	1,985,064	*590,047*	-	*2,575,111*

23 EXPENDITURE COMPARATIVE FIGURES

Prior year	Grants payable	Direct costs	Support costs (note 24)	*Total 2023*
	£	£	£	£
Raising funds				
Staff costs	-	*303,879*	*33,627*	*337,506*
Promotional activities	-	*96,942*	-	*96,942*
Office costs	-	-	*110,608*	*110,608*
	-	*400,821*	*144,235*	*545,056*
Charitable activities				
Mobilising the Church in the UK	-	*289,660*	*112,929*	*402,589*
Growing the MENA Church	*1,500,555*	-	-	*1,500,555*
	1,500,555	*289,660*	*112,929*	*1,903,144*
	1,500,555	*690,481*	*257,164*	*2,448,200*

24 SUPPORT COSTS COMPARATIVE FIGURES

Prior year	Raising funds	Charitable activities	*Total 2023*
	£	£	£
Staff costs and staff related costs	*33,627*	*5,785*	*39,412*
Premises expenses	*30,012*	*15,946*	*45,958*
Admin expenses	*77,568*	*67,673*	*145,241*
Depreciation	*3,028*	*2,795*	*5,823*
Governance costs	-	*20,730*	*20,730*
	144,235	*112,929*	*257,164*



Miltan Danil and Aylin Ashyar, the presenters of *Principles of Faith* on SAT-7 PARS, now in its ninth season

25 RECONCILIATION OF THE STATEMENT OF FINANCIAL ACTIVITIES TO THE CASH FLOW STATEMENT

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
	£	£	£	£	£
Income from:					
Donations and legacies	**2,575,111**	-	-	-	
Decrease in tax reclaimable under Gift Aid		2,458	-	-	
Movement in donation debtor		40,750	-	-	
Movement in accrued income		(240,935)	-	-	
					2,377,384
Investments	**24,600**	-	-	-	**24,600**
Other trading activities	**1,237**	-	-	-	**1,237**
Expenditure on:					
Raising funds	**(545,056)**	-	-	-	
Increase in stock		-	-	659	
					(544,397)
Charitable activities	**(1,903,144)**	-	-	-	
Depreciation eliminated	**5,822**	-	-	-	
Movement in other debtors and prepayments		(40,443)	-	-	
Decrease in trade and other creditors		-	(10,096)	-	
Increase to accruals		-	(375)	-	
Decrease in provision for liabilities		-	8,900	-	
					(1,939,336)
Balance sheet movements		(238,170)	(1,571)	659	

26 MOVEMENT IN FUNDS COMPARATIVE FIGURES

Year ended 31 December 2023	At 1 Jan 2023	Income	Expenditure	Transfers	At 31 Dec 2023
	£	£	£	£	£
Endowment funds					
Expendable endowment	*310,000*	-	-	-	*310,000*
	310,000	-	-	-	*310,000*
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	*133,227*	*(133,227)*	-	-
Cross Channel: Children's Programming	-	*52,547*	*(52,547)*	-	-
Cross Channel: Discipleship Programming	-	*874*	*(874)*	-	-
Cross Channel: Women's Programming	-	*20,376*	*(20,376)*	-	-
SAT-7 ACADEMY	-	*11,286*	*(11,286)*	-	-
SAT-7 ARABIC	-	*105,941*	*(105,941)*	-	-
SAT-7 KIDS	-	*30,112*	*(30,112)*	-	-
SAT-7 Lebanon Studio Appeal	-	_	-	-	-
SAT-7 PARS	-	*145,726*	*(145,726)*	-	-
SAT-7 TURK	-	*39,753*	*(39,753)*	-	-
UK Nationals working for SAT-7	-	*49,805*	*(49,805)*	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	*400*	*(400)*	-	-
	-	*590,047*	*(590,047)*	-	-
Unrestricted funds					
General funds	*219,144*	*2,010,901*	*(1,858,153)*	*(202,809)*	*169,083*
Designated funds					
Development in the UK	*173,271*	-	-	*10,809*	*184,080*
Funds yet to be received	_	-	-	*192,000*	*192,000*
Investment property	*10,000*	-	-	_	*10,000*
	402,415	*2,010,901*	*(1,858,153)*	-	*555,163*
Total funds	*712,415*	*2,600,948*	*(2,448,200)*	-	*865,163*

Descriptions for the funds above can be found in note 15.

Transfers	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	*(118,260)*	-	*118,260*
Transfer to UK Development Fund	*129,069*	-	*(129,069)*
Funds yet to be received	-	*192,000*	*(192,000)*
	10,809	*192,000*	*(202,809)*

27 ANALYSIS OF NET ASSETS BETWEEN FUNDS COMPARATIVE FIGURES

As at 31 December 2023	Investments	Tangible fixed assets	Other net assets	Total
	£	£	£	£
Endowment fund				
Expendable endowment	*310,000*	-	-	*310,000*
	310,000	-	-	*310,000*
Unrestricted funds				
General funds	-	*9,000*	*160,083*	*169,083*
Designated funds	-	-	*386,080*	*386,080*
	310,000	*9,000*	*546,163*	*865,163*

SAT-7 UK Trust Limited
A Company Limited by Guarantee

Company Registration No 03301736
Registered Charity no 1060612

SAT-7 UK, 3-4 New Road
Chippenham
Wiltshire
SN15 1EJ
+44 (0)1249 765 865
respond@sat7uk.org

Visit

www.sat7uk.org

today for the latest news on SAT-7's work in the Middle East.

Names of viewers throughout have been changed for security reasons and images used for representation only.

Images: SAT-7, Shutterstock.com

xodo sign
by apryse

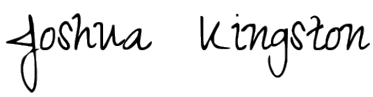
Audit Trail

Document Details

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SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK

ANNUAL REPORT 2023



Report of the Trustees & Accounts
For the year ended 31st December 2023
SAT-7 UK Trust Limited

Company Registration No 03301736
Registered Charity No 1060612



Responding to crisis in Türkiye, February 2023

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The Trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2023. The Trustees have adopted the provisions of the Statement of Recommended Practice FRS102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

A message from our Chief Executive and Chair of Trustees

In 2023 the Middle East and North Africa (MENA) was struck by a devastating sequence of disasters. Against the backdrop of ongoing conflicts in Syria and Yemen, huge earthquakes wrought widespread destruction in Türkiye, Syria, Morocco, and Afghanistan. A violent storm broke two dams in Libya, unleashing a torrent of mud and water through the city of Derna. Sudan descended inexorably into a brutal civil war. And the worst conflict to engulf the Holy Land in fifty years broke out in October. Thousands of people across the region have lost their lives. At the same time, pressures and restrictions on Christians being able to practice their faith openly, continued to increase across several parts of the region.

During these times our Trustees, Staff, and volunteer Ambassadors, have continually been humbled when hearing the testimonies of our viewers exhibiting extraordinary faith and courage. At the same time, we have been continually grateful to God for our longstanding supporters and donors and to those who've joined us in the past year. Their faithful, prayerful support and financial giving during what has been a time of financial pressure for so many, has been truly appreciated.

We trust that this Annual Report demonstrates how SAT-7 UK's goals and objectives have been growing the Church in the Middle East and North Africa, as well as in the UK. You will read about how, even in the midst of poverty, conflict and persecution, SAT-7 is bringing comfort and joy, showing God's love, and strengthening faith through the power of satellite TV and digital media.

Thank you for being a part of changing the story.



Rachel Fadipe
Chief Executive



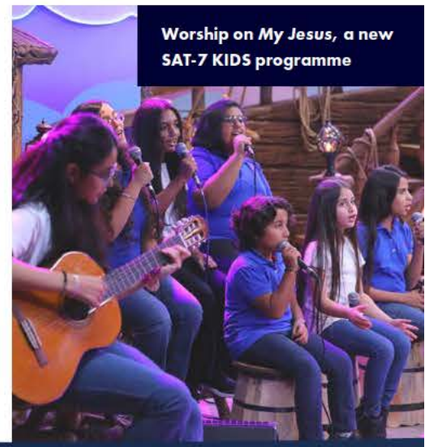
Richard Giles
Chair of Trustees



Teaching on SAT-7 KIDS



SAT-7 UK on the road



Worship on *My Jesus*, a new SAT-7 KIDS programme

OUR VISION

FAITH-FILLED TELEVISION

SAT-7 UK is part of an international Christian media ministry, bringing life changing joy to the people of the Middle East and North Africa (MENA) through powerful, faith-filled television and digital media programmes.

A THRIVING CHURCH

Our vision is to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

WE DO THIS BY...

1 BRINGING JOY

Our programmes – made by and for local believers – bring much-needed comfort, encouragement, and affirmation. What's more, we bring this where it's needed most – straight into the heart of the family home.

2 SHOWING LOVE

Across four channels, reaching millions of viewers in 25 countries, broadcasting 365 days-a-year, we are showing God's love to the Middle East and North Africa.

3 STRENGTHENING FAITH

Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus.



***My Jesus*, a new prayer and worship programme on SAT-7 KIDS**

OUR MISSION

OUTCOMES

GROWING THE CHURCH

To see a growing Church in the MENA and the UK, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

INVESTING IN THE FUTURE

To see an increased and actively engaged support base giving regularly to sustain the work of SAT-7, so that SAT-7 UK is raising a sustainable £4M with over 3,500 donors.

DEEPENING UNDERSTANDING

Supporters and funders have a deepened understanding of the challenges faced by Christians and the people of the MENA region, impact of SAT-7, to create opportunities to pray, engage and partner for change.

BUILDING ENDURANCE

The wider SAT-7 family are strengthened through a healthy relationship with SAT-7 UK and by strategic input and collaboration. SAT-7 UK is a sustainable organisation, with a culture of best practice and innovation, where staff know they are supported and valued.

















UK
TÜRKIYE
AZERBAIJAN
TAJIKISTAN
SYRIA
LEBANON
HOLY LAND
IRAQ
IRAN
AFGHANISTAN
JORDAN
TUNISIA
MOROCCO
ALGERIA
LIBYA
EGYPT
KUWAIT
BAHRAIN
QATAR
UAE
SAUDI ARABIA
OMAN
MAURITANIA
SUDAN
YEMEN
SOUTH SUDAN

THEORY OF CHANGE

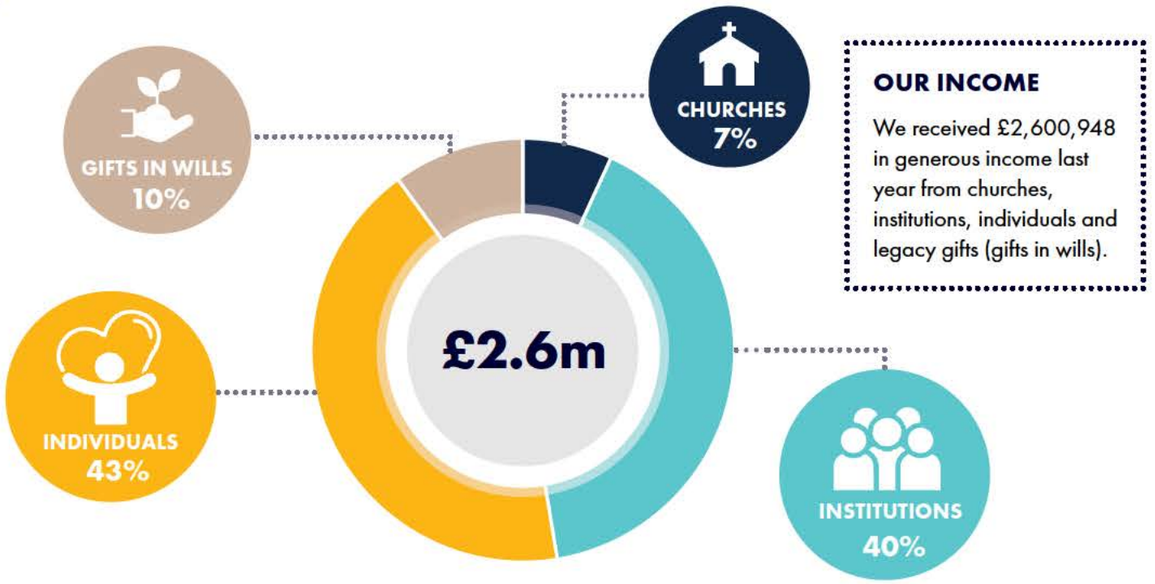
Our 2023-2027 strategy is built on a theory of change framework with four outcomes and values, helping us to deliver our UK charitable objectives and impact across the Middle East and North Africa region.

VALUES

Our Christian faith and values are at the heart of who we are and what we do; bringing joy, showing love, strengthening faith – not just of our viewers across the MENA, but also in the lives of our staff, volunteers, supporters and partners in the UK.

- We agree to be authentic
- We choose to be courageous
- We strive to be creative
- We commit to be servant-hearted

2023 IN NUMBERS



OUR INCOME

We received £2,600,948 in generous income last year from churches, institutions, individuals and legacy gifts (gifts in wills).

OUR EXPENDITURE

We spent £2,448,200 in 2023 on charitable activities and raising funds. For every **£1** you donated...

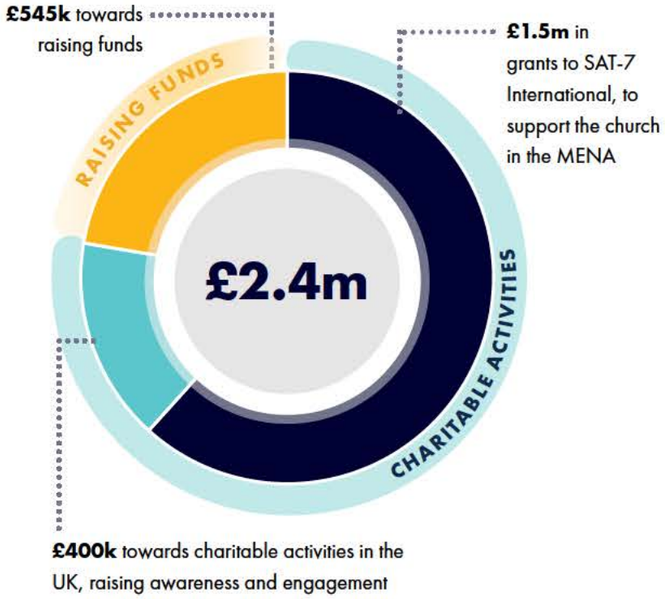
CHARITABLE ACTIVITIES

61p went towards grants to SAT-7 International, to support the church in the MENA region

17p went towards public awareness raising and engagement, including prayer resources, magazines, events and briefings

RAISING FUNDS

22p went towards raising funds, including the majority of our staff and operational costs



YOU GAVE £1,500,555 TO OUR CHANNELS HELPING TO FUND...



REVIEW OF THE YEAR

SAT-7 IN THE MENA

SUPPORTING CHRISTIANS IN TIMES OF ISOLATION

In 2023 the SAT-7 PARS team developed new initiatives and programmes to strengthen their ministry to viewers in the Persian-speaking world. These deepened and strengthened our wide-ranging support for Persian viewers, who are desperate for prayer, teaching, and fellowship as they live out their faith in restrictive cultures. Despite a major lack of Freedom of Religion or Belief in the region, people are still coming to faith in Jesus, and SAT-7 PARS is eager to strengthen these new believers.

In January 2023 a secure Bible teaching group, hosted on video platform Zoom, was started for isolated believers in Iran and Afghanistan. One Iranian woman, named Farimah, has seen real changes in her life since she started attending the Zoom meetings. "I am better able to pray, I have more enthusiasm for the Lord, and my relationship with my husband has improved," she said.

At SAT-7's Limassol studio in Cyprus, virtual technology is revolutionising how shows are produced. Panayiotis Keenan, Executive Director of SAT-7 PARS, explains. "Now with the help of STYPE technology, we can maximise the possibility for using visually appealing virtual sets in 3D environments with synchronised camera movement. We have already begun using this technology on *Church4Kids* and *Sanctuary of the Heart*."

"I am better able to pray, I have more enthusiasm for the Lord, and my relationship with my husband has improved.

FARIMAH, *ZOOM PARTICIPANT*



Mariam, presenter of *Church4Kids*, on the new virtual set



Inner Revolution offers teaching and counsel in the face of emotional challenges

SERVING SOCIETY AS A WITNESS

In Türkiye, 2023 will forever be remembered as the year in which major earthquakes devastated parts of the south. In the aftermath, SAT-7 TÜRK sought to be a voice of comfort and strength for those affected, mobilising prayer across the region and shining a light on examples of Christ like love.

Over 55,000 people lost their lives in the earthquakes that struck Türkiye and Syria in February, a disaster that impacted close to 18 million people. Although SAT-7 TÜRK's Istanbul studio was far from the disaster zone; many staff grew up in the region and have family there. Despite their own shock and pain, the SAT-7 TÜRK team responded immediately to support a grieving nation through prayer, information, and advice. A film crew travelled to the disaster zone as soon as the authorities gave permission and highlighted the work of the local church in providing aid and supporting survivors.

In the months that followed, SAT-7 TÜRK continued to prioritise support for quake survivors. Expert guests appeared on different shows to advise viewers: *Homemade* featured geologists to address fears about the threat of a further earthquake in Istanbul, and *Parents are Asking* interviewed a trauma specialist on how to help children heal from shock and anxiety.

Flagship SAT-7 TÜRK programme *Homemade* entered its eighth season in 2023. "I talk [to the viewers] honestly about my troubles and things I have received healing from," says presenter Şemsa Deniz Bakır. She believes it is this sincerity and warmth that has kept the show thriving for more than seven years. The programme receives around 20 questions per episode, and testimonies suggest that it is engaging with viewers, both men and women, in a consistent and healthy way. One such viewer is Murat who found *Homemade* and other SAT-7 TÜRK programmes while recovering from a work-related injury. His sense of God's love grew stronger over time, and he recently committed his life to following Jesus. Murat wants to travel to Istanbul to meet the *Homemade* team, and they have continued to support him on his faith journey.



SAT-7 TÜRK reporting from the earthquake zone


Şemsa Deniz Bakır on the set of *Homemade*

"I talk [to the viewers] honestly about my troubles and things I have received healing from...I share my love for the Lord, my mistakes, and my joys.

ŞEMSA, *HOMEMADE* PRESENTER



In 2023 the Arab world was struck by multiple disasters, from earthquakes in Syria and Morocco, to floods in Libya, to violent conflicts in Sudan and the Holy Land. Throughout these trying times, SAT-7 ARABIC has been on hand to support our viewers.

"We are here to be a strong and clear voice for the Church in the Middle East and North Africa, to promote peace and justice. We believe in the power of prayer, in the power of our Lord Jesus Christ, the Author of Peace, to intervene and send His mercy.

RAMI AL-HALASEH, *SAT-7 ARABIC EXECUTIVE DIRECTOR*

Tragically these crises are only the latest of a long series that have seriously damaged young people's hopes for the future. In response to an increased sense of desperation among the next generation, SAT-7 ARABIC is making programmes that encourage and equip youth to make positive changes in their lives and in the world around them. Several new shows were added to the schedule in 2023. One of these is *Catalyst*, a fast-paced programme that discusses different topics relating to youth, including prayer, addictions, and personal goals, from a Christian and ethical perspective. Its aim is to connect with young people and give them hope and guidance by offering a clear, moderate voice that explains how they can make the right choices and take Jesus as their model.

Widespread uncertainty and confusion in the face of ongoing crisis are found among older viewers too. So, SAT-7 ARABIC has also produced a new programme called *Outside the Podium*, in which Pastor Sameh Maurice answers questions from viewers about loss, pain, suffering, and insecurity.



New SAT-7 ARABIC programmes are helping to encourage and equip young people and give them hope for the future.

MEETING THE NEEDS OF YOUNG VIEWERS

Throughout a turbulent 2023, our dedicated Arabic children's channel, SAT-7 KIDS, has been helping children both deal with the difficulties in their lives and take a much-needed break from them.

One such programme is *Behind The Door*, a vibrant live show that helps young children learn about Jesus through games and challenges that are revealed from behind two mysterious doors. Now in its second series, the show is hosted by a long-time SAT-7 KIDS presenter as well as new talents who use their music and acting skills to unpack the Bible. There is also plenty of time during each episode to talk about the issues young people are facing. This year the programme covered topics such as social media and jealousy, fear and anxiety, and Jesus the Good Shepherd, and invited viewers to share their thoughts on air.

"Thank you so much for always being here for us and for leading us to the right path...Your presence in our lives makes a big difference.



SUZY, A YOUNG GIRL FROM EGYPT AND VIEWER OF *BEHIND THE DOOR*

A mother of two contacted the show to express how much her whole family enjoys the programme. "*Behind The Door* is so popular. The kids wait for it every week, and even my husband and I watch it!"

My School, SAT-7's pioneering programme providing high-quality complementary education in the Arab world, wrapped up its fifth and final season in 2023. Since the programme launched in 2015, SAT-7 has made over 400 episodes covering the region's curriculum in the core subjects of mathematics, Arabic, English, science, and French. The five years of teaching will be aired on SAT-7 and available online for years to come, and will continue to give life-enhancing opportunities for countless more families.



Popular children's gameshow *Behind the Door*

PIONEERING TECHNOLOGY

The year 2023 was an exciting year for digital media across SAT-7's channels. Among many initiatives, SAT-7 ARABIC created an absorbing drama series and short films; SAT-7 PARS' launched social media pages that generated a huge increase in engagement; and a new communication system enabled SAT-7 TÜRK to connect more widely with its viewers. SAT-7 PLUS, the MENA's first Christian video-on-demand and live-streaming platform, continues to adapt to attract thousands of viewers worldwide. The platform aims to increase the awareness and engagement of its audience, as well as their watch time and app downloads.



SAT-7 PLUS, the MENA's first Christian multi-language video-on-demand platform

"I am so proud and grateful for the *My School* project. It has brought education into homes and refugee camps across the Middle East and North Africa, enabling children and adults to learn key subjects that will stand them in good stead for the future. We pray that many lives will be changed as a result of having free access to high-quality informal education, even as the episodes are replayed and repurposed over the coming years.

RITA EL-MOUNAYER, SAT-7 INTERNATIONAL CEO



SAT-7 IN THE UK

INVESTING IN THE FUTURE

During 2023 SAT-7 UK delivered a strong programme of fundraising and engagement activities. Following a supporter care and relationship management approach, we sought to honour the faithfulness and generosity of our supporters, and to welcome and deepen the engagement of new supporters, as they start on their journey with SAT-7.

Following an improving economic outlook, 2023 was a stronger year for fundraising income and activities than 2022. We were greatly encouraged to end the year 9% ahead of our budget, raising 15% more than 2022. We were also able to make grants of £1.5M to SAT-7 International, achieving our target. Our regular giving programme, known as *joy bringers*, grew by 4%, and we continued to acquire new supporters, at a faster rate than the previous year.

We made 12 fundraising trips within the UK and British Overseas Territories during the year to Scotland, Isle of Man, Ireland, Jersey, Gibraltar and Cayman Islands. We were greatly blessed by the generous support of 49 grant making trusts.

Our church engagement programme connected with Christians across the country, deepening our reach, engagement, and impact in local churches, community groups, and at events and conferences, generating new supporters, ambassadors, and church partners.

Gifts from wills grew significantly in 2023, providing a lasting legacy for several of our faithful supporters. It has been humbling to learn the background of those who have left gifts in their wills and shows the fruit of a sustained level of high-quality communications and legacy profile over the last few years.

During the year we held two News & Prayer Live and two *joy bringer* virtual events – these provided direct news and updates from the Middle East and from SAT-7, enabling over 200 supporters to connect and engage with SAT-7 teams around the world. Two further Dare to Believe events were held in Exeter and Manchester with SAT-7's founder Dr Terence Ascott. These events, attended by many long-standing supporters, showcased SAT-7's 27 year history, and gave supporters the opportunity to hear first hand how God has moved throughout SAT-7's development.



