

Charity number: 1098217

Company number: 04619778

The Plain Truth
Trustees' Report and financial statements
for the year ended 31 December 2021

S & J Accounting Services

The Annexe
7 Moorfield
Newton Longville
Milton Keynes
MK17 0BN

The Plain Truth

Notes to financial statements for the year ended 31 December 2021 Contents

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The Plain Truth

Notes to financial statements for the year ended 31 December 2021

Charity number 1098217

Company registration number 04619778

Registered office 15 Meadowlands
Burwell
Cambs
CB25 0HG

Trustees Karl Ayling
Dr.Peter Brierley
Mary Hammond
Rev Gethin Russell-Jones

Secretary Mary Hammond

**Accountants/
Independent Examiners** S & J Accounting Services
Financial Accountants
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Notes to financial statements for the year ended 31 December 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

Appointment of Trustees

As set out in the Articles of Association, the Chair of Trustees is nominated by the Board of Trustees (the Board). Up to 20 Trustees can sit on the Board at any one time. Trustees are appointed on an initial three year basis, after which they can stand for re-election for a further term of three years and can serve for a maximum of three terms. After these three terms of three years the Trustees must then stand down for a minimum of one year. After this period they can then apply for re-election for a future term of office.

Trustees and those working with the Charity are asked to put names forward to the Company Secretary for potential new trustees. These are then invited to complete application forms which are reviewed by all the Trustees. Applicants are then invited to attend a Board Meeting before being interviewed by the Board.

Trustee induction and training

New Trustees undergo an orientation process to provide them with details of the aims and objectives of the Charity. They are also provided with the Memorandum and Articles of Association, the business strategy, details of our programmes and most recent reports and accounts. Trustees are also provided with a copy of the ACEVO folder on Trustees roles and responsibilities.

Organisational structure

The Board administers the Charity. The Board meets regularly throughout the year. An Editor/Publisher is appointed by the Trustees to manage the day-to-day operations of the charity and to circulate regular, timely reports to the Trustees. To facilitate effective operations, the Editor/Publisher has delegated authority for operational matters, including finance, employment and programme related activity.

Wider network

The Plain Truth Limited is a member of the Evangelical Alliance in the UK and maintains strong links with many of its other members. The *Plain Truth's* articles are often used in the production of other publications as well as supplying local parish magazines throughout the UK and other religious magazines around the world. Copies of *The Plain Truth* are also distributed to New Zealand. The current mailing list reaches 84 countries worldwide.

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for the year ended 31 December 2021

Related parties

As consultant in the capacity of Editor to the charity, Mary Hammond is also associated with other professional bodies and charities as follows: Member of the Chartered Institute of Public Relations; Member of the National Union of Journalists; Member of the Institute of Fundraising; Member of the Association of Christian Writers; trustee of charities Burwell Community Printing Centre Ltd, Burwell Education Foundation and Burwell Church Lands.

Risk management

The Trustees have conducted a review of the major risks to which the charity is exposed and systems have been established to mitigate those risks.

All risks are laid down in a risk register which forms part of the Business Plan. The identified risks are reviewed regularly and the Trustees are updated at Board meetings of appropriately graded risks. The Trustees have identified risks relating to funding and there is a formal budgeting process which allows the Trustees to identify in advance any period where funding is a concern. The Trustees recognise that raising of additional funds and cutting of costs where practicable should be a priority.

OBJECTIVES AND ACTIVITIES

Charitable objects

The objects of the company are to proclaim the Gospel of Jesus Christ according to the word of God to the people of the United Kingdom and abroad by means of the written word, by radio, by television, by recordings, by printed word and by personal evangelism. Currently the company seeks to fulfil a number of these objectives through the production and distribution of a free magazine titled *The Plain Truth*. Following his untimely death in May 2018 the charity agreed to publish a paperback book which had been written in draft form and dedicated to The Plain Truth by Rev L Roy Lawrence. He has been greatly missed, but his writings continue to live on and inspire many through the publication of '*Plain Truths about Life, Faith and Healing*', over 1,000 copies have now been given away. During 2021 a new venture in the form of a Podcast was undertaken the first edition being launched in July. Since that time the Podcast ('Plain Talking') has been produced each month, and features interviews with key Christian figures and organisations, as is freely available through distribution channels such as Google; Spotify; Stitcher; Apple iTunes amongst others.

