



Burning Heart

CIO in England and Wales
Registered Charity 1198771

Trustees' Annual Report 2024

(for the period 1st January 2024 to 31st December 2024)

Section 1. Objectives and Activities

Objectives

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

the advancement of the Christian faith, 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, and on various other platforms and channels.

In addition, we also 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

2024 was an exciting year for us, with new films launching and in production, and big growth in reach and impact. Films in our main series have now been collectively watched over a million times, and we've seen real impacts in the lives of individuals and groups.

Films

A Message from God

We experimented with launching a 'stand-alone' film, *A Message from God* in January 2024. The vision was both to produce content on a key topic (what we believe about the Bible) that we felt worked best as a one-off film, and to enable us to release something in the long gaps between film series.

We were pleased with the quality of the film, which we felt continued to improve with this film. We were also delighted with the film's reach, with over 55,000 online views in 2024, plus it being aired on GOD TV.

New Film Makers

In 2024 our working relationship with our existing filmmaker came to an amicable end, as he began to pursue new avenues of work. We decided to move from working primarily with an individual to working with a production company, *Fruit Media*, believing that that would enable us to continue to grow the quality of our films. We have been delighted with the outcome and believe that they have enabled us to step forward in many areas, and are producing excellent films for us.

Daniel

We launched a 5-part series on Daniel in September 2024, which has exceeded our hopes and expectations across the board. The new collaboration with *Fruit Media* enabled new film-making elements, particularly around the use of AI animation, and we were very pleased with the quality of both the content and production quality.

We were then excited to do a special partnership with the Bible App, with an exclusive pre-release on their App alongside promotion from them. That led to the series breaking all our viewership records. By the end of the year the series had over 400,000 views in total and over 22,000 views of the whole series.

Stories Jesus Told

We received a key grant of £10,000 from *The Jerusalem Trust*, enabling us to launch a new project towards the end of the year. The project is a new series, *Stories Jesus Told*, looking at parables. The series will launch in waves over time, with 2 episodes launched in January 2025, two more in June 2025, and then individual episodes launched over time between our other main series. We believe this will build on the success of *A Message from God* in reducing the gap between series.

Again, the opening episodes of the series felt like a significant step forward for us, particularly in their use of dramatisations of the parables and using film to connect with the emotions of the parable. In the six weeks after launch the first two episodes were watched over 105,000 and 55,000 times respectively.

We also had another opportunity to partner with the Bible App to record one of their 'Verse of the Day' short videos. The viewing numbers hugely exceeded all our expectations, with c.5 million views.

Availability

As well as our website, all our films are available on a variety of other channels, including key partners the Bible App (also called the *YouVersion*) and GOD TV. At the very end of 2023 we also started to partner with GLU, enabling us to have our own channel on a smart TV App available on all major TV platforms. Towards the end of 2024 we also began to partner with Revelation TV, and we continue to show films on TBN UK.

Feedback

Alongside viewing statistics, we have also had very encouraging feedback from partners and individuals about the quality and impact of our film series. Some examples of feedback received are: "Just watched first video of this new series!! And my heart BURNS within me!" and "Your films have been a game changer for me."

Podcasts

Throughout 2024 we continued to partner with one of our Trustees, Chris Lee, on the podcast *Come Read with me*, featuring him and David Ingall. Average listenership was about 1,000 per episode.

Social Media

In 2024, we continued to build on the transformative growth of our social media in 2023. Claire Christian-Farman continued to manage our social media accounts. Under her guidance we managed to consolidate our social media growth from the previous year and continue to grow steadily and significantly throughout the year, almost doubling followers during 2024. Our main channels are YouTube (which does also have our main film series on it) and Instagram, but we also have a presence on TikTok, X and Facebook.

Section 3. Financial Review

Financial Review and position at year end

Burning Heart ended the year in a healthy financial position, with a growing base of both one-off and regular givers. £23,600 was held in cash funds at the year end, with only £100 held in restricted funds.

The vast majority of our spending over the course of a year is on the production of our film series (over 93% in 2024). While we seek to raise funds steadily throughout the year, it is then mainly spent in one or two bursts on a new series. That means that we often have comparatively high cash balances in our bank accounts at any one time, as we grow funds towards a new series.

At the end of 2024 we held sufficient funds to cover all our costs for H1 2025 and to enable production to start on episodes 3 and 4 of *Stories Jesus Told* (c.£16,000). The remainder represented c.15% of the funds required for our planned series on *Genesis 1-3* (anticipated to cost c.£50,000).

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 unanimously by the Trustees at a meeting on 7th March 2025, with amendments approved unanimously on 18th July following the final report of our Independent Examiner, 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

The Trustees have determined that the charity should hold sufficient unrestricted cash to cover all financial commitments due in the following quarter, which for Q1 2024 came to £1,600.

At the year-end *Burning Heart* had £23,600 in reserves, so the trustees are complying with the reserves policy. While the level of reserves appears high in comparison to what is necessary under the reserves policy, the discrepancy is accounted for by the nature of our income and expenditure, as outlined above.

