THE MESSAGE TRUST

England & Wales · Charity number 1081467

Details

Other names	Community Grocery, The Message, The Message Community Centre
Status	Registered
Legal form	Charitable company
Company number	03961183
Registered	2000-07-06
Register	View on the Charity Commission register

Contact

Address	The Message Trust Lancaster House Harper Road Sharston Industrial Area Manchester M22 4RG
Phone	01619462300
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Website	www.message.org.uk

Activities

Objects: TO ADVANCE THE CHRISTIAN FAITH PRIMARILY AMONGST YOUNG PEOPLE AND VULNERABLE ADULTS THROUGH CREATIVE ARTS, COMMUNITY BASED OUTREACH PROGRAMMES TO THOSE WHO ARE POOR, DISADVANTAGED, DEPRIVED AND MARGINALISED OR WHO ARE AT RISK OF REOFFENDING OR WHO HAVE POOR EMPLOYMENT POTENTIAL, THROUGH EDUCATION, ENTERPRISE, BEFRIENDING, MENTORING, FAITH-BASED ACTIVITIES AND OUTREACH.

Activities: The Message Trust is a worldwide movement with a passion to share the love of Jesus Christ in words and actions with the hardest-to-reach young people and vulnerable adults, through creative mission, community transformation, Christ-centred enterprise and programmes working with those who are poor.

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Classification

- **How:** Makes Grants To Organisations, Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Religious Activities, Arts/culture/heritage/science
- **Who:** Children/young People, Other Charities Or Voluntary Bodies

Geography

- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£9,932,468	£10,248,228	£7,274,351	185
2023-08-31	£10,694,114	£10,500,610	£7,397,091	181
2022-08-31	£8,585,273	£10,573,055	£7,194,621	184
2021-08-31	£7,569,659	£7,078,648	£8,561,295	137
2020-08-31	£5,982,036	£6,108,888	£7,199,225	131

Trustees

Name	Role	Appointed
GORDON HAYNES	Chair	2017-03-15
ANDREW LEAKEY		2017-03-15
Amy Orr-Ewing		2022-03-25
Dr Laura Neilson		2023-12-14
Fiona Claire Bruce		2025-12-03
Rev ROBERT WHITE		

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THE MESSAGE TRUST

England & Wales - Charity number 1081467

Accounts

THE MESSAGE TRUST

ANNUAL REPORT & FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2024

Company Limited by Guarantee

Company Registration Number 03961183

Registered Charity Number 1081467

Scottish Registered Charity Number SC045838

THE MESSAGE TRUST

FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2024

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THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2024

2023/24 in numbers

This year we're celebrating…

95,578
Young people having the chance to hear about Jesus in schools

61,000
Families not going hungry due to the support of Community Grocery stores

3,750
Hours of support being provided to prisoners

231
Prisoners responding to the gospel

170,000
People around the globe being equipped to share their faith through Advance groups

727
People being prayed for as teenagers headed out on The Scattering mission with **69** people responding to the gospel!

As well as…

- New **Eden** teams launching in communities named in the bottom 10%
- Team members joining our **Enterprise** programme and being supported
- The **No More Knives** tour heading into schools
- The **Proximity hub** launching to resource and equip urban missionaries

…and so much more!

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2024

Message from the Global Chief Executive

Dear Friends,

This year has been a truly exciting one for The Message Trust as opportunities to step mission up to a scale we've never seen before have opened up, not only here in the UK but across the globe too.

From our mission teams heading into schools and meeting families as they shop in a Community Grocery to helping ex-offenders find their next steps outside of prison and launching hubs in Brazil, Uganda and the Netherlands, sharing Jesus' love in word and action has remained at the heart of everything we do. As we've kept faithfully sharing the gospel, we've seen Jesus break into people's lives and whole families transformed. As you read this report, I hope you are encouraged by the stories of what God's doing in lives and be assured this is just a glimpse of what's been happening.

Having spent time praying about the opportunities opening up for The Message Trust, we felt led to launch our most ambitious vision yet for 2024 – 2027. With our passion to share the good news of Jesus with the hardest-to-reach at its heart, our new three-year vision will see creative mission double, prisons teams sent into even more establishments, 18 new Eden teams launched, over 100,000 kept families fed and 1,000,000 people equipped to share their faith more effectively through Advance Groups, plus so much more. You can read all about this on our website www.message.org.uk

Our supporters are vital to helping to make mission happen, not only by fuelling all we do through their prayers but also supporting us financially. I would like to take this opportunity to say a huge thank you once again for everything they do.

God bless



Andy Hawthorne
Founder & Global CEO

THE MESSAGE TRUST

REPORT OF THE TRUSTEES

YEAR ENDING 31 AUGUST 2024

The Board of Trustee Directors have pleasure in presenting their Annual Report, together with the audited, consolidated financial statements of the charity, for the year ended 31 August 2024.

The Message Trust is a company limited by guarantee and a registered charity governed by its memorandum and articles of association. Charity number 1081467. Company number 03961183. On 27 July 2015 The Message Trust became a cross-border charity registered with the Scottish Charity Regulator (OSCR) Charity number SC045838. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

BACKGROUND AND OBJECTIVES

The Message Trust is a worldwide movement with a passion to share the love of Jesus Christ in words and actions with the hardest-to-reach young people and vulnerable adults, through creative mission, community transformation, Christ-centred enterprise and programmes working with those who are poor.

Our charitable objectives are to advance the Christian faith primarily amongst young people and vulnerable adults through creative arts, community-based outreach programmes to those who are poor, disadvantaged, deprived and marginalised or who are at risk of reoffending or who have poor employment potential, through education, enterprise, befriending, mentoring, faith-based activities and outreach.

These objectives are being worked out in four main ways:

- Creative Mission - we want every single young person to hear the good news of Jesus. Our cutting-edge mission teams share the good news of Jesus in schools. From lessons and assemblies to high-energy gigs run in partnership with local churches, the gospel is clearly explained through music and powerful stories to young people who get to respond to it and connect with their local church. Lessons being taken into schools include:

    - Respect ME: an international PSHE project, which uses powerful stories to teach on issues such as bullying, relationship self-image and abusive behaviour, to young people in Key Stage 3-5.
    - No More Knives tour: Knife crime and its devastating impact on lives is never far from the headlines, so our No More Knives tour equipping young people to say ‘no’ to knives and discover their full value. Tours run in partnership with the local church and the police

- Community Transformation – everyone needs to hear the good news of Jesus so our teams head into some of the hardest-to-reach places to do just that. Through Eden we equip and send urban missionaries to live sacrificially, share the gospel and build community in places named in the Indices of Multiple Deprivation as the most deprived. Our teams move into these urban communities and do life with their neighbours, sharing the good news of Jesus in word and deed.

  Community Grocery stores bridge the gap between foodbanks and supermarkets, playing a vital role in helping to keep families fed. Every store is run in partnership with a local church looking to reach their community. As well as providing affordable food, members can access free wrap around support and courses including debt management, cooking lessons and Alpha courses. It’s about sharing the love and hope of Jesus in word and action.

  Message Buses are state-of-the-art mobile youth centres. When young people step onboard, they find a safe place to go packed with things to do with their friends including games consoles, climbing walls, nail bars, and much more. Everywhere the bus goes, it is in partnership with the local church, so that over the weeks the bus is in a community, volunteers and youth workers get to know the young people, build relationships with them and introduce them to the gospel.

BACKGROUND AND OBJECTIVES *(continued)*

Proximity Network is a brand-new urban mission resource hub for those working in inner cities and estates. Providing free and online community, Proximity's vision is to equip urban and estates churches and their leaders as they run mission in some of the toughest places across the UK.

- Prisons and Enterprise – in prisons throughout the UK, we're providing regular, long-term, accredited education courses alongside friendship and care to men, women and teenagers. Our Message in Prisons outreach workers run Peacemaker courses, Bible studies, chapel services, offering mentoring support and through all this building relationships.

  Our work continues outside of prisons through our enterprise programmes. Offering employment and training to ex-offenders and those at risk of offending in enterprise businesses based in Manchester and London, our two-year programme provides team members with full-time jobs in one of our enterprises where they can gain valuable work experience and skills, as well as training, Christian support and discipleship.

- Equipping and Training - raising up the next generation of evangelists and equipping them so that more people can hear and share the gospel is at our core.

  Through group mentoring and evangelism training, Advance is equipping and empowering people around the UK and the globe to share the gospel with a new boldness. Wanting to ensure people of all ages can do this, The Charge (previously known as Advance Youth) is a movement of young people being equipped and empowered to share their faith through monthly training events and an annual week-long mission week called The Scattering.

  Message School of Evangelism is a 10-month gap year style programme through which those who are passionate about sharing their faith get to spend a year being equipped, transformed and sent to share the good news of Jesus in every opportunity.

THE MESSAGE TRUST

REPORT OF THE TRUSTEES

YEAR ENDING 31 AUGUST 2024

STRATEGIC REVIEW

Creative Mission

Our cutting-edge creative mission teams work year-round sharing the good news of Jesus in schools. From lessons and assemblies to high-energy gigs run in partnership with the local church, the gospel is clearly shared through music and powerful stories to young people. Each of them gets the opportunity to respond to it and connect with their local church.

This year Respect ME saw 28,022 young people in school, making sure that every one of them knows their true value and about the hope Jesus offers. Knowing how tough life can be for young people, no lesson shies away from tackling the issues they may face and equips and empowers them to make wise decisions. As teams headed into schools from Scotland to London and Newcastle to Wales, they see the lightbulb moments when it 'clicks' for students and that what they're sharing is having a lasting impact. At the end of one self-esteem lesson a student went up to the team and said, 'Thank you for today. You've made me realise it's OK to be different and I will now see myself as beautiful.'

Our schools work covers more than Respect ME. Knowing that knife crime is having a devastating impact on lives, the No More Knives tour has continued going into schools showing young people there is another way. For each tour we partnered with the local church, police and Council. The lessons combine music, powerful stories and teaching that equips young people to say 'no' to knives. Every student was invited to an evangelistic end-of-tour gig where they heard more music from our bands as well as the gospel too.

This year, we ran eight tours across the UK seeing knives safely handed in, students chatting to our teams and teachers about how they're going to stop carrying a knife, and young people connecting with local churches. As police forces have heard about the impact of the No More Knives tours, they have asked us to help them in their fight against drugs and County Lines, so this year the No More County Lines tour was piloted with plans to roll it out over the next 12 months.

Stories

'After a No More Knives lesson, one student came up to me and handed in a balaclava saying, "I've been trying to get people to see me as a violent person, but now I don't want to do that anymore.'

Ali's Story

Ali was a year 11 student in one of the schools that Respect ME went into and part of our lesson on abusive behaviour. As part of the lesson, the team explore with students different ways – either knowingly or unknowingly – we can abuse ourselves and others. Knowing that everyone in the session has different backgrounds they tell students that, whilst we all have different influences and past experiences that may shape the decisions we make, we all have the power to make better choices, before sharing about how precious we are in God's eyes.

At the end of the session, Ali came up to the team to chat. He told them how he'd been impacted by the lesson as he'd experienced first-hand some of what they'd been sharing. He went on to tell them that he'd grown up in a home where his dad was violent and abusive to him and his mum due to his drinking, and how this was affecting his life. In fact he was really scared that he was going to make the same life decisions as his dad.

'Being in the lesson today has shown me that I don't have to live the way my dad does,' Ali said to the Respect ME team. He then said he'd been really challenged by what they'd shared about Jesus' love for him. 'I'd always thought God would be like my dad, but you've made me think about him a different way.'

The team were then able to tell him more about what it means to have God as a father and encourage him by sharing Bible verses from the 'I Am' card they'd given him. The church leader who'd gone into the school with the Respect ME team was part of the conversation, and able to tell Ali about the local youth group, and he's been going every week since!

STRATEGIC REVIEW - *(Continued)*

In prior year, we reported that a full review into the long-term viability of the Message Bus fleet was conducted and concluded that we would retire some of the buses during the 2023/24 financial year. This is due to the ageing nature of the buses, causing them to spend significant amounts of time off the road, undergoing costly repairs.
This year we retired three of the buses, selling them to ministry partners to continue their legacy, but ending our projects in London, Scotland and the West Midlands. We also transferred the North West Bus to our friends at Tees Valley Community Church, a key partner of our North East Hub, where we continue to run bus ministry in partnership with them. Our bus ministry also continues to run in our Wales hub, where the project is fully funded and runs bus sessions week in week out across South Wales.

Our Year – Creative Mission

These are the goals we set ourselves last year with details of how we've met them and our plans for 2024/25.

- **To complete at least 10 No More Knives Tours across the UK**

Tours took place in Tameside, Nottingham, South Bank, Blackpool, Glasgow, Preston, Hartlepool and Coventry – a total of eight. Further tours were booked to take place however last minute logistical and funding factors meant these had to be postponed into 2024/25 or cancelled.

- **To reach 75,000 young people with the gospel through schools work, including Respect ME and No More Knives Tours**

Nationally, creative mission teams saw 95,578 young people in school, across 290 schools days in 2024.

- **To give at least 5,000 young people opportunities to respond to the gospel at evangelistic gigs following our schools work**

3,949 young people have attended our evangelistic gigs this year, of which 1,296 said 'yes' to following Jesus, meaning that 33% of the young people attending our gigs responded positively to the gospel!

- **To deliver Respect ME lessons/courses to 25,000 young people across the UK**

28,022 students were involved in Respect ME lessons courses this year across the UK. As well as full class or year group sessions we continued offering smaller courses for individuals struggling with self-esteem. 17 girls courses and seven boys courses of this nature were run this year.

- **Launch a new mission band who will take lessons into schools**

NXT CHAPTR, a brand-new urban pop mission band were launched in September 2023 and immediately started heading into schools with the No More Knives tour and seeing young people's lives impacted by the hope of Jesus.

- **To have 30 young people regularly attending weekly Genetik Sessions at HQ (Sharston)**

We have about 20 regular young people attending our weekly Genetik sessions, with 20 kids attending our Genetik Winter School in Feb-24 and 26 at our Genetik Summer school in Aug-24.

- **To complete at least 40 Message Bus sessions**

In total, across our Hubs we completed 64 Bus sessions, 42 in Wales and 22 in the North East (including 11 all day events), with each session including a gospel presentation and an opportunity for the young people to respond.

STRATEGIC REVIEW *(Continued)*

Over the next year we plan to:

- Create and distribute a gospel RE lesson
- Conduct 250 school visits across all our Creative Mission teams
- Define the associate model for mission delivery
- Deliver 200 lessons to 15,000 students in Schools through our Respect Me work.
- Launch our brand-new No More County Lines lessons in schools, and complete 2 School Tours in 2024/25.
- Release at least 3 new music tracks from our bands
- Launch Genetik Sessions in another UK hub, and maintain 20 regulars in Sharston

Community Transformation

Everyone needs to hear the good news of Jesus, so our teams head into some of the hardest-to-reach places doing this in word and action.

Eden has been moving teams for the long-term into neighbourhoods that fall into the 10% most deprived for over 25 years, all in partnership with the local church. Building on the launch of teams in South Bank (Middlesbrough) and Jordanthorpe and Batemoor (Sheffield) the year before, 2023/24 saw Eden begin in Byker (Newcastle).

This year, teams ran everything from maths tuition, warm spaces and community breakfasts to summer holidays at home, Alpha courses, Bible studies, community festivals and so much more through every activity they built relationships with their neighbours and created opportunities to tell them about Jesus. As they do this many are responding to the gospel.

'Over 130 of our neighbours have become Christians and are growing in their faith every week. We've got so many people coming along to Alpha courses desperate to find out more about Jesus and we're seeing whole families transformed.' – Krista, Eden South Bank (Middlesbrough) Team Leader

Urban mission can be tough, so to support those on the frontline 2023/24 saw us launch Proximity, a brand-new urban mission resource hub. Proximity's vision is to resource people, churches and organisations who are sharing the gospel in estates and inner-city communities across the UK. The free resource hub is created by urban missionaries, for urban missionaries, and packed with resources, videos, advice, teaching, podcasts and much more covering all areas of mission. As well as the resource hub, Proximity is creating a community online and in-person through regular gatherings across the UK in order to ease the isolation that those working in urban mission sometimes experience.

Community Grocery stores continue to rollout across the UK during 2023/24. By the end of the year, we were helping to keep over 61,000 families battling the cost-of- living crisis fed. As members shop the grocery teams are building relationships with them, supporting them through life's ups and downs, inviting them to get involved in the support courses being run by the church partner, and connecting them with the church. And lives are being changed.

Other highlights this year included taking Message Buses into communities across Wales, the North East and beyond, and getting to spend hundreds of hours running social action projects through Love Where U Live.

STRATEGIC REVIEW *(Continued)*

Stories

'Richard has battled drug addiction for many years. As we got to know him we invited him to an Alpha course our Eden team were running. There he gave his life to Jesus. Since then, not only has his life been turned around, but the lives of his whole family too.' Eden Hexham

Sarah's story

From a young age, Sarah struggled with depression but was always able to carry on with 'normal' life, until Covid hit. As the world locked down, her anxiety grew and things she'd found hard before became almost impossible. She found herself almost housebound.

The only time Sarah left home for was to go to my mum's or do the food shop with her teenage daughter, Jess. She felt more alone than ever. With prices going up, money was tighter than ever and Sarah had to borrow money to put food on the table.

At this time, a leaflet came through her door telling Sarah about a Community Grocery opening round the corner. As she read about the affordable food on offer, she knew it would give her the support she desperately needed. But what surprised Sarah most was that she felt she wanted
to be more involved.

One day, she headed to the Community Grocery. The manager, Pete, chatted through how the store worked, and told her about the support courses too. As Pete explained this, Sarah asked about volunteering, and he told her she'd be very welcome.

Immediately Sarah loved being part of a community. She couldn't stay away and was volunteering three times a week, as well as shopping in store. As she shopped, a weight lifted off her shoulders as she no longer had to borrow money to put food on the table.

Every morning before the store opened, the team prayed together. But Sarah didn't want to know anything about God. If anyone mentioned Jesus to her, she told them to 'shush'. So, as they prayed, she stood by the door and waited for them to finish before getting on with her jobs.

Over time, she listened more as they prayed and wasn't as quick to shut down the conversations about Jesus. Then one day, the team invited her to church again and she found herself saying 'yes'!

That Sunday Sarah went to the service. As she heard more about Jesus, she felt a shift inside as she realised that even though life was tough, she wasn't alone. It gave her a hope and peace she'd not experienced before. Over the next few weeks, Sarah kept going back to church and asking the grocery team questions about Jesus. Knowing it was all true, Sarah decided to give her life to Jesus and recently got baptised.

STRATEGIC REVIEW *(Continued)*

Our Year – Community Transformation

These are the goals we set ourselves last year with details of how we've met them and our plans for 2024/25.

- **Launch 2 new Eden teams**

A new Eden team launched in Byker (Newcastle) in partnership with St Thomas Church Newcastle. Work towards the launch of other teams was undertaken, however logistics meant that the launch of these was delayed into 2024/25.

- **Recruit at least 12 new Eden team members**

16 new team members joined Eden this year and immediately began serving their communities in different ways.

- **Run Proximity Conference for urban missionaries and see at least 300 attending**

Proximity Conference 2024 was held on Friday 14 and Saturday 15 June and saw over 300 people attend. Attendees got to hear teaching from Krish Kandiah, Dai Hankey, Andy Hawthorne, Racheal Mutesi, Sarah Small and Sam Ward over the two days. The 2024 conference also saw the launch of Proximity, the brand-new online urban mission resource hub.

- **Run at least 2 Love Where U Live social action mission weeks in our hubs**

This year, Love Where U Live weeks were held across the UK including in Lincoln, Manchester and Wales. During the weeks, teams and volunteers cleared rubbish off their community's streets, made over people's

gardens and put on events for their neighbours. As they went about the projects, teams got to chat to people, build relationships and invite them along to the local church.

- **To open another 4 Community Grocery stores across the UK**

Three new Community Grocery stores were opened in 2023/24. The new stores that opened were Newcastle West Community Grocery, Hartlepool Community Grocery and Swansea Community Grocery. In addition to this, the Liverpool store moved to new premises which provided an opportunity to relaunch the store to new neighbourhoods.

- **To reach 55,000 members of our Community Grocery stores nationwide**

By the end of the year, we had 61,000 members across the network of Community Grocery stores. As each member shopped in store for their family, they got access to affordable food that helped them to keep their family fed amidst the ongoing cost-of-living crisis.

- **To see 300,000 shopping visits to our stores by Community Grocery members**

This year saw the introduction of larger sized shops, meaning that if they wish members can purchase more items in a single shopping visit and that they have to visit the store less frequently. This therefore impacted the number of shopping visits undertaken. In 2023/24, a total of 256,737 visits were undertaken in Community Grocery stores.

- **Distribute the equivalent of 5.5 million meals to our Community Grocery members**

In order to improve its accuracy, we have updated the method used to calculate this figure this year. We now use an average weight per item sold, rather than the average weight per standard shop size (12 items) which was used in prior year. Using this new method and the WRAP (Waste & Resources Action Programme) recommended 420g per meal, we have distributed approximately 2.7 million meals to our Community Grocery members this year.
However, for direct comparison with the goal we set last year, using the prior year method of calculating meals we have distributed 5 million meals to our Community grocery members this year.

STRATEGIC REVIEW *(Continued)*

Over the next year we plan to:

Community Grocery

- Secure local council and grant support, targeting £250,000 in new funding
- Boost impact by increasing sales by 20%
- Optimise distribution processes
- Launch six new Community Grocery locations
- Review all Community Grocery stores and partnerships and establish performance metrics

Proximity

- Align strategy with other departments
- Develop a quantifiable and tangible network model to illustrate local impact

Eden

- Revamp the recruitment journey, including onboarding and training for long-term members
- Establish eight new teams globally
- Expand the prayer support network

Prisons and Enterprise

Around 8,800 men, women and teenagers are serving prison sentences in England and Wales, and through our work in prisons we have the opportunity to work with at least 10% of them. Our prisons work covers many areas of the UK including Wales, London, the Midlands and the North West, with opportunities to head into even more prisons opening up.

This year our Message in Prisons team spent 3,750 hours in prison supporting prisoners and building relationships with them. Through this, the Message in Prisons team have connected with prisoners 8,269 times and saw 231 men and women respond to the gospel. Whilst sharing the gospel is at the heart of what the team do, this isn't just through chapel services and Bible studies. Peacemaker courses teach individuals the skills to help them resolve conflict and manage their emotions; mentoring programmes equip them for life outside of prison and music classes provide a way that relationships can be built.

And God is moving in prisons, lives are being transformed forever as people find the hope and love Jesus offers. As they discover this, individual lives as well as families are being changed. At the same time, prisoners are also wanting to share Jesus' love with others on their wings and new Bible studies and prayer meetings are being started.

But our work doesn't stop at the prison gates. We continue to support ex-offenders as they settle into life outside prison. Through our Christ-centred enterprises we're able to offer some of those we work with two years employment, training and discipleship. Our enterprises in the UK include The Mess Café (Manchester) and Neal Street Espresso (London), plus a growing number of opportunities in Community Grocery stores and the warehousing operations for the store network.

This year, the popularity of both The Mess Café and Neal Street Espresso continued to grow with visitor numbers increasing and the venues continuing to get first class reviews from customers. Team members have continued their training as well as new members joining the programmes. As team members complete their two-year programme they graduate, giving us an opportunity to celebrate the transformation in their lives, and we work with them to secure ongoing employment. Throughout 2023/24, work with partners who provide a pipeline for team members has continued growing and developing.

STRATEGIC REVIEW *(Continued)*

The Message Enterprise Centre continues to be a popular destination for events, conferences and for use as a training venue. The training rooms alone have been booked for 126 events in the past year, proving a vital stream of income for our work.

This year saw the activities of the Message Enterprise Centre transfer totally into The Message Trust. A decision that had been made due to the increased financial stability and reduced risk of this area of work. This transfer has not changed anything any of the operating practices or impacted our work in this area.

Mark's Story
'I met Mark in prison last year when I was sharing the gospel with someone else. Mark overheard the conversation, came over and said he wanted to give his life to Jesus! Since then, he's been coming to Bible studies and inviting others along. A few weeks ago, Mark's son, Freddie, was moved into the prison on the same wing as his dad and started coming along to the Bible study with him. It was at one study that Freddie decided he wanted to give his life to Jesus too, saying 'I feel like my burdens have been lifted!' Both father and son are now loving learning more about Jesus together!'

Henry's Story
'Henry* is a lad that I've been working with for over a year, and it's been mind-blowing to watch him overcome so much. I first started getting to know him when I supported him through a family bereavement. We set up regular meetings where Henry could share how he was feeling and, over time, got chatting more to him about faith and the power of prayer.
'One day he came into our meeting so excited and told me that he'd experienced God's healing the night before! He'd been struggling with a bad migraine, and nothing was helping make it better, so had decided to pray because this is something we had started regularly doing in our meetings. Within minutes, Henry said his migraine had gone. He was so amazed that he joined the Alpha course running in prison to find out more about Jesus. As he learnt about God and his love, Henry decided to get baptised before his release from prison. To see him go from being someone who regularly got into trouble and fights with prison officers, to becoming this completely new, faith-filled young man, has been so encouraging!'

**Name changed for confidentiality*

Our Year – Prisons and Enterprise

These are the goals we set ourselves last year with details of how we've met them and our plans for 2024/25.

- **Continue discussions and preparations to expand work into 2 more UK Prisons this year**

Achieved, we began work in HMP Pentonville and HMP Stoke Heath this year.

- **Connect over 2,500 times with prisoners and see 100 first time commitments to Jesus**

This year we connected with about 2,000 prisoners and saw over 150 responses to the gospel.

- **To employ another team member for Mess Café, and increase gross profits**

During the year, we employed another chef on our team member programme within The Mess Café. Gross profits within The Mess Café increased by 1% to 44%, a significant achievement given the continual increase in wholesale costs throughout the year.

- **To employ another team member for Neal Street Espresso, and increase gross profits**

As enterprise has continued to grow at Neal Street Espresso we were able to employ another barista on our team member programme with the speciality coffee shop. This year the store maintained with gross profit margin at the same level as 2022/23.

STRATEGIC REVIEW *(Continued)*

- **For the events business to host 100 training bookings and 15 external events (e.g. weddings, conferences, parties)**

It has been a busy year for the events team hosting 126 training bookings plus 25 external events such as wedding receptions and birthday parties. In addition, the team facilitated The Message café at the Awaken festival, internal department/international hub events and church related events.

- **To continue providing accredited training to 4 team members**

We currently have 4 people on our team member programme receiving training and support.

Over the next year we plan to:

Prisons

- Continue discussions and preparations to expand work into 2 more UK Prisons this year.
- Re-establish work in 2 UK Prisons that have remained unrecruited.
- Deliver Christmas hampers to inmates at HMP Altcourse.
- Connect over 2,500 times with prisoners and see 100 first time commitments to Jesus

Equipping and Training

Advance groups are all about equipping Christians to seize every opportunity to share the gospel with people in ways they can understand. Group members meet together to be sharpened in their evangelism through the free Advance guides, to pray together and encourage each other in their evangelism.

As Christians and church leaders hear about Advance and the training materials, we've seen God open doors to launch groups in every single continent (except Antarctica). In 2023/24, Advance Groups grew at their fastest rate yet, with groups launching for the first time in a number of countries including Nicaragua, Togo and Belize. By the end of the year, there were over 26,000 groups running in 99 nations helping over 170,000 Christians grow in their boldness to share their faith.

Excitingly, the personal connection between group members and those who respond to the gospel means people are quickly getting connected with church and 75% are being regularly discipled and growing in their new faith.

We're also training up the next generation so that young people can share their faith with boldness. As teenagers come along to monthly gatherings they're equipped to tell people about Jesus. This year, we saw gatherings grow across the UK and now being held every month in London, Wales, the North East and the North West. As young people's passion to share their faith grows, we've seen them starting Christian Unions in their schools, finding new ways to show Jesus' love in action, and praying for their friends and family.

In August, 80 young people joined forces for a week of mission in London and Sunderland called The Scattering. Over seven days, the young people spent their mornings coming together for prayer, worship and getting equipped in evangelism before heading out in the afternoons to put what they'd learnt into practice. As they stepped out, they prayed for 727 people and saw 69 of them accept Jesus into their lives.

2023/24 also saw us to continue to equip people in their evangelism through Message School of Evangelism, and we had our biggest year to date with students not only from the UK but also other nations including Brazil and Pakistan joining us to spend 10-months to be trained in evangelism and sent to put it into practice.

STRATEGIC REVIEW *(Continued)*

Our Year – Equipping and Training

These are the goals we set ourselves last year with details of how we've met them and our plans for 2024/25.

- **To have 25,000 Advance groups established in 100 nations**

By the end of 2023/24, there were 26,000 Advance groups meeting around the globe in 99 nations. Plans to launch in the hundredth nation were delayed slightly and this will now take place in September 2024.

- **Reach 150,000 Advance group members internationally**

Advance continued to grow quickly throughout 2023/24 and by the end of the year there were 170,000 group members around the world – a number that has grown from 14,797 in August 2023.

- **Have 100 Advance Ambassadors established across the globe**

Our strategy around Advance Ambassadors was reviewed this year to ensure it is as robust as possible to facilitate future growth of the network. This therefore impacted on the level of recruitment. By the end of 2023/24, there were 72 Advance Ambassadors in place around the globe, with a continuation of growth expected in 2024/25.

- **Host a Global Advance Day in January 2024 and launch at least 700 groups from it**

The 2024 Global Advance Day took place on 27th January 2024. From this day 6,106 new groups were launched internationally.

- **Welcome 30 students on the Message School of Evangelism (MSE) course in September 2023**

31 students from around the world joined the Message School of Evangelism course in September 2023. Over their 10 months on the course they were not only trained but involved in many different places in schools, communities, prisons and beyond.

- **Run two Advance The Scattering mission weeks in summer 2024**

For the first time ever, two weeks of The Scattering mission were run in August 2024 – one in Sunderland and the second in London. A total of 80 young people took part, praying for 727 people and seeing 69 respond to the gospel as they told them about Jesus.

Over the next year we plan to:

ADVANCE

- Increase the number of Advance groups to 300,000
- Work to ensure at least two-thirds of the Advance nations have ambassadors
- Improve accessibility to Advance mentoring guides by developing a comprehensive digital journey
- Appoint heads of Advance for Latin America, East Asia, and Europe

MSE

- Develop a growth strategy report to reach 100 students in 5 years
- Recruit 40 students for September 2024 course

THE CHARGE (previously known as Advance Youth)

- Launch the rebrand of Advance Youth, as 'The Charge', still a movement of young people being equipped to share their faith at monthly training events, but with its own core identity, separate from 'Advance'.
- Run at least 8 Charge days across the year and launch The Charge into at least 2 new areas.

THE SCATTERING

- Run 3 Scattering mission weeks with 90 young people taking part across the nation.

STRATEGIC REVIEW *(Continued)*

Our work around the UK

The work of The Message continues to grow around the UK, and today we have hub teams in the North West, North East, Scotland, Wales, London, East Midlands, West Midlands and Yorkshire & Humberside.
In each location, as we've continued to build our work and church partnerships our opportunities to reach out have continued to grow. Through the hub teams, we've identified new and exciting mission opportunities in schools, prisons and local communities.

Some of the highlights from our hub teams across the UK during 2023/24 include:

East Midlands

- The No More Knives tour went to Nottingham and 1,100 young people were equipped and empowered to say 'no' to knives.
- Eden Top Valley in Nottingham continued connect with young people in their community by launching a youth group for them off the back of their popular hot chocolate stations.
- A new series of resilience and wellbeing lessons were taken to over 3,000 pupils in schools across Lincoln.

London

- A new team member joined the enterprise programme at Neal Street Espresso giving them access to training, employment, support and discipleship.
- Ilford Community Grocery continued to grow supporting over 1,300 member families in its first six months.
- Young people across the city continued to grow in their evangelism getting involved in monthly gatherings as well as a week of The Scattering mission.

North East

- This summer saw The Scattering grow and take place not only in London but in Sunderland too, with young people heading out on mission.
- In schools, young people were equipped to say 'no' to knives as the No More Knives tours headed to Hartlepool, Redcar and Teesside.
- Demand for affordable food and support saw a second Community Grocery open in Newcastle - Newcastle West Community Grocery opened in November 2023.
- Eden Byker launched and immediately started impacting their neighbourhood as they ran events including community football sessions, summer lunch clubs and litter picks.

North West

- Opportunities to reach young people in schools through Respect ME and No More Knives tours have continued to grow this year.
- Off the back of the success of the No More Knives tour and following requests from the police for help informing young people about the dangers of County Lines a pilot No More County Lines tour was run in Wythenshawe and will be rolled out across the UK in 2024/25.
- The continued development of the Community Grocery store network saw enterprise team member roles being created within the warehousing department, giving individuals the opportunity to gain valuable work experience and develop work skills all whilst growing in their faith.

Scotland

- Schools work continued to grow in high schools. Each PSHE lesson promoted positive mental health and wellbeing and approached challenging issues that young people face from the Christian perspective.
- In January 2024, the No More Knives tour went to Glasgow and headed into 4 schools getting to share life-changing lessons with over 3,635 pupils.

STRATEGIC REVIEW *(Continued)*

Wales

- The first Welsh Community Grocery opened in Swansea in July 2024. Partnering with St Thomas Church, the store is already keeping hundreds of families who may otherwise go hungry fed.
- The Message Bus continued heading out into communities. In total, 42 bus sessions were run.
- 222 group session were run in prisons in Wales throughout the year, with 60 people we worked with responding to the gospel. As well as supporting the people we worked with in prison, over 100 hours of resettlement support were also offered.

West Midlands

- As families heard about the support available, membership at Telford Community Grocery continued to grow so much that the store space had to be increased.
- The No More Knives headed to Coventry in June 2024 with young people telling the team and teachers how impacted they were by the lessons and how they made them want to make better choices in life.

Yorkshire and Humberside

- From running maths tutoring to Fir Vale (Sheffield) to Bible-based after-schools clubs in West Bowling (Bradford) our Eden teams across Yorkshire have continued to connect with young people in their communities this year.
- The Foundation Community Grocery in Sheffield continued supporting local families amidst the cost-of-living crisis.
- Launching enterprise in Yorkshire took a huge step forward with the completion of the Community Hub at Woodseats.

Supporting Mission

As The Message Trust has continued to grow, the in-house operational teams have continued to support mission activity around the UK as well as through Community Grocery stores.

IT and Information Systems has to provide infrastructure, support and software assistance to the whole organisation. As the Community Grocery network has grown, they have supported the IT systems in the different stores, whilst also developing a new Community Grocery app that will ensure membership and shop visit data can be managed robustly and the support offered to stores can be even more effective. The new app will be rolled out in 2024/25.

The facilities team have continued to supporting teams and projects across our headquarter building, hub offices, enterprise venues and Community Grocery stores. A large focus of their work this year continued to be the refit of premises for Community Grocery stores, as well as ensuring maintenance issues associated with these are resolved in a timely manner. The team have played a key role in the refurbishment works taking place at Woodseats Baptist Church – the new base for our Yorkshire and Humberside team – from which we will run enterprise work in the region.

Our in-house design and communications department continue to be instrumental in equipping and resourcing mission teams as they step out into schools, communities and prisons, as well as creating Advance materials. The team are also responsible for the promotion and marketing of Community Grocery stores to each community they are serving. Alongside this, they have played a key role in major fundraising campaigns that have run throughout the year. They also continued to deliver supporter communications, including editions of Flow magazine, supporter prayer updates, a suite of websites, and email and social media campaigns. The implementation of a proactive communications strategy continues to yield results and has helped highlight the work of The Message Trust within the local and national media.

STRATEGIC REVIEW *(Continued)*

Partnerships

The Message Trust's work and mission activity is funded through the kind and generous donations of supporters, organisations, trusts and grant organisations. Without their support our vital work would not be possible.

We always strive to maintain the highest standard of supporter care, ensuring that each of our donors are kept updated about the impact their donations are having on lives. To ensure this we have donor care activities in place, which we plan to increase further throughout 2024/25.

As part of our fundraising activities this year, we ran a series of events and vision nights in different hub areas giving us a chance to connect with new supporters, deepen relationships with existing supporters, and raise awareness of our work with new individuals and organisations. Each of these, which included hub dinners, networking events and business events, was successful in informing people about our work and encouraging them about the impact it has on lives.

June 2024 saw us run our first ever Partners Weekend, where donors were invited to join members of The Message Team to hear more about our work and its impact over the course of three days. The weekend was used to launch our new three-year vision and set out plans to step up activity over the coming years.

In addition to in-person events, in December 2023 we held another online fundraising dinner as part of our Christmas campaign. The event shared powerful stories of the transformation happening in the lives of Community Grocery members, as well as more about the impact stores are having on their lives. The dinner was part of a larger campaign to raise vital funds to keep Community Grocery stores stocked and help finance new stores.

This year, we built relationships with a number of corporate partners who are supporting our work, especially related to the Community Grocery. This includes The Flava People who are going to help fundraising monies toward the costs of establishing a new store in 2024/25. The developing corporate partnerships work has also allowed teams of volunteers from a number of organisations to spend time with us as part of their Corporate Social Responsibility programmes.

We used the services of Chell Perkins Ltd, as professional fundraisers acting on behalf of The Message Trust for grant funding applications again, in 2023/24. Chell Perkins Ltd is registered with the Fundraising Regulator and we monitor their activities on behalf of The Message Trust on a monthly basis.

The Message Trust is also registered with the Fundraising Regulator and as such subscribes to The Code of Fundraising Practice along with its four core values to be legal, open, honest and respectful. Anyone considered to be vulnerable, and our Community Grocery members are not contacted by The Message Trust for fundraising purposes, and flagged as such on our contact database, to prevent this happening.

The charity and its agent have received no formal complaints in the last year about its fundraising activities.

Our Year – Partnerships

These are the goals we set ourselves last year with details of how we've met them and our plans for 2024/25.

- **To host 2 business networking / fundraising events**

We have successfully held a number of business networking and fundraising events this year. A Message Business Network event was held in February 2024 in addition to a major donor evening in London, an awards dinner in Wales, Cardiff Street Pastors dinner, Partners weekend, mayoral dinner and the online dinner (which was part of the 2023 Christmas campaign).

STRATEGIC REVIEW *(Continued)*

Over the next year we plan to:

- Conduct 200 church visits, including partner pack asks
- Review fundraising strategies in the USA
- Reduce the regular donor attrition rate to 10% of regular fundraising income

Sharing Our Resources

Our commitment to helping others around the world who share our heart for the poor and unreached is expressed through our tithe fund, through which we donate a proportion of our unrestricted charitable income to other organisations and charities who share similar objectives to The Message Trust.

Our giving from our Tithe fund in 2023-24 totalled **£703,474** (2022-23 £570,701).

We gave **£168,408** to our Advance Ambassadors around the world who work to equip, encourage and empower the church to make evangelism a priority through small group mentoring.

Compassion UK received **£42,420** (2022-23 £43,344) for child sponsorship in Haiti.

We continued our support of **Life Association** (a related party link with Simon Hawthorne) through a gift of **£27,583** (2022-23 £14,383) to help provide schooling for Dalit orphans in Machilipatnam, India. **£20,000** was given to Stand By Me (2022-23 £10,000) whose mission is to rescue kids from terrible circumstances, then do whatever it takes to provide the care, love and attention they need to thrive. **£12,000** was given to **Christian Restoration**, plus **£10,180** in one-off gifts (2022-23 £10,000) whose overall aim is to advance the Christian faith for the benefit of the church and the public. A total of **£12,500** was given to **Ignite** (a related party) including £9,500 to support their ministry building new churches in India (2022-23 £12,000) and £3,000 to Ignite Big Idea in the UK (2022-23 £3,000). **£5,000** was given to **Press Red** who are making a stand against the violence suffered by girls and women worldwide (a related party link with Michelle Hawthorne) (2022-23 £9,000).

We also gave **significant gifts** to the following projects: **£15,000** to New Wine who encourage and equip leaders through hosting summer conferences, delivering Church-based training and publishing resources. **£12,000** to Embassy Bus providing emergency accommodation for people who are homeless in Manchester (2022-23 £12,000). **£12,500** was given to Manchester House of Prayer for their prayer ministry (2022-23 £12,000). **£11,604** to CRMI (2022-23 £8,174) for child sponsorship in Uganda. **£11,268** towards Christmas Hampers for our Community Grocery members (£19,275 2022-23). **£8,614** was given to support Potters House Church, Hull, led by Mo Timbo (2022-23 £16,000).

One-off gifts given this year include: **£20,000** to Organisations in India to help rebuild houses following a fire. **£13,798** to Barnabus, which is a Christian charity offering practical, emotional and spiritual support to rough sleepers and those who are vulnerably housed. **£10,000** to **Rubygirl Ltd** which seeks to energise, engage and empower vulnerable young people to realise their value, reach their potential, re-frame their world and re-purpose their generation.

Other gifts to our **Message partners** in the UK and beyond from Other Projects (per note 5) included **£27,036** to Message Netherlands (2022-23 £zero); **£12,860** to Message Germany (2022-23 £21,668); **£7,700** to Message South Africa (2022-23 £56,500); **£7,500** to Eden Westwood, Oldham (2022-23 £7,500); **£6,008** to Message Canada (2022-23 £8,250); **£25,243** to Message Uganda (2022-23 £zero); **£8,163** to Message Brazil (2022-23 £zero); and **£500** to Eden Kensington for their community pantry (2022-23 £zero).

There was also support for **£38,392** bursaries towards Message School of Evangelism (MSE) students to be trained, equipped and resourced to reach the lost through evangelism training. Students are given first-hand experience in sharing the gospel in different settings and contexts (2022-23 £30,810).

GROUP FINANCIAL REVIEW

The 2024 accounts have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), as published January 2022.

The Trustees have taken the opportunity to review all The Message's key accounting policies to ensure that they continue to be in accordance with the requirements of the Charities SORP (FRS 102) and best accounting practice.

Whilst these steps have resulted in enhanced disclosures in the financial statements, it has not been necessary to make any significant amendments to key accounting policies.

Financial review of the year

Overview

In 2023/24 we continued to work towards building operational and financial resilience, whilst maximising opportunities for sustainable growth. Going into the year we planned for a drop in donations, knowing that gifts from one major donor would be £0.7m lower than in prior year, therefore our focus was on maximising other fundraising streams, particularly from Grants and Church & Business partnerships, as well as performing a review of ministry activities with unsustainable deficits. As a result, income from Grants, particularly those to support people in food poverty through our Community Grocery network, grew by £0.2m to £0.7m (2023: £0.5m), and income from Churches, Ministries & Businesses grew by £0.4m to £0.8m (2023: £0.4m).

Cost savings were also found after reviewing some under-funded areas of activity:

Following a full review into the long-term viability of the Message Bus fleet in prior year, we retired 3 of the buses due to their age and the increasing costs of repairs and time spent off the road, and transferred the financial responsibility for a fourth bus to a close Church partner in the North East, with whom we still run bus sessions in partnership.

Towards the end of 2022/23 a modest price rise of £1 per basket of goods in our Community Grocery stores was implemented, as a result of increasing operational costs, and hence was in effect for the whole of 2023/24.
We also undertook an assessment of the sustainability of some of our quieter Community Grocery stores in 2023/24, taking the difficult decision to close the store in Salford. We also transferred the financial obligations for 2 other stores, in Glasgow and Bedworth, to their respective Church partners, under a new franchise model – which we plan to roll out for some more new and existing stores in 2024/25.

Additionally, the consolidation of the subsidiary charity's assets and operations into the parent at the start of the financial year, has brought about further operational efficiencies and cost savings for the group.
The Trustees fully expect these decisions will serve as pruning for growth, to make The Message group more financially sustainable and productive in achieving its long-term goals.
Indeed, this 'pruning' has already allowed for growth in other areas of the ministry during the year. We launched the Proximity hub in June 2024, to empower and equip urban missionaries, opened 3 new Community Grocery stores under our new sustainable model, as well as expanding the work of Advance with more groups, translations and ambassadors across new countries, all made possible by new grant funding for that purpose. We commenced work in 2 new Prisons and increased our work in Schools through our newly formed band, NXT Chaptr!

Net deficit in the year

In 2024, our income totalled £9.9m (2023: £10.7m), with an expenditure of £10.2m (2023: £10.5m), this resulted in a deficit of £0.3m (2023: £0.2m surplus). After gains on investments in the year of £0.2m our net is reduced to deficit was £0.1m.
In 2024 we have **net expenditure** on unrestricted funds of £0.3m (2023: £0.3m **net income**) and **net income** on restricted funds of £0.2m (2023: £0.1m **net expenditure**), after transfers and other recognised gains.

GROUP FINANCIAL REVIEW (Continued)

Income

Income was £0.8m lower this year, £10m, versus prior year (2023: £10.7m), which was predominantly due to receiving £0.7m less from one major donor this year than in prior year. These donations are recognised in Gifts via Stewardship/CAF £2.5m (2023 £3.2m) in note 3. Otherwise, income has largely been on par with the prior year, a fairly positive result given the ongoing financial squeeze facing our donors, with persistently high levels of inflation.

Sales from The Community Grocery store were fairly static at £1.7m (2023: £1.8m), reflecting the fact that whilst we closed/transferred ownership of 3 stores during the year, we also opened another 3 new stores with different Church partners. The slight dip in turnover is largely due to the timing of the closures happening earlier in the year on average than the openings.

Total income from Donations and Legacies, including Gift Aid amounted to £7.2m (2023: £7.8m).

Combined income from Grants, Government Grants and Gifts from Trust and Foundations decreased slightly to £1.6m (2023: £1.7m) which constitutes 22% (2023: 22%) of Donations. Gifts from individuals (including Gift Aid) also decreased slightly to £2.2m, 34% of total donations, (2023: £3.1m – 41%). Gifts via Stewardship/CAF decreased by £0.7m to £2.5m – 34% (2023: £3.2m – 41%) due to giving from one major donor reducing by that amount from prior year. Income from other organisations – Churches, Ministries and Business Supporters doubled from prior year to £0.8m – 11% (2023: £0.4m – 5%), while income from Sponsored Events raised £0.1m – 1% this year (2023: £0.3m – 4%), the drop being due to a major sponsored bike ride we held in South Africa in the prior year, which wasn't repeated this year.

Other funds were generated through Charitable Activities, most notably Community Grocery £1.7m (2023: £1.8m). Social Enterprise Income was £0.4m (2023: £0.5m); Rental Income £0.3m (2023: £0.1m) Other Project Income (including the various Eden Partnerships and Prison projects) was £0.1m (2023: £0.1m), and Message School of Evangelism income, predominantly from course fees, totalled £50k (2023: £50k).

Please note: The Message Enterprise Centre is not an exclusively commercial operation, as the Trustees encourage both the training and facility to be used by the community.

Income from Other trading activities, 100% of which goes towards supporting the objects charity, decreased to £33k in 2024 (2023: £73k).

Nearly half of our total income in the year, 48% (2023: 51%), came from donations by individuals (including Gift Aid) either directly or indirectly through an intermediary such as CAF or Stewardship. A large proportion of these gifts were unrestricted 83% (2023: 86%), which has enabled the Trustees to be agile and use the funds for the nearest needs and opportunities during the year.

It's clear that The Message continues to rely heavily on voluntary income, and donations from individuals in particular, as its principal source of funding. It is the tremendous generosity of all our loyal donors, which is behind all the stories of lives transformed by the gospel of Jesus Christ detailed throughout this report. The Trustees would like to extend their profound gratitude and thanks to all those that stood with us this year, this report is a testament to their kindness and generosity.

Expenditure

Total Costs fell by £0.3m in the year to £10.2m (2023: £10.5m). Spend on Charitable activities (including associated support costs) was £10m, 97% of total costs in the year, (2023: £10.3m – 98%). The reduction in spend this year was largely due to the retiring of 3 Message Buses, the closure of 3 Community Grocery stores and efficiencies brought about by transferring the operations of the Message Enterprise Centre (subsidiary) into The Message Trust (parent).

The cost of Raising Funds amounted to £0.3m in 2023, 3% (2023: £0.2m – 2%), as per Note 4a.

GROUP FINANCIAL REVIEW (Continued)

The Charity increased its spending on tithes this year by £0.1m to £0.7m (2023 £0.6m). Tithes are given to benefit other amazing ministries which share similar objectives to us but are working in different ways or in locations where The Message does not currently have a presence.

Governance costs of £21k (2023: £23k) includes the expenses associated with Trustee Board meetings, Trustee elections, maintaining our constitution, external audit and core executive management.

Balance Sheet

The Balance Sheet as at 31st August 2024 remained strong ensuring that the charity has the assets required to deliver its commitments to the community.

£750k was withdrawn from The Message Trust's General Investment Account (GIA) in September 2023 in order to support the Trust's cashflow needs (2023: £500k was invested in the GIA), which is the reason for the reduction in the Financial Investments figure from £1.5m to £0.9m in note 12.

Subsidiary undertakings

The Message Trust established a second subsidiary charitable company, in 2012, The Message Enterprise Centre (MEC), which is included in the consolidated accounts.

During 2013 The Message Trust established an associate – Eden Network Merseyside, which became a registered charity on 8 July 2013.

Investment Powers and Policies

The Trustees have the power to invest surplus funds of the charity in investments, securities and property as they think fit. The current policy of the Trustees is to invest funds not required in the short term by the charity into a range of Treasury, Capital Bond and Instant Access or Fixed Term Deposit accounts which bear competitive rates of interest. Funds not required in the Medium to Long term are invested in a General Investment Account (GIA) through Juniper Wealth Management Ltd, the Trustees appointed Investment Manager. The Trustees have a written investment policy which considers the social, environmental and ethical impact of investments, as well as the types of securities to be invested in, the acceptable risk exposure, and expected time horizon for the charity's invested funds. Juniper are instructed to maintain the Charity's GIA in-line with this policy, which is reviewed periodically by the Trustees.

Reserves

The Trustees have adopted a reserves policy which they consider appropriate, to ensure the continuing ability of both The Message Trust and the Group to meet its objectives and obligations.

The total funds held by the Group at 31 August 2024 are £7.3m (2023: £7.4m), of which £0.5m (2023: £0.4m) are restricted and not available for the general purposes of the charitable group.

In order to be prudent, the Message Trust aims to accumulate, in general reserves, an amount equivalent to at least one month's staff costs (including Pension & NI), in August 2024 this was approx. £401k (2023: £398k). This is our minimum base level for reserves, however, given the degree of uncertainty in the economic climate at present we are currently holding reserves above this level. The amount of General Funds, excluding restricted and designated funds and fixed assets, freely available to spend on any of the charity's purposes as at 31 August 2024 was £648k (2023: £677k) which is £247k (2023: £279k) in excess of the minimum reserves set out in our reserves policy.

We recognise that the long-term economic climate is still uncertain, and therefore the Trustees' have set revised financial budgets for the coming year, which they believe to be sustainable, with the help of our donors. With this in mind, the Trustees have judged it appropriate to maintain the amount held in general reserves in line with this policy. Further details of the financial planning reviewed by the Trustees are in the going concern note on page 34.

GROUP FINANCIAL REVIEW (Continued)

The Trustees have continued to designate funds to underwrite future mission projects over the next 5 years. The Group has unrestricted funds at 31 August 2024, totalling £6.8m (2023: £7.0m), of which £2.3m (2023: £2.7m) has been designated for underwriting a variety of future mission projects by The Message Trust, and a further £3.8m (2023: £3.7m) by The Message Enterprise Centre. A significant proportion of these designated funds are held in the form of buildings and other fixed assets, which are an ongoing resource for future mission projects across the group. The designated fund for Future Mission Projects can only be realised by disposing of £1.8m (2023: £2.0m) the amount of tangible fixed assets and investment properties held by The Message Trust at 31 August 2024, whilst The Message Enterprise funds rely on the separate disposal of £3.8m (2023: £3.6m) the amount of tangible fixed assets and investment properties held by The Message Enterprise Centre. Therefore, the total held by the Group for Future Mission Projects in the form of buildings and other fixed assets is £5.6m (2023: £5.6m).

Grant making Policy

Grants are made to Eden Partners or to designated individuals directly associated with those Partnerships. Currently there are 22 partnerships in the UK (2023: 22 partnerships) in receipt of grants and work is ongoing to establish others. Part of the aims of The Message Trust are achieved through these partnerships, which employ full-time and volunteer youth and community workers. These workers seek to positively impact the people in their area, irrespective of religion, colour or background.

Student bursaries are also made to Message School of Evangelism students, who would otherwise not be able to finish their course. The Message School of Evangelism fulfils the objectives of the charity by providing training courses to Christian youth workers and others.

Remuneration Policy

The remuneration policy seeks to balance our Christian values and the need to attract and retain staff with appropriate qualifications and skills.
Our minimum wage is based on the Living Wage as set by the Living Wage Foundation, which is higher than the National Living wage as regulated by HMRC. The UK Leadership Team review the organisations pay scales by benchmarking against similar jobs in the North West and a London weighting is applied where appropriate. We review the retail price and consumer price indices for inflation on an annual basis, before deciding upon any annual increments for inflation. Individual staff salaries are reviewed annually, with mid-term reviews every 6 months.
The Executive pay is set within the same pay grade structure. The Trustees set and approve the salary for the Chief Executive on an annual basis, by benchmarking against similar sized Charities with reference to the Association of Chief Executives of Voluntary Organisations (ACEVO) annual Pay and Equalities Survey. Details regarding employees with salaries above £60,000 can be found in note 7 of the Financial Statements.

Social Investment Policy

In order to provide appropriate affordable housing for our Message School of Evangelism Students during their one-year course, as well as providing refurbishment and building maintenance opportunities for our Message Enterprise Building Team Members the charity has adopted a policy of investing in local Wythenshawe properties, rather than renting properties from local landlords. This policy started in 2016 and has continued since then.

Principal Risks and Uncertainties

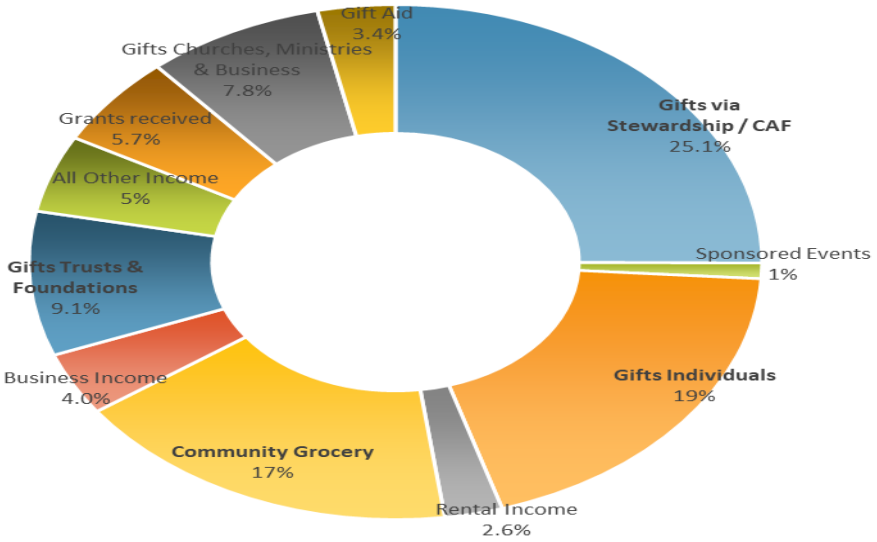
The Trustees have identified four principal risk areas for both The Message Trust and its subsidiary The Message Enterprise Centre. These cover potential risks to the reputation of both charities, financial sustainability, safeguarding of young people & vulnerable adults, and cyber security, arising from both internal and external factors. The principal financial sustainability risks present at the year-end are related to the sustained price rises and high levels of inflation across the UK which are increasing operational costs for the charity, limiting the disposable income of our donors and having an acute impact on our community grocery members, increasing the level of demand for our services. The Trustees have adopted a number of measures to counter each of these risks, to reduce the likelihood that they will adversely affect the charity.

GROUP FINANCIAL REVIEW (Continued)

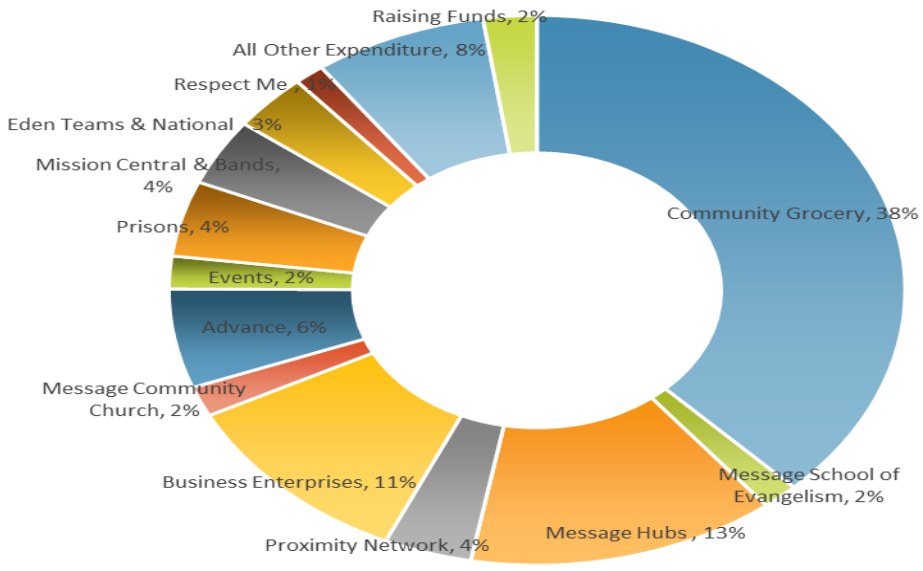
These strategies are reviewed periodically to ensure they remain effective and are considered sufficient measures to protect the charitable group, its staff, and beneficiaries from significant harm.

The Trustees assessment of these financial risks is discussed in more detail in the 'Going concern' note on page 34.

Graph of Income Split: Year Ending 31 Aug 2024



Graph of Expenditure by Activity: Year Ending 31 Aug 2024



STRUCTURE, GOVERNANCE AND MANAGEMENT

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees. A Trustee Indemnity policy was in place during the financial year to cover itself and its Trustees.

The Board of Trustees has a variety of experience including both Christian ministry and commercial business skills. They meet quarterly to oversee the vision and strategies of the charity. Executive Directors have been appointed by the Trustees to oversee the day-to-day operations of the charity.

The Board is accountable to the Charity Commission for the careful use of charitable and other public funds provided in a variety of forms, and for the achievement of appropriate performance standards in service delivery. The Board also undertakes at least one additional annual away-day for the purposes of further developing the vision and strategic direction of The Message Trust, and to concentrate on continuous improvement in performance.

With the growth of activities of The Message Trust, an increasing level of expertise is required on a day-to-day basis and an established senior management team is in place that is capable of running the affairs of the Trust. The Message Trust's senior management team is the Executive Board, headed by the Global Chief Executive, Mr Andrew Hawthorne. The Executive Board meets monthly, and its members are both jointly and individually accountable via the Global Chief Executive to the Board of Trustees.

Day-to-day management matters are further scrutinised by a cross-functional team of internal departmental managers who meet regularly, and monthly management accounts are utilised by the Senior Management team to ensure financial budgets and fundraising targets are being met. This group's work is referred back to the Trustee's whenever a more significant matter of policy or other key decision-making arises.

The Message Trust recognises the importance of our staff and aims to help them to develop their potential, improve their skills and gain greater job satisfaction.

Trustee Recruitment and Appointment

The Trustees' recruitment is by personal contact of existing Trustees and the Executive Team. Potential Trustees typically attend board meetings prior to their appointment in order to meet other members of the Board and Executive team to ensure they are a sound match and share the vision and values of the charity. They are then elected by the Board of Trustees in consultation with the Global Chief Executive, on the basis of their expertise, professional experience and qualification, wisdom and advice that they can bring to the Management and Administration of the Trust. Training and induction are provided to new Trustees as appropriate.

Our Culture

Priority of Prayer

A rhythm of daily, weekly and monthly prayer lies at the heart of The Message as a ministry.
At the beginning of each day a half hour daily prayer time (one hour on Tuesdays) is mandatory for all staff as a key time to reflect, prayer, refuel and receive Bible teaching. We also encourage all staff to spend at least an additional half-hour in prayer during a weekly time in our prayer room on Tuesday afternoons.
Our monthly prayer days have become increasingly essential for all staff to come together and prayer for our work, as well as keep up to date with news and stories from across the movement.

STRUCTURE, GOVERNANCE AND MANAGEMENT (Continued)

Staff & Volunteers
The Message Trust and the Message Enterprise Centre employed an average of 185 personnel this year (2023: 181). This includes full-time and part-time staff.

Volunteers play a key role in helping us deliver both our front-line missional work, behind-the scenes support and in our partnership with local churches. Our dedicated volunteer team are invaluable to helping us support people, communities and to keeping families fed. Commitments this year ranged from full-time volunteers work based in our offices to people volunteering in Community Grocery stores or on an ad hoc basis at events.
In total this year, in the region of 256,800 hours (2023: 234,000 hours) were freely given in support of our activities.

RISK MANAGEMENT

Risk awareness is integral to the Trust's overall management effectiveness. All Executive Team members and Senior Managers carry out regular reviews of the risks affecting their areas of the Trust's activity, including, but not limited to, financial, operational, health & safety, and safeguarding risks. Wherever possible the risk is quantified using financial values and other qualitative assessments, in order to determine the overall priority level of the risk. Status reports detail any changes to the overall levels of risk to The Executive Team and Board of Trustee, particularly when introducing a new activity. See the going concern note on page 34 for further details of the assessment of financial risks facing the charity.

The Board of Trustees consider the consolidated impact of all risks annually, recognising that some risk is positive and beneficial in assisting the organisation to stretch and grow, particularly in terms of innovation. A standardised risk analysis and mapping procedure assists the Trust to identify, evaluate and rank any special risk and audit needs or manage any corrective action required, taking into account the impact and likelihood and the known strengths and weaknesses of internal controls.

Operationally the activity of The Message Trust is split into two parallel functions: Mission and Support.
Mission encompasses staff & volunteers with regular or frequent face-to-face contact with young people and/or vulnerable adults and their families. Each mission project and department has its own branded identity as follows:

- The Community Grocery stores (keeping families fed by offering affordable food as well as training courses and advisory services), Message Bus (mobile youth centres), Eden (missions teams in urban communities), Advance (evangelist training movement), Message to Prisons (working with prisoners and young offenders), Message School of Evangelism (training initiative), Proximity Network (resourcing and connecting urban missionaries) and educational ministry teams: OTC (rap and afro-pop band), NXT CHAPTR (urban pop band), Respect ME (relationships & self-esteem education team), as well as The Mess Café and Neal Street Espresso (our two cafés in Sharston and London respectively, employing those at risk of reoffending or who have poor employment potential).

- Support encompasses staff and volunteers, working predominantly behind the scenes. These activities are structured departmentally as follows: Administration, Operations (including IT, HR and Fleet & Facilities management), Finance, Communications, Partnerships and the Executive Leadership team.

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2024

OUR CHARITY DETAILS

Registered Charity Number
1081467 (England and Wales)
SC045838 (Scotland)

Registered Company Number
03961183

Registered Office
Lancaster House, Harper Road, Sharston, Manchester, M22 4RG

The Board of Trustees
G. J. Haynes (Chairman)
R. D. White
Dr A. L. Orr-Ewing
A. C. Leakey
Dr L. Neilson – Appointed 14 December 2023

Company Secretary
I. Rowbottom

UK Leadership Team

Andy Hawthorne OBE	- Global Chief Executive Officer
Sam Ward	- UK Chief Executive Officer
Ian Rowbottom	- Chief Operations Officer
Danielle Campsall	- Chief Admin Officer
Gary Smith	- European Hubs Director
Sam Hawthorne	- Director of Enterprise
Ben Jack	- Global Head of Advance
Sarah Small	- Head of Eden
Sam Peach-Barnes	- Chief Financial Officer

External Auditors
Beever and Struthers, One Express, 1 George Leigh Street, Manchester, M4 5DL

Bankers
National Westminster Bank PLC, 699 Wilmslow Road, Didsbury, Manchester, M20 6NW

Investment Managers
Juniper Wealth Management Ltd, Old Docks House, 90 Watery Lane, Preston, PR2 1AU

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2024

DIRECTORS AND TRUSTEES

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.
The trustees serving during the year and since the year-end are shown on page 25.

RELATED PARTIES

A summary of transactions with related parties is set out in note 18 of the financial statements.

TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Message Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally 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 the group at the end of the year and of the income and expenditure for the year then ended.

In preparing those financial statements, the Trustees are required to select suitable accounting policies, as described on pages 34 to 38, and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees also confirm that:

- as far as they are aware there is no relevant audit information of which the charity's auditors are unaware; and
- they have taken all steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The annual report was approved by trustees of the charity on 23 May 2025 and signed on its behalf by:



Gordon Haynes (Chairman)

Date: 23 May 2025

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST

Opinion

We have audited the financial statements of The Message Trust 'the parent charitable company' and its subsidiary "the group" for the year ended 31 August 2024 which comprise the Consolidated Statement of Financial Activities including the Consolidated Income and Expenditure Account, the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and the related notes 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 FRS 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 group's and of the parent charitable company's affairs as at 31 August 2024 and of the group's incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006, (as amended in 2010).

Basis for opinion

We conducted our audit in accordance with International Standards on 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 group and parent charitable company 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 the provisions available for small entities, in the circumstances set out in the Trustees' Responsibilities on page 26, 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 parent charitable company and the group financial statements, we have concluded that the director's 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 parent's and group's ability to continue as a going concern for a period of at least 12 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.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST (Continued)

Other information

The other information comprises the information included in the annual report, including the trustees' report, other than the financial statements and our auditor's report thereon. The trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the other information. 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.

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 course of the audit, or otherwise appears to be materially misstated. If we identify such material this gives rise to a material misstatement in the financial statements themselves. 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 that 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 report of the Trustees which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company and the group financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for 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 trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 26, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 the trustees 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 charitable company's and the group 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In identifying and addressing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of laws, regulations and guidance that affect the charitable company, focusing on those that had a direct effect on the financial statements or that had a fundamental effect on its operations. Key laws, regulations and guidance that we identified included the Companies Act 2006, tax legislation, health and safety legislation, Charities Act England & Wales, Charities Act Scotland and employment legislation.

- We enquired of the Trustees and reviewed correspondence and Trustee meeting minutes for evidence of non-compliance with relevant laws and regulations. We also reviewed controls the Trustees have in place, where necessary, to ensure compliance.

- The risk of fraud and non-compliance with laws and regulations was discussed within the audit team and tests were planned and performed to address these risks.

- We reviewed financial statements disclosures and supporting documentation to assess compliance with relevant laws and regulations discussed above.

- We enquired of the Trustees about actual and potential litigation and claims.

- We performed analytical procedures to identify any unusual or unexpected relationships that might indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud due to management override of internal controls we tested the appropriateness of journal entries and assessed whether the judgements made in making accounting estimates were indicative of a potential bias.

- We gained an understanding of the controls that the Trustees have in place to prevent and detect fraud. We enquired of the Trustees about any incidences of fraud that had taken place during the accounting period.

Due to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing fraud or non-compliance with laws and regulations and cannot be expected to detect all fraud and non-compliance with laws and regulations.

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/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and trustees those matters we are required to state to 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 parent charitable company, parent charitable company's members as a body and the parent charitable company's trustees as a body, for our the audit work, for this report, or for the opinions we have formed.

Beever and Struthers

Sue Hutchinson FCCA (Senior Statutory Auditor)
For and on behalf of
BEEVER AND STRUTHERS
Statutory Auditor
One Express
1 George Leigh Street
Manchester
M4 5DL

Date: 28 May 2025

THE MESSAGE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

(INCLUDING A CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDING 31 AUGUST 2024

	Note	Unrestricted Funds £	Restricted Funds £	**Total 2024 £**	Total 2023 £
INCOME					
Donations and Legacies	3a	4,783,839	2,410,985	**7,194,824**	7,775,565
Income from Charitable activities	3b	2,635,356	3,182	**2,638,538**	2,826,341
Income from Other trading activities	3c	28,204	4,992	**33,196**	72,557
Investment Income	3d	65,910	-	**65,910**	19,651
TOTAL INCOME		7,513,309	2,419,159	**9,932,468**	10,694,114
EXPENDITURE					
Raising Funds	4a	275,643	-	**275,643**	186,126
Charitable Activities	4b	7,189,904	2,782,681	**9,972,585**	10,314,483
TOTAL EXPENDITURE		7,465,547	2,782,681	**10,248,228**	10,500,609
Net (Expenditure) / Income before Investment gains		47,762	(363,522)	**(315,760)**	193,505
Net gains on investments	12	193,019	-	**193,019**	8,966
NET (EXPENDITURE) / INCOME		240,781	(363,522)	**(122,741)**	202,471
NET INCOME / (EXPENDITURE) BEFORE TRANSFERS		240,781	(363,522)	**(122,741)**	202,471
Transfers between Funds	19	(540,607)	540,607	-	-
NET MOVEMENT IN FUNDS		(299,826)	177,085	**(122,741)**	202,471
Total Funds Brought Forward		7,033,667	363,425	**7,397,092**	7,194,621
TOTAL FUNDS CARRIED FORWARD		6,733,841	540,510	**7,274,351**	7,397,092

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 34 to 54 form an integral part of these financial statements.

THE MESSAGE TRUST
CONSOLIDATED & CHARITY BALANCE SHEETS
AS AT 31 AUGUST 2024

	Note	**The Message Group 2024**	The Message Group 2023	**The Message Trust 2024**	The Message Trust 2023
		£	£	**£**	£
FIXED ASSETS					
Tangible fixed assets	11	**515,977**	723,671	**501,914**	669,173
Investments	12	**5,068,837**	4,866,218	**1,324,837**	1,324,837
		5,584,814	5,589,889	**1,826,751**	1,994,010
CURRENT ASSETS					
Investments	12	**855,110**	1,527,428	**855,110**	1,527,428
Stocks	13	**233,953**	246,457	**233,953**	235,347
Debtors	14	**425,190**	511,104	**412,027**	440,689
Cash at bank and in hand	15	**1,023,498**	412,314	**961,187**	317,735
		2,537,751	2,697,303	**2,462,277**	2,521,199
CREDITORS: Amounts falling due within one year	16	**(638,768)**	(890,100)	**(562,771)**	(769,392)
NET CURRENT ASSETS		**1,898,983**	1,807,203	**1,899,506**	1,751,807
TOTAL ASSETS LESS CURRENT LIABILITIES		**7,483,797**	7,397,092	**3,726,257**	3,745,817
CREDITORS: Amounts falling due after more than one year	17	**(209,446)**	-	**(209,446)**	-
NET ASSETS		**7,274,351**	7,397,092	**3,516,811**	3,745,817
FUNDS OF THE CHARITY					
Restricted Income Funds	19a	**540,510**	363,425	**540,510**	363,425
Unrestricted Income Funds	19b	**6,733,841**	7,033,667	**2,976,301**	3,382,392
TOTAL FUNDS		**7,274,351**	7,397,092	**3,516,811**	3,745,817

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The notes on pages 34 to 54 form an integral part of these financial statements, which were approved and authorised for issue by the Trustees on 27 May 2025 and signed on their behalf by:

R D White Robert White, Trustee



Gordon Haynes, Trustee

Company Registration Number 03961183

THE MESSAGE TRUST
CONSOLIDATED STATEMENT OF CASH FLOWS
YEAR ENDING 31 AUGUST 2024

The Message Group	Note	**2024**	2023
Cash flows from operating activities		**£**	£
Net movement in funds		(122,741)	202,471
Adjustments to cash flows from non-cash items			
Depreciation		156,132	215,628
(Profit) on disposal of tangible fixed assets		(2,333)	(896)
Investment Income		(65,910)	(19,651)
(Increase) in valuation of investments		(108,619)	-
(Increase) in valuation of financial investments		(84,400)	(8,966)
		(227,871)	388,587
Working capital adjustments			
Decrease in stocks		12,504	(102,274)
Decrease in debtors		85,914	(46,581)
(Decrease) in creditors		(332,142)	61,773
Increase in deferred income		80,810	57,990
Net cash flows from operating activities		(380,785)	359,495
Cash flows from investing activities			
Interest receivable and similar income		65,910	19,651
Interest Payable on financial investments		(6,718)	-
Gain received on sale of financial investment		84,400	-
Proceeds of sale of tangible fixed assets		3,838	13,689
Purchase of tangible fixed assets		(20,907)	(83,461)
Purchase of investments property		(94,000)	(80,918)
Sale of financial investments		750,000	-
Purchase of financial investments		-	(500,000)
Net cash flows from investing activities		782,523	(631,039)
Cash flows from financing activities			
Addition of loans during the period		209,446	-
Net cash flows from financing activities		209,446	-
Net increase in cash and cash equivalents		611,184	(271,544)
Cash and cash equivalents at 1 September		412,314	683,858
Cash and cash equivalents at 31 August		1,023,498	412,314
Cash at Bank and in hand	15	1,023,498	412,314

All the cash flows are derived from continuing operations during the two periods above.

The notes on pages 34 to 54 form an integral part of these financial statements.

THE MESSAGE TRUST
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2024

1. ACCOUNTING POLICIES

Basis of preparation
These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts (financial statements) have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2019, with the Charities Act 2022, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS102. The Charity exists for the benefit of the public through the promotion of Christian values and spiritual development, providing education, mentoring and enterprise services, in particular to those who have poor employment potential.

Financial statements
The financial statements are presented in GBP and rounded to the nearest £. The accounts include all transactions, assets and liabilities for which the charity is responsible in law.

Group financial statements
These financial statements consolidate the results of the charity and its wholly owned subsidiaries The Message Trading Company Limited and The Message Enterprise Centre on a line-by-line basis, up to 31 August 2024. A separate Statement of Financial Activities, or income and expenditure account and Statement of Cash Flows for the charity itself is not presented, because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. The results of the parent charity are detailed in note 9.

It is the charity's policy to write off any deficit on consolidation to reserves.

Disclosure exemptions
The parent charity satisfies the criteria of being a qualifying entity as defined in FRS 102. As such advantage has been taken of the following reduced disclosures available under FRS 102:

- No cash flow has been presented for the parent charity

Going concern
The Trustees (who are directors of The Message Trust for the purposes of company law and the Trustees of The Message Trust for the purposes of charity law) consider that there are no material uncertainties related to events or conditions that cast significant doubt on the ability of The Message Trust to continue to operate as a going concern. This conclusion has been reached after reviewing the Charity's financial position, the levels of reserves and cash, including general funds available to the Charity, and the 12-month financial forecast.

Sustained price rises and strain on individuals income in the wider economy are increasing both the operational costs of the charity and the demand for our charitable services (particularly in our Community Grocery stores which are in some of the UKs most deprived areas), as well as potentially slowing growth in fundraising income in the short-term. The Trustees have considered these factors in their assessment and believe that the charity is well-placed to manage their impact and risks effectively, in large part due to a successful cost-cutting exercise during the 2023/24 year, and the implementation of modest price increases in the Community Grocery – these are outlined in more detail on page 18, as part of the financial review of the year. Consequently, The Trustees are confident that the group will continue as a going concern for the foreseeable future, and therefore, continue to adopt the going concern basis of accounting in preparing the annual financial statements.

In September 2024, the activities of The Message Enterprise Centre (MEC) transferred to The Message Trust including the Mess Café, Neal Street Espresso, and its general operating costs. However, there are no plans to close the MEC charity, and the subsidiary continues to have the full support of its parent, having all Trustees in common.

Key Judgements and sources of estimation uncertainty

In the application of the charity's accounting policies the Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other relevant factors, including reasonable expectations of future events. However, because balances cannot be determined with certainty, actual results may differ from these estimates and assumptions. The main areas which involve such estimates and judgements include the useful lives of fixed assets and the valuation of the Group's investment properties.

The carrying value and annual depreciation charges for tangible assets are sensitive to changes in the estimated useful economic lives and residual values of the assets, which are reviewed annually for their current condition and economic utilisation and amended when necessary to reflect current estimates. Impairment on tangible fixed assets is evaluated when an asset is held for sale. See note 11 for the carrying amount of the tangible fixed assets.

The Trustees have based the Group's investment property valuations on observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset, combined with comparison to movements in Housing Price Indices since their last independent professional valuation – see note 12 for details.

INCOME

Recognition of income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the Trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the Charities SORP (FRS 102) or FRS 102.

Donations and Grants

Donations and grants are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 Charities SORP (FRS102)).

In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 Charities SORP (FRS 102)).

Income is deferred only when there are conditions to fulfil before becoming entitled to it and where the donor has specified that the income is to be expended in a future period.

Legacies

Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.

Tax reclaims on donations and gifts

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Contractual income

This is only included in the SoFA once the charity has provided the related goods or services.

Donated goods

Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless

impractical to do so. The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable. Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities
Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Volunteer help
The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report.

Income from interest and royalties
This is included in the accounts when receipt is probable, and the amount receivable can be measured reliably.

Investment gains and losses
This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.

EXPENDITURE and LIABILITIES

Liability recognition
Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs
Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Grants with performance conditions
Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions
Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation is recognised.

Creditors
The charity has creditors which are measured at settlement amounts less any trade discounts.

Basic financial instruments
The charity accounts for basic financial instruments on initial recognition at cost. Subsequent measurement is at fair value (their market value)

ASSETS

Tangible fixed assets for use by charity
These are capitalised if they can be used for more than one year and cost at least £1,000 (Prior to 1 September 2021, if they cost at least £500). They are valued at cost.

Depreciation is provided in equal annual instalments over the estimated useful lives of the assets and is calculated on the cost or valuation of the assets.

The following annual rates are used:

Leasehold Property	20%
Other Buildings:	
– Log Cabin	5%
– Community Grocery	10%
Operational Equipment	25%
Fixtures and Fittings	25%
Motor Vehicles	25%

Depreciation is first charged in the quarter following acquisition and up to the month of disposal.
No provision is made for the increased cost of tangible fixed assets.

Investments
Investments are valued at initially at cost and subsequently at fair value (their market value) at the year end, unless fair value cannot be measured reliably in which case it is measured at cost less impairment.

Investments held for resale (or pending their sale) or which are realisable as cash within less than 1 year, and cash and cash equivalents with a maturity date of less than 1 year are treated as current asset investments.

Investment properties

Investment properties are carried at fair value, derived from the current market prices for comparable real estate determined by external valuers, with properties being valued on a rolling basis every five years. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair values are recognised in profit or loss.

Stocks and work in progress
Stocks held for sale as part of non-charitable trade are measured at the lower of cost or net realisable value. Cost is determined using the First-in, First-out (FIFO) methodology.

Goods or services provided as part of a charitable activity are measured at net realisable value based on the service potential provided by items of stock.

Work in progress is valued at cost less any foreseeable loss that is likely to occur on the contract.

Debtors
Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the

cash or other consideration expected to be received.

Funds

Funds held by the charity are either:

Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds

These are unrestricted funds that have been earmarked for a particular project. This designation is for administrative purposes only and does not restrict the Trustees' discretion to apply the fund within the objects of the charity.

Restricted funds

These are funds that 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Operating leases

Rentals payable under operating leases are charged to the Statement of Financial Activities in equal annual instalments over the term of the lease.

Pension costs and other benefits

The pension costs charged in the financial statements represent the contributions payable by the company during the period in accordance with FRS 102. The charity provides a defined contribution scheme for staff.

