

SaltSellers

Trustees Report for year to 12 February 2025

SaltSellers UK is a 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 Christmas 2024 and Easter 2025 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 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.

2024/25 is our second year of operation and we have again achieved our modest aims.

SaltSellers UK (Registered Charity No 1201933)
Accounts for the year to 12 February 2025

2023-24	<u>Income/Receipts</u>	2024-25
3,817	Donations from Ali Burnett (Founder) (including legacy from Francis Burnett)	0.00
1,000	Grant from the Church Army	0.00
	Grant from St Lunaire Fund	800.00
	Grant from Downing Place URC	1,395.88
	Anonymous donation	1,940.00
250	Sundry donations	450.47
63	Gift Aid	50.00
7	Bank interest	64.86
5,137	<u>Total Income</u>	4,701.21
3,527	<u>Total Outgoings/Payments</u>	4,059.33
1,610	<u>Excess Of Income Over Expenditure</u>	641.88
0	Balance 12/02/2024	1,609.96
£1,610		£2,251.84
<u>Outgoings/Payments</u>		
378	Royal Mail – post office box rental	0.00
411	Web development and hosting costs	0.00
400	Reach Beyond – production costs	0.00
2,303	Global Media - radio airtime for Christmas 2024 campaign	1,499.33
0	Bauer Media - radio airtime for Easter 2025 campaign	2,500.00
35	Bank charges	60.00
£3,527		£4,059.33
<u>Balance Sheet</u>		
2023-24		2024-25
1,610	SaltSellers UK	£2,251.84
296	CAF Bank Account	1,237.66
1,251	CAF Bank Gold Account	3,401.68
63	Gift Aid to be claimed	112.50
1,610		4,751.84
0	Less: Payment due to Bauer Media	2,500.00
£1,610		£2,251.84