Funds Materially in Deficit

There were no funds materially in deficit on 31st December 2024

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

Burning Heart's funds in 2024 have come through various sources, principally: donations from individuals (79%); grant funding (20%), including a grant of £10,000

towards production of *Stories Jesus Told* from *The Jerusalem Trust*; and bank interest payments (1%).

We are extremely grateful to the charity *Stewardship*, and the international charity *TrustBridge Global*, with whom we have partner accounts. They have facilitated and enabled us to receive donations in a tax-efficient way both in the UK (through *Stewardship*) and internationally (through *TrustBridge*). We also use *PayPal* for all donors wishing to give through a different platform.

Principal Risks facing the Charity

The principal financial risk facing the charity lies in our income from donations not being sufficient to cover the costs of future film series. This risk is minimised though by our policy of fundraising for the cost of a series before starting production – meaning that any shortfall in funds to make a series will simply lead to a delay in production starting and does not carry any financial risk.

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 has been formally appointed as 'Ministry Director and Secretary to the Trustees' by the Trustees. In particular, he 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 following were Trustees of Burning Heart through the whole of 2024:

Elizabeth Gallagher (Chair and Safeguarding Officer)**

Paul Nicholas (Treasurer)

Esther Beckley*

Chris Lee**

Jared Neusch* **

Alan Riley

*both Esther Beckley and Jared Neusch were re-appointed for a three-year term at a meeting of the Trustees on 1st March 2024)

** Subsequent to the year end, but prior to the final adoption of this report, Elizabeth Gallagher, Chris Lee and Jared Neusch stepped down as Trustees following the Trustees meeting on 7th March. All three expressed continued and ongoing support for Burning Heart and its ministry.

At the same meeting, Alan Riley was appointed by the Trustees as the new Chair of Trustees of the charity.

There are no corporate Trustees, and no Trustees hold title to property belonging to the charity.

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,
64 Nile Street,
London,
N1 7SR

Other Contact Details

Email – hello@burningheart.org

Website – burningheart.org

Section 5. Approval and Signatures

This annual report was presented and unanimously adopted by the Trustees at a meeting on 7th March 2025, with amendments approved unanimously on 18th July following the final report of our Independent Examiner.

Signed on behalf of the Charity's Trustees:

A W Riley

[A W Riley \(Aug 12, 2025 09:38:31 GMT+1\)](#)

Alan Riley (Chair of the Trustees)

Aug 12, 2025

Paul Nicholas

[Paul Nicholas \(Aug 12, 2025 11:42:10 GMT+1\)](#)

Paul Nicholas (Trustee and Treasurer)

Aug 12, 2025



Burning Heart

CIO in England and Wales
Registered Charity 1198771

Annual Accounts 2024

(for the period 1st January to 31st December 2024)



Receipts and payments accounts

For the period from	1st January 2024	To	31st December 2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations from Individuals	40,208	179	-	40,387	44,159
Grants	400	10,000	-	10,400	400
Bank Interest Payments	575	-	-	575	448
Other	5	-	-	5	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	41,188	10,179	-	51,367	45,007
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	41,188	10,179	-	51,367	45,007

A3 Payments

Film-making	46,281	10,155	-	56,436	24,449
Podcasting	861	-	-	861	760
Website and Hosting	738	-	-	738	361
TV Distribution	-	-	-	-	3,540
Marketing	1,339	-	-	1,339	496
Office Costs	118	-	-	118	394
CCXX RL accounts (SS)		1	-		2812/2025

Fundraising	104	-	-	104	354
Banking and insurance	199	-	-	199	171
Accounts Examination	576	-	-	576	390
Trustees' Meeting Expenses	58	-	-	58	324
Safeguarding Membership	145	-	-	145	-
Other	5	-	-	5	-
Sub total	50,423	10,155	-	60,578	31,239

A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-

Total payments	50,423	10,155	-	60,578	31,239
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Net of receipts/(payments)	- 9,235	24	-	- 9,211	13,768
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	32,732	80	-	32,812	19,044
Cash funds this year end	23,497	104	-	23,601	32,812

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Accounts	23,497	104	-
		-	-	-
	Total cash funds	23,497	104	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
OK	OK	OK

B2 Other monetary assets

N/A	-	-	-
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B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
N/A		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
N/A		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
Fee for Independent Examination	General	-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>A W Riley</i> A W Riley (Aug 12, 2025 09:38:31 GMT+1)	Alan Riley	Aug 12, 2025
<i>Paul Nicholas</i> Paul Nicholas (Aug 12, 2025 11:42:10 GMT+1)	Paul Nicholas	Aug 12, 2025

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 year ended 31 December 2024.

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.

J. Young

J. Young (Aug 12, 2025 12:11:22 GMT+1)

Jaimée Young

Stewardship
1 Lamb's Passage
LONDON
EC1Y 8AB

Date: Aug 12, 2025