

PAK7 INTERNATIONAL CIO
TRUSTEES' REPORT AND UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2024

PAK7 INTERNATIONAL CIO

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Mahand Monsignor M Nazir-Ali A Mall N Khan
Charity number	1192770
Principal address	Marlborough House 2 Charnwood Street Derby DE1 2GT
Independent examiner	Azets Audit Services Gladstone House 77-79 High Street Egham Surrey TW20 9HY

PAK7 INTERNATIONAL CIO

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PAK7 INTERNATIONAL CIO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their first report and accounts of the charity for the year ended 31 December 2024.

Structure, governance and management

The charity was established as a Charitable Incorporated Organisation on 14 December 2020.

The trustees who served during the year were:

A Mahand

Monsignor M Nazir-Ali

A Mall

N Khan

Management is delegated on a daily basis to the Chief Executive Officer.

Objectives and activities

The objects of the CIO are, for the public benefit, to advance the Christian religion throughout the United Kingdom and Pakistan in accordance with the statement of faith.

To this end PAK7 International works with partners in Pakistan in 4 key areas:

1. Programs for National TV: that change attitudes to Christians and the Gospel.
2. Programs for Christian TV: where we strengthen the church and invest in the next generation.
3. Social Media: where videos lead to online chat about issues of life and faith.
4. Capacity Building: by investing in media training and equipment.

Public benefit statement

Section 4 of the Charities Act 2011 require charity trustees to comply with their duty to have due regard to public benefit guidance published by the Charity Commission in exercising their power and duties.

The trustees have referred to the guidance regarding our aims and objectives and when planning future activities. We have also considered how our planned activities will contribute to the aims and objectives we have set.

Achievements and performance

Programs for National Television in Pakistan

- These programs help to foster good relationships between people of all faiths in Pakistan, and show the positive ways that Christians are serving their nation.
- PAK7 produced a number of programs to combat the health epidemic in Pakistan - dealing with obesity, diabetes, and heart disease. Through a Get Fit show and two series of healthy eating cooking shows.
- At the beginning of the year we also made a documentary about a Waste Management project in Karachi run by Tearfund to help people learn about caring for their environment, and the impact on improved health.

Social Media in Pakistan

- PAK7 produced a number of short videos to be shown on Facebook and other online platforms, that addressed felt-needs like loneliness, anger, forgiveness, and which also helped to explain the Christian faith.
- Audiences were able to contact our support team to ask questions and talk about their challenges and experiences via messaging platforms.
- In 2024 our videos were watched 18.5 million times and over 40,000 people contacted us for help through online chat. We were able to pray with over 8,000 of these people and help them by sharing about the Christian faith and through the provision of over 1,500 Bibles.
- We also partnered with an additional organisation to help them with the follow-up of people who responded to their campaigns.

PAK7 INTERNATIONAL CIO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Programs for Christian Television in Pakistan

- A large number of programs were produced by PAK7 partners in 4 production centres across Pakistan (Rawalpindi, Lahore, Faisalabad, Karachi). These included programs for children, youth and women.
- Key programs made for children included: Christian music videos, a current affairs program that helped children engage with major news events, and a fun science show that explored both science and faith.
- Women's programs were once again a focus and we made further seasons of Women of the Bible, Best Friend, and Daughter of Eve. We also made another series of the testimony program, My Story, which featured dramatised retellings of people's life stories and how God had been real to them in those situations.
- Youth programs included the eye-catching 'Adventure Theology' series which sought to make Christian teaching accessible to young people, by getting pastors and theologians to deliver a short sermon whilst on a rollercoaster or a zipwire. We also made a comedy sketch show, a program for entrepreneurs, and some Christian rap music.
- The TV channel celebrated its second year on air in April 2024, and audience research was conducted in December 2024 with the help of a professional research company, the results of which are still pending at the time of this report.

Capacity Building in Pakistan and in the UK

- Through our partners we ran a 10-week residential Media Training course for 20 young Pakistani Christians to help them grow in their faith and to learn how to communicate that faith through video. The course covered storytelling, pre-production, camera skills, audio, lighting, editing.
- At the end of the course we invited 11 of the graduating students to join a 12 month internship program where they could continue to practise their skills.
- PAK7 also ran 9 one-week video skills courses in different cities across Pakistan where local charities and churches were able to send their people to learn how to use the media.
- In total PAK7 has trained over 120 young Pakistanis to use the media in 2024.
- Our investment in a UK based fundraising resource has begun to deliver results in the form of grants and improved relationships with UK & European foundations.

Risks and uncertainties

As a relatively new charity, PAK7 International's challenges are frequently resource based.

- Firstly, finding sufficient numbers of staff with good media skills is a challenge. It is partly for this reason that PAK7 continues to run a comprehensive set of training courses and internships.
- Secondly, building reliable income streams takes time, and although PAK7 met its income budget, cashflows were at times under pressure.
- Linked to that is the fact that PAK7 has a relatively high ratio of fixed costs to variable costs, and relatively low reserves, meaning that shortfalls in income would be quickly felt.