DEEPENED UNDERSTANDING

Through our Middle East Briefing, Insight magazine, website, social media and prayer campaigns, we enabled supporters and funders to have a deepened understanding of the challenges faced by Christians and the people of the MENA region. These communications have helped supporters see the impact of SAT-7, and have created opportunities for them to pray, engage and partner for change.

The cross-platform Silent Night Advent campaign gave churches and supporters across the UK the opportunity to stand with the Christians of the Middle East during the Advent season – 3,500 Advent prayer guides were distributed.

The Middle East Briefing has continued to be published monthly this year, featuring the latest news and analysis from the Middle East and the perspectives of Christians in the region. Quarterly prayer diaries were sent to over 2,200 supporters by post and 5,900 by email, giving opportunities for supporters to pray for our region and the work of SAT-7.

Our presence on social media platforms has continued to deepen. On Instagram we have seen a steady flow of increase in followers from 643 in Q2 2022 to 875 by the end of 2023. YouTube subscribers have also increased to 10,319.



Our Dare to Believe event in Manchester, June 2023

> **That was a really brilliant time tonight, thank you... makes us so much more aware of what is going on - in and through SAT-7 - with lots to pray about.**
>
> CAROL, A SAT-7 SUPPORTER



We held two successful News & Prayer Live events in 2023



Our resources are popular among our supporters

ENDURANCE & FAITH

During 2023 we have supported the wider SAT-7 family through collaboration in development of the ministry-wide strategic goals, and through active participation at SAT-7 International Management meetings and on the SAT-7 International Council & Executive Board.

In 2023, our new values were fully rolled out. As a team, we agree to be authentic; we choose to be courageous; we strive to be creative and we commit to be servant-hearted. To embed these values into our organisational culture, these were reinforced in a range of activities throughout the year, including in our daily devotional time, team meetings, staff survey and in our team days and staff retreats.

In July 2023, all staff participated in our first staff engagement survey, which will be run every other year. This survey looked at leadership and management, staff well-being and engagement, and our culture and values. The overall average across all statement questions was 8.4 out of 10. Feedback was reviewed by the Executive Leadership team and with the Board of Trustees in their October retreat. In 2024, a series of wellness check-in polls will be held along with topic related engagement opportunities.



Our team values





Team photos at our Staff Retreat in September 2023

> **Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.**
>
> EPHESIANS 3:20-21



> **I love the work SAT-7 does throughout the MENA and support and pray daily. Thank you Lord!**
>
> UK SUPPORTER

2024 PRIORITIES FOR THE MENA

SAT-7 International has identified four priority areas for its programming across 2023-2025:

1

YOUNG TALENT ON SCREEN

While we give thanks for the levels of audience engagement in 2023, SAT-7 wants to become ever more relevant and accessible to its viewers, and especially to the younger generation, who bear much responsibility for the future of the region. In 2024 SAT-7 International will continue to search out gifted young people who can relate effectively to their peers and to recruit them to present its youth programmes. By giving them a platform on both satellite television and digital media, SAT-7 hope to connect them with as wide an audience as possible.



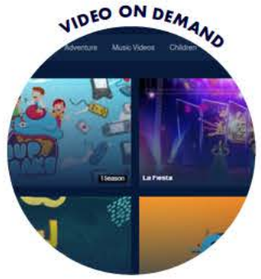
Young talent on screen, incorporating VR technology in SAT-7 KIDS programme *Zoom In*

2

SAT-7 PLUS

SAT-7's multi-lingual livestreaming and video-on-demand platform SAT-7 PLUS was the first Christian service of its kind in the Middle East. In 2024 SAT-7 International will improve the user interface and increase promotion of the platform, aiming to grow the viewership by 100 per cent. SAT-7 intends also to increase the amount of content available on SAT-7 PLUS, in particular by developing, preparing, producing, and premiering content specifically designed for it by all its channels. The general development of the service remains a priority.





Plans for 2024 include new content specifically designed for SAT-7 PLUS

The teaching sessions have refreshed me and given me new strength.

REBECCA, SAT-7 PARS VIEWER



Virtual production

3

VIRTUAL PRODUCTION

Last year saw the installation of new cutting-edge technology at SAT-7 PARS's studio in Limassol. This replaces physically built sets with realistic environments and effects on a virtual set. In 2024 SAT-7 will install this technology in its other studios and begin to use it creatively to better deliver their content strategy for all channels in the long term.

My daughter loves all your programmes and worship songs, and her favourite show is *Cupcake*. I pray that God uses you to reveal Himself to all the children around the world.

KAREEMA, A MOTHER FROM EGYPT

4

IMPACTFUL PROGRAMMING

We want to better understand the impact our programming and content are making on our audiences. In 2024 SAT-7 will create processes across its ministry to help to learn more from the audience data that is already being collected, and to enhance broadcasting in the light of it. SAT-7 will develop new ways of understanding, assessing, and improving its impact and road-test these on specific programmes.



SAT-7 KID's programme Cupcake

2024 PRIORITIES FOR THE UK

Our plans for the UK in 2024 are based on our strategic plan 2023-27 and help towards our vision to see a growing church in the MENA and in the UK:

1

INVESTING IN THE FUTURE

In 2024 we aim to maintain a balance of income streams and deliver a sustainable increase in SAT-7 UK's income and numbers of donors. We will develop our church and ambassador engagement to connect with supporters through churches, events and conferences.

We will grow the reach and profile of SAT-7 across the United Kingdom and Ireland, building credibility and deepening supporter engagement.



SAT-7 UK team at Keswick, 2023

2

DEEPENED UNDERSTANDING

We will create resources such as the 40 Days of Prayer book and accompanying church resources, the Middle East Briefing and podcasts that inform and nourish church and individual engagement with the life and witness of Christians in the region.

Through our church engagement, events and conference programmes we will encourage supporters to engage actively in support of the Christians of the MENA.

"Our church has started praying through the new prayer diary and has already been impacted by the content.

UK SUPPORTER





Plans for 2024 include new resources to inspire our supporters



Visits to the SAT-7 PARS studio to immerse, inform and inspire

3

ENDURANCE AND FAITH

We will maintain a strong partnership with SAT-7 International through strategic input and collaboration.

In the UK we will develop our skills, our people (including volunteers) and our systems to maximise impact in support of our mission.

We will continue to embed our values into our way of working, helping to drive the culture of SAT-7 UK.

"Thank you so much for a wonderful and powerful Zoom hour as we heard from Rami and Sally about the work of SAT-7 on the ground. It was a privilege to be able to pray. Thank you to everyone involved.

UK SUPPORTER AND ATTENDEE OF NEWS & PRAYER LIVE, NOVEMBER 2023





Strong partnerships with our international colleagues is a priority

SAT-7 UK on the road



FINANCIAL REVIEW OF 2023

OVERVIEW

2022 was a year marked with uncertainties with the global economic downturn following Russia's invasion of Ukraine and the unforeseen rapid onset of huge energy price rises, a cost-of-living squeeze, higher interest rates, and unavoidable increases in some of the charity's costs, including staff. 2023 in many respects was a more stable year with a gradually stabilising economic outlook leading to more donor confidence. The year ended on a more uncertain note following the crisis in the Holy Land that may lead to further impact on SAT-7's work both in the MENA and the UK in 2024.

Our overall performance across nearly all metrics saw increases in income across all our income streams. We were able to provide more grant funding to MENA achieving our targets for the year. Free reserves remain within our target range.



On the ground in Türkiye, February 2023

FINANCIAL SUMMARY

The financial results for the year are set out in the Statement of Financial Activities. In 2023 SAT-7 UK's income was £2,600,948 (2022: £2,190,446). SAT-7 UK made grants of £1,500,555 (Budget £1.4M) to SAT-7 International Trust during 2023.

Expenditure on raising funds was £545,056 (2022: £439,558) while expenditure on charitable activities was £1,903,144 (2022: £1,804,323). Net income and expenditure in 2023 showed a surplus of £152,748 (2022: deficit £53,435).

Net assets at 31 December 2023 were £865,163 (2022: £712,415). Cash at bank and in hand at 31 December 2023 amounted to £410,934 (2022: £496,931).

RESERVES POLICY

The trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the "free reserves") held by the charity should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. In 2024 the planned working requirements are budgeted to be on average £73,756 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level.

At 31 December 2023 SAT-7 UK Trust ['the charity'] held total reserves of £865,163 comprising:

- The **Expendable Endowment Fund** which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000; all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The **Designated Funds** which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2023 the fund stood at £386,080 (2022 £183,271).
- **General Unrestricted Funds** stood at £169,083 (2022 £219,144) representing tangible fixed assets held for the charity's own use of £9,000 and free reserves of £160,083 (2022 £209,807).
- No **Restricted Funds** were held by the charity at 31 December 2023.

At 31 December 2023 the Free Reserves stood at £160,083 (2022 £209,807). This represented 2.35 months of expenditure on planned working requirements in 2024 which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

FUNDS HELD AS CUSTODIAN TRUSTEE

SAT-7 UK acts as a custodian trustee holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in a separate designated bank account with a trustee approved bank mandate safeguarding the movement of these funds. Refer to note 18 for details of the funds received, payments made, and balances held on behalf of SAT-7 International Trust in the year.

INVESTMENTS

Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as the intention was to sell them. Due to an unsuccessful sale and the challenging economic situation the decision was made to take the flats off the market, and in December 22 the flats were reclassified as fixed assets.

GOING CONCERN

The trustees do not have any material uncertainties surrounding the charity continuing as a going concern, so the trustees do not consider that it is necessary to reflect within the level of reserves any estimate of the costs of closure.

LEGAL BASIS

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

OBJECTIVES, PRINCIPAL ACTIVITIES AND PUBLIC BENEFIT

PURPOSE

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing life changing joy to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches, SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith and show how communities can both be Christian and Middle Eastern.

PUBLIC BENEFIT

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the Trust's objective to advance the Christian faith.

GOVERNANCE

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the Board of Trustees, and the CEO, the Senior Director and the Operations Director. The Board of Trustees agree the annual salary levels of the Chief Executive. The trustees have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, set objectives, establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2023 the trustees held their meeting in person, supplemented by video conferencing when needed and met together in October 2023 for a two-day retreat meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance and General Purposes Committee to monitor the financial affairs of the Trust, act as the audit committee and to review and advise the trustees and senior staff on all employment matters affecting SAT-7 UK. In October 2022, a Governance Committee was set up to make recommendations on board governance including trustee succession planning.

The Board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2023 SAT-7 UK was formally represented on the International Council of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus) by the Board chair Mr Richard Giles and Mr Roy Kemp, the previous chair, remained an elected member of the Executive Board to the International Council

of SAT-7 International Trust. SAT-7 UK made grants of £1,500,555 to SAT-7 International Trust during 2023.

TRUSTEE RECRUITMENT, INDUCTION & TRAINING

RECRUITMENT

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it commonly known, clearly understood, and widely supported as an inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the Board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Prospective candidates are interviewed by the existing trustees and the CEO and are selected by nomination and a vote by the Board. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each trustee serves for a term of three years and then are subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2023 two new trustees were recruited. Three trustees have served on the board for more than 9 years, however each of these trustees has indicated that this is their last term of service. The Governance committee has a trustee recruitment plan is in place to ensure continuity on the Board and provide effective new board members to replace these long serving trustees.

INDUCTION AND TRAINING OF TRUSTEES

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the Board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with all staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International.

At the board away days in October 2023 the trustees undertook a Governance review using the Governance code.

MANAGEMENT AND ORGANISATIONAL STRUCTURE

Trustees, working through the Board and its committees, are the ultimate decision makers for SAT-7 UK Trust. They entrust day-to-day management of the Charity to an Executive Leadership team, which operates within a framework, and a scheme of delegation, set by the trustees. The Executive Leadership team (known as the ELT) is led by the Chief Executive and comprises the Senior Director and the Director of Operations. Members of the ELT may attend Board meetings, but do not vote.

PAY POLICY FOR KEY MANAGEMENT

The key management personnel of the charity comprise the trustees, the Chief Executive, the Senior Director and Operations Director. The total employee benefits of the Leadership Team in 2023 were £193,145 (2022: £180,615). Details can be found in note 6 to the accounts found on page 45.

Remuneration and benefits for executive management are determined on the basis of performance, and periodic peer sector benchmarking using Hay benchmarking data. In the case of the Chief Executive this power is delegated to the Finance and General Purposes Committee. In the case of other management personnel, pay and benefits are determined by the Chief Executive, subject to an overall budget agreed by the trustees.

POLICY STATEMENTS: DATA PROTECTION, REGULATORY ACTIVITY

DATA PROTECTION

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used. SAT-7 UK therefore:

- adheres to current data protection legislation and is registered with the Information Commissioner's Office.
- protects the confidentiality of personal information and ensure its security at all times.
- does not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

MONITORING OF REGULATORY ACTIVITY

The Operations Director is responsible for data protection and for keeping up to date with 'The Code of Fundraising Practice' to ensure that all response devices and data capture forms comply with the data protection guidelines.

SAFEGUARDING, GRANT MAKING

SAFEGUARDING

Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.

SAT-7 UK updated its safeguarding policies in 2023 and continues to monitor its practices and training in this area.

Additionally, SAT-7 UK annually reviews the safeguarding policies of SAT-7 International Trust.

GRANT MAKING POLICY

SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance and General Purposes Committee (FGP) who report at each

board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

RISK MANAGEMENT

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each Board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased secularisation and opposition to religion along with declining church attendance, supporter attrition, instability in the Middle East, the impact of the cost of living crisis and war in Ukraine. Each of these has action to mitigate, reduce or avoid. The actions are built into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

STATEMENT ON FUNDRAISING PRACTICE

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2023.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2023 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice, SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2023 SAT-7 UK contracted the services of one professional external fundraising agency (as defined by section 58 of the Charities Act 1992) who acted on our behalf, calling supporters to thank them for their support, discuss their giving, and to invite them to in-person and online events.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2023 received 9 suppression requests through this service, all of which were actioned. During 2023, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- to raise money only when the likely income will be matched by needs.
- to represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- to always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- to communicate clearly about how our supporters' money will be used.
- to ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.



Filming a heritage documentary for SAT-7 TÜRK



Signal, a live programme on SAT-7 PARS

WHO WE ARE

Registered name SAT-7 UK Trust Limited, also known as 'SAT-7 UK'

Registered charity number 1060612

Registered company number 03301736

Registered office 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Operations centre 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Company Secretary Mrs R Fadipe

Chief Executive Officer Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp, Mr J Clark, Mr C Miles, Mr M Haines, Mr R Giles, Mr D Taylor, Mr T Alqassis, Mrs J Bicknell (joined May 2023), Mr A Massey (joined April 2023)

Leadership Team
Rachel Fadipe (Chief Executive Officer)
Martin Thomas (Senior Director)
Chris Beddoes (Operations Director)

Advisers to the Charity
Keelys Solicitors (HR Advisor)
28 Dam St, Lichfiel, WS13 6AA

Auditor
Burton Sweet Limited Chartered Accountants
The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton, Bristol, BS48 1UR

Bankers
Unity Trust Bank plc
Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite
10 Queen Street Place, London EC4R 1BE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

AUDITOR

Burton Sweet Limited was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006, the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Approved by the trustees on 25 April 2024.

Signed on behalf of the trustees

Rachel Fadipe
Chief Executive

Richard Giles
Chair of Trustees

Registered office:

2nd Floor, 3-4 New Road
Chippenham
Wiltshire
SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries.

FINANCIAL STATEMENTS

INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of SAT-7 UK Trust Limited (the "Charity") for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2023 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

BASIS FOR OPINION

We conducted out audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable law requirements.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements

that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with those charged with governance and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, pensions, environmental and health and safety legislation; and
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, inspecting legal correspondence and remaining alert during the audit for any indications of non-compliance.

Our audit procedures in relation to fraud included but were not limited to:

- making enquiries of those charged with governance and other management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- discussing amongst the engagement team the risks of fraud;
- gaining an understanding of the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations;
- testing journal entries to identify unusual transactions;
- assessing whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigating the rationale behind significant or unusual transactions.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Joshua Kingston ACA
Senior Statutory Auditor

For and on behalf of Burton Sweet Limited
Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol
BS48 1UR

Date: 25 April 2024

STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2023

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2023 £	*Total Funds 2022 £*
Income and endowments from:							
Donations and legacies	2	1,985,064	-	590,047	-	**2,575,111**	*2,160,399*
Investments		24,600	-	-	-	**24,600**	*20,340*
Other trading activities		1,237	-	-	-	**1,237**	*2,871*
Other income		-	-	-	-	**-**	*6,836*
Total income		2,010,901	-	590,047	-	**2,600,948**	*2,190,446*
Expenditure on:							
Raising funds	3	545,056	-	-	-	**545,056**	*439,558*
Charitable activities	3	1,313,097	-	590,047	-	**1,903,144**	*1,804,323*
Total expenditure		1,858,153	-	590,047	-	**2,448,220**	*2,243,881*
Net income/ (expenditure)	5	152,748	-	-	-	**152,748**	*(53,435)*
Transfers between funds	15	(202,809)	202,809	-	-	**-**	*-*
Net movement in funds		(50,061)	202,809	-	-	**152,748**	*(53,435)*
Funds brought forward at 1 January	15	219,144	183,271	-	310,000	**712,415**	*765,850*
Funds carried forward at 31 December	15	169,083	386,080	-	310,000	**865,163**	*712,415*

Net income for Companies Act purposes is **£152,748**.

The charity has no recognised gains or losses other than the results for the year as set out above. All of the activities of the charity are classed as continuing.

The notes on pages 41 to 57 form part of these financial statements. See note 20 for fund-accounting comparative figures.

CHARITY BALANCE SHEET

As at 31 December 2023

Company Number 03301736

	Note	2023 £	2022 £
Fixed assets			
Tangible fixed assets	8	**9,000**	*9,337*
Investments	9	**310,000**	*310,000*
Current assets			
Stock		**1,376**	*2,035*
Debtors	10	**288,502**	*50,332*
Cash at bank and in hand		**410,934**	*496,931*
		700,812	*549,298*
Creditors: Amounts falling due within one year	11	**(145,749)**	*(156,220)*
Provisions for liabilities		**(8,900)**	*-*
Net current assets		**555,063**	*393,078*
Net assets		**865,163**	*712,415*
Endowment funds	16	**310,000**	*310,000*
Income funds			
Unrestricted			
General	16	**169,083**	*219,144*
Designated	16	**386,080**	*183,271*
		555,163	*402,415*
Total funds		**865,163**	*712,415*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These financial statements were approved by the trustees on 25 April 2024 and are signed on their behalf by:

Richard Giles
Chair of Trustees

The notes on pages 41 to 57 form part of these financial statements.

CASH FLOW STATEMENT

Year ended 31 December 2023

	Note	2023 £	2022 £
Operational cash flows			
Cash flows from operating activities			
Costs of Charitable Activities	13	(1,939,336)	*(1.744,941)*
Net outflow from operating activities		(1,939,336)	*(1.744,941)*
Cash flows for operating activities			
Donations and legacies	13	2,377,384	*2,202,811*
Other trading activities	13	1,237	*2,871*
Other activities	13	-	*6,836*
Costs of raising funds	13	(544,397)	*(437,754)*
Net inflow for operating activities		1,834,224	*1,774,764*
Net (outflow)/inflow of operating activities		(105,112)	*29,823*
Non-operational cash flows			
Investing activities			
Investments - investment property income	13	24,600	*20,340*
Acquisition of tangible fixed assets	8	(5,485)	*(4,863)*
		19,115	*15,477*
Net cash inflow/(outflow) for the year	14	(85,997)	*45,300*

CASH FLOW RESTRICTIONS

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 41 to 57 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1 ACCOUNTING POLICIES

a. The financial statements have been prepared in accordance with the historical cost convention except for investments which have been included at fair value and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The trustees assess that the charity has sufficient reserves to be able to meet the challenges of the current economic environment and the charity's liabilities as they fall due.

b. Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

i. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;

ii. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c. Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. Governance costs are included within charitable activity costs.

d. Grants payable are charged in the year when the offer is conveyed to the recipient.

e. Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are generally not capitalised.

Depreciation is calculated so as to write off the cost of an asset, less its estimated

ultimate residual value, over the useful life of that asset as follows:

- Leasehold improvements - straight line over the length of the lease to the break clause
- Office equipment - 33% p.a. straight line
- Office furniture - 25% p.a. straight line

f. Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h. Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i. 'Designated funds' form part of unrestricted funds and have been identified as being for particular purposes by the trustees. They are not restricted and can be undesignated at any time at the discretion of the trustees.

j. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

k. Property donated to the Charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the trustees believe this use is in line with intentions of the donor in the medium term.

l. The Charity contributes to defined contribution pension schemes. Contributions payable to the Charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

m. Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. Valuations are carried out every five years with an informal annual review to ensure no material change in valuation has occurred. Annual reviews by the trustees for indicators of impairment are carried out. The date of the last valuation was as at 31 December 2022 conducted by haart Estate Agents.

n. Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

o. Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

p. Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 DONATIONS AND GIFTS

Current year	Unrestricted Funds	Restricted Funds	Endowment funds	Total 2023	*Total 2022*
	£	£	£	£	£
Churches	117,732	58,841	-	176,573	*175,478*
Institutions	781,993	261,863	-	1,043,856	*837,242*
Individuals	826,891	269,343	-	1,096,234	*1,067,547*
Legacies	258,448	-	-	258,448	*80, 132*
	1,985,064	590,047	-	2,575, 111	*2, 160,399*

For the comparative figures, please see note 21.

3 EXPENDITURE

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2023	*Total 2022*
	£	£	£	£	£
Raising funds					
Staff costs	-	303,879	33,627	337,506	*260.613*
Promotional activities	-	96,942	-	96,942	*102.889*
Office costs	-	-	110,608	110,608	*76,056*
	-	400,821	144,235	545,056	*439,558*
Charitable activities					
In the UK	-	289,660	112,929	402,589	*403,026*
Supporting the church in the MENA region	1,500,555	-	-	1,500.555	*1,401,297*
	1,500,555	289,660	112,929	1,903,144	*1,804,323*
	1,500,555	690,481	257,164	2,448,200	*2,243,881*

For the comparative figures please see note 22.
Please see the following page for the definitions of the charitable activities described above.

SAT-7 UK's charitable activities include:

IN THE UK Engaging with Christian communities in the UK to enable a deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.

SUPPORTING THE CHURCH IN THE MENA Making grants for the broadcasting of satellite TV and digital media programmes, to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

Grants were paid to SAT-7 International Trust of **£1,500,555** (2022: £1,401,297).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.



Young talent on SAT-7 KIDS *My Jesus* programme

4 SUPPORT COSTS

Current year	Raising funds	Charitable activities	Total 2023	*Total 2022*
	£	£	£	£
Staff costs and staff related costs	33,627	5,785	**39,412**	*29,332*
Premises expenses	30,012	15,946	**45,958**	*36,633*
Admin expenses	*77,568*	*67,673*	**145,241**	*148,532*
Depreciation	3,028	2,795	**5,823**	*5,682*
Governance costs	-	20,730	**20,730**	*15,574*
	144,235	112,929	**257,164**	*235,753*

For the comparative figures please see note 23.

5 NET (EXPENDITURE) / INCOME FOR THE YEAR

This is stated after charging:

	Total 2023	*Total 2022*
	£	£
Depreciation	5,823	*5,682*
Auditor's fees		
For audit services	8,775	*7,000*
For accountancy services	2,925	*2,500*
For other services	450	*2,004*
Payments of Trustees' travel expenses	1,191	*1,122*

Number of trustees reimbursed for their out of pocket travel expenses: 2023: 5 (2022: 4). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £33,247 (2022: £34,705).

6 STAFF COSTS AND NUMBERS

The aggregate payroll costs were:

	Total 2023	*Total 2022*
	£	£
Wages and salaries	509,205	*425,368*
Social security costs	42,997	*33,635*
Pension contributions	27,890	*22,513*
Benefits	4,291	*3,046*
	584,383	*484,562*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension contributions.	193,145	*180,615*

One employee received emoluments between £60,000 to £70,000. (2022: One)

The average weekly number of employees based on headcount during the year was 18 (2022: 17).

