

A photograph of three children standing in a large, well-lit room with a wooden ceiling. In the foreground, a large, colorful structure made of interlocking plastic blocks is built on the floor. The structure features various colors including red, blue, yellow, green, and purple, and has several faces drawn on it. Behind the structure, three children are standing: a girl on the left wearing a pink hoodie with heart patterns and glasses, a boy in the middle wearing a white t-shirt, and a girl on the right wearing a dark blue patterned dress. The background shows a community hall with tables, chairs, and various posters on the walls.

# ANNUAL REPORT & ACCOUNTS 2024-2025

**faith** **in kids**





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*The trustees present their annual report and the independently examined financial statements for the year ended 31st July 2025. Included within the trustees' report is the director's report as required by company law.*

*Reference and administrative information set out on page 47 forms part of this report. The financial statement complies with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 (Charities SORP).*

# Welcome from our Chair of Trustees

**I am delighted to present the Annual Report for Faith in Kids for the year ended 31 July 2025.**

## **Progress towards our mission**

This report highlights the progress made over the last year in advancing our mission to encourage, inspire and equip those who influence the Christian faith in children. Our ministry continues to serve parents, church leaders and those involved in wider children's ministry through support, training and resources. The ongoing feedback and encouragement received from our various audiences motivates us to continue in this work.

## **Gratitude and achievements**

We are very thankful to the Lord for enabling us to achieve many of our financial and non-financial goals during the year. This success reflects the dedication of the Executive Team and staff, the generosity of our supporters, the strength of our strategic partnerships and the vital support of the board. Since our founding in 2017, the ministry has experienced consistent growth. However, growth also brings challenges, particularly in managing expansion sustainably and at an appropriate pace. Balancing opportunity and delivery capability remains an ongoing and worthwhile challenge.

## **Governance and board activities**

Special recognition must be given to the Trustee Board for their commitment to strong process and governance. From the early stages, regular board meetings, structured agendas covering the annual cycle of governance and ministry, budgeting and annual planning, risk register reviews and dedicated sub-committees (operations, finance, risk and safeguarding, remuneration and people) have been established. The board also holds an annual strategy day. Trustees are encouraged to participate in Faith in Kids training, roadshows and staff events, while staff members are invited to contribute to board meetings when relevant.



## **Executive accountability and development**

The Executive staff are to be commended for their engagement with the board process and their accountability in areas such as strategy, ministry delivery and governance. The Ministry Director undergoes a regular review process, including frequent meetings with the Chair and Vice Chair, and a formal review every six months which incorporates feedback from trustees, staff and stakeholders, along with ongoing pastoral support. Both Executive and trustees benefit from regular coaching and training as part of continuous learning and development. Faith in Kids was honoured to join the Maclellan Foundation 'Learning Community', a year-long programme comprising three two-day events for 50 UK Christian charities and churches. This initiative focuses on building strength, resilience and expertise within Christian organisations and covers governance, board development, growth, strategy and funding. The programme concludes in April 2026, with the Chair, Vice Chair, Ministry Director and Operations Director attending and reporting progress and action plans to the board.



# Welcome from our Chair of Trustees

## Board composition and trustee rotation

In October 2024, following a structured recruitment process led by a sub-committee of trustees and Executive, four new trustees joined the board, bringing a diverse range of skills and experience. This increased the number of trustees to nine, which was later reduced to eight when a founding trustee stepped down as part of the charity's rotation policy in early 2025. Trustee rotation is actively managed, with the Chair holding conversations with each trustee at least every three years. The trustee recruitment sub-committee remains active to ensure the board's strength, skill and longevity align with long-term strategy. Trustee rotation is formally included in the constitution and governing documents, which were fully reviewed and adopted by the board during the year, led by the Operations Director with support from Edward Connor legal advisers.

## Gratitude to our supporters

The board would like to express sincere gratitude for the wonderful generosity of donors and supporters, whose contributions make the ministry possible. Thanks to the faithful and regular support from an expanding community of partners and friends, Faith in Kids was able to make two strategic hires this financial year.

## Financial position

The financial statements demonstrate a healthy reserves position, for which we are deeply grateful to the Lord. This provides Faith in Kids with the opportunity to operate an investment budget in the coming year and to pursue our strategic plans with confidence.

In Christ,

A handwritten signature in black ink, reading 'Y Ibbett' with a large, stylized 'Y' and a period at the end.

Yolanda Ibbett

Chair of Trustees on behalf of the Trustee Board



# Welcome from our CEO and Ministry Director



**Being digitally accessible is one of our strategic objectives.** Our goal is to provide all of our resources online, freely available, so that children are lovingly squeezed towards Jesus not by us but by those who are in their lives – their parents and the faithful saints in their church. The Lord has placed people in their lives who we want to help; from a distance.

With so much of what we do being far from those we serve, our On the Road events have provided a priceless opportunity to be in a room with them. It is the place where we can hear the stories that shape our efforts and feel the emotions of those we want to love. So many of those conversations have stuck with me.

In Cardiff I met an adoptive mum, dragged by a friend to our event, expecting to be left feeling cold after another Christian parenting seminar. She was startled that I began the evening by explaining that all Christians are adopted by our heavenly Father. She was grateful that we do not assume that every family looks the same, with the same needs. The Lord is at work, redeeming children with all kinds of stories. Our resources need to land beautifully in all kinds of contexts.

In Guildford I met the children's ministry team from a local church who sat smiling in the front row for the whole evening. They were so grateful for our downloadable resources. They wanted me to pass on their thanks to the team for making our Sunday school sessions biblically faithful, enormous fun and completely flexible.

In Aberdeen I met a mum at the start of her parenting journey who was desperate to hear how she could begin to have big faith conversations with her young son. She left relieved that the Lord was with her. He will be at work even when she has no idea what to say next. He loves her son even more than she does. Everything we do points to the Living God, not to us.

In Belfast I met a family who loves listening together to our Faith in Kids 4Kids podcast in their car. I asked with a smile if Northern Ireland is large enough to have enough time in the car for our podcast. They assured me that the podcast is short enough for plenty of journeys! We are always so pleased to meet complete strangers who feel like they know us from our two podcast streams. It is a privilege to be in the fabric of so many families.

This year we added to our team with two new roles. They bring skills and experience that we have never had before. Our new Supporter Engagement Manager arrived in June 2025 to help us build stronger relationships with our supporters and to lead our fundraising efforts. Our new Digital Lead joined in November 2024. As one of our objectives is to be digitally accessible, aiming to make everything we do available digitally to anyone, this role is vital in achieving this. He has led the work on our new website, ready to go live in the autumn of 2025. Both of them are Christian parents of young children who arrived passionate for our Vision because they need no convincing of the difficulties that churches and families face in raising the next generation trusting their Lord Jesus.

We are grateful to God for all that he has enabled us to do this year. Please read through our annual report, feel encouraged and thank God for what he is doing in young lives.

A handwritten signature in black ink that reads "Ed Drew". The signature is fluid and cursive, with the first letters of "Ed" and "Drew" being capitalized and prominent.

