



*Burning Heart*

CIO in England and Wales  
Registered Charity 1198771

## **Trustees' Annual Report 2022**

(for the period 28<sup>th</sup> April 2022 to 31<sup>st</sup> December 2022)

## **Section 1. Objectives and Activities**

### **Objectives**

The objects of Burning Heart, as laid out in its constitution are:

*the advancement of the Christian faith, in particularly but not exclusively by, producing or distributing Christian literature including video or audio recording and other related media.*

Burning heart does also have a vision strapline, in line with these objects, which is:

*exploring God's word through film*

### **Activities**

The Charity's primary activity is the production of high-quality documentary-style film series exploring Biblical books or themes. These film series are available to all for free on our website, [burningheart.org](https://burningheart.org), and on various other platforms and channels.

In addition, we also produce audio and written versions of our film series, run social media accounts on the main social media platforms, and produce sundry other resources.

More details of our activities this year is given in the *Review of the Year* below in *Section 2: Achievements*.

### **Regard to Charity Commission Guidance**

The Trustees have had regard to the Charity Commission's guidance on public benefit and believe all Burning Heart's activities are in line with that guidance.

## **Section 2. Achievements and Performance**

### **Review of the Year**

2022 was an exciting year for Burning Heart! That was partly because it was our first year in operation, but also because of the various milestones and achievements throughout the year.

### **Charity Set Up**

Setting up and successfully registering as a Charity was a major achievement in itself, and sets up the long-term viability of our ministry and activities. We finalised and adopted our constitution (with much valued help from the Charity Formation team at *Stewardship* and *Anthony Collins* solicitors), and successfully applied for registration as a Charity, with registration effective from 28 April 2022.

We also set up insurance, membership of a safeguarding organisation (ThirtyOne:Eight) and banking facilities, as well as starting the registration process with HMRC (see *Section 3: Financial Review* below).

### **Website**

Our website went 'live' for the first time in January 2022, and has been maintained to a high standard ever since. The website is our principal means of engagement with the general public, with all our film series and associated content made available for free through it. It is also our main tool for communicating our vision and raising funds.

### **Film Series**

In May 2022 we launched a new 7-part film series, produced through *Dioppo Films*, titled *Deuteronomy: Wellness God's Way*, along with supplementary resources (small group study guide, extra essays, resource guides etc.).<sup>1</sup> The series was filmed in dozens of locations around England and explores the Old Testament book of Deuteronomy. Feedback from partners and viewers was overwhelmingly positive, both about the quality of the series itself and the potential for this sort of material.

We had initially planned to produce a second series in 2022, but unforeseen delays in filming (not least to very poor weather) delayed the launch of our new series *Prayer: Learning from Jesus*. By the year end though, the new series was in the final stages of production, and we are excited by its potential at launch in February 2023.

### **Marketing and Distribution**

As a new ministry, our marketing and distribution started from zero, but has grown beyond expectations for our first year. We had set an initial target for 2022-23 of 10,000 views of our films (excluding trailers) through online platforms, with 100 church small groups registering to run a series. The first number was significantly exceeded within months, with over 125,000 total views through online platforms in 2022. That was supplemented by those watching our films on GOD TV and TBN UK (see below), which we estimate was probably a similar number.

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<sup>1</sup>Our ministry launched with a 'back catalogue' of films that had previously been made by our Director, Rev'd David Ingall.

We were particularly encouraged by the positive response of partner organisations, a number of whom have run our series, often prominently. The main partners who we worked with in 2022 were:

- The *YouVersion* Bible App
- *RightNow Media*
- GOD TV
- TBN UK
- [homegroups.co.uk](http://homegroups.co.uk)

All the films are also available on *YouTube* and *Vimeo*.

### **Fundraising**

Our fundraising was significantly limited by our lack of banking facilities until Q4 of 2022. Fortunately though, some donors had pledged significant seed money to launch the ministry and our first couple of series. Towards the end of the year those initial donors have been joined by an encouraging number of new individual donors, and we hope to significantly increase our fundraising in 2023.

## Section 3. Financial Review

### Financial Review and position at year end

2022 was Burning Heart's first year of operation and a significant element of setting up as a Charity was opening a bank account and registering with HMRC. That process took some time and, while the Charity was registered on 28 April 2022, our banking set-up was not completed until the end of October 2022. That meant that registration with HMRC was still incomplete at the year-end but was completed successfully in January 2023.

The delays in setting up our banking inevitably mean that our accounts for 2022 will be atypical. In particular, we were not in a position to fund the series *Deuteronomy: Wellness God's Way* through Burning Heart. As a result, while some money was spent towards the forthcoming film series *Prayer: Learning from Jesus*, the proportion of our expenditure spent on film-making costs is far lower for 2022 than we anticipate moving forward.

We also anticipate that our spend on marketing will be much lower moving forward, as a significant proportion of our expenditure on marketing in 2022 was part of the initial launch of the charity.