2. LEGAL STATUS OF THE CHARITY

The Message Trust charity is a private company limited by guarantee, incorporated in England and Wales, and consequently has no share capital. The registered office is Lancaster House, Harper Road, Manchester, M22 4RG. The liability of each member in the event of winding-up the company is limited to £1.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2024

3. INCOME

The Message - Group	Unrestricted Funds Total £	Restricted Funds Total £	**TOTAL 2024** £	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2023 £
3a Donations and Legacies						
Gifts Individuals	1,272,210	627,022	**1,899,232**	1,360,575	538,514	1,899,089
Gifts via Stewardship / CAF	2,376,838	92,498	**2,469,336**	3,068,687	89,654	3,158,341
Gifts Churches, Ministries & Business	225,493	547,731	**773,224**	155,334	223,548	378,882
Gifts Trusts & Foundations	627,980	265,940	**893,920**	458,214	731,820	1,190,034
Government Grants	(17,778)	172,790	**155,012**	(4,019)	80,357	76,338
Gift Aid	247,497	89,777	**337,274**	216,278	138,911	355,189
Grants received	31,000	531,600	**562,600**	106,000	306,676	412,676
Sponsored Events	12,349	83,627	**95,976**	226,696	70,831	297,527
Legacies	8,250	-	**8,250**	7,489	-	7,489
	4,783,839	2,410,985	**7,194,824**	5,595,254	2,180,311	7,775,565
3b Income from Charitable Activities						
Project Income	132,136	3,182	**135,318**	53,725	14,028	67,753
Community Grocery	1,705,263	-	**1,705,263**	1,766,300	-	1,766,300
Message School of Evangelism	47,506	-	**47,506**	50,075	-	50,075
Social Enterprise Income	390,152	-	**390,152**	496,165	-	496,165
Rental Income	251,596	-	**251,596**	127,457	-	127,457
Event Income	29,284	-	**29,284**	39,694	-	39,694
Sundry Income	79,419	-	**79,419**	278,897	-	278,897
	2,635,356	3,182	**2,638,538**	2,812,313	14,028	2,826,341
3c Income from Other trading activities						
Merchandise Sales	22,432	72	**22,504**	8,375	-	8,375
Fundraising Events	-	-	**-**	80	2,135	2,215
Charity Sponsorship	-	-	**-**	51,250	-	51,250
Speakers Fees	5,772	4,920	**10,692**	6,769	-	6,769
Media Creative Income	-	-	**-**	250	-	250
Other Sales Income	-	-	**-**	2,772	926	3,698
	28,204	4,992	**33,196**	69,496	3,061	72,557
3d Investment Income						
Bank Interest Received	65,910	-	**65,910**	19,651	-	19,651
Gain on investment received	84,400	-	**84,400**	-	-	-
	150,310	-	**150,310**	19,651	-	19,651
TOTAL INCOME	7,597,709	2,419,159	**10,016,868**	8,496,714	2,197,400	10,694,114

Many volunteers give freely of their time in the service of our Lord for the Trust, the value of which is unquantifiable.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2024

4. EXPENDITURE

4. EXPENDITURE

	Staff	Depreciation	Project Costs	**Total Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2024**	Total 2023
	£	£	£		£	£	£	**£**	**£**	£
4a Raising Funds										
Fundraising - Donations	93,837	-	129,580	**223,417**	-	-	-	**-**	**223,417**	174,123
Fundraising - Events	-	-	15,125	**15,125**	-	-	-	**-**	**15,125**	310
Trading Activities	-	-	30,383	**30,383**	-	-	-	**-**	**30,383**	11,693
	93,837	-	175,088	**268,925**	-	-	-	-	**268,925**	186,126
Investment Management Costs										
Investment management fees	-	-	6,718	**6,718**	-	-	-	-	**6,718**	-
	93,837	-	181,806	**275,643**	-	-	-	-	**275,643**	186,126
4b Charitable Activities										
Unrestricted Funds										
Eden Regions	4,500	-	9,651	**14,151**	56,926	2,516	49,985	**109,427**	**123,578**	180,849
Eden Scotland	-	-	-	-	-	-	-	**-**	-	31,333
Message Bus	15,404	-	-	**15,404**	12,895	570	11,323	**24,788**	**40,192**	261,130
Message Hubs	232,418	18,481	36,881	**287,780**	235,798	10,427	207,051	**453,276**	**741,056**	740,644
Mission Central	57,561	-	-	**57,561**	30,563	1,352	26,837	**58,752**	**116,313**	176,427
Events	55,466	3,156	70,060	**128,682**	34,433	1,523	30,235	**66,191**	**194,873**	101,576
Message School of Evangelism	2,352	286	46,141	**48,779**	38,582	1,706	33,879	**74,167**	**122,946**	353,247
Studio Sessions	33,501	1,869	23,681	**59,051**	17,453	772	15,325	**33,550**	**92,601**	47,090
Message Bands	141,127	-	16,010	**157,137**	41,889	1,852	36,782	**80,523**	**237,660**	178,904
Advance	107,082	-	31,034	**138,116**	104,454	4,619	91,720	**200,793**	**338,909**	346,851
Respect Me	37,505	-	14,379	**51,884**	23,720	1,049	20,828	**45,597**	**97,481**	104,885
Prisons	31,668	-	12,051	**43,719**	79,647	3,522	69,937	**153,106**	**196,825**	196,548
Proximity	-	647	-	**647**	65,528	2,898	57,539	**125,965**	**126,612**	60,644
Message Live	-	-	-	-	-	-	-	**-**	**-**	5,859
Love Wythenshawe	-	-	23,193	**23,193**	-	-	-	**-**	**23,193**	1,421
Community Grocery	1,053,273	31,428	726,945	**1,811,646**	675,775	29,882	593,387	**1,299,044**	**3,110,690**	3,452,821
Message Community Church	48,817	-	-	**48,817**	27,803	1,229	24,414	**53,446**	**102,263**	82,696
Other Projects	42,107	-	357,824	**399,931**	-	-	-	**-**	**399,931**	42,017
Street Pastors	-	-	3,381	**3,381**	4,734	209	4,157	**9,100**	**12,481**	21,178
Business Enterprises	31,014	-	11,468	**42,482**	11,325	501	9,944	**21,770**	**64,252**	-
Neal Street Espresso	98,654	-	184,583	**283,237**	75,505	3,339	66,299	**145,143**	**428,380**	-
Mess Cafe	118,512	-	135,465	**253,977**	67,705	2,994	59,450	**130,149**	**384,126**	-
MEC Business Enterprises	-	-	185,963	**185,963**	-	28,126	-	**28,126**	**214,089**	1,069,186
Governance	-	-	14,270	**14,270**	-	-	7,183	**7,183**	**21,453**	22,846
	2,110,961	55,867	1,902,980	**4,069,808**	1,604,735	99,086	1,416,275	**3,120,096**	**7,189,904**	7,478,742
Total Expenditure Unrestricted	2,204,798	55,867	2,084,786	**4,345,451**	1,604,735	99,086	1,416,275	**3,120,096**	**7,465,547**	7,664,868

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2024

4. EXPENDITURE (continued)

4b Charitable Activities

Restricted Funds

	Staff	Depreciation	Project Costs	**Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2024**	Total 2023
	£	£	£		£	£	£	£	£	£
Eden National	56,306	-	51,559	**107,865**	-	-	-	-	**107,865**	61,109
Eden Manchester	-	-	19,824	**19,824**	-	-	-	-	**19,824**	29,451
Eden Yorkshire	-	-	387	**387**	-	-	-	-	**387**	11,804
Eden North West	-	-	37,842	**37,842**	-	-	-	-	**37,842**	31,514
Eden North East	-	-	52,126	**52,126**	-	-	-	-	**52,126**	18,189
Eden East Midlands	-	-	281	**281**	-	-	-	-	**281**	12,000
Eden London	-	-	-	**-**	-	-	-	-	**-**	1,236
Eden Scotland	-	-	-	**-**	-	-	-	-	**-**	20,582
Message Bus	-	125	32,845	**32,970**	-	-	-	-	**32,970**	72,468
Message North West	-	-	6,248	**6,248**	-	-	-	-	**6,248**	25,943
Message North East	91,991	-	11,522	**103,513**	-	-	-	-	**103,513**	109,320
Message Yorkshire	36,786	1,056	70,201	**108,043**	-	-	-	-	**108,043**	122,813
Message West Midlands	43,611	-	20,199	**63,810**	-	-	-	-	**63,810**	75,812
Message East Midlands	-	-	18,142	**18,142**	-	-	-	-	**18,142**	41,414
Message London	82,473	-	78,285	**160,758**	-	-	-	-	**160,758**	100,711
Message Scotland	-	-	21,979	**21,979**	-	-	-	-	**21,979**	72,257
Message Wales	87,487	-	46,432	**133,919**	-	-	-	-	**133,919**	145,042
Message Brazil	-	-	2,255	**2,255**	-	-	-	-	**2,255**	-
Message Global	-	-	19,653	**19,653**	-	-	-	-	**19,653**	-
Mission Central	13,386	-	20,411	**33,797**	-	-	-	-	**33,797**	16,091
Events	-	-	484	**484**	-	-	-	-	**484**	1,261
Higher	57,561	-	31,794	**89,355**	-	-	-	-	**89,355**	-
Message School of Evangelism	-	-	38,392	**38,392**	-	-	-	-	**38,392**	19,620
Studio Sessions	-	-	6,418	**6,418**	-	-	-	-	**6,418**	760
Message Bands	-	-	-	**-**	-	-	-	-	**-**	7,345
Advance	-	-	253,719	**253,719**	-	-	-	-	**253,719**	202,971
Respect Me	37,095	-	-	**37,095**	-	-	-	-	**37,095**	8,825
No More Knives	100	-	79,617	**79,717**	-	-	-	-	**79,717**	44,115
Enable	-	-	9,976	**9,976**	-	-	-	-	**9,976**	-
Prisons	252,102	-	2,956	**255,058**	-	-	-	-	**255,058**	251,693
Proximity	130,103	-	135,387	**265,490**	-	-	-	-	**265,490**	42,594
Message Live	-	-	-	**-**	-	-	-	-	**-**	690
Love Wythenshawe	-	-	-	**-**	-	-	-	-	**-**	8,840
Love Where You Live	-	-	1,452	**1,452**	-	-	-	-	**1,452**	171
Community Grocery	-	-	723,356	**723,356**	-	-	-	-	**723,356**	1,109,503
Message Community Church	-	-	77,963	**77,963**	-	-	-	-	**77,963**	62,551
Street Pastors	12,718	-	1,659	**14,377**	-	-	-	-	**14,377**	17,207
Business Enterprises	-	-	-	**-**	-	-	-	-	**-**	3,414
Neal Street Espresso	-	-	-	**-**	-	-	-	-	**-**	5,841
MEC Apprentice Funding	-	-	-	**-**	-	-	-	-	**-**	80,584
Other Restricted	-	-	6,354	**6,354**	33	1	29	**63**	**6,417**	**-**
Total Restricted Funds (*)	901,719	1,181	1,879,718	**2,782,618**	33	1	29	**63**	**2,782,681**	2,835,741
(*) includes Grants see note 5										
Total Expenditure Restricted	901,719	1,181	1,879,718	**2,782,618**	33	1	29	**63**	**2,782,681**	2,835,741
TOTAL EXPENDITURE	3,106,517	57,048	3,964,504	**7,128,069**	1,604,768	99,087	1,416,304	**3,120,159**	**10,248,228**	10,500,609

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2024

5. GRANTS - Payable in furtherance of the charity's objects

Grants given to Organisations:			**Total**		Total
Partnerships - Overseas		**2024**	**2024**	2023	2023
		£	**£**	£	£
Advance		**-**		3,930	
Message Canada		**6,008**		8,250	
Message Germany		**12,860**		21,668	
Eden Chemnitz (Germany)		**-**		17,850	
Message South Africa		**7,700**		56,500	
Eden Salt River (Message South Africa)		**-**		250	
Message Brazil		**8,163**		-	
Message Netherlands		**27,036**		-	
Message Uganda		**25,243**		-	
Total Partnership Grants		**87,010**		108,448	
Eden Teams - UK					
Eden Teams North West	Eden Farnworth	**4,175**		12,525	
	Eden Westwood	**7,500**		7,500	
	Eden Central Drive	**15,000**		5,000	
	Eden Wythenshawe Park	**-**		4,245	
	Eden Orford	**-**		10,000	
	Eden Kensington	**12,436**		16,514	
			39,111		55,784
Eden Teams Midlands					
East Midlands	Top Valley	**9,296**		18,591	
			9,296		18,591
Eden Teams North East	Eden Redcar	**4,316**		12,806	
	Eden Southbank	**23,388**		13,875	
	Eden Hexham	**-**		12,000	
	Eden Byker	**24,351**		-	
			52,055		38,681
Eden Teams Scotland	Eden Dumbarton	**-**		20,341	
			-		20,341
Eden Teams Yorkshire	Eden Jordanthorpe	**19,455**		11,592	
			19,455		11,592
Total Eden Team Grants		**119,917**		144,989	
Luis Palau Association (Festival Manchester)		**-**		50,000	
Destinity Church (Community Grocery)		**-**		50	
Hexham Community Church (Hexham Community Grocery)		**500**		-	
Way Church (The Edge Community Grocery Wigan)		**500**		-	
Lighthouse Church (Telford Community Grocery)		**500**		-	
Tees Valley Community Church (North East Bus Ministry)		**10,609**		-	
Total Grants given to Organisations		**219,036**		303,487	
Grants to Individuals:		**2024**		2023	
Bursaries		**£**		£	
Message School of Evangelism Student Bursaries		**37,136**		32,426	
Total Grants given to Individuals		**37,136**		32,426	
	Total Grants:	**256,172**		335,913	

The Message Trust works in partnership with, and makes grants to, autonomous Eden Partners, who look to The Message Trust for support and guidance on best practice in work with young people.

These grants are included within Project Costs across several activities in Note 4 above, including Eden Teams – Restricted and Unrestricted Funds, Other Projects and Message Hubs.

6. NET INCOME

This is stated after charging / (crediting):	**2024**	2023
	£	£
Auditors' remuneration	**20,546**	21,823
Depreciation of owned assets	**156,132**	310,580
Loss on disposal of assets	**59,158**	11,243
Profit on disposal of assets	**(2,333)**	(896)
Rentals under operating leases		
Building lease	**33,537**	33,000
School of Evangelism & other accommodation Leases	**175,690**	118,688
Hire of motor vehicles & equipment	**192,952**	219,481

7. INFORMATION REGARDING TRUSTEES AND EMPLOYEES

	2024	2023
Employee costs during the year:	**£**	£
Wages and salaries	**4,095,126**	4,175,814
Social security costs	**374,028**	371,050
Pension costs	**242,126**	236,310
	4,711,280	4,783,174

The monthly average number of persons (including the Executive Directors) employed by the group during the year was as follows:

	No.	No.
Average number of staff employed:		
Charitable Activities	**128**	125
Cost of Generating Funds	**3**	3
Governance / Management	**4**	4
Others - Support	**50**	49
	185	181

Employee costs during the year:	**No.**	No.
Employee earning £60,000 - £70,000	**2**	**2**
Employee earning £70,001 - £80,000	**-**	-
Employee earning £80,001 - £90,000	**1**	**1**

Amounts paid or Reimbursed to Trustees in their capacity as Trustees - £Nil (2023: £Nil)
The key management personnel are defined as the Trustees, CEO and other Executive Directors in office during the year. Their total remuneration for the year was £374,570 (2023 £380,202).

8. TAX ON SURPLUS ON ORDINARY ACTIVITES

	2024	2023
	£	£
Corporation tax based on the results of the Trading Company for the year at Nil% (2023: Nil%)	**-**	-
	-	-

The Message Trust is a registered charity and is therefore exempt from taxation on its charitable activities.

9. FINANCIAL PERFORMANCE OF THE CHARITY

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent company is not presented as part of these financial statements. The parent company's gross income for the year was £9,939,673 (2023: £9,853,417) and the net expenditure for the year amounted to (£229,004) (2023: (£60,331))

10. INVESTMENTS IN SUBSIDIARY COMPANIES

a. COMMERCIAL TRADING OPERATIONS AND INVESTMENT IN TRADING SUBSIDIARY

The wholly owned trading subsidiary, The Message Trading Company Limited, company number 03863509**,** which is incorporated in the United Kingdom, aims to pay all its profits to the charity by gift aid. The charity owns the entire issued share capital of 5,000 ordinary shares of £1 each. The Trading Company did not trade in the year 2024 (& in the year 2023).

The net assets of the trading subsidiary are £5,000 (2023: £5,000).

b. THE MESSAGE ENTERPRISE CENTRE

The Message Enterprise Centre is a charitable company and a wholly owned subsidiary of The Message Trust. The Message Enterprise Centre accounts are consolidated in the group accounts of The Message Trust. The, separately filed, accounts of The Message Enterprise Centre, are available to view on The Charity Commission web-site – Registered Charity Number 1147287 and Company Number 07892774.

The gross income for the year of The Message Enterprise Centre is £218,917 (2023: £1,430,855) and the net movement in funds for the year is £221,273 (2023: £262,804). The total funds held by the subsidiary charity at 31 August 2024 is £3,757,540 (2023: £3,651,277).

The Message Enterprise Centre holds investments at 31 August 2024 totalling £3,749,000 (at 31 August 2023: £3,546,381), namely The Oaks and currently 15 Other Residential Properties (2023: 14 Other Properties).

The Oaks and Residential Properties are maintained by the Building Services Team and housed in total 52 people (2023: 47 people), including 31 Message School of Evangelism (MSE) students; 7 Message staff; and 14 Other (2023: 23 Message School of Evangelism students, 12 Message staff; 12 Other).

THE MESSAGE TRUST
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2024

11. TANGIBLE FIXED ASSETS

The Message - Group	Leasehold Buildings	Other Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
	£	£	£	£	£	**£**
Cost						
at 1 September 2023	483,036	123,286	396,228	278,482	433,927	**1,714,959**
Additions	10,310	-	5,851	3,647	1,100	**20,908**
Disposals	-	-	(39,806)	-	(330,585)	**(370,391)**
at 31 August 2024	493,346	123,286	362,273	282,129	104,442	**1,365,476**
Accumulated Depreciation						
at 1 September 2023	120,640	19,276	304,227	211,153	335,993	**991,289**
Charge for the year	46,718	8,464	39,200	25,254	36,497	**156,133**
Disposals	-	-	(27,203)	-	(270,720)	**(297,923)**
at 31 August 2024	167,358	27,740	316,224	236,407	101,770	**849,499**
Net Book Value						
at 31 August 2024	325,988	95,546	46,049	45,722	2,672	**515,977**
at 31 August 2023	362,396	104,010	92,001	67,329	97,934	**723,670**

The Message Trust - Company	Leasehold Buildings	Other Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
	£	**£**	£	£	£	**£**
Cost						
at 1 September 2023	342,408	123,286	306,230	250,547	426,218	**1,448,689**
Additions	10,310	-	5,850	3,647	1,100	**20,907**
Disposals	-	-	(2,070)	-	(324,084)	**(326,154)**
at 31 August 2024	352,718	123,286	310,010	254,194	103,234	**1,143,442**
Accumulated Depreciation						
at 1 September 2023	22,201	19,276	225,536	183,218	329,285	**779,516**
Charge for the year	18,592	8,464	39,201	25,254	36,497	**128,008**
Disposals	-	-	(776)	-	(265,220)	**(265,996)**
at 31 August 2024	40,793	27,740	263,961	208,472	100,562	**641,528**
Net Book Value						
at 31 August 2024	311,925	95,546	46,049	45,722	2,672	**501,914**
at 31 August 2023	320,207	104,010	80,694	67,329	96,933	**669,173**

12. INVESTMENTS

	The Message Group 2024 £	The Message Group 2023 £	**The Message Trust 2024 £**	The Message Trust 2023 £
Investment Properties				
The Oaks	**650,000**	650,000	**-**	-
Other Residential Properties	**3,099,000**	2,896,381	**-**	-
Message Enterprise Centre	**1,319,837**	1,319,837	**1,319,837**	1,319,837
	5,068,837	4,866,218	**1,319,837**	1,319,837
Financial Investments	**855,110**	1,527,428	**855,110**	1,527,428
Investment in Trading Company	**-**	-	**5,000**	5,000
Total	**5,923,947**	6,393,646	**2,179,947**	2,852,265

Investment Property Analysis:	**The Message Group £**	**The Message Trust £**
Valuation		
at 1 September 2023	**4,866,218**	**1,319,837**
Revaluation	**108,619**	**-**
Additions in the year	**94,000**	**-**
at 31 August 2024	**5,068,837**	**1,319,837**

As at 31 August 2024 The Message Group owns seventeen Investment Properties (2023: sixteen properties). Thirteen of these Investment Properties were revalued by Longden & Cook, members of the Royal Institute of Chartered Surveyors (RICS) as at 6th January 2023 and one other by Spendlove Surveyors, also members of the RICS, as at 25th January 2023, following inspections on those dates. The Message Enterprise Centre was revalued by Roger Hannah Limited, members of the Royal Institute of Chartered Surveyors, following an updated valuation on 24th March 2023. One property completed refurbishment during 2023/24 and was revalued as at 31 August 2024 by Longden & Cook. The final property, purchased in June 2024, is held at its cost price of £94k.

The charity performed analysis of the average property sale prices in the region around the investment properties, as well as the movement in 3 different house price indices, which indicated that the carrying value of the properties in the financial statements may differ by as little 2.5% overall from the independent valuations carried out in the prior years, which is immaterial and on that basis the movement in valuation has not been reflected in the above.

Therefore, the Trustees consider the investment properties are carried in the Balance Sheet at their fair value as at 31 August 2024, given the independent valuations were carried out within 2 years of the year end and the lack of evidence to suggest a materially different valuation. The Trustees have a policy of using professional independent valuers to revalue investment properties on a rolling basis at least every 5 years or sooner if conditions indicate a material shift in the fair value. On an annual basis, the Trustees review these valuations for any significant changes in the local property market and any impairment in the properties and will make adjustments as necessary.

12. INVESTMENTS (Continued)

Financial Investment Analysis:	The Message Group £	The Message Trust £
Valuation		
at 1 September 2023	**1,527,428**	**1,000,000**
Gain in the year	**84,400**	**-**
Management fees	**(6,718)**	**27,428**
Additions in the year	**-**	**500,000**
Disposal in the year	**(750,000)**	**-**
at 31 August 2024	**855,110**	**1,527,428**

During 2021/22, The Message Trust invested £1 million in two General Investment Accounts. A further £500,000 was invested in the year 2022/23. In the year 2023/24 £750,000 was withdrawn from the investment fund. At the 2024 year-end Juniper valued the funds with an upward revaluation of £77,682 (2023: £27,428). The funds are managed on behalf of The Message Trust by Juniper Wealth Management Ltd, in accordance with the requirements of the Investment policy set by the Trustees.

13. STOCKS

	The Message Group 2024 £	The Message Group 2023 £	**The Message Trust 2024 £**	The Message Trust 2023 £
Stocks of Goods for Resale	**31,903**	47,900	**31,903**	36,790
Community Grocery Stock	**202,050**	198,557	**202,050**	198,557
	233,953	246,457	**233,953**	235,347

14. DEBTORS

	The Message Group 2024 £	The Message Group 2023 £	**The Message Trust 2024 £**	The Message Trust 2024 £
Trade debtors	**174,783**	227,270	**167,861**	187,138
Amounts due from group undertakings	**-**	-	**374**	-
Prepayments	**198,013**	210,745	**189,384**	181,296
Accrued income	**42,891**	8,573	**43,032**	7,739
Other debtors	**12,832**	64,516	**11,376**	64,516
	428,519	511,104	**412,027**	440,689

15. CASH AT BANK & IN HAND

	The Message Group 2024 £	The Message Group 2023 £	**The Message Trust 2024 £**	The Message Trust 2023 £
Cash at Bank and in Hand				
Reserve Accounts	**676,391**	156,266	**676,391**	110,469
Current Accounts	**302,234**	223,137	**239,923**	175,015
Cash	**44,873**	32,911	**44,873**	32,251
	1,023,498	412,314	**961,187**	317,735

16. CREDITORS: Amounts falling due within one year

	The Message Group 2024 £	The Message Group 2023 £	**The Message Trust 2024 £**	The Message Trust 2023 £
Trade Creditors	**231,534**	401,843	**218,549**	374,136
Amounts due to Group undertakings	**-**	-	**5,000**	7,184
Accruals and Deferred income	**264,100**	297,632	**196,088**	224,420
Taxation and Social Security	**71,018**	108,428	**71,018**	82,477
Other Creditors	**72,116**	82,197	**72,116**	81,175
	638,768	890,100	**562,771**	769,392

Included in accruals and deferred income – Message Group £264,100 (2023 £297,632) and Message Trust £196,088 (2023 £224,420) - is respectively deferred income of:

Deferred Income	**2024 £**	2023 £	**2024 £**	2024 £
Deferred income brought forward	**88,366**	82,247	**84,106**	76,695
Income released in the year	**(169,176)**	(175,057)	**(120,737)**	(157,021)
Added in the year	**249,986**	181,177	**157,368**	164,432
Deferred income carried forward	**169,176**	88,366	**120,737**	84,106

Deferred income consists of grants and fees received in advance of projects and courses taking place after the year end. The resources are held as a liability until the charity becomes entitled to the income when the project or course takes place, at which point the income is released and recognised as an incoming resource.

17. CREDITORS: Amounts falling due after one year

	The Message Group 2024	The Message Group 2023	**The Message Trust 2024**	The Message Trust 2023
	£	£	**£**	£
Other Loans	**209,446**	-	**209,446**	-
	209,446	-	**209,446**	-
Analysis:				
Due within two to five years	**209,446**	-	**209,446**	-
	209,446	-	**209,446**	-

18. RELATED PARTY TRANSACTIONS

The Message Enterprise Centre sold goods and services to the value of £83,279 (2023: £207,545) at cost to The Message Trust (Parent Charity) during the year and bought goods and services to the value of £3,254 (2023: £13,308) from The Message Trust. Appropriate expenses totalling £105 in 2024 (wages, premises costs, etc) were recharged from The Message Trust (Parent Charity) to The Message Enterprise Centre at cost (2023: £85,847). The Message Trust received £zero (2023: £30,000) in rent from The Message Enterprise Centre for the building in which they operate and paid £1,820 (2023: £87,924) in rent to The Message Enterprise Centre for property which is owned or leased by The Message Enterprise Centre for rental purposes. The reduction in intercompany transactions this year is a result of the activities of the Message Enterprise Centre transferring totally into The Message Trust in the prior year. The Message Trust paid The Message Enterprise Centre's audit fee of £8,756 and £11,000 towards Property Purchase fees The Message Trust donated £216,657 (2023: £312,612 for general funds and future Message Enterprise projects) to the Message Enterprise Centre for the purchase of a property and received back £74,935 from The Message Enterprise Centre of the Apprentice Funding Donation of £174,160 made in 2023. As at 31 August 2024, The Message Enterprise Centre owed The Message Trust £75,520 (2023: The Message Trust owed The Message Enterprise Centre £2,184).

In 2023 gifts totalling £14,383 were given to Life Association, providing schooling for fifty poor children in India. These are related party transactions as Simon Hawthorne, who was Director of Life Association is a close relative of Andy Hawthorne, Global Chief Executive of The Message Trust. No declaration is required in 2024 as Simon Hawthorne resigned from Life Association on 27th July 2023.

Gifts totalling £12,500 were given to Ignite (Big Ideas) (2023: £15,000). These are related party transactions as Ian Rowbottom (Executive Director of Operations) and Gary Smith (European Hubs Director) are also Trustees of the charity Ignite (Big Ideas).

During the year Michele Hawthorne, Andy Hawthorne's wife, was paid £12,237 (2023: £11,784) for networking, fundraising and providing hospitality and £8,702 (2023: £4,115) was paid directly by The Message on travel expenses for Michele while on UK & international assignments with Andy.

The Message Trust gifted £5,000 to Press Red who are making a stand against the violence suffered by girls and women worldwide (2023 £9,000). Press Red is a related party as both Sam Ward Director of Ministry and Michelle Hawthorne are trustees of Press Red.

In addition to these transactions above, the Trustees, their related party companies and their charities (Ignite/Big Ideas, Issachar Foundation and Goyt Properties Ltd), collectively gave The Message Trust, including gift aid, £23,286 (2023: £83,947).

No further donations including gift aid (2023: £2,168) were collectively given by the Trustees and their related party companies (2023: Boodle & Dunthorne Limited (trading as Boodles) to The Message Enterprise Centre.

19. RECONCILIATION OF MOVEMENTS IN FUNDS

	Balance at 31/08/2023	Movement in Resources		Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2024**
		Incoming	Outgoing			
	£	£	£	£	£	**£**
19a. Restricted Funds						
Eden National	28,480	133,109	(107,865)	150	-	**53,874**
Eden International	-	150		(150)	-	**-**
Eden Manchester	57,701	27,143	(19,824)	-	-	**65,020**
Eden Yorkshire & Humberside	48,254	3,050	(387)	-	-	**50,917**
Eden North West	6,174	31,068	(37,842)	600.00	-	**-**
Eden North East	(170)	44,369	(52,126)	11,118	-	**3,191**
Eden West Midlands	2,548	2,629	-	-	-	**5,177**
Eden East Midlands	-	281	(281)	-	-	**-**
Eden London	3,138	2,367	-	(1)	-	**5,504**
Eden Scotland	-	150	-	-	-	**150**
Eden Wales	847	19,429	-	1,522	-	**21,798**
Message Bus	10,000	25,798	(32,970)	4,998	-	**7,826**
Message North West	-	6,248	(6,248)	7,061	-	**7,061**
Message North East	-	41,137	(103,513)	76,410	-	**14,034**
Message Yorkshire & Humberside	-	18,466	(108,043)	104,460	-	**14,883**
Message West Midlands	-	9,087	(63,810)	54,723	-	**-**
Message East Midlands	-	30,962	(18,142)	180	-	**13,000**
Message London	-	194,214	(160,758)	(206)	-	**33,250**
Message Scotland	-	21,979	(21,979)	-	-	**-**
Message Wales	16,099	81,561	(133,919)	36,259	-	**-**
Message Brazil	-	2,255	(2,255)	-	-	**-**
Message Global	5,851	13,802	(19,653)	-		**-**
Mission Central	-	33,797	(33,797)	-	-	**-**
Events	-	484	(484)	-	-	**-**
Higher	81,060	9,559	(89,355)	(1,264)	-	**-**
Message School of Evangelism	-	21,770	(38,392)	16,622	-	**-**
Studio Sessions	-	6,418	(6,418)	-	-	**-**
Advance	-	253,719	(253,719)	-	-	**-**
Respect Me	-	37,095	(37,095)	-	-	**-**
No More Knives	25,454	54,263	(79,717)	-	-	**-**
Enable	9,976	-	(9,976)	-	-	**-**
Prisons	1,310	123,065	(255,058)	143,583	-	**12,900**
Proximity	40,824	291,073	(265,490)	-	-	**66,407**
Love Where You Live	1,352	100	(1,452)	-	-	**-**
Community Grocery	6,595	746,951	(723,356)	-	-	**30,190**
Message Community Church	17,932	114,952	(77,963)	-	-	**54,921**
Street Pastors	-	10,294	(14,377)	4,083	-	**-**
Neal Street Espresso	-	-	-	80,406	-	**80,406**
Other Restricted Funds	-	6,364	(6,417)	53	-	**-**
	363,425	2,419,159	(2,782,681)	540,607	-	**540,510**

19. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

	Balance at 31/08/2023	Movement in Resources		Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2024**
		Incoming	Outgoing			
	£	£	£	£	£	**£**
19b. Unrestricted Funds						
General Fund	676,966	4,531,712	(879,757)	(3,596,596)	(84,400)	**647,925**
Designated Funds:						
- Eden Teams	99,769	10,838	(123,578)	64,552	-	**51,581**
- Message Bus	-	35,414	(40,192)	4,778	-	**-**
- Respect Me	-	52,214	(97,481)	45,267	-	**-**
- Other Associates	29,720	-	-	(4,549)	-	**25,171**
- Festival Manchester	-	1,419	-	(1,419)	-	**-**
- Community Grocery	-	1,806,247	(3,110,690)	1,304,593	-	**150**
- Message Community Church	18,316	7,435	(102,534)	76,783	-	**-**
- Higher	21,179	492	(3,270)	(18,401)	-	**-**
- Message School of Evangelism	-	79,336	(126,216)	46,880	-	**-**
- Mission Central	-	43,139	(121,395)	78,256	-	**-**
- Events	-	3,498	(194,873)	191,375	-	**-**
- Street Pastors	-	4,460	(12,481)	8,021	-	**-**
- Proximity	-	30,337	(126,612)	96,275	-	**-**
- Prisons Teams	-	65,633	(196,825)	131,192	-	**-**
- Message Hubs	-	429,705	(742,605)	312,900	-	**-**
- Advance	-	13,641	(341,295)	327,654	-	**-**
- International Projects	70,000	-	-	(54,573)	-	**15,427**
- Investment Properties	450,000	-	(196,158)	-	-	**253,842**
- Neal Street Espresso	-	263,273	(428,380)	165,107	-	**-**
- Apprentice Funding	-	-	-	45,060	-	**45,060**
- Future Mission Projects - Trust	2,030,312	-	-	(167,260)	-	**1,863,052**
- Revaluation Reserve - Trust	(41,301)	-	-	-	-	**(41,301)**
- Realised and Unrealised Gains on Investments - Trust	27,428	-	-	-	84,400	**111,828**
- Message Enterprise Centre	3,651,277	218,917	(221,273)	-	108,619	**3,757,540**
- Other Projects	-	-	(399,931)	403,498		**3,567**
	7,033,667	7,597,710	(7,465,546)	(540,607)	108,619	**6,733,841**
	7,397,092	10,016,869	(10,248,227)	-	108,619	**7,274,351**

The Transfer of Funds from Unrestricted to Restricted, relates to support for Restricted Projects. There is no restricted fund in deficit at the year-end (2023 balance: £170, Eden North East).

In 2024 £487,172 (2023: £456,717) was received by way of donations and personal support for employees who work in non-restricted areas of ministry, e.g. Bands, Advance, etc. The gifts received have been fully utilised by way of a contribution to the salaries and associated costs of the individual employees specifically supported.

Unrestricted funds went down in the year by £0.3m to £6.7m (2023: £7m), including £35k net expenditure on General Funds, as the vast majority of projects were funded from income received in the year.

In addition, at the end of 2024 the Trustees have designated a total of £121,962 (2023: £168,984) general funds to Other Designated Funds – Eden Teams, Apprentice Funding, Community Grocery and other associates for future projects over the next three years.

19. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

Restricted funds at year-end include:

- **Eden projects** comprise teams of missionaries committing to live in urban communities, named inside the top 10% of the UK's Indices of Multiple Deprivation, and do life with their neighbours, sharing the good news of Jesus in word and deed. often through activities such as youth clubs, social enterprise, and small groups exploring Christianity together. Since 1 September 2010, Eden projects have operated through a partnership arrangement with a local Church, with The Message Trust providing support, training, and grant funding initially over a three-year period.
    - Eden Manchester is held for three existing Eden teams - Farnworth, Wythenshawe and Sharston.
    - Eden Yorkshire is funding for two existing Eden Yorkshire teams - Hunslet and Hackenthorpe.
    - Other smaller Eden Funds are held for existing projects in other parts of the UK.
- **Eden National** - A number of gifts received in the year are restricted for Eden but not for a specific project. These are accumulated in the Eden National Fund and reallocated to specific Eden Projects at the end of the year as the Trustees see fit.
- **Message Hubs** are our local expressions of mission, with teams of staff and volunteers working around the UK in 8 locations, North West, North East, Scotland, Wales, London, East Midlands, West Midlands and Yorkshire & Humberside. Funds held at year end were given by donors to support the mission opportunities in schools, prisons and local communities in one of these hubs.
- **Prisons** workers support prisoners, building relationships with them, running mentoring programmes and courses, such as Peacemakers and Bible studies, as well as assisting with Sunday chapel services. Funds held at year end are specifically for supporting our work in the Midlands.
- **Proximity** funds are held to continue the development and growing the resources and reach of the recently launched (June 2024) online Proximity hub, built to equip, empower and connect urban missionaries in the UK.
- **Community Grocery** funds are held for the ongoing running costs, such as staff and purchase of food, for our stores in Swansea, Walsall, Harpurhey, Hartlepool, and Newcastle. The fund also includes an amount to fund the opening of a new Community Grocery in Gurnell Grove, London.
- **Message Community Church** fund is comprised of the regular tithes from its members, for the ongoing running costs and related events for its members of the Church which meets in our HQ base in Sharston, and large donations for the Eden Sharston team attached to the Church.
- **Neal Street Espresso** is our social enterprise café in Covent Garden London, working with those at risk of re-offending and with poor employment potential. The funds at year end were raised at a fundraiser in London specifically to raise money for the purchase of the head lease on the property housing the Café, see note 24.

20. ANALYSIS OF NET ASSETS BY FUND

	Tangible Fixed Assets	Intangible Assets / Investments	Net Current Assets	Creditors Due after One Year	2024 TOTAL	2023 TOTAL
	£	£	£	£	£	£
Restricted Funds						
Eden National	-	-	53,874	-	**53,874**	28,480
Eden Manchester	-	-	65,020	-	**65,020**	57,701
Eden Yorkshire & Humberside	-	-	50,917	-	**50,917**	48,254
Eden North West	-	-	-	-	**-**	6,174
Eden North East	-	-	3,191	-	**3,191**	(170)
Eden West Midlands	-	-	5,177	-	**5,177**	2,548
Eden London	-	-	5,504	-	**5,504**	3,138
Eden Scotland	-	-	150	-	**150**	-
Eden Wales	-	-	21,798	-	**21,798**	847
Message Bus	-	-	7,826	-	**7,826**	10,000
Message North West	-	-	7,061	-	**7,061**	-
Message North East	-	-	14,034	-	**14,034**	-
Message Yorkshire & Humberside	-	-	14,883	-	**14,883**	-
Message East Midlands	-	-	13,000	-	**13,000**	-
Message London	-	-	33,250	-	**33,250**	-
Message Wales	-	-	-	-	**-**	16,099
Message Global	-	-	-		**-**	5,851
Higher Tour	-	-	-	-	**-**	81,060
No More Knives	-	-	-	-	**-**	25,454
Enable	-	-	-	-	**-**	9,976
Prisons	-	-	12,900	-	**12,900**	1,310
Proximity	-	-	66,407	-	**66,407**	40,824
Love Where You Live	-	-	-	-	**-**	1,352
Community Grocery	-	-	30,190	-	**30,190**	6,595
Message Community Church	-	-	54,921	-	**54,921**	17,932
Neal Street Espresso	-	-	80,406	-	**80,406**	-
	-	-	540,510	-	**540,510**	363,425
Unrestricted Funds	515,977	5,068,837	1,358,473	(209,446)	**6,733,841**	7,033,667
	515,977	5,068,837	1,898,983	(209,446)	**7,274,351**	7,397,092

21. PENSIONS

The charity operates a defined contribution pension scheme on behalf of its employees. All contributions due have been fully paid.

22. CONTINGENCIES

The Trustees have confirmed that there were no contingent liabilities which should be disclosed at 31 August 2024 (2023: £Nil).

23. OPERATING LEASE COMMITMENTS

At 31 August 2024 the total of future minimum lease payments under non-cancellable operating leases are as follows:

The Message - Group	**2024 Land and Buildings £**	**2024 Other £**	2023 Land and Buildings £	2023 Other £
Leases which expire:				
Not later than one year	**216,554**	**76,433**	60,735	152,455
Later than one year and not later than five years	**100,000**	**82,322**	75,000	17,888
	-	**1,690**	-	-

24. CAPITAL COMMITMENTS

At 31 August 2024 the Trust had a capital commitment to purchase the long-term lease on 34 Neal Street, London for £325,000 (2023: £Nil).

	2024 £	2023 £
Neal Street Lease	325,000	-
	325,000	-

25. ANALYSIS OF CHANGES IN NET DEBT

	At 01/09/2023 £	**Cashflows £**	**At 31/08/2024 £**
Cash	412,313	611,184	**1,023,497**
Loans due < 1 year	-	(86,664)	**(86,664)**
Loans due > 1 year	-	(209,446)	**(209,446)**
	412,313	315,074	**727,387**

THE MESSAGE TRUST

England & Wales - Charity number 1081467

Accounts



THE MESSAGE TRUST

ANNUAL REPORT & FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2023

Company Limited by Guarantee

Company Registration Number 03961183

Registered Charity Number 1081467

Scottish Registered Charity Number SC045838

THE MESSAGE TRUST

FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2023

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THE MESSAGE TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

The Board of Trustees	G. J. Haynes (Chairman) R. D. White J. A. Wainwright – *Resigned 20 March 2023* Dr A. L. Orr-Ewing A. C. Leakey Dr L. Neilson – *Appointed 14 December 2023*
Company Secretary	I. Rowbottom
Chief Executive Officer	A. Hawthorne OBE
Registered Office	Lancaster House Harper Road Sharston Manchester Lancashire M22 4RG
External Auditors	Beever and Struthers One Express 1 George Leigh Street Manchester M4 5DL
Bankers	National Westminster Bank PLC 699 Wilmslow Road Didsbury Manchester M20 6NW
Investment Managers	Juniper Wealth Management Ltd Old Docks House 90 Watery Lane Preston PR2 1AU

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2023

The Trustees have pleasure in presenting their report and the financial statements of the charity for the year ending 31 August 2023.

The Message Trust is a company limited by guarantee and a registered charity governed by its memorandum and articles of association. Charity number 1081467. Company number 03961183. On 27 July 2015 The Message Trust became a cross-border charity registered with the Scottish Charity Regulator (OSCR) Charity number SC045838. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

BACKGROUND AND OBJECTIVES

The Message was formed in 1991 with one full-time member of staff, who worked mainly within secondary schools in the Greater Manchester area. This work developed with the formation of a dance music band, The Worldwide Message Tribe who became one of Europe's most popular Christian Music groups. The formation of Eden teams working in the toughest parts of the city of Manchester and the development of The Community Grocery stores and many other projects have added rapid growth with the work now becoming a significant organisation employing an average of 180 paid staff (2022: 180) with an annual income of £10.7 million (2022 £8.6 million).

The organisation was initially set up as the Message to Schools Trust but, with the growth and increasing number of opportunities opening up, all the activities, assets and liabilities were transferred to a new trust, The Message Trust, with effect from 31 August 2000. The new Trust, a company limited by guarantee, was incorporated on 30 March 2000 but did not become active until 31 August 2000 when it took over the operations of the old trust.

The Message Trust exists to advance the Christian faith primarily amongst young people and vulnerable adults through creative arts, community-based outreach programmes to those who are poor, disadvantaged, deprived and marginalised or who are at risk of reoffending or who have poor employment potential, through education, enterprise, befriending, mentoring, faith-based activities and outreach.

This report includes a few highlights from each area of our work over the past year, as well as an overview of what we've been doing in our different hub areas across the UK.

These objects are being worked out in four main areas:

- **Creative Mission:**

Producing quality Christian music and educational resources. Live music bands, printed materials, the internet and multi-media are all used to communicate Christianity to young people with clarity and in ways that are relevant to today's youth culture and perspectives.

Combining music with powerful stories and teaching, the **No More Knives** tour engages young people in schools and equips them with the skills and knowledge they need to say no to knives and start to discover their full value and identity.

Respect ME is an international PSHE project, which uses powerful stories to teach on issues such as sexuality, self-image and abuse, to young people in Key Stage 3-5.

Providing mobile youth centres in urban areas where teenagers have nowhere to go through our **Message Buses**, fully equipped with the latest video game technology and staffed by trained and skilled professional youth workers.

BACKGROUND AND OBJECTIVES (continued)

- **Community Transformation:**

In Partnership with local Churches, **Eden** sends and supports teams of urban missionaries for the UK's most deprived neighbourhoods – to live sacrificially, share the gospel and build authentic community. Sharing the good news of Jesus in word & deed and creating a deep sense of community, our teams stretch across the UK, supporting their partner churches in youth ministry, community projects, gospel outreach and discipleship, all while living within the community.

Establishing and growing **The Community Grocery** in partnership with local Churches to support families in need. We bridge the gap between supermarkets and foodbanks, by utilising surplus food our stores make the cost of the weekly shop more affordable. We support our partner Churches to provide members with free wrap-around support and access to courses including debt management support through Christians Against Poverty (CAP), cooking lessons, Alpha courses, and many more. It's about sharing the love and hope of Jesus in word and action.

Working with the local church, running social action mission weeks in local neighbourhoods across the UK, which we call **Love Where U Live**. Our teams and volunteers go out picking up litter, tidying gardens and doing whatever they can to help their neighbours, whilst also sharing the good news of Jesus and praying for the neighbourhood.

The Proximity Network provides resources and links up Christian missionaries to enable collaborative working to serve every disadvantaged neighbourhood in the nation. Work has begun on a brand-new resource launching in 2024 with a vision to equip urban and estates churches and their leaders as they run mission in some of the toughest places across the United Kingdom, through a high-quality, easily accessible, online hub.

- **Prisons & Enterprise:**

Providing regular, long-term, accredited education courses alongside friendship and care to men and women in prisons and young offenders' institutions throughout the UK. Our **Message in Prisons** outreach workers run Peacemaker courses, Bible studies, chapel services, offering mentoring support and through all this building relationships.

Offering employment and training to ex-offenders those at risk of offending in businesses based in Manchester and London, through our subsidiary charity the **Message Enterprise Centre**. Our two-year programme starts with providing full time jobs in one of our businesses, gaining valuable work experience and skills as well as on the job training and Christian support and mentoring.

- **Equipping & Training:**

Promoting and developing the proclamation of the gospel and calling of evangelists through **Advance**, with group mentoring and evangelism training. Advance is committed to equipping and empowering those who have a desire to prioritise sharing the gospel.

As part of the Advance Network, **Advance Youth** is a movement of young people equipped and empowered to Advance the kingdom of God through the proclamation of the gospel of Jesus, with monthly training and equipping at The Gathering and an annual week-long urban mission in London called The Scattering.

The Message School of Evangelism (formerly known as Message Academy) is a gap year for 18-25 years olds to come and be trained, equipped and resourced to reach the lost through evangelism training. Students are given first-hand experience in sharing the gospel in different settings and contexts.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

A Trustee Indemnity policy was in place during the financial year to cover itself and its Trustees.

The Trustees' recruitment is by personal contact of existing Trustees and the Executive Team. Potential Trustees typically attend board meetings prior to their appointment in order to meet other members of the Board and Executive team to ensure they are a sound match and share the vision and values of the charity. They are then elected by the Board of Trustees in consultation with the Chief Executive, on the basis of their expertise, professional experience and qualifications, wisdom and advice that they can bring to the Management and Administration of the Trust. Training and induction are provided to new Trustees as appropriate.

The Board of Trustees has a variety of experience including both Christian ministry and commercial business skills. They meet quarterly to oversee the vision and strategies of the charity. Executive Directors have been appointed by the Trustees to oversee the day-to-day operations of the charity. The Board is accountable to the Charity Commission for the careful use of charitable and other public funds provided in a variety of forms, and for the achievement of appropriate performance standards in service delivery. The Board also undertakes at least one additional annual away-day for the purposes of further developing the vision and strategic direction of The Message, and to concentrate on continuous improvement in performance.

With the growth of activities of the Trust an increasing level of expertise is required on a day-to-day basis and an established senior management team is in place that is capable of running the affairs of the Trust. The Trust's senior management team is the Executive Board, headed by the Chief Executive, Mr A Hawthorne. The Executive Board meets monthly, and its members are both jointly and individually accountable via the Chief Executive to the Board of Trustees.

Day-to-day management matters are further scrutinised by a cross-functional team of internal departmental managers who meet regularly, and monthly management accounts are utilised by the Senior Management team to ensure financial budgets and fundraising targets are being met. This group's work is referred back to the Trustee's whenever a more significant matter of policy or other key decision-making arises.

The Message recognises the importance of our staff and aims to help them to develop their potential, improve their skills and gain greater job satisfaction.

RISK MANAGEMENT

Risk awareness is integral to the Trust's overall management effectiveness. All Executive Team members and Senior Managers carry out regular reviews of the risks affecting their areas of the Trust's activity, including, but not limited to, financial, operational, health & safety, and safeguarding risks. Wherever possible the Risk is quantified using financial values and other qualitative assessments, in order to determine the overall priority level of the risk. Status reports detail any changes to the overall levels of risk to The Executive Team and Board of Trustee, particularly when introducing a new activity. See the going concern note on page 42 for further details of the assessment of financial risks facing the charity.

RISK MANAGEMENT (continued)

The Board of Trustees consider the consolidated impact of all risks annually, recognising that some risk is positive and beneficial in assisting the organisation to stretch and grow, particularly in terms of innovation. A standardised risk analysis and mapping procedure assists the Trust to identify, evaluate and rank any special risk and audit needs or manage any corrective action required, taking into account the impact and likelihood and the known strengths and weaknesses of internal controls.

Operationally the activity of The Message Trust is split into two parallel functions: **Mission and Support.**

Mission encompasses staff and volunteers with regular or frequent face to face contact with young people and / or vulnerable adults and their families. Each of the mission project areas and departments has its own branded identity as follows:

The Community Grocery stores (enabling families to buy groceries at an affordable price, whilst also offering support to its membership, through training courses and advisory services), Message Bus (mobile youth centres), Eden (missions teams in urban communities), Advance (evangelists' movement), Message to Prisons (working with prisoners and young offenders), Message School of Evangelism (training initiatives), Proximity Network (resourcing and connecting urban missionaries) and educational ministry teams: OTC (rap and afro-pop group), SoulBox (soul, rap & beatbox group), Amongst Wolves (pop-rock group), RespectME (relationships & self-esteem education team), as well as The Message Enterprise Centre (MEC), which in turn houses the Mess Café, Neal Street Espresso (Covent Garden), Wedding Angels, and the MEC Buildings & Property business.

Support encompasses staff and volunteers, mostly working behind the scenes. These activities are structured departmentally as follows: Administration, Operations (including IT, HR and fleet & facilities management), Finance, Communications, Partnerships and the Executive Leadership team.

Summary of Mission priorities:

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities.

Our mission is to demonstrate and explain the Christian faith to young people and adults in very practical and relevant ways using a variety of means including educational work in schools, young offender institutions and prisons, relational and recreational work in community centres, churches and outdoors. We have a particular concern for urban youth and adults from deprived or socially excluded backgrounds who do not receive the same opportunities as those growing up in the wealthier suburbs.

The Trustees remain committed to the policy of utilising music **Bands** as one of the most effective ways to communicate the Gospel to young people. Our goal continues to be to present the Christian message and lifestyle in ways that are relevant to today's youth.

Eden teams and now, **Community Grocery Stores**, are one of the primary ways that the Trustees seek to ground the work of The Message with both local churches and the communities. Our goal is to see both established in the most deprived neighbourhoods of the UK, positively impacting the people in those areas irrespective of religion, race or background.

RISK MANAGEMENT (continued)

Training the next generation of evangelists through our **Message School of Evangelism** and equipping the wider Church to be effective in personal evangelism through **Advance** group mentoring is an established part of the Trustees vision and strategy, and has seen remarkable growth in recent years, and therefore remains a core activity and focus for the charity.

The Message Trust's Executive leadership team seek to achieve these Mission priorities by motivating staff and volunteers with a compelling vision and supporting them within a robust management framework.

We ensure our volunteers have comprehensive support for their roles through appropriate policies and procedures, clarifying the extent of their remit and providing checks and balances in relation to the key areas of the Management & HR Strategy.

ACHIEVEMENTS AND PERFORMANCE

The Message Group: 2022/23 in review

The Message Trust's mission is to share the good news of Jesus Christ in word and action with the hardest-to-reach young people and places. Our activity centres largely around four main areas:

- Creative Mission
- Community Transformation
- Prisons and Enterprise
- Equipping and Training

This report includes a few highlights from our work in each of these areas over the past year.

CREATIVE MISSION

Our cutting-edge creative mission teams work all year sharing the good news of Jesus in schools and with young people. From lessons and assemblies to high-energy gigs run in partnership with local churches, the gospel is clearly explained to young people through music and powerful stories, and they get the opportunity to respond to what they've heard and connect with a local church.
Our creative mission team projects and initiatives include (but are not limited to):

- Mission bands who use their music and powerful stories to share hope with young people in schools and at events, whilst also sharing the life changing gospel of Jesus Christ.
- Respect ME, our international PSHE project, which uses powerful stories to equip and empower young people in Key Stage 3 – 5 to face the challenging issues they face today such as self-image and abuse.
- The No More Knives tour which combines music with powerful stories and teaching. During each tour we head into schools in partnership with local police forces, local authorities and church partners to equip young people with the skills and knowledge they need to say "no" to knives and start to discover their full value and identity.

Our **mission bands** – Amongst Wolves, Soul Box and OTC (Outta The Cage) continue to use music and personal stories to encourage and equip young people in lessons, assemblies and at events.
As bands see young people in schools, they invite them to evening performances that are run in partnership with local churches. Here, young people get to hear more music from the band that they met in school, as well as hear the life changing gospel of Jesus Christ and have a chance to respond to it.

CREATIVE MISSION (continued)

As well as going out on mission in the UK, 2022/23 saw our bands head over to both The Netherlands and Germany to be part of outreach weeks happening in schools there with our international hubs.

A huge area of growth and opportunity with our creative mission activity this year has been the **No More Knives** tour. Sadly, knife crime and the devastating impact it has on lives is never far from the headlines. Knowing that something had to change, the No More Knives tour was launched a few years ago. Partnering with local churches, police forces and Councils, the tour exists to equip and empower young people to say 'no' to knives, make positive choices and start to discover their full value and identity.

At the end of each tour, young people are invited to an evangelistic outreach gig held in a local venue. Here they get to see more performances from the creative mission band they've seen in schools, hear more stories of lives transformed and the gospel message boldly shared and have a chance to respond to it.

During 2022/23, we ran nine tours across the UK in Teesside, East Lancashire, Wythenshawe, Teesside, Redcar, North Manchester, Cardiff, Tameside and Blackpool. Through these 38,740 students in 49 different schools heard the life-changing message about knives. Over 3,300 of those we met in schools came along to the end of tour gig and we saw 736 respond to the gospel. As demand for the No More Knives tour continues to grow, more tours are planned for 2023/24 including in Glasgow, Tameside, Nottingham and Sheffield.

Whilst in a school in Cardiff, James from OTC shared his powerful testimony of how in the past he was involved with the wrong crowd and was stabbed. After class, one lad Josh came up to him and said, "I've been getting bullied outside of school and am really struggling with my mental health. I've been thinking about taking a knife and just stabbing my bully, but after today's lesson, I definitely won't do that. I don't want to carry a knife or fight anyone. Your story has really helped me. Thanks for coming into our school today!"

Story from a schools day

"The No More Knives Tour is more than just a message, more than a workshop. This is real – real stories and real people. The students left with a real topic of conversation and understanding of how to make better choices. This tour is a lifeline to many students who needed to hear and say "No More Knives". Should anyone have the opportunity to attend this tour I urge you to work with The Message Trust and give your students the experience and support. Thank you to everyone for helping the people of today be the role models of tomorrow."

Owen McGrattan, Oasis Academy

CREATIVE MISSION (continued)

The work of **Respect ME** continued to grow this year with tens of thousands of young people being equipped, empowered and built up through lessons, courses and online resources covering topics such as self-esteem, bullying, sex and relationships and abuse. As people hear about the impact Respect ME has on young lives, we're being approached by local authorities about running tours in geographic areas where lessons are taken into multiple schools and large numbers of young people equipped at the same time. The first Respect ME tour is planned in 2023/24 with other to follow later in the year.

Music continues to be at the heart of our creative mission as we engage with young people and share music packed with gospel-filled truth with them. 2022/23 saw changes within our mission bands as the current Brightline and Amongst Wolves teams decided to move onto other roles outside of the team, and there we line-up changes within OTC. This impacted the number of bookings and music releases the missions bands were able to complete during 2022/23. Looking ahead into 2023/24 we have plans to launch a new mission band, NXT CHAPTR, as well as add to the OTC line-up.

Our fleet of **Message Buses** have continued to head out into communities across the UK in partnership with churches and organisations. As young people stepped on-board, they found a mobile youth centre packed full of fun things they can do with their friends, including games consoles, nail bars, climbing walls, slides, gaming PCs and much more. This year six buses have been running across the UK in Scotland, North West, Wales, London, Yorkshire and Coventry/Warwickshire. They have been at community events, Love Where U Live social action projects and partnered with churches to run local youth projects and community outreach.

Mechanical difficulties have meant that a number of the buses spent significant amounts of time undergoing repairs this year and were unable to be out on the road. This not only impacted on the number of mission opportunities that the buses could undertake, but also saw the financial costs of repairs increase significantly. Given that the Message Bus fleet is ageing this is a pattern that we anticipate could continue into future years, therefore we conducted a full review into the long-term viability of the Message Buses. The outcome of this is that in the next 12 months we will be retiring some of the buses within the fleets, as well as passing ownership of some others to partners, with The Message Trust still involved in delivering mission activity on these.

Creative Mission: Outcomes against our 2022/23 goals

- **To complete at least 5 No More Knives Tours across the UK**
  Achieved – Between September 2022 and August 2023 we completed nine tours across the UK in Teesside (September 2022), East Lancashire (December 2022), Wythenshawe (January 2023), Teesside (second tour – February 2023), Redcar (March 2023), North Manchester (April 2023), Cardiff (June 2023), Tameside (June 2023) and Blackpool (2023). Through these tours we ran lessons that equipped and empowered young people to say no to knives, whilst also told them about their true value and identity in 49 schools.

- **To reach 75,000 young people with the gospel through schools work, including Respect ME and No More Knives Tours**
  Achieved – the No More Knives tours and Respect ME lessons saw us engage with 74,995 young people. On top of this we have run numerous other lessons in schools too.

CREATIVE MISSION (continued)

- **To give at least 5,000 young people opportunities to respond to the gospel at evangelistic gigs following our schools work**
  Achieved – end of tour gigs, LIFT events, concerts and ad hoc events have seen The Message Trust's creative mission teams reach well over 5,000 young people at evangelistic concerts. At each gig the gospel was boldly shared and young people had the chance to respond to what they heard.

- **To deliver Respect ME lessons/courses to 25,000 young people in 50 schools across the UK**
  Achieved – during 2022/23 Respect ME teams delivered lessons and courses in 77 different schools for 36,255 students.

- **To see at least 500,000 music streams on Spotify in the year and reach 12,000 subscribers on YouTube across the Message Band**
  Not achieved – significant changes within the creative mission bands meant that the amount of new music content released reduced in 22/23 impacting the number of music streams and YouTube subscribers gained.

- **To maintain at least 30 young people attending weekly Genetik Sessions at HQ (Sharston)**
  Achieved – on average 30 young people attend the weekly sessions to take part in workshops on music production, street dance, drums, vocals and rap.

- **To have at least 50 young people attend the Genetik Summer School in August 2023**
  Not achieved – the number of young people enrolled one the Genetik Summer School was below 50 on this occasion however we have continued to maintain the number attending weekly sessions.

- **To complete at least 150 Message Bus Sessions across the fleet in the Hubs**
  Not achieved – as detailed above mechanical difficulties have meant that a number of the buses spent significant amounts of time undergoing repairs this year and were unable to be out on the road. A full mission and financial review of the Message Bus ministry has been undertaken and seen a number of vehicles retired or transferred to other organisations.

COMMUNITY TRANSFORMATION

This year marked 25 years of **Eden**, our flagship programme working in some of the toughest communities (each ranked within the bottom 10% by the Indices of Deprivation). Eden teams stay for the long-term into these communities and work day-in, day-out to build relationships with their neighbours and bring about real transformation.

The need for Eden is greater than ever with evidence showing that the cost-of-living crisis the UK is facing plus the long-lasting impact of Covid is disproportionately impacting the poorest in our society financially, physically and emotionally. It's in the heart of many of these communities that our Eden teams are living and working, so they are perfectly positioned to offer vital support their neighbourhoods need.

COMMUNITY TRANSFORMATION (continued)

This year, teams have continued to give out food parcels to their neighbours, prepare meals, offer holidays at home for those unable to get away and organise a wide range of community events from lunches to large-scale festivals. The events and activities Eden teams organise vary from one location to another depending upon the opportunities that exist to support the community.

In Farnworth (Bolton), our Eden team leaders have been running fortnightly events where their neighbours can come to chat and relax. Eden Top Valley (Nottingham) have also been stepping out with community events. Every week they run a hot chocolate outreach where they give out free hot chocolates to pupils as they walk home from school. Having made some connections with the youth on their estate, the Eden team have launched a new Friday night youth group – Friday Hub – that's all about telling them more about Jesus. Each week, they're seeing more and more young people turn up, eager not just for community but to ask their questions about Christianity. "I want to hear more about Jesus," is what they tell the Eden team time and again.

In addition, to this Eden teams are supporting those impacted long-term by Covid. For example, Eden Fir Vale in Sheffield have continued offering tutoring to young people whose educational attainment was impacted by the closures of schools during Covid lockdowns. The team there offer free maths tuition to those who need it through their maths club programme. They have found that not only have this been able to benefit the students they are helping, but is having a significant impact on their wider families too as they realise that the team is there to help and support them, and that they see them as people they want to invest in.

2022/23 saw the launch of three new Eden teams in Byker (Newcastle), South Bank (Middlesbrough) and Jordanthorpe (Sheffield). Each of these teams have hit the ground running and is making an impact in their community.

Another highlight of the year was in June 2023, when we got to hold our Proximity Conference. Over two days, people passionate about urban mission and making an impact in their communities came together to be equipped and empowered. Each delegate was challenged by powerful teaching from Ness Wilson, Pete Portal, Sam Ward, Andy Hawthorne and Sarah Small.

With the UK gripped by a cost-of-living crisis, demand for the **Community Grocery** and the vital support the stores provide to keep families fed has grown significantly this year. In response to this, our rollout of stores has continued across the UK in order that we can do as much as possible to provide affordable food and wrap-around support to the people who most need it.

Today we have 21 stores (rising to 22 by December 2023). Spread throughout the UK, over 50,000 families now rely on the Community Grocery network to get the affordable food they desperately need. Many member families tell our teams that without the support of the Community Grocery they would have to skip meals/go hungry.

"My family and I wouldn't have been able to survive over the last year without the Community Grocery."

Community Grocery member quote

COMMUNITY TRANSFORMATION (continued)

"The Community Grocery helps make my money go further, so now I can feed my family. I love coming – the food is fantastic; there's so much choice and it's run by such lovely people.
"It wasn't until I had Covid that I realised how much I relied on the Community Grocery and how it helped me with money. When I couldn't get to the store to do my shop, the difference the grocery makes really hit me.

"And the team go above and beyond. Last Christmas, I was given an amazing hamper full of food that we enjoyed for weeks – it was a real lifesaver. It meant I could give my kids the Christmas they deserve and that none of us went hungry! But this place is about more than just food for me. There's so much wrap-around support available too.
"I've been coming along to lots of courses. The cookery course taught me how to cook with some of the ingredients available in store and I've also been to the CAP Money Management course which has been life-changing. During one of the sessions, I had a lightbulb moment that changed how I think about money and that gave me tips I can use every day. It's going to help me so much this winter when things are tighter than ever."

Faye, Community Grocery member

Beatrice* is a member of our Newcastle store. Facing a lot of financial difficulties she shared with Rachel (the assistant manager) that she was feeling anxious, stressed and hopeless. Not knowing how she was going to afford her shopping; she asked if she could use a pay-it-forward note to cover the cost of her food. At the till, the team offered to pray for her and she said 'yes'. The next week, Beatrice popped into the store to tell Rachel that God had answered her prayer! She shared how things had started falling into place since praying and that she was starting to have breakthrough in her housing and financial situations. She couldn't believe it and was so thankful and wants to find out more about Jesus.

Community Grocery member story

*Name changed for anonymity

For an annual membership of just £5, members have the opportunity to come and shop in store for just £5 per basket. On average members save £20 on the cost of their food shop each visit.
But food is just part of what's on offer at The Community Grocery. Members get access to free wrap-around support and courses too including debt management, cookery courses, jobs clubs, Alpha/Exploring Christianity courses and dance classes. The combination of food and support is seeing lives impacted. Members have become debt free, entered employment, seen improvements in their health and gained new skills.

Sharing the good news of Jesus in word and deed is at the heart of each grocery, with each store acting in partnership with a local church who are looking to reach their community. As members shop and access support, relationships between members and the local church develop and churches are growing. A number of our partner churches have had to launch new services to accommodate the Community Grocery members who have started coming to the church, whilst another has had to move to a new building to fit their growing congregation into the services.

COMMUNITY TRANSFORMATION (continued)

One church partner has said, "This is what it is all about. It's about helping to provide what our community needs, sharing the gospel as we do and we're seeing God transform lives. I've watched the team at work and the level of care they give is amazing. Jesus made friends with people, and when you share the gospel from that place too like we do at the Community Grocery, it is all the more powerful."

As the Community Grocery store network continues to grow, we closely monitor the viability and impact of each store to ensure that the membership and shopping trip numbers demonstrate a need for the grocery. Where these figures do not show this the sustainability of the store both in terms of mission impact and financial viability is closely monitored, and we work with the team to put measures in place to build the Community Grocery's profile. If this doesn't yield results, discussions with partner churches about whether they wish to continue operating the store independently take place. This year we saw Destiny Church decide to take over the running of Glasgow Community Grocery.

Community Transformation - Eden: Outcomes against our 2022/23 goals

- **Launch 2 new Eden teams**
  Achieved – during 2022/23 three Eden teams were launched in Byker (Newcastle), South Bank (Middlesbrough) and Jordanthorpe and Batemoor (Sheffield). Each of these teams are doing well and are impacting lives of those in their community.

- **Recruit at least 10 new Eden team members**
  Achieved – 26 team members have joined Eden teams this year. Some have moved to communities for the first time, others have moved back into neighbourhoods/towns that they'd previously left but are now called back to, and others are people from within the community who have heard about Eden and joined teams.

- **Run Proximity Conference for urban missionaries and see at least 250 attend**
  Achieved – Proximity Conference was held in June 2023. 352 attendees came along to the two days where they were challenged by teaching from Ness Wilson, Pete Portal, Sam Ward, Andy Hawthorne and Sarah Small, and equipped to keep going in their urban mission.

- **Run at least 2 Love Where U Live social action mission weeks in our hubs**
  Achieved – social action mission weeks have been held in the North West, North East and Wales this year.

Community Transformation - Community Grocery: Outcomes against our 2022/23 goals

- **To open another 4 Community Grocery stores across the UK**
  Achieved – partnering with local churches looking to reach out and impact their communities, stores were opened in Burslem (Stoke-on-Trent), Liverpool, Ilford (London) and Burnley town centre. The Down Town Community Grocery in Burnley is our second store in the town and opened due to soaring demand for our services and support.

- **To reach 45,000 members of our Community Grocery stores nationwide**
  Achieved – by the end of August 2023 there were 50,000 members signed up to use the Community Grocery stores to help keep their families fed.

COMMUNITY TRANSFORMATION (continued)

- **To see 250,000 shopping visits to our stores by Community Grocery members**
  Achieved – the number of shops done in store up to the end of August 2023 was 305,606. As the cost-of-living crisis impacted lives we saw the number of shops increase by 29% compared with the previous years, as families search for access to affordable food and support.

- **Distribute the equivalent of 5 million meals to our Community Grocery members**
  Achieved – 6.1 million meals had been provided to Community Grocery members through our network of stores by the end of 2022/23.

PRISONS AND ENTERPRISE

Prisons work has continued to grow and impact the lives of men, women and young people this year. Our **Message in Prisons** team now work in 11 prisons across the UK, giving us the chance to work with over 8,800 men, women and young people – approximately 10% of the current prison population in England and Wales.

As the team head into prisons they get to run chapel services, Bible studies and exploring Christianity courses, but also build relationships with prisoners through the music classes they run, Peacemaker courses that equip people with positive ways to resolve conflict and tough situations, mentoring and spending time chatting to those they meet.
The Message in Prisons team get alongside people who may be at the lowest point in their lives and offer vital support and encouragement, all whilst pointing them to the hope Jesus offers.

Since 2003, Freddie had been stuck in cycles of drugs and violence and was having a tough time when our team met him in prison. As they got chatting and to know him, they were able to share more about the hope and peace that Jesus offers and invited him along to chapel services. There, Freddie heard the gospel and accepted Jesus into his life! As they carried on meeting with him, Freddie said: "I've done a lot of bad things in my life and I felt full of dark and hateful things but when I accepted Jesus into my life, I found love again and I haven't looked back!" **Freddie**

Christmas 2022 saw the Message in Prisons team give out 5,700 Bags of Hope to prisoners across the country (1,200 more than they did in 2021/22). Each bag was filled with resources, a Bible and encouragement to remind those who received them that they weren't alone and were loved by Jesus at a time of the year when many will have been feeling increased isolation. The impact of this small gesture was huge. As she was given a bag one lady her eyes filled with tears, and she said "I haven't received a gift in 10 years, and I can't believe you brought this to my door! Thank you, thank you, thank you!"

But our work doesn't stop at the prison gates. We continue supporting ex-offenders upon their release from prison. This includes working closely with the Message Enterprise Centre and our enterprise businesses. This year, team members have been working in the Mess Café, Neal Street Espresso (our enterprise coffee shop in London), the building team, facilities team as well as across the network of Community Grocery stores.

PRISONS AND ENTERPRISE (continued)

Prisons: Outcomes against our 2022/23 goals

- **Start work in 1 more UK prison this year and expand the work in our East Midlands prisons by starting groups following the lifting of Covid lockdowns inside the prisons**
  Ongoing – groups have begun in an East Midlands prison, and we have been able to fully relaunch work in Styal following Covid restrictions. Funding restrictions have meant that the timescale associated with the launch of a new prison project have been adjusted.

- **Connect over 2,500 times with prisoners and see 100 first time commitments to Jesus**
  Achieved – as prisons work got up and running, we were able to deliver over 2,500 prisoner contacts and through these and events saw lives impacted as men, women and young people responded to the gospel, and got involved in discipleship being delivered.

- **Share the gospel with 5,000 prisoners through the Christmas packs**
  Achieved - the Message in Prisons team gave out 5,700 Bags of Hope to prisoners across the country (1,200 more than they did in 2021/22). Each bag was filled with resources, a Bible and reminded recipients that they weren't alone and were loved by Jesus at a time of the year when many felt isolated.

EQUIPPING AND TRAINING

One of our core values is enabling the local church to be equipped for evangelism and discipleship. Some of the ways we do this are through Advance Groups, Advance Youth and the Message School of Evangelism.

Through group mentoring and evangelism training, **Advance Groups** equip and empower people across the globe to share the good news of Jesus with a new boldness, using materials translated into different languages. In 2022/23, Advance Groups continued to grow across the world at their fastest rate, with groups launching for the first time in a number of countries including Nicaragua, Togo, Chad and Belize. Advance Groups are now established in over 90 different nations across the globe, with groups being found in every continent apart from Antarctica.

In January 2023, we held our second Global Advance Day. On that day alone, we saw hundreds of new groups launch around the globe. The launch of these new groups saw us reach the huge milestone of 10,000 groups globally each one training and equipping men and women in their evangelism.

Advance Youth trains up the next generation so that young people can share their faith with boldness in their schools and communities. As teenagers come along to monthly gatherings in London and the North East, they are equipped to tell people about Jesus and share their faith. This has seen the young people starting Christian Unions in their schools, finding new ways to show Jesus' love in action, and praying with a new passion for their friends and family. As people hear about Advance Youth they are getting in touch about groups in their region. In 2023/24, we plan to launch Advance Youth in Wales and the North West. In August 2022, 70 young people from across the UK came together for a week of mission, known as The Scattering, in London where they got to put their faith into action.

EQUIPPING AND TRAINING (continued)

Another way we seek to equip people in evangelism, is through the **Message School of Evangelism** training programme. Here individuals get to spend 10 months being equipped for mission whilst getting to put what they learnt into action. In 2022/23, 23 (2022: 14) students enrolled on the programme and completed it. They ran youth groups, were part of Love Where U Live social action projects, got involved in homeless support projects, served in the Community Grocery stores, and played a key part in outreach events. Interest in the 2023/24 course is increasing with a growing number of international applicants looking to join the course as awareness of the work of The Message grows around the globe through Advance Groups.

Advance: Outcomes against our 2022–23 goals

- **Have Advance groups established in 100 nations**
  Ongoing – Advance Groups are currently established in over 90 nations with representatives in other countries speaking to us about launching Advance Groups in their churches for their congregations.

- **Reach 12,000 Advance groups internationally**
  Achieved – this figure was exceeded by the end of August 2023. By the end of 2023, there were at least 14,797 groups meeting in 93 nations across the globe.

- **Have 65 Advance Ambassadors established across the globe**
  Ongoing – as the number of Advance Groups grew during 2022/23 so did the number of Advance Ambassadors however this number did not reach 65 this year.

- **Host a Global Advance Day in January 2023 and launch 500 groups on the day**
  Achieved – the 2023 Global Advance Day was held on 28 January 2023 and saw in excess of 500 groups launched around the world on that day. The launch of these new groups saw us reach the huge milestone of 10,000 groups globally.

- **Welcome 20 students on the Message School of Evangelism course in September 2022**
  Achieved – 23 students enrolled on the Message School of Evangelism course in September 2022 and completed it celebrating their achievements with a graduation in July 2023.

- **Have 50 young people on Advance The Scattering mission week in London in summer 2023**
  Achieved – in August 2023 70 young people from across the UK joined forces in London for a week of mission. As they stepped out on mission, they prayed for over 680 people and saw 62 responding to the gospel.

THE MESSAGE ACROSS THE UK

The work of The Message continues across the UK. We have teams operating in the North West, North East, Scotland, Wales, London, East Midlands, West Midlands and Yorkshire & Humberside. In each location, our opportunities to reach out have continued to grow. Our continued approach of devolving work to local teams is proving successful with increasing innovation in each area helping to identify opportunities for new and exciting mission opportunities in their schools, prisons and local communities, as well as seeing new Eden teams and church partnership being launched.

Here are some of the highlights from our teams across the UK this year:

EAST MIDLANDS

- Following their launch in 2021/22, Eden Top Valley (Nottingham) continued impacting their community. As part of their community work the team started giving out free hot chocolate to their neighbours. Soon they had more than 100 young people coming along each week, telling the team it was the highlight of their week. The sessions kept getting bigger with the team also running competitions and playing frisbee alongside the hot chocolate stand. The hot chocolate sessions have grown so much that another session has been launched near another school to reach even more pupils. Hearing about what the positive things happening, the local MP and PSCO have been supporting the outreach work happening off the back of the sessions.

- As creative mission grew, our mission band OTC ran a schools week in Lincoln. Over the week, OTC headed into four schools performing their gospel-packed music for more than 2,000 students as well as running lessons on wellbeing, mental-health and self-worth that had the love and hope of Jesus at their heart. Each student was invited to the end-of-week gig. On the Friday night, over 350 young people came along for a night of music. When Gina and James shared about the love and hope Jesus offers them, 54 young people responded to the gospel.

- In February 2023, Lincoln Community Grocery moved into a new larger premises in a location that is more central to the city centre. Since then, the store has continued to grow with more families than ever before connecting with the grocery and the support it offers them to help keep their families fed.

LONDON

- Neal Street Espresso has continued to go from strength to strength, not only growing in popularity and profitability as a speciality coffee shop, but also as an enterprise in which ex-offenders can get training and employment. As businesses have continued connecting with the Neal Street Espresso team, an increasing number of organisations are using the conference facilities for their external events helping to boost the stores profitability further.

- A new team member joined the team at Neal Street Espresso getting discipleship and developing key life skills and experience.

THE MESSAGE ACROSS THE UK (continued)

- A Community Grocery opened in London for the first time in March 2023. Partnering with City Gates Church with support from Redbridge Council, Ilford Community Grocery is all about keeping families fed amidst the growing cost-of-living crisis whilst also providing members with wrap-around support too. Within six months of opening (as at October 2023), Ilford Community Grocery had welcomed over 1,400 member households, seen 5,687 households shop in store and distributed 142,175 meals to local families. "The Ilford Community Grocery is a centrepiece for all the reasons The Message said it would be – people come there for food and find other means of addressing their poverty through it." Randal Smith, Head of Anti-Poverty at Redbridge Council.

- Advance The Scattering saw 70 young people from across the UK head out on mission for a week in London. Over seven days they took part in outreach events, got to pray for 680 people and saw people say "yes" to Jesus.

NORTH EAST

- Schools work continued to grow with teams during 2022/23. We took the No More Knives to Teesside twice, as well as Redcar, running lessons in 12 schools, equipping 12,190 young people to say "no" to knives whilst also telling them about their true value and identity. Alongside this, Respect ME lessons continued with 1,160 students being part of lessons where they were empowered to face the tough issues young people today face from the Christian perspective.

- Advance Youth has continued to grow this year with young people meeting monthly and telling us how they are finding a new boldness in sharing their faith.

- There are now five Community Grocery stores helping to keep families across the North East fed and offering support. Members regularly tell grocery teams what a lifeline the stores are to them in times of need. As the partnerships between the Community Grocery and churches develop, members are going along to services and events, and local churches are growing.

- Eden continued to grow across the North East with the launch of two new teams in Byker (Newcastle) and South Bank (Middlesbrough). The teams are already having an impact, hosting community fun days, running events and meals for their neighbours, praying and supporting their neighbours as well as building relationships. The launch of the teams in Newcastle and Middlesbrough continues to grow the activity of Eden in the North East with six teams now actively having a day-to-day impact in their communities.

NORTH WEST

- Schools work and creative mission continued to be a significant focus in the North West during 2022/23. Respect ME teams ran lessons, boys courses and girls courses in 34 different schools sharing vital teaching that tackles some of the challenging topics and pressures young people face from a Christian perspective with 19,250 students. At the same time, No More Knives tours were held in East Lancashire, Wythenshawe, North Manchester, Tameside and Blackpool. As lessons and sessions were delivered, 23,750 young people were equipped and empowered to say 'no' to knives as well as getting the opportunity to hear more about the good news of Jesus at end-of-tour gigs.

THE MESSAGE ACROSS THE UK (continued)

- The opening of two new Community Grocery stores in Liverpool and Burnley city centre (Down Town) saw the number of stores across the North West grow to 10. The impact that these have on the life of members as they come in store to get the affordable food they need for their families as well as wrap-around support is huge. One member in Burnley recently told the team how the food, support and welcome she's found in the Community Grocery have been "life changing" and helped her at a time when her mental health, wellbeing and finances were at their lowest. She has now become involved in the partner church and found a hope and joy she never knew existed as she's discovered more about Jesus and the Christian faith.

- Genetik Sessions have continued to run weekly music and dance classes throughout the year, as well as Winter and Summer holiday weeks. Children and young people, including those from families we've connected with through the Community Grocery in Sharston, have come along to develop their skills and at the same time heard more about their value, purpose and identity, and the hope Jesus offers them.

SCOTLAND

- This year saw schools work grow in Scotland, with our schools worker heading into high schools to deliver lessons and assemblies to students in S1 – S6. Each PSHE lesson promoted positive mental health and wellbeing, and approached challenging issues that young people face from the Christian perspective, whilst also helping pupils know that they are loved, accepted and valued by Jesus. In 2023/24, we hope to build on this work further by taking the No More Knives tour to Glasgow.

- Eden Dumbarton has continued to impact their community as they ran events and offered support to those who need their help.

- Glasgow Community Grocery continued to keep local families fed through the provision of affordable food during the cost-of-living crisis. Following conversations with the partner church, the running of the Community Grocery was taken on solely by Destiny Church in June 2023. This change has not affected the support that members receive, and the store still operates for its community.

WALES

- 2022/23 continued to see prisons work grow across Wales. As well as heading into prisons each week to run services, provide mentoring support, organise events and courses, the team have been actively involved in supporting those they've been working with through the resettlement process too. Through this they've helped to connect them with organisations who can provide support and linked them with local churches where they can continue growing in faith too.

- Youth Nights have been a highlight of the year for the Wales hub team. Partnering with churches in and around Cardiff, Message Wales run termly events where young people gathered to worship and pray together, whilst also hearing teaching that encouraged them in their faith.

THE MESSAGE ACROSS THE UK (continued)

The impact these events had on the faith of young people has been incredible, and stories about how they are stepping out to tell their friends and family are a real encouragement. To build on this further Advance Youth has been launched in Wales with plans to start a second group in 2023/24.

- The Message Bus has continued to head out across South Wales. Partnering with local churches to run sessions, the mobile youth centre has headed into communities and opened its doors for young people. When they have stepped onboard, teenagers found games consoles, activities, a nail bar and lots of other activities to enjoy with their friends. As they've had fun, young people have also heard more about the good news of Jesus and from this been able to connect them with their local church. We continue to hear stories of youth groups growing as a direct result of Message Bus activity.

WEST MIDLANDS

- The Community Grocery in Telford continues to have a significant impact within the community. Thousands of local people now rely on the store each week for the food they need. Alongside affordable food shopping, the Community Grocery team and church partner run a wide range of weekly courses as well as larger scale events throughout the year including a toy shop at Christmas, hamper giveaway and alternative Halloween party. As they do this, members and their families are coming along to church and discovering Jesus' love for themselves. "Life for people in Telford is tough, and the grocery provides a much-needed lifeline. As we get to know members, we're able to tell them about the hope Jesus offers. Through these conversations we've seen people asking about faith and starting to come along to church. One third of our congregation is now made up of grocery members. Each week they're coming along to church and hearing the gospel preached! The other Sunday we got to celebrate as 13 members were baptised and at the same service another 24 responded to the gospel!" Rick Kaul, Church leader at the partner church.

- Seeing young people grow in their faith is a passion for our West Midlands team, so partnering with 24-7 Prayer Youth they have launched youth prayer gatherings. At each event they are seeing hundreds of young people come along to spend time in prayer and worship, but more than that they're desperate to tell their friends and families about Jesus. In response to this there are plans to launch Advance Youth in the West Midlands in 2023/24.

YORKSHIRE AND HUMBERSIDE

- 2023/24 saw the completion of the building work at Woodseats – the new base for our Yorkshire and Humberside team – from which we will run enterprise work in the region. Opening the building was a huge achievement and the team there have already taken commercial lettings on spaces, launched hot desking facilities, and run events from the building. Opportunities to build on this are continually being developed as well as plans to launch social enterprise.

- Eden Jordanthorpe and Batemoor launched in Sheffield. As soon as the team moved in, they began building relationships with their neighbours by hosting events, supporting groups the partner church already ran and looking for new opportunities to serve their community.

OPERATIONS AND MINISTRY SUPPORT

Priority of Prayer

A rhythm of daily, weekly and monthly prayer lies at the heart of our life together as a ministry. At the beginning of each day a half hour daily prayer time (one hour on Tuesdays) is mandatory for all staff as a key time to reflect and refuel. We also encourage all staff to spend at least an additional half-hour in prayer during a weekly time in our prayer room from 12 to 3pm on Tuesdays. Our all-staff monthly prayer days have become increasingly essential for keeping up with news from across the ministry, especially as God continues to open doors in the UK and abroad.

Staff

The Message Trust and the Message Enterprise Centre employed an average of 180 personnel in the year (2022: 180) in total across the group. This average includes full-time and part-time staff.

Volunteers

Volunteers play a key role in helping us deliver both our front-line missional work and behind-the-scenes support. Commitments this year ranged from full-time volunteer work based in our offices to ad-hoc volunteer support at events. Across the year, in the region of 234,000 hours (2022: 201,000 hours) were freely given in support of our activities. The pattern of growth in volunteer numbers is seen in 2022/23 as well due to the continuation expansion of the Community Grocery store network and the vital role volunteers are playing to keep stores running.

Creative, Communications, Facilities and IT

Whilst the facilities team have continued to undertake projects across our HQ buildings and hub offices, a large focus of their work this year has been the refit of premises for Community Grocery stores as well as ensuring maintenance issues associated with these are resolved in a timely manner. At the same time, the team have played a key role in the refurbishment works taking place at Woodseats Baptist Church – the new base for our Yorkshire and Humberside team – from which we will run enterprise work in the region.

Our in-house design and communications department were instrumental in the promotion and marketing of Community Grocery stores to each community they are serving, whilst also helping to resource teams for mission. Alongside this, they have played a key role in major fundraising campaigns that have run throughout the year. They also continued to deliver supporter communications, including editions of Flow magazine, supporter prayer updates, a suite of websites, and email and social media campaigns. The implementation of a proactive communications strategy continues to yield results and has helped highlight the work of The Message Trust within the local and national media. Our focus for supporter communication continues to be to ensure opportunities to increase engagement, especially across digital platforms, are fully utilised. Beyond supporter communications, the team delivered video content for live events and digital platforms, and story videos.

As The Message Trust continued to grow, the in-house IT and information systems team have continued to support teams around the UK as well as Community Grocery stores with their IT requirements. This has included providing infrastructure, support and software assistance to the whole organisation. As the Community Grocery network continues to grow it is planned to undertake development work on a Community Grocery app in order to ensure we can manage membership and shop visit data robustly.

PARTNERSHIPS

Supporter Events and Fundraising

The cost-of-living crisis means that many of our donors have continued to find themselves unexpectedly in a different financial position which has impacted our regular fundraising income, however, thankfully due to the generosity and loyalty of our supporter base, our attrition rate has not increased significantly.

June 2023 saw us run our Urban Hero Awards which celebrated the transformation we have seen in the lives of some of those we work with. It was an opportunity to not only tell stories celebrating the work God has done in the lives of our award winners, but also a chance to share about the impact of The Message Trust's work and vision for the coming years with supporters.

This year also saw us run a series of fundraising events and vision nights in different hub areas giving us a chance to connect with new supporters and deepen relationships with existing supporters. Each of these has been successful in encouraging people about our work and the impact it has on lives.

In addition to in-person events, December 2022 saw us hold another online fundraising dinner as part of our Christmas campaign. The event shared powerful stories of the transformation happening in the lives of Community Grocery members as well more about the impact stores are having on lives. The dinner was part of a larger campaign to raise vital funds to keep Community Grocery stores stocked and help finance new stores.

We used the services of Chell Perkins Ltd, as professional fundraisers acting on behalf of The Message Trust for grant funding applications again, in 2022/23. Chell Perkins Ltd is registered with the Fundraising Regulator and we monitor their activities on behalf of The Message Trust on a monthly basis.

The Message Trust is also registered with the Fundraising Regulator and as such subscribes to The Code of Fundraising Practice along with its four core values to be legal, open, honest and respectful. Anyone considered to be vulnerable, and our Community Grocery members are not contacted by The Message Trust for fundraising purposes, and flagged as such on our contact database, to prevent this happening. The charity and its agent have not received any formal complaints in the last year about its fundraising activities.

Sharing our resources

Our commitment to helping others around the world who share our heart for the poor and unreached is expressed through our tithe fund. We tithe a proportion of our unrestricted charitable income and give it to other organisations and charities who share similar objectives to The Message Trust.

Our giving from our Tithe fund in 2022/23 totalled **£570,701** (2021-22 £499,421).

PARTNERSHIPS (continued)

Compassion UK received **£43,344** (2021-22 £44,212) for child sponsorship in Haiti.

We continued our support of **Life Association** (a related party link with Simon Hawthorne) through a gift of **£14,383** (2021-22 £14,383) to help provide schooling for Dalit orphans in Machilipatnam, India. **£9,000** was given to **Press Red** who are making a stand against the violence suffered by girls and women worldwide (a related party link with Michelle Hawthorne) (2021-22 £10,000). A total of **£15,000** was given to **Ignite** (a related party) including £12,000 to support their ministry building new churches in India (2021-22 £24,000) and £3,000 to Ignite Big Idea in the UK (2021-22 £3,000).