7 TAXATION

The charity is exempt from corporation tax on its charitable activities.

8 TANGIBLE FIXED ASSETS

	Leasehold improvements	Office equipment	Office furniture	Total
	£	£	£	£
Cost				
At 1 January 2023	5,149	42,836	15,348	**63,333**
Additions		5,485	-	**5,485**
At 31 December 2023	5,149	48,321	15,348	**68,818**
Depreciation				
At 1 January 2023	4,763	34,851	14,382	**53,996**
Depreciation	199	5,146	477	**5,822**
At 31 December 2023	4,962	39,997	14,859	**59,818**
Net book value				
At 31 December 2023	187	8,324	489	**9.000**
At 31 December 2022	386	7,985	966	**9,337**

9 INVESTMENTS

The investment properties are revalued by the trustees every five years as a policy so the carrying amount does not differ materially from the fair value of the asset at the end of the reporting period. The trustees obtained a formal valuation at 31 December 2022 from Haart Estate Agents.

	Total 2023	*Total 2022*
	£	£
Investment properties		
Market value at 1 January	**310,000**	*310,000*
Market value at 31 December	**310,000**	*310,000*
Historical cost of 31 December	**310,000**	*310,000*

10 DEBTORS

	Total 2023	*Total 2022*
	£	£
Other debtors	**1,065**	*1,413*
Prepayments	**16,917**	*16,876*
Accrued income	**262,834**	*21,899*
Tax reclaimable under Gift Aid	**7,686**	*10,144*
	288,502	*50,332*

11 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total 2023	*Total 2022*
	£	£
Trade creditors	**9,169**	*25.450*
Accruals and deferred income	**19,346**	*19,721*
Other creditors	**3,300**	*625*
SAT-7 International Trust	**113,934**	*110,424*
	145,749	*156,220*

12 COMMITMENTS UNDER OPERATING LICENSES

At 31 December 2023 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2023 Land & buildings	*2022 Land & buildings*
	£	£
Within 1 year	**13,598**	*13,598*
2 to 5 years	**2,684**	*16,262*



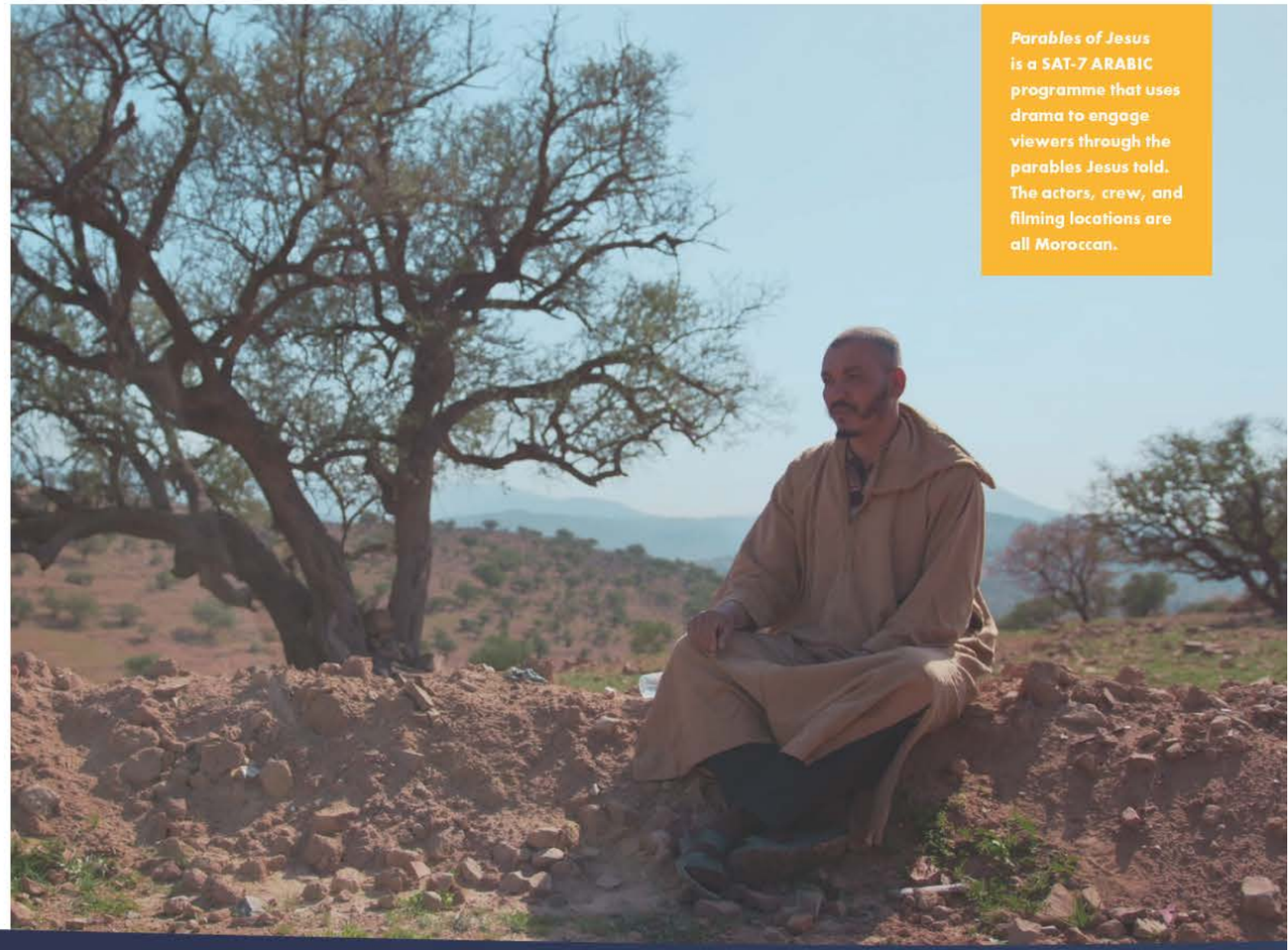
13 RECONCILIATION OF THE STATEMENT OF FINANCIAL ACTIVITIES TO THE CASH FLOW STATEMENT

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	*Total Funds* 2022
	£	£	£	£	£
Income from:					
Donations and legacies	**2,575,111**	-	-	-	
Decrease in tax reclaimable under Gift Aid		2,458	-	-	
Movement in donation debtor		40,750	-	-	
Movement in accrued income		(240,935)	-	-	
					2,377,384
Investments	**24,600**	-	-	-	**24,600**
Other trading activities	**1,237**	-	-	-	**1,237**
Expenditure on:					
Raising funds	**(545,056)**	-	-	-	
Increase in stock		-	-	659	
					(544,397)
Charitable activities	**(1,903,144)**	-	-	-	
Depreciation eliminated	**5,822**	-	-	-	
Movement in other debtors and prepayments		(40,443)	-	-	
Increase in trade and other creditors		-	(10,096)	-	
Increase to accruals		-	(375)	-	
Increase in provision for liabilities		-	8,900	-	
					(1,939,336)
Balance sheet movements		(238,170)	(1,571)	659	

14 ANALYSIS OF CHANGES IN CASH DURING THE YEAR

	2023	2022	Change
	£	£	£
Cash at bank and in hand	410,934	*496,931*	(85,997)

	2022	*2021*	Change
	£	£	£
Cash at bank and in hand	*496,931*	*451,631*	45,300



Parables of Jesus **is a SAT-7 ARABIC programme that uses drama to engage viewers through the parables Jesus told. The actors, crew, and filming locations are all Moroccan.**

15 MOVEMENT IN FUNDS

Year ended 31 December 2023	At 1 Jan 2023	Income	Expenditure	Transfers	At 31 Dec 2023
	£	£	£	£	£
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	133,227	(133,227)	-	-
Cross Channel: Children's Programming	-	52,547	(52,547)	-	-
Cross Channel: Discipleship Programming	-	874	(874)	-	-
Cross Channel: Women's Programming	-	20,376	(20,376)	-	-
SAT-7 ACADEMY	-	11,286	(11,286)	-	-
SAT-7 ARABIC	-	105,941	(105,941)	-	-
SAT-7 KIDS	-	30,112	(30,112)	-	-
SAT-7 PARS	-	145,726	(145,726)	-	-
SAT-7 TURK	-	39,753	(39,753)	-	-
UK Nationals working for SAT-7 International Trust	-	49,805	(49,805)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	400	(400)	-	-
	-	590,047	(590,047)	-	-
Unrestricted funds					
General funds	219,144	2,010,901	(1,858,153)	(202,809)	169,083
Designated funds					
Development in the UK	173,271	-	-	10,809	184,000
Funds yet to be received	-	-	-	192,000	192,000
Investment property	10,000	-	-	-	10,000
	402,415	2,010,901	(1,858,153)	-	555,163
Total funds	**712,415**	**2,600,948**	**(2,448,200)**	**-**	**865,163**

The comparative movement in funds figures can be found in note 24.

Transfers	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	(118,260)	-	118,260
Transfer to UK Development Fund	129,069	-	(129,069)
Funds yet to be received	-	192,000	(192,000)
	10,809	192,000	(202,809)

Endowment funds	
Expendable endowment	Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.
Restricted funds	
Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.

SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
SAT-7 Plus	Fund for the new on-demand streaming service with programmes in Arabic, Farsi, and Turkish.
UK Nationals working for SAT-7 International Trust	Fund for the costs of UK nationals working for SAT-7 international Trust.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust.

Development in the UK	Fund for targeted initiatives to advance the work and impact of SAT-7 UK Trust in GB and Ireland.
Funds yet to be received	The fund represents selected multi-year grants and legacies recognised as income but not yet received, therefore the trustees have designed these funds until they have been received and are able to be spent.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

16 ANALYSIS BETWEEN FUNDS

As at 31 December 2023	Investments £	Tangible fixed assets £	Other net assets £	Total £
Endowment fund				
Expendable endowment	310,000	-	-	**310,000**
	310,000	-	-	**310,000**
Unrestricted funds				
General funds	-	9,000	160,083	**169,083**
Designated funds	-	-	386,080	**386,080**
	310,000	9,000	546,163	**865,163**

The comparative figures for the analysis of net assets between funds note can be found in note 25.

17 COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 FUNDS HELD AS A CUSTODIAN FOR OTHERS
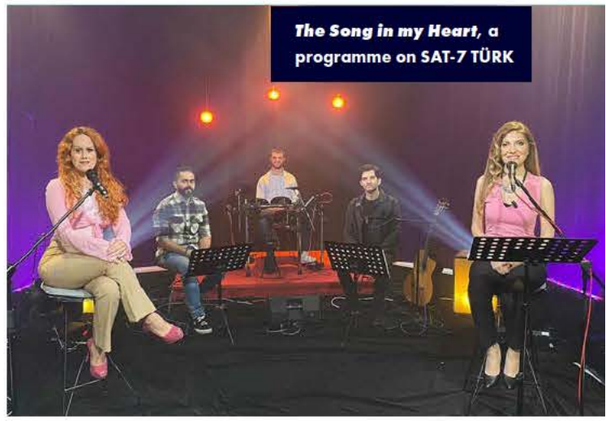
At the year end, the charity held £694,154 (2022: £592,753) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,502,373 (2022: £1,376,160). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,400,971 (2022: £1,379,789).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 RELATED PARTY TRANSACTIONS

There are no related party transactions other than disclosed elsewhere in these financial statements.



***The Song in my Heart*, a programme on SAT-7 TÜRK**



Filming on the road for SAT-7 ARABIC channel



SAT-7 ARABIC Youth programme, *Catalyst*

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

20 STATEMENT OF FINANCIAL ACTIVITY COMPARATIVE FIGURES

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Endowment Funds	*Total Funds 2022*
	£	£	£	£	£
Income and endowments from:					
Donations and legacies	*1,563,107*	-	*597,292*	-	*2,160,399*
Investments	*20,340*	-	-	-	*20,340*
Other trading activities	*2,871*	-	-	-	*2,871*
Other income	*6,836*	-	-	-	*6,836*
Total income	*1,593,154*	-	*597,292*	-	*2,190,446*
Expenditure on:					
Raising funds	*433,863*	*5,695*	-	-	*439,558*
Charitable activities	*1,168,148*	*38,883*	*597,292*	-	*1,804,323*
Total expenditure	*1,602,011*	*44,578*	*597,292*	-	*2,243,881*
Net income/(expenditure)	*(8,857)*	*(44,578)*	-	-	*(53,435)*
Transfers between funds	*(102,099)*	*102,099*	-	-	-
Net movement in funds	*(110,956)*	*57,521*	-	-	*(53,435)*
Funds brought forward at 1 January	*330,100*	*125,750*	-	*310,000*	*765,850*
Funds carried forward at 31 December	*219,144*	*183,271*	-	*310,000*	*712,415*

21 DONATIONS AND GIFTS COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Restricted Funds	Endowment funds	*Total 2022*
	£	£	£	£
Churches	*132,366*	*43,112*	-	*175,478*
Institutions	*496,185*	*341,057*	-	*837,242*
Individuals	*854,424*	*213,123*	-	*1,067,547*
Legacies	*80,132*	-	-	*80,132*
	1,563,107	*597,292*	-	*2,160,399*

22 EXPENDITURE COMPARATIVE FIGURES

Prior year	Grants payable	Direct costs	Support costs (note 23)	*Total 2022*
	£	£	£	£
Raising funds				
Staff costs	-	*236,548*	*24,065*	*260,613*
Promotional activities	-	*102,889*	-	*102.889*
Office costs	-	-	*76,056*	*76,056*
	-	*339,437*	*100,121*	*439,558*
Charitable activities				
In the UK	-	*267,394*	*135,632*	*403,026*
Supporting the church in the MENA region	*1,401,297*	-	-	*1,401,297*
	1,401,297	*267,394*	*135,632*	*1,804,323*
	1,401,297	*606,831*	*235,753*	*2,243,881*

23 SUPPORT COSTS COMPARATIVE FIGURES

Prior year	Raising funds	Charitable activities	*Total 2022*
	£	£	£
Staff costs and staff related costs	*24,065*	*5,267*	*29,332*
Premises expenses	*21,668*	*14,965*	*36,633*
Admin expenses	*51,661*	*96,871*	*148,532*
Depreciation	*2,727*	*2,955*	*5,682*
Governance costs	-	*15,574*	*15,574*
	100,121	*135,632*	*235,753*

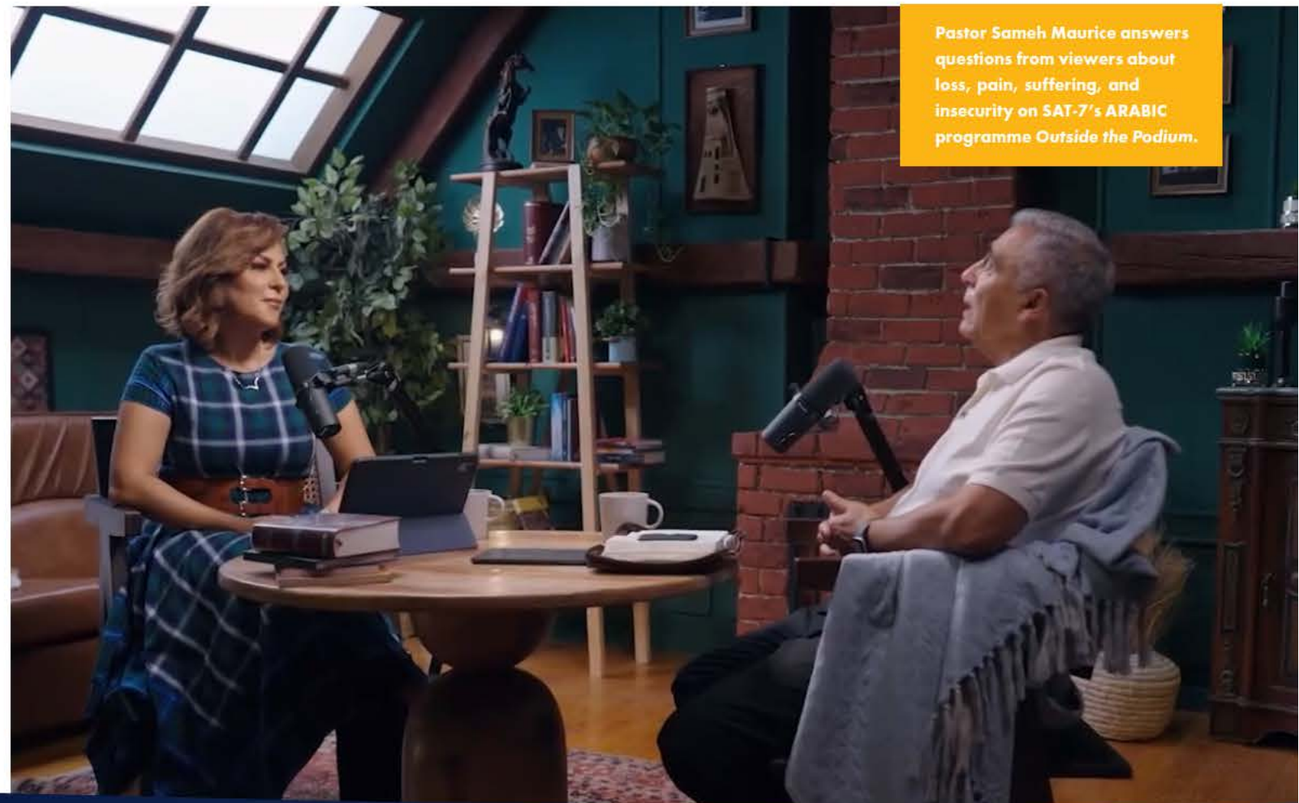
24 MOVEMENT IN FUNDS COMPARATIVE FIGURES

Year ended 31 December 2022	At 1 Jan 2022	Income	Expenditure	Transfers	At 31 Dec 2022
	£	£	£	£	£
Endowment funds					
Expendable endowment	*310,000*	-	-	-	*310,000*
	310,000		-	-	*310,000*
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	*54,235*	*(54,235)*	-	-
Cross Channel: Children's Programming	-	*43,651*	*(43,651)*	-	-
Cross Channel: Discipleship Programming	-	*64,262*	*(64,262)*	-	-
Cross Channel: Women's Programming	-	*104,381*	*(104,381)*	-	-
SAT-7 ACADEMY	-	*11,479*	*(11,479)*	-	-
SAT-7 ARABIC	-	*52,683*	*(52,683)*	-	-
SAT-7 KIDS	-	*36,191*	*(36,191)*	-	-
SAT-7 PARS	-	*166,191*	*(166,191)*	-	-
SAT-7 TURK	-	*12,624*	*(12,624)*	-	-
UK Nationals working for SAT-7 International Trust	-	*50,570*	*(50,570)*	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	*1,025*	*(1,025)*	-	-
	-	*597,292*	*(597,292)*	-	-
Unrestricted funds					
General funds	*330,100*	*1,593,154*	*(1,602,011)*	*(102,099)*	*219,144*
Designated funds					
Development in the UK	*125,750*	-	*(44,578)*	*92,099*	*173,271*
Investment property	-	-	-	*10,000*	*10,000*
	455,850	*1,593,154*	*(1,646,589)*	-	*402,415*
Total funds	*765,850*	*2,190,446*	*(2,243,881)*	-	*712,415*

Descriptions for the funds above can be found in note 15.

25 ANALYSIS OF NET ASSETS BETWEEN FUNDS COMPARATIVE FIGURES

As at 31 December 2022	Investments	Tangible fixed assets	Other net assets	Total
	£	£	£	£
Endowment fund				
Expendable endowment	*310,000*	-	-	*310,000*
	310,000	-	-	*310,000*
Unrestricted funds				
General funds	-	*9,337*	*209,807*	*219,144*
Designated funds	-	-	*183,271*	*183,271*
	310,000	*9,337*	*393,078*	*712,415*



Pastor Sameh Maurice answers questions from viewers about loss, pain, suffering, and insecurity on SAT-7's ARABIC programme *Outside the Podium*.

SAT-7 UK Trust Limited
A Company Limited by Guarantee

Company Registration No 03301736
Registered Charity no 1060612

SAT-7 UK, 3-4 New Road
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+44 (0)1249 765 865
respond@sat7uk.org

Visit

www.sat7uk.org

today for the latest news on SAT-7's work in the Middle East.

Names of viewers throughout have been changed for security reasons and images used for representation only.

Images: SAT-7, Shutterstock.com

SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK Trust Limited

(A Company Limited by Guarantee)

Company Registration No 03301736
Registered Charity no 1060612

Report of the Trustees and Accounts

For the Year Ended

31st December 2022

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Reference and administrative details of the charity, its Trustees and Advisers for the year ended 31st December 2022

Company Information

Registered name	SAT-7 UK Trust Limited, also known as 'SAT-7 UK'
Registered charity number	1060612
Registered company number	03301736
Registered office	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Operations centre	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Company Secretary	Mrs R Fadipe
Chief Executive Officer	Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp (Chairman until 20th April), Mr J Clark, Mr C Miles, Mr M Haines, Mr R Giles (Chairman from 20th April), Mr O Morris (left board 6th July), Mr D Taylor, Mr T Alqassis (joined board 23rd Feb)

Advisers to the Charity
Keelys Solicitors (HR Advisor) 28 Dam St, Lichfield WS13 6AA

Auditor
Burton Sweet Limited Chartered Accountants, The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton Bristol BS48 1UR

Bankers
Unity Trust Bank plc**,** Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite, 10 Queen Street Place, London EC4R 1BE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

1. Governing Document

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

2. The Board and Management of the Charity

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the board of Trustees, and the CEO, the Senior Director and the Operations Director. The Board of Trustees agree the annual salary levels of the Chief Executive. The trustees have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, set objectives, establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2022 the trustees held their meeting in person, supplemented by video conferencing when needed and met together in October 2022 for a two-day retreat meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance and General Purposes Committee to monitor the financial affairs of the Trust, act as the audit committee and to review and advise the trustees and senior staff on all employment matters affecting

SAT-7 UK. Following the Board retreat in October 2022, a Governance Committee is also being set up to oversee and make recommendations on board governance including succession planning (Board, CEO).

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2022 SAT-7 UK was formally represented on the International Council of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus) and the outgoing chair, Mr Roy Kemp remained an elected member of the Executive Board to the International Council of SAT-7 International Trust. SAT-7 UK made grants of £1,401,297 to SAT-7 International Trust during 2022.

3. The recruitment of Trustees

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported as an inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Prospective candidates are interviewed by the existing trustees and the CEO and are selected by nomination and a vote by the board. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then are subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2022 one trustee stood down and one new trustee was recruited.

4. Induction and training of Trustees

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International.

5. Risk Management and Assessment

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased secularisation and opposition to religion along with declining church attendance, supporter attrition, instability in the Middle East, the impact of the cost of living crisis and war in Ukraine. Each of these has action to mitigate, reduce or avoid. The actions are built into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

6. Fundraising, Data Protection, Safeguarding & Grant Making Policies

Fundraising

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2022.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2022 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2022 SAT-7 UK did not contract the services of any professional fundraisers as defined by section 58 of the Charities Act 1992.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2022 did not receive any requests through this service. During 2022, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- To raise money only when the likely income will be matched by needs.
- To represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- To always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- To communicate clearly about how our supporters' money will be used.
- To ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

Data protection

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used, SAT-7 UK therefore:

- adheres to current data protection legislation and be registered with the Information Commissioner's Office.
- protects the confidentiality of personal information and ensure its security at all times.
- Does not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

Monitoring of Regulatory Activity
The Operations Director is responsible for data protection and for keeping up to date with The Code of Fundraising Practice to ensure that all response devices and data capture forms comply with the data protection guidelines.

Safeguarding
Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.
SAT-7 UK updated its safeguarding policies in 2019 and continues to monitor its practices and training in this area.
Additionally, SAT-7 UK annually reviews the safeguarding policies of SAT-7 International Trust.