Ed Drew  
CEO & Ministry Director





# About Faith in Kids



# About Faith in Kids

## Purpose and Aims

Our charitable objective, as set out in our constitution, is :

*To advance the Christian faith for the benefit of the public in accordance with the statements of belief appearing in the schedule in the UK or the world as the trustees may from time to time think fit and to fulfil such other charitable purposes which are exclusively charitable according to the law of England and Wales.*

## Ensuring our work delivers our aims

We regularly review our plans and activities to ensure they are achieving our aims. Our trustees regularly review strategic activity to ensure alignment and success in achieving our aims and objectives. Our trustees and Executive Leadership Team take part in an annual strategic planning day to ensure we remain focussed on our objectives and that our work is delivering the key aims and objectives we have identified. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

## The focus of our work

In order to see more children engaging with the Christian faith, we work with three key audiences:

- Parents
- Church leaders
- Children's ministry workers/leaders

In order to equip parents, children's ministry leaders and church leaders, we focus on producing:

- Written resources
- Books
- Videos
- Podcasts
- Digital family resources & courses
- Training & events

## How our activities deliver public benefit

All of our activities are designed to advance the Christian faith for the benefit of the public, by supporting churches, church leaders, parents, families and children's workers. With the exception of our books, which are published and sold through The Good Book Company, all our resources, videos and podcasts are free to the public. We charge a nominal fee for training and events, to cover a portion of the running costs.

## Who benefited from our services?

Our services are aimed directly at three key audiences; parents, church leaders and children's ministry leaders. Our services are indirectly aimed at children, via these three key audiences.



# About Faith in Kids

**Our vision is to see confident parents and thriving churches working together to raise children who trust in Jesus eternally.**

We do that by encouraging, inspiring and equipping the influencers of faith in children with support, training and resources.

Research in 2022\* revealed that 38 per cent of practising UK Christians came to faith by the

age of 5. A further 12 percent came to faith by the age of 10 and a further 26 per cent between the age of 11-18.

This means that three quarters of those in our churches today came to faith as a child or young person. Investing in children's ministry is strategically vital.

*\*Source: <https://talkingjesus.org/research>*



# About Faith in Kids

## Our values



### **Gospel hearted**

We are unashamed. We are 'Jesus first'. We are about the better story; that is joyful, hopeful and found in Christ



### **Relational**

We are wired for partnership. We connect to those we serve. We listen and we want to understand



### **Courageous**

We will follow the need. We are daring, ambitious and bold in all that we do. We are not afraid to pioneer or to fail

## Our strategic objectives



### **1. Resources**

To develop market leading resources that pursue the goal of our vision



### **2. Strategic Partnerships**

To develop relationships with gospel hearted organisations to unlock our vision and theirs



### **3. Reaching Wider & Further**

We seek to take our efforts across cultures, socio-economic divides, church 'tribes', denominations and across international borders



### **4. Digital Accessibility**

To creatively find ways to reach families and churches remotely



### **5. Influencing Church Culture**

Being catalysts of change in the culture of children and family ministry



# About Faith in Kids

## We serve 3 key audiences

### PARENTS

We believe parents are God's 'plan A' for their children. We want to encourage them as they bring faith to life. We want to walk alongside parents, providing inspiration and support that points them to the God who equips them. We produce a range of resources, created with parents of all stages in mind. These resources include a popular podcast, a parenting book, family devotionals, in person events, videos and blog posts. We plan to offer a parenting course in the future.



### KIDS LEADERS

We seek to help kid's workers connect families to church. We want to equip them to lead well. We offer training and a whole range of resources to be used in church and as outreach, including Sunday school series, all age talks, holiday club materials, seasonal ideas, toddler group stories, lesson plans and school assemblies. Our material is designed to work in churches of all sizes and dynamics. Our teaching ideas are springboards to allow the leaders to do the heart work of engaging with children, families and fellow leaders to point them to Jesus.



### CHURCH LEADERS

We want to encourage church leaders to keep making the effort to support families and disciple children in their churches. We want to give church leaders the support, wisdom and guidance they need to take on this hard but important task. We provide articles, blog posts and training sessions that are relevant to church leaders and are exploring the production of new resources for this group.



More about the ways we serve our audiences and the resources we produce can be found at: [www.faithinkids.org](http://www.faithinkids.org)

## About Faith in Kids

We used the brilliant Faith in Kids resources to inspire a whole church series on Nehemiah in early 2025. It was brilliant to see all ages think about how we're all engaged in God's building project - building His kingdom of peace, justice, mercy and life in all its fullness! We even showed the films as part of our main service before the children went out to their groups - and they were equally loved by all ages! Thanks Faith in Kids for these awesome and hilarious videos!

**A Church Leader, Norfolk**

I have to say that Shipwrecked must be the most 'plug and play' holiday club I have ever come across! You really have put a lot of work into producing something that is easy to prepare, easy to run, Biblical, and FUN. Thank you.

**A Children's Ministry Leader, London**

I am useless at finding time in my very busy life to fit in all the things I would like, but I wanted to make sure I say THANK YOU so much for the podcasts for parents. I find them such a blessing and encouragement. I've just listened to the latest one with Rachel Wilson on my day off while I try to tidy up the detritus around the house now the kids are back at school. As someone who also thinks I can plan and organise my way out of any problems (and am also adjusting to the fact that one of my children has additional needs and I need to fight for the support he needs), I found the podcast so helpful.

**A Parent, The Wirral**





# Achievements of the year

# Achievements of the year

**This year has been one of growth. We have launched more resources, delivered more training and held more events than ever before. We've also been intentional in going wider and further in spreading our reach geographically, culturally and across denominations. The following shares the work we've been doing and the impact our work has had.**

## Resourcing and equipping children's ministry leaders

We have significantly bolstered the resources and training that we offer those leading and supporting children's ministry in churches. We have done this primarily through increasing the number of new resources that we have been able to produce and launch. A review of our writing processes has increased our capacity and meant we were able to launch eight different resources in 2024-25. We have seen resource downloads grow by 48% since the last financial year.



Our standout launch in this financial year was **Nehemiah: God's Big Build** – our first Sunday School series in the Old Testament. We sought to make this series accessible and engaging, to

help show children our unchanging God and his purposes then and now. This six-part Sunday School series was brought to life with short video animations to help leaders tell the story in a few minutes while keeping the key message of several chapters of the Bible. The family podcast episodes dovetailed with the resource to enable the key partnership between the church and the home.

*We love your recent Nehemiah resource. We are running this series in our after school club. The lesson plans are so appreciated and both the YouTube videos and the briefings/sketches from the podcast make the session really interesting.* – Children's Ministry Leader, Preston UK

*Thank you for the great Nehemiah resource we were able to use on a recent holiday. Our family of 20 (8 adults and 12 children ranging from 1-14) went on a big holiday and every night we had a short Family Bible Time based around the Nehemiah studies and the excellent videos which we felt worked well even with such a wide age range. It was a privilege and joy to use this to teach them of how God used Nehemiah as he trusted him and how they too can be God's builders.* – Parent, London

Feedback like this is hugely encouraging and we are planning further video work to support our written efforts in the future. We love hearing how the range of products we launch alongside our Sunday School sessions can be used and adapted in different settings – ones we couldn't have anticipated!





