

PHILO TRUST

England & Wales · Charity number 285762

Details

Status Registered

Legal form Other

Registered 1982-12-09

Register [View on the Charity Commission register](#)

Contact

Address Witton House
Lower Road
Chorleywood
Rickmansworth
WD3 5LB

Phone 01923287777

Email connect@canonjjohn.com

Website <https://www.canonjjohn.com>

Activities

Objects: TO ADVANCE THE CHRISTIAN FAITH BY COMMUNICATING THE GOOD NEWS THROUGH EVANGELISM AND THE TEACHING AND TRAINING OF CHRISTIAN DISCIPLES.

Activities: Four main activities: Proclamation - communicating Christianity Training - equipping Christians to communicate Christianity Training Evangelists - mentoring Producing resources for evangelism

Classification

- **How:** Other Charitable Activities
- **What:** Education/training, Religious Activities
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,327,257	£1,057,899	£742,184	10
2024-03-31	£1,003,631	£1,056,677	£472,826	10
2023-03-31	£1,123,876	£1,125,475	£525,872	10
2022-03-31	£799,800	£807,546	£527,471	9
2021-03-31	£775,774	£742,691	£535,217	11

Trustees

Name	Role	Appointed
DAVID WITHERS	Chair	2021-07-24
ADRIAN GEOFFREY BIGNELL		2006-03-14
Elizabeth Jayne Pavlou		2025-03-27
Louie Withers		2025-03-27
MR ALEX STEWART-CLARK		2006-03-14
MR MIKE CARSON		2004-01-19
Rev Michael Pavlou		2019-07-24

PHILO TRUST

England & Wales - Charity number 285762

Accounts

Financial Statements for the Year Ended 31 March 2025

Philo Trust

Philo Trust, Witton House, Lower Road, Chorleywood, WD3 5LB

Charity Number 285762

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Administrative Information

Registered Charity Name Philo Trust

Registered Charity Number 285762

Principal Office Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB
Tel: +44 (0)1923 287777

Trustees

Mr David Withers	(Chair)
Mr Terry Baker	(Resigned Jan 2025)
Mrs Juanita Baker	(Resigned Jan 2025)
Mr Adrian Bignell	
Mr Mike Carson	
Revd Mike Pavlou	
Mrs Jayne Pavlou	(Appointed Jan 2025)
Mr Alex Stewart-Clark	
Mrs Louie Withers	(Appointed Mar 2025)

Director Revd Canon J. John

Auditors Dux Advisory Limited, The Kennel Club, Gatehouse Way, Aylesbury,
Buckinghamshire, HP19 8DB

Bankers NatWest, 16 South Parade, Nottingham, NG1 2JX

Annual Report of the Trustees

The Trustees present their report and the financial statements for the year ended 31 March 2025, which includes the administrative information on page 3.

Constitutional information

Philo Trust is constituted by a Deed of Trust and was established in 1982. The charity's registration number is 285762.

Objectives, organisation and activities

- To proactively take initiative in the organisation and implementation of evangelistic opportunities.
- To reactively respond to invitations – to co-labour with others involved in ongoing and existing evangelistic strategies.
- To equip the next generation of evangelists to fulfil the full measure of their potential within their calling.
- To educate, equip and enthuse believers in order that they may live out the Christian life to its full.

Operational structure

The Trustees met four times this year. Each meeting has substantially the same principal agenda items: to review current finance and resources, staff and employment matters, the immediate past and future diary of commitments, and to receive reports from staff on particular areas relevant to their responsibilities. The Trustees believe that they serve Philo Trust under God, and Trustee meetings are therefore held in the context of devotional and intercessory prayer.

All policy decisions are reserved to the Trustees, following which implementation is delegated to the staff under the direction of J.John. Any significant financial commitment is referred back to the Trustees before it is agreed and there is close liaison between the Trustees and J.John.

Trustees

New Trustees invited to serve Philo Trust are provided with a copy of the Charity Commission's leaflet 'The Essential Trustee – CC3', and join the Board of Trustees where they are encouraged to ask questions and brief themselves on the current issues being addressed.

At an early stage new Trustees have the opportunity to meet all key members of staff and learn first-hand about the activities, operations and protocols of Philo Trust.

Each Trustee is encouraged to take responsibility for a particular area of the Trust's operation commensurate with their interest, experience and proven competence, and thereafter take the lead when supervising that area, and when developing policy and future plans.

New Trustees are encouraged to identify an area of responsibility in communication with the Chair of Trustees.

New Trustees are nominated either by a Trustee or J.John. After discussion between the Chair of Trustees and J.John, the nominee meets the present Trustees; prayer and consideration follows. Only if there is unanimous agreement will he or she be appointed to the Board. Decisions are made between the Trustees after prayer, discussion and unanimous agreement between all Trustees and J.John.

Financial review

The 2024-2025 financial year has seen a continued pattern of growth in our activities and opportunities available. Our verse for the year has been Matthew 7:7-8: *Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. . .*

We have asked, sought and knocked and found open doors and opportunities. J.John has travelled extensively overseas and contributed to events, conferences and festivals in the US, Singapore, Australia, New Zealand and of course the UK. Book sales have remained strong and we have seen the distribution of over 150,000 copies of our title *Running the Race of Your Life*.

We have seen significant growth of our social media platforms through the year along with our broadcast, podcast, radio and TV content.

We were privileged to receive a substantial one-off donation at the end of the financial year, significantly enhancing our ability to further the mission of the Trust. This timely and transformative support has enabled us to close the year in a strong position and enter the new financial period with increased capacity.

Reserves policy

The Trustees have established a policy whereby the unrestricted general funds not committed or invested in tangible fixed assets and stock ('the free reserves') held by the charity should not be less than three months' normal running costs of the following year's budgeted expenditure. The expenditure budget for the 2025-2026 year shows a quarterly budgeted amount of £255,867. Philo Trust had free reserves (excluding those invested in fixed assets, stock and those held in designated funds) at 31 March 2025 of £590,652 for which the Trustees are very grateful. The Trustees review this policy and the level from time to time.

Risk policy

The Trustees review major risks to which the charity is exposed, and systems have been established to mitigate those risks wherever possible. These systems are reviewed periodically to ensure best practice is established for the needs of the charity.

The Trustees have adopted a risk management statement and policy and established a risk register. This enables them to rank risks according to probability and severity.

The Trustees believe that the principal risks and uncertainties are:

Reputational	The Trustees regularly discuss any potential areas which may cause reputational harm to the charity and any necessary action required is discussed and taken accordingly.
Funding	Philo Trust constantly seeks to widen its donor base and encourage regular donations. In order to provide stability during periods of low income Philo Trust seeks to maintain sufficient liquid reserves.
Loss of records	Daily back-up of computerised records takes place. This is done via the Cloud so that no critical data is only held physically within the Witton House office.

Vision, mission and values

Vision

Our vision is to transform lives by communicating the truth of Christianity.

Mission

To have an impact in every region of the UK, locally and nationally, and specific countries worldwide:

- by presenting the truth of Christianity in a way that enables people to make an informed decision about Jesus Christ.
- by teaching and training Christians to do the same.

How?

Philo Trust has four main areas of operation:

- Proclamation – communicating Christianity
- Training – equipping Christians to communicate Christianity
- Training evangelists – mentoring
- Producing resources for evangelism

Values

Our key focus is to transform the lives of people we meet by communicating the Good News of Christianity in a relevant and accessible way.

We value Bible-based lifestyles, teachable attitudes and unity in the hearts of all those involved.

We desire to be responsive to need and produce resources that meet the needs of the people with whom we are communicating.

We desire everything we do at Philo Trust to be birthed in prayer, in line with the Bible, and in step with the Holy Spirit.

Review of activities

The review of activities for the year is set out in the Annual Report of the Director on pages 10-25.

Plans for future periods

The charity plans to continue the activities outlined above in the forthcoming years subject to satisfactory funding arrangements. We have learned from our operations in the past and will apply the lessons we have learned from our experience to further our future plans.

Public benefit

The Trustees have considered the Charity Commission's general guidance on public benefit and, in particular, the specific guidance on charities for the advancement of religion, when reviewing the Trust's aims and objectives and in planning future activities and setting the grant-making policy for the year.

The Trustees have, in their view, met the public benefit requirement by holding a variety of events across the world which are open to the general public and which seek, in accordance with their vision, to transform lives and thus enable people to live as responsible citizens in their community. Further, digital content is available free of charge on our website and free-to-access platforms.

The vision, mission and values of the Trust along with the year's objectives, activities and achievements are set out in this report and in the Annual Report of the Director.

Responsibilities of Trustees

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs in the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and Trust deed.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure

We, the Trustees of the charity, confirm, so far as we are aware, that:

- there is no relevant audit information of which the charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

On behalf of the Board of Trustees



Mr David Withers
Chair of Trustees

Date: 25/09/2025

Message from Chair of Trustees

This annual report offers an opportunity to reflect and give thanks for the many ways we have seen God at work through Philo Trust over the past year. Along with my fellow Trustees, we are deeply grateful for the privilege of witnessing what God has done as we've sought to walk in step with him.

As in previous years, the staff team has had a 'verse of the year'. This year, our verse was Matthew 7:7-8 (NIV):

Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. For everyone who asks receives; the one who seeks finds; and to the one who knocks, the door will be opened.

This verse has been both a challenge and a comfort, a reminder of God's faithfulness and a call to remain persistent in prayer and trust.

This Director's Report outlines the work and initiatives we've undertaken, but from my position as Chair of Trustees, I want to highlight how the heart of this verse has been reflected in the spirit and dedication of our staff.

Philo Trust has continued to pursue in-person ministry around the world. This year, J. John and Killy ministered across the UK, USA, Singapore, Australia and New Zealand; encouraging churches, proclaiming the gospel, equipping Christians to share their faith and mentoring evangelists.

We've also continued to develop and distribute evangelistic resources. New releases this year included *Celebrating Christmas*, *The Real Meaning of Easter* and *Walking with God*.

One of the remarkable developments this year has been the significant growth of our reach through social media and broadcast. This report outlines some of that encouraging progress.

On behalf of the Trustees, I want to thank J. John, Killy, our staff, and the many contractors and volunteers who have supported our work. Their commitment and excellence have made a deep impact. I also place on record my grateful appreciation to Terry Baker, the previous Chair of Trustees, who not only served in such a godly manner over so many years, but who enabled such a smooth transition as I have taken on the role. I'm also sincerely grateful to our friends, supporters and donors. Your generosity and prayers have helped us share the gospel with hundreds of thousands of people.

Finally, my thanks go to my fellow Trustees for their wisdom and prayerful leadership. It's a privilege to serve alongside each of them.

Mr David Withers
Chair of Trustees

Annual Report of the Director

Philo Trust is committed to evangelism through proclamation, training, mentoring and resources.

We have had many opportunities to share the relevance of Christianity in this year and I am delighted to share them with you in this report.

Evangelism through Proclamation

We are committed to proclaiming the Good News of Christianity across the UK and around the world. This year, we have witnessed an incredible number of people engaging with our digital media, much of which is proclamation of the gospel. There have been many signs of the 'quiet revival' that research is pointing towards and visible signs of our ministry having a worldwide impact.

Evangelism through Training

We are committed to training Christians to share their faith. This year we have had a number of opportunities to train and equip Christians to share their faith through friendship evangelism. Killy and I have spoken around the UK and in Singapore, Australia, New Zealand and the USA. A particular highlight was speaking to 100 young evangelists at the Museum of the Bible in Washington DC.

Evangelism through Mentoring

We are committed to mentoring and coaching other evangelists. The annual Evangelists' Conference continues to bring together evangelists from all over the UK and increasingly from overseas. We have also invested in mentoring female evangelists and preachers through the Sunflower Collective. We have held a significant number of one-to-one meetings with other evangelists.

Evangelism through Resources

Our resources continue to be used by churches and Christians to encourage those with no faith to better understand Christianity. Our range of digital resources, broadcast content and other digital media continues to be widely used by many churches and individuals worldwide.

Our opportunities: Proclamation

Proclamation evangelism events are opportunities to creatively and clearly communicate the Christian message and encourage people in their journey of faith. We work in partnership with local churches to support their ministry to the wider community.

Across the United Kingdom

As part of our commitment to help the church in the UK build strong foundations to share the Good News of Jesus, we have endeavoured to travel broadly to churches of varying sizes and denominations. Where possible we focus on events that a wide variety of the public can access free of charge. With good support from Philo Trust staff, we were able to travel, speak and see many encouraging responses. This year we partnered with:

- **King's Church, Aberdeen:** I preached an evangelistic sermon at King's Church, Aberdeen after their biggest evangelistic outreach programme with 900 people attending. The weekend was called Love Aberdeen Mission Week.
- **One Church, Emsworth:** I spoke to 500 people at One Church, Emsworth. The pastor wrote in to let us know that they heard brilliant testimonies of people coming to know Christ as a result of these services.
- **One Church, Leicester:** I preached at two Sunday services as part of a weekend of events reaching the wider community.

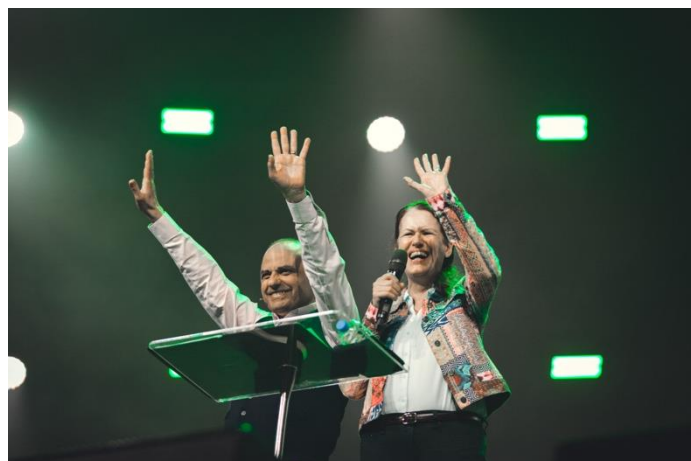
Throughout the year I spoke several times at my home church, Christ Church in Chorleywood. We have found the support of our church invaluable over the years and I have appreciated the opportunity to preach several times each year.

International Ministry

This year we felt prompted to accept an increased number of speaking invitations from overseas:

- **National Community Church, Washington DC:** I had the opportunity to preach at two guest services, attended by 1,000 people.
- **Christ Methodist Church, Singapore:** It was a joy to preach the gospel to 1,400 people across their weekend services.
- **ISEE Church, Brisbane:** Across the weekend, I had the opportunity to speak twice at their church conference on the Saturday and twice at their church services on the Sunday.
- **C3 Church, Darwin:** I had the joy of preaching the gospel to over 500 people at guest services. Many people made decisions to follow Christ.
- **Church Unlimited, Auckland:** I spoke at Church Unlimited and shared the gospel with 1,000 people.
- **Dream Center, California:** It was a joy to visit the Dream Center again in Downtown LA and minister to so many men and women being restored in body, mind and spirit. Dream Center is a resource center focused on providing support to those affected by homelessness, hunger and lack of education through residential and community outreach programmes.
- **Highland Park Presbyterian Church, Dallas:** I spoke at two morning services at Highland Park Presbyterian Church. It has been wonderful to build a relationship with this church over the past few years.

- **Times Square Church, New York:** As ever, it was a joy to preach at Times Square Church in the heart of New York City. This is another church that we have built a relationship with over the last few years. It was very moving seeing the altar completely full of people receiving and recommitting their lives to Christ.
- **SHOUT Conference, Equippers Church, Auckland:** At this conference, I preached the gospel on the final evening. The organisers encouraged delegates who lived in Auckland to bring a plus-one and more than 400 people dedicated their lives to Christ, many of them weeping.



Christmas

We partnered with churches and groups of churches in towns and cities across the UK to share the Good News of Christmas. These events have not only been opportunities for people to hear the story and meaning of Christmas, but have also provided churches with the tools and relationships required to host large-scale events in the future.

We were delighted to partner with multiple churches across local areas:

- **Farnham:** I spoke at an inter-church outdoor carol service in Farnham, hosted by the local churches. The service saw over 1,100 people gather to hear the word of God, with many responding and giving their lives to Christ that evening for the first time.
- **Alton:** I spoke at a carol service hosted by the parish of the Resurrection Church to share the Christmas message of hope and the good news of Jesus.
- **Cardiff:** I spoke at Christmas in Cardiff, a joyful inter-church carol service featuring the Pendyrus Male Voice Choir and the Hope Cymru Kids Choir. Around 1,000 people attended the festive evening to hear the message of Jesus.
- **St Marks, Wyke:** I spoke at Christmas Unwrapped, a local church Christmas service hosted by St Mark's, Wyke and St Michael's. Around 250 people gathered for a festive morning, unwrapping the true meaning of Christmas and hearing the message of Jesus.
- **St Michael's Church Chester Square, London:** I spoke at St Michael's Carols by Candlelight service in London. Around 300 people filled the church for a beautiful candlelit service, and 40 response packs were given out as many engaged with the message of Jesus.
- **Chorleywood:** Killy and I spoke at a Christmas-themed women's breakfast at Christ Church Chorleywood which was attended by 250 women.

Our opportunities: Training

Training Christians to be more intentional in communicating the relevance of Christianity has continued to form an integral part of our ministry.

We work with churches and organisations to equip and inspire Christians to share their own personal story of faith through praying, caring and sharing.

Throughout the year we were able to participate in conferences for church leaders, to encourage and challenge those attending to lead the church with an outward-facing, guest-orientated mindset:

- I spoke at the **CEEC Evangelism Day**, held at All Souls Langham Place, London. I joined speakers Glen Scrivener, Laura Hancock and Rico Tice to teach on the topic *How to Preach Today*. The event welcomed 62 church leaders.
- I taught 300 clergy, lay ministers and other leaders at **Christ Church, Woking**, on how to preach. One attendee said: *'I went away feeling excited and on fire for sharing Jesus.'*
- I spoke to an 18-30 young adults group at **St Michael's Church in Bath**. Around 60 people attended to learn about the topic of Natural Evangelism and how to share their faith in everyday life.
- I spoke at an evangelism training day in **Farnham**, in preparation for our Christmas Unwrapped mission in Farnham.
- At **Christ Methodist Church, Singapore**, I had the opportunity to speak at multiple teaching events on Natural Evangelism: The practice of Praying, Caring and Sharing - how to communicate effectively through preaching and teaching, and sharing insights from 40 years of ministry.
- At **ISEE Church, Australia**, I spoke to 1,500 pastors and leaders from across Brisbane. What a privilege to teach other preachers how we can endeavour to communicate more effectively today. I told the leaders that we need more fire in our sermons and more of our sermons in the fire!
- At **Faith Assembly Church, Orlando, Florida** I preached at three morning services which were attended by 6,000 people. They were doing our *just10* series and the senior pastor requested I preach on 'Adultery'. Several hundred people responded at the altar in repentance, receiving Christ and renewing marriages.
- At **SHOUT Conference, Equippers Church, Auckland**: It was an honour to teach at four services to 3,000 people and several hundred church leaders equipping them in evangelism.
- I spoke on personal evangelism at **Highland Park Presbyterian Church, Dallas** and over 350 people came.
- We also spoke at the **National Religious Broadcasters Convention in Dallas**, the world's largest gathering of Christian communicators, encouraging those present to carry the message of Jesus to the world.



- I ministered to 100 young evangelists in Washington DC at the **PULSE Conference**, headed up by an incredibly passionate and gifted evangelist called Nick Hall.
- I spoke at **The Cry** in Birmingham, a significant gathering of Christians dedicated to praying for revival.
- **Good Shepherd Church, California:** I spoke on the story of Lazarus in the Bible, challenging people to consider any obstacles that we may have in our lives that may prevent us from experiencing God's power.
- **Awaken Church, California:** I spoke with the church staff team and at their Wednesday evening service, encouraging the church to be intentional in sharing the message of Christianity with others.



Our opportunities: Mentoring

Philo Trust seeks to help support and mentor those who work to share the Christian faith. This takes a number of forms such as speaking 'one-on-one' with individuals, an annual Evangelists' Conference, the Sunflower Collective for female evangelists and preachers, and online gatherings of groups of evangelists and supporting our associate evangelists.

Evangelists' Conference 2025

The Evangelists' Conference, organised by Philo Trust, provides a unique opportunity for evangelists to learn and be inspired for the year ahead. This year, the conference was completely sold out with three months to go. This was clearly hugely encouraging, but it did also provide a logistical challenge for future years. As a result of this sold-out conference, we have now booked a significantly larger venue for 2026.

Speakers in January 2025 included Pastor Tim Dilena (Times Square Church), Nicky Gumbel (Alpha), Rachael Heffer (Evangelical Alliance), Les Isaac (Ascension Trust), Glen Scrivener (Speak Life) and Joe Boot (Ezra Institute). Additionally, the conference intentionally provides extended time and space for evangelists to network.



Here are a few comments from this year's delegates:

The speakers were BRILLIANT this year and I still need to do a lot of processing of the many things I wrote down to let it shape and direct me.

I love coming for prayer with [one of the] chaplains who was amazed that I have remembered and held onto everything she has prayed for me in the last three years, but it is because I have had no option for that at my home church so it has been so precious.

It has built me up in the function of the evangelist which has made sense of who I am and helped me sharpen my approach and begin to learn my craft with intentionality. Still a long way to go! It reinvigorates my faith and confidence in God as I evangelise in different settings.

The teaching was superb and has given us a lot of encouragement and challenge in equal measure.

I found the atmosphere that you have created over the years meant that the delegates were all very open and friendly to approach and this was very refreshing.

