

THE CHURCH AND MEDIA NETWORK

England & Wales · Charity number 1162772

Details

Other names CMN, Christians in Media

Status Registered

Legal form CIO

Registered 2015-07-22

Register [View on the Charity Commission register](#)

Contact

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London
EC1V 2NX

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Activities

Objects: THE PROMOTION AND ADVANCEMENT OF THE CHRISTIAN RELIGION FOR THE PUBLIC BENEFIT THROUGH THE BROADCAST, ELECTRONIC AND PRINT MEDIA IN BRITAIN AND IRELAND.

Activities: Through our brand, 'Christians in Media' our activities 'support, encourage and inspire' Christians who work in, and with, media. They include: a) Mentoring Programme for Young Christians, b) Christians in Media Online Service, c) Annual Day of Prayer for the Media, d) Regional Gatherings, e) Bi-Monthly Lunchtime Prayer Meetings f) Regular blogs g) Stories, f) Special Workshops

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, Religious Activities
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£9,609	£24,089	-	-
2023-12-31	£3,280	£23,000	-	-
2022-12-31	£21,240	£27,960	-	-
2021-12-31	£2,156	£26,432	-	-
2020-12-31	£113,730	£2,513	-	-

Trustees

Name	Role	Appointed
Francis Henry Aglionby Stanford		2025-07-16
Josie Hannah Gamble		2022-11-28
Lani Christine Charlwood		2022-11-28
Rebecca Justine Chapman		2019-12-09
Toluwani Samuel Adebekun		2024-05-13

Accounts

Charity registration number: 1162772

The Church and Media Network

(A charitable incorporated organisation)

Annual Report and Financial Statements

for the Year Ended 31 December 2024

McKellens Limited
11 Riverviews
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK4 3GN

The Church and Media Network

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The Church and Media Network

Trustees' Annual Report

Charity Name:

The Church and Media Network (aka Christians in Media UK)

Charity Number:

1162772

Registered Office:

128 City Road
London
EC1V 2NX

Trustees serving during 2024:

- **Steve Cox** – (resigned July 2024)
- **Lani Charwood** – Chair (stepped into role July 2024)
- **Rebecca Chapman** – Vice Chair (stepped into role July 2024)
- **Tobi Rachel Akingbade** - (resigned July 2024)
- **Paul Kerensa** - (resigned July 2024)
- **Josie Gamble** – Design & creative lead
- **Carol Sun-Schuster** – Marketing & socials
- **Tolu Adebekun** – Data & digital lead
- **Craig Forrest** – Regional hubs lead
- **Sandra Godley**
- **Lisa Miosi** – Fundraising lead
- **Marcia Muller** – Secretary

Independent Examiner:

Paul Roper FCA
McKellens Limited Chartered Accountants
11 Riverview
The Embankment Business Park, Vale Road
Heaton Mersey
Stockport
SK4 3GN

The Church and Media Network

Trustees' Annual Report

Structure, Governance and Management

Christians in Media UK is run by a small board of volunteers committed to guiding and delivering the mission of the charity. In 2024, we had key leadership shifts: Lani stepped in as Chair mid-year, supported by Rebecca as Vice Chair. New trustees Craig, Carol, Tolu, Lisa and Marcia all joined the Board during 2024.

We also adapted to a leaner operational team when our Head of Operations and Finance Administrator moved on. The Board members filled vital roles, bringing practical skills and energy day-to-day - all shaping a hands-on, collaborative culture. The unique strengths of each Trustee came into sharp focus this year and we're deeply thankful for the way God has brought together such a purposefully skilled team - each bringing timely talents that have met the charity's needs right when they were most needed.

Charitable Activities and Impact

2024 was a big year with fresh energy, new beginnings and deeper community engagement.

Global Day of Prayer

On **Sunday 27 October**, we joined our international partners to host the **first ever 24-hour Global Day of Prayer for Media, Arts & Entertainment**, streaming live as the sun moved across the globe. Over the course of a full day, prayer segments were led by a diverse group of media professionals and Christian leaders - from journalists to creatives, broadcasters and artists, across multiple time zones. Our UK segment was hosted by our podcast anchor, Carla Adebeken and we drew attention to the broader media ecosystem - not just mainstream media, but also the arts and entertainment industry - calling for truth, integrity and grace. It was also our joy to partner with the National Week of Prayer in the UK, which happened during the week of our Engage conference, to participate more broadly in praying for our nation and particularly for Christians involved in the Media.

The Church and Media Network

Trustees' Annual Report

Engage 2024 Conference

Our debut **Engage conference** was a standout moment. Held in October, it brought together Christian media practitioners - writers, podcasters, broadcasters, social media professionals and more - for a day of renewal, learning, prayer and connection. One attendee shared:

"I knew the content would be good and relevant but I wasn't expecting the event also to be encouraging!"

A number of delegates commented on the quality and relevance of speakers, with topics covering Disagreeing Well, AI, and Wellbeing. It was a joy to gather together, pray, worship and learn from each other.

Six Month Sabbatical & Vision Reset

Post Engage, we intentionally stepped back to listen to our Christians in Media community. We announced a six month sabbatical from activity, to talk to individuals and survey the network - 32 individuals participated in the survey. Responses ranged from bold confidence in faith at work, to a struggle even naming ourselves as Christians. Highlights included:

- **Prayer** rated highest need (63%)
- **Networking** and belonging ranked in the Top 5 needs for 85% of respondents
- Strong interest in **mentoring, training and mental health support**

This "sabbatical season" has given us clarity and strengthened our resolve to serve the breadth of the Christian in Media community.

CRM Launch & Systems Overhaul

We went live with our new **CRM platform**, replacing fragmented spreadsheets and booking systems with one secure, centralised solution. The benefits are immediate: faster event bookings, improved data protection, dashboards to monitor activity, smarter email communication. It's already changing how we work behind the scenes.

Staffing Changes & Trustee Involvement

Saying goodbye to our Head of Operations **Jocelyn Anne** and Finance Administrator **Kamau Picort** meant we lost operational bandwidth, quickly. But it called on us (trustees!) to step up. Beyond governance, we jumped in: organising events, managing digital channels, administering bookings and tightening finance controls. It's worth pausing to say: thank you, trustees - you've given hands-on leadership that truly kept CiM afloat.

The Church and Media Network

Trustees' Annual Report

Future Plans

2025 is shaping up to be a turning point.

Vision Relaunch

We will unveil a refreshed statement of purpose:

“Christians in Media is a UK network, creating spaces to gather, pray for and inspire Christians in the Media since 1967.”

Building on that, we'll focus on four pillars:

- **Wellbeing**
- **Gathering**
- **Partnering**
- **Resourcing**

We'll explore themes that matter: integrity, disagreeing well, joy, ethics in AI and wellbeing at work.

Upcoming Initiatives in 2025:

- **Engage Conference** – back by popular demand, in partnership with Christians at Sky
- **Membership Scheme** – offering belonging, visibility and financial support
- **Wellbeing Groups** – in partnership with Kintsugi Hope
- **Faith in Media Podcast** – finishing Season 3, then taking a short break
- **Regular communications and social engagement** – pointing our network to great Christian resources and sharing stories
- **CRM Embed** – using our new system to build community and efficiency
- **Prayer Breakfasts** + digital gatherings to come in 2026

Capacity & Roles

To deliver all of this, we hope to recruit volunteers for podcast production, digital and social channels, administration and finance.

Risk Management and Safeguarding

No significant updates made in 2024. Our existing safeguarding and operational policies remain in place, reviewed annually.

The Church and Media Network

Trustees' Annual Report

Public Benefit Statement

Our activities (prayer, gathering, networking, resources) serve public benefit by supporting Christians in Media - as individuals, they can better integrate faith and work; as a group, they encourage integrity, truthfulness, grace and cultural engagement in media.

Statement of Trustees' Responsibilities

The trustees (who are also directors of the charity for the purpose of company law) are responsible for preparing the Trustees' Annual Report 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 that give a true and fair view. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume the charity will continue to operate;
- summarise all relevant legislation and ethical responsibilities as per the standard format.

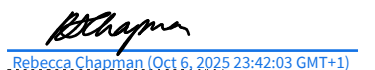
The trustees are responsible for managing risk, establishing systems to identify, assess, manage and monitor risks (including safeguarding and operational risks), and ensuring appropriate internal controls are in place.

The trustees are required to ensure funds are applied only for charitable purposes and comply with the governing document and relevant legislation.

This statement is approved by the board on 8 September 2025 and signed on its behalf by:



Lani Charlwood, Chair


Rebecca Chapman (Oct 6, 2025 23:42:03 GMT+1)

Rebecca Chapman, Vice-Chair

The Church and Media Network

Statement of Financial Activities for the Year Ended 31 December 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted £	Total 2024 £
Income and Endowments from:			
Donations and legacies	3	4,879	4,879
Other trading activities	4	3,358	3,358
Investment income		1,372	1,372
Total Income		<u>9,609</u>	<u>9,609</u>
Expenditure on:			
Charitable activities	5	<u>(24,089)</u>	<u>(24,089)</u>
Total Expenditure		<u>(24,089)</u>	<u>(24,089)</u>
Net expenditure		<u>(14,480)</u>	<u>(14,480)</u>
Net movement in funds		(14,480)	(14,480)
Reconciliation of funds			
Funds brought forward		<u>64,395</u>	<u>64,395</u>
Total funds carried forward	10	<u>49,915</u>	<u>49,915</u>
	Note	Unrestricted £	Total 2023 £
Income and Endowments from:			
Donations and legacies	3	2,681	2,681
Investment income		274	274
Total income		<u>2,955</u>	<u>2,955</u>
Expenditure on:			
Charitable activities	5	<u>(23,296)</u>	<u>(23,296)</u>
Total expenditure		<u>(23,296)</u>	<u>(23,296)</u>
Net expenditure		<u>(20,341)</u>	<u>(20,341)</u>
Net movement in funds		(20,341)	(20,341)
Reconciliation of funds			
Funds brought forward		<u>84,736</u>	<u>84,736</u>
Total funds carried forward	10	<u>64,395</u>	<u>64,395</u>

All of the charity's activities derive from continuing operations during the above period.

The notes on pages 7 to 11 form an integral part of these financial statements.

The Church and Media Network
(Registration number: 1162772)
Balance Sheet as at 31 December 2024

	Note	2024 £	2023 £
Current assets			
Investments	7	31,317	10,000
Cash at bank and in hand	8	19,066	54,863
		50,383	64,863
Creditors: Amounts falling due within one year	9	(468)	(468)
Net assets		49,915	64,395
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds		49,915	64,395
Total funds	10	49,915	64,395

The financial statements on pages 5 to 11 were approved by the trustees, and authorised for issue on 8 September 2025 and signed on their behalf by:



Rebecca Chapman (Oct 6, 2025 23:42:03 GMT+1)

R Chapman
Trustee



L Charlwood
Trustee

The notes on pages 7 to 11 form an integral part of these financial statements.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2024

1 Charity status

The charity is a charitable incorporated organisation and consequently does not have share capital.

The address of its registered office is:

PO Box 295

Sidcup

DA15 0GL

These financial statements were authorised for issue by the trustees on 8 September 2025.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Basis of preparation

The Church and Media Network meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Current asset investments

Current asset investments are included at the lower of cost and net realisable value / market value.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2024

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2024

3 Income from donations and legacies

	Unrestricted funds General £	Total 2024 £	Total 2023 £
Donations and legacies;			
Donations from companies, trusts and similar proceeds	-	-	1,795
Donations from individuals	3,879	3,879	886
Grants, including capital grants;			
Grants from other charities	1,000	1,000	-
	<u>4,879</u>	<u>4,879</u>	<u>2,681</u>

4 Income from other trading activities

	Unrestricted funds General £	Total funds £
Events income;		
Conferences and similar events	3,358	3,358
	<u>3,358</u>	<u>3,358</u>

5 Expenditure on charitable activities

	Unrestricted General £	Total 2024 £	Total 2023 £
Note			
Conference venue fees	9,274	9,274	-
Mentoring programme	1,544	1,544	4,722
Christians in Media service	-	-	406
Newsletter	-	-	106
Freelance fees	6,990	6,990	11,040
Subscriptions	1,209	1,209	-
Travel	637	637	-
Advertising	39	39	-
Sundry expenses	763	763	1,979
IT costs	404	404	2,946
Podcast	615	615	-
Bank charges	80	80	60
Governance costs	2,534	2,534	2,037
	<u>24,089</u>	<u>24,089</u>	<u>23,296</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2024

6 Analysis of governance and support costs

Governance costs

	Unrestricted General £	Total 2024 £	Total 2023 £
Trustees meetings and travel	1,286	1,286	694
Freelance fees	780	780	1,037
Accountancy fees	468	468	306
	<u>2,534</u>	<u>2,534</u>	<u>2,037</u>

7 Current asset investments

	2024 £	2023 £
CCLA Investment Fund	<u>31,317</u>	<u>10,000</u>

8 Cash and cash equivalents

	2024 £	2023 £
Cash at bank	<u>19,066</u>	<u>54,863</u>

9 Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals	<u>468</u>	<u>468</u>

10 Funds

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Balance at 31 December 2024 £
Unrestricted funds				
General	<u>64,395</u>	<u>9,609</u>	<u>(24,089)</u>	<u>49,915</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2024

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Balance at 31 December 2023 £
Unrestricted funds				
General	<u>84,736</u>	<u>2,955</u>	<u>(23,296)</u>	<u>64,395</u>

11 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 December 2024 £
Current assets	49,066	49,066
Current liabilities	<u>(468)</u>	<u>(468)</u>
Total net assets	<u>48,598</u>	<u>48,598</u>

	Unrestricted funds General £	Total funds at 31 December 2023 £
Current assets	64,863	64,863
Current liabilities	<u>(468)</u>	<u>(468)</u>
Total net assets	<u>64,395</u>	<u>64,395</u>

12 Related party transactions

There were no related party transactions in the year.

13 Trustees remuneration and expenses

No trustee, nor any person connected with them, received any remuneration or any other benefits in the year.

