

Charity Number 1156788

VISIBLE MINISTRIES

(Charitable Incorporated Organisation)

**ANNUAL REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021**

VISIBLE MINISTRIES

FOR THE YEAR ENDED 31st AUGUST 2021

COMPANY INFORMATION

Board of Trustees	J Hancock (Chair) R Mckay-Smith V Horsfield L Round L Hutchinson R Leslie
Governing Document	Constitution dated 10 January 2014
Charity Registration Number	1156788
Registered Office	Glenn House Houston Park MANCHESTER M50 2BP
Independent Examiner	Gregory Webb CPA AIA GLW Management Services Ltd 6 Norwich Crescent Chadwell Heath ROMFORD ESSEX RM6 4UW
Bankers	Lloyds Bank

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VISIBLE MINISTRIES

Trustees' Report For the Year ended 31 August 2021

The Trustees present their report and accounts for the year ended 31 August 2021.

The accounts have been prepared in accordance with the Charities Act 2011, the Accounting & Reporting by Charities, and Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016).

Objectives and Activities

1. To advance the education of the public, particularly, but not exclusively, in the area of Christianity and sexual health.
2. The relief of persons who are in need, hardship or distress, in particular, but not exclusively, by the provision of counselling and support.

The majority of Visible Ministries activities are delivered through the flagship initiative the Naked Truth project, which seeks to 'open eyes and free lives from the damaging impact of pornography'. A team of communicators, educators, and professional therapists work nationally with churches, schools, and other agencies to provide awareness, education, and recovery programs to men, women and young people.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

Public Benefit

In planning the activities of the charity, the trustees have given consideration to the guidance on public benefit issued by the Charity Commission, in particular to ensure that:

- There are identifiable benefits
- Benefits are to the public or a section of the public
- The benefits relate closely to the charitable objectives

Financial Review Summary

Total income for the year ended 31 August 2021 was £328,609 (2020: £294,662).

Total expenditure for the year ended 31 August 2021 was £323,832 (2020: £237,680).

Expenditure includes expenditure on restricted fund activity, and which is using the restricted funds carried forward from the previous financial year.

Cash balances are £129,721 at 31 August 2021 (2020: £138,465).

Restricted fund balances are £20,928 at 31 August 2021 (2020: £14,655).

Reserves Policy

The Charity does not intend to accumulate significant reserves, and relies upon the ongoing support of its donors to meet future costs. The intention is to build unrestricted reserves to an amount equivalent to 3 months staff costs.

This level of reserves is designed to provide an orderly reduction in charity activity should income decline for any reason.

Overview of Activities:

Open Eyes

Through our flagship project Naked Truth we seek open eyes and free lives from the damaging impact of pornography. 'Open Eyes' represents our aim to provide education and awareness initiatives and we have continued to achieve this through on going schools work, conferences and creative content. 'Free Lives' represent our recovery programmes, where we aim to provide professional and accessible support to those impacted by the porn use.

Open Eyes (Awareness and Education)

- We doubled our reach in schools this year delivering 98 lessons in 45 different schools and colleges reaching over 7,300 pupils.
- Thanks to funding received we were able to offer 50% of these lessons free of charge.
- During this year we won a competition to receive a year's of free PR from PR agency Jersey Road, which started in Jan 2021. By August 2021 we had 25 pieces of media coverage creating awareness around the issue and our work in both Christian and mainstream outlets such Radio 4 and national press. Views & listeners were estimated at over 1.6 million.
- Historically we have delivered our parent workshops in person with a school or local church hosting the event. This year we streamed 4 PG workshops directly to parents in their homes.
- Continued to recruit associates to deliver lessons and workshops. This team has now grown to 27 confirmed associates delivering lessons and peer facilitated support groups.

Our aim is that majority of our content, presentations and programmes are accessible and aimed at people of any or no faith background. However we have continue to develop and deliver some specific content aimed at local churches and Christians.

- We published 2 "bible plans" for people accessing the YouVersion bible app with over 15,000 people subscribing to the content.
- We hosted a international online 27-7 prayer week about pornography which had 133 individuals sign up and pray over for 144 hours.

Recovery

- We launched a new video on demand recovery course called "ctrl-alt-del".
- Recovery team doubled and grew to 10 trained coaches/counsellors.
- Continued to deliver recovery groups in 6 international time-zones.
- Saw an increase in 1 to 1 counselling with team delivering 170 hours a month in 1 to 1 sessions.
- Continued the growth membership of the WholeHearted recovery programme for partners & spouses of porn users.
- Continue to see growth in the Whole Life Programme membership to provide continued support to help individuals move from recovery into on-going sobriety.
- Launched 20 new click to kick recovery groups including our first non english speaking group.