Sunflower Collective

We launched a new initiative this year: the Sunflower Collective. We hope this annual gathering will help women evangelists, speakers and preachers, many of whom are frequently undervalued and underequipped.

We were delighted to host 46 women for our one-day event in Oxford which included teaching from Canon Carrie Headington, Professor of Evangelism at Fuller Seminary, as well as myself and Killy. Similar to the Evangelists' Conference, we intentionally created a warm and welcoming environment with plenty of opportunity for networking.

This event was free to attend and donor funded. Due to the positive feedback we received, we have booked the next event for April 2026.

Here are a few comments from this year's delegates:

We felt truly blessed! The attention to detail touched our hearts – the gifts, the venue, the food, the speakers – God was speaking to us through everything!

It was so lovely to connect with old friends, and to make new ones . . . Thank you for your support, love and encouragement.

It was really uplifting, gave me loads to think about going forward and was lovely to re-connect with some and meet others for the first time.

A huge thank you again for such a beautiful day of refreshment and nourishment. And thank you to Carrie for sharing so powerfully. I do think the gifts of the day will be felt long into the future.



Associates

We continued to place a specific focus on mentoring associate evangelists. Sam Rennie and I meet regularly with associates throughout the year and also at a three-day retreat organised by Philo Trust. These meetings with small groups of ministry leaders give an opportunity to network and refocus.

Killy John and I have also met one-on-one with more than 50 associates, evangelists and ministry leaders.

Our opportunities: Resources

We seek to resource a wide variety of individuals to better understand and communicate the Christian faith. We do so through a variety of methods and platforms, both digital and in print. We have seen a significant increase in this area of our work and are delighted to see our resources being used by more people than ever before.

We received many stories throughout the year of how our resources helped people in their journey of faith. We are always particularly encouraged when churches and Christians order resources to give away to others. Here are some encouragements we have received throughout the year:

When you do little books like this [The Real Meaning of Easter], I give them to my neighbours with some sunflower seed. Thank you for doing them.

I am proud to say I've delivered all 250 of the Running the Race [of Your Life] booklets today. I covered every house in my estate. We prayed over them. Even if one soul comes to Christ through them that would be great.

We had over 300 people present [at our sports event] and gave out over 250 of the Eric Lidell booklets! The key headline was that 61 young people made a profession of faith [at the event] that included a pre-tournament gospel talk.



Published Books

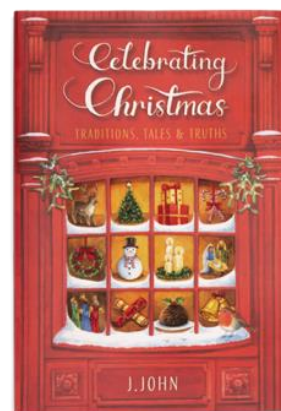
Philo Trust continues to publish books that convey and communicate Christianity to a wide audience.

This year we have published:

Celebrating Christmas: Traditions, Tales and Truths

This beautifully illustrated Christmas book has been used as a gift to give away to others during the festive season. The book unpacks intriguing facts about topics such as Advent Calendars, Robins and Ugly Jumpers, and points the reader towards the true reason for the Christmas season.

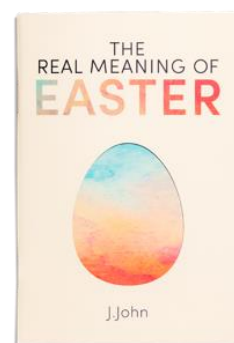
Not only was this book stocked on our website and in Christian bookshops around the UK, but the prestigious department store Fortnum & Mason also stocked it in their Christmas department.



The Real Meaning of Easter

This booklet tells the story of Jesus, a man who was born in poverty, lived in obscurity, taught for no more than three years and left only a handful of followers behind him. A man who truly transformed human civilisation.

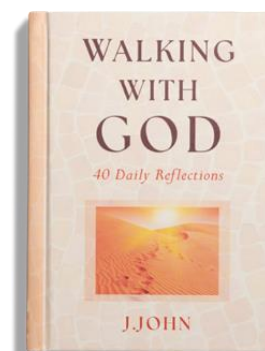
I creatively unpack why Jesus died and rose from the dead and why it's the best news ever. This is designed for Christians to be able to give out to their non-Christian friends, family, neighbours and colleagues.



Walking with God

This devotional contains forty readings to help us walk with God on the road of life.

The book is focused on Micah 6:8 and is intentionally geared towards those early in their Christian walk, although we have also heard of many mature Christians benefitting from this book. The key aims of the book centre on discipleship and helping people to see the importance of a daily commitment to centring our lives on God. It is a practical guide about how to walk the way and how to walk it with God.



just10 – DVD

The Ten Commandments are as relevant today as when first given. This three-disc DVD digipack is an ideal resource for churches and small groups wanting to run our *just10* series.

We initially chose to produce and distribute DVDs for prisons because, due to strict regulations, DVDs are currently the only form of media resource permitted inside correctional facilities. This format ensures that the content can reach prisoners in a way that aligns with institutional guidelines and security protocols.



Running the Race of Your Life Initiative

In the lead up to the Olympic and Paralympic Games in Paris 2024, we ran an initiative to distribute a small booklet about the life and faith of the Olympian Eric Liddell on the 100th anniversary of his famous race, retold in the movie *Chariots of Fire*. Our hope was that churches, schools, sports groups and individuals would order copies to give them away to others. We are delighted to report that 160,400 copies of this book were distributed around the UK and around the world.

Alternative Distribution Methods

Titles continue to be available for those who are blind and partially sighted through our partnership with Torch Trust. Where available, we have promoted these on our website to encourage their use.

We continue to provide books to children's hospitals and hospices as prisons across the country. Where funds allow, we donate these books to the chaplains for their use or provide them at a heavily discounted price.

We have received these stories from prison chaplains in the last year:

The prisoners have really enjoyed engaging with the just10 material which has grounded the teachings of the Bible into relatable ways of living Christian ideals and faith. J. John always gives easy access into some of the most difficult of things and his humour and examples made the material come alive. It has been a blessing to engage in the teaching and it is something we will return to again and again.

The books [The Road Home] have been an incredible resource. They have been handed around to other inmates and we discovered that prisoners were handing them around the cells. I think that the story resonated with them, and they knew that there is a Saviour who cares about them.

Articles

Over the course of the year we have produced 27 articles to resource Christians. There were 125,236 views of articles on canonjjohn.com in the last year. Additionally, 196,572 e-letters were opened that included an article as their main feature.

Articles released this year include:

- Living in a World That Has Lost It's Reason
- On Your Feet
- The 2024 Election 1: Where Are We?
- The 2024 Election 2: What Do We Do?
- Summer
- I Had a Dream
- What Would Jesus Do (WWJD)?
- The Sunflower
- Adventure
- Do Not Worry
- 'God Bless You'
- Innovation
- Autumn
- Keep the Faith
- Finding the Way on the Roundabout of Life
- Proclaiming Christ in a Time of Opposition and Opportunity
- Gifts for the Homeless
- What's the Point in Christmas?
- The New Year
- Celebrating Celebrations
- Bonhoeffer
- Time to Talk: Mental Health Awareness
- The Lord Needs It
- Random Acts of Kindness Day

- Ash Wednesday: Glory Amidst the Gloom
- Cultural Christianity: So Near and Yet So Far!
- Of Hens, Mothers and God

Articles were also published in:

- *Church of England Newspaper* (physical print)
- *Together Magazine* (physical print)
- *Think Eternity* (online)
- *Christian Today* (online)
- *Christian Daily* (online)
- *The Washington Times / Higher Ground* (online)

Digital Resources – YouVersion Bible App

During the year, we had two Bible Reading Plans on the *YouVersion* Bible app, although this expanded to three early in April 2025.

In the last year 15,973 people subscribed to *The Lord's Prayer* reading plan and 8,308 of those completed it. 3,815 people subscribed to the *Ten Commandments // Re-Imagined* reading plan and 1,960 of those completed it. The plans have an average rating of 4.8 out of 5.

Digital Resources – just10

Our *just10* resources have been designed to be used by churches, small groups and individuals.

In 2024-25 the full-length talks have been viewed 213,400 times across just10.org and YouTube, a 170% increase in comparison to the previous year. The videos have been downloaded 840 times, which is a useful feature for churches wanting to play the videos through presentation software. We expect the actual number of viewers is much higher than the numbers above due to many people watching this content in groups and churches.

'Digital Platforms' and Broadcast

Summary

Distributing digital content, whether written, audio or video, has been a continued area of growth for Philo Trust. We use a number of platforms as a tool to aid our work in the proclamation of the Christian message, equipping Christians and resourcing the church.

The content shared to these platforms is designed to encourage and inspire our followers. We use a range of videography, audio, motion graphics, photography and graphic design, much of which is extracted from sermons, *Facing the Canon* interviews, and books.

We currently focus on the following broadcast, digital media and social media platforms:

- Instagram (@jjohnglobal)
- Facebook (@jjohnglobal)
- YouTube (@jjohnglobal)
- TikTok (@jjohnglobal)
- Podcast (*The J. John Podcast*)
- Television networks we broadcasted on during the year:
 - GOD TV (UK, USA, Africa, Asia, Australia)
 - Shine TV (New Zealand)
 - Kanal 10 (Sweden and Finland, Northern Europe)
 - Revelation TV (UK)
 - New Hope TV (India)
 - FaithWorld TV
 - The Central Ohio Association of Christian Broadcasters (USA)
 - Vision Christian Media app (Australia)
- Radio:
 - TWR-UK
 - UCB Ireland
 - Branch FM
 - Pure 24/7 Radio
 - Konnect Radio
 - Faith in Later Life (phone in line)
 - Vision Christian Radio (Australia)

Instagram

We have been delighted to see our Instagram profile continue to reach new audiences with the gospel.

- Our Instagram channel had a reach of 28,600,000 in 2024-25, a significant increase of 581% compared to the previous year.
- In the 2024-25 financial year, Instagram followers increased by 214% to a total of 391,077 followers.

The content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.

Facebook

We have seen continued growth on Facebook.

- In 2024-25 we saw a 343% increase in Facebook followers, rising to 342,608 followers.
- Our Facebook page had a reach of 14,200,000 in 2024-25, an increase of 209% compared to the previous year.
- This year, videos on our page were viewed for a cumulative 43,834,440 minutes, an increase of 1,726% compared to the previous year.
- Posts to the page received a combined 3,011,868 likes, reactions, comments or shares, an increase of 1,557% compared to the previous year.

As with Instagram, the content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.

Podcasts

The J. John Podcast received a hugely encouraging 181,537 downloads in 2024-25. 36.6% of listeners were in the United Kingdom, 21.9% in the United States and 12.5% were in Australia. Other countries with a notable listenership include Canada, New Zealand, Singapore and South Africa.

The podcast follows our broadcast schedule for TV and radio and gives listeners an opportunity to listen to high-quality Christian content focused on encouraging a wide audience to understand more about Christianity.

One listener shared the following encouragement:

I love this podcast – it makes my heart soar, it encourages my walk with God, inspires me and thrills me at the incredible testimonies that are shared.

J. John is the perfect interviewer – he is such a gift to the Christian community and I truly thank God for his ministry.

YouTube

We have continued to see much fruit from using YouTube to share stories of faith. Our YouTube content includes our weekly TV series and other short clips.

- The number of subscribers on our YouTube channel grew 137% in 2024-25 to a total of 69,089 subscribers. Subscribers are those who choose to be notified any time we post a video, and so to see our channel more than double in size in one calendar year is deeply encouraging.
- Our YouTube channel had 5,389,653 views in 2024-25, an increase of 335% compared to 2023-24. These 5.4 million views equate to approximately 302,200 hours of viewing time.
- 20.4% of our viewers are based in the United States and 19.1% are based in the United Kingdom. There are also significant numbers of viewers in India, South Africa, Australia, Canada, New Zealand, Singapore, Nigeria and Malaysia.

Additionally, our historic *Facing the Canon* interviews on a separate YouTube channel have received 115,507 views in 2024-25 and an additional 864 subscribers.

Websites

Our websites remain an important signpost to content and an integral part of our strategy to communicate the relevance of Christianity to a wide audience. They inform visitors of our charitable objectives, our events and the resources produced by the Trust. We have a range of resources available free of charge and others available to purchase online.

Content on our primary website is actively updated throughout the year. This year was the last year that we used our canonjjohn.com website, a brand new jjohn.com website was launched on 1 April 2025, the success of which will be reported on next year.

- The canonjjohn.com website was been visited 179k times this year, bringing the total website visits to more than 3.3 million since its launch in 2019.
- The Evangelists' Conference website was visited over 5.1k times this year.
- The *just10* website has been visited over 9.5k times this year.

Broadcast

Our weekly broadcast has reached hundreds of thousands of people over the last year. The series airs on GOD TV, Shine TV, Kanal 10, Revelation TV, New Hope TV, TWR-UK, UCB Ireland, Branch FM, Pure 24-7 Radio, Konnect Radio, Faith in Later Life, FaithWorld TV, Vision Christian Radio (and video on their app), The Central Ohio Association of Christian Broadcasters and YouTube.

Episodes were shared on *The J.John Podcast* and short clips from episodes were also shared on social media. These short clips not only provide insight and inspiration to the viewers, but they also signpost to the full interview.

Today with J.John consists of a variety of interviews (*Facing the Canon*) and sermons.

Our interviews have the dual purpose of sharing inspirational stories to help people in their own journey of faith and allowing other ministries the opportunity to share the platform we have been blessed with to assist them in their mission and ministry.

In the last year, the following interviews were broadcast:

- Rita El-Mounayer – CEO of SAT-7
- Bishop John Francis – founder of Ruach City Church
- Rt Revd Dr Jill Duff – Anglican Bishop of Lancaster
- Jon Norman – pastor of Soul Church, Norwich
- Jason & Lynda Heron – pastors of Elim Northampton
- Canon Carrie Headington – Canon Evangelist for the Episcopal Diocese of Dallas
- Catherine Campbell – author of numerous books about faith in the face of trials
- Matthew Potter – founder of pray.com
- Andy Flute – former professional boxer
- Elle Limebear – worship leader and author
- Christine Caine – founder of A21 and Propel Women
- Revd Yang Tuck Yoong – senior pastor of Cornerstone Community Church, Singapore and director of Bible College of Wales

- John Coles – former leader of the New Wine Network
- Darlene Zschech – worship leader and senior pastor of Hope Unlimited Church, Australia
- Dave Bell – worship leader with a remarkable story of healing
- Emma Pears – songwriter, speaker and author
- Debbie Flood – Olympian
- Keith Getty – Grammy-nominated hymn writer
- Sharon Miller – co-pastor of Bright City Church, North Carolina and author
- Nick Hall – founder of the Pulse Movement
- Dr Betty King – church leader with a prophetic ministry
- R.T. Kendall – renowned Bible teacher and author
- Jenni Calcraft – founder of Someone Cares
- John Ortberg – pastor, teacher and author
- Dr Tam Wai Jia – humanitarian doctor, international speaker and founder of Kitesong Global
- Derrick Wilks – former policeman with a story of recovery from a breakdown and PTSD
- David Hoffbrand – Jewish believer in Jesus with a passion to restore an authentic picture of the Messiah
- Less Gatiss – director of Church Society
- Trudy Makepeace – former addict not minister and missionary
- John Lennox – two interviews with world-renowned apologist
- Sharon Dirckx – Former neuroscientist now apologist
- Di Archer – CEO of tastelife UK
- Dr Roger Greene – Deputy CEO of At a Loss
- Paul Williams – CEO of Bible Society
- Alexandra Drew – CEO of Faith in Later Life
- David Hill – Oversees ‘Try Praying’ campaign
- Dana Curtis – a mother whose faith has helped her overcome difficulties in her child’s life



The following sermons were also broadcast:

- just10: How to Find True Contentment
- just10: How to Hold to the Truth
- just10: How to Prosper with a Clear Conscience
- just10: How to Affair-Proof Our Relationships
- just10: How to Manage Our Anger
- just10: How to Keep the Peace with Our Parents
- just10: How to Prevent Burnout
- just10: How to Take God Seriously
- just10: How to Know God
- just10: How to Live by Priorities
- Christmas Unwrapped
- The Invitation (J.John in NYC)
- Lazarus (J.John in NYC)
- Heavenly Perspective (J.John in NYC)

Each episode is worked on by the entire staff team, from pre-production through to post-production and distribution, and is shared across our digital platforms, being adapted to best suit the platform and reach the widest audience possible.

Radio and TV

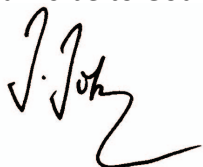
There have been a number of opportunities to join broadcasters on radio, podcasts and TV stations:

- **Faith Radio:** a network of 8 Christian FM outlets, interview with Bob Crittenden.
- **TBN:** I sat down with Erick Stakelbeck at convention to talk about life and ministry my books 'Heroes of the Faith' and 'Will I Be Fat in Heaven? And Other Curious Questions'.
- **Love Talk Network:** Interview with Kerri, Marlene & Cathy about sharing our faith and the keys to evangelism: Praying, Caring, Sharing.
- **The Maverick Entrepreneur:** Interviewed by Dr Hatt Hubbard on the Power of Faith.
- **Healthy Gospel Church:** Interviewed by David Meredith on the topic of 'Is everyone an evangelist?'
- **Focus on the Family:** My talks 'Unwrapping the Real Christmas', 'Reasons to Believe in Jesus' (2-part episode), and 'Gaining a New Perspective on Life' were broadcast on Focus on the Family. My sermon 'Who God Says You Are' was also broadcast as part of their 'Best of 2024' selection.
- **GOD TV:** Killy and I were interviewed on Standing Together

We have been deeply encouraged by the opportunities we have been given this year to reach millions of people through in-person events, resources, one-to-one meetings, broadcast and other forms of digital media.

Completing this annual report, we are grateful to God for all the lives that we were able to impact in 2024-25, and we are expectant for all that will happen in the coming year.

Thanks be to God.



Revd Canon J. John
Director

Date: 25/09/2025

Independent Auditor's Report to the Trustees of Philo Trust

Opinion

We have audited the financial statements of Philo Trust (the “charity”) for the year ended 31 March 2025 which comprise the statement of financial activities, the balance sheet, the cashflow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity’s affairs as at 31 March 2025, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on pages 7-8, the Trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as an auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial

statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the Trustees of the Charity, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Trustees of the Charity those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Trustees of the Charity as a body, for our audit work, for this report, or for the opinions we have formed.



30/10/2025

Bianca Permal FCA
Dux Advisory Limited
Chartered Accountants and Statutory Auditors
Kennel Club House
Aylesbury
Bucks, HP19 8DB.

Date:

Statement of Financial Activities

For the Year Ended 31 March 2025

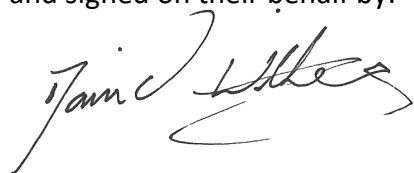
	Note	Unrestricted Funds £	Total 2025 £	Unrestricted Funds £	Total 2024 £
Income & Endowments from:					
Donations and legacies	3	1,139,799	1,139,799	809,610	809,610
Investments		11,971	11,971	2,810	2,810
Charitable activities:					
Sales		174,639	174,639	190,663	190,663
Other income		511	511	188	188
Income from royalties		337	337	360	360
Total Income and endowments		1,327,257	1,327,257	1,003,631	1,003,631
Expenditure on:					
Raising funds		6,304	6,304	5,359	5,359
Charitable activities	4	1,051,595	1,051,595	1,051,318	1,051,318
Total expenditure		1,057,899	1,057,899	1,056,677	1,056,677
Net Income/(Expenditure) for the year		269,358	269,358	(53,046)	(53,046)
Transfers between funds		-	-	-	-
 Total funds brought forward		 472,826	 472,826	 525,872	 525,872
Total funds carried forward		742,184	742,184	472,826	472,826

Balance Sheet

As at 31 March 2025

	Note	2025 £	2024 £
Fixed Assets:			
Tangible assets	8	20,645	45,356
Current assets:			
Stock	9	98,496	96,343
Debtors	10	84,695	75,781
Cash at bank and in hand		590,652	310,074
		773,843	482,198
Creditors:			
Amounts falling due in one year	11	(52,304)	(54,728)
		(52,304)	(54,728)
Net current assets		721,539	427,470
Total assets less current liabilities		742,184	472,826
Funds			
Restricted general funds			
Designated funds	13	31,533	55,660
Unrestricted funds	13	710,651	417,166
		742,184	472,826

These financial statements were approved and authorised by the Trustees on 25 September 2025 and signed on their behalf by:



Mr David Withers
Chair of Trustees

Date: 25/09/2025

Cashflow Statement

For the Year Ended 31 March 2025

	Note	2025 £	2024 £
Net movement in funds		269,358	(53,046)
Adjustment for:			
Depreciation		26,265	28,414
Investment income		(11,971)	(2,810)
		14,294	25,604
Decrease/(Increase) in stock		(2,153)	(1,033)
Decrease/(Increase) in debtors		(8,914)	18,302
Increase/(Decrease) in creditors		(2,424)	(10,230)
		(13,491)	7,039
Net cash from operating income		270,161	(20,403)
Investing activities			
Purchase of fixed assets		(1,554)	(6,109)
Disposal of fixed assets		-	-
Investment income		11,971	2,810
		10,417	(3,299)
Net change in cash and cash equivalents		280,578	(23,702)
Cash and cash equivalents at start of year		310,074	333,776
Cash and cash equivalents at the end of year		590,652	310,074

Analysis of changes in net debt

	At 1 April 2024 £	Cash flows £	Other non-cash changes £	At 31 March 2025 £
Cash at bank	230,074	349,673	-	579,747
Cash equivalents	80,000	(69,095)	-	10,905
	310,074	280,578	-	590,652

Notes to the Accounts

31 March 2025

Note 1. Accounting Policies

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value except for investment assets, which are shown at fair value.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Account and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved early adoption of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) for accounting periods beginning on or after 1 January 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn. The financial statements are prepared in accordance with the Charities Act 2011.