During the year trustees were reimbursed £1,106 (2023: £756) for travel expenses and £1,348 (2023: £1,424) for other costs that they incurred on the charity's behalf

Accounts

Charity registration number: 1162772

The Church and Media Network

(A charitable incorporated organisation)

Annual Report and Financial Statements

for the Year Ended 31 December 2023

McKellens Limited
11 Riverviews
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The Church and Media Network

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Church & Media Network (Christians in Media)

Trustees Report 2023

Trustees:

Steve Cox (Chair) (resigning 1st July 2024)
Rebecca Chapman
Paul Young (resigning 1st July 2024)
Tobi Rachel Akingbade (resigning 1st July 2024)
Lani Charlwood
Josie Gamble
Sandra Godley
Carol Sun-Schuster (appointed 13th May 2024)
Tolu Adebekun (appointed 13th May 2024)
Dr. Craig D Forrest (appointed 13th May 2024)

Principle Office:

PO Box 295
Sidcup
DA15 0GL
The charity is incorporated in England.

Charity Registration Number

1162772

Independent Examiner

Paul Roper FCA
McKellens Limited
Chartered Accountants
11 Riverview
The Embankment Business Park, Vale Road
Heaton Mersey
Stockport
SK4 3GN

Church & Media Network (Christians in Media)

Trustees Report 2023

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 December 2023.

Objects and Aims:

'The promotion and advancement of the Christian religion for the public benefit through the broadcast, electronic and print media in Britain and Ireland'

2023 Report:

For the Lord is good and His love endures forever; His faithfulness continues through all generations (Psalm 100:5)

As the session on leadership came to an end, a forest of delegate's arms shot into the air eager to ask their questions. A young woman in her twenties, at the back of the hall, was desperate to grab the microphone. She stood to her feet and began. "I work in radio. I do some live presenting and voice pieces." There was a long pause, and the delegates waited for a question on leadership. But, to everyone's surprise, she asked; "Am I the only Christian who works in media?"

As Christians, God calls us to be in the world, not of the world. We do not leave our faith at the church door. We are called to serve beyond the church walls, and that includes our places of work. For this young lady, media is her workplace: an area of public life that is often criticised. She felt alone, unsupported. How can she live out her faith in an environment that can often seem so anti-faith, even anti-Christian?

Throughout 2023, this was just one example that provided the motivation for our programme of in-person and online activities. 'Christians in Media' exists to support, encourage and inspire Christians just like this young lady and the many hundreds more working in, and with, media who feel alone, unsupported.

This report will highlight God's continuing faithfulness, which knows no bounds. His love endures forever. First, let us remind you of who we are and who we stand for:

Why we exist (Mission)

To support, encourage and inspire Christians who work in, and with, traditional and non-traditional media

What we believe in and how we will behave (Our Culture)

- We believe in, and shall endeavour, to uphold and maintain the highest standards of integrity, truth and fairness in every area of the charity's activities, relationships and general conduct
- We believe in equal opportunity for all, modelling genuine gender and ethnic balance
- We respect and uphold reasoned, good mannered debate
- We believe in accountability and responsibility in all our activities and dealings
- We believe in justice and dignity for all
- We believe in upholding, and living out, the Godly principles of love, grace and compassion
- We believe in the Godly principle of community

What do we want to see (Vision)

- To see Christians working in, and with, traditional and non-traditional media flourish and become key influencers for the Kingdom
- To see churches engaging positively with the UK media
- To see the life-affirming Gospel message of faith, hope and love increasingly reflected in the UK media content

Church & Media Network (Christians in Media)

Trustees Report 2023

What does this look like

- We support the highest standards in media
- We want to give our backing to the vast majority of people working in the media as they strive for integrity and truth.
- We want to encourage Christians and other people of faith and goodwill to consider it as a calling. We want to support all those working in and with the media in our churches, including; church leaders and communications officers who help to portray and interpret the Church's role in our society
- From national newspapers to community radio, from websites to specialist publications, from TV networks to blogs, all have a valuable role to play. Churches are parts of international and national networks – so a thriving global and national media matters to us. We want to know about our world, its celebrations, its problems and its joys, and we need a thriving media to help us engage with it.
- Churches are communities of believers rooted in local areas. So the local and regional media matter to us – they are vital parts of our communities, and help to hold those communities together.
- In difficult economic and social times, we need a strong and courageous international, national and local media, working to the highest ethical standards.
- We want to play our part in ensuring that we have a thriving media, committed to truth, and in affirming – and challenging – those who work within it.

The following pages look at our 2023 programme of activities from four key strategic perspectives:

1) User/Beneficiary Perspective:

i) **Mentoring programme:**

The programme is now in its third season. While it offers skills development, it is firmly rooted in our Christian faith. Here is a brief understanding of its purpose:

What does it do?

Blends faith-based guidance, practical media skills development with the invaluable wisdom of seasoned media professionals' mentors. The programme seeks to expand existing industry skills, and knowledge, via mentor relationships and targeted sessions, aligned to our central pillars of: Storytelling, Media Mind-set and Faith & Integrity.

Enables mentees to lead and shape the ever-shifting media landscape through their unique capabilities

Who's it for?

Anyone aged 18-30 who has a passion for their faith and media, and anyone who wants to work in media but is unsure about their direction. Also, for anyone currently working in media but wanting to take the next step: anyone who's studying or at university and looking for a media role.

How does the programme help?

Church & Media Network (Christians in Media)

Trustees Report 2023

Equips mentees with industry related skills and knowledge. It gives crucial guidance about how to navigate a broadly secular industry as a person of faith. It creates opportunities to make important connections with experienced media professionals and supports, and encourages, so they can flourish in their faith and be Kingdom influencers.

We are so grateful to our amazing mentors, who give their time and experience so generously. To see who they are, and hear from the mentees who have taken advantage of this great programme, go to:

<https://www.christiansinmedia.co.uk/mentoring-programme>

ii) Online Lunchtime Prayer Meetings:

Whether you work in your church media team, in the media arena yourself, or feel led to pray for this industry, media impacts all of our lives. That's why we're committed to pray for media through our regular online lunchtime prayer meetings.

Each time we pray into different industry areas from publishing to photography, and podcasting to producing. We're encouraged through our speakers sharing how God is working in their lives and fellowshiping together. In 2023, we were so grateful to our guest contributors, who came from so many diverse areas of the media world. Those who joined our lunchtime gatherings were encouraged and blessed in equal measure. Here is just one example of the impact of our Lunchtime Prayer Meetings:

"It was great. I was really inspired. I immediately messaged a filmmaker friend and reminded him of God's great power to do great things."

Go to <https://www.christiansinmedia.co.uk/online-lunchtime-prayer-meetings> for more information.

iii) Faith in Media Podcast

Launched in July 2023, 'Faith in Media' is our Christians in Media podcast. Hosted by Carla Adebekun, it explores unique stories of believers bringing salt & light into a challenging industry. The podcast offers some honest conversations about how our guests occupy both secular and Christian spaces, giving voice to thought-provoking topics that will challenge and inspire anyone interested in the world of media.

It is available on Spotify, Apple and YouTube platforms.

We are so grateful to a dedicated team of volunteers who continue to source and produce top quality guests that bring so much truth and wisdom to the conversation. The 'Faith in Media' team: Host: Carla Adebekun, Executive Producer: Rebecca Chapman, Producer: Max Avard, Researcher: Charlotte Coe, Assistant Researcher: Joel Solomon, Head of Operations: Jocelyn-Anne.

iv) Regional Hubs

We're creating a network of UK hubs with brilliant hub leaders bringing our community together in their region. The hubs are a place to meet like-minded Christians to build relationships and talk about all things faith and media. It is a place to be inspired, supported and encouraged: a place to share knowledge, collaborate and learn from each other.

While we recognise that this is a longer term goal and process, we feel that regional gatherings of Christians working in, and with, media are so important. At the time of writing this report, we have connected with Bristol, Leeds and Brighton. But, there is much more to do

v) National Day of Prayer for the Media 2023

"When I joined our church almost 8 years ago, I was worried they would think their new pastor's wife was a strange creature with her penchant for writing fiction, talking on the radio, and spending time on social media."

Church & Media Network (Christians in Media)

Trustees Report 2023

I was delighted to find two other writers in the church, as well as two artists and someone who worked in Christian publishing. It wasn't until this year that I felt brave enough to ask if we could take some time in the service to pray together on the National Day of Prayer for the Media.

On Sunday 29 of October, I led the service, and included in the wider prayers for radio, TV, journalism and social media was a special request for a local church who I'm about to start to help get online. They have no one with tech expertise in their church, but they all have a real desire to reach beyond their four walls.

Not many people prayed aloud but I trusted that all were praying in their hearts. After the service, one of our older members came to me and said he was 100% behind what we're doing, he couldn't pray out loud because he hadn't got the words, but he wanted us to know he was with us.

It was great to have the slides provided by 'Christians in Media'. Also, in their Facebook group I asked for suggestions for songs to sing. Thanks to those who responded. We sang the new words to Eventide (Abide with Me), praying God will 'transform, restore and heal society'.

Next year I will be more prepared! I will make sure it's mentioned in our newsletter in advance and hopefully get one or two others involved. For a first go, we were very happy with how it went and I'm so glad I got over my hesitation and suggested it."

Just one positive comment from a Christian leader, who encouraged their church to set aside time to pray for our UK media, and for those called to serve in this crucial public space. It's encouraging to know that churches, prayer groups and people were praying all across our land & beyond. Together we stood and prayed for this crucial industry, for the people behind the roles, for those in our congregations who work within the media arena and for church media teams to shine out the Gospel message.

In 2024, the National Day of Prayer for the Media is going global. Christians in Media is collaborating with brothers and sisters across the world to hold a 24 hour prayer event on Sunday, 27th October. For more details, go to: <https://www.christiansinmedia.co.uk/pray4media>

vi) Website & Coms Platforms

In 2023, we committed time and money to improving our website. Today, it is more accessible, easier to navigate and looks far more professional. Thanks go to our trustee, Josie Gamble, and our Head of Operations, Jocelyn-Anne for their guidance and expertise in bringing this to fruition.

We continue to develop and improve our communication platforms, using creative graphics as well as improved messaging. We recognise that media is fast moving, and many Christians occupy so many new media platforms. It is important we serve the many Christians, who work, and use, these new media platforms as well as continuing to serve Christians working in mainstream media.

The box below illustrates the impact of these improvements that have led to increased traffic to our very important communication platforms:

Social Media & Web Site Analytics		
Website Traffic: Sept – Dec 31 st 2023 (Dates of new website)		
(Old web site now expired)		
Unique Visitors	Visits	Page Views
7.8k	7.9k	2.7k
(+100% yr. /yr.)	(+100% yr. /yr.)	(+100% yr. /yr.)

Church & Media Network (Christians in Media)

Trustees Report 2023

Social Media Platforms:

Twitter (X) – 2,4k (+1.0)

Facebook (closed membership) – 844 (+5%)

Facebook corporate account – 325 members (+27%)

Instagram – 1,046 followers (+62%)

YouTube – 410 subscribers (+12%)

LinkedIn – 225 followers (new figures)

Newsletter:

735 subscribers (post GDP)

Open rate – 40%-50%

Industry average – 10%-15%

2) Financial Perspective

In October 2023, Christians in Media divested some of its assets into an investment fund. Some £30,000 was transferred from our CAF Cash and Gold Account to CCLA Investment Fund, which provides a return of 5.1% per annum.

This decision is crucial to maintaining an emergency fund for all future activities, including staff costs. At the time of writing this report, the charity has the following in its accounts:

CAF Current Account: £31k

CCLA Investment Fund: £30k (plus interest)

To help the charity with its financial management, we welcomed Kamau Picord to the role of Finance Administrator. Thank you, Kamau, for your support and hard work behind the scenes.

The charity continues to explore news sources of revenue, and has reached out to grant funding organisations over the course of the year. Meanwhile, we are grateful to individual donors, who support the work of the charity through their giving.

3) Operational Perspective:

In 2023, the charity maintained a stable operational structure, and a consistency at Board level. At the time of writing this report, the charity is preparing for considerable change.

In July, 2024, two trustees will be stepping down. We will be saying 'goodbye' to Tobi Rachel Akingbade and Paul Young (Kerensa), who have served the charity so well. We are so grateful for their willingness to contribute to the work of Christians in Media in so many practical ways, in addition to ensuring the charity is governed well and to God's glory.

Church & Media Network (Christians in Media)

Trustees Report 2023

While this is a significant loss, I am delighted to report that the charity has appointed three new trustees, who will bring fresh energy along with their much-needed expertise, experience and passion. We welcome Carol Sun-Schuster, Tolu Adebekun and Craig D Forrest to the Board, and pray they will make a significant contribution to the life, work and ministry of the charity.

Christians in Media continues to operate with a team of freelancers and volunteers. Our Head of Operations, Jocelyn-Anne, has helped to raise the charity's profile, and deliver a strong programme of in-person and online activities in a highly professional manner. We are so grateful for Jocelyn-Anne's gifts and talents, and an ability to engage with a wide variety of people in a generous and humble manner.

Looking forward, it is important the charity explores, and implements, an organisational structure that serves the mission and delivers an innovative programme of relevant activities.

4) Learning & Growth Perspective

We continue to explore ways in which we can demonstrate growth, and are cost effective. The Board is very conscious of limited financial resources, and are keen to target activities effectively. Much of the data is anecdotal and, therefore, very difficult to quantify. However, it is important that we seek to show the outcomes and impact of our activities, as reflected in the 'at-a-glance' table below. You will note that much is anecdotal, gathered from those who have benefitted. The Mentoring Programme is an excellent example:

Outputs: Immediate results to our activities	Outcomes: Medium & long term benefits to recipients	Impact: Long term
*Event attendance figures *Ticket sales *Sponsorship deals *Newsletter subscribers *Twitter followers *Instagram followers *YouTube subscribers *Facebook membership *LinkedIn followers *Testimonies/stories *Number of churches participating in National/Global Day of Prayer for the Media *Prayer Walks participation *Christians & secular media coverage *Prayers on Premier etc. *Lunchtime Prayer Meetings guests & participants *Speaking on behalf of Christians in Media at Conferences	Beneficiaries: a) Understand their purpose in media b) Feel connected to Christian brothers & sisters working in media c) Feel inspired and encouraged in their faith d) Endorsement of media as a valid career for Christians e) Receive valuable tools and tips f) Able to help their church engage with their media g) Receive help with career opportunities i) Mentees helped to progress/make impact in their media career j) Blessing other charities & organisations	Beneficiaries: a) Still in media, now at higher level with influence to shape culture & narrative b) Important advocates for the 'Christians in Media' family c) Willing to be key mentors to the next generation d) Experienced at dealing with difficult social, ethical and religion issues e) Improved media relationship with churches f) Potentially take 'Christians in Media' and its mission to other countries g) Increased collaboration with UK & International organisations

5) Looking Ahead to 2024/25:

Church & Media Network (Christians in Media)

Trustees Report 2023

***Christians in Media 'Engage' Conference - October 17th 2024 at St. Martin-in-the-Fields, London** is the date of a special gathering of Christians in media together for transformative impact.