## Achievements of the year

Summer 2025 saw us launch **Jesus is Here! Good News from the Book of Mark**. This six-part Sunday School series took us back to basics, to see who Jesus is and why he came. We wanted a really simple resource that could be used at the start of the year or in a new church plant to show children the real, historic, awesome Jesus! Whether children were meeting Jesus for the first time or had heard these truths before, this series sought to challenge them to work out their answer and respond personally to Jesus' big question, "Who do you say I am?" (Mark 8:29). Work has already begun on a second series in Mark, due for publication in summer 2026.

*I recently found your children's resource on Mark's Gospel and I quickly customised it for our context here and used it for our summer Bible club. I must say that it was a wonderful material to interact with and especially to help us share the gospel clearly with the children. We can't wait for Part 2 next year God willing! - Children's Ministry Leader, Kenya*

Following the successful launch of our resource **Growing Up** in May 2024, and based on feedback received from churches that used it, we launched Sunday School sessions that help stretch the teaching to those aged 11+.

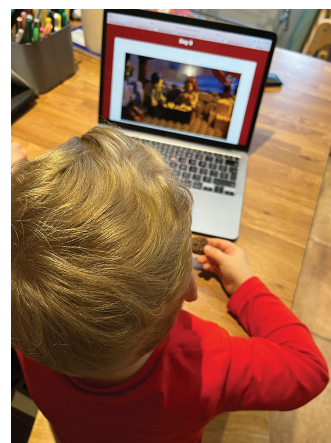
*I wanted to say a massive thank you for all your hard work in developing the Growing Up: God's Good Story resources. We are a small church and I run the kids ministry here as a volunteer alongside my full-time job. In May, we ran a series on God's good design for men and women for the grown-ups, and we were really keen to do something complementary for the children. As a volunteer lead I never would have had time to put together any kind of resource for this, let alone something as well thought-through and as helpful as the Growing Up series, so I'm so grateful to Faith in Kids for putting together such excellent resources which meant that we could*

*engage the children on these topics. As part of my decision to run the series, I reflected on the triangle of influences in a child's life - parents (/family), school, and church (kids groups!). I realised that although parents were teaching their children Gospel truths, the school was teaching something different, and that by teaching on these topics in our church kids groups we had the opportunity to triangulate and make God's voice the majority (2/3!). - Children's Ministry Leader, Birmingham*

We are always encouraged to hear how the resources we produce can be picked up and used by a smaller church. Larger churches with employed children's ministry specialists are not the key focus of our efforts (as wonderful as they are!) We want our resources to be picked up by a volunteer leader, short on time and perhaps low on confidence, who can take our resources and find they can easily be adapted to suit their group.

This year, we also added to our existing resource suites for both Easter and Christmas. In autumn, we participated in the Kingdom Code hackathon and began work on a digital family advent calendar. Our **Digital Lead** joined us in November 2024 and worked with the team to launch **The Christmas Build Up** - 24 manageable moments for families to explore the Christmas story together through Advent. This was developed to fit with our popular **Christmas Story Brick by Brick** (Lego) resources that were launched in July 2024. The Christmas Build Up was well received with over 500 unique visitors and 320 families who completed all 25 days through the month of December to Christmas. We are excited to develop further accessible and engaging digital resources for families.

## Achievements of the year



Early 2025 saw us launch a refresh of **The Wonder of Easter** suite, now including an outreach event plan and an Easter all-age service to work alongside the five Sunday school sessions and the family devotional book.

*I am writing to say an ENORMOUS thank you for your Wonder of Easter resources. At the start of March we gave every church family with primary school aged children a copy of the family devotional book which we have read through together. This includes a family new to the church with no church background and the mum has been reading it with her 7 year old. We have used the Sunday school lessons in our kids group...and another child from this family on his first week in our kids group asked "Why are you talking about God? He's dead!!".....on week 3 of "The Wonder of Easter" he said "I thought God was dead but now I know he's not cos Jesus died and came back to life again, didn't he?" Praise God!*

*Our outreach event was wonderful and our hearts are full. 125 Easter eggs given out with gospel tracts - most of these families were new contacts for us as a church. What a joy to see kids sitting completing the worksheets and crafts with older members of our church (our oldest helper was 84). Many God centred conversations and introducing people for the first time to the Wonder of Easter. - Children's Ministry Leader, Glasgow*

**The Pumpkin Story** was a short gospel tract created for use during harvest and halloween. This was published in partnership with Good Book Company and launched in August. More than 107,000 copies of this booklet were sold in this financial year across the USA, Australia and the UK. This was far above our expectations and we are considering how we further maximise the opportunity to counter the cultural rise of halloween with a message of gospel hope.



Several of these projects highlight the continued partnership with The Good Book Company and GoChatter. Aligning seasonal resources alongside the published written and video content they offer creates a compelling full suite of materials for those in children's ministry to use.



## Achievements of the year

We have always been struck that 75% of British under 5s have attended a church-run toddler group. This inspired us to launch a new range of resources for use in Toddler groups in March 2025. This included two six-week teaching series, entitled **God Made Me** and **I Can Talk to God When I Feel**. We are continuing to work on growing our offer to support this incredible outreach opportunity.



Our Resource Showcase events have continued to be popular, having run these for the launches of The Christmas Story Brick by Brick, Nehemiah, Jesus is Here! and our Christmas 2025 releases. These free to access, short lunchtime sessions via Zoom have seen 542 people attend live and recordings viewed 5000 times. Beyond highlighting the resources, these create an opportunity to foster partnership with those we seek to serve and offer ideas and inspiration for how to use these resources in their own settings.

We also participated in a variety of children's and youth conferences in 2024/25 in order to both support and learn from each audience that we seek to serve. Our Ministry Director, Ed Drew, spoke at the **Limitless Leaders Conference (ELIM)** in January 2025 and was the keynote speaker at the **Hand in Hand Conference** in February. The latter is the largest UK gathering of children's ministry workers, with over 600 attending. Ed galvanised those attending by speaking on Jesus' Great Commission. Ed also delivered the keynote at the **Commission (New Frontiers) Leaders Conference** in March, speaking on Grace for the Shifting Culture.

*I wanted to say a proper thank you for how superbly you served us. Ed's talk was spot on for what our kids workers needed. Utterly biblical, wonderfully practical and relevant, and riddled with moments that made us laugh and feel seen - it was so brilliantly pitched! The feedback is full of people sharing how meaningful your talk and your seminar were for them personally. Thank you for sharing such excellent wisdom during the Q&A moment. You have an incredible gift of seeing the issue beneath the question and speaking into that.*

- Children's Ministry Network Leader, Swindon



Training those serving in children's ministry was prioritised in this financial year, seeing us develop and re-launch our training offer in September 2024. We developed three separate training streams: **Inspire** (for those leading children's ministry), **Equip** (for those leading or helping in Sunday school, midweek or outreach groups) and **Energise** (for those teams leading their church's toddler group).

*I loved Equip last night! The main takeaway for most of us was "I thought being a Sunday School leader was all about teaching....and now I've realised it's about loving". There were so many helpful practical tips that we're going to run with as well as those insightful questions to get us thinking about our group and our needs. We were able to encourage each other with the things that went well and the funny stories when the lesson wasn't so great. It was so, so good to be put together with my church to be able to talk about real examples and children who we all know.*

- Children's Ministry volunteer, Cardiff

# Achievements of the year

We have seen encouraging numbers, with over 1690 participants (many of whom represent larger groups gathering around one screen), and over 347 different churches have joined us. It also shows the great and growing need there is to further train in this area. Our plans for 2025-26 include recruiting a **Training Manager** to help us develop and grow our training offer further.