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**THE TRUSTEES PRESENT THEIR REPORT AND THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021
THE TRUSTEES WHO SERVED DURING THE YEAR AND UP TO THE DATE OF THIS REPORT ARE SET OUT ON PAGE 3.**

Significant activities

During the year the Charity continued to produce a magazine that responded to topical issues from a Christian perspective relevant to its reader profile. Covering subjects such as; mental health, food poverty in the UK, environmental issues, society, the Church, prayer and spirituality, persecution and marginalisation. *The Plain Truth* worked together with other charities to bring its readers articles and to signpost them to sources of help where available. Several 'new' charities were featured during the year.

During the financial year the charity received a legacy of £46k which has enabled it to start a Podcast in July, and meant that the financial year end showed a £8k+ budget against a budgeted £40k deficit budget.

During 2021 the magazine has also maintained a steady flow of paying advertisers such as *The Bible Network, The Bible Society, Barnabas Fund, Toybox, St Mungo's, Peta, Shelterbox, Practical Action, Mission Aviation Fellowship; Friends of the Earth* amongst others, who see the magazine as a key media resource to promote their respective organisations and charities.

Public benefit

The Plain Truth magazine is available free to all who wish to receive a copy. Articles – written from a Christian perspective – give help, encouragement and advice on areas such as debt and loneliness, as well as matters affecting the elderly in their everyday lives. Details and sources of further help, information and points of contact are published in the magazine. The website contains a selection of previous articles available for all to freely view and download. In addition, requests for a flip-book version of a PDF of each copy of the magazine was made freely available during 2021 for all those who requested copies and currently the list stands at over 500 of subscribers.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

In 2021, the eighteenth year of operation, The Plain Truth Limited produced three editions of the magazine. Costs continue to be controlled carefully and incoming resources, particularly donations, have received careful attention and are continually under review.

Resources shown in the statement of financial activities for the year ended 31st December 2021 and taking account of the present cash resources, plus the legacy received in June 2021, the Trustees believe the current position to be a sound basis for the continued production of the magazine throughout 2022 and beyond..

Internal and external factors

Although The Plain Truth Limited has been affected by the general economic downturn over the past few years, as well as rising postal charges, more recently it does not appear that it has suffered severely during the period of Covid pandemic as badly as some of the other Christian publications

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Notes to financial statements

for the year ended 31 December 2021

and charities. And for this we are extremely grateful to our supporters. The magazine continues to be mailed to subscribers in 84 countries worldwide. The Trustees are extremely grateful for this generosity and recognise the importance of reader loyalty particularly at a time when they are also facing economic hardship affecting the UK.

ON BEHALF OF THE BOARD:

Mary Hammond, Company Secretary

A handwritten signature in dark ink, appearing to be 'M. Hammond', followed by a period.

Date: 26th July 2022

S&J Accounting Services

The Plain Truth

Notes to financial statements for the year ended 31 December 2021

Independent Examiner's report to the trustees on the unaudited financial statements of The Plain Truth.

I report on the accounts of The Plain Truth for the year ended 31 December 2021 set out on pages 9 to 14.

Respective responsibilities of trustees and independent examiner

As the charity's trustees you are responsible for the preparation of the accounts, you consider that the audit requirement of section 43(2) of the Charities Act 1993 (the Act), as amended by section 28 of the Charities Act 2006 does not apply and that an independent examination is needed. It is my responsibility to examine the accounts under section 43(3)(a) of the Act, as amended; to follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the Act, as amended; and to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (i) which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep proper accounting records in accordance with section 41 of the Act; and
 - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Acthave not been met; or
- (ii) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

.....
Independent Examiner

**S & J Accounting Services
Financial Accountants
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The Plain Truth

Notes to financial statements for the year ended 31 December 2021

	Notes	2021 Total £	2020 Total £
Incoming resources			
Incoming resources from generating funds:			
Voluntary income	2	96,149	51,157
Activities for generating funds	3	5,761	<u>5,072</u>
Bank interest		27	457
Total incoming resources		<u>101,937</u>	<u>56,686</u>
Resources expended			
Costs of generating funds:			
Cost of generating voluntary income		5,831	8,610
Fundraising trading:			
Cost of goods sold and other costs		-	-
Charitable activities		86,617	99,324
Governance costs		750	750
Total resources expended		<u>93,198</u>	<u>108,684</u>
Net incoming/(outgoing) resources		8,739	(51,998)
Reconciliation of funds			
Total funds brought forward		154,249	206,247
Total funds carried forward		<u>162,988</u>	<u>154,249</u>

The statement of financial activities includes all gains and losses in the year and therefore a separate statement of total recognised gains and losses has not been prepared.


All of the above amounts relate to continuing activities.

