

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 2<sup>nd</sup> July 2021)  
Paul Kerensa (Appointed 2<sup>nd</sup> 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:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p style="text-align: center;">-----A-----</p> <p style="text-align: center;"><b>Current Strategy Statement</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <p style="text-align: center;"><b>Why we exist (Vision)</b></p> <p>To support, encourage and inspire Christians who work in, and with, traditional and non-traditional media</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| <p><b>What we believe in and how we will behave (Our Culture)</b></p> <ul style="list-style-type: none"><li>• 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</li><li>• We believe in equal opportunity for all, modelling genuine gender and ethnic balance</li><li>• We respect and uphold reasoned, good mannered debate</li><li>• We believe in accountability and responsibility in all our activities and dealings</li><li>• We believe in justice and dignity for all</li><li>• We believe in upholding, and living out, the Godly principles of love, grace and compassion</li><li>• We believe in the Godly principle of community</li></ul> |  |
| <p><b>What do we want to see (Mission)</b></p> <ul style="list-style-type: none"><li>• To see Christians working in, and with, traditional and non-traditional media flourish and become key influencers for the Kingdom</li><li>• To see churches engaging positively with the UK media</li><li>• To see the life-affirming Gospel message of faith, hope and love increasingly reflected in the UK media content</li></ul>                                                                                                                                                                                                                                                                                                                                                                         |  |

## 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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>2. Financial perspective:</b></p> <ul style="list-style-type: none"><li>• Continue to implement effective and realistic management accounting system relevant to our needs</li><li>• Continue to provide realistic Income &amp; Expenditure Forecasts</li><li>• Maintain a healthy level of cash in hand, while acknowledging the level of expenditure required to serve the charitable mission purpose</li><li>• Identify specific project funding needs, and target key donors who share our vision, mission and recognise the value of the project</li><li>• Improve the fundraising narrative focusing on good story-telling, outcomes and impact</li><li>• Continue to engage with beneficiaries/supporters and build a culture of giving</li><li>• Apply realistic cost per pound raised measure for all in-person and online activities</li></ul> |
| <p><b>3. Operational Perspective:</b></p> <ul style="list-style-type: none"><li>• Continue to oversee, support and develop freelance staff</li><li>• Develop and implement a Succession Planning Strategy at all levels including Trustees Board</li><li>• Explore potential appointment of new trustees with complementary skills e.g. fundraising, financial. Operational &amp; passion for faith and media</li><li>• Continue to create conversations around partnerships with organisations that will complement charity's existing talents and gifts</li><li>• Appoint and develop skills and talents of freelance staff where needed</li></ul>                                                                                                                                                                                                           |
| <p><b>4. Learning &amp; Growth Perspective:</b></p> <ul style="list-style-type: none"><li>• Establish proper impact measurement reporting as mentioned in the Performance Chain - qualitative and quantitate</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

- 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 21<sup>st</sup> 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 rev1s1t 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](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 <sup>st</sup> - Dec 31 <sup>st</sup> 2021                                                                                                                                                                                                                                                    |                                           |                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------|
| <u>Unique Visitors</u><br>8,271<br>(+21%yr./yr.)                                                                                                                                                                                                                                                                    | <u>Visits</u><br>9,740<br>(+24% yr. /yr.) | <u>Page Views</u><br>13,916k<br>(+24% yr. /yr.) |
| <b>Social Media Platforms:</b><br>Twitter- 2,304 followers at the time of writing this report (+5%)<br>Facebook (closed membership) - 713 members at the time of writing this report{+10%}<br>Facebook corporate account - 162 members (+39%)<br>Instagram- 276 followers (+62%)<br>YouTube- 216 subscribers {+23%} |                                           |                                                 |
| <b>Newsletter:</b><br>564 subscribers (post GDP)<br>Open rate - 40%-50%<br>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 1<sup>st</sup> 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 -<br>Immediate results to our<br>activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Outcomes -<br>Medium & long<br>term benefits to<br>recipients                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Impact -<br>Long term<br>positive & negative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Venue attendance figures</li> <li>• Supporter Mailing list</li> <li>• Twitter followers</li> <li>• Instagram followers</li> <li>• YouTube subscribers</li> <li>• Facebook membership</li> <li>• Testimonies/stories</li> <li>• Number of churches participating in Day of Prayer for the Media?</li> <li>• Number of Prayer Walks</li> <li>• Public profile feedback</li> <li>• Media coverage including interviews, prayers on Premier etc.</li> <li>• Trustees participating in 3rd party conferences</li> </ul> | <p><b>Beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• Understand their purpose in/calling to media</li> <li>• Feel connected to Christian brothers &amp; sisters working in media</li> <li>• Feel inspired and encouraged in their faith</li> <li>• Endorsement of media as a valid career for Christians</li> <li>• Receive valuable tools and tips</li> <li>• Able to help their church engage with media</li> <li>• Receive help with career opportunities</li> <li>• Mentor support</li> <li>• Mentees helped to progress/make impact in their media career</li> </ul> | <p><b>Beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• Still in media, now at higher level with influence to shape culture &amp; narrative</li> <li>• Important advocates for the 'Christians in Media' family</li> <li>• Willing to be key mentors to the next generation</li> <li>• Experienced at dealing with difficult social, ethical and religion issues</li> <li>• Improved media relationship with churches</li> <li>• Potentially take 'Christians in Media' and its mission to other countries</li> </ul> |