## Equipping and encouraging parents

We continue to prioritise supporting parents as they seek to raise their children to live flourishing lives for Christ. We have continued to do this through a number of in-person events as well as through our podcasts.

In 2024-2025, we took **Raising Confident Kids** as a parenting seminar to a further 14 locations across the UK. We reached 985 parents and carers, inspiring them to have conversations with their children about their identity in Christ, their bodies and their gender.



*It was an excellent evening, with fantastic content. Ed was humble, engaging, clear. He made you feel normal while also helping point out fresh ways of seeing things. He led us to our gentle Saviour and his desire to change us. It was an evening full of grace. - Parent, Norwich*

We have been so encouraged by the feedback from these events and we have had so many requests to go to further locations across the UK (and beyond!) In order to maximise the reach of this content, work began on creating a **digital parenting resource** for churches to be able to use in their own settings. This will comprise three short videos, session guides and discussion questions for church leaders to use with parents. Our hope is that this will further the understanding and partnership between churches and families. At the time of writing, this was due for launch in Autumn 2025.

Our hugely popular **Dangerous Camping** event ran for its seventh year, in partnership with Oak Hall, now with a brand new barn to keep everyone dry. In God's amazing kindness, the torrential rain that threatened the whole weekend was actually only for a couple of hours, mostly while the entire camp watched the 4Front Theatre Company under cover. It was our biggest year yet, with 460 dads and kids taking part. We are now considering how we expand and meet the growing appetite for this event in 2025/26.

*Faith in Kids and Oak Hall do an amazing job; it's such a blessing to our family / church. Well done on navigating the weather so well (how you managed to cook Saturday dinner I don't know!) with a good amount of positivity. The seminars for dads are also always wonderful - something to chew on but not too long you're having to worry about the kids! I think getting the dads and kids chatting in pod Bible time is invaluable. - Parent*





## Achievements of the year

Our Faith in Parents podcast is another important ministry in serving parents well. We have seen encouragement in the numbers engaging with the podcast and some of our most popular episodes in the last twelve months include **Sibling Rivalry**, **Mum and Dad Guilt** and **Keeping Faith in the Busyness of Life**. This shows us that we are at our best when we speak into the ordinary and the everyday of parenting, offering a Christian perspective with Biblical wisdom and real lived experience.

Our Faith in Kids 4Kids podcasts have continued to be popular with series in this last year accompanying the written resources for The Pumpkin Story, The Christmas Story Brick by Brick, Nehemiah: God's Big Build and Jesus is Here! We are encouraged to hear how these are being used to facilitate family Bible times - whether that's at the kitchen table, at bedtime or on a long car journey.



*As everyone has gone back to school after a week of BIG feelings (which have resulted in many things broken or hit), just a quick one to say thank you, as ever, for brilliant podcasts this summer which make me a better parent (I hope!) and point me to Jesus rather than driving me to guilt or despair. Hilariously, after me mentioning the episode on sibling rivalry and behaviour, the whole family listened to it together on a long journey. I was hoping it might mean that we no longer had to do the hard job of parenting... alas, not quite, but there was some lengthy discussion over whether the ice-cream was more enjoyable if no-one else had one.... Anyway, please keep going through all the mess of it all, we are very grateful for you. - Parent, Norfolk*

The recruitment of our Digital Lead has helped us to strategically consider reach and growth and experiment with other ways such as video to engage the audience, with further plans afoot in 2025-26.

### Increasing awareness with key audiences and strategic partnerships

In autumn 2024, we undertook a piece of research to better understand how we can engage churches and their leaders. This included surveying over 177 UK church leaders from a breadth of denominations, networks, locations and church sizes. This work helped inform us of where the strategic opportunities are for our future impact. This research identified the speaking engagements and conferences where we could build relationships with those who do not currently know about us. As previously mentioned, this included going to the Hand in Hand conference, Limitless Leaders conference and Commission Leaders conference. We also returned to **Bible by the Beach** (where we oversaw the Under 11s groups) and the **Keswick Convention** (where we delivered parenting seminars). Whether we are amongst old friends or meeting new ones, we consistently find the same story across churches that our help is appreciated in supporting their ministries that engage families. It is a rare church or family that feels confident about raising the next generation with their own vibrant personal faith. We exist to help them.



# Achievements of the year

2024-25 also saw us take a significant step in increasing our digital presence by building a new website. This seeks to improve navigation and the user experience while we hope to continue to grow the audience we seek to serve. At the time of writing, the website was due for launch in autumn 2025. We look forward to the future opportunities for growth in reach that the new website will bring.

## Training and supporting church leaders

This year saw our Ministry Director, Ed Drew, engaging with church leaders. Ed led a pair of seminars at the **FIEC Leaders conference**, speaking on *Shepherding Parents in a Sexually Confused World*. May 2025 saw Ed speaking to the **Peninsula Gospel Partnership**. We continue

to be seen to offer expertise in conversations with children about gender and bodies, with Ed participating in the **Keswick Identity Conference** in November 2024. Ed Drew has also continued to lecture at both **Oak Hill** and **Cornhill**, reaching church leaders in their ministry training.

Church leaders are so often the route to seeing cultural changes in churches in the UK, so our plans for 2025-26 include us seeking to better support church leaders in facilitating their partnership with families.

**We are thankful to God for all that he has allowed us to achieve for him this year. We look forward to where he will take us next.**



# Our impact

## Podcasts Aug 23 - July 24



Parents  
podcast

26  
podcasts  
produced

96,288  
podcasts  
downloaded



Family  
podcast

20  
podcasts  
produced

47,575  
podcasts  
downloaded

76%  
UK

7%  
USA

7%  
Australia

1%  
South  
Africa

## Training



Training

36  
training  
events

5,098  
training  
attendees



Our impact



Resources



94,447  
downloads



Video views

38,771



# Thank you

# Thank you

It is in the Lord's great kindness that another year of growth, reach and impact have been possible. By giving away what we produce freely, we believe it can reach the widest and the furthest possible and bless those who need it the most.

We want to take this opportunity to thank our faithful supporters who have made another year like this possible. We are grateful for their sacrificial giving and prayerful support. We thank and praise the Lord for the newly expanded and firmly committed Trustee Board that he has given us. We give thanks for our staff team working tirelessly and joyfully in service of this ministry.

While so many have contributed to these efforts, we are clear where the inspiration, provision and impact come from:

*Then Jehoshaphat stood up in the assembly of Judah and Jerusalem at the temple of the Lord in the front of the new courtyard and said, "We do not know what to do, but our eyes are on you." Listen, King Jehoshaphat and all who live in Judah and Jerusalem! This is what the Lord says to you: "Do not be afraid or discouraged because of this vast army. For the battle is not yours, but God's." - 2 Chronicles 20: 5-15 (abridged)*

**To the Lord be all glory!**

Thank you for being on the journey with us.