### *Position at the Year End*

*Burning Heart* ended the year in a healthy financial position with £19,044 in cash in its bank accounts. This is sufficient to fund all our on-going costs in the first half of 2023, as well as finishing our next film series *Prayer: Learning from Jesus* (which was in production at the year-end) and planned series *Pursuing Peace* which the Trustees have planned to start production on in Q2 2023.

The charity has not given any guarantees and has not provided its assets as security for any liabilities.

### Accounts

A copy of the accounts, as approved by the Trustees at a meeting on 3<sup>rd</sup> March 2023, are appended to this report.

### Reserves

#### *Policy*

The Trustees have a reserves policy, to ensure that sufficient reserves are held to meet anticipated future operating costs and financial commitments.

#### *Reserves*

At the year-end Burning Heart had £4,354 in reserves, to cover the Charity's financial commitments for Q1 2023 (primarily the costs of the film series then in production). The Charity also had further cash on account, which will be used to cover the costs of subsequent film series.

### Funds Materially in Deficit

There were no funds materially in deficit at 31<sup>st</sup> December 2022

**Uncertainties about the charity continuing as a going concern**

The Trustees are not aware of any uncertainties or concerns about Burning Heart's ability to continue to function as a going concern.

**Source of funds**

All of Burning Heart's funds in 2022 have come through donations from individuals. We are extremely grateful to the charity *Stewardship*, with whom we have partner account, facilitating and enabling such donations.

## **Section 4. Structure, Governance and Management**

### **Constitution**

Burning Heart is a Charitable Incorporated Organisation (CIO), governed by a Constitution.

### **Trustee Selection**

New Trustees are appointed by a resolution passed at a properly convened meeting of the Trustees. In appointing new Trustees, existing Trustees are required by the Charity Constitution to have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

### **Structure**

The Trustees have delegated certain responsibilities to Rev'd David Ingall, who was formally appointed as 'Director and Secretary to the Trustees' at a Trustees meeting on 13 December 2021. In particular, the Director is responsible for the day-to-day administration of the Charity and for overseeing the production of the currently authorised film-series.

### **Safeguarding**

We believe that safeguarding is a vital part of any charity's organisation. Therefore, while we do minimal work with children or vulnerable adults, we have nevertheless sought to make safeguarding a priority. The Trustees have adopted a Safeguarding Policy, which is available to view on our website, and appointed Elizabeth Gallagher as our Safeguarding Officer. The Safeguarding Officer reports back to the Trustees at every meeting.

### **Trustees**

The Trustees of Burning Heart through the whole of 2022 were:

- Elizabeth Gallagher (Chair and Safeguarding Officer)
- Esther Beckley
- Rev'd. Christopher Lee
- Jared Neusch
- Alan Riley

Secretary to the Trustees: Rev'd. David Ingall

## **Section 4. Reference and Administrative Details**

### **Charity Name**

Burning Heart. The Charity is not known by any other names.

### **Charity Number**

1198771 (CIO, England and Wales)

### **Charity's Address**

Burning Heart,  
International House,  
24 Holborn Viaduct,  
London,  
EC1A 2BN

### **Other Contact Details**

Email – [hello@burningheart.org](mailto:hello@burningheart.org)

Website – [burningheart.org](https://burningheart.org)

## **Section 5. Approval and Signatures**

This annual report was presented and unanimously adopted by the Trustees at a meeting on 3<sup>rd</sup> March 2023.

Signed on behalf of the Charity's Trustees, 3<sup>rd</sup> March 2023:

ELIZABETH GALLAGHER

Elizabeth Gallagher (Chair of the Trustees)

DAVID INGALL

Rev'd David Ingall (Secretary to the Trustees)





*Burning Heart*

CIO in England and Wales  
Registered Charity 1198771

## **Annual Accounts 2022**

(for the period 28<sup>th</sup> April 2022 to 31<sup>st</sup> December 2022)