## 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, 30<sup>th</sup> 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 2<sup>nd</sup> September and signed on its behalf by:



S Cox  
Trustee

## **The Church and Media Network**

### **Statement of Trustees' Responsibilities**

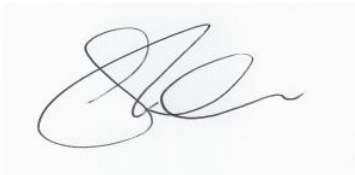
The trustees (who are also the directors of The Church and Media Network for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) 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 2<sup>nd</sup> 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<br>£ | Restricted<br>£ | Total<br>2021<br>£ |
|----------------------------------------|------|-------------------|-----------------|--------------------|
| <b>Income and Endowments from:</b>     |      |                   |                 |                    |
| Donations and legacies                 | 3    | 2,155             |                 | 2,155              |
| Investment income                      |      | 1                 |                 | 1                  |
| Total Income                           |      | 2,156             |                 | 2,156              |
| <b>Expenditure on:</b>                 |      |                   |                 |                    |
| 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)           |
| <b>Reconciliation of funds</b>         |      |                   |                 |                    |
| Funds brought forward                  |      | 110,730           | 5,000           | 115,730            |
| Total funds carried forward            | 11   | 91,178            | 276             | 91,454             |
|                                        | Note | Unrestricted<br>£ | Restricted<br>£ | Total<br>2020<br>£ |
| <b>Income and Endowments from:</b>     |      |                   |                 |                    |
| Donations and legacies                 | 3    | 108,730           | 5,000           | 113,730            |
| Total income                           |      | 108,730           | 5,000           | 113,730            |
| <b>Expenditure on:</b>                 |      |                   |                 |                    |
| 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            |
| <b>Reconciliation of funds</b>         |      |                   |                 |                    |
| 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<br>£      | 2020<br>£      |
|-------------------------------------------------------|------|----------------|----------------|
| <b>Current assets</b>                                 |      |                |                |
| Debtors                                               | 8    |                | 20,000         |
| Cash at bank and in hand                              | 9    | <u>95,007</u>  | <u>96,810</u>  |
|                                                       |      | 95,007         | 116,810        |
| <b>Creditors: Amounts falling due within one year</b> |      | <u>(3,553)</u> | <u>(1,080)</u> |
| <b>Net assets</b>                                     |      | <u>91,454</u>  | <u>115,730</u> |
| <b>Funds of the charity:</b>                          |      |                |                |
| <b>Restricted income funds</b>                        |      |                |                |
| Restricted funds                                      |      | 276            | 5,000          |
| <b>Unrestricted income funds</b>                      |      |                |                |
| Unrestricted funds                                    |      | <u>91,178</u>  | <u>110,730</u> |
| <b>Total funds</b>                                    | 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 2<sup>nd</sup> 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**

|                                                       | <b>Unrestricted<br/>funds<br/>General<br/>£</b> | <b>Total<br/>2021<br/>£</b> | <b>Total<br/>2020<br/>£</b> |
|-------------------------------------------------------|-------------------------------------------------|-----------------------------|-----------------------------|
| 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        | Total        |
|                                         | £            | 2021         | 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          |
|                                         | <u>1,415</u> | <u>1,415</u> | <u>1,147</u> |

### 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 | <u>                    </u> | <u>300</u> |
| <b>Other fees to examiners</b>          |                             |            |
| All other services                      | <u>420</u>                  | <u>420</u> |

### 8 Debtors

|                | 2021 | 2020          |
|----------------|------|---------------|
|                | £    | £             |
| Accrued income |      | <u>20,000</u> |

### 9 Cash and cash equivalents

|              | 2021          | 2020          |
|--------------|---------------|---------------|
|              | £             | £             |
| Cash at bank | <u>95,007</u> | <u>96,810</u> |

## 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<br>£    | 2020<br>£    |
|-----------------|--------------|--------------|
| Other creditors | 3,013        | 240          |
| Accruals        | 540          | 840          |
|                 | <u>3,553</u> | <u>1,080</u> |

#### 11 Funds

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

|                           | Balance at 1<br>January 2020<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | Balance at 31<br>December<br>2020<br>£ |
|---------------------------|-----------------------------------|----------------------------|----------------------------|----------------------------------------|
| <b>Unrestricted funds</b> |                                   |                            |                            |                                        |
| General                   | 4,513                             | 108,730                    | (2,513)                    | 110,730                                |
| <b>Restricted funds</b>   |                                   | <u>5,000</u>               |                            | <u>5,000</u>                           |
| <b>Total funds</b>        | <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<br>funds<br>General<br>£ | Restricted<br>funds<br>£ | Total funds at<br>31 December<br>2021<br>£ |
|---------------------|---------------------------------------|--------------------------|--------------------------------------------|
| Current assets      | 94,731                                | 276                      | 95,007                                     |
| Current liabilities | (3,553)                               |                          | (3,553)                                    |
| Total net assets    | 91,178                                | 276                      | 91,454                                     |
|                     | Unrestricted<br>funds<br>General<br>£ | Restricted<br>funds<br>£ | Total funds at<br>31 December<br>2020<br>£ |
| Current assets      | 111,810                               | 5,000                    | 116,810                                    |
| Current liabilities | (1,080)                               |                          | (1,080)                                    |
| Total net assets    | 110,730                               | 5,000                    | 115,730                                    |