# Financial review

# Financial review

## Income

During the 2024-25 financial year, we continued to see encouraging growth of income with a 33% increase from 2023-24. In total, our income was £633,257 (2023-24: £475,072). We have been very encouraged to see our income increasing at a strong rate. The vast majority of our income (63%) comes from individuals giving one-off or regular monthly donations, totalling £397,651.

We also received £40,084 in donations from churches, £102,580 from Christian trusts/foundations, £6,737 from speaker fees, £3,364 in royalties from the sale of our books, advent calendars & gospel tracts published by The Good Book Company, £14,103 from ticket sales from our training and events and we also received £55,271 in Gift Aid.

A key financial aim for us is to increase our

regular giving from individuals and churches to ensure greater financial resilience and sustainability, while also aiming to keep our funding sources as broad as possible. During 2024-25 we had 212 new regular monthly supporters, which was a net increase of 182 monthly supporters, taking our total to 634. This provided a regular income from individuals of £208,538 (2023-24: £153,041), gift aid included, increasing our overall regular income (including churches and trusts) to £247,618, an increase of 36% on the previous year.

### Our primary funding sources are:

- Individual donors (including major donors) - monthly & one off
- Trusts & grants
- Donations from churches
- Royalties from book/calendar sales
- Income from training/events
- Gift aid on eligible donations

## Regular income (2024-25)

Individuals	£180,672.79	28.53%
Trusts	£24,600.00	3.88%
Churches	£14,480.00	2.29%
Gift aid	£27,865.24	4.4%
<b>TOTAL REGULAR</b>	<b>£247,618.03</b>	<b>39.1%</b>

# Financial review

## One-off income (2024-25)

Individuals	£216,977.86	34.26%
Trusts	£88,100.00	13.91%
Training & Event Ticket Sales	£14,103.00	2.23%
Churches	£25,604.07	4.04%
Speaker fees	£6,736.54	1.06%
Gift aid	£27,406.21	4.33%
Royalties	£3,364.03	0.53%
Other	£50.00	0.01%
Interest	£3,297.13	0.52%
<b>TOTAL ONE OFF</b>	<b>£385,638.84</b>	<b>60.90%</b>
<b>TOTAL</b>	<b>£633,256.87</b>	<b>100%</b>

## Expenditure

During the 2024-25 financial year, we also saw our costs increase by 25%, with a total expenditure for the year at £518,700 (2023-24: £415,415). Throughout the year we invested in two new roles, however a combination of raising more income than expected and spending less than anticipated and delays in recruitment against budget meant that a planned £1.4k deficit became a surplus for the year of £119.5k.

Our largest area of expenditure remains our staff costs (67%). In 2024-25, we added an additional two members to the team in order to help us reach and support more families and churches throughout the UK. Our staff costs for 2024-25, including pension and NI contributions were £345,722 (2023-24: £272,971).

Other significant expenditure relates to the cost of freelancers for podcast editing, writing, graphic design, video production & editing and accountancy/bookkeeping support. The total cost for freelance support was £49,549. We pay £11,589 for access to meeting rooms and occasional office space when we meet together. We spent £23,129 on a redesign and redevelopment of our website to help people access our resources and to help reach new and broader audiences. Other expenditure totalling £88,711 covered a range of areas including IT costs & equipment, travel, accommodation, advertising, insurance, printing, postage, bank fees, HR costs, legal costs, conference costs, marketing giveaways, website development, podcast costs, staff training, events, subsistence, hospitality and depreciation costs.



# Financial review

## Investment policy

The trustees have chosen to take a low risk approach to the investment of charity funds. Our funds are split between a moderate interest, charity reserves account with Kingdom Bank, a no-notice charity savings account with Kingdom bank and also our operating account with Metro Bank for day to day expenditure. The trustees review this decision annually when the annual budget is reviewed and approved, and with knowledge of the required reserve levels that could be invested. In order to maximise protection of our funds we aim to split the funds between the two banking institutions so that we minimise risk of loss. The recent increase to the Financial Services Compensation Scheme (FSCS) protection from £85k to £120k has provided additional protection on the funds currently held.

## Reserves policy

The trustees have examined the charity's requirements for reserves in light of the main

risks to the organisation. The current reserves policy recognises the uncertainty of the current economic climate and the potential volatility of income over the coming years. We aim to keep between three to six months of planned future average operating costs as cash in the bank. We may from time to time dip below three months operating costs due to fluctuations in cash flow throughout the financial year. We are committed to ensuring a balance in our reserves between investing the funds that have generously been given and also building financial health and long term sustainability. We ended 2024-25 with the equivalent of 7.6 months of average planned future expenditure as cash in the bank (2023-24: 5.8 months). At the end of any financial year, as we finalise the budget for the coming year, the trustees review and decide how much, if any, of our reserves we will be willing to invest back into achieving our charitable purposes. The trustees are particularly mindful of the ongoing run rates of expenditure in future financial years, particularly when choosing to recruit new employees.



# Structure, governance & management

# Structure, governance & management

## Governing document

The organisation is a Charitable Incorporated Organisation (CIO) and was incorporated on 24 July 2017 and registered as a charity on the 18 December 2017. Our governing document (constitution) was revised in July 2025.

## Recruitment and appointment of trustees

All trustees are appointed by vote of the trustees to serve for a three year term, after which they must be re-elected at a general meeting. Trustees can be re-elected a further two times for a total of 3 x 3 year terms or 9 years in total. All trustees give their time voluntarily and receive no benefits from the charity.

The Trustee Board is committed to diversity and ensuring that the Board of Trustees is representative of the communities and audiences we aim to serve.

Our trustees periodically review the skills required on the Board and skills we may lose as trustees approach retirement from the Board. Periodic recruitment consists of a flexible approach, including wide advertisement and approaching skilled individuals we discern to be a good fit. All potential new trustees go through a process, including an interview and attending a trustees meeting before a vote by the trustees.

In 2023/24 we undertook a trustee recruitment campaign which led to four new trustees joining the Board in October 2024.

## Trustee induction and training

A trustee induction manual supports and educates all new trustees. The induction

manual has links to all trustee policies, our constitution, previous minutes, our annual budget, our annual plan, the 5-year plan and other trustee training material such as the charity commission guidance on being a trustee known as 'the essential trustee'. All trustees are required to read the manual and all accompanying documentation. All new trustees will be encouraged to spend time with the Chair of Trustees and the Ministry Director to better understand the heart, vision and mission of the charity. All new trustees are assigned a 'buddy,' which is another experienced trustee who can guide them, support them and help answer questions for them.

## Risk Management

The Trustee Board has delegated day to day responsibility for risk management to the risk and compliance subcommittee and the Operations Director who reports biannually to the Board of Trustees. A risk register has been established and is regularly updated to reflect known and potential risks to the organisation. As part of the risk register, mitigating factors are considered and introduced where possible to minimise risks to a reasonable and practicable level. An incident and complaints log are kept and both logs feed into the risk register to ensure risks identified are captured and mitigated if not already present on the register.

## Safeguarding

The Operations Director is trained as the Designated Safeguarding Lead. One of the trustees is also trained as a Designated Safeguarding Lead. There were no safeguarding incidents in the 2024/25 financial year.