We also gave **significant gifts** to the following projects £12,000 to **Embassy Bus** providing emergency accommodation for people who are homeless in Manchester (2021-22 £50,750). £12,000 was given to Manchester House of Prayer for their prayer ministry (2021-22 £12,000). **£50,000** to Luis Palau Association for Festival Teesside through schools' tours, social action projects, mass choirs and multiple outreach events aiming to reach every group of society (2021-22 £Nil); **£13,200** to Good Shepherd Children's Orphanage in Haiti (2021-22 £13,200); **£8,174** to CRMI (2021-22 £2,940) for child sponsorship in Uganda, and **£43,000** (2021-22 £27,620) for a variety of projects including completion of a bungalow and purchase of livestock. **£16,000** was given to support Potters House Church, Hull, led by Mo Timbo (2021-22 £18,000).

New projects supported this year included:

There was continued support for **£15,000** to Junction 42 to support the work in live transforming and empowering of offenders in prisons and communities (2021-22 £8,000); **£19,275** towards Christmas Hampers to our Community Grocery members (2021/22 these hampers were organised by the Community Grocery Sharston rather than being funded from donations).

One-off gifts of £10,000 each (2021-22 £Nil) were given this year to the following organisations: **Operation Mobilisation** to provide support for those in need across the globe including setting up REACH and serving refugees; **British Youth for Christ** for evangelistic work with young people both in school and in the local community; **Transforming Lives for Good**, to bring hope and a future to struggling children through Warm food and Warm spaces, Early intervention coaching and providing Boxes of hope; **Christians Against Poverty**, to helps people in the UK overcome debt and poverty. In total £40,000 was given to these 4 UK based charities.

Other gifts to our **Message partners** in the UK and beyond from Other Projects (per note 5) included **£56,500** to Message South Africa (2021-22 £7,400); **£17,850** to Eden Chemnitz (2021-22 £26.400); **£21,668** to Message Germany (2021-22 £32,264); **£8,250** to Message Canada (2021-22 £16,694); **£7,500** to Eden Westwood, Oldham (2021-22 £11,000); and £250 to Eden Salt River (2021-22 £Nil).

There was also support for **£30,810** bursaries towards Message School of Evangelism (MSE) students to be trained, equipped and resourced to reach the lost through evangelism training. Students are given first-hand experience in sharing the gospel in different settings and contexts (2021-22 £Nil).

MEC - OUR BUSINESSES

This year, the Message Enterprise Centre continued with its model for training – a model that has skills and discipleship at its heart whilst also aiming to maximise skills development and financial sustainability for our team members. Team member opportunities were offered to individuals in our different social enterprise businesses as well in store, warehouse and logistics roles at the Community Grocery in Sharston.

2022/23 marked the tenth anniversary of the Message Enterprise Centre which first opened its doors and began offering team member opportunities in 2013. In those 10 years:

- 89 team members have received employment, training, housing and discipleship.
- 100% of our graduates have achieved qualifications and entered employment.
- The programme has helped reduce reoffending rates – the Message Enterprise Centre's 10-year reoffending rate is just 13% compared to a national nine-year average of 75%. For many of those we work with who have reoffended, we also know through our continued contact with them that prison is not the end of their story.

This landmark anniversary was celebrated with a Message Business Network dinner event in February 2023. This was an event which supporters who have stood with us to help make enterprise work happen were invited to celebrate all that's been achieved. Attendees got to hear first-hand from team members, who have been part of our enterprise in the Message Enterprise Centre about the transformational impact programme has had on their lives. The guest speaker at the dinner was Sir John Timpson CBE, chairman of Timpson's, who shared a masterclass in upside down management and his experiences in business. The Message Business Network dinner also saw the opening of the larger Sharston Community Grocery store within the enterprise centre.

Demand for the **Community Grocery** in Sharston continues to increase, as more people find it difficult to put food on the tables amidst the soaring food costs and cost-of-living crisis in the UK. The scale of demand means that the grocery located within the Message Enterprise Centre now serves over 4,000 member families and helps keep them fed, whilst also being the location where wrap-around support courses run from. As member numbers grew, space within the initial store became limited, and a larger store space was required to meet surging demand. Around this time, the organisation renting the adjoining larger unit within the enterprise centre made the decision to vacate the premises and this provided the ideal opportunity to relocate the Community Grocery into the space. The new store was opened in February 2023, and the previous space repurposed into a dedicated courses room which now sees community events and support courses, each designed to help members and their families, running every day of the working week.

Growing food poverty has led to demand for further Community Grocery stores across the UK to continue to grow, so in response to this we have continued to open further stores during 2022/23. There are now 22 stores operating across the UK, each launched since September 2020 by The Message Trust in partnership with local churches, and there are plans to launch more stores in 2023/24. By the end of August 2023, more than 50,000 member families were relying on Community Grocery stores to keep their families fed.

MEC - OUR BUSINESSES (Continued)

The location of the Community Grocery next to **The Mess Café**, coupled with growing food offer, media coverage and increasingly positive Trip Advisor reviews saw the café's popularity continue to grow, and footfall continue to build. In early 2023, the positivity of reviews led to The Mess Café being rated the no.1 café in Manchester. Throughout the year further opportunities to ensure the café's efficiency were continually identified and implemented to help reduce costs.
Following the easing of all Covid restrictions, the **MEC Events** business was able to fully operate and host large-scale events such as live acoustic music nights, weddings and conferences again this year. As awareness of the MEC Events offering has grown we have received an increased number of enquiries and bookings for events, helping to increase the profitability of this area of our work. Tenants within the office space this year included the charity Early Essentials, Our Boards and Pure Innovations, with more tenants due to move into the space during 2023/24.

As in 2021/22, the work of the **MEC Building Services** has focused primarily on refurbishment and development projects this year, with the team undertaking projects both for The Message, the shop fitting of Community Grocery stores and the refurbishment of the MEC's rental properties. The team were again involved in the fit out of all the Community Grocery stores that opened this year, as well as continued work on the Sheffield Enterprise Centre in Woodseats and the renovation of the properties to be used by Message School of Evangelism students in 2023/24 due to the course taking on its largest ever intake.
Message School of Evangelism students were housed in MEC properties, with properties also being rented to Message School of Evangelism graduates, team members, some employees of The Message Trust as well as commercial rents.

Following conversations with our Community Grocery church partner in Telford, **Wedding Angels** was transitioned across to All Nations Church. This decision came at a time when demand for the services of the social enterprises had declined slightly locally and gave the church the opportunity to reach out into their community. The space occupied by Wedding Angels in the MEC was repurposed to be used by the Community Grocery.

As partnerships across the UK grow, our vision to expand our enterprise work into other areas of the UK, offering training and discipleship opportunities to team members remains and continued to grow. **Neal Street Espresso**, our speciality coffee shop in Covent Garden, continues to go from strength to strength. The quality of its coffee offer has made it popular with visitors, residents and workers in Covent Garden. A pipeline for team members continues to be developed and in 2022/23 new team members joined the team, we also celebrated the graduation of a team member from the Neal Street Espresso enterprise programme and the transformation that had taken place in his life. The function space within Neal Street Espresso continues to be popular with external clients and has been rented out for meetings and events throughout the year, including to clients who are committing to regular bookings. This provides an extra income stream and gives the opportunity to introduce our enterprise work to a wider audience.

As the financial stability of the activities associated with the Message Enterprise Centre has increased and the risk reduced, discussions began about transferring the activity to sit within The Message Trust, the charity that the Message Enterprise Centre is a subsidiary of. This transfer of the business activities took place in September 2023, however there are no current plans to close the Message Enterprise Centre charity.

MEC - SUPPORTER EVENTS AND FUNDRAISING

Many businesses and organisations have chosen to support the Message Enterprise Centre during the past year, and we are very grateful to them all. In February 2023, we celebrated 10 years of the Message Enterprise Centre with a Message Business Network (MBN) dinner which successfully shared the impact of our work and vision with supporters. To build on this, another MBN event is planned for 2023/24.

MEC Businesses: Outcomes against our 2022 – 2023 goals

MEC Businesses

- **To open the Mess Café 6 days a week, including Saturdays, and so increase gross profits**
  Achieved – the Mess Café was opening six days a week for a period of time during 2022/23 however team member availability and the income being received against expenditure meant that the café reverted to opening five days a week.

- **To employ another team member for Neal Street Espresso, and increase gross profits**
  Achieved – a new team member joined the team and the profitability of the Neal Street Espresso continued to grow during 2022/23.

- **For the events business to host 100 training bookings and 15 external events (e.g. weddings, conferences, parties)**
  Achieved – following the easing of Covid restrictions our events bookings have grown again with the Message Enterprise Centre hosting events of all sizes from training conferences and team aways days to weddings and leaving parties.

- **To provide accredited training to 4 team members**
  Ongoing – where team members have required accredited training this has been sourced externally, however the training requirements for a number of team members this year centred around skills that can be addressed through internal training.

MEC The Oaks

- **For each room to be occupied throughout the year by our Message School of Evangelism students**
  Ongoing – the Oaks was used to accommodate a number of students as required by the course numbers. The anticipated course growth for 2023/24 means we anticipate the property being at full capacity next year.

MEC Recruitment Pipeline

- **To recruit another 5 team members**
  Ongoing – new team members have continued to join the programme and we are still offering support to ex-offenders looking to turn their lives around, as well as increasingly to those who experience significant barriers to employment.

- **To train a further 50 new volunteers**
  Achieved – throughout 2022/23 new volunteers have given their time to not only serve in the Mess Café and our social enterprises but at the Community Grocery in Sharston too.

MEC - SUPPORTER EVENTS AND FUNDRAISING (Continued)

MEC Supporter events and fundraising

- **To host 2 business networking / fundraising events**
  Achieved – a Message Business Network event was held in February 2023 celebrating 10 years of the Message Enterprise Centre as well as a London vision night that informed supporters about our enterprise work.

CHARITABLE GIVING

The Message Trust group tithes a proportion of our unrestricted charitable income and gives it to other organisations and charities who share similar objectives to The Message. Our Parent charity The Message Trust donated £545k – see page 22, and our subsidiary the Message Enterprise Centre had £39 charitable giving this year (2022: £483).

GROUP FINANCIAL REVIEW

The 2023 accounts have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), as published January 2022.

The Trustees have taken the opportunity to review all The Message's key accounting policies to ensure that they continue to be in accordance with the requirements of the Charities SORP (FRS 102) and best accounting practice.

Whilst these steps have resulted in enhanced disclosures in the financial statements, it has not been necessary to make any significant amendments to key accounting policies.

Review of the year

While 2021/22 was a year of investing some of the Charities built-up reserves in the long-term future of The Message, as well as putting on the largest gospel outreach for a generation in Festival Manchester, 2022/23 was a year for consolidation and building organisational and financial resilience, whilst continuing to maximise the opportunities for sustainable growth.

We launched 4 new Community Grocery stores (2022: 9), in partnership with local churches across the UK using a revised financial model with more built-in resilience, including our first in London, while distributing c.6 million subsidised meals through our network of grocery stores to families struggling financially. We also planted 2 new Eden teams in deprived areas of the UK, ran 5 No More Knives tours in 49 schools, grew our intake for the Message School of Evangelism to 23 students, and reached 14,797 Advance groups meeting regularly by the end of the year.

Income

Income rose to £10.7m (2022: £8.6m), a highly positive outcome in the context of a challenging year financially for many. The growth in income was in part down to the increase in income from Gifts via Stewardship/CAF £3.2m (2022 £1.8m). Additionally, sales from The Community Grocery stores rose to £1.8m (2022: £1.3m), reflecting both the impact of our investment in new stores in the prior year and the rising demand for affordable food across the UK.

Total income from Donations and Legacies, including Gift Aid amounted to £7.8m (2022: £6.4m).

GROUP FINANCIAL REVIEW (continued)

Over half our total income, 50.6% (2022: 50.3%), came from donations by individuals (including Gift Aid) either directly or indirectly through an intermediary such as CAF or Stewardship.

A large proportion of these gifts were unrestricted 85.8% (2022: 77.1%), which has enabled the Trustees to be agile and use the funds for the nearest needs and opportunities during the year.

Evidently, The Message continues to rely on voluntary income, and donations from individuals in particular as its principal source of funding. It is the tremendous generosity of all the individuals who support us year after year, and continue to trust us to use their donations wisely, which is behind all the stories of lives transformed and the gospel of Jesus Christ being shared with people in schools, prisons, and communities, detailed throughout this report. The Trustees would like to extend their enormous gratitude and thanks to all our supporters that stood with us this year, this report is a testament to their kindness and generosity.

Gifts from Trust and Foundations increased to £1,190k (2022: £1,092k) which constitutes 15.3% (2022: 17.1%) of Donations. Gifts from individuals (including Gift Aid) decreased to £2,254k providing 29% of Donations (2022: £2,516k – 39.5%). Gifts via Stewardship/CAF were £3,158k – 40.6% (2022: £1,816k – 28.5%), while income from other organisations – Churches, Ministries and Business Supporters provided £379k – 4.9% (2022: £491k – 7.7%), income from Sponsored Events raised £298k – 3.8% (2022: £48k – 0.7%) whilst other sources including Grants and Legacies this year provided £497k – 6.4% (2022: £383k – 6.0%).

Income from Other trading activities, which support the charity, increased to £73k in 2023 (2022: £58k). The cost of Raising Funds in the financial statements amounted to £186k in 2023 (2022: £148k), as per Note 4a.

Other funds were generated through Charitable Activities, most notably Community Grocery £1.77m (2022: £1.28m), other Project Income (including the various Eden Partnerships and Prison projects) £68k (2022: £79k); Message School of Evangelism £50k (2022: £28k), Business Income from the Social Enterprise Businesses £496k (2022: £337k); Sundry Income £279k (2022: £232k); Rental Income £127k (2022: £134k) and Events £40k (2022: £42k).

Please note: The Message School of Evangelism is not an exclusively commercial operation, as the Trustees encourage both the training and facility to be used by the community.

Expenditure

Total Costs fell slightly to £10.5m (2022: £10.6m), of which Charitable activities (including associated support costs) was £10.3m (2022: £10.4m). The small reduction in spend this year was largely due to the difference on expenditure for Festival Manchester this year vs prior year £1k (2022: £1.2m), as the one-off outreach event finished in July 2022, off-set by £1.1m of increased costs for the Community Grocery network to £4.6m (2022: £3.5m), due to the increase in ongoing running costs for the stores from the new openings in prior year as well as increased costs of food and salaries due to inflationary uplifts.

The Charity was also able to spend £46k more on tithes compared to last year, £570,701 (2021-22 £499,421), to benefit other amazing ministries which share similar objectives to us but are working in different ways or in locations where The Message does not currently have a presence.

Governance costs of £23k (2022: £38k) includes the expenses associated with Trustee Board meetings, Trustee elections, maintaining our constitution, external audit and core executive management.

Net Income in the Year

The Income exceeded Expenditure (after gains on investments) in the year by £202,471 (2022: net expenditure £1.4m) which will support our work in future years. Hence in 2023 we have Net income on unrestricted funds of £268,342 (2022: £1.2m net expenditure) and Net expenditure on restricted funds of £65,871 (2022: £187k), after transfers and other recognised gains.

Balance Sheet

The Balance Sheet as at 31st August 2023 remained strong ensuring that the charity has the assets required to deliver its commitments to the community.

The additions to fixed assets for the group amounted to £83k (2022: £335k), of which additions for the Message Trust comprised of **Operational Equipment** – £14k (2022: £35k) which includes six display freezers for the community grocery stores and 2 x Mac computers for our Recording Studio at HQ; **Fixtures and Fittings** - £17k (2022: £12k) included a new boiler at HQ and a high security safe for Finance; the additions to **Leasehold Buildings** - £53k (2022: £241k) related to further refurbishment costs for the Yorkshire & Humberside Enterprise Centre in Woodseats, Sheffield. New **MEC Enterprise Equipment** cost £Nil (2022: £1k).

A further £500k was invested into The Message Trust's General Investment Account (GIA) during the year, which is the main reason for the increase in the Financial Investments figure from £1.02m to £1.53m in note 12.

Subsidiary undertakings

The Message Trust established a second subsidiary charitable company, in 2012, The Message Enterprise Centre (MEC), which is included in the consolidated accounts.

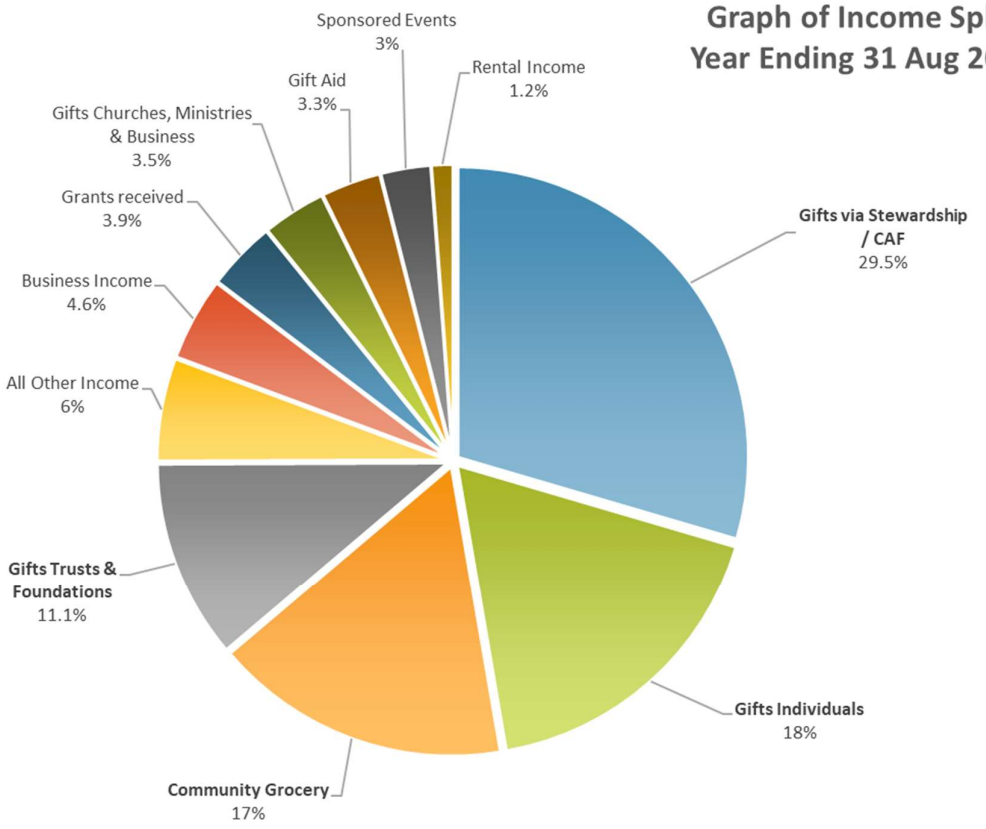
During 2013 The Message Trust established an associate – Eden Network Merseyside, which became a registered charity on 8 July 2013.

THE MESSAGE TRUST

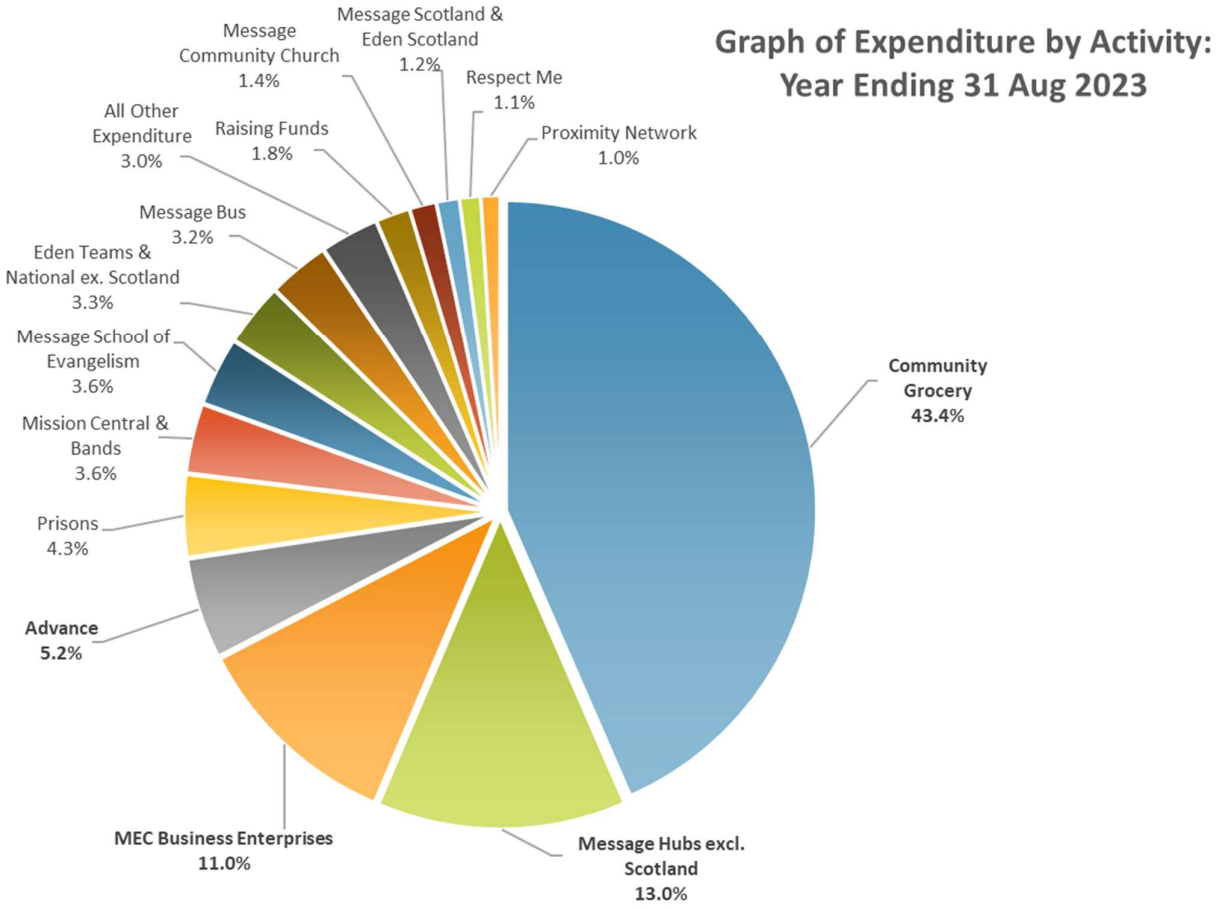
REPORT OF THE TRUSTEES

YEAR ENDING 31 AUGUST 2023

Graph of Income Split: Year Ending 31 Aug 2023



Graph of Expenditure by Activity: Year Ending 31 Aug 2023



Investment Powers and Policies

The Trustees have the power to invest surplus funds of the charity in investments, securities and property as they think fit. The current policy of the Trustees is to invest funds not required in the short term by the charity into a range of Treasury, Capital Bond and Instant Access or Fixed Term Deposit accounts which bear competitive rates of interest. Funds not required in the Medium to Long term are invested in a General Investment Account (GIA) through Juniper Wealth Management Ltd, the Trustees appointed Investment Manager. The Trustees have a written investment policy which considers the social, environmental and ethical impact of investments, as well as the types of securities to be invested in, the acceptable risk exposure, and expected time horizon for the charity's invested funds. Juniper are instructed to maintain the Charity's GIA in-line with this policy, which is reviewed periodically by the Trustees.

Reserves

The Trustees have adopted a reserves policy which they consider appropriate, to ensure the continuing ability of both The Message Trust and the Group to meet its objectives and obligations.

The total funds held by the Group at 31 August 2023 are £7,397,092 (2022: £7,194,621), of which £363,424 (2022: £429,297) are restricted and not available for the general purposes of the charitable group.

In order to be prudent, the Message Trust aims to accumulate, in general reserves, an amount equivalent to at least one month's staff costs (including Pension & NI), in August 2023 this was approx. £398k (2022: £384k). This is our minimum base level for reserves, however, given the degree of uncertainty in the economic climate at present we are currently holding reserves above this level. The amount of General Funds, excluding restricted and designated funds and fixed assets, freely available to spend on any of the charity's purposes as at 31 August 2023 was £676,968 (2022: £478,514) which is £279k (2022: £94k) in excess of the minimum reserves set out in our reserves policy.

We recognise that the long-term economic climate is still uncertain, and therefore the Trustees' have set revised financial budgets for the coming year, which they believe to be sustainable, with the help of our major donors. With this in mind, the Trustees have judged it appropriate to maintain the amount held in general reserves in line with this policy. Further details of the financial planning reviewed by the Trustees are in the going concern note on page 42.

The Trustees have continued to designate funds to underwrite future mission projects over the next 5 years. The Group has unrestricted funds at 31 August 2023, totalling £7,033,667 (2022: £6,765,324), of which £2,705,423 (2022: £2,900,336) has been designated for underwriting a variety of future mission projects by The Message Trust, and a further £3,651,276 (2022: £3,386,473) by The Message Enterprise Centre. A significant proportion of these designated funds are held in the form of buildings and other fixed assets, which are an ongoing resource for future mission projects across the group. The designated fund for Future Mission Projects can only be realised by disposing of £1,989,012 (2022: £2,165,290) the amount of tangible fixed assets and investment properties held by The Message Trust at 31 August 2023, whilst The Message Enterprise funds rely on the separate disposal of £3,600,876 (2022: £3,488,642) the amount of tangible fixed assets and investment properties held by The Message Enterprise Centre. Therefore, the total held by the Group for Future Mission Projects in the form of buildings and other fixed assets is £5,589,888 (2022: £5,653,932).

Grant making Policy

Grants are made to Eden Partners or to designated individuals directly associated with those Partnerships. Currently there are 22 partnerships in the UK (2022: 23 partnerships) in receipt of grants and work is ongoing to establish others. Part of the aims of The Message Trust are achieved through these partnerships, which employ full-time and volunteer youth and community workers. These workers seek to positively impact the people in their area, irrespective of religion, colour or background.

Student bursaries are also made to Message School of Evangelism students, who would otherwise not be able to finish their course. The Message School of Evangelism fulfils the objectives of the charity by providing training courses to Christian youth workers and others.

Remuneration Policy

The remuneration policy seeks to balance our Christian values and the need to attract and retain staff with appropriate qualifications and skills.
Our minimum wage is based on the Living Wage as set by the Living Wage Foundation, which is higher than the National Living wage as regulated by HMRC. The UK Leadership Team review the organisations pay scales by benchmarking against similar jobs in the North West and a London weighting is applied where appropriate. We review the retail price and consumer price indices for inflation on an annual basis, before deciding upon any annual increments for inflation. Individual staff salaries are reviewed annually, with mid-term reviews every 6 months. The Executive pay is set within the same pay grade structure. The Trustees set and approve the salary for the Chief Executive on an annual basis, by benchmarking against similar sized Charities with reference to the Association of Chief Executives of Voluntary Organisations (ACEVO) annual Pay and Equalities Survey. Details regarding employees with salaries above £60,000 can be found in note 7 of the Financial Statements.

Social Investment Policy

In order to provide appropriate affordable housing for our Message School of Evangelism Students during their one-year course, as well as providing refurbishment and building maintenance opportunities for our Message Enterprise Building Team Members the charity has adopted a policy of investing in local Wythenshawe properties, rather than renting properties from local landlords. This policy started in 2016 and has continued since then.

Principal Risks and Uncertainties

The Trustees have identified four principal risk areas for both The Message Trust and its subsidiary The Message Enterprise Centre. These cover potential risks to the reputation of both charities, financial sustainability, safeguarding of young people & vulnerable adults, and cyber security, arising from both internal and external factors. The principal financial sustainability risks present at the year-end are related to the sustained price rises and high levels of inflation across the UK which are increasing operational costs for the charity, limiting the disposable income of our donors and having an acute impact on our community grocery members, increasing the level of demand for our services. The Trustees have adopted a number of measures to counter each of these risks, to reduce the likelihood that they will adversely affect the charity. These strategies are reviewed periodically to ensure they remain effective and are considered sufficient measures to protect the charitable group, its staff, and beneficiaries from significant harm.

The Trustees assessment of these financial risks is discussed in more detail in the 'Going concern' note on page 42.

PLANS FOR FUTURE PERIODS

Goals for 2023/24
Our teams have set the following objectives, for the next financial year.

Creative Mission
- To complete at least 10 **No More Knives** Tours across the UK
- To reach 75,000 young people with the gospel through schools work, including **Respect ME** and **No More Knives** Tours
- To give at least 5,000 young people opportunities to respond to the gospel at evangelistic gigs following our schools work
- To deliver **Respect ME** lessons/courses to 25,000 young people across the UK
- Launch a new mission band who will take lessons into schools
- To have 30 young people regularly attending weekly **Genetik Sessions** at HQ (Sharston)
- To complete at least 40 **Message Bus** sessions

Community Transformation
- Launch 2 new **Eden** teams
- Recruit at least 12 new **Eden** team members
- Run **Proximity Conference** for urban missionaries and see at least 300 attending
- Run at least 2 **Love Where U Live** social action mission weeks in our hubs
- To open another 4 **Community Grocery** stores across the UK
- To reach 55,000 members of our **Community Grocery** stores nationwide
- To see 300,000 shopping visits to our stores by **Community Grocery** members
- Distribute the equivalent of 5.5 million meals to our **Community Grocery** members

Prisons & Enterprise
- Continue discussions and preparations to expand work into 2 more UK **Prisons** this year
- Connect over 2,500 times with prisoners and see 100 first time commitments to Jesus

Equipping & Training
- Have 25,000 **Advance** groups established in 100 nations
- Reach 150,000 **Advance** group members internationally
- Have 100 **Advance** Ambassadors established across the globe
- Host a Global **Advance** Day in January 2024 and launch at least 700 groups off the back of it
- Welcome 30 students on the **Message School of Evangelism** course in September 2023
- Run two **Advance The Scattering** mission weeks in summer 2024

MEC Businesses and fundraising
Since the operations of the MEC transferred to the parent charity, The Message Trust, in September 2023, the goals below will remain but will be outworked by The Message Trust and reported on in their 2023-24 Annual report and Financial Statements.
- To employ another team member for **Mess Café**, and increase gross profits
- To employ another team member for **Neal Street Espresso**, and increase gross profits
- For the events business to host 100 training bookings and 15 external events (e.g. weddings, conferences, parties)
- To continue providing accredited training to 4 team members
- To host 2 business networking / fundraising events

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2023

DIRECTORS AND TRUSTEES

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.
The trustees serving during the year and since the year-end were as follows:

G.J. Haynes
A L Orr-Ewing
R.D. White
A.C. Leakey
J.A. Wainwright (resigned 20 March 2023)
Dr L. Neilson (appointed 14 December 2023)

RELATED PARTIES

A summary of transactions with related parties is set out in note 17 of the financial statements.

TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Message Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally 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 the group at the end of the year and of the income and expenditure for the year then ended.

In preparing those financial statements, the Trustees are required to select suitable accounting policies, as described on pages 42 to 46, and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees also confirm that:

- as far as they are aware there is no relevant audit information of which the charity's auditors are unaware; and
- they have taken all steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The annual report was approved by trustees of the charity on 29 May 2024 and signed on its behalf by:

Gordon Haynes (Chairman)
Date: 29 May 2024

THE MESSAGE TRUST

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST

Opinion

We have audited the financial statements of The Message Trust 'the parent charitable company' and its subsidiary "the group" for the year ended 31 August 2023 which comprise the Consolidated Statement of Financial Activities including the Consolidated Income and Expenditure Account, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes 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 FRS 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 group's and of the parent charitable company's affairs as at 31 August 2023 and of the group's incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006, (as amended in 2010).

Basis for opinion

We conducted our audit in accordance with International Standards on 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 group and parent charitable company 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 the provisions available for small entities, in the circumstances set out in the Trustees' Responsibilities on page 34, 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 parent charitable company and the group financial statements, we have concluded that the director's 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 parent's and group's ability to continue as a going concern for a period of at least 12 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 other information comprises the information included in the annual report, including the trustees' report, other than the financial statements and our auditor's report thereon. The trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the other information. 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.

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 course of the audit, or otherwise appears to be materially misstated. If we identify such material this gives rise to a material misstatement in the financial statements themselves. 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 that 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 report of the Trustees which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company and the group financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for 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 trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 34, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 the trustees 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 charitable company's and the group 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In identifying and addressing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of laws, regulations and guidance that affect the charitable company, focusing on those that had a direct effect on the financial statements or that had a fundamental effect on its operations. Key laws, regulations and guidance that we identified included the Companies Act 2006, tax legislation, health and safety legislation, Charities Act England & Wales, Charities Act Scotland and employment legislation.

- We enquired of the Trustees and reviewed correspondence and Trustee meeting minutes for evidence of non-compliance with relevant laws and regulations. We also reviewed controls the Trustees have in place, where necessary, to ensure compliance.

- The risk of fraud and non-compliance with laws and regulations was discussed within the audit team and tests were planned and performed to address these risks.

- We reviewed financial statements disclosures and supporting documentation to assess compliance with relevant laws and regulations discussed above.

- We enquired of the Trustees about actual and potential litigation and claims.

- We performed analytical procedures to identify any unusual or unexpected relationships that might indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud due to management override of internal controls we tested the appropriateness of journal entries and assessed whether the judgements made in making accounting estimates were indicative of a potential bias.

- We gained an understanding of the controls that the Trustees have in place to prevent and detect fraud. We enquired of the Trustees about any incidences of fraud that had taken place during the accounting period.

Due to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing fraud or non-compliance with laws and regulations and cannot be expected to detect all fraud and non-compliance with laws and regulations.

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/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and trustees those matters we are required to state to 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 parent charitable company, parent charitable company's members as a body and the parent charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Beever and Struthers

Sue Hutchinson FCCA (Senior Statutory Auditor)
For and on behalf of
BEEVER AND STRUTHERS
Statutory Auditor
One Express
1 George Leigh Street
Manchester
M4 5DL

Date: 30 May 2024

THE MESSAGE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING AN INCOME AND EXPENDITURE ACCOUNT) YEAR ENDING 31 AUGUST 2023

	Note	Unrestricted Funds £	Restricted Funds £	**Total 2023 £**	Total 2022 £
INCOME					
Donations and Legacies	3a	5,595,254	2,180,311	**7,775,565**	6,373,012
Income from Charitable activities	3b	2,812,313	14,028	**2,826,341**	2,136,499
Income from Other trading activities	3c	69,496	3,061	**72,557**	57,782
Investment Income	3d	19,651	-	**19,651**	17,980
TOTAL INCOME		8,496,714	2,197,400	**10,694,114**	8,585,273
EXPENDITURE					
Raising Funds	4a	186,126	-	**186,126**	147,551
Charitable Activities	4b	7,478,743	2,835,741	**10,314,484**	10,425,504
TOTAL EXPENDITURE		7,664,869	2,835,741	**10,500,610**	10,573,055
Net (Expenditure) / Income before Investment gains		831,845	(638,341)	**193,503**	(1,987,782)
Net gains on investments	12	8,966	-	**8,966**	621,108
NET (EXPENDITURE) / INCOME		840,811	(638,341)	**202,470**	(1,366,674)
NET INCOME / (EXPENDITURE) BEFORE TRANSFERS		840,811	(638,341)	**202,470**	(1,366,674)
Transfers between Funds	18	(572,469)	572,469	-	-
NET MOVEMENT IN FUNDS		268,342	(65,872)	**202,470**	(1,366,674)
Total Funds Brought Forward		6,765,324	429,297	**7,194,621**	8,561,295
TOTAL FUNDS CARRIED FORWARD		7,033,666	363,425	**7,397,091**	7,194,621

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 42 to 61 form an integral part of these financial statements.

THE MESSAGE TRUST

CONSOLIDATED & CHARITY BALANCE SHEETS

AS AT 31 AUGUST 2023

	Note	**The Message Group 2023**	The Message Group 2022	**The Message Trust 2023**	The Message Trust 2022
		£	£	**£**	£
FIXED ASSETS					
Tangible fixed assets	11	**723,670**	868,632	**669,175**	774,990
Investments	12	**4,866,218**	4,785,300	**1,324,837**	1,395,300
		5,589,888	5,653,932	**1,994,012**	2,170,290
CURRENT ASSETS					
Investments	12	**1,527,428**	1,018,462	**1,527,428**	1,018,462
Stocks	13	**246,458**	144,184	**235,347**	137,429
Debtors	14	**511,105**	464,524	**440,689**	458,399
Cash at bank and in hand	15	**412,313**	683,857	**317,732**	654,868
		2,697,304	2,311,027	**2,521,196**	2,269,157
CREDITORS: Amounts falling due within one year	16	**(890,101)**	(770,338)	**(769,392)**	(633,302)
NET CURRENT ASSETS		**1,807,203**	1,540,689	**1,751,804**	1,635,856
TOTAL ASSETS LESS CURRENT LIABILITIES		**7,397,091**	7,194,621	**3,745,815**	3,806,146
NET ASSETS		**7,397,091**	7,194,621	**3,745,815**	3,806,146
FUNDS OF THE CHARITY					
Restricted Income Funds	18a	**363,425**	429,297	**363,425**	427,297
Unrestricted Income Funds	18b	**7,033,666**	6,765,324	**3,382,390**	3,378,849
TOTAL FUNDS		**7,397,091**	7,194,621	**3,745,815**	3,806,146

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The notes on pages 42 to 61 form an integral part of these financial statements, which were approved and authorised for issue by the Trustees on 29 May 2024 and signed on their behalf by:

Andrew Leakey (May 29, 2024 18:03 GMT+1) ..... Andrew Leakey, Trustee

..... Gordon Haynes, Trustee

Company Registration Number 03961183

THE MESSAGE TRUST

CONSOLIDATED STATEMENT of CASH FLOWS
YEAR ENDING 31 AUGUST 2023

The Message Group	Note	**2023**	2022
Cash flows from operating activities		**£**	£
Net movement in funds		202,470	(1,366,674)
Adjustments to cash flows from non-cash items			
Depreciation		215,628	230,675
(Profit) on disposal of tangible fixed assets		(896)	(2,389)
Investment Income		(19,651)	(17,980)
(Increase) in valuation of investments		0	(602,646)
(Increase) in valuation of financial investments		(8,966)	(18,462)
		388,585	(1,777,475)
Working capital adjustments			
(Increase) in stocks		(102,274)	(57,140)
(Increase) in debtors		(46,581)	(149,641)
Increase in creditors		61,773	157,095
Increase in deferred income		57,990	6,119
Net cash flows from operating activities		359,493	(1,821,043)
Cash flows from investing activities			
Interest receivable and similar income		19,651	17,980
Proceeds of sale of tangible fixed assets		13,691	601
Purchase of intangible fixed assets		-	3,542
Purchase of tangible fixed assets		(83,461)	(334,736)
Purchase of investments		(260,918)	(522,654)
Purchase of financial investments		(500,000)	(1,000,000)
Sale of investment		180,000	-
Net cash flows from investing activities		(631,037)	(1,835,267)
Net increase in cash and cash equivalents		(271,544)	(3,656,309)
Cash and cash equivalents at 1 September		683,857	4,340,166
Cash and cash equivalents at 31 August		412,313	683,857
Cash at Bank and in hand	15	412,313	683,857

All the cash flows are derived from continuing operations during the two periods above.

The notes on pages 42 to 61 form an integral part of these financial statements.

1. ACCOUNTING POLICIES

Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts (financial statements) have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2019, with the Charities Act 2022, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS102. The Charity exists for the benefit of the public through the promotion of Christian values and spiritual development, providing education, mentoring and enterprise services, in particular to those who have poor employment potential.

Financial statements

The financial statements are presented in GBP and rounded to the nearest £. The accounts include all transactions, assets and liabilities for which the charity is responsible in law.

Group financial statements

These financial statements consolidate the results of the charity and its wholly owned subsidiaries The Message Trading Company Limited and The Message Enterprise Centre on a line-by-line basis, up to 31 August 2023. A separate Statement of Financial Activities, or income and expenditure account and Statement of Cash Flows for the charity itself is not presented, because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. The results of the parent charity are detailed in note 9.

It is the charity's policy to write off any deficit on consolidation to reserves.

Disclosure exemptions

The parent charity satisfies the criteria of being a qualifying entity as defined in FRS 102. As such advantage has been taken of the following reduced disclosures available under FRS 102:

- No cash flow has been presented for the parent charity

Going concern

The Trustees of the Group consider that there are no material uncertainties related to events or conditions that cast significant doubt on the ability of the Message Trust to continue to operate as a going concern. This conclusion has been reached after reviewing the Charity's financial position, the levels of reserves and cash, including general funds available to the Charity, and the two-year financial forecast.

Sustained price rises due to high inflation and further strain on individuals income from continued fiscal drag, are increasing both the operational costs of the charity and the demand for our charitable services (particularly in our Community Grocery stores which are in some of the UKs most deprived areas), as well as potentially slowing growth in fundraising income in the short-term. The Trustees have considered these factors in their assessment and believe that the charity is well-placed to manage their impact and risks successfully following a cost-cutting exercise during the 2023/24 annual budget process, a review and implementation of modest price increases where the charity charges for its goods and services (particularly in the Community Grocery), it's fundraising strategy and policy to maximise the benefit of increased interest rates on the charity's held cash reserves. Consequently, The Trustees are confident that the group will continue as a going concern for the foreseeable future, and therefore, continue to adopt the going concern basis of accounting in preparing the annual financial statements.

Post year-end, in September 2023, the activities of The Message Enterprise Centre transferred to The Message Trust including the Mess Café and Neal Street Espresso as well as the general operating costs of the Enterprise Centre, however there are no current plans to close the Message Enterprise Centre charity. The subsidiary continues to have the full support of its parent charity, having all its Trustees in common with the parent charity.

Key Judgements and sources of estimation uncertainty
In the application of the charity's accounting policies the Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other relevant factors, including reasonable expectations of future events. However, because balances cannot be determined with certainty, actual results may differ from these estimates and assumptions. The main areas which involve such estimates and judgements include the useful lives of fixed assets and the valuation of the Group's investment properties.

The carrying value and annual depreciation charges for tangible assets are sensitive to changes in the estimated useful economic lives and residual values of the assets, which are reviewed annually for their current condition and economic utilisation and amended when necessary to reflect current estimates. Impairment on tangible fixed assets is evaluated when an asset is held for sale. See note 11 for the carrying amount of the tangible fixed assets.

The Trustees have based the Group's investment property valuations on observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset, combined with comparison to movements in Housing Price Indices since their last independent professional valuation – see note 12 for details.

INCOME

Recognition of income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the Trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Offsetting
There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the Charities SORP (FRS 102) or FRS 102.

Donations and Grants
Donations and grants are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 Charities SORP (FRS102)).

In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 Charities SORP (FRS 102)).

Income is deferred only when there are conditions to fulfil before becoming entitled to it and where the donor has specified that the income is to be expended in a future period.

Legacies
Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.

Tax reclaims on donations and gifts
Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Contractual income
This is only included in the SoFA once the charity has provided the related goods or services.

Donated goods
Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so. The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable. Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities
Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Volunteer help
The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report.

Income from interest and royalties
This is included in the accounts when receipt is probable, and the amount receivable can be measured reliably.

Investment gains and losses
This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.

EXPENDITURE and LIABILITIES

Liability recognition
Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs
Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Grants with performance conditions
Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions
Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation is recognised.

Creditors
The charity has creditors which are measured at settlement amounts less any trade discounts.

Basic financial instruments
The charity accounts for basic financial instruments on initial recognition at cost. Subsequent measurement is at fair value (their market value)

ASSETS

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year and cost at least £1,000 (Prior to 1 September 2021, if they cost at least £500). They are valued at cost.

Depreciation is provided in equal annual instalments over the estimated useful lives of the assets and is calculated on the cost or valuation of the assets.

The following annual rates are used:

Leasehold Property	20%
Other Buildings:	
– Log Cabin	5%
– Community Grocery	10%
Operational Equipment	25%
Fixtures and Fittings	25%
Motor Vehicles	25%

Depreciation is first charged in the quarter following acquisition and up to the month of disposal.
No provision is made for the increased cost of tangible fixed assets.

Investments

Investments are valued at initially at cost and subsequently at fair value (their market value) at the year end, unless fair value cannot be measured reliably in which case it is measured at cost less impairment.

Investments held for resale (or pending their sale) or which are realisable as cash within less than 1 year, and cash and cash equivalents with a maturity date of less than 1 year are treated as current asset investments.

Investment properties

Investment properties are carried at fair value, derived from the current market prices for comparable real estate determined by external valuers, with properties being valued on a rolling basis every five years. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair values are recognised in profit or loss.

Stocks and work in progress

Stocks held for sale as part of non-charitable trade are measured at the lower of cost or net realisable value. Cost is determined using the First-in, First-out (FIFO) methodology.

Goods or services provided as part of a charitable activity are measured at net realisable value based on the service potential provided by items of stock.

Work in progress is valued at cost less any foreseeable loss that is likely to occur on the contract.

Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Funds

Funds held by the charity are either:

Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds

These are unrestricted funds that have been earmarked for a particular project. This designation is for administrative purposes only and does not restrict the Trustees' discretion to apply the fund within the objects of the charity.

Restricted funds

These are funds that 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Operating leases

Rentals payable under operating leases are charged to the Statement of Financial Activities in equal annual instalments over the term of the lease.

Pension costs and other benefits

The pension costs charged in the financial statements represent the contributions payable by the company during the period in accordance with FRS 102. The charity provides a defined contribution scheme for staff.

2. LEGAL STATUS OF THE CHARITY

The Message Trust charity is a private company limited by guarantee, incorporated in England and Wales, and consequently has no share capital. The registered office is Lancaster House, Harper Road, Manchester, M22 4RG. The liability of each member in the event of winding-up the company is limited to £1.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2023

3. INCOME

The Message - Group	Unrestricted Funds Total £	Restricted Funds Total £	**TOTAL 2023** £	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2022 £
3a Donations and Legacies						
Gifts Individuals	1,360,575	538,514	**1,899,089**	1,478,390	635,819	2,114,209
Gifts via Stewardship / CAF	3,068,687	89,654	**3,158,341**	1,590,180	225,691	1,815,871
Gifts Churches, Ministries & Business	155,334	223,548	**378,882**	107,694	383,156	490,850
Gifts Trusts & Foundations	458,214	731,820	**1,190,034**	516,267	576,174	1,092,441
Gifts International Hubs	-	-	-	26,875	-	26,875
Government Grants	(4,019)	80,357	**76,338**	131,963	26,938	158,901
Gift Aid	216,278	138,911	**355,189**	273,978	128,206	402,184
Grants received	106,000	306,676	**412,676**	62,078	161,200	223,278
Sponsored Events	226,696	70,831	**297,527**	9,394	38,149	47,543
Legacies	7,489	-	**7,489**	860	-	860
	5,595,254	2,180,311	**7,775,565**	4,197,679	2,175,333	6,373,012
3b Income from Charitable Activities						
Project Income	53,725	14,028	**67,753**	75,493	3,276	78,769
Community Grocery	1,766,300	-	**1,766,300**	1,284,632	-	1,284,632
Message School of Evangelism	50,075	-	**50,075**	27,930	-	27,930
Business Income	496,165	-	**496,165**	336,802	-	336,802
Rental Income	127,457	-	**127,457**	133,631	-	133,631
Event Income	39,694	-	**39,694**	42,399	-	42,399
Sundry Income	278,897	-	**278,897**	220,777	11,559	232,336
	2,812,313	14,028	**2,826,341**	2,121,663	14,835	2,136,499
3c Income from Other trading activities						
Merchandise Sales	8,375	-	**8,375**	20,641	-	20,641
Fundraising Events	80	2,135	**2,215**	35	1,040	1,075
Charity Sponsorship	51,250	-	**51,250**	30,000	-	30,000
Speakers Gifts	6,769	-	**6,769**	4,940	-	4,940
Media Creative Income	250	-	**250**	-	-	-
Other Sales Income	2,772	926	**3,698**	1,126	-	1,126
	69,496	3,061	**72,557**	56,743	1,040	57,782
3d Investment Income						
Bank Interest Received	19,651	-	**19,651**	17,980	-	17,980
	19,651	-	**19,651**	17,980	-	17,980
TOTAL INCOME	8,496,714	2,197,400	**10,694,114**	6,394,066	2,191,209	8,585,273

Many volunteers give freely of their time in the service of our Lord for the Trust, the value of which is unquantifiable.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2023

4. EXPENDITURE

	Staff	Depreciation	Project Costs	**Total Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2023**	Total 2022
	£	£	£		£	£	£	**£**	**£**	£
4a Raising Funds										
Fundraising - Donations	57,276	-	116,847	**174,123**	-	-	-	**-**	**174,123**	134,108
Fundraising - Events	-	-	310	**310**	-	-	-	**-**	**310**	24
Trading Activities	-	-	11,693	**11,693**	-	-	-	**-**	**11,693**	13,419
	57,276	-	128,850	**186,126**	-	-	-	-	**186,126**	147,551
4b Charitable Activities										
Unrestricted Funds										
Eden Regions	-	-	53,396	**53,396**	66,189	4,809	56,455	**127,453**	**180,849**	265,015
Eden Scotland	-	-	20,444	**20,444**	5,655	411	4,823	**10,889**	**31,333**	12,009
Message Bus	82,883	250	62,060	**145,193**	60,209	4,374	51,354	**115,937**	**261,130**	144,195
Message Hubs	154,066	17,815	70,415	**242,296**	258,806	18,801	220,741	**498,348**	**740,644**	495,610
Mission Central	68,664	-	22,453	**91,117**	44,304	3,218	37,788	**85,310**	**176,427**	151,369
Events	-	3,083	62,757	**65,840**	18,560	1,346	15,830	**35,736**	**101,576**	(14,971)
Message School of Evangelism	59,601	214	163,847	**223,662**	67,297	4,889	57,399	**129,585**	**353,247**	158,653
Studio Sessions	27,540	1,856	1,065	**30,461**	8,636	627	7,366	**16,629**	**47,090**	62,006
Message Bands	85,222	214	28,740	**114,176**	33,616	2,442	28,670	**64,728**	**178,904**	329,268
Advance	-	-	155,769	**155,769**	99,234	7,209	84,639	**191,082**	**346,851**	449,318
Respect Me	54,193	282	10,892	**65,367**	20,523	1,491	17,504	**39,518**	**104,885**	66,105
Prisons	27,949	-	12,820	**40,769**	80,900	5,877	69,002	**155,779**	**196,548**	99,537
Proximity	16,287	316	8,162	**24,765**	18,633	1,354	15,892	**35,879**	**60,644**	27,565
Message Live	-	733	2,850	**3,583**	1,182	86	1,008	**2,276**	**5,859**	64,422
Love Wythenshawe	-	-	-	**-**	-	-	-	**-**	**-**	6,835
Love Where You Live	-	-	868	**868**	287	21	245	**553**	**1,421**	-
Community Grocery	-	31,546	1,806,257	**1,837,803**	838,724	60,928	715,366	**1,615,018**	**3,452,821**	2,806,927
Festival Manchester	-	-	385	**385**	107	8	91	**206**	**591**	443,369
Message Community Church	-	-	32,218	**32,218**	26,215	1,904	22,359	**50,478**	**82,696**	35,040
Other Projects	6,632	-	35,385	**42,017**	-	-	-	**-**	**42,017**	380,763
Street Pastors	-	-	7,838	**7,838**	6,928	503	5,909	**13,340**	**21,178**	40
MEC Business Enterprises	225,165	1,901	758,859	**985,925**	46,017	37,244	-	**83,261**	**1,069,186**	1,181,253
Governance	-	-	14,130	**14,130**	-	-	8,716	**8,716**	**22,846**	37,500
	808,202	58,210	3,331,610	**4,198,022**	1,702,022	157,542	1,421,157	**3,280,721**	**7,478,743**	7,201,828
Total Expenditure Unrestricted	865,478	58,210	3,460,460	**4,384,148**	1,702,022	157,542	1,421,157	**3,280,721**	**7,664,869**	7,349,379

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2023

4. EXPENDITURE (continued)

4b Charitable Activities

Restricted Funds

	Staff	Depreciation	Project Costs	**Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2023**	Total 2022
	£	£	£		£	£	£	£	£	£
Eden National	40,835	-	20,274	**61,109**	-	-	-	-	**61,109**	139,600
Eden Manchester	-	-	29,451	**29,451**	-	-	-	-	**29,451**	20,389
Eden Yorkshire	-	-	11,804	**11,804**	-	-	-	-	**11,804**	3,107
Eden North West	-	-	31,514	**31,514**	-	-	-	-	**31,514**	19,251
Eden North East	-	-	18,189	**18,189**	-	-	-	-	**18,189**	393
Eden West Midlands	-	-	-	**-**	-	-	-	-	**-**	3,278
Eden East Midlands	-	-	12,000	**12,000**	-	-	-	-	**12,000**	101
Eden London	-	-	1,236	**1,236**	-	-	-	-	**1,236**	2,930
Eden Scotland	-	-	20,582	**20,582**	-	-	-	-	**20,582**	-
Eden Wales	-	-	-	**-**	-	-	-	-	**-**	180
Message Bus	52,346	-	20,122	**72,468**	-	-	-	-	**72,468**	209,342
Message North West	22,654	-	3,289	**25,943**	-	-	-	-	**25,943**	56,601
Message North East	95,674	-	13,646	**109,320**	-	-	-	-	**109,320**	100,493
Message Yorkshire	58,106	-	64,707	**122,813**	-	-	-	-	**122,813**	145,695
Message West Midlands	57,954	-	17,858	**75,812**	-	-	-	-	**75,812**	75,432
Message East Midlands	23,443	-	17,971	**41,414**	-	-	-	-	**41,414**	42,633
Message London	78,658	-	22,053	**100,711**	-	-	-	-	**100,711**	105,163
Message Scotland	70,948	-	1,309	**72,257**	-	-	-	-	**72,257**	84,284
Message Wales	100,210	-	44,832	**145,042**	-	-	-	-	**145,042**	196,506
Mission Central	16,091	-	-	**16,091**	-	-	-	-	**16,091**	15,830
Events	-	-	1,261	**1,261**	-	-	-	-	**1,261**	1,174
Message School of Evangelism	-	-	19,620	**19,620**	-	-	-	-	**19,620**	3,490
Studio Sessions	760	-	-	**760**	-	-	-	-	**760**	768
Message Bands	7,345	-	-	**7,345**	-	-	-	-	**7,345**	2,267
Advance	117,654	-	85,317	**202,971**	-	-	-	-	**202,971**	47,585
Respect Me	8,825	-	-	**8,825**	-	-	-	-	**8,825**	13,378
No More Knives	22	-	44,093	**44,115**	-	-	-	-	**44,115**	10,540
Prisons	244,125	-	7,568	**251,693**	-	-	-	-	**251,693**	187,123
Proximity	42,594	-	-	**42,594**	-	-	-	-	**42,594**	32,442
Message Live	-	-	690	**690**	-	-	-	-	**690**	570
Love Wythenshawe	2,361	-	6,479	**8,840**	-	-	-	-	**8,840**	-
Love Where You Live	-	-	171	**171**	-	-	-	-	**171**	340
Community Grocery	1,032,657	-	76,846	**1,109,503**	-	-	-	-	**1,109,503**	727,370
Festival Manchester	-	-	-	**-**	-	-	-	-	**-**	785,708
Message Community Church	39,633	-	22,918	**62,551**	-	-	-	-	**62,551**	34,556
Street Pastors	14,629	-	2,578	**17,207**	-	-	-	-	**17,207**	16,233
Business Enterprises	3,414	-	-	**3,414**	-	-	-	-	**3,414**	8,061
MEC Neal Street Café	5,841	-	-	**5,841**	-	-	-	-	**5,841**	10,547
MEC Apprentice Funding	80,584	-	-	**80,584**	-	-	-	-	**80,584**	98,410
MEC The Oaks	-	-	-	**-**	-	-	-	-	**-**	13,243
MEC Properties	-	-	-	**-**	-	-	-	-	**-**	7,663
Total Restricted Funds (*)	2,217,363	-	618,378	**2,835,741**	-	-	-	-	**2,835,741**	3,223,676
(*) includes Grants see note 5										
Total Expenditure Restricted	2,217,363	-	618,378	**2,835,741**	-	-	-	-	**2,835,741**	3,223,676
TOTAL EXPENDITURE	3,082,840	58,210	4,078,838	**7,219,889**	1,702,022	157,542	1,421,157	**3,280,721**	**10,500,610**	10,573,055

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2023

5. GRANTS - Payable in furtherance of the charity's objects

Grants given to Organisations:			Total	
Partnerships - Overseas		**2023**	**2023**	2022
		£	**£**	£
	Advance	**3,930**		27,022
	Message Canada	**8,250**		25,544
	Message Germany	**21,668**		41,019
	Eden Chemnitz (Germany)	**17,850**		26,400
	Message South Africa	**56,500**		15,000
	Eden Salt River (Message South Africa)	**250**		-
Total Partnership Grants		**108,448**		134,984
Eden Teams - UK				
Eden Teams North West	Eden Farnworth	**12,525**		8,350
	Eden Westwood	**7,500**		11,000
	Eden Central Drive	**5,000**		10,000
	Eden Wythenshawe Park	**4,245**		16,982
	Eden Orford	**10,000**		10,000
	Eden Kensington	**16,514**		21,100
			55,784	
Eden Merseyside	Eden Birkenhead	**-**		1,000.00
			-	
Eden Teams Midlands				
West Midlands	Eden Whitmore Reans	-		2,630
East Midlands	Top Valley	**18,591**		27,887
			18,591	
Eden Teams North East	Eden Redcar	**12,806**		21,015
	Eden Southbank	**13,875**		-
	Eden Hexham	**12,000**		12,000
			38,681	
Eden Teams Scotland	Eden Dumbarton	**20,341**		12,009
			20,341	
Eden Teams Yorkshire	Eden Jordanthorpe	**11,592**		-
			11,592	
Total Eden Team Grants		**144,989**		153,973
	The Ramp (Festival Manchester)	**-**		4,000
	Luis Palau Association (Festival Manchester)	**50,000**		14,783
	Destinity Church (Community Grocery)	**50**		-
Total Grants given to Organisations		**303,487**		307,740

Grants to Individuals:	**2023**	2022
Bursaries	**£**	£
Message School of Evangelism Student Bursaries	**32,426**	4,285
Advance Ambassadors	**-**	52,135
Total Grants given to Individuals	**32,426**	56,420
Total Grants:	**335,913**	364,160

The Message Trust works in partnership with, and makes grants to, autonomous Eden Partners, who look to The Message Trust for support and guidance on best practice in work with young people.
These grants are included within Project Costs across several activities in Note 4 above, including Eden Teams – Restricted and Unrestricted Funds, Other Projects and Message Hubs.

6. NET INCOME

This is stated after charging / (crediting):	**2023**	2022
	£	£
Auditors' remuneration	**21,823**	20,564
Depreciation of owned assets	**215,628**	230,675
Loss on disposal of assets	**11,243**	247
Profit on disposal of assets	**(896)**	(386)
Rentals under operating leases		
Building lease	**33,000**	33,000
School of Evangelism & other accommodation Leases	**118,688**	50,650
Hire of motor vehicles & equipment	**219,480**	94,650

7. INFORMATION REGARDING TRUSTEES AND EMPLOYEES

Employee costs during the year:	**2023**	2022
	£	£
Wages and salaries	**4,175,814**	4,002,892
Social security costs	**371,050**	363,519
Pension costs	**236,310**	211,059
	4,783,174	4,577,470

The monthly average number of persons (including the Executive Directors) employed by the group during the year was as follows:

Average number of staff employed:	**No.**	No.
Charitable Activities	**125**	131
Cost of Generating Funds	**3**	3
Governance / Management	**4**	4
Others - Support	**49**	42
	181	180

Employee costs during the year:	**No.**	No.
Employee earning £60,000 - £70,000	**2**	**2**
Employee earning £70,001 - £80,000	**-**	-
Employee earning £80,001 - £90,000	**1**	**1**

Amounts paid or Reimbursed to Trustees in their capacity as Trustees - £Nil (2022: £Nil)
The key management personnel are defined as the Trustees, CEO and other Executive Directors in office during the year. Their total remuneration for the year was £380,202 (2022 £365,104).

8. TAX ON SURPLUS ON ORDINARY ACTIVITES

	2023	2022
	£	£
Corporation tax based on the results of the Trading Company for the year at Nil% (2022: Nil%)	-	-
	-	-

The Message Trust is a registered charity and is therefore exempt from taxation on its charitable activities.

9. FINANCIAL PERFORMANCE OF THE CHARITY

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent company is not presented as part of these financial statements. The parent company's gross income for the year was £9,853,417 (2022: £7,968,897) and the net expenditure for the year amounted to (£60,331) (2022: (£1,599,953))

10. INVESTMENTS IN SUBSIDIARY COMPANIES

a. COMMERCIAL TRADING OPERATIONS AND INVESTMENT IN TRADING SUBSIDIARY

The wholly owned trading subsidiary, The Message Trading Company Limited, company number 03863509**,** which is incorporated in the United Kingdom, aims to pay all its profits to the charity by gift aid. The charity owns the entire issued share capital of 5,000 ordinary shares of £1 each. The Trading Company did not trade in the year 2023 (& in the year 2022).

The net assets of the trading subsidiary are £5,000 (2022: £5,000).

b. THE MESSAGE ENTERPRISE CENTRE

The Message Enterprise Centre is a charitable company and a wholly owned subsidiary of The Message Trust. The Message Enterprise Centre accounts are consolidated in the group accounts of The Message Trust. The, separately filed, accounts of The Message Enterprise Centre, are available to view on The Charity Commission web-site – Registered Charity Number 1147287 and Company Number 07892774.

The gross income for the year of The Message Enterprise Centre is £1,430,855 (2022: £1,243,282) and the net movement in funds for the year is £262,804 (2022: £263,278). The total funds held by the subsidiary charity at 31 August 2023 is £3,651,277 (2022: £3,388,473).

The Message Enterprise Centre holds investments at 31 August 2023 totalling £3,546,381 (at 31 August 2022: £3,395,000), namely The Oaks and currently 14 Other Residential Properties (2022: 13 Other Properties).

The Oaks and Residential Properties are maintained by the Building Services Team and housed in total 47 people (2022: 32 people), including 23 Message School of Evangelism (MSE) students; 12 Message staff; and 12 Other (2022: 16 Message School of Evangelism students, 8 Message staff; 8 Other).

11. TANGIBLE FIXED ASSETS

The Message - Group	Leasehold Buildings	Other Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
	£	£	£	£	£	**£**
Cost						
at 1 September 2022	430,483	123,286	392,450	323,215	646,292	**1,915,727**
Additions	52,553	-	14,323	16,585	-	**83,461**
Disposals	-	-	(10,545)	(61,318)	(212,365)	**(284,229)**
at 31 August 2023	483,036	123,286	396,228	278,482	433,927	**1,714,959**
Accumulated Depreciation						
at 1 September 2022	76,338	10,812	257,026	235,884	467,035	**1,047,095**
Charge for the year	44,302	8,464	52,775	35,408	74,680	**215,629**
Disposals	-	-	(5,574)	(60,139)	(205,722)	**(271,435)**
at 31 August 2023	120,640	19,276	304,227	211,153	335,993	**991,289**
Net Book Value						
at 31 August 2023	362,396	104,010	92,001	67,329	97,934	**723,670**
at 31 August 2022	354,145	112,474	135,424	87,331	179,257	**868,632**

The Message Trust - Company	Leasehold Buildings	Other Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
	£	**£**	£	£	£	**£**
Cost						
at 1 September 2022	289,855	123,286	302,452	295,280	638,584	**1,649,457**
Additions	52,553	-	14,323	16,585	-	**83,461**
Disposals	-	-	(10,545)	(61,318)	(212,365)	**(284,229)**
at 31 August 2023	342,408	123,286	306,230	250,547	426,218	**1,448,690**
Accumulated Depreciation						
at 1 September 2022	6,024	10,812	189,022	208,282	460,327	**874,467**
Charge for the year	16,177	8,464	42,087	35,075	74,679	**176,483**
Disposals	-	-	(5,574)	(60,139)	(205,722)	**(271,435)**
at 31 August 2023	22,201	19,276	225,536	183,218	329,285	**779,515**
Net Book Value						
at 31 August 2023	320,207	104,010	80,694	67,329	96,934	**669,175**
at 31 August 2022	283,831	112,474	113,430	86,998	178,257	**774,990**

12. INVESTMENTS

	The Message Group 2023 £	The Message Group 2022 £	**The Message Trust 2023 £**	The Message Trust 2022 £
Investment Properties				
The Oaks	**650,000**	650,000	**-**	-
Other Residential Properties	**2,896,381**	2,925,000	**-**	180,000
Message Enterprise Centre	**1,319,837**	1,210,300	**1,319,837**	1,210,300
	4,866,218	4,785,300	**1,319,837**	1,390,300
Financial Investments	**1,527,428**	1,018,462	**1,527,428**	1,018,462
Investment in Trading Company	**-**	-	**5,000**	5,000
Total	**6,393,646**	**5,803,762**	**2,852,265**	**2,413,762**

Investment Property Analysis:	**The Message Group £**	**The Message Trust £**
Valuation		
at 1 September 2022	**4,785,300**	**1,390,300**
Disposal in the year	**(180,000)**	**(180,000)**
Additions in the year	**260,918**	**109,537**
At 31 August 2023	**4,866,218**	**1,319,837**

As at 31 August 2023 The Message Group owns sixteen Investment Properties (2022: sixteen properties). Thirteen of these Investment Properties were revalued by Longden & Cook, members of the Royal Institute of Chartered Surveyors (RICS) as at 6th January 2023 and one other by Spendlove Surveyors, also members of the RICS, as at 25th January 2023, following inspections on those dates. The Message Enterprise Centre was revalued by Roger Hannah Limited, members of the Royal Institute of Chartered Surveyors, following an updated valuation on 24th March 2023. The final property, purchased in March 2023, is held at its cost price of £151k.

The charity performed analysis of the average property sale prices in the region around the investment properties, as well as the movement in the general house price index, which indicated that the carrying value of the properties in the financial statements may differ by as little 0.57% overall from the independent valuations carried out in the prior year.

Therefore, the Trustees consider the investment properties are carried in the Balance Sheet at their fair value as at 31 August 2023, given the independent valuations were carried out within 8 months of the year end and the lack of evidence to suggest a materially different valuation. The Trustees have a policy of using professional independent valuers to revalue investment properties on a rolling basis at least every 5 years.

On an annual basis, the Trustees review these valuations for any significant changes in the local property market and any impairment in the properties and will make adjustments as necessary.

12. INVESTMENTS (Continued)

Financial Investment Analysis:	The Message Group £	The Message Trust £
Valuation		
at 1 September 2022	**1,018,462**	**1,018,462**
Realised and Unrealised Gains in the year	**8,966**	**8,966**
Additions in the year	**500,000**	**500,000**
At 31 August 2023	**1,527,428**	**1,527,428**

During 2021/22, The Message has invested £1 million in two investment funds. A further £500,000 was invested in the year 2022/23. At the 2023 year-end Juniper Wealth Management valued the funds with an upward revaluation of £27,428 (2022: £18,462). The funds are managed on behalf of The Message Trust by Juniper, in funds which meet the requirements of the Trusts Investment policy.

13. STOCKS

	The Message Group 2023 £	The Message Group 2022 £	**The Message Trust 2023 £**	The Message Trust 2022 £
Stocks of Goods for Resale	**47,899**	45,769	**36,788**	39,013
Community Grocery Stock	**198,559**	98,416	**198,559**	98,416
	246,458	144,184	**235,347**	137,429

14. DEBTORS

	The Message Group 2023 £	The Message Group 2022 £	**The Message Trust 2023 £**	The Message Trust 2022 £
Trade debtors	**227,271**	121,867	**187,138**	95,569
Amounts due from group undertakings	**-**	-	**-**	58,924
Prepayments	**210,745**	163,709	**181,296**	133,928
Accrued income	**8,573**	84,248	**7,739**	79,592
Other debtors	**64,516**	94,700	**64,516**	90,385
	511,105	464,524	**440,689**	458,399

15. CASH AT BANK & IN HAND

	The Message Group 2023	The Message Group 2022	**The Message Trust 2023**	The Message Trust 2022
	£	£	**£**	£
Cash at Bank and in Hand				
Reserve Accounts	**156,266**	333,246	**110,469**	326,523
Current Accounts	**223,135**	348,894	**175,012**	327,147
Cash	**32,912**	1,717	**32,251**	1,198
	412,313	683,857	**317,732**	654,868

16. CREDITORS: Amounts falling due within one year

	The Message Group 2023	The Message Group 2022	**The Message Trust 2023**	The Message Trust 2022
	£	£	**£**	£
Trade Creditors	**401,843**	370,575	**374,136**	325,896
Amounts due to Group undertakings	**-**	-	**7,184**	5,000
Accruals and Deferred income	**297,633**	230,060	**224,420**	165,198
Taxation and Social Security	**108,428**	110,683	**82,477**	79,961
Other Creditors	**82,197**	59,020	**81,175**	57,247
	890,101	770,338	**769,392**	633,302

Included in accruals and deferred income – Message Group £297,633 (2022 £230,060) and Message Trust £224,420 (2022 £165,198) - is respectively deferred income of:

Deferred Income				
	2023	2022	**2023**	2022
	£	£	**£**	£
Deferred income brought forward	**88,366**	82,247	**84,106**	76,695
Income released in the year	**(237,267)**	(175,057)	**(156,933)**	(157,021)
Added in the year	**295,257**	181,177	**212,073**	164,432
Deferred income carried forward	**146,356**	88,366	**139,246**	84,106

Deferred income consists of grants and fees received in advance of projects and courses taking place after the year end. The resources are held as a liability until the charity becomes entitled to the income when the project or course takes place, at which point the income is released and recognised as an incoming resource.

17. RELATED PARTY TRANSACTIONS

The Message Enterprise Centre sold goods and services to the value of £207,545 (2022: £157,523) at cost to The Message Trust (Parent Charity) during the year and bought goods and services to the value of £13,308 (2022: £16,921) from The Message Trust. Appropriate expenses totalling £85,847 in 2023 (wages, premises costs, etc) were recharged from The Message Trust (Parent Charity) to The Message Enterprise Centre at cost (2022: £85,264). The Message Trust received £30,000 (2022: £30,000) in rent from The Message Enterprise Centre for the building in which they operate and paid £87,924 (2022: £48,720) in rent to The Message Enterprise Centre for the Message School of Evangelism students' accommodation in property which is owned or leased by The Message Enterprise Centre for rental purposes. The Message Trust donated £312,612 (2022: £450,437) to the Message Enterprise Centre for general funds and future Message Enterprise projects. As at 31 August 2023, The Message Trust owed The Message Enterprise Centre £2,184 (2022: The Message Enterprise Centre owed The Message Trust £58,924).

During the year gifts totalling £14,383 (2022: £14,383) were given to the Life Association, providing schooling for 50 poor children in India. These are related party transactions as Simon Hawthorne, Director of the Life Association is a close relative of Andy Hawthorne, Global Chief Executive of The Message Trust.

Gifts totalling £15,000 were given to Ignite (Big Ideas) (2022: £27,000). These are related party transactions as Ian Rowbottom Executive Director of Operations is also a Trustee of the charity Ignite (Big Ideas).

During the year Michele Hawthorne, Andy Hawthorne's wife, was paid £15,899 (2022: £13,685) for networking, fundraising, providing hospitality and work on UK & international assignments with Andy.

The Message Trust gifted £9,000 to Press Red who are making a stand against the violence suffered by girls and women worldwide (2022 £10,000). Press Red is a related party as both Sam Ward Director of Ministry and Michelle Hawthorne are trustees of Press Red.

In addition to these transactions above, the Trustees, their related party companies and their charities (Boodle & Dunthorne Limited (trading as Boodles), Ignite/Big Ideas, Issachar Foundation, Life Church Wilmslow and Hope Citadel Healthcare), collectively gave The Message Trust, including gift aid, £83,947 (2022: £44,150 of which £27,500 was given for Festival Manchester).

A further £2,168 including gift aid (2022: £8,031) was collectively given by the Trustees and their related party companies (Boodle & Dunthorne Limited (trading as Boodles) to The Message Enterprise.

18. RECONCILIATION OF MOVEMENTS IN FUNDS

	Balance at 31/08/2022	Movement in Resources Incoming	Movement in Resources Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2023**
	£	£	£	£	£	**£**
18a. Restricted Funds						
Eden National	36,998	129,658	(61,108)	(77,068)	-	**28,480**
Eden Manchester	59,228	27,924	(29,451)	-	-	**57,701**
Eden Yorkshire & Humberside	129,828	2,066	(11,804)	(71,836)	-	**48,254**
Eden North West	3,800	14,113	(31,514)	19,775	-	**6,174**
Eden North East	-	12,918	(18,189)	5,101	-	**(170)**
Eden West Midlands	-	2,548	-	-	-	**2,548**
Eden East Midlands	668	469	(12,000)	10,863	-	**-**
Eden London	1,604	2,770	(1,236)	-	-	**3,138**
Eden Scotland	450	600	(20,582)	19,532	-	**-**
Eden Wales	10	837	-	-	-	**847**
Message Bus	-	22,025	(72,468)	60,443	-	**10,000**
Message North West	-	8,829	(25,943)	17,114	-	**-**
Message North East	-	19,404	(109,320)	89,916	-	**-**
Message Yorkshire & Humberside	-	10,674	(122,813)	112,139	-	**-**
Message West Midlands	-	6,942	(75,812)	68,870	-	**-**
Message East Midlands	10,199	31,215	(41,414)	-	-	**-**
Message London	-	49,150	(100,711)	51,561	-	**-**
Message Scotland	-	9,513	(72,257)	62,744	-	**-**
Message Wales	-	82,787	(145,042)	78,354	-	**16,099**
Message Global	-	5,859	-	(8)		**5,851**
Mission Central	-	16,091	(16,091)	-	-	**-**
Events	-	1,261	(1,261)	-	-	**-**
Higher	63,790	19,694	-	(2,424)	-	**81,060**
Message School of Evangelism	2,645	16,975	(19,620)	-	-	**-**
Studio Sessions	-	760	(760)	-	-	**-**
Message Bands	-	7,345	(7,345)	-	-	**-**
Advance	-	202,971	(202,971)	-	-	**-**
Respect Me	-	8,825	(8,825)	-	-	**-**
No More Knives	20,184	68,301	(44,115)	(18,916)	-	**25,454**
Enable	10,132	-	-	(156)	-	**9,976**
Prisons	50	147,548	(251,693)	105,405	-	**1,310**
Proximity	-	83,418	(42,594)	-	-	**40,824**
Message Live	-	690	(690)	-	-	**-**
Love Wythenshawe	8,371	743	(8,840)	(217)	-	**57**
Love Where You Live	1,115	250	(171)	101	-	**1,295**
Community Grocery	78,225	1,037,873	(1,109,503)	-	-	**6,595**
Festival Manchester	-	17,487	-	(17,487)	-	**-**
Message Community Church	-	80,483	(62,551)	-	-	**17,932**
Street Pastors	-	8,906	(17,207)	8,301	-	**-**
Business Enterprises	-	340	-	(340)	-	**-**
MEC Enterprises	2,000	1,414	(3,414)	-	-	**-**
MEC Neal Street Espresso	-	5,841	(5,841)	-	-	**-**
MEC Apprentice Funding	-	29,882	(80,584)	50,702	-	**-**
	429,297	2,197,400	(2,835,741)	572,469	-	**363,425**

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

	Balance at 31/08/2022	Movement in Resources Incoming	Movement in Resources Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2023**
	£	£	£	£	£	**£**
18b. Unrestricted Funds						
General Fund	478,514	4,437,642	(1,127,179)	(3,112,011)	-	**676,966**
Designated Funds:						
- Eden Teams	85,013	22,858	(212,182)	204,080	-	**99,769**
- Message Bus	-	20,856	(261,130)	240,274	-	**-**
- Respect Me	-	55,535	(104,885)	49,349	-	**-**
- Other Associates	29,720	-	-	-	-	**29,720**
- Festival Manchester	-	4,539	(591)	(3,948)	-	**-**
- Community Grocery	-	2,106,286	(3,452,822)	1,346,536	-	**-**
- Message Community Church	-	48,731	(82,696)	52,281	-	**18,316**
- Higher	19,419	6,545	(4,785)	-	-	**21,179**
- Message School of Evangelism	-	71,210	348,462	(419,672)	-	**-**
- Mission Central	-	9,942	(176,683)	166,741	-	**-**
- Events	-	3,157	(101,576)	98,419	-	**-**
- Street Pastors	5,433	9,673	(21,178)	6,073	-	**-**
- Proximity	-	40,786	(60,644)	19,858	-	**-**
- Prisons Teams	-	39,346	(196,548)	157,202	-	**-**
- Message Hubs	-	175,307	(741,091)	565,784	-	**-**
- Premises	57,000	27,500	-	(84,500)	-	**-**
- Advance	-	23,085	(349,112)	326,027	-	**-**
- International Projects	70,000	-	-	-	-	**70,000**
- Investment Properties	450,000	-	-	-	-	**450,000**
- Future Mission Projects - Trust	2,206,591	-	-	(176,279)	-	**2,030,312**
- Revaluation Reserve - Trust	(41,301)	-	-	-	-	**(41,301)**
- Realised and Unrealised Gains on Investments - Trust	18,462	-	-	-	8,966	**27,428**
- Message Enterprise Centre	3,386,473	1,393,716	(1,078,213)	(50,701)	-	**3,651,276**
- Other Projects	-	-	(42,017)	42,017		**-**
	6,765,324	8,496,714	(7,664,869)	(572,469)	8,966	**7,033,666**
	7,194,621	10,694,114	(10,500,610)	-	8,966	**7,397,091**

The Transfer of Funds from Unrestricted to Restricted, relates to support for Restricted Projects. There is one restricted fund in deficit at the year-end, Eden North East by £170 (2022 balance: £nil), since there is regular giving towards this ongoing project the Trustees are comfortable that the deficit will be covered by incoming resources in the next financial year. Last year no restricted funds were in deficit at the year-end.

The various Eden projects comprise teams of youth workers who regularly work within Secondary schools (e.g. taking RE lessons, assemblies, lunch clubs) preparing the groundwork for visits by the Message Bands, and other Christian bands, as well as being attached to a local church where they continue with after school activities. Since 1 September 2010, all these projects have operated through a partnership arrangement, with The Message Trust providing support and training, initially over a three-year period.

A number of gifts received in the year are restricted for Eden but not for a specific project. These are accumulated in the Eden National Fund and reallocated to specific Eden Projects at the end of the year as the Trustees see fit.

In 2023 £456,717 (2022: £426,262) was received by way of donations and personal support for employees who work in non-restricted areas of ministry, e.g. Bands, Advance, etc. The gifts received have been fully utilised by way of a contribution to the salaries and associated costs of the individual employees specifically supported. During the year £109,495 (2022: £295,789) was designated to Future Mission Projects for The Message Trust. This is a designated fund to cover the costs of Future Mission Projects, arising over the next five years.

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

Unrestricted funds grew in the year by £268k to £7m (2022: £6.8m), including £198k net income on General Funds, as all projects were funded from income received in the year.

The Trustees have designated in total the equivalent of The Message Trust's Net Book Value of Fixed Assets and Investment Properties (including revaluation reserve) for future mission projects, which totals £1,989,011 at 31 August 2023 (2022: £2,165,290).

In addition, at the end of 2023 the Trustees have designated a total of £168,984 (2022: £162,482) general funds to Other Designated Funds – Eden Teams, the Message Community Church, mission in Schools (Higher) and other associates for future projects over the next three years.

When looking at the major restricted funds, Higher Funds £81,060 (2022: £63,790) are restricted for future Mission weeks in schools. Eden Manchester £57,701 (2022: £59,228) is held for three existing Eden teams (Farnworth, Wythenshawe and Sharston), Eden Yorkshire £48,254 (2022: £129,828), is funding for two existing Eden Yorkshire teams (Hunslet and Hackenthorpe), whilst other smaller Eden Funds are held for existing projects in other parts of the UK. The Proximity fund total of £40,824 (2022: £nil) is held to fund the development and launch (in June 2024) of a new online hub to resource and equip urban missionaries. The No More Knives fund has £25,454 (2022: £20,184) of restricted funds towards the cost of touring the school lessons in the coming year. The Message Community Church fund of £17,932 (2022: £nil) is held for the ongoing running costs of the Church which meets out of our HQ base in Sharston, and related events for its members. Community Grocery £6,595 (2022: £78,255) is being held for setting up new grocery stores in 2023/24.

19. ANALYSIS OF NET ASSETS BY FUND

	Tangible Fixed Assets	Intangible Assets / Investments	Net Current Assets	Creditors Due after One Year	2023 TOTAL	2022 TOTAL
	£	£	£	£	£	£
Restricted Funds						
Eden National	-	-	28,480	-	**28,480**	36,998
Eden Manchester	-	-	57,701	-	**57,701**	59,228
Eden Yorkshire & Humberside	-	-	48,254	-	**48,254**	129,828
Eden North West	-	-	6,174	-	**6,174**	3,800
Eden North East	-	-	(170)	-	**(170)**	-
Eden West Midlands	-	-	2,548	-	**2,548**	-
Eden East Midlands	-	-	-	-	**-**	668
Eden London	-	-	3,138	-	**3,138**	1,604
Eden Scotland	-	-	-	-	**-**	450
Eden Wales	-	-	847	-	**847**	10
Message Bus	-	-	10,000	-	**10,000**	-
Message East Midlands	-	-	-	-	**-**	10,199
Message Wales	-	-	16,099	-	**16,099**	-
Higher Tour	-	-	81,060	-	**81,060**	63,790
Message School of Evangelism	-	-	-	-	**-**	2,645
Message Global	-	-	5,851	-	**5,851**	-
No More Knives	-	-	25,454	-	**25,454**	20,184
Enable	-	-	9,976	-	**9,976**	10,132
Prisons	-	-	1,310	-	**1,310**	50
Proximity	-	-	40,824	-	**40,824**	-
Love Wythenshawe	-	-	57	-	**57**	8,371
Love Where You Live	-	-	1,295	-	**1,295**	1,115
Community Grocery	-	-	6,595	-	**6,595**	78,225
Message Community Church	-	-	17,932	-	**17,932**	-
MEC Enterprises	-	-	-	-	**-**	2,000
	-	-	363,425	-	**363,425**	429,297
Unrestricted Funds	723,670	4,866,218	1,443,778	-	**7,033,666**	6,765,324
	723,670	4,866,218	1,807,203	-	**7,397,091**	7,194,621

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2023

20. PENSIONS

The charity operates a defined contribution pension scheme on behalf of its employees. All contributions due have been fully paid.

21. CONTINGENCIES

The Trustees have confirmed that there were no contingent liabilities which should be disclosed at 31 August 2023 (2022: £Nil).

22. OPERATING LEASE COMMITMENTS

At 31 August 2023 the total of future minimum lease payments under non-cancellable operating leases are as follows:

The Message - Group	**2023 Land and Buildings £**	**2023 Other £**	2022 Land and Buildings £	2022 Other £
Leases which expire:				
Not later than one year	**60,735**	**152,455**	47,535	132,984
Later than one year and not later than five years	**75,000**	**17,888**	75,000	19,308

23. CAPITAL COMMITMENTS

At 31 August 2023 there were no outstanding capital commitments £Nil (2022: £Nil).