Speakers at the conference include, **Chine McDonald, Cole Moreton, James Poulter, Simon Thomas, Ems Hancock.** Our host for the conference is **Sandra Godley OBE, BCAs.**

As Christians in this dynamic arena, our commitment to truth, integrity and the expression of faith faces constant challenges. Through community, vision and training, Christians in Media rise to meet these challenges. Our commitment to being pastoral, prophetic and pioneering positions us as a vital support system for professionals in both secular and religious media.

At our 'Engage' Conference, we will tackle three critical questions resonating deeply in our current climate:

How do we disagree well?

Navigating disagreements with grace and respect in a polarised media landscape

What role does AI play in the future of media?

Exploring the ethical implications of artificial intelligence in shaping media narratives

How do we protect our mental health in this pressured and highly visible profession?

Addressing the unique challenges of maintaining mental well-being in the fast-paced world of media

For more details, and to book your tickets, go to <https://www.christiansinmedia.co.uk/engage2024>

***Mentoring Programme** – The Board has agreed to undertake a review of the programme, exploring opportunities to reduce costs and generate new income. This year, the third season will culminate with a special presentation to mentees at the 'Engage' Conference that will recognise their commitment to the programme.

We continue to be excited to see, and encourage, the next generation using their creative skills and abilities to help shape the media landscape. It is crucial that the charity acknowledges the new media platforms, as well as serving Christians working mainstream media. This year, Christians in Media worked very closely with United Christians Broadcasters (UCB) and their Kingdom Academy, and will be seeking to develop other, exciting collaborations in the future.

***Online Lunchtime Prayer Meetings:** This inexpensive initiative has been a great success, and we will continue to plan and promote more meetings over the course of the next few years. It is important to monitor its progress, review and update. However, prayer is at the very heart of who we are, and this activity fits into our mission purpose like a nice warm glove. Our next meetings are in June, September and November.

***Global Day of Prayer for the Media October 27th:** We are so excited to be collaborating with **Christians in Media and Arts, Australia, Christian Broadcasting Association, New Zealand and the Hollywood Prayer Network** in a special global prayer initiative.

Prayer is central to our faith and to Christians in Media. We've had a National Day of Prayer for the Media for over a decade. On Sunday 27th October we ask Christians, churches and prayer groups to set aside time to pray. Our Global Day of Prayer for the Media shows our commitment to stand alongside all those who work in this arena through active and heartfelt prayer. Corporate prayer is powerful as we raise up our voices across the UK and beyond. We're praying for:

- The people behind the profession. For the challenges they face in their personal and work lives
- Church media teams & for positive relationships with their local media
- Local, regional, national and social media - secular and Christian
- Media to give a voice to the voiceless and to be held to account
- Christians in media hold firm to Biblical beliefs and convictions, courageously presenting the truth with integrity and without bias or agenda.

Church & Media Network (Christians in Media)

Trustees Report 2023

To get involved, go to <https://www.christiansinmedia.co.uk/pray4media>

***Prayer Walks:** Having just completed a very special London Prayer Walk from All Souls, Langham Place to St. Martin-in-the-fields, in support of the global prayer initiative, 'Thy Kingdom Come', we are looking forward to holding more walks in the coming years. In line with our aim to support local gatherings, we invite Christians who work in, and with, media to coordinate/lead a local Prayer Walk. It may be from their local church, or simply a gathering in a local park. Let us know, and we will help where we can

***'Faith in Media' Podcast:** Launched in July 2023, this podcast has been well received. Hosted by Carla Adebekun, and produced by a great team of creative Christians, we have been able to hear from some wonderful guests across the diverse world of media. We shall continue to bring you stories of great hope and encouragement, look to develop production values during 2024 and 2025 and make it a must-listen for all Christians who work in, and with, media.

***Governance:** It is important to sustain, and grow, the quality of the Trustees Board. To assist in this process, the charity has implemented a Succession Strategy that will monitor and audit skills at all levels in the charity's organisation. In view of the size of the charity, trustees will need to be proactive, and play a key role in maintaining the growth of the charity over the next 3-5 years. As Chair of the charity that runs 'Christians in Media', my term comes to an end in July 2024. Plans are in place to appoint a successor at our Trustees meeting in July 2024.

***Regional Christians in Media Hubs:** At the time of writing, Christians in Media is speaking with supporters in Leeds, Brighton and Bristol to develop the ministry and work of the charity. Progress is slow, so it is important that we hear God's voice in developing these relationships. Local communities are so important, and will help to both expand and raise Christians in Media's profile.

***Raising Public Profile & Voice** - 2023 saw a significant rise in the charity's profile. Much of this is down to our Head of Operations, Jocelyn-Anne, who has reached out to many organisations across the UK and the world. Evidence of this growth can be seen with our Global Day of Prayer for the Media on the 27th October this year, the success of our Lunchtime Prayer Meetings and the planned 'Engage' Conference to be held at St. Martin-in-the fields. However, there is so much more to do, and the potential is enormous.

6) Summary

Last year, this report highlighted three areas that needed attention:

- a) Increase income through grants, voluntary giving by beneficiaries and ticket sales
- b) Continue to improve our social media presence, especially reaching a generation of younger Christians
- c) Develop a 'gold standard' web site that attracts, explains and excites

I am delighted to report that we have considerably improved our social media presence, continuing to reach a younger generation. We have also completely redesigned our website, which is a substantial improvement. However, we still need to increase the charity's income through grants, voluntary giving, ticket sales and innovative ways of raising money.

Our desire, and very existence, is to continue to support those who are called to serve in this important and crucial area of public life. We will seek to be a voice for the voiceless and call out injustice where it is seen, and unseen. We will hold those in power to account. And, we will seek to help young Christians to see media as a wonderful opportunity, and a calling to help shape the media landscape in the name of Jesus.

I would like to take this opportunity to thank so many people, who continue to support the work of the charity. We are grateful to those who have donated their time and money. It is such a wonderful affirmation of the call that God has placed upon the charity to continue to support Christians working in, and with, media. Our dream is to see the rapidly changing media landscape changed to reflect the love, grace and compassion of our Lord Jesus Christ. This can only be done through the people called to serve in this crucial area of public life.

Church & Media Network (Christians in Media)

Trustees Report 2023

As Chair of the charity for the past nine years, it has been a privilege and honour to serve. This is my last report. The charity welcomes new faces, new energy, and new ideas. It is a sign of a healthy organisation when changes are made at Board level.

As we look to the future, we are greatly encouraged. We know that God is in control, and those who follow will play their part in supporting, encouraging and inspiring Christians who work in the very diverse public space called media.

Steve Cox

Chair, Church and Media Network (Christians in Media)

May 2024

The Church and Media Network

Trustees' Report

Statement of trustees' responsibilities

The trustees (who are also the directors of The Church and Media Network for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

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

The annual report was approved by the trustees of the charity on 24 July 2024 and signed on its behalf by:



.....
S Cox
Trustee

The Church and Media Network

Statement of Financial Activities for the Year Ended 31 December 2023 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted £	Total 2023 £
Income and Endowments from:			
Donations and legacies	3	2,681	2,681
Investment income		<u>274</u>	<u>274</u>
Total Income		<u>2,955</u>	<u>2,955</u>
Expenditure on:			
Charitable activities	4	<u>(23,296)</u>	<u>(23,296)</u>
Total Expenditure		<u>(23,296)</u>	<u>(23,296)</u>
Net expenditure		<u>(20,341)</u>	<u>(20,341)</u>
Net movement in funds		(20,341)	(20,341)
Reconciliation of funds			
Funds brought forward		<u>84,736</u>	<u>84,736</u>
Total funds carried forward	10	<u>64,395</u>	<u>64,395</u>

	Note	Unrestricted £	Restricted £	Total 2022 £
Income and Endowments from:				
Donations and legacies	3	13,323	7,800	21,123
Investment income		<u>117</u>	<u>-</u>	<u>117</u>
Total income		<u>13,440</u>	<u>7,800</u>	<u>21,240</u>
Expenditure on:				
Charitable activities	4	<u>(19,882)</u>	<u>(8,076)</u>	<u>(27,958)</u>
Total expenditure		<u>(19,882)</u>	<u>(8,076)</u>	<u>(27,958)</u>
Net expenditure		<u>(6,442)</u>	<u>(276)</u>	<u>(6,718)</u>
Net movement in funds		(6,442)	(276)	(6,718)
Reconciliation of funds				
Funds brought forward		<u>91,178</u>	<u>276</u>	<u>91,454</u>
Total funds carried forward	10	<u>84,736</u>	<u>-</u>	<u>84,736</u>

All of the charity's activities derive from continuing operations during the above period.

The notes on pages 13 to 18 form an integral part of these financial statements.

The Church and Media Network
(Registration number: 1162772)
Balance Sheet as at 31 December 2023

	Note	2023 £	2022 £
Current assets			
Investments	7	10,000	-
Cash at bank and in hand	8	<u>54,863</u>	<u>86,503</u>
		64,863	86,503
Creditors: Amounts falling due within one year	9	<u>(468)</u>	<u>(1,767)</u>
Net assets		<u>64,395</u>	<u>84,736</u>
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds		<u>64,395</u>	<u>84,736</u>
Total funds	10	<u>64,395</u>	<u>84,736</u>

The financial statements on pages 11 to 18 were approved by the trustees, and authorised for issue on 24 July 2024 and signed on their behalf by:



.....

Trustee

The notes on pages 13 to 18 form an integral part of these financial statements.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

1 Charity status

The charity is a charitable incorporated organisation and consequently does not have share capital.

The address of its registered office is:

PO Box 295

Sidcup

DA15 0GL

Authorised for issue date

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Basis of preparation

The Church and Media Network meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Current asset investments

Current asset investments are included at the lower of cost and net realisable value / market value.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

3 Income from donations and legacies

	Unrestricted funds General £	Total 2023 £	Total 2022 £
Donations and legacies;			
Donations from companies, trusts and similar proceeds	1,795	1,795	100
Donations from individuals	886	886	1,766
Legacies	-	-	11,457
Grants, including capital grants;			
Grants from other charities	-	-	7,800
	<u>2,681</u>	<u>2,681</u>	<u>21,123</u>

4 Expenditure on charitable activities

	Unrestricted General £	Total 2023 £	Total 2022 £
Note			
Mentoring programme	-	-	4,470
Mentoring programme	4,722	4,722	8,990
Christians in Media service	406	406	7,062
Newsletter	106	106	103
Freelance fees	-	-	3,606
Freelance fees	11,040	11,040	-
Sundry expenses	1,979	1,979	413
IT costs	2,946	2,946	979
Bank charges	60	60	80
Governance costs	2,037	2,037	2,255
	<u>23,296</u>	<u>23,296</u>	<u>27,958</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

5 Analysis of governance and support costs

Governance costs

	Unrestricted	Total	Total
	General	2023	2022
	£	£	£
Independent examiner fees			
Examination of the financial statements	-	-	350
Other fees paid to examiners	-	-	460
Trustees meetings and travel	694	694	285
Other governance costs	1,343	1,343	1,160
	<u>2,037</u>	<u>2,037</u>	<u>2,255</u>

6 Independent examiner's remuneration

	2022
	£
Examination of the financial statements	<u>350</u>
Other fees to examiners	
All other services	<u>460</u>

7 Current asset investments

	2023
	£

8 Cash and cash equivalents

	2023	2022
	£	£
Cash at bank	<u>54,863</u>	<u>86,503</u>

9 Creditors: amounts falling due within one year

	2023	2022
	£	£
Other creditors	-	417
Accruals	468	1,350
	<u>468</u>	<u>1,767</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

10 Funds

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Balance at 31 December 2023 £
Unrestricted funds				
General	84,736	2,955	(23,296)	64,395
	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Balance at 31 December 2022 £
Unrestricted funds				
General	91,178	13,440	(19,882)	84,736
Restricted funds	276	7,800	(8,076)	-
Total funds	91,454	21,240	(27,958)	84,736

The specific purposes for which the funds are to be applied are as follows:

The restricted fund relates to grants and donations funding the mentoring programme.

11 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 December 2023 £
Current assets	64,863	64,863
Current liabilities	(468)	(468)
Total net assets	64,395	64,395
	Unrestricted funds General £	Total funds at 31 December 2022 £
Current assets	86,503	86,503
Current liabilities	(1,767)	(1,767)
Total net assets	84,736	84,736

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

12 Trustees remuneration and expenses

No trustee, nor any person connected with them, received any remuneration or any other benefits in the year.

During the year trustees were reimbursed £756 (2023: £159) for travel expenses and £1,424 (2023: £866) for other costs that they incurred on the charity's behalf

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2023

12 Trustees remuneration and expenses

No trustee, nor any person connected with them, received any remuneration or any other benefits in the year.

During the year trustees were reimbursed £756 (2022: £159) for travel expenses and £1,424 (2022: £866) for other costs that they incurred on the charity's behalf

Accounts

Charity registration number: 1162772

The Church and Media Network

(A charitable incorporated organisation)

Annual Report and Financial Statements

for the Year Ended 31 December 2022

McKellens Limited
11 Riverviews
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK4 3GN

The Church and Media Network

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The Church & Media Network (Christians in Media)

Reference and Administrative Details

Trustees:

Steve Cox (Chair)
Chine McDonald (resigned April 2023)
Mark Warburton (resigned 2 September 2022)
Rebecca Chapman (re-elected December 2022)
Tobi Rachel Akingbade
Paul Kerensa Young
Lani Charlwood (appointed 28 November 2022)
Josie Gamble (appointed 28 November 2022)
Sandra Godley (appointed 27 March 2023)

Principal Office

PO Box 295
Sidcup
DA15 0GL
The charity is incorporated in England.