Grant Making Policy
SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance and General Purposes Committee (FGP) who report at each board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

7. Public Benefit

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

8. Purpose of SAT-7 UK

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing lifechanging joy to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources

towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith and show how communities can both be Christian *and* Middle Eastern.

9. Main charitable activities

SAT-7 UK's charitable activities in the UK and Ireland are:

a. Making grants for the **broadcasting of satellite TV and digital media programmes**, to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

b. **Engaging with Christian communities in the UK** to enable a deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.

10. Looking ahead, Current and Future Strategy

In 2020 SAT-7 UK established a three-step plan to govern its response to the pandemic:

- **Response** 2020 – our approach during this time was to test, refine and improve.
- **Recovery** 2021-2022 – SAT-7 UK's 5-year strategic cycle was due to finish at the end of 2021, but through a new interim 2-year strategy developed in 2020, this was extended to the end of 2022.
- **Reconstruction** 2023-2027 – The board approved the outline strategic plan for the period 2023-2027 in October 2021, during 2022 the foundations were laid for this new strategy and which received final approved from the board in October 2022.

Strategic goals for 2023-2027

Through the development of a **theory of change**, a series of activities and outcomes were identified that will help deliver the mission and vision of SAT-7 UK during this next phase, the five outcomes that the strategy is built around are:

A. Income & Engagement

Outcome #1: **An increasing number of Christians, churches, grant making bodies, communities and networks are actively engaged and giving regularly to sustain the work of SAT-7.** We will connect with Christians across the country, deepening our reach, engagement, and impact in local churches, community groups, and at events and conferences, generating new supporters, ambassadors, and church partners. This will be supported through the phased outworking of a new regional engagement plan, maintaining our commitment to meet Christians where they are. Increased staff capacity and activity budget will help us to pilot and launch new digital content, platforms, fundraising and marketing opportunities; enabling SAT-7 to engage more creatively with supporters and for our brand and message to gain a more distinctive edge within the UK Christian media and mission sector. We will optimise our use and understanding of the project management processes

and IT systems used to manage and deliver our activities, regularly reviewing costs and streamlining operations.

Outcome #2: **An increasing number of Christians, churches, grant making bodies, communities and networks: have a deepened understanding of the challenges faced by Christians and the people of the MENA region and the impact SAT-7 has, creating opportunities to pray, engage and partner for change.** SAT-7 UK will maintain its commitment to inform and educate supporters, churches, key leaders and influencers with the context, news and challenges facing Christians and the people of the Middle East and North Africa region. A key part of this outcome is to enable the mobilising of prayer and deepened engagement; enabled through a variety of regular and seasonal resources, publications, and campaigns. However, there will be a stronger emphasis on repurposing existing communications content, phasing in a Read, Listen, and Watch content strategy across new digital and website platforms e.g. videos, podcasts, and webinars – ensuring that our content is accessible for all and is fit for purpose across the strategic plan period.

B. Endurance & Faith

Outcome #3: **The wider SAT-7 family are strengthened through a healthy relationship with SAT-7 UK and by strategic input and collaboration.** We will actively prioritise relationships with peers within the wider SAT-7 family seeking to stay connected, build relationships, share learning and support collaboration.

Outcome #4: **A sustainable organisation, with a culture of best practice and innovation, where staff know they are supported and valued.** Priority will be given to develop team spirit and staff well-being, ensuring everyone (regardless of working location or patterns) feels an integral part of the UK team and is rewarded appropriately. Focus will be given to ensure that the right tools, systems and training are in place, with a culture that encourages best practice.

Outcome #5: **Our Christian faith and values are at the heart of who we are and what we do; bringing joy, showing love, strengthening faith.** Our Christian faith and values will be at the heart of our organisation culture, they will shape how we make God's love visible and deliver the next season of SAT-7 UK's vision, as we seek to bring joy, show love and strengthen faith – not just of our viewers across the MENA, but also in the lives of our staff, volunteers, supporters and partners in the UK.

New value statements were launched in 2022 and these will be embedded into the organisational culture and with God's help the team will be intentional in outworking the values in their work and relationships with each other.

- We *agree* to be **authentic**
- We *choose* to be **courageous**
- We *strive* to be **creative**
- We *commit* to be **servant-hearted**

11. Review of the year – work in the MENA

SAT-7 International Overview

SAT-7 broadcasts faith-filled programmes to the 25 countries of the Middle East and North Africa (MENA) via satellite television and digital media. Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus. They reach millions of viewers across a range of platforms. Viewers are supported, encouraged and counselled by dedicated Audience Relations (AR) teams who respond to the hundreds of viewers who contact the channels every day through a variety of means.

Satellite television remains at the core of SAT-7's ministry, but in this digital age, and as the MENA increasingly moves online, SAT-7 is keeping up with the developing needs of its viewers. According to the 2020 Arab Youth Survey, 66% of young people in the Arab World now primarily watch video content on their smartphones. SAT-7 PLUS, the MENA's first Christian video-on-demand and live-streaming platform, was launched in 2021 and has continued to grow during 2022. The total viewership more than doubled, and notably, the average watch time is now more than 25 minutes, an increase of 34% on the previous year.

Social media continued to play a vital role in viewer engagement in 2022. SAT-7 ARABIC's Facebook strategy has been especially effective with audience engagement more than doubling in 2022 compared to 2021. Two series specifically produced for social media, Church4Kids and Sanctuary of the Heart, worked exceptionally well on Instagram throughout 2022. Facebook was blocked in Iran because of the protests following the death of Mahsa Amini, but Instagram is helping provide online Sunday school for Iranian children through Church4Kids and creating a space for viewers to receive live prayer and encouragement through Sanctuary of the Heart.



The MENA region faced multiple crises in 2022. The following overview of the year shows how SAT-7 has been responsive to a range of situations in different places, bringing a message of hope as well as support and guidance for viewers facing myriad problems. In January, SAT-7 began airing the first episodes of *The Gathering* (pictured), made by our newly-formed partner production team in Tunisia. The programme is designed to provide spiritual encouragement to isolated believers in North Africa by sharing testimonies, worship music and Christian teaching.

As the economic crisis deepened in Türkiye in February, SAT-7 TÜRK's live programme *Homemade* raised awareness of the impact on families and directed viewers to advice and resources that can help them.

SAT-7's first ministry-wide meeting of Partners, Christian ministries, broadcasters, and supporters in three years took place in Cyprus in March. Under the theme Responding to Crisis, Building the Future, participants heard how SAT-7 has been responding to COVID-19 and other challenging events across the region since 2020, and about the opportunities it has to start building for the coming years.

As many Middle Easterners continue to risk their lives trying to flee their home country, SAT-7 ARABIC's *You Are Not Alone* programme covered a tragic "Boat of Death" incident in April. The show

featured a moving interview with Youssef and Mohammad Al Jamal who lost their family when a boat carrying people from Lebanon and Syria sank off Tripoli in Lebanon. The episode highlighted how the collapse of the economy and medical system in Lebanon is forcing people to take drastic action to try to provide a better life for their families.

In May, SAT-7's Founder and President Dr Terence Ascott was presented with a Labib Madanat Kingdom Impact Award by SAT-7 partner, the Strategic Resource Group. The award honours "men and women whose self-sacrificing and courageous endeavours have conferred eternal benefit on thousands and thousands of people in the Greater Middle East, helping them on their journey to faith in Jesus Christ".



This was followed in June with a "Special Mention" for SAT-7 KIDS at the 2022 Prix Jeunesse International Festival in Germany. The channel's *Story in the Attic* programme (pictured above) was commended for tackling the important topic of early marriage. The show teaches children to understand their value and basic rights and encourages viewers to promote these rights in their own contexts. Another SAT-7 KIDS programme, *City of Stars*, which promotes disability inclusion, was also featured in the festival's catalogue of "Quality in Children's TV Worldwide".

A year on from Türkiye's withdrawal from the Istanbul Convention, which combats violence against women, SAT-7 TÜRK programme *You Are Not Alone* reached out to vulnerable women in the country in July. The show provided expert advice to viewers enduring difficult home lives. One episode was watched by 36,000 people on Facebook, in addition to its audience on satellite television. One viewer said, "As a Christian woman in our society, sometimes one feels stuck. SAT-7 TÜRK helps me overcome the feeling of being alone."

At a time when millions of children are out of school owing to poverty, inadequate education systems, widespread displacement, and the continuing impact of COVID-19, SAT-7 launched a fifth series of the popular primary education series *My School* in August. The series took an innovative modular approach, breaking down the teaching into 250 10-minute segments accompanied by video clips to help young people who have missed school – some for as long as 15 years – to catch up.

In September, protests erupted in Iran following the death of Mahsa Amini in police custody, and continued for the rest of the year despite a violent response from the authorities that claimed hundreds of lives. SAT-7's Persian channel, SAT-7 PARS, supported viewers through special live programmes, prayer, encouragement, and guidance. Ayman, an Iranian man, told SAT-7 PARS' viewer support team, "I know how the rights of this nation have been violated; I know how we were taken hostage, and how the women of Iran, half of the nation, have been subjected to oppression, injustice and prejudice… There is so much pain and suffering, but the Lord is with the oppressed and comes to their aid."



SAT-7 launched live programme *Today Not Tomorrow* in October as part of its five-year Gender Equality and Freedom of Religion or Belief (FoRB) project. An innovative feature is a new mobile set (pictured above) that travels to a different village for each episode to engage with residents and get close to viewers on the ground.

As Christians in Afghanistan continue to endure oppression and fear under the Taliban, SAT-7 launched a new live weekly programme *Church4Afghanistan*, broadcast on Instagram and Facebook. Presenter Noorullah Noor, an Afghan assistant pastor living in Germany, explores biblical topics with different guests and also discusses the current situation in Afghanistan, especially for the Christians living in the country.

On 10 December SAT-7's dedicated Arabic-language children's channel celebrated 15 years on air. To mark this major milestone, it launched a year-long promotional campaign called "Tomorrow is Yours", to encourage children in the MENA to create a future for themselves by drawing on the wisdom and power that God supplies.

12. Review of the year – work in the UK

Supporter Messaging & Events: Our messaging in the first half of the year built on the previous year's Advent theme, "Watch and Wait" to a linked focus during Lent of, "Watch and Pray: A 40-day prayer watch for SAT-7's viewers." The prayer guide included weekly small group material, with discussion questions based on the week's theme and a story from the life of Jesus, as well as a guide for supporters to host their own Live Prayer Watch event. To mark the start of Lent, we held a special News and Prayer Live 'Prayer Watch' lunchtime and evening event, with over 200 attending.

In the second half of the year, we launched our "Free to Believe" advocacy campaign, which formed part of SAT-7's formal response to the UK government ministerial on the Freedom of Religion or Belief (FoRB). Launched at the New Wine United conference (where over 250 people added their voice), it was then profiled at other summer events in Northern Ireland, as well as online and to supporters. Archbishop Angaelos, SAT-7's International board chair, was interviewed as part of the campaign. And Fiona Bruce MP sent a message of thanks:



"On behalf of the UK government I want to thank SAT-7 supporters for adding their voice to the Free to Believe campaign, following the Ministerial earlier this year. We all need to take action to raise the issues of people's freedoms; especially the freedom to believe and to worship. Please do continue to support SAT-7, as they seek to share powerful testimonies of faith right across the Middle East and North Africa." Fiona Bruce MP and the Prime Minister's Special Envoy for Freedom of Religion or Belief



Towards the end of the year the focus on FoRB continued within the Advent theme, Silent Night, highlighting how Christians are silenced in different ways in different parts of the MENA region. The campaign included a special Advent News & Prayer Live event with a focus on Iran and 7,000 copies of the Silent Night prayer guide plus church packs were sent to supporters. Silent Night Advent resources, including country fact-file sheets, music and poetry challenges, were also created for schools in a trial, endorsed by TV presenter, Gemma Hunt.

The campaign culminated in a recording of the Silent Night Christmas carol, recorded and filmed at various SAT-7 studios in the different locations and languages of the Middle East and North Africa region, as well as involving churches and schools. Over 25 groups took part, singing in a variety of languages including Arabic, Turkish, Farsi, French and English.

Digital Media: We've continued to reach a younger demographic through our digital acquisition strategy. Website visitors, new users, website sessions and page views have all increased in Q4 compared to 2022. Our social media following is steadily growing on most platforms with Instagram at nearly 705 followers and Twitter at 2,974. YouTube grew to 9,560 subscribers. Our email marketing continues to perform strongly with an average open rate greater than 40%. Through regular emails, we continue to share news; promote events; campaigns and appeals. The total number of unique emails sent in 2022 was 130, including everything from prayer diary, Briefing, events, to campaign and appeals.

Church Engagement: We continued our approach of meeting Christians "where they are" and connected with supporters and churches through a range of well-attended and engaging digital events, backed up by a stream of high-quality print and digital communications, creative presentation and video resources, and fundraising appeals. Although there was still some wariness at the beginning of the year due to Covid, church speaking engagements have picked up during the year. 40 out of 97 speaking engagements in 2022, were carried out by Ambassadors, with the others facilitated by the staff team. Although more face-to-face speaking engagements took place in 2022 than 2021, they

have not returned to pre pandemic numbers. 8 new ambassadors were recruited and trained, we currently have 59 Church Ambassadors and 27 Speakers.

Promotion of the new church partnership programme began fully in 2022. Responses have been positive, some improvements have been made to the programme and 15 churches have so far become partners with others committing to supporting SAT-7 projects. We continued to use videos and personalised email communication to deepen our engagement with our supporting churches.

Income generation: Fundraising was challenging in 2022, with the rising cost of living and inflation levels there was uncertainty about the future, this led to slower giving during the year. But we were greatly encouraged in the final quarter and ended the year just 2% behind our income target. We were also able to make grants of £1.4M to SAT-7 International, achieving our target.
We continued to be encouraged by the growth in income from churches, which grew by 8% in 2022. The regular giving programme (joy bringers) grew by 3%, and we continued to acquire new supporters, albeit at a slower rate than the previous year.
We held the three online fundraisers in June 2022 with the goal of obtaining new regular givers (joy bringers), and were greatly encouraged by the response to these and will build on this programme in 2023. The major donor programme continues to flourish and a mid-level donor programme was launched.

13. Financial Review

The financial results for the year are set out in the Statement of Financial Activities. In 2022 SAT-7 UK's income was £2,190,446 (2021: £2,339,278), the income was only 2% below the 2022 budget and a decrease of 6.4% from 2021. SAT-7 UK made grants of £1,401,297 (Budget £1.4M) to SAT-7 International Trust during 2022.

Expenditure on raising funds was £439,558 (2021: £406,088) while expenditure on charitable activities was £1,804,323 (2021: £1,811,539). Net income and expenditure in 2022 showed a deficit of £53,435 (2021: surplus £121,651). Reserves had been increased during the pandemic, hence the surplus was deliberately reduced in 2022 to bring the reserves down.

Net assets at 31 December 2022 were £712,415 (2021: £765,850). Cash at bank and in hand at 31 December 2022 amounted to £496,931 (2021: £451,631).

Reserves Policy

The trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the "free reserves") held by the charity should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. In 2023 the planned working requirements are budgeted to be on average £68,000 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level. The trustees do not have any material uncertainties surrounding the charity continuing as a going concern, so the trustees do not consider that it is necessary to reflect within the level of reserves any estimate of the costs of closure.

At 31 December 2022 SAT-7 UK Trust ['the charity'] held total reserves of £712,415 comprising:

- The Expendable Endowment Fund which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000 all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The Designated Funds which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2022 the fund stood at £183,271 (2021 £125,750).

- General Unrestricted Funds stood at £219,144 (2021 £330,100) representing tangible fixed assets held for the charity's own use of £9,337 and free reserves of £209,807 (2021 £319,944).
- No Restricted Funds were held by the charity at 31 December 2022.

At 31 December 2022 the Free Reserves stood at £209,807 (2021 £319,944). This represented 3.09 months of expenditure on planned working requirements in 2022 which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

Funds held as custodian trustee
SAT-7 UK acts as a custodian trustee holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in a separate designated bank account with a trustee approved bank mandate safeguarding the movement of these funds. Refer to note 18 for details of the funds received, payments made, and balances held on behalf of SAT-7 International Trust in the year.

Investments
Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as the intention was to sell them. Due to an unsuccessful sale and the challenging economic situation the decision was made to take the flats off the market, hence in Dec-22 the flats were reclassified as fixed assets.

14. Statement of Trustees' Responsibilities

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for

safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

Auditor
Burton Sweet Limited was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006 the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:
2nd Floor
3-4 New Road
Chippenham
Wiltshire SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries.

Approved by the trustees on 25 April 2023.

Signed on behalf of the trustees

Mr Richard Giles
Chairman

Mrs Rachel Fadipe
Chief Executive Officer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SAT-7 UK TRUST LIMITED

Opinion

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2022 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted out audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information
The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and out auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the trustees' report (incorporating the strategic report and the directors' report) have been prepared in accordance with applicable law requirements.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- sufficient accounting records have not been kept;

- the financial statements are not in agreement with the accounting records and returns;

- certain disclosures of trustees' remuneration specified by law are not made; or

- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with directors and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance through the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations; and
- understanding the design of the charity's remuneration policies.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/apb/scope/private.cfm This description forms part of our auditor's report.

Joshua Kingston ACA (Senior Statutory Auditor)
For and on behalf of Burton Sweet Limited
Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol BS48 1UR

Date: 25 April 2023.

SAT-7 UK Trust Limited

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2022

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2022 £	*Total Funds 2021 £*
Income and endowments from:							
Donations and legacies	**2**	1,563,107	-	597,292	-	**2,160,399**	*2,316,107*
Investments		20,340	-	-	-	**20,340**	*15,995*
Other trading activities		2,871	-	-	-	**2,871**	*2,455*
Other income		6,836	-	-	-	**6,836**	*4,721*
Total income		1,593,154	-	597,292	-	**2,190,446**	*2,339,278*
Expenditure on:							
Raising funds	**3**	433,863	5,695	-	-	**439,558**	*406,088*
Charitable activities	**3**	1,168,148	38,883	597,292	-	**1,804,323**	*1,811,539*
Total expenditure		1,602,011	44,578	597,292	-	**2,243,881**	*2,217,627*
Net income/(expenditure)	**5**	(8,857)	(44,578)	-	-	**(53,435)**	*121,651*
Transfers between funds	**15**	(102,099)	102,099	-	-	**-**	-
Net movement in funds		(110,956)	57,521	-	-	**(53,435)**	*121,651*
Funds brought forward at 1 January	**15**	330,100	125,750	-	310,000	**765,850**	*644,199*
Funds carried forward at 31 December	**15**	219,144	183,271	-	310,000	**712,415**	*765,850*

Net expenditure for Companies Act purposes is £53,435.

The charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 24 to 37 form part of these financial statements
See note 20 for fund-accounting comparative figures

SAT-7 UK Trust Limited

BALANCE SHEET

AS AT 31 DECEMBER 2022

Company Number: 03301736

	Note	2022 £	*2021 £*
Fixed Assets			
Tangible fixed assets	**8**	**9,337**	*10,156*
Investments	**9**	**310,000**	*-*
Current assets			
Investments	**9**	**-**	*310,000*
Stock		**2,035**	*3,839*
Debtors	**10**	**50,332**	*92,413*
Cash at bank and in hand		**496,931**	*451,631*
		549,298	*857,883*
Creditors : Amounts falling due within one year	**11**	**(156,220)**	*(102,189)*
Net current assets		**393,078**	*755,694*
Net assets		**712,415**	*765,850*
Endowment funds	**16**	**310,000**	*310,000*
Income funds			
Unrestricted funds:			
General funds	**16**	**219,144**	*330,100*
Designated funds	**16**	**183,271**	*125,750*
		402,415	*455,850*
Total funds		**712,415**	*765,850*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These financial statements were approved by the trustees on 25 April 2023 and are signed on their behalf by:

Mr Richard Giles
Chairman

The notes on pages 24 to 37 form part of these financial statements

SAT-7 UK Trust Limited

CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2022

	Note	2022 £	*2021* *£*
Operational cash flows			
Cash flows from operating activities:			
Costs of Charitable Activities	**13**	**(1,744,941)**	*(1,822,445)*
Net outflow from operating activities		**(1,744,941)**	*(1,822,445)*
Cash flows for operating activities:			
Donations and Legacies	**13**	**2,202,811**	*2,334,301*
Other trading activities	**13**	**2,871**	*2,455*
Other income	**13**	**6,836**	*4,721*
Costs of raising funds	**13**	**(437,754)**	*(409,044)*
Net inflow for operating activities		**1,774,764**	*1,932,433*
Net inflow/(outflow) of operating activities		**29,823**	*109,988*
Non-operational cash flows			
Investing activities			
Investments - investment property income	**13**	**20,340**	*15,995*
Acquisition of tangible fixed assets	**8**	**(4,863)**	*(5,597)*
		15,477	*10,398*
Net cash inflow/(outflow) for the year	**14**	**45,300**	*120,386*

Cashflow Restrictions

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 24 to 37 form part of these financial statements

1 Accounting policies

a) The financial statements have been prepared in accordance with the historical cost convention except for investments which have been included at fair value and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102.

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The Trustees assess that the charity has sufficient reserves to be able to meet the challenges of the current economic environment and the charity's liabilities as they fall due.

b) Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c) Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

d) Grants payable are charged in the year when the offer is conveyed to the recipient.

e) Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are generally not capitalised.

Depreciation is calculated so as to write off the cost of an asset, less its estimated ultimate residual value, over the useful life of that asset as follows:

Leasehold improvements - straight line over the length of the lease to the break clause
Office equipment - 33% p.a. straight line
Office furniture - 25% p.a. straight line

f) Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g) Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h) Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i) Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

j) Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

1 Accounting policies *(continued)*

k) The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

l) Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. Valuations are carried out every five years with an informal annual review to ensure no material change in valuation has occurred. Annual reviews by the Trustees for indicators of impairment are carried out. The date of the last valuation was as at 31 December 2022 conducted by haart Estate Agents.

m) Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

n) Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

o) Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 Donations and gifts

Current year	**Unrestricted Funds**	**Restricted Funds**	**Endowment Funds**	**Total 2022**	*Total 2021*
	£	**£**	**£**	**£**	*£*
Churches	132,366	43,112	-	**175,478**	*162,794*
Institutions	135,735	225,057	-	**360,792**	*421,008*
Individuals	1,295,006	329,123	-	**1,624,129**	*1,732,305*
	1,563,107	597,292	-	**2,160,399**	*2,316,107*

For the comparative figures please see note 21.

As at the year-end the charity had been notified of two legacies, the value of which is uncertain but is unlikely to exceed £7,212 in total. There is one further legacy that the charity has been notified of but this cannot be measured reliably at the approval date of the financial statements.

3 Expenditure

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2022	*Total 2021 Restated*
	£	£	£	£	£
Raising funds					
Staff costs	-	236,548	24,065	**260,613**	*294,558*
Promotional activities	-	102,889	-	**102,889**	*36,044*
Office costs	-	-	76,056	**76,056**	*75,486*
	-	339,437	100,121	**439,558**	*406,088*
Charitable activities					
In the UK	-	267,394	135,632	**403,026**	*384,104*
Supporting the church in the MENA region	1,401,297	-	-	**1,401,297**	*1,427,435*
	1,401,297	267,394	135,632	**1,804,323**	*1,811,539*
	1,401,297	606,831	235,753	**2,243,881**	*2,217,627*

For the comparative figures please see note 22.
Please see the following page for the definitions of the charitable activities described above.

SAT-7 UK's charitable activities are detailed in section 9 of the Trustees' Annual Report. They include:

In the UK
Raising awareness about our work, providing information about the region we operate in and encouraging prayer.

Engaging and mobilising Church in the UK and Ireland.

Preparing the next generation of supporters.

Supporting the church in the MENA region
Making grants to encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa.