PAK7 INTERNATIONAL CIO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Financial review (including reserves policy)

PAK7 International was the beneficiary of a number of grants from its sister charity PAK7 US, a registered 501(c)3 in the USA, which accounted for much of the income. PAK7 US raises funds in the name of PAK7, and is fully aligned with the aims and objectives of PAK7 International.

In addition, in 2024 a far greater number of grants were received from UK and European organisations, and in some cases those were paid into PAK7 International's new bank account (which was finally set up in October 2024).

A small number of UK donors also provided monthly income to support the work, and although this provides relatively small amounts of income, this is the area that we would most like to grow in the coming years, as it provides a more stable platform, with diversified risk and unrestricted funding.

Overall PAK7 International raised sufficient funds to meet its obligations during the period.

PAK7 International has a reserves policy to hold 3 months of planned expenditure of reserves to ensure continued financial security and to provide for contingencies. However, thus far insufficient funds have been raised to enable this policy to be applied. Note, that these reserves may be held by PAK7 sister charities around the world.

Plans for the future

One big focus for 2025 will be putting in place better back office functions to support the work in Pakistan, including an Operations Director, an International Finance Manager, and an HR Officer. This is vital if we are to scale the operation in the future and continue to grow our impact. This will also be accompanied by the formation of a new Leadership Team for PAK7 International.

With regards to the operation of the channel, we will continue to produce more and better programming to build the audience and communicate the positive messaging that we want to encourage local Christians and to be a good witness to people of other faiths. We will continue to focus on children, youth and women - and will work to sustain the entertainment value of our programs, recognising that we need to compete for audience attention.

Social Media activities will continue to share our messaging with people across Pakistan, and we are investing in systems and partner organisations to improve the follow up with those who want to learn more about the Christian faith.

Lastly we will continue our focus on training and equipping local believers in media, knowing that it is foundational to the messaging that is put out in Pakistan as a whole. In 2025 we will grow our focus on our alumni, working harder to see them be successful in the job market and in setting up their own businesses.

PAK7 INTERNATIONAL CIO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Statement of trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts 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 application of resources of the charity for that period.

In preparing these accounts, the trustees are required to:

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

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the board of trustees



Monsignor M Nazir-Ali

Trustee

Dated:4th May 2025

PAK7 INTERNATIONAL CIO

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF PAK7 INTERNATIONAL CIO

I report on the accounts of the charity for the year ended 31 December 2024, which are set out on pages 6 to 13.

Respective responsibilities of trustees and examiner

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(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination being a qualified member of .

It is my responsibility to:

- (i) examine the accounts under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the 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 you as 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.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 130 of the 2011 Act; and
 - (ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act;have not been met; or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Paul Creasey FCA
Azets Audit Services

Gladstone House
77-79 High Street
Egham
Surrey
TW20 9HY
United Kingdom

Dated:

PAK7 INTERNATIONAL CIO

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	2023 £
<u>Incoming resources from generated funds</u>			
Donations and legacies	2	818,050	738,929
<u>Resources expended</u>	3		
Costs of generating funds			
Costs of generating donations and legacies		79,016	60,998
Net incoming resources available		739,034	677,931
Charitable activities			
Activities undertaken and support costs		689,152	652,279
Governance costs		12,498	28,620
Total resources expended		780,666	741,897
Net income/(expenditure) for the year/ Net movement in funds		37,384	(2,968)
Fund balances at 1 January 2024		33,676	36,644
Fund balances at 31 December 2024		71,060	33,676

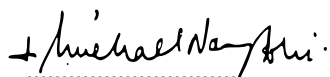
PAK7 INTERNATIONAL CIO

BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Fixed assets					
Tangible assets	10		4,132		-
Current assets					
Debtors	11	79,619		71,502	
Cash at bank and in hand		4,452		-	
		<u>84,071</u>		<u>71,502</u>	
Creditors: amounts falling due within one year	12	<u>(17,143)</u>		<u>(37,826)</u>	
Net current assets			<u>66,928</u>		<u>33,676</u>
Total assets less current liabilities			<u><u>71,060</u></u>		<u><u>33,676</u></u>
Income funds					
Unrestricted funds			<u>71,060</u>		<u>33,676</u>
			<u><u>71,060</u></u>		<u><u>33,676</u></u>

The accounts were approved by the Trustees on 4th May, 2025.



Monsignor M Nazir-Ali
Trustee

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

1.1 Basis of preparation

PAK7 International CIO is a charitable incorporated organisation registered with the Charity Commission in England & Wales. The office address is Marlborough House, 2 Charnwood Street, Derby, Derbyshire, DE1 2GT.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities" ("The Charities SORP FRS 102), effective 1 January 2019 and the Charities Act 2011.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

Going concern

The trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future being for a period of at least 12 months from the approval of these financial statements and believe that it remains appropriate to prepare the financial statements on a going concern basis.

1.2 Incoming resources

Donations are recognised when the company has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably.