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Burning Heart

Charity No.  
1198771

## Receipts and payments accounts

CC16a

For the period  
from

28-Apr-22

To

31-Dec-22

### Section A Receipts and payments

|                                                    | Unrestricted<br>funds<br>to the nearest £ | Restricted<br>funds<br>to the nearest £ | Endowment<br>funds<br>to the nearest £ | Total funds<br>to the nearest £ | Last year<br>to the nearest £ | Notes |
|----------------------------------------------------|-------------------------------------------|-----------------------------------------|----------------------------------------|---------------------------------|-------------------------------|-------|
| <b>A1 Receipts</b>                                 |                                           |                                         |                                        |                                 |                               |       |
| Donations                                          | 25,986                                    | -                                       | -                                      | 25,986                          |                               |       |
| Bank Interest Payments                             | 15                                        | -                                       | -                                      | 15                              |                               |       |
| Other income                                       | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
| <b>Sub total (Gross income for AR)</b>             | <b>26,001</b>                             | <b>-</b>                                | <b>-</b>                               | <b>26,001</b>                   |                               |       |
| <b>A2 Asset and investment sales, (see table).</b> |                                           |                                         |                                        |                                 |                               |       |
| N/A                                                | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
| <b>Sub total</b>                                   | <b>-</b>                                  | <b>-</b>                                | <b>-</b>                               | <b>-</b>                        |                               |       |
| <b>Total receipts</b>                              | <b>26,001</b>                             | <b>-</b>                                | <b>-</b>                               | <b>26,001</b>                   |                               |       |
| <b>A3 Payments</b>                                 |                                           |                                         |                                        |                                 |                               |       |
| Film Making Costs                                  | 4,529                                     | -                                       | -                                      | 4,529                           |                               |       |
| Banking and Insurance                              | 5                                         | -                                       | -                                      | 5                               |                               |       |
| Membership fee for Safeguarding Provider           | 145                                       | -                                       | -                                      | 145                             |                               |       |
| Marketing                                          | 2,278                                     | -                                       | -                                      | 2,278                           |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
|                                                    | -                                         | -                                       | -                                      | -                               |                               |       |
| <b>Sub total</b>                                   | <b>6,957</b>                              | <b>-</b>                                | <b>-</b>                               | <b>6,957</b>                    |                               |       |

Notes to Line 29 (cell K29):

These costs are proportionally low, as the Deuteronomy film series was paid for independently (not by Burning Heart), & filming for the Prayer series had not finished by year end, so payment was not due. We anticipate film-making costs accounting for c.75% of

Notes to Line 32 (cell K32):

These costs are proportionally high, as they include set-up marketing costs as well as on-going marketing.

|                                                       |        |   |   |        |
|-------------------------------------------------------|--------|---|---|--------|
| <b>A4 Asset and investment purchases, (see table)</b> |        |   |   |        |
|                                                       | -      | - | - | -      |
|                                                       | -      | - | - | -      |
| <b>Sub total</b>                                      | -      | - | - | -      |
| <b>Total payments</b>                                 | 6,957  | - | - | 6,957  |
| <b>Net of receipts/(payments)</b>                     | 19,044 | - | - | 19,044 |
| <b>A5 Transfers between funds</b>                     | -      | - | - | -      |
| <b>A6 Cash funds last year end</b>                    | -      | - | - | -      |
| <b>Cash funds this year end</b>                       | 19,044 | - | - | 19,044 |

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

| Categories                                                  | Details                                                                       | Unrestricted funds<br>to nearest £ | Restricted funds<br>to nearest £ | Endowment funds<br>to nearest £ | Notes |
|-------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------|----------------------------------|---------------------------------|-------|
| <b>B1 Cash funds</b>                                        | Bank Accounts                                                                 | 19,044                             | -                                | -                               |       |
|                                                             |                                                                               |                                    | -                                | -                               |       |
|                                                             |                                                                               | -                                  | -                                | -                               |       |
|                                                             | <b>Total cash funds</b>                                                       | 19,044                             | -                                | -                               |       |
|                                                             | (agree balances with receipts and payments account(s))                        | OK                                 | OK                               | OK                              |       |
|                                                             |                                                                               | Unrestricted funds<br>to nearest £ | Restricted funds<br>to nearest £ | Endowment funds<br>to nearest £ |       |
| <b>B2 Other monetary assets</b>                             | N/A                                                                           | -                                  | -                                | -                               |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
| <b>B3 Investment assets</b>                                 | N/A                                                                           |                                    | -                                | -                               |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
| <b>B4 Assets retained for the charity's own use</b>         | N/A                                                                           |                                    | -                                | -                               |       |
|                                                             |                                                                               |                                    | -                                | -                               |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
| <b>B5 Liabilities</b>                                       | Fee for Independent Examination                                               | General funds                      | 390                              | on completion                   |       |
|                                                             | Final installment for Film Series in production "Prayer: Learning from Jesus" | General funds                      | 3,964                            | on completion                   |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
|                                                             |                                                                               |                                    |                                  |                                 |       |
| Signed by one or two trustees on behalf of all the trustees | Signature                                                                     | Print Name                         | Date of approval                 |                                 |       |
|                                                             | E GALLAGHER                                                                   | E GALLAGHER                        | 3.3.2023                         |                                 |       |
|                                                             | A RILEY                                                                       | A RILEY                            | 3.3.2023                         |                                 |       |

**INDEPENDENT EXAMINER'S REPORT**  
**TO THE TRUSTEES OF**  
**BURNING HEART**

I report to the trustees on my examination of the accounts of Burning Heart ('the charity') for the period ended 31 December 2022.

**Responsibilities and basis of report**

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 2011 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 all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiner's statement**

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

1. accounting records were not kept in accordance with section 130 of the 2011 Act; or
2. the accounts do not accord with the accounting records.

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

Jaimée Young

Stewardship  
1 Lamb's Passage  
LONDON  
EC1Y 8AB

Date: 07 March 2023