Charity Registration Number

1162772

Independent Examiner

Paul Roper FCA
McKellens Limited
Chartered Accountants
11 Riverview
The Embankment Business Park, Vale Road
Heaton Mersey
Stockport
SK4 3GN

The Church & Media Network (Christians in Media)

Trustees Report 2022

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 December 2022.

Objects and Aims:

The promotion and advancement of the Christian religion for the public benefit through the broadcast, electronic and print media in Britain and Ireland

2022 Report:

'Oh give thanks to the Lord, for he is good, for his steadfast love endures forever. Let the redeemed of the Lord say so, whom he has redeemed from trouble and gathered in from the lands, from the east and from the west, from the north and from the south (Psalm 107 1-3)

In October 2018, The Church and Media Network made the important decision to change its outward facing, or brand name, to 'Christians in Media', signalling a clear intent to stand for Jesus Christ in what is often a very dark space. Since then, we believe God has richly honoured this bold step by bringing many more Christians who work in, and with, media to our notice, and into the heart of the 'Christians in Media' family. This radical decision was a clear statement of who we are, what we stand for and why we exist.

The words of the Psalmist resonate with this bold 2018 decision, and would have been particularly poignant to the people of Jerusalem in the postexilic period. After fifty years of captivity in Babylon, they had been gathered in by God to their ancestral home. Post-COVID 19 lockdown, we have seen God's mighty hand in bringing many more people into the 'Christians in Media' network, into a safe space they can call home; Christians from traditional mainstream media to film, song and dance to social media influencers to name just a few. Media is changing at such a rapid pace, and God is calling many young Christians to shine his powerful light in these exciting new spaces. And, 'Christians in Media' will continue to respond to this change.

At the time of writing this report, trustees are busy planning for 2024 with a renewed confidence, and a real sense of excitement. We shall continue to put our trust in a faithful God to bring more Christians into the 'Christians in Media' network and to provide the resources to serve our beneficiaries for His glory.

This report will seek to highlight the progress made in 2022, which has set the foundation for increased activity that is serving many more Christians who work in, and with, media. First, we would like to begin with a written statement of who we are and what we stand for:

Why we exist (Mission Purpose)

To support, encourage and inspire Christians who work in, and with, traditional and non-traditional media

What we believe in and how we will behave (Our Culture)

- We believe in, and endeavour, to uphold and maintain the highest standards of integrity, truth and fairness in every area of the charity's activities, relationships and general conduct
- We believe in equal opportunity for all, modelling genuine gender and ethnic balance
- We respect and uphold reasoned, good mannered debate
- We believe in accountability and responsibility in all our activities and dealings
- We believe in justice and dignity for all
- We believe in upholding, and living out, the Godly principles of love, grace and compassion
- We believe in the Godly principle of community

The Church & Media Network (Christians in Media)

Trustees Report 2022

What do we want to see (Vision)

- To see Christians working in, and with, traditional and non-traditional media flourish and become key influencers for the Kingdom
 - To see churches engaging positively with the UK media
 - To see the life-affirming Gospel message of faith, hope and love increasingly reflected in the UK media content
-
- Our **Vision** remains steadfast. We long to see Christians working in media flourish in their faith and become key influencers: to see churches engaging positively with UK media: to see the life-affirming gospel message of faith, hope and love increasingly reflected in the UK media remains just as strong: to see the media landscape reshaped with more Christians in key positions of authority.
 - Our **Mission** 'to support, encourage and inspire Christians who work in, and with, media, has been emboldened by an increase in our public profile – measured by requests to join our Facebook membership site, social media platforms and increased connections with individuals and media outlets.
 - **We give thanks, and pray for**, journalists and reporters both here in the UK and right across the world, who seek to bring us truthful information and truthful accounts from war-torn conflicts across the world
 - **We think of, and pray for**, those members of the media who are persecuted for simply doing their job
 - **We think of, and pray for**, the many Christians who work in mainstream, and non-traditional media, who have responded to the call of the Lord to serve in this crucial area of public life.
 - **We pray for a generation of younger Christians**, who are producing some innovative, and creative, content on their podcasts and YouTube channels

The following pages look at our activities in 2022 from four key strategic perspectives:

1) **User/Beneficiary, Perspective 2022:**

a) **Christians in Media Mentoring Programme**

In 2021, we launched our inaugural Christians in Media Mentoring programme, with seven candidates taking part in our six-month programme. Since then, we have had another cohort of nine, talented young Christians with a passion for God and media. We are so proud of how their careers have progressed through being part of this programme: from going into radio production and presenting roles, to developing their media related businesses to explore new opportunities.

Each of us has a purpose; that's God's promise: He has good plans for us. That's what we want for you because you're here for 'such a time as this.' (Esther 4:14)

With a seasoned team, the programme equips young people with industry related skills and knowledge, helping them to make those important connections with experienced media professionals to expand their network, and giving them crucial guidance about how to navigate a broadly secular industry as a person of faith.

The Programme includes a combination of in-person events, where it is possible to meet like-minded people, build friendships and learn practical skills to help your future career; along with the benefit of an experienced media professional as a mentor over a six-month period.

The Church & Media Network (Christians in Media)

Trustees Report 2022

We are delighted to report that many mentees have continued to be part of the 'Christians in Media' family, contributing to the work of the charity with blogs, interviews and participating in events.

We have also set up an Alumni group, which has been especially helpful in retaining connections and relationships. As this group grows in size, we shall seek to provide specific, practical support and help over the coming months and years.

b) Christians in Media In-Person Service – October 2022

We were delighted to be able to hold our Annual Service in-person at the London Institute of Contemporary Christianity headquarters. Christians from around the world joined together in a great time of worship, fellowship and fun. There was great encouragement, inspiration and powerful messages based on the theme, 'God's Storytellers', from a great cast of contributors, including Dr Krish Kandiah, Gemma Hunt, Simon Thomas, Lucy Grimble, Nicola Pike plus our wonderful cohort of mentees.

The Service was also filmed, and distributed one week later on our YouTube channel. We are thankful to Mark Warburton and Ben Horrigan, who did a wonderful job in producing an excellent video. The Service is still available for viewing. Just click on this link: https://www.youtube.com/watch?v=pepxx_GRBao

c) Christians in Media Bi-Monthly Online Lunchtime Prayer Meetings

Launched in February 2022, these online gatherings have been a wonderful success. They offer our beneficiaries a chance to join fellow brothers and sisters for a time of encouragement, inspiration and prayer during a busy working day. The format is simple. Three guests from different aspects of media share their challenges, the successes, and their experience before praying. Since the beginning, we have had the privilege of welcoming some wonderful contributors, who have brought something very special to the table.

Attendees have to book their free place via Eventbrite, which allows for some degree of management and control. People have joined from every aspect of the media public space, and numbers have ranged from 20 to 40 for a Lunchtime Prayer Meeting. Praise God.

At the time of writing this report, plans are in place to produce an in-person Lunchtime Prayer Meeting at News UK's London headquarters, which is an exciting development.

d) National Day of Prayer for the Media – October 30th 2022

Prayer underpins all that we do. God is our first 'port of call'. Our Lord God is the one to whom we turn in the midst of our planning, preparations and programmes. Prayer separates us from the world. So, we continue to invite churches to set aside time in their church meetings to pray for national, regional, local and social media: to pray for those in their congregations who work in, and with, media.

Many prayer ministries have joined us to pray for the UK media in all its diversity, and the National Day of Prayer for the Media continues to grow as a result. Never before has it been so important to stand up for truth, integrity and justice in a world crying out for God's love, grace and compassion.

We are grateful to Nicola Pike and Matthew Joseph for producing the wonderful 'Truth Tellers' video, which is still available and very relevant. To take another look at this video, click on https://www.youtube.com/watch?v=R_mR-gqkXy4

e) Monthly 'Newsletter'

Our newsletter is reaching more people, and continues to provide support, encouragement, news, information together with some Biblical expositions. Journalists and reporters receive so much criticism: some valid, but most completely unfounded. They are key workers in the public space for a simple reason: they provide you, and me, with much-needed facts, information and truth. They do their utmost to hold those in authority to account, to call out

The Church & Media Network (Christians in Media)

Trustees Report 2022

injustice and abuse of power where seen and unseen, and our newsletter will help to highlight the good news stories, while seeking to bless those who work in this crucial area of public life.

The following offers an analysis of our various communication platforms. Please note the increased activity in all areas, especially via the Instagram platform which reaches a younger demographic:

Social Media & Web Site Analytics

Website Traffic: Jan 1st – Dec 31st 2022

Unique Visitors

9,300

(+13% yr. /yr.)

Visits

11,000

(+13% yr. /yr.)

Page Views

15,000

(+7% yr. /yr.)

Social Media Platforms:

Twitter – 2,409 (+4.5%)

Facebook (closed membership) – 808 (+12%)

Facebook corporate account – 254 members (+56%)

Instagram – 645 followers (+133%)

YouTube – 365 subscribers (+68%)

Newsletter:

704 subscribers (post GDP)

Open rate – 40%-50%

Industry average – 10%-15%

2) Financial perspective

We continue to maintain a reasonably healthy financial position. However, we are very conscious that income has declined in recent years – since we received a very helpful legacy payment. At the time of writing this report, the charity has some £65,727.71 in its current account and a further £10,110.43 in a special reserve account. Trustees are acutely aware of the imbalance of our spending to income ratio, and are exploring key fundraising strategies to attract increased funding. At the same time, we continue to put our trust in a faithful God, who has always provided at the right time.

We are grateful to our former Finance Administrator, Kate Gregory, for managing our day-to-day activities in 2022, and to our Accountants, McKellens, who provide an excellent service to the charity.

The Church & Media Network (Christians in Media)

Trustees Report 2022

3) Operational Perspective

2022 was an exciting year as we welcomed several new faces to the charity. In October 2022, at Governance level, the Trustees Board appointed Lani Charlwood and Josie Gamble to the Board. They have already brought a new energy and enthusiasm to our decision making, and will certainly help to shape the future of the charity.

In addition, the charity appointed Jocelyn-Anne Harvey as our Head of Operations. Jocelyn-Anne hit the ground running in October 2022, and immediately brought a sense of professionalism, energy and passion to the work of the charity. Jocelyn-Anne superseded Feyisara Olukoga who resigned from the charity in August 2022

It is important that the charity continues to look at the best possible structure that supports and delivers its mission purpose and strategic plans. It needs to be open to new ideas, innovative thinking while seeking God's wisdom and guidance in all matters. As trustees come to the end of their terms, it is important that a Succession Strategy is part of any Strategic Plan. These excellent additions to the Board and personnel are an ongoing part of this plan, and will help to move the charity forward over the coming years.

4) Learning & Growth Perspective

We continue to explore ways in which we can demonstrate growth. Much of the data is anecdotal and, therefore, very difficult to quantify. However, it is important that we seek to show the outcomes and impact of our activities, as reflected in the 'at-a-glance' table below. You will note that much is anecdotal, but measured and reported in feedback from those who have benefitted. The Mentoring Programme is an excellent example:

Outputs: Immediate results to our activities	Outcomes: Medium & long term benefits to recipients	Impact: Long term positive & negative
*Venue attendance figures *Supporter Mailing list - Twitter followers *Instagram followers *YouTube subscribers *Facebook membership *Testimonies/stories *Number of churches participating in National Day of Prayer for the Media *Number of Prayer Walks *Public profile feedback *Media coverage including interviews, prayers on Premier etc. - Attendance numbers at in-person workshops and Conferences - Attendance numbers for Lunchtime Prayer Meetings	Beneficiaries: a) Understand their purpose in/calling to media b) Feel connected to Christian brothers & sisters working in media c) Feel inspired and encouraged in their faith d) Endorsement of media as a valid career for Christians e) Receive valuable tools and tips f) Able to help their church engage with media g) Receive help with career opportunities h) Mentor support i) Mentees helped to progress/make impact in their media career	Beneficiaries: a) Still in media, now at higher level with influence to shape culture & narrative b) Important advocates for the 'Christians in Media' family c) Willing to be key mentors to the next generation d) Experienced at dealing with difficult social, ethical and religion issues e) Improved media relationship with churches f) Potentially take 'Christians in Media' and its mission to other countries

The Church & Media Network (Christians in Media)

Trustees Report 2022

5) Looking ahead to 2023/4

Christians in Media will continue to create and develop the following:

Mentoring Programme: We continue to be excited about this programme, which is now in its third year. At the time of writing this report, seven mentees have signed up for the 2023 Programme which starts in September. Trustees are conscious that sponsorship funding is urgently required to sustain and develop the programme over the coming years. Consequently, the charity will be looking for sponsorship opportunities.

Online Lunchtime Prayer Meetings: This inexpensive initiative has been a great success, and we will continue to plan and promote more meetings over the course of the next few years. It is important to monitor its progress, review and update. However, prayer is at the heart of who we are, and this activity fits into our mission purpose like a nice warm glove.

Mental Health & Wellbeing Workshop/Conference March 2024: Media can be a stress-filled occupation, and Christians are not immune to the impact of tight deadlines and unsociable hours upon their mental health. 'Christians in Media' is keen to hold a special workshop addressing Mental Health in this particular space. We shall partner with experts in the field, and develop an event that will ensure proper follow-up and support. Trustees are considering including this event within the larger Conference planned for October. Further discussion will determine what this might look like.

Christians in Media Conference: October 2024 We are planning to hold a very special Conference in October 2024. This will build upon the experience of our popular past Annual Conferences, and seek to serve into a very diverse media space. Discussions are already under way to prepare a Conference that will have a clear impact, and offers practical support and inspiration to our beneficiaries.