Future Plans

In 2021/22 Visible intends to continue its focus in the areas of awareness, education and recovery through our flagship project, Naked Truth.

- Hold a 3 day international “PWORD conference” to educate and equip church leaders with 40+ world class experts contributing.
- Commission a spoken word film that unpacks our vision and mission to help recruit new associates & advocates and activists around our cause.
- Have age appropriate and unique lesson package for each keystage including KS2.
- A schools associate based in one third (16 out 48) of UK counties.
- Deliver lessons in at least 60 schools and provide 50 lessons free of charge.
- 100 new WholeLife and WholeHearted subscriptions during 2022.
- 30 click to kick groups started during 2022.
- 15 professional coaches/counsellors on team.
- Host a parliamentary event to raise awareness of the impact of porn on individuals and society.
- Increase awareness and education through press, radio and television.
- Launch a “church membership” initiative with training and resources for local churches.

Structure, governance and management

Visible Ministries is a Charitable Incorporated Association (CIO). The Charity is governed by the Trustees listed on page 1. New Trustees are appointed by the existing Board of Trustees on the basis of their expertise and involvement in furthering the mission and vision of the Charity. The Board of Trustees has a variety of experience including Christian Ministry, fundraising, education, publishing, and commercial business skills. The Board is accountable to the Charity Commission for the careful use of charitable and other public funds, and for the achievement of appropriate performance standards in service delivery. The Board of Trustees meets at least quarterly to oversee the vision & strategies of the Charity.

With the growth of activities of the charity, an increasing level of expertise is required on a day-to-day basis and an established management process is in place that is capable of running the affairs of the Charity. The Charity's manager (CEO) is appointed by the Board of Trustees, and is in charge of the day-to-day management of the charity. The CEO is accountable to the Trustees.

The Trustees remain committed to advancing the Christian faith , education in the areas of Christianity & sexual health, and the relief of persons in need, particularly through the provision of counselling & support.

Trustees Responsibilities

The Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

On Behalf of the Trustees

Date: 26 April 2022

J Hancock

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
VISIBLE MINISTRIES**

I report on the accounts of the charity for the year ended 31 August 2021 set out on pages 7 to 9 inclusive, which have been prepared on the basis of the accounting policies on pages 10 to 13 inclusive

Respective responsibilities of Trustee & Examiner

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the 2011 Act, and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent Examiner's statement

Since the CIO's gross income exceeded GBP 250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination, because I am member of the Association of International Accountants (AIA), which is one of the listed bodies.

GLW Management Services Ltd also provides bookkeeping & payroll services to the CIO. I can confirm that as a member of the Certified Practising Accountants (CPA) & Association of International Accountants (AIA), I am subject to the FRC's Revised Ethical Standards 2016, which I have applied in respect to this engagement.

Based on my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect, accounting records have not been kept in accordance with section 130 of the 2011 Act, or that the accounts presented do not accord with those records, or the accounts do not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008, other than any requirement that the accounts give a 'true and fair view', which is not a matter considered as part of an independent examination.

I have no concerns and have across no other matters in connection with my examination to which attention should be drawn in this report, in order to enable a proper understanding of the accounts to be reached.

Gregory Webb
Certified Practising Accountant (CPA), AIA

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April 2022

For and on behalf of:
GLW Management Services Ltd
6 Norwich Crescent
Chadwell Heath
ROMFORD RM6 4UW

VISIBLE MINISTRIES
Statement of Financial Activities
FOR THE YEAR ENDED 31st AUGUST 2021
Summary Income and Expenditure Account

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
INCOME AND ENDOWMENTS FROM					
General Donations & Legacies	2	149,165	9,000	158,165	192,352
Charitable Activities	2	170,438	-	170,438	102,294
Investment income		6	-	6	17
Total income		319,609	9,000	328,609	294,662
EXPENDITURE ON					
Charitable activities	3	321,104	2,728	323,832	237,680
Total expenditure		321,104	2,728	323,832	237,680
Net income/(expenditure)		(1,494)	6,272	4,778	56,982
Transfers between funds		0	0	-	-
		(1,494)	6,272	4,778	56,982
Net movement in funds		(1,494)	6,272	4,778	56,982
Reconciliation of funds:					
Total funds brought forward		100,708	14,656	115,364	58,381
Total funds carried forward		99,214	20,928	120,142	115,364

Movements on reserves and all recognised gains and losses are shown above.