These financial statements are presented in Sterling, which is the functional currency of the charity and rounded to the nearest £.

The Trustees consider that due to the amount of reserves available there is no material uncertainty about the Trust's ability to continue as a going concern.

Income

Income is recognised in the period in which the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, income is accounted for as soon as the Trust is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt is more likely than not. Tax recoverable on Gift Aid is accounted for in the period in which the related gift aided amount is received and included in donations with the original gift.

Expenditure

Resources expended are included in the financial statements on an accruals basis including VAT where this cannot be recovered. Grants are accounted for when paid. Certain expenditure is directly attributable to specific activities and has been allocated to those cost categories. Certain other costs, irrecoverable VAT and staff costs are attributable to more than one activity. In these cases the costs have been apportioned to the individual activities on the basis of time spent by staff on matters relating to those activities. Central support costs have been allocated on the basis of resources used.

Governance costs comprise all costs relating to the public accountability of the charity and its compliance with regulation and good practice. These costs include costs relating to the statutory audit.

Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Items with a unit cost below £1,000 are written off through the Statement of Financial Activities unless a number of items bought together with a unit cost below that value exceed £1,000 in total. Depreciation is calculated on a monthly basis so as to write off the unit cost of an asset, less its estimated residual value, on a straight-line basis over the useful economic life of that asset as follows:

Motor vehicles	25%
Office furniture and equipment	33%
Fixtures and Fittings	20%
Leasehold improvements	10%

Operating Leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged in the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pensions

The charity offers a workplace pension scheme to all staff members. Charges are made in Statement of Financial Activities as they arise.

Stock

Stock is stated at the lower of cost and net realisable value where cost is the purchase price. Production costs are written off as incurred.

Foreign Exchange

All assets and liabilities held in foreign currencies are translated into Sterling at the rate of exchange at the balance sheet date. Translations in foreign currencies during the year are translated into Sterling at the rate of exchange on the transaction date. All exchange differences are taken into account in arriving at the result for the year.

Tax Status

The Trust is a registered charity within the definitions of section 506(1) Income and Corporation Taxes Act 1988 and therefore is not assessable to Income Tax on any surplus charitable funds.

Fund Accounting

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Trustees make transfers between funds when expenditure is to be met from more than one type of fund. The maximum level of these transfers is agreed by the Trustees prior to the expenditure.

Cash and Cash Equivalents

Cash and cash equivalents comprise cash on hand, demand deposits, and short-term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value. These include balances with banks and other financial institutions, as well as any short-term investments with a maturity of three months or less. The charity holds a fixed rate business bond, which, due to its maturity date being within three months from the balance sheet date, qualifies as a cash equivalent as at the year end. The charity maintains these funds to ensure liquidity and to meet its short-term obligations as they fall due.

Critical Accounting Estimates

The preparation of financial statements in conformity with the Charities SORP (FRS 102) requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the charity's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, include the valuation of donated goods and services, the estimation of useful lives of tangible fixed assets, and the assessment of any provisions and contingent liabilities where applicable. These estimates and underlying assumptions are reviewed on an ongoing basis, and any revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

Note 2. Net incoming / (outgoing) resources

	2025	2024
	£	£
This is stated after:		
Auditor's remuneration		
- In relation to audit work	8,750	6,475
- In relation to other work	3,900	3,750
Depreciation	26,265	28,414
Operating lease payments	66,944	64,828

Note 3. Voluntary income

	2025	2024
	£	£
Donations	1,041,543	668,497
Gift Aid	24,403	17,061
Honoraria	73,853	124,052
Total	1,139,799	809,610

Note 4. Charitable expenditure

	Salaries	Depreciation	Other costs	Total 2025	Total 2024
	£	£	£	£	£
Grants made (see note 7)	-	-	4,711	4,711	13,118
Resource production costs	52,751	3,152	40,879	96,782	96,211
Resource sales costs	72,533	4,334	29,198	106,065	105,472
Training costs	19,782	1,182	17,519	38,483	38,253
Conferences	28,574	1,707	35,037	65,318	64,917
Missions	145,066	8,667	280,297	434,030	431,265
Support costs	112,098	6,698	169,343	288,139	286,337
Governance costs	8,792	525	8,750	18,067	15,745
Total	439,596	26,265	585,734	1,051,595	1,051,318

Note 5. Governance cost

	2025	2024
	£	£
Staff salaries	8,792	8,702
Professional fees	8,750	6,475
Office and other costs	525	568
Total	18,067	15,745

Note 6. Staff costs

	2025	2024
	£	£
Wages and salaries	378,954	369,099
Social Security costs	37,624	42,574
Pension costs	23,017	23,443
Total	439,595	435,116

Staff numbers

	2025	2024
Evangelism	2	2
Support and administration	8	8
Average number of monthly full-time equivalent employees	10	10

During the year, there were 3 (2024: 3) members of staff who are considered key management of the charity. They received remuneration totalling £165,667 (2024: £153,115). Included in this was £68,000 (2024: £68,000) which was paid to one member of staff.

No remuneration directly or indirectly out of funds of the charity was paid or payable for the year to a Trustee or any persons known to be connected with them in their capacity as Trustees (2024: nil). No reimbursement of expenses has been made or is due to be made to any of the Trustees in respect of the year (2024: nil).

Note 7. Analysis of grants made

	Grants to institutions	Grants to individuals	Total 2025	Total 2024
	£	£	£	£
Grants to carry out Christian ministries and evangelism	-	11,015	11,015	13,118
Total	-	11,015	11,015	13,118

Note 8. Fixed assets

	Fixtures & Fittings	Leasehold Improvements	Office Furniture & Equipment	Total
	£	£	£	£
Cost:				
At 1 April 2024	47,438	20,087	93,927	161,452
Additions	-	-	1,554	1,554
Disposals	-	-	-	-
At 31 March 2025	47,438	20,087	95,481	163,006
Depreciation:				
At 1 April 2024	33,191	12,052	70,853	116,096
Charge for the year	5,609	2,009	18,647	26,265
Disposals	-	-	-	-
At 31 March 2025	38,800	14,061	89,500	142,361
Net Book Values:				
At 31 March 2025	8,638	6,026	5,981	20,645
At 31 March 2024	14,247	8,035	23,074	45,356

Note 9. Stock

	2025	2024
	£	£
Books and DVDs	98,496	96,343

During the year the amount of purchased stock expensed had a value of £75,139 (2024: £84,959).

Note 10. Debtors

	2025	2024
	£	£
Trade debtors	6,540	8,916
Gift Aid	750	3,500
Employee loan	-	1,250
VAT	6,562	7,315
Prepayments and accrued income	70,843	54,800
Total	84,695	75,781

Note 11. Creditors: Amount falling due in less than one year

	2025	2024
	£	£
Trade creditors	3,600	7,222
Credit card	6,176	4,624
Accruals	32,160	27,558
Pension	-	4,709
PAYE Creditor	10,368	10,615
Total	52,304	54,728

Note 12. Funds

	Balance Brought Forward	Income	Expenditure	Transfers	Balance Carried Forward
	£	£	£	£	£
Designated – Fixed assets	45,356	1,554	26,265	-	20,645
Evangelists Conference	10,304	43,498	90,261	47,347	10,888
Subtotal	55,660	45,052	116,526	47,347	31,533
General funds	417,166	1,282,205	941,373	(47,347)	710,651
Total	472,826	1,327,257	1,057,899	-	742,184

The Fixed Assets fund is established to take account of the future use of fixed assets.

The Evangelists' Conference fund recognises that deposits were made at the 2025 conference for the 2026 conference. The fund has been set up to match the income received for the conference against the expenditure of the conference due to occur in January 2026.

Note 13. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed assets	-	20,645	-	20,645
Stock	98,496	-	-	98,496
Other assets less current liabilities	623,043	-	-	623,043
Total	721,539	20,645	-	742,184

Note 14. Operating lease commitments

	2025 Land and Buildings	2024	2025 Other	2024
Amounts due:	£	£	£	£
In less than one year	35,350	33,000	13,218	16,462
In one to two years	35,350	33,000	6,896	6,023
In two to five years	13,256	45,375	-	-
In more than five years	-	-	-	-
Total	83,956	111,375	20,114	22,485

Note 15. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2025 (2024: nil).

Note 16. Related party transactions

During the year, the charity received donations totalling £1,375 (2024: 6,397) from 4 (2024: 5) Trustees.

Note 17. Control

There is no ultimate controlling party.

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More Information

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PHILO TRUST

England & Wales - Charity number 285762

Accounts

Financial Statements for the Year Ended 31 March 2024

Philo Trust

Philo Trust, Witton House, Lower Road, Chorleywood, WD3 5LB

Charity Number 285762

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Administrative Information

Registered Charity Name Philo Trust

Registered Charity Number 285762

Principal Office Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB
Tel: +44 (0)1923 287777

Trustees Mr Terry Baker (Chair)
Mrs Juanita Baker
Mr Adrian Bignell
Mr Mike Carson
Revd Mike Pavlou
Mr Alex Stewart-Clark
Mr David Withers

Director Revd Canon J. John

Auditors Dux Advisory Limited, The Kennel Club, Gatehouse Way, Aylesbury,
Buckinghamshire, HP19 8DB

Bankers NatWest, 16 South Parade, Nottingham, NG1 2JX

Annual Report of the Trustees

The Trustees present their report and the financial statements for the year ended 31 March 2024, which includes the administrative information on page 3.

Constitutional information

Philo Trust is constituted by a Deed of Trust and was established in 1982. The charity's registration number is 285762.

Objectives, organisation and activities

- To proactively take initiative in the organisation and implementation of evangelistic opportunities.
- To reactively respond to invitations – to co-labour with others involved in ongoing and existing evangelistic strategies.
- To equip the next generation of evangelists to fulfil the full measure of their potential within their calling.
- To educate, equip and enthuse believers in order that they may live out the Christian life to its full.

Operational structure

The Trustees met three times this year. Each meeting has substantially the same principal agenda items: to review current finance and resources, staff and employment matters, the immediate past and future diary of commitments, and to receive reports from staff on particular areas relevant to their responsibilities. The Trustees believe that they serve Philo Trust under God, and Trustee meetings are therefore held in the context of devotional and intercessory prayer.

All policy decisions are reserved to the Trustees, following which implementation is delegated to the staff under the direction of J.John. Any significant financial commitment is referred back to the Trustees before it is agreed and there is close liaison between the Trustees and J.John.

Trustees

New Trustees invited to serve Philo Trust are provided with a copy of the Charity Commission's leaflet 'The Essential Trustee – CC3', and join the Board of Trustees where they are encouraged to ask questions and brief themselves on the current issues being addressed.

At an early stage new Trustees have the opportunity to meet all key members of staff and learn first-hand about the activities, operations and protocols of Philo Trust.

Each Trustee is encouraged to take responsibility for a particular area of the Trust's operation commensurate with their interest, experience and proven competence, and thereafter take the lead when supervising that area, and when developing policy and future plans.

New Trustees are encouraged to identify an area of responsibility in communication with the Chair of Trustees.

New Trustees are nominated either by a Trustee or J.John. After discussion between the Chair of Trustees and J.John, the nominee meets the present Trustees; prayer and consideration follows. Only if there is unanimous agreement will he or she be appointed to the Board. Decisions are made between the Trustees after prayer, discussion and unanimous agreement between all Trustees and J.John.

Financial review

The 2023-2024 financial year has continued to see business as normal for Philo Trust. We have continued with our broadcasting events as well as in-person events. International travel has also returned to regular patterns following COVID-19, with four trips this past year.

Following on from the successful production of the *just10* series, we revised and produced a new handbook to accompany the videos. We also produced *Heroes of the Faith: Volume 2* and *Christmas at the Movies*, which meant our resources sales have continued to increase on the previous year. Expenditure has been reduced broadly in line with income, resulting in a deficit for the year.

At the end of the first quarter, income appears consistent with last year and we are expecting to be slightly above the budgeted level.

Reserves policy

The Trustees have established a policy whereby the unrestricted general funds not committed or invested in tangible fixed assets and stock ('the free reserves') held by the charity should not be less than three months' normal running costs of the following year's budgeted expenditure. The expenditure budget for the 2024-2025 year shows a quarterly budgeted amount of £218,063. Philo Trust had free reserves (excluding those invested in fixed assets, stock and those held in designated funds) at 31 March 2024 of £310,074 for which the Trustees are very grateful. The Trustees review this policy and the level from time to time.

Risk policy

The Trustees review major risks to which the charity is exposed, and systems have been established to mitigate those risks wherever possible. These systems are reviewed periodically to ensure best practice is established for the needs of the charity.

The Trustees have adopted a risk management statement and policy and established a risk register. This enables them to rank risks according to probability and severity.

The Trustees believe that the principal risks and uncertainties are:

Reputational	The Trustees regularly discuss any potential areas which may cause reputational harm to the charity and any necessary action required is discussed and taken accordingly.
Funding	Philo Trust constantly seeks to widen its donor base and encourage regular donations. In order to provide stability during periods of low income Philo Trust seeks to maintain sufficient liquid reserves.
Loss of records	Daily back-up of computerised records takes place. This is done via the Cloud so that no critical data is only held physically within the Witton House office.

Vision, mission and values

Vision

Our vision is to transform lives by communicating the truth of Christianity.

Mission

To have an impact in every region of the UK, locally and nationally, and specific countries worldwide:

- by presenting the truth of Christianity in a way that enables people to make an informed decision about Jesus Christ.
- by teaching and training Christians to do the same.

How?

Philo Trust has four main areas of operation:

- Proclamation – communicating Christianity
- Training – equipping Christians to communicate Christianity
- Training evangelists – mentoring
- Producing resources for evangelism

Values

Our key focus is to transform the lives of people we meet by communicating the Good News of Christianity in a relevant and accessible way.

We value Bible-based lifestyles, teachable attitudes and unity in the hearts of all those involved.

We desire to be responsive to need and produce resources that meet the needs of the people with whom we are communicating.

We desire everything we do at Philo Trust to be birthed in prayer, in line with the Bible, and in step with the Holy Spirit.

Review of activities

The review of activities for the year is set out in the Annual Report of the Director on pages 10-31.

Plans for future periods

The charity plans to continue the activities outlined above in the forthcoming years subject to satisfactory funding arrangements. We have learned from our operations in the past and will apply the lessons we have learned from our experience to further our future plans.

Public benefit

The Trustees have considered the Charity Commission's general guidance on public benefit and, in particular, the specific guidance on charities for the advancement of religion, when reviewing the Trust's aims and objectives and in planning future activities and setting the grant-making policy for the year.

The Trustees have, in their view, met the public benefit requirement by holding a variety of events across the world which are open to the general public and which seek, in accordance with their vision, to transform lives and thus enable people to live as responsible citizens in their community.

The vision, mission and values of the Trust along with the year's objectives, activities and achievements are set out in this report and in the Annual Report of the Director.

Responsibilities of Trustees

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs in the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and Trust deed.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure

We, the Trustees of the charity, confirm, so far as we are aware, that:

- there is no relevant audit information of which the charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

On behalf of the Board of Trustees

T. Baker

Mr Terry Baker
Chair of Trustees

Date: 16 October 2024

Message from Chair of Trustees

This annual report allows me the opportunity to pause, reflect and give thanks for all of the ways that we have seen God at work through the ministry of Philo Trust this last year. Along with my fellow Trustees, we do not take for granted the privilege of witnessing the incredible things that God has done as we have sought to align ourselves with him and his will.

As in previous years, the staff team have held one Bible verse for the year. The verse this year was Romans 15:13: *'May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.'*

The Director's Report on the following pages reports on the work that has been achieved this year, but from my position as Chair of Trustees, I truly believe that the joy, peace and hope that is mentioned in the Bible verse has truly permeated into the way that each of our team members has gone about their work and ministry. This has been a joy to witness.

Since the formation of Philo Trust there have been numerous opportunities for in-person ministry. This year, J.John and Killy have served the church around the UK, USA, Singapore, Greece and Australia. As ever, ministry has focused on proclamation evangelism, equipping Christians to share their faith, and mentoring other evangelists.

We continue to produce resources for evangelism and it has been wonderful to see a number of new print resources made available this year, notably a booklet to commemorate the 100th anniversary of Eric Liddell's victory in the Paris 1924 Olympics.

On behalf of the Trustees, I would like to take this opportunity to thank J.John, Killy and the staff team and contractors we have worked with who have been exemplary in all that they have done in this last year. I would like to extend my own gratitude to our friends, supporters and donors. Their support has enabled this important work and ministry to reach hundreds of thousands of people with the gospel.

Finally, I also take this opportunity to thank my fellow Trustees for their wisdom and work which they bring to Philo Trust.



Mr Terry Baker
Chair of Trustees

Annual Report of the Director

Philo Trust is committed to evangelism through proclamation, training, mentoring and resources.

We have had many opportunities to share the relevance of Christianity in this year and I am delighted to share them with you in this report.

Evangelism through Proclamation

We are committed to proclaiming the Good News of Christianity across the UK and around the world. This year, we have witnessed an increased number of people in tears as they have responded to the gospel. We believe that this is a sign of people experiencing new-found hope in the midst of the trials that many people encounter in day-to-day life.

Evangelism through Training

We are committed to training Christians to share their faith. This year we have had a number of opportunities to train and equip Christians to share their faith through friendship evangelism. Killy and I have spoken at a number of overseas training events in Singapore, Australia, Florida and Dallas.

Evangelism through Mentoring

We are committed to mentoring and coaching other evangelists. The annual Evangelists' Conference continues to bring together evangelists from all over the UK and increasingly from overseas. We have held a significant number of one-to-one meetings with other evangelists.

Evangelism through Resources

Our resources continue to be used by churches and Christians to encourage those with no faith to better understand Christianity. Our range of digital resources, broadcast content and other digital media continues to be widely used by many churches and individuals worldwide.

Our opportunities: Proclamation

Proclamation evangelism events are opportunities to creatively and clearly communicate the Christian message and encourage people in their journey of faith. We work in partnership with local churches to support their ministry and wider community.

Across the United Kingdom

As part of our commitment to help the church in the UK build strong foundations to share the Good News of Jesus, we have endeavoured to travel broadly to churches of varying sizes and denominations. Where possible we focus on events that a wide variety of the public can access free of charge or with a nominal cost to attend. With good support from Philo Trust staff, we were able to travel, speak and see many encouraging responses. This year we partnered with:

- **Kensington Temple, Notting Hill:** I preached two evangelistic sermons at Kensington Temple in London.
- **St Paul's, Hadley Wood:** I spoke at this local Anglican church.
- **DARE Conference, Northampton:** I spoke to 1,000 women who gathered at the Old Savoy Theatre in Northampton from across the UK. Hosted by Elim Northampton, this conference sought to build up women to discover and use their gifts to make God's love known within their communities.
- **One Church, Leicester:** I preached at two evangelistic Sunday services as part of a weekend of events reaching the wider community.
- **Ridgeway Community Church, Didcot:** I preached at this '+1 Guest' service.
- **Women of God Conference:** I spoke twice at this conference in Somerset on the theme of 'Look Up, Look In, Look Out'. Killy and I also took part in a Q&A session. The organisers shared the following:



I'm writing to extend my heartfelt gratitude for J. John and Killy's invaluable contribution to making RISE UP an extraordinary conference on Saturday. Their sessions deeply impacted the ladies in attendance, and we're thrilled to report that many have made both first-time commitments and recommitments. This is a powerful testament to the goodness of God working through their messages and couch session. Our team remains steadfast in prayer, believing that the seeds planted during the conference will yield abundant fruit in due time . . . Thank you once again for their inspiring presence and impactful sessions.

Throughout the year I spoke several times at my home church, Christchurch in Chorleywood. We have found the support of our church invaluable over the years and I have appreciated the

opportunity to speak where our schedule allows. A particular highlight was speaking at two evangelistic Christmas services.