# Structure, governance & management

## Organisational structure

The Board of Trustees consisted of eight trustees in the 2024/25 year, which satisfied our constitutional requirement of a minimum of three trustees. Following a successful recruitment campaign, four new trustees were brought on to the Board at the beginning of 2024/25 financial year. The Trustee Board has created a Finance Committee, Remuneration Committee, Operations Committee, Trustee Recruitment Committee and a Risk & Compliance Committee to undertake more detailed work outside of regular trustee meetings. The work of the committees is reported back to the whole Board, where decisions are made. The Board of Trustees meets four times per year in addition to an annual strategy day.

The Board of Trustees delegates the day to day responsibility for the provision of services, strategy and operational running of the charity to the Executive Team, which consists of the Ministry Director, Operations Director and the Communications Director.

## Related Parties

There are no related party relationships or transactions to report.

## Our plans for future periods

The charity plans to continue the strategic activities outlined in this document subject to the necessary financial sustainability required.

We plan to partner with additional churches and to equip, train and support many more parents, churches and children's ministry workers.

We are currently writing a new book to support parents and families and we plan to produce more in depth online training materials, continue to produce high impact podcasts and continue to develop church based resources. We also aim to launch the new training hubs pilot project, to enhance the provision of face to face training for kids work volunteers. A growing area of focus for us is in how we equip the home and church partnership rather than as separate entities. We expect this growing focus to help us to strengthen our strategic direction and decision making over the coming years.

We are mindful of the current economic volatility and the risk that all charities currently face with the potential of reduced donations and funding sources. Therefore we continue to explore ways to grow our funding sources and to develop our sustainable regular income. We are also keen to develop our fundraising strategies to sustain a growing organisation.

We are particularly keen to explore ways to better understand the impact we are having so that we can improve and develop the impact we long to see in churches and families.



# Statement of trustees' responsibilities

# Statement of trustees' responsibilities

## Trustees' Responsibilities in relation to Financial Statements

The trustees are responsible for preparing the report of the trustees and the Financial Statements in accordance with applicable law and UK generally accepted accounting practice.

The law applicable to charities in England and Wales, the Charities Act 2011 and Charity (Accounts and Reports) Regulations 2008 require the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and the application of resources, including the income and expenditure of the Charity for the financial year. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the appropriate charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The trustees are responsible for maintaining the proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

## Independent Examination

Due to our income being above £250k but assets below £3.26m we have opted to have our accounts independently examined by chartered accountant Matthew Gill ACA (member of ICAEW).



# Financial statements

# Financial statements

## Trustees' Report for the Year Ended 31 July 2025

The trustees present their report and the financial statements for the year ended 31 July 2025.

### Objectives and Activities

#### Aims and Objectives

Our charitable objective, as set out in our constitution, is: *To advance the Christian faith for the benefit of the public in accordance with the statements of belief appearing in the schedule in the UK or the world as the trustees may from time to time think fit and to fulfil such other charitable purposes which are exclusively charitable according to the law of England and Wales.*

#### Public Benefit

All of our activities are designed to advance the Christian faith for the benefit of the public, by supporting churches, church leaders, parents, families and children's workers. With the exception of our books, which are published and sold through The Good Book Company, all our resources, videos and podcasts are free to the public. We charge a nominal fee for training events, to cover a portion of the running costs. The trustees confirm that they have complied with the requirements of Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit.

### Reference and Administrative Details

#### Trustees


Mrs Yolanda Ibbett - Chair  
Mr Chris Gunter - Vice Chair  
Mr Edward G Gilchrist - Treasurer  
Mr Daniel Webster (appointed 15/10/2024)  
Dr Esther Liu (appointed 15/10/2024)  
Mrs Kirsteen Powney (appointed 15/10/2024)  
Mrs Elinor Gage (appointed 15/10/2024)  
Mrs Claire Thomas  
Mrs Catherine Dalton (resigned 28/02/2025)

**Charity Number:** 1176335

**Principal Address:** 2 Buckleigh Avenue LONDON SW20 9JZ

**Independent Examiner:** Matthew Gill ACA 22 Lincoln Road Worcester Park LONDON KT4 8AN

The trustees' report was approved by the board of trustees and signed on its behalf by:



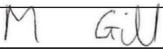
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Mrs Yolanda Ibbett  
Chair of Trustees  
Date: 24/02/26

# Financial statements

## SECTION A

## Independent Examiner's Report

Report to the trustees	Faith in Kids			
On accounts for the year ended	31 July 2025	Charity no. (if any)	1176335	
Set out on pages	36 - 45			
Responsibilities and Basis of Report	<p>I report to the trustees on my examination of the accounts of Faith in Kids (the Charity) for the year ended 31 July 2025.</p> <p>As the trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act"). I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.</p>			
Independent Examiner's Statement	<p>I report on the financial statements of Faith in Kids for the year ended 31 July 2025, which are set out on pages 4 to 16.</p>			
Respective Responsibilities of trustees and examiner	<p>The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2022 ("the Charities Act") and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:</p> <ul style="list-style-type: none"><li>• examine the accounts under section 145 of the Charities Act,</li><li>• to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and</li><li>• to state whether particular matters have come to my attention.</li></ul>			
Basis of Independent Examiner's Statement	<p>My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.</p>			
Independent Examiner's Statement	<p>In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:</p> <ul style="list-style-type: none"><li>• the accounting records were not kept in accordance with section 130 of the Charities Act; or</li><li>• the accounts did not accord with the accounting records; or</li><li>• the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.</li></ul> <p>I 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.</p>			
Signed:			Date:	18th February 2026
Name:	Matthew Gill			
Relevant professional qualification(s) or body (if any):	Chartered Accountant			
Address:	22 Lincoln Road, Worcester Park, KT4 8AN			



# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section A Statement of Financial Activities

		Unrestricted funds	Restricted funds	2025 Total funds	2024 Unrestricted funds
	Notes	£	£	£	£
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and legacies	3	605,706	5,000	610,706	452,902
Charitable activities	4	20,890	-	20,890	11,772
Other trading activities	5	3,364	-	3,364	6,588
Investments	6	3,297	-	3,297	3,810
		<u>633,257</u>	<u>5,000</u>	<u>638,257</u>	<u>475,072</u>
<b>EXPENDITURE ON:</b>					
Raising funds	8	(5,747)	-	(5,747)	(9,962)
Charitable activities	8	(512,338)	(2,480)	(514,818)	(405,453)
		<u>(518,085)</u>	<u>(2,480)</u>	<u>(520,565)</u>	<u>(415,415)</u>
NET INCOME		<u>115,172</u>	<u>2,520</u>	<u>117,692</u>	<u>59,657</u>
NET MOVEMENT IN FUNDS		<u>115,172</u>	<u>2,520</u>	<u>117,692</u>	<u>59,657</u>
<b>RECONCILIATION OF FUNDS:</b>					
Total funds brought forward		321,618	-	321,618	261,961
TOTAL FUNDS CARRIED FORWARD	16	<u>436,790</u>	<u>2,520</u>	<u>439,310</u>	<u>321,618</u>

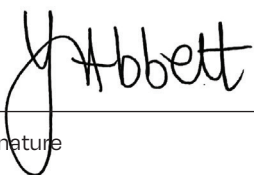
The notes on pages 37-44 form part of these financial statements.

