



Overview

This year has marked a significant milestone for TWiQ, with the completion and publication of the full five-volume series of Mark Bible studies. The publication of this complete set represents the fulfilment of a key strategic objective and provides a strong foundation for future teaching and publishing activity.

Publishing and Launch Activity

A successful public launch of the series took place at the annual Lay Ministry event hosted by Chelmsford Diocese. The event provided valuable engagement with ministry leaders and study groups, and helped establish wider awareness of the materials.

Book sales have now commenced through both the TWiQ website and direct sales by the author at events, providing multiple channels for distribution and engagement.

Strategic Direction

TWiQ has maintained a clear and deliberate strategy of focusing primarily on establishing and delivering the Mark studies before expanding the publishing programme. This approach ensures quality, consistency, and strong foundations for future growth.

While the immediate focus remains on the Mark series, permission has already been secured from several authors to publish additional works at the appropriate time, enabling future expansion when operationally and financially viable.

To support this strategy, the TWiQ website has been streamlined to place greater emphasis on the Mark studies and to improve clarity for users seeking these resources.

Educational Testing and Development

Published material continues to be tested and assessed through delivery to various groups of students. This ongoing engagement enables real-world evaluation of the studies, supports continuous improvement, and ensures that resources remain practical, accessible, and relevant to learners.

Financial Approach and Sustainability

The charity continues to operate under a prudent financial strategy whereby new projects are initiated only when sufficient funds have already been raised. This model supports responsible stewardship and reduces financial risk.

In line with this approach, published materials are also sold directly by the author at a subsidised price, with support from charity funding. This enables a consistent pricing model across all five volumes while keeping resources accessible to learners.

Digital Development and Innovation

The TWiQ App for Theological Reflection continues to receive regular downloads via the Apple Store. A wider promotional programme is planned once funding has been secured for the development of an Android version, which will broaden accessibility and reach.

In addition, image recognition technology within the illumiBook app has introduced a new method of bringing published materials to life. This feature has been successfully deployed and demonstrated publicly, supported by ongoing social media campaigns, and represents an innovative step in enhancing user engagement with theological resources.

Looking Ahead

With the completion of the Mark study series, TWiQ enters the next phase of its development with a clear platform for growth. The charity remains committed to responsible financial governance, careful scaling of activity, and the continued delivery of high-quality theological resources that support learning and reflection.

G. Gibson
Chair of Trustees



TWiQ Publishing - income and expenditure

for year ending 31st March 2025



		income		outgoings							Balance	bank statement
bank at start of month		Date	Description	Description	Infra-structure	Running Costs	Projects			subtotal	chq no.	
							TWiQ Website	Print & Publish				
Opening Balance		347.44										
Q1	Apr-24	347.44	02-Apr-24 50.00 Donation 30-Apr-24 0.65 Bank (Gross) Int 01-May-24 50.00 Donation 100.65									
					0.00	0.00	0.00	0.00	0.00	0.00	448.09	015
	May-24	448.09	02-May-24	Website Dev (NextNorth) pt 2 of 2			150.00					
			0.51 Bank (Gross) Int 0.51		0.00	0.00	150.00	0.00	0.00	150.00	298.60	016
	Jun-24	298.60	03-Jun-24 50.00 Donation 28-Jun-24 0.57 Bank (Gross) Int 01-Jul-24 50.00 Donation 100.57		0.00	0.00	0.00	0.00	0.00	0.00	399.17	017
Q2	Jul-24	399.17	31-Jul-24 0.68 Bank (Gross) Int 01-Aug-24 50.00 Donation 50.68		0.00	0.00	0.00	0.00	0.00	0.00	449.85	018
	Aug-24	449.85	21-Aug-24 21-Aug-24 21-Aug-24 21-Aug-24 21-Aug-24 30-Aug-24 0.56 Bank (Gross) Int Donation 0.56	Mixam - Mark book 2 (x25) 24-Jul Amazon - Mark book 1 (x1) 26-Jul Grammarly (3 month subsc) 30-Jul British Library postage (3 books) 5-Aug Mixam - Mark book 4 (x10) 10-Aug			108.89 11.99 51.00 5.09 40.29					
					0.00	0.00	0.00	217.26	0.00	217.26	233.15	019
	Sep-24	233.15	02-Sep-24 50.00 Donation 20-Sep-24 30-Sep-24 0.37 Bank (Gross) Int 01-Oct-24 50.00 Donation 100.37	Mixam - Mark book 4 (x20) 13-Sep			57.46					
					0.00	0.00	0.00	57.46	0.00	57.46	276.06	020
Q3	Oct-24	276.06	14-Oct-24 165.00 25-Oct-24 30.00 31-Oct-24 0.56 Bank (Gross) Int 01-Nov-24 50.00 Donation 245.56	Book sales (cost price) Book sales (cost price)								
					0.00	0.00	0.00	0.00	0.00	0.00	521.62	021
	Nov-24	521.62	04-Nov-24 10.00 06-Nov-24 10.00 13-Nov-24 1,000.00 Donation 15-Nov-24 15-Nov-24 25-Nov-24 25.00 29-Nov-24 1.42 Bank (Gross) Int 1,046.42	Book sales (cost price) Book sales (cost price) (G. Paxton - eligible for Gift Aid) 100 envelopes for Mark Books Postage to HMRC for GiftAid docs Book sales (cost price)			21.72 5.30					
					0.00	5.30	0.00	21.72	0.00	27.02	1,541.02	022
	Dec-24	1,541.02	02-Dec-24 50.00 Donation 10-Dec-24 1,000.00 Donation 31-Dec-24 2.93 Bank (Gross) Int 1,052.93	(E. Paxton - CAF - not eligible for GA)								
					0.00	0.00	0.00	0.00	0.00	0.00	2,593.95	023
Q4	Jan-25	2,593.95	02-Jan-25 50.00 Donation 31-Jan-25 3.37 Bank (Gross) Int 53.37		0.00	0.00	0.00	0.00	0.00	0.00	2,647.32	024
	Feb-25	2,647.32	03-Feb-25 50.00 Donation 28-Feb-25 2.69 Bank (Gross) Int 52.69		0.00	0.00	0.00	0.00	0.00	0.00	2,700.01	025
	Mar-25	2,700.01	03-Mar-25 50.00 Donation 31-Mar-25 2.92 Bank (Gross) Int 01-Apr-25 50.00 Donation 102.92		0.00	0.00	0.00	0.00	0.00	0.00	2,802.93	026

book sales 240.00
rebates and interest 17.23
grants and donations 2,650.00

signed by chairman:

Green/Gib

Projects

website 150.00 Publish & print 296.44

Running Costs

5.30