24. ANALYSIS OF CHANGES IN NET DEBT

	At 01/09/2022 £	**Cashflows £**	**At 31/08/2023 £**
Cash	683,857	(271,544)	**412,313**
Loans due < 1 year	-	-	**-**
	683,857	(271,544)	**412,313**

THE MESSAGE TRUST

England & Wales - Charity number 1081467

Accounts

THE MESSAGE TRUST

ANNUAL REPORT & FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2022

Company Limited by Guarantee

Company Registration Number 03961183

Registered Charity Number 1081467

Scottish Registered Charity Number SC045838

THE MESSAGE TRUST

FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2022

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THE MESSAGE TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

The Board of Trustees	C. Hardicre - Resigned 30 Sept 2021 R. D. White J. A. Wainwright – Resigned 20 March 2023 Dr A. L. Orr-Ewing – Appointed 25 March 2022 D. I. Moore - Resigned 30 Sept 2021 A. C. Leakey G. J. Haynes (Chairman)
Company Secretary	I. Rowbottom
Chief Executive Officer	A. Hawthorne OBE
Registered Office	Lancaster House Harper Road Sharston Manchester Lancashire M22 4RG
External Auditors	Beever and Struthers One Express 1 George Leigh Street Manchester M4 5DL
Bankers	National Westminster Bank PLC 699 Wilmslow Road Didsbury Manchester M20 6NW

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2022

The Trustees have pleasure in presenting their report and the financial statements of the charity for the year ending 31 August 2022.

The Message Trust is a company limited by guarantee and a registered charity governed by its memorandum and articles of association. Charity number 1081467. Company number 03961183. On 27 July 2015 The Message Trust became a cross-border charity registered with the Scottish Charity Regulator (OSCR) Charity number SC045838. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

BACKGROUND AND OBJECTIVES

The Message was formed in 1991 with one full-time member of staff, who worked mainly within secondary schools in the Greater Manchester area. This work developed with the formation of a dance music band, The World Wide Message Tribe who became one of Europe's most popular Christian Music groups. The formation of Eden teams working in the toughest parts of the city of Manchester and the development of The Community Grocery stores and many other projects have added rapid growth with the work now becoming a significant organisation employing an average of 180 paid staff (2021: 137) with an annual income of £8.6 million (2021 £7.6 million).

The organisation was initially set up as the Message to Schools Trust but, with the growth and increasing number of opportunities opening up, all the activities, assets and liabilities were transferred to a new trust, The Message Trust, with effect from 31 August 2000. The new Trust, a company limited by guarantee, was incorporated on 30 March 2000 but did not become active until 31 August 2000 when it took over the operations of the old trust.

The Message Trust exists to

> advance the Christian faith primarily amongst young people and vulnerable adults through creative arts, community based outreach programmes to those who are poor, disadvantaged, deprived and marginalised or who are at risk of reoffending or who have poor employment potential, though education, enterprise, befriending, mentoring, faith-based activities and outreach.

These objects are being worked out in four main areas:

- **Creative Mission:**

Producing quality Christian music and educational resources. Live music bands, printed materials, the internet and multi-media are all used to communicate Christianity to young people with clarity and in ways that are relevant to today's youth culture and perspectives.

Combining music with powerful stories and teaching, the **No More Knives** tour engages young people in schools and equips them with the skills and knowledge they need to say no to knives and start to discover their full value and identity.

Respect ME is an international PSHE project, which uses powerful stories to teach on issues such as sexuality, self-image and abuse, to young people in Key Stage 3-5.

Providing mobile youth centres in urban areas where teenagers have nowhere to go through our **Message Buses** (formerly known as Eden Buses), fully equipped with the latest video game technology and staffed by trained and skilled professional youth workers.

- **Community Transformation:**

In Partnership with local Churches, **Eden** sends and supports teams of urban missionaries for the UK's most deprived neighbourhoods – to live sacrificially, share the gospel and build authentic community. Sharing the good news of Jesus in word and deed and creating a deep sense of community, our teams stretch across the whole of the UK, supporting their partner churches in youth ministry, community projects, gospel outreach and discipleship, all while living within the community.

Establishing and growing **The Community Grocery** in partnership with local Churches to support families in need. We bridge the gap between supermarkets and foodbanks, by utilising surplus food our stores make the cost of the weekly shop more affordable. We support our partner Churches to provide members with free wrap-around support and access to courses including debt management support through CAP, cooking lessons, Alpha courses, and many more. It's about sharing the love and hope of Jesus in word and action.

Working with the local church, running social action mission weeks in local neighbourhoods across the UK, which we call **Love Where U Live**. Our teams and volunteers go out picking up litter, tidying gardens and doing whatever they can to help their neighbours, whilst also sharing the good news of Jesus.

The Proximity Network provides resources and links up Christian missionaries to enable collaborative working to serve every disadvantaged neighbourhood in the nation.

- **Prisons & Enterprise:**

Providing regular, long-term, accredited education courses alongside friendship and care to men and women in prisons and young offenders' institutions throughout the UK. Our **Message in Prisons** outreach workers run Peacemaker courses, Bible studies, chapel services, offering mentoring support and through all this building relationships.

Offering employment and training to ex-offenders those at risk of offending in businesses based in Manchester and London, through our subsidiary charity the **Message Enterprise Centre**. Our two-year programme starts with providing full time jobs in one of our businesses, gaining valuable work experience and skills as well as on the job training and Christian support and mentoring.

- **Equipping & Training:**

Promoting and developing the proclamation of the gospel and calling of evangelists through **Advance**, with group mentoring and evangelism training. Advance is committed to equipping and empowering those who have a desire to prioritise sharing the gospel.

As part of the Advance Network, **Advance Youth** is a movement of young people equipped and empowered to Advance the kingdom of God through the proclamation of the gospel of Jesus, with monthly training and equipping at The Gathering and an annual week-long urban mission in London called The Scattering.

The Message School of Evangelism (formerly known as Message Academy) is a gap year for 18-25 years olds to come and be trained, equipped and resourced to reach the lost through evangelism training. Students are given first-hand experience in sharing the gospel in different settings and contexts.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees' recruitment is by personal contact of existing Trustees. They are then elected by the Board of Trustees in consultation with the Chief Executive, on the basis of their expertise, wisdom and advice that they can bring to the Management and Administration of the Trust. Training and induction are provided to new Trustees as appropriate.

The Board of Trustees has a variety of experience including both Christian ministry and commercial business skills. They meet quarterly to oversee the vision and strategies of the charity. Executive Directors have been appointed by the Trustees to oversee the day-to-day operations of the charity. The Board is accountable to the Charity Commission for the careful use of charitable and other public funds provided in a variety of forms, and for the achievement of appropriate performance standards in service delivery. The Board also undertakes at least one additional annual away-day for the purposes of further developing The Message Mission and Vision, and to concentrate on continuous improvement in performance.

With the growth of activities of the Trust an increasing level of expertise is required on a day-to-day basis and an established senior management team is in place that is capable of running the affairs of the Trust. The Trust's senior management team is the Executive Board, headed by the Chief Executive, Mr A Hawthorne. The Executive Board meets monthly, and its members are both jointly and individually accountable via the Chief Executive to the Board of Trustees.

Day-to-day management matters are further scrutinised by a cross-functional team of internal departmental managers, who meet on a monthly basis. This latter group's work is fed into the Executive process whenever a more significant matter of policy or other key decision-making arises.

The Trustees remain committed to the policy of utilising music bands as one of the most effective ways to communicate the Gospel to young people. Our goal continues to be to present the Christian message and lifestyle in ways that are relevant to today's youth.

Eden teams also remain one of the primary ways that the Trustees seek to ground the work of The Message with both local churches and the communities. Our goal is to see Eden teams with full-time and volunteer youth and community workers established in the most deprived neighbourhoods of the UK, positively impacting the people in those areas irrespective of religion, race or background.

The Message recognises the importance of our staff and aims to help them to develop their potential, improve their skills and gain greater job satisfaction.

RISK MANAGEMENT

Risk awareness is integral to the Trust's overall management effectiveness. All Executive Team members and Managers with the assistance of their teams carry out regular reviews of risks affecting their areas of the Trust's activity, including risks arising from the current economic situation following the Covid-19 pandemic and the subsequent high levels of inflation. See the going concern note on page 46 for further details. Wherever possible the Risk is quantified, and financial values and other qualitative assessments of risk assigned, including recognition of consequential effect. Executive and Board of Trustee status reports detail any changes to the overall levels of risk, particularly when introducing a new activity.

RISK MANAGEMENT (continued)

The Board of Trustees consider the consolidated impact of all risks annually, recognising that some risk is positive and beneficial in assisting the organisation to stretch and grow, particularly in terms of innovation. A standardised risk analysis and mapping procedure assists the Trust to identify, evaluate and rank any special risk and audit needs or manage any corrective action required, taking into account the impact and likelihood and the known strengths and weaknesses of internal controls.

Operationally the activity of The Message Trust is split into two parallel functions: **Mission and Support.**

Mission encompasses staff and volunteers with regular or frequent face to face contact with young people and / or vulnerable adults and their families. Each of the mission project areas and departments has its own branded identity as follows:

The Community Grocery stores (enabling families to buy groceries at an affordable price, whilst also offering support to its membership, though training courses and advisory services), Message Bus (mobile youth centres), Eden (missions teams in urban communities), Advance (evangelists' movement), Message to Prisons (working with prisoners and young offenders), Message School of Evangelism (training initiatives) and educational ministry teams: BrightLine (rock group), Vital Signs (hip-hop group), Galactus Jack (electronic dance music DJ), SoulBox (soul, rap & beatbox group), Amongst Wolves (pop-rock group), OTC (rap and afro-pop group), Respect ME (relationships & self-esteem education team), Enable (seen and unseen disabilities team) as well as The Message Enterprise Centre (MEC), which in turn houses the Mess Café, (Shine Hair & Beauty closed in August 2020), Wedding Angels, MEC Buildings team, The Oaks and MEC Property business.

Support encompasses staff and volunteers, mostly working behind the scenes. These activities are structured departmentally as follows: Administration, Operations (including fleet and facilities management), Finance, Communications, Partnerships and the Executive Leadership team.

Summary of Mission priorities:

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities.

Our mission is to demonstrate and explain the Christian faith to young people and adults in very practical and relevant ways using a variety of means including educational work in high schools, young offender institutions and prisons, relational and recreational work in community centres, churches and outdoors. We have a particular concern for urban youth and adults from deprived or socially excluded backgrounds who do not receive the same opportunities as those growing up in the wealthier suburbs.

The Message Trust's Executive leadership team seek to achieve these Mission priorities by motivating staff and volunteers with a compelling vision and supporting them within a robust management framework.

We ensure our volunteers have comprehensive support for their roles through appropriate policies and procedures, clarifying the extent of their remit and providing checks and balances in relation to the key areas of the Management & HR Strategy.

ACHIEVEMENTS AND PERFORMANCE

The Message Group: 2021/22 in review

The Message Trust's mission is to share the good news of Jesus Christ in word and action with the hardest-to-reach young people and places. Our activity centres largely around four main areas:

- Creative Mission
- Community Transformation
- Prisons and Enterprise
- Equipping and Training

This report includes a few highlights from our work in each of these areas over the past year, as well as a summary of Festival Manchester.

CREATIVE MISSION

Our bands and education teams head into schools delivering lessons, assemblies and performances throughout the UK. Our mission bands – Vital Signs, Amongst Wolves, SoulBox and OTC (Outta The Cage) – continue to use music and personal stories to encourage and equip young people, and at evening performances (run in partnership with local churches) they share the life changing gospel of Jesus Christ.

This year, bands delivered schools days the length and breadth of the UK, as well as in Germany (with Message Germany). A significant proportion of lessons concentrated on the schools tours we were running for 21/22 – No More Knives and Love Where U Live.

Knife crime and the devastating impact it has on lives is never far from the headlines. Something must change, so the **No More Knives** tour heads into high schools to show young people there is another way. Combining music with powerful stories and teaching from guest speakers who have themselves been caught up in knife crime, we deliver lessons and assemblies that equip young people with the skills and knowledge they need to say 'no' to knives and start to discover their full value and identity. Each tour is run in partnership with the local police forces and local churches.

The impact has been so great that we've seen weapons handed in, young people have conversations about how they can leave behind a life of carrying a knife and teenagers respond to the gospel at the end of tour gigs.

Love Where U Live was the Festival Manchester schools tour that ran in 2021 with our bands seeing over 45,000 young people across 86 days in schools around Greater Manchester. Sessions were based on the message of 'love your neighbour as yourself' and covered topics such as resilience and wellbeing, diversity and anti-bullying; all with the aim of unlocking a generation's potential so that they can be empowered to be a positive influence in their schools, communities and beyond. To build on what they'd heard in school, each of the young people was invited to Love Where U Live gigs that took place across the city, as well as the Festival Manchester weekend in Wythenshawe Park. Here each young person heard more from the bands they'd seen in school and about the love and hope Jesus offers before having an opportunity to respond to it.

CREATIVE MISSION (continued)

The work of **Respect ME** continued to grow this year with tens of thousands of young people being equipped, empowered and built up through lessons, courses and online resources covering topics such as self-esteem, bullying, sex and relationships and abuse. As schools reopened to visitors,

our teams headed back in to deliver in-person lessons. Demand for support for teenage girls who are struggling with low self-esteem or who may be vulnerable to negative behaviours in a romantic relationship led to the launch of a Girls' Course that was developed in partnership with the Esteem Network. This six-week course compliments the Boys' Course already run by the teams.

Powerful gospel-centred **music** continued to be released by our creative mission bands this year. Releases included New Me (SoulBox), No More Knives (OTC), Covered in Gold (OTC), Horizon (Amongst Wolves) and Faith (SoulBox). In addition, bands took part in gigs, live performance and events across the UK and beyond.

As Covid restrictions were removed and schools/youth groups were able to reopen their doors for in person events, the amount of content broadcast through Message Lived was reduced. During the first half of the year, monthly Higher Live shows were still produced and broadcast however the decision was made to replace this with face-to-face contact with young people which is central to our work.

Message Buses have been back out on the road this year. The mobile youth centres provide young people in some of the hardest-to-reach communities with a safe place to go. Step aboard and young people find a bus packed full of fun things they can do with their friends, including games consoles, nail bars, climbing walls, slides, gaming PCs and much more. This year six buses have been running across the UK in Scotland, North West, Wales, London, Yorkshire and Coventry/Warwickshire. They have been at community events, Love Where U Live social action projects and run local youth projects and outreach in partnership with local churches.

Creative Mission: Outcomes against our 2021/22 goals

- **To reach 180,000 young people with the gospel through schools work in 250 schools**
  Ongoing - Mission teams saw approximately 90,000 young people in 122 schools. The impact of the Covid pandemic did make schools days in the very early months of the year more difficult, due to the extra pressures on schools to catch up with the curriculum. A considerable number of schools days came under the Love Where U Live Schools Tour as part of Festival Manchester.
- **To give at least 18,000 young people repeated opportunities to respond to the gospel at evangelistic gigs, following on from schools work**
  Achieved – mission teams saw over 50,000 at evangelistic gigs held following schools work.
- **Have 250,000 views of our creative mission teams' digital output**
  Achieved – the total number of views on the creative mission teams and Higher YouTube channel during 21/22 were 1,236,651. Teams released 458 videos over of the year and channels gained a total of 7,976 new subscribers.

CREATIVE MISSION (continued)

- **Produce and release sixteen new music tracks along with four worship singles**
  Achieved – creative mission teams produced and released 17 singles across the year, along with one album and four worship singles.
- **Have 2 million streams on music platforms**
  Ongoing – creative mission teams had 713,603 streams through Spotify, plus an additional 148,103 views of music videos attached to singles
- **Recruit and train bus managers for the London & Midlands Message Buses**
  Achieved – Bus managers for both buses were recruited and trained by the end of the year.
- **Build on the success of the relaunched bus ministries in the hubs and develop more churches partnerships for bus ministry**
  Achieved – successful partnerships for Bus missions were established with various Churches across the hubs, with particular successes in Wales and on the 10:10 projects in Scotland.
- **Investigate opportunities to develop our current bus fleet with the possibility of replacing one of our current older buses in the future**
  Ongoing – the leadership team continue to review the suitability and condition of the bus fleet for meeting our missional engagements, and a wider review of the cost-effectiveness of the buses and their ministry is planned for 2022/23.

COMMUNITY TRANSFORMATION

Eden, our flagship programme working in deprived communities, continued to be effective this year and our teams continued to work day-in, day-out to achieve real transformation in their local communities.
The cost-of-living crisis the UK is facing plus the long-lasting impact of Covid is disproportionately impacting the poorest in our society financially, physically and emotionally. It's here in the heart of many of these communities that our Eden teams are living and working, so they were perfectly positioned to begin offering vital support immediately.

Food parcels continue to be given out, meals prepared, and support given whilst teams also build relationships across their communities in order to reduce the isolation people may be feeling.

To help pupils catch up on education lost through Covid, some teams such as Eden Fir Vale (Sheffield) launched free tutoring support through which children and young people could gain free access to teaching that would help them learn skills they may have missed. Helping the pupils and their families with practical support like this has helped deepen relationships between Eden teams, communities and schools.

Knowing many young people within their community would be unable to go away this summer, Eden West Bowling (Bradford) ran a Holiday at Home week in July 2022. Young people and children were taken on trips to the National Media Museum and Xscape and got to enjoy a forest school day. OTC also came and performed an incredible gig which was a highlight of the week!

This year also saw the launch of new seven Eden teams in the UK as well as a new Canadian team. The teams launched were Parkfield and Oxbridge (Stockton), Central Drive (Blackpool), Top Valley (Nottingham), Sharston (Manchester), Kensington (Liverpool), Orford (Warrington), Dumbarton (Glasgow) and Edmonton (Alberta, Canada).

COMMUNITY TRANSFORMATION (continued)

Another highlight of the year was being able to hold the Proximity Conference in May 2022. Over two days, people passionate about urban mission and making an impact in their communities came together to be equipped and empowered. Each delegate was challenged by powerful teaching from Simon Guillebaud, Chris Lane, Andy Hawthorne and Sarah Small.

Work to address the challenging nature of recruitment is ongoing with a strategy being rolled out to see recruitment owned and championed at every level of the movement – national, regional and local.

With the UK gripped by a cost-of-living crisis, demand for The **Community Grocery** and the vital support our stores provide in keeping families fed has grown significantly this year. In response to this, plans for the growth of the Community Grocery network have been accelerated in order that we can do as much as possible to provide affordable food and wrap-around support to the people who most need it.

From the launch of the first store in September 2020, today we have 18 stores (rising to 20 by the end of 2022). Spread throughout the UK, over 35,000 families now rely on the Community Grocery network to get the affordable food they desperately need. Many member families tell our teams that without the support of the Community Grocery they would have to skip meals/go hungry.

For an annual membership of just £5, members have the opportunity to come and shop in store for just £4 per visit. On average members save £30 on the cost of their food shop each visit.

But food is just part of what's on offer at The Community Grocery. Members get access to free wrap-around support and courses too including debt management, cookery courses, jobs clubs, Alpha/Exploring Christianity courses, and dance classes. The combination of food and support is seeing lives impacted. Members have become debt free, entered employment, seen improvements in their health and gained new skills.

Sharing the good news of Jesus in word and deed is at the heart of each grocery, with each store opened in partnership with a local church who are looking to reach their community. As members shop and access support, relationships between members and the local church develop and churches are growing.

One church partner has said, 'As a church, we were praying about how we could impact our community with the gospel, and it was then we heard about Community Groceries. Their heart to share Jesus in word and action excited us, and I'm so glad that as a church we stepped out and opened the store.

'Life for people here is tough, and the grocery provides a much-needed lifeline. As we get to know members, we're able to tell them about the hope Jesus offers. Through these conversations we've seen people asking about faith and starting to come along to church. One third of our congregation is now made up of grocery members.'

COMMUNITY TRANSFORMATION (continued)

Community Transformation - Eden: Outcomes against our 2021/22 goals

- **Launch 10 new Eden teams**
  Ongoing – Seven UK teams were launched this year plus an international team in Edmonton, Canada. The teams launched were Parkfield and Oxbridge (Stockton), Central Drive (Blackpool), Top Valley (Nottingham), Sharston (Manchester), Kensington (Liverpool), Orford (Warrington), Dumbarton (Glasgow) and Edmonton (Alberta, Canada). Other teams are in development however their launch was delayed due to the recruitment of team members.
- **Recruit 80 new team members**
  Ongoing – recruitment grew this year with 62 team members joining teams, however it still remained a challenge. Work to continue building recruitment further, including a new recruitment promotion video, is planned for 2022/23.
- **Hold an Eden Teams Day conference**
  Achieved - In November we held our 'annual' Teams' Day for the first time since Covid restrictions were lifted. We welcomed 150 people to our building where they heard from Elaine Storkey and Sam Ward, as well as caught up with each other from around the network after such a long time apart.
- **Hold a two-day Proximity National Urban Mission Conference**
  Achieved – The Great Divide conference was held on 13 – 14 May. It was the first Proximity National Conference since Covid lockdowns, with 225 delegates in attendance over two days hearing from a range of different speakers on how we can cross social divides. Talks were made available online after the conference and have been viewed circa 1,000 views to date.

Community Transformation - Community Grocery: Outcomes against our 2021/22 goals

- **To open another 7 Community Grocery stores across the UK**
  Achieved - In the year to 31st August 2022 the Community Grocery opened 9 stores, 2 more than our target. The stores were, Community Grocery Lincoln, Telford, Bedworth, Newcastle (in Newcastle-upon-Tyne), Glasgow, Burnley, Middlesbrough, Warrington and our last in Blackpool in June 2022. By the end of the financial year the Community Grocery had 18 stores open nationwide, with more in the pipeline.
- **To have 20,000 members of our Community Grocery stores nationwide**
  Achieved – 20,736 new members joined our stores in addition to the 19,686 who renewed their membership taking us to a total of 40,422 members. From analysis each membership equates to a household of 2.8 people meaning the number of people supported was 113,181
- **Deliver 4,000 hours of support courses**
  In Progress – We estimate that our stores have collectively run over 2,000 hours of support courses, including CAP money courses, cookery classes, Life Skills, one to one counselling sessions and 4points, exploring Christianity and Alpha courses.
- **Redistribute 5,000,000 meals to members**
  Achieved - Using the nationally recognised statistic that a meal weights 420g, in the period from 1st September 21 to 31st August 22 the Community Grocery distributed 2,487,773 kg of food equating to 5,923,269 meals. The community grocery experience provides a dignified response to the social food need by allowing our members to choose the products they wish in a normal shopping experience, including a great selection of fresh fruit and vegetables, protein and dairy.

COMMUNITY TRANSFORMATION (continued)

- **To open a larger distribution warehouse in the North East & North West**
  In Progress - In November 21 we opened a distribution site at Acre House giving us over 20 times the capacity that we previously had in our distribution network. From this new site we have been able to grow and supply stores more freely, as well as receive supplies in an industrial capacity from HGV's and by the pallet load. Rental exchanges have begun on a site in Stockton-on-Tees for a smaller distribution site which is expected to come into usage in January 2023.
- **To develop a surplus food partnership with a regional or national supermarket**
  Achieved – We were able to set-up a wholesale account with the charitable arm of one of the major national supermarkets, which allows us to purchase the products we use for our "little extras" program. Most supermarkets and manufacturers have legally binding contracts for supply with either the Trussell Trust or FareShare. Almost all our shop sites have now connected with FareShare, to supply the supermarket products which are very useful to our members. We have also developed a relationship with a 3rd party supplier who regularly supplies us with 30 pallets of product on a monthly basis.

PRISONS AND ENTERPRISE

Covid restrictions remained in place in some **prisons** into early 21/22, so to ensure that we could continue supporting prisoners our letter writing campaign, radio shows and phone call support remained in place. As restrictions eased teams headed back into prisons running music classes, Peacemaker courses, Bible studies, chapel services, offering mentoring support and through all this building relationships.

Through these relationships, lives have been changed. In the East Midlands, one of our prisons team met a prisoner who was struggling with her mental health and wellbeing. As she got to know our outreach worker, they were able to talk with her about what she was going through, as well as pray with her. Soon after she shared that she felt a peace that she'd never experienced before, no longer felt tempted to self-harm and felt more positive.

As news has spread about the positive impact the Message in Prisons team work can have on lives, opportunities to work in other prisons are opening up. This year we've grown our work in London, Wales, East Midlands and the North West (when compared to 21/22).

Our support extended further at Christmas in 2021, with the distribution of 4,500 Christmas packs. Each included resources, a Bible and encouragement for the men and women to remind them that they weren't alone and were loved by Jesus at a time of the year when many will be feeling increased isolation.

But our work doesn't stop at the prison gates. We continue supporting ex-offenders upon their release from prison. This includes working closely with the Message Enterprise Centre and our enterprise businesses. This year team members have been working in the Mess Café, Neal Street Espresso, Building Team, Facilities Team as well as across the network of Community Grocery stores.

PRISONS AND ENTERPRISE (continued)

Prisons: Outcomes against our 2021/22 goals

- **Continue working in current five prisons, relaunching work, in remaining three prisons**
  Ongoing - work in all our prisons has been relaunched. A vacancy to fill a team member post in one of the prisons is currently being advertised with a view to filling this in early 22/23.
- **Launch three new prison projects**
  Ongoing - two new projects in the East Midlands and Wales have been launched. We're in advanced stage negotiations with another North West prison about working there and hope to appoint this role by the end of 2022.
- **Recruit and train eight new outreach workers to fill current vacancies and new ones**
  Ongoing – we have recruited and trained five new workers during 21/22. One of the team works across two prisons, and another vacancy is currently being advertised in order to bring the team to the full strength currently needed.
- **Recruit and train a member of operational staff to support and enable our current growth**
  Not progressing – in order to be prudent with our finances it was decided not to recruit into this role during 21/22 and as a result this appointment was not progressed.
- **Lead 500 people to Jesus for the first time**
  Ongoing - due to persistent Covid-19 lockdowns in prisons, and an extreme shortage of prison officers across the country, our work continues to be hindered by a lack of full access to prisoners. This means that our groups are sometime restricted in number or are not allowed to happen at all for a period of time. Much of our one-to-one work has had to be conducted through a locked door. Despite this, we have seen around 300 individuals make a first-time confession of faith in Jesus.

EQUIPPING AND TRAINING

One of our core values is enabling the local church to be equipped for evangelism and discipleship. Two of the ways we do this are Advance Groups and Message School of Evangelism.

Through group mentoring and evangelism training, **Advance Groups** equip and empower people across the globe to share the good news of Jesus with a new boldness, using materials translated into different languages. In 2021/22, Advance Groups continued to grow across the world, with groups launching for the first time in a number of countries including Angola, Benin, Chile, Guinea-Bissau and Mozambique. Advance Groups are now established in over 80 different nations across the globe, with groups being found in every continent apart from Antarctica.

In January 2022, we held our second Global Advance Day. On that day alone, we saw hundreds of new groups launch across the world, training and equipping men and women in their evangelism.

Advance Youth is about training up the next generation so that young people can share their faith with boldness in their schools and communities. As they're equipped at monthly The Gathering events in London and the North East, young people have started Christian Unions in their schools, found new ways to show Jesus' love in action and been praying with a new passion for their friends and family. In July 2022, 48 young people from across the UK came together for a week of mission in London where they got to put their faith into action.

EQUIPPING AND TRAINING (continued)

Young people aged 17 – 25, have the opportunity to spend a gap year with The Message Trust on **Message School of Evangelism**. In 2021/22, 23 students enrolled on the programme and spent a year being equipped for mission whilst getting to put what they learnt into action. They ran youth groups, were part of Love Where U Live social action projects, got involved in homeless support projects, served in The Community Grocery, and played a key part in Festival Manchester. Interest in the 22/23 is increasing with a growing number of international applicants looking to join the course as awareness of the work of The Message grows around the globe through Advance Groups.

Advance: Outcomes against our 2021–22 goals

- **Have Advance Groups established in 100 nations**
  Ongoing - we have established groups in 91 nations around the world and have a pipeline for the next nine which we expect to see happen within the calendar year of 2023.
- **Hold the second Global Advance Day**
  Ongoing - we held our second Global Advance Day on Saturday 29th January 2022 through which we launched 450 new Advance groups around the world. We are planning a third Global Advance Day in January 2023 with an aim of launching 500 new groups on the day.
- **Launch the new three-year Advance Groups Mentoring Guide and translate it into 6 languages**
  Achieved - we launched the new three-year guide in March 2022 and have since translated it into Spanish, Portuguese, German, Burmese, Urdu and have commissioned the French translation. We have also developed Thai and Mandarin translations of the original one-year guide as a stop-gap for those territories.
- **Have 75 Advance Ambassadors across the globe**
  Ongoing - we now have 51 ambassadors across the globe and aim to increase to 65 in 2023.
- **Share news of the impact of Advance Groups through a Year of Stories**
  Achieved – daily stories encouraging Advance supporters about the impact groups are having around the globe have been published online via the Advance Groups website each day of 2022.

FESTIVAL MANCHESTER

Partnering with the Luis Palau Association, over 300 local churches and numerous businesses we held **Festival Manchester 2022** - the North West's biggest Christian mission in a generation – this year.

Through schools tours, social action projects, mass choirs and multiple outreach events we wanted to reach every group of society through Festival Manchester 2022. Activity that took place included:

- **Our biggest-ever schools tour** – our Creative mission teams (as well as bands from Light) took the Love Where U Live tour into schools, doing a total of 86 schools days (see page 7). Over 45,000 young people saw lessons and assemblies where they heard bands perform their gospel-filled music, powerful stories that taught young people what it truly means to love your neighbour and about their true identity in Jesus.

FESTIVAL MANCHESTER (continued)

- **Social action through Love Where U Live** - 157,709 hours of social action took place as part of Festival Manchester as teams showed love to forgotten places through making over gardens, clearing litter, tackling community projects and running free activities for local families and children. As teams get to know their neighbours, they'll invited them along to the festival weekend in Wythenshawe Park.
- **Mass Children's Choirs** - as well as high schools, Festival Manchester headed into primary schools too, giving children the opportunity to perform on the main stage in Wythenshawe Park! Hundreds of pupils signed up to take part in a once-in-a-lifetime experience, where they learnt catchy songs before coming together with pupils from across Greater Manchester to form huge Festival Manchester Soul Children choir.
- **City wide events** – Festival Manchester was for everyone which is why the festival saw 41 outreach events held across the city. From a business event and women's events to banquets for the homeless and events for sex-workers in the city, everyone got to come along, have a good time and hear how loved they are by Jesus.
- **Festival Manchester weekend** – from Friday 1 – Sunday 3 July 2022 Festival Manchester took over Wythenshawe Park and filled it with a free family festival. Extreme sports, music gigs, hi-tech gaming zone, beach, inflatables, funfair and zorbing were just some of what the 65,000 visitors found as they came along. Wherever they were at Festival Manchester visitors also got to hear about the love and hope Jesus offers them, and lives were changed.

Partnering with Compassion and Home for Good, we wanted to ensure that Festival Manchester impacts lives for the long-term. Together with Home for Good, we want to find 500 homes for children and young people through fostering, adoption and supported lodgings, giving each child a place to call home and thrive. And it's not just young lives we want to impact. Through the festival, we saw children in developing countries sponsored through Compassion which will give them access to education, support and medical care so they can break free from poverty.

Festival Manchester: Outcomes against our 2021–22 goals

- **Hold Festival Manchester 1st - 3rd July 2022 and see tens of thousands of people from across the North West attend.**
  Achieved - over 65,000 attended the Festival Manchester weekend.

- **Hold build-up events, including October fundraiser and Church Prayer and Worship event**
  Achieved - in the build-up to Festival Manchester we hosted a fundraising event in October 2021 at The Point, Old Trafford where we shared vision with more than 300 people. At the event, two of our Message Bands performed as well as special guest, soul singer Mica Paris. Speakers included Andy Hawthorne, Gary Smith & Andrew Palau. In April 2022, we held two Prayer and Worship events at !Audacious Church. Attended by over 1,000 people, Tim Hughes and Jake Isaac lead worship, key leaders from churches across the North West and Festival Manchester led prayers and shared the vision for the festival.

FESTIVAL MANCHESTER (continued)

- **Hold separate evangelistic outreach events for women, business and civic leaders, people experiencing homelessness, sex workers**
  Achieved - in the week leading up to the Festival Manchester weekend, we held a dinner under the wings of Concorde for business and civic leaders. Hosted by Andy Hawthorne, the event featured comedian Tim Vine, business leader Sir Brian Souter and evangelist Andrew Palau. Two separate outreaches were organised to reach women. One was at the Hilton and the other at The Message HQ in Wythenshawe. At both of these, Wendy Palau was our guest speaker where she shared her story of faith. Four banquets for those experiencing homelessness and a special lunch for those working in the sex industry were also held as well as an outreach at 'Projekts MCR' to the skater community.

- **Prisons outreach in at least four institutions**
  Ongoing - due to lockdown restrictions, Covid-19 and regime changes, we were only able to take Festival Manchester into one prison. It featured Vital Signs, BMX stunt riders and evangelist Andrew Palau.

- **Facilitate at least 200 social action projects across the North West**
  Achieved - more than 157,709 hours on social action projects took place as part of Festival Manchester.

- **Schools evangelistic mission in at least 65 schools across the North West**
  Achieved - we saw more than 45,000 young people in 90+ high schools and ran a number of evangelistic follow up events. This was the biggest schools outreach The Message has done in its 30-year history.

- **Facilitate a significant reduction in the number of children and young people on the Social Services Fostering and Adoption register**
  Achieved - we partnered with Home For Good to raise the issue of fostering and adoption amongst the Christian community. They have made key connections with social services in a number of the Greater Manchester authorities. Already many have registered to foster and adopt, and a number are on track to welcome children and young people into their homes.

- **Engage with children in at least 40 schools to perform in the choir during the Festival Weekend and see at least five legacy community choirs formed**
  Mostly Achieved - We connected to many primary schools resulting in more than 500 young people performing at the Festival Manchester weekend and seven legacy choirs being formed.

- **Plant 5,000 trees to benefit the environment and help off-set the carbon footprint of the festival**
  Achieved - working with #OrchardsEverywhere we purchased the root stock for 5,000 trees.

THE MESSAGE ACROSS THE UK

The work of The Message continues across the whole of the UK. We now have teams operating in the North West, North East, Scotland, Wales, London, East Midlands, West Midlands and Yorkshire & Lincolnshire. In each location, our opportunities to reach out into schools, communities and prisons have continued to grow. Our continued approach of devolving work to hub teams is proving successful, increasing innovation with each hub identifying opportunities for new and exciting mission activities in their schools, prisons and local communities, as well as seeing new Eden teams and church partnership launched within their area.

Here are some of the highlights from our hubs across the UK this year:

EAST MIDLANDS

- As mission continued to grow across the Midlands, a decision to divide the area into two hubs to maximise opportunities across the region was made and a hub for the East Midlands was launched.
- A new Eden team was launched in Top Valley (Nottingham) who got involved with their community straight away setting up activities and outreach aimed at supporting their new neighbours.
- As creative mission grew our teams ran schools weeks in Lincoln and Skegness. In schools, they ran lessons and assemblies before hosting end of the week gigs in partnership with local churches.

LONDON

- Neal Street Espresso has continued to go from strength to strength, not only growing in popularity and profitability as a speciality coffee shop but also as an enterprise in which ex-offenders can get training and employment.
- A second team member was added to the Neal Street Espresso team getting discipleship and developing key life skills and experience.
- Advance The Scattering saw 48 young people from across the UK go out on mission for a week in London. Over seven days they took part in outreach events, got to pray for 400 people and saw people say ‘yes’ to Jesus.

NORTH EAST

- There are now five Community Grocery stores helping to keep families across the North East fed and offering support. Members regularly tell grocery teams what a lifeline the stores are to them in times of need. As the partnerships between the Community Grocery and churches develop, members are going along, and local churches are growing.
- Advance Youth has continued to grow this year with young people meeting monthly and telling us how they are finding a new boldness in sharing their faith.
- Schools work has continued to grow with teams working in 14 different schools across the North East during 21/22, and further creative mission through the No More Knives tour is planned for early 22/23.

THE MESSAGE ACROSS THE UK (continued)

NORTH WEST

- The level of creative mission taking place across the North West reached a new level this year with Respect ME running 72 schools days as well as six boys courses and two girls courses. Four No More Knives tours also took place in 21/22 in Salford, Blackburn, Stratford and Tameside. Alongside this, the Love Where U Live schools tour for Festival Manchester headed into 92 schools across Greater Manchester and the North West.
- Four new Eden teams launched this year in Sharston (Manchester), Kensington (Liverpool), Orford (Warrington) and Central Drive (Blackpool) and have immediately started having an impact in their communities as they serve their new neighbours in word and deed.
- The popularity of Genetik Sessions continues to grow with children and young people taking part in weekly music and dance classes through which they not only develop skills but also hear more about their value, purpose and identity, as well as the hope Jesus offers.

SCOTLAND

- The growth of the Scotland team to include a new schools worker has seen creative mission relaunched in Scotland this year. Lessons and assemblies have been held in a number of schools through which young people have been equipped, empowered and built up to discover their full value and potential whilst also giving them a hope for the future.
- The Scotland Message Bus has been on the road running bus sessions as well as 10:10 projects in partnership with local churches. This included six weeks, where the bus spent every Friday, Saturday and Sunday evening in the east-end of Glasgow as we partnered with three local churches to run a 10:10 project. Each night, young people dashed to the bus to play on the games consoles, scale the climbing wall and hang out with their friends. On the last night of each 10:10 project, the local church ran a Youth Alpha session on the bus before inviting each young person to the rest of the course they'd start running in the churches the very next week. The bus was also part of a mission week run by King's Church Aberdeen called Love Aberdeen. A couple of weeks after the bus was in Aberdeen, the church got in touch with us saying that off the back of the bus mission, 20 young people started coming along to their youth group.
- Alongside this, May 2022 saw the launch of a brand-new Eden team in Dumbarton (Glasgow). Straight away the team have got involved in their community through youth work, outreach events, and other initiatives around the town.

WALES

- Prisons ministry has continued to grow in Wales during 21/22 with opportunities to go into an additional prison opening up, as well as the team getting to be more actively involved with prisoners during the resettlement process.
- The WILD Youth Group Tour began being run in partnership with local churches across South Wales this year. Combining fun and high-energy activities with the gospel, games and giveaways, it provided a new way in which The Message and churches could connect with their community and young people.
- Putting faith into action has continued to play a huge role in mission across Wales this year. We've run Love Where U Live social action projects in communities such as Cwmbran and Ely, distributed hampers to some of South Wales' poorest families and run car park carol services.

THE MESSAGE ACROSS THE UK (continued)

WEST MIDLANDS

- As mission continued to grow across the Midlands, a decision to divide the area into two hubs to maximise opportunities across the region was made and a hub for the West Midlands was launched.
- Community Grocery stores across the hub continue to make a huge impact on the towns in which they are located with thousands of members gaining access to the affordable food they need by shopping in store each week. In addition, the wrap-around support courses that run are in stores are helping people find faith on Alpha, get on top of their budgets through the CAP money management course, and improve their mental health on our well-being programme.

YORKSHIRE AND HUMBERSIDE (formerly YORKSHIRE AND LINCOLNSHIRE)

- The Foundation Community Grocery continues providing families across Sheffield and the surrounding areas with access to affordable food and wrap-around support. The team have actively built partnerships with many local community groups including the Sheffield Wednesday Community Programme, through which the impact of the grocery can be further increased.
- Eden teams continue to impact communities across Yorkshire and Humberside. (Lincolnshire, is now being impacted by the Message East Midlands team.) In West Bowling (Bradford) the team have run a holiday at home week for young people who would not get away on a summer holiday, run bus projects, supported their neighbours and developed an emerging leaders programme for young people.
- Prisons work in Yorkshire is growing with prisoners engaging in services, courses and support the team offer. Through this, men have started bringing others from their wing along to hear about the hope Jesus offers and about how there is more to life than where they find themselves.

Across the UK: Outcomes against our 2021/22 goals

LONDON

- **Launch one new Eden team**
  Ongoing – this rollout was dependent on the completion of a 10-year Eden review and development of a new Eden strategy for London. The timescales for this have been extended, delaying the launch of a new Eden team.
- **Continue to support existing Eden teams**
  Achieved - we have continued to support our Eden teams through David Vincent our coach.
- **Fill the vacant post of Bus Manager**
  Achieved – a full-time Bus Manager is in place within the hub team. The recruitment of the right person into the role took longer than anticipated with a suitable candidate being found in August 2022.
- **Relaunch the Bus in London**
  Ongoing – whilst we were waiting to appoint a Bus Manager the London Message Bus was redeployed to Manchester to meet the demand on the Bus ministry there. Plans to grow bus ministry in the capital are being rolled out in 22/23.
- **Launch a Community Grocery store in London**
  Ongoing - a church partner and site have been identified with a plan to open London's first Message Community Grocery in 22/23.

THE MESSAGE ACROSS THE UK (continued)

MIDLANDS

Launch the Midlands Message Bus for Coventry and Warwickshire

Achieved – a bus manager was employed to oversee and run bus mission from the Coventry and Warwickshire Bus.

- **Employ a part-time Creative Missions worker**
  Postponed – a decision to place this recruitment on hold in 21/22 was made.
- **Launch one new Eden team in hub areas**
  Achieved – Eden Top Valley launched in Nottingham during 21/22.
- **Launch three Community Grocery stores in the hub area**
  Ongoing – there are now three Community Grocery stores in the hub area with Lincoln and Bedworth having launched in 21/22. The launched of the store in Burslem (Stoke) had to be postponed into 22/23 due to building works that the partner church needed to complete in the building and the timescale of these.
- **Run one No More Knives schools tour**
  Ongoing – the timescales for the No More Knives tour were amended and not within 21/22.
- **Run two Love Where U Live missions**
  Ongoing – it was unfortunately not possible to run the Love Where U Live missions this year**.**

NORTH EAST

- **Launch two new Eden teams**
  Ongoing - a team is ready to launch in Byker as soon as a team leader is appointed with another team in Middlesbrough being formed for launch in 22/23
- **Open three new Community Grocery stores and a distribution warehouse within the hub area**
  Ongoing – two Community Grocery stores were opened this year in Newcastle (February 2022) and Middlesbrough (June 2022). A distribution warehouse has been identified and negotiations are in the advanced stage however it was not possible to finalise the heads of terms to complete on this in 21/22.
- **Run schools work in 10 North East schools**
  Achieved - we ran creative mission in 14 schools across the North East this year.
- **Hold two outreach events for young people featuring Message creative mission bands**
  Ongoing - one creative mission event was held in Hexham. Another event proposed for early 21/22 was delayed due to reservation around Covid.
- **Continue running monthly Advance Youth events and have 20 young people involved in Advance The Scattering 2022**
  Achieved - 12 people gather monthly at Advance Youth events in Teesside, 48 young people attended Advance The Scattering in summer 2022, with 5 coming from the North East
- **Run an online Rebuilding Lives Conference**
  Cancelled – investigations highlighted that the repetition of this conference as a yearly event was not in demand, therefore its frequency was reduced in order to allocate resources into other areas of mission.

THE MESSAGE ACROSS THE UK (continued)

NORTH WEST

- **Launch three new Eden teams**
  Achieved – four new teams were launched this year in Sharston (Manchester), Kensington (Liverpool), Orford (Warrington) and Central Drive (Blackpool).
- **Continue developing Genetik Sessions**
  Achieved – the team worked hard to recruit new students to be part of Genetik Sessions via connections with the community, local churches and schools, as well as at events like Festival Manchester, which has seen numbers grow. To ensure Genetik Sessions in 22/23 continues to be financially sustainable, the funding structure and classes offered are being evaluated.
- **Run Message Bus work from the North West bus four nights a week**
  Ongoing – the North West Bus was off the road for part of the year, however during that time the Bus Manager supported bus ministry in other hub areas. As soon as the bus was available, it was out running sessions across the region, with a summer full of bookings.
- **Book 50 dates in schools for Respect ME**
  Achieved - 72 Respect ME school days were completed in schools with Respect ME plus six boys' courses and two girls' courses.
- **Book and deliver three No More Knives tours**
  Achieved - we delivered four No More Knives tours in 21/22. The tours took place in Salford, Blackburn, Stratford and Tameside where we visited 35 schools.
- **Assist with the booking of schools for the Festival Manchester 2022 schools tour**
  Achieved – the team offered full support and helped ensure the successful implementation of the Festival Manchester Love Where U Live schools tour, taking the tour into 92 schools where it was seen by over 45,000 young people.
- **Finance the Festival Manchester 2022 Women's Outreach events and have 700 people attend the events**
  Achieved – both these events were financed and had over 700 people booked to attend.

SCOTLAND

- **Relaunch 10:10 bus projects**
  Achieved – 10:10 bus projects have been running throughout 21/22 and have seen the bus travelling to cities like Glasgow and Aberdeen. Each project has seen young people come on board for an evening of fun with their friends, whilst also getting to hear the gospel boldly proclaimed, and invited to join a Youth Alpha course launching on the back of the project.
- **Launch a new Eden team in Dumbarton**
  Achieved – a new Eden team was launched in Dumbarton (Glasgow) in May 2022.
- **Relaunch schools work in Scotland**
  Achieved – a new schools worker joined the Scotland hub team in 21/22 and has been delivering lessons for students, with plans to increase the number of schools further in 22/23.
- **Run the youth programme at ReFuel 2022**
  Cancelled – ReFuel festival was cancelled in summer 22, so the team were unable to run the youth programme. The Message plans to help deliver the festival programme in 22/23.
- **Run mission weeks in partnership with SU**
- Impacted by Covid – unfortunately due to restrictions that were still in place around visitors getting into schools in Scotland during early 21/22, the mission week had to be postponed with plans for future missions being discussed.

THE MESSAGE ACROSS THE UK (continued)

WALES

- **Launch WILD Youth Group Tour and run at least 20 sessions, sharing the gospel with over 2,000 young people in the first year** Ongoing – this was launched in September 2021, and since then we have run six WILD events, reaching around 500 young people. Logistics associated with running WILD have made it more challenging than we hoped, so as a result we have not currently pushed the tour aspect, but have plans to address this and hope to continue to develop the ministry in the future
- **Launch one Community Grocery store**
  Ongoing – research and investigations have highlighted few churches with the premises required for a Community Grocery in locations where stores are most needed, meaning we have been unable to progress this. There are still some ongoing discussions with interested churches but no Community Grocery launch in Wales currently planned.
- **Start prison ministry in one new prison**
  Achieved - having raised the necessary funds for this, an additional prison outreach worker joined the team in 21/22 and is working in a prison in Cardiff. This has also opened up better connections for resettlement with another prison in South Wales.
- **Launch one new Eden team in Wales**
  Ongoing – it was not possible to launch a new team in Wales in 21/22, however, ongoing interest is being explored in areas of Rhyl & Caerphilly, with a strong desire to launch teams in Ely, Merthyr Tydfil and Barry in the near future.
- **Reach over 10,000 people with the gospel through various outreach and ministries**
  Achieved - through our prison outreach, schools work, youth events, summer mission, youth group engagement, WILD tour, bus sessions, Street Pastors and more, we have had a successful year of engaging with the community and sharing Jesus at every opportunity.

YORKSHIRE AND HUMBERSIDE (formerly Yorkshire and Lincolnshire)

- **Complete renovations of the new enterprise centre at Woodseats Baptist Church**
  Ongoing – building work on the enterprise centre is now 90% completed having had to be delayed due to the building teams requirements to fit out Community Grocery stores. Renovations are due to be completed in 22/23.
- **Recruit replacement schools Outreach Worker**
  Achieved – towards the end of 21/22 we successfully appointed a schools outreach worker who will be in schools during 22/23 delivering creative mission and Respect ME lessons.
- **Recruit an enterprise and discipleship lead**
  Ongoing – due to the slight delay in the completion of the renovation works on the new enterprise centre, this is still an active conversation.
- **Continue developing opportunities for enterprise in the Yorkshire hub ahead of launching activity in 22/23** Ongoing - we are continuing to develop these opportunities and strategize our enterprise opportunities; this includes continuing to develop relationships with other Christian charities and churches with the aim launching our enterprise project in 22/23.
- **Launch one Community Grocery store**
  Ongoing – the launch of a new Community Grocery in Yorkshire and Humberside has not been possible during 21/22 but conversations around this for 22/23 continue.
- **Launch one new Eden Team**
  Ongoing - we sadly haven't been able to launch any new Eden Teams this year. However, the region continues to be impacted by Eden through the great work of our existing teams.

OPERATIONS AND MINISTRY SUPPORT

Priority of Prayer

A rhythm of daily, weekly and monthly prayer lies at the heart of our life together as a ministry. At the beginning of each day a half hour daily prayer time (one hour on Tuesdays) is mandatory for all staff as a key time to reflect and refuel. We also encourage all staff to spend at least an additional half-hour in prayer during a weekly time in our prayer room from 12 to 3pm on Tuesdays.

Our all-staff monthly prayer days have become increasingly essential for keeping up with news from across the ministry, especially as God continues to open doors in the wider UK and abroad.

Staff

The Message Trust and the Message Enterprise Centre employed an average of 184 personnel in the year (2021: 137) in total across the group. This average includes full-time and part-time staff.

Volunteers

Volunteers play a key role in helping us deliver both our front-line missional work and behind-the-scenes support. Commitments this year ranged from full-time volunteer work based in our offices to ad-hoc volunteer support at events. Across the year, in the region of 201,000 hours (2021: 12,000 hours) were freely given in support of our activities. This greater than 16-fold increase in hours in 2022 is linked to the rapid expansion of the network of Community Grocery stores.

Creative, Communications, Facilities and IT

Whilst the facilities team have continued to undertake projects across our HQ buildings and hub offices, a large focus of their work this year has been the refit of premises for Community Grocery stores as well as ensuring maintenance issues associated with these are resolved in a timely manner. At the same time, the team have played a key role in the refurbishment works taking place at Woodseats Baptist Church – the new base for our Yorkshire and Humberside team, from which we will run enterprise work in the region.

Our in-house design and communications department were instrumental in the promotion and marketing of Festival Manchester to churches, Christians and members of the general public, as well as highlighting the support available through Community Grocery stores in each community they are serving. Both of these major projects resulted in a significant amount of local and national press coverage. They also continued to deliver supporter communications throughout the year, including editions of Flow magazine, supporter prayer and fundraising updates, a suite of websites, and email and social media campaigns. Alongside this, a proactive communications strategy highlighting the work of The Message Trust within the local and national media continues to be implemented. Our focus on supporter engagement continues with opportunities to increase engagement, especially across digital platforms being fully utilised. Beyond supporter communications, the team delivered video content for live events and digital platforms, album artwork and music videos.

PARTNERSHIPS

Supporter Events and Fundraising

In the aftermath of the national lockdowns, due to Covid-19, the country has been gripped by high levels of inflation and a cost-of-living crisis affecting many of our donors who have found themselves unexpectedly in a different financial position. Therefore we have seen minimal growth in our regular fundraising income, but thankfully due to the generosity and loyalty of our supporter base, our attrition rate has not increased.

Festival Manchester was a key focus for the Partnerships team this year, with one-off funding required to put on the large scale 3-day festival in Wythenshawe, and thankfully due to the generosity of our donors we were able to completely fund the budget for the festival through our fundraising events and campaigns for the festival.

The Community Grocery, which you can read more about on pages 10-12, was launched at the outset of the Covid-19 pandemic has grown considerably thanks to the continuing fundraising success of some of our campaigns such as 'I was hungry and you fed me', which has enabled us to help thousands more families in need at a time when demand has soared during the cost-of-living crisis.

We used the services of Chell Perkins Ltd, as professional fundraisers acting on behalf of The Message Trust for grant funding applications again, in 2021/22. Chell Perkins Ltd is registered with the Fundraising Regulator and we monitor their activities on behalf of The Message Trust on a monthly basis. The Message Trust is also registered with the Fundraising Regulator and as such subscribes to The Code of Fundraising Practice along with its 4 core values to be legal, open, honest and respectful. Anyone considered to be vulnerable, and our Community Grocery members are not contacted by The Message for fundraising purposes, and flagged as such on our contact database, to prevent this happening. The charity and its agent have not received any formal complaints in the last year about its fundraising activities.

Supporter Events and Fundraising: Outcomes against our 2021/22 goals

- **Aim for a donor attrition rate of 12%**
  Achieved – significant donor care work has taken place during 21/22 resulting in our current attrition rate being 10. 7%.

- **To add 500 new or increased gifts**
  Achieve – a total of 790 new or increased gifts were given during 21/22 which helped fuel the increased level of mission and activity taking place through The Message Trust.

PARTNERSHIPS (continued)

Sharing our resources

Our commitment to helping others around the world who share our heart for the poor and unreached is expressed through our tithe fund. We tithe a proportion of our unrestricted charitable income and give it to other organisations and charities who share similar objectives to The Message Trust.

Our giving (the Direct Costs given to Other Projects) in 2021/22 totalled **£499,421** (2020-21 £717,690) from our Tithe fund.

Compassion UK received **£44,212** (2020-21) £35,280) for child sponsorship in Haiti; and £50,000 (2020-21 £Nil) for their general funds in 2023.

We continued our support of **Life Association** (a related party link with Simon Hawthorne) through a gift of **£14,383** (2020-21 £14,383) to help provide schooling for Dalit orphans in Machilipatnam, India. **£10,000** was given to **Press Red** who are making a stand against the violence suffered by girls and women worldwide (a related party link with Michelle Hawthorne) (2020-21 £6,000). **£27,000** was given to **Ignite** (a related party) including £24,000 to support their ministry building new churches in India (2020-21 £10,000) and £3,000 to Ignite Big Idea in the UK (2020-21 £3,000).

We also gave **significant gifts** to the following projects £50,750 to Embassy Bus providing emergency accommodation for people living on the streets in Manchester (2020-21 £11,000); £13,200 to Good Shepherd Children's Orphanage in Haiti (2020-21 £13,200); £2,940 to CRMI (2020-21 £2,940) for child sponsorship in Uganda, plus £25,000 for roofing the Pastor's house in Bombo, Uganda (2020-21 £30,000 to help build a church in Bombo, Uganda) and £27,620 for a variety of projects including purchasing a truck for transporting materials and a solar pump to supply water (2020-21 £1,300 for their chicken farm helping people find work in Uganda and £5,000 for the work of Advance in Uganda through CRMI and £5,000 for the general work of CRMI.) £18,000 was given to support Potters House Church, Hull, led by Mo Timbo (2020-21 £12,350).

New projects supported this year included:

There was continued support for Manchester House of Prayer for their prayer ministry £12,000 (2020-21 £12,751). £8,196 to Barnabas for Prisons work in Haiti (2020-21 £14,994); £16,586 to Good Samaritans Pakistan for work in the boys' school (2020-21 £10,000).

One-off gifts were given last year, for Christmas Hampers to our Community Grocery members (2020-21 £64,207), in 2021/22 these hampers were organised by the Community Grocery Sharston rather than being funded from donations. Last year one-off gifts were also given to Christ Church Pennington to support the work with Christians Against Poverty in their church (2020-21 £10,000); Shining Faces received support for their Orphanage in India (2020-21 £10,000) and St James & Emmanuel received money for work with their Farsi group (2020-21 £20,000).

Other gifts to our **Message partners** in the UK and beyond from Other Projects (per note 5) included £32,364 to Message Germany (2020-21 £27,688); £16,694 to Message Canada (2020-21 £15,769); £11,000 to Eden Westwood, Oldham (2020-21 £6,500); £7,400 to Message South Africa (2020-21 £235,000) and £Nil to Eden Buttershaw (2020-21 £4,000); £Nil (2020-21 £2,000) to Eden Whitmore Reans and £Nil (2020-21 £1,080) to Eden Easterside

MEC – OUR BUSINESSES

This year The Message Enterprise Centre continued with its apprenticeship model for training, aiming to maximise skills development and financial sustainability for our team members. We were delighted to hold a graduation for one of our team members from the two-year programme this year. The Community Grocery in Sharston continued to create new team member roles both in store and in logistics.

The location of the Community Grocery next to **The Mess Café**, coupled with growing food offer, media coverage and increasingly positive Trip Advisor reviews saw the cafés popularity continue to grow, and footfall continue to build. Further opportunities to ensure the café's efficiency were continually identified and implemented to help reduce costs.

The **Community Grocery** in Sharston continues to operate in the Message Enterprise Centre and serves over 2,500 member families and keep them fed, whilst also being the location where wrap-around support courses run from. The Community Grocery is supplied through the redistribution of surplus food from supermarkets and food suppliers, as well as the purchase of food from wholesale. For £4 per shop each member gets to do a full shop up to three times a week, that will keep their families fed. We believe Community Grocery stores could be significant in helping to feed our nation's poorest families. Coupled with providing food, grocery members also have access to a range of courses and services, such as job clubs, counselling, debt advice and opportunities for members to learn more about Christianity. Demand for membership was significant with over 2,500 members now signed up at the Wythenshawe store. Growing food poverty across the UK led to demand for further Community Grocery stores, so in partnership with local churches a further 17 stores have been launched by The Message Trust since September 2020 with plans to launch more stores in 2022/23.

The easing of Covid-19 restrictions meant that in 2021/22 the **MEC Events** business was able to return to full operations and host large-scale events such as live acoustic music nights, weddings and conferences again. As awareness of the MEC Events offering has grown we received an increased number of enquiries and bookings for events, helping to increase the profitability of this area of our work. Current tenants within the office space include the charity 'Gospel for Asia' and Pure Innovations.

The work of **MEC Building Services** has focused primarily on refurbishment and development projects this year, with the team undertaking projects both for The Message, the shop fitting of Community Grocery stores and the refurbishment of the MEC's rental properties. The team were involved in the fit out of all the Community Grocery stores that opened September 2021 – August 2022, as well as continued work on the Sheffield Enterprise Centre in Woodseats and the renovation of the properties to be used by Message School of Evangelism (formerly Message Academy) students in 2022/23.

2 new properties were added to the **MEC Property Management** in 21/22 meaning that our portfolio of properties is now at 14. Message School of Evangelism students were housed in MEC properties, with properties also being rented to Message School of Evangelism graduates, team members, families who are connected to our Eden teams, as well as some employees of The Message Trust.

MEC – OUR BUSINESSES (continued)

Wedding Angels has maintained its presence this year. Our partnerships with local churches have continued and the growth of the wedding offer within the events business has seen a number of Wedding Angels customers decide to hold their wedding within the MEC. Discussions about the long-term future of Wedding Angels are ongoing with options for transitioning this across to a Community Grocery partner church being considered and discussed.

As partnerships across the UK grow, our vision to expand our enterprise work into other areas of the UK, offering training and discipleship opportunities to team members remains. **Neal Street Espresso**, our speciality coffee shop in Covent Garden, continues to go from strength to strength. The quality of its coffee offer has made it popular with visitors, residents and workers in Covent Garden. A pipeline for team members continues to be developed and in 2022/23 it is hoped to increase the number of team members in place in Neal Street Espresso. As part of the stores offer a function space was created and this is being rented out for meetings and events this year, providing another income stream and introducing our enterprise work to a wider audience. Bookings for this space have increased throughout this year with income from this increasing.

MEC Businesses: Outcomes against our 2021/22 goals

- **To average 100 customers a day in the Mess Café**
  Achieved: We now average 120 customers a day.

- **To average 125 Customers a day in Neal St**
  Achieved: We average 140 customers a day in our London Café.

- **To launch a new social enterprise located in the Message Enterprise Centre**
  Ongoing: This year we focused our efforts on helping The Message to launch Community Grocery stores outside of our Enterprise Centre, so we didn't launch any new businesses in The Enterprise Centre itself. However, to make the best use of our units and to continue benefiting the wider community, we turned one of our adjacent units to the grocery into a dedicated courses room for Community Grocery members to engage with. We also partnered with children's charity 'Early Essentials' and prisons charity 'Homes of Hope' who will be renting space from us long term, whilst also providing services to our members

- **To host 24 external full price events**
  Ongoing: We hosted 9 full price external events in the 21/22 year. This included 6 weddings and 3 conferences. This is below our target due to a combination of factors, but most notably because we lost a lot of advance bookings during Covid, which we have struggled to build back up again. We have also struggled to recruit the right person to take on our external events and grow them once again. We have since appointed someone with events experience who we feel can reach the potential for this space moving forward.

- **To refurbish a further 3 houses**
  Achieved – three of our properties were refurbished this year.

MEC – SUPPORT AND DISCIPLESHIP

Discipleship continues to be at the heart of our work. Our discipleship programme focused on support and the development continues to prove successful.

The Oaks, our supported house in Wythenshawe, is also a hub for its community, being used for Alpha courses, outreach events and Bible studies for both residents and non-residents, in person and online. The residents have been actively sharing the stories of how their lives have been transformed in churches, sometimes online, as well as at local, regional and national events, gaining confidence in the process. Over the past few years the number of residents within The Oaks has continued to decline, despite a strategy to development a referral pipeline. Therefore, the difficult decision was made to close The Oaks to new residents in April 2022. The property was refurbished in August 2022 to repurpose the house as accommodation for Message School of Evangelism students from September 2022.

The Oaks: Outcomes against our 2021/22 goals

- **Refurbish The Oaks, with a view to renting it to Message School of Evangelism students**
  Achieved – a partial refurbishment of the property was undertaken and completed in August 2022.
- **Take on five new residents in The Oaks**
  Achieved in September 2022: During this year the MEC team members living in the Oaks were moved to other MEC properties and a decision was taken to house some of the new intake of Message School of Evangelism students in The Oaks with effect from September 2022. Therefore, the Oaks currently has 8 new residents.

- **Reduce The Oaks vacancy rate**
  Achieved: By agreeing in 2021/22 to repurpose The Oaks, to serve as accommodation for the Message School of Evangelism students, we have been able to fill The Oaks from the start of the new academic year in September 2022.

MEC Recruitment pipeline: Outcomes against our 2021/22 goals

- **To take on a further 3 enterprise team members**
  Achieved – This year we have been able to help more people develop their skills and gain work experience, through the governments' Kickstarter programme. We supported 27 people in total, each on a 6-month placement within our social enterprises. In addition to this we took on 2 new enterprise team members, one in London and one in Manchester.

MEC – SUPPORTER EVENTS AND FUNDRAISING

Many businesses and organisations have chosen to support the Message Enterprise Centre during the past year, and we are very grateful to them all. In 2022/23, we plan to re-commence the Message Business Network (MBN) dinners with a 10-year celebration of the Message Enterprise Centre.

Supporter events and fundraising: Outcomes against our 2021/22 goals

- **Recruit 50 new staff personal supporters**
  Ongoing: It has been a difficult year for staff to gain new personal supporters due to the economic impact on households, from steeply rising food and fuel costs and the overall impact of the cost-of-living crisis across our country. However, we did gain 23 new supporters in 2021/22.

- **Fundraise positions for up to 5 team members**
  Achieved: Through the government funding for the Kickstarter programme, we were able to offer positions which were equivalent to almost 14 team members. We had 27 people join the 6-month Kickstarter programme, as well as being able to fund new and existing team member posts during the year.

CHARITABLE GIVING

In addition to the giving by our Parent charity The Message Trust (£499k – see page 25), Our subsidiary the Message Enterprise Centre also had charitable giving this year which totalled £483 (2021: £2,571) and was distributed in the following ways, to organisations or individuals who share similar objectives to The Message Enterprise Centre:

- Light UK for their Christian music ministry to young people in schools and festivals - £119 (2021: £Nil). We gave 50p for every “Light” burger sold in the Mess Café.
- Wedding Gifts to Apprentices - £Nil (2021: £1,000)
- Hardship funding to support those in need - £Nil (2021: £713)
- Other gifts to Apprentices - £364 (2021: £858)

GROUP FINANCIAL REVIEW

The 2022 accounts have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), as published January 2022.

The Trustees have taken the opportunity to review all The Message's key accounting policies to ensure that they continue to be in accordance with the requirements of the Charities SORP (FRS 102) and best accounting practice.

Whilst these steps have resulted in enhanced disclosures in the financial statements, it has not been necessary to make any significant amendments to key accounting policies.

Review of the year

The Message Group came out of 2020/21 with a good level of reserves thanks to significant gifts received from our generous supporters in prior years. 2021/22 therefore, was set to be a year of investing some of these reserves in the future of our missional activities, and to expand the reach of the Charity further around the UK and build capacity in priority areas. The Trustees approved a budget deficit of £2m at the start of the year, which was to include significant one-off expenditure to facilitate this growth. Funds were designated to greatly expand our Community Grocery stores, refurbish existing properties to house our Academy students, invest in the growth of Advance around the globe, and fund the North West's biggest Christian mission in a generation, Festival Manchester.

Through this investment The Message Group grew rapidly, opening 9 new Community Grocery stores across the UK as demand for affordable food increased considerably following the pandemic, translating and printing the Advance materials in 7 new languages, refurbishing 3 properties including a large 3-bedroom extension, and running our biggest ever Schools tour to 45,000 young people, and delivering Manchester's largest free music festival, with multiple gospel presentations to over 60,000 people in Wythenshawe Park through Festival Manchester.

Despite the significant challenges coming out of the pandemic, followed by high levels inflation, the Message has still seen growth in its baseline income which rose to £8.6m (2021: £7.6m), a highly positive outcome in the context of the year. The growth in income was in part down to the increase in income from charitable activities, namely The Community Grocery, and fundraising of £1m (2021: £45k) for Festival Manchester 2022.

Costs, as expected, grew to £10.6m (2021: £7.1m), with significant one-off expenditure for Festival Manchester, developing its property portfolio and start-up costs for 9 new Community Grocery stores. This resulted in a net expenditure of £2.0m (2021: net income £0.5m) which will provide the basis for sustained growth in the future.

The financial year was also impacted by economic pressures, which affected some aspects of the Charity's planned activities and outcomes. Financially, as COVID grant funding was withdrawn our regular fundraising and income generating activities/events have been increasingly relied upon to fund our charitable activities.

As in the year 2020/21 we were still not able to organise The Urban Heroes awards, as well as some of our other regular fundraising activities, although speaking visits in Churches and sponsored events are starting to return to pre-pandemic levels.

GROUP FINANCIAL REVIEW (continued)

Income and Expenditure

The Message continues to rely on voluntary income as its principal source of funding. Total income from Donations and Legacies, including Gift Aid amounted to £6.4m (2021: £6.7m).

Gifts from Trust and Foundations increased to £1,092k (2021: £968k) which constitutes 17.1% (2021: 14.5%) of Donations. Gifts from individuals (including Gift Aid) increased to £2,516k providing 39.5% of Donations (2021: £2,122k – 31.7%). Gifts via Stewardship/CAF were £1,816k – 28.5% (2021: £2,062k – 30.8%), while income from other organisations – Churches, Ministries and Business Supporters provided £491k – 7.7% (2021: £443k – 6.6%), income from Sponsored Events raised £48k – 0.7% (2021: £20k – 0.3%) whilst other sources including Grants and Legacies this year provided £383k – 6.0% (2021: £1,082k – 16.1%), of which Government Grants (from the Coronavirus Job Retention Scheme) were £159k – 7.5% (2021: £503k – 7.5%).

Income from Other trading activities, which support the charity, increased to £58k in 2022 due to Covid restrictions (2021: £11k).

The cost of Raising Funds in the financial statements amounted to £148k in 2022 (2021: £174k), as per Note 4a.

Other funds were generated through Charitable Activities, most notably Community Grocery £1.28m (2021: £97k) other Project Income (including the various Eden Partnerships and Prison projects) £79k (2021: £114k); Message School of Evangelism £28k (2021: £31k), Business Income from the Enterprise Businesses £337k (2021: £207k); Rental Income £134k (2021: £235k) and Events £42k (2021: £8k).

Please note: The Message School of Evangelism is not an exclusively commercial operation, as the Trustees encourage both the training and facility to be used by the community.

Governance

The £38k (2021: £23k) governance includes the expenses associated with Trustee Board meetings, Trustee elections, maintaining our constitution, external audit and core executive management.

Net Expenditure in the Year

The expenditure exceeded income in the year by £1,367k mainly due to the increased costs from The Community Grocery network and net gains on investments £621k (2021: (£1,362k) net income mainly due to gains on revaluation of Investment Property £871k and to the Separate material item of income in 2021). Hence in 2022 we have Net expenditure of £955k (2021: Net income (£1,215k)) within unrestricted funds and Net expenditure of £1,032k (2021: Net expenditure £724k) within restricted funds, after transfers and other recognised gains.

GROUP FINANCIAL REVIEW (continued)

Balance Sheet

The Balance Sheet as at 31st August 2022 remained strong ensuring that the charity has the assets required to deliver its commitments to the community.

The additions to fixed assets for the group amounted to £335k (2021: £381k), of which additions for the Message Trust comprised of **Operational Equipment** – £35k (2021: £106k) which includes ten upright display freezers for the community grocery stores; **Fixtures and Fittings** - £12k (2021: £85k) was spent on laptops and new flooring; **Motor Vehicles** - £Nil (2021: £141k - was mostly spent on refurbishing buses for Message Midlands and Message Wales); the additions to **Buildings** - £241k includes the refurbishment costs for Woodseats in Yorkshire (2021: £49k). New **MEC Enterprise Equipment** cost £1k (2021: £10k) – consisting of a new compact coffee grinder.

Subsidiary undertakings

The Message Trust established a second subsidiary charitable company, in 2012, The Message Enterprise Centre (MEC), which is included in the consolidated accounts.

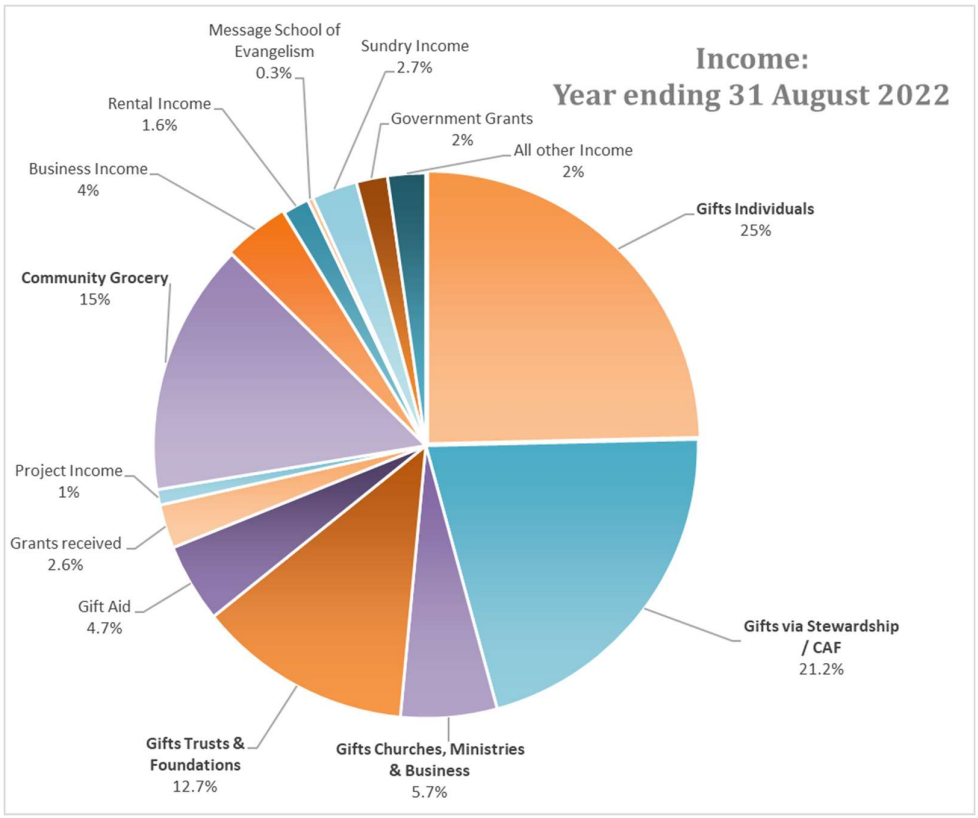
During 2013 The Message Trust established an associate – Eden Network Merseyside, which became a registered charity on 8 July 2013.

THE MESSAGE TRUST

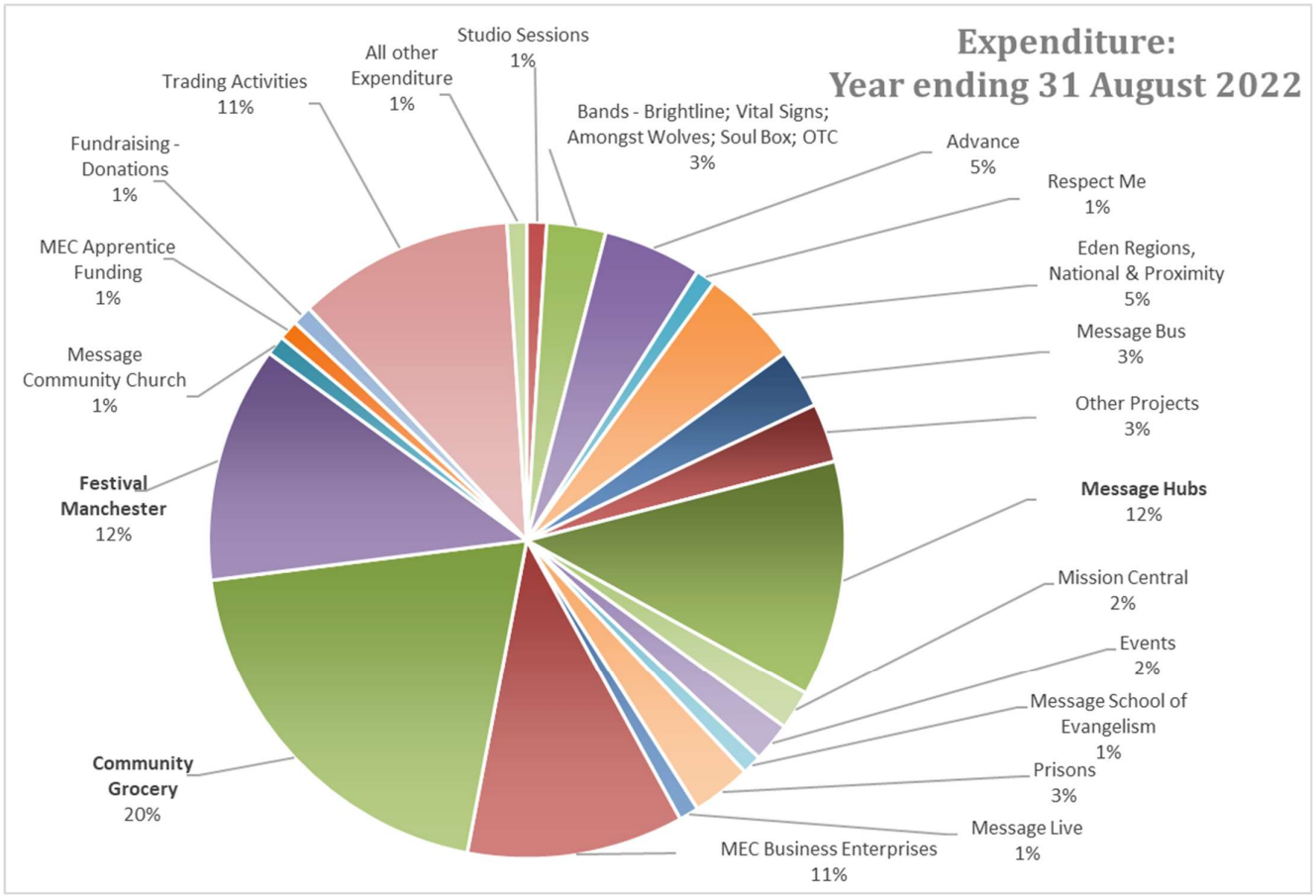
REPORT OF THE TRUSTEES

YEAR ENDING 31 AUGUST 2022

INCOME GRAPH



EXPENDITURE GRAPH



Investment Powers and Policies

The Trustees have the power to invest surplus funds of the charity in investments, securities and property as they think fit. The current policy of the Trustees is to invest funds not immediately required by the charity into a range of Treasury, Capital Bond and Deposit accounts which bear competitive rates of interest. The Trustees consider the social, environmental and ethical impact of the investment, before placing any new funds with a third party. This policy is reviewed periodically by the Trustees.

Reserves

The Trustees have adopted a reserves policy which they consider appropriate, to ensure the continuing ability of both The Message Trust and the Group to meet its objectives and obligations.

The total funds held by the Group at 31 August 2022 are £7,194,621 (2021: £8,561,295), of which £429,297 (2021: £616,482) are restricted and not available for the general purposes of the charitable group.

In order to be prudent, the Message Trust aims to accumulate, in general reserves, an amount equivalent to at least one month's staff costs, approx. £384k (2021: £449k). This is our minimum base level for reserves, however, given the degree of uncertainty in the economic climate at present we are currently holding reserves above this level. The amount of General Funds, excluding restricted and designated funds and fixed assets, freely available to spend on any of the charity's purposes as at 31 August 2022 was £478,514 (2021: £1,582,126) which is £94k (2021: £1,133k) in excess of the minimum reserves set out in our reserves policy.

We recognise that the long-term economic climate is still uncertain, and therefore the Trustees' have set revised financial budgets for the coming year, which they believe to be sustainable, with the help of our major donors. With this in mind, the Trustees have judged it appropriate to maintain the amount held in general reserves in line with this policy. Further details of the financial planning reviewed by the Trustees are in the going concern note on page 46.

The Trustees have continued to designate funds to underwrite future mission projects over the next 5 years. The Group has unrestricted funds at 31 August 2022, totalling £6,762,858 (2021: £7,944,813), of which £2,900,336 (2021: £3,217,593) has been designated for underwriting a variety of future mission projects by The Message Trust, and a further £3,384,007 (2021: £3,045,086) by The Message Enterprise Centre. A significant proportion of these designated funds are held in the form of buildings and other fixed assets, which are an ongoing resource for future mission projects across the group. The designated fund for Future Mission Projects can only be realised by disposing of £2,165,290 (2021: £1,613,010) the amount of tangible fixed assets and investment properties held by The Message Trust at 31 August 2022, whilst The Message Enterprise funds rely on the separate disposal of £3,343,643 (2021: £2,813,315) the amount of tangible fixed assets and investment properties held by The Message Enterprise Centre. Therefore, the total held by the Group for Future Mission Projects in the form of buildings and other fixed assets is £5,508,933 (2021: £4,426,325).

Grant making Policy

Grants are made to Eden Partners or to designated individuals directly associated with those Partnerships. Currently there are 23 partnerships in the UK (2021: 29 partnerships) in receipt of grants and work is ongoing to establish others. Part of the aims of The Message Trust are achieved through these partnerships, which employ full-time and volunteer youth and community workers. These workers seek to positively impact the people in their area, irrespective of religion, colour or background.

Student bursaries are also made to Message School of Evangelism students, who would otherwise not be able to finish their course. The Message School of Evangelism fulfils the objectives of the charity by providing training courses to Christian youth workers and others.

Remuneration Policy

The remuneration policy seeks to balance our Christian values and the need to attract and retain staff with appropriate qualifications and skills.

Our minimum wage is based on the Living Wage as set by the Living Wage Foundation, which is higher than the National Living wage as regulated by HMRC. The UK Leadership Team review the organisations pay scales by benchmarking against similar jobs in the North West and a London weighting is applied where appropriate. We review the retail price and consumer price indices for inflation on an annual basis, before deciding upon any annual increments for inflation. Individual staff salaries are reviewed annually, with mid-term reviews every 6 months. The Executive pay is set within the same pay grade structure. The Trustees set and approve the salary for the Chief Executive on an annual basis, by benchmarking against similar sized Charities with reference to the Association of Chief Executives of Voluntary Organisations (ACEVO) annual Pay and Equalities Survey. Details regarding employees with salaries above £60,000 can be found in note 7 of the Financial Statements.

Social Investment Policy

In order to provide appropriate affordable housing for our Message School of Evangelism Students during their one-year course, as well as providing refurbishment and building maintenance opportunities for our Message Enterprise Building Team Members the charity has adopted a policy of investing in local Wythenshawe properties, rather than renting properties from local landlords. This policy started in 2016 and has continued since then.

Principal Risks and Uncertainties

The Trustees have identified four principal risk areas for both The Message Trust and its subsidiary The Message Enterprise Centre. These cover potential risks to the reputation of both charities, financial sustainability, safeguarding of young people & vulnerable adults, and cyber security, arising from both internal and external factors. The principal financial sustainability risks present at the year-end are related to the current high levels of inflation which are increasing operational costs, and the 'cost-of-living crisis' facing our donors and grocery members which has potential impacts on fundraising for The Message Trust and the level of activity in our community grocery stores, which are discussed in more detail in the going concern note on page 46. The Trustees have adopted a number of measures to counter each of these risks, to reduce the likelihood that they will adversely affect the charity. These strategies are reviewed periodically to ensure they remain effective and are considered sufficient measures to protect the charitable group, its staff, and beneficiaries from significant harm.

PLANS FOR FUTURE PERIODS

Goals for 2022/23

Our teams have set the following objectives, for the next financial year. Given the economic pressures at this time we will keep these plans under review over the coming months. However, we are aiming to complete all these goals over the next year.

Creative Mission

- To complete at least 5 **No More Knives** Tours across the UK
- To reach 75,000 young people with the gospel through schools work, including **Respect ME** and **No More Knives** Tours
- To give at least 5,000 young people opportunities to respond to the gospel at evangelistic gigs following our schools work
- To deliver **Respect ME** lessons/courses to 25,000 young people in 50 schools across the UK
- To see at least 500,000 music streams on Spotify in the year and reach 12,000 subscribers on YouTube across the Message **Bands**
- To maintain at least 30 young people attending weekly **Genetik Sessions** at HQ (Sharston)
- To have at least 50 young people attend the **Genetik Summer School** in August 2023
- To complete at least 150 **Message Bus** Sessions across the fleet in the Hubs

Community Transformation

- Launch 2 New **Eden** Teams
- Recruit at least 10 new **Eden** team members
- Run **Proximity Conference** for urban missionaries and see at least 250 attend
- Run at least 2 **Love Where U Live** social action mission weeks in our hubs
- To open another 4 new **Community Grocery** stores across the UK
- To reach 45,000 members of our **Community Grocery** stores nationwide
- To see 250,000 shopping visits to our stores by **Community Grocery** members
- Distribute the equivalent of 5 million meals to our **Community Grocery** members

Prisons & Enterprise

- Start work in 1 more UK **Prison** this year and expand the work in our East Midlands Prisons by starting groups following the lifting of covid lockdowns inside the **Prisons**
- Connect over 2500 times with prisoners and see 100 first time commitments to Jesus
- Share the gospel with 5,000 prisoners through the Christmas packs
- Complete the renovation work of The Enterprise Centre at Woodseats Baptist Church
- See MEC goals below for further Enterprise targets

Equipping & Training

- Have Advance groups established in 100 nations
- Reach 12,000 **Advance** groups internationally
- Have 65 **Advance** Ambassadors established across the globe
- Host a Global **Advance** Day in January 2023 and launch 500 groups on the day
- Welcome 20 students on the **Message School of Evangelism** course in September 2022
- Have 50 young people on **Advance** The Scattering mission week in London in summer 2023

PLANS FOR FUTURE PERIODS (continued)

MEC Businesses

- To open the Mess Café 6 days a week, including Saturdays, and so increase gross profits
- To employee another team member for Neal Street Café, and increase gross profits
- For the events business to host 100 training bookings and 15 external events (e.g. weddings, conferences, parties)
- To provide accredited training to 4 team members

MEC The Oaks

- For each room to be occupied throughout the year by our Message School of Evangelism students.

MEC Recruitment Pipeline

- To recruit another 5 team members
- To train a further 50 new volunteers

MEC Supporter events and fundraising

- To host 2 business networking / fundraising events

THE MESSAGE TRUST

REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2022

DIRECTORS AND TRUSTEES

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.
The trustees serving during the year and since the year-end were as follows:

C. Hardicre (resigned 30 Sept 2021)
D.I. Moore (resigned 30 Sept 2021)
J.A. Wainwright (resigned 20 March 2023)
G.J. Haynes
A.C. Leakey
A L Orr-Ewing (appointed 25 March 2022)
R.D. White

RELATED PARTIES

A summary of transactions with related parties is set out in note 17 of the financial statements.

TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Message Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally 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 the group at the end of the year and of the income and expenditure for the year then ended.