National Day of Prayer for the Media October 29: We will continue to call churches to set aside time in their large and small group meetings to pray for the media. In 2023, it will be held on Sunday, 29th October

Prayer Walks: In line with our aim to support local gatherings, we are inviting Christians who work in, and with, media to coordinate/lead a local Prayer Walk. It may be from their local church, or simply a gathering in a local park. These Prayer Walks will culminate in the National Day of Prayer for the Media.

'Faith in Media' Podcast: Launched in July 2023, this podcast has been well received. Hosted by Carla Adebekun, and produced by a great team of creative Christians, we have been able to hear from some wonderful guests including the Director of the hit movie, 'Jesus Revolution' and many more from the diverse world of media. We shall continue to bring stories of great hope and encouragement, and look to develop production values during 2023 and 2024.

Governance: It is important to sustain, and grow, the quality of the Trustees Board. To assist in this process, the charity will implement a Succession Strategy during 2023. New trustees will need to be proactive, and play a key role in continuing the growth of the charity over the next 3-5 years. As Chair of the charity that runs 'Christians in Media', my term comes to an end in July 2024. Therefore, plans will be put in place to seek and appoint a successor

Regional Christians in Media Hubs: At the time of writing, Christians in Media is speaking with supporters in Leeds, Brighton and Bristol to develop the ministry and work of the charity. It is important that we hear God's voice in developing these relationships.

Raising Public Profile & Voice: The success of our Annual Service, the National Day of Prayer for the Media, Mentoring Programme and Lunchtime Prayer Meetings has significantly helped to raise the profile of the charity. Invitations to speak at Conferences, contribute to various publications have been the result. Trustees have been able to speak on UK Christian radio stations, and written articles for several Christian publications.

The Church & Media Network (Christians in Media)

Trustees Report 2022

6) Summary

Our thanks go to so many people who continue to support the work of the charity. We are grateful to those who have donated to the charity, including some grant funding organisations. It is affirmation of the call that God has placed upon the charity to support Christians working in, and with, media. Our dream is to see the rapidly changing media landscape changed to reflect the love, grace and compassion of our Lord Jesus Christ. This can only be done through the people called to serve in this crucial area of public life.

As we look ahead, there are three key areas that need addressing quite urgently:

- a) Increasing income through grants, voluntary giving by beneficiaries and ticket sales
- b) Continuing to improve our social media presence, especially reaching a generation of younger Christians
- c) Develop a 'gold standard' web site that attracts, explains and excites

We will continue to support those who are called to serve in this important and crucial area of public life. We will seek to be a voice for the voiceless and call out injustice where it is seen, and unseen. We will hold those in power to account. And, we will seek to help young Christians to see media as a wonderful opportunity and calling to help shape the media landscape in the name of Jesus.

As we look to the future, we are greatly encouraged. We know that God is in control, and we will play our part in supporting, encouraging and inspiring Christians who work in the very diverse public space called media.

Steve Cox

Chair, Church and Media Network (Christians in Media)

August 2023

The Church and Media Network

Trustees' Report

Statement of trustees' responsibilities

The trustees (who are also the directors of The Church and Media Network for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

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

The annual report was approved by the trustees of the charity on 20 October 2023 and signed on its behalf by:



.....
S Cox
Trustee

The Church and Media Network

Independent Examiner's Report to the trustees of The Church and Media Network ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2022.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of The Church and Media Network as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for 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)].

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



Paul Roper
McKellens Limited
11 Riverview
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK4 3GN

24 October 2023

The Church and Media Network

Statement of Financial Activities for the Year Ended 31 December 2022 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted £	Restricted £	Total 2022 £
Income and Endowments from:				
Donations and legacies	3	13,323	7,800	21,123
Investment income		<u>117</u>	<u>-</u>	<u>117</u>
Total Income		<u>13,440</u>	<u>7,800</u>	<u>21,240</u>
Expenditure on:				
Charitable activities	4	<u>(19,882)</u>	<u>(8,076)</u>	<u>(27,958)</u>
Total Expenditure		<u>(19,882)</u>	<u>(8,076)</u>	<u>(27,958)</u>
Net expenditure		<u>(6,442)</u>	<u>(276)</u>	<u>(6,718)</u>
Net movement in funds		(6,442)	(276)	(6,718)
Reconciliation of funds				
Funds brought forward		<u>91,178</u>	<u>276</u>	<u>91,454</u>
Total funds carried forward	9	<u>84,736</u>	<u>-</u>	<u>84,736</u>
	Note	Unrestricted £	Restricted £	Total 2021 £
Income and Endowments from:				
Donations and legacies	3	2,155	-	2,155
Investment income		<u>1</u>	<u>-</u>	<u>1</u>
Total income		<u>2,156</u>	<u>-</u>	<u>2,156</u>
Expenditure on:				
Charitable activities	4	<u>(21,708)</u>	<u>(4,724)</u>	<u>(26,432)</u>
Total expenditure		<u>(21,708)</u>	<u>(4,724)</u>	<u>(26,432)</u>
Net expenditure		<u>(19,552)</u>	<u>(4,724)</u>	<u>(24,276)</u>
Net movement in funds		(19,552)	(4,724)	(24,276)
Reconciliation of funds				
Funds brought forward		<u>110,730</u>	<u>5,000</u>	<u>115,730</u>
Total funds carried forward	9	<u>91,178</u>	<u>276</u>	<u>91,454</u>

All of the charity's activities derive from continuing operations during the above period.

The notes on pages 13 to 18 form an integral part of these financial statements.

The Church and Media Network

(Registration number: 1162772)
Balance Sheet as at 31 December 2022

	Note	2022 £	2021 £
Current assets			
Cash at bank and in hand	7	86,503	95,007
Creditors: Amounts falling due within one year	8	<u>(1,767)</u>	<u>(3,553)</u>
Net assets		<u>84,736</u>	<u>91,454</u>
Funds of the charity:			
Restricted income funds			
Restricted funds			276
Unrestricted income funds			
Unrestricted funds		<u>84,736</u>	<u>91,178</u>
Total funds	9	<u>84,736</u>	<u>91,454</u>

The financial statements on pages 11 to 18 were approved by the trustees, and authorised for issue on 20 October 2023 and signed on their behalf by:



.....
S Cox
Trustee

The notes on pages 13 to 18 form an integral part of these financial statements.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

1 Charity status

The charity is a charitable incorporated organisation and consequently does not have share capital.

The address of its registered office is:

PO Box 295

Sidcup

DA15 0GL

These financial statements were authorised for issue by the trustees on 20 October 2023.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Basis of preparation

The Church and Media Network meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

3 Income from donations and legacies

	Unrestricted funds General £	Restricted funds £	Total 2022 £	Total 2021 £
Donations and legacies;				
Donations from companies, trusts and similar proceeds	100	-	100	-
Donations from individuals	1,766	-	1,766	1,955
Legacies	11,457	-	11,457	-
Grants, including capital grants;				
Grants from other charities	-	7,800	7,800	200
	13,323	7,800	21,123	2,155

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

4 Expenditure on charitable activities

		Unrestricted		Total	Total
	Note	General	Restricted	2022	2021
		£	£	£	£
Mentoring programme		-	4,470	4,470	-
Mentoring programme		8,990	-	8,990	10,653
Christians in Media service		7,062	-	7,062	4,462
Day of prayer		-	-	-	3,600
Newsletter		103	-	103	477
Freelance fees		-	3,606	3,606	4,150
Freelance fees		-	-	-	190
Sundry expenses		413	-	413	371
IT costs		-	-	-	574
IT costs		979	-	979	444
Bank charges		80	-	80	96
Governance costs	5	2,255	-	2,255	1,415
		<u>19,882</u>	<u>8,076</u>	<u>27,958</u>	<u>26,432</u>

5 Analysis of governance and support costs

Governance costs

	Unrestricted	Total	Total
	General	2022	2021
	£	£	£
Independent examiner fees			
Examination of the financial statements	350	350	-
Other fees paid to examiners	460	460	420
Trustees meetings and travel	285	285	-
Other governance costs	1,160	1,160	995
	<u>2,255</u>	<u>2,255</u>	<u>1,415</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

6 Independent examiner's remuneration

	2022 £	2021 £
Examination of the financial statements	350	-
Other fees to examiners		
All other services	460	420

7 Cash and cash equivalents

	2022 £	2021 £
Cash at bank	86,503	95,007

8 Creditors: amounts falling due within one year

	2022 £	2021 £
Other creditors	417	3,013
Accruals	1,350	540
	1,767	3,553

9 Funds

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Balance at 31 December 2022 £
Unrestricted funds				
General	91,178	13,440	(19,882)	84,736
Restricted funds	276	7,800	(8,076)	-
Total funds	91,454	21,240	(27,958)	84,736
	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 31 December 2021 £
Unrestricted funds				
General	110,730	2,156	(21,708)	91,178
Restricted funds	5,000	-	(4,724)	276
Total funds	115,730	2,156	(26,432)	91,454

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2022

The specific purposes for which the funds are to be applied are as follows:

The restricted fund relates to grants and donations funding the mentoring programme.

10 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 December 2022 £
Current assets	86,503	86,503
Current liabilities	(1,767)	(1,767)
Total net assets	<u>84,736</u>	<u>84,736</u>

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2021 £
Current assets	94,731	276	95,007
Current liabilities	(3,553)	-	(3,553)
Total net assets	<u>91,178</u>	<u>276</u>	<u>91,454</u>

11 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

S Cox

In 2022, S Cox was reimbursed trustee expenses totalling £39 (2021: £0) along with other costs paid by him on behalf of the charity of £866 (2021: £816).

J H Gamble

In 2022, J H Gamble was reimbursed trustee expenses totalling £120 (2021: £0)

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

Accounts

Charity registration number: 1162772

The Church and Media Network

(A charitable incorporated organisation)

Annual Report and Financial Statements

for the Year Ended 31 December 2021

McKellens Limited
11 Riverviews
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK43GN

The Church and Media Network

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The Church & Media Network

Reference and Administrative Details

Trustees:

Steve Cox (Chair)
Chine McDonald
Tobi Olujinmi (Resigned December 2021)
Mark Warburton
Rebecca Chapman
Tobi Rachel Akingbade (Appointed 2nd July 2021)
Paul Kerensa (Appointed 2nd July 2021)

Principal Office

PO Box 295
Sidcup
DA15 OGL
The charity is incorporated in England.

Charity Registration Number

1162772

Accountants

Paul Roper FCA
McKellens Limited
Chartered Accountants
11 Riverview
The Embankment Business Park, Vale Road
Heaton Mersey
Stockport
SK43GN

The Church & Media Network (Christians in Media)

Trustees Report 2021

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 December 2021.

Objects and Aims:

The promotion and advancement of the Christian religion for the public benefit through the broadcast, electronic and print media in Britain and Ireland

2021 Report:

'And my God will meet all your needs according to the riches of his glory in Christ Jesus.' (Philippians 4:19)

Just like the Apostle Paul, Trustees at the Church and Media Network, the charity that runs 'Christians in Media', echo Paul's gratitude to a loving, compassionate God who continues to meet our needs according to the riches of his glory in Christ Jesus.

This report is being written as we approach summer 2022. The days are longer. The sun is shining and so much is changing in the world. The days of lockdown seem a distant memory. People are gathering in groups; church communities coming together to worship. Yet, the world is also facing economic uncertainty and geo-political tensions. Like Israel under captivity, we are prone to fight our own battles, or resign to our own fate. But God tells us not to be a slave to world events, and align ourselves to God's way, God voice.

Trustees at the Church and Media Network are sensitive to the uncertainties of the time, to the doubts that populate our current public discourse. But, we continue to put our trust in a God who knows the beginning and the end, who is the Alpha and Omega: a God who transforms our deserts into gardens of rich blessing and great abundance.

It is this reassurance that gives Trustees a new-found confidence in our God-given mission to support, encourage and inspire Christians who work in, and with, media. As we mentioned in the Trustees Report for 2020, we did not plan to run in-person activities during 2021. Rather, we concentrated upon providing online and prayerful support. This report outlines what these looked like, the progress made with our financial position and a look ahead to 2022. First, we include the following updated Strategy Statement that acknowledges the changing circumstances:

-----A----- Current Strategy Statement	
Why we exist (Vision) To support, encourage and inspire Christians who work in, and with, traditional and non-traditional media	
What we believe in and how we will behave (Our Culture) • We believe in, and shall endeavour, to uphold and maintain the highest standards of integrity, truth and fairness in every area of the charity's activities, relationships and general conduct • We believe in equal opportunity for all, modelling genuine gender and ethnic balance • We respect and uphold reasoned, good mannered debate • We believe in accountability and responsibility in all our activities and dealings • We believe in justice and dignity for all • We believe in upholding, and living out, the Godly principles of love, grace and compassion • We believe in the Godly principle of community	
What do we want to see (Mission) • To see Christians working in, and with, traditional and non-traditional media flourish and become key influencers for the Kingdom • To see churches engaging positively with the UK media • To see the life-affirming Gospel message of faith, hope and love increasingly reflected in the UK media content	

The Church & Media Network (Christians in Media)

Trustees Report 2021

Our Strategic Priorities for 2022

Networking and providing space for pastoral support:

- To facilitate in-person and online networking events offering support, encouragement and inspiration through sharing, prayer, workshops, teaching etc.
- To continue to appoint Christians in Media Regional Ambassadors across GB & NI who will represent Christians in Media, and help to promote its mission and activities

Public voice:

- Be proactive in speaking out on key media issues, either independently or in conjunction with others. For example, the nature of language in our political discourse. The role of the media in upholding truth and integrity.
- Participate in Conferences and media training events
- Continue to belong to the Christians Professional Sector Group (CPSG) participating in joint activities to promote the Christians in Media brand, and supporting media workplace groups
- To grow the Christians in Media brand through online promotion and communication, increased connections and gaining influence through the following:

Planned Activities:

- Christians in Media Service 2022: In-Person and to be broadcast on YouTube
- Lunchtime Prayer Meetings: every 2 months starting February 2022. Each meeting to focus upon one aspect of media and include a guest speaker
- Nationwide Prayer for the Media including a series of Local Prayer Walks across the country culminating in the Day of Prayer for the Media - Sunday 30th October
- Mentoring Programme 2022: 6 month programme beginning early May with an in-person weekend
- Online Regional Meetings: 2 planned for 2022 linking Christians in Media representation in Scotland, NI, Sheffield, London plus any new areas added in 2022.
- Internal Survey: seeking feedback from beneficiaries
- External survey: with supporting report to raise public profile and raise public voice