# Financial statements

Annual accounts for the period 1-Aug-24 to 31-Jul-25

## Section B Balance sheet

		Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible Assets	12	6,642	-	6,642	4,590
		6,642	-	6,642	4,590
<b>CURRENT ASSETS</b>					
Debtors	13	19,232	-	19,232	40,090
Cash at bank and in hand		417,798	2,520	420,318	281,309
		437,030	2,520	439,550	321,399
<b>Creditors: Amounts Falling Due Within One Year</b>	14	<b>(6,882)</b>	<b>-</b>	<b>(6,882 )</b>	<b>(4,371 )</b>
<b>NET CURRENT ASSETS (LIABILITIES)</b>		<b>430,148</b>	<b>2,520</b>	<b>432,668</b>	<b>317,028</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>436,790</b>	<b>2,520</b>	<b>439,310</b>	<b>321,618</b>
<b>NET ASSETS</b>		<b>436,790</b>	<b>2,520</b>	<b>439,310</b>	<b>321,618</b>
<b>FUNDS OF THE CHARITY</b>					
Restricted Funds				2,520	-
Unrestricted Funds				436,790	321,618
<b>TOTAL FUNDS</b>	16			<b>439,310</b>	<b>321,618</b>
On behalf of the board					



Signature

Yolanda Ibbett - Trustee

Print name

24.02.26

Date

The notes on pages 37-44 form part of these financial statements.

# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

#### 1. General Information

Faith in Kids is an unincorporated charity registered with the Charity Commission, registered charity number 1176335. The principal address is 2 Buckleigh Avenue, LONDON, SW20 9JZ.

#### 2. Accounting Policies

##### 2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "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 2019)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities Act 2011.

The charity is a Public Benefit Entity as defined by FRS 102.

##### 2.2. Incoming Resources

Recognition of income

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

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

##### 2.3. Resources Expended

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

##### 2.4. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Freehold	N/A
Leasehold	N/A
Plant & Machinery	Assets over £500 depreciated over 3 years on a straight line basis
Motor Vehicles	N/A
Fixtures & Fittings	Assets over £500 depreciated over 3 years on a straight line basis
Computer Equipment	Assets over £500 depreciated over 3 years on a straight line basis

##### 2.5. Cash and Cash Equivalents

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

#### 3. Income from Donations and Legacies

	Unrestricted funds	Restricted funds	2025 Total funds
	£	£	£
Donations and gifts	550,435	5,000	555,435
Gift aid	55,271	-	55,271
	<u>605,706</u>	<u>5,000</u>	<u>610,706</u>



# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

	Unrestricted funds	Restricted funds	2024 Total funds
	£	£	£
Donations and gifts	413,082	-	413,082
Gift aid	39,820	-	39,820
	<u>452,902</u>	<u>-</u>	<u>452,902</u>

	2025 Unrestricted funds £	2024 Unrestricted funds £
Training Events	20,890	11,772

	2025 Unrestricted funds £	2024 Unrestricted funds £
Sale of resources	3,364	6,588

	2025 Unrestricted funds £	2024 Unrestricted funds £
Bank interest receivable	3,297	3,810

	2025 £	2024 £
Research and developments costs	108	132
Depreciation of tangible fixed assets - owned	<u>4,264</u>	<u>3,755</u>

	2025 Activities undertaken directly £	2025 Support costs (see note 9) £	2025 Total £
Raising funds	5,277	470	5,747
Training Events	6,228	-	6,228
Podcasts	13,427	-	13,427
Resource Development	17,663	108	17,771
Website Resource	23,599	-	23,599
Staffing & Consultancy	284,634	6,063	290,697
Travel & Office	7,874	46,896	54,770
			...CONTINUED

# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

Other Support & Administration Costs	4,063	103,071	107,134
Raising Awareness	1,192	-	1,192
	<u>363,957</u>	<u>156,608</u>	<u>520,565</u>

	<b>Activities undertaken directly</b>	<b>Support costs</b> (see note 9 )	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Raising funds	9,963	(1)	9,962
Training Events	4,350	-	4,350
Podcasts	15,994	-	15,994
Resource Development	25,669	-	25,669
Website Resource	1,271	-	1,271
Staffing & Consultancy	198,781	8,292	207,073
Travel & Office	8,876	23,222	32,098
Other Support & Administration Costs	-	118,998	118,998
	<u>264,904</u>	<u>150,511</u>	<u>415,415</u>

### 9. Support Costs

	<b>Raising funds</b>	<b>Resource Development</b>	<b>Staffing &amp; Consultancy</b>	<b>Travel &amp; Office</b>	<b>Other Support &amp; Administration Costs</b>	<b>2025</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Employee costs	-	-	6,063	28,178	74,558	108,799
Premises expenses	-	-	-	11,649	-	11,649
General administration	471	108	-	5,627	17,763	23,969
Depreciation	-	-	-	-	4,264	4,264
Interest payable	(1)	-	-	-	6,486	6,485
Governance costs	-	-	-	1,442	-	1,442
	<u>470</u>	<u>108</u>	<u>6,063</u>	<u>46,896</u>	<u>103,071</u>	<u>156,608</u>

	<b>Raising funds</b>	<b>Staffing &amp; Consultancy</b>	<b>Travel &amp; Office</b>	<b>Other Support &amp; Administration Costs</b>	<b>2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Employee costs	-	8,292	23,090	76,176	107,558
Premises expenses	-	-	-	8,779	8,779
General administration	(1)	-	132	28,202	28,333
Depreciation	-	-	-	3,755	3,755
Interest payable	-	-	-	2,086	2,086
	<u>(1)</u>	<u>8,292</u>	<u>23,222</u>	<u>118,998</u>	<u>150,511</u>

# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

#### 10. Staff Costs

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	305,485	241,348
Social security costs	22,274	17,342
Other pension costs	17,963	14,280
	<u>345,722</u>	<u>272,970</u>

The number of employees whose employee benefits (excluding employer pension costs) for the reporting period exceeded £60,000 was: 1

	2025	2024
£60,000 to £69,999	<u>1</u>	<u>-</u>

#### 11. Average Number of Employees

Average number of employees during the year was as follows:

	2025	2024
Fundraising	1	-
Charitable Activities	7	7
Administration	2	2
	<u>10</u>	<u>9</u>

#### 12. Tangible Assets

	Fixtures & Fittings	Computer Equipment	Total
	£	£	£
<b>Cost</b>			
As at 1 August 2024	1,232	12,139	13,371
Additions	3,764	2,552	6,316
Disposals	(688)	(3,934)	(4,622)
As at 31 July 2025	<u>4,308</u>	<u>10,757</u>	<u>15,065</u>
<b>Depreciation</b>			
As at 1 August 2024	1,232	7,549	8,781
Provided during the period	732	3,532	4,264
Disposals	(688)	(3,934)	(4,622)
As at 31 July 2025	<u>1,276</u>	<u>7,147</u>	<u>8,423</u>
<b>Net Book Value</b>			
As at 31 July 2025	<u>3,032</u>	<u>3,610</u>	<u>6,642</u>
As at 1 August 2024	<u>-</u>	<u>4,590</u>	<u>4,590</u>

#### 13. Debtors

	2025	2024
	£	£
<b>Due within one year</b>		
Other debtors	<u>19,232</u>	<u>40,090</u>



# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

#### 14. Creditors: Amounts Falling Due Within One Year

	2025 £	2024 £
Other creditors	5,016	4,371
Accruals and deferred income	1,866	-
	<u>6,882</u>	<u>4,371</u>

#### 15. Pension Commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund.

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £17,963 (2024: £14,280).