In preparing those financial statements, the Trustees are required to select suitable accounting policies, as described on pages 46 to 50, and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees also confirm that:

- as far as they are aware there is no relevant audit information of which the charity's auditors are unaware; and
- they have taken all steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The annual report was approved by trustees of the charity on 15 September 2023 and signed on its behalf

Gordon Haynes (Chairman)
Date: 15 September 2023

THE MESSAGE TRUST

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST

Opinion

We have audited the financial statements of The Message Trust 'the parent charitable company' and its subsidiary "the group" for the year ended 31 August 2022 which comprise the Consolidated Statement of Financial Activities including the Consolidated Income and Expenditure Account, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes 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 FRS 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 group's and of the parent charitable company's affairs as at 31 August 2022 and of the group's incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006, (as amended in 2010).

Basis for opinion

We conducted our audit in accordance with International Standards on 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 group and parent charitable company 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 parent charitable company and the group financial statements, we have concluded that the director's 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 parent's and group's ability to continue as a going concern for a period of at least 12 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 other information comprises the information included in the annual report, including the trustees' report, other than the financial statements and our auditor's report thereon. The trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the other information. 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.

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 course of the audit, or otherwise appears to be materially misstated. If we identify such material this gives rise to a material misstatement in the financial statements themselves. 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 that 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 report of the Trustees which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company and the group financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for 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 trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 48, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 the trustees 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 charitable company's and the group 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 charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In identifying and addressing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of laws, regulations and guidance that affect the charitable company, focusing on those that had a direct effect on the financial statements or that had a fundamental effect on its operations. Key laws, regulations and guidance that we identified included the Companies Act 2006, tax legislation, health and safety legislation, Charities Act England & Wales, Charities Act Scotland and employment legislation.

- We enquired of the Trustees and reviewed correspondence and Trustee meeting minutes for evidence of non-compliance with relevant laws and regulations. We also reviewed controls the Trustees have in place, where necessary, to ensure compliance.

- The risk of fraud and non-compliance with laws and regulations was discussed within the audit team and tests were planned and performed to address these risks.

- We reviewed financial statements disclosures and supporting documentation to assess compliance with relevant laws and regulations discussed above.

- We enquired of the Trustees about actual and potential litigation and claims.

- We performed analytical procedures to identify any unusual or unexpected relationships that might indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud due to management override of internal controls we tested the appropriateness of journal entries and assessed whether the judgements made in making accounting estimates were indicative of a potential bias.

- We gained an understanding of the controls that the Trustees have in place to prevent and detect fraud. We enquired of the Trustees about any incidences of fraud that had taken place during the accounting period.

Due to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing fraud or non-compliance with laws and regulations and cannot be expected to detect all fraud and non-compliance with laws and regulations.

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/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and trustees those matters we are required to state to 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 parent charitable company, parent charitable company's members as a body and the parent charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Beever and Struthers

Sue Hutchinson FCCA (Senior Statutory Auditor)
For and on behalf of
BEEVER AND STRUTHERS
Statutory Auditor
One Express
1 George Leigh Street
Manchester
M4 5DL

Date: 15 September 2023

THE MESSAGE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING AN INCOME AND EXPENDITURE ACCOUNT) YEAR ENDING 31 AUGUST 2022

	Note	Unrestricted Funds £	Restricted Funds £	**Total 2022 £**	Total 2021 £
INCOME					
Donations and Legacies	3a	4,197,679	2,175,333	**6,373,012**	6,696,927
Income from Charitable activities	3b	2,121,664	14,835	**2,136,499**	809,622
Income from Other trading activities	3c	56,742	1,040	**57,782**	10,849
Investment Income	3d	17,980	-	**17,980**	52,261
TOTAL INCOME		6,394,065	2,191,208	**8,585,273**	7,569,660
EXPENDITURE					
Raising Funds	4a	147,551	-	**147,551**	173,723
Charitable Activities	4b	7,201,828	3,223,676	**10,425,504**	6,904,925
TOTAL EXPENDITURE		7,349,379	3,223,676	**10,573,055**	7,078,648
Net (Expenditure) / Income before Investment gains		(955,314)	(1,032,468)	**(1,987,782)**	491,012
Net gains on investments	12	621,108	-	**621,108**	871,059
NET (EXPENDITURE) / INCOME		(334,206)	(1,032,468)	**(1,366,674)**	1,362,070
NET INCOME / (EXPENDITURE) BEFORE TRANSFERS		(334,206)	(1,032,468)	**(1,366,674)**	1,362,070
Transfers between Funds	18	(845,283)	845,283	**-**	-
NET MOVEMENT IN FUNDS		(1,179,489)	(187,185)	**(1,366,674)**	1,362,070
Total Funds Brought Forward		7,944,813	616,482	**8,561,295**	7,199,225
TOTAL FUNDS CARRIED FORWARD		6,765,324	429,297	**7,194,621**	8,561,295

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 46 to 67 form an integral part of these financial statements.

THE MESSAGE TRUST

CONSOLIDATED & CHARITY BALANCE SHEETS

AS AT 31 AUGUST 2022

	Note	**The Message Group 2022**	The Message Group 2021	**The Message Trust 2022**	The Message Trust 2021
		£	£	**£**	£
FIXED ASSETS					
Tangible fixed assets	11	**868,632**	766,326	**774,990**	633,010
Investments	12	**5,803,762**	3,660,000	**2,413,762**	985,000
		6,672,394	4,426,326	**3,188,752**	1,618,010
CURRENT ASSETS					
Stocks	13	**144,184**	87,044	**137,429**	72,403
Debtors	14	**464,524**	314,883	**458,399**	227,374
Cash at bank and in hand	15	**683,857**	4,340,166	**654,868**	4,062,722
		1,292,565	4,742,093	**1,250,696**	4,362,499
CREDITORS: Amounts falling due within one year	16	**(770,338)**	(607,124)	**(633,302)**	(574,410)
NET CURRENT ASSETS		**522,227**	4,134,969	**617,394**	3,788,089
TOTAL ASSETS LESS CURRENT LIABILITIES		**7,194,621**	8,561,295	**3,806,146**	5,406,099
NET ASSETS		**7,194,621**	8,561,295	**3,806,146**	5,406,099
FUNDS OF THE CHARITY					
Restricted Income Funds	18a	**429,297**	616,482	**427,297**	536,373
Unrestricted Income Funds	18b	**6,765,324**	7,944,813	**3,378,849**	4,869,726
TOTAL FUNDS		**7,194,621**	8,561,295	**3,806,146**	5,406,099

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The notes on pages 46 to 67 form an integral part of these financial statements, which were approved and authorised for issue by the Trustees on 15 September 2023 and signed on their behalf by:



…….. Andrew Leakey, Trustee



…….. Gordon Haynes, Trustee

Company Registration Number 03961183

THE MESSAGE TRUST

CONSOLIDATED STATEMENT of CASH FLOWS

YEAR ENDING 31 AUGUST 2022

Group

	Note	**2022**	2021
Cash flows from operating activities		£	£
Net movement in funds		(1,366,674)	1,362,070
Adjustments to cash flows from non-cash items			
Depreciation		230,675	174,263
(Profit) on disposal of tangible fixed assets		(2,389)	(2,173)
Investment Income		(17,980)	(52,261)
(Increase) in valuation of investments		(602,646)	(871,059)
(Increase) in valuation of financial investments		(18,462)	-
		(1,777,475)	610,840
Working capital adjustments			
(Increase) in stocks		(57,140)	(28,114)
(Increase) in debtors		(149,641)	(7,438)
Increase in creditors		157,095	153,965
Increase in deferred income		6,119	23,442
Net cash flows from operating activities		(1,821,043)	752,695
Cash flows from investing activities			
Interest receivable and similar income		17,980	52,261
Proceeds of sale of tangible fixed assets		601	4,485
Purchase of intangible fixed assets		3,542	-
Purchase of tangible fixed assets		(334,736)	(380,834)
Purchase of investments		(522,654)	(133,724)
Purchase of financial investments		(1,000,000)	-
Net cash flows from investing activities		(1,835,267)	(457,812)
Net (decrease) in cash and cash equivalents		(3,656,309)	294,883
Cash and cash equivalents at 1 September		4,340,166	4,045,283
Cash and cash equivalents at 31 August		683,857	4,340,166
Cash at Bank and in hand	15	683,857	4,340,166

All the cash flows are derived from continuing operations during the two periods above.

The notes on pages 46 to 67 form an integral part of these financial statements.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2022

1. ACCOUNTING POLICIES

Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts (financial statements) have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2019, with the Charities Act 2022, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS102. The Charity exists for the benefit of the public through the promotion of Christian values and spiritual development, providing education, mentoring and enterprise services, in particular to those who have poor employment potential.

Financial statements

The financial statements are presented in GBP and rounded to the nearest £. The accounts include all transactions, assets and liabilities for which the charity is responsible in law.

Group financial statements

These financial statements consolidate the results of the charity and its wholly owned subsidiaries The Message Trading Company Limited and The Message Enterprise Centre on a line-by-line basis, up to 31 August 2022. A separate Statement of Financial Activities, or income and expenditure account and Statement of Cash Flows for the charity itself is not presented, because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. The results of the parent charity are detailed in note 9.

It is the charity's policy to write off any deficit on consolidation to reserves.

The accounts include all transactions, assets and liabilities for which the trust is responsible in law.

Disclosure exemptions

The parent charity satisfies the criteria of being a qualifying entity as defined in FRS 102. As such advantage has been taken of the following reduced disclosures available under FRS 102:

- No cash flow has been presented for the parent charity

Going concern

The Trustees of the Group consider that there are no material uncertainties related to events or conditions that cast significant doubt on the ability of the Message Trust to continue to operate as a going concern. This conclusion has been reached after reviewing the Charity's financial position, the levels of reserves and cash, including general funds available to the Charity, and the two-year financial forecast. The Trustees have considered the impact of the current high levels of inflation and the cost-of-living crisis in their assessment, and they are confident that the group will continue as a going concern for the foreseeable future.

The Message Enterprise Centre continues to have the full support of its parent charity – The Message Trust, having all its trustees in common with the parent charity.

Judgements

The Trustees have based the Group's investment property valuations on observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset, combined with comparison to movements in Housing Price Indices since their last independent professional valuation – see note 12 for details.

INCOME

Recognition of income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the Trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Offsetting
There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the Charities SORP (FRS 102) or FRS 102.

Donations and Grants
Donations and grants are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 Charities SORP (FRS102)).

In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 Charities SORP (FRS 102)).

Income is deferred only when there are conditions to fulfil before becoming entitled to it and where the donor has specified that the income is to be expended in a future period.

Legacies
Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.

Tax reclaims on donations and gifts
Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Contractual income
This is only included in the SoFA once the charity has provided the related goods or services.

Donated goods
Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.

Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities
Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Volunteer help
The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report.

Income from interest and royalties
This is included in the accounts when receipt is probable, and the amount receivable can be measured reliably.

Settlement of insurance claims
Insurance claims are only included in the SoFA when the general income recognition criteria are met and are included as an item of other income in the SoFA.

Investment gains and losses
This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.

EXPENDITURE and LIABILITIES

Liability recognition
Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs
Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Grants with performance conditions
Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions
Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation is recognised.

Creditors
The charity has creditors which are measured at settlement amounts less any trade discounts.

Provisions for liabilities
A liability is measured on recognition at its historical cost and then subsequently measured at the best estimate of the amount required to settle the obligation at the reporting date.

Basic financial instruments
The charity accounts for basic financial instruments on initial recognition at cost. Subsequent measurement is at fair value (their market value)

ASSETS

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year and cost at least £1,000 (Prior to 1 September 2021, if they cost at least £500). They are valued at cost.

Depreciation is provided in equal annual instalments over the estimated useful lives of the assets and is calculated on the cost or valuation of the assets.

The following annual rates are used:

Leasehold Property	20%
Other Buildings:	
– Log Cabin	5%
– Community Grocery	10%
Operational Equipment	25%
Fixtures and Fittings	25%
Motor Vehicles	25%

Depreciation is first charged in the quarter following acquisition and up to the month of disposal.

No provision is made for the increased cost of tangible fixed assets.

Investments

Fixed asset investments are valued at initially at cost and subsequently at fair value (their market value) at the year end, unless fair value cannot be measured reliably in which case it is measured at cost less impairment.

Investments held for resale (or pending their sale) and cash and cash equivalents with a maturity date of less than 1 year are treated as current asset investments

Investment properties

Investment properties are carried at fair value, derived from the current market prices for comparable real estate determined by external valuers, with properties being valued on a rolling basis every five years. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair values are recognised in profit or loss.

Stocks and work in progress

Stocks held for sale as part of non-charitable trade are measured at the lower of cost or net realisable value. Cost is determined using the First-in, First-out (FIFO) methodology.

Goods or services provided as part of a charitable activity are measured at net realisable value based on the service potential provided by items of stock.

Work in progress is valued at cost less any foreseeable loss that is likely to occur on the contract.

Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Funds

Funds held by the charity are either:

Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds

These are unrestricted funds that have been earmarked for a particular project. This designation is for administrative purposes only and does not restrict the Trustees' discretion to apply the fund within the objects of the charity.

Restricted funds

These are funds that 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Operating leases

Rentals payable under operating leases are charged to the Statement of Financial Activities in equal annual instalments over the term of the lease.

Pension costs and other benefits

The pension costs charged in the financial statements represent the contributions payable by the company during the period in accordance with FRS 102. The charity provides a defined contribution scheme for staff.

2. LEGAL STATUS OF THE CHARITY

The Message Trust charity is a private company limited by guarantee, incorporated in England and Wales, and consequently has no share capital. The registered office is Lancaster House, Harper Road, Manchester, M22 4RG. The liability of each member in the event of winding-up the company is limited to £1.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2022

3. INCOME

The Message - Group	Unrestricted Funds Total £	Restricted Funds Total £	**TOTAL 2022** £	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2021 £
3a Donations and Legacies						
Gifts Individuals	1,478,390	635,819	**2,114,209**	1,296,622	501,170	1,797,792
Gifts via Stewardship / CAF	1,590,180	225,691	**1,815,871**	1,730,015	332,285	2,062,300
Gifts Churches, Ministries & Business	107,694	383,156	**490,850**	175,042	267,629	442,671
Gifts Trusts & Foundations	516,267	576,174	**1,092,441**	492,692	475,500	968,192
Gifts International Hubs	26,875	-	**26,875**	-	-	-
Government Grants	131,963	26,938	**158,901**	264,569	238,960	503,529
Gift Aid	273,978	128,206	**402,184**	261,011	63,033	324,044
Gifts in Kind	-	-	**-**	7,480	-	7,480
Grants received	62,078	161,200	**223,278**	181,926	366,107	548,033
Sponsored Events	9,394	38,149	**47,543**	5,388	14,443	19,831
Legacies	860	-	**860**	8,908	14,147	23,055
	4,197,679	2,175,333	**6,373,012**	4,423,653	2,273,274	6,696,927
3b Income from Charitable Activities						
Project Income	75,493	3,276	**78,769**	110,635	3,000	113,635
Community Grocery	1,284,632	-	**1,284,632**	96,588	-	96,588
Message School of Evangelism	27,930	-	**27,930**	30,530	-	30,530
Business Income	336,802	-	**336,802**	207,476	-	207,476
Rental Income	133,631	-	**133,631**	234,967	-	234,967
Event Income	42,399	-	**42,399**	8,216	-	8,216
Sundry Income	220,777	11,559	**232,336**	118,210	-	118,210
	2,121,664	14,835	**2,136,499**	806,622	3,000	809,622
3c Income from Other trading activities						
Merchandise Sales	20,641	-	**20,641**	6,830	-	6,830
Fundraising Events	35	1,040	**1,075**	40	-	40
Speakers Gifts	4,940	-	**4,940**	1,517	-	1,517
Other Sales Income	1,126	-	**1,126**	2,462	-	2,462
	56,742	1,040	**57,782**	10,849	-	10,849
3d Investment Income						
Bank Interest Received	17,980	-	**17,980**	52,261	-	52,261
	17,980	-	**17,980**	52,261	-	52,261
TOTAL INCOME	6,394,065	2,191,208	**8,585,273**	5,293,385	2,276,274	7,569,659

Many volunteers give freely of their time in the service of our Lord for the Trust, the value of which is unquantifiable.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2022

4. EXPENDITURE

	Staff £	Depreciation £	Project Costs £	**Total Direct Costs**	Staff £	Depreciation £	Other Support Costs £	**Total Support Costs £**	**Total 2022 £**	Total 2021 £
4a Raising Funds										
Fundraising - Donations	60,360	-	73,748	**134,108**	-	-	-	**-**	**134,108**	149,131
Fundraising - Events	-	-	24	**24**	-	-	-	**-**	**24**	-
Trading Activities	-	-	13,419	**13,419**	-	-	-	**-**	**13,419**	24,592
	60,360	-	87,191	**147,551**	-	-	-	-	**147,551**	173,723
4b Charitable Activities										
Unrestricted Funds										
Eden Regions	17,554	-	110,079	**127,633**	84,257	9,180	43,945	**137,382**	**265,015**	56,533
Eden London	-	-	-	**-**	-	-	-	**-**	**-**	5,000
Eden Scotland	-	-	12,009	**12,009**	-	-	-	**-**	**12,009**	-
Message Bus	29,709	-	-	**29,709**	70,214	7,651	36,621	**114,486**	**144,195**	51,629
Message Hubs	79,812	2,246	24,307	**106,365**	238,725	26,010	124,510	**389,245**	**495,610**	106,477
Mission Central	93,048	-	12,528	**105,576**	28,085	3,060	14,648	**45,793**	**151,369**	179,676
Events	9,809	5,948	106,645	**122,402**	(84,255)	(9,178)	(43,940)	**(137,373)**	**(14,971)**	90,781
Message School of Evangelism	32,392	-	80,468	**112,860**	28,085	3,060	14,648	**45,793**	**158,653**	146,071
Studio Sessions	37,117	1,078	914	**39,109**	14,043	1,530	7,324	**22,897**	**62,006**	35,804
Message Bands	213,258	929	23,494	**237,681**	56,171	6,120	29,296	**91,587**	**329,268**	325,097
Advance	107,280	-	204,656	**311,936**	84,256	9,181	43,945	**137,382**	**449,318**	262,526
Respect Me	33,222	282	9,704	**43,208**	14,043	1,530	7,324	**22,897**	**66,105**	42,806
Prisons	5,739	-	2,210	**7,949**	56,171	6,120	29,297	**91,588**	**99,537**	-
Proximity	2,395	-	2,273	**4,668**	14,043	1,530	7,324	**22,897**	**27,565**	21,266
Message Live	27,367	733	13,425	**41,525**	14,043	1,530	7,324	**22,897**	**64,422**	319,984
Love Wythenshawe	-	-	6,835	**6,835**	-	-	-	**-**	**6,835**	10,682
Community Grocery	69,347	21,943	1,776,857	**1,868,147**	575,752	62,735	300,293	**938,780**	**2,806,927**	537,272
Festival Manchester	87,494	-	35,316	**122,810**	196,598	21,422	102,539	**320,559**	**443,369**	185,519
Message Community Church	-	-	12,143	**12,143**	14,043	1,530	7,324	**22,897**	**35,040**	2,589
Other Projects	-	-	380,763	**380,763**	-	-	-	**-**	**380,763**	620,764
Street Pastors	-	-	40	**40**	-	-	-	**-**	**40**	-
Business Enterprises	-	-	-	**-**	-	-	-	**-**	**-**	364
MEC Business Enterprises	275,520	36,856	806,155	**1,118,531**	58,530	4,192	-	**62,722**	**1,181,253**	879,972
Governance	-	-	30,542	**30,542**	-	-	6,958	**6,958**	**37,500**	23,423
	1,121,063	70,015	3,651,363	**4,842,441**	1,462,804	157,203	739,380	**2,359,387**	**7,201,828**	3,904,235
Total Expenditure Unrestricted	1,181,423	70,015	3,738,555	**4,989,992**	1,462,804	157,203	739,380	**2,359,387**	**7,349,379**	4,077,958

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2022

4b Charitable Activities

Restricted Funds

	Staff	Depreciation	Project Costs	**Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2022**	Total 2021
	£	£	£		£	£	£	**£**	**£**	£
Eden National	58,343	-	81,257	**139,600**	-	-	-	**-**	**139,600**	192,127
Eden Manchester	-	-	20,389	**20,389**	-	-	-	**-**	**20,389**	37,263
Eden Merseyside	-	-	1,000	**1,000**	-	-	-	**-**	**1,000**	-
Eden Yorkshire	-	-	3,107	**3,107**	-	-	-	**-**	**3,107**	11,771
Eden North West	-	-	19,251	**19,251**	-	-	-	**-**	**19,251**	8,631
Eden North East	-	-	393	**393**	-	-	-	**-**	**393**	7,813
Eden West Midlands	-	-	3,278	**3,278**	-	-	-	**-**	**3,278**	-
Eden East Midlands	-	-	101	**101**	-	-	-	**-**	**101**	7,890
Eden London	633	-	2,297	**2,930**	-	-	-	**-**	**2,930**	43,233
Eden Wales	-	-	180	**180**	-	-	-	**-**	**180**	40,489
Message Bus	105,284	250	103,808	**209,342**	-	-	-	**-**	**209,342**	186,294
Message North West	54,101	-	2,500	**56,601**	-	-	-	**-**	**56,601**	39,883
Message North East	82,824	-	17,669	**100,493**	-	-	-	**-**	**100,493**	145,950
Message Yorkshire	87,850	3,207	54,638	**145,695**	-	-	-	**-**	**145,695**	209,004
Message West Midlands	57,663	-	17,769	**75,432**	-	-	-	**-**	**75,432**	175,225
Message East Midlands	30,044	-	12,589	**42,633**	-	-	-	**-**	**42,633**	-
Message London	80,039	-	25,124	**105,163**	-	-	-	**-**	**105,163**	102,503
Message Scotland	73,769	-	10,515	**84,284**	-	-	-	**-**	**84,284**	136,817
Message Wales	121,012	-	75,494	**196,506**	-	-	-	**-**	**196,506**	255,897
Mission Central	15,830	-	-	**15,830**	-	-	-	**-**	**15,830**	56,001
Events	1,174	-	-	**1,174**	-	-	-	**-**	**1,174**	677
Higher	-	-	-	-	-	-	-	-	-	3,567
Message School of Evangelism	2,390	-	1,100	**3,490**	-	-	-	**-**	**3,490**	5,790
Studio Sessions	768	-	-	**768**	-	-	-	**-**	**768**	1,422
Message Bands	2,267	-	-	**2,267**	-	-	-	**-**	**2,267**	5,820
Advance	47,585	-	-	**47,585**	-	-	-	**-**	**47,585**	2,568
Respect Me	13,378	-	-	**13,378**	-	-	-	**-**	**13,378**	21,502
No More Knives	-	-	10,540	**10,540**	-	-	-	**-**	**10,540**	-
Prisons	170,914	-	16,209	**187,123**	-	-	-	**-**	**187,123**	312,620
Proximity	32,442	-	-	**32,442**	-	-	-	**-**	**32,442**	16,045
Message Live	570	-	-	**570**	-	-	-	**-**	**570**	25,806
Love Wythenshawe	-	-	-	**-**	-	-	-	**-**	**-**	27,678
Love Where You Live	-	-	340	**340**	-	-	-	**-**	**340**	18,715
Community Grocery	727,370	-	-	**727,370**	-	-	-	**-**	**727,370**	643,711
Festival Manchester	-	-	785,708	**785,708**	-	-	-	**-**	**785,708**	6,451
Message Community Church	20,521	-	14,034	**34,556**	-	-	-	**-**	**34,556**	2,721
Street Pastors	13,955	-	2,278	**16,233**	-	-	-	**-**	**16,233**	14,297
Business Enterprises	8,011	-	50	**8,061**	-	-	-	-	**8,061**	56,690
MEC Neal Street Café	5,885	-	4,662	**10,547**	-	-	-	-	**10,547**	23,338
MEC Apprentice Funding	97,716	-	694	**98,410**	-	-	-	-	**98,410**	129,860
MEC The Oaks	13,243	-	-	**13,243**	-	-	-	-	**13,243**	24,621
MEC Properties	7,663	-	-	**7,663**	-	-	-	-	**7,663**	-
Total Restricted Funds (*)	1,933,244	3,457	1,286,975	**3,223,676**	-	-	-	**-**	**3,223,676**	3,000,690
(*) includes Grants see note 5										
Total Expenditure Restricted	1,933,244	3,457	1,286,975	**3,223,676**	-	-	-	**-**	**3,223,676**	3,000,690
TOTAL EXPENDITURE	3,114,666	73,472	5,025,529	**8,213,668**	1,462,804	157,203	739,380	**2,359,387**	**10,573,055**	7,078,648

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2022

5. GRANTS - Payable in furtherance of the charity's objects

Grants given to Organisations:			Total	
Partnerships - Overseas		**2022**	**2022**	2021
		£	**£**	£
Advance		**27,022**		39,256
Message Canada		**25,544**		26,416
Message Germany		**41,019**		20,983
Eden Chemnitz (Germany)		**26,400**		-
Message South Africa		**15,000**		235,000
Total Partnership Grants		**134,984**		321,655
Eden Teams - UK				
Eden Teams North West	Eden Farnworth	**8,350**		12,525
	Eden Westwood	**11,000**		6,500
	Eden Islington	**-**		5,000
	Eden Partington	**-**		1,260
	Eden Merseybank	**-**		450
	Eden Openshaw	**-**		840
	Eden Central Drive	**10,000**		5,000
	Eden Wytheshawe Park	**16,982**		25,473
	Eden Orford	**10,000**		-
	Eden Kensington	**21,100**		-
			77,432	
Eden Merseyside	Eden Netherton	**-**		10,825
	Eden Birkenhead	**1,000**		-
			1,000	
Eden Teams Midlands	Eden St Giles	**-**		750
West Midlands	Eden Whitmore Reans	**2,630**		14,390
	Eden Walsall	**-**		5,370
East Midlands	Top Valley	**27,887**		-
			30,517	
Eden Teams North East	Eden Easterside	**-**		2,160
	Eden Ragworth	**-**		330
	Eden Redcar	**21,015**		12,525
	Eden Mill Lane, Stockton	**-**		7,537
	Eden Hexham	**12,000**		2,225
			33,015	
Eden Teams Scotland	Eden Dumbarton	**12,009**		-
			12,009	
Eden Teams Wales	Eden Tremorfa	**-**		750
	Eden Blaen-y-maes	**-**		23,794
			-	
Eden Teams London	Eden Gurnell Grove	**-**		5,000
			-	
Eden Teams Yorkshire	Eden Buttershaw	**-**		5,000
	Eden Fir Vale	**-**		2,093
	Eden West Bowling	**-**		10,642
			-	
Total Eden Team Grants		**153,973**		160,439
The Ramp (Festival Manchester)		**4,000**		-
Luis Palau Association (Festival Manchester)		**14,783**		60,000
Hope City Church (Community Grocery)		**-**		15,500
Total Grants given to Organisations		**307,740**		557,594

5. GRANTS - Payable in furtherance of the charity's objects (continued)

Grants to Individuals:	**2022**	2021
Bursaries	**£**	£
Message School of Evangelism Student Bursaries	**4,285**	5,290
Advance Ambassadors	**52,135**	-
	56,420	5,290
Total Grants:	**364,160**	562,884

The Message Trust works in partnership with, and makes grants to, autonomous Eden Partners, who look to The Message Trust for support and guidance on best practice in work with young people.
These grants are included within Project Costs across several activities in Note 4 above, including Eden Teams – Restricted and Unrestricted Funds, Other Projects and Message Hubs.

6. NET INCOME

This is stated after charging / (crediting):

	2022	2021
	£	£
Auditors' remuneration	**20,564**	14,903
Depreciation of owned assets	**230,675**	174,263
Loss on disposal of assets	**247**	1,384
Profit on disposal of assets	**(386)**	(789)
Rentals under operating leases		
Building lease	**33,000**	33,000
School of Evangelism & other accommodation Leases	**50,650**	75,119
Hire of motor vehicles & equipment	**94,650**	94,146

7. INFORMATION REGARDING TRUSTEES AND EMPLOYEES

	2022	2021
Employee costs during the year:	**£**	£
Wages and salaries	**4,002,892**	3,221,406
Social security costs	**363,519**	294,838
Pension costs	**211,059**	210,568
	4,577,470	3,726,812

The monthly average number of persons (including the Executive Directors) employed by the group during the year was as follows:

	No.	No.
Average number of staff employed:		
Charitable Activities	**84**	86
Cost of Generating Funds	**50**	15
Governance / Management	**4**	4
Others - Support	**42**	32
	180	137

Employee costs during the year:	**No.**	No.
Employee earning £60,000 - £70,000	**2**	**3**
Employee earning £70,001 - £80,000	**-**	**-**
Employee earning £80,001 - £90,000	**1**	**-**

Amounts paid or Reimbursed to Trustees in their capacity as Trustees - £Nil (2021: £Nil)
The key management personnel are defined as the Trustees, CEO and other Executive Directors in office during the year. Their total remuneration for the year was £365,104 (2021 £332,053).

8. TAX ON SURPLUS ON ORDINARY ACTIVITES

	2022	2021
	£	£
Corporation tax based on the results of the Trading Company for the year at Nil% (2021: Nil%)	**-**	-
	-	-

The Message Trust is a registered charity and is therefore exempt from taxation on its charitable activities.

9. FINANCIAL PERFORMANCE OF THE CHARITY

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent company is not presented as part of these financial statements. The parent company's gross income for the year was £7,968,897 (2021: £6,857,597) and the net expenditure for the year amounted to £1,599,953 (2021: (£424,916) net income)

10. INVESTMENTS IN SUBSIDIARY COMPANIES

a. COMMERCIAL TRADING OPERATIONS AND INVESTMENT IN TRADING SUBSIDIARY

The wholly owned trading subsidiary, The Message Trading Company Limited, company number 03863509**,** which is incorporated in the United Kingdom, aims to pay all its profits to the charity by gift aid. The charity owns the entire issued share capital of 5,000 ordinary shares of £1 each. The Trading Company did not trade, due to COVID, in the year 2022 (& in the year 2021).

The net assets of the trading subsidiary are £5,000 (2021: £5,000).

b. THE MESSAGE ENTERPRISE CENTRE

The Message Enterprise Centre is a charitable company and a wholly owned subsidiary of The Message Trust. The Message Enterprise Centre accounts are consolidated in the group accounts of The Message Trust. The, separately filed, accounts of The Message Enterprise Centre, are available to view on The Charity Commission web-site – Registered Charity Number 1147287 and Company Number 07892774.

The gross income for the year of The Message Enterprise Centre is £1,243,282 (2021: £1,340,858) and the net movement in funds for the year is £263,278 (2021: £937,153). The total funds held by the subsidiary charity at 31 August 2022 is £3,388,473 (2021: £3,125,195)

The Message Enterprise Centre holds investments at 31 August 2022 totalling £3,395,000 (at 31 August 2021: £2,680,000), namely The Oaks and currently 13 Other Residential Properties (2021: 11 Other Properties).

In total the Oaks and Residential Properties housed 32 people (2021: 29 people), including 16 Message School of Evangelism (MSE) students; 1 MSE graduate; 8 Message staff; 1 former Message staff; and 6 MEC Team members. (2021: 14 Message School of Evangelism students, 1 MSE graduate; 10 Message staff and 4 MEC Team members) and are maintained by the Building Services Team.

11. TANGIBLE FIXED ASSETS

11. Fixed Assets

The Message - Group		Leasehold Buildings £	Other Buildings £	Operational Equipment £	Fixtures & Fittings £	Motor Vehicles £	**Total £**
Cost	at 1 September 2021	189,810	77,296	370,115	316,917	675,237	**1,629,375**
	Additions	240,673	45,990	36,476	11,597	-	**334,736**
	Disposals	-	-	(14,141)	(5,298)	(28,945)	**(48,384)**
	at 31 August 2022	430,483	123,286	392,450	323,215	646,292	**1,915,727**
Depreciation	at 1 September 2021	43,400	5,797	219,011	205,103	389,738	**863,050**
	Additions	32,938	5,015	50,996	35,484	106,241	**230,674**
	Disposals	-	-	(12,981)	(4,704)	(28,945)	**(46,628)**
	at 31 August 2022	76,338	10,812	257,026	235,884	467,035	**1,047,095**
Net Book Value	**at 31 August 2022**	354,145	112,474	135,424	87,331	179,257	**868,632**
	at 31 August 2021	146,410	71,499	151,104	111,814	285,499	**766,326**

The Message Trust - Company		Leasehold Buildings £	Other Buildings **£**	Operational Equipment £	Fixtures & Fittings £	Motor Vehicles £	**Total £**
Cost	at 1 September 2021	49,182	77,296	281,492	288,982	667,528	**1,364,480**
	Additions	240,673	45,990	35,101	11,597	-	**333,361**
	Disposals	-	-	(14,141)	(5,298)	(28,945)	**(48,384)**
	at 31 August 2022	289,855	123,286	302,452	295,280	638,584	**1,649,457**
Depreciation	at 1 September 2021	1,212	5,797	163,545	177,885	383,030	**731,470**
	Additions	4,812	5,015	38,458	35,101	106,241	**189,627**
	Disposals	-	-	(12,981)	(4,704)	(28,945)	**(46,630)**
	at 31 August 2022	6,024	10,812	189,022	208,282	460,327	**874,467**
Net Book Value	**at 31 August 2022**	283,831	112,474	113,430	86,998	178,257	**774,990**
	at 31 August 2021	47,970	71,499	117,947	111,097	284,498	**633,010**

12. INVESTMENTS

	The Message Group 2022 £	The Message Group 2021 £	**The Message Trust 2022 £**	The Message Trust 2021 £
Investment Properties				
The Oaks	**650,000**	650,000	**-**	-
Other Residential Properties	**2,925,000**	2,030,000	**180,000**	-
Message Enterprise Centre	**1,210,300**	980,000	**1,210,300**	980,000
	4,785,300	3,660,000	**1,390,300**	980,000
Financial Investments	**1,018,462**	-	**1,018,462**	-
Investment in Trading Company	**-**	-	**5,000**	5,000
Total	**5,803,762**	**3,660,000**	**2,413,762**	**985,000**

Investment Property Analysis:	**The Message Group £**	**The Message Trust £**
Valuation		
At 1 September 2021	**3,660,000**	**980,000**
Revaluation in the year	**602,646**	**256,491**
Additions in the year	**522,654**	**153,809**
At 31 August 2022	**4,785,300**	**1,390,300**

As at 31 August 2022 The Message Group owns fifteen Investment Properties (2021: thirteen properties). Fourteen of these Investment Properties were revalued by Longden & Cook, members of the Royal Institute of Chartered Surveyors as at 31 August 2022, following inspections on 6th January 2023 and 25th January 2023. The Message Enterprise Centre was revalued by Roger Hannah Limited, members of the Royal Institute of Chartered Surveyors as at 31 August 2022, following an updated valuation on 24 March 2023.

The Trustees consider all these properties are carried in the Balance Sheet at their fair value as at 31 August 2022, given these valuations were carried out within 7 months of the year end and the lack of sales of similar properties within the immediate area, to suggest a different valuation. The Trustees have a policy of using professional independent valuers to revalue investment properties on a rolling basis every 5 years.

On an annual basis, the Trustees review these valuations for any significant changes in the local property market and any impairment in the properties and will make adjustments as necessary.

12. INVESTMENTS (Continued)

Financial Investment Analysis:	The Message Group £	The Message Trust £
Valuation		
At 1 September 2021	-	-
Realised and Unrealised Gains	**18,462**	**18,462**
Additions in the year	**1,000,000**	**1,000,000**
At 31 August 2022	**1,018,462**	**1,018,462**

During 2021/22, The Message has invested £1 million in two investment funds. Half was invested in a 90% equity fund and the other half in a 60% equity fund. At the year-end Juniper Wealth Management valued the funds with an upward revaluation of £17,834 and £628 respectively. The funds are managed on behalf of The Message Trust by Juniper, in funds which meet the requirements of the Trusts Investment policy.

13. STOCKS

	The Message Group 2022 £	The Message Group 2021 £	**The Message Trust 2022 £**	The Message Trust 2021 £
Stocks of Goods for Resale	**45,769**	58,811	**39,013**	44,170
Community Grocery Stock	**98,416**	28,233	**98,416**	28,233
	144,184	87,044	**137,429**	72,403

14. DEBTORS

	The Message Group 2022 £	The Message Group 2021 £	**The Message Trust 2022 £**	The Message Trust 2021 £
Trade debtors	**121,867**	81,810	**95,569**	42,490
Amounts due from group undertakings	**-**	-	**58,924**	-
Prepayments	**163,709**	124,185	**133,928**	101,837
Accrued income	**84,248**	54,434	**79,592**	41,483
Other debtors	**94,700**	54,454	**90,385**	41,564
	464,524	314,883	**458,399**	227,374

15. CASH AT BANK & IN HAND

	The Message Group 2022	The Message Group 2021	**The Message Trust 2022**	The Message Trust 2021
	£	£	**£**	£
Cash at Bank and in Hand				
Reserve Accounts	**333,246**	3,720,114	**326,523**	3,615,210
Current Accounts	**348,894**	618,975	**327,147**	447,005
Cash	**1,717**	**1,077**	**1,198**	507
	683,857	4,340,166	**654,868**	4,062,722

16. CREDITORS: Amounts falling due within one year

	The Message Group 2022	The Message Group 2021	**The Message Trust 2022**	The Message Trust 2021
	£	£	**£**	£
Trade Creditors	**370,575**	279,877	**325,896**	247,612
Amounts due to Group undertakings	**-**	-	**5,000**	76,966
Accruals and Deferred income	**230,060**	167,633	**165,198**	120,741
Taxation and Social Security	**110,683**	91,833	**79,961**	79,224
Other Creditors	**59,020**	67,781	**57,247**	49,867
	770,338	607,124	**633,302**	574,410

Included in accruals and deferred income – Message Group £230,060 (2021 £167,633) and Message Trust £165,198 (2021 £120,741) - is respectively deferred income of:

Deferred Income

	2022	2021	**2022**	2021
	£	£	**£**	£
Deferred income brought forward	**82,247**	58,805	**76,695**	49,615
Income released in the year	**(175,057)**	(165,820)	**(157,021)**	(114,665)
Added in the year	**181,177**	189,262	**164,432**	141,745
Deferred income carried forward	**88,366**	82,247	**84,106**	76,695

Deferred income consists of grants and fees received in advance of projects and courses taking place after the year end. The resources are held as a liability until the charity becomes entitled to the income when the project or course takes place, at which point the income is released and recognised as an incoming resource.

17. RELATED PARTY TRANSACTIONS

The Message Enterprise Centre sold goods and services to the value of £157,523 (2021: £98,183) at cost to The Message Trust (Parent Charity) during the year and bought goods and services to the value of £16,921 (2021: £22,768) from The Message Trust. Appropriate expenses totalling £85,264 in 2022 (wages, premises costs, etc) were recharged from The Message Trust (Parent Charity) to The Message Enterprise Centre at cost (2021: £80,781). The Message Trust received £30,000 (2021: £30,000) in rent from The Message Enterprise Centre for the building in which they operate and paid £48,720 (2021: £42,300) in rent to The Message Enterprise Centre for the Message School of Evangelism students' accommodation in property which is owned or leased by The Message Enterprise Centre for rental purposes. The Message Trust donated £450,437 (2021: £517,428) to the Message Enterprise Centre for general funds and future Message Enterprise projects. As at 31 August 2022, The Message Trust owed The Message Enterprise £86,076 (2021: £71,967).

During the year gifts totalling £14,383 (2021: £14,383) were given to the Life Association, providing schooling for 50 poor children in India. These are related party transactions as Simon Hawthorne, Director of the Life Association is a close relative of Andy Hawthorne, Chief Executive of The Message Trust.

Gifts totalling £27,000 were given to Ignite (Big Ideas) (2021: £13,000). These are related party transactions as Ian Rowbottom Executive Director of Operations is also a Trustee of the charity Ignite (Big Ideas).

During the year Michele Hawthorne, Andy Hawthorne's wife, was paid £13,685 (2021: £11,908) for networking, fundraising, providing hospitality and work on UK & international assignments with Andy.

The Message Trust gifted £10,000 to Press Red who are making a stand against the violence suffered by girls and women worldwide (2021 £6,000). Press Red is a related party as both Michelle Hawthorne and Samuel Ward are both trustees of Press Red.

In 2021/22 the Message Trust invoiced Christ Church Pennington £4,864 (2021: £Nil) for a number of Message Bus sessions between October and December 2021.

In addition to these transactions above, the Trustees, their related party companies and their charities (Boodle & Dunthorne Limited (trading as Boodles), Axon Moore Group Ltd, Open Hands Open Heavens, Issachar Foundation and Life Church Wilmslow), collectively gave The Message Trust, including gift aid, £44,150 of which £27,500 was given for Festival Manchester (2021: £75,385 of which £38,250 was given for the new Community Grocery stores).

A further £8,031 including gift aid (2021: £1,500) was collectively given by the Trustees and their related party companies (Boodle & Dunthorne Limited (trading as Boodles) to The Message Enterprise.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2022

18. RECONCILIATION OF MOVEMENTS IN FUNDS

	Balance at 31/08/2021	Movement in Resources Incoming	Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2022**
	£	£	£	£	£	**£**
18a. Restricted Funds						
Eden National	22,117	122,981	(139,600)	31,500	-	**36,998**
Eden Manchester	38,800	28,343	(20,389)	12,474	-	**59,228**
Eden Merseyside	1,000	-	(1,000)	-	-	**-**
Eden Yorkshire & Humberside	98,963	5,033	(3,107)	28,939	-	**129,828**
Eden North West	15,949	8,873	(19,251)	(1,771)	-	**3,800**
Eden North East	(11,857)	9,544	(393)	2,707	-	**-**
Eden West Midlands	(4,506)	2,091	(3,278)	5,693	-	**-**
Eden East Midlands	-	769	(101)	-	-	**668**
Eden London	-	4,534	(2,930)	-	-	**1,604**
Eden Scotland	400	50	-	-	-	**450**
Eden Wales	26,840	10	(180)	(26,660)	-	**10**
Message Bus	-	31,602	(209,342)	177,740	-	**-**
Message North West	12,672	2,256	(56,601)	41,673	-	**-**
Message North East	-	5,502	(100,493)	94,991	-	**-**
Message Yorkshire & Humberside	9,383	116,112	(145,695)	20,200	-	**-**
Message West Midlands	-	4,915	(75,432)	70,518	-	**-**
Message East Midlands	-	52,832	(42,633)	-	-	**10,199**
Message London	-	32,745	(105,163)	72,418	-	**-**
Message Scotland	-	21,724	(84,284)	62,560	-	**-**
Message Wales	-	44,303	(196,506)	152,203	-	**-**
Mission Central	-	15,830	(15,830)	-	-	**-**
Events	-	1,174	(1,174)	-	-	**-**
Higher	43,239	20,551	-	-	-	**63,790**
Message School of Evangelism	-	6,135	(3,490)	-	-	**2,645**
Studio Sessions	-	768	(768)	-	-	**-**
Message Bands	-	2,267	(2,267)	-	-	**-**
Advance	-	47,585	(47,585)	-	-	**-**
Respect Me	-	13,378	(13,378)	-	-	**-**
No More Knives	-	30,724	(10,540)	-	-	**20,184**
Enable	10,132	-	-	-	-	**10,132**
Prisons	-	92,104	(187,123)	95,069	-	**50**
Proximity	29,791	2,652	(32,442)	-	-	**-**
Message Live	-	570	(570)	-	-	**-**
Love Wythenshawe	7,786	585	-	-	-	**8,371**
Love Where You Live	-	1,455	(340)	-	-	**1,115**
Community Grocery	235,664	569,930	(727,370)	-	-	**78,225**
Festival Manchester	-	785,708	(785,708)	-	-	**-**
Message Community Church	-	34,556	(34,556)	-	-	**-**
Street Pastors	-	13,822	(16,233)	2,411	-	**-**
MEC Enterprises	2,473	8,062	(8,061)	(474)	-	**2,000**
MEC Neal Street Espresso	4,662	5,885	(10,547)	-	-	**-**
MEC Apprentice Funding	67,733	25,117	(98,410)	5,560	-	**-**
MEC The Oaks	5,241	10,468	(13,243)	(2,466)	-	**-**
MEC Wythenshawe Properties	-	7,663	(7,663)	-	-	**-**
	616,482	2,191,207	(3,223,676)	845,283	-	**429,297**

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

	Balance at 31/08/2021	Movement in Resources Incoming	Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2022**
	£	£	£	£	£	**£**
18b. Unrestricted Funds						
General Fund	1,582,126	2,435,398	(632,580)	(2,906,429)	-	**478,514**
Designated Funds:						
- Eden Teams	263,886	121,048	(299,921)	-	-	**85,013**
- Message Bus	19,421	32,766	(144,195)	92,008	-	**-**
- Respect Me	1,191	55,543	(66,105)	9,371	-	**-**
- Other Associates	29,720	-	-	-	-	**29,720**
- Festival Manchester	353,273	243,127	(512,061)	(84,339)	-	**-**
- Community Grocery	296,254	1,661,937	(2,509,265)	551,074	-	**-**
- Message Community Church	-	46,794	(35,040)	(11,754)	-	**-**
- Higher	18,865	13,931	(13,377)	-	-	**19,419**
- Message School of Evangelism	-	104,348	(159,026)	54,679	-	**-**
- Mission Central	-	21,538	(151,387)	129,849	-	**-**
- Events	-	3,318	(168,204)	164,886	-	**-**
- Street Pastors	-	5,433	-	-	-	**5,433**
- Proximity	-	8,620	(27,565)	18,945	-	**-**
- Prisons Teams	10,830	62,196	(99,537)	26,511	-	**-**
- Message Hubs	34,143	229,779	(495,858)	231,936	-	**-**
- Premises	57,000	-	-	-	-	**57,000**
- Advance	-	162,203	(466,260)	304,057	-	**-**
- International Projects	70,000	-	-	-	-	**70,000**
- Investment Properties	450,000	-	-	-	-	**450,000**
- Future Mission Projects - Trust	1,910,802	-	-	295,789	-	**2,206,591**
- Revaluation Reserve - Trust	(297,792)	-	-	-	256,491	**(41,301)**
- Realised and Unrealised Gains on Investments - Trust	-	-	-	-	18,462	**18,462**
- Message Enterprise Centre	3,045,086	1,186,087	(1,188,235)	(2,620)	346,155	**3,386,473**
- Other Projects	100,008	-	(380,763)	280,755	-	**-**
	7,944,813	6,394,066	(7,349,379)	(845,283)	621,108	**6,765,324**
	8,561,295	8,585,272	(10,573,054)	-	621,108	**7,194,621**

The Transfer of Funds from Unrestricted to Restricted, relates to support for Restricted Projects. There are currently no restricted funds in deficit at the year end. (Last year Eden North East and Eden West Midlands were in deficit, but through regular giving and a designation from general funds these deficits have been cleared within one year, rather than over a longer period of time.)

The various Eden projects comprise teams of youth workers who regularly work within Secondary schools (e.g. taking RE lessons, assemblies, lunch clubs) preparing the groundwork for visits by the Message Bands, and other Christian bands, as well as being attached to a local church where they continue with after school activities. Since 1 September 2010, all these projects have operated through a partnership arrangement, with The Message Trust providing support and training, initially over a three-year period.

A number of gifts received in the year are restricted for the Eden work but not for a single specified project. These are accumulated in the Eden National Fund and then reallocated to specific Eden Projects at the end of the year as the Trustees see fit.

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

In 2022 £426,262 (2021: £384,912) was received by way of donations and personal support for employees who work in non-restricted areas of ministry, e.g. Bands, Advance, etc. The gifts received have been fully utilised by way of a contribution to the salaries and associated costs of the individual employees specifically supported.

During the year £295,789 (2021: £243,798) was designated to Future Mission Projects for The Message Trust. This is a designated fund to cover the costs of Future Mission Projects, arising over the next five years.

The Trustees have designated in total the equivalent of The Message Trust's Net Book Value of Fixed Assets and Investment Properties for future mission projects, which totals £2,165,290 at 31 August 2022 (2021: £1,613,010).

In addition, at the end of 2022 the Trustees have designated a net total of £101,379 (2021: designated £50,405) between General Funds and Other Designated Funds – Eden Teams, Message Bus, Respect ME and Other Associates for future projects over the next three years.

A net outlay of £1.1m of General Funds has this year been designated to cover Community Grocery project costs, Advance and other project costs within the Message Hubs, other smaller designations have been funded from income in the year.

When looking at the major restricted funds, Eden Yorkshire funds total £129,828 (2021: £98,963) is funding for two existing Eden Yorkshire projects and funding towards a new Eden Yorkshire partnership, whilst other smaller Eden Funds are held for existing projects in other parts of the UK. Higher Funds £63,790 (2021: £43,239) are restricted for future Mission weeks in schools. Community Grocery £78,255 (2021: £235,664) is being held for setting up new grocery stores in 2022/23. The No More Knives fund has £20,184 of restricted funds towards the cost of touring the school lessons in the coming year.

19. ANALYSIS OF NET ASSETS BY FUND

	Tangible Fixed Assets	Intangible Assets / Investments	Net Current Assets	Creditors Due after One Year	2022 TOTAL	2021 TOTAL
	£	£	£	£	£	£
Restricted Funds						
Eden National	-	-	36,998	-	**36,998**	22,117
Eden Manchester	-	-	59,228	-	**59,228**	38,800
Eden Merseyside	-	-	-	-	**-**	1,000
Eden Yorkshire & Humberside	-	-	129,828	-	**129,828**	98,963
Eden North West	-	-	3,800	-	**3,800**	15,949
Eden North East	-	-	-	-	**-**	(11,857)
Eden West Midlands	-	-	-	-	**-**	(4,506)
Eden East Midlands	-	-	668	-	**668**	(4,506)
Eden London	-	-	1,604	-	**1,604**	-
Eden Scotland	-	-	450	-	**450**	400
Eden Wales	-	-	10	-	**10**	26,840
Message North West	-	-	-	-	**-**	12,672
Message Yorkshire & Humberside	-	-	-	-	**-**	9,383
Message East Midlands	-	-	10,199	-	**10,199**	-
Higher Tour	-	-	63,790	-	**63,790**	43,239
Message School of Evangelism	-	-	2,645	-	**2,645**	-
No More Knives	-	-	20,184	-	**20,184**	-
Enable	-	-	10,132	-	**10,132**	10,132
Prisons	-	-	50	-	**50**	-
Proximity	-	-	-	-	**-**	29,791
Love Wythenshawe	-	-	8,371	-	**8,371**	7,786
Love Where You Live	-	-	1,115	-	**1,115**	-
Community Grocery	-	-	78,225	-	**78,225**	235,664
MEC Enterprises	-	-	2,000	-	**2,000**	2,473
Neal Street Espresso	-	-	-	-	**-**	4,662
MEC Apprentice Funding	-	-	-	-	**-**	67,733
MEC The Oaks	-	-	-	-	**-**	5,241
	-	-	429,297	-	**429,297**	616,482
Unrestricted Funds	868,632	5,803,762	92,930	-	**6,765,324**	7,944,813
	868,632	5,803,762	522,227	-	**7,194,621**	8,561,295

20. PENSIONS

The charity operates a defined contribution pension scheme on behalf of its employees. All contributions due have been fully paid.

21. CONTINGENCIES

The Trustees have confirmed that there were no contingent liabilities which should be disclosed at 31 August 2022 (2021: £Nil).

22. OPERATING LEASE COMMITMENTS

At 31 August 2022 the total of future minimum lease payments under non-cancellable operating leases are as follows:

The Message - Group	**2022 Land and Buildings £**	**2022 Other £**	2021 Land and Buildings £	2021 Other £
Leases which expire:				
Not later than one year	**47,535**	**132,984**	42,672	109,625
Later than one year and not later than five years	**75,000**	**19,308**	-	15,723

23. CAPITAL COMMITMENTS

At 31 August 2022 there were no outstanding capital commitments £Nil (2021: £145,000 - for the purchase of an investment property in the first quarter of 2021/22, which took place in November 2021).

	2022 £	2021 £
Investment Properties	-	145,000
	-	145,000

24. ANALYSIS OF CHANGES IN NET DEBT

	At 01/09/2021 **£**	**Cashflows £**	**At 31/08/2022 £**
Cash	4,340,166	(3,656,309)	**683,858**
Loans due < 1 year	-	-	**-**
	4,340,166	(3,656,309)	**683,858**

THE MESSAGE TRUST

England & Wales - Charity number 1081467

Accounts



THE MESSAGE TRUST

ANNUAL REPORT & FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

Company Limited by Guarantee

Company Registration Number 03961183

Registered Charity Number 1081467

Scottish Registered Charity Number SC045838

THE MESSAGE TRUST

FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2021

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THE MESSAGE TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

The Board of Trustees	C. Hardicre - Resigned 30 Sept 2021 R. D. White J. A. Wainwright D. I. Moore - Resigned 30 Sept 2021 A. C. Leakey G. J. Haynes (Chairman)
Company Secretary	I. Rowbottom
Chief Executive Officer	A. Hawthorne OBE
Registered Office	Lancaster House Harper Road Sharston Manchester Lancashire M22 4RG
External Auditors	Beever and Struthers St George's House 215-219 Chester Road Manchester M15 4JE
Bankers	National Westminster Bank PLC 34 High Street Cheadle Cheshire SK8 1AF

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2021

The Trustees have pleasure in presenting their report and the financial statements of the charity for the year ending 31 August 2021.

The Message Trust is a company limited by guarantee and a registered charity governed by its memorandum and articles of association. Charity number 1081467. Company number 03961183. On 27 July 2015 The Message Trust became a cross-border charity registered with the Scottish Charity Regulator (OSCR) Charity number SC045838. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

BACKGROUND AND OBJECTIVES

The Message was formed in 1991 with one full-time member of staff, who worked mainly within secondary schools in the Greater Manchester area. This work developed with the formation of a dance music band, The World Wide Message Tribe who became one of Europe's most popular Christian Music groups. The formation of Eden teams working in the toughest parts of the city of Manchester and the development of the Community Grocery stores and many other projects have added rapid growth with the work now becoming a significant organisation employing an average of 137 paid staff (2020: 131) with an annual income of £7.6 million (2020 £6.0 million).

The organisation was initially set up as the Message to Schools Trust but, with the growth and increasing number of opportunities opening up, all the activities, assets and liabilities were transferred to a new trust, The Message Trust, with effect from 31 August 2000. The new Trust, a company limited by guarantee, was incorporated on 30 March 2000 but did not become active until 31 August 2000 when it took over the operations of the old trust.

These objects are being worked out in eight main areas:

- Partnering with local churches, local authorities, schools, the police and other agencies to provide new opportunities and positive experiences for disadvantaged, deprived and marginalised young people throughout the United Kingdom.
- Producing quality Christian music and educational resources. Live music bands, printed materials, the internet and multi-media are all used to communicate Christianity to young people in ways that are relevant to today's youth culture and perspectives.
- Community-based 'Eden' youth teams advancing the work of The Message through partnerships with local churches. Our goal is to see Eden "Hubs" across the UK, each one situated in one of the country's social deprivation "hotspots" and planting Eden Partnerships throughout their region. Each Eden Partnership would employ full-time and volunteer youth and community workers that would positively impact the people in those areas irrespective of religion, colour or background.
- Providing regular, long-term, accredited education courses alongside friendship and care to young prisoners in Young Offenders' Institutions through our Message in Prisons team using drama, music, video and other activities.
- Providing Christian training to young people, youth workers and others through "Message Academy" and "Advance" as well as a range of training courses in music and dance through the "Genetik Sessions".

BACKGROUND AND OBJECTIVES (continued)

- Providing regular, long-term mobile youth centres in urban areas where teenagers have nowhere to go through our "Message Buses" (formerly known as Eden Buses), fully equipped with the latest video game technology and staffed by trained and skilled professional youth workers.
- Through its subsidiary charity, offering employment, training and housing to ex-offenders through the "Message Enterprise Centre" and "The Oaks".
- Establishing the Community Grocery stores to support families in need.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees' recruitment is by personal contact of existing Trustees. They are then elected by the Board of Trustees in consultation with the Chief Executive, on the basis of their expertise, wisdom and advice that they can bring to the Management and Administration of the Trust. Training and induction are provided to new Trustees as appropriate.

The Board of Trustees has a variety of experience including both Christian ministry and commercial business skills. They meet quarterly to oversee the vision and strategies of the charity. Executive Directors have been appointed by the Trustees to oversee the day-to-day operations of the charity. The Board is accountable to the Charity Commission for the careful use of charitable and other public funds provided in a variety of forms, and for the achievement of appropriate performance standards in service delivery. The Board also undertakes at least one additional annual away-day for the purposes of further developing The Message Mission and Vision, and to concentrate on continuous improvement in performance.

With the growth of activities of the Trust an increasing level of expertise is required on a day-to-day basis and an established senior management team is in place that is capable of running the affairs of the Trust. The Trust's senior management team is the Executive Board, headed by the Chief Executive, Mr A Hawthorne. The Executive Board meets monthly, and its members are both jointly and individually accountable via the Chief Executive to the Board of Trustees.

Day-to-day management matters are further scrutinised by a cross-functional team of internal departmental managers, who meet on a monthly basis. This latter group's work is fed into the Executive process whenever a more significant matter of policy or other key decision-making arises.

The Trustees remain committed to the policy of utilising music bands as one of the most effective ways to communicate the Gospel to young people. Our goal continues to be to present the Christian message and lifestyle in ways that are relevant to today's youth.

Eden teams also remain one of the primary ways that the Trustees seek to ground the work of The Message with both local churches and the communities. Our goal is to see Eden teams with full-time and volunteer youth and community workers established in the most deprived neighbourhoods of the UK, positively impacting the people in those areas irrespective of religion, race or background.

The Message recognises the importance of our staff and aims to help them to develop their potential, improve their skills and gain greater job satisfaction.

RISK MANAGEMENT

Risk awareness is integral to the Trust's overall management effectiveness. All Executive Team members and Managers with the assistance of their teams carry out regular reviews of risks affecting their areas of the Trust's activity, including risks surrounding the current Covid-19 pandemic, see the going concern note on page 53 for further details. Wherever possible the Risk is quantified and financial values and other qualitative assessments of risk assigned, including recognition of consequential effect. Executive and Board of Trustee status reports detail any changes to the overall levels of risk, particularly when introducing a new activity.

The Board of Trustees consider the consolidated impact of all risks annually, recognising that some risk is positive and beneficial in assisting the organisation to stretch and grow, particularly in terms of innovation. A standardised risk analysis and mapping procedure assists the Trust to identify, evaluate and rank any special risk and audit needs or manage any corrective action required, taking into account the impact and likelihood and the known strengths and weaknesses of internal controls.

Operationally the activity of The Message Trust is split into two parallel functions: **Mission and Support.**

Mission encompasses staff and volunteers with regular or frequent face to face contact with young people and / or vulnerable adults and their families. Each of the mission project areas and departments has its own branded identity as follows:

The Community Grocery stores (enabling families to buy groceries at an affordable price, whilst also offering support to its membership, though training courses and advisory services), Message Bus (mobile youth centres), Eden (missions teams in urban communities), Advance (evangelists' movement), Message to Prisons (working with prisoners and young offenders), Message Academy (training initiatives) and educational ministry teams: BrightLine (rock group), Vital Signs (hip-hop group), Galactus Jack (electronic dance music DJ), SoulBox (soul, rap & beatbox group), Amongst Wolves (pop-rock group), OTC (rap and afro-pop group), Respect Me (relationships & self-esteem education team), Enable (seen and unseen disabilities team) as well as The Message Enterprise Centre (MEC), which in turn houses the Mess Café, (Shine Hair & Beauty closed in August 2020), Wedding Angels, MEC Buildings team, The Oaks and MEC Property business.

Support encompasses staff and volunteers, mostly working behind the scenes. These activities are structured departmentally as follows: Administration, Operations (including fleet and facilities management), Finance, Communications, Partnerships and the Executive Leadership team.

Summary of Mission priorities:

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities.

Our mission is to demonstrate and explain the Christian faith to young people and adults in very practical and relevant ways using a variety of means including educational work in high schools, young offender institutions and prisons, relational and recreational work in community centres, churches and outdoors. We have a particular concern for urban youth and adults from deprived or socially excluded backgrounds who do not receive the same opportunities as those growing up in the wealthier suburbs.

The Message Trust's Executive leadership team seek to achieve these Mission priorities by motivating staff and volunteers with a compelling vision and supporting them within a robust management framework.

We ensure our volunteers have comprehensive support for their roles through appropriate policies and procedures, clarifying the extent of their remit and providing checks and balances in relation to the key areas of the Management & HR Strategy.

ACHIEVEMENTS AND PERFORMANCE

The Message Group: 2020–21 in review

Whilst the continuation of Covid-19 restrictions and the associated lockdowns in 2020 -21 meant that physical access to establishments such as schools and prisons was limited for a period of time it did not stop the ministry activity, as we adapted our methods of delivery. Alongside this the pandemic presented significant opportunities for our work to grow into new areas of ministry and into new locations. This growth was matched by an ongoing development of our processes and teams to support and resource our work.

This report includes just a few highlights of our work with the hardest-to-reach young people during 2020–21.

ACHIEVEMENTS AND PERFORMANCE (continued)

IMPACT OF COVID-19

As you'll see from this report Covid-19 and the associated national lockdowns and restrictions continued to impact activity throughout 2020 – 2021.

Whilst some of our planned activity was unable to progress or had to be rescheduled, The Message Trust did not shift from its central vision of sharing the good news of Jesus with people and communities in word and deed, and new ways of delivering activity as well as new opportunities for mission were developed and implemented.

Creative mission continued online giving the opportunity to reach more young people than ever before, in-person events moved online too drawing the largest audiences and brand-new resources for schools to use as part of their home school provision were launched.

The impacts of Covid-19 have been felt acutely by the UK's poorest neighbourhoods. Our Eden teams who were already on the ground in the communities immediately began to change their plans and serve their neighbours in need in new ways (see pages 14 and 15 – Community Grocery Stores).

Partnerships developed through the meal delivery project saw our team also undertake a week of social action mission in Wythenshawe called 'Love Wythenshawe' during August 2021 where they cleared streets of litter, tidied residents' gardens, undertook large scale projects transforming the gardens of two families and as we worked got to chat to people about Jesus and pray with them.

CREATIVE MISSION

This year saw the ways in which creative mission was delivered continue to be adapted, in order to keep reaching young people during the pandemic and associated restrictions, before relaunching face-to-face mission and schools work. Our six bands and education teams delivered lessons, assemblies and performances in schools and venues throughout the UK as well as online.

BrightLine, Vital Signs, Amongst Wolves, SoulBox, OTC and Galactus Jack use music and personal stories to deliver RE and PSHE lessons in schools, and at evening performances share the life-changing gospel of Jesus Christ. Respect ME delivers a programme of school lessons covering such topics as self-esteem, bullying, sex and relationships and abuse.

Lockdown and Covid-19 restrictions on schools and gatherings saw creative mission move online, with bands and teams creating concerts, TV shows, lessons and resources for young people and schools and to access through our Message Live platform and Respect Me website. Through these channels thousands of young people heard about the love and hope of Jesus in relevant ways.

As part of Message Live, Respect ME lessons broadcast series two and three of their online weekly shows, via The Message Trust YouTube channel, The Message Today, which were designed to address the key issues young people were facing in lockdown this year. Tackling issues such as mental health, grief and living online the videos doubled up as resources that could be used by schools in their online and in-person teaching programmes.

CREATIVE MISSION (continued)

In October 2020 the in-person Higher Tour planned for Cambridgeshire, **Higher Cambs**, also moved online. Personalised resources including online lessons and assemblies on resilience and wellbeing and prejudice and discrimination were created for 29 schools and viewed over 700 times by young people. On the two Friday evenings of the tour, live streamed events were broadcast for young people and featured music from Message bands, games, Youth Group wars and a clear gospel presentation. There have been over 2,000 views of Higher Cambs Live events. As young people responded to the gospel or indicated that they wanted to find out more about Christianity they were invited to take part in the online discipleship sessions. Eight sessions were streamed over YouTube hosted by a local youth worker and Message band members. Each of these discussed topics such as the Bible, what is prayer and telling friends about Jesus. These sessions have had over 300 views.

The level of engagement with the Friday night events led to the launch of Higher Life in early 2021. This monthly online magazine style show features our creative mission teams sharing their faith through music, stories, challenges and talks. Each month as young people as have logged on, we've seen them responding to the gospel.

As restrictions eased opportunities to head back into school and take part in face-to-face mission events and gigs have started to open up, and we have seized these each of these. Whilst also continuing with online events and discipleship through Message Live.

The role of **Brightline** has changed slightly this year. Whilst the band still take part in creative missions online, through Message Live and at performances and gigs, the team members have also begun to take on other roles within The Message that will see them playing key roles in other areas of creative mission in the future.

Vital Signs continued to work with a particular focus on prisons, crisis education centres and pupil referral units (PRUs). Creatively, Vital Signs continued developing music and writing songs focused on life transformation for other artists to record. A copy of Vital Signs music with gospel-filled tracks was distributed to every prisoner in England and Wales that wanted it.

Amongst Wolves involvement within missions and schools work continued to increase this year. The band were heavily involved in the online Higher Cambs tour as well as Message Live and Higher Live. The band have also dedicated time to creating new music as the new line-up. Their singles Golden (Remix) and Voices proved instantly popular. To coincide with the release of Voices the band ran an online campaign **#ChooseToLive** that encouraged people to flood social media with messages of hope and encouragement that would reach out to people in their darkest months, whilst also pointing people to the love and hope of Jesus. The impact of the campaign was significant. Just one of the people Amongst Wolves were contacted by was Louise (name changed) who was finding she was spending most of her days in tears and shared how she was getting overwhelmed by thoughts of ending her life. One night, despite never using Instagram or following Amongst Wolves on their social media, Louise opened Instagram on her phone and the first thing she saw was the #ChooseToLive campaign. As she explored further, Louise was encouraged by the messages of hope she saw and now believes God used that moment to speak to her and remind her that He is always there. She's then began chatting with the team, getting the support she needs and is keen to find out more about Jesus' love for her. Further new music is planned for release during 2020/21.

CREATIVE MISSION (continued)

SoulBox's have played a key role in the production of content for Message Live and in the online Higher Cambs tour and Higher Live events. The bands line-up underwent a change this year with Jon Sewell moving onto another role. A decision to relaunch the band as a duo was taken and they have spent time in the studio writing and producing new music that will be released in 2021/22.

OTC (Outta The Cage) continued creating gospel-centred content that is engaging to young people this year, releasing it online whilst also sharing it face-to-face with young people. Now in their second year as a band, OTC have been busy producing music and have released four tracks this year – I Win, Reaching Out, Down and Covered in Gold. Further releases are planned throughout 2021/22 as well as live performances for the band.

Galactus Jack has taken opportunities to perform at events and online as these have arisen. Ben Jack's focus has continued to shift towards his leadership of Advance: The Message Evangelists Movement which has groups growing and developing across the globe (see page 11 for full information about Advance Groups and its growth this year).

The work of **Respect ME** continued to grow this year with tens of thousands of young people being equipped, empowered and built up through lessons, courses and online resources. As schools shut due to Covid-19, opportunities to share lessons in person were not available so the team repurposed and launched a new online resource for schools and youth groups - The Message Today. Exploring the hot topics young people are facing during lockdown and a global pandemic, The Message Today are weekly 30-minute lessons packed full of stories, stats and hope that are given to schools and broadcast through Message Live. Covering issues such as mental health, living online and grief, The Message Today and its accompanying discussion questions are being used regularly in classes and groups, giving opportunities to connect with schools and young people we've not previously worked with.

Creative Mission: Outcomes against our 2020 – 2021 goals

- **Continue developing online mission opportunities to share the gospel with young people**
  Achieved – this year our online creative mission output has continued to increase with teams producing content that shares the gospel across Message Live, The Message Today, Higher Live, their YouTube channels and through partnership with other ministries such as Spring Harvest, Scripture Union and CreationFest.
- **Investigate and develop opportunities to take The Higher Tour online**
  Achieved – the online Higher Cambs tour ran in October 2020 and opportunities for future tours will be investigated as opportunities arise.
- **Double the number of monthly listeners across all platforms**
  Ongoing – whilst this goal has not been achieved, two creative mission teams have not been able to produce the same volume of new music they had previously to generate listeners. Brightline have only released one new track and SoulBox, due to personnel changes, have spent the majority of the year readjusting to becoming a two-piece band, writing, recording and producing new music for release in 2021/22.
- **Increase the subscribers to each creative mission teams' YouTube channel by at least 50%**
  Ongoing – subscriber numbers to all channels have grown in 2020/21 however not by the anticipated 50%. Engagement on each channel has increased significantly however with more people watching content than before, despite subscription.

CREATIVE MISSION (continued)

- **Produce and release eight new music tracks**
  Achieved – nine tracks were released between September 2020 and August 2021 these were Darren Shahlavi (Vital Signs), I Win (OTC), Golden (Remix) (Amongst Wolves), Voices (Amongst Wolves), Reaching Out (OTC), Down (OTC), Lonely (Brightline), Covered in Gold (OTC) and Wait Right Here (Message Worship).

PRISONS

With national restrictions associated with Covid-19 in place for the first portion of the year and access to prisons restricted new ways of delivering prison ministry developed. During the first lockdown (March 2020) we began a letter writing campaign and this has continued into 2020/21. Through letter writing we've built relationships and encouraged prisoners we currently worked with as well as with those we'd not previously worked with. Prison radio also continued to give us a new way to connect with men and women. Each week we've been broadcasting a Message show into cells in Wales reaching 1,600 prisoners and on one Sunday in Autumn 2020 this show went national giving every prisoner in the country the chance to hear the good news of Jesus boldly proclaimed through music from our bands, testimonies, a Bible slot and prayer. They were then able to explore more about Christianity through our Message in Prisons team and prison chaplains.

Each week, we've also delivered resource packs giving hope into prisons each week. This was further extended at Christmas 2020 through the 'Gift of Hope' project which saw 4,500 men and women receive resources and Bibles. Every prisoner in England and Wales also had the chance to receive a copy of our gospel-filled music this year, as Vital Signs CDs were distributed into prisons across the country.

In London, our prisons outreach worker used the fact the young adults she works with were spending more time in their cells, due to Covid restrictions, to run an in-cell art competition. In this she asked them to think about the question 'what gives you peace' and to create a piece of art in response to this. It was amazing to see how faith is such a rock for some of the young men during challenging times, and opened up conversations. Pieces of the artwork were later displayed at Neal Street Espresso – our enterprise coffee shop in London.

As lockdowns eased face-to-face work has recommenced alongside the letter writing and radio shows. This has seen members of the Message in Prisons team heading back into prison delivering chapel services, Alpha and the4points courses that give people a chance to explore Christianity for themselves, as well as mentoring support, music classes and much more.

We've continued to work closely with the Message Enterprise Centre, so that we can refer those leaving prison to The Oaks (supported housing) and our enterprise businesses.

PRISONS (continued)

Message in Prisons: Outcomes against 2020/21 goals

- **Relaunch work in all seven of our existing prisons**
  Ongoing – prisons work has recommenced in five prisons. The restart of activity in the remaining was delayed due to staff vacancies that are currently being filled.
- **Launch new work in one new prison**
  Ongoing – the agreement to begin work in a new prison is in place however the commencement of this is awaiting the signing of the SLA agreement with the prison.
- **Give access to our music to every prisoner in the country**
  Achieved – CDs containing The Message Trust music were distributed to every prisoner in England and Wales who wished to receive it.
- **Share the gospel with 4,000 prisoners through Christmas**
  Achieved – Gift of Hope packs containing a Christmas gift, card and gospel booklet were distributed to 4,500 at Christmas 2020.
- **Lead 75 people to Jesus for the first time**
  Achieved – this year we have seen 150 prisoners respond to the gospel and decide to follow Jesus for the first time.

ADVANCE: THE MESSAGE EVANGELISTS MOVEMENT

In 2019/20 we saw Advance Groups grow at their fastest rate ever, both here in the UK and overseas, a trend that has continued this year. Advance Groups are now established in 68 different nations across the globe, with groups being found in every continent apart from Antarctica.

In January 2021, we held our first ever Global Advance Day. On that day alone we saw 500 new groups launch across the world, training and equipping men and women in their evangelism.

As part of our ongoing commitment to resource people in their evangelism we continued to translate the Advance Group Mentoring Guide into different languages so that it can be distributed and used around the globe. Alongside this a new podcast series that regularly publishes episodes designed to equip and resource people in their evangelism began in July 2021 and is being downloaded globally.

Advance: Outcomes against our 2020–21 goals

- **Have 300 groups established in the UK**
  Ongoing – the number of groups across the UK is currently around 200 with more in development and enquiries about establishing new groups being continually received.
- **Have 700 groups established globally across 50 nations**
  Achieved – the rate of global growth means that the precise number of groups across the globe is unknown at present, however groups are now established and running in 68 different nations.
- **Translate the Advance Groups Mentoring Guide into 18 languages**
  Achieved – 18 different language translations of the Advance Groups Mentoring Guide have been produced this year.

COMMUNITY TRANSFORMATION

Eden

Eden, our flagship programme working in deprived communities, continued to be effective this year and our teams continued to work day-in, day-out to achieve real transformation in their local communities.

As research and news reports have highlighted the poorest in our society have been disproportionately impacted by Covid-19 and the associated lockdowns both financially, physically and emotionally. It's here in the heart of many of these communities that our Eden teams are living and working so they were perfectly positioned to begin offering vital support immediately. From day one of the first lockdown right through to those in 2021 food parcels were given out, homecooked meals prepared, and shopping and prescriptions delivered, whilst telephone befriending services reduced the isolation people were feeling.

In Gurnell Grove, London, Covid saw our Eden team reaching out to their neighbours in new and innovative ways. From making kids activity packs and dropping off lunch boxes to providing shopping for those who are vulnerable and shielding, they've used every chance possible to build relationships with the community. As well as the day-to-day support they've run activities online for local residents including weekly sing-a-longs and monthly bingo clubs!

Through this they've been able to get to know many people they've not connected with before. Arnav (name has been changed) is another resident the team have been able to support during this time. Living alone and struggling with his mental health our team were sometimes the only people Arnav would get to see and speak to all week! Over the weeks they got to know him more and befriended him. They now regularly visit Arnav, helping him with repairs around his house whenever they can. But as well as practical support they've been able to share Jesus' love with him too. Word and deed going hand-in-hand.

This year also saw five new Eden teams launched – four here in the UK and one in Germany. Eden Sonnennberg-Chemnitz is our first Eden team in Germany, planted into a community known as one where people are battling poverty. In the UK new teams were launched in Blackpool, Stockport, Nottingham and Manchester.

The Proximity conference stayed online as a one-day event for 2021 in May 2021. Entitled 'Mobilise' and focused on how we need to move our urban mission forward in the face of a global pandemic so that we can continue to reach those on the margins of society with the good news of Jesus. Speakers included Bob Ekblad, Rachel Gardner, Josh Smedley, Sam Ward, Andy Hawthorne and Sarah Small also all shared teaching as well as equipping those watching for their urban mission.

As at previous conferences, funds were raised to finance the brand-new Eden team in Nottingham.

Work to address the challenging nature of recruitment is ongoing with a strategy being rolled out to see recruitment owned and championed at every level of the movement – national, regional and local.

COMMUNITY TRANSFORMATION (continued)

Eden: Outcomes against our 2020 – 2021 goals

- **To launch eight new Eden teams including one international team**
  Ongoing – six new Eden teams including an international team in Chemnitz, Germany have been launched in 2020/21, as well as some Eden teams being relaunched. The UK teams that have been launched are Eden Central Drive (Blackpool), Eden Parkfield and Ox (Stockton), Eden Top Valley (Nottingham) and Eden Wythenshawe Park (Manchester). Ongoing Covid restrictions have seen the launch of some teams planned for this year delayed slightly, however we still plan to continue with these launches as soon as we can over the coming year.
- **Recruit 80 new team members**
  Ongoing – recruitment has remained a challenge this year with 27 team members recruited. Work to build recruitment further is planned for 2021/22.
- **Hold an online Proximity Conference**
  Achieved – Mobilise, the online Proximity Conference was held on 7 May 2021.

MESSAGE BUS

Whilst Covid-19 restrictions on gathering sizes and social distancing made it operationally impossible to run bus ministry for a proportion of this year, it did not stop us working on extending this area of our work. Connections with new churches and communities were made into which we will run bus projects over the coming year. In addition to this our fleet grew with the addition of the refurbished Midlands Bus following the successful securing of funding in 2019/20. The New Midlands bus is our highest specification mobile youth centre to date through which we will engage with young people across Coventry and Warwickshire and share the gospel with them.

As restrictions eased Message Buses were back out on the road. Over summer 2021 they were out supporting Love Where U Live mission in Wales and the North West, at youth events and running summer programmes. Plans to relaunch 10:10 bus projects across Scotland are also in development.

Message Bus: Outcomes against our 2020 – 2021 goals

- **Relaunch bus ministry as soon as Covid-19 restrictions allow**
  Achieved – the Message Buses were back on mission as soon as they were allowed and busy with bookings in all of the hubs where we have Bus Managers in place.
- **Launch bus ministry in Coventry and Warwickshire**
  Achieved – the refurbishment of the Midlands Bus which will operate in Coventry & Warwickshire is now completed. Recruitment for a Bus Manager is ongoing however in the meantime other volunteers and staff members are trained to operate it.
- **Continue recruitment of volunteers to serve on bus teams**
  Achieved – our recruitment of volunteers for the bus teams is ongoing and has been slowed slightly by the fact we were unable to show the buses operating to potential volunteers during Covid restrictions. In spite of this new volunteers have been added to the bus team.

COMMUNITY GROCERY STORES

The first lockdown in March 2020 saw the kitchen of one of our enterprise businesses – the Mess Café – repurposed into a production and distribution centre for meals to those in need/shielding. As 60,000 meals were delivered we developed an awareness of the need for our nation's poorest families to have access to affordable food, we couldn't stand by and do nothing so the idea of the Community Grocery stores was born.

In September 2020, the first Community Grocery store was launched in Sharston in providing members with the food they need for their families, coupled with support through a range of courses and services, such as job clubs, counselling and debt advice. In addition, there are also opportunities for members to learn more about Christianity.

With food donated by suppliers and producers, who need to redistribute food that would otherwise go to waste, the cost of membership is kept low for members. An annual membership costs just £5 giving members the opportunity to come and shop in store for just £3 per visit, as well as access to all the associated courses and support. On average members save £30 on the cost of their food shop each visit.

Demand for membership was significant and by December 2020 we were feeding 2,000 members and their families through the Sharston store. Given the level of need across the UK, plans to rapidly replicate the Community Grocery stores around the country in partnership with local churches were developed.

During the rest of 2020/21 another eight Community Grocery stores were launched in Bolton, Sheffield, Ragworth, Hexham, Wigan, Salford, Redcar and Netherton. Between them serving 8,600 members and 69,253 shopping trips, whilst also saving 850 tonnes of food from going to waste.

Mission and sharing the Christian faith in word and deed is at the heart of the Community Grocery stores and through this we are seeing lives transformed.

COMMUNITY GROCERY STORES (continued)

Community Grocery: Outcomes against our 2020 – 2021 goals

- **To open another 6 Community Grocery stores across the UK**
  Achieved – From September 2020 – August 2021 eight further Community Grocery stores were opened in Bolton, Sheffield, Ragworth, Hexham, Wigan, Salford, Redcar and Netherton each of them helping alleviate food poverty in their community by providing affordable food to local people.
- **To save 1,000 tonnes of surplus food from going to landfill**
  Ongoing – a total of 850 tonnes of food was saved from landfill in 2020/21
- **To have 5,000 members of our Community Grocery stores nationwide**
  Achieved – in August 2021 the Community Grocery stores had 8,600 signed up and using the nationwide stores.
- **Host community events for our grocery members at each location (as restrictions allow)**
  Achieved - monthly acoustic music evenings are hosted at the Sharston Community Grocery with partner churches hosting events throughout all other locations that grocery members are invited to.
- **For each grocery to have a full weekly schedule of support services**
  Achieved - over 25 courses are currently offered through the Community Grocery. At least one courses is offered per week in each store with many building on this, and five courses per week being offered in some stores.

THE MESSAGE ACROSS THE UK

Growth of mission saw our existing hub team in the Midlands divided into two separate hubs – one for East Midlands and one for West Midlands – this year in order to maximise and seize the opportunities on offer. We now have teams operating in the North West, North East, Scotland, Wales, London, East Midlands, West Midlands and Yorkshire & Lincolnshire. In each location our opportunities to reach out into schools, communities and prisons grew. Our continued approach of devolving work to hub teams is proving successful, increasing innovation with each hub identifying opportunities for new and exciting mission activities in their schools, prisons and local communities, as well as Eden teams and church partnership within their area.

London

With the expansion of prisons, schools and enterprise work in the capital our work in London has continued to grow this year. Having opened Neal Street Espresso, our enterprise coffee shop in Covent Garden, just prior to the first lockdown this had to remain closed in line with restrictions for a portion of the year. However, as soon as rules allowed this reopened with our first enterprise team member in the capital who will be offered employment, training and discipleship over two years. Since reopening Neal Street Espresso has proven a hit in the local area, with visitor numbers continually growing throughout the year. This year also the function space began to be rented out for meetings and events providing another income stream at Neal Street Espresso.

Even though it could not operate as a coffee shop during lockdowns, Neal Street Espresso did not sit empty and in partnership with a local church was used as a centre for homeless outreach during lockdowns.

Schools work and relationships with schools in London was able to be built further this year. A new schools lesson focused on Race, Culture and Faith was a new developed by the London Schools Worker as a resource that can be delivered online or in person. Opportunities to deliver this in school were some of the first face-to-face lessons the team was able to run post lockdown.

Covid-19 has seen our Eden Gurnell Grove team in London reaching out to their neighbours in new and innovative ways. From making kids activity packs and dropping off lunch boxes to providing shopping for those who are vulnerable and shielding, they've used every chance possible to build relationships with the community.

Advance Youth events that equipped and empowered young people to share their faith with their friends continued this year both online and in person and were well attended. Alongside, the Advance Youth team ran three days of mission in August 2021 called The Scattering which challenged young people in their evangelism and gave them the chance to put what they had learnt into practice. Over three days the young people headed onto the streets of London with the hub team and saw prayers answered as they talked to people, and their faith grow in the process.

THE MESSAGE ACROSS THE UK (continued)

London: Outcomes against our 2020 – 2021 goals

- **Employ an additional team at Neal Street Espresso**
  Achieved – a full-time team member has joined Neal Street Espresso
- **Launch one new Eden Team**
  Ongoing – discussions associated with this were impacted by Covid-19 and the associated restrictions
- **Relaunch the Message Bus in London**
  Ongoing – the post of London Bus Manager became vacant during Covid. The recruitment of a new Bus Manager is ongoing and as soon as it is completed bus ministry will relaunch in the capital.
- **Develop and launch a new schools lesson on diversity**
  Achieved – a lesson on Race, Culture and Faith was launched in June 2021 and is available as either an online resource or to be delivered in person.
- **Launch a new Advance Youth hub**
  Achieved – Advance Youth hubs are now running in London and the North East hosting monthly events that encourage young people in their evangelism.
- **Run 'Advance The Scattering'**
  Achieved – running a week-long mission was not possible due to logistics associated with Covid-19, but out of this came the opportunity to run locally focused missions across the UK. New 'Advance The Scattering' resources were developed and three days of mission run in London and elsewhere in the country.
- **Launch a Community Grocery store in London**
  Ongoing – discussions with potential partner churches as well as the search for a suitable location continue with a view to launching a Community Grocery store in London over the coming year.
- **Investigate opportunities for launching an Oaks house in the capital**
  Achieved – We investigated a potential building in London but concluded that it would be too costly to launch an Oaks house in London at this time.
- **Continue supporting existing Eden Teams**
  Achieved – we continue to support our Eden teams in their urban mission.