How we implement and monitor the strategic priorities from 4 perspectives

1. User/donor perspective:

- Gatherings - Attendance; Anecdotal evidence via questionnaires; Testimonies/stories; Ambassador reports; Potential follow-up surveys
- Online - Newsletter, web site, social media analytics to promote (see box below)
- National Prayer for the Media - Number of prayer walks across the country churches and/or individuals participating. Media reaction and coverage.
- Day of Prayer for the Media - Number of churches participating. Number of prayer submissions from faith and media leaders, influencers, feedback.
- Our 'market' growth - Mailing list numbers; Facebook membership; engagement with articles, biogs. Mentoring Programme responses etc.
- Public voice - 'Share of voice' - what tools can we use to measure brand awareness, who knows about us etc.? Christians in Media Service & Day of Prayer for the Media increased our share of voice measured by those sharing, contacting the charity and media coverage. This can be improved significantly
- Mentoring scheme - Freelance Coordinator to manage the day-to-day implementation and engagement. Freelance Administrator giving admin and comms support; Number of applicants: Mentees progress into media: Feedback from mentees and others
- Local Implementation - Identify and appoint Regional Ambassador(s) to help with implementation of local gatherings in Sheffield, Scotland, NI, London, and Bristol.
- Survey(s)- Freelance Administrator to implement and coordinate in conjunction with trustees

The Church & Media Network (Christians in Media)

Trustees Report 2021

2. Financial perspective: • Continue to implement effective and realistic management accounting system relevant to our needs • Continue to provide realistic Income & Expenditure Forecasts • Maintain a healthy level of cash in hand, while acknowledging the level of expenditure required to serve the charitable mission purpose • Identify specific project funding needs, and target key donors who share our vision, mission and recognise the value of the project • Improve the fundraising narrative focusing on good story-telling, outcomes and impact • Continue to engage with beneficiaries/supporters and build a culture of giving • Apply realistic cost per pound raised measure for all in-person and online activities
3. Operational Perspective: • Continue to oversee, support and develop freelance staff • Develop and implement a Succession Planning Strategy at all levels including Trustees Board • Explore potential appointment of new trustees with complementary skills e.g. fundraising, financial. Operational & passion for faith and media • Continue to create conversations around partnerships with organisations that will complement charity's existing talents and gifts • Appoint and develop skills and talents of freelance staff where needed
4. Learning & Growth Perspective: • Establish proper impact measurement reporting as mentioned in the Performance Chain - qualitative and quantitate

- Our **Vision** remains steadfast. We long to see Christians working in media flourish in their faith and become key influencers: to see churches engaging positively with UK media: to see the life-affirming gospel message of faith, hope and love increasingly reflected in the UK media remains just as strong: to see the media landscape reshaped with more Christians in key positions of authority.
- Our **Mission** 'to support, encourage and inspire Christians who work in, and with, traditional and non-traditional media, has been emboldened by an increase in our public profile - measured by requests to join our Facebook membership social media platform, and a significant increase in funds held in our current account.
- **We give thanks, and pray for**, journalists and reporters both here in the UK and right across the world, who seek to bring us truthful information and accounts from war-torn conflicts across the world
- **We think of, and pray for**, those members of the media who are persecuted for simply doing their job
- **We think of, and pray for**, the many Christians who work in mainstream, and non-traditional media, who have responded to the call of the Lord to serve in this crucial area of public life.

The Church & Media Network (Christians in Media)

Trustees Report 2021

1) User/Donor Perspective 2021

a) Christians in Media Mentoring Programme

In 2021, we launched our inaugural Christians in Media mentor programme targeted at 18-25 year-old Christians, who were keen to enter media, or on the first rung of their media career. Seven young people took part in our six-month programme and, with an experienced team of mentors, we set out to develop this young group's skills and knowledge of the industry, help make important connections with experienced media professionals to expand their network, and give crucial guidance about how to navigate a broadly secular industry as a person of faith.

The Christians in Media Mentoring Scheme included equipping weekends where mentees received advice to help them in their future careers, as well as hear from experienced media professionals about what it is like to be a Christian working in the media. A number of the mentees from this pilot programme are now working in media, having secured new job opportunities and will continue to be great ambassadors for our amazing God.

We are so pleased to announce that, due to the success of the first Mentoring Programme, the charity will continue to run the Programme in 2022

b) Christians in Media Online Service - 2021

We are delighted to report that our Christians in Media Online Service, which premiered on YouTube on the 21st October 2021, was a resounding success. Receiving some 710 views, the Service was able to reach people right across the UK, and helped to raise the profile of the Christians in Media brand.

We are thankful to Ben Horrigan, who did such a wonderful job in producing the video. Grateful acknowledgments to Tim Pemberton, Head of BBC Religion and Ethics who was the main speaker; to Paul Kerensa, who presented the 35 minute Service with great humour and professionalism; to Andy Smith and Ruth Hill who led our time of worship so wonderfully and to the young mentees on our Pilot Mentoring Programme who contributed so brilliantly. To revisit this encouraging Service, click on <https://www.youtube.com/watch?v=7ys775dlJEw&t=1s>

c) Day of Prayer for the Media - 2021

Prayer underpins all that we do. God is our first 'port of call'. Our Lord God is the one to whom we turn in the midst of our planning, preparations and programmes. Prayer separates us from the world. So, we continue to invite churches to set aside time in their church meetings to pray for national, regional, local and social media: to pray for those in their congregations who work in, and with, media.

We are grateful to Nicola Pike and Matthew Joseph for producing the wonderful 'Truth Tellers' video that represented a very helpful resource for churches when praying for the media. To take another look at this video, click on https://www.youtube.com/watch?v=R_mR-gqkXy4

Many prayer ministries have joined us to pray for the UK media in all its diverse forms, and the Day of Prayer for the Media continues to grow as a result.

d) Monthly 'Newsletter'

Our newsletter is reaching more people, and continues to provide support, encouragement, news, information together with some Biblical expositions. Journalists and reporters receive so much criticism: some valid, but most completely unfounded. They are key workers in the public space for a simple reason: they provide you, and me, with much-needed facts, information and truth. They do their utmost to hold those in authority to account, to call out injustice and abuse of power where seen and unseen, and our newsletter will help to highlight the good news stories, while seeking to bless those who work in this crucial area of public life.

The Church & Media Network (Christians in Media)

Trustees Report 2021

Social Media & Web Site Analytics

Website Traffic: Jan 1 st - Dec 31 st 2021		
<u>Unique Visitors</u>	<u>Visits</u>	<u>Page Views</u>
8,271 (+21%yr./yr.)	9,740 (+24% yr. /yr.)	13,916k (+24% yr. /yr.)
Social Media Platforms: Twitter- 2,304 followers at the time of writing this report (+5%) Facebook (closed membership) - 713 members at the time of writing this report{+10%} Facebook corporate account - 162 members (+39%) Instagram- 276 followers (+62%) YouTube- 216 subscribers {+23%}		
Newsletter: 564 subscribers (post GDP) Open rate - 40%-50% Industry average - 10%-15%		

2) Financial perspective

We are happy to report that our current financial position is very good. At the time of writing this report, the charity has some £97,000 in the Cash Account and further £10,000 in a separate Reserve Account. The Trustees Board will continue to steward this resource with integrity and faithfulness to our mission purpose. Lessons from the past are a constant reminder of the need to serve our beneficiaries effectively, prudently with proper financial management

We are grateful to our Finance Administrator, Kate Gregory, for managing our day-to-day activities, and to our Accountants, McKellens, who provide an excellent service to the charity.

3) Operational Perspective

Tobi Olujinmi stepped down as a Trustee in December 2021, and the Trustees Board would like to take this opportunity to thank Tobi for her faithful and excellent service during the past three years. We wish Tobi every success in her new venture as a TV and radio producer.

The Board will be searching for additional Trustees during 2022. A Succession Strategy is being prepared and will be implemented during this calendar year. Potential Trustees need to reflect the wide diversity of media, while recognising our unique place in the media public space. A Trustees Skills Set Audit will form part of the Succession Strategic Plan.

We would also like to welcome Feyisara Olukoga to our Christians in Media family. 'Feyi' joined as a Freelance Administrator on the 1st November 2021, and has been a great asset to the charity. Feyi has already made a significant contribution helping to produce the monthly newsletters, improving the website, playing a key part in the current Mentoring Programme and coordinating the Prayer Walks.

4) Learning & Growth Perspective

We continue to explore ways in which we can demonstrate growth. Much of the data is anecdotal and, therefore, very difficult to quantify. However, it is important that we seek to show the outcomes and impact of our activities, as reflected in the 'at-a-glance' table below. You will note that much is anecdotal, but measured and reported in feedback from those who have benefitted. The Mentoring Programme is an excellent example:

The Church & Media Network (Christians in Media)

Trustees Report 2021

Outputs - Immediate results to our activities	Outcomes - Medium & long term benefits to recipients	Impact - Long term positive & negative
• Venue attendance figures • Supporter Mailing list • Twitter followers • Instagram followers • YouTube subscribers • Facebook membership • Testimonies/stories • Number of churches participating in Day of Prayer for the Media? • Number of Prayer Walks • Public profile feedback • Media coverage including interviews, prayers on Premier etc. • Trustees participating in 3rd party conferences	Beneficiaries: • Understand their purpose in/calling to media • Feel connected to Christian brothers & sisters working in media • Feel inspired and encouraged in their faith • Endorsement of media as a valid career for Christians • Receive valuable tools and tips • Able to help their church engage with media • Receive help with career opportunities • Mentor support • Mentees helped to progress/make impact in their media career	Beneficiaries: • Still in media, now at higher level with influence to shape culture & narrative • Important advocates for the 'Christians in Media' family • Willing to be key mentors to the next generation • Experienced at dealing with difficult social, ethical and religion issues • Improved media relationship with churches • Potentially take 'Christians in Media' and its mission to other countries

5) Looking ahead to 2022

Christians in Media will continue to create and develop the following:

Mentoring Programme 2022 We are excited about 2022. Due to the success of the Pilot Mentoring Programme, plans are already under way for the mentoring Programme 2022. At the time of writing this report, some nine mentees have been accepted into the Programme, and assigned experienced mentors. The opening weekend took place in early May, and is the beginning of a six month Programme designed to help young mentees to gain experience, understanding and knowledge that will help their next steps in media.

Lunchtime Prayer Meetings: This new initiative has been well supported. It offers an opportunity for Christians who work in, and with, media to join their fellow brothers and sisters across the country and pray for a particular aspect of media.

Prayer Walks: In line with our aim to support local gatherings, we are inviting Christians who work in, and with, media to coordinate/lead a local Prayer Walk. It may be from their local church, or simply a gathering in a local park. These Prayer Walks will culminate in the National Day of Prayer for the Media.

National Day of Prayer for the Media: We will continue to call churches to set aside time in their large and small group meetings to pray for the media. This year, it will be held in Sunday, 30th October

Christians in Media Service: We will build upon the success of the online service in 2021. We shall explore whether we can hold an in-person Service, which will be filmed for later showing on YouTube.

Trustees: It is important to sustain, and grow, the quality of Trustees for the charity. To assist in this process, the charity will implement a Succession Strategy during 2022. New trustees will need to be proactive, and play a key role in continuing the growth of the charity over the next 3-5 years.

The Church & Media Network (Christians in Media)

Trustees Report 2021

Regional Ambassadors: At the time of writing, Christians in Media has appointed two new Ambassadors - in Scotland and Sheffield. Talks are underway with two more in the Bradford and Bristol area. This continues to be a priority as we seek to support Christians across the country who work in, and with, media

Raising Public Profile & Voice: The success of our Christians in Media Online Service has helped to raise the profile of the charity. Invitations to speak at Conferences, contribute to various publications have been the result. Our Chair, Steve Cox, has been interviewed on Christian radio stations on several occasions.

6) Summary

Our thanks go to the many people who have supported Christians in Media over many years. We are grateful to those who have donated to the charity, including some grant funding organisations. It is affirmation of the call that God has placed upon the charity to support Christians working in, and with, media. Our dream is to see the rapidly changing media landscape changed to reflect the love, grace and compassion of our Lord Jesus Christ. This can only be done through the people called to serve in this crucial area of public life.

The Irish -born statesman, parliamentary orator and political thinker, Edmund Burke, was reported to have said the following:

"There are three states in Parliament but in the Reporters' Gallery yonder there sits a Fourth Estate more important by far than they all. It is not a figure of speech or witty saying; it is a literal fact, very momentous to us in these times."

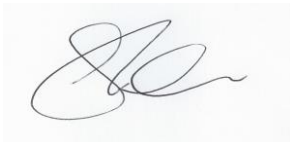
We will not turn away from supporting those who are called to serve in this important and essential part of public life. We will encourage them to call out injustice where it is seen, and unseen. We will encourage them to hold those in power to account. We will seek to help young Christians to consider entering the media, and help shape the media landscape in the name of Jesus.

As we look to the future, we are greatly encouraged. We know that God is in control, and we will play our part in calling, supporting, encouraging and inspiring Christians working in, and with media.

7) Public benefit

The Trustees confirm that they have complied with the requirements of Section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

The annual report was approved by the trustees of the charity on 2nd September and signed on its behalf by:



S Cox
Trustee

The Church and Media Network

Statement of Trustees' Responsibilities

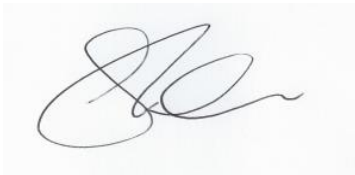
The trustees (who are also the directors of The Church and Media Network for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

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

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

Approved by the trustees of the charity on 2nd September and signed on its behalf by:

A handwritten signature in blue ink, appearing to be 'S Cox', written on a light blue background.