Grants were paid to SAT-7 International Trust of £1,401,297 (2021: £1,427,435).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

4 Support costs

Current year	Raising funds	Charitable activities	Total 2022	*Total 2021 Restated*
	£	£	£	£
Staff costs and staff related costs	24,065	5,267	**29,332**	*7,825*
Premises expenses	21,668	14,965	**36,633**	*25,024*
Admin expenses	51,661	96,871	**148,532**	*150,054*
Depreciation	2,727	2,955	**5,682**	*6,045*
Governance costs	-	15,574	**15,574**	*13,513*
	100,121	135,632	**235,753**	*202,461*

For the comparative figures please see note 23.

5 Net (expenditure)/income for the year

This is stated after charging:	2022	*2021*
	£	£
Depreciation	5,682	*6,045*
Auditor's fees:		
For audit services	7,000	6,660
For accountancy services	2,500	2,340
For other services	2,004	3,690
Payments of Trustees' travel expenses	1,122	*706*

Trustees reimbursed for their out of pocket travel expenses: 2022: 4 (2021: 3). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £34,705 (2021: £41,920).

6 Staff costs and numbers

The aggregate payroll costs were:

	2022	*2021*
	£	£
Wages & salaries	425,368	*453,675*
Social security costs	33,635	*29,778*
Pension contributions	22,513	*23,778*
Benefits	3,046	*1,827*
Redundancy costs	-	*11,125*
	484,562	*520,183*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension	180,615	*170,162*

One employee received emoluments between £60,000 to £70,000.

The average weekly number of employees based on headcount during the year was 17 (2021: 18).

7 Taxation

The charity is exempt from corporation tax on its charitable activities.

8 Tangible fixed assets

	Leasehold improvements	Office equipment	Office furniture	Total
	£	£	£	£
Cost				
At 1 January 2022	5,149	37,973	15,348	58,470
Additions	-	4,863	-	4,863
At 31 December 2022	5,149	42,836	15,348	63,333
Depreciation				
At 1 January 2022	4,565	30,200	13,549	48,314
Depreciation	198	4,651	833	5,682
At 31 December 2022	4,763	34,851	14,382	53,996
Net book value				
At 31 December 2022	**386**	**7,985**	**966**	**9,337**
At 31 December 2021	*584*	*7,773*	*1,799*	*10,156*

9 Investments

Investment properties	**2022**	*2021*
	£	*£*
Market Value at 1 January	310,000	*310,000*
Market Value at 31 December	310,000	*310,000*
Historical cost at 31 December	310,000	*310,000*

The investment properties were classified as current assets in the prior period, as it was the trustees' intention to sell the assets within 12 months. This year the trustees' intentions have changed, reclassifying the assets as fixed asset investments. As the properties have not been sold this financial year, the Trustees obtained a formal valuation at 31 December 2022 from Haart Estate Agents.

10 Debtors

	2022	*2021*
	£	*£*
Other debtors	1,413	*970*
Prepayments and accrued income	38,775	*79,637*
Tax reclaimable under Gift Aid	10,144	*11,806*
	50,332	*92,413*

11 Creditors: amounts falling due within one year

	2022	*2021*
	£	*£*
Trade creditors	25,450	*7,971*
Accruals and deferred income	19,721	*13,515*
Other creditors	625	*2,061*
SAT-7 International Trust	110,424	*78,642*
	156,220	*102,189*

12 Commitments under operating leases

At 31 December 2022 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2022 Land & buildings	*2021 Land & buildings*
	£	*£*
Within 1 year	13,598	*14,938*
2 to 5 years	16,282	*29,880*

13 Reconciliation of the Statement of Financial Activities to the Cash Flow Statement

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
Income from:					
Donations and legacies	**2,160,399**	-	-	-	
Decrease in tax reclaimable under Gift Aid		1,662	-	-	
Movement in donation debtor		40,750	-	-	
					2,202,811
Investments	**20,340**	-	-	-	**20,340**
Other trading activities	**2,871**	-	-	-	**2,871**
Other income	**6,836**	-	-	-	**6,836**
Expenditure on:					
Raising funds	**(439,558)**	-	-	-	
Increase in stock		-	-	1,804	
					(437,754)
Charitable activities	**(1,804,323)**	-	-	-	
Depreciation eliminated	**5,682**	-	-	-	
Movement in other debtors, prepayments and accrued income		(331)	-	-	
Increase in trade and other creditors		-	47,825	-	
Increase to accruals		-	6,206	-	
					(1,744,941)
Balance sheet movements		42,081	54,031	1,804	

14 Analysis of changes in cash during the year

	2022 £	*2021* £	Change £
Cash at bank and in hand	**496,931**	*451,631*	**45,300**

	2021 £	*2020* £	Change £
Cash at bank and in hand	*451,631*	*331,245*	**120,386**

15 Movement in funds

Year ended 31 December 2022	At 1 Jan 2022 £	Income £	Expenditure £	Transfers £	At 31 Dec 2022 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	54,235	(54,235)	-	-
Cross Channel: Children's Programming	-	43,651	(43,651)	-	-
Cross Channel: Discipleship Programming	-	64,262	(64,262)	-	-
Cross Channel: Women's Programming	-	104,381	(104,381)	-	-
SAT-7 ACADEMY	-	11,479	(11,479)	-	-
SAT-7 ARABIC	-	52,683	(52,683)	-	-
SAT-7 KIDS	-	36,191	(36,191)	-	-
SAT-7 PARS	-	166,191	(166,191)	-	-
SAT-7 TÜRK	-	12,624	(12,624)	-	-
UK Nationals working for SAT-7 International Trust	-	50,570	(50,570)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	1,025	(1,025)	-	-
	-	597,292	(597,292)	-	-
Unrestricted funds					
General funds	330,100	1,593,154	(1,602,011)	(102,099)	219,144
Designated funds:					
Development in the UK	125,750	-	(44,578)	92,099	173,271
Investment property	-	-	-	10,000	10,000
	455,850	1,593,154	(1,646,589)	-	402,415
Total funds	**765,850**	**2,190,446**	**(2,243,881)**	**-**	**712,415**

The comparative movement in funds figures can be found in note 24.

Endowment funds

Expendable endowment — Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

15 Movement in funds *(continued)*

Restricted funds

Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups.
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.
SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
SAT-7 Plus	Fund for the new on-demand streaming service with programs in Arabic, Farsi, and Turkish.
UK Nationals working for SAT-7 International Trust	Fund for the costs of UK nationals working for SAT-7 international Trust.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust.

Development in the UK	Designated funds agreed for the development of SAT-7 in the UK.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

16 Analysis of net assets between funds

As at 31 December 2022	Investments £	Tangible Fixed assets £	Other Net assets £	Total £
Endowment fund				
Expendable endowment	310,000	-	-	**310,000**
	310,000	-	-	**310,000**
Unrestricted funds				
General funds	-	9,337	209,807	**219,144**
Designated funds	-	-	183,271	**183,271**
	310,000	9,337	393,078	**712,415**

The comparative figures for the analysis of net assets between funds note can be found in note 25.

17 Company limited by guarantee

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 Funds held as a custodian for others

At the year end, the charity held £592,753 (2021: £596,382) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,376,160 (2021: £1,375,204). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,379,789 (2021: £1,231,154).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 Related party transactions

There are no related party transactions other than disclosed elsewhere in these financial statements.

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

20 Statement of Financial Activity comparative figures

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2021 £
Income and endowments from:					
Donations and legacies	1,494,356	-	821,751	-	**2,316,107**
Investments	15,995	-	-	-	**15,995**
Other trading activities	2,455	-	-	-	**2,455**
Other income	4,721	-	-	-	**4,721**
Total income funds	1,517,527	-	821,751	-	**2,339,278**
Expenditure on:					
Raising funds	406,088	-	-	-	**406,088**
Charitable activities	943,343	46,445	821,751	-	**1,811,539**
Total expenditure	1,349,431	46,445	821,751	-	**2,217,627**
Net income/(expenditure)	168,096	(46,445)	-	-	**121,651**
Transfers between funds	(100,254)	100,254	-	-	**-**
Net movement in funds	67,842	53,809	-	-	**121,651**
Funds brought forward at 1 January	262,258	71,941	-	310,000	**644,199**
Funds carried forward at 31 December	330,100	125,750	-	310,000	**765,850**

21 Donations and gifts comparative figures

Prior year	Unrestricted General Funds £	Restricted Funds £	Endowment Funds £	Total 2021 £
Churches	111,148	51,646	-	**162,794**
Institutions	93,318	327,690	-	**421,008**
Individuals	1,289,890	442,415	-	**1,732,305**
	1,494,356	821,751	-	**2,316,107**

22 Expenditure comparative figures

Prior year	Grants payable	Direct costs	Support costs (note 23)	Total 2021
	£	£	£ Restated	£ Restated
Raising funds				
Staff costs	-	286,733	7,825	**294,558**
Promotional activities	-	36,044	-	**36,044**
Office costs	-	-	75,486	**75,486**
	-	322,777	83,311	**406,088**
Charitable activities				
In the UK	-	264,954	119,150	**384,104**
Supporting the church in the MENA region	1,427,435	-	-	**1,427,435**
	1,427,435	264,954	119,150	**1,811,539**
	1,427,435	587,731	202,461	**2,217,627**

Prior-year restatement: Costs that were within raising funds support costs and allocated to office costs were reallocated to staff costs within the prior-year for more accurate classification. Total expenditure was unaffected by this reallocation.

23 Support costs comparative figures

Prior year	Raising funds	Charitable activities	Total 2021
	£ Restated	£	£ Restated
Staff costs and staff related costs	7,825	-	**7,825**
Premises expenses	13,262	11,762	**25,024**
Admin expenses	59,020	91,034	**150,054**
Depreciation	3,204	2,841	**6,045**
Governance costs	-	13,513	**13,513**
	83,311	119,150	**202,461**

24 Movement in funds comparative figures

Year ended 31 December 2021	At 1 Jan 2021 £	Income £	Expenditure £	Transfers £	At 31 Dec 2021 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	284,576	(284,576)	-	-
Cross Channel: Children's Programming	-	72,776	(72,776)	-	-
Cross Channel: Discipleship Programming	-	60,040	(60,040)	-	-
Cross Channel: Education Programming	-	3,579	(3,579)	-	-
SAT-7 ACADEMY	-	18,070	(18,070)	-	-
SAT-7 ARABIC	-	22,596	(22,596)	-	-
SAT-7 KIDS	-	35,915	(35,915)	-	-
SAT-7 PARS	-	230,524	(230,524)	-	-
SAT-7 TÜRK	-	22,266	(22,266)	-	-
SAT-7 Plus		17,000	(17,000)	-	-
UK Nationals working for SAT-7 Internationally	-	53,146	(53,146)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	1,263	(1,263)	-	-
	-	821,751	(821,751)	-	-
Unrestricted funds					
General funds	262,258	1,517,527	(1,349,431)	(100,254)	330,100
Designated funds:					
Development in the UK	71,941	-	(46,445)	100,254	125,750
	334,199	1,517,527	(1,395,876)	-	455,850
Total funds	644,199	2,339,278	(2,217,627)	-	765,850

Descriptions for the funds above can be found in note 15.

25 Analysis of net assets between funds comparative figures

As at 31 December 2021	*Investments* £	*Tangible Fixed assets* £	*Other Net assets* £	*Total* £
Endowment fund				
Expendable endowment	*310,000*	*-*	*-*	***310,000***
	310,000	*-*	*-*	***310,000***
Unrestricted funds				
General funds	*-*	*10,156*	*319,944*	***330,100***
Designated funds	*-*	*-*	*125,750*	***125,750***
	310,000	*10,156*	*445,694*	***765,850***

SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK Trust Limited

(A Company Limited by Guarantee)

Company Registration No 03301736
Registered Charity no 1060612

Report of the Trustees and Accounts

For the Year Ended

31st December 2021

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Reference and administrative details of the charity, its Trustees and Advisers for the year ended 31st December 2021

Company Information

Registered name	SAT-7 UK Trust Limited, also known as 'SAT-7 UK'
Registered charity number	1060612
Registered company number	03301736
Registered office	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Operations centre	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Company Secretary	Mrs R Fadipe
Chief Executive Officer	Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served in the period from the beginning of the year to the date of the signing of the balance sheet were as follows: Mr R Kemp (Chairman), Mr J Clark, Mr C Miles, Mr M Haines, Mr R Giles (deputy Chair), Mr O Morris, Mr D Taylor, Mr L Jorgensen (left board Oct 2021), Mr T Alqassis (joined board Feb 2022)

Advisers to the Charity
Keelys Solicitors (HR Advisor) 28 Dam St, Lichfield WS13 6AA

Auditor
Burton Sweet Limited Chartered Accountants, The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton Bristol BS48 1UR

Bankers
Unity Trust Bank plc**,** Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite, 10 Queen Street Place, London EC4R 1BE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

1. Governing Document

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

2. The Board and Management of the Charity

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the board of Trustees, the CEO, the External Engagement Director and the Operations Director. The Board of Trustees agree the annual salary levels of the key management personnel. The trustees have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, to set objectives, to establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2021 the trustees held their meeting using video conferencing but met together in October 2021 for a daylong meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance Sub-Committee to monitor the financial affairs of the Trust, act as the audit sub-committee and to review and advise the trustees and senior staff on all employment matters affecting SAT-7 UK.

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. SAT-7 UK is formally represented on the International Council and Executive board of SAT-7 International Trust,

(registered in Cyprus under the international trust law of the Republic of Cyprus). SAT-7 UK made grants of £1,427,435 to SAT-7 International Trust during 2021.

3. The recruitment of Trustees

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Prospective candidates are interviewed by the existing trustees and the CEO and are selected by nomination and a vote by the board. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then is subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2021 one trustee stood down.

4. Induction and training of Trustees

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International.

5. Risk Management and Assessment

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased opposition to religion, attrition of supporters and restricted vs unrestricted in balance of funding leading to cashflow difficulties. Each of these has action to mitigate, reduce or avoid. The actions are built into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other

religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

6. Fundraising, Data Protection, Safeguarding & Grant Making Policies

Fundraising
In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2021.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2021 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2021 SAT-7 UK did not contract the services of any professional fundraisers as defined by section 58 of the Charities Act 1992. SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2021 received one request through this service. During 2021, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- To raise money only when the likely income will be matched by needs.
- To represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- To always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- To communicate clearly about how our supporters' money will be used.
- To ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

Data protection
SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used.

- To adhere to current data protection legislation and be registered with the Information Commissioner's Office.
- To protect the confidentiality of personal information and ensure its security at all times.
- Not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

Monitoring of Regulatory Activity
The Chief Executive Officer is responsible for data protection and for keeping up to date with The Code of Fundraising Practice to ensure that all response devices and data capture forms comply with the data protection guidelines.

Safeguarding
Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.
SAT-7 UK updated its safeguarding policies in 2019 and continues to monitor its practices and training in this area.

Grant Making Policy

SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance Sub Committee (FSC) who report at each board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

7. Public Benefit

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

8. Purpose of SAT-7 UK

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing lifechanging joy to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith, and show how communities can both be Christian *and* Middle Eastern.

9. Main charitable activities

SAT-7 UK's charitable activities in the UK and Ireland are:

a. Making grants to **encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa**; especially to those who would otherwise never have had the opportunity to hear it; through the development and broadcast of Arabic, Farsi and Turkish (and dialects) language Christian programmes. To help our MENA partner to develop a strong and sustainable organisation that will be equipped to efficiently and effectively achieve its vision and mission, both today and tomorrow.

b. **Raising awareness about SAT-7 UK's work, providing information about the region operating in and encouraging prayer**. Resources (printed and digital) are produced for Christians in the UK and Ireland, alerting them to the needs of the church in the Middle East, the work of SAT-7 and providing specific information to encourage prayerful action.

c. **Engaging and mobilising the Church** in the UK and Ireland – a programme of personal engagement and communication through staff, Ambassadors (volunteers), trustees, and supporters in churches and at Christian events; designed to initiate and deepen active concern for the challenges facing the MENA church and region.

d. **Preparing the next generation of supporters** – specific attention is increasingly being given to informing and engaging a new generation of supporters of all ages in prayerful action for SAT-7 and the MENA Church through innovative events, campaigns and resources.

10. Current and Future Strategy

In 2020 SAT-7 UK established a three-step plan to govern its response to the pandemic:

- **Response** 2020 – our approach during this time was to test, refine and improve.

- **Recovery** 2021-2022 – SAT-7 UK's 5-year strategic cycle was due to finish at the end of 2021, but through a new interim 2-year strategy developed in 2020, this was extended to the end of 2022. This approach ensured attention and focus remained on our ability to sustain our operations and to grow out of the present environment (pandemic, Brexit, economic challenges). In October 2020 the board approved SAT-7 UK's new interim 2-year strategy. In preparing this strategy, the executive team of SAT-7 UK considered the impact of the COVID-19 pandemic, both within the UK and Internationally, and how that is likely to impact the work of SAT-7 UK in the coming years.

  During 2021 this strategy sought to develop an internal culture of innovation and creativity whilst remaining consistent in the focus and quality of communications and depth of relationships with our supporters. During 2021 SAT-7 UK's supporters remained incredibly faithful and generous to SAT-7 UK and priority was given to maintain the quality of our relationships and communications with them.

- **Reconstruction** 2023-2027 – a new 5-year strategic planning cycle that sees the organisation grow towards the goal of £5M income. During 2021 the process began to develop a new 5-year strategic plan for SAT-7 UK to deliver organisation growth and a further step change in SAT-7 UK's impact and reach. In developing this new strategy, a significant process was undertaken that involved the executive team and board. The team conducted deep dives into eight priority areas including messaging, culture, funding, values, regionalisation, office location, volunteers and networking. One key outcome was a restructuring within the External Engagement Department to lay the groundwork for a strategic move away from centralised activity to towards a regional approach, and the mainstreaming of advocacy, campaigning and engagement activities across the department. The new strategy will deliver

regionally based coordinators, resourced and supported by the office hub, who will be the outward-facing relational face of SAT-7 UK – delivering fundraising and engagement activities with individual supporters, volunteers and church partners. The board approved the strategic plan for the period 2023-2027 in October 2021 and the preparation work for this strategy will continue in 2022.

11. Review of the year – work in the MENA

SAT-7 International Overview

SAT-7 serves 25 countries across the MENA, with a total population of some 560 million and a potential satellite viewership of around 470 million. It broadcasts 24 hours a day, seven days a week, on four satellite television channels in the three main languages of the region, and these are supplemented by an extensive online presence. Programmes are produced and presented by Christians from the region and are designed to be culturally relevant and sensitive. They are supported by dedicated Audience Relations (AR) teams who respond to the hundreds of viewers who contact the channels every day through a variety of means. Our broadcasts are estimated to reach an audience of about 25 million people. In 2021, more than 3,000 hours of satellite programming was produced, there were 16 million engagements with Facebook page posts, 3.1 million YouTube views every month, and 84,000 one-to-one conversations with viewers.

In 2021 SAT-7 celebrated 25 years since it first went on air, and its growth from a two-hour weekly broadcast to its current extensive output. Sadly, our annual international conference had to be cancelled for the second year running owing to continued government restrictions. So, in March we instead held an anniversary series of SAT-7@25 Open Studios online events for our friends and partners. These focused on key areas of SAT-7's work: Isolated Believers, Women across the Region, and Children and Youth. Each event allowed our supporters to connect directly with our work across all the channels.

As the first Christian satellite television channel in the Middle East, SAT-7 was a trailblazer, and we are continuing to pioneer today. In February SAT-7 launched the MENA's first Christian on-demand video streaming service, SAT-7 PLUS, which is available worldwide in Arabic, Farsi and Turkish, on web browsers and as an app on mobile devices. All the channels broadcast live on this service, and it also contains an extensive archive of past episodes. New shows are added daily. The platform enables SAT-7 to extend its content to a larger and significantly younger audience.

As the importance of social media continues to increase, SAT-7 has begun to implement a new strategy for it. New social media brands have been created to enable users easily to find and engage with content specific to their needs and interests. These include SAT-7 Family, for parents and children, SAT-7 Worship, which provides church services and worship music, and SAT-7 Daily Bread, which offers the Gospel and discipleship content. At present the brands cover only the Arabic channels, but we intend to include Farsi and Turkish material later. Some new programmes have also been created specifically for social media.

SAT-7's AR teams continue to play a vital part in building and maintaining audience engagement, responding to viewers questions, listening to their stories, praying for them and providing counselling and encouragement. The support they offer is greatly appreciated by seekers who want to respond to the Good News, and by Christians who are seeking to live as faithful disciples of Christ in often very difficult circumstances.

SAT-7 International's strategic programming goals

SAT-7's mission goals are to make the Gospel available to everyone in the MENA, and to encourage, support and empower the Church in its life, work and witness for Christ.
Below are examples of selected areas of SAT-7's work (fuller details can be found in the SAT-7 International Trust Annual Report).

Everyone Everywhere
The churches of the MENA often have insufficient resources to share Christ with a wide audience and give new believers a secure grounding in their faith. Christian satellite television and digital media enable them to reach others much more broadly and deeply. SAT-7 provides programme content suitable for people from every background and allows them both to access and engage with the Gospel in ways appropriate to their culture.

Discipleship
SAT-7's discipleship programmes enable the Christians of the MENA to build up fellow-believers in their faith and equip them for Christ's service. The programmes are focused on four groups: those oppressed and persecuted because of their allegiance to Christ; those isolated without Christian fellowship, church leaders, and Christian children and young people. But we aim also to encourage all believers to grow in their knowledge and love of God.

Investing in the Next Generation
Children and young people in the MENA face a wide range of severe challenges that inhibit them from fulfilling their full potential and often leave them bereft of hope. Their opportunities to flourish and to contribute to the renewal of their communities and societies are seriously restricted. SAT-7 shares the Good News of Jesus Christ with them, and thus promotes their wellbeing and inclusion, provides guidance for developing strong and supportive relationships, and offers resources to help them become agents of positive change.

Programme example: *Golpand* was a weekly show on SAT-7 PARS for viewers aged 6 to 13 that taught the Bible and Christian values through games, discussion and drama. The hosts and a set of animal characters played out drama sketches that applied biblical principles to practical problems. The live format allowed the children and young people to discuss the various topics with one another. A highlight in early 2021 was the enthusiastic audience response to an episode dealing with the environment and the need to care for God's creation.

Women across the MENA
Many women and girls in the MENA struggle to recognize their God-given value and identity and have no opportunity to make their voices heard. Their vital role within their families is often underrated and restricted, while harmful social norms and practices frustrate their efforts to realize their full potential. SAT-7's women's programmes affirm their dignity in God's sight and encourage them to speak out for themselves. We also seek to strengthen their marriages and families and to empower them to become agents of transformation in their communities.

Programme example: The SAT-7 TÜRK women's programme *Homemade* continued to assure women in Turkey of their value in God's sight and empower them to be positive changemakers. The set was a welcoming living room and kitchen, in which the presenter introduced viewers to successful Turkish female professionals from all walks of life (both Christian and non-Christian) and led encouraging discussions. Viewers had the opportunity to call in and share their stories and opinions about the topics being discussed and speak to the guests.

12. Review of the year – work in the UK

2021 along with being SAT-7 International's 25 year of broadcasting proved to be another year impacted by the pandemic. The objectives set for 2021 were developed in recognition of the ongoing restrictions and a potential slowdown of supporter engagement and recognised the need to prioritise staff well-being.

2021 saw a return to some of our normal activities but much of our engagement with supporters remained virtual and through digital activities. We continued our approach of meeting Christians "where they are" and connected with supporters and churches through a range of well-attended and engaging digital events, backed up by a stream of high-quality print and digital communications, creative presentation and video resources, and fundraising appeals.

Supporter Messaging: The coronavirus lockdowns have also given UK Christians a much greater understanding of how it feels to live under restrictions, and therefore empathise more deeply with SAT-7 viewers in the Middle East and North Africa. Our messaging in the first half of the year built on the 'Free to be…' campaign series, which explored different types of freedoms. Towards the end of 2021 we moved to our new messaging on the theme encouraging our supporters to "Watch and Wait… with the Middle Eastern Church." It aimed at helping supporters learn more about the Church in the region, and how they are "watching and waiting". Each theme ran across our various platforms, including events, fundraising appeals, prayer materials and digital content, to present a strong and coherent message for existing supporters and people new to SAT-7 to engage with.