THE MESSAGE ACROSS THE UK (continued)

Central and East (now Yorkshire and Lincolnshire)
Eden teams continued serving communities across the hub area this year. As they delivered meals, ran baby banks to redistribute vital produce and provided practical and emotional support to their neighbours they had significant opportunities to share the gospel with those they met. To continue building awareness of Eden across the region as well as ensuring we are supporting our teams effectively an Eden Development Manager joined the hub team this year.

In March 2021 The Foundation Community Grocery opened in Sheffield in partnership with C3 Hope. Providing affordable food to local people whilst also providing outreach opportunities to share the Christian faith, the store has attracted a large number of members from across the local area who are shopping regularly.

Plans to bring a new enterprise centre to Yorkshire at Woodseats Baptist Church have continued. Refurbishment work has begun in earnest this year, with plans about the launch of enterprise developing alongside this.

Central and East: Outcomes against our 2020 – 2021 goals

- **Deliver Higher Lincolnshire in June 2020, visiting 9 schools**
  Impacted by Covid-19 – due to ongoing restrictions and the impact these had on learning for pupils' delivery of this tour was not possible a decision to cancel it had to be taken.
- **Launch one new Eden team**
  Achieved – Eden Top Valley was launched in 2020/21 following development with the hub team. The realignment of hub boundaries means that this team now sits within the East Midlands hub areas.
- **Recruit an Outreach Worker to work in a partner HMP/YOI**
  Achieved – a Prison Outreach Worker was employed in September 2020 and has been working in the prison and with the prisoners/young offenders since then.
- **Secure new premises to base the enterprise centre and finalise business model**
  Achieved – renovation work at Woodseats Baptist Church has begun and this will be the home of the new enterprise centre once completed.
- **Embed Respect ME and Message Bus ministries into the hub's rhythm of mission**
  Achieved – teams are now fully operational as mission teams.

THE MESSAGE ACROSS THE UK (continued)

North East

The relationships the North East hub team have built with local churches and partners have begun developing into opportunities for mission and activity across the region, despite the pandemic.

In partnership with local churches, three Community Grocery stores were opened in the North East in early 2021 in Ragworth, Hexham and Redcar. Through these we have not only stopped members and their families going hungry, but many have also wanted to discover more about the Christian faith and have responded to the gospel. Around two thirds of the Sunday morning congregation of Hexham Community Church, our partner for one of the grocery stores, are now Community Grocery members who weren't connected with church before the opening.

Eden Hexham was relaunched in August 2021 with a new team leader who has immediately mobilised the team to serve the community and develop ways in which they can be served.

Other highlights this year include the hosting of an online Rebuilding Lives conference that equipped those involved in prison ministry whilst also sought to get more people involved in the work taking place in prisons mission. As well as this, Advance Groups have continued to grow across the North East and a new Advance Youth hub has been launched.

North East: Outcomes against our 2020 – 2021 goals

- **Launch two new Eden teams**
  Achieved – Eden Redcar and Eden Hexham were both launched in the year in partnership with local churches.
- **Launch Advance Groups in Wearside**
  Achieved - Advance Groups have continued to grow during the year.
- **Open Message Community Groceries within the hub area**
  Achieved – three Community Grocery stores have been opened during the year, as described above.
- **Launch an Advance Youth hub**
  Achieved – this was launched in 2020-21. We started to run monthly Advance Youth events, which are now an ongoing feature of the ministry.
- **Run an online Rebuilding Lives conference**
  Achieved – this was one of the highlights this year which we now hope to repeat in 2021-22.

THE MESSAGE ACROSS THE UK (continued)

North West

The Message Trust has always had a presence in Manchester with our headquarters being in the city and a significant amount of schools work, Eden work, prisons work and mission work developing from this. However, 2020/21 was the second year of having a hub team dedicated to the North West operating.

Eden has remained a priority for the hub team, making sure that teams are equipped and supported as they reach their communities with the gospel in word and deed. This saw the employment of an Eden Development worker in the hub, who in partnership with the central team has played a key role in growing Eden in the hub area too with the launch of Eden Wythenshawe Park and Eden Central Drive this year.

Bus ministry has recommenced across the hub area with the North West Message Bus playing a key role in local Love Where U Live missions this summer as well as running sessions in partnership with local churches.

Opportunities to work with Greater Manchester Police (GMP), to help address the issue of knife crime have emerged and continue to be developed with a plan to roll-out the No More Knives Tour in partnership with the police, Councils and local churches in 2021/22. Development work for the tours began this year and each will see our missions team head into schools delivering lessons warning young people about the dangers of knife crime and equipping them with the skills and knowledge they need to say no to knives and discover their full value and identity. Each tour will culminate in an evangelistic gig.

Genetik Sessions continues to provide weekly workshops in dance, music production, drums, singing and guitar for young people aged 7 plus to explore and express their God-given potential. This year sessions have run online and in-person (depending on restrictions). The team also ran a summer school. We continue to be encouraged by all the stories of how young people's self-confidence and self-esteem has been built through the sessions, as well as how they have heard the gospel through these.

THE MESSAGE ACROSS THE UK (continued)

North West: Outcomes against our 2020 – 2021 goals

- **Recruit a replacement Hub Operations Manager**
  Achieved – a new North West Operations Co-ordinator has been appointed.
- **Recruit an Enable/ Respect ME Tutor**
  Impacted by Covid-19 – given uncertainities associated with the level of schools work due to Covid-19 a decision to delay this appointment was made.
- **Recruit a replacement Bus Manager and undertake mission activity**
  Achieved – a new bus manager for the North West was appointed in May 2021 and has regularly been engaged in mission activity with partners and local churches.
- **Investigate opportunities to launch Advance Youth**
  Ongoing – discussions associated with this continue with the central Advance team.
- **Continue developing and supporting Eden teams**
  Achieved – a new Eden development worker was employed to ensure that the hub team could fully support existing teams, whilst also helping with the development of new teams too.
- **Continue developing Genetik Sessions**
  Achieved – Genetik Sessions has remained popular this year, with a growing number of young people associated with the Sharston Community Grocery starting to attend. Activity this year has included weekly sessions (online and in-person) and a summer school.
- **Continue with the No More Knives tour once schools reopen to visitors**
  Impacted by Covid-19 – the tour has been developed and arrangements in place with schools and the police however given the ongoing restrictions the tour dates have been delayed until 2021/22.
- **Begin building relationships and partnerships for ahead of Festival Manchester 2022**
  Ongoing – work recruiting partner churches has begun with many already signed up. This will continue right up until Festival Manchester 2022 in July 2022.

THE MESSAGE ACROSS THE UK (continued)

FESTIVAL MANCHESTER

Partnering with the Luis Palau Association, hundreds of local churches and businesses we are planning the North West's biggest Christian mission in a generation in July 2022, called Festival Manchester 2022. Taking place in Wythenshawe Park from 1 – 3 July 2022, the festival will share the gospel with people in word and deed. Extreme sports, music gigs, fun fair and a beach are just some of the things hoped to encourage 100,000 to the festivals over the three days.

In the build-up to the festival weekend it is planned that a schools tour will run engaging young people, 200 social action projects will run across Greater Manchester and multiple build up events will take place. As part of Festival Manchester we are partnering with Home for Good to raise the profile of fostering and adoption amongst Christian families and Compassion to raise the profile of child sponsorship in the developing world.

This year work building relationships with local churches has begun, with a view to them becoming partner churches. Following a church leader launch in June 2021, over 100 churches had signed up to be part of Festival Manchester.

Since then activity to raise awareness of the festival has begun to build, and a business vision evening is being planned for October 2021 to inform the business community about the festival and raise further funds for it.

THE MESSAGE ACROSS THE UK (continued)

The Midlands

The Midlands hub team continue to build relationships with churches and schools maximising opportunities for mission wherever possible. Significant growth of opportunities for mission led the hub team being divided into two in May 2021 to create the East Midlands hub and the West Midlands hub. Through these new hub teams opportunities for mission will be deepened and realised over the coming years.

In 2020/21 the hub team partnered with central The Message team to help deliver two online youth conferences that engaged youth groups across the UK, encouraging the young people in their faith and equipping them for mission. Speakers at the event included Rachel Gardener, Mo Timbo and Aaron Routledge and it was viewed 1,000 times online. Building on the success of this a second online conference was hosted in May 2021 with a range of national speakers including Canon J. John, Andy Hawthorne and Mike Pilavachi. This conference was viewed 4,000 online.

Three Love Where U Live missions, where teams practically serve communities by completing tasks such as litter picking and garden makeovers were held in Walsall giving teams the opportunity to show the love of Jesus in word and deed. Through these conversations we got to chat to neighbours about the gospel and pray with them. Our Eden Whitmore Reans team continues to bring change to the lives of their neighbours and community.

Refurbishment of the Midlands Message Bus was completed and from October 2021 the bus began to be showcased to churches and potential partners.

The Midlands: Outcomes against our 2020 – 2021 goals

- **To launch the Message Bus for Coventry and Warwickshire**
  Ongoing – funding for the Midlands Message Bus has been secured, a bus purchased, and the refurbishment work completed. The launch of missional activity has delayed by Covid-19.
- **Employ a part-time creative missions worker**
  Impacted by Covid-19 – development of creative mission within the hub is ongoing however due to Covid-19 restrictions the employment of someone into this role was paused. It is now hoped this role will be filled during 2021/22.
- **Launch one new Eden team in the hub area**
  Ongoing - planned development of the team and timescales associated with this were impacted by Covid-19 and the restrictions associated with this.
- **Run six Love Where U Live missions across the Midlands**
  Ongoing – three Love Where U Live Missions were held in the year with a further two missions planned for 2021-22
- **Launch one new community grocery**
  Ongoing – Lincoln Community Grocery and Telford Community Grocery were launched in October 2021 and November 2021 respectively, one in the East Midlands and one in the West Midlands Hub.
- **Run an online youth conference in 2021**
  Achieved – the June 2020 conference was postponed until October 2020, due to the national lockdowns, but was then held online, followed by a second online conference in May 2021, which received 4,000 online views.

THE MESSAGE ACROSS THE UK (continued)

Scotland

The team used the partnerships they have built this year to run a Love Where U Live mission event in the Gorbals, Glasgow. Over the mission days the team of volunteers were involved in serving the local community practically and in ways that would benefit them. As they did this in partnership with the local church, they got to share the gospel with those they met and offer to pray for them. Given the impact the mission had on the people they met, it is planned to run further Love Where U Lives across Scotland over the coming years.

With in person schools work not deliverable for a much of the year due to the national Covid-19 restrictions in place, the team partnered with SU Scotland to run an online event that helped them continue to connect with young people, encourage them in their faith as well as share the gospel. Through this event the lives of young people were impacted and awareness of The Message Trust was raised too.

The team have also invested time in building connections and partnerships with local churches and schools ahead of relaunching bus ministry and schools work in 2021/22.

Scotland: Outcomes against our 2020 – 2021 goals

- **Launch one new Eden team**
  Ongoing - due to the longer time period needed to recruit team members and the restrictions associated with Covid-19 the timescale for the launch of the teams was updated to be 2021/22.
- **Launch one Community Grocery within the hub area**
  Ongoing – a partner church and location for Scotland's first Community Grocery have been identified however due to the length of time that was needed to identify the correct building for the store the opening is now scheduled for 2021/22.
- **Run a Love Where U Live mission**
  Achieved – a mission was run in the Gorbals area of Glasgow at Christmas 2020.
- **Hold an online mission event in partnership with SU Scotland**
  Achieved – the event was successfully run in 2020/21.

THE MESSAGE ACROSS THE UK (continued)

Wales

The team have continued connecting with young people and sharing the gospel despite ongoing lockdowns and restrictions in place. The regular LIFT events that the team ran for young people across Wales moved online as bi-monthly events. The evenings filled with music from Message bands, games, giveaways and the gospel shared the love and hope of Jesus with teens not only in Wales but moving them online allowed a larger audience to connect with these. At the same time, the team also continued with their Honest Conversations video series which tackled some of the tough issues young people were facing during the pandemic from a Christian perspective.

The Wales team have run three social action missions across South Wales where in word and deed they shared the gospel with their neighbours. In total over 70 gardens have been transformed in communities, 2,800 hours of work have been done and there have been multiple opportunities to share the gospel with those we've met, pray with them and tell them about what's going on in the local church.

In December 2020 the team also ran seven nights of pop-up carol outreach across 70 streets in South Wales. Through this they shared the real meaning of Christmas with over 2,000 people and blessed 100 families in East Cardiff by giving them Christmas hampers.

Prisons work has also continued to develop this year with a prison radio show going out every week to 1,600 men. In person work was able to restart this year too with weekly Bible studies and Alpha courses being some of the first work to restart. In 2021/22 we plan to extend prisons work in Wales following approval to begin work in a new prison.

THE MESSAGE ACROSS THE UK (continued)

Wales: Outcomes against our 2020 – 2021 goals

- **Maintain and strengthen existing Eden teams and continue exploring potential new teams**
  Ongoing – this year Eden Blaen-Y-Maes became operationally non-viable, however Eden Treforfa has remained strong and supported by the hub team. Positive conversations with partner churches about the launch of new Eden teams are ongoing.
- **Re-start Message bus sessions as soon as Covid-19 restrictions allow**
  Achieved – the bus was out running a number of one-off events in summer 2020 and has since been running regular weekly sessions.
- **Re-engage with school's once Covid-19 restrictions allow**
  Achieved – connections with schools continued to be built during restrictions and schools day are booked in for 2021/22. To build schools work further a new schools/youth worker joined the team.
- **Provide online resources to schools across Wales through Respect Me online sessions**
  Achieved – Respect ME's online sessions – The Message Today – have been distributed to schools in addition to this Honest Conversation a YouTube series, talking with young people about topical issues they face during the pandemic has continued.
- **Run 6 LIFT online events, plus plan for live versions as soon as restrictions allow**
  Achieved – run as online events with a programme of in-person events in place for 2021/22 should restrictions allow.
- **Deliver weekly prison radio gospel programmes and re-start in-person sessions when allowed**
  Achieved – in-person sessions have recommenced this year. A prison radio show sharing the gospel was broadcast weekly during restrictions and beyond. Continue maintaining a strong presence in Cardiff through the Cardiff Street Pastors - Friday night shifts restarted in March 2021. New Street pastor co-ordinator appointed in August 2021. Saturday shifts & Night base restarted in September. Recruitment for new training course starting in January 2022.
- **Run 6 'Love Where U Live' missions across South Wales**
  Ongoing – Covid-19 restrictions meant that three Love Where U Live missions could be run in 2020/21.
- **Begin exploring a Community Grocery in South Wales, identifying potential partner churches**
  Achieved - positive connections have been built and conversations about the opening of a Community Grocery are ongoing.
- **Run creative one-off outreach projects at Christmas 2020, Easter 2021, and Summer 2021, in partnership with local churches**
  Ongoing – At Christmas 2020 the team ran seven nights of pop-up carols outreach event across 70 streets, preaching gospel to over 2,000 people. The lockdown in Wales meant that no Easter mission could be held, but in Summer 2021 two Love Where U Live projects were held.

THE MESSAGE ACROSS THE UK (continued)

Andy Hawthorne OBE

Andy's speaking engagements throughout the year, both in person and online, continued to expose our work to a wider audience and inspire our staff and ministry partners. Alongside this he continued broadcasting weekly teaching online through Message Live extending the reach of the ministry even further.

Despite the restrictions this year, Andy undertook speaking engagements, in person and online, at churches, national events and conferences, as well as internationally representing The Message one each occasion.

Sam Ward

Sam Ward continued in his role of Director of Ministry this year, with a broad remit to grow our work through Eden, Creative Mission, the Proximity Network, Community Grocery stores and UK expansion.

Sam's speaking engagements continued at churches across the UK and at larger events, including the online Proximity Conference and New Wine online in August 2021. He has also continued to broadcast regular teaching online through Message Live.

Priority of Prayer

A rhythm of daily, weekly and monthly prayer lies at the heart of our life together as a ministry. At the beginning of each day a half hour daily prayer time (one hour on Tuesdays) is mandatory for all staff as a key time to reflect and refuel. We also encourage all staff to spend at least an additional half-hour in prayer during a weekly time in our prayer room from 12 to 3pm on Tuesdays.

Our all-staff monthly prayer days have become increasingly essential for keeping up with news from across the ministry, especially as God continues to open doors in the wider UK and abroad. These continued in person until March 2020 and then moved online as Covid-19 restrictions were implemented. We often invite special guests to speak or contribute to Prayer Day: this year our guests included John Kirkby, Amy Orr-Ewing, Cathy Madavan and Andrew & Wendy Palau plus many other great communicators

OPERATIONS AND MINISTRY SUPPORT

Staff

The Message Trust and the Message Enterprise Centre employed an average of 137 personnel in the year (2020: 131) in total across the group. This average includes full-time and part-time staff.

Volunteers

Volunteers play a key role in helping us deliver both our front-line missional work and behind-the-scenes support. Commitments this year ranged from full-time volunteer work based in our offices to ad-hoc volunteer support at events. Across the year, in the region of 12,000 hours (2020: 11,100 hours) were freely given in support of our activities.

Creative, Communications, Facilities and IT

We continued to undertake facilities projects across our HQ buildings and hub offices and were responsible for the shop fit and maintenance of each Community Grocery store. The continuation of the national lockdowns and Covid-19 restrictions impacted significantly upon the team and their requirements to make facilities Covid secure.

Our in-house design and communications department were instrumental in the promotion and marketing of the Community Grocery stores in each community they are serving, this resulted in a significant amount of local and national press coverage about the work and the benefits it brings to members lives. They also continued to deliver supporter communications throughout the year, including editions of Flow magazine, supporter prayer and fundraising updates, a suite of websites, and email and social media campaigns. Alongside this, a proactive communications strategy highlighting the work of The Message Trust within the local and national media continues to be implemented. Our focus on supporter engagement continues with opportunities to increase engagement, especially across digital platforms being fully utilised. Beyond supporter communications, the team delivered video content for live events and digital platforms, album artwork and music videos.

Finance

Our Chief Financial Officer, Sam Peach-Barnes has continued to develop the organisations financial controls, efficiency and engagement with management. New financial systems and processes are being implemented to support the continued growth of the Charity, particularly around the launch of the new Community Grocery stores and distribution centres across the country, as well as the recruitment of new staff in the Finance team in order to maintain the levels of support across the organisation.

PARTNERSHIPS

Supporter Events and Fundraising

With the national lockdowns due to Covid-19, our large fundraising events and local hub fundraising events had to be cancelled and like many other charities, we lost out on income from these events but also from a number of our regular donors who found themselves unexpectedly in a different financial position.

We made a decision to take our Proximity Conference online with some great speakers and gained new regular supporters plus a number of one-off gifts towards the launch of Eden Central Drive, Blackpool and began to seek the Lord about which direction we needed to take things in this season. During Covid we launched the Lockdown Hunger Project, Message Live and the Community Grocery which you can read more about on pages 14-15.

In January 2020 we employed a Donor Care Co-ordinator to focus on developing and deepening our engagement with our supporters and helping to lower our attrition rate.

We used the services of Chell Perkins Ltd, as professional fundraisers acting on behalf of The Message Trust for grant funding applications, in 2020-21. Chell Perkins Ltd is registered with the Fundraising Regulator and we monitor their activities on behalf of The Message Trust on a monthly basis. The Message Trust is also registered with the Fundraising Regulator and as such subscribes to The Code of Fundraising Practice along with its 4 core values to be legal, open, honest and respectful. Anyone considered to be vulnerable and our Community Grocery members are not contacted by The Message for fundraising purposes, and flagged as such on our contact database, to prevent this happening. The charity and its agent have not received any formal complaints in the last year about its fundraising activities.

Although we saw a decline in our new regular supporter donor growth this season, we did see an increase in people signing up to our database, to be regularly contacted by The Message, when compared to previous years. This is positive going forwards in terms of our supporter pipeline.

Supporter Events and Fundraising: Outcomes against our 2020 - 2021 goals

- **To add new or increased regular gifts**
  Ongoing - due to the events of the year, but we have plans to continue to build this over the coming year
- **Aim for a donor attrition rate of 11%**
  Ongoing - unfortunately due to the prevailing conditions and uncertainty donors face with their finances we are now working towards an attrition rate of 12% for 2021-22.

PARTNERSHIPS (continued)

Sharing our resources

Our commitment to helping others around the world who share our heart for the poor and unreached is expressed through our tithe fund. We tithe a proportion of our unrestricted charitable income and give it to other organisations and charities who share similar objectives to The Message Trust.

Our giving (the Direct Costs given to Other Projects) in 2020-21 totalled **£717,690** (2019-20 £462,685) from our Tithe fund.

Compassion UK received **£35,280** (2019-20 £31,055) for child sponsorship in Haiti; and £Nil (2019-20 £4,165) for prisons ministry.

We continued our support of **Life Association** (a related party link with Simon Hawthorne) through a gift of **£14,383** (2019-20 £16,883) to help provide schooling for Dalit orphans in Machilipatnam, India. **£6,000** was given to **Press Red** who are making a stand against the violence suffered by girls and women worldwide (a related party link with Michelle Hawthorne) (2019-20 £7,500). **£10,000** was given to **Ignite** (a related party) to support their ministry in India (2019-20 £42,500) and £3,000 to Ignite Big Idea in the UK (2019-20 £3,000).

We also gave **significant gifts** to the following projects £13,200 to Good Shepherd Children's Orphanage in Haiti (2019-20 £13,200); £2,940 to CRMI (2019-20 £8,335) for child sponsorship in Uganda, plus £30,000 (2019-20 £20,000) to help build a church in Bombo, Uganda and £1,300 for their chicken farm helping people find work in Uganda (2019-20 £5,000), with £5,000 for the work of Advance in Uganda through CRMI and £5,000 for the general work of CRMI. £12,350 was given to support Potters House Church, Hull, led by Mo Timbo (2019-20 £12,000).

New projects supported this year included Christmas Hampers £64,207 for our Community Grocery members; Embassy Bus £11,000 providing emergency accommodation for those living on the streets in Manchester; £14,994 for Barnabas for Prisons work in Haiti; £10,000 to Good Samaritans Pakistan for work in the boys school; Christ Church Pennington - £10,000 to support the work with Christians Against Poverty in their church; Shining Faces £10,000 to support their Orphanage in India and St James & Emmanuel £20,000 for work with their Farsi group.

One off gifts were given last year, but not repeated this year, to El Shaddai TV for international work with Advance groups (2019-20 £10,000); to Egyptian Mission to help with relocation costs, connected with the Advance projects in Egypt (2019-20 £13,000); to Foreningen Be Free for community work in Denmark (2019-20 £10,000); to CRM Manchester (2019-20 £23,065) helping to provide jobs for destitute women in the slums in Kampala.

There were also continued support for Manchester House of Prayer for their prayer ministry £12,751 (2019-20 £12,433).

Other gifts to our **Message partners** in the UK and beyond from Other Projects (per note 5) included £27,688 to Message Germany (2019-20 £23,864); £15,769 to Message Canada (2019-20 £25,416); £6,500 to Eden Westwood, Oldham (2019-20 £12,000); £235,000 to Message South Africa (2019-20 £6,893) and £4,000 to Eden Buttershaw (2019-20 £8,000). Last year one off gifts were given, but not repeated this year, to Eden Bow (2019-20 £3,000); Eden Dagenham (2019-20 £5,000); and Eden Farnworth (2019-20 £2,500); with new gifts this year of £2,000 to Eden Whitmore Reans and £1080 to Eden Easterside

MEC - OUR BUSINESSES

This year The Message Enterprise Centre continued with its apprenticeship model for training, aiming to maximise skills development and financial sustainability for our team members. Graduations for team members on the two-year programme that had to be postponed from 2019/20 took place. There were 3 graduations this year. The opening of the Community Grocery in Wythenshawe created new team member roles both in store and in logistics.

The Mess Café reopened following lockdowns with the necessary health and safety arrangements in place. The opening of the Community Grocery next to the café, coupled with growing awareness of what is on offer, has seen its popularity continue to grow, and the footfall to build. There were further opportunities to ensure the Café's efficiency improved, helping to reduce costs.

September 2020 saw the MEC open a **Community Grocery** in Wythenshawe. The first lockdown in March 2020 saw the kitchen of the Mess Café repurposed into a production and distribution centre for meals to those in need/shielding. As 60,000 meals were delivered, we developed an awareness of the need for our nation's poorest families to have access to affordable food, we couldn't stand by and do nothing so the idea of the Community Grocery was born.

The Community Grocery is supplied through partnerships we have established with supermarkets and food suppliers for the redistribution of surplus food. For £3 per shop each member gets to do a full shop up to three times a week, that will keep their families fed. The financial modelling has shown that once the initial shop fit has been undertaken (funded through planned fundraising activities) the grocery store business model can be self-sustaining. We believe Community Grocery stores could be significant in helping to feed our nation's poorest families. Coupled with providing food, grocery members also have access to a range of courses and services, such as job clubs, counselling, debt advice and opportunities for members to learn more about Christianity. Demand for membership was significant with 2,300 members now signed up at the Wythenshawe store. Growing food poverty across the UK led to demand for further Community Grocery stores, so in partnership with local churches a further eight stores were launched by The Message Trust in 2020/21 (see pages 14-15) with plans to launch another seven stores in 2021/22.

The **MEC Events** business had to remain closed throughout the national lockdowns and the continued Covid-19 restrictions have impacted on the number of room bookings The Venue has secured and upon the profitability of the MEC Events business. As restrictions eased and larger scale gatherings were permitted, the MEC Events began hosting events such as live acoustic music nights again. Current tenants within the office space include the charity 'Gospel for Asia' and a community interest company 'OurBoards' (from January 2020 to November 2021).

MEC - OUR BUSINESSES (continued)

The work of **MEC Building Services** has focused primarily on refurbishment and development projects this year, with the team undertaking projects both for The Message, the shop fitting of Community Grocery stores and the refurbishment of the MEC's rental properties. The team were involved in the fit out of all nine Community Grocery stores that opened September 2020 – August 2021 as well as continued work on the Sheffield Enterprise Centre in Woodseats.

Our **MEC Property Management** grew with the addition of one new property to our portfolio this year, bringing the total number of properties to 12. Message Academy students were housed in MEC properties, with properties also being rented to Message Academy graduates, team members, families who are connected to our Eden teams, as well as some employees of The Message Trust.

Wedding Angels has maintained its presence this year. Our partnerships with local churches have continued and the growth of the wedding offer within the events business has seen a number of Wedding Angels customers decide to hold their wedding within the MEC. Whilst the national lockdown has impacted upon Wedding Angels' trade, demand for their services remains and plans to further strengthen and develop the business once Covid-19 restrictions ease have been identified.

As partnerships across the UK grow, our vision to expand our enterprise work into other areas of the UK, offering training and discipleship opportunities to team members remains. This ambition was realised in 2019/20 with the opening of **Neal Street Espresso**, our speciality coffee shop in Covent Garden, however two weeks after opening the UK Covid-19 lockdown was announced, causing the Café to close for an extended period. This year the coffee shop has been able to reopen its doors to visitors, residents and workers in Covent Garden and the quality of its coffee and food proved instantly popular. The scale of the Café's offering is being carefully managed to ensure operations match demand and current government restrictions and guidelines for businesses, are being closely followed. As part of Neal Street Espresso's offer a function space was created and this is being rented out for meetings and events this year, providing another income stream and introducing our enterprise work to a wider audience.

MEC Community Grocery: Outcomes against our 2020 – 2021 goals

- **To launch the first Community Grocery in Wythenshawe**
  Achieved – the Community Grocery was launched in Sharston (Wythenshawe) in September 2020 and was quickly feeding 1,000 members a week, with this figure growing to 2,300 by the end of the year.
- **Host monthly community events for our grocery members**
  Achieved – as soon Covid-19 restrictions allowed a programme of monthly events for Community Grocery members and the local community was launched. This includes Thursday Night Live (a monthly live acoustic music evening) and church events.
- **To have a full weekly schedule of support services**
  Achieved – support courses including Alpha (a course where members can explore Christianity), cooking classes, CAP job club, CAP money management, CAP life skills and legal advice are offered in store for members each week.

MEC - OUR BUSINESSES (continued)

MEC Businesses: Outcomes against our 2020 – 2021 goals

- **To reopen our café & catering business and return to an average 100 customers a day**
  Ongoing – the business reopened following the national lockdowns and is currently averaging between 70 and 80 customers a day. A figure that is building.
- **To reopen Neal Street Espresso and employ one additional team member**
  Achieved – Neal Street Espresso has reopened and is consistently seeing income and visitor numbers increase week on week.
- **To reopen our events and conferencing business and bring the room rentals income back to over £5,000 a month**
  Impacted by Covid – given the impact of Covid-19 restrictions on the events and conferencing business room rental income has continued to be supressed this year, however the rooms have not sat empty and have been made available for support courses being run by the Community Grocery.
- **To refurbish a further 5 houses**
  Impacted by Covid – due to the ongoing pandemic restrictions and growth in the number of Community Grocery stores, only one residential property was refurbished in 2020/21.

MEC - SUPPORT AND DISCIPLESHIP

Discipleship continues to be at the heart of our work. Our discipleship programme focused on support and the development continues to prove successful.

The Oaks, our supported house in Wythenshawe, continues to be a hub for its community, being used for Alpha courses, outreach events and Bible studies for both residents and non-residents, in person and online. The residents have been actively sharing the stories of how their lives have been transformed in churches, sometimes online, as well as at local, regional and national events, gaining confidence in the process. We had six residents in The Oaks during the year (2020: six). A strategy aimed at reducing the vacancy rate in The Oaks continues to be in place and potential new residents have been identified, once the Oaks has been refurbished in 2022.

The Oaks: Outcomes against our 2020 - 2021 goals

- **Reduce The Oaks vacancy rate by developing new referral partners**
  Ongoing – The Oaks team have spoken at multiple conferences highlighting the support and opportunities offered by them, as well as presented literature about the home and support available to every prison chaplain in the UK.

MEC Recruitment pipeline: Outcomes against our 2020 - 2021 goals

- **To take on a further eight apprentices through our cafés, building maintenance and grocery enterprises, including apprentices in Community Grocery stores outside of Manchester**
  Ongoing – the speed at which new team members could be recruited was impacted by Covid-19 restrictions, as several of the businesses were unable to fully operate during the national lockdowns. This year we took on an additional six apprentices, including newly created roles within the Community Grocery. We also placed an additional four people on the Government's Kick Starter programme and have vacancies for another 12 in 2021/22.

MEC - SUPPORTER EVENTS AND FUNDRAISING

Our ability to hold business network dinners was impacted by Covid-19 restrictions this year. However, we continue to fundraise and have a pipeline of people who would love to join our networking programme, once it is relaunched.

Many businesses and organisations have chosen to support the Message Enterprise Centre during the past year, and we are very grateful to them all. One example of the relationships in place is Mowgli Street Food, where we are one of their ten chosen 'House Charities' for their charitable trust.

Supporter events and fundraising: Outcomes against our 2020 - 2021 goals

- **Recruit 50 new staff personal supporters**
  Ongoing – we added 25 new personal supporters this year but are encouraged by initial indications that this will increase further in 2021/22

- **Fundraise positions for up to 5 team members**
  Achieved - we currently support seven team members.

CHARITABLE GIVING

Following a further change in policy, our charitable giving this year totalled £2,571 (2020: £3,233) and was distributed in the following ways, to organisations or individuals who share similar objectives to The Message Enterprise Centre:

- Legal Fees £Nil (2020: £2,300 sponsoring an application for an Apprentice to be given the right to work in this country).
- Wedding Gifts to Apprentices - £1,000 (2020: £Nil)
- Hardship funding to support those in need - £713 (2020: £Nil)
- Other gifts to Apprentices - £858 (2020: £933)

GROUP FINANCIAL REVIEW

The 2021 accounts have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective from 1 January 2019.

The Trustees have taken the opportunity to review all The Message's key accounting policies to ensure that they continue to be in accordance with the requirements of the Charities SORP (FRS 102) and best accounting practice.

Whilst these steps have resulted in enhanced disclosures in the financial statements, it has not been necessary to make any significant amendments to key accounting policies.

Review of the year

Despite the significant challenges of the pandemic, this year has still managed to be one of growth for The Message Group, which saw its baseline income rise to £7.6m (2020: £6.0m), a highly positive outcome in the context of the year. Costs also grew to £7.1m (2020: £6.1m), as the charity aimed to deliver on last year's plans and also initiated new projects in response to the pandemic. This resulted in a net income of £0.5m (2020: net expenditure £0.1m) which will be used to invest in growth as projected by the Trustees in the annual budget.

The growth in income was in part thanks to a significant gift of £1.5m in November (2020: £1m), part of a multi-year pledge to the Charity. Investment in the expansion of our Hub and Missions teams, as well as large scale projects such as the Community Grocery stores was also in progress, reflecting the intentions of the Trustees, as stated in the 2018/19 report, to spend some of its reserves in order to expand the reach of the Charity further around the UK and build capacity in priority areas.

The financial year was also impacted by the global Covid-19 pandemic, which affected some aspects of the Charity's planned activities and outcomes. Financially, the pandemic meant that many of our regular fundraising and income generating activities/events could no longer proceed following the lockdown and government restrictions.

As in the year 2019/20 we were not able to organise The Urban Heroes awards, as well as other regular fundraising activities, such as speaking visits in Churches and sponsored events. We were also unable to continue some of our income generating activities in Schools, Prisons and local communities.

The Trustees mitigated this loss of income through a range of immediate cost reductions, most of which are temporary and reversible, in order to protect the Charity from financial loss. These included the temporary closure of our Headquarters at Lancaster Campus in Sharston, restrictions on global and local travel for all staff. Additionally, a number of staff were placed on temporary furlough from as they were not able to fulfil their usual roles due to the closure of Schools and Prisons and the government restrictions on movement and contact with other people. The Charity therefore benefitted from the Government's Coronavirus Job Retention Scheme, meaning that redundancies were avoided for the vast majority of our staff, for which we are truly grateful.

GROUP FINANCIAL REVIEW (continued)

Income and Expenditure

The Message continues to rely on voluntary income as its principal source of funding. Total income from Donations and Legacies, including Gift Aid amounted to £6.7m (2020: £5.3m).

Gifts from Trust and Foundations increased to £968k (2020: £940k) which constitutes 14.5% (2020: 17.7%) of Donations. Gifts from individuals (including Gift Aid) increased to £2,122k providing – 31.7% of Donations (2020: £1,680k – 31.7%). Gifts via Stewardship/CAF were £2,062k – 30.8% (2020: £1,326k – 25%), while income from other organisations - Churches, Ministries and Business Supporters provided £443k – 6.6% (2020: £404k – 7.6%), income from Sponsored Events raised £20k – 0.3% (2020: £14k – 0.3%) whilst other sources including Grants and Legacies this year provided £1,082k – 16.1% (2020: £941k – 17.7%), of which Government Grants (from the Coronavirus Job Retention Scheme) were £503k – 7.5% (2020: £789k – 14.9%).

Income from Other trading activities, which support the charity, decreased further to £11k in 2021 due to Covid restrictions (2020: £26k).

The cost of Raising Funds in the financial statements amounted to £347k in 2021 (2020: £221k), as per Note 4a.

Other funds were generated through Charitable Activities, most notably Project Income (including the various Eden Partnerships and Prison projects) £210k (2020: £83k); Message Academy £31k (2020: £21k), Business Income from the Enterprise Businesses £207k (2020: £206k); Rental Income £235k (2020: £168k) and Events £8k (2020: £42k). Please note: The Message Academy is not an exclusively commercial operation, as the Trustees encourage both the training and facility to be used by the community.

Governance

The £23k (2020: £14k) governance includes the expenses associated with Trustee Board meetings, Trustee elections, maintaining our constitution, external audit and core executive management.

Net Surplus in the Year

The total income exceeded expenditure in the year by £1,362k (2020: (£73k) net deficit) mainly due to the gains on revaluation of Fixed Assets £871k and to the Separate material item of income. Hence in 2021 we have Net income of £1,215k (2020: Net expenditure (£120k)) within unrestricted funds and Net expenditure of £724k (2020: Net income £48k) within restricted funds, after transfers and other recognised gains.

GROUP FINANCIAL REVIEW (continued)

Balance Sheet

The Balance Sheet as at 31st August 2021 remained strong ensuring that the charity has the assets required to deliver its commitments to the community.

The additions to fixed assets for the group amounted to £381k (2020: £397k), of which additions for the Message Trust comprised of **Operational Equipment** - £106k (2020: £25k) which includes camera and video equipment; an electric car charging point; Stage Piano and Lighting for our Ministry teams with the majority spent on Freezers, Fridges and Storage Containers for the new Community Grocery stores; **Fixtures and Fittings** - £85k (2020: £32k) was spent on laptops and new office furniture with the majority spent on Refurbishing the Reception area at Lancaster House; **Motor Vehicles** - £141k (2020: £96k) was mostly spent on refurbishing buses for Message Midlands and Message Wales; the additions to **Buildings** - £49k includes the refurbishment costs for Woodseats in Yorkshire (2020: £141k). New **MEC Enterprise Equipment** cost £10k (2020: £30k) – consisting of a new a new Boiler - £6k; plus £4k on other essential items of equipment for our businesses, of which £3k related to equipment for the Community Grocery stores which was transferred during the year from The Message Enterprise Centre to The Message Trust.

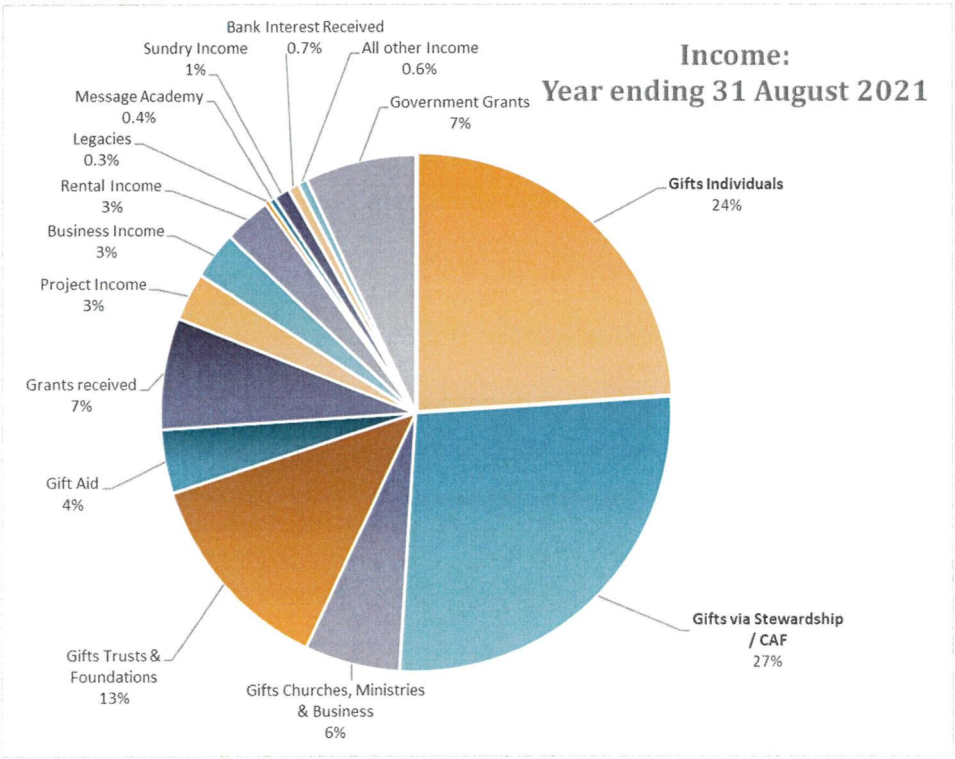
Subsidiary undertakings

The Message Trust established a second subsidiary charitable company, in 2012, The Message Enterprise Centre (MEC), which is included in the consolidated accounts.

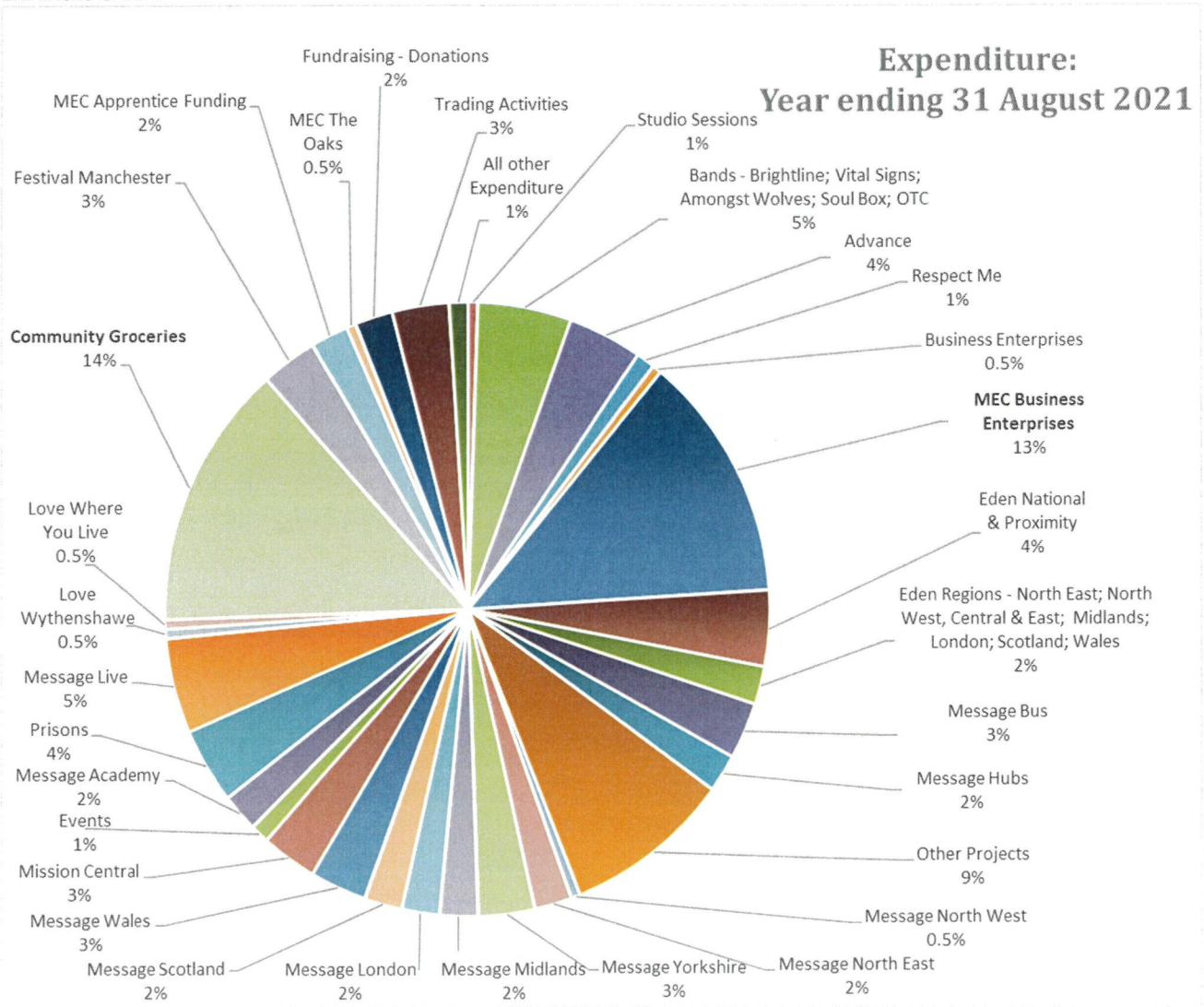
During 2013 The Message Trust established an associate – Eden Network Merseyside, which became a registered charity on 8 July 2013.

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2021

INCOME GRAPH



EXPENSES GRAPH



Investment Powers and Policies

The Trustees have the power to invest surplus funds of the charity in investments, securities and property as they think fit. The current policy of the Trustees is to invest funds not immediately required by the charity into a range of Treasury, Capital Bond and Deposit accounts which bear competitive rates of interest. The Trustees consider the social, environmental and ethical impact of the investment, before placing any new funds with a third party. This policy is reviewed periodically by the Trustees.

Reserves

The Trustees have adopted a reserves policy which they consider appropriate, to ensure the continuing ability of both The Message Trust and the Group to meet its objectives and obligations.

The total funds held by the Group at 31 August 2021 are £8,561,295 (2020: £7,199,225), of which £616,482 (2020: £391,656) are restricted and not available for the general purposes of the charitable group.

In order to be prudent, the Message Trust aims to accumulate, in general reserves, an amount equivalent to at least one month's staff costs, approx. £449k (2020: £290k). This is our minimum base level for reserves, however, given the degree of uncertainty in the economic climate at present we are currently holding reserves above this level. The amount of General Funds, excluding restricted and designated funds and fixed assets, freely available to spend on any of the charity's purposes as at 31 August 2021 was £1,582,126 (2020: £803,551) which is £1,133k (2020: £513k) in excess of the minimum reserves set out in our reserves policy.

We recognise that the long-term economic consequences of the Covid-19 pandemic are still uncertain, and therefore the Trustees' have set revised financial budgets for the coming year, which include some cost reductions. Fundraising activities have also been repurposed for the current climate; online campaigns, dinners and direct mailings are proving hugely successful for the Charity post year-end. With this in mind, the Trustees have judged it appropriate to maintain the amount held in general reserves in line with this policy. Further details of the financial planning reviewed by the Trustees are in the going concern note on page 53.

The Message Trust also received a significant donation last year, as shown in the Separate Material Item of Income, which the Trustees have designated to specific funds for launching several new projects (see Note 18 for further details).

The Trustees have therefore designated funds to underwrite a series of new projects and future mission projects over the next 5 years. The Group has unrestricted funds at 31 August 2021, totalling £7,944,813 (2020: £6,807,569), of which £3,217,593 (2020: £3,949,452) has been designated for underwriting new and future mission projects by The Message Trust, and a further £3,045,086 (2020: £2,054,566) by The Message Enterprise Centre. A significant proportion of these designated funds are held in the form of buildings and other fixed assets, which are an ongoing resource for future mission projects across the group. The designated fund for Future Mission Projects can only be realised by disposing of £1,613,010 (2020: £1,197,542) the amount of tangible fixed assets and investment properties held by The Message Trust at 31 August 2021, whilst The Message Enterprise funds rely on the separate disposal of £2,813,315 (2020: £2,019,741) the amount of tangible fixed assets and investment properties held by The Message Enterprise Centre. Therefore, the total held by the Group for Future Mission Projects in the form of buildings and other fixed assets is £4,426,325 (2020: £3,217,283).

Grant making Policy

Grants are made to Eden Partners or to designated individuals directly associated with those Partnerships. Currently there are 29 partnerships in the UK (2020: 19 partnerships) in receipt of grants and work is ongoing to establish others. Part of the aims of The Message Trust are achieved through these partnerships, which employ full-time and volunteer youth and community workers. These workers seek to positively impact the people in their area, irrespective of religion, colour or background.

Student bursaries are also made to Message Academy students, who would otherwise not be able to finish their course. The Message Academy fulfils the objectives of the charity by providing training courses to Christian youth workers and others.

Remuneration Policy

The remuneration policy seeks to balance our Christian values and the need to attract and retain staff with appropriate qualifications and skills.

Our minimum wage is based on the Living Wage as set by the Living Wage Foundation, which is higher than the National Living wage as regulated by HMRC. Pay scales are benchmarked against similar jobs in the North West and a London weighting is applied where appropriate. We review the retail price and consumer price indices for inflation on an annual basis, before deciding upon any annual increments for inflation. Individual staff salaries are reviewed annually, with mid-term reviews every 6 months. The Executive pay is set within the same pay grade structure. The Trustees set and approve the salary for the Chief Executive, and other members of the Executive. Details regarding employees with salaries above £60,000 can be found in note 7 of the Financial Statements.

Social Investment Policy

In order to provide appropriate affordable housing for our Message Academy Students during their one-year course, as well as providing refurbishment and building maintenance opportunities for our Message Enterprise Building Team Members the charity has adopted a policy of investing in local Wythenshawe properties, rather than renting properties from local landlords. This policy started in 2016.

The Message Enterprise Centre continues to hold an investment in The Oaks – in order to provide supported accommodation and offer a discipleship programme to those seeking to rebuild their lives. This building is currently being maintained by the Message Enterprise Building Team.

Principal Risks and Uncertainties

The Trustees have identified four principal risk areas for both The Message Trust and its subsidiary The Message Enterprise Centre. These cover potential risks to the reputation of both charities, financial sustainability, safeguarding of young people & vulnerable adults, and cyber security, arising from both internal and external factors. The principal financial sustainability risks present at the year-end are related to the economic consequences of the Covid-19 pandemic and the potential impact on income for The Message Trust, which are discussed in more detail in the going concern note on page 53. The Trustees have also adopted a number of measures to counter each of these risks, to reduce the likelihood that they will adversely affect the charity. These strategies are reviewed periodically to ensure they remain effective and are considered sufficient measures to protect the charitable group, its staff, and beneficiaries from significant harm.

PLANS FOR FUTURE PERIODS

Goals for 2021-22

Our teams set the following objectives, for the next financial year, during the continuing Covid-19 pandemic. We will therefore keep these plans under review over the coming months, in the light of government guidance and requirements to shut certain types of business and avoid certain activities. However, we are still aiming to complete these goals over the next year.

Creative Mission

- To reach 180,000 young people with the gospel through schools work in 250 schools
- To give at least 18,000 young people repeated opportunities to respond to the gospel at evangelistic gigs, following on from schools work
- Have 250,000 views of our creative mission teams digital output
- Produce and release sixteen new music tracks along with four worship singles
- Have 2 million streams on music platforms

Advance

- Have Advance Groups established in 100 nations
- Hold the second Global Advance Day
- Launch the new three-year Advance Groups Mentoring Guide and translate it into 6 languages
- Have 75 Advance Ambassadors across the globe
- Share news of the impact of Advance Groups through a Year of Stories

Eden

- Launch 10 new Eden teams
- Recruit 80 new team members
- Hold an Eden Teams Day conference
- Hold a two-day Proximity National Urban Mission Conference

Message Bus

- Recruit and train bus managers for the London & Midlands Message Buses
- Build on the success of the relaunched bus ministries in the hubs and develop more churches partnerships for bus ministry
- Investigate opportunities to develop our current bus fleet with the possibility of replacing one of our current older buses in the future

Message in Prisons

- Continue working in current five prisons, relaunching work, in remaining three prisons
- Launch three new prison projects
- Recruit and train eight new outreach workers to fill current vacancies and new ones
- Recruit and train a member of operational staff to support and enable our current growth
- Lead 500 people to Jesus for the first time

PLANS FOR FUTURE PERIODS (continued)

London

- Launch one new Eden Team
- Continue support for existing Eden Teams
- Fill the vacant post of London Bus Manager
- Relaunch the Message Bus in London
- Launch a Community Grocery store in London

Yorkshire & Humberside (previously Central and East)

- Complete renovations of the new enterprise centre at Woodseats Baptist Church
- Recruit replacement a Schools Outreach Worker
- Recruit an enterprise and discipleship lead
- Continue developing opportunities for enterprise in the Yorkshire hub ahead of launching activity in 22/23
- Launch one Community Grocery store
- Launch one new Eden Team

North East

- Launch two new Eden teams
- Open three new Community Grocery stores and a distribution warehouse within the hub area
- Run schools work in 10 North East schools
- Hold two outreach events for young people featuring Message creative mission bands
- Continue running monthly Advance Youth events and have 20 young people involved in Advance The Scattering 2022
- Run an online Rebuilding Lives Conference

North West

- Launch three new Eden teams
- Continue developing Genetik Sessions.
- Run Message Bus work from the North West bus 4 nights a week
- Book 50 dates in schools for Respect ME
- Book and deliver three No More Knives tours
- Assist with the booking of schools for the Festival Manchester 2022 schools tour.
- Finance the Festival Manchester 2022 Women's Outreach events and have 700 people attend the events

Midlands

- Launch the Midlands Message Bus for Coventry and Warwickshire
- Employ a part-time Creative Missions worker
- Launch one new Eden team in hub areas
- Launch three Community Grocery stores in the hub area
- Run one No More Knives schools tour
- Run two Love Where U Live missions

PLANS FOR FUTURE PERIODS (continued)

Wales

- Launch WILD Youth Group Tour and run at least 20 sessions, sharing the gospel with over 2,000 young people in the first year
- Launch one Community Grocery store
- Start prison ministry in one new prison
- Launch one new Eden team in Wales
- Reach over 10,000 people with the gospel through various outreach and ministries

Scotland

- Relaunch 10:10 bus projects
- Launch a new Eden team in Dumbarton
- Relaunch schools work in Scotland
- Run the youth programme at ReFuel 2022
- Run mission weeks in partnership with SU

Supporter events and fundraising

- Aim for a donor attrition rate of 12%
- To add 500 new or increased gifts

Community Grocery

- To open another 7 Community Grocery stores across the UK
- To have 20,000 members of our Community Grocery stores nationwide
- Deliver 4,000 hours of support courses
- Redistribute 5,000,000 meals to members
- To open a larger distribution warehouse in the North East & North West.
- To develop a surplus food partnership with a regional or national supermarket.

Festival Manchester

- Hold Festival Manchester 1st - 3rd July 2022 and see tens of thousands of people from across the North West attend.
- Hold build-up events, including October fundraiser and Church Prayer and Worship event.
- Hold separate evangelistic outreach events for Women, Business and Civic leaders, people experiencing homelessness, sex workers.
- Prisons outreach in at least 4 institutions.
- Facilitate at least 200 social action projects across the North West.
- Schools evangelistic mission in at least 65 Schools across the North West.
- Facilitate a significant reduction in the number of children and young people on the Social Services Fostering and Adoption register.
- Engage with children in at least 40 Schools to perform in the choir during the Festival Weekend and see at least 5 legacy community choirs formed.
- Plant 5,000 trees to benefit the environment and help off-set the carbon footprint of the festival.

PLANS FOR FUTURE PERIODS (continued)

MEC Businesses

- To average 100 customers a day in the Mess Café
- To average 125 Customers a day in Neal St
- To launch a new social enterprise located in the Message Enterprise Centre
- To host 24 external full prices events
- To refurbish a further 3 houses

MEC The Oaks

- Refurbish The Oaks, with a view to renting it to Message Academy students
- Take on five new residents in The Oaks
- Reduce The Oaks vacancy rate

MEC Recruitment Pipeline

- To take on a further 3 enterprise team members

MEC Supporter events and fundraising

- Recruit 50 new staff personal supporters
- Fundraise positions for up to 5 team members

DIRECTORS AND TRUSTEES

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.
The trustees serving during the year and since the year-end were as follows:

C. Hardicre (resigned 30 Sept 2021)	G.J. Haynes	A.C. Leakey
D.I. Moore (resigned 30 Sept 2021)	J.A. Wainwright	R.D. White

RELATED PARTIES

A summary of transactions with related parties is set out in note 17 of the financial statements.

TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Message Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally 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 the group at the end of the year and of the income and expenditure for the year then ended.

In preparing those financial statements, the Trustees are required to select suitable accounting policies, as described on pages 53 to 57, and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees also confirm that:

- as far as they are aware there is no relevant audit information of which the charity's auditors are unaware; and
- they have taken all steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The annual report was approved by the trustees of the charity on 23rd May 2022 and signed on its behalf by:

Date: 23rd May 2022

.....
Gordon Haynes (Chairman)

THE MESSAGE TRUST

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST

Opinion

We have audited the financial statements of The Message Trust 'the parent charitable company' and it's subsidiary "the group" for the year ended 31 August 2021 which comprise the Consolidated Statement of Financial Activities including the Consolidated Income and Expenditure Account, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes 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 FRS 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 group's and of the parent charitable company's affairs as at 31 August 2021 and of the group's incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006, (as amended in 2010).

Basis for opinion

We conducted our audit in accordance with International Standards on 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 group and parent charitable company 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 to you in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- 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 group's or the parent charitable company'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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the other information. 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 that 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 which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or

- the parent charitable company financial statements are not in agreement with the accounting records and returns; or

- certain disclosures of trustees' remuneration specified by law are not made; or

- we have not received all the information and explanations we require for 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 trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 45, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 the trustees 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 charitable company'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 charitable company 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.

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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

Extent to which the audit was considered capable of detecting irregularities, including fraud

We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In identifying and addressing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We obtained an understanding of laws, regulations and guidance that affect the charitable company, focusing on those that had a direct effect on the financial statements or that had a fundamental effect on its operations. Key laws, regulations and guidance that we identified included the Companies Act 2006, tax legislation, health and safety legislation, Charities Act England & Wales, Charities Act Scotland and employment legislation.
- We enquired of the Trustees and reviewed correspondence and Trustee meeting minutes for evidence of non-compliance with relevant laws and regulations. We also reviewed controls the Trustees have in place, where necessary, to ensure compliance.
- We gained an understanding of the controls that the Trustees have in place to prevent and detect fraud. We enquired of the Trustees about any incidences of fraud that had taken place during the accounting period.
- The risk of fraud and non-compliance with laws and regulations was discussed within the audit team and tests were planned and performed to address these risks. We identified the potential for fraud in the following areas: the recognition of income in the correct period including the correct treatment of the accrual and deferral of income.

- We reviewed financial statements disclosures and supporting documentation to assess compliance with relevant laws and regulations discussed above.
- We enquired of the Trustees about actual and potential litigation and claims.
- We performed analytical procedures to identify any unusual or unexpected relationships that might indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud due to management override of internal controls we tested the appropriateness of journal entries and assessed whether the judgements made in making accounting estimates were indicative of a potential bias.

Due to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing fraud or non-compliance with laws and regulations and cannot be expected to detect all fraud and non-compliance with laws and regulations.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and trustees those matters we are required to state to 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 parent charitable company, parent charitable company's members as a body and the parent charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Beever and Struthers

Sue Hutchinson FCCA (Senior Statutory Auditor)
For and on behalf of
BEEVER AND STRUTHERS
Statutory Auditor
St George's House
215/219 Chester Road
Manchester M15 4JE

Date: 27.5.2022

THE MESSAGE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING AN INCOME AND EXPENDITURE ACCOUNT) YEAR ENDING 31 AUGUST 2021

	Note	Unrestricted Funds £	Restricted Funds £	**Total 2021 £**	Total 2020 £
INCOME					
Donations and Legacies	3a	4,423,653	2,273,274	**6,696,927**	5,305,286
Income from Charitable activities	3b	806,622	3,000	**809,622**	592,837
Income from Other trading activities	3c	10,849	-	**10,849**	26,184
Investment Income	3d	52,261	-	**52,261**	57,729
TOTAL INCOME		5,293,385	2,276,274	**7,569,659**	5,982,036
EXPENDITURE					
Raising Funds	4a	347,212	-	**347,212**	221,421
Charitable Activities	4b	3,730,746	3,000,690	**6,731,436**	5,887,467
TOTAL EXPENDITURE		4,077,958	3,000,690	**7,078,648**	6,108,888
Net Income / (Expenditure) before Investment gains		1,215,427	(724,416)	**491,011**	(126,852)
Net gains on investments		871,059	-	**871,059**	54,240
NET INCOME / (EXPENDITURE)		2,086,486	(724,416)	1,362,070	(72,612)
NET INCOME / (EXPENDITURE) BEFORE TRANSFERS		2,086,486	(724,416)	1,362,070	(72,612)
Transfers between Funds	18	(949,242)	949,242	-	-
NET MOVEMENT IN FUNDS		1,137,244	224,826	**1,362,070**	(72,612)
Total Funds Brought Forward		6,807,569	391,656	**7,199,225**	7,271,837
TOTAL FUNDS CARRIED FORWARD		7,944,813	616,482	**8,561,295**	7,199,225

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 53 to 73 form an integral part of these financial statements.

THE MESSAGE TRUST

CONSOLIDATED & CHARITY BALANCE SHEETS

AS AT 31 AUGUST 2021

	Note	**The Message Group 2021** £	The Message Group 2020 £	**The Message Trust 2021** £	The Message Trust 2020 £
FIXED ASSETS					
Tangible fixed assets	11	**766,326**	562,065	**633,010**	389,211
Investments	12	**3,660,000**	2,655,218	**985,000**	813,331
		4,426,326	3,217,283	**1,618,010**	1,202,542
CURRENT ASSETS					
Stocks	13	**87,044**	58,929	**72,403**	47,607
Debtors	14	**314,883**	307,445	**227,374**	247,163
Cash at bank and in hand	15	**4,340,166**	4,045,283	**4,062,722**	3,846,132
		4,742,093	4,411,657	**4,362,499**	4,140,902
CREDITORS: Amounts falling due within one year	16	**(607,124)**	(429,715)	**(574,410)**	(362,185)
NET CURRENT ASSETS		**4,134,969**	3,981,942	**3,788,089**	3,778,717
TOTAL ASSETS LESS CURRENT LIABILITIES		**8,561,295**	7,199,225	**5,406,099**	4,981,259
NET ASSETS		**8,561,295**	7,199,225	**5,406,099**	4,981,259
FUNDS OF THE CHARITY					
Restricted Income Funds	18a	**616,482**	391,656	**536,373**	258,180
Unrestricted Income Funds	18b	**7,944,813**	6,807,569	**4,869,726**	4,723,079
TOTAL FUNDS		**8,561,295**	7,199,225	**5,406,099**	4,981,259

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The notes on pages 53 to 73 form an integral part of these financial statements, which were approved and authorised for issue by the Trustees on 23rd May 2022 and signed on their behalf by:

..... Robert White, Trustee

..... Gordon Haynes, Trustee

Company Registration Number 03961183

THE MESSAGE TRUST

CONSOLIDATED STATEMENT of CASH FLOWS

YEAR ENDING 31 AUGUST 2021

Cash flows from operating activities		£	£
Net movement in funds		1,362,071	(72,612)
Adjustments to cash flows from non-cash items			
Depreciation		174,263	148,205
(Profit) on disposal of tangible fixed assets		(2,173)	(1,313)
Loss on disposal of intangible fixed assets		-	520
Investment Income		(52,261)	(57,729)
(Increase) in valuation of investments		(871,059)	(54,240)
		610,840	(37,169)
Working capital adjustments			
(Increase) / decrease in stocks		(28,114)	21,584
(Increase) in debtors		(58,247)	(27,458)
Increase in creditors		153,966	59,150
Increase in deferred income		23,442	32,581
Net cash flows from operating activities		701,888	48,688
Cash flows from investing activities			
Interest receivable and similar income		52,261	57,729
Proceeds of sale of tangible fixed assets		4,485	1,313
Purchase of tangible fixed assets		(380,834)	(396,600)
Purchase of investments		(133,724)	(542,422)
Sale of investment		-	1,000,000
Net cash flows from investing activities		(457,812)	120,020
Cash flows from financing activities			
(Repayment) of loans and borrowings		-	(75,000)
Net cash flows from financing activities		-	(75,000)
Net increase in cash and cash equivalents		244,076	93,708
Cash and cash equivalents at 1 September		4,045,283	3,951,575
Cash and cash equivalents at 31 August		4,289,358	4,045,283
Cash at Bank and in hand	15	4,340,166	4,045,283

All the cash flows are derived from continuing operations during the two periods above.

The notes on pages 53 to 73 form an integral part of these financial statements.

THE MESSAGE TRUST
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2021

1. ACCOUNTING POLICIES

Basis of preparation
These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts (financial statements) have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2019, with the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS102. The Charity exists for the benefit of the public through the promotion of Christian values and spiritual development, providing education, mentoring and enterprise services, in particular to those who have poor employment potential.

Financial statements
The financial statements are presented in GBP and rounded to the nearest £. The accounts include all transactions, assets and liabilities for which the charity is responsible in law.

Group financial statements
These financial statements consolidate the results of the charity and its wholly owned subsidiaries The Message Trading Company Limited and The Message Enterprise Centre on a line-by-line basis, up to 31 August 2021. A separate Statement of Financial Activities, or income and expenditure account and Statement of Cash Flows for the charity itself is not presented, because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. The results of the parent charity are detailed in note 9.

It is the charity's policy to write off any deficit on consolidation to reserves.

The accounts include all transactions, assets and liabilities for which the trust is responsible in law.

Disclosure exemptions
The parent charity satisfies the criteria of being a qualifying entity as defined in FRS 102. As such advantage has been taken of the following reduced disclosures available under FRS 102:

- No cash flow has been presented for the parent charity

Going concern
The Trustees of the Group consider that there are no material uncertainties related to events or conditions that cast significant doubt on the ability of the Message Trust to continue to operate as a going concern. This conclusion has been reached after reviewing the Charity's financial position, the levels of reserves and cash, including general funds available to the Charity, and the two-year financial forecast. The Trustees have considered the impact of the current Covid-19 pandemic in their assessment and they are confident that the group will continue as a going concern for the foreseeable future.

The Message Enterprise Centre continues to have the full support of its parent charity – The Message Trust, having all its trustees in common with the parent charity.

Judgements
The Trustees have based the Group's investment property valuations on observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset, combined with comparison to movements in Housing Price Indices since their last independent professional valuation – see note 12 for details.

INCOME

Recognition of income

These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the Trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the Charities SORP (FRS 102) or FRS 102.

Donations and Grants

Donations and grants are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 Charities SORP (FRS102)).

In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 Charities SORP (FRS 102)).

Income is deferred only when there are conditions to fulfil before becoming entitled to it and where the donor has specified that the income is to be expended in a future period.

Legacies

Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.

Tax reclaims on donations and gifts

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Contractual income

This is only included in the SoFA once the charity has provided the related goods or services.

Donated goods

Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.

Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

Donated services and facilities
Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Volunteer help
The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report.

Income from interest and royalties
This is included in the accounts when receipt is probable and the amount receivable can be measured reliably.

Settlement of insurance claims
Insurance claims are only included in the SoFA when the general income recognition criteria are met and are included as an item of other income in the SoFA.

Investment gains and losses
This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.

EXPENDITURE and LIABILITIES

Liability recognition
Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs
Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Grants with performance conditions
Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions
Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation is recognised.

Creditors
The charity has creditors which are measured at settlement amounts less any trade discounts.

Provisions for liabilities
A liability is measured on recognition at its historical cost and then subsequently measured at the best estimate of the amount required to settle the obligation at the reporting date.

Basic financial instruments
The charity accounts for basic financial instruments on initial recognition at cost. Subsequent measurement is at fair value (their market value).

ASSETS

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year and cost at least £1,000 (Prior to 1 September 2020, if they cost at least £500). They are valued at cost.

Depreciation is provided in equal annual instalments over the estimated useful lives of the assets and is calculated on the cost or valuation of the assets.

The following annual rates are used:

Buildings – Log Cabin	5%
Other Buildings	10%
Leasehold Property	20%
Operational Equipment	25%
Fixtures and Fittings	25%
Motor Vehicles	25%

Depreciation is first charged in the quarter following acquisition and up to the month of disposal.

No provision is made for the increased cost of tangible fixed assets.

Investments

Fixed asset investments are valued at initially at cost and subsequently at fair value (their market value) at the year end, unless fair value cannot be measured reliably in which case it is measured at cost less impairment.

Investments held for resale (or pending their sale) and cash and cash equivalents with a maturity date of less than 1 year are treated as current asset investments

Investment properties

Investment properties are carried at fair value, derived from the current market prices for comparable real estate determined by external valuers, with properties being valued on a rolling basis every five years. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair values are recognised in profit or loss.

Stocks and work in progress

Stocks held for sale as part of non-charitable trade are measured at the lower of cost or net realisable value. Cost is determined using the First-in, First-out (FIFO) methodology.

Goods or services provided as part of a charitable activity are measured at net realisable value based on the service potential provided by items of stock.

Work in progress is valued at cost less any foreseeable loss that is likely to occur on the contract.

Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Funds

Funds held by the charity are either:

Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds

These are unrestricted funds that have been earmarked for a particular project. This designation is for administrative purposes only and does not restrict the Trustees' discretion to apply the fund within the objects of the charity.

Restricted funds

These are funds that 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Operating leases

Rentals payable under operating leases are charged to the Statement of Financial Activities in equal annual instalments over the term of the lease.

Pension costs and other benefits

The pension costs charged in the financial statements represent the contributions payable by the company during the period in accordance with FRS 102. The charity provides a defined contribution scheme for staff.

2. LEGAL STATUS OF THE CHARITY

The Message Trust charity is a private company limited by guarantee, incorporated in England and Wales, and consequently has no share capital. The registered office is Lancaster House, Harper Road, Manchester, M22 4RG. The liability of each member in the event of winding-up the company is limited to £1.

THE MESSAGE TRUST
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2021

3. INCOME

The Message - Group	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2021 £	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2020 £
3a Donations and Legacies						
Gifts Individuals	1,296,622	501,170	**1,797,792**	999,172	421,074	1,420,246
Gifts via Stewardship / CAF	1,730,015	332,285	**2,062,300**	1,151,332	175,016	1,326,348
Gifts Churches, Ministries & Business	175,042	267,629	**442,671**	143,305	260,810	404,115
Gifts Trusts & Foundations	492,692	475,500	**968,192**	518,936	420,667	939,603
Government Grants	264,569	238,960	**503,529**	397,947	391,176	789,123
Gift Aid	261,011	63,033	**324,044**	198,599	61,566	260,165
Gifts in Kind	7,480	-	**7,480**	170	-	170
Grants received	181,926	366,107	**548,033**	22,267	110,119	132,386
Sponsored Events	5,388	14,443	**19,831**	5,844	8,003	13,847
Legacies	8,908	14,147	**23,055**	5,648	13,635	19,283
	4,423,653	2,273,274	**6,696,927**	3,443,220	1,862,066	5,305,286
3b Income from Charitable Activities						
Project Income	207,223	3,000	**210,223**	83,382	-	83,382
Message Academy	30,530	-	**30,530**	20,600	-	20,600
Business Income	207,476	-	**207,476**	206,146	-	206,146
Rental Income	234,967	-	**234,967**	167,993	-	167,993
Event Income	8,216	-	**8,216**	41,077	1,067	42,144
Royalties	-	-	**-**	105	-	105
Sundry Income	118,210	-	**118,210**	70,772	1,695	72,467
	806,622	3,000	**809,622**	590,075	2,762	592,837
3c Income from Other trading activities						
Merchandise Sales	6,830	-	**6,830**	16,000	-	16,000
Training Sales	-	-	**-**	(257)	-	(257)
Fundraising Events	40	-	**40**	749	100	849
Speakers Gifts	1,517	-	**1,517**	7,169	-	7,169
Other Sales Income	2,462	-	**2,462**	2,423	-	2,423
	10,849	-	**10,849**	26,084	100	26,184
3d Investment Income						
Bank Interest Received	52,261	-	**52,261**	57,729	-	57,729
	52,261	-	**52,261**	57,729	-	57,729
TOTAL INCOME	5,293,385	2,276,274	**7,569,659**	4,117,108	1,864,928	5,982,036

Many volunteers give freely of their time in the service of our Lord for the Trust, the value of which is unquantifiable.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

4. EXPENDITURE

	Staff	Depreciation	Project Costs	**Total Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2021**	Total 2020
	£	£	£		£	£	£	£	£	£
4a Raising Funds										
Fundraising - Donations	46,150	-	102,981	**149,131**	-	-	-	-	**149,131**	176,014
Fundraising - Events	-	-	-	**-**	-	-	-	-	**-**	5,982
Trading Activities	-	-	198,081	**198,081**	-	-	-	-	**198,081**	38,546
	46,150	-	301,062	**347,212**	-	-	-	-	**347,212**	220,542
Investment Management Costs										
Interest Payable	-	-	-	**-**	-	-	-	-	**-**	879
	46,150	-	301,062	**347,212**	-	-	-	-	**347,212**	221,421
4b Charitable Activities										
Unrestricted Funds										
Eden Regions	-	-	40,078	**40,078**	10,793	1,097	4,565	**16,455**	**56,533**	16,938
Eden London	-	-	5,000	**5,000**	-	-	-	-	**5,000**	6,000
Message Bus	33,380	-	354	**33,734**	10,793	1,097	6,005	**17,895**	**51,629**	51,520
Message Hubs	69,371	1,056	260	**70,687**	21,586	2,194	12,010	**35,790**	**106,477**	101,689
Mission Central	82,550	1,190	6,463	**90,203**	53,967	5,483	30,023	**89,473**	**179,676**	7,795
Events	17,887	5,618	30,772	**54,277**	21,594	2,188	12,722	**36,504**	**90,781**	110,053
Message Academy	42,681	-	49,706	**92,387**	32,380	3,290	18,014	**53,684**	**146,071**	122,342
Studio Sessions	15,774	1,458	677	**17,909**	10,793	1,097	6,005	**17,895**	**35,804**	45,684
Message Bands	203,352	786	13,590	**217,728**	64,759	6,581	36,029	**107,369**	**325,097**	473,526
Advance	126,334	-	46,719	**173,053**	53,967	5,483	30,023	**89,473**	**262,526**	204,645
Respect Me	9,147	282	15,482	**24,911**	10,793	1,097	6,005	**17,895**	**42,806**	63,677
Enable	-	-	-	**-**	-	-	-	-	**-**	33,304
Proximity	2,159	-	1,212	**3,371**	10,793	1,097	6,005	**17,895**	**21,266**	82,858
Message Live	116,626	733	77,362	**194,721**	75,554	7,677	42,032	**125,263**	**319,984**	72,457
Love Wythenshawe	-	-	10,682	**10,682**	-	-	-	-	**10,682**	18,115
Community Grocery	-	5,889	-	**5,889**	215,868	21,933	120,093	**357,894**	**363,783**	-
Festival Manchester	38,505	-	75,434	**113,939**	43,174	4,387	24,019	**71,580**	**185,519**	-
Message Community Church	-	-	2,589	**2,589**	-	-	-	-	**2,589**	-
Other Projects	-	-	620,764	**620,764**	-	-	-	-	**620,764**	352,436
Business Enterprises	-	-	364	**364**	-	-	-	-	**364**	-
MEC Business Enterprises	224,786	46,450	479,300	**750,536**	128,826	610	-	**129,436**	**879,972**	872,955
Governance	-	-	23,423	**23,423**	-	-	-	-	**23,423**	13,705
	982,552	63,462	1,500,231	**2,546,245**	765,640	65,311	353,550	**1,184,501**	**3,730,746**	2,649,699
Total Expenditure Unrestricted	1,028,702	63,462	1,801,293	**2,893,457**	765,640	65,311	353,550	**1,184,501**	**4,077,958**	2,871,120

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

4b Charitable Activities

Restricted Funds

	Staff	Depreciation	Project Costs	**Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2021**	Total 2020
	£	£	£		£	£	£	£	£	£
Eden National	91,576	-	28,971	**120,547**	43,174	4,387	24,019	**71,580**	**192,127**	175,090
Eden Manchester	-	-	19,368	**19,368**	10,793	1,097	6,005	**17,895**	**37,263**	31,631
Eden Yorkshire	-	-	11,051	**11,051**	-	-	720	**720**	**11,771**	33,602
Eden North West	-	-	8,631	**8,631**	-	-	-	-	**8,631**	-
Eden North East	-	-	7,813	**7,813**	-	-	-	-	**7,813**	33,324
Eden West Midlands	-	-	7,890	**7,890**	-	-	-	-	**7,890**	13,236
Eden London	20,062	-	5,276	**25,338**	10,793	1,097	6,005	**17,895**	**43,233**	44,351
Eden Scotland	-	-	-	-	-	-	-	-	-	7,000
Eden Wales	-	-	22,594	**22,594**	10,793	1,097	6,005	**17,895**	**40,489**	87
Message Bus	68,587	250	45,877	**114,714**	43,174	4,387	24,019	**71,580**	**186,294**	301,582
Message North West	18,947	-	3,041	**21,988**	10,793	1,097	6,005	**17,895**	**39,883**	120,770
Message North East	78,528	-	13,738	**92,266**	32,380	3,290	18,014	**53,684**	**145,950**	125,213
Message Yorkshire	119,211	273	17,940	**137,424**	43,174	4,386	24,020	**71,580**	**209,004**	263,855
Message Midlands	82,831	-	20,815	**103,646**	43,173	4,387	24,019	**71,579**	**175,225**	167,315
Message London	54,835	-	11,879	**66,714**	21,587	2,193	12,009	**35,789**	**102,503**	265,123
Message Scotland	70,726	-	12,407	**83,133**	32,380	3,290	18,014	**53,684**	**136,817**	142,554
Message Wales	114,127	-	52,297	**166,424**	53,967	5,483	30,023	**89,473**	**255,897**	272,710
Mission Central	55,761	-	240	**56,001**	-	-	-	-	**56,001**	169,105
Events	677	-	-	**677**	-	-	-	-	**677**	893
Higher	-	-	3,567	**3,567**	-	-	-	-	**3,567**	231,830
Message Academy	-	-	5,790	**5,790**	-	-	-	-	**5,790**	6,548
Studio Sessions	1,422	-	-	**1,422**	-	-	-	-	**1,422**	1,422
Message Bands	-	-	5,820	**5,820**	-	-	-	-	**5,820**	12,060
Advance	-	-	2,568	**2,568**	-	-	-	-	**2,568**	49,303
Respect Me	21,502	-	-	**21,502**	-	-	-	-	**21,502**	33,701
Enable	-	-	-	-	-	-	-	-	-	1,584
Prisons	187,966	-	17,286	**205,252**	64,760	6,580	36,028	**107,368**	**312,620**	351,165
Proximity	16,045	-	-	**16,045**	-	-	-	-	**16,045**	-
Message Live	25,806	-	-	**25,806**	-	-	-	-	**25,806**	93,598
Love Wythenshawe	-	-	9,783	**9,783**	10,793	1,097	6,005	**17,895**	**27,678**	18,248
Love Where You Live	7,040	-	11,675	**18,715**	-	-	-	-	**18,715**	-
Community Grocery	256,659	-	387,052	**643,711**	-	-	-	-	**643,711**	-
Festival Manchester	-	-	6,451	**6,451**	-	-	-	-	**6,451**	-
Message Community Church	-	-	2,721	**2,721**	-	-	-	-	**2,721**	-
Street Pastors	13,348	-	949	**14,297**	-	-	-	-	**14,297**	48,575
Business Enterprises	7,400	-	31,395	**38,795**	10,793	1,097	6,005	**17,895**	**56,690**	3,974
MEC Neal Street Café	23,338	-	-	**23,338**	-	-	-	-	**23,338**	80,607
MEC Apprentice Funding	128,928	-	932	**129,860**	-	-	-	-	**129,860**	109,081
MEC The Oaks	24,621	-	-	**24,621**	-	-	-	-	**24,621**	23,549
Other Restricted	-	-	-	-	-	-	-	-	-	5,082
Total Restricted Funds (*)	1,489,943	523	775,817	**2,266,283**	442,527	44,965	246,915	**734,407**	**3,000,690**	3,237,768
(*) includes Grants see note 5										
Total Expenditure Restricted	1,489,943	523	775,817	**2,266,283**	442,527	44,965	246,915	**734,407**	**3,000,690**	3,237,768
TOTAL EXPENDITURE	2,518,645	63,985	2,577,110	**5,159,740**	1,208,167	110,276	600,465	**1,918,908**	**7,078,648**	6,108,888

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

5. GRANTS - Payable in furtherance of the charity's objects

Grants given to Organisations:			Total		Total
Partnerships - Overseas		2021	2021	2020	2020
		£	£	£	£
Advance		39,256		62,759	
Message Canada		26,416		25,416	
Message Germany		20,983		23,864	
Message South Africa		235,000		6,893	
Total Partnership Grants		321,655		118,932	
Eden Teams - UK					
Eden Teams Manchester	Eden Farnworth	12,525		15,025	
	Eden Westwood	6,500		12,000	
	Eden Falinge	-		4,660	
	Eden Islington	5,000		-	
	Eden Partington	1,260		-	
	Eden Merseybank	450		-	
	Eden Openshaw	840		-	
	Eden Central Drive	5,000		-	
	Eden Wytheshawe Park	25,473		-	
			57,048		31,685
Eden Merseyside	Eden Netherton	10,825		-	
			10,825		-
Eden Teams Midlands	Eden St Giles	750		-	
	Eden Whitmore Reans	14,390		13,150	
	Eden Walsall	5,370		3,000	
			20,510		16,150
Eden Teams North East	Eden Easterside	2,160		-	
	Eden Ragworth	330		-	
	Eden Redcar	12,525		-	
	Eden Mill Lane, Stockton	7,537		15,074	
	Eden Hexham	2,225		4,000	
			24,777		19,074
Eden Teams Scotland	Eden Hill Head	-		7,000	
			-		7,000
Eden Teams Wales	Eden Tremorfa	750		3,500	
	Eden Blaen-y-maes	23,794		-	
			24,544		3,500
Eden Teams London	Eden Bow	-		3,000	
	Eden East Finchley	-		5,000	
	Eden Farley Hill	-		5,000	
	Eden Dagenham	-		15,000	
	Eden Gurnell Grove	5,000		6,000	
			5,000		34,000
Eden Teams Yorkshire	Eden Buttershaw	5,000		8,000	
	Eden Fir Vale	2,093		1,250	
	Eden West Bowling	10,642		15,203	
			17,735		24,453
Total Eden Team Grants		160,439		135,862	
Luis Palau Association (Festival Manchester)		60,000		-	
Hope City Church (Community Grocery)		15,500		-	
Total Grants given to Organisations		557,594		254,793	
Grants to Individuals:					
Bursaries					
Message Academy Student Bursaries		5,290		800	
Genetik Session Student Bursaries		-		500	
		5,290		1,300	
	Total Grants:	562,884		256,093	

The Message Trust works in partnership with, and makes grants to, autonomous Eden Partners, who look to The Message Trust for support and guidance on best practice in work with young people.
These grants are included within Project Costs across several activities in Note 4 above, including Eden Teams – Restricted and Unrestricted Funds, Other Projects and Message Hubs.

6. NET INCOME

This is stated after charging / (crediting):

	2021	2020
	£	£
Auditors' remuneration	**14,903**	13,100
Amortisation of goodwill	**-**	2,862
Depreciation of owned assets	**174,263**	148,394
Loss on disposal of assets	**1,384**	1,438
Profit on disposal of assets	**(789)**	(125)
Rentals under operating leases		
Building lease	**33,000**	33,000
Academy & other accommodation Leases	**75,119**	27,266
Hire of motor vehicles & equipment	**94,146**	91,553

7. INFORMATION REGARDING TRUSTEES AND EMPLOYEES

Employee costs during the year:	2021	2020
	£	£
Wages and salaries	**3,221,406**	3,152,128
Social security costs	**294,838**	282,603
Pension costs	**210,568**	177,992
	3,726,812	3,612,723

The monthly average number of persons (including the Executive Directors) employed by the group during the year was as follows:

	No.	No.
Average number of staff employed:		
Charitable Activities	**86**	85
Cost of Generating Funds	**15**	5
Governance / Management	**4**	4
Others - Support	**32**	37
	137	131

Employee costs during the year:	No.	No.
Employee earning £60,000 - £70,000	**3**	1
Employee earning £70,001 - £80,000	**-**	-

Amounts paid or Reimbursed to Trustees in their capacity as Trustees - £Nil (2020: £Nil)
The key management personnel are defined as the Trustees, CEO and other Executive Directors in office during the year. Their total remuneration for the year was £332,053 (2020 £276,264).

8. TAX ON SURPLUS ON ORDINARY ACTIVITES

	2021	2020
	£	£
Corporation tax based on the results of the Trading Company for the year at Nil% (2020: Nil%)	-	-
	-	-

The Message Trust is a registered charity and is therefore exempt from taxation on its charitable activities.