The notes on page 9-12 form part of these accounts.

VISIBLE MINISTRIES
BALANCE SHEET
FOR THE YEAR ENDED 31st AUGUST 2021

	Note	Unrestricted Funds £	Restricted Funds £	Total funds 2021 £	Total funds 2020 £
CURRENT ASSETS					
Debtors	5	1,928	-	1,928	4,563
Cash at bank	6	108,793	20,928	129,721	138,465
		<u>110,720</u>	<u>20,928</u>	<u>131,648</u>	<u>143,028</u>
CURRENT LIABILITIES					
Liabilities falling due within one year	7	11,506	-	11,506	27,665
Net Current Assets		<u>99,214</u>	<u>20,928</u>	<u>120,142</u>	<u>115,364</u>
NET ASSETS					
		<u>99,214</u>	<u>20,928</u>	<u>120,142</u>	<u>115,364</u>
FUND BALANCES					
Unrestricted funds	8				
General Funds		99,214		99,214	100,708
Restricted Funds	8		20,928	20,928	14,656
		<u>99,214</u>	<u>20,928</u>	<u>120,142</u>	<u>115,364</u>

Approved by the Trustees and signed on their behalf on the 26 April 2022 by:

R Leslie

J Hancock

The notes on page 9-12 form part of these accounts.

VISIBLE MINISTRIES

Detailed Statement of Financial Activities with Comparatives

FOR THE YEAR ENDED 31st AUGUST 2021

		Unrestricted Funds - General		Restricted Funds		Total Funds	Total Funds
		2021	2020	2021	2020	2021	2020
Note		£	£	£	£	£	£
INCOME FROM							
General donations	2	149,165	180,734	9,000	11,618	158,165	192,352
Charitable activities	2	170,438	102,294	-	-	170,438	102,294
Investment income		6	3		14	6	17
Total income		319,609	283,031	9,000	11,632	328,609	294,662
EXPENDITURE ON							
Charitable activities	3	321,104	220,880	2,728	16,800	323,832	237,680
Total expenditure		321,104	220,880	2,728	16,800	323,832	237,680
Net income/(expenditure)		(1,494)	62,151	6,272	(5,168)	4,778	56,982
Transfers between funds		0	0	0	0	-	-
		(1,494)	62,151	6,272	(5,168)	4,778	56,982
Net movement in funds		(1,494)	62,151	6,272	(5,168)	4,778	56,982
Reconciliation of funds:							
Total funds brought forward		100,708	100,708	14,656	14,656	115,364	58,381
Total funds carried forward		99,214	162,859	20,928	9,488	120,142	115,364

Movements on reserves and all recognised gains and losses are shown above.

VISIBLE MINISTRIES

Notes to the Accounts

FOR THE YEAR ENDED 31st AUGUST 2021

1 Accounting Policies

The accounts have been prepared under the historic cost convention, in accordance with applicable accounting standards and follow the FRS 102 Statement of Recommended Practice: Accounting by Charities 2015. The following are the accounting policies which have been applied in dealing with material items:-

a) Donated and grant income:

Donated income and grants receivable are taken into account when received by the charity. Income received in circumstances where a claim for repayment of tax has been or will be made to HM Revenue & Customs is grossed up for the tax recoverable. Any amount of tax reclaimed from HM Revenue & Customs but not yet received is shown within the charity's debtors.

b) Other income and expenditure:

Investment income is taken into account when receivable and expenditure, including irrecoverable VAT, when incurred by the charity, regardless of when payment is made. Grants payable are taken into account at the earlier of when they are paid or become constructive obligations.

c) Funds:

Unrestricted funds are donations and other income received or generated for the objects of the charity without specified purpose and are available for purposes as directed by the trustees. Restricted funds are amounts received where the donor has specified the purpose for which it should be used.

d) Fixed assets and depreciation:

Fixed assets acquired for use by the charity are capitalised and depreciated over their estimated useful life unless they cost less than £500 when they are written off on purchase.

Depreciation periods are as follows:

Office Equipment	4 years
Computer equipment	4 years

e) Pension costs:

The company operates a defined contribution scheme for those employees who are eligible for auto-enrolment. Pension premiums are charged as they fall due.

f) Taxation

The charity is a registered charity and is exempt from taxation under the Income & Corporation Taxes Acts.

g) Cashflow statement

The company has taken advantage of the exemption provided by the FRS 102 SORP and has not prepared a Cash Flow Statement for the year.