International Ministry

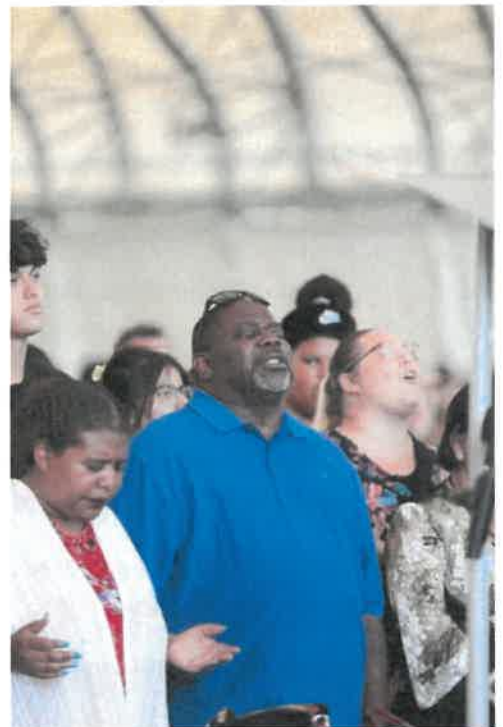
We also had the opportunity to partake in international ministry trips in the USA:

- **C3 Trinity, Dallas:** I had the opportunity to visit this church and preached three evangelistic sermons.
- **Cornerstone Church, Singapore:** It was a joy to speak at a '+1 Guest' service and also teach on how to be natural in the way we share our faith.
- **The River Church, Florida:** I preached the gospel at their outdoor Sunday service.
- **Times Square Church, New York:** I had the joy of visiting this iconic church on two occasions this year and preached evangelistic messages.
- **Zoe Church, Thessaloniki:** I spoke at a local church in Thessaloniki, Greece. It was a joy to see some of those present receive Christ.
- **Faith Christian Church, Dandenong, Australia:** I preached an evangelistic message at two guest services.
- **Hope UC, Charmhaven, Australia:** I preached an evangelistic message at their church conference.
- **The Church of the Apostles, Atlanta:** I preached at guest services aimed at those on the fringe of Christianity at this large church in Georgia.
- **Awaken Church, San Diego:** I delivered an evangelistic message at this remarkable church that is pastored by Jurgen and Leanne Matthesius. Thirty-six years ago I preached in the Snakepit Stadium in Wollongong, Australia, and Leanne (then a teenager) received Christ. Eighteen years later, Leanne and Jurgen flew to San Diego with their young family and have now planted eight congregations with an attendance of 12,000. It is incredible to think of the fruit born by those early ministry trips to Australia and many other countries in the '80s and '90s.



- **Dream Center, Los Angeles:** I spoke at a mid-week event for the church that was attended by those on their programme recovering from drug addiction. As ever, it was a joy and privilege to preach the gospel; however, it was equally an inspiration to hear some of the incredible stories of transformation from those who had gone through the recovery programme. We are all broken people and we can only be healed in the broken body of Christ.
- **Faith Assembly, Orlando:** I preached the gospel at this large church in Florida. The church sent us this message following the services:

The Altar Call from the three services on Sunday morning across our three campuses saw over 600 people accept Jesus and/or recommit their lives to Jesus. Praise God! Those 600+ people are being followed up this week and invited to take their next step.



- **Highland Park Presbyterian Church, Dallas:** I spoke at two Sunday morning services in this large Presbyterian church. There were a significant number of people responding to the message at the end of each service.
- **Long Hollow Church, Nashville:** I preached the gospel at their Sunday morning service. There were 6,000 people in the congregation and it was a joy to see many receive Christ.

In the Bible, Jesus spoke to large crowds, but also in the homes of those he stayed with. Kilby and I try, where possible, to do likewise. In one home where we shared the gospel, it was incredible to see three people present receive Christ. In another of these visits, I led a doctor to Christ following a meal with friends. He was shocked to discover that it was Jesus who said, 'You must be born again,' and that this was in the Bible. Rejoicing in heaven and on earth.

Easter

Easter fell twice across this last financial year and I had the privilege of ministering in local churches who used the opportunity to invite their local communities to unique celebrations of this festival:

- **Hope Huddersfield (2023):** A joy to share the gospel with churches across Huddersfield in the Town Hall.
- **London Riverside Church (2023):** I delivered an Easter message in the Dagenham & Redbridge FC stadium with the combined churches that make up London Riverside Church.
- **Soul Church, Norwich (2024):** A privilege to deliver an Easter sermon at this contemporary church in Norwich in their brand-new building: 2,402 attended the two services, 69 people

received Christ and many more recommitted their lives to him. It was a joy to witness 75 people be baptised later that day.

Christmas

We partnered with groups of churches in towns and cities across the UK to share the Good News of Christmas. These events have not only been opportunities for people to hear the story and meaning of Christmas, but have also provided churches with the tools and relationships required to host large-scale events in the future.

We were delighted to partner with multiple churches across local areas:

Torbay: 1,200 people gathered at the Riviera International Centre in Torquay, Devon, to hear an evangelistic Christmas message.

Hull: 2,400 people gathered across 2 services to hear a Christmas message in Hull City Hall. Twenty churches joined together to host these carol services, which included a local choir and live band.



Warrington: I spoke at the Halliwell Jones Stadium where 3,000 people gathered to hear an evangelistic Christmas message. Thirty churches were involved in the hosting of this event, which was a culmination of a year's mission

Chorleywood: I delivered two Christmas messages at my home church in Chorleywood.

Our opportunities: Training

Training Christians to be more intentional in communicating the relevance of Christianity has continued to form an integral part of our ministry.

We work with churches and organisations to equip and inspire Christians to share their own personal story of faith through praying, caring and sharing.

Throughout the year I was able to participate in conferences for church leaders, to encourage and challenge those attending to lead the church with an outward-facing, guest-orientated mindset:

- I spoke at a Preaching Workshop in **St Matthew's Cathedral, Dallas, Texas**.
- I taught 1,000 church leaders, representing 300 churches from the **ACC network in Australia**, how to encourage their congregations to be more intentional in praying, caring and sharing. A privilege to minister at this three-day conference.
- I conducted evangelism training for the staff and leaders at **Cornerstone Church, Singapore**.
- I spoke at the Annual Mission Day for the **Episcopal Diocese of Dallas** for 200 leaders representing 65 churches.
- I conducted evangelism training at the Bible School at **The River Church, Florida**.
- I met with the staff of **Times Square Church, New York**, and shared principles of how we can share our faith.
- **SAINT Church, East London**: I spoke at the monthly pastors gathering, which includes SAINT clergy, ordinands and pastoral staff.

This year we supported the following congregations and organisations:

- **Local churches in Leicester**: a group of churches from across Leicester attended a training evening to be more intentional in personal evangelism.
- **Bible College of Wales Graduation, Swansea**: I spoke to students and their guests from 11 nations as they graduated from the School of Ministry.
- **Ascension Trust & Street Pastors Anniversary Celebration**: I was the speaker for this event that celebrated the work of Ascension Trust over the last 30 years. The event also commemorated the remarkable work of Street Pastors on their 20th anniversary.
- **Hope UC Gathering, Australia**: I conducted evangelism training at this conference.



- **Replicate Collective, Nashville:** I was interviewed and then participated in a Q&A for a programme with over 120 church and ministry leaders.

Killy spoke to 50 women from the Living in Faith Together group at London School of Theology.

Our opportunities: Mentoring

Philo Trust seeks to help support and mentor those who work to share the Christian faith. This takes a number of forms such as speaking 'one-on-one' with individuals, an annual Evangelists' Conference, online gatherings of groups of evangelists and supporting our associate evangelists.



Evangelists' Conference 2024

The Evangelists' Conference, organised by Philo Trust, provides a unique opportunity for evangelists to learn and be inspired for the year ahead. The conference continues to attract an increasing number of international delegates and this year it was wonderful to welcome people from Greece, Italy, Malta, Serbia, Moldova and the USA. They told us that they came to the conference as they didn't have a conference for evangelists in their country.

Speakers in January 2024 included Mark Ryan, Dr Sally Bell, Noel Robinson, Matt Summerfield, Alison Fenning, Keith 'Mitch' Mitchell, Mark Greene and Paul McGee. Additionally, the conference intentionally provides extended time and space for evangelists to network.

Here are a few comments from this year's delegates:

The Evangelists' Conference is the unmissable start to my year. Its blend of retreat and refresh, encouragement and challenge, bring a much-needed fuelling up and inspiration to jump into the year ahead fired up and ready to go to bring the Good News of Jesus through my evangelist ministry.

I found the conference SO inspiring and am still processing all the amazing things we heard. I have already booked to come again next year!

Thanks so much for all you did before and during the Conference to make it such an outstanding experience for us all. It takes a lot to achieve excellence and it takes a lot to maintain it too. I much appreciate it.



This was my first time at your conference, I found it a real blessing and inspiration.



Associates

We continued to place a specific focus on mentoring associate evangelists. Sam Rennie and I meet regularly with associates throughout the year and also at a three-day retreat organised by Philo Trust. These meetings with small groups of ministry leaders give an opportunity to network and refocus.

We invited Zach Meerkreebs to speak at our associates' retreat. Zach was present during the Asbury University revival and shared his thoughts and reflections to inspire us for the mission we are called to.

Killy John and I have also met one-on-one with more than 50 associates, evangelists and ministry leaders.

Our opportunities: Resources

We seek to resource a wide variety of individuals to better understand and communicate the Christian faith. We do so through a variety of methods and platforms, both digital and in print. We have seen a significant increase in this area of our work and are delighted to see our resources being used by more people than ever before.

We received many stories throughout the year of how our resources helped people in their journey of faith. We are always particularly encouraged when churches and Christians order resources to give away to others. Here are some encouragements we have received throughout the year:

I cannot tell you how much I am blessed by this wonderful read [Heroes of the Faith]. Often filling my eyes with tears. All these beautiful Christian men and women who soldiered on despite whatever their challenges. I just wanted to thank you for your excellent research and anointing in writing this book.

Love love love this book [Jesus Christ – The Truth]! Really is fantastic and is one I like to go back to regularly!

My daughter absolutely loves her book [The Christmas Story]!!! The best Christmas story she has ever read.

Published Books

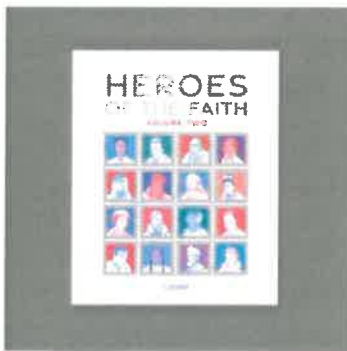
Philo Trust continues to publish books that convey and communicate Christianity to a wide audience.

This year we have published:



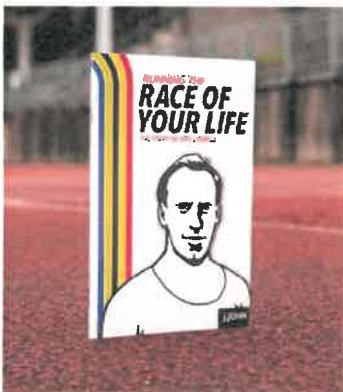
just10: God's Timeless Values for Life Today

This book is an in-depth study of each of the Ten Commandments. It follows the same format and style as the *just10* video series and is suited to individuals wanting to go deeper into each of the commandments.



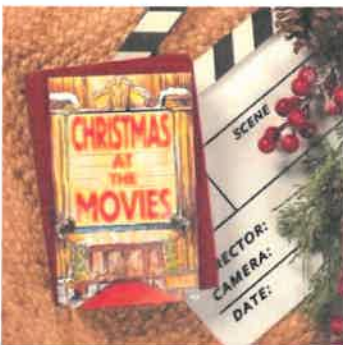
Heroes of the Faith: Volume Two

This second volume of Christian heroes was a labour of love for myself and our team. Across both volumes, it has been an incredible privilege to retell the stories of 110 Christian heroes. This second volume took many hours to research and write, and our design team superbly presented these inspirational stories with beautiful illustrations and hundreds of photographs.



Running the Race of Your Life: The Story of Eric Liddell

I wrote and the team have produced this short booklet to be given away during the Olympic and Paralympic Games in 2024. We anticipate that it will be used by churches and individuals and look forward to reporting on its impact in next year's annual report.



Christmas at the Movies

This is another 'giveaway' book that communicates some festive reflections on ten of my favourite Christmas films. Many Christians ordered copies of this book to giveaway to their friends and family on the fringes of faith.

Titles continue to be available for those who are blind and partially sighted through our partnership with the Torch Trust. Where available, we have promoted these on our website to encourage their use.

We have continued to donate books to children's hospitals and hospices throughout the year and have expanded this project to enable us to also donate books to prisons. One children's hospital shared the following message with us. They also shared a number of personal stories from patients and their families (these have been redacted for privacy reasons).

Thank you so much for the donation of your Easter Story books for Alder Hey. We held an Easter event today and handed out a LOT of books – it was hard to find a child in the hospital who didn't have a book by the end!

The books were incredibly well received by both the children and the parents. Handing them out also initiated some really special conversations with families.



Articles

Over the course of the year we have produced 41 articles to resource Christians. There were 92,699 views of articles on canonjohn.com in the last year. Additionally, 307,928 e-letters were opened that included an article as their main feature.

We have been encouraged by the global distribution of my articles. In addition to the list below, the following articles were published in *The Times* newspaper.

- Great stories change lives if they are real and relevant – Easter is both – 30th March
- Forget secret Santa. Be an anonymous angel instead – 23rd December
- Why schadenfreude is not always harmless fun – 8th July

This year, articles were featured in:

- *The Times Newspaper* (print and online, UK)
- *Joy! News* (online, South Africa)
- *Sorted Magazine* (online, UK)
- *Inspire Magazine* (online, UK)
- *Keep the Faith* (online, UK)
- *Think Eternity* (online, USA)
- *Higher Ground* (part of the *Washington Times*) (online, USA)
- *Together Magazine* (print, UK)
- *Church of England Newspaper* (print, UK)
- *Treadgold Executive Development* (online, USA)
- *Christian Today* (online, UK)

We were notified that many of my articles were translated into Serbian and shared through local communities.

Articles released this year include:

- Paid on the Nail
- David Livingstone
- Palm Sunday
- On Seeing Spring
- 'It is Well with my Soul'
- Thriving in Times of Turbulence
- Why Keep Lent?
- De-cluttering
- Little Life Lessons (four-part series)
- Doing a Beautiful Thing for Jesus
- What Christmas Means to Me
- What Does God Want for Christmas?
- The Great Escape
- A Mother of Faith
- A Lament for the Church of England
- The Anatomy of Fathering
- Pentecost
- The State of the Nation: Figures, Faith and Futures
- Empty Tomb, Full Life

During the year, we also released 70 daily reflections on the Ten Commandments to correspond with the release of the *just10* series.

We receive many responses to each blog that is released. It is always a joy to see people interact with these resources, particularly when they have a life-changing impact on people such as the person below, who wrote in response to my article 'Thriving in Times of Turbulence':

I've just read your [article] and felt the urge to thank you sincerely for the words and guidance you regularly provide. My message will perhaps get lost among many similar messages, nonetheless, I want to thank you for how you've helped me in my journey to rediscover my faith.

You've truly helped me to stop searching for facts, evidence and logic and instead to simply give myself over to the love of God. How wonderful it feels and what a surprise it has been. Why did I take so long to return! Now, as part of my local church community I feel part of something that gives me a comfort wildly beyond what I thought it would bring into my life. I'm neither a lonely person nor living a life of any significant hardship, indeed I have much to be very grateful for and yet this love for the Christian faith has enriched all parts of my life. The church and our local community therein have become really important to me and you have played a significant part in me opening my heart and my mind to this to enable it to be so.

Digital Resources – YouVersion Bible App

We currently have two Bible Reading Plans on the YouVersion Bible App.

In the last year 108,189 people subscribed to *The Lord's Prayer* reading plan and 62,007 of those completed it. 5,886 people subscribed to the *Ten Commandments // Re-Imagined* reading plan and 3,682 of those completed it. The plans have an average rating of 4.65 out of 5 from 26,402 ratings.

Digital Resources – just10

Following the filming of my *just10* series as reported last year, we launched and released our *just10* video resources in May 2023. These resources have been designed to be used by churches, small groups and individuals. Across the entire *just10* package, we released:

- **just10 website:** this hosts all of the video content and support for those running the series in groups, as well as other helpful information.
- **just10: Full Length Talks:** each episode is 28:30 in duration. These have been watched by individuals and churches who are running the series.
- **just10: Conversation Starter:** these short 10-minute episodes are 'highlight' episodes guiding the viewer through the content in bite-sized sections, and include questions designed to initiate group conversation.
- **just10: Book:** published for individual study
- **just10: Participant's Journal:** a free downloadable journal for those studying the series in groups and churches.
- **just10: Church Leader's Guide:** a free downloadable tool to help leaders maximise the opportunity that running a *just10* series offers.



Downloadable promotional materials: we have made available a number of social media posts and logos to help churches promote the series.

In 2023-24 the full-length talks have been viewed 79,125 times across just10.org and YouTube. The videos have been downloaded 1,127 times, which is a useful feature for churches wanting to play the videos through presentation software. We expect the actual number of viewers is much higher than the numbers above due to many people watching this content in groups and churches.

In 2023-24, *just10: Conversation Starter* was viewed 3,580 times on just10.org and downloaded 1,936 times.

A number of church leaders who have used these new resources responded with the following feedback:

I just wanted to say a big thanks for the updated just10 resources.

We recently ran the series at our church, and it's been a great series to teach, with the book, notes and videos all enhancing the use. Our small groups used the online content during the week, and preachers delved into J.John's book for further content on Sunday mornings.



Overall, just10 is a great series which covers so many of the foundations of faith and Christian living. I think the series is a great discipleship tool and we will be looking to use just10 post-Alpha Course in the future. So many of the Christian foundations that have been lost in society in recent years can be talked about and brought to the forefront of discussion through this series.

Thank you for producing just10 in this current format and for making it freely available. My wife and I are running it at our church, and it has been very well received. We have now completed 3 weeks of the full half-hour talks and we also provide drinks and cake with opportunity for discussion. In the first week, a lady, who does not go to church, said the appeal prayer which concludes the talk. This series on the Ten Commandments is a real blessing. Thank you.

'Digital Platforms' and Broadcast

Summary

Distributing digital content, whether written, audio or video, has been a continued area of growth for Philo Trust. We use a number of platforms as a tool to aid our work in the proclamation of the Christian message, equipping Christians and resourcing the church.

The content shared to these platforms is designed to encourage and inspire our followers. We use a range of videography, audio, motion graphics, photography and graphic design, much of which is extracted from sermons, *Facing the Canon* interviews, and books.

We currently focus on the following broadcast, digital media and social media platforms:

- Instagram (@jjohnglobal)
- Facebook (@jjohnglobal)
- YouTube (@jjohnglobal)
- TikTok (@jjohnglobal)
- Podcast (*The J. John Podcast*)
- Television networks we currently broadcast on:
 - GOD TV (UK, USA, Africa, Asia, Australia)
 - Shine TV (New Zealand)
 - Kanal 10 (Sweden and Finland, Northern Europe)
 - Revelation TV (UK)
 - New Hope TV (India)
- Radio:
 - TWR-UK
 - UCB Ireland
 - Branch FM
 - Pure 24/7 Radio
 - Konnect Radio
- YouVersion Bible App
- Pray.com

Instagram

We have been delighted to see our Instagram profile continue to reach new audiences with the gospel.

- Our Instagram channel had a reach of 4,200,000 in 2023-24, an increase of 35.8% compared to the previous year.
- In the 2023-24 financial year, Instagram followers increased by 66% to a total of 124,600 followers.

The content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.

Facebook

We have seen continued growth on Facebook. In 2023-24 we saw an 11.2% increase in Facebook followers, rising to 77,400 followers.

- Our Facebook page had a reach of 4.6 million in 2023-24.
- This year, videos on our page were viewed for a cumulative 2.4 million minutes.
- Posts to the page received a combined 181,800 likes, reactions, comments or shares.

As with Instagram, the content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.

Podcasts

The *J.John Podcast* received a hugely encouraging 155,880 downloads in 2023-24. 46.7% of listeners were in the United Kingdom, 20.9% in the United States and 13.2% were in Australia. Other countries with a notable listenership include Canada, New Zealand, Singapore and South Africa.

The podcast follows our broadcast schedule for TV and radio and gives listeners an opportunity to listen to high-quality Christian content focused on encouraging a wide audience to understand more about Christianity.

One listener sent us the following encouragement:

I had been a Christian for over 30 years but not a real follower of Jesus, even though there were moments of breakthrough. I relied on others' teachings and was a lazy believer. I did not read God's Word much or spend time in a lot of prayer. In short, I might have looked like a tree but there were no deep roots.

When my sister, who was a beautiful believer and had trusted for healing, died, my faith crumbled. Anger and disappointment took over. For 5 years my heart grew harder and harder til the last ember was nearly gone.

Recently, I decided to listen to your podcasts (I remembered you being funny) to help me sleep as I often had trouble. I stirred one night and in the middle of one of your interviews your guest was recounting an event when he and his friends were nearby a church and one of them went in to give the priest a hard time in confession. The priest told him to go outside and look up at the cross and say, 'I don't care.' When he tried to do that, he realised he couldn't. That moment saved him. That moment saved me too. I realised I couldn't say those words either. That was my turning point.

I have a second chance now to be a true follower. I love Jesus, my Bible time, my prayer time and I am learning how to share my faith. I am finally beginning to walk the walk.

YouTube

We have continued to see much fruit from using YouTube to share stories of faith. Our YouTube content includes our weekly TV series and other short clips.

- The number of subscribers on our YouTube channel grew 31.7% in 2023-24 to a total of 29,116 subscribers. Subscribers are those who choose to be notified any time we post a video, and so to see our channel grow by close to a third in one calendar year is deeply encouraging.
- This increase represents 7,100 new YouTube subscribers in 2023-24, which is an increase of 14.5% in our rate of growth compared to 2022-23.
- Our YouTube channel had 1,239,549 views in 2023-24, an increase of 21.2% compared to 2022-23. These 1.2 million views equate to approximately 120,400 hours of viewing time.
- 30.1% of our viewers are based in the UK and 29% are based in the United States. There are also significant numbers of viewers in Australia, Canada, South Africa, India and New Zealand.

Additionally, our historic *Facing the Canon* interviews on a separate YouTube channel have received 154,501 views in 2023-24 and an additional 927 subscribers.

Websites

Our websites remain an important signpost to content and an integral part of our strategy to communicate the relevance of Christianity to a wide audience. They inform visitors of our charitable objectives, our events and the resources produced by the Trust. We have a range of resources available free of charge and others available to purchase online.