Digital Media: We've continued to reach a younger demographic through our digital acquisition strategy. Our social media following is steadily growing on most platforms with Instagram at nearly 600 followers and Twitter at 2,808. YouTube grew by a further 1,489 subscribers. Facebook reach has declined somewhat but this is largely explained by a movement to other platforms and a return to more normal digital usage following the spikes early in the pandemic. Our email marketing continues to perform strongly with an average open rate in 2021 of 48%.

Church & Advocacy Engagement: 2021 saw the completion of the new church partnership programme that began its formal rollout towards the end of the year. We continued to use videos and personalised email communication to deepen our engagement with our supporting churches. This focus led to an encouraging 14% increase in giving and whilst still less than pre-pandemic levels 102 church speaking engagements were carried out by staff and volunteers. Part of our wider engagement included producing briefing publications, discussion documents and hosting events for politicians and church leaders, speaking into the important issues of 'Freedom of Religion or Belief'.

Income generation: In some respects, 2021 was a more challenging year for fundraising than 2020. Alongside the continued restrictions on travel and face to face meetings there was also the longer-term impact of lockdowns, rising cost of living and inflation levels and uncertainty about the future. Despite these challenges and a slowing of the growth experienced in 2020 after strong last quarter the overall results were very positive, with our income exceeding 2020 by 5.8%. Of notable encouragement was the growth in church and major donor income where each grew by 12%. The regular giving programme (joy bringers) continued to grow seeing an 7% increase during 2021, and we continued to acquire new supporters, albeit at a slower rate than the previous year.

13. Looking ahead to 2022

The interim strategy covers the period 2021 – 2022 and is focused on three areas to deliver the mission and vision of SAT-7 UK:

- To demonstrate the IMPACT God is having through SAT-7 as an indigenous Middle Eastern ministry working with the Church to bring the Good News to the people of the Middle East & North Africa through powerful, faith-filled television and digital media programmes.

- To INSPIRE the hearts and minds of Christians in all walks of life in the UK to engage with and pray for the Christians of the MENA.

- To INFLUENCE Christians to better understand the challenges of the MENA church to change attitudes and help improve the lives of MENA Christians.

14. Financial Review

The financial results for the year are set out in the Statement of Financial Activities. In 2021 SAT-7 UK's income was £2,339,278 (2020: £2,210,000) an increase of 5.8% from 2020.

Expenditure on raising funds was £301,401 (2020: £265,443) while expenditure on charitable activities was £1,916,226 (2020: £1,765,223). Net income and expenditure in 2021 showed a surplus of £121,651 (2020: surplus £179,334).

Net assets at 31 December 2021 were £765,850 (2020: £644,199). Cash at bank and in hand at 31 December 2021 amounted to £451,631 (2020: £331,245).

Reserves Policy

The trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the "free reserves") held by the charity should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. For 2022 planned working requirements are budgeted to be £65,000 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level. The trustees do not have any material uncertainties surrounding the charity continuing as a going concern, so the trustees do not consider that it is necessary to reflect within the level of reserves any estimate of the costs of closure.

At 31 December 2021 SAT-7 UK Trust ['the charity'] held total reserves of £765,850 comprising:

- The Expendable Endowment Fund which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000 all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The Designated Funds which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2021 the fund stood at £125,750 (2020 £71,941).
- General Unrestricted Funds stood at £330,100 (2020 £262,258) representing tangible fixed assets held for the charity's own use of £10,156 and free reserves of £319,944 (2020 £251,654).
- No Restricted Funds were held by the charity at 31 December 2021.

At 31 December 2021 the Free Reserves stood at £319,944 (2020 £251,654). This represented 3.87 months of expenditure on planned working requirements in 2021 which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

Funds held as custodian trustee
SAT-7 UK acts as a custodian trustee holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in a separate designated bank account with a trustee approved bank mandate safeguarding the movement of these funds. Refer to note 18 for details of the funds received, payments made, and balances held on behalf of SAT-7 International Trust in the year.

Investments
Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as they are on the market and the intention remains to sell them in the next 12 months. There is an offer on one of the properties, but the sale is currently held up by the Holistic Fire Safety Review commissioned by Newham Council.

15. Statement of Trustees' Responsibilities

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently.
- observe the methods and principles in the Charities SORP.
- make judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

Auditor
Burton Sweet Limited was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006 the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:
2nd Floor
3-4 New Road
Chippenham
Wiltshire SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries

Approved by the trustees on 28th April 2022

Signed on behalf of the trustees

Mr Roy Kemp
Chairman

Mrs Rachel Fadipe
Chief Executive Officer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SAT-7 UK TRUST LIMITED

Opinion

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2021 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted out audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information
The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and out auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based, on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the trustees' report (incorporating the strategic report and the directors' report) have been prepared in accordance with applicable law requirements.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- sufficient accounting records have not been kept;

- the financial statements are not in agreement with the accounting records and returns;

- certain disclosures of trustees' remuneration specified by law are not made; or

- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with directors and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance through the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations; and
- understanding the design of the charity's remuneration policies.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/apb/scope/private.cfm This description forms part of our auditor's report.

Joshua Kingston ACA (Senior Statutory Auditor)
For and on behalf of Burton Sweet Limited
Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol BS48 1UR

Date: 28th April 2022

SAT-7 UK Trust Limited

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2021

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2021 £	*Total Funds 2020 £*
Income and endowments from:							
Donations and legacies	**2**	1,494,356	-	821,751	-	**2,316,107**	*2,181,926*
Investments		15,995	-	-	-	**15,995**	*21,873*
Other trading activities		2,455	-	-	-	**2,455**	*1,477*
Other income		4,721	-	-	-	**4,721**	*4,724*
Total income		1,517,527	-	821,751	-	**2,339,278**	*2,210,000*
Expenditure on:							
Raising funds	**3**	406,088	-	-	-	**406,088**	*265,443*
Charitable activities	**3**	943,343	46,445	821,751	-	**1,811,539**	*1,765,223*
Total expenditure		1,349,431	46,445	821,751	-	**2,217,627**	*2,030,666*
Net income/(expenditure)	**5**	168,096	(46,445)	-	-	**121,651**	*179,334*
Transfers between funds	**15**	(100,254)	100,254	-	-	**-**	-
Net movement in funds		67,842	53,809	-	-	**121,651**	*179,334*
Funds brought forward at 1 January	**15**	262,258	71,941	-	310,000	**644,199**	*464,865*
Funds carried forward at 31 December	**15**	330,100	125,750	-	310,000	**765,850**	*644,199*

Net income for Companies Act purposes is £121,651.

The charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 22 to 35 form part of these financial statements
See note 20 for fund-accounting comparative figures

SAT-7 UK Trust Limited

BALANCE SHEET

AS AT 31 DECEMBER 2021

Company Number: 03301736

	Note	2021 £	*2020 £*
Fixed Assets			
Tangible fixed assets	**8**	**10,156**	*10,604*
Current assets			
Investments	**9**	**310,000**	*310,000*
Stock		**3,839**	*883*
Debtors	**10**	**92,413**	*46,756*
Cash at bank and in hand		**451,631**	*331,245*
		857,883	*688,884*
Creditors : Amounts falling due within one year	**11**	**(102,189)**	*(55,289)*
Net current assets		**755,694**	*633,595*
Net assets		**765,850**	*644,199*
Endowment funds	**16**	**310,000**	*310,000*
Income funds			
Unrestricted funds:			
General funds	**16**	**330,100**	*262,258*
Designated funds	**16**	**125,750**	*71,941*
		455,850	*334,199*
Total funds		**765,850**	*644,199*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These financial statements were approved by the trustees on 28th April 2022 and are signed on their behalf by:

Roy Kemp
Chairman

The notes on pages 22 to 35 form part of these financial statements

SAT-7 UK Trust Limited

CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2021

	Note	2021 £	*2020* *£*
Operational cash flows			
Cash flows from operating activities:			
Costs of Charitable Activities	**13**	**(1,822,445)**	*(1,754,378)*
Net outflow from operating activities		**(1,822,445)**	*(1,754,378)*
Cash flows for operating activities:			
Donations and Legacies	**13**	**2,334,301**	*2,161,550*
Other trading activities	**13**	**2,455**	*1,477*
Other income	**13**	**4,721**	*4,724*
Costs of raising funds	**13**	**(409,044)**	*(264,948)*
Net inflow for operating activities		**1,932,433**	*1,902,803*
Net inflow/(outflow) of operating activities		**109,988**	*148,425*
Non-operational cash flows			
Investing activities			
Investments - investment property income	**13**	**15,995**	*21,873*
Acquisition of tangible fixed assets	**8**	**(5,597)**	*(8,229)*
		10,398	*13,644*
Net cash inflow/(outflow) for the year	**14**	**120,386**	*162,069*

Cashflow Restrictions

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 22 to 35 form part of these financial statements

1 Accounting policies

a) The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102).

The charity is a public benefit entity as defined under FRS102.

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern, despite the significant uncertainty being caused by the worldwide COVID-19 crisis. Whilst the Trustees accept that there may be an impact on the charity's operations and reserves in the coming months and years as a result of COVID-19, the Trustees consider the charity has sufficient reserves to be able to meet these challenges.

b) Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c) Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

d) Grants payable are charged in the year when the offer is conveyed to the recipient.

e) Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are generally not capitalised.

Depreciation is calculated so as to write off the cost of an asset, less its estimated ultimate residual value, over the useful life of that asset as follows:

Leasehold improvements - straight line over the length of the lease to the break clause
Office equipment - 33% p.a. straight line
Office furniture - 25% p.a. straight line

f) Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g) Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h) Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i) Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

j) Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

1 Accounting policies *(continued)*

k) The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

l) Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. The current carrying value represents the value to the charity of the donated properties as at their respective dates of donation. Valuations will be carried out every five years with an informal annual review to ensure no material change in valuation has occurred.

2 Donations and gifts

Current year	Unrestricted Funds	Restricted Funds	Endowment Funds	Total 2021	*Total 2020*
	£	£	£	£	*£*
Churches	111,148	51,646	-	**162,794**	*145,644*
Institutions	93,318	327,690	-	**421,008**	*410,943*
Individuals	1,289,890	442,415	-	**1,732,305**	*1,625,339*
	1,494,356	821,751	-	**2,316,107**	*2,181,926*

For the comparative figures please see note 21.

3 Expenditure

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2021	*Total 2020*
	£	£	£	£	*£*
Raising funds					
Staff costs	-	286,733	6,311	**293,044**	*192,097*
Promotional activities	-	36,044	-	**36,044**	*39,962*
Office costs	-	-	77,000	**77,000**	*33,384*
	-	322,777	83,311	**406,088**	*265,443*
Charitable activities					
In the UK	-	264,954	119,150	**384,104**	*450,916*
Supporting the church in the MENA	1,427,435	-	-	**1,427,435**	*1,314,307*
	1,427,435	264,954	119,150	**1,811,539**	*1,765,223*
	1,427,435	587,731	202,461	**2,217,627**	*2,030,666*

For the comparative figures please see note 22.

Please see the following page for the definitions of the charitable activities described above.

3 Expenditure *(continued)*

SAT-7 UK's charitable activities are detailed in section 9 of the Trustees' Annual Report. They include:

In the UK
Raising awareness about our work, providing information about the region we operate in and encouraging prayer.

Engaging and mobilising Church in the UK and Ireland.

Preparing the next generation of supporters.

Supporting the church in the MENA
Making grants to encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa.

Grants were paid to SAT-7 International Trust of £1,427,435 (2020: 1,314,307).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

4 Support costs

Current year	**Raising funds**	**Charitable activities**	**Total 2021**	*Total 2020 Restated*
	£	**£**	**£**	*£*
Staff costs and staff related costs	6,311	-	**6,311**	*1,672*
Premises expenses	13,262	11,762	**25,024**	*25,395*
Admin expenses	60,534	91,034	**151,568**	*169,273*
Depreciation	3,204	2,841	**6,045**	*7,033*
Governance costs	-	13,513	**13,513**	*9,764*
	83,311	119,150	**202,461**	*213,137*

For the comparative figures please see note 23.

5 Net (expenditure)/income for the year

This is stated after charging:	2021	2020
	£	£
Depreciation	**6,045**	*7,033*
Auditor's fees:		
For audit services	**6,660**	*5,875*
For accountancy services	**2,340**	*2,075*
For other services	**3,690**	*3,191*
Payments of Trustees' travel expenses	**706**	*118*

Trustees reimbursed for their out of pocket travel expenses: 2021: 3 (2020: 2). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £41,920 (2020: £55,670).

6 Staff costs and numbers

The aggregate payroll costs were:

	2021	2020
	£	£
Wages & salaries	**453,675**	*404,517*
Social security costs	**29,778**	*29,181*
Pension contributions	**23,778**	*19,038*
Benefits	**1,827**	*1,658*
Redundancy costs	**11,125**	-
	520,183	*454,394*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension	**170,162**	*114,502*

No employee received emoluments of more than £60,000.

The average weekly number of employees calculated on the basis of full time equivalents during the year was 14.6 (2020: 13.7).

The average weekly number of employees based on headcount during the year was 17.6 (2020: 16.3).

7 Taxation

The charity is exempt from corporation tax on its charitable activities.

8 Tangible fixed assets

	Leasehold Improvements	Office Equipment	Office Furniture	Total
	£	£	£	£
Cost				
At 1 January 2021	5,149	33,482	14,242	52,873
Additions	-	4,491	1,106	5,597
At 31 December 2021	5,149	37,973	15,348	58,470
Depreciation				
At 1 January 2021	4,366	26,665	11,238	42,269
Depreciation	199	3,535	2,311	6,045
At 31 December 2021	4,565	30,200	13,549	48,314
Net book value				
At 31 December 2021	**584**	**7,773**	**1,799**	**10,156**
At 31 December 2020	*783*	*6,817*	*3,004*	*10,604*

9 Investments

Investment properties	**2021**	*2020*
	£	*£*
Market Value at 1 January	**310,000**	*310,000*
Market Value at 31 December	**310,000**	*310,000*
Historical cost at 31 December	**310,000**	*310,000*

The investment properties are classified as current assets, as it is the trustees' intention to sell the assets within the next 12 months. If the properties have not been sold within the next financial year, the Trustees will obtain a formal valuation at 31 December 2022.

10 Debtors

	2021	*2020*
	£	*£*
Other debtors	**970**	*1,032*
Prepayments and accrued income	**79,637**	*15,724*
Tax reclaimable under Gift Aid	**11,806**	*30,000*
	92,413	*46,756*

11 Creditors: amounts falling due within one year

	2021	*2020*
	£	*£*
Trade creditors	**7,971**	*16,862*
Accruals and deferred income	**13,515**	*16,903*
Other creditors	**2,061**	*153*
SAT-7 International Trust	**78,642**	*21,371*
	102,189	*55,289*

12 Commitments under operating leases

At 31 December 2021 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2021 Land & Buildings	*2020 Land & Buildings*
	£	*£*
Within 1 year	**14,938**	*13,498*
2 to 5 years	**29,880**	*37,977*

13 Reconciliation of the Statement of Financial Activities to the Cash Flow Statement

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
Income from:					
Donations and legacies	**2,316,107**	-	-	-	
(Increase) / Decrease in tax reclaimable under Gift Aid		18,194	-	-	**2,334,301**
Investments	**15,995**	-	-	-	**15,995**
Other trading activities	**2,455**	-	-	-	**2,455**
Other income	**4,721**	-	-	-	**4,721**
Expenditure on:					
Raising funds	**(406,088)**	-	-	-	
Decrease in stock		-	-	(2,956)	**(409,044)**
Charitable activities	**(1,811,539)**	-	-	-	
Depreciation eliminated	**6,045**	-	-	-	
Movement in other debtors, prepayments and accrued income		(63,851)	-	-	
Increase in trade and other creditors		-	50,288	-	
Decrease to accruals		-	(3,388)	-	**(1,822,445)**
Balance sheet movements		(45,657)	46,900	(2,956)	

14 Analysis of changes in cash during the year

	2021 £	*2020 £*	Change £
Cash at bank and in hand	**451,631**	*331,245*	**120,386**

	2020 £	*2019 £*	Change £
Cash at bank and in hand	*331,245*	*169,176*	**162,069**

15 Movement in funds

Year ended 31 December 2021	At 1 Jan 2021 £	Income £	Expenditure £	Transfers £	At 31 Dec 2021 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	284,576	(284,576)	-	-
Cross Channel: Children's Programming	-	72,776	(72,776)	-	-
Cross Channel: Discipleship Programming	-	60,040	(60,040)	-	-
Cross Channel: Education Programming	-	3,579	(3,579)	-	-
SAT-7 ACADEMY	-	18,070	(18,070)	-	-
SAT-7 ARABIC	-	22,596	(22,596)	-	-
SAT-7 KIDS	-	35,915	(35,915)	-	-
SAT-7 PARS	-	230,524	(230,524)	-	-
SAT-7 TÜRK	-	22,266	(22,266)	-	-
SAT-7 Plus	-	17,000	(17,000)	-	-
UK Nationals working for SAT-7 International Trust	-	53,146	(53,146)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	1,263	(1,263)	-	-
	-	821,751	(821,751)	-	-
Unrestricted funds					
General funds	262,258	1,517,527	(1,349,431)	(100,254)	330,100
Designated funds: Development in the UK	71,941	-	(46,445)	100,254	125,750
	334,199	1,517,527	(1,395,876)	-	455,850
Total funds	**644,199**	**2,339,278**	**(2,217,627)**	**-**	**765,850**

The comparative movement in funds figures can be found in note 24.

Endowment funds

Expendable endowment — Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

15 Movement in funds *(continued)*

Restricted funds

Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups.
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.
SAT-7 Lebanon Emergency Appeal	Fund for Beirut emergency relief following explosion in 2020.
SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
SAT-7 Plus	Fund for the new on-demand streaming service with programs in Arabic, Farsi, and Turkish.
UK Nationals working for SAT-7 International Trust	Fund for the costs of UK nationals working for SAT-7 international Trust.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust. This year there have been designated funds agreed for the development of SAT-7 in the UK.

16 Analysis of net assets between funds

As at 31 December 2021	Investments £	Tangible Fixed assets £	Other Net assets £	Total £
Endowment fund				
Expendable endowment	310,000	-	-	**310,000**
	310,000	-	-	**310,000**
Unrestricted funds				
General funds	-	10,156	319,944	**330,100**
Designated funds	-	-	125,750	**125,750**
	310,000	10,156	445,694	**765,850**

The comparative figures for the analysis of net assets between funds note can be found in note 25.

17 Company limited by guarantee

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 Funds held as a custodian for others

At the year end, the charity held £596,382 (2020: £452,333) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,375,204 (2020: £1,320,989). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,231,154 (2020: £1,114,271).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 Related party transactions

There are no related party transactions other than disclosed elsewhere in these financial statements.

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

20 Statement of Financial Activity comparative figures

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2020 £
Income and endowments from:					
Donations and legacies	1,381,424	-	800,502	-	**2,181,926**
Investments	21,873	-	-	-	**21,873**
Other trading activities	1,477	-	-	-	**1,477**
Other income	4,724	-	-	-	**4,724**
Total income funds	1,409,498	-	800,502	-	**2,210,000**
Expenditure on:					
Raising funds	265,443	-	-	-	**265,443**
Charitable activities	947,879	16,842	800,502	-	**1,765,223**
Total expenditure	1,213,322	16,842	800,502	-	**2,030,666**
Net income/(expenditure)	196,176	(16,842)	-	-	**179,334**
Transfers between funds	(69,570)	69,570	-	-	**-**
Net movement in funds	126,606	52,728	-	-	**179,334**
Funds brought forward at 1 January	135,652	19,213	-	310,000	**464,865**
Funds carried forward at 31 December	262,258	71,941	-	310,000	**644,199**

21 Donations and gifts comparative figures

Prior year	Unrestricted General Funds £	Restricted Funds £	Endowment Funds £	Total 2020 £
Churches	104,596	41,048	-	**145,644**
Institutions	94,239	316,704	-	**410,943**
Individuals	1,182,589	442,750	-	**1,625,339**
	-			
	1,381,424	800,502	-	**2,181,926**

22 Expenditure comparative figures

Prior year	*Grants payable*	*Direct costs*	*Support costs (note 23)*	*Total 2020*
	£	*£ Restated*	*£ Restated*	*£*
Raising funds				
Staff costs	-	*190,425*	*1,672*	***192,097***
Promotional activities	-	*39,962*	-	***39,962***
Office costs	-	-	*33,384*	***33,384***
	-	*230,387*	*35,056*	***265,443***
Charitable activities				
In the UK	-	*272,835*	*178,081*	***450,916***
Supporting the church in the MENA	*1,314,307*	-	-	***1,314,307***
	1,314,307	*272,835*	*178,081*	***1,765,223***
	1,314,307	*503,222*	*213,137*	***2,030,666***

Prior-year restatement: Staff costs that were within support costs and allocated to charitable activities were reallocated to direct charitable activity costs within the prior-year for better alignment with how the staff are used to carry out the charitable activities of SAT-7 UK. Total expenditure was unaffected by this reallocation.

23 Support costs comparative figures

Prior year	*Raising funds*	*Charitable activities*	*Total 2020*
	£	*£ Restated*	*£ Restated*
Staff costs and staff related costs	*1,672*	-	***1,672***
Premises expenses	*1,115*	*24,280*	***25,395***
Admin expenses	*32,269*	*137,004*	***169,273***
Depreciation	-	*7,033*	***7,033***
Governance costs	-	*9,764*	***9,764***
	35,056	*178,081*	***213,137***

24 Movement in funds comparative figures

Year ended 31 December 2020	At 1-Jan 2020 £	Income £	Expenditure £	Transfers £	At 31-Dec 2020 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	209,631	(209,631)	-	-
Cross Channel: Discipleship Programming	-	67,387	(67,387)	-	-
Cross Channel: Education Programming	-	3,314	(3,314)	-	-
Cross Channel: Women's Programming	-	114,649	(114,649)	-	-
SAT-7 ACADEMY	-	7,018	(7,018)	-	-
SAT-7 ARABIC	-	50,761	(50,761)	-	-
SAT-7 KIDS	-	23,612	(23,612)	-	-
SAT-7 Lebanon Emergency Appeal		93,329	(93,329)	-	-
SAT-7 PARS	-	111,775	(111,775)	-	-
SAT-7 TÜRK	-	39,293	(39,293)	-	-
UK Nationals working for SAT-7 Internationally	-	79,639	(79,639)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	94	(94)	-	-
	-	800,502	(800,502)	-	-
Unrestricted funds					
General funds	135,652	1,409,498	(1,213,322)	(69,570)	262,258
Designated funds: Development in the UK	19,213	-	(16,842)	69,570	71,941
	154,865	1,409,498	(1,230,164)	-	334,199
Total funds	464,865	2,210,000	(2,030,666)	-	644,199

Descriptions for the funds above can be found in note 15.