S Cox
Trustee

The Church and Media Network

Statement of Financial Activities for the Year Ended 31 December 2021 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted £	Restricted £	Total 2021 £
Income and Endowments from:				
Donations and legacies	3	2,155		2,155
Investment income		1		1
Total Income		2,156		2,156
Expenditure on:				
Charitable activities	4	(21,708)	(4,724)	(26,432)
Total Expenditure		(21,708)	(4,724)	(26,432)
Net expenditure		(19,552)	(4,724)	(24,276)
Net movement in funds		(19,552)	(4,724)	(24,276)
Reconciliation of funds				
Funds brought forward		110,730	5,000	115,730
Total funds carried forward	11	91,178	276	91,454
	Note	Unrestricted £	Restricted £	Total 2020 £
Income and Endowments from:				
Donations and legacies	3	108,730	5,000	113,730
Total income		108,730	5,000	113,730
Expenditure on:				
Charitable activities	4	(2,513)		(2,513)
Total expenditure		(2,513)		(2,513)
Net income		106,217	5,000	111,217
Net movement in funds		106,217	5,000	111,217
Reconciliation of funds				
Funds transferred from limited company		4,513		4,513
Total funds carried forward	11	110,730	5,000	115,730

All of the charity's activities derive from continuing operations during the above period.

The notes on pages 12 to 18 form an integral part of these financial statements.

The Church and Media Network
(Registration number: 1162772)
Balance Sheet as at 31 December 2021

	Note	2021 £	2020 £
Current assets			
Debtors	8		20,000
Cash at bank and in hand	9	<u>95,007</u>	<u>96,810</u>
		95,007	116,810
Creditors: Amounts falling due within one year		<u>(3,553)</u>	<u>(1,080)</u>
Net assets		<u>91,454</u>	<u>115,730</u>
Funds of the charity:			
Restricted income funds			
Restricted funds		276	5,000
Unrestricted income funds			
Unrestricted funds		<u>91,178</u>	<u>110,730</u>
Total funds	11	<u>91,454</u>	<u>115,730</u>

For the financial year ending 31 December 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 10 to 18 were approved by the trustees, and authorised for issue on 2nd September, and signed on their behalf by:



SCox
Trustee

The notes on pages 12 to 18 form an integral part of these financial statements.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

1 Charity status

The charity is a charitable incorporated organisation and consequently does not have share capital.

The address of its registered office is:

PO Box 295

Sidcup

DAIS OGL

Authorised for issue date

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

The Church and Media Network meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Support costs

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

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees's meetings and reimbursed expenses.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

3 Income from donations and legacies

	Unrestricted funds General £	Total 2021 £	Total 2020 £
Donations and legacies;			
Donations from companies, trusts and similar proceeds			400
Donations from individuals	1,955	1,955	2,102
Legacies			106,228
Grants, including capital grants;			
Grants from other charities	<u>200</u>	<u>200</u>	<u>5,000</u>
	<u>2,155</u>	<u>2,155</u>	<u>113,730</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

4 Expenditure on charitable activities

		Unrestricted		Total	Total
	Note	General	Restricted	2021	2020
		£	£	£	£
Mentoring programme		10,653		10,653	
Christians in Media service		4,462		4,462	
Day of prayer		3,600		3,600	
Newsletter		477		477	
Freelance fees			4,150	4,150	
Freelance fees		190		190	670
Sundry expenses		371		371	636
IT costs			574	574	
IT costs		444		444	
Bank charges		96		96	60
Governance costs	5	1,415		1,415	1,147
		<u>21,708</u>	<u>4,724</u>	<u>26,432</u>	<u>2,513</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

5 Analysis of governance and support costs

Governance costs

	Unrestricted General £	Total 2021 £	Total 2020 £
Independent examiner fees			
Examination of the financial statements			300
Other fees paid to examiners	420	420	420
Trustees meetings and travel			21
Other governance costs	995	995	270
Allocated support costs			136
	1,415	1,415	1,147

6 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

S Cox

In 2021, S Cox was reimbursed trustee expenses totalling £0 (2020: £157) along with other costs paid by him on behalf of the charity of £816 (2020: £282)

7 Independent examiner's remuneration

	2021 £	2020 £
Examination of the financial statements		300
Other fees to examiners		
All other services	420	420

8 Debtors

	2021 £	2020 £
Accrued income		20,000

9 Cash and cash equivalents

	2021 £	2020 £
Cash at bank	95,007	96,810

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

10 Creditors: amounts falling due within one year

	2021 £	2020 £
Other creditors	3,013	240
Accruals	540	840
	<u>3,553</u>	<u>1,080</u>

11 Funds

	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 31 December 2021 £
Unrestricted funds				
General	110,730	2,156	(21,708)	91,178
Restricted funds	<u>5,000</u>		<u>(4,724)</u>	<u>276</u>
Total funds	<u>115,730</u>	<u>2,156</u>	<u>(26,432)</u>	<u>91,454</u>

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Balance at 31 December 2020 £
Unrestricted funds				
General	4,513	108,730	(2,513)	110,730
Restricted funds		<u>5,000</u>		<u>5,000</u>
Total funds	<u>4,513</u>	<u>113,730</u>	<u>(2,513)</u>	<u>115,730</u>

The specific purposes for which the funds are to be applied are as follows:

The Hinchley Trust donated funds for an internship programme.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2021

12 Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2021 £
Current assets	94,731	276	95,007
Current liabilities	(3,553)		(3,553)
Total net assets	91,178	276	91,454
	Unrestricted funds General £	Restricted funds £	Total funds at 31 December 2020 £
Current assets	111,810	5,000	116,810
Current liabilities	(1,080)		(1,080)
Total net assets	110,730	5,000	115,730

THE CHURCH AND MEDIA NETWORK

England & Wales - Charity number 1162772

Accounts

Charity registration number: 1162772

The Church and Media Network

(A charitable incorporated organisation)

Annual Report and Financial Statements

for the Year Ended 31 December 2020

McKellens Limited
11 Riverviews
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK4 3GN

The Church and Media Network

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The Church and Media Network

Trustees' Report

Reference and Administrative Details

Trustees:	Steve Cox (Chair) Chine McDonald Tobi Olujinmi (Re-appointed 2 nd July 2021) Mark Warburton Rebecca Chapman Tobi Rachel Akingbade (Appointed 2 nd July 2021) Paul Young (Appointed 2 nd July 2021)
Principal Office	PO Box 295 Sidcup DA15 0GL The charity is incorporated in England.
Charity Registration Number	1162772
Independent Examiner	Paul Roper FCA McKellens Limited Chartered Accountants 11 Riverview The Embankment Business Park, Vale Road Heaton Mersey Stockport SK4 3GN

The Church and Media Network

Trustees' Report

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 December 2020.

Objects and Aims:

The promotion and advancement of the Christian religion for the public benefit through the broadcast, electronic and print media in Britain and Ireland

2020 Report:

Give thanks to the Lord, for he is good; his love endures forever. (Psalm 118:1)

Even in the midst of a global pandemic, we can give thanks to our Lord for all that He has done, and continues to do in the life, work and ministry of Christians in Media. 2020 was a year of much change: a year that saw programmes adapted, even postponed. Yet, Christians in Media was still able to connect with our beneficiaries with online content and communications. We give thanks to God, and to the generous giving of loyal supporters.

This report is written at a time when COVID-19 restrictions are being lifted. Many in-person events, including fundraising events will begin again. However, Christians in Media will not be planning any in-person events during 2021, but will continue to serve our beneficiaries with a variety of online activities. The charity will begin the process of planning for 2022, and these will include in-person events that our beneficiaries so value. Meanwhile, this report seeks to offer an accurate and faithful account of the charity, its activities and financial position during a very difficult year for so many. We begin by reiterating the charity's Strategy Statement agreed by Trustees in 2019:

Strategy Statement October 2019	
Why we exist	
To support, encourage and inspire Christians who work in, and with, traditional and non-traditional media	
What we believe in and how we will behave	
• We believe in, and shall endeavour, to uphold and maintain the highest standards of integrity, truth and fairness in every area of the charity's activities, relationships and general conduct • We believe in equal opportunity for all, modelling genuine gender and ethnic balance • We respect and uphold reasoned, good mannered debate • We believe in accountability and responsibility in all our activities and dealings • We believe in justice and dignity for all • We believe in upholding, and living out, the Godly principles of love, grace and compassion • We believe in the Godly principle of community	
What do we want to see	
• To see Christians working in, and with, media flourish and become key influencers for the Kingdom • To see churches engaging positively with the UK media • To see the life-affirming Gospel message of faith, hope and love increasingly reflected in the UK media content	
Our strategic priorities for 2020-23	
○ Networking and providing space for pastoral support ▪ Networking events e.g. brunches where people pay for their own meals ▪ Annual Christians in Media service, Annual Day of Prayer for the Media ▪ Find free venues for breakfast briefings and similar events ▪ Seek and appoint voluntary Christians in Media Regional Ambassadors to be points of contact for Christians working in, and with, media in their local area ▪ Explore larger gatherings like conferences, workshops, teaching sessions etc. working with	

The Church and Media Network

Trustees' Report

partners and to be self-liquidating ○ Mentoring scheme ▪ To implement, develop and promote an annual programme that makes a real impact ○ Public voice ▪ Be proactive in finding opportunities to speak on key media issues including the nature of language in our political discourse: the role of media in upholding truth and integrity ▪ Provides 'free advertising' ▪ Raises awareness of the Christians in Media brand
How we will monitor and implement the strategic priorities:
1) User/donor perspective: • <i>Gatherings</i> - Attendance; Anecdotal evidence via questionnaires; Testimonies/stories; Ambassador reports • <i>Online</i> - Web site, social media analytics • <i>Day of Prayer for the Media</i> - Number of churches participating; Number of prayer submissions from faith and media leaders, influencers; media coverage • <i>Our 'market' growth</i> - Mailing list numbers; Facebook closed membership numbers; engagement with articles, blogs etc. • <i>Public voice</i> - 'Share of voice' – what tools can we use to measure brand awareness, who knows about us etc.? • <i>Mentoring scheme</i> – Mentees flourish in their faith and move into media: mentees become a Christians in Media alumni group • <i>Implementation</i> – Target number of Regional Ambassadors to represent Christians in Media right across GB & NI • <i>In short-term</i> - Trustees to coordinate and oversee limited low cost gatherings • <i>In long-term</i> – Trustees to work with supporters and key stakeholders to identify needs and core funding needed to appoint key personnel to implement strategic priorities
2) Financial perspective: • Implement effective and realistic management accounting system to avoid recurrence of financial crisis • Identify specific funding needs • Continue to engage with supporters and build a culture of giving • Apply realistic cost per pound raised measure for all gatherings • Explore & develop relevant average gift size, donor conversion and retention rates
3) Operational Perspective: • Appoint 1 more trustee with relevant skills and contacts • Consider appointing a Treasurer, who would be responsible for financial strategy • Identify potential external partnerships to help implement strategy
4) Learning & Growth Perspective: • Establish proper impact measurement reporting as mentioned in the Performance Chain

- Our **vision** to see Christians working in media flourish in their faith and become key influencers: to see churches engaging positively with UK media: to see the life-affirming gospel message of faith, hope and love increasingly reflected in the UK media remains just as strong.
- Our **mission** 'to support, encourage and inspire Christians who work in, and with, traditional and non-traditional media,' has been emboldened by an increase in our public profile – measured by requests to join our Facebook closed membership site and a significant increase in funds held in our current account.
- We continue to **give thanks** to those working on the frontline: to those who worked selflessly in the NHS, in our care. We give thanks to our firefighters, our shop workers as they continued to keep us safe and keep open supermarkets open and stocked with essential supplies respectively

The Church and Media Network

Trustees' Report

- We give thanks to a sector of society that is often criticised and derided: journalists and reporters who worked to bring us information, facts and the truth, calling out injustice in all its forms and holding those in power to account. They are our vital channels of knowledge, clarity and direction. As we reflect upon 2020, we are delighted to report that Christians in Media continued to Christians working in, and with, media in the following

1) User/Donor Strategic Perspective:

a) Christians in Media Online Service – 2020

Some 300 joined our very first online service, which was broadcast on YouTube. It was a privilege to include the Bishop of Dover, Rev Rose Hudson-Wilkin who gave an encouraging short address, Rev. Christopher Landau, CofE priest based at St Aldates, Oxford, Gavin Calver CEO, Evangelical Alliance, Paula Stringer, CEO Christians against Poverty, Lucy Denyer, Telegraph Magazine Editor, Lucy Grimble and our very own Chine McDonald.

The charity is already planning a second Christians in Media Online Service to be broadcast on YouTube Thursday, 21st October 2021

b) Day of Prayer for the Media - 2020

Prayer underpins all that we do. We will continue to invite faith and media leaders and influencers to contribute prayers to this special day. BUT, the call is to churches to set aside time in their church meeting to pray for the national, regional and local media: for those in their congregations who work in, and with, media.

We shall continue to promote prayer for media with our beneficiaries, partners, church denominations and national and international prayer initiatives. Due to the success of last year's Day of Prayer, we have been approached by a number of prayer ministries keen to join us in praying for our media – especially at such a time as this. This year, the Day of Prayer for the Media is set for Sunday 31st October.

c) Additional Online Activities:

- **'Life under Lockdown'** – a series of blogs/articles from ITN journalist and presenter, Julie Etchingham; comedian and writer, Paul Kerensa; writer, broadcaster and Head of Communications at Jubilee+, Natalie Williams; writer, broadcaster and presenter, Sheridan Voysey to name just a few.
- **'Filming Top Tips'** - a very helpful guide to filming at home during the lockdown produced by the experienced TV producer, Norman Ivison. Free to be from our web site.
- **Series of 'Video Prayers' in support of the Day of Prayer for the Media** - Contributions received from Gavin Calver, EA, CEO; Josiah Idowu-Fearon, Secretary General, Anglican Communion; Rev Christopher Landau plus a host of faith and media leaders.
- **Monthly 'Newsletter'** – our newsletter continues to provide support and encouragement for those working on the media frontline, especially during this pandemic. Journalists and reporters receive much criticism: some valid, but most completely unfounded. They are key workers for a simple reason: they provide you, and me, with much-needed facts, information and truth. They do their utmost to hold those in authority to account, to call out injustice and abuse of power where seen and unseen.
- **The following is a statistical account of our various social media and communication platforms:**

The Church and Media Network

Trustees' Report

Social Media & Web Site Analytics		
Web Site Traffic: Jan 1 st – Dec 31 st 2020		
<u>Unique Visitors</u>	<u>Visits</u>	<u>Page Views</u>
7,526	7,487	11,235k
(+28% yr/yr)	(+27% yr/yr)	(+6.6% yr/yr)
Social Media Platforms:		
Twitter – 2,184 followers at the time of writing this report		
Facebook (closed membership) – 646 members at the time of writing this report		
Facebook corporate account – 116 members		
Instagram – 170 followers		
You Tube – 168 subscribers		
Newsletter:		
549 subscribers (post GDP)		
Open rate – 40%-50%		
Industry average – 10%-15%		

2) Financial Perspective

We are so grateful to God for the wonderful donation received in late 2020. The significant donation has helped to provide the charity with a wonderful, financial platform upon which it can plan for the future. We believe that God honoured the decisions taken in 2019 to prune the branches that were not bearing fruit.