Donated services and facilities

Donated services and facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

1.3 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

Expenditure on charitable activities

Expenditure on charitable activities comprise those costs incurred by the charity in the delivery of its activities and services for its beneficiaries, It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs

Governance costs includes those costs associated with the constitutional and statutory requirements of the charity and include the independent examiner's fees and costs linked to the strategic management of the charity.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment

3 years straight line

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

1.5 Trade and other payables

Trade and other payables are measured at their transaction price unless the arrangement constitutes a financing transaction in which case the transaction is measured at present value of future payments discounted at prevailing market rate of interest. Other financial liabilities are initially measured at fair value net of their transaction costs. They are subsequently measured at amortised cost using the effective interest method.

1.6 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

2 Donations and legacies

	2024 £	2023 £
Donations in kind	782,349	713,785
Donations	35,701	25,144
	<u>818,050</u>	<u>738,929</u>

Donations in kind includes £17,727 (2023: £Nil) of fixed assets which were gifted from the PAK7 US Inc.

3 Total resources expended

	2024 £	2023 £
Costs of generating funds		
Costs of generating donations and legacies	<u>79,016</u>	<u>60,998</u>
Charitable activities		
<u>Activities undertaken and support costs</u>		
Activities undertaken directly	604,904	592,047
Support costs	84,248	60,232
	<u>689,152</u>	<u>652,279</u>
Governance costs	<u>12,498</u>	<u>28,620</u>
	<u>780,666</u>	<u>741,897</u>

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

4 Costs of generating donations and legacies

	2024 £	2023 £
Staff costs	58,410	50,468
Office studio/rental	-	252
Office supplies	622	224
Travel	13,719	8,243
Telephone	53	47
Printing	72	30
Postage & shipping	22	66
Education and training	132	547
Bank fees	-	34
Subsistence	1,782	878
Other expenses	4,204	209
	<u>79,016</u>	<u>60,998</u>

5 Activities undertaken directly

	2024 £	2023 £
Staff costs	95,095	78,728
Rent	34,468	34,917
Maintenance and repairs	8,627	34,840
Office supplies	28,012	22,838
Production costs	121,450	138,922
Contractors	263,563	238,399
Software	2,325	3,023
Legal and professional fees	7,232	18,870
Education and training	18,841	6,922
Travel	21,207	12,261
Subsistence	1,415	1,232
Subscriptions	-	720
Telephone and fax	85	-
Health insurance	2,375	-
Bank charges	209	375
	<u>604,904</u>	<u>592,047</u>

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

6 Support costs

	2024 £	2023 £
Staff costs	52,668	37,749
Rent	-	656
Office supplies	202	1,638
Telephone and fax	185	368
Printing	322	184
Postage and stationery	219	13
Software	1,601	2,855
Legal and professional fees	6,907	4,134
Insurance	1,887	1,757
Education and training	-	48
Travelling expenses	2,987	7,908
Subsistence	291	430
Subscriptions	375	265
Bank charges	230	988
Exchange gain or loss	89	487
Fines and penalties	-	752
Depreciation	16,285	-
	<u>84,248</u>	<u>60,232</u>

7 Governance costs

	2024 £	2023 £
Auditors remuneration	4,500	4,500
Trustee expenses	8,000	24,120
	<u>12,498</u>	<u>28,620</u>

8 Trustees

The only transactions with the trustees relate to the reimbursement of reasonable travel and subsistence costs to attend meetings held by the charity of £8,000 (2023: £24,120).

No remuneration was paid to the Trustees in the year.

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

9 Employees

Number of employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Employees	5	5

Employment costs

	2024 £	2023 £
Wages and salaries	177,763	152,756
Social security costs	17,874	15,222
Other pension costs	10,535	8,966
	206,172	176,944

The number of employees whose remuneration was £60,000 or more were:

	2024 Number	2023 Number
£70,000 - £75,000	1	-

10 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 January 2024	-
Additions	2,690
Donated assets	17,727
At 31 December 2024	20,417
Depreciation	
At 1 January 2024	-
Charge for the year	16,285
At 31 December 2024	16,285
Net book value	
At 31 December 2024	4,132

PAK7 INTERNATIONAL CIO

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

11 Debtors	2024 £	2023 £
Other debtors	73,591	57,214
Prepayments	6,028	4,046
Accrued Income	-	10,242
	<u>79,619</u>	<u>71,502</u>

12 Creditors: amounts falling due within one year	2024 £	2023 £
Other taxation and social security	8,063	29,066
Accruals	9,080	8,760
	<u>17,143</u>	<u>37,826</u>

13 Unrestricted funds	Balance at 1 January 2024	Movement in funds		Balance at 31 December 2024
	£	Income £	Expenditure £	£
Unrestricted funds	33,676	818,050	(780,154)	71,572
	<u>33,676</u>	<u>818,050</u>	<u>(780,154)</u>	<u>71,572</u>

14 Related parties

Costs totalling £764,623 (2023: £741,897) were paid in the period and subsequently donated to the charity by PAK7 US Inc, a related not for profit entity with trustees and objectives in common.