Content on our primary website (www.canonjjohn.com) is actively updated throughout the year. We have continued to refine the user experience and iterate the design to keep it current and to better cross-link resources and media across the site.

- The canonjjohn.com website has been visited over 831,000 times by more than 608,900 people since its launch in 2019.
- The Evangelists' Conference website has been visited over 40,000 times by more than 31,000 people since its launch in 2017.
- The *just10* website has been visited over 34,000 times by more than 16,000 people since its launch in 2023.

Broadcast

Our weekly broadcast has reached hundreds of thousands of people over the last year. The series airs on GOD TV, Shine TV, Kanal 10, Revelation TV, New Hope TV, TWR-UK, UCB Ireland, Branch FM, Pure 24-7 Radio, Konnect Radio, YouTube and Facebook.

Episodes were shared on *The J. John Podcast* and short clips from episodes were also shared on social media. These short clips not only provide insight and inspiration to the viewers, but they also signpost to the full interview.

Today with J. John consists of a variety of interviews (*Facing the Canon*) and sermons.

Our interviews have the dual purpose of sharing inspirational stories to help people in their own journey of faith and allowing other ministries the opportunity to share the platform we have been blessed with to assist them in their mission and ministry.

In the last year, the following interviews were broadcast:

- Simon Allaby – Evangelist with a heart to use stories to share faith.
- Pat Allerton – Church leader known as the ‘Portable Priest’ during the coronavirus lockdown.
- Arun Arora – Church of England Bishop.
- Terry and Juanita Baker – Church leaders and Trustees of Philo Trust. They shared about miracles, marriage and generosity.
- Amy Boucher Pye – Author, speaker and spiritual director.
- Matt Brown – Digital evangelist.
- Tim Dilella – Senior Pastor of Times Square Church, New York.
- John Edwards – Evangelist with a life-changing story from substance abuse and homelessness to finding true freedom.
- Alison Fenning – Evangelist with a passion to see people from all walks of life connect with Jesus.
- Mick Fleming – Church leader whose life was transformed from crime and addiction when he discovered God.
- O.S. Hawkins – Pastor, author and Chancellor of Southwestern Baptist Theological Seminary, Fort Worth, Texas.
- Rachael Heffer – Head of Mission at the Evangelical Alliance
- Les Isaac – Founder of Street Pastors.
- Rachel Jones – Author of *A Brief Theology of Periods*.
- Sam D. Kim – Harvard-trained ethicist and co-founder of 180 Church, New York.
- Phil Knox – Evangelism and Missiology Senior Specialist at the Evangelical Alliance and author of *The Best of Friends*.
- John Lawson – Experienced life-changing transformation whilst in prison. John had terminal cancer whilst on the programme and discussed his attitude towards life and death. John lost his battle with cancer and was promoted to glory in April 2024.
- Greg Laurie – Senior Pastor of Harvest Christian Fellowship.
- Cathy Madavan – Speaker and author of *Why Less Means More*.
- Barry Meguiar – Christian businessman with a passion for evangelism.
- Eric Metaxas – Broadcaster and *New York Times* Best-selling Author.
- Mitch – Former fireman turned evangelist with a vision to reach the island of Ireland.
- Nigel Mumford (two episodes) – Pastor and former Royal Marine, now minister with a particular focus on seeing the miraculous and ministry to veterans.
- Alanzo Julian Paul – Apologetics and reaching young people with the gospel.
- Geoff and Hope Price (two episodes) – Angels and miracles.
- Terence Russoff – Church leader with a remarkable story of having a vision of Jesus.
- Fergus Scarfe – UK and Ireland Regional Director for GOD TV.
- Glen Scrivener – Creative evangelist with a passion to use media to share the gospel.
- Ward Simpson – CEO of GOD TV.
- Simon Thomas – Broadcaster and author.

- Will Van Der Hart – Church minister with a passion to see healing in the area of mental and emotional health.
- Arianna Walker – CEO of Mercy UK.
- Joanna Watson – author of *Light Through the Cracks*: stories of God breaking through in difficult situations.
- Andrew White – Formerly known as the Vicar of Baghdad.
- Philip Yancey – Best-selling Christian author.

Four special episodes were broadcast:

- Faith Stories
- Christmas with J. John and Friends (3 episodes)



The following sermons were also broadcast:

- The Invitation
- just10: How to Find True Contentment
- just10: How to Hold to the Truth
- just10: How to Prosper with a Clear Conscience
- just10: How to Affair-Proof Our Relationships
- just10: How to Manage Our Anger

- just10: How to Keep the Peace with Our Parents
- just10: How to Prevent Burnout
- just10: How to Take God Seriously
- just10: How to Know God
- just10: How to Live by Priorities
- Christmas Unwrapped

Each episode is worked on by the entire staff team, from pre-production through to post-production and distribution, and is shared across our digital platforms, being adapted to best suit the platform and reach the widest audience possible.

Radio and TV

There have been a number of opportunities to join broadcasters on radio, podcasts and TV stations:

- **Daystar TV Network:** Killy and I were interviewed on Joni Table Talk. The conversation focused around 'Heroes of the Faith'.
- **The Eric Metaxas Show:** Killy and I were interviewed on the Eric Metaxas Show. We featured in two episodes and the focus was 'Heroes of the Faith'.
- **A Very Tall Man:** I was interviewed by Gary Hoogvliet from Shine TV in New Zealand about life and ministry.
- **The Cry:** Killy and I were interviewed by Revd Betty King for two episodes of her series 'The Cry' which broadcasts on GOD TV.
- **Premier Christian Radio – Worship at Home:** I shared an evangelistic message on Premier Christian Radio during an interview with host David Senior.
- **Parenting for Faith Podcast:** I was interviewed on this podcast which equips parents and carers with tools to help their children meet and know God.
- **Pure 24/7:** I was interviewed about my journey of life and faith.
- **Standing Together, GOD TV:** Killy and I participated in two programmes.
- **Focus on the Family Broadcast:** My talk 'Who God Says You Are' was featured on the Focus on the Family radio network.



We have been deeply encouraged by the opportunities we have been given this year to reach hundreds of thousands of people through in-person events, resources, one-to-one meetings, broadcast and other forms of digital media.

Completing this annual report, we are grateful to God for all the lives that we were able to impact in 2023-24, and we are expectant for all that will happen in the coming year.

Thanks be to God.

A handwritten signature in black ink, appearing to read 'J. John', with a stylized flourish at the end.

Revd Canon J. John
Director

Date: 16 October 2024

Independent Auditor's Report to the Trustees of Philo Trust

Opinion

We have audited the financial statements of Philo Trust (the “charity”) for the year ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, the cashflow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity’s affairs as at 31 March 2024, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on pages 7-8, the Trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as an auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the Trustees of the Charity, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Trustees of the Charity those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Trustees of the Charity as a body, for our audit work, for this report, or for the opinions we have formed.



Bianca Permal FCA

Dux Advisory Limited

Chartered Accountants and Statutory Auditors

Kennel Club House

Aylesbury

Bucks, HP19 8DB.

Date: 22 November 2024

Statement of Financial Activities

For the Year Ended 31 March 2024

	Note	Unrestricted Funds £	Total 2024 £	Unrestricted Funds £	Total 2023 £
Income & Endowments from:					
Donations and legacies	3	809,610	809,610	938,549	938,549
Investments		2,810	2,810	2,037	2,037
Charitable activities:					
Sales		190,663	190,663	183,140	183,140
Other income		188	188	150	150
Income from royalties		360	360	-	-
Total Income and endowments		1,003,631	1,003,631	1,123,876	1,123,876
Expenditure on:					
Raising funds		5,359	5,359	5,116	5,116
Charitable activities	4	1,051,318	1,051,318	1,120,359	1,120,359
Total expenditure		1,056,677	1,056,677	1,125,475	1,125,475
Net Income/(Expenditure) for the year		(53,046)	(53,046)	(1,599)	(1,599)
Transfers between funds		-	-	-	-
Total funds brought forward		525,872	525,872	527,471	527,471
Total funds carried forward		472,826	472,826	525,872	525,872

Balance Sheet

As at 31 March 2024

	Note	2024 £	2023 £
Fixed Assets:			
Tangible assets	8	45,356	67,661
Current assets:			
Stock	9	96,343	95,310
Debtors	10	75,781	94,083
Cash at bank and in hand		310,074	333,776
		482,198	523,169
Creditors:			
Amounts falling due in one year	11	(54,728)	(64,958)
		(54,728)	(64,958)
Net current assets		427,470	458,211
Total assets less current liabilities		472,826	525,872
Funds			
Restricted general funds			
Designated funds	13	55,660	74,626
Unrestricted funds	13	417,166	451,246
		472,826	525,872

These financial statements were approved and authorised by the Trustees on 16 October 2024 and signed on their behalf by:

T. Baker

Mr Terry Baker
Chair of Trustees

Date: 16 October 2024

Cashflow Statement

For the Year Ended 31 March 2024

	Note	2024	2023
		£	£
Net movement in funds		(53,046)	(1,599)
Adjustment for:			
Depreciation		28,414	17,885
Investment income		(2,810)	(2,037)
		25,604	15,848
Decrease/(Increase) in stock		(1,033)	(6,184)
Decrease/(Increase) in debtors		18,302	11,335
Increase/(Decrease) in creditors		(10,230)	13,573
		7,039	18,724
Net cash from operating income		(20,403)	32,973
Investing activities			
Purchase of fixed assets		(6,109)	(28,190)
Disposal of fixed assets		-	-
Investment income		2,810	2,037
		(3,299)	(26,153)
Net change in cash and cash equivalents		(23,702)	6,820
Cash and cash equivalents at start of year		333,776	326,956
Cash and cash equivalents at the end of year		310,074	333,776

Analysis of changes in net debt

	At 1 April 2023	Cash flows	Other non-cash changes	At 31 March 2024
	£	£	£	£
Cash at bank	333,776	(103,702)	-	230,074
Cash equivalents	-	80,000	-	80,000
	333,776	(23,702)	-	310,074

Notes to the Accounts

31 March 2024

Note 1. Accounting Policies

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value except for investment assets, which are shown at fair value.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Account and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved early adoption of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) for accounting periods beginning on or after 1 January 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn. The financial statements are prepared in accordance with the Charities Act 2011.

These financial statements are presented in Sterling, which is the functional currency of the charity and rounded to the nearest £.

The Trustees consider that due to the amount of reserves available there is no material uncertainty about the Trust's ability to continue as a going concern.

Income

Income is recognised in the period in which the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, income is accounted for as soon as the Trust is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt is more likely than not. Tax recoverable on Gift Aid is accounted for in the period in which the related gift aided amount is received and included in donations with the original gift.

Expenditure

Resources expended are included in the financial statements on an accruals basis including VAT where this cannot be recovered. Grants are accounted for when paid. Certain expenditure is directly attributable to specific activities and has been allocated to those cost categories. Certain other costs, irrecoverable VAT and staff costs are attributable to more than one activity. In these cases the costs have been apportioned to the individual activities on the basis of time spent by staff on matters relating to those activities. Central support costs have been allocated on the basis of resources used.

Governance costs comprise all costs relating to the public accountability of the charity and its compliance with regulation and good practice. These costs include costs relating to the statutory audit.

Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Items with a unit cost below £1,000 are written off through the Statement of Financial Activities unless a number of items bought together with a unit cost below that value exceed £1,000 in total. Depreciation is calculated on a monthly basis so as to write off the unit cost of an asset, less its estimated residual value, on a straight-line basis over the useful economic life of that asset as follows:

Motor vehicles	25%
Office furniture and equipment	20-33%
Fixtures and Fittings	20%
Leasehold improvements	10%

Operating Leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged in the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pensions

The charity offers a workplace pension scheme to all staff members. Charges are made in Statement of Financial Activities as they arise.

Stock

Stock is stated at the lower of cost and net realisable value where cost is the purchase price. Production costs are written off as incurred.

Foreign Exchange

All assets and liabilities held in foreign currencies are translated into Sterling at the rate of exchange at the balance sheet date. Translations in foreign currencies during the year are translated into Sterling at the rate of exchange on the transaction date. All exchange differences are taken into account in arriving at the result for the year.

Tax Status

The Trust is a registered charity within the definitions of section 506(1) Income and Corporation Taxes Act 1988 and therefore is not assessable to Income Tax on any surplus charitable funds.

Fund Accounting

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Trustees make transfers between funds when expenditure is to be met from more than one type of fund. The maximum level of these transfers is agreed by the Trustees prior to the expenditure.

Cash and Cash Equivalents

Cash and cash equivalents comprise cash on hand, demand deposits, and short-term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value. These include balances with banks and other financial institutions, as well as any short-term investments with a maturity of three months or less. The charity holds a fixed rate business bond, which, due to its maturity date being within three months from the balance sheet date, qualifies as a cash equivalent as at the year end. The charity maintains these funds to ensure liquidity and to meet its short-term obligations as they fall due.

Critical Accounting Estimates

The preparation of financial statements in conformity with the Charities SORP (FRS 102) requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the charity's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, include the valuation of donated goods and services, the estimation of useful lives of tangible fixed assets, and the assessment of any provisions and contingent liabilities where applicable. These estimates and underlying assumptions are reviewed on an ongoing basis, and any revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

Note 2. Net incoming / (outgoing) resources

		2024	2023
		£	£
This is stated after:			
Auditor's remuneration	- In relation to audit work	6,475	5,682
	- In relation to other work	3,750	2,232
Depreciation		28,414	17,885
Operating lease payments		64,828	66,155

Note 3. Voluntary income

	2024	2023
	£	£
Donations	668,497	818,135
Gift Aid	17,061	20,563
Honoraria	124,052	99,851
Total	809,610	938,549

Note 4. Charitable expenditure

	Salaries	Depreciation	Other costs	Total 2024	Total 2023
	£	£	£	£	£
Grants made (see note 7)	-	-	13,118	13,118	16,991
Resource production costs	52,214	3,410	40,587	96,211	100,124
Resource sales costs	71,794	4,688	28,990	105,472	106,969
Training costs	19,580	1,279	17,394	38,253	40,037
Conferences	28,283	1,847	34,787	64,917	68,894
Missions	143,588	9,377	278,300	431,265	466,190
Support costs	110,955	7,245	168,137	286,337	306,528
Governance costs	8,702	568	6,475	15,745	14,626
Total	435,116	28,414	587,788	1,051,318	1,120,359

Note 5. Governance cost

	2024	2023
	£	£
Staff salaries	8,702	8,585
Professional fees	6,475	5,683
Office and other costs	568	358
Total	15,745	14,626

Note 6. Staff costs

	2024	2023
	£	£
Wages and salaries	369,099	369,206
Social Security costs	42,574	38,090
Pension costs	23,443	21,963
Total	435,116	429,259

Staff numbers

	2024	2023
Evangelism	2	2
Support and administration	8	8
Average number of monthly full-time equivalent employees	10	10

During the year, there were 3 (2023: 3) members of staff who are considered key management of the charity. They received remuneration totalling £153,115 (2023: £140,478). Included in this was £68,000 (2023: £64,978) which was paid to one member of staff.

No remuneration directly or indirectly out of funds of the charity was paid or payable for the year to a Trustee or any persons known to be connected with them in their capacity as Trustees (2023: nil). No reimbursement of expenses has been made or is due to be made to any of the Trustees in respect of the year (2023: nil).

Note 7. Analysis of grants made

	Grants to institutions £	Grants to individuals £	Total 2024 £	Total 2023 £
Grants to carry out Christian ministries and evangelism	-	13,118	13,118	16,991
Total	-	13,118	13,118	16,991

Note 8. Fixed assets

	Fixtures & Fittings £	Leasehold Improvements £	Office Furniture & Equipment £	Total £
Cost:				
At 1 April 2023	47,438	20,087	87,818	155,343
Additions	-	-	6,109	6,109
Disposals	-	-	-	-
At 31 March 2024	47,438	20,087	93,927	161,452
Depreciation:				
At 1 April 2023	27,218	10,044	50,420	87,682
Charge for the year	5,973	2,008	20,433	28,414
Disposals	-	-	-	-
At 31 March 2024	33,191	12,052	70,853	116,096
Net Book Values:				
At 31 March 2024	14,247	8,035	23,074	45,356
At 31 March 2023	20,220	10,043	37,398	67,661

Note 9. Stock

	2024	2023
	£	£
Books and DVDs	96,343	95,310

During the year the amount of purchased stock expensed had a value of £84,959 (2023: £95,774).

Note 10. Debtors

	2024	2023
	£	£
Trade debtors	8,916	11,200
Gift Aid	3,500	20,562
Accrued income	-	1,583
Employee loan	1,250	4,250
VAT	7,315	305
Prepayments and accrued income	54,800	56,183
Total	75,781	94,083

Note 11. Creditors: Amount falling due in less than one year

	2024	2023
	£	£
Trade creditors	7,222	12,693
Credit card	4,624	19,328
Accruals	27,558	21,403
Pension	4,709	2,122
PAYE Creditor	10,615	9,412
Total	54,728	64,958

Note 12. Funds

	Balance Brought Forward	Income	Expenditure	Transfers	Balance Carried Forward
	£	£	£	£	£
Designated – Fixed assets	67,661	-	28,414	6,109	45,356
Evangelists Conference	6,966	36,102	57,175	24,411	10,304
Subtotal	74,627	36,102	85,589	30,520	55,660
General funds	451,245	967,529	971,088	(30,520)	417,166
Total	525,872	1,003,631	1,056,677	-	472,826

The Fixed Assets fund is established to take account of the future use of fixed assets.

The Evangelists' Conference fund recognises that deposits were made at the 2024 conference for the 2025 conference. The fund has been set up to match the income received for the conference against the expenditure of the conference due to occur in January 2025.

Note 13. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed assets	-	45,356	-	45,356
Stock	96,343	-	-	96,343
Other assets less current liabilities	320,823	10,304	-	331,127
Total	417,166	55,660	-	472,826

Note 14. Operating lease commitments

	2024 Land and Buildings	2023 Land and Buildings	2024 Other	2023 Other
	£	£	£	£
Amounts due:				
In less than one year	33,000	33,000	16,462	11,788
In one to two years	33,000	33,196	6,023	3,927
In two to five years	45,375	84,658	-	-
In more than five years	-	-	-	-
Total	111,375	150,854	22,485	15,715

Note 15. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2024 (2023: nil).

Note 16. Related party transactions

During the year, the charity received donations totalling £6,397 (2023: 6,120) from 5 (2023: 3) Trustees.

Note 17. Control

There is no ultimate controlling party.

PHILO TRUST

England & Wales - Charity number 285762

Accounts

Financial Statements

31 March 2023

Philo Trust

Philo Trust, Witton House, Lower Road, Chorleywood, WD3 5LB

Charity Number 285762

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Administrative Information

Registered Charity Name Philo Trust

Registered Charity Number 285762

Principal Office Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB
Tel: +44 (0)1923 287777

Trustees Mr Terry Baker (Chair)
Mrs Juanita Baker
Mr Adrian Bignell
Mr Mike Carson
Revd Mike Pavlou
Mr Alex Stewart-Clark
Mr David Withers

Director Revd Canon J. John

Auditors Cansdales Audit LLP, Chartered Accountants and Registered Auditors, St Mary's Court, Old Amersham, Bucks, HP7 0UT

Bankers NatWest, 16 South Parade, Nottingham, NG1 2JX

Annual Report of the Trustees

The Trustees present their report and the financial statements for the year ended 31 March 2023, which includes the administrative information on page 3.

Constitutional information

Philo Trust is constituted by a Deed of Trust and was established in 1982. The charity's registration number is 285762.

Objectives, organisation and activities

- To proactively take initiative in the organisation and implementation of evangelistic opportunities.
- To reactively respond to invitations – to co-labour with others involved in ongoing and existing evangelistic strategies.
- To equip the next generation of evangelists to fulfil the full measure of their potential within their calling.
- To educate, equip and enthuse believers in order that they may live out the Christian life to its full.

Operational structure

The Trustees met three times this year. Each meeting has substantially the same principal agenda items: to review current finance and resources, staff and employment matters, the immediate past and future diary of commitments, and to receive reports from staff on particular areas relevant to their responsibilities. The Trustees believe that they serve Philo Trust under God, and Trustee meetings are therefore held in the context of devotional and intercessory prayer.

All policy decisions are reserved to the Trustees, following which implementation is delegated to the staff under the direction of J.John. Any significant financial commitment is referred back to the Trustees before it is agreed and there is close liaison between the Trustees and J.John.

Trustees

New Trustees invited to serve Philo Trust are provided with a copy of the Charity Commission's leaflet 'The Essential Trustee – CC3', and join the Board of Trustees where they are encouraged to ask questions and brief themselves on the current issues being addressed.

At an early stage new Trustees have the opportunity to meet all key members of staff and learn first-hand about the activities, operations and protocols of Philo Trust.

Each Trustee is encouraged to take responsibility for a particular area of the Trust's operation commensurate with their interest, experience and proven competence, and thereafter take the lead when supervising that area, and when developing policy and future plans.

New Trustees are encouraged to identify an area of responsibility in communication with the Chair of the Trustees.

New Trustees are nominated either by a Trustee or J.John. After discussion between the Chair of Trustees and J.John, the nominee meets the present Trustees; prayer and consideration follows. Only if there is unanimous agreement will he or she be appointed to the Board. Decisions are made between the Trustees after prayer, discussion and unanimous agreement between all Trustees and J.John.