25 Analysis of net assets between funds comparative figures

As at 31 December 2020	*Investments* £	*Tangible Fixed assets* £	*Other Net assets* £	*Total* £
Endowment fund				
Expendable endowment	*310,000*	*-*	*-*	***310,000***
	310,000	*-*	*-*	***310,000***
Unrestricted funds				
General funds	*-*	*10,604*	*251,654*	***262,258***
Designated funds	*-*	*-*	*71,941*	***71,941***
	310,000	*10,604*	*323,595*	***644,199***

SAT-7 UK TRUST LIMITED

England & Wales - Charity number 1060612

Accounts

SAT-7 UK Trust Limited

(A Company Limited by Guarantee)

Company Registration No 03301736
Registered Charity no 1060612

Report of the Trustees and Accounts

For the Year Ended

31st December 2020

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Reference and administrative details of the charity, its Trustees and Advisers for the year ended 31st December 2020

Company Information

Registered name	SAT-7 UK Trust Limited, also known as 'SAT-7 UK'
Registered charity number	1060612
Registered company number	03301736
Registered office	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Operations centre	2nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Company Secretary	Mrs R Fadipe
Chief Executive Officer	Mrs R Fadipe

Trustees
The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp (Chairman), Mr J Clark, Mr S Dengate (retired April 2020) , Mr C Miles, Mr M Haines, Mr R Giles (appointed deputy Chair Oct 2020), Mr O Morris, Mr D Taylor (appointed Oct 2020), Mr L Jorgensen (appointed Oct 2020)

Advisers to the Charity
Keelys Solicitors (HR Advisor) 28 Dam St, Lichfield WS13 6AA

Auditor
Burton Sweet Chartered Accountants, The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton Bristol BS48 1UR

Bankers
Unity Trust Bank plc**,** Nine Brindley Place, Birmingham, B1 2HB

Solicitors
Bates Wells Braithwaite, 10 Queen Street Place, London EC4R 1BE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

1. Governing Document

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

During 2019 the Objects of the Charity were broadened to

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
   a) relieving need among the victims of human rights abuse;
   b) educating the public about human rights;
   c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

The change in the charity's objects are not reflective of any change in the substantive activities of the charity, nor did it cause any detriment or change to its existing beneficiaries. The broadcasting of education, healthcare and social development programming have been longstanding and important aspects of the work in the Middle East and North Africa. By broadening the objects to encompass these from the sole object of "*the advancement of the Christian faith*", SAT-7 UK intends to more transparently reflect the range of activities already carried out by the charity whilst recognising that all SAT-7 UK does is motivated by and is an expression of the Christian faith.

2. The Board and Management of the Charity

The trustees, (who are also the Directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the Board of Trustees, the CEO & the External Engagement Director. The Board of Trustees agree the annual salary levels of the key management personnel. The Board have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, to set objectives, to establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2020 the trustees held

their meeting using video conferencing as face-to-face meetings were not possible. During 2020 additional board meetings were held to support the executive team and monitor the impact of the pandemic upon the activities of the charity.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance Sub-Committee to monitor the financial affairs of the Trust, act as the audit sub-committee and to review and advise the Board and senior staff on all employment matters affecting SAT-7 UK. The Finance Sub-Committee increased the frequency of their meetings during 2020, meeting monthly using video conferencing as face-to-face meetings were not possible.

The Board of SAT-7 UK agreed a joint ministry agreement with SAT-7 International during 2017. SAT-7 UK is formally represented on the International Council and Executive Board of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus). SAT-7 UK made grants of £1,314,307 to SAT-7 International Trust during 2020.

3. The recruitment of Trustees

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Prospective candidates are interviewed by the existing trustees and the CEO and are selected by nomination and a vote by the Board. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then is subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2020 one trustee stood down and two new trustees were recruited. The board also appointed a deputy chairman.

4. Induction and training of Trustees

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the Board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All Board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International. During 2020, the trustees have held a detailed review of a different aspect of the Charity Governance Code at each board meeting. Following the recruitment of new trustees in October 2020, training and induction for these trustees is ongoing.

5. Risk Management and Assessment

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed and was specifically updated in 2020 due to the Covid-19 pandemic.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

6. Fundraising, Data Protection, Safeguarding & Grant Making Policies

Fundraising

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2020.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2020 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2020 SAT-7 UK did not contract the services of any professional fundraisers as defined by section 58 of the Charities Act 1992. SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2020 received no requests through this service. During 2020, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- To raise money only when the likely income will be matched by needs.
- To represent the context, needs and opportunities of the Middle Eastern & North African church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- To always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- To communicate clearly about how our supporters' money will be used.
- To ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

Data protection

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used.

- To adhere to current data protection legislation and be registered with the Information Commissioner's Office.
- To protect the confidentiality of personal information and ensure its security at all times.
- Not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

Monitoring of Regulatory Activity
The Chief Executive Officer is responsible for data protection and for keeping up to date with The Code of Fundraising Practise to ensure that all response devices and data capture forms comply with the data protection guidelines.

Safeguarding
Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues.
There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of that organisation.

SAT-7 UK updated its safeguarding policies in 2019 and continues to monitor its practices and training in this area.

Grant Making Policy
SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance Sub Committee (FSC) who report at each Board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

7. Public Benefit

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities recorded above therefore reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

8. Purpose of SAT-7 UK

The vision of SAT-7 UK is to see the Church in the Middle East and North Africa ("MENA") confident in Christian faith and witness, is serving the community and is contributing to the good of society and culture. To deliver this vision SAT-7 UK partners with SAT-7 International Trust to enable high-quality locally produced inspirational, informative and educational television & digital media services, and supporting this in the UK through giving, prayer and influencing.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources

towards the work of this vital ministry – helping to support the broadcasting of the Christian message into the homes and hearts of the millions of people engaging with the programmes.

SAT-7 UK has a joint ministry agreement with SAT-7 International Trust as part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christians of the Middle East for Christians of the Middle East. The programmes provide an authentic Christian voice showing how communities can both be Christian and Middle Eastern.

9. Main charitable activities

SAT-7 UK's charitable activities in the UK and Ireland are:

a. Making grants to **encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa**; especially to those who would otherwise never have had the opportunity to hear it; through the development and broadcast of Arabic, Farsi and Turkish (and dialects) language Christian programmes. To help our MENA partner to develop a strong and sustainable organisation that will be equipped to efficiently and effectively achieve its vision and mission, both today and tomorrow.

b. **Raising awareness about SAT-7 UK's work, providing information about the region operating in and encouraging prayer**. Resources (printed and digital) are produced for Christians in the UK and Ireland, alerting them to the needs of the church in the Middle East, the work of SAT-7 and providing specific information to encourage prayerful action.

c. **Engaging and mobilising the Church** in the UK and Ireland – a programme of personal engagement and communication through staff, Ambassadors (volunteers), trustees, and supporters in churches and at Christian events; designed to initiate and deepen active concern for the challenges facing the MENA church and region.

d. **Preparing the next generation of supporters** – specific attention is increasingly being given to informing and engaging a new generation of supporters of all ages in prayerful action for SAT-7 and the MENA Church through innovative events, campaigns and resources.

10. Response to COVID-19

The COVID-19 pandemic started to emerge in early 2020. In March 2020, the UK moved into lockdown with the staff working fully from home by 20th March. During this time, our operations continued, with the team quickly adapting to home working and focused at looking at new ways of achieving our goals and engaging with supporters. During this period, it became necessary to furlough 4 staff members.

These challenges came at a time when SAT-7 UK was already juggling four maternity leaves, welcoming staff into new team roles but the staff team showed great commitment, prayerfulness, dedication, faith, and good amounts of humour.

Working with the Finance sub-committee (FSC) a number of financial measures were introduced to prioritise work and monitor and track expenditure and cashflow. Monthly financial reports to the FSC were maintained with specific focus on cashflow & reserves. The FSC moved to monthly (virtual) meetings to review income and maintain and maximise reserves and only then as appropriate approve grants to ensure the work of SAT-7 International could be maintained.

With concerns over a recession, Brexit and pandemic, as the Executive team considered ongoing plans in 2020 and beyond, the future was full of uncertainty. Three scenarios were considered as to how

SAT-7 UK's income could be impacted over the coming years: little or no impact; a response similar to the one experienced after the 2009 recession showing quick recovery; worst case a very deep and long recession that will take 3-4 years to recover fully from. To help us deliver Scenario 1, the team immediately started working on actions that will help to mitigate the impact of the recession and the reduction in some activities brought about by the present phased lockdown and the longer-term continuation of social distancing.

These plans were developed using the following framework:

- **Response** being until the end of 2020 – our approach during this time was to test, refine and improve. Activities tested included large-scale virtual supporter events, meeting with donors virtually, speaking direct to churches online and through targeted recorded presentations, growing our digital media presence and prioritise the expansion of new video resources. The Executive team connected monthly with SAT-7 International and continuously monitored the impact of the pandemic on their work and ability to support the beneficiaries.

- **Recovery** 2021 -2022 – SAT-7 UK's 5-year strategic cycle was due to finish at the end of 2021, but through a new interim 2-year strategy, it will be extended to the end of 2022. This approach was agreed to ensure attention and focus remains on our ability to sustain our operations and to grow out of the present environment (pandemic, Brexit, recession).

- **Reconstruction** 2023-2027 – a new 5-year strategic planning cycle that sees the organisation grow to a £5M income. Developing this new plan will require a significant process during 2021, involving the executive team, and the board.

11. Current and Future Strategy

In October 2020 the board approved SAT-7 UK's new interim 2-year strategy. In preparing this strategy, the executive team of SAT-7 UK have considered the impact of the COVID-19 pandemic, both within the UK and Internationally, and how that is likely to impact the work of SAT-7 UK in the coming years.

The new strategic objectives developed will be delivered through activities aligned to key priorities. In developing and accessing these objectives and priorities consideration has been given to lessons learnt during the previous planning cycle and the pandemic. Within the context of Brexit, the ongoing pandemic and resulting economic recession there are several risks in delivering these plans. Consideration of the risks and opportunities to achieve the objectives has been made with mitigations to these risks built in wherever possible. A newly revised and updated set of key metrics have been identified that will be monitored to track progress on delivering our goals.

The strategy over the next two years will seek to develop an internal culture of innovation and creativity whilst remaining consistent in the focus and quality of communications and depth of relationships with our supporters. SAT-7 UK's supporters have, over many years, shown incredible faithfulness and generosity to SAT-7 UK. Honouring their commitment will be a priority through the quality of our relationships and communications with them; even if their ability to donate to SAT-7 UK may be reduced.

To deliver the mission and vision of SAT-7 UK within our charitable activities a series of strategic objectives have been agreed as:

- To demonstrate the **IMPACT** God is having through SAT-7 as an indigenous Middle Eastern ministry working with the Church to bring the Good News to the people of the Middle East & North Africa through powerful, faith-filled television and digital media programmes.
- To **INSPIRE** the hearts and minds of Christians in all walks of life in the UK to engage with and pray for the Christians of the MENA.

- To **INFLUENCE** Christians to better understand the challenges of the MENA church to change attitudes and help improve the lives of MENA Christians.

12. Review of the year – work in the MENA

SAT-7 International Overview

SAT-7 broadcasts 24 hours a day, seven days a week, on four satellite television channels in the three main languages of the MENA: Arabic (SAT-7 ARABIC and SAT-7 KIDS), Farsi (SAT-7 PARS) and Turkish (SAT-7 TÜRK). It also has a specialist Arabic-language brand, SAT-7 ACADEMY, for education and social development. Programmes are produced and presented by Christians from the region and are designed to be culturally relevant and sensitive. They are supported by audience relations teams who respond to the hundreds of viewers who contact the channels every day through a variety of means.

SAT-7 broadcasts to 25 countries across the MENA, with a total population of some 560 million. Around 470 million have access to satellite television, making this the most effective medium of communication; SAT-7's programmes are estimated to reach an audience of about 25 million people. Satellite broadcasts also overcome the barriers of official censorship and widespread illiteracy.

At the same time, SAT-7 is responding to the ever-growing use of digital media in the region by increasing its online presence. This includes websites for each channel, extensive viewer engagement on several social media platforms, and a variety of mobile applications. A new Video on Demand streaming service and Digital Identity app are currently in preparation to consolidate SAT-7's online activity.

The year 2020 presented some serious challenges to SAT-7 and its viewers, in addition to those they usually face in an unstable and dangerous part of the world. But at a time when many more people were turning to SAT-7 for strength and hope, the channels succeeded in maintaining and developing their work.

In particular, SAT-7 committed itself to maintaining as full a schedule of live programmes as possible throughout the COVID-19 lockdowns, and although a number of the studios had to close for short periods, production of some shows was successfully transferred to presenters' homes. The content of live broadcasts was adapted to deliver information, inspiration and interaction, and schedules were maintained with pre-recorded and acquired programming.

An enormous explosion in Beirut on 4 August destroyed a large part of the port area. SAT-7 launched a major support initiative in Lebanon to bring spiritual and emotional help to viewers and to promote the relief efforts. It included altogether new programmes, Beirut-specific content for existing broadcasts, and a social media project for children.

SAT-7 International's strategic programming goals

SAT-7's long-term mission goals are to make the Gospel available to everyone in the MENA, and to encourage, support and empower the Church in its life, work and witness for Christ. Within these overarching aims, SAT-7 has identified two "priority sectors" into which our activities may be conveniently classified: Personal Faith and Church Life, and Public Voice and Social Change.

Personal Faith and Church Life

Everyone Everywhere

SAT-7 wants people in every part of the MENA, from every religious or social background, to have access to the Gospel of Christ through quality broadcast content, to be connected, supported, and encouraged to engage with the message, and to live a Christian life that affirms and reflects their cultural identity. SAT-7 pursues this goal through programmes that provide worship, faith-sharing, teaching and fellowship, in forms tailored to the needs of MENA viewers.

Programme examples:
Keep on Singing (SAT-7 ARABIC) offers praise and worship music that encourages viewers to persevere in their faith and experience joy and peace. Salvation through Christ (SAT-7 PARS) teaches basic Christian doctrine through inductive Bible studies. Worldview (SAT-7 TÜRK) discusses and interprets the week's global news from a Christian perspective.

Viewer comment:
"I praise Lord Jesus Christ for touching my heart, for changing me by coming into my life. I pray that everyone in the world can taste this grace and love. I want to thank you all so much for being the tools for the Gospel." Filiz, a SAT-7 TÜRK viewer

Discipleship
SAT-7's varied discipleship programmes build up the faith of oppressed and isolated believers, teach them what it means to be a Christian and equip them for service. Church leaders are provided with coherent, robust and engaging theological material that both reinforces their own faith and enables them to communicate it effectively. And children's, youth, parenting and marriage programmes seek to establish a Christ-centred understanding of relationships.

Programme examples:
Ask Dr Maher (SAT-7 ARABIC) provides responses to key spiritual questions to empower viewers to stand firm in their faith. Bible Heroes (SAT-7 KIDS) teaches the basics of Christian faith to children by introducing them to key Bible characters. Power of Prayer (SAT-7 TÜRK) encourages viewers to find help, support and encouragement in prayer.

Viewer comment:
Thank you, Dr Maher, for the explanation, we learned many things today from the Word of God. It was very encouraging as usual in helping us to understand God's purposes in our lives. God bless you."
Regina, a viewer of Ask Dr Maher

<u>Public Voice and Social Change</u>

Investing in the Next Generation
SAT-7's children's and youth programmes promote holistic wellbeing and inclusion. They encourage young viewers to respond appropriately to the Christian message, and help parents to encourage their children's spiritual and moral development. They equip young people with the worldview, knowledge and practical skills that will enable them to realise their own potential. SAT-7 also aims to offer every child in the Arabic-speaking world the opportunity to learn.

Programme examples:
Family of Jesus (SAT-7 KIDS) helps children and young people grow in their faith through worship, prayer and drama. Golpand (SAT-7 PARS) provides drama sketches applying biblical principles to practical problems. My School (SAT-7 ACADEMY) teaches languages, maths and science to children who may otherwise not have even a basic education.

Viewer comment:
"You are very special to me. I love to watch the beautiful subjects that you present in My School, because you deliver the information in a very smooth way, giving material for both children and adults." Khalil from Yemen

Women across the MENA
In a context where various norms and practices devalue women and girls, SAT-7's broadcasts encourage them to understand their inherent value and dignity, provide opportunities for them to speak out, express solidarity and empower others, and also support them in realising their full potential. Programmes inform women of their fundamental rights and freedoms as well as their responsibilities and encourage them to challenge and change harmful attitudes and practices.

Programme examples:
Homemade (SAT-7 TÜRK) empowers women to be positive changemakers by discussing social issues and promoting biblical values. From Heart to Heart (SAT-7 ARABIC) offers insights and experience on questions faced by married couples. Insiders (SAT-7 PARS) invites professional women to share their expertise on the everyday concerns of women and families.

Viewer comment:
"Right now I have hope. I'm reading the Bible and praying every day. Jesus Christ is with me, He is taking care of me, I can feel His presence. I want to thank you all because you have been tools for God to do this in my life." Semra, a viewer of Homemade

Realising Freedom
SAT-7 broadcasts into social and political contexts where people's freedoms are restricted in various ways. A range of programmes affirm individuals in their ethnic, linguistic, racial and socio-economic identities and promote their rights to freedom of thought, conscience and religion. Some programmes also aim to support and empower people who have a disability.

Programme examples:
The Wall (SAT-7 ARABIC) is a thought-provoking new sitcom offering new perspectives on gender equality, racism, disability rights and more. Obstacle Overcomers (SAT-7 TÜRK) highlights the achievements and goals of people living with disabilities.

A Thriving MENA
SAT-7 wants individuals and communities in the MENA not merely to survive but to thrive: to enjoy their universal rights, realise their development goals and experience a full life. Its broadcasts promote various elements of that life: good physical and mental health, free and critical discussion, social harmony and justice, and environmental responsibility.

Programme examples:
You Are Not Alone (SAT-7 ARABIC) is a new programme that has focused on current issues of concern, such as COVID-19 and the explosion in Beirut. Our Neighbourhood (SAT-7 PARS) addresses social and cultural problems, with a special focus on drug addiction.

Audience Engagement
Audience engagements with SAT-7 increased sharply over the year. (An engagement is defined as one or a connected series of contacts from one viewer.) The peak was reached at the time of the first COVID-19 lockdowns, when the channels were producing a large amount of related content and many viewers needed additional support, prayer and encouragement. But even in the summer when fewer live programmes were broadcast, interactions continued to be substantially higher than in 2019. Overall growth was 16%, with the largest increase being for SAT-7 ACADEMY (an astonishing 335%), SAT-7 TÜRK (100%) and SAT-7 KIDS (70%).

The impact of SAT-7's programmes is also seen in the heartfelt thanks and greetings sent in to the channels. Those included in this report are typical of hundreds. The viewer response teams respond to people's specific prayer requests and counselling needs and apply the message of SAT-7's programmes to viewers' individual circumstances.

13. Review of the year – work in the UK

2020 saw significant change in many of the team's activities as SAT-7 UK responded to the COVID-19 pandemic and there is much to be thankful for. Meeting Christians "where they are" was a key part of SAT-7 UK's approach in 2020. There was a huge growth in digital activities as COVID-19 restrictions prevented physical gatherings and interactions. It enabled us to reach supporters and new audiences in a different way resulting in significant growth.

Early in the year the in-year plan and budget were reforecast enabling the team to address and mitigate the numerous challenges and restrictions presented by COVID-19. With an ambitious target of increasing the support base by 20%, a shift in activities still enabled the addition of over 2,000 new names – only 3% off a target that had been based around an increase in presence at four key Christian events, that were subsequently cancelled. This increase in both acquiring new supporters and supporter engagement was achieved particularly through a range of well-attended and engaging digital events, backed up by a stream of high-quality print and digital communications, new and creative presentation and video resources, and fundraising appeals (including trialling digital-only e-appeals and paid social media adverts based around SAT-7's response to COVID-19 and the emergency appeal following the blast in Beirut). An increased response from platforms where the Joy campaign had been running was also seen, with a very positive increase in the number of new donors who gave as their first connection with SAT-7 and an increase in the number of regular donors (joy bringers) seeing a 15% increase in regular giving income across the year.

Parallel to the increase in new supporters and income and perhaps just as significant, is the encouragement of tangibly deepened relationships with supporters during this time. This has been evident in the comments during online events and afterwards in the feedback given by emails and phone calls, and also in response to the resources and communications sent.

Supporter Messaging: The coronavirus lockdowns have also given UK Christians a much greater understanding of how it feels to live under restrictions, and therefore empathise more deeply with SAT-7 viewers in the Middle East and North Africa. This loss of freedom inspired our 'Free to be…' campaign series, which explores different types of freedoms. This started in the autumn with 'Free to be me?', moving on to 'Free to be together?' during the Advent and Christmas period, and in early 2021 for Lent and Easter, 'Free to believe?'. The different 'Free to be…' themes have been rolled out across our various platforms, including events, fundraising appeals, prayer materials and digital content, to present a strong and coherent message for existing supporters and people new to SAT-7 to engage with.

Digital Media: We've started to reach a younger demographic through our digital acquisition strategy, which included seeing an 85% increase in Instagram followers in 2020. Organic results from Facebook over the last year have been more mixed, however. Paid Facebook adverts during 2020, mostly around the 'Free to be' campaigns, have taken our content to significant numbers of people. The number of followers on Twitter has grown by 10% to 2,615. Social media also continued to attract and enable interactions with important organisations and gatekeepers, e.g. Conservative Christian Fellowship and Former Freedom of Religion or Belief (FoRB) Envoy, Presbyterian Church Ireland, Global Connections, All Party Parliamentary Group on Freedom of Religion. 2020 was a strong year for YouTube, with a growth of 28% to 7,266 subscribers. This has been driven by a number of initiatives, including posting recordings of News & Prayer Live – in full and excerpted clips, 'Free to be me' campaign film with children's TV presenter Gemma Hunt in several versions, strong, timely clips, e.g. covering SAT-7's response to the Lebanon explosion, and regular vlogs by SAT-7 International CEO. The website also performed well during the year with donation through the website increasing 150% over 2019.

Church Engagement: Relationships continue to develop with the existing SAT-7 supporting churches, particularly at present through the promotion of seasonal prayer campaigns and events. Though formal take-up has possibly been less, commitment has been maintained with a 15.3% increase in overall giving in 2020. A different more personal and bespoke approach to our 'big supporting churches' was further developed in 2020. 136 personalised emails were sent to 34 of this group of churches, providing information and connection with resources and events. 68 personalised videos were also shared with these churches to use in services. This has enabled SAT-7 to deepen its relationships with these churches during this pandemic and lockdown period and will be reviewed and further developed during 2021, alongside the launch of a new SAT-7 Church Partners programme. The team has also trialled a new approach in inviting guest church and mission leaders to lead and speak at a SAT-7 UK staff devotion; already proving to be beneficial for staff and to help cement relationships with the guests.

Despite restrictions, twelve new volunteer Ambassadors were recruited, including 3 new speakers who were trained via Zoom. One to one training was also offered for Speakers to help them become confident in sharing SAT-7 via Zoom.

Political Engagement: COVID-19 restrictions have meant that all political engagement has been virtual. This includes Conservative Party Conference – Christian Fellowship (CCF), Wilberforce lecture, UK FoRB Forum which brings together NGOs, religious and political groups to increase awareness of FoRB and to share experience and learning. Global Connections Muslim World Forum hosted an event and invited SAT-7 UK to be part of a panel discussing the role of media in sharing the gospel and discipling believers in the MENA.

Income generation: Overall, 2020 was a very challenging year for the fundraising team with the restrictions of travel and face to face meetings, but amazingly the grant making, and major gifts team ended the year 13% above target. The Direct mail program also performed well with the appeals and magazines across the year raising 12% more funds than in 2019. There was an increased response from platforms where the Joy campaign had been running, with a very positive increase in the number of new donors who gave as their first connection with SAT-7 and an increase in the number of regular donors (joy bringers) seeing a 15% increase in regular giving income across the year.

14. Looking ahead to 2021

To deliver the strategic objectives of SAT-7 UK, activities for 2021 have been built around five priority areas:

A. Supporter Engagement & Acquisition

Through a focus on the supporter journey, targeted campaigns, appropriate messaging and meeting Christians 'where they are' the team will seek to take care of and build deeper relationships with our existing supporters and continue to reach new supporters, with a specific focus on the 30-50 age demographic.

B. Income Retention & growth

To deliver a sustainable and diverse funding model, appropriate activities within each income stream area have been identified to deliver overall growth in income and number of donors whilst recognising the economic challenges many of our supporters may face.