The Plain Truth

Notes to financial statements for the year ended 31 December 2021 Balance sheet as at 31 December 2021

		2021		2020	
	Notes	£	£	£	£
Fixed assets					
Intangible assets		-		-	
Current assets					
Debtors	5	-		-	
Cash at bank and in hand		163,738		154,999	
		<u>163,738</u>		<u>154,999</u>	
Creditors: amounts falling due within one year	6	<u>(750)</u>		<u>(750)</u>	
Net current assets			162,988		154,249
Net assets			<u>162,988</u>		<u>154,249</u>
Funds	7		<u>162,988</u>		<u>154,249</u>
Total funds			<u>162,988</u>		<u>154,249</u>

The financial statements were approved by the trustees on 2022 and signed on its behalf by:



.....
Mary Hammond
Secretary/ Trustee

.....
Trustee

The Plain Truth

Notes to financial statements for the year ended 31 December 2021

1. Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year.

1.1. Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005 (SORP 2005) and the Charities Act 1993.

1.2. Cash flow

The charity has taken advantage of the exemption in FRS1 from the requirement to produce a cash flow statement because it is a small charity

1.3. Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

Gifts donated for resale are included as incoming resources within activities for generating funds when they are sold.

Income from investments is included in the year in which it is receivable.

1.4. Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

The Plain Truth

Notes to financial statements

for the year ended 31 December 2021

2. Voluntary income

	2021 Total £	2020 Total £
Donations	43,082	44,776
Gifts	6,281	6,381
Legacies	46,786	-
	<u>96,149</u>	<u>51,157</u>

3. Activities for generating funds

	2021 Total £	2020 Total £
Fundraising events	1,152	1,195
Advertising income	4,609	3,877
	<u>5,761</u>	<u>5,072</u>

4. Trustees' remuneration and benefits

There were no employees during the year.

None of the trustees received any remuneration during the current year or the previous period in respect of work carried out for the company. Expenses were reimbursed to the Trustees in respect of those incurred in the performance of their duties.

	2021 Total £	2020 Total £
Trustees' expenses	18	130
-	<u>18</u>	<u>130</u>

5. Debtors: amounts falling due within one year

	2021 £	2020 £
Prepayments and accrued income	-	-

6. Creditors: amounts falling due within one year

	2021 £	2020 £
Accruals and deferred income	750	750

7. Movement of funds

	at 01.01.21 £	Net movement In funds £	at 31.12.21 £
Unrestricted funds			
General fund	154,249	8,739	162,988
TOTAL FUNDS	<u>154,249</u>	<u>8,739</u>	<u>162,988</u>
Net movement in funds, included in the above are as follows:			
Movement	Incoming resources £	Resources expended £	in funds £
Unrestricted funds			
General fund	101,937	93,198	8,739
TOTAL FUNDS	<u>101,937</u>	<u>93,198</u>	<u>8,739</u>

8. RELATED PARTY DISCLOSURES

During the year, the company paid consultancy fees totalling £25,200 (2020: £29,000) to Hammond Associates, a business owned by Mrs M H Hammond, The Plain Truth Limited's Company Secretary, for the editing, management and production of the magazine. In addition, expenses £4,123.68 (2020: £5,191.13) were reimbursed to Hammond Associates during the year. These transactions were carried out on an arm's length basis.

	2021	2020
	£	£
Incoming resources		
Incoming resources from generating funds:		
<i>Voluntary income</i>		
Donations	43,082	44,776
Gifts	6,281	6,381
Legacies	46,786	-
Bank interest	27	457
	<u>96,186</u>	<u>51,614</u>
<i>Activities for generating funds</i>		
Fundraising events	5,761	5,072
	<u>5,761</u>	<u>5,072</u>
Total incoming resources	<u>101,937</u>	<u>56,686</u>
Resources expended		
Cost of generating voluntary income		
Printing & production costs	5,831	8,610
Fundraising trading: cost of goods sold and other costs		
Sub-contractor costs	-	-
Charitable activities		
Insurance	747	744
Postage & stationery	15,334	17,152
Miscellaneous costs	5,622	7,698
Sub-contracting costs	24,357	24,793
Handling fees	-	3,894
Printing & production costs	11,220	11,800
Authors fees	2,960	2,975
Travelling & subsistence	732	622
Consultancy fees	25,200	29,000
Bank charges	427	516
	<u></u>	<u></u>
Governance costs		
Trustees' expenses	18	130
Accountancy	750	750
Total resources expended	93,198	108,684
Net income (expenditure) for the year	<u>8,739</u>	<u>(51,998)</u>