At the time of writing this report, the charity has appointed a new Financial Administrator. Kate Gregory began working with the charity on the 1st June 2021. The charity thanks Rachel Leslie for her faithful, committed service to the charity, and her undoubted financial skills and talents. We wish Rachel every success in her new ventures.

We shall continue to explore whether the charity needs a Treasurer, and will appoint a suitable person when appropriate.

3) Operational Perspective

We are delighted to include in this report the appointment of two new trustees to the Trustees Board. Tobi Rachel Akingbade and Paul Kerensa:

Tobi Rachel, as she is known, has a career spanning over a decade in media and journalism and is also a commentator and presenter. She is currently an editor at the largest social publisher for women in the UK, Tyla of LADBible, and previously worked for Metro, Independent, Evening Standard, LBC, Guardian and NME.

Before that, she was the co-founder and editor-in-chief of social enterprise Dream Nation, which hosted a safe place for thousands of practical dreamers around the world. She is also the host of Yellow Cup Podcast (Spotify's 2020 Podcast Hall Of Fame and July's Podcast of the Week). With a heavy background in showbiz and entertainment, Tobi is passionate about the intersection of faith and pop culture and the wellbeing of people of faith in the media industry.

Paul Kerensa is a writer, comedian and broadcaster, working in TV, radio, print and the stage. Paul's writing has helped win a British Comedy Award for BBC's Miranda, as well as a Royal Television Society Award and Rose d'Or award for Lee Mack's Not Going Out, for which he's co-written over 60 episodes. He's worked closely with Chris Evans and Matt LeBlanc on the revamped Top Gear for BBC2, worked with Michael Buble on Buble at the BBC, and wrote for Channel 4's TFI Friday revival and ITV's Royal Variety Performance.

The Church and Media Network

Trustees' Report

On the radio Paul is a regular contributor to BBC Radio 2 Breakfast Show's 'Pause for Thought' and has presented BBC Sussex/BBC Surrey's Sunday Breakfast. He has appeared multiple times on Radio 4's Sunday with film reviews and comic takes on religious news. Elsewhere on Radio 4, Paul has presented Sunday Worship, delivered the Christmas Meditation and guested several times on Beyond Belief.

4) Learning & Growth Perspective

The charity is still developing tools that are relevant and serve the needs of the charity. Trustees are currently using a 'Performance Chain' approach, which is a simple visual way of identifying outcomes and outputs. The charity will continue to develop this approach.

The charity shall also seek to identify its supporter base, including more data information (subject to GDPR) that will help the charity target its activities more efficiently and accurately.

5) Looking ahead to 2021-22

Trustees have discussed and confirmed the need to continue, develop and explore the following:

Mentoring Programme: We are excited about 2022. The Pilot Mentoring Programme will finish in January 2022 with a key in-person weekend. The quality of the current group of mentees is very high, so we have high expectations of each one flourishing in their faith and beginning a successful career in media. We intend to build upon the success of this current programme with a new Mentoring scheme for 2022.

Trustees: As mentioned earlier in this report, two new trustees have been appointed to the Board. We anticipate that a further trustee will be appointed following the successful conclusion of the current Mentoring Programme. Any such person(s) will need to be proactive, and play a key role in moving the charity forward.

Patrons: Christians in Media is exploring the appointment of key, influential people who would increase the public profile of the charity, while bringing potential funders and partners to the table

Administrator: The charity will continue to seek someone who will be the Board's hands, and feet, and implement Board-initiated and approved activities, in line with agreed strategic priorities.

Smaller local gatherings: The charity will work with Christians working in, and with, media to organise gatherings of less than 20-25 in coffee shops, church venues, offices provided free of charge etc.

Larger gatherings in partnership The charity will partner with charities, organisations to provide spaces for teaching, creative content including workshops, breakfast interviews etc. This will be with partners who would complement the charity's mission purpose and create synergy, and in venues that are free of charge or economically viable to hire.

Raising Public Profile & Voice: Christians in Media is regularly invited to comment on key media issues. Our Chair, Steve Cox, has been interviewed on Christian radio stations on several occasions. Trustees, Chine McDonald and Tobi Olujinmi continue to contribute to Thought for the Day and the Daily Service on BBC Radio 4; While Chine is a regular contributor to BBC programmes, including the Sunday Worship Services. The two new trustees are regular contributors to mainstream radio and are prominent social media influencers.

6) Summary

We believe that God has honoured the difficult decisions taken by Trustees in 2019. In the latter part of 2020, the charity was blessed with a donation that will help to sustain, and grow, the charity. It will enable the charity to implement and develop its much-approved Mentoring Programme; to appoint more Regional Ambassadors that will help the charity engage with Christians working in, and with, media outside the London area; to explore relevant and effective activities that better serve our beneficiaries, while building the Christians in Media profile. It will also enable the charity to develop tools and mechanisms that will provide improved information and data.

Steve Cox
Chair, Church & Media Network (Christians in Media)
July 2021

The Church and Media Network

Trustees' Report

Public benefit

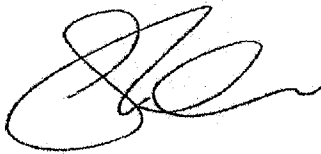
The Trustees confirm that they have complied with the requirements of Section 4 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales

Going concern

The charity is reliant on future funds from grant funding trusts and individual donors. However, the charity has a low cost base and the majority of costs are discretionary. During 2020 the charity received a legacy which has strengthened its financial position. Coupled with the steps taken in 2019 by the trustees to preserve the charity's finances and to broaden its donor base the trustees consider that a going concern basis is appropriate.

Structure, governance and management

The annual report was approved by the trustees of the charity on 10 September 2021 and signed on its behalf by:



.....
S Cox
Trustee

The Church and Media Network

Statement of Trustees' Responsibilities

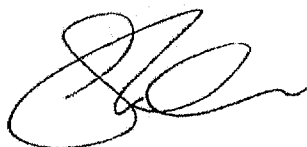
The trustees (who are also the directors of The Church and Media Network for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

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

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

Approved by the trustees of the charity on 10 September 2021 and signed on its behalf by:



.....
S Cox
Trustee

The Church and Media Network

Independent Examiner's Report to the trustees of The Church and Media Network

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2020 which are set out on pages 12 to 20.

Respective responsibilities of trustees and examiner

As the charity's trustees of The Church and Media Network (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of The Church and Media Network are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of The Church and Media Network as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for 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)].

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



Paul Roper
McKellens Limited
11 Riverview
The Embankment Business Park
Vale Road
Heaton Mersey
Stockport
SK4 3GN

Date: 17/9/21

The Church and Media Network

Statement of Financial Activities for the Year Ended 31 December 2020 (Including Income and Expenditure Account and Statement of Total Recognized Gains and Losses)

	Note	Unrestricted £	Restricted £	Total 2020 £
Income and Endowments from:				
Donations and legacies	3	108,730	5,000	113,730
Total Income		108,730	5,000	113,730
Expenditure on:				
Charitable activities	5	(2,513)	-	(2,513)
Total Expenditure		(2,513)	-	(2,513)
Net income		106,217	5,000	111,217
Net movement in funds		106,217	5,000	111,217
Reconciliation of funds				
Funds brought forward		4,513	-	4,513
Total funds carried forward	12	110,730	5,000	115,730
	Note	Unrestricted £	Total 2019 £	
Income and Endowments from:				
Donations and legacies	3	15,528	15,528	
Other trading activities	4	1,517	1,517	
Total income		17,045	17,045	
Expenditure on:				
Raising funds		(7,200)	(7,200)	
Charitable activities	5	(28,088)	(28,088)	
Total expenditure		(35,288)	(35,288)	
Net expenditure		(18,243)	(18,243)	
Net movement in funds		(18,243)	(18,243)	
Reconciliation of funds				
Funds transferred from limited company		22,756	22,756	
Total funds carried forward	12	4,513	4,513	

All of the charity's activities derive from continuing operations during the above period.

The notes on pages 14 to 20 form an integral part of these financial statements.

The Church and Media Network
(Registration number: 1162772)
Balance Sheet as at 31 December 2020

	Note	2020 £	2019 £
Current assets			
Debtors	9	20,000	-
Cash at bank and in hand	10	96,810	4,933
		<u>116,810</u>	<u>4,933</u>
Creditors: Amounts falling due within one year	11	<u>(1,080)</u>	<u>(420)</u>
Net assets		<u><u>115,730</u></u>	<u><u>4,513</u></u>
Funds of the charity:			
Restricted income funds			
Restricted funds		5,000	-
Unrestricted income funds			
Unrestricted funds		<u>110,730</u>	<u>4,513</u>
Total funds	12	<u><u>115,730</u></u>	<u><u>4,513</u></u>

For the financial year ending 31 December 2020 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 12 to 20 were approved by the trustees, and authorised for issue on 10 September 2021 and signed on their behalf by:



.....
S Cox
Trustee

The notes on pages 14 to 20 form an integral part of these financial statements.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

1 Charity status

The charity is a charitable incorporated organisation and consequently does not have share capital.

The address of its registered office is:

PO Box 295

Sidcup

DA15 0GL

These financial statements were authorised for issue by the trustees on 10 September 2021.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

The Church and Media Network meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Support costs

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

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Financial instruments

Classification

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

3 Income from donations and legacies

	Unrestricted funds General £	Restricted funds £	Total 2020 £	Total 2019 £
Donations and legacies;				
Donations to major appeals	-	-	-	7,028
Donations from companies, trusts and similar proceeds	400	-	400	-
Donations from individuals	2,102	-	2,102	2,500
Legacies	106,228	-	106,228	-
Grants, including capital grants;				
Grants from other charities	-	5,000	5,000	6,000
	<u>108,730</u>	<u>5,000</u>	<u>113,730</u>	<u>15,528</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

4 Income from other trading activities

	Total funds £	Total 2019 £
Events income;		
Conferences and similar events	-	1,517
	<u>-</u>	<u>1,517</u>

5 Expenditure on charitable activities

	Unrestricted		
	General	Total	Total
Note	£	2020 £	2019 £
Event staff expenses	-	-	69
Charity panel show	-	-	2,866
Regional ambassadors	-	-	150
The Sessions	-	-	3,681
Storytelling seminar	-	-	400
Union St Cafe event	-	-	2,231
Freelance fees	670	670	15,405
Advertising	-	-	409
Sundry expenses	636	636	741
Bank charges	60	60	60
Insurance	-	-	364
Governance costs	6 1,147	1,147	1,712
	<u>2,513</u>	<u>2,513</u>	<u>28,088</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

6 Analysis of governance and support costs

Governance costs

	Unrestricted		
	General	Total	Total
	£	2020	2019
		£	£
Independent examiner fees			
Examination of the financial statements	300	300	-
Other fees paid to examiners	420	420	420
Trustees meetings and travel	21	21	77
Other governance costs	270	270	1,215
Allocated support costs	136	136	-
	<u>1,147</u>	<u>1,147</u>	<u>1,712</u>

7 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

S Cox

In 2020, S Cox was reimbursed trustee expenses totalling £157 (2019: £53) along with other costs paid by him on behalf of the charity of £282 (2019: £229)

8 Independent examiner's remuneration

	2020	2019
	£	£
Examination of the financial statements	300	-
Other fees to examiners		
All other services	<u>420</u>	<u>420</u>

9 Debtors

	2020
	£
Accrued income	<u>20,000</u>

10 Cash and cash equivalents

	2020	2019
	£	£
Cash at bank	<u>96,810</u>	<u>4,933</u>

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

11 Creditors: amounts falling due within one year

	2020 £	2019 £
Other creditors	240	-
Accruals	840	420
	<u>1,080</u>	<u>420</u>

12 Funds

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Balance at 31 December 2020 £
Unrestricted funds				
General	4,513	108,730	(2,513)	110,730
Restricted funds	<u>-</u>	<u>5,000</u>	<u>-</u>	<u>5,000</u>
Total funds	<u>4,513</u>	<u>113,730</u>	<u>(2,513)</u>	<u>115,730</u>
	Balance at 1 January 2019 £	Incoming resources £	Resources expended £	Balance at 31 December 2019 £
Unrestricted funds				
General	<u>22,756</u>	<u>17,045</u>	<u>(35,288)</u>	<u>4,513</u>

The specific purposes for which the funds are to be applied are as follows:

The Hinchley Trust donated funds for an internship programme.

The Church and Media Network

Notes to the Financial Statements for the Year Ended 31 December 2020

13 Analysis of net assets between funds

	Unrestricted funds General £	Restricted Funds £	Total funds at 31 December 2020 £
Current assets	111,810	5,000	116,810
Current liabilities	<u>(1,080)</u>	<u>-</u>	<u>(1,080)</u>
Total net assets	<u><u>110,730</u></u>	<u><u>5,000</u></u>	<u><u>115,730</u></u>

	Unrestricted funds General £	Total funds at 31 December 2019 £
Current assets	4,933	4,933
Current liabilities	<u>(420)</u>	<u>(420)</u>
Total net assets	<u><u>4,513</u></u>	<u><u>4,513</u></u>