9. FINANCIAL PERFORMANCE OF THE CHARITY

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent company is not presented as part of these financial statements. The parent company's gross income for the year was £6,857,597 (2020: £5,277,535) and the net income for the year amounted to £424,916 (2020: (£496,303) net expenditure)

10. INVESTMENTS IN SUBSIDIARY COMPANIES

a. COMMERCIAL TRADING OPERATIONS AND INVESTMENT IN TRADING SUBSIDIARY

The wholly owned trading subsidiary, The Message Trading Company Limited, company number 03863509, which is incorporated in the United Kingdom, aims to pay all its profits to the charity by gift aid. The charity owns the entire issued share capital of 5,000 ordinary shares of £1 each. The Trading Company did not trade, due to COVID, in the year 2021 (& in the year 2020).

The net assets of the trading subsidiary are £5,000 (2020: £5,000).

b. THE MESSAGE ENTERPRISE CENTRE

The Message Enterprise Centre is a charitable company and a wholly owned subsidiary of The Message Trust. The Message Enterprise Centre accounts are consolidated in the group accounts of The Message Trust. The, separately filed, accounts of The Message Enterprise Centre, are available to view on The Charity Commission web-site – Registered Charity Number 1147287 and Company Number 07892774.

The gross income for the year of The Message Enterprise Centre is £1,340,858 (2020: £1,475,642) and the net movement in funds for the year is £937,153 (2020: £423,689). The total funds held by the subsidiary charity at 31 August 2021 is £3,125,195 (2020: £2,188,042)

The Message Enterprise Centre holds investments at 31 August 2021 totalling £2,680,000 (at 31 August 2020: £1,846,887), namely The Oaks and currently 11 Other Residential Properties (2020: 10 Other Properties). The Oaks investment property opened in 2016 providing a residential support programme for up to 8 residents. In total the Oaks and Residential Properties housed 29 people (2020: 21 people), including 14 Message Academy students; 1 Academy graduate; 10 Message staff and 4 MEC Team members. (2020: 10 Message Academy students, 4 Academy graduates; 2 Message staff and 5 MEC Team members) and are maintained by the MEC Building Services Team.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

11. TANGIBLE FIXED ASSETS

The Message - Group		Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
		£	£	£	£	**£**
Cost	at 1 September 2020	217,924	278,080	241,653	566,277	**1,303,934**
	Additions	49,182	106,016	84,849	140,787	**380,834**
	Disposals	-	(13,981)	(9,585)	(31,827)	**(55,393)**
	at 31 August 2021	267,106	370,115	316,917	675,237	**1,629,375**
Depreciation	at 1 September 2020	15,995	195,743	193,092	337,039	**741,869**
	Additions	33,202	36,321	21,596	83,142	**174,261**
	Disposals	-	(13,053)	(9,585)	(30,443)	**(53,081)**
	at 31 August 2021	49,197	219,011	205,103	389,738	**863,049**
Net Book Value	**at 31 August 2021**	217,909	151,104	111,814	285,499	**766,326**
	at 31 August 2020	201,929	82,337	48,561	229,238	**562,065**

The Message Trust - Company		Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
		£	£	£	£	**£**
Cost	at 1 September 2020	77,296	196,786	213,718	558,568	**1,046,368**
	Additions	49,182	98,687	84,849	140,787	**373,505**
	Disposals	-	(13,981)	(9,585)	(31,827)	**(55,393)**
	at 31 August 2021	126,478	281,492	288,982	667,528	**1,364,480**
Depreciation	at 1 September 2020	1,932	157,042	166,258	331,925	**657,157**
	Additions	5,077	19,365	21,212	81,548	**127,203**
	Disposals	-	(12,862)	(9,585)	(30,443)	**(52,890)**
	at 31 August 2021	7,009	163,545	177,885	383,030	**731,470**
Net Book Value	**at 31 August 2021**	119,469	117,947	111,097	284,498	**633,010**
	at 31 August 2020	75,364	39,744	47,460	226,643	**389,211**

12. INVESTMENTS

	The Message Group 2021 £	The Message Group 2020 £	**The Message Trust 2021 £**	The Message Trust 2020 £
Investment Properties				
The Oaks	**650,000**	420,887	**-**	-
Other Residential Properties	**2,030,000**	1,426,000	**-**	-
Message Enterprise Centre	**980,000**	808,331	**980,000**	808,331
	3,660,000	2,655,218	**980,000**	808,331
Investment in Trading Company	**-**	-	**5,000**	5,000
Total	**3,660,000**	**2,655,218**	**985,000**	**813,331**

Investment Property Analysis:

	The Message Group £	**The Message Trust £**
Valuation		
At 1 September 2020	**2,655,218**	**808,331**
Revaluation in the year	**871,059**	**171,669**
Additions in the year	**133,723**	**-**
At 31 August 2021	**3,660,000**	**980,000**

As at 31 August 2021 The Message Group owns thirteen Investment Properties (2020: twelve properties). Twelve of these Investment Properties were revalued by Longden & Cook, members of the Royal Institute of Chartered Surveyors as at 31 August 2021, following an inspection on 13th October 2021, including the twelfth property which was purchased in April 2021. The Message Enterprise Centre was revalued by Roger Hannah Limited, members of the Royal Institute of Chartered Surveyors as at 17th September 2021, following an inspection on 5th November 2021.

The Trustees consider all these properties are carried in the Balance Sheet at their fair value as at 31 August 2021, given these valuations were carried out within 3 months of the year end and the lack of sales of similar properties within the immediate area, to suggest a different valuation. The Trustees have a policy of using professional independent valuers to revalue investment properties on a rolling basis every 5 years.

On an annual basis, the Trustees review these valuations for any significant changes in the local property market and any impairment in the properties and will make adjustments as necessary.

13. STOCKS

	The Message Group 2021 £	The Message Group 2020 £	**The Message Trust 2021 £**	The Message Trust 2020 £
Stocks of goods for resale	**87,044**	58,929	**72,403**	47,607

14. DEBTORS

	The Message Group 2021 £	The Message Group 2020 £	**The Message Trust 2021 £**	The Message Trust 2020 £
Trade debtors	**81,810**	78,880	**42,490**	69,759
Prepayments	**124,185**	106,186	**101,837**	92,709
Accrued income	**54,434**	52,271	**41,483**	52,271
Other debtors	**54,454**	70,108	**41,564**	32,424
	314,883	307,445	**227,374**	247,163

15. CASH AT BANK & IN HAND

	The Message Group 2021 £	The Message Group 2020 £	**The Message Trust 2021 £**	The Message Trust 2020 £
Cash at Bank and in Hand				
Reserve Accounts	**3,720,114**	3,923,114	**3,615,210**	3,774,653
Current Accounts	**618,975**	121,374	**447,005**	71,176
Cash	**1,077**	795	**507**	303
	4,340,166	4,045,283	**4,062,722**	3,846,132

16. CREDITORS: Amounts falling due within one year

	The Message Group 2021 £	The Message Group 2020 £	**The Message Trust 2021 £**	The Message Trust 2020 £
Trade Creditors	**279,877**	165,074	**247,612**	142,245
Amounts due to Group undertakings	**-**	-	**76,966**	30,956
Accruals and Deferred income	**167,633**	139,125	**120,741**	81,763
Taxation and Social Security	**91,833**	86,887	**79,224**	75,361
Other Creditors	**67,781**	38,629	**49,867**	31,860
	607,124	429,715	**574,410**	362,185

Included in accruals and deferred income – Message Group £167,633 (2020 £139,125) and Message Trust £120,741 (2020 £81,763) - is respectively deferred income of:

Deferred Income

	2021 £	2020 £	**2021 £**	2020 £
Deferred income brought forward	**58,805**	26,224	**49,615**	21,171
Income released in the year	**(165,820)**	(391,998)	**(114,665)**	(376,943)
Added in the year	**189,262**	424,579	**141,745**	405,387
Deferred income carried forward	**82,247**	58,805	**76,695**	49,615

Deferred income consists of grants and fees received in advance of projects and courses taking place after the year end. The resources are held as a liability until the charity becomes entitled to the income when the project or course takes place, at which point the income is released and recognised as an incoming resource.

17. RELATED PARTY TRANSACTIONS

The Message Enterprise Centre sold goods and services to the value of £98,183 (2020: £72,261) at cost to The Message Trust (Parent Charity) during the year and bought goods and services to the value of £22,768 (2020: £25,191) from The Message Trust. Appropriate expenses totalling £80,781 in 2021 (wages, premises costs, etc) were recharged from The Message Trust (Parent Charity) to The Message Enterprise Centre at cost (2020: £83,801). The Message Trust received £30,000 (2020: £30,000) in rent from The Message Enterprise Centre for the building in which they operate and paid £42,300 (2020: £23,400) in rent to The Message Enterprise Centre for the academy students' accommodation in property which is owned or leased by The Message Enterprise Centre for rental purposes. The Message Trust donated £517,428 (2020: £654,070) to the Message Enterprise Centre for general funds and future Message Enterprise projects. As at 31 August 2021, The Message Trust owed The Message Enterprise £71,967 (2020: £25,956).

During the year gifts totalling £14,383 (2020: £16,883) were given to the Life Association, providing schooling for 50 poor children in India. These are related party transactions as Simon Hawthorne, Director of the Life Association is a close relative of Andy Hawthorne, Chief Executive of The Message Trust.

Gifts totalling £13,000 were given to Ignite (Big Ideas) (2020: £45,500). These are related party transactions as Ian Rowbottom Executive Director of Operations is also a Trustee of the charity Ignite (Big Ideas).

During the year Michele Hawthorne, Andy Hawthorne's wife, was paid £11,908 (2020: £10,978) for networking, fundraising, providing hospitality and work on UK & international assignments with Andy.

The Message Trust gave £6,000 to Press Red who are making a stand against the violence suffered by girls and women worldwide (2020 £7,500). Press Red is a related party as both Michelle Hawthorne and Colin Hardicre are trustees of Press Red.

In 2019-20 the Message Trust invoiced Christ Church Pennington for a number of Message Bus sessions between October and December 2019 totalling £2,400. Due to COVID these bus sessions did not restart again until October 2021.

In addition to these transactions above, the Trustees, their related party companies and their charities (Boodle & Dunthorne Limited (trading as Boodles), Axon Moore Group Ltd, Open Hands Open Heavens, Christ Church Pennington and Issachar Foundation), collectively gave The Message Trust, including gift aid, **£75,385,** of which £38,250 was given for the new Community Grocery stores (2020: £60,896 of which £10,000 was given for the Norway Cycle Challenge, which was postponed due to Covid-19).

A further £1,500 including gift aid (2020: £10,875) was collectively given by the Trustees to The Message Enterprise.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2021

18. RECONCILIATION OF MOVEMENTS IN FUNDS

	Balance at 31/08/2020	Movement in Resources Incoming	Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2021**
	£	£	£	£	£	**£**
18a. Restricted Funds						
Eden National	21,827	140,590	(192,127)	51,827	-	**22,117**
Eden Manchester	16,705	54,474	(37,263)	4,884	-	**38,800**
Eden Merseyside	8,127	(6,299)	-	(828)	-	**1,000**
Eden Yorkshire	107,589	3,145	(11,771)	-	-	**98,963**
Eden North West	3,575	5,969	(8,631)	15,036	-	**15,949**
Eden North East	(14,021)	9,977	(7,813)	-	-	**(11,857)**
Eden West Midlands	(10,620)	2,893	(7,890)	11,111	-	**(4,506)**
Eden London	13,368	14,206	(43,233)	15,659	-	**-**
Eden Scotland	-	400	-	-	-	**400**
Eden Wales	(27)	56,154	(40,489)	11,202	-	**26,840**
Message Bus	2,497	156,079	(186,294)	27,718	-	**-**
Message North West	12,672	5,393	(39,883)	34,490	-	**12,672**
Message North East	-	15,344	(145,950)	130,606	-	**-**
Message Yorkshire	22,980	177,182	(209,004)	18,225	-	**9,383**
Message Midlands	-	23,134	(175,225)	152,091	-	**-**
Message London	-	46,914	(102,503)	55,589	-	**-**
Message Scotland	-	27,474	(136,817)	109,343	-	**-**
Message Wales	252	69,512	(255,897)	186,133	-	**-**
Mission Central	-	56,001	(56,001)	-	-	**-**
Events	-	677	(677)	-	-	**-**
Higher	(1,564)	42,905	(3,567)	5,465	-	**43,239**
Message Academy	-	3,073	(5,790)	2,717	-	**-**
Studio Sessions	-	1,422	(1,422)	-	-	**-**
Message Bands	-	5,820	(5,820)	-	-	**-**
Advance	-	2,568	(2,568)	-	-	**-**
Respect Me	-	21,502	(21,502)	-	-	**-**
Enable	7,159	2,973	-	-	-	**10,132**
Prisons	4,732	158,375	(312,620)	149,513	-	**-**
Proximity	45,292	544	(16,045)	-	-	**29,791**
Message Live	16,622	9,184	(25,806)	-	-	**-**
Love Wythenshawe	(1,108)	36,567	(27,678)	5	-	**7,786**
Love Where You Live	-	18,715	(18,715)	-	-	**-**
Community Grocery	-	952,471	(643,711)	(73,096)	-	**235,664**
Festival Manchester	-	6,451	(6,451)	-	-	**-**
Message Community Church	-	2,721	(2,721)	-	-	**-**
Street Pastors	-	5,617	(14,297)	8,680	-	**-**
Business Enterprises	2,123	150	(49,290)	47,017	-	**-**
MEC Enterprises	2,000	7,873	(7,400)	-	-	**2,473**
MEC Neal Street Espresso	-	28,000	(23,338)	-	-	**4,662**
MEC Apprentice Funding	129,011	68,582	(129,860)	-	-	**67,733**
MEC The Oaks	2,465	27,397	(24,621)	-	-	**5,241**
MEC Wythenshawe Properties	-	14,146	-	(14,146)	-	**-**
	391,656	2,276,274	(3,000,690)	949,242	-	**616,482**

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

	Balance at 31/08/2020	Movement in Resources Incoming	Movement in Resources Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2021**
	£	£	£	£	£	**£**
18b. Unrestricted Funds						
General Fund	803,551	3,268,068	(1,808,570)	(680,923)	-	**1,582,126**
Designated Funds:						
- Eden Teams	22,852	52,671	(61,533)	29,896	-	**43,886**
- Message Bus	-	11,414	(51,629)	40,215	-	**-**
- Respect Me	10,718	47,806	(42,806)	(14,527)	-	**1,191**
- Other Associates	34,899	-	-	(5,179)	-	**29,720**
- Festival Manchester	500,000	38,792	(185,519)	-	-	**353,273**
- Community Grocery	500,000	660,909	(363,783)	(500,872)	-	**296,254**
- New Higher Tour	-	18,865	-	-	-	**18,865**
- New Mission Teams	57,048	-	(57,048)	-	-	**-**
- New Eden Teams	550,000	-	(37,998)	(292,002)	-	**220,000**
- New Proximity Network	1,451	-	(1,451)	-	-	**-**
- New Prisons Teams	76,451	-	(65,621)	-	-	**10,830**
- New Message Buses	149,492	-	(130,071)	-	-	**19,421**
- New Regional Hubs	40,067	-	(5,924)	-	-	**34,143**
- New Premises	100,000	-	(43,000)	-	-	**57,000**
- New Advance Groups	97,095	-	(97,095)	-	-	**-**
- New International Projects	70,000	-	-	-	-	**70,000**
- New Investment Properties	441,829	-	(208,035)	216,206	-	**450,000**
- Neal Street Espresso	100,008	-	-	(100,008)	-	**-**
- Future Mission Projects - Trust	1,667,004	-	-	243,798	-	**1,910,802**
- Revaluation Reserve - Trust	(469,462)	-	-	-	171,670	**(297,792)**
- Message Enterprise Centre	2,054,566	1,194,860	(917,875)	14,146	699,389	**3,045,086**
- Other Projects	-	-	-	100,008	-	**100,008**
	6,807,569	5,293,385	(4,077,958)	(949,242)	871,059	**7,944,813**
	7,199,225	7,569,659	(7,078,648)	-	871,059	**8,561,295**

The Transfer of Funds from Unrestricted to Restricted, relates to support for Restricted Projects. Eden North East and Eden West Midlands are currently in deficit. The Trustees are aware that there is regular giving coming into these funds, which has continued post year end, and have therefore set fundraising targets to reduce these deficits over the next three to five years.

The various Eden projects comprise teams of youth workers who regularly work within Secondary schools (e.g. taking RE lessons, assemblies, lunch clubs) preparing the groundwork for visits by the Message Bands, and other Christian bands, as well as being attached to a local church where they continue with after school activities. Since 1 September 2010, all these projects have operated through a partnership arrangement, with The Message Trust providing support and training, initially over a three-year period.

A number of gifts are received in the year restricted for the Eden work but not for a single specified project. These are accumulated in the Eden National Fund and then reallocated to specific Eden Projects at the end of the year as the Trustees see fit.

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

In 2021 £384,912 (2020: £176,554) was received by way of donations and personal support for employees who work in non-restricted areas of ministry, e.g. Bands, Advance, etc. The gifts received have been fully utilised by way of a contribution to the salaries and associated costs of the individual employees specifically supported. They are shown within the restricted income and expensed within the restricted Outgoing, in order to cover their salary costs paid from General Funds.

During the year £243,798 (2020: £147,610) was designated to Future Mission Projects for The Message Trust. This is a designated fund to cover the costs of Future Mission Projects, arising over the next five years.

The Trustees have designated in total the equivalent of The Message Trust's Net Book Value of Fixed assets and Investment Properties for future mission projects, which totals £1,613,010 at 31 August 2021 (2020: £1,197,542).

Other transfers have arisen in order to increase the number of Investment Properties in the coming year through the purchase and capitalisation of new assets totalling £216,206 (2020: £250,000). Some funds designated last year for new projects like the Community Grocery stores, Eden Teams and Neal Street Espresso have this year been re-allocated to cover project costs within the Message Hubs. The net transfers total (£676,676) (2020: (£261,724)).

In addition, at the end of 2021 the Trustees have designated a net total of £50,405 (2020: undesignated (£17,915)) between General Funds and Other Designated Funds – Eden Teams, Message Bus, Respect Me and Other Associates for future projects over the next three years, as priorities change.

The Message Bus fund relates to the activities around our fleet of Message buses. Over the last six years several buses have been purchased and refurbished, as they are repurposed for our work with youth people. The refurbishment costs of the buses have been capitalised and charges are made for depreciation over the useful life of the buses.

The Message Buses, which are fitted with the latest in sound and visual technology, combine two roles. Firstly, providing Christian teaching and secondly, as a fun area for young people to engage in various activities and play on the game consoles on the buses. They would normally work alongside the Eden teams across England, Scotland and Wales.

Restricted Funds held by Message Yorkshire £9,383 (2020: £22,980) are for projects in the next financial year, e.g. Woodseats Project. Eden Yorkshire funds £98,963 (2020: £107,589) will go towards funding a 3-year Eden partnership, whilst other Eden Funds are held for existing projects. Higher Funds £43,239 are for future higher projects as they have been put on hold because of the pandemic. Proximity funds £29,791 (2020: £45,292) are for supporting the Proximity Network. MEC Apprentice funding £67,733 (2020: £129,011) is held to support existing apprentices over a 2-year period and to provide some initial funding for new apprentices in the future.

19. ANALYSIS OF NET ASSETS BY FUND

	Tangible Fixed Assets £	Intangible Assets / Investments £	Net Current Assets £	Creditors Due after One Year £	2021 TOTAL £	2020 TOTAL £
Restricted Funds						
Eden National	-	-	22,117	-	**22,117**	21,827
Eden Manchester	-	-	38,800	-	**38,800**	16,705
Eden Merseyside	-	-	1,000	-	**1,000**	8,127
Eden Yorkshire	-	-	98,963	-	**98,963**	107,589
Eden North West	-	-	15,949	-	**15,949**	3,575
Eden North East	-	-	(11,857)	-	**(11,857)**	(14,021)
Eden West Midlands	-	-	(4,506)	-	**(4,506)**	(10,620)
Eden London	-	-	-	-	**-**	13,368
Eden Scotland	-	-	400	-	**400**	-
Eden Wales	-	-	26,840	-	**26,840**	(27)
Message Bus	-	-	-	-	**-**	2,497
Message North West	-	-	12,672	-	**12,672**	12,672
Message Yorkshire	-	-	9,383	-	**9,383**	22,980
Message Wales	-	-	-	-	**-**	252
Higher Tour	-	-	43,239	-	**43,239**	(1,564)
Enable	-	-	10,132	-	**10,132**	7,159
Prisons	-	-	-	-	**-**	4,732
Proximity	-	-	29,791	-	**29,791**	45,292
Message Live	-	-	-	-	**-**	16,622
Love Wythenshawe	-	-	7,786	-	**7,786**	(1,108)
Community Grocery	-	-	235,664	-	**235,664**	-
Business Enterprises	-	-	-	-	**-**	2,123
MEC Enterprises	-	-	2,473	-	**2,473**	2,000
Neal Street Espresso	-	-	4,662	-	**4,662**	-
MEC Apprentice Funding	-	-	67,733	-	**67,733**	129,011
MEC The Oaks	-	-	5,241	-	**5,241**	2,465
	-	-	616,482	-	**616,482**	391,656
Unrestricted Funds	766,325	3,660,000	3,518,488	-	**7,944,813**	6,807,569
	766,325	3,660,000	4,134,970	-	**8,561,295**	7,199,225

20. PENSIONS

The charity operates a defined contribution pension scheme on behalf of its employees. All contributions due have been fully paid.

21. CONTINGENCIES

The Trustees have confirmed that there were no contingent liabilities which should be disclosed at 31 August 2021 (2020: £Nil).

22. OPERATING LEASE COMMITMENTS

At 31 August 2021 the total of future minimum lease payments under non-cancellable operating leases are as follows:

The Message - Group	**2021 Land and Buildings £**	**2021 Other £**	2020 Land and Buildings £	2020 Other £
Leases which expire:				
Not later than one year	**42,672**	**106,177**	23,856	18,378
Later than one year and not later than five years	**-**	**14,861**	33,000	49,186

The Message Trust - Company	**2021 Land and Buildings £**	**2021 Other £**	2020 Land and Buildings £	2020 Other £
Leases which expire:				
Not later than one year	**42,672**	**106,177**	23,856	18,378
Later than one year and not later than five years	**-**	**14,861**	33,000	40,738

23. CAPITAL COMMITMENTS

At 31 August 2021 there was an outstanding capital commitment of £145,000 for the purchase of an investment property. This was purchased in the first quarter of 2021-2022.

	2021 £	2020 £
Investment Properties	145,000	-
	145,000	-

24. ANALYSIS OF CHANGES IN NET DEBT

	At 01/09/2020 £	**Cashflows £**	**At 31/08/2021 £**
Cash	4,045,283	294,883	**4,340,166**
Loans due < 1 year	-	-	**-**
	4,045,283	294,883	**4,340,166**

THE MESSAGE TRUST

England & Wales - Charity number 1081467

Accounts

THE MESSAGE TRUST

ANNUAL REPORT & FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

Company Limited by Guarantee

Company Registration Number 03961183

Registered Charity Number 1081467

Scottish Registered Charity Number SC045838

THE MESSAGE TRUST

FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2020

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THE MESSAGE TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

The Board of Trustees	C. Hardicre (Chairman) R. D. White J. A. Wainwright D. I. Moore A. C. Leakey G. J. Haynes
Company Secretary	I. Rowbottom
Chief Executive Officer	A. Hawthorne OBE
Registered Office	Lancaster House Harper Road Sharston Manchester Lancashire M22 4RG
External Auditors	Beever and Struthers St George's House 215-219 Chester Road Manchester M15 4JE
Bankers	National Westminster Bank PLC 34 High Street Cheadle Cheshire SK8 1AF

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2020

The Trustees have pleasure in presenting their report and the financial statements of the charity for the year ending 31 August 2020.

The Message Trust is a company limited by guarantee and a registered charity governed by its memorandum and articles of association. Charity number 1081467. Company number 03961183. On 27 July 2015 The Message Trust became a cross-border charity registered with the Scottish Charity Regulator (OSCR) Charity number SC045838. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice – Accounting and Reporting by Charities.

BACKGROUND AND OBJECTIVES

The Message was formed in 1991 with one full-time member of staff, who worked mainly within secondary schools in the Greater Manchester area. This work developed with the formation of a dance music band, The World Wide Message Tribe who became one of Europe's most popular Christian Music groups. The formation of Eden teams working in the toughest parts of the city of Manchester and many other projects have added rapid growth with the work now becoming a significant organisation employing an average of 131 paid staff (2019: 114) with an annual income of £6 million (2019 £10.3 million).

The organisation was initially set up as the Message to Schools Trust but, with the growth and increasing number of opportunities opening up, all the activities, assets and liabilities were transferred to a new trust, The Message Trust, with effect from 31 August 2000. The new Trust, a company limited by guarantee, was incorporated on 30 March 2000 but did not become active until 31 August 2000 when it took over the operations of the old trust.

These objects are being worked out in seven main areas:

- Partnering with local churches, local authorities, schools, the police and other agencies to provide new opportunities and positive experiences for disadvantaged, deprived and marginalised young people throughout the United Kingdom.
- Producing quality Christian music and educational resources. Live music bands, printed materials, the internet and multi-media are all used to communicate Christianity to young people in ways that are relevant to today's youth culture and perspectives.
- Community-based 'Eden' youth teams advancing the work of The Message through partnerships with local churches. Our goal is to see Eden "Hubs" across the UK, each one situated in one of the country's social deprivation "hotspots" and planting Eden Partnerships throughout their region. Each Eden Partnership would employ full-time and volunteer youth and community workers that would positively impact the people in those areas irrespective of religion, colour or background.
- Providing regular, long-term, accredited education courses alongside friendship and care to young prisoners in Young Offenders' Institutions through our Message in Prisons team using drama, music, video and other activities.
- Providing Christian training to young people, youth workers and others through "Message Academy" and "Advance" as well as a range of training courses in music and dance through the "Genetik Sessions".
- Providing regular, long-term mobile youth centres in urban areas where teenagers have nowhere to go through our "Message Buses" (formerly known as Eden Buses), fully

equipped with the latest video game technology and staffed by trained and skilled professional youth workers.

- Through its subsidiary charity, offering employment, training and housing to ex-offenders through the "Message Enterprise Centre" and "The Oaks".

STRUCTURE, GOVERNANCE AND MANAGEMENT

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees' recruitment is by personal contact of existing Trustees. They are then elected by the Board of Trustees in consultation with the Chief Executive, on the basis of their expertise, wisdom and advice that they can bring to the Management and Administration of the Trust. Training and induction are provided to new Trustees as appropriate.

The Board of Trustees has a variety of experience including both Christian ministry and commercial business skills. They meet quarterly to oversee the vision and strategies of the charity. Executive Directors have been appointed by the Trustees to oversee the day-to-day operations of the charity. The Board is accountable to the Charity Commission for the careful use of charitable and other public funds provided in a variety of forms, and for the achievement of appropriate performance standards in service delivery. The Board also undertakes at least one additional annual away-day for the purposes of further developing The Message Mission and Vision, and to concentrate on continuous improvement in performance.

With the growth of activities of the Trust an increasing level of expertise is required on a day-to-day basis and an established senior management team is in place that is capable of running the affairs of the Trust. The Trust's senior management team is the Executive Board, headed by the Chief Executive, Mr A Hawthorne. The Executive Board meets monthly, and its members are both jointly and individually accountable via the Chief Executive to the Board of Trustees.

Day-to-day management matters are further scrutinised by a cross-functional team of internal departmental managers, who meet on a monthly basis. This latter group's work is fed into the Executive process whenever a more significant matter of policy or other key decision-making arises.

The Trustees remain committed to the policy of utilising music bands as one of the most effective ways to communicate the Gospel to young people. Our goal continues to be to present the Christian message and lifestyle in ways that are relevant to today's youth.

Eden teams also remain one of the primary ways that the Trustees seek to ground the work of The Message with both local churches and the communities. Our goal is to see Eden teams with full-time and volunteer youth and community workers established in the most deprived neighbourhoods of the UK, positively impacting the people in those areas irrespective of religion, race or background.

The Message recognises the importance of our staff and aims to help them to develop their potential, improve their skills and gain greater job satisfaction.

RISK MANAGEMENT

Risk awareness is integral to the Trust's overall management effectiveness. All Executive Team members and Managers with the assistance of their teams carry out regular reviews of risks affecting their areas of the Trust's activity, including risks surrounding the current Covid-19

pandemic, see the going concern note on page 50 for further details. Wherever possible the Risk is quantified and financial values and other qualitative assessments of risk assigned, including recognition of consequential effect. Executive and Board of Trustee status reports detail any changes to the overall levels of risk, particularly when introducing a new activity.

The Board of Trustees consider the consolidated impact of all risks annually, recognising that some risk is positive and beneficial in assisting the organisation to stretch and grow, particularly in terms of innovation. A standardised risk analysis and mapping procedure assists the Trust to identify, evaluate and rank any special risk and audit needs or manage any corrective action required, taking into account the impact and likelihood and the known strengths and weaknesses of internal controls.

Operationally the activity of The Message Trust is split into two parallel functions: **Mission and Support.**

Mission encompasses staff and volunteers with regular or frequent face to face contact with young people and / or vulnerable adults. Each of the mission project areas and departments has its own branded identity as follows:

Message Bus (mobile youth centres), Eden (missions teams in urban communities), Advance (evangelists' movement), Message to Prisons (working with prisoners and young offenders), Message Academy (training initiatives) and educational ministry teams: BrightLine (rock group), Vital Signs (hip-hop group), Galactus Jack (electronic dance music DJ), SoulBox (soul, rap & beatbox group), Amongst Wolves (pop-rock group), OTC (rap and afro-pop group), Respect Me (relationships & self-esteem education team), Enable (seen and unseen disabilities team) as well as The Message Enterprise Centre (MEC), which in turn houses the Mess Café, Shine Hair & Beauty (closed August 2020), Wedding Angels, MEC Buildings team, Good Seeds gardening and landscaping (closed September 2019), The Oaks and MEC Property business.

Support encompasses staff and volunteers, mostly working behind the scenes. These activities are structured departmentally as follows: Administration, Operations (including fleet and facilities management), Finance, Communications, Partnerships and the Executive Leadership team.

Summary of Mission priorities:

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities.

Our mission is to demonstrate and explain the Christian faith to young people and adults in very practical and relevant ways using a variety of means including educational work in high schools, young offender institutions and prisons, relational and recreational work in community centres, churches and outdoors. We have a particular concern for urban youth and adults from deprived or socially excluded backgrounds who do not receive the same opportunities as those growing up in the wealthier suburbs.

The Message Trust's Executive leadership team seek to achieve this by motivating staff and volunteers with a compelling vision and supporting them within a robust management framework.

We ensure our volunteers have comprehensive support for their roles through appropriate policies and procedures, clarifying the extent of their remit and providing checks and balances in relation to the key areas of the Management & HR Strategy.

ACHIEVEMENTS AND PERFORMANCE

The Message Group: 2019–20 in review

This year continued to present significant opportunities for our work to grow in many areas of ministry and into new locations, which was matched by an ongoing development of our processes and teams to support and resource our work.

This report includes just a few highlights of our work with the hardest-to-reach young people during 2019–20.

IMPACT OF COVID-19

As you'll see from this report 2019 – 2020 was a significant year of mission for The Message Trust with a 14 date Higher Tour planned, schools work growing, opportunities to expand our prisons work, new missions teams launching, partners asking to launch Eden teams and enterprise expanding outside of Manchester. The first six-months of the year saw us hit the ground running with the gospel being shared in schools, communities, on buses and in prisons as well as Advance Group growth starting to build.

On 23 March 2020, the UK went into its first Covid-19 national lockdown requiring school closures and strict restrictions being imposed on gatherings, businesses and many other areas of life, which impacted upon our operations, like it did countless other businesses and organisations.

Whilst some of our planned activity was unable to progress (see page 14 – Message Bus) or had to be rescheduled, The Message Trust did not shift from its central vision of sharing the good news of Jesus with people and communities in word and deed, and many areas of our work were repurposed (see page 8 – Message Live and page 33 – Message Community Grocery).

Creative mission went online giving the opportunity to reach more young people than ever before, in-person events moved online too drawing the largest audiences and brand-new resources for schools to use as part of their home school provision were launched.

The impacts of Covid-19 have been felt acutely by the UK's poorest neighbourhoods. Our Eden teams who were already on the ground in the communities immediately began to change their plans and serve their neighbours in need in new ways (see page 12).

Significantly, as our enterprise businesses had to close their doors for the lockdown, new opportunities to ensure the facilities were used to help those in need emerged with the kitchens starting to prepare hundreds of meals a week that were delivered to those in need/shielding. From this developed an awareness of the need for our nation's poorest families to have access to affordable food and the idea of the Message Community Grocery was born. Launched, initially in Sharston in September 2020 the Message Community Grocery will provide members with the food they need for their families, coupled with support through a range of courses and services. In addition, there will be opportunities for them to learn more about Christianity through these courses. Given the level of need across the UK, plans to rapidly replicate Community Groceries around the country are being developed.

Partnerships developed through the meal delivery project saw our team also undertake a week of social action mission in Wythenshawe called 'Love Wythenshawe' during August 2020 where they cleared streets of litters, tidied residents' gardens, undertook two large scale projects transforming the gardens of two families and as we worked got to chat to people about Jesus and pray with them.

CREATIVE MISSION

This year saw our outreach through creative mission continuing as well as its reach online increase. Our five bands and two educational teams were joined by a sixth band OTC all delivering lessons, assemblies and performances in schools and venues throughout the UK and beyond.

BrightLine, Vital Signs, Amongst Wolves, SoulBox, OTC and Galactus Jack use music and personal stories to deliver RE and PSHE lessons in schools, and at evening performances to share the life-changing gospel of Jesus Christ. Respect ME delivers a programme of school lessons covering such topics as self-esteem, bullying, sex and relationships and abuse. Enable delivers training about and raises awareness of seen and unseen disabilities, helping people connect with God.

As lockdown began, creative mission moved online with bands and teams creating concerts, TV shows, lessons and resources for young people and schools to access through our Message Live platform. Through these channels thousands of young people heard about the love and hope of Jesus in relevant ways.

In September 2019, Brightline headed over to Germany to take part in their youth conference organised by Message Germany where they performed and were able to share the gospel with hundreds of young people.

As planning for the Higher Tour 2020 built, October 2019 saw us partner with Scripture Union in the **Hope Tour** with SoulBox and Brightline running days of schools work and evangelistic events.

2020 began as we meant it to go on with **Higher North Wales**. Three bands of our teams delivered 10 schools days in 13 different schools and met 4,596 young people there. They saw 1,213 at the evening gig held as part of the tour where 452 responded to the gospel. Each of these was introduced to their local youth worker who would be leading the Higher follow-up sessions in their school or church and they were given a response pack including a Higher Bible and other discipleship resources.

Higher Southport quickly followed on the heels of the North Wales tour, giving us another opportunity to share the gospel with young people in an area where The Message Trust has not previously worked extensively. Visiting six schools over the week our two bands saw over 2,500 young people in schools and 350 at the end of week evangelistic gig. At the concert 182 responded to the gospel.

These were just the first two Higher Tours planned for a 14-date tour that would span this year and into early 2020/21, however March 2020 saw Covid-19 start to impact life in the UK and, as schools closed and national restrictions on gatherings were imposed, a decision to postpone the rest of the planned tour had to be made.

CREATIVE MISSION (continued)

However, this did not stop creative mission and we repurposed. Aware that meeting young people face-to-face was not possible during this season, mission moved online, and **Message Live** was launched. From Monday to Friday every week we broadcast videos and content that shared the gospel with young people and equipped the Church for mission. Shows packed with teaching, music, fun and the good news of Jesus began to be broadcast. But as well as introducing young people to faith we want them to grow in this too, so weekly discipleship shows were launched too. To date Message Live has reached over 500,000 people and counting.

As part of Message Live, Respect ME lessons also went online with weekly shows, The Message Today, designed to address the key issues young people were facing in lockdown. Tackling issues such as mental health, grief and living online the videos doubled up as resources that could be used by schools in their online and in-person teaching programmes.

Respect ME: The Message Today

'I find these videos helpful because I've become more confident that I can make life better for myself and others. I've learnt that I can persevere and become resilient with the challenges I face. I really hope these videos have helped others realise that everybody should be treated equally and should be loved the same.'

Quote from a young person using The Message Today lessons in school

Higher North Wales: Taking the gospel higher in North Wales

'In one school, we worked with a group of vulnerable young people who had been through abuse and trauma. Ben shared his testimony, explained his struggles and how God helped him and gave him hope and a future. One young girl began to cry while Ben shared as she resonated with what he was saying. We're now praying that this girl will know the same as she was so moved by his testimony.'

Sammy, SoulBox

Brightline have continued to play a key part in our creative missions this year in schools, at performances and online. They were a key part of the Higher Tours in North Wales and Southport leading lessons, performing during lunchtime concerts and at the end of the week gigs. Alongside this, they have been involved in online mission activity running online concerts for young people, connecting with youth groups and running discipleship sessions. Covid-19 restrictions meant national and international events Brightline were due to perform at did not go ahead in person, however they were still able to be perform as part of events such as Big Church Day Out, one of the largest Christian music festivals in the UK, when these moved online.

Vital Signs continued to work with a particular focus on prisons, crisis education centres and pupil referral units (PRUs), with opportunities to work in PRUs increasing significantly. Creatively, Vital Signs continued developing music and writing songs focused on life transformation for other artists. The team also performed at the No More Knives tour gig in January 2020.

CREATIVE MISSION (continued)

Amongst Wolves involvement within missions and schools work continued to increase this year. The band were heavily involved in the two Higher tours that took place in early 2020 as well as our regular schools' work, prisons work and running music workshops with young people in a mental health hospital helping them express themselves. Whilst also travelling to Poland in October 2019 to perform as part of the Exit tour. As mission work moved online, the band began producing weekly shows that both equipped young people as they faced the challenge of the pandemic and shared the good news of Jesus with them.

This year, the band released their first new music with their new line-up. The singles Golden and Defender proved instantly popular. Further new music is planned for release during 2020/21.

SoulBox's profile as a band continued to increase this year giving them opportunity to perform and share the gospel in schools work, in evening performances and at national and international events. Lockdown saw SoulBox perform several times during the online Big Church Day Out and this has been viewed more than 33,000 times to date.

OTC (Outta The Cage) launched as a mission team band in September 2019 and have hit the ground running. This year has seen them form as a band, decide on their creative direction, begin writing music for release next year as well as take part in schools work and start to perform at events like the No More Knives tour concert. As mission work moved online, OTC have launched their digital platforms and begun creating gospel-centred content that is engaging to young people.

Galactus Jack has taken opportunities to perform at events and online as these have arisen. Ben Jack's focus has continued to shift towards his leadership of Advance: The Message Evangelists Movement which has groups growing and developing across the globe (see page 11 for full information about Advance Groups and its growth this year).

The work of **Respect ME** continued to grow this year with tens of thousands of young people being equipped, empowered and built up through lessons and courses. As schools shut due to Covid-19, opportunities to share lessons in person were not available so the team repurposed and launched a new online resource for schools and youth groups - The Message Today. Exploring the hot topics young people are facing during lockdown and a global pandemic, The Message Today are weekly 30-minute lessons packed full of stories, stats and hope that are given to schools and broadcast through Message Live. Covering issues such as mental health, living online and grief, The Message Today and its accompanying discussion questions is being used regularly in classes and groups, giving opportunities to connect with schools and young people we've not previously worked with.

Enable delivered by John Williams and others, reaches out to young people with seen and unseen disabilities. This year John has continued working with churches as well as schools in partnership with other educational teams from The Message Trust. As opportunities have arisen, John has also spoken at national events. At the end of the year, John moved into a new role outside of The Message and we will spend 2020-21 assessing the role Enable could play in our future mission activity.

CREATIVE MISSION (continued)

Creative Mission: Outcomes against our 2019 – 2020 goals

- **Launch a new band as a new missions team**
  Achieved – OTC (Outta The Cage) was launched in September 2019 as The Message Trust's new mission's team and have since begun creating music and performing to young people.
- **Complete stage one of the UK Higher Tour 2020 and prepare for stage two that will take place during 2020/21**
  Impacted by Covid-19 – plans and preparations for stage one and two of the UK Higher Tour 2020 were in place and the first two of the 14 date tours had been successfully completed in North Wales and Southport during February and March 2020. Covid-19 and the closure of schools and events meant that the remaining tours were unable to proceed as planned. However, plans to develop an online Higher Tour during 2020/21 are in development.
- **Achieve 250,000 audio streams across all platforms per month**
  Impacted by Covid-19 – this figure was based upon the increased audio stream figures bands secure when out touring and linked to the planned Higher Tour which had to be postponed due to Covid-19. On average 152,207 audio streams were achieved each month throughout the 2019/2020 year showing that a significant audience was reached via our music and its message.

Through letter writing we've built relationships and encouraged prisoners we currently worked with as well as with those we'd not previously worked with. Prison radio has also given us a new way to connect with men and women. Each week our show is reaching 1,600 prisoners and during the autumn of 2020 we had the opportunity to broadcast a service sharing the good news of Jesus into every prison cell in the country. Working with partner Junction 42 and local churches, we have also sent packs filled with Bibles, music, encouragements and the good news of Jesus to every prisoner across the country.

We've continued to work closely with the Message Enterprise Centre, so that we can refer those leaving prison to The Oaks (supported housing) and our enterprise businesses.

Prisons: Letters of Hope

One prisoner that our team connected with through lockdown letter writing was Gareth*. As he wrote he shared that one of his close friends had been diagnosed with a tumour and that even though he wasn't a Christian, the moment he heard the news he felt like he needed to pray.

From there his passion for prayer and to find out about Jesus grew.

As our letters to Gareth continued, we were able to encourage him in his faith as he learnt to read the Bible and pray. Despite being confined to his cell for 23 hours a day Gareth gave away his TV saying 'with a TV I don't spend enough time with God and it's a distraction. My routine is now wake, wash, pray, read the Bible, exercise, write letters, pray, read the Bible and Christian book and pray. To be honest, I've never, ever felt better in my life.'

*Names changed to protect the individual's identity

PRISONS (continued)

Prisons: Breaking free of self-harm

As the first lockdown eased Jo from our Message in Prisons team was able to head back into prison to run a Bible study group. There she met a number of ladies who she hadn't met before including Leah* who said:

'I asked to speak to Jo because a woman in my house has been helping me when I was struggling with self-harming. She told me about the Bible study group that she went to before lockdown. Jo gave me some books to read and prayed for me. The thoughts of self-harm have started to fade and I'm really looking forward to coming to the group because I need to find some hope and something to believe in.'

*Names changed to protect the individual's identity

ADVANCE: THE MESSAGE EVANGELISTS MOVEMENT

This year has seen Advance Groups grow at their fastest rate ever, both here in the UK and overseas. Advance groups are now established in 32 nations across the globe including Brazil, Peru, Zambia, Libya, Thailand and Germany. In August 2020, there were circa 500 groups established, training and equipping around 3,000 evangelists.

Demand for the Advance Group Mentoring Guide has increased across the globe and this is now being used extensively to equip groups and has been translated into Afrikaans, Lugandan, Romanian, French and Portuguese. Over the coming year, the materials will be translated into more languages as requests come in and the stage 2 Advance Group Mentoring Guide will be completed and published.

Advance: Outcomes against our 2019–20 goals

- **Establish 175 groups in the UK with 1200 members in total**

  Achieved – over 200 active groups were established across the UK by the end of August 2020 with more enquiries about setting up new groups being received.

- **Establish 110 groups globally with 800 members in total**

  Achieved – 2019/20 saw groups growing across the globe with the number of active ones totalling 150 by August 2020.

COMMUNITY TRANSFORMATION

Eden

Eden, our flagship programme working in deprived communities, continued to be effective this year and our teams continued to work day-in, day-out to achieve real transformation in their local communities.

This year has seen the Eden Network continue to build with established teams becoming increasingly engaged within their neighbourhoods. From September 2019 – March 2020 community meals, Alpha courses, mentoring, detached youth work, English language classes, sports clubs and bouncy castle church were just some of the initiatives that teams were running week in, week out alongside building and deepening relationships with their neighbours.

As the Prime Minister announced the first national lockdown our Eden teams were perfectly positioned to provide vital support to those in some of our nation's most deprived neighbourhoods. Food parcels were given out, homecooked meals prepared, and shopping and prescriptions delivered.

In London, knowing that many of their neighbours would face extreme food poverty, our East Finchley team partnered with a local church to set up a brand-new Foodbank and in just its first few days, hundreds of food parcels had been distributed. Our heartbeat has always been and will always be to point people to Jesus, so as well as providing practical help to their neighbours, teams seized every opportunity to share the gospel with those they meet and speak to.

This year also saw a new team launched in Farnworth (Bolton) and 50 team members join the network.

This year the Proximity conference moved online in May 2020 as a one-day event and reached its largest audience ever. Entitled 'Come Follow Me' and focused on Jesus' counter cultural message to follow him in every area of our lives and see mission on the margins of society as a priority once again. Speakers included Shane Claiborne, Danielle Strickland, Natalie Williams, Bishop Philip North, Ash Barker, Sam Ward, Andy Hawthorne and Sarah Small. As at previous conferences, funds were raised to finance the brand-new Eden team in Central Drive, Blackpool. At the event we were also able to celebrate the launch of the Whitmore Reans team which was funded by the Proximity 2019 conference.

Work to address the challenging nature of recruitment is ongoing with a strategy being rolled out to see recruitment owned and championed at every level of the movement – national, regional and local.

COMMUNITY TRANSFORMATION (continued)

Eden: Outcomes against our 2019 – 2020 goals

- **Launch 10 new Eden teams with 100 team members**
  Ongoing – 1 new Eden team launched in Farnworth (Bolton) and 50 team members recruited. The timescales for launching new teams and the recruitment of team members into these was impacted by Covid-19. Advanced plans to launch teams during 2020/21 are already in place.

- **To fully launch the new Proximity Network with key stakeholders in place**
  Achieved – the Proximity Network has been launched and was instrumental in bringing key stakeholders together for the Lockdown Hunger project that delivered over 2,334,000 meals to vulnerable families during the first national lockdown.

- **Deliver Proximity Conference in May 2020 (Come Follow Me), growing its reach from previous years**
  Achieved – due to Covid-19 restrictions the Proximity Conference moved online and took place on Friday 15 May 2020 reaching and engaging with over 4,000 people, making it the largest Proximity Conference to date.

MESSAGE BUS

This has been a year of two halves for our Message Buses. From September 2019 – March 2020 our fleet of buses were out working in hard-to-reach communities partnering with local churches and the opportunity to extend our work into schools had developed. We also continued to add to our fleet with the purchase of two new buses that will make it possible for Message Buses to work in London, the Midlands, Wales, Scotland, Merseyside, Manchester and Yorkshire.

Covid-19 restrictions and subsequent Government guidelines have meant that from the beginning of the March 2020 lockdown the work of the Message Buses had to be paused, and the fleet was taken temporarily off the road. Short-term opportunities to repurpose the bus fleet for missional activity during 2020/21 until core activity can resume are currently being developed and costed.

Message Bus: Outcomes against our 2019 – 2020 goals

- **Recruit and train bus managers for the Scotland, Wales, London, North East, and Midlands Hubs**

  Ongoing – recruitment and training of individuals into posts for Scotland and London had been completed prior to the start of the March 2020 lockdown however with the buses not currently operating staffing arrangements needed to be reviewed in the short/medium-term. Planned recruitment for the North East and Midlands positions has been temporarily paused and will resume once the bus fleet begins operating again.

- **Fleet transfer of bus from Wales to North East once the Wales bus is delivered in March 2020**
  Ongoing – the delivery of the new Message Wales bus has been completed however the transfer of its predecessor to the North East has been delayed due to Covid-19.

- **Launch the new Message Wales bus**
  Achieved – the refurbishment and fit out of the new Message Wales bus has been completed and whilst this is yet to undertake bus ministry it is planned to be used as part of community social action mission weeks taking place in autumn 2020.

- **Transfer the current Wales bus to the North East and launch bus work in the hub area**
  Ongoing – conversations and partnerships associated with the launch of bus work in the North East are underway and progressing well. However, Covid-19 restrictions mean that plans associated with the rollout of this work have been temporarily paused.

- **Refurbish and launch the new Message Bus for the Midlands**
  Ongoing – following the successful securing of funding, a Message Bus for the Midlands has been purchased and the refurbishment will progress during 2020/21 with the launch of mission activity if guidelines allow.

THE MESSAGE ACROSS THE UK

This year a new hub team was created in the North East and operations within the HQ extended to establish a dedicated North West Hub team too. We now have teams operating in the North West, North East, Scotland, Wales, London, the Midlands and Yorkshire. In each location our opportunities to reach out into schools, communities and prisons grew. Our continued approach of devolving work to hub teams is proving successful, increasing innovation with each hub identifying opportunities for new and exciting mission activities in their schools, prisons and local communities, as well as Eden teams and church partnership within their area.

London

With the expansion of prisons, schools and enterprise work in the capital our work in London has continued to grow substantially this year. Our first enterprise outside of Manchester was launched in March 2020 with the opening of Neal Street Espresso, a new coffee shop in Covent Garden. Achieved through our partnership with London City Mission the coffee shop will offer employment and training opportunities to ex-offenders and those at risk of offending. Ahead of Covid-19 restrictions impacting trading, reviews of Neal Street Espresso were very positive, and it was establishing itself as a popular venue in the area. As restrictions ease over the coming year, Neal Street Espresso will reopen and opportunities for the lease of function space will be progressed. In the meantime, we are keen to ensure the space does not sit empty and is used for mission activity so are in discussion with a local church about partnering with them to use Neal Street as a centre where homeless people across the capital can come and get hot meals.

Schools work in London has grown with the appointment of a full-time schools' worker within the London hub team. This has given opportunities to go into schools on a weekly basis running lunch clubs and mentoring students. From these emerging relationships we were able to run a week-long mission in West London where SoulBox ran lessons and gigs in school.

Covid-19 has seen our Eden Gurnell Grove team in London reaching out to their neighbours in new and innovative ways. From making kids activity packs and dropping off lunch boxes to providing shopping for those who are vulnerable and shielding, they've used every chance possible to build relationships with the community.

Throughout the first half of the year, we put on a number of Lift events at venues in London, seeing a regular attendance of a few hundred young people.

THE MESSAGE ACROSS THE UK (continued)

London: Outcomes against our 2019 – 2020 goals

- **Launch Neal Street Espresso and employ one team member**
  Achieved – Neal Street Espresso opened in early 2020 following a full refurbishment with a team member in place.

- **Run two schools mission weeks followed by Lift events**
  Ongoing – one full week of schools mission was run in West London ahead of school closures due to Covid-19 and two in person Lift events were held before these moved online during lockdown.

- **Launch sessions leading up to a Lift show case in June**
  Impacted by Covid-19 - Unable to run these due to the first national Covid-19 lockdown.

- **Run eight Advance the Gathering events**
  Ongoing – five events were run in September, October and November 2019 as well as January and February 2020 prior to restrictions meaning the other planned events for 2019/20 had to be cancelled.

- **Run week of Advance the Scattering in July 2020**
  Impacted by Covid-19 - Unable to proceed due to Government restrictions on gathering sizes.

- **Launch Message Bus February 2020**
  Achieved – the Message Bus for London was launched.

- **Support eight Eden Teams in effective Mission and Evangelism**
  Achieved – the Eden teams across the capital have been undertaking mission and evangelism throughout their communities during 2019/20. As Covid-19 struck, the way they deliver this has been reshaped but still met the needs of their communities in word and deed.

- **Employ one prisons worker**
  Achieved – a full-time Outreach Worker is now in post and working in Feltham Young Offenders Institute building relationships with prisoners in different ways and sharing the good news of Jesus with them.

THE MESSAGE ACROSS THE UK (continued)

Central and East

Schools and bus work grew significantly during the first half of the year. Our Respect ME worker had opportunities to go into schools sharing lessons on value and identity from a Christian perspective with thousands of pupils across the region. Opportunities with schools and partners to take the Message Bus into schools to run Respect ME were also developing which would extend the reach of both schools and bus work.

In its first full year of ministry the Yorkshire Message Bus was out delivering youth work in local communities partnering with churches and Eden teams, and the reach of our work was building prior to March 2020 and the Covid-19 lockdown.

The hub team were also actively developing partnerships and arrangements for the Lincoln and York and Harrogate Higher Tours that were planned. This included building relationships with local churches, securing schools bookings and planning discipleship courses for young people after the mission. Whilst the plans for these tours have had to be postponed these relationships continue to be built upon and will be ones on which future mission activity will be built as Government restrictions ease.

Plans to bring a new Enterprise Centre to Yorkshire continued to develop with a new centre for this at Woodseats Baptist Church being secured. Refurbishment work on this will continue in the next year with the aim of launching enterprise work as soon as possible in the near future.

Central and East: Outcomes against our 2019 – 2020 goals

- **Deliver Higher Lincolnshire in June 2020, visiting 9 schools**
  Impacted by Covid-19 – the closure of schools meant that this mission week was unable to proceed as planned.
- **Launch one new Eden team**
  Ongoing – planned development of the team and timescales associated with this were impacted by Covid-19 and the restrictions associated with this.
- **Recruit an Outreach Worker to work in a partner HMP/YOI**
  Ongoing – recruitment into this post began just prior to the first national lockdown and was paused due to this. However, opportunities to work in prisons in Yorkshire are still developing and recruitment will recommence 2020/21 with the aim of employing someone into the post during September 2020 and for them to begin their work partnering with HMP/YOI.
- **Secure new premises to base the enterprise centre and finalise business model**
  Achieved – a new premises at the former Woodseats Baptist Church have been secured and a full business model to adapt this into a new hub office location as well as an enterprise centre is in place and signed off.
- **Embed Respect ME and Message Bus ministries into the hub's rhythm of mission**
  Achieved – teams are now fully operational as mission teams.

THE MESSAGE ACROSS THE UK (continued)

North East

Our new North East hub was launched in September 2019 with Terry Young taking up the role of Hub Leader, supported by Darren Scott as Operations Manager. Since then, the team have been joined by Joe Winterschladen a Respect ME worker for the area.

Since launching, the team have dedicated time to building the profile of the Message in the North East by building relationships with local churches and partners. Through these growing relationships opportunities for mission, Eden teams and community outreach are being developed for 2020/21. Plans to take the Higher Tour 2020 to Sunderland in June 2020 were in development, however Covid-19 restrictions meant this tour could not proceed, however future mission opportunities in the schools and with the local churches will be developed.

North East: Outcomes against our 2019 – 2020 goals

- **Launch one new Eden team**
  Ongoing – Eden Redcar is due to be launched in partnership with a local church, however Covid-19 restrictions have delayed team recruitment and it is hoped to launch this 2020/21.
- **Launch Advance groups in the hub area**
  Achieved - Advance Groups have been launched in Teesside and have 35 active members.
- **Secure a bus that can be brought into operation as the Message North East Bus**
  Ongoing – a bus from the Message Bus fleet has been identified for redeployment to the North East and this was due to take place in April 2020, however the national lockdown and subsequent restrictions on bus ministry mean that the Message North East Bus is yet to be brought into operation.
- **Deliver the Higher 2020 tour in Sunderland in June 2020**
  Impacted by Covid-19 – the national lockdown and restrictions meant that the planned Sunderland tour had to unfortunately be cancelled, however future mission opportunities will be developed as soon as possible.
- **Connect with local churches and partners to bring the Higher Tour to Tyneside in March 2021**
  Ongoing – relationships with local churches and partners have been built and continue to be built, however the delivery of the Tyneside Higher Tour has been impacted by Covid-19.

THE MESSAGE ACROSS THE UK (continued)

North West

The Message Trust has always had a presence in Manchester with our headquarters being in the city and a significant amount of schools work, Eden work, prisons work and mission work developing from this. However, in September 2020, a hub team to continue building our mission opportunities across the North West was launched. The launch was marked with a fundraising dinner in autumn 2019.

Headed up by Tim and Emma Owen as joint Hub Leaders, the North West hub has achieved a lot in its first year. Time has been spent building relationships with local churches and partners through which mission opportunities will be developed. Alongside this, Higher Southport was run in early March 2020. During this tour over 2,500 young people in six schools heard the gospel proclaimed and 350 attended the end of week evangelistic gig, with 182 responding to the gospel.

Opportunities to work with Greater Manchester Police (GMP), to help address the issue of knife crime have emerged and seen the launch of the No More Knives Tour. In partnership with GMP, Mo Timbo, Social Beingz and ROC, our missions team head into schools delivering lessons warning young people about the dangers of knife crime and equipping them with the skills and knowledge they need to say no to knives and discover their full value and identity. The pilot tour culminated in an evangelistic gig that was attended by hundreds of young people. Plans to roll the tour out across the city were in development however the timescale for these was impacted by Covid-19.

North West: Outcomes against our 2019 – 2020 goals

- **Launch the North West hub**
  Achieved – the new North West hub was launched in September 2019.

- **Launch one new Eden team**
  Achieved – Eden Farnworth was launched in February 2020 partnering with Farnworth Baptist Church.

- **Recruit a North West Eden coordinator and a Hub Operations Manager**
  Achieved – appointments into these two hub roles were made.

- **Develop Respect ME in five North West schools**
  Achieved – Respect ME continues to develop its relationships with a growing number of schools across the North West. Since schools have closed free, online Respect ME lessons have been made available.

- **Connect with local churches and partners to bring the Higher Tour to Manchester in November 2020**
  Achieved – meetings discussing the Manchester Higher Tour have been held, however due to Covid-19 restrictions the tour has had to be cancelled. The relationships will continue to be built on and future missional activity discussed.

- **Begin fundraising for Higher Manchester 2020**
  Impacted by Covid-19 – due to national restrictions and lockdowns the tour has had to be cancelled therefore fundraising was not undertaken.

THE MESSAGE ACROSS THE UK (continued)

The Midlands

The Midlands hub team continue to build relationships with churches and schools maximising opportunities for mission wherever possible. A significant amount of the team's time this year was spent on the development of partnerships through which we would deliver the planned Higher Coventry tour in early 2020/21. Whilst restrictions mean that this tour cannot proceed as first planned, there is still a significant appetite from schools and churches for us to undertake schools mission in Coventry as soon as restrictions allow.

Funding to launch a Midlands Message Bus has been secured and the purchase of a vehicle that will see the launch of bus ministry across the hub area has been finalised. The refurbishment work of this will be completed during 2020/21 in order that missional activity can be launched as soon as this is allowed.

Our Eden Whitmore Reans team continues to bring change to the lives of their neighbours and community. The first half of the year saw them continuing to build relationships as well as launching new community initiatives. As the first national lockdown was announced, the team repurposed what they were doing to serve their neighbours in need.

Building on the success of our first Midlands Youth Conference a second event was planned for June 2020. In order to extend the reach of this further, a steering group comprised of key local partners had formed, and together with The Message planning for the event was well underway and proactive publicity had begun. However, Covid restrictions meant that running this event in person was not possible, however we moved this online in October 2020 engaging with youth groups up and down the UK and equipping them to share their faith with friends with a new boldness. Speakers at the event included Rachel Gardener, Mo Timbo and Aaron Routledge. Plans to run another online youth conference in May 2021 are now in development.

The Midlands: Outcomes against our 2019 – 2020 goals

- **Launch one new Eden team**
  Ongoing - planned development of the team and timescales associated with this were impacted by Covid-19 and the restrictions associated with this.

- **Employ a part-time Creative Missions worker for the Midlands**
  Impacted by Covid-19 – development of creative mission within the hub is ongoing however due to Covid-19 restrictions the employment of someone into this role was paused. It is hoped to fill this role during 2020/21.

- **Launch a Message Bus for Coventry and Warwickshire**
  Ongoing – funding for the Midlands Message Bus has been secured, a bus purchased, and the refurbishment begun. The launch of missional activity has been impacted by Covid-19 restrictions.

- **Promote the 2020 Midlands Youth Conference**
  Achieved – proactive communications had begun for the June 2020 conference however the national lockdown meant that this event had to be postponed until October 2020 and then moved online. Proactive communications, for this event in 2020/21, were well underway at the year end.

Scotland

Our schools work across Scotland continued to grow this year. Through this and our growing partnership with Scripture Union Scotland we were able to undertake a full week of schools mission in Dunfermline and Kirkcaldy. Over the week, 2,850 young people heard about the good news of Jesus in their lessons and at two gigs. From this, further schools weeks are planned in Scotland.

During the first half of the year (prior to the national lockdown in March 2020) our Message Bus was busy delivering 10:10 projects where we deliver youth programmes, bus sessions and Youth Alpha on the bus in partnership with churches.

The team have also invested time in building connections and partnerships with local churches and schools in Glasgow and Edinburgh in preparation for the Higher Tours in early 2020/21. Discussions and preparations with partners and organisations were in place and being developed for the tour, however Covid-19 restrictions mean that these are unable to proceed as originally planned. It is hoped that once restrictions ease, these foundations can be built upon to deliver schools mission activity.

Scotland: Outcomes against our 2019 – 2020 goals

- **Launch one new Eden team**
  Ongoing - due to the longer time period needed to recruit team members and the restrictions associated with Covid-19 the timescale for the launch of the teams was updated to be 2020/21.

- **Continue the delivery of the youth programme at the Refuel youth conference**
  Impacted by Covid-19 – plans for the delivery of this were all in place however the Refuel conference had to be cancelled by organisers due to national Covid-19 restrictions from the Scottish Government.

- **Deliver 72 10:10 bus sessions**
  Impacted by Covid-19 – bus ministry through 10:10 sessions were being undertaken across Scotland until the national lockdown was announced in March 2020. At this point we were unable to fulfil further bookings and due to Government imposed restrictions we were unable to run any further sessions for the remainder of 2019/2020.

- **Deliver three weeks of schools' mission. One in partnership with SU Scotland**
  Impacted by Covid-19 – in February 2020, a week of schools' mission was held in the Dunfermline/Kirkcaldy area. Over the week the teams went into 4 different high schools seeing around 2,850 young people. Two evangelistic gigs were held as part of the missions week where 169 young people responded to the gospel. The other planned schools mission weeks were unable to proceed due to the closure of schools due to Covid-19.

- **Connect with local churches and partners to bring the Higher Tour to Glasgow and Edinburgh in September 2020**
  Achieved – partnerships with schools and churches for the Higher Tours in Glasgow and Edinburgh were in place. Covid-19 restrictions mean that these tours can no longer proceed however these established partnerships will act as a base for future missional activity.

THE MESSAGE ACROSS THE UK (continued)

- **Explore the opportunities of launching prison ministry in Scotland**
  Ongoing – discussions associated with bringing prison ministry to Scotland have begun and are ongoing.

- **Explore the opportunities for developing a sports ministry**
  Ongoing – discussions associated with launching sports ministry in Scotland have begun and are ongoing.

Wales

February 2020 saw the Higher Tour head to North Wales. Over the course of the week our teams visited 13 schools delivering ten full teaching days in these. The lessons and assemblies were seen by 4,596 pupils with 1,213 young people attending the end of week evangelistic gig that was held. Here there were 452 responses to the gospel and each young person was connected immediately with their local youth worker who would be leading the discipleship course in their school/local area. Higher North Wales was significant because not only did thousands of young people get to hear about the good news of Jesus, but it was also our first mission activity in north Wales. The delivery of the tour saw us established partnerships with local schools and churches across North Wales, relationships we've since built on and will continue developing through mission activity in the future.

Message Bus work has continued to grow across Wales with the bus heading into local neighbourhoods working in partnership with churches and Eden teams.

Prisons work has also continued to develop with an opportunity to deliver Respect ME lessons as part of the education programme within a young offenders institute opening up. Testimonies from the young people who took part in the programme, as well as staff, was that through the lessons they saw students engage and their self-belief grow.

Covid-19 and the associated restrictions saw a number of our plans in Wales being postponed. However, this did not mean that mission or activity stopped, instead it was repurposed. In person Lift events were replaced with online gatherings that reached a larger audience, a new video resource for young people called Honest Conversations was launched and as lockdown eased the Wales team were out running weeks of social action mission across South Wales, where in word and deed they shared the gospel with their neighbours.

THE MESSAGE ACROSS THE UK (continued)

Wales: Outcomes against our 2019 – 2020 goals

- **Launch one new Eden team**
  Ongoing – plans were in place to launch Eden Blaen-Y-Maes during 2019/20 however Covid-19 restrictions delayed this slightly. This team will be launched post year-end in September 2020.

- **Run Higher North Wales**
  Achieved – Higher Wales ran in February 2020. Over the course of a week our teams headed into 13 schools delivering 10 full days of lesson teaching and assemblies. They were in front of 4,596 pupils in schools plus a further 1,213 at the end of the week gig where they saw 452 young people respond to the gospel.

- **New Message Bus (plus appoint bus manager)**
  Achieved – a new Message Bus for Wales was purchased and the refurbishment of this is underway. A new Bus Manager was appointed and started employment in January 2020.

- **Take teams into schools to run over 30 days of RE lessons and Respect ME session**
  Impacted by Covid-19 – schools work was undertaken by the team and was growing. However, March 2020 saw all schools work paused as schools closed due to Covid-19. Since then, new free, online lessons have been made available through our Respect ME team.

- **Hold six Lift events**
  Ongoing – six events were planned for 2019/20 starting in March 2020. However due to Covid-19 restrictions these had to be cancelled, instead they were replaced with online events extending the reach of the events. The first was held in July 2020 and has been viewed over 1,100 times to date. Further online events are planned for the autumn of 2020.

- **Celebrate the 25th anniversary of Ignite/Message Wales**
  Ongoing - Unfortunately this was cancelled due to Covid-19 restrictions, however, plans to mark the anniversary in the future will be investigated.

- **Continue to develop our prisons outreach and explore future opportunities in a second prison**
  Achieved – a new prisons outreach worker was appointed in January 2020 and quickly began building on established work. Whilst our in-person work in prisons in Wales has been impacted it has not stopped it with opportunities to connect with prisoners through prison radio and letter writing developing.

- **Continue the Street Pastors work in Cardiff, whilst exploring options for developing Rail Pastors and Schools Pastors work**
  Achieved – the Street Pastors have continued to be active on the streets of Cardiff for most of the year and work trialling Rail Pastors has begun with a number of pilot shifts.

THE MESSAGE ACROSS THE UK (continued)

Andy Hawthorne OBE

Andy's speaking engagements throughout the year, both in person and online, continued to expose our work to a wider audience and inspire our staff and ministry partners. Alongside this he began broadcasting weekly teaching online through Message Live extending the reach of the ministry even further.

Despite the restrictions this year, between September 2019 and August 2020 Andy undertook 43 speaking engagements, representing The Message at churches across the UK and internationally in South Africa, Canada Germany, and the Netherlands.

Sam Ward

Sam Ward continued in his role of Director of Ministry this year, with a broad remit to grow our work through Eden, Creative Mission and UK expansion, and oversaw the launch of the Proximity Network in February 2020. The newly launched Proximity Network played a key role in bringing together partners to ensure that vulnerable families and children did not go hungry during the first lockdown. The partnership to date has seen over 2,334,000 meals delivered to families.

Sam's speaking engagements continued at churches across the UK and at larger events, including the online Proximity Conference and New Wine online in August 2020. He has also begun broadcasting regular teaching online through Message Live. He continues to raise the profile of our ministry through work with partners and regular contributions to the Message and Flow podcasts and regular features in Flow magazine.

Priority of Prayer

A rhythm of daily, weekly and monthly prayer lies at the heart of our life together as a ministry. At the beginning of each day a half hour daily prayer time (one hour on Tuesdays) is mandatory for all staff as a key time to reflect and refuel. We also encourage all staff to spend at least an additional half-hour in prayer during a weekly time in our prayer room from 12 to 3pm on Tuesdays.

Our all-staff monthly prayer days have become increasingly essential for keeping up with news from across the ministry, especially as God continues to open doors in the wider UK and abroad. These continued in person until March 2020 and then moved online as Covid-19 restrictions were implemented. We often invite special guests to speak or contribute to Prayer Day: this year our guests included Shane Claiborne, Amy Orr-Ewing, Bill Hogg and Stacie Reeser, amongst others.

OPERATIONS AND MINISTRY SUPPORT

Staff

The Message Trust and the Message Enterprise Centre employed an average of 131 personnel in the year (2019: 114) in total across the group. This average includes full-time and part-time staff.

Volunteers

Volunteers play a key role in helping us deliver both our front-line missional work and behind-the-scenes support. Commitments this year ranged from full-time volunteer work based in our offices to ad-hoc volunteer support at events. Across the year, in the region of 12,000 hours (2019: 11,100 hours) were freely given in support of our activities.

Creative, Communications, Facilities and IT

We continued to undertake facilities projects across our HQ buildings and hub offices and got involved in development of plans for the opening of the first Community Grocery in Sharston. The imposition of the national lockdown and Covid-19 restrictions impacted significantly upon the team and their requirements to make facilities Covid secure.

Our in-house design and communications department were instrumental in the development and delivery of Message Live as well as continuing to deliver supporter communications throughout the year, including editions of Flow magazine, supporter prayer and fundraising updates, a suite of websites, and email and social media campaigns. A new Message Trust website was launched in February 2020 further developing our online profile. Alongside this, a proactive communications strategy highlighting the work of The Message Trust within the local and national media continues to be implemented. Our focus on supporter engagement continues with opportunities to increase engagement, especially across digital platforms being fully utilised. Beyond supporter communications, the team delivered video content for live events and digital platforms, album artwork and relaunched a number of our websites, including Higher Life (thehigherlife.co.uk), Message Events (messageevents.co.uk) and international Advance Groups sites.

Finance

Our Director of Finance, Sam Peach-Barnes has continued in his new role implementing a number of new financial systems and processes, aimed at increasing efficiency and organisational engagement. Additionally, improvements to the monthly management reporting and annual budgeting process were implemented, aimed at providing better information and greater insight for managers across the organisation to enable better decision making going forwards.

PARTNERSHIPS

Supporter Events and Fundraising

With the announcement on 23rd March 2019 of a national lockdown due to Covid-19, our large fundraising events and local hub fundraising events had to be cancelled and like many other charities, we lost out on income from these events but also from a number of our regular donors who found themselves unexpectedly in a different financial position.

We made a decision in May to take our Proximity Conference online with some great speakers and gained 30 new regular supporters plus a number of one-off gifts towards the launch of Eden Central Drive, Blackpool and began to seek the Lord about which direction we needed to take things in this season. Over the coming months we launched the Lockdown Hunger Project, Message Live and the Message Community Grocery which you can read more about on page 33.

In January 2020 we employed a Donor Care Co-ordinator to focus on developing and deepening our engagement with our supporters and helping to lower our attrition rate.

Although we saw a decline of 9% in our new regular supporter donor growth this season, we did see a 52% increase in people signing up to our database, to be regularly contacted by The Message, when compared to 2018-19. This is positive going forwards in terms of our supporter pipeline.

Supporter Events and Fundraising: Outcomes against our 2019 - 2020 goals

- **Gain over 2,000 new or increased regular donations**
  Ongoing - due to the events of the year, we only gained 691 new or increased regular gifts this year but have plans to build this during 2020/21

- **Aim for a donor attrition rate of less than 10%**
  Impacted by Covid-19 - unfortunately due to the prevailing conditions and uncertainty donors faced about their finances our attrition rate rose from 11.9% to 13.5%. We aim to get this back down to 11% during 2020/21.

- **Deliver 160 church visits**
  Ongoing - prior to the national lockdown we had visited 98 churches with the second half of the year seeing a small amount of online church visits.

- **Raise £45,000 of funds for The Message Trust through sponsored events**
  Impacted by Covid-19 - due to the situation, we only raised £16,000 of income through staff sponsored events in 2019/20.

PARTNERSHIPS (continued)

Sharing our resources

Our commitment to helping others around the world who share our heart for the poor and unreached is expressed through our tithe fund. We tithe a proportion of our unrestricted charitable income and give it to other organisations and charities who share similar objectives to The Message Trust.

Our giving (the Direct Costs given to Other Projects) in 2019-20 totalled **£462,685** (2018-19 £543,837).

Compassion UK received **£31,055** (2018-19 £26,725) for child sponsorship in Haiti; and **£4,165** (2018-19 £9,996) for prisons ministry.

We continued our support of **Life Association** (a related party link with Simon Hawthorne) through a gift of **£16,883** (2018-19 £22,383) to help provide schooling for Dalit orphans in Machilipatnam, India. **£7,500** was given to **Press Red** who are making a stand against the violence suffered by girls and women worldwide (a related party link with Michelle Hawthorne) (2018-19 £12,272). **£42,500** was given to **Ignite** (a related party) to support their ministry in India (2018-19 £25,750) and £3,000 to Ignite Big Idea in the UK (2018-19 £Nil).

We also gave **significant gifts** to the following projects £13,200 to Good Shepherd Children's Orphanage in Haiti (2018-19 £13,200); £5,000 (2018-19 £5,250) to Innervation Trust, working in primary and special needs schools in the UK; £8,335 to CRMI (2018-19 £5,250) for child sponsorship in Uganda, plus £20,000 to help build a church in Bombo, Uganda and £5,000 for poultry pens to help people find work in Uganda (2018-19 £Nil). £23,065 was given to CRM Manchester (2018-19 £Nil) helping to provide jobs for destitute women in the slums in Kampala. Philippines Outreach Centre Ministries £Nil (2018-19 £14,000); £12,000 to support Potters House Church, Hull, led by Mo Timbo (2017-18 £22,700); £10,000 to El Shaddai TV for international work with Advance groups (2018-19 £Nil); £13,000 to Egyptian Mission to help with relocation costs, connected with the Advance projects in Egypt (2018-19 £Nil); £10,000 to Foreningen Be Free for community work in Denmark (2018-19 £Nil); £12,433 to Manchester House of Prayer for their prayer ministry (2018-19 £Nil) £6,000 to Visible Ministries addressing issues of brokenness and addiction (2018-19 £27,272); £6000 to Prayer Storm as they seek to mobilise prayer amongst a younger generation (2018-19 £13,500); and £Nil to The Lighthouse Church's Impact Project (2018-19 £10,000 to help poor kids in India).

Other gifts to our **Message partners** in the UK and beyond from Other Projects (per note 5) included £23,864 to Message Germany (2018-19 £29,176); £25,416 to Message Canada (2018-19 £19,907); £12,000 to Eden Westwood, Oldham (2018-19 £12,000); £6,893 to Message South Africa (2018-19 £142,600) and £3,000 to Eden Bow (2018-19 £Nil); £8,000 to Eden Buttershaw (2018-19 £Nil); £5,000 to Eden Dagenham (2018-19 £Nil); £2,500 to Eden Farnworth (2018-19 £Nil); and £Nil to Eden Rhydyfelin in Wales (2018-19 £1,000).

MEC - OUR BUSINESSES

This year The Message Enterprise Centre continued with its apprenticeship model for training, aiming to maximise skills development and financial sustainability for our team members. Graduations due for team members on the two-year programme had to be postponed from May to October due to Covid-19, but all three successfully graduated (2019 – three) and have now moved into full-time employment.

Up until the national lockdown, **The Mess Café's** popularity continued to grow, and the footfall continued to build even further, supported by the popularity of the events business. There were further opportunities to ensure the Café's efficiency improved, helping to increase revenues and reduce costs.

The **MEC Events** business continued to grow significantly (up to March 2020) with The Venue securing record levels of room booking for a wide range of events, helping to successfully increase the revenue generated in this area of our business. Demand for the space was consistent throughout the week, helped by the securing of some regular Venue bookings.

Whilst a small number of educational clients (where guidelines permit) have retained events booking, the impact of Covid-19 upon the profitability of the MEC Events business has been significant. This year also saw changes within the rental of our office space, however throughout the year the space has remained fully occupied. Current tenants within the office space include Gospel for Asia, EasiDrive (up to January 2020), Our Boards (from January 2020), Barnabus (ReNu) (up to June 2020) and BSkill (from June 2020).

Two new team members joined **Shine Hair & Beauty** and our work to build the hair side of the business continued. The salon was rebranded and work to secure a regular pipeline of clients was underway ahead of the national lockdown. As restrictions began to ease, it became obvious that in order to operate within the new guidelines significant investment into Shine was required to make Covid compliant. When this expenditure was considered alongside Shine Hair & Beauty's profitability the difficult decision to close the business with effect from July 2020 was made. In making this decision the opportunity to repurpose the space for the **Message Community Grocery** (see page 33) arose. Opportunities for new team roles and apprenticeships within the Community Grocery are being explored.

The work of **MEC Building Services** has focused primarily on refurbishment and development projects this year, with the team undertaking projects both for The Message and refurbishment of the MEC's rental properties. The team oversaw the development of the new Manchester House of Prayer within the Lancaster House campus, began the development work required on TMT's new enterprise centre in Sheffield, as well as completing numerous other projects throughout the year. The coming year will see the building services team undertake shop fitouts within the new Message Community Grocery as well as continue work on the Sheffield Enterprise Centre. Plans to launch a second building team were realised by bringing them together with The Message Trust Facilities team, meaning that they now have the capacity to be deployed and take on larger projects.

With other team members moving on and reducing demand from commercial clients a decision to cease the operation of **Good Seeds Garden Services** was made in September 2019.

MEC - OUR BUSINESSES (continued)

Our **MEC Property Management** grew with the addition of four new properties to our portfolio this year. Ten of the Message Academy students, (2019 - 10), are housed in MEC properties, with properties also being rented to Message Academy graduates, team members, vulnerable families who are connected to our Eden teams, as well as some employees of The Message Trust, 21 lettings in total in 2020.

This year saw our **Wedding Angels** business grow. Our partnerships with local churches have continued and the growth of the wedding offer within the events business has seen a number of Wedding Angels customers decide to hold their wedding within the MEC. Whilst the national lockdown has impacted upon Wedding Angels' trade, demand for their services remains and plans to further strengthen and develop the business once Covid-19 restrictions ease have been identified.

As partnerships across the UK grew, our vision has been to expand our enterprise work outside of Manchester, offering training and discipleship opportunities to team members in other areas of the country. In partnership with London City Mission an opportunity to take on their coffee shop in Neal Street, Covent Garden emerged and has been developed in previous years. In March 2020, **Neal Street Espresso** opened its doors to visitors, residents and workers in Covent Garden and the quality of its coffee and food proved instantly popular. Ahead of the opening a full staff team was appointed for the coffee shop including one team member who would complete a two-year training and discipleship programme with the MEC. Two weeks after opening the UK Covid-19 lockdown was announced, causing the Café to close for an extended period. The scale of the Café's offering is being carefully managed to ensure operations match demand and current government restrictions and guidelines for businesses, including partial re-opening for takeaway as permitted, thus helping to protect the long-term sustainability of the coffee shop.

Growing the MEC businesses: Outcomes against our 2019 – 2020 goals

- **Relaunch, rebrand and refurbish Shine Hair and Beauty**
  Achieved – work to rebranded and relaunch Shine Hair and Beauty had been completed prior to the national lockdown in March 2020, and work on the refurbishment had begun.
- **Recruit two new external social enterprises to become tenants within the Enterprise Centre**
  Achieved – Our Boards and BSkill became MEC tenants in January and June 2020, respectively.
- **Launch a second building team**
  Achieved – working with The Message Trust Facilities team means that a second building team has been created and we now have the capacity available to take on larger projects.
- **Purchase and refurbish three new houses for use within The Message Group**
  Achieved – four Message Group houses were refurbished during 2019/20.
- **Develop the Events & Catering business so that it is taking more bookings than 2018-19**
  Impacted by Covid-19 – prior to the national lockdown record levels of bookings were being taken. However, Covid restrictions have significantly impacted the business with only a limited number of education related bookings being able to proceed.
- **Open Neal Street Espresso in London**
  Achieved – Neal Street Espresso opened its doors for business in March 2020.

MEC - SUPPORT AND DISCIPLESHIP

Discipleship continues to be at the heart of our work. Our discipleship programme focused on support and the development continues to prove successful.

The Oaks, our supported house in Wythenshawe, continues to be a hub for its community, being used for Alpha courses, outreach events and Bible studies for both residents and non-residents, in person and online. The residents have been actively sharing the stories of how their lives have been transformed in churches, sometimes online, and at local, regional and national events before lockdown, gaining confidence in the process. This year they also travelled over to Germany to be part of a mission being hosted by Message Germany getting to share their stories in churches and communities. We had six residents in The Oaks for the full year (2019: six at varying times). A strategy aimed at reducing the vacancy rate in The Oaks by developing links with new referral partners continues to be in place and new residents have been identified through this.

The Oaks: Outcomes against our 2019 - 2020 goals

- **Enhance support for the training programme operating within the Oaks and within the Business Enterprises**
  Achieved – to ensure full integration of the training and support offered managers meet regularly to ensure consistency and continual development within the training programmes.

- **Reduce The Oaks vacancy rate by developing new referral partners**
  Ongoing – We contacted every prison chaplain in the UK, sending them information about The Oaks, and had a steady number of residents living in the Oaks throughout the year.

- **Increase the number of residents in the year to at least 6**
  Achieved – We had six residents in the Oaks throughout the year.

- **Hold weekly outreach events, seeking responses to the gospel**
  Ongoing – Before Covid, these included Alpha nights, talking to people in homeless shelters, prison visits and conferences. During lockdown, some events went online.

STORIES FROM THE MESSAGE ENTERPRISE CENTRE

Dennis' Story

Dennis' story perfectly encapsulates the journey we take with people through our prison and enterprise ministry.

'I used to be what you'd call a functioning alcoholic. I was working, kept myself out of trouble and thought I was doing fine, but this couldn't have been further from the truth. And I was in denial! If you'd met me back then you'd have seen straight away that my life was chaotic and spiralling out of control, I just didn't know it. The more I drank the angrier I became, falling out with everyone I met. It was only a matter of time before I lost my job, and then things went from bad to worse. I'd been angry before but I became more aggressive.

'In 2013, after another heavy drinking session I assaulted someone and ended up in prison. I'd lost everything and hit rock bottom. The shock of being locked up hit me hard, but in my despair, I felt compelled to pray to Jesus. I still can't explain why I felt like this, but I had an overwhelming feeling of needing to be forgiven and that this was the only way it would happen.

'From that moment something in me changed. There was a shift and I just needed to find out more about Jesus. The next Sunday I headed straight to the chapel. There I found a place filled with God's presence and holiness. Since then, I've not looked back.

'I met Richard from the Message in Prisons team who, knowing that I was into music, offered to give me guitar lessons. He was amazing – not just because of his guitar playing – but because he was interested in me. I was used to people avoiding me but Richard wanted to spend time with me chatting about my new faith and showing Jesus' love to me.

'One day, he said, 'Dennis, you've only got four weeks left, what are your plans for when you're released?' I was blown away as I'd been praying hard about this but not told anyone. I was desperate not to head straight back to my old life. I'd found Christ in prison and wanted to live my life for him. I needed a fresh start.

'Richard told me about The Oaks – a place where ex-offenders could get the home, support, job and discipleship they needed to rebuild their lives and grow in their faith. This answered my prayers – I was truly amazed. Four weeks later I headed straight from prison to The Oaks and found there the caring home I needed. I was loved and supported by my instant family. They were there to cheer me on every step of the way. That's not to say it's all been easy. There have been times when I've struggled and it would have been easy to give up, but my Oaks family have been there for me.

'The support of The Message didn't stop with providing me a home in The Oaks, they wanted to help me rebuild the confidence and self-esteem I'd lost, so offered me an apprenticeship at the Message Enterprise Centre. Fast forward two years, I've graduated from the Oaks and I'm completing my training as I work a full-time building job that I love. I have a purpose in life, a future and I know I'm loved unconditionally by God. I could only have dreamed of life being this good!'