C. Public Profile & influence

To position SAT-7 as a credible indigenous MENA ministry with unique insights and expertise delivering impact across the region through activities including sustaining our political engagement, appropriate NGO partnerships and Christian press, media and UK Church.

D. People & Organisational Development

To ensure that SAT-7 UK is a sustainable organisation that staff and volunteers want to work for, providing the right training, resources and support to achieve individual, team and organisational objectives. To provide a strong culture of governance and adherence to all relevant regulations, good stewardship, best practise and codes of conduct, building a positive reputation and a healthy culture within the organisation.

E. Strategy & Future Change

Develop a new **5-year strategic plan** for SAT-7 UK to deliver organisation growth and a further step change in SAT-7 UK's impact and reach.

15. Financial Review

The financial results for the year are set out in the Statement of Financial Activities. In 2020 SAT-7 UK's income was £2,210,000 (2019: £2,013,818) an increase of 9.74% from 2019.

Expenditure on raising funds was £265,443 (2019: £298,532) while expenditure on charitable activities was £1,765,223 (2019: £1,817,132). Net income and expenditure in 2020 showed a surplus of £179,334 (2019: deficit £101,846).

Net assets at 31 December 2020 were £644,199 (2019: £464,865). Cash at bank and in hand at 31 December 2020 amounted to £331,245 (2019: £169,176).

Reserves Policy

The Trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the "free reserves") held by the charity should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. For 2021 planned working requirements are budgeted to be £65,000 per month. The Trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level. The Trustees do not have any material uncertainties surrounding the charity continuing as a going concern, so the Trustees do not consider that it is necessary to reflect within the level of reserves any estimate of the costs of closure.

At 31 December 2020 SAT-7 UK Trust ['the charity'] held total reserves of £644,199 comprising:

- The Expendable Endowment Fund which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000 all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The Designated Funds which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2020 the fund stood at £71,941 (2019 £19,213).
- General Unrestricted Funds stood at £262,258 (2019 £135,652) representing tangible fixed assets held for the charity's own use of £10,604 and free reserves of £251,654 (2019 £126,244).
- No Restricted Funds were held by the charity at 31 December 2020.

At 31 December 2020 the Free Reserves stood at £251,654 (2019 £126,244). This represented 3.87 months of expenditure on planned working requirements in 2020 which is within the range of the charity's reserves policy and considered by the Trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the Trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The Trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

Implications of COVID 19

The Trustees do not consider that there is an impact on the going concern status of the charity from the effects of COVID 19. At the point of signing the financial statements there are no indications that there will be a loss in core income to the charity, some of which comes through monthly regular giving. With the ongoing uncertainty there continues to be a risk of short-term decrease in the quantity of donations received by the charity during this period, however the Board is continuously monitoring the situation and control measures are in place to monitor the amounts of grants payable which can be reduced as a result of any impact.

The level of unrestricted free reserves is considered sufficient to enable the charity to carry on its activities and meet any committed expenditure during this period.

Funds held as custodian trustee
SAT-7 UK acts as a custodian trustee holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in a separate designated bank account with a trustee approved bank mandate safeguarding the movement of these funds. Refer to note 19 for details of the funds received, payments made, and balances held on behalf of SAT-7 International Trust in the year.

Investments
Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as they are on the market and the intention remains to sell them in the next 12 months. There is an offer on one of the properties, but the sale is currently held up by COVID-19 restrictions.

16. Statement of Trustees' Responsibilities

The Trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to make themselves aware of that information.

Auditor
Burton Sweet was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006 the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:
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Chippenham
Wiltshire SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries

Approved by the trustees on 21 April 2021

Signed on behalf of the trustees

Mr Roy Kemp
Chairman

Mrs Rachel Fadipe
Chief Executive Officer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SAT-7 UK TRUST LIMITED

Opinion

We have audited the financial statements of SAT-7 UK Trust Limited (the "Charity") for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom GenerallyAccepted Accounting Practice).

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2020 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with international Standards in Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and out auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report the fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the trustees' report (incorporating the strategic report and the directors' report) have been prepared in accordance with applicable law requirements.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- sufficient accounting records have not been kept;

- the financial statements are not in agreement with the accounting records and returns;

- certain disclosures of trustees' remuneration specified by law are not made; or

- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement whenit exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/apb/scope/private.cfm. This description forms part of our auditor's report.

Joshua Kingston ACA (Senior Statutory Auditor)
For and on behalf of Burton Sweet Chartered Accountants and Statutory Auditor
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol BS48 1UR

Date: 21 April 2021

SAT-7 UK Trust Limited

STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 DECEMBER 2020

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2020 £	*Total Funds 2019 £*
Income and endowments from:							
Donations and legacies	**2**	1,381,424	-	800,502	-	**2,181,926**	*1,988,482*
Investments		21,873	-	-	-	**21,873**	*22,207*
Other trading activities		1,477	-	-	-	**1,477**	*3,129*
Other income		4,724	-	-	-	**4,724**	*-*
Total income		1,409,498	-	800,502	-	**2,210,000**	*2,013,818*
Expenditure on:							
Raising funds	**3**	265,443	-	-	-	**265,443**	*298,532*
Charitable activities	**3**	947,879	16,842	800,502	-	**1,765,223**	*1,817,132*
Total expenditure		1,213,322	16,842	800,502	-	**2,030,666**	*2,115,664*
Net income/(expenditure)	**5**	196,176	(16,842)	-	-	**179,334**	*(101,846)*
Transfers between funds	**16**	(69,570)	69,570	-	-	**-**	*-*
Net movement in funds		126,606	52,728	-	-	**179,334**	*(101,846)*
Funds brought forward at 1 January	**16**	135,652	19,213	-	310,000	**464,865**	*566,711*
Funds carried forward at 31 December	**16**	262,258	71,941	-	310,000	**644,199**	*464,865*

Net income for Companies Act purposes is £179,334.

The charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 24 to 37 form part of these financial statements
See note 20 for fund-accounting comparative figures

SAT-7 UK Trust Limited

BALANCE SHEET

AT 31 DECEMBER 2020 **Company Number: 03301736**

	Note	2020 £	*2019 £*
Fixed Assets			
Tangible fixed assets	**8**	**10,604**	*9,408*
Current assets			
Investments	**9**	**310,000**	*310,000*
Stock		**883**	*1,378*
Debtors	**10**	**46,756**	*37,870*
Cash at bank and in hand		**331,245**	*169,176*
		688,884	*518,424*
Creditors : Amounts falling due within one year	**11**	**(55,289)**	*(62,967)*
Net current assets		**633,595**	*455,457*
Net assets		**644,199**	*464,865*
Endowment funds	**17**	**310,000**	*310,000*
Income funds			
Unrestricted funds:	**17**		
General funds	**17**	**262,258**	*135,652*
Designated funds	**17**	**71,941**	*19,213*
Total funds		**644,199**	*464,865*

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These financial statements were approved by the trustees on 21 April 2021 and are signed on their behalf by:

Roy Kemp
Chairman

The notes on pages 24 to 37 form part of these financial statements

SAT-7 UK Trust Limited

CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2020

	Note	2020 £	*2019* *£*
Operational cash flows			
Cash flows from operating activities:			
Costs of Charitable Activities	**14**	**(1,754,378)**	*(1,835,775)*
Net outflow from operating activities		**(1,754,378)**	*(1,835,775)*
Cash flows for operating activities:			
Donations and Legacies	**14**	**2,161,550**	*1,988,426*
Other trading activities	**14**	**1,477**	*3,129*
Other income	**14**	**4,724**	*-*
Costs of raising funds	**14**	**(264,948)**	*(299,270)*
Endowed funds converted into income		**-**	*25,969*
Net inflow for operating activities		**1,902,803**	*1,718,254*
Net outflow of operating activities		**148,425**	*(117,521)*
Non-operational cash flows			
Investing activities			
Investments - investment property income	**14**	**21,873**	*22,207*
Acquisition of tangible fixed assets	**8**	**(8,229)**	*(1,510)*
		13,644	*20,697*
Financing activities			
Endowed funds converted into income		**-**	*(25,969)*
		-	*(25,969)*
Net cash inflow/(outflow) for the year	**15**	**162,069**	*(122,793)*

Cashflow Restrictions

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 24 to 37 form part of these financial statements

1 Accounting policies

a) The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities SORP FRS 102.

The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern, despite the significant uncertainty being caused by the worldwide COVID-19 crisis. Whilst the Trustees accept that there may be an impact on the charity's operations and reserves in the coming months and years as a result of COVID-19, the Trustees consider the charity has sufficient reserves to be able to meet these challenges.

b) Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:

I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

c) Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

d) Grants payable are charged in the year when the offer is conveyed to the recipient.

e) Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are generally not capitalised.

Depreciation is calculated so as to write off the cost of an asset, less its estimated ultimate residual value, over the useful life of that asset as follows:

Leasehold improvements - straight line over the length of the lease to the break clause
Office equipment - 33% p.a. straight line
Office furniture - 25% p.a. straight line

f) Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.

g) Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

h) Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.

i) Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

j) Property donated to the charity has been included as an expendable endowment and is being used to generateincome for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

1 Accounting policies *(continued)*

k) The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

l) Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. The current carrying value represents the value to the charity of the donated properties as at their respective dates of donation. Valuations will be carried out every five years with an informal annual review to ensure no material change in valuation has occurred.

2 Donations and gifts

Current year	Unrestricted Funds	Restricted Funds	Endowment Funds	Total 2020	*Total 2019*
	£	£	£	£	*£*
Churches	104,596	41,048	-	**145,644**	*128,673*
Institutions	94,239	316,704	-	**410,943**	*422,683*
Individuals	1,182,589	442,750	-	**1,625,339**	*1,437,126*
	1,381,424	800,502	-	**2,181,926**	*1,988,482*

For the comparative figures please see note 21.

3 Expenditure

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2020	*Total 2019*
	£	£	£	£	*£*
Raising funds					
Staff costs	-	190,425	1,672	**192,097**	*174,798*
Promotional activities	-	39,962	-	**39,962**	*85,783*
Office costs	-	-	33,384	**33,384**	*37,951*
	-	230,387	35,056	**265,443**	*298,532*
Charitable activities					
In the UK	-	6,942	443,974	**450,916**	*534,765*
Supporting the church in the MENA	1,314,307	-	-	**1,314,307**	*1,282,367*
	1,314,307	6,942	443,974	**1,765,223**	*1,817,132*
	1,314,307	237,329	479,030	**2,030,666**	*2,115,664*

For the comparative figures please see note 22.

Please see the following page for the definitions of the charitable activities described above.

3 Expenditure *(continued)*

SAT-7 UK's charitable activities are detailed in section 9 of the Trustees' Annual Report. They include:

In the UK
Raising awareness about our work, providing information about the region we operate in and encouraging prayer.

Engaging and mobilising Church in the UK and Ireland.

Preparing the next generation of supporters.

Supporting the church in the MENA
Making grants to encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa.

Grants were paid to SAT-7 International Trust of £1,314,307 (2019: £1,231,196) and to UK nationals working for SAT-7 Internationally of £nil (2019: £45,850)

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

4 Support costs

Current year	**Raising funds**	**Charitable activities**	**Total 2020**	*Total 2019*
	£	**£**	**£**	*£*
Staff costs and staff related costs	1,672	265,893	**267,565**	*247,655*
Premises expenses	1,115	24,280	**25,395**	*25,249*
Admin expenses	32,269	137,004	**169,273**	*166,868*
Depreciation	-	7,033	**7,033**	*9,520*
Governance costs	-	9,764	**9,764**	*11,977*
	35,056	443,974	**479,030**	*461,269*

For the comparative figures please see note 23.

5 Net (expenditure)/income for the year

This is stated after charging:	2020 £	2019 £
Depreciation	**7,033**	*9,520*
Auditor's fees:		
For audit services	**5,875**	*5,100*
For accountancy services	**2,075**	*1,800*
For other services	**3,191**	*3,941*
Prior year under-accrual	**-**	*1,260*
Payments of Trustees' travel expenses	**118**	*1,436*

2 Trustees have been reimbursed for their out of pocket travel expenses (2019: 4). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £55,670 (2019: £89,360).

6 Staff costs and numbers

The aggregate payroll costs were:

	2020 £	2019 £
Wages & salaries	**404,517**	*362,831*
Social security costs	**29,181**	*26,966*
Pension contributions	**19,038**	*18,532*
Benefits	**1,658**	*908*
	454,394	*409,237*
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension	**114,502**	*113,069*

No employee received emoluments of more than £60,000.

The average weekly number of employees based on headcount during the year was as follows:

	2020 No.	2019 No.
Director	**2.0**	*2.0*
Development staff	**11.3**	*11.2*
Administrators	**3.0**	*2.8*
	16.3	*16.0*

The average weekly number of employees calculated on the basis of full time equivalents during the year was 13.7 (2019: 13.7).

7 Taxation

The charity is exempt from corporation tax on its charitable activities.

8 Tangible fixed assets

	Leasehold Improvements £	Office Equipment £	Office Furniture £	Total £
Cost				
At 1 January 2020	4,347	26,859	13,438	44,644
Additions	802	6,623	804	8,229
At 31 December 2020	5,149	33,482	14,242	52,873
Depreciation				
At 1 January 2020	2,984	23,915	8,337	35,236
Depreciation	1,382	2,750	2,901	7,033
At 31 December 2020	4,366	26,665	11,238	42,269
Net book value				
At 31 December 2020	**783**	**6,817**	**3,004**	**10,604**
At 31 December 2019	*1,363*	*2,944*	*5,101*	*9,408*

9 Investments

Investment properties	**2020**	*2019*
	£	*£*
Market Value at 1 January	**310,000**	*310,000*
Market Value at 31 December	**310,000**	*310,000*
Historical cost at 31 December	**310,000**	*310,000*

The investment properties are classified as current assets, as it is the trustees' intention to sell the assets within the next 12 months.

10 Debtors

	2020	*2019*
	£	*£*
Other debtors	**1,032**	*4,850*
Prepayments	**15,724**	*23,396*
Tax reclaimable under Gift Aid	**30,000**	*9,624*
	46,756	*37,870*

11 Creditors: amounts falling due within one year

	2020	*2019*
	£	*£*
Trade creditors	**16,862**	*26,950*
Accruals and deferred income	**16,903**	*12,830*
Other creditors	**153**	*2,884*
SAT-7 International Trust	**21,371**	*20,303*
	55,289	*62,967*

12 Commitments under operating leases

At 31 December 2020 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2020 Land & Buildings	*2019 Land & Buildings*
	£	*£*
Within 1 year	**13,498**	*13,104*
2 to 5 years	**37,977**	*48,680*

13 Contingent asset

By 31 December 2020 the charitable company had received notification of a legacy that it had entitlement to but probability of receipt and measurability were uncertain until after the year-end. At the year-end, therefore the legacywas a contingent asset. In February 2021 the charity recevied notification that it would receive £65,228 from the estatein due course. This income will be recognised in the 2021 financial statements.

14 Reconciliation of the Statement of Financial Activities to the Cash Flow Statement

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
Income from:					
Donations and legacies	**2,181,926**	-	-	-	
Increase in tax reclaimable under Gift Aid		(20,376)	-	-	
					2,161,550
Investments	**21,873**	-	-	-	**21,873**
Other trading activities	**1,477**	-	-	-	**1,477**
Other income	**4,724**	-	-	-	**4,724**
Expenditure on:					
Raising funds	**(265,443)**	-	-	-	
Decrease in stock		-	-	495	
					(264,948)
Charitable activities	**(1,765,223)**	-	-	-	
Depreciation eliminated	**7,033**	-	-	-	
Movement in other debtors and prepayments		11,490	-	-	
Increase in trade and other creditors		-	(11,751)	-	
Decrease to accruals		-	4,073	-	
					(1,754,378)
Balance sheet movements		(8,886)	(7,678)	495	

15 Analysis of changes in cash during the year

	2020 £	*2019 £*	Change £
Cash at bank and in hand	**331,245**	*169,176*	**162,069**

	2019 £	*2018 £*	Change £
Cash at bank and in hand	*169,176*	*291,969*	**(122,793)**

16 Movement in funds

Year ended 31 December 2020	At 1 Jan 2020 £	Income £	Expenditure £	Transfers £	At 31 Dec 2020 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	209,631	(209,631)	-	-
Cross Channel: Discipleship Programming	-	67,387	(67,387)	-	-
Cross Channel: Education Programming	-	3,314	(3,314)	-	-
Cross Channel: Women's Programming	-	114,649	(114,649)	-	-
SAT-7 ACADEMY	-	7,018	(7,018)	-	-
SAT-7 ARABIC	-	50,761	(50,761)	-	-
SAT-7 KIDS	-	23,612	(23,612)	-	-
SAT-7 Lebanon Emergency Appeal	-	93,329	(93,329)	-	-
SAT-7 PARS	-	111,775	(111,775)	-	-
SAT-7 TÜRK	-	39,293	(39,293)	-	-
UK Nationals working for SAT-7 Internationally	-	79,639	(79,639)	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	94	(94)	-	-
	-	800,502	(800,502)	-	-
Unrestricted funds					
General funds	135,652	1,409,498	(1,213,322)	(69,570)	262,258
Designated funds: Development in the UK	19,213	-	(16,842)	69,570	71,941
	154,865	1,409,498	(1,230,164)	-	334,199
Total funds	**464,865**	**2,210,000**	**(2,030,666)**	**-**	**644,199**

The comparative movement in funds figures can be found in note 24.

Endowment funds

Expendable endowment — Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term. During 2019, the board transferred £25,969 of the expendable endowment fund to a designated fund for the purpose of SAT-7 UK development.

16 Movement in funds *(continued)*

Restricted funds

Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.
SAT-7 Lebanon Emergency Appeal	Fund for Beirut emergency relief following explosion in 2020.
SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
UK Nationals working for SAT-7 Internationally	Fund for the costs of UK nationals working for SAT-7 internationally.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust. This year there have been designated funds agreed for the development of SAT-7 in the UK.

17 Analysis of net assets between funds

As at 31 December 2020	Investments £	Tangible Fixed assets £	Other Net assets £	Total £
Endowment fund				
Expendable endowment	310,000			**310,000**
	310,000	-	-	**310,000**
Unrestricted funds				
General funds	-	10,604	251,654	**262,258**
Designated funds	-	-	71,941	**71,941**
	310,000	10,604	323,595	**644,199**

The comparative figures for the analysis of net assets between funds note can be found in note 25.

18 Company limited by guarantee

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

19 Funds held as a custodian for others

At the year end, the charity held £452,333 (2019: £245,614) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,320,989 (2019: £1,330,252). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,114,271 (2019: £1,268,054).

Further details of the custodian trustee relationships can be found within the trustees' report.

20 Related party transactions

There are no related party transactions other than disclosed elsewhere in these financial statements.

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

21 Statement of Financial Activity comparative figures

	Unrestricted General Funds	*Unrestricted Designated Funds*	*Restricted Funds*	*Endowment Funds*	*Total Funds 2019*
	£	*£*	*£*	*£*	*£*
Income and endowments from:					
Donations and legacies	*1,424,885*	*-*	*563,597*	*-*	***1,988,482***
Investments	*22,207*	*-*	*-*	*-*	***22,207***
Other trading activities	*3,129*	*-*	*-*	*-*	***3,129***
Total income funds	*1,450,221*	*-*	*563,597*	*-*	***2,013,818***
Expenditure on:					
Raising funds	*298,532*	*-*	*-*	*-*	***298,532***
Charitable activities	*1,084,692*	*168,843*	*563,597*	*-*	***1,817,132***
Total expenditure	*1,383,224*	*168,843*	*563,597*	*-*	***2,115,664***
Net income/(expenditure)	*66,997*	*(168,843)*	*-*	*-*	***(101,846)***
Transfers between funds	*(100,000)*	*125,969*	*-*	*(25,969)*	***-***
Net movement in funds	*(33,003)*	*(42,874)*	*-*	*(25,969)*	***(101,846)***
Funds brought forward at 1 January	*168,655*	*62,087*	*-*	*335,969*	***566,711***
Funds carried forward at 31 December	*135,652*	*19,213*	*-*	*310,000*	***464,865***

22 Donations and gifts comparative figures

Prior year	*Unrestricted General Funds*	*Restricted Funds*	*Endowment Funds*	*Total 2019*
	£	*£*	*£*	*£*
Churches	*99,917*	*28,756*	*-*	***128,673***
Institutions	*139,332*	*283,351*	*-*	***422,683***
Individuals	*1,185,636*	*251,490*	*-*	***1,437,126***
	-			
	1,424,885	*563,597*	*-*	***1,988,482***

23 Expenditure comparative figures

Prior year	*Grants payable*	*Direct costs*	*Support costs (note 4)*	*Total 2019*
	£	*£*	*£*	*£*
Raising funds				
Staff costs	-	*173,762*	*1,036*	***174,798***
Promotional activities	-	*85,783*	-	***85,783***
Office costs	-	-	*37,951*	***37,951***
	-	*259,545*	*38,987*	***298,532***
Charitable activities				
In the UK	-	*112,483*	*422,282*	***534,765***
Supporting the church in the MENA	*1,277,046*	*5,321*	-	***1,282,367***
	1,277,046	*117,804*	*422,282*	***1,817,132***
	1,277,046	*377,349*	*461,269*	***2,115,664***

24 Support costs comparative figures

Prior year	*Raising funds*	*Charitable activities*	*Total 2019*
	£	*£*	*£*
Staff costs and staff related costs	*1,036*	*246,619*	***247,655***
Premises expenses	*1,422*	*23,827*	***25,249***
Admin expenses	*36,529*	*130,339*	***166,868***
Depreciation	-	*9,520*	***9,520***
Governance costs	-	*11,977*	***11,977***
	38,987	*422,282*	***461,269***

25 Movement in funds comparative figures

Year ended 31 December 2019	*At 1-Jan 2019* £	*Income* £	*Expenditure* £	*Transfers* £	*At 31-Dec 2019* £
Endowment funds					
Expendable endowment	*335,969*	*-*	*-*	*(25,969)*	*310,000*
	335,969	*-*	*-*	*(25,969)*	*310,000*
Restricted funds					
SAT-7 International projects					
Cross Channel Projects	-	*83,226*	*(83,226)*	-	-
Cross Channel: Discipleship Programming	-	*11,900*	*(11,900)*	-	-
Cross Channel: Education Programming	-	*4,483*	*(4,483)*	-	-
Cross Channel: Women's Programming	-	*126,534*	*(126,534)*	-	-
SAT-7 ACADEMY	-	*18,577*	*(18,577)*	-	-
SAT-7 ARABIC	-	*43,474*	*(43,474)*	-	-
SAT-7 KIDS	-	*62,673*	*(62,673)*	-	-
SAT-7 PARS	-	*137,031*	*(137,031)*	-	-
SAT-7 TÜRK	-	*4,298*	*(4,298)*	-	-
UK Nationals working for SAT-7 Internationally	-	*71,142*	*(71,142)*	-	-
SAT-7 UK Trust projects					
SAT-7 UK Development	-	*259*	*(259)*	-	-
	-	*563,597*	*(563,597)*	*-*	*-*
Unrestricted funds					
General funds	*168,655*	*1,450,221*	*(1,383,224)*	*(100,000)*	*135,652*
Designated funds:					
Development in the UK	*62,087*	*-*	*(168,843)*	*125,969*	*19,213*
	230,742	*1,450,221*	*(1,552,067)*	*25,969*	*154,865*
Total funds	*566,711*	*2,013,818*	*(2,115,664)*	*-*	*464,865*

Descriptions for the funds above can be found in note 15.

26 Analysis of net assets between funds comparative figures

As at 31 December 2019	*Investments* £	*Tangible Fixed assets* £	*Other Net assets* £	*Total* £
Endowment fund				
Expendable endowment	*310,000*	*-*	*-*	***310,000***
	310,000	*-*	*-*	***310,000***
Unrestricted funds				
General funds	*-*	*9,408*	*126,244*	***135,652***
Designated funds	*-*	*-*	*19,213*	***19,213***
	310,000	*9,408*	*145,457*	***464,865***