VISIBLE MINISTRIES

Notes to the Accounts

FOR THE YEAR ENDED 31st AUGUST 2021

2 Voluntary income	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Gifts - Individuals	40,571	-	40,571	49,825
Gifts - Churches	4,200	-	4,200	7,200
Gifts - Businesses	200	-	200	36,197
Trust & Grant funding	100,274	9,000	109,274	90,300
Gifts - Junction Church	-	-	-	2,618
Tax refund	3,920	-	3,920	6,212
	149,165	9,000	158,165	192,352
Income from Charitable Activities	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Free Lives - Recovery	49,068	-	49,068	66,659
Associate Coach Income	101,836	-	101,836	-
Speaking fees and Honorariums	800	-	800	2,363
Resource sales	4,760	-	4,760	1,565
Income - School sessions	2,915	-	2,915	5,843
JRS - HMRC	3,185	-	3,185	19,074
Other income	7,874	-	7,874	6,790
	170,438	-	170,438	102,294
3 Charitable activity	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
a Direct Charitable Costs				
Project staff costs	75,508	-	75,508	69,854
Freelance and external consultancy	37,241	2,728	39,969	51,097
Associate Coach costs	92,643	-	92,643	-
Project delivery costs	2,444	-	2,444	3,339
Cost of resource sales	350	-	350	912
Web Design & IT Software	7,227	-	7,227	5,814
Junction Church costs	-	-	-	7,915
	215,412	2,728	218,140	138,931
b Support & Administration	£	£	£	£
Staff costs	50,339	-	50,339	50,586
Rent and rates	16,400	-	16,400	15,000
Office, computer, phones, & admin costs	7,062	-	7,062	2,178
Travel and subsistence	8,628	-	8,628	9,104
Marketing and promotions	739	-	739	430
Governance costs	1,200	-	1,200	1,100
Insurance	1,283	-	1,283	1,302
Tithes	5,308	-	5,308	11,490
Bookkeeping	4,110	-	4,110	3,654
Other	10,624	-	10,624	3,905
	105,691	0	105,691	98,749
Combined charitable activity cost	321,104	2,728	323,832	237,680

The amount paid to GLW Management Services Ltd (2020: GLW Management Services Ltd) to prepare the accounts and conduct the independent examination of the accounts for year ending August 31st 2021 was £1,200 (2020: £1,100).

VISIBLE MINISTRIES

Notes to the Accounts

FOR THE YEAR ENDED 31st AUGUST 2021

4 Staff & Trustees

	2021	2020
	£	£
Gross wages, salaries & benefits in kind	113,277	107,732
Employer's National Insurance costs	7,602	6,480
Pension costs	4,518	5,092
Staff Training	449	1,134
Total staff costs	125,846	120,438

The charity has 4.5 (2020: 4.5) full time equivalent employed staff. Many of its activities are carried out by volunteers.

No staff received salaries at a rate of more than £60,000 per annum.

No Trustee received reimbursed expenses in connection with their role as Trustee.

5 Debtors and Prepayments

	2021	2020
Trade Debtors	100	479
Other Debtors	1,828	4,084
	1,928	4,563

6 Cash at Bank and in Hand

Bank operating accounts	129,721	138,465
	129,721	138,465

7 Creditors: liabilities falling due within one year

Accruals	9,035	1,700
Deferred Income	-	25,000
Other creditors	2,471	965
	11,506	27,665

VISIBLE MINISTRIES

Notes to the Accounts

FOR THE YEAR ENDED 31st AUGUST 2021

8 Funds

	Opening balance £	Incoming resources £	Outgoing resources £	Transfers in the year £	Closing balance £
Restricted Funds					
Bursary	14,656	9,000	2,728		20,928
	<u>14,656</u>	<u>9,000</u>	<u>2,728</u>	<u>0</u>	<u>20,928</u>
General Funds	100,708	319,609	321,104	-	99,214
	<u>115,364</u>	<u>328,609</u>	<u>323,832</u>	<u>-</u>	<u>120,142</u>

The assets and liabilities represented by the various funds are as follows:

	Fixed assets £	Bank & cash balances £	Other net assets £	Total £
Restricted funds	-	20,928		20,928
Unrestricted funds	-	108,793	(9,579)	99,214
	<u>0</u>	<u>129,721</u>	<u>(9,579)</u>	<u>120,142</u>

Purpose of Restricted Funds

Bursary	Bursary Funding to subsidise the clinical fees for individuals who have been referred for therapy.
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