MEC - SUPPORT AND DISCIPLESHIP (continued)

Recruitment pipeline: Outcomes against our 2019 - 2020 goals

- **Fill each of the vacancies at The Message Enterprise Centre through funded team members**
  Achieved – prior to the national lockdown all team members were filled. Given the nature of its work, endeavours to fill places within The Oaks is ongoing.

- **Generate 36 applications for the Message Enterprise Centre & The Oaks**
  Ongoing – We only saw 12 new applications, largely due to disruption to our usual activities and prisons work caused by the pandemic.

- **All team members with over one year's service to complete their second year and graduate**
  Ongoing – three team members graduated from their second year and all but two first year team members graduated into their second year.

- **Develop relationships with external agencies so that team members can undertake placements with them**
  Achieved – Team members from the building team in the second year of their apprenticeship began undertaking work placements with an external building firm.

MEC - SUPPORTER EVENTS AND FUNDRAISING

Our ability to hold business network dinners was impacted by Covid-19 restrictions this year. However, prior to the national lockdown 1 event was held raising £15,000 (2018-19 £57,000 from 3 events) which allowed us to take on and see more lives transformed through our Message Enterprise Centre. We continue to fundraise and have a pipeline of people who would love to join our programme, once Covid-19 restrictions begin to ease.

Many businesses and organisations have chosen to support the Message Enterprise Centre during the past year, and we are very grateful to them all. One example of the relationships in place is Mowgli Street Food who last year selected us as the charity partner for their Manchester restaurant, but this year added their Birmingham restaurant as well.

Supporter events and fundraising: Outcomes against our 2019 - 2020 goals

- **Recruit another 100 new staff personal supporters**
  Ongoing – staff recruited a total of 42 (97 in 2018-19) new personal supporters during the year bringing in an additional £401 per month by the end of the year. A strategy to encourage the recruitment of new personal supporters has been developed and will continue to be implemented next year.

- **To cover all our charity costs (excluding business activities) through fundraising**
  Achieved – with the assistance of Government grants covering some of the income lost due to Covid-19.

- **Fundraise positions for up to 12 team members**
  Ongoing – apprentice funding totalling £95,050 was raised which equates to 9 first year apprentice salaries. Our ability to fully achieve this objective was impacted by Covid-19 and the associated restrictions, meaning planned events could not progress.

MEC - REPURPOSING DURING COVID-19

The announcement of the national lockdown and new national restrictions on 23 March 2020 saw us have to temporarily close a number of our MEC businesses. However, it soon became obvious that there was significant need within the community close to the Message Enterprise Centre, in Sharston, as families struggled to get the free school meals they relied upon, as well as feed their families on a reduced income.

Partnering with Revolution Youth, the Mess Café kitchen became a lifeline to families, cooking and despatching hundreds of meals and free school meal packs to hungry and vulnerable families across Wythenshawe. In total around 60,000 meals were prepared and delivered from the MEC.

As lockdown started to ease it became obvious that the level of need in Wythenshawe as well as across the whole of the UK was not lessening in fact it was it was growing, and families were now in desperate need as they did not know where their next meal was coming from. So, the idea of the **Message Community Grocery** was born. Planning to launch in September 2020 the Community Grocery in Wythenshawe will be supplied through partnerships we have established with supermarkets and food suppliers for the redistribution of surplus food. For £3 per shop each member will be able to get a full shop up to twice a week, that will keep their families fed. Financial modelling has shown that once the initial shop fit has been undertaken (funded through planned fundraising activity) the groceries business model is self-sustaining. We believe Message Community Groceries could be significant in helping to feed our nation's poorest families, so The Message Trust hopes to launch and rollout multiple groceries during 2020/21, based on our model in Wythenshawe and in partnership with local Churches. Initial feedback on plans from potential partners has been encouraging.

Within the Community Grocery in Wythenshawe, team member posts will be created, ensuring the continuation and growth of our enterprise work. A model that it is hoped will be replicated in other groceries, as our enterprise work grows throughout the Message Group.

MEC - CHARITABLE GIVING

Following a further change in policy, our charitable giving this year totalled £3,233 (2019: £129) and was distributed in the following ways, to organisations or individuals who share similar objectives to The Message Enterprise Centre:

- Legal Fees £2,300 (2019: £Nil) sponsoring an application for an Apprentice to be given the right to work in this country.
- Other gifts £933 (2019: £129)

GROUP FINANCIAL REVIEW

The 2020 accounts have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective from 1 January 2019.

The Trustees have taken the opportunity to review all The Message's key accounting policies to ensure that they continue to be in accordance with the requirements of the Charities SORP (FRS 102) and best accounting practice.

Whilst these steps have resulted in enhanced disclosures in the financial statements, it has not been necessary to make any significant amendments to key accounting policies.

Review of the year

Despite the significant challenges of the pandemic, this year has still managed to be one of growth for The Message Group, which saw its baseline income rise to £6m (2019: £5.3m) when you exclude the 'Separate material item of income' received last year towards new projects (2019: £5m), a highly positive outcome in the context of the year. Costs also grew to £6.1m (2019: £5.9m), as the charity aimed to deliver on last year's plans and also initiated new projects in response to the pandemic. This resulted in a net expenditure of £0.1m, meaning some reserves from the prior year were used, which was projected by the Trustees in the annual budget to invest in growth.

The first half of the financial year was a significant fundraising period for The Message Trust, in part thanks to a significant gift of £1m in November, part of a multi-year pledge to the Charity. Investment in the expansion of our Hub and Missions teams, as well as large scale projects such as the Higher Tour was also in progress, reflecting the intentions of the Trustees, as stated in the 2018/19 report, to spend some of its reserves in order to expand the reach of the Charity further around the UK and build capacity in priority areas.

The second half of the financial year was significantly impacted by the global Covid-19 pandemic, which affected all aspects of the Charity's planned activities and outcomes. Financially, the pandemic meant that many of our planned fundraising and income generating activities/events could no longer proceed following the lockdown in March.

Our largest fundraising event of the year, The Urban Heroes awards, as well as other regular fundraising activities, such as speaking visits in Churches and sponsored events were cancelled due to the government restrictions. We were also unable to continue many of our income generating activities in Schools, Prisons and local communities between March and August, and as such income for the Charity was lower in the second half of the year than the first.

The Trustees mitigated this loss of income through a range of immediate cost reductions, most of which are temporary and reversible, in order to protect the Charity from further financial loss. These included the temporary closure of our Headquarters at Lancaster Campus in Sharston, restrictions on global and local travel for all staff, limiting recruitment and the use of freelance staff and contractors to essential only, as well as redundancies for just a handful of staff. Additionally, a number of staff were placed on temporary furlough from the start of the lockdown on 23rd March as they were not able to fulfil their usual roles due to the closure of Schools and Prisons and the government restrictions on movement and contact with other people. The Charity therefore benefitted from the Government's Coronavirus Job Retention Scheme, meaning that redundancies were avoided for the vast majority of our staff, for which we are truly grateful.

As the Charity repurposed its staff and resources towards projects like Message Live, Love Wythenshawe and the Lockdown Hunger Project, fundraising opportunities for these initiatives through online channels and mail-outs to our supporters proved hugely successful.

Income and Expenditure

The Message continues to rely on voluntary income as its principal source of funding. Total income from Donations and Legacies, including Gift Aid amounted to £5.3m (2019: £4.4m).

Gifts from Trust and Foundations decreased to £940k (2019: £973k) which constitutes 17.7% (2019: 22%) of Donations. Gifts from individuals (including Gift Aid) increased to £3,006k providing - 57% of Donations (2019: £2,486k - 56%), while income from other organisations - Churches, Ministries and Business Supporters provided £404k - 7% (2019: £535k - 12%), income from Sponsored Events raised £14k – 0.3% (2019: £209k – 5%) whilst other sources including Grants and Legacies this year provided £941k – 18% (2019: £200k – 5%), of which Government Grants (from the Coronavirus Job Retention Scheme) were £789k - 15% (2019: £Nil – 0%).

Income from Other trading activities, which support the charity, decreased to £26k in 2020 due to Covid restrictions (2019: £149k).

The cost of Raising Funds in the financial statements amounted to £221k in 2020 (2019: £238k), as per Note 4a.

Other funds were generated through Charitable Activities, most notably Project Income (including the various Eden Partnerships and Prison projects) £83k (2019: £130k); Message Academy £21k (2019: £40k), Business Income from the Enterprise Businesses £206k (2019: £357k); Rental Income £168k (2019: £72k) and Events £42k (2019: £70k). Please note: The Message Academy is not an exclusively commercial operation, as the Trustees encourage both the training and facility to be used by the community.

Governance

The £14k (2019: £28k) governance includes the expenses associated with Trustee Board meetings, Trustee elections, maintaining our constitution, external audit and core executive management.

Net Deficit in the Year

It was the Trustees intention to spend some of our reserves built up from the surplus in 2018/19 in the 2019/20 financial year, in order to fund the growth of our activities. Total expenditure exceeded income in the year by (£73k) due to investment in our staff and resources to grow the reach of our activities, as well as the impact of Covid-19 and the need to respond quickly to help families in this crisis, as the Group undertook significant new ventures (2019: Net income was £4,459k due to the Separate material item of income mostly designated to new projects). Hence in 2020 we have Net expenditure of (£175k) (2019: Net income £4,401k) within unrestricted funds and Net income of £48k (2019: Net income £58k) within restricted funds, after transfers and other recognised gains.

GROUP FINANCIAL REVIEW (continued)

Balance Sheet

The Balance Sheet as at 31st August 2020 remained strong ensuring that the charity has the assets required to deliver its commitments to the community.

The additions to fixed assets amounted to £397k (2019: £87k) comprising Message Trust Operational Equipment £28k – on camera and video equipment; equipment for our ministry teams and equipment for our buildings, including an electric car power charger and new bike shed (2019: £11k); £26k – for IT equipment, upgraded security measures, including an office shredder (2019: £12k); £72k – mostly spent refurbishing the Message Wales Bus with some work on the Message Scotland Bus (2019: £47k); £24k spent purchasing a bus (2019 £Nil), along with kit costs and building work for the new Manchester House of Prayer costing £76k and work on Neal Street Espresso Café costing £141k. New MEC Enterprise Equipment cost £30k (2019: £16k) – consisting of a new coffee machine costing £10k; a set of Stacking chairs £5k; Refrigeration equipment £3k, Tables and benches £3k; plus £9k on other essential items of equipment for our businesses.

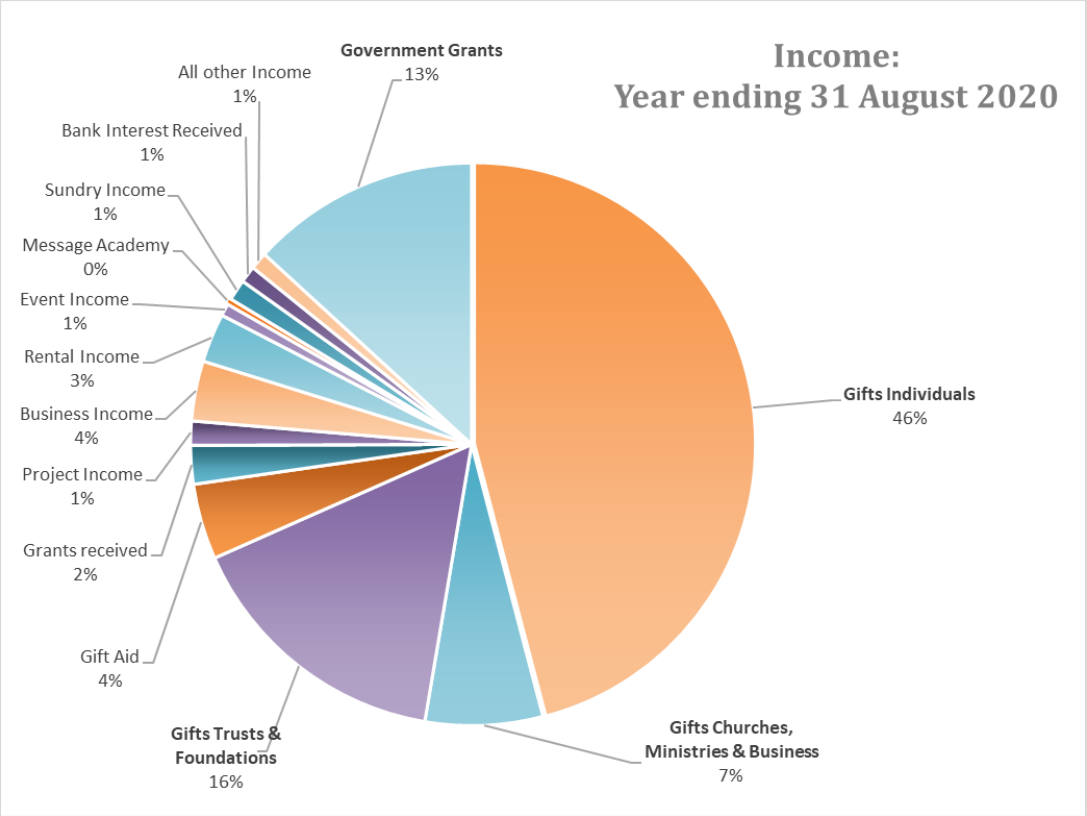
Subsidiary undertakings

The Message Trust established a second subsidiary charitable company, in 2012, The Message Enterprise Centre (MEC), which is included in the consolidated accounts.

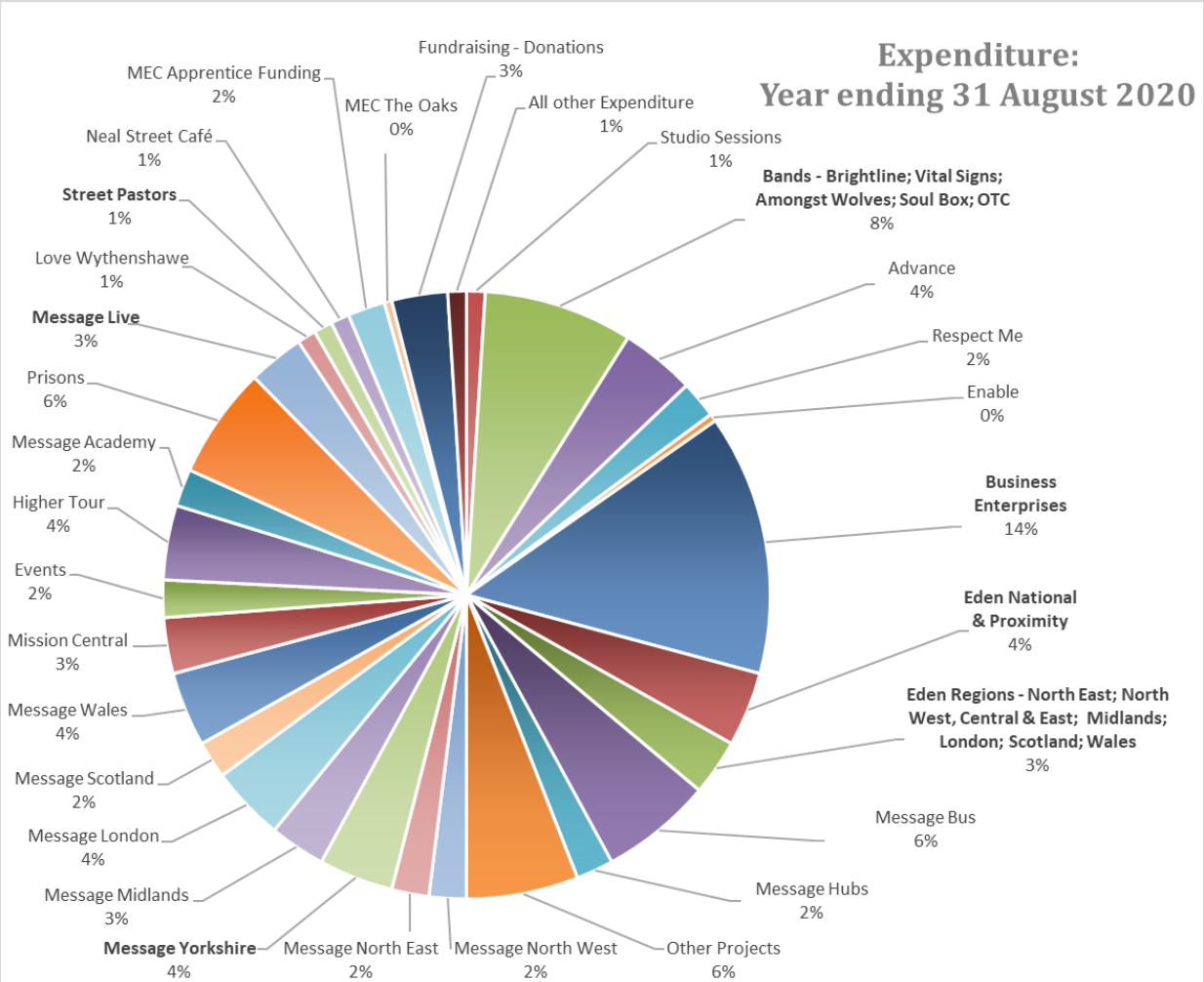
During 2013 The Message Trust established an associate – Eden Network Merseyside, which became a registered charity on 8 July 2013.

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2020

INCOME GRAPH



EXPENSES GRAPH



Investment Powers and Policies

The Trustees have the power to invest surplus funds of the charity in investments, securities and property as they think fit. The current policy of the Trustees is to invest funds not immediately required by the charity into a range of Treasury, Capital Bond and Deposit accounts which bear competitive rates of interest. The Trustees consider the social, environmental and ethical impact of the investment, before placing any new funds with a third party. This policy is reviewed periodically by the Trustees.

Reserves

The Trustees have adopted a reserves policy which they consider appropriate, to ensure the continuing ability of both The Message Trust and the Group to meet its objectives and obligations.

The total funds held by the Group at 31 August 2020 are £7,199,225 (2019: £7,271,837), of which £391,656 (2019: £343,888) are restricted and not available for the general purposes of the charitable group.

In order to be prudent, the Message Trust aims to accumulate, in general reserves, an amount equivalent to at least one month's staff costs, approx. £290k (2019: £270k). The amount of General Funds, excluding restricted and designated funds and fixed assets, freely available to spend on any of the charity's purposes as at 31 August 2020 was £803,551 (2019: £917,152) which is £513k (2019: £647k) in excess of the minimum reserves set out in our reserves policy.

We recognise that the long-term economic consequences of the Covid-19 pandemic are still uncertain, and therefore the Trustees' have set revised financial budgets for the coming year, which include some cost reductions. Fundraising activities have also been repurposed for the current climate; online campaigns, dinners and direct mailings are proving hugely successful for the Charity post year-end. With this in mind, the Trustees have judged it appropriate to maintain the amount held in general reserves in line with this policy. Further details of the financial planning reviewed by the Trustees are in the going concern note on page 50.

The Message Trust also received a significant donation last year, as shown in the Separate Material Item of Income, which the Trustees have designated to specific funds for launching several new projects (see Note 19 for further details).

The Trustees have therefore designated funds to underwrite a series of new projects and future mission projects over the next 5 years. The Group has unrestricted funds at 31 August 2020, totalling £6,807,569 (2019: £6,927,949), of which £3,949,472 (2019: £4,461,609) has been designated for underwriting new and future mission projects by The Message Trust, and a further £2,054,566 (2019: £1,589,322) by The Message Enterprise Centre. A significant proportion of these designated funds are held in the form of buildings and other fixed assets, which are an ongoing resource for future mission projects across the group. The designated fund for Future Mission Projects can only be realised by disposing of £1,197,542 (2019: £1,049,932) the amount of tangible fixed assets and investment properties held by The Message Trust at 31 August 2020, whilst The Message Enterprise funds rely on the separate disposal of £2,014,741 (2019: £1,319,432) the amount of tangible fixed assets and investment properties held by The Message Enterprise Centre. Therefore, the total held by the Group for Future Mission Projects in the form of buildings and other fixed assets is £3,217,283 (2019: £2, 369,363).

Grant making Policy

Grants are made to Eden Partners or to designated individuals directly associated with those Partnerships. Currently there are 19 partnerships in the UK and overseas (2019: 19 partnerships) in receipt of grants and work is ongoing to establish others. Part of the aims of The Message Trust are achieved through these partnerships, which employ full-time and volunteer youth and community workers. These workers seek to positively impact the people in their area, irrespective of religion, colour or background.

Student bursaries are also made to Message Academy students, who would otherwise not be able to finish their course. The Message Academy fulfils the objectives of the charity by providing training courses to Christian youth workers and others.

Remuneration Policy

The remuneration policy seeks to balance our Christian values and the need to attract and retain staff with appropriate qualifications and skills.

Our minimum wage is based on the Living Wage as set by the Living Wage Foundation, which is higher than the National Living wage as regulated by HMRC. Pay scales are benchmarked against similar jobs in the North West and a London weighting is applied where appropriate. We review the retail price and consumer price indices for inflation on an annual basis, before deciding upon any annual increments for inflation. Individual staff salaries are reviewed annually, with mid-term reviews every 6 months. The Executive pay is set within the same pay grade structure. The Trustees set and approve the salary for the Chief Executive, and other members of the Executive. Details regarding employees with salaries above £60,000 can be found in note 7 of the Financial Statements.

Social Investment Policy

In order to provide appropriate affordable housing for our Message Academy Students during their one-year course, as well as providing refurbishment and building maintenance opportunities for our Message Enterprise Building Team Members the charity has adopted a policy of investing in local Wythenshawe properties, rather than renting properties from local landlords. This policy started in 2016.

The Message Enterprise Centre continues to hold an investment in The Oaks – in order to provide supported accommodation and offer a discipleship programme to those seeking to rebuild their lives. This building is currently being maintained by the Message Enterprise Building Team.

Principal Risks and Uncertainties

The Trustees have identified four principal risk areas for both The Message Trust and its subsidiary The Message Enterprise Centre. These cover potential risks to the reputation of both charities, financial sustainability, safeguarding of young people & vulnerable adults, and cyber security, arising from both internal and external factors. The principal financial sustainability risks present at the year-end are related to the economic consequences of the Covid-19 pandemic and the potential impact on income for The Message Trust, which are discussed in more detail in the going concern note on page 50. The Trustees have also adopted a number of measures to counter each of these risks, to reduce the likelihood that they will adversely affect the charity. These strategies are reviewed periodically to ensure they remain effective and are considered sufficient measures to protect the charitable group, its staff, and beneficiaries from significant harm.

PLANS FOR FUTURE PERIODS

Goals for 2020-21

Our teams set the following objectives, for the next financial year, during the Covid-19 crisis. We will therefore keep these plans under review over the coming months, in the light of government guidance and requirements to shut certain types of business and avoid certain activities. However, we are still aiming to complete these goals over the next year.

Creative Mission

- Continue developing online mission opportunities to share the gospel with young people
- Investigate and develop opportunities to take The Higher Tour online
- Double the number of monthly listeners across all platforms
- Increase the subscribers to each creative mission teams YouTube channel by at least 50%
- Produce and release eight new music tracks

Advance

- Have 300 groups established in the UK
- Have 700 groups established globally across 50 nations
- Translate the Advance Groups Mentoring Guide into 18 languages

Eden

- To launch 8 new Eden teams including 1 international team
- Recruiting 80 new team members
- Hold an online Proximity Conference

Message Bus

- Relaunch bus ministry as soon as Covid-19 restrictions allow
- Launch bus ministry in Coventry and Warwickshire
- Continue recruitment of volunteers to serve on bus teams

Message in Prisons

- Relaunch work in all seven of our existing prisons
- Launch new work in one new prison
- Give access to our music to every prisoner in the country
- Share the gospel with 4,000 prisoners through Christmas
- Lead 75 people to Jesus for the first time

London

- Employ an additional team at Neal Street Espresso
- Launch one new Eden Team
- Relaunch the Message Bus in London
- Develop and launch a new schools lesson on diversity
- Launch a new Advance Youth hub
- Run Advance the Scattering
- Launch a Message Community Grocery in London
- Investigate opportunities for launching an Oaks house in the capital
- Continue supporting existing Eden Teams

PLANS FOR FUTURE PERIODS (continued)

Central and East

- Deliver Higher Lincolnshire in June 2020, visiting 9 schools
- Launch one new Eden team
- Recruit an Outreach Worker to work in a partner HMP/YOI
- Secure new premises to base the enterprise centre and finalise business model
- Embed Respect ME and Message Bus ministries into the hub's rhythm of mission

North East

- Launch two new Eden teams
- Launch Advance Groups in Wearside
- Open Message Community Groceries within the hub area
- Launch an Advance Youth hub
- Run an online Rebuilding Lives conference

North West

- Recruit a replacement Hub Operations Manager
- Recruit an Enable/ Respect ME Tutor
- Recruit a replacement Bus Manager and undertake mission activity
- Investigate opportunities to launch Advance Youth
- Continue developing and supporting Eden teams
- Continue developing Genetik Sessions
- Continue with the No More Knives tour once schools reopen to visitors
- Begin building relationships and partnerships for ahead of Festival Manchester 2022

Midlands

- To launch the Message Bus for Coventry and Warwickshire
- Employ a part-time creative missions worker
- Launch one new Eden team in the hub area
- Run six Love Where U Live missions across the Midlands
- Launch one new community grocery
- Run an online youth conference in 2021

Wales

- Maintain and strengthen existing Eden teams and continue exploring potential new teams
- Re-start Message bus sessions as soon as Covid-19 restrictions allow
- Re-engage with school's once Covid-19 restrictions allow
- Provide online resources to schools across Wales through Respect Me online sessions
- Run 6 LIFT online events, plus plan for live versions as soon as restrictions allow
- Deliver weekly prison radio gospel programmes and re-start in-person sessions when allowed
- Continue maintaining a strong presence in Cardiff through the Cardiff Street Pastors
- Run 6 'Love Where U Live' missions across South Wales
- Begin exploring a Community Grocery in South Wales, identifying potential partner Churches
- Run creative one-off outreach projects at Christmas 2020, Easter 2021, and Summer 2021, in partnership with local churches

PLANS FOR FUTURE PERIODS (continued)

Scotland
- Launch one Community Grocery within the hub area
- Launch one new Eden team
- Run a Love Where U Live mission within the hub area
- Hold an online mission event in partnership with SU Scotland

Supporter events and fundraising
- To add new or increased regular gifts
- Aim for a donor attrition rate of 11%

Message Community Grocery
- To open another 6 Community Groceries across the UK
- To save 1,000 tonnes of surplus food from going to landfill
- To have 5,000 members of our Community Groceries nationwide
- Host community events for our grocery members at each location (as restrictions allow)
- For each grocery to have a full weekly schedule of support services

MEC Message Community Grocery
- To launch the first Community Grocery in Wythenshawe
- Host monthly community events for our grocery members
- To have a full weekly schedule of support services

MEC Businesses
- To reopen our café & catering business and return to an average 100 customers a day
- To reopen Neal Street Espresso and employ one additional team member
- To reopen our events and conferencing business and bring the room rentals income back to over £5,000 a month
- To refurbish a further 5 houses

MEC The Oaks
- Reduce The Oaks vacancy rate by developing new referral partners

MEC Recruitment pipeline
- To take on a further 8 apprentices through our cafés, building maintenance and grocery enterprises, including apprentices in Message Community Groceries outside of Manchester

MEC Supporter events and fundraising
- Recruit 50 new staff personal supporters
- Fundraise positions for up to 5 team members

THE MESSAGE TRUST
REPORT OF THE TRUSTEES
YEAR ENDING 31 AUGUST 2020

DIRECTORS AND TRUSTEES

The directors of the charitable company ("the charity") are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.
The trustees serving during the year and since the year-end were as follows:

C. Hardicre	G.J. Haynes	A.C. Leakey
D.I. Moore	J.A. Wainwright	R.D. White

RELATED PARTIES

A summary of transactions with related parties is set out in note 17 of the financial statements.

TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of The Message Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally 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 the group at the end of the year and of the income and expenditure for the year then ended.

In preparing those financial statements, the Trustees are required to select suitable accounting policies, as described on pages 50 to 54, and then apply them on a consistent basis, making judgements and estimates that are prudent and reasonable. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees also confirm that:

- as far as they are aware there is no relevant audit information of which the charity's auditors are unaware; and
- they have taken all steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The annual report was approved by the trustees of the charity on 27th August 2021 and signed on its behalf by:

Colin Hardicre

……..

Date: 27th August 2021 Colin Hardicre (Chairman)

THE MESSAGE TRUST

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST

Opinion

We have audited the financial statements of The Message Trust "the parent charitable company" and its subsidiary "the group" for the year ended 31 August 2020 which comprise the Consolidated Statement of Financial Activities including the Consolidated Income and Expenditure Account, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes 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 FRS 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 group's and of the parent charitable company's affairs as at 31 August 2020 and of the group's incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on 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 group and parent charitable company 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 to you in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- 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 group's or the parent charitable company'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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the other information. 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.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST (Continued)

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 that 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 which includes the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or

- the parent charitable company financial statements are not in agreement with the accounting records and returns; or

- certain disclosures of trustees' remuneration specified by law are not made; or

- we have not received all the information and explanations we require for 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 trustees' report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the Trustees' Responsibilities Statement set out on page 43, the trustees (who are also the directors of the parent charitable company for the purposes of company law) 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 the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE MESSAGE TRUST (Continued)

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company'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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

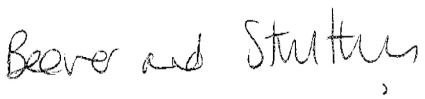
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee 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.

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the parent charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members and trustees those matters we are required to state to 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 parent charitable company, parent charitable company's members as a body and the parent charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Sue Hutchinson FCCA (Senior Statutory Auditor)
For and on behalf of
BEEVER AND STRUTHERS
Statutory Auditor
St George's House
215/219 Chester Road
Manchester M15 4JE

Date: 27th August 2021

THE MESSAGE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING AN INCOME AND EXPENDITURE ACCOUNT) YEAR ENDING 31 AUGUST 2020

	Note	Unrestricted Funds £	Restricted Funds £	**Total 2020 £**	Total 2019 £
INCOME					
Donations and Legacies	3a	3,443,220	1,862,066	**5,305,286**	4,418,840
Income from Charitable activities	3b	590,075	2,762	**592,837**	747,429
Income from Other trading activities	3c	26,084	100	**26,184**	148,589
Investment Income	3d	57,729	-	**57,729**	6,739
Separate material item of income	3e	-	-	**-**	5,000,000
TOTAL INCOME		4,117,108	1,864,928	**5,982,036**	10,321,597
EXPENDITURE					
Raising Funds	4a	221,421	-	**221,421**	248,228
Charitable Activities	4b	2,649,699	3,237,768	**5,887,467**	5,629,503
TOTAL EXPENDITURE		2,871,120	3,237,768	**6,108,888**	5,877,731
NET INCOME / (EXPENDITURE) BEFORE TRANSFERS		1,245,988	(1,372,840)	**(126,852)**	4,443,866
TRANSFERS					
Transfers between Funds	18	(1,420,608)	1,420,608	**-**	-
NET (EXPENDITURE) / INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		(174,620)	47,768	**(126,852)**	4,443,866
OTHER RECOGNISED GAINS AND LOSSES					
Gains on revaluation of fixed assets for charity's own use		54,240	-	**54,240**	15,072
NET (EXPENDITURE) / INCOME		(120,380)	47,768	**(72,612)**	4,458,938
NET MOVEMENT IN FUNDS		(120,380)	47,768	**(72,612)**	4,458,938
Total Funds Brought Forward		6,927,949	343,888	**7,271,837**	2,812,899
TOTAL FUNDS CARRIED FORWARD		6,807,568	391,656	**7,199,225**	7,271,837

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 50 to 72 form an integral part of these financial statements.

THE MESSAGE TRUST

CONSOLIDATED & CHARITY BALANCE SHEETS

AS AT 31 AUGUST 2020

	Note	**The Message Group 2020**	The Message Group 2019	**The Message Trust 2020**	The Message Trust 2019
		£	£	**£**	£
FIXED ASSETS					
Intangible assets		**-**	3,382	**-**	-
Tangible fixed assets	11	**562,065**	310,807	**389,211**	269,932
Investments	12	**2,655,218**	3,058,555	**813,331**	1,785,000
		3,217,283	3,372,744	**1,202,542**	2,054,932
CURRENT ASSETS					
Stocks	13	**58,929**	80,515	**47,607**	27,906
Debtors	14	**307,445**	279,987	**247,163**	207,942
Cash at bank and in hand	15	**4,045,283**	3,951,575	**3,846,132**	3,502,298
		4,411,657	4,312,077	**4,140,902**	3,738,146
CREDITORS: Amounts falling due within one year	16	**(429,715)**	(412,984)	**(362,185)**	(315,516)
NET CURRENT ASSETS		**3,981,942**	3,899,093	**3,778,717**	3,422,630
TOTAL ASSETS LESS CURRENT LIABILITIES		**7,199,225**	7,271,837	**4,981,259**	5,477,562
NET ASSETS		**7,199,225**	7,271,837	**4,981,259**	5,477,562
FUNDS OF THE CHARITY					
Restricted Income Funds	18a	**391,656**	343,888	**258,180**	168,856
Unrestricted Income Funds	18b	**6,807,569**	6,927,949	**4,723,079**	5,308,706
TOTAL FUNDS		**7,199,225**	7,271,837	**4,981,259**	5,477,562

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies. The notes on pages 50 to 72 form an integral part of these financial statements, which were approved and authorised for issue by the Trustees on 27h August 2021 and signed on their behalf by:



…….. Colin Hardicre, Trustee



…….. Gordon Haynes, Trustee

Company Registration Number 03961183

THE MESSAGE TRUST

CONSOLIDATED STATEMENT of CASH FLOWS

YEAR ENDING 31 AUGUST 2020

	Note	**2020**	2019
Cash flows from operating activities		£	£
Net movement in funds		(72,612)	4,458,938
Adjustments to cash flows from non-cash items			
Depreciation		148,205	119,926
Profit on disposal of tangible fixed assets		(1,313)	(300)
Loss on disposal of intangible fixed assets		520	-
Investment Income		(57,729)	(6,739)
(Increase) in valuation of investments		(54,240)	(15,072)
		(37,169)	4,556,753
Working capital adjustments			
Decrease / (increase) in stocks		21,584	(26,007)
(Increase) in debtors		(27,458)	(16,871)
Increase / (decrease) in creditors		59,150	(51,488)
Increase in deferred income		32,581	11,939
Net cash flows from operating activities		48,688	4,474,326
Cash flows from investing activities			
Interest receivable and similar income		57,729	6,739
Proceeds of sale of tangible fixed assets		1,313	1,300
Purchase of intangible fixed assets		-	(624)
Purchase of tangible fixed assets		(396,600)	(87,131)
Purchase of investments		(542,422)	(1,140,378)
Sale of investments		1,000,000	-
Net cash flows from investing activities		120,020	(1,220,093)
Cash flows from financing activities			
Addition of loans during the period		-	-
(Repayment) of loans and borrowings		(75,000)	(414,109)
Net cash flows from financing activities		(75,000)	(414,109)
Net increase in cash and cash equivalents		93,708	2,840,124
Cash and cash equivalents at 1 September		3,951,575	1,111,452
Cash and cash equivalents at 31 August		4,045,283	3,951,575
Cash at Bank and in hand	15	4,045,283	3,951,575

All the cash flows are derived from continuing operations during the two periods above.

The notes on pages 50 to 72 form an integral part of these financial statements.

1. ACCOUNTING POLICIES

Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts (financial statements) have been prepared in accordance with the Charities SORP (Statement of Recommended Practice) (second edition – October 2019) Accounting and Reporting by Charities: applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2019, with the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS102. The Charity exists for the benefit of the public through the promotion of Christian values and spiritual development, providing education, mentoring and enterprise services, in particular to those who have poor employment potential.

Financial statements

The financial statements are presented in GBP and rounded to the nearest £. The accounts include all transactions, assets and liabilities for which the charity is responsible in law.

Group financial statements

These financial statements consolidate the results of the charity and its wholly owned subsidiaries The Message Trading Company Limited and The Message Enterprise Centre on a line-by-line basis, up to 31 August 2020. A separate Statement of Financial Activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. The results of the parent charity are detailed in note 9.

It is the charity's policy to write off any deficit on consolidation to reserves.

The accounts include all transactions, assets and liabilities for which the trust is responsible in law.

Disclosure exemptions

The parent charity satisfies the criteria of being a qualifying entity as defined in FRS 102. As such advantage has been taken of the following reduced disclosures available under FRS 102:

- No cash flow has been presented for the parent charity

Going concern

The Trustees of the Group consider that there are no material uncertainties related to events or conditions that cast significant doubt on the ability of the Message Trust to continue to operate as a going concern. This conclusion has been reached after reviewing the Charity's financial position, the levels of reserves and cash, including general funds available to the Charity, and the two-year financial forecast.

Due to the Covid-19 pandemic, The Trustees undertook a number of immediate cost saving measures during the year, most of which are temporary and reversible, and are willing to make further reductions in the coming months if required as the situation changes. The longer-term economic impact of the pandemic remains uncertain, and therefore revised Budgets have been prepared for the coming year taking account of the planned cost reduction and expected temporary fall in income, particularly in relation to the Charity's primary-purpose trading and voluntary giving from in-person events. Alongside this, 2-year financial forecasts have been prepared including scenario modelling, to stress test the forecasts for worst case outcomes, such as a 20% reduction in income. Such modelling demonstrates that the Charity's current unrestricted reserves are sufficient enough to sustain such a fall in income for the next two years at least, without the need to make further cost reductions, although further cost saving measures would in all likelihood be taken in such circumstances to mitigate the loss of income. Accordingly, the Trustees considered these factors in their assessment and they are confident that the Group will continue as a going concern for the foreseeable future. The Message Enterprise Centre continues to have the full support of its parent charity – The Message Trust, having all its trustees in common with the parent charity.

Judgements
The Trustees have based the Group's investment property valuations on observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset, combined with comparison to movements in Housing Price Indices since their last independent professional valuation – see note 12 for details.

INCOME

Recognition of income
These are included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the Trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Offsetting
There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by the Charities SORP (FRS 102) or FRS 102.

Donations and Grants
Donations and grants are only included in the SoFA when the general income recognition criteria are met (5.10 to 5.12 Charities SORP (FRS102)).

In the case of performance related grants, income is only recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met (5.16 Charities SORP (FRS 102)).

Income is deferred only when there are conditions to fulfil before becoming entitled to it and where the donor has specified that the income is to be expended in a future period.

Legacies
Legacies are included in the SOFA when receipt is probable, that is, when there has been grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached to the legacy are either within the control of the charity or have been met.

Tax reclaims on donations and gifts
Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

Contractual income
This is only included in the SoFA once the charity has provided the related goods or services.

Donated goods
Donated goods are measured at fair value (the amount for which the asset could be exchanged) unless impractical to do so.

The cost of any stock of goods donated for distribution to beneficiaries is deemed to be the fair value of those gifts at the time of their receipt and they are recognised on receipt. In the reporting period in which the stocks are distributed, they are recognised as an expense at the carrying amount of the stocks at distribution.

Donated goods for resale are measured at fair value on initial recognition, which is the expected proceeds from sale less the expected costs of sale and recognised in 'Income from other trading activities' with the corresponding stock recognised in the balance sheet. On its sale the value of stock is charged against 'Income from other trading activities' and the proceeds from sale are also recognised as 'Income from other trading activities'

Goods donated for on-going use by the charity are recognised as tangible fixed assets and included in the SoFA as incoming resources when receivable.

Gifts in kind for use by the charity are included in the SoFA as income from donations when receivable.

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDING 31 AUGUST 2020

Donated services and facilities
Donated services and facilities are included in the SOFA when received at the value of the gift to the charity provided the value of the gift can be measured reliably.

Donated services and facilities that are consumed immediately are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

Volunteer help
The value of any voluntary help received is not included in the accounts but is described in the Trustees' annual report.

Income from interest and royalties
This is included in the accounts when receipt is probable and the amount receivable can be measured reliably.

Settlement of insurance claims
Insurance claims are only included in the SoFA when the general income recognition criteria are met and are included as an item of other income in the SoFA.

Investment gains and losses
This includes any realised or unrealised gains or losses on the sale of investments and any gain or loss resulting from revaluing investments to market value at the end of the year.

EXPENDITURE and LIABILITIES

Liability recognition
Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

Governance and support costs
Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Grants with performance conditions
Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions
Where there are no conditions attaching to the grant that enables the donor charity to realistically avoid the commitment, a liability for the full funding obligation is recognised.

Creditors
The charity has creditors which are measured at settlement amounts less any trade discounts.

Provisions for liabilities
A liability is measured on recognition at its historical cost and then subsequently measured at the best estimate of the amount required to settle the obligation at the reporting date.

Basic financial instruments
The charity accounts for basic financial instruments on initial recognition at cost. Subsequent measurement is at fair value (their market value).

ASSETS

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year and cost at least £500.
They are valued at cost.

Depreciation is provided in equal annual instalments over the estimated useful lives of the assets and is calculated on the cost or valuation of the assets.

The following annual rates are used:

Buildings – Log Cabin	5%
Operational Equipment	25%
Fixtures and Fittings	25%
Motor Vehicles	25%

Depreciation is first charged in the quarter following acquisition and up to the month of disposal.

No provision is made for the increased cost of tangible fixed assets.

Investments

Fixed asset investments are valued at initially at cost and subsequently at fair value (their market value) at the year end, unless fair value cannot be measured reliably in which case it is measured at cost less impairment.

Investments held for resale (or pending their sale) and cash and cash equivalents with a maturity date of less than 1 year are treated as current asset investments

Investment properties

Investment properties are carried at fair value, derived from the current market prices for comparable real estate determined by external valuers, with properties being valued on a rolling basis every five years. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair values are recognised in profit or loss.

Stocks and work in progress

Stocks held for sale as part of non-charitable trade are measured at the lower of cost or net realisable value. Cost is determined using the First-in, First-out (FIFO) methodology.

Goods or services provided as part of a charitable activity are measured at net realisable value based on the service potential provided by items of stock.

Work in progress is valued at cost less any foreseeable loss that is likely to occur on the contract.

Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

Funds

Funds held by the charity are either:

Unrestricted general funds

These are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds

These are unrestricted funds that have been earmarked for a particular project. This designation is for administrative purposes only and does not restrict the Trustees' discretion to apply the fund within the objects of the charity.

Restricted funds

These are funds that 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Operating leases

Rentals payable under operating leases are charged to the Statement of Financial Activities in equal annual instalments over the term of the lease.

Pension costs and other benefits

The pension costs charged in the financial statements represent the contributions payable by the company during the period in accordance with FRS 102. The charity provides a defined contribution scheme for staff.

2. LEGAL STATUS OF THE CHARITY

The Message Trust charity is a private company limited by guarantee, incorporated in England and Wales, and consequently has no share capital. The registered office is Lancaster House, Harper Road, Manchester, M22 4RG. The liability of each member in the event of winding-up the company is limited to £1.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

3. INCOME

The Message - Group	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2020 £	Unrestricted Funds Total £	Restricted Funds Total £	TOTAL 2019 £
3a Donations and Legacies						
Gifts Individuals	2,150,504	596,090	**2,746,594**	1,779,439	447,702	2,227,141
Gifts Churches, Ministries & Business	143,305	260,810	**404,115**	240,593	294,170	534,763
Gifts Trusts & Foundations	518,936	420,667	**939,603**	615,132	357,441	972,573
Government Grants	397,947	391,176	**789,123**	-	-	-
Gift Aid	198,599	61,566	**260,165**	206,128	53,045	259,173
Gifts in Kind	170	-	**170**	16,205	-	16,205
Grants received	22,267	110,119	**132,386**	33,776	141,709	175,485
Sponsored Events	5,844	8,003	**13,847**	200,549	7,951	208,500
Legacies	5,648	13,635	**19,283**	25,000	-	25,000
	3,443,220	1,862,066	**5,305,286**	3,116,822	1,302,018	4,418,840
3b Income from Charitable Activities						
Project Income	83,382	-	**83,382**	129,504	938	130,442
Message Academy	20,600	-	**20,600**	39,610	-	39,610
Business Income	206,146	-	**206,146**	357,005	-	357,005
Rental Income	167,993	-	**167,993**	71,758	-	71,758
Event Income	41,077	1,067	**42,144**	69,725	263	69,988
Royalties	105	-	**105**	3,261	-	3,261
Sundry Income	70,772	1,695	**72,467**	74,747	619	75,365
	590,075	2,762	**592,837**	745,609	1,819	747,429
3c Income from Other trading activities						
Merchandise Sales	16,000	-	**16,000**	29,595	-	29,595
Training Sales	(257)	-	**(257)**	-	-	-
Fundraising Events	749	100	**849**	3,942	-	3,942
Charity Sponsorship	-	-	**-**	90,000	-	90,000
Speakers Gifts	7,169	-	**7,169**	13,008	-	13,008
Media Creative Income	-	-	**-**	5,175	-	5,175
Other Sales Income	2,423	-	**2,423**	6,869	-	6,869
	26,084	100	**26,184**	148,589	-	148,589
3d Investment Income						
Bank Interest Received	57,729	-	**57,729**	6,739	-	6,739
	57,729	-	**57,729**	6,739	-	6,739
3e Other Incoming Resources						
Separate material item of income	-	-	**-**	5,000,000	-	5,000,000
	-	-	**-**	5,000,000	-	5,000,000
TOTAL INCOME	4,117,108	1,864,928	**5,982,036**	9,017,759	1,303,838	10,321,597

The separate material item of income shown in 3e above, represents a single gift designated towards the new projects shown in note 19. We are immensely grateful to the donor for this one-time gift to launch these projects.

Many volunteers give freely of their time in the service of our Lord for the Trust, the value of which is unquantifiable.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

4. EXPENDITURE

	Staff	Depreciation	Project Costs	**Total Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2020**	Total 2019
	£	£	£		£	£	£	**£**	**£**	£
4a Raising Funds										
Fundraising - Donations	96,236	-	79,778	**176,014**	-	-	-	**-**	**176,014**	165,778
Fundraising - Events	-	-	5,982	**5,982**	-	-	-	**-**	**5,982**	38,452
Trading Activities	-	-	38,546	**38,546**	-	-	-	**-**	**38,546**	33,512
	96,236	-	124,306	**220,542**	-	-	-	-	**220,542**	237,742
Investment Management Costs										
Interest Payable	-	-	879	**879**	-	-	-	-	**879**	10,486
	96,236	-	125,185	**221,421**	-	-	-	-	**221,421**	248,228
4b Charitable Activities										
Unrestricted Funds										
Eden Regions	-	-	16,938	**16,938**	-	-	-	**-**	**16,938**	55,876
Eden London	-	-	6,000	**6,000**	-	-	-	**-**	**6,000**	28,876
Message Bus	33,405	-	-	**33,405**	11,555	1,020	5,540	**18,115**	**51,520**	12,788
Message Hubs	46,838	716	17,905	**65,459**	23,110	2,040	11,080	**36,230**	**101,689**	2,403
Mission Central	-	-	7,795	**7,795**	-	-	-	**-**	**7,795**	36,136
Events	20,469	3,691	49,676	**73,836**	23,105	2,035	11,077	**36,217**	**110,053**	113,072
Higher	-	-	-	**-**	-	-	-	**-**	**-**	124
Message Academy	33,103	43	34,852	**67,998**	34,665	3,060	16,619	**54,344**	**122,342**	187,498
Studio Sessions	23,170	2,050	2,349	**27,569**	11,555	1,020	5,540	**18,115**	**45,684**	73,966
BrightLine	81,093	-	5,464	**86,557**	34,665	3,060	16,619	**54,344**	**140,901**	153,882
Vital Signs	13,341	-	2,068	**15,409**	11,555	1,020	5,540	**18,115**	**33,524**	48,776
Amongst Wolves	64,622	-	4,375	**68,997**	34,665	3,060	16,619	**54,344**	**123,341**	115,096
Soul Box	55,046	-	3,639	**58,685**	23,110	2,040	11,080	**36,230**	**94,915**	91,327
OTC	43,804	-	810	**44,614**	23,110	2,040	11,080	**36,230**	**80,844**	-
Advance	36,114	-	59,844	**95,958**	69,329	6,119	33,239	**108,687**	**204,645**	119,211
Respect Me	1,099	282	26,066	**27,447**	23,110	2,040	11,080	**36,230**	**63,677**	124,501
Enable	12,484	-	2,705	**15,189**	11,555	1,020	5,540	**18,115**	**33,304**	28,444
Prisons	-	-	-	**-**	-	-	-	**-**	**-**	(11)
Proximity	24,785	-	21,843	**46,628**	23,110	2,040	11,080	**36,230**	**82,858**	-
Message Live	-	-	-	**-**	46,219	4,079	22,159	**72,457**	**72,457**	-
Love Wythenshawe	-	-	-	**-**	11,555	1,020	5,540	**18,115**	**18,115**	-
Other Projects	-	-	352,436	**352,436**	-	-	-	**-**	**352,436**	543,837
Business Enterprises	234,470	38,589	511,021	**784,080**	88,576	299	-	**88,875**	**872,955**	674,539
The Oaks	-	-	-	**-**	-	-	-	**-**	**-**	53,634
Governance	-	-	13,705	**13,705**	-	-	-	**-**	**13,705**	28,442
	723,844	45,371	1,139,491	**1,908,706**	504,549	37,012	199,432	**740,993**	**2,649,699**	2,492,417
Total Expenditure Unrestricted	820,080	45,371	1,264,676	**2,130,127**	504,549	37,012	199,432	**740,993**	**2,871,120**	2,740,645

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

4b Charitable Activities

Restricted Funds

	Staff	Depreciation	Project Costs	**Direct Costs**	Staff	Depreciation	Other Support Costs	**Total Support Costs**	**Total 2020**	Total 2019
	£	£	£		£	£	£	**£**	**£**	£
Eden National	81,185	-	21,448	**102,633**	46,219	4,079	22,159	**72,457**	**175,090**	212,678
Eden Manchester	-	-	13,516	**13,516**	11,555	1,020	5,540	**18,115**	**31,631**	46,385
Eden Merseyside	-	-	-	**-**	-	-	-	**-**	**-**	11,873
Eden Yorkshire	-	-	15,487	**15,487**	11,555	1,020	5,540	**18,115**	**33,602**	155,305
Eden North East	-	-	15,209	**15,209**	11,555	1,020	5,540	**18,115**	**33,324**	38,902
Eden Midlands	-	-	13,236	**13,236**	-	-	-	**-**	**13,236**	7,933
Eden London	-	-	26,236	**26,236**	11,555	1,020	5,540	**18,115**	**44,351**	52,656
Eden Scotland	-	-	7,000	**7,000**	-	-	-	**-**	**7,000**	10,058
Eden Wales	-	-	87	**87**	-	-	-	**-**	**87**	9,033
Message Bus	118,328	-	56,453	**174,781**	80,884	7,139	38,778	**126,801**	**301,582**	370,485
Message North West	55,021	-	11,405	**66,426**	34,665	3,060	16,619	**54,344**	**120,770**	34,741
Message North East	61,257	-	9,612	**70,869**	34,665	3,060	16,619	**54,344**	**125,213**	-
Message Yorkshire	122,153	363	32,652	**155,168**	69,329	6,119	33,239	**108,687**	**263,855**	212,672
Message Midlands	75,256	-	19,602	**94,858**	46,219	4,079	22,159	**72,457**	**167,315**	132,188
Message London	124,964	-	31,472	**156,436**	69,329	6,119	33,239	**108,687**	**265,123**	237,358
Message Scotland	30,563	-	57,647	**88,210**	34,665	3,060	16,619	**54,344**	**142,554**	94,505
Message Wales	113,944	125	49,954	**164,023**	69,329	6,119	33,239	**108,687**	**272,710**	238,166
Mission Central	95,928	-	720	**96,648**	46,219	4,079	22,159	**72,457**	**169,105**	116,775
Events	893	-	-	893	-	-	-	**-**	**893**	-
Higher	71,144	-	70,114	**141,258**	57,774	5,099	27,699	**90,572**	**231,830**	531,636
Message Academy	5,748	-	800	**6,548**	-	-	-	**-**	**6,548**	25,326
Studio Sessions	1,422	-	-	**1,422**	-	-	-	**-**	**1,422**	2,473
Bands	12,061	-	-	**12,061**	-	-	-	**-**	**12,061**	6,314
Advance	49,303	-	-	**49,303**	-	-	-	**-**	**49,303**	11,982
Respect Me	33,701	-	-	**33,701**	-	-	-	**-**	**33,701**	30,953
Enable	1,584	-	-	**1,584**	-	-	-	**-**	**1,584**	12,037
Prisons	189,817	-	16,432	**206,249**	92,439	8,159	44,318	**144,916**	**351,165**	333,799
Message Live	71,843	-	21,755	**93,598**	-	-	-	**-**	**93,598**	-
Love Wythenshawe	-	-	18,248	**18,248**	-	-	-	**-**	**18,248**	-
Street Pastors	20,722	-	9,738	**30,460**	11,555	1,020	5,540	**18,115**	**48,575**	45,162
Business Enterprises	2,138	-	1,836	**3,974**	-	-	-	**-**	**3,974**	4,126
MEC Neal Street Café	72,164	-	8,443	**80,607**	-	-	-	**-**	**80,607**	10,426
MEC Apprentice Funding	108,814	-	267	**109,081**	-	-	-	**-**	**109,081**	103,603
MEC Training	-	-	-	**-**	-	-	-	**-**	**-**	7,000
MEC The Oaks	23,549	-	-	**23,549**	-	-	-	**-**	**23,549**	23,970
MEC Wythenshawe Properties	-	-	-	**-**	-	-	-	**-**	**-**	2,723
Other Restricted	5,082	-	-	**5,082**	-	-	-	**-**	**5,082**	3,843
Total Restricted Funds (*)	1,548,583	488	529,369	**2,078,440**	739,511	65,271	354,546	**1,159,328**	**3,237,768**	3,137,086
(*) includes Grants see note 5										
Total Expenditure Restricted	1,548,583	488	529,369	**2,078,440**	739,511	65,271	354,546	**1,159,328**	**3,237,768**	3,137,086
TOTAL EXPENDITURE	2,368,663	45,859	1,794,045	**4,208,567**	1,244,060	102,283	553,978	**1,900,321**	**6,108,888**	5,877,731

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

5. GRANTS - Payable in furtherance of the charity's objects

Grants given to Organisations:		Total		Total
Partnerships - Overseas	**2020**	**2020**	2019	2019
	£	**£**	£	£
Advance	**£ 62,759**		£ -	
Message Canada	**£ 25,416**		£ 19,907	
Message Germany	**£ 23,864**		£ 29,176	
Message South Africa	**£ 6,893**		£ 143,600	
Total Partnership Grants	**£ 118,932**		£ 192,682	
Eden Teams - UK				
Eden Teams Manchester				
Eden Farnworth	**£ 15,025**		£ -	
Eden Westwood	**£ 12,000**		£ 12,000	
Eden Latchford	**£ -**		£ 5,000	
Eden Falinge	**£ 4,660**		£ 7,974	
Eden Islington	**£ -**		£ 30,000	
		£ 31,685		£ 54,974
Eden Merseyside				
Eden Birkenhead	**£ -**		£ 11,873	
		£ -		£ 11,873
Eden Teams Midlands				
Eden Whitmore Reans	**£ 13,150**		£ 7,890	
Eden Walsall	**£ 3,000**		£ -	
		£ 16,150		£ 7,890
Eden Teams North East				
Eden Mill Lane, Stockton	**£ 15,074**		£ 22,611	
Eden Hexham	**£ 4,000**		£ 11,000	
		£ 19,074		£ 33,611
Eden Teams Scotland				
Eden Hill Head	**£ 7,000**		£ 10,000	
		£ 7,000		£ 10,000
Eden Teams Wales				
Eden Tremorfa	**£ 3,500**		£ -	
Eden Rhydyfelin	**£ -**		£ 8,334	
		£ 3,500		£ 8,334
Eden Teams London				
Eden Bow	**£ 3,000**		£ -	
Eden East Finchley	**£ 5,000**		£ 12,500	
Eden Farley Hill	**£ 5,000**		£ 12,500	
Eden Dagenham	**£ 15,000**		£ 17,000	
Eden Gurnell Grove	**£ 6,000**		£ 9,000	
		£ 34,000		£ 51,000
Eden Teams Yorkshire				
Eden Buttershaw	**£ 8,000**		£ -	
Eden Fir Vale	**£ 1,250**		£ -	
Eden West Bowling	**£ 15,203**		£ 19,763	
Eden Wheatley	**£ -**		£ 58,750	
		£ 24,453		£ 78,513
Total Eden Team Grants	**£ 135,862**		£ 256,195	
Total Grants given to Organisations	**£ 254,793**		£ 448,878	
Grants to Individuals:				
Bursaries				
Message Academy Student Bursaries	**£ 800**		£ 8,049	
Genetik Session Student Bursaries	**£ 500**		£ -	
	£ 1,300		£ 8,049	
Total Grants:	**£ 256,093**		£ 456,927	

The Message Trust works in partnership with, and makes grants to, autonomous Eden Partners, who look to The Message Trust for support and guidance on best practice in work with young people.

These grants are included within Project Costs across several activities in Note 4 above, including Eden Teams – Restricted and Unrestricted Funds, Other Projects and Message Hubs.

6. NET INCOME

This is stated after charging / (crediting):

	2020	2019
	£	£
Auditors' remuneration	**13,100**	13,100
Amortisation of goodwill	**2,862**	392
Depreciation of owned assets	**148,394**	119,534
Loss on disposal of assets	**1,438**	750
Profit on disposal of assets	**(125)**	(450)
Rentals under operating leases		
Building lease	**33,000**	33,000
Academy & other accommodation Leases	**27,266**	8,800
Hire of motor vehicles & equipment	**91,553**	53,625

7. INFORMATION REGARDING TRUSTEES AND EMPLOYEES

	2020	2019
Employee costs during the year:	**£**	£
Wages and salaries	**3,152,128**	2,586,685
Social security costs	**282,603**	227,410
Pension costs	**177,992**	143,934
	3,612,723	2,958,029

The monthly average number of persons (including the Executive Directors) employed by the group during the year was as follows:

	No.	No.
Average number of staff employed:		
Charitable Activities	**85**	72
Cost of Generating Funds	**5**	4
Governance / Management	**4**	4
Others - Support	**37**	34
	131	114

Employee costs during the year:	**No.**	No.
Employee earning £60,000 - £70,000	**1**	1

Amounts paid or Reimbursed to Trustees in their capacity as Trustees - £Nil (2019: £Nil)
The key management personnel are defined as the Trustees, CEO and other Executive Directors in office during the year. Their total remuneration for the year was £276,264 (2018-19 £237,349).

8. TAX ON SURPLUS ON ORDINARY ACTIVITES

	2020	2019
	£	£
Corporation tax based on the results of the Trading Company for the year at Nil% (2019: Nil%)	**-**	-
	-	-

The Message Trust is a registered charity and is therefore exempt from taxation on its charitable activities.

9. FINANCIAL PERFORMANCE OF THE CHARITY

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent company is not presented as part of these financial statements. The parent company's gross income for the year was £5,277,535 (2019: £9,653,611) and the net expenditure for the year amounted to (£496,303) (2019: £3,025,980 net income)

10. INVESTMENTS IN SUBSIDIARY COMPANIES

a. COMMERCIAL TRADING OPERATIONS AND INVESTMENT IN TRADING SUBSIDIARY

The wholly owned trading subsidiary, The Message Trading Company Limited, company number 03863509**,** which is incorporated in the United Kingdom, aims to pay all its profits to the charity by gift aid. The charity owns the entire issued share capital of 5,000 ordinary shares of £1 each. The Trading Company did not trade in the year 2020.

The net assets of the trading subsidiary are £5,000 (2019: £5,000).

	2020	2019
	£	£
Turnover	-	52,500
Cost of Sales	-	(25,681)
Gross Profit	-	26,819
Distribution Costs	-	(23,059)
Administrative expenses	-	(3,760)
Profit on Ordinary Activities before Taxation	-	-
Tax on profit on ordinary activities	-	-
Retained Profit for the Financial Year	-	-
Balance brought forward	-	-
Balance carried forward	-	-

b. THE MESSAGE ENTERPRISE CENTRE

The Message Enterprise Centre is a charitable company and a wholly owned subsidiary of The Message Trust. The Message Enterprise Centre accounts are consolidated in the group accounts of The Message Trust. The, separately filed, accounts of The Message Enterprise Centre, are available to view on The Charity Commission web-site – Registered Charity Number 1147287 and Company Number 07892774.

The gross income for the year of The Message Enterprise Centre is £1,475,642 (2019: £2,314,587) and the net movement in funds for the year is £423,689 (2019: £1,403,036). The total funds held by the subsidiary charity at 31 August 2020 is £2,188,042 (2019: £1,764,353)

The Message Enterprise Centre holds investments at 31 August 2020 totalling £1,846,887 (at 31 August 2019: £1,278,555), namely The Oaks and currently 10 Other Wythenshawe Properties (2019: 6 Other Wythenshawe Properties). The Oaks investment property opened in 2016 providing a residential support programme for up to 8 residents. The Other Wythenshawe Properties in 2020 housed 21 people, including 10 Message Academy students; 4 Academy graduates; 2 Message staff and 5 MEC Team members. (2019: 10 Message Academy students) and are maintained by the MEC Building Services Team.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

11. TANGIBLE FIXED ASSETS

The Message - Group		Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
		£	£	£	£	**£**
Cost	at 1 September 2019	1,335	225,846	225,071	470,224	**922,476**
	Additions	216,589	52,234	31,724	96,053	**396,600**
	Disposals	-	-	(15,142)	-	**(15,142)**
	at 31 August 2020	217,924	278,080	241,653	566,277	**1,303,934**
Depreciation	at 1 September 2019	-	172,226	174,280	265,163	**611,669**
	Charge for year	15,995	23,517	33,955	71,876	**145,343**
	Disposals	-	-	(15,142)	-	**(15,142)**
	at 31 August 2020	15,995	195,743	193,092	337,039	**741,869**
Net Book Value	**at 31 August 2020**	201,929	82,337	48,561	229,238	**562,065**
	at 31 August 2019	1,335	53,620	50,791	205,061	**310,807**

The Message Trust - Company		Buildings	Operational Equipment	Fixtures & Fittings	Motor Vehicles	**Total**
		£	£	£	£	**£**
Cost	at 1 September 2019	1,335	171,991	197,137	462,515	**832,978**
	Additions	75,961	24,796	31,724	96,053	**228,533**
	Disposals	-	-	(15,142)	-	**(15,142)**
	at 31 August 2020	77,296	196,787	213,718	558,568	**1,046,369**
Depreciation	at 1 September 2019	-	147,961	153,109	261,975	**563,045**
	Charge for year	1,933	9,081	28,291	69,950	**109,255**
	Disposals	-	-	(15,142)	-	**(15,142)**
	at 31 August 2020	1,933	157,042	166,258	331,925	**657,158**
Net Book Value	**at 31 August 2020**	75,363	39,745	47,460	226,643	**389,211**
	at 31 August 2019	1,335	24,030	44,027	200,540	**269,932**

12. INVESTMENTS

	The Message Group 2020 £	The Message Group 2019 £	**The Message Trust 2020 £**	The Message Trust 2019 £
Investment Properties				
The Oaks	**420,887**	420,000	**-**	-
Other Wythenshawe Properties	**1,426,000**	858,555	**-**	-
Message Enterprise Centre	**808,331**	780,000	**808,331**	780,000
	2,655,218	2,058,555	**808,331**	780,000
Investment in Trading Company	**-**	-	**5,000**	5,000
Other Investments	**-**	1,000,000	**-**	1,000,000
Total	**2,655,218**	**3,058,555**	**813,331**	**1,785,000**

Investment Property Analysis:

	The Message Group £	**The Message Trust £**
Valuation		
At 1 September 2019	**2,058,555**	**780,000**
Revaluation in the year	**54,240**	**-**
Additions in the year	**542,422**	**28,331**
At 31 August 2020	**2,655,218**	**808,331**

As at 31 August 2020 The Message Group owns twelve Investment Properties (2019: eight properties). Seven of these Investment properties were valued by Roger Hannah & Co or Longden & Cook, both members of the Royal Institute of Chartered Surveyors. The first five properties were valued in the period from 2nd October 2017 to 7th December 2017, and the sixth property on 21st January 2019. The seventh property was purchased in August 2018 and initially carried at its purchase price in the Balance Sheet, plus the cost of refurbishment in 2019. The eighth property was purchased in February 2019 and after being refurbished in 2019 was revalued on 3rd October 2019, also by Longden & Cook. Properties nine, ten and eleven were purchased in September, October and November 2019 respectively, with property twelve purchased in January 2020 and initially carried in the Balance sheet at their purchase price.

However, more recent observable market prices, adjusted as appropriate for the nature, location and condition of the property were reviewed alongside movements in Housing Price Indices in 2020. The Trustees have therefore sort to cautiously reflect these adjustments in the values carried in the Balance sheet.

The Trustees consider all these properties are carried in the Balance Sheet at their fair value as at 31 August 2020, given these valuations were carried out within 36 months of the year end and the lack of sales of similar properties within the immediate area, to suggest a different valuation. The Trustees have a policy of using professional independent valuers to revalue investment properties on a rolling basis every 5 years.

13. STOCKS

	The Message Group 2020 £	The Message Group 2019 £	**The Message Trust 2020 £**	The Message Trust 2019 £
Stocks of goods for resale	**58,929**	80,515	**47,607**	27,906

14. DEBTORS

	The Message Group 2020 £	The Message Group 2019 £	**The Message Trust 2020 £**	The Message Trust 2019 £
Trade debtors	**78,880**	98,731	**69,759**	75,588
Prepayments	**106,186**	105,806	**92,709**	84,298
Accrued income	**52,271**	25,188	**52,271**	26,087
Other debtors	**70,108**	50,262	**32,424**	21,969
	307,445	279,987	**247,163**	207,942

15. CASH AT BANK & IN HAND

	The Message Group 2020 £	The Message Group 2019 £	**The Message Trust 2020 £**	The Message Trust 2019 £
Cash at Bank and in Hand				
Reserve Accounts	**3,923,114**	3,681,683	**3,774,653**	3,248,813
Current Accounts	**121,374**	268,385	**71,176**	252,928
Cash	**795**	1,507	**303**	557
	4,045,283	3,951,575	**3,846,132**	3,502,298

16. CREDITORS: Amounts falling due within one year

	The Message Group 2020	The Message Group 2019	**The Message Trust 2020**	The Message Trust 2019
	£	£	**£**	£
Trade Creditors	**165,074**	167,184	**142,245**	128,909
Amounts due to Group undertakings	**-**	-	**30,956**	36,705
Other Loans	**-**	75,000	**-**	-
Accruals and Deferred income	**139,125**	49,570	**81,763**	45,732
Taxation and Social Security	**86,887**	62,071	**75,361**	48,054
Other Creditors	**38,629**	59,159	**31,860**	56,115
	429,715	412,984	**362,185**	315,516

Included in accruals and deferred income – Message Group £139,125 (2019 £49,570) and Message Trust £81,763 (2019 £45,732) - is respectively deferred income of:

Deferred Income

	2020	2019	**2020**	2019
	£	£	**£**	£
Deferred income brought forward	**26,224**	14,285	**21,171**	11,492
Income released in the year	**(391,998)**	(391,998)	**(376,943)**	(378,753)
Added in the year	**424,579**	403,937	**405,386**	388,432
Deferred income carried forward	**58,805**	26,224	**53,752**	23,431

Deferred income consists of grants and fees received in advance of projects and courses taking place after the year end. The resources are held as a liability until the charity becomes entitled to the income when the project or course takes place, at which point the income is released and recognised as an incoming resource.

17. RELATED PARTY TRANSACTIONS

The Message Enterprise Centre sold goods and services to the value of £72,261 (2019: £39,260) at cost to The Message Trust (Parent Charity) during the year and bought goods and services to the value of £25,191 (2019: £37,935) from The Message Trust. Appropriate expenses totalling £83,801 in 2020 (wages, premises costs, etc) were recharged from The Message Trust (Parent Charity) to The Message Enterprise Centre at cost and £75,599 in 2019. The Message Trust received £30,000 (2019: £30,000) in rent from The Message Enterprise Centre for the building in which they operate and paid £23,400 (2019: £48,450) in rent to The Message Enterprise Centre for the academy students' accommodation in property which is owned or leased by The Message Enterprise Centre for rental purposes. The Message Trust donated £654,070 (2019: £1,421,317) to the Message Enterprise Centre for general funds and future Message Enterprise projects. As at 31 August 2020, The Message Trust owed The Message Enterprise £25,956 (2019: £31,705).

During the year gifts totalling £16,883 (2019: £22,383) were given to the Life Association, providing schooling for 50 poor children in India. These are related party transactions as Simon Hawthorne, Director of the Life Association is a close relative of Andy Hawthorne, Chief Executive of The Message Trust.

Gifts totalling £45,500 were given to Ignite (Big Ideas) (2019: £25,750). These are related party transactions as Ian Rowbottom Executive Director of Operations is also a Trustee of the charity Ignite (Big Ideas).

During the year Michele Hawthorne, Andy Hawthorne's wife, was paid £10,978 (2019: £10,455) for networking, fundraising, providing hospitality and work on UK & international assignments with Andy.

The Message Trust gave £7,500 to Press Red who are making a stand against the violence suffered by girls and women worldwide (2019 £12,272). The Message Trust invoiced £Nil (2019 £2,341 for work on various design and print assignments). Press Red is a related party as both Michelle Hawthorne and Colin Hardicre are trustees of Press Red.

The Message Trading Company Limited invoiced Boodles £Nil (2019: £15,000 for Urban Hero Awards Sponsorship). Boodles also made donations to The Message Trust in the year totalling £25,000 (2019: £7,500), including £10,000 for the Norway Cycle Challenge, which has been postponed due to Covid-19. Jody Wainwright, Trustee of The Message Trust is also a director of Boodle & Dunthorne Limited (trading as Boodles), hence these are related party transactions.

Axon Moore Group Ltd gave £8,500 to The Message Trust in 2020 (2019: £21,200 to The Message Trust and £10,000 to The Message Enterprise). David Moore, Trustee of The Message Trust is also a director of Axon Moore Group Limited, hence these are related party transactions. Open Hands Open Heavens gave £4,391 to The Message Trust (2019: £100). This is a related party transaction as David Moore is also a Trustee of this charity.

The Message Trust invoiced Christ Church Pennington for a number of Message Bus sessions between October and December 2019 totalling £2,400 (2018-19: £3,200) and the church donated £2,005 to The Message Trust in 2020 (2019: £2,000). These are related party transactions as Andrew Leakey is a PCC Member of Christ Church Pennington.

The Message Trust invoiced Goyt Properties Limited £Nil (2019: £7,500 for Urban Hero Awards Sponsorship). Gordon Haynes, Trustee of The Message Trust is also a director of Goyt Properties Limited, hence this is a related party transaction. Gordon Haynes is also a director of Issachar Foundation, which donated £6,000 to The Message Trust (2019: £6,000).

In addition to these transactions above, the Trustees collectively gave The Message Trust £15,000 including gift aid (2019: £67,910) and gave £10,875 including gift aid (2019: £14,750) to The Message Enterprise.

THE MESSAGE TRUST

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDING 31 AUGUST 2020

18. RECONCILIATION OF MOVEMENTS IN FUNDS

	Balance at 31/08/2019	Movement in Resources Incoming	Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2020**
	£	£	£	£	£	**£**
18a. Restricted Funds						
Eden National	-	151,391	(175,090)	45,526	-	**21,827**
Eden Manchester	7,160	29,649	(31,631)	11,527	-	**16,705**
Eden Merseyside	8,127	-	-	-	-	**8,127**
Eden Yorkshire	45,717	83,498	(33,602)	11,976	-	**107,589**
Eden North West	-	6,125	-	(2,550)	-	**3,575**
Eden North East	(7,918)	10,767	(33,324)	16,454	-	**(14,021)**
Eden Midlands	(3,539)	7,488	(13,236)	(1,333)	-	**(10,620)**
Eden London	10,881	37,539	(44,351)	9,299	-	**13,368**
Eden Scotland	6,224	600	(7,000)	176	-	**-**
Eden Wales	-	-	(87)	60	-	**(27)**
Message Bus	12,063	127,250	(301,582)	164,766	-	**2,497**
Message North West	-	32,714	(120,770)	100,728	-	**12,672**
Message North East	-	30,824	(125,213)	94,389	-	**-**
Message Yorkshire	22,980	189,980	(263,855)	73,875	-	**22,980**
Message Midlands	-	38,949	(167,315)	128,366	-	**-**
Message London	-	120,187	(265,123)	144,936	-	**-**
Message Scotland	-	13,871	(142,554)	128,683	-	**-**
Message Wales	-	113,634	(272,710)	159,328	-	**252**
Mission Central	-	50,543	(169,105)	118,562	-	**-**
Events	-	893	(893)	-	-	**-**
Higher	-	122,315	(231,830)	107,951	-	**(1,564)**
Message Academy	-	6,548	(6,548)	-	-	**-**
Studio Sessions	-	1,422	(1,422)	-	-	**-**
Bands	-	12,061	(12,061)	-	-	**-**
Advance	-	49,303	(49,303)	-	-	**-**
Respect Me	-	33,701	(33,701)	-	-	**-**
Enable	-	8,743	(1,584)	-	-	**7,159**
Prisons	-	198,816	(351,165)	157,081	-	**4,732**
Proximity	-	45,292	-	-	-	**45,292**
Message Live	-	128,202	(93,598)	(17,983)	-	**16,621**
Love Wythenshawe	-	23,409	(18,248)	(6,269)	-	**(1,108)**
Property	44,219	-	-	(44,219)	-	**-**
Street Pastors	-	25,837	(48,575)	22,738	-	**-**
Business Enterprises	-	8,319	(1,836)	(4,360)	-	**2,123**
MEC Enterprises	2,000	2,138	(2,138)	-	-	**2,000**
MEC Neal Street Espresso	52,032	28,575	(80,607)	-	-	**-**
MEC Apprentice Funding	120,999	95,090	(109,081)	22,003	-	**129,011**
MEC The Oaks	-	26,014	(23,549)	-	-	**2,465**
Other Restricted Funds	22,943	3,241	(5,082)	(21,102)	-	**-**
	343,888	1,864,928	(3,237,768)	1,420,608	-	**391,656**

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

	Balance at 31/08/2019	Movement in Resources Incoming	Movement in Resources Outgoing	Transfers Between Funds	Gains on Revaluation Fixed Assets	**Balance at 31/08/2020**
	£	£	£	£	£	**£**
18b. Unrestricted Funds						
General Fund	917,152	2,622,422	(1,117,010)	(1,619,013)	-	**803,551**
Designated Funds:						
- Eden Teams	-	84,353	(22,938)	(38,563)	-	**22,852**
- Message Bus	-	38,702	(51,520)	12,818	-	**-**
- Respect Me	10,275	47,806	(63,677)	16,314	-	**10,718**
- Other Associates	43,382	-	-	(8,483)	-	**34,899**
- Festival Manchester	-	-	-	500,000	-	**500,000**
- Message Community Groceries	-	-	-	500,000	-	**500,000**
- New Higher Tour	380,000	-	-	(380,000)	-	**-**
- New Mission Teams	100,000	-	(42,952)	-	-	**57,048**
- New Eden Teams	550,000	-	-	-	-	**550,000**
- New Proximity Network	50,000	-	(48,549)	-	-	**1,451**
- New Prisons Teams	100,000	-	(23,549)	-	-	**76,451**
- New Message Buses	240,000	-	(66,308)	(24,200)	-	**149,492**
- New Regional Hubs	200,000	-	(103,899)	(56,034)	-	**40,067**
- New Premises	100,000	-	-	-	-	**100,000**
- New Advance Groups	200,000	-	(87,464)	(15,441)	-	**97,095**
- New International Projects	70,000	-	-	-	-	**70,000**
- New Investment Properties	887,086	-	-	(445,257)	-	**441,829**
- New Businesses	250,000	-	-	(250,000)	-	**-**
- Neal Street Espresso	190,800	-	-	(90,792)	-	**100,008**
- Future Mission Projects	1,049,932	-	-	147,610	-	**1,197,542**
- Message Enterprise Centre	1,589,322	1,323,825	(890,818)	(22,003)	54,240	**2,054,566**
- Other Projects	-	-	(352,436)	352,436	-	**-**
	6,927,949	4,117,108	(2,871,120)	(1,420,609)	54,240	**6,807,569**
	7,271,837	5,982,036	(6,108,888)	-	54,240	**7,199,225**

The Transfer of Funds from Unrestricted to Restricted, relates to support for Restricted Projects. Eden North East and Eden Midlands are currently in deficit, along with three other projects with much smaller deficits. The Trustees are aware that there is regular giving coming into these funds, which has continued post year end, and have therefore set fundraising targets to reduce these deficits over the next three to five years.

The various Eden projects comprise teams of youth workers who regularly work within Secondary schools (e.g. taking RE lessons, assemblies, lunch clubs) preparing the groundwork for visits by Brightline, and other Christian bands, as well as being attached to a local church where they continue with after school activities. Since 1 September 2010, all these projects have operated through a partnership arrangement, with The Message Trust providing support and training, initially over a three-year period.

A number of gifts are received in the year restricted for the Eden work but not for a single specified project. These are accumulated in the Eden National Fund and then reallocated to specific Eden Projects at the end of the year as the Trustees see fit.

18. RECONCILIATION OF MOVEMENTS IN FUNDS (continued)

In 2020 £176,554 (2019: £84,037) was received by way of donations and personal support for employees who work in non-restricted areas of ministry, e.g. Bands, Advance, etc. The gifts received have been fully utilised by way of a contribution to the salaries and associated costs of the individual employees specifically supported. They are shown within the restricted income and expensed within the restricted Outgoing, in order to cover their salary costs paid from General Funds.

During the year £147,610 was designated to Future Mission Projects. (In 2019: (£1,197,383) was withdrawn from Future Mission Projects, as the MEC set up its own fund for such projects). This is a designated fund to cover the costs of Future Mission Projects, arising over the next five years.

The Trustees have designated in total the equivalent of The Message Trust's Net Book Value of Fixed assets and Investment Properties for future mission projects, which totals £1,197,542 at 31 August 2020 (2019: £1,049,932).

Other transfers have arisen in order to establish new projects like Festival Manchester and Message Community Groceries, and for the Investment Properties and Neal Street Espresso due to the purchase and capitalisation of new assets. The net transfers total (£261,724) (2019: (£622,144)).

In addition, at the end of 2020 the Trustees have undesignated a net total of (£17,915) (2019: designated £6,788) between General Funds and Other Designated Funds – Eden Teams, Message Bus, Respect Me and Other Associates for future projects over the next three years, as priorities change.

The Message Bus fund relates to the activities around our fleet of Message buses. Over the last six years several buses have been purchased and refurbished, as they are repurposed for our work with youth people. The refurbishment costs of the buses have been capitalised and charges are made for depreciation over the useful life of the buses.

The Message Buses, which are fitted with the latest in sound and visual technology, combine two roles. Firstly, providing Christian teaching and secondly, as a fun area for young people to engage in various activities and play on the game consoles on the buses. They would normally work alongside the Eden teams across England, Scotland and Wales.

Restricted Funds held by Message Yorkshire £22,980 (2019: £22,980) are for projects in the next financial year, e.g. Higher Yorkshire. Eden Yorkshire funds £107,589 (2019: £45,717) will go towards funding a 3-year Eden partnership. Proximity funds £45,292 (2019: £Nil) are for supporting the Proximity Network. MEC Apprentice funding £129,011 (2019: £120,999) is held to support existing apprentices over a 2-year period and to provide some initial funding for new apprentices in the future.

19. ANALYSIS OF NET ASSETS BY FUND

	Tangible Fixed Assets	Intangible Assets / Investments	Net Current Assets	Creditors Due after One Year	2020 TOTAL	2019 TOTAL
	£	£	£	£	£	£
Restricted Funds						
Eden National	-	-	21,827	-	**21,827**	-
Eden Manchester	-	-	16,705	-	**16,705**	7,160
Eden Merseyside	-	-	8,127	-	**8,127**	8,127
Eden Yorkshire	-	-	107,589	-	**107,589**	45,717
Eden North West	-	-	3,575	-	**3,575**	-
Eden North East	-	-	(14,021)	-	**(14,021)**	-
Eden Midlands	-	-	(10,620)	-	**(10,620)**	(3,539)
Eden London	-	-	13,368	-	**13,368**	10,881
Eden Scotland	-	-	-	-	**-**	6,224
Eden Wales	-	-	(27)	-	**(27)**	-
Message Bus	-	-	2,497	-	**2,497**	12,063
Message North West	-	-	12,672	-	**12,672**	-
Message Yorkshire	-	-	22,980	-	**22,980**	22,980
Message Wales	-	-	252	-	**252**	-
Higher Tour	-	-	(1,564)	-	**(1,564)**	-
Enable	-	-	7,159	-	**7,159**	-
Prisons	-	-	4,732	-	**4,732**	-
Proximity	-	-	45,292	-	**45,292**	-
Message Live	-	-	16,621	-	**16,621**	-
Love Wythenshawe	-	-	(1,108)	-	**(1,108)**	-
Property	-	-	-	-	**-**	44,219
Business Enterprises	-	-	2,123	-	**2,123**	-
MEC Enterprises	-	-	2,000	-	**2,000**	2,000
Neal Street Espresso	-	-	-	-	**-**	52,032
MEC Apprentice Funding	-	-	129,011	-	**129,011**	120,999
MEC The Oaks	-	-	2,465	-	**2,465**	-
Other Restricted Funds	-	-	-	-	**-**	22,943
	-	-	391,656	-	**391,656**	343,888
Unrestricted Funds	562,065	2,655,218	3,590,286	-	**6,807,569**	6,927,949
	562,065	2,655,218	3,981,942	-	**7,199,225**	7,271,837

20. PENSIONS

The charity operates a defined contribution pension scheme on behalf of its employees. All contributions due have been fully paid.

21. CONTINGENCIES

The Trustees have confirmed that there were no contingent liabilities which should be disclosed at 31 August 2020 (2019: £Nil).

22. OPERATING LEASE COMMITMENTS

At 31 August 2020 the total of future minimum lease payments under non-cancellable operating leases are as follows:

The Message - Group	**2020 Land and Buildings £**	**2020 Other £**	2019 Land and Buildings £	2019 Other £
Leases which expire:				
Not later than one year	**23,856**	**18,378**	25,808	35,732
Later than one year and not later than five years	**33,000**	**49,186**	33,000	42,134

The Message Trust - Company	**2020 Land and Buildings £**	**2020 Other £**	2019 Land and Buildings £	2019 Other £
Leases which expire:				
Not later than one year	**23,856**	**18,378**	25,808	35,732
Later than one year and not later than five years	**33,000**	**40,738**	33,000	33,103

23. CAPITAL COMMITMENTS

At 31 August 2019 there was an outstanding capital commitment of £261,000 for the purchase of two investment properties. These were purchased in the first quarter of 2019-20. There was no capital commitment as at 31 August 2020.

	2020 £	2019 £
Investment Properties	-	261,000
	-	261,000

24. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2019 £	**Cashflows £**	**At 31 August 2020 £**
Cash	3,951,575	93,708	**4,045,283**
Loans due < 1 year	(75,000)	75,000	**-**
	3,876,575	168,708	**4,045,283**

25. CONTINGENT ASSET

Following an appeal and a Tribunal hearing in November 2020, Manchester City Council has been ordered to recalculate the housing benefit due to residents of The Oaks, some of which is paid directly to The Message Enterprise Centre in rent. Until the council has completed its calculations the exact amount of the additional rent which will be paid to The Message Enterprise Centre in back payments is not known, although it is estimated to be of the order of £54k as at 31 August 2020.