Financial review

The 2022–2023 financial year has continued moving back into the normal cycle. This year we have continued to invest in our broadcast ability, as well as returning to in-person events. Our resources sales have seen one of the best years ever for Philo Trust and this positive growth has continued at the beginning of 2023–2024.

Expenditure in 2022–2023 increased in correlation with the income received, resulting in a small deficit at the end of the year. Further development of our work in broadcast and digital media was made possible by the increase in giving and we were able to record a brand-new version of the *just10* series, which we made available to churches, small groups and individuals free of charge at the start of 2023–2024. We also hosted the Evangelists' Conference in January 2023 after it had been postponed the previous two years. This allowed us to release some deferred income and expenditure into the year in question.

Partway through the first quarter of 2023–2024 income appears to be strong, with expenditure in line with the budget. We are expecting the first quarter to be slightly above the budgeted level.

Reserves policy

The Trustees have established a policy whereby the unrestricted general funds not committed or invested in tangible fixed assets and stock ('the free reserves') held by the charity should not be less than three months' normal running costs of the following year's budgeted expenditure. The expenditure budget for the 2022-2023 year shows a quarterly budgeted amount of £257,967. Philo Trust had free reserves (excluding those invested in fixed assets, stock and those held in

designated funds) at 31 March 2023 of £333,776 for which the Trustees are very grateful. The Trustees review this policy and the level from time to time.

Risk policy

The Trustees review major risks to which the charity is exposed, and systems have been established to mitigate those risks wherever possible. These systems are reviewed periodically to ensure best practice is established for the needs of the charity.

The Trustees have adopted a risk management statement and policy and established a risk register. This enables them to rank risks according to probability and severity.

The Trustees believe that the principal risks and uncertainties are:

Reputational	The Trustees regularly discuss any potential areas which may cause reputational harm to the charity and any necessary action required is discussed and taken accordingly.
Funding	Philo Trust constantly seeks to widen its donor base and encourage regular donations. In order to provide stability during periods of low income Philo Trust seeks to maintain sufficient liquid reserves.
Loss of records	Daily back up of computerised records takes place. This is done via the Cloud so that no critical data is only held physically within the Witton House office.

Vision, mission and values

Vision

Our vision is to transform lives by communicating the truth of Christianity.

Mission

To have an impact in every region of the UK, locally and nationally, and specific countries worldwide:

- by presenting the truth of Christianity in a way that enables people to make an informed decision about Jesus Christ.
- by teaching and training Christians to do the same.

How?

Philo Trust has four main areas of operation:

- Proclamation – communicating Christianity
- Training – equipping Christians to communicate Christianity
- Training evangelists – mentoring
- Producing resources for evangelism

Values

Our key focus is to transform the lives of people we meet by communicating the Good News of Christianity in a relevant and accessible way.

We value Bible-based lifestyles, teachable attitudes and unity in the hearts of all those involved.

We desire to be responsive to need and produce resources that meet the needs of the people with whom we are communicating.

We desire everything we do at Philo Trust to be birthed in prayer, in line with the Bible, and in step with the Holy Spirit.

Review of activities

The review of activities for the year is set out in the Annual Report of the Director on pages 10-25.

Plans for future periods

The charity plans to continue the activities outlined above in the forthcoming years subject to satisfactory funding arrangements. We have learned from our operations in the past and will apply the lessons we have learned from our experience to further our future plans.

Public benefit

The Trustees have considered the Charity Commission's general guidance on public benefit and, in particular, the specific guidance on charities for the advancement of religion, when reviewing the Trust's aims and objectives and in planning future activities and setting the grant-making policy for the year.

The Trustees have, in their view, met the public benefit requirement by holding a variety of events across the world which are open to the general public and which seek, in accordance with their vision, to transform lives and thus enable people to live as responsible citizens in their community.

The vision, mission and values of the Trust along with the year's objectives, activities and achievements are set out in this report and in the Annual Report of the Director.

Responsibilities of Trustees

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs in the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and Trust deed.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure

We, the Trustees of the charity confirm, so far as we are aware, that:

- there is no relevant audit information of which the charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

On behalf of the Board of Trustees

A handwritten signature in black ink that reads "T. Baker". The signature is written in a cursive style with a horizontal line underneath the name.

Mr Terry Baker
Chair of Trustees

Date: 29th September 2023

Message from Chair of Trustees

Once again it has been a delight to watch God working in remarkable ways through the ministry of Philo Trust. The Trustees and I truly count it a privilege to be a part of this work and to witness first-hand all of the wonderful things that have taken place this last year.

After two 'pandemic years', it has been good to see things return to 'normal' this year. That said, it cannot be understated that the lessons learnt throughout the pandemic were invaluable to the work and ministry of the Trust. As a result, more people than ever before are being given the opportunity to hear the message of Christianity.

Once again, the staff team have focused their attention on one short Bible passage which has underpinned their work and ministry for the year. The passage this year was Psalm 27:13-14: *I remain confident of this: I will see the goodness of the LORD in the land of the living. Wait for the LORD; be strong and take heart and wait for the LORD.*

Reviewing the year that has passed, I believe that we truly have seen the goodness of God in all of the various areas that the team has worked in.

There have been numerous opportunities for in-person ministry this year, particularly around the UK, but also globally. Whether proclamation evangelism, teaching churches to have confidence in sharing their faith, or mentoring other evangelists, it has been a delight to hear stories of how God has transformed people's lives.

It has been an encouraging year for resources and the Trustees and I were delighted to see how the new book *Heroes of the Faith* has been so warmly received by so many people. We are looking forward to the publication of the second volume in 2023–2024.

On behalf of the Trustees, I would like to take this opportunity to thank J. John, Killy and the staff team and the contractors we have worked with who have been exemplary in all that they have done in this last year. Very importantly, I would like to extend my own gratitude to our friends, supporters and donors, without whom none of this important work and ministry could take place.

Finally, I also take this opportunity to thank my fellow Trustees for their wisdom and work which they bring to Philo Trust.



Mr Terry Baker
Chair of Trustees

Annual Report of the Director

Philo Trust is committed to evangelism through proclamation, training, mentoring and resources.

We have had many opportunities to share the relevance of Christianity in this year and I am delighted to share them with you in this report.

Evangelism through Proclamation

We are committed to proclaiming the Good News of Christianity across the UK and around the world. Two particular highlights this year were spending an extended period of time ministering with Assemblies of God churches in England and hosting our 37th *just10* series in Notting Hill, London.

Evangelism through Training

We are committed to training Christians to share their faith. This year we have had a number of opportunities to train and equip Christians to share their faith through friendship evangelism. We have also spoken at strategic gatherings of church leaders for the Assemblies of God and other denominations.

Evangelism through Mentoring

We are committed to mentoring and coaching other evangelists. It was a delight to host the Evangelists' Conference for the first time since the pandemic and wonderful to spend much time in one-to-one meetings with other evangelists.

Evangelism through Resources

Our resources continue to be used by churches and Christians to encourage those with no faith to better understand Christianity. Our range of digital resources, broadcast content, and other digital media continues to be widely used by a diverse range of churches and individuals worldwide.

Our opportunities: Proclamation

Proclamation evangelism events are opportunities to creatively and clearly communicate the Christian message and encourage people in their journey of faith. We work in partnership with local churches to support their ministry and wider community.

Across the United Kingdom

As part of our commitment to help the church in the UK build strong foundations to share the Good News of Jesus, we have endeavoured to travel broadly to churches of varying sizes and denominations. With good support from the Philo Trust staff, we were able to travel, speak and see many encouraging responses. This year we partnered with:

Audacious Church, Manchester	Life Church, Warrington
Bangor Elim, Northern Ireland	Net Church, Dartford
City Praise Centre, Gravesend	River of Life Church, Felixstowe
CLM Church, Coventry	Tunbridge Wells Christian Fellowship
Eternity Church, Croydon	Wallington Christian Centre, Croydon
Holy Nation Church, London	

Throughout the year, I spoke several times at my home church in Chorleywood. We have found the support of our church invaluable over the years and have valued the opportunity to speak to the church.

International Ministry

We also had the opportunity to arrange international ministry trips in the USA:

- Lakewood, Houston
- Times Square Church, New York
- Awaken Church, San Diego
- Shepherd of The Hills Church, Los Angeles
- Dream Centre, Los Angeles

Killy and I joined Lakewood Church, Houston for their Sunday services:



We were also delighted to travel to the Netherlands for the Opwekking Festival where over 17,000 camped along with day guests visiting from across the country to celebrate Pentecost.

Christmas

We partnered with groups of churches in towns and cities across the UK to share the Good News of Christmas. These events have not only been opportunities for people to hear the story and meaning of Christmas, but have also provided churches with the tools and relationships required to host large-scale events in the future.

We were delighted to partner with multiple churches across Gosport, Glasgow and Wolverhampton.

We were also able to work with the following individual churches:

- King's Church, Aberdeen
- Kensington Temple, London
- New Springs City Church, Loughborough
- Kings Church, Bolton

A particular highlight was the opportunity to work with Killy John to share about the three wise women in the Christmas story at our home church, Christ Church Chorleywood.

just10: London

We partnered with Kensington Temple to conduct a ten-week series sharing the relevance of the Ten Commandments for life today.

The series looks at relevant topics such as contentment, work-life balance and family relationships, and shows how Christianity brings a life-giving perspective into each area of our lives.



The series was recorded and released as a digital resource in 2023–2024. We look forward to reporting on its reach and impact in next year's report.

Our opportunities: Training

Training Christians to be more intentional in communicating the relevance of Christianity has continued to form an integral part of our ministry.

We work with churches and organisations to equip and inspire Christians to share their own personal story of faith through praying, caring and sharing.

Throughout the year, I was able to participate in conferences for church leaders to encourage and challenge those attending to lead the church with an outward-facing, guest-orientated mindset:

- The National AOG Conference in Harrogate Convention Centre gathered church leaders from the AOG denomination.
- The Church Revitalisation Trust's Accelerator Programme gathers senior ministers together. Killy and I were able to join their retreat and speak in the programme.
- The Diocese of Guildford's Evangelism Conference for church leaders and their teams.

When we participate in a major initiative with a church or group of churches, we often seek to gather church members together to encourage an open and outward perspective. This year, we supported the following congregations:

- Kensington Temple, London
- New Springs City Church, Loughborough

I also spoke at a multi-church gathering hosted at Holy Trinity Church, Cambridge, a Filling Station meeting in Harrogate and a GOD TV celebration in London.

Our opportunities: Mentoring

Philo Trust seeks to help support and mentor those who work to share the Christian faith. This takes a number of forms such as speaking 'one-on-one' with individuals, an annual Evangelists' Conference, online gatherings of groups of evangelists and supporting our associate evangelists.

Evangelists' Conference 2023

The Evangelists' Conference, organised by Philo Trust, provides a unique opportunity for evangelists to learn and be inspired for the year ahead.

Speakers in January 2023 included Revd Greg Downes, Mark Ritchie, Mark Greenwood, Dr Amy Orr-Ewing, Andy Economides, J. John and Killy John. Additionally, the conference intentionally provides time and space for evangelists to network.

Here are a few comments from this year's delegates:

I'm so thankful for the Evangelists' Conference. It provides an essential kick-start to the year with an inspiring blended programme that puts fuel in the spiritual, emotional, relational, physical and missional tank for the year ahead. From the moment I arrive, my soul starts to reboot afresh.

The Evangelists' Conference is always a special and restorative time for me – a chance to reconnect with old friends and make some new ones. A time to recalibrate and receive before going out and giving out all over again.

There is nothing else like the Evangelists' Conference in the UK or Ireland. There are other conferences where you can get teaching and resources but none that offer what this conference has. What is the secret ingredient? J. John talks about 'sacred synergy' and that, I believe, is the key. If we are really serious about supporting existing evangelists and raising up new evangelists, this gathering offers a tremendous space for this.



Associates

We continued to place a specific focus on mentoring associate evangelists. Sam Rennie and I met regularly with associates throughout the year and also at a three-day retreat organised by Philo Trust. These meetings with small groups of ministry leaders give an opportunity to network and refocus.

Killy and I were also able to join in person The Point Group, a retreat for fellow evangelists in the USA.

Killy John and I have also met one-on-one with over 80 associates, evangelists and ministry leaders.

Our opportunities: Resources

We seek to resource a wide variety of individuals to better understand and communicate the Christian faith. We do so through a variety of methods and platforms, both digital and in print. We have seen a significant increase in this area of our work and are delighted to see our resources being used by more people than ever before.

We received many stories throughout the year of how our resources helped people in their journey of faith. We are always particularly encouraged when churches and Christians order resources to give away to others. Here is an email we received from someone who came to one of our Christmas events:

[I] thought it might be nice to share what I'm doing with my books to encourage your ministry and hope you didn't mind me sharing.

Book one: [I] managed to give it to the washing machine repair man . . . He was the fella who told me his (atheist) mother who sadly passed away two years ago, was found by him holding a Bible in her hands. Perhaps she found Jesus . . . and J.John's book could be an answer to prayer for her son.

Book two: I'd given this to my neighbour who comes from a science background and believes in logic and evidence. He doesn't know the truth of Jesus yet. May it set him free.

Book three: I'm passing it onto a woman who through divine connection I met a number of years ago. She shared of her brokenness losing her young niece to suicide just over a year ago. May Jesus heal her heart today.

Book four: My local neighbour. She is so sweet in [her] early 60s but she's extremely lonely and now quite poorly with diabetes. May she find a friend in Jesus through this book.

Book five: A local neighbour I've known (vaguely) over a number of years, wild at heart, bit of a rebel but a lovely heart, sadly had x2 heart attacks and lung cancer very recently. May he know Jesus as his healer.

Published Books

Philo Trust continues to publish books that convey and communicate Christianity to a wide audience.

- This year we have published:
- *Jesus Christ – The Truth* (paperback) available as a paperback with discounted bulk pricing to resource churches to communicate the relevance of Jesus.
- *Jesus Christ – The Truth* (digital book).
- *Heroes of the Faith*: a large coffee-table book filled with images to share the stories of remarkable heroes of the faith encouraging Christians.

Titles are also available for those who are blind and partially sighted through our partnership with the Torch Trust. Where available, we have promoted these on our website to encourage their use.

We have continued to donate books to children's hospitals and hospices throughout the year. We were especially encouraged to work with Alder Hey where 100 copies of *The Christmas Story* and 350 copies of *The Easter Story* were given out to sick and dying children by the chaplaincy team.

Revd David Williams said:

The event was a huge success, and every single Easter book was distributed to little visitors, patients, and families. I can't thank you enough for your help in making the books available.

We were also able to give away 150 copies to a local Christmas Street event in Chorleywood.

Articles

Over the course of the year we have produced 92 articles to resource Christians to better understand and communicate their faith. There has been an 11% increase with over 128,000 (2022: 116,000) views of articles on canonjjohn.com in the last year. Additionally, we've seen an 8% increase in the number of eLetters opened which include an article as their main feature. 2023: 812,000 opens (2022: 748,000).

We have been encouraged by the global distribution of my articles. In addition to the list below, two letters were published in *The Times* newspaper.

This year, articles were featured in:

- *Christian Today*
- *Inspire Magazine*
- *Church Times*
- *Woman Alive*
- *Keep the Faith*
- *New Life Publishing*
- *Church of England Newspaper*

I was also quoted in the *Washington Times*.

Heroes of the Faith

I have continued writing articles on heroes of the faith, which continue to inspire many of our readers as well as myself. We published 50 previous heroes in our book *Heroes of the Faith*. We anticipate a second publication with a further 60 heroes in the next financial year.

The heroes that I wrote about this year were:

- Lottie Moon
- John Wesley
- Benedict of Nursia
- David Wilkerson
- Thomas Barnardo
- Eric Liddell
- Helen Roseveare
- John Wycliffe
- Evan Roberts
- Mahalia Jackson
- Henry Martyn
- John Charles Ryle
- Phoebe Palmer
- Isaac Watts
- Richard Wurmbrand
- Catherine of Siena
- Watchman Nee
- Francis Asbury
- David Brainerd
- Agnes Smith Lewis and Margaret Dunlop Gibson
- Toyohiko Kagawa
- Leonhard Euler
- Betty Greene
- John Hus
- William Tyndale
- Rasalama of Madagascar
- David Ngunaitponi
- Brother Lawrence

- Wang Mingdao
- Katherine von Bora
- Darlene Deibler Rose
- Brother Andrew
- Ida Scudder
- Bede
- Lillian Trasher
- Tom Rees
- Phillis Wheatley
- Jarena Lee
- Billy Graham
- On Heroes and Heroism

I also wrote a number of other articles. These were:

- The Logic of the Resurrection
- A Landmark Decision
- Abortion: The Continuing Debate
- The Passing of the Queen
- Jennifer Rees Larcombe 1942–2022
- Barry Kissell: A Balanced Man
- Own Goals and Open Goals
- Christmas at the Movies: *A Christmas Carol*
- Christmas at the Movies: *It's a Wonderful Life*
- Christmas at the Movies: *The Family Man*
- Christmas at the Movies: *Miracle on 34th Street*
- Christmas at the Movies: *National Lampoon's Christmas Vacation*
- Christmas at the Movies: *Home Alone*
- Christmas at the Movies: *How the Grinch Stole Christmas*
- Christmas at the Movies: *Christmas with the Kranks*
- Christmas at the Movies: *With Honors*
- Christmas at the Movies: *The Lion, the Witch and the Wardrobe*
- A Sure Foundation in Turbulent Times
- This Week at General Synod
- On Lent and Being Lent

Digital services and broadcast

Summary

Distributing digital content, whether written, audio or video, has been a continued area of growth for Philo Trust. We use a number of platforms as a tool to aid our work in the proclamation of the Christian message, equipping Christians and resourcing the church.

The content shared to these platforms is designed to encourage and inspire our followers. We use a range of videography, audio, motion graphics, photography and graphic design, much of which is extracted from sermons, *Facing the Canon* interviews, and books.

We currently focus on the following broadcast, digital media and social media platforms:

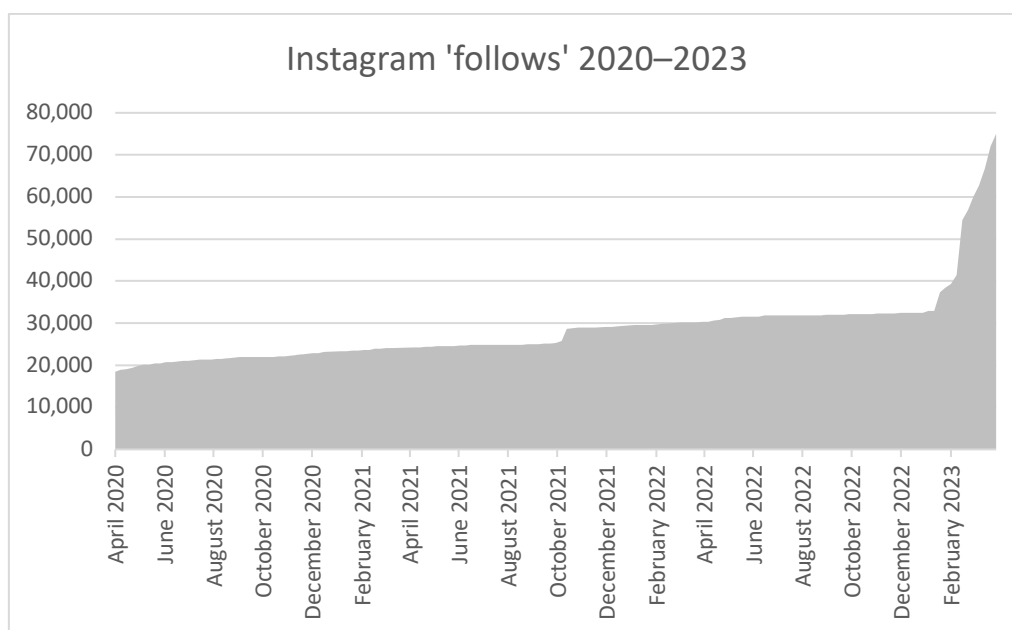
- Instagram
- Facebook
- YouTube
- Twitter
- Podcast
- Television networks we currently broadcast on:
 - GOD TV (UK, USA, Africa, Asia, Australia)
 - Shine TV (New Zealand)
 - Kanal 10 (Sweden and Finland, Northern Europe)
 - Revelation TV (UK)
 - New Hope TV (India)
- Radio:
 - TWR-UK
 - UCB Ireland
 - Branch FM
- RightNow Media
- YouVersion Bible App

Instagram

Having seen steady growth through the first part of this year, we were delighted to see our follower numbers on Instagram increase at an accelerated pace in the final quarter.

- Our Instagram channel had a reach of 3,090,866 in 2022–2023, an increase of 351.7% compared to the previous year.
- In the 2022–2023 financial year, Instagram followers increased by 147.5%. This compares to a 25% increase in 2021–2022.

The content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.

