

ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2025

MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2025 – 31st December 2025

Trustees at 31st December 2025:

Jonathan Brooks-Martin (Chair)

John Jenkins

Rachel Mugford

Michael Thomas

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

Bank: CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, ME19 4JQ

Operating Name: We have continued to use the operating name MEMO
Message on the Move is the official registered name of the charity.
MEMO is a member of the Evangelical Alliance.

Trustees Meetings: The Trustees met by way of Zoom twice in the year, on 18th March 2025 and the 7th October 2025 with the Manager in attendance.
The meeting were Zoom meetings as permitted by the Constitution.

Campaigns: This year MEMO has continued to display “posters” on social media. Every month we used 4-5 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him. All enquiries to learn more are directed to Chatnow.org. Like last year, the target set at the beginning of the year was 5 million views. Unlike last year, when we had to amend our aim to 3 million, we exceeded our 5 million target – achieving 5,626,280 views. The strategy for 2026 is to reach a 5 million target again.

During 2024:

£8,950 spent on Social Media advertising on Facebook & Instagram, produced: over 5.6 million views from 2.9 million people;

77,374 interactions, including

673 shares

3,702 comments

50,477 clicks on the images to go to a partner website; Chatnow.org

Structure, governance & management: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

The charity does not have any trading **subsidiaries** or hold any **properties**.

Trusteeship: In 2025 the trustees were Jonathan Brooks-Martin, John Jenkins and Rachel Mugford and Michael Thomas (retired October 2025).

The charity has a **safeguarding policy** in place, and no serious incidents have taken place during the year, or have needed to be reported to the Charity Commission.

Finances: Donation and trust income was £1,181, Investment & other Income was £2,716 and we received unusual Legacy income of £13,385 - a total of £17,282. We withdrew £20,917 from our investment portfolio when one of our M & G Funds closed, but later re-invested £27,000. Expenditure for the year was £17,018 and at the end of the year the Trust's ChariFund investments were valued at £40,253 at the 31st December 2025.

Accounts' Inspection: As the charity's annual income is under £25,000, the trustees do not need to arrange for an independent examination of their charity's accounts.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Reserves policy: The charity has a reserves policy covering minimum reserves levels (6 months of operating and governance costs) and maximum reserves of 18 months. As a result of unusual legacy income, funds at the 2025 year-end exceeded the maximum reserves policy. The trustees are:

- investing these funds for additional return,
- budgeting to use these reserves to increase the impact of the charity,
- using these funds to bridge the anticipated shortfalls in funding,
- funding the charities activities during the next few years.

Approved by the Trustees on

Signed on behalf of the Trustees by Chairperson



Receipts and payments accounts

CC16a

For the period
from

01/01/2025

To

31/12/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Churches	200	-	-	200	250
Individuals	240	-	-	240	290
Trusts	741	-	-	741	8 001
Portfolio	2 071	-	-	2 071	981
Other	645	-	-	645	1 099
Legacy	13 386	-	-	13 386	28 511
	-	-	-	-	-
	-	-	-	-	-
Sub total	17 283	-	-	17 283	39 132
A2 Asset and investment					
M&G investments sold	20 917	-	-	20 917	
	-	-	-	-	
Sub total	20 917	-	-	20 917	-
Total receipts	38 200	-	-	38 200	39 132
A3 Payments					
Poster Design and Print	4 049	-	-	4 049	3 900
Site rental	8 948	-	-	8 948	5 364
website	164	-	-	164	138
publicity	1 200	-	-	1 200	90
management	2 100	-	-	2 100	2 100
office expense & insurance	416	-	-	416	428
committee expenses	-	-	-	-	-
travel	5	-	-	5	17
other	135	-	-	135	145
Sub total	17 018	-	-	17 018	12 181
A4 Asset and investment purchases. (see table)					
M&G investments purchase	27 000	-	-	27 000	18 000
	-	-	-	-	
Sub total	27 000	-	-	27 000	18 000
Total payments	44 018	-	-	44 018	30 181
Net of receipts/(payments)	- 5 817	-	-	- 5 817	8 951
A5 Transfers between funds		-	-		2 500
A6 Cash funds last year end	12 476	-	-		1 025
Cash funds this year end	6 658	-	-		12 476

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Bank	6 659	-	-
		-	-	-
		-	-	-
CCXX R1 accounts (SS)	Total cash funds 1	6 659	-	-

	(agree balances with receipts and payments account(s))			
		Unrestricted funds	Restricted funds	Endowment funds
	Details	to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charifund	General	-	40 253
			-	
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	