

SaltSellers

Trustees Report for year to 12 February 2024

SaltSellers UK is a newly registered charity which aims to engage with mainstream commercial media; particularly with media that connects to a working-class audience rather than to the management and professional demographic which is the focus of most Christian communication.

We aim to use the most effective means of reaching people, noting that radio advertising has a very low rate of advert avoidance. We want to advertise Jesus, rather than any particular Christian denomination or brand. This means we will need to maintain creative independence from denominational and para-church funders.

The charity has a trustee board which includes broadcasting and advertising professionals, as well as people with governance and financial experience. Some of our trustees have previous experience with the use of commercial radio for communicating faith and we are focussed on the production of 30 second radio adverts for Christmas and Easter.

The donations received during the year have covered the cost of producing Easter and Christmas 2023 radio adverts played on commercial radio channels. These adverts were engaging, relevant and high impact, using humour and drama. We link adverts to online resources to ensure that there are opportunities for appropriate follow-up. We have funds in reserve to cover the cost of Easter 2024.

We aim to create high-quality media that will be delivered to a significant number of people in the target demographic. Working with secular commercial broadcasters will give us direct feedback on the quality, accessibility and impact of our material. Our aim is to raise funds to grow the reach of these adverts and eventually broadcast nationally.

2023 is our first year of operation and we have achieved our modest aims.

SaltSellers UK (Registered Charity No 1201933)

Accounts for the year to 12 February 2024

2022-23		2023-24
	<u>Income/Receipts</u>	
0	Donations from Ali Burnett (Founder) (including legacy from Francis Burnett)	3,817.16
0	Grant from the Church Army	1,000.00
0	Sundry donations	250.00
0	Gift Aid	62.50
0	Bank interest	6.78
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£0	<u>Total Income</u>	5,136.44
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0	<u>Total Outgoings/Payments</u>	3,526.48
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0	<u>Excess Of Income Over Expenditure</u>	1,609.96
0	Balance 13/10/2022	0.00
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£0	<u>Balance 12/02/2024</u>	£1,609.96
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	<u>Outgoings/Payments</u>	
0	Royal Mail – post office box rental	378.00
0	Web development and hosting costs	410.71
0	Reach Beyond – production costs	400.00
0	Global Media - radio airtime for Easter and Christmas 2023 campaigns	2,302.77
0	Bank charges	35.00
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£0		£3,526.48
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Balance Sheet

2022-23		2023-24
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0	SaltSellers UK	£1,609.96
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0	CAF Bank Account	295.97
0	CAF Bank Gold Account	1,251.49
0	Gift Aid to be claimed	62.50
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0		£1,609.96
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