At the statement of financial position date contributions of £NIL were due to the fund and are included in creditors.

#### 16. Movement in Funds

	As at 1 August 2024 £	Income £	Expenditure £	As at 31 July 2025 £
<b>Unrestricted funds</b>				
General:				
General unrestricted fund	321,618	633,257	(518,085)	436,790
<b>Restricted funds</b>				
Parenting course	-	5,000	(2,480)	2,520
<b>Total funds</b>	<u>321,618</u>	<u>638,257</u>	<u>(520,565)</u>	<u>439,310</u>
	As at 1 August 2023 £	Income £	Expenditure £	As at 31 July 2024 £
<b>Unrestricted funds</b>				
General:				
General unrestricted fund	261,961	475,072	(415,415)	321,618
<b>Total funds</b>	<u>261,961</u>	<u>475,072</u>	<u>(415,415)</u>	<u>321,618</u>

#### 17. Transactions with Trustees

During the year a total of £1,442 was paid to 5 trustees as reimbursement of travel expenses. (2024: £523)

2025 £	2024 £

#### 18. Related Party Disclosures

Catherine Dalton (Trustee, Retired February 2025) was paid £828 in respect of freelance editing services provided to the charity.

# Financial statements

Annual accounts for the period 1-Aug-24 to 31-Jul-25

## Section C Notes to the accounts

	2025 Total funds £	2024 Total funds £
<b>INCOME AND ENDOWMENTS FROM:</b>		
<b>Donations and legacies</b>		
Donations and gifts	-	112,697
Donations from individuals	397,651	213,941
Donations from organisations	157,784	86,444
Gift aid	55,271	39,820
	<u>610,706</u>	<u>452,902</u>
<b>Charitable Activities:</b>		
<b>Training Events</b>		
Income from Training Events	20,890	11,772
	<u>20,890</u>	<u>11,772</u>
<b>Other trading activities</b>		
Sale of resources	3,364	6,588
	<u>3,364</u>	<u>6,588</u>
<b>Investments</b>		
Bank interest receivable	3,297	3,810
	<u>3,297</u>	<u>3,810</u>
	<u>638,257</u>	<u>475,072</u>
<b>EXPENDITURE ON:</b>		
<b>Raising funds</b>		
Fundraising Events Costs	(3,797)	-
Marketing and advertising for fundraising activities	(1,480)	(9,963)
Sundry expenses	-	1
Fundraising CRM Costs	(471)	-
Bank charges and payment processing	1	-
	<u>(5,747)</u>	<u>(9,962)</u>
<b>Charitable Activities:</b>		
<b>Training Events</b>		
Training Events Costs	(6,228)	(4,350)
	<u>(6,228)</u>	<u>(4,350)</u>
<b>Podcasts</b>		
Podcast Production Costs	(13,427)	(15,994)
	<u>(13,427)</u>	<u>(15,994)</u>
<b>Resource Development</b>		
Resource Production Costs	(926)	-
Other Content Development	(7,394)	(18,820)
Video Recordings	(9,093)	-
Consultancy fees	(250)	(6,849)
Research and development costs	(108)	-
	<u>(17,771)</u>	<u>(25,669)</u>

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# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

	<b>Website Resource</b>		
Website Design and Content		(23,599)	(1,271)
		<hr/> (23,599)	<hr/> (1,271)
	<b>Staffing &amp; Consultancy</b>		
Wages and salaries		(240,126)	(175,754)
Employers NI		(16,997)	(10,696)
Employers pensions - defined contribution schemes		(14,041)	(10,344)
Consultancy fees		(13,470)	(1,987)
HR Costs		(2,730)	(3,747)
Staff training		(3,333)	(4,545)
		<hr/> (290,697)	<hr/> (207,073)
	<b>Travel &amp; Office</b>		
Training Events Costs		-	(1,072)
Raising awareness of offering		-	(882)
Travel, support and other costs		(4,723)	(3,438)
Other direct costs		(3,151)	(3,484)
Travel and subsistence expenses		(21,702)	(14,248)
Subsistence expenses		(3,530)	(4,060)
Accommodation		(2,946)	(4,782)
Rent		(11,589)	-
Repairs and maintenance		(60)	-
Computer software, consumables and maintenance		(1,571)	-
Printing, postage and stationery		(3,606)	-
Telecommunications and data costs		(83)	-
Research and development costs		-	(132)
Sundry expenses		(367)	-
Trustees' expenses		(1,442)	-
		<hr/> (54,770)	<hr/> (32,098)

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# Financial statements

## Annual accounts for the period 1-Aug-24 to 31-Jul-25

### Section C Notes to the accounts

<b>Other Support &amp; Administration Costs</b>		
Marketing and advertising costs for charitable activities	(4,063)	-
Wages and salaries	(65,359)	(65,594)
Employers NI	(5,277)	(6,646)
Employers pensions - defined contributions scheme	(3,922)	(3,936)
Rent	-	(8,779)
Computer software, consumables and maintenance	-	(13,551)
Insurance	(2,673)	(2,062)
Printing, postage and stationery	-	(2,579)
Telecommunications and data costs	-	(5)
Accountancy fees	(9,022)	(7,106)
Legal fees	(5,183)	(586)
Professional fees	(127)	-
Subscriptions	(708)	(292)
Sundry expenses	(50)	(2,021)
Depreciation	(4,264)	(3,755)
Bank charges and payment processing	(6,486)	(2,086)
	<u>(107,134)</u>	<u>(118,998)</u>
<b>Raising Awareness</b>		
Raising awareness of offering	(1,192)	-
	<u>(1,192)</u>	<u>-</u>
	<u>(520,565)</u>	<u>(415,415)</u>
<b>NET INCOME</b>	<b>117,692</b>	<b>59,657</b>





# Reference & administrative information

# Reference & administrative information

Charity Name:	Faith in Kids
Charity Registration number:	1176335
Registered Office:	2 Buckleigh Avenue, London, SW20 9JZ

## Trustees

Mrs Yolanda Ibbett	Chair
Mr Chris Gunter	Vice Chair
Mr Edward Gilchrist	Treasurer
Mrs Claire Thomas	
Mrs Elinor Gage	
Dr Esther Liu	
Mrs Kirsteen Powney	
Mr Daniel Webster	

## Senior Management Team

Mr Edward Drew	Ministry Director (CEO)
Mr Chris Brown	Operations Director
Mrs Laura Ratcliffe	Communications Director

<b>Independent Examiner</b>	Matthew Gill ACA (member of ICAEW)
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<b>Bankers</b>	<b>Metro Bank</b> Wimbledon Bridge House, Wimbledon, SW19 7NW
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<b>Kingdom Bank</b> Media House, Padge Road, Beeston, NG9 2RS
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<b>Solicitors</b>	<b>Edwards Connors Solicitors</b> 10 The Point, Market Harborough, LE16 7QU
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[faithinkids.org](http://faithinkids.org)