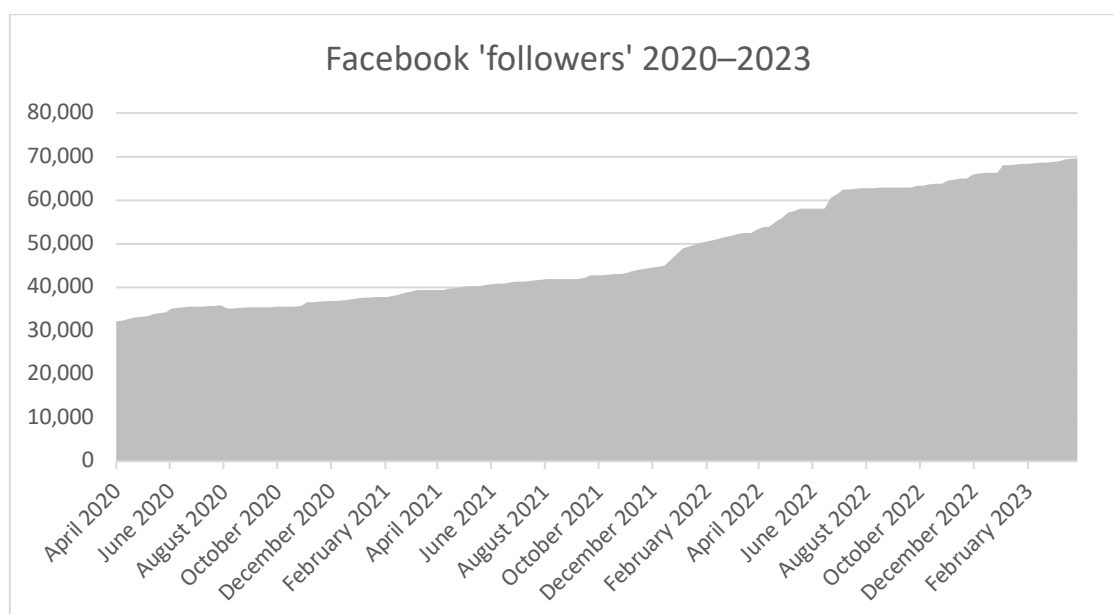


Facebook

Our Facebook page continues to grow at a significant rate. In 2022–2023 we saw a 30.8% increase in followers. This compares to a 33% increase in 2021–2022.

- Our Facebook page had a hugely significant reach of 32,537,796 in 2022–2023, an increase of 729.9% compared to the previous year.
- This year, videos on our page were viewed for a cumulative 8,737,662 minutes, an increase of 220% compared to the previous year.
- Posts to the page received a combined 1,542,320 likes, reactions, comments or shares.

As with Instagram, the content we shared aimed to encourage a wide audience to engage with Christianity and make faith in Jesus a priority in their lives.



Podcasts

We were delighted to see a hugely significant 78.2% increase in podcast downloads between April 2022 and March 2023. This exceeds the 63% growth that we saw between April 2021 and March 2022.

53% of listeners were in the United Kingdom, 18.9% in the United States and 12.2% were in Australia.

The podcast follows our broadcast schedule for TV and radio and gives listeners an opportunity to listen to high-quality Christian content focused on encouraging a wide audience to understand more about Christianity.

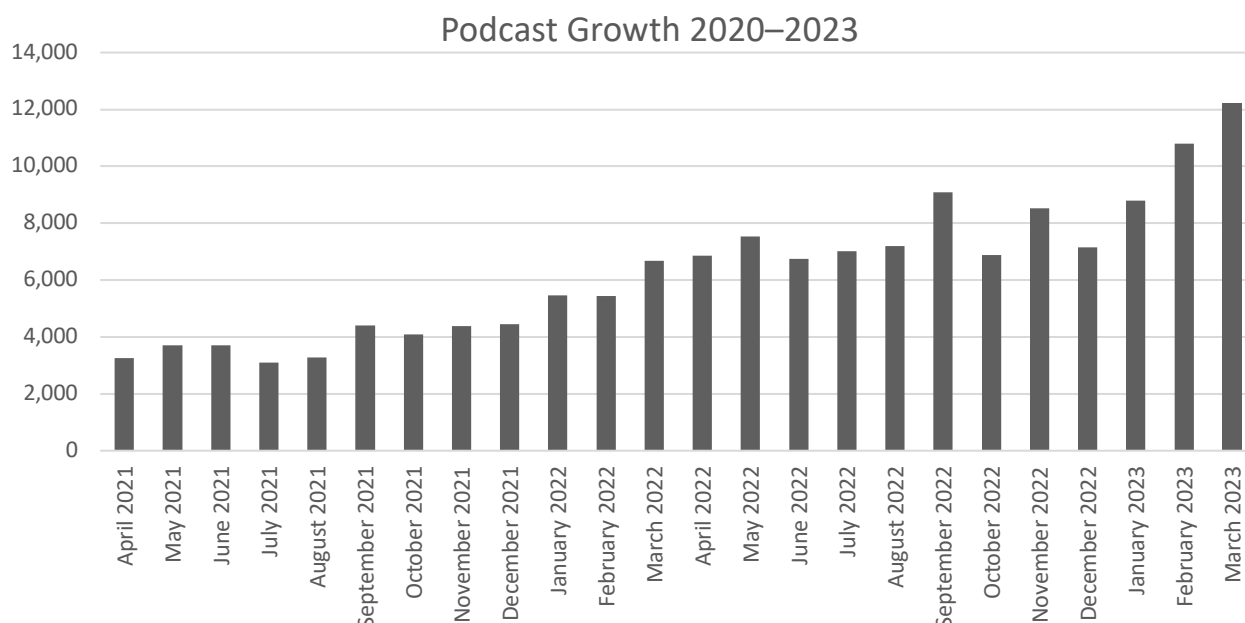
We received the following email which demonstrates the impact of our podcast:

I had been a Christian for over 30 years but not a real follower of Jesus, even though there were moments of breakthrough. I relied on others' teachings and was a lazy believer. I did not read God's word much or spend time in a lot of prayer. In short, I might have looked like a tree but there were no deep roots.

When my sister, who was a beautiful believer and had trusted for healing, died, my faith crumbled. Anger and disappointment took over. For 5 years my heart grew harder and harder [until] the last ember was nearly gone.

Recently, I decided to listen to your podcasts (I remembered you being funny) to help me sleep as I often had trouble. I stirred one night and in the middle of one of your interviews your guest was recounting an event when he and his friends were nearby a church and one of them went in to give the priest a hard time in confession. The priest told him to go outside and look up at the cross and say, 'I don't care.' When he tried to do that, he realised he couldn't. That moment saved him. That moment saved me too. I realised I couldn't say those words either. That was my turning point.

I have a second chance now to be a true follower. I love Jesus, my Bible time, my prayer time and I am learning how to share my faith. I am finally beginning to walk the walk.



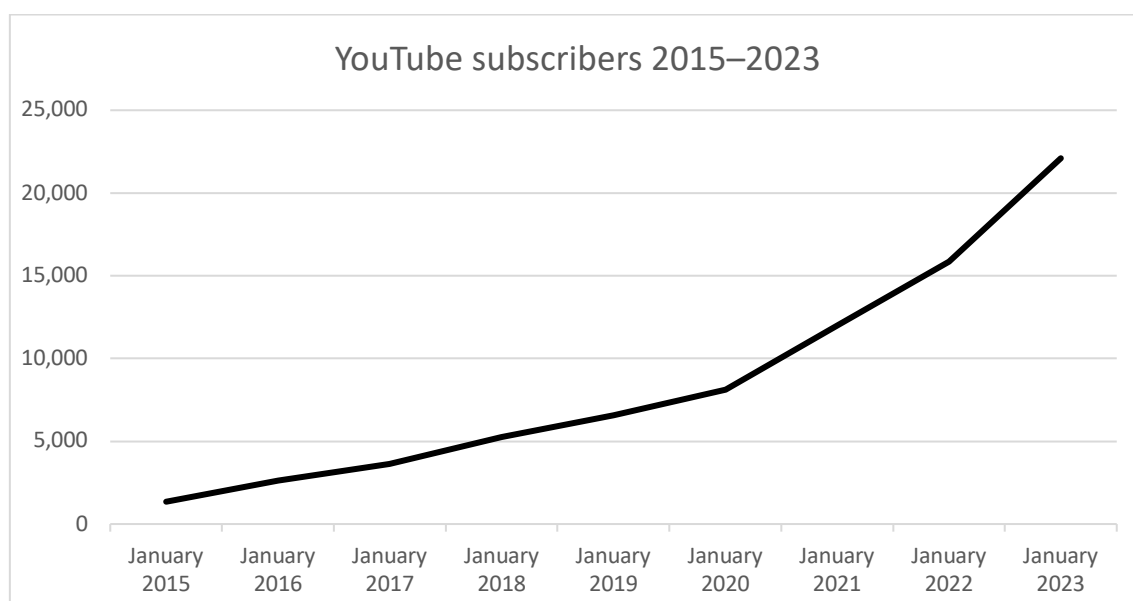
YouTube

The number of subscribers on our YouTube channel grew 39% in the 2022–2023 financial year, this compares to 32% growth in the 2021–2022 financial year. The growth of the platform since 2015 can be seen below.

Our YouTube channel had 1,022,762 views in 2022–2023 compared to 612,000 in 2021–2022, an increase of 67.1%. This equates to approximately 107,600 hours of watch time, which is 60.6% higher than the previous year.

We received 6,200 new YouTube subscribers in 2022–2023, compared to 3,700 subscribers the previous year.

Our YouTube content includes our weekly TV series and other short clips.



Additionally, our historic *Facing the Canon* YouTube channel (not used since May 2019) has received 146,334 views in 2022–2023 and an additional 852 subscribers.

Websites

Our websites remain an important signpost to content and an integral part of our strategy to communicate the relevance of Christianity to a wide audience. They inform visitors of our charitable objectives, our events and the resources produced by the Trust. We have a range of resources available free of charge and others available to purchase online.

Our primary website (www.canonjjohn.com) has continued to be updated. We have continued to refine the user experience and iterate the design to keep it current and to better cross-link resources and media across the site. The canonjjohn.com website has been visited over 595,000 times by more than 422,000 people since its launch in 2019.

The Evangelists' Conference website has been visited over 34,000 times by more than 26,000 people since its launch.

Broadcast

Broadcast has grown and developed significantly over the last year. Our weekly series, *Today with J. John*, aired on GOD TV, Shine TV, Kanal 10, Revelation TV, New Hope TV, TWR-UK, UCB Ireland, Branch FM, YouTube and Facebook.

Episodes were shared on *The J. John Podcast* and short clips from episodes were also shared on social media. These short clips not only provide insight and inspiration to the viewers, but they also signpost to the full interview.

Today with J. John consists of a variety of *Facing the Canon* interviews and sermons. In the last year, the following interviews were broadcast:

Jen Rees Larcombe	Ric Thorpe	Pete Greig
Dr Peter Saunders	Naomi Graham	Debbie Flood
Killy John	Dave Smith	Rich Wilson
Sharon Dirckx	Agu Irukwa	Ward Simpson
Mark Birch-Machin	Roy Crowne	Chris Eaton
Sean Stillman	Trudy Makepeace	Ruth O'Reilly-Smith
Greg Downes	Warren Furman	Justin Brierley
Rachel Mackenzie	Andy Bannister	Tom Price
Lionel Wallace	Alex Jacob	Nicky and Pippa Gumbel
Dr Liz Jones	Ray Bevan	Nicky Gumbel
Graham Dacre	Emma Heath	Michael Youssef (two episodes)
Phil Cooke	Howard Satterthwaite	Paul McGee (two episodes)
Dan Strange	David Shearman	Joseph Boot (two episodes)
Leah Sax	James Ray	

Two special compilation episodes were broadcast:

- Dealing with Addiction
- A Reason for the Hope We Have

The following sermons were also broadcast:

- Why Easter?
- Pentecost – Come Holy Spirit
- Father's Day
- Christmas Unwrapped
- Christian Foundations
- Lazarus

Each episode is worked on by almost the entire staff team, from pre-production through to post-production and distribution, and is shared across our digital platforms, being adapted to best suit the platform and reach the widest audience possible.

Radio and TV

There have been a number of opportunities to join broadcasters on radio and TV stations:

- Interview with UCB Ireland
- Interview with Zoe Wickham
- Meeting with the staff at *The Times* newspaper
- Trans World Radio
- UCB UK
- *Washington Times*
- *Afternoons with Bill Arnold*, a radio programme that plays on 11 stations in the American Midwest.

We have been deeply encouraged by the opportunities we have been given this year to reach hundreds of thousands of people through in-person events, resources, one-to-one meetings, broadcast and other forms of digital media.

Completing this annual report, we are grateful to God for all the lives that we were able to impact in 2022–2023, and we are expectant for all that will happen in the coming year.

Thanks be to God.

A handwritten signature in black ink, appearing to read 'J. John', with a stylized flourish at the end.

Revd Canon J. John
Director

Date: 29th September 2023

Independent Auditor's Report to the Trustees of Philo Trust

Opinion

We have audited the financial statements of Philo Trust (the “charity”) for the year ended 31 March 2023 which comprise the statement of financial activities, the balance sheet, the cashflow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity’s affairs as at 31 March 2023, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on pages 7-8, the Trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty

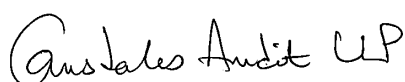
exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the Trustees of the Charity, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Trustees of the Charity those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Trustees of the Charity as a body, for our audit work, for this report, or for the opinions we have formed.



Cansdales Audit LLP

Date: 2 October 2023

Chartered Accountants and Statutory Auditors

St Mary's Court,
Old Amersham,
Bucks, HP7 0UT.

Cansdales Audit LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Statement of Financial Activities

For the Year Ended 31 March 2023

	Note	Unrestricted Funds £	Total 2023 £	Unrestricted Funds £	Total 2022 £
Income & Endowments from:					
Donations and legacies	3	938,549	938,549	695,955	695,955
Investments		2,037	2,037	49	49
Charitable activities:					
Sales		183,140	183,140	106,453	106,453
Other income		150	150	(2,879)	(2,879)
Income from royalties		-	-	222	222
Total Income and endowments		1,123,876	1,123,876	799,800	799,800
Expenditure on:					
Raising funds		5,116	5,116	-	-
Charitable activities	4	1,120,359	1,120,359	807,546	807,546
Total expenditure		1,125,475	1,125,475	807,546	807,456
Net Income/(Expenditure) for the year		(1,599)	(1,599)	(7,746)	(7,746)
Transfers between funds		-	-	-	-
Total funds brought forward		527,471	527,471	535,217	525,217
Total funds carried forward		525,872	525,872	527,471	527,471

Balance Sheet

As at 31 March 2023

	Note	2023 £	2022 £
Fixed Assets:			
Tangible assets	8	67,661	57,355
Current assets:			
Stock	9	95,310	89,127
Debtors	10	94,083	105,418
Cash at bank and in hand		333,776	326,956
		523,169	521,501
Creditors:			
Amounts falling due in one year	11	(64,958)	(51,385)
		(64,958)	(51,385)
Net current assets		458,211	470,116
Total assets less current liabilities		525,872	527,471
Funds			
Restricted general funds			
Designated funds	13	74,626	78,920
Unrestricted funds	13	451,246	448,551
		525,872	527,471

These financial statements were approved and authorised by the Trustees on 29th September 2023 and signed on their behalf by:

T. Baker

Mr Terry Baker
Chair of Trustees

Date: 29th September 2023

Cashflow Statement

For the Year Ended 31 March 2023

	Note	2023	2022
		£	£
Net movement in funds		(1,599)	(7,746)
Adjustment for:			
Depreciation		17,885	18,507
Investment income		(2,037)	(49)
		15,848	18,458
Decrease/(Increase) in stock		(6,184)	(12,406)
Decrease/(Increase) in debtors		11,335	(32,294)
Increase/(Decrease) in creditors		13,573	18,854
		18,724	(27,846)
Net cash from operating income		32,973	(17,134)
Investing activities			
Purchase of fixed assets		(28,190)	(16,481)
Disposal of fixed assets		-	-
Investment income		2,037	49
		(26,153)	(16,432)
Net change in cash and cash equivalents		6820	(33,566)
Cash and cash equivalents at start of year		326,956	360,522
Cash and cash equivalents at the end of year		333,776	326,956

Notes to the Accounts

31 March 2023

Note 1. Accounting Policies

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value except for investment assets, which are shown at fair value.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Account and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved early adoption of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) for accounting periods beginning on or after 1 January 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn. The financial statements are prepared in accordance with the Charities Act 2011.

These financial statements are presented in Sterling, which is the functional currency of the charity and rounded to the nearest £0.

The Trustees consider that due to the amount of reserves available there is no material uncertainty about the Trust's ability to continue as a going concern. There were no transition amendments required upon adoption of FRS 102.

Income

Income is recognised in the period in which the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, income is accounted for as soon as the Trust is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt is more likely than not. Tax recoverable on Gift Aid is accounted for in the period in which the related gift aided amount is received and included in donations with the original gift.

Expenditure

Resources expended are included in the financial statements on an accruals basis including VAT where this cannot be recovered. Grants are accounted for when paid. Certain expenditure is directly attributable to specific activities and has been allocated to those cost categories. Certain other costs, irrecoverable VAT and staff costs are attributable to more than one activity. In these cases the costs have been apportioned to the individual activities on the basis of time spent by staff on matters relating to those activities. Central support costs have been allocated on the basis of resources used.

Governance costs comprise all costs relating to the public accountability of the charity and its compliance with regulation and good practice. These costs include costs relating to the statutory audit.

Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Items with a unit cost below £1,000 are written off through the Statement of Financial Activities unless a number of items bought together with a unit cost below that value exceed £1,000 in total. Depreciation is calculated on a monthly basis so as to write off the unit cost of an asset, less its estimated residual value, on a straight-line basis over the useful economic life of that asset as follows:

Motor vehicles	25%
Office furniture and equipment	20-33%
Fixtures and Fittings	20%
Leasehold	10%

Operating Leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged in the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pensions

The charity offers a workplace pension scheme to all staff members. Charges are made in Statement of Financial Activities as they arise.

Stock

Stock is stated at the lower of cost and net realisable value where cost is the purchase price. Production costs are written off as incurred.

Foreign Exchange

All assets and liabilities held in foreign currencies are translated into Sterling at the rate of exchange at the balance sheet date. Translations in foreign currencies during the year are translated into Sterling at the rate of exchange on the transaction date. All exchange differences are taken into account in arriving at the result for the year.

Tax Status

The Trust is a registered charity within the definitions of section 506(1) Income and Corporation Taxes Act 1988 and therefore is not assessable to Income Tax on any surplus charitable funds.

Fund Accounting

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Trustees make transfers between funds when expenditure is to be met from more than one type of fund. The maximum level of these transfers is agreed by the Trustees prior to the expenditure.

Note 2. Net incoming / (outgoing) resources

		2023	2022
		£	£
This is stated after:			
Auditor's remuneration	- In relation to audit work	5,682	5,265
	- In relation to other work	2,232	5,112
Depreciation		17,885	18,507
Operating lease payments		66,155	40,875

Note 3. Voluntary income

	2023	2022
	£	£
Donations	818,135	656,618
Gift Aid	20,563	21,032
Honoraria	99,851	18,305
Total	938,549	695,955

Note 4. Charitable expenditure

	Salaries	Depreciation	Other costs	Total 2023	Total 2022
	£	£	£	£	£
Grants made (see note 7)	-	-	16,991	16,991	19,243
Resource production costs	51,511	2,146	46,467	100,124	63,790
Resource sales costs	70,827	2,951	33,191	106,969	70,716
Training costs	19,317	805	19,915	40,037	28,125
Conferences	27,902	1,163	39,829	68,894	48,914
Missions	141,655	5,902	318,633	466,190	328,960
Support costs	109,462	4,560	192,506	306,528	231,529
Governance costs	8,585	358	5,683	14,626	16,269
Total	429,259	17,885	673,215	1,120,359	807,546

Note 5. Governance cost

	2023	2022
	£	£
Staff salaries	8,585	10,499
Professional fees	5,683	5,265
Office and other costs	358	505
Total	14,626	16,269

Note 6. Staff costs

	2023	2022
	£	£
Wages and salaries	369,206	326,189
Social Security costs	38,090	38,206
Pension costs	21,963	20,565
Total	429,259	384,960

Staff numbers

	2023	2022
Evangelism	2	2
Support and administration	8	7
Average number of monthly full-time equivalent employees	10	9

During the year, there were 3 (2022: 3) members of staff who are considered key management of the charity. They received remuneration totalling £140,478.37 (2022: £129,669). Included in this was £64,978.29 (2022: £63,668) which was paid to one member of staff.

No remuneration directly or indirectly out of funds of the charity was paid or payable for the year to a Trustee or any persons known to be connected with them in their capacity as Trustees (2022: nil). No reimbursement of expenses has been made or is due to be made to any of the Trustees in respect of the year (2022: nil).

Note 7. Analysis of grants made

	Grants to institutions	Grants to individuals	Total 2023	Total 2022
	£	£	£	£
Grants to carry out Christian ministries and evangelism	1,000	15,991	16,991	19,243
Total	1,000	15,991	16,991	19,243

Note 8. Fixed assets

	Fixtures & Fittings	Leasehold Improvements	Office Furniture & Equipment	Total
	£	£	£	£
Cost:				
At 1 April 2022	45,790	20,087	107,566	173,443
Additions	1,648		26,542	28,190
Disposals	-	-	(46,290)	(46,290)
At 31 March 2023	47,438	20,087	87,818	155,343
Depreciation:				
At 1 April 2022	22,556	8,035	85,497	116,088
Charge for the year	4,662	2,009	11,213	17,884
Disposals	-	-	(46,290)	(46,290)
At 31 March 2023	27,218	10,044	50,420	87,862
Net Book Values:				
At 31 March 2023	20,220	10,043	37,398	67,661
At 31 March 2022	23,234	12,052	22,069	57,355

Note 9. Stock

	2023	2022
	£	£
Books and DVDs	95,310	89,127

During the year the amount of purchased stock expensed had a value of £95,774.

Note 10. Debtors

	2023	2022
	£	£
Trade debtors	11,200	11,104
Gift Aid	20,562	21,032
Accrued income	1,583	
Employee loan	4,250	7,250
VAT	305	2,623
Prepayments and accrued income	56,183	63,409
Total	94,083	105,418

Note 11. Creditors: Amount falling due in less than one year

	2023	2022
	£	£
Trade creditors	12,693	11,031
Credit card	19,328	7,260
Accruals	21,403	22,675
Pension	2,122	-
PAYE Creditor	9,412	10,419
Total	64,958	51,385

Note 12. Funds

	Balance Brought Forward	Income	Expenditure	Transfers	Balance Carried Forward
	£	£	£	£	£
Designated – Fixed assets	57,355	28,190	17,884	-	67,661
Evangelists Conference	21,565	29,623	60,909	16,687	6,966
General funds	448,551	1,066,063	1,046,682	(16,687)	451,245
Total	527,471	1,123,876	1,125,475	-	525,872

The Fixed Assets fund is established to take account of the future use of fixed assets.

The Evangelists' Conference fund recognises that deposits were made at the 2023 conference for the 2024 conference. The fund has been set up to match the income received for the conference against the expenditure of the conference due to occur in January 2024.

Note 13. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed assets	-	67,661	-	67,661
Stock	95,310	-	-	95,310
Other assets less current liabilities	355,936	6,965	-	362,901
Total	451,246	74,626	-	525,872

Note 14. Operating lease commitments

	2023	2022	2023	2022
	Land and Buildings		Other	
Amounts due:	£	£	£	£
In less than one year	33,000	31,874	11,788	10,430
In one to two years	33,196	33,000	3,927	6,896
In two to five years	84,658	22,000	-	-
In more than five years	-	-	-	-
Total	150,854	86,874	15,715	17,326

Note 15. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2023 (2022: nil).

Note 16. Related party transactions

During the year, the charity received donations totalling £6,120 (2022: 4,600) from 3 (2022: 3) Trustees.

Note 17. Control

There is no ultimate controlling party.

PHILO TRUST

England & Wales - Charity number 285762

Accounts

Financial Statements

31 March 2022

Philo Trust

Philo Trust, Witton House, Lower Road, Chorleywood, WD3 5LB

Charity Number 285762

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Administrative Information

Registered Charity Name Philo Trust

Registered Charity Number 285762

Principal Office Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB
Tel: +44 (0)1923 287777

Trustees Mr Terry Baker (Chair)
Mrs Juanita Baker
Mr Adrian Bignell
Mr Mike Carson
Revd Mike Pavlou
Mr Alex Stewart-Clark
Mr David Withers (joined 17 June 2021)

Director Revd Canon J. John

Auditors Cansdales Audit LLP, Chartered Accountants and Registered Auditors, St Mary's Court, Old Amersham, Bucks, HP7 0UT

Bankers NatWest, 16 South Parade, Nottingham, NG1 2JX

Annual Report of the Trustees

The Trustees present their report and the financial statements for the year ended 31 March 2022, which includes the administrative information on page 3.

Constitutional information

Philo Trust is constituted by a Deed of Trust and was established in 1982. The charity's registration number is 285762.

Objectives, organisation and activities

- To proactively take initiative in the organisation and implementation of evangelistic opportunities.
- To reactively respond to invitations – to co-labour with others involved in ongoing and existing evangelistic strategies.
- To equip the next generation of evangelists to fulfil the full measure of their potential within their calling.
- To educate, equip and enthuse believers in order that they may live out the Christian life to its full.

Operational structure

The Trustees met two times this year due to the pandemic, one being a remote meeting. Each meeting has substantially the same principal agenda items: to review current finance and resources, staff and employment matters, the immediate past and future diary of commitments, and to receive reports from staff on particular areas relevant to their responsibilities. The Trustees believe that they serve Philo Trust under God, and Trustee meetings are therefore held in the context of devotional and intercessory prayer.

All policy decisions are reserved to the Trustees, following which implementation is delegated to the staff under the direction of J.John. Any significant financial commitment is referred back to the Trustees before it is agreed and there is close liaison between the Trustees and J.John.

Trustees

New Trustees invited to serve Philo Trust are provided with a copy of the Charity Commission's leaflet 'The Essential Trustee – CC3', and join the Board of Trustees where they are encouraged to ask questions and brief themselves on the current issues being addressed.

At an early stage new Trustees have the opportunity to meet all key members of staff and learn first-hand about the activities, operations and protocols of Philo Trust.

Each Trustee is encouraged to take responsibility for a particular area of the Trust's operation commensurate with their interest, experience and proven competence, and thereafter take the lead when supervising that area, and when developing policy and future plans.

New Trustees are encouraged to identify an area of responsibility in communication with the Chair of the Trustees.

New Trustees are nominated either by a Trustee or J.John. After discussion between the Chair of Trustees and J.John, the nominee meets the present Trustees; prayer and consideration follows. Only if there is unanimous agreement will he or she be appointed to the Board. Decisions are made between the Trustees after prayer, discussion and unanimous agreement between all Trustees and J.John.

Financial review

The 2021-22 financial year was a year of consolidation. With the ongoing effects of the coronavirus pandemic still dramatically affecting our ability to host live events, particularly in the first part of the year, we continued focusing our attention on media and broadcast. Following our initial investment in the studio during the previous year, we invested in further infrastructure and production equipment, enabling us to continue improving the quality of our programmes and other types of media. We were also able to publish a number of new books in the latter part of the year. We have been able to deliver in this way due to the increase in giving from our donors.

Philo Trust has some flexibility within its costs base due to the event nature of some of our work. We have therefore been able to manage costs in line with expenditure, leading to a minimal reduction in reserves and cash flow.

At the end of the first quarter of 2022-2023 the charity is in line with the budget. As with all previous years, the first quarter is slightly below budget, but we are expecting a strong period over the next three to six months.

Reserves policy

The Trustees have established a policy whereby the unrestricted general funds not committed or invested in tangible fixed assets and stock ('the free reserves') held by the charity should not be less than three months normal running costs of the following year's budgeted expenditure. The

expenditure budget to show quarterly budgeted amount of £204,555. Philo Trust, which has worked hard to recoup its reserves over the last few years, had free reserves (excluding those invested in fixed assets, stock and those held in designated funds) at 31 March 2022 of £359,424 for which the Trustees are very grateful. The Trustees review this policy and the level from time to time.

Risk policy

The Trustees review major risks to which the charity is exposed, and systems have been established to mitigate those risks wherever possible. These systems are reviewed periodically to ensure best practice is established for the needs of the charity.

The Trustees have adopted a risk management statement and policy and established a risk register. This enables them to rank risks according to probability and severity.

The Trustees believe that the principal risks and uncertainties are:

Reputational	The Trustees regularly discuss any potential areas which may cause reputational harm to the charity and any necessary action required is discussed and taken accordingly.
Funding	Philo Trust constantly seeks to widen its donor base and encourage regular donations. In order to provide stability during periods of low income Philo Trust seeks to maintain sufficient liquid reserves.
Loss of records	Daily back up of computerised records takes place. This is done via the Cloud so that nothing is only held physically within the Witton House office.

Vision, mission and values

Vision

Our vision is to transform lives by communicating the truth of Christianity.

Mission

To have an impact in every region of the UK, locally and nationally, and specific countries worldwide:

- by presenting the truth of Christianity in a way that enables people to make an informed decision about Jesus Christ.
- by teaching and training Christians to do the same.

How?

Philo Trust has four main areas of operation:

- Proclamation – communicating Christianity
- Training – equipping Christians to communicate Christianity

- Training evangelists – mentoring
- Producing resources for evangelism

Values

Our key focus is to transform the lives of people we meet by communicating the Good News of Christianity in a relevant and accessible way.

We value Bible-based lifestyles, teachable attitudes and unity in the hearts of all those involved.

We desire to be responsive to need and produce resources that meet the needs of the people with whom we are communicating.

We desire everything we do at Philo Trust to be birthed in prayer, in line with the Bible, and in step with the Holy Spirit.

Review of activities

The review of activities for the year is set out in the Annual Report of the Director on pages 10-23.

Plans for future periods

The charity plans to continue the activities outlined above in the forthcoming years subject to satisfactory funding arrangements. We have learned from our operations in the past and will apply the lessons we have learned from our experience to further our future plans.

Public benefit

The Trustees have considered the Charity Commission's general guidance on public benefit and, in particular, the specific guidance on charities for the advancement of religion, when reviewing the Trust's aims and objectives and in planning future activities and setting the grant-making policy for the year.

The Trustees have, in their view, met the public benefit requirement by holding a variety of events across the world which are open to the general public and which seek, in accordance with their vision, to transform lives and thus enable people to live as responsible citizens in their community.

The vision, mission and values of the Trust along with the year's objectives, activities and achievements are set out in this report and in the Annual Report of the Director.

Responsibilities of Trustees

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs in the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and Trust deed.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure

We, the Trustees of the charity confirm, so far as we are aware, that:

- there is no relevant audit information of which the charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

On behalf of the Board of Trustees

A handwritten signature in black ink that reads "T. Baker". The signature is written in a cursive style with a horizontal line underneath the name.

Mr Terry Baker
Chair of Trustees

Date: 6 December 2022

Message from Chair of Trustees

Over the last year, the Trustees and I have truly been privileged to witness the remarkable work of God through the ministry of Philo Trust.

In 2021-22 Philo Trust continued to show its strengths as both a proactive and reactive organisation. With the uncertainties that continue to face and challenge the world today, this is something that will continue to be an essential characteristic for the years ahead.

A Bible verse that has been foundational to the staff team has been Psalm 65:11: *You crown the year with a bountiful harvest; even the hard pathways overflow with abundance.*

This verse has grounded all that the team have both attempted for God and expected from God. As this report shows, we truly have seen an abundance in terms of the reach of our work, particularly in the area of broadcast and media.

It has been a joy to see much of our pre-pandemic work returning, with numerous speaking engagements around the UK and also in Switzerland and the USA. There have been wonderful opportunities to teach, train and equip Christians in the area of evangelism alongside many extraordinary times of proclamation evangelism.

Mentoring has also been a key component of the work of Philo Trust and it has been a joy to see those that J.John mentors flourish in their own areas of ministry.

Philo Trust continues to produce the highest quality resources. We have been particularly encouraged by the response to J.John's two new books this year: *Will I Be Fat in Heaven? And Other Curious Questions*, and *How Can I Pray?* Both reach a different audience, but both are highly effective in explaining the Christian faith.

On behalf of the Trustees, I would like to take this opportunity to thank J.John, Killy, and all the staff who have been exemplary in all that they have done in this last year. I would also like to thank our friends and supporters, without whom none of this important work could take place.

Finally, I also take this opportunity to thank my fellow Trustees for their input and wisdom they bring to Philo Trust.



Mr Terry Baker, Chair of Trustees

Annual Report of the Director

Philo Trust is committed to evangelism through proclamation, training, mentoring and resources.

We have had many opportunities to share the relevance of Christianity in this financial year and I am delighted to share them with you in this report.

Evangelism through Proclamation

We are committed to proclaiming the Good News of Christianity across the UK and around the world. Following a year of cancelled events, we were delighted to see significant responses take place at in-person events. We have continued to strategically use broadcast and media to share the same message to a wider audience.

Evangelism through Training

We are committed to training Christians to share their faith because we believe that evangelism is the task of the whole church. This year, we have had a significant number of opportunities to train and equip Christians to share their faith through friendship evangelism.

Evangelism through Mentoring

We are committed to mentoring and coaching other evangelists. It has been hugely beneficial to begin doing this *in-person* again following a year of digital meetings.

Evangelism through Resources

We have expanded the range of resources available in the last year. Our books have been shared by many Christians to encourage those with no faith to better understand Christianity. We have also seen our range of digital resources used and utilised by an incredibly diverse range of churches worldwide.

Our opportunities: Proclamation

We started the year with much of the United Kingdom meeting remotely and in some form of lockdown. I have been particularly encouraged that our digital resources have continued to help build and equip the church to communicate the Good News of Jesus Christ.

As the year progressed, we all witnessed a gradual easing of restrictions and found we were able to participate and join more people *in-person*. We have continued to pray for an 'overflow of abundance' in all our meetings and events.

Easter 2021

Throughout the pandemic, our team have positioned Philo Trust to allow us to engage more people through digital technology. We started this financial year with Easter and saw a significant number of churches engage with our *Share Easter* resources.

Share Easter saw a collection of free-to-use resources made available to churches across the UK and around the world. In total, we saw 747 churches register to use our resources to intentionally use Easter as an opportunity to reach many with the Good News of Jesus Christ.

Resources included:

- *Why Easter?* – an evangelistic talk.
- *The Seven Last Words of Jesus* – seven reflections on the last words of Jesus from the cross.
- *The Easter Story Animation* – viewed 300,559 times on YouTube.
- Easter songs for worship by Mhairi MacBean, Darlene Zschech, Nicki Rogers, Sheila Walsh, Graham Kendrick and Noel Robinson.
- Lent and Easter articles.

Our resources were also used by a number of broadcast partners including UCB Radio and GOD TV.

Father's Day

We released an evangelistic talk for churches to use at Father's Day. In total, we saw 57 churches register to use the material.

In-person events

As part of our commitment to help the church in the UK build back following the pandemic, I had the opportunity to share the relevance of Christianity with the following local churches. It was a joy to be travelling again and wonderful to see people make commitments:

- Oakleigh Community Church, London
- Soul Church, Norwich
- St Mary Magdalene, East Croydon
- Highworth Community Church, Wiltshire

- Findon Valley Free Church, Findon
- Christ Church, Orpington
- St Thomas, Swansea
- Cornerstone The Church, Walton-on-Thames
- Holy Trinity, Stalybridge

We also had the opportunity to minister in the USA and Switzerland:

- Trinity Church, Dallas
- Hillsong NYC, USA
- C3 Lausanne, Switzerland

I also had numerous opportunities to speak at 'in-person' events at my home church in Chorleywood to support the leadership during the pandemic.

Our opportunities: Training

Training Christians to be more intentional in communicating the relevance of Christianity has continued to form an integral part of our ministry. We work with churches and organisations to equip and inspire Christians to share a positive message of hope.

It was a joy to participate in numerous online opportunities as ministries and organisations gathered Christians to be encouraged and inspired to share their faith.

Conferences that might typically take place 'in-person' moved online and I was delighted to speak at:

- The Scottish Baptist *Lay Preachers' Association Conference*.
- *The Evangelical Fellowship in the Church in Wales Conference*.
- *The Archbishop's College of Evangelists*.
- *Anglican Ablaze 2021* conference for delegates from across South Africa.
- A conference organised by *Christian Concern* for teachers and educationalists.
- A gathering of church leaders by the network *Empowered21 Western Europe*.
- Training event for clergy taking part in the *Accelerator Programme* by the *Church Revitalisation Trust*.
- The St Mellitus College *Evangelist Network – Alumni Event 2021*.

We were also able to support ministries abroad through recording contributions for remote conferences. One highlight was speaking at the *Ilorin Conference* in Nigeria for 500 delegates from churches across the country. I was able to share two talks encouraging Christians and evangelists. On another occasion, I spoke at an event organised by *Union Church* in Hong Kong, sharing and encouraging church members.

I was also able to participate in a number of ministries' digital content including:

- *Inspired... with Simon Guillebaud*, a podcast sharing uplifting and inspiring stories of hope.
- *The Revelation Trust Podcast* with Roy Crowne.
- *Prayer Shield UK*, a prayer initiative hosted by *Jesus House* encouraging prayer for the UK every day of the year.

We were delighted to also be able to travel to events taking place *in-person*:

- *Share the Word*, the annual conference for *CMJ UK*.
- *New Wine Preaching Conference*, encouraging those regularly speaking within churches to 'Preach Christ to the Lost'.
- A training event hosted by the *ARC Global Church* in London.
- *HTB Senior Leaders' Retreat* organised by the *Church Revitalisation Trust*.

Our opportunities: Mentoring

Philo Trust seeks to help support and mentor those who work to share the Christian faith. This takes a number of forms such as speaking 'one-on-one' with individuals, online gatherings of groups of evangelists and supporting our associate evangelists.

Our usual Evangelists' Conference scheduled for January 2022 was postponed until January 2023 owing to Coronavirus restrictions.

We continued to place a specific focus on mentoring associate evangelists. Sam Rennie and I met regularly with associates online throughout the pandemic and also at a three-day retreat organised by Philo Trust. These meetings with small groups of ministry leaders gives an opportunity to network and refocus.

I was also able to join remote meetings organised by fellow evangelists including *The Point Group* and Proclaim Trust's *Evangelists Network*.

Killy John and I have also met one-on-one with over 40 associates, evangelists and ministry leaders.

Our staff team also hosted a morning with Ministry Trainees from Christ Church, Chorleywood. This was an opportunity for staff members to share experiences and wisdom in areas as diverse as finance, event planning and communication.

Our opportunities: Resources

We seek to resource a wide variety of individuals to better understand and communicate the Christian faith. We do so through a variety of methods and platforms, both digital and in print. We have seen a significant increase in this area of our work and are delighted to see our resources being used by more people than ever before.

We received many stories throughout the year of how our resources helped people in their journey of faith. Here is one:

I am writing to thank you once again for the wonderful Easter resources that you have made available this year and to let you know how valuable they are.

I teach Religion at the boys' school where I am employed.

On Tuesday we studied Palm Sunday and I was quite surprised at how little the boys knew about Easter in general. So, on Wednesday we viewed the video of the children's Easter Story book.

What an impact! The boys completely overlooked that it was aimed at younger children and at my instruction wrote 5 things that they learned about Easter in their books.

As they each read their 5 things aloud to the class a reverence and awe seemed to fall in the room. Then, at my invitation the entire class of 23 young teenage boys read the prayer aloud that comes at the end of the video.

What a moment! I will never forget it.

Published Books

Philo Trust continues to publish books which convey and communicate Christianity to a wide audience.

This year we have published:

- *Will I Be Fat in Heaven? And Other Curious Questions* as both a paperback and digital book.
- *How Can I Pray?* – a children's book explaining the Lord's Prayer
- Republished *God With Us* and *Joy to the World*.

Titles are also available for those who are blind and partially sighted through our partnership with the *Torch Trust*. Where available, we have promoted these on our website to encourage their use.

We donated copies of *The Road Home* to 600 delegates at a *New Generation Music* conference.

Five reflections from my book *Joy to the World* were given to the Torch Trust to be given to their clients as a complimentary gift at Christmas.

Articles

Over the course of the year, we have produced 54 articles to resource Christians to better understand and communicate their faith. There has been an 18% increase with over 116,000 (2021: 98,000) views of articles on canonjohn.com in the last year. Additionally, we've seen a 156% increase in the number of eLetters opened which include an article as their main feature. 2022: 748,000 opens (2021: 292,000).

We have been encouraged by the global distribution of my articles and this year we have seen a particular extension of our reach in the USA. We were delighted to see *Christianity Today* publish my *Heroes of the Faith* article on John Stott and articles published in *Real Clear Religion* and *CBN*.

In the UK, the *Church of England Newspaper* has regularly published my articles in their paper and Christian news website *Christian Today* has also published a significant amount of my articles.

Other publications I have been featured in include:

- *Christian Post*
- *Townhall*
- *Metro Voice*
- *Inspire Magazine*
- *Keep the Faith*
- *New Life Publishing*
- *Anglican Mainstream*
- *Christian Headlines*
- *Prophecy Today*
- *The Stream*
- *My Christian Daily*
- *The National Parenting Initiative*
- *Christian News Journal*
- *The Jerusalem Post*

Heroes of the Faith

I have continued writing articles on *Heroes of the Faith* which continue to inspire many of our readers as well as myself. Our team began work in this financial year on a beautifully designed coffee-table book which we anticipate will be available in the next financial year.

The Heroes that I wrote about this year were:

- | | | |
|-------------------------|--------------------------|-------------------------|
| • William Carey | • Martyn Lloyd-Jones | • Angela Burdett-Coutts |
| • Amanda Smith | • Hannah More | • Thomas Cranmer |
| • John Paton | • G.K. Chesterton | • Andrew Murray |
| • John Stott | • Robert Raikes | • Anne Bradstreet |
| • Hudson Taylor | • Rosa Parks | • Bishop Polycarp |
| • Francis Schaeffer | • Nikolaus Zinzendorf | • Olaudah Equiano |
| • John Newton | • Perpetua | • Samuel Zwemer |
| • Elisabeth Elliot | • J.R.R. Tolkien | • Helen Cadbury |
| • William Booth | • Marie Durand | • Mitsuo Fuchida |
| • Harriet Beecher Stowe | • Haik Hovsepien | • Adoniram Judson |
| • Dietrich Bonhoeffer | • Dorothy Sayers | • Richard Baxter |
| • Fanny Crosby | • Wilfred Grenfell | • Charles Finney |
| • Francis of Assisi | • Mary Slessor | |
| • Mildred Cable | • George Frederic Handel | |

I also wrote a number of other articles. These were:

- Prince Philip: a servant in the shadows
- Horses, Carts and Bandwagons: climate change and the gospel
- Europe – a soil now ready for sowing?
- Waking up to Wokeness
- The Sunflower
- Thanksgiving
- Knowing our times and responding to them
- On Ecclesiastical Polygamy
- On Buffet Christianity
- Ukraine
- Time for Lent
- Nail Your Colours to the Mast
- De-cluttering
- Mothers in Tough Times

Digital services and broadcast

Summary

Distributing content whether written, audio or video has been a continued area of growth for Philo Trust. We run a number of platforms to help our work in proclamation, equipping and resourcing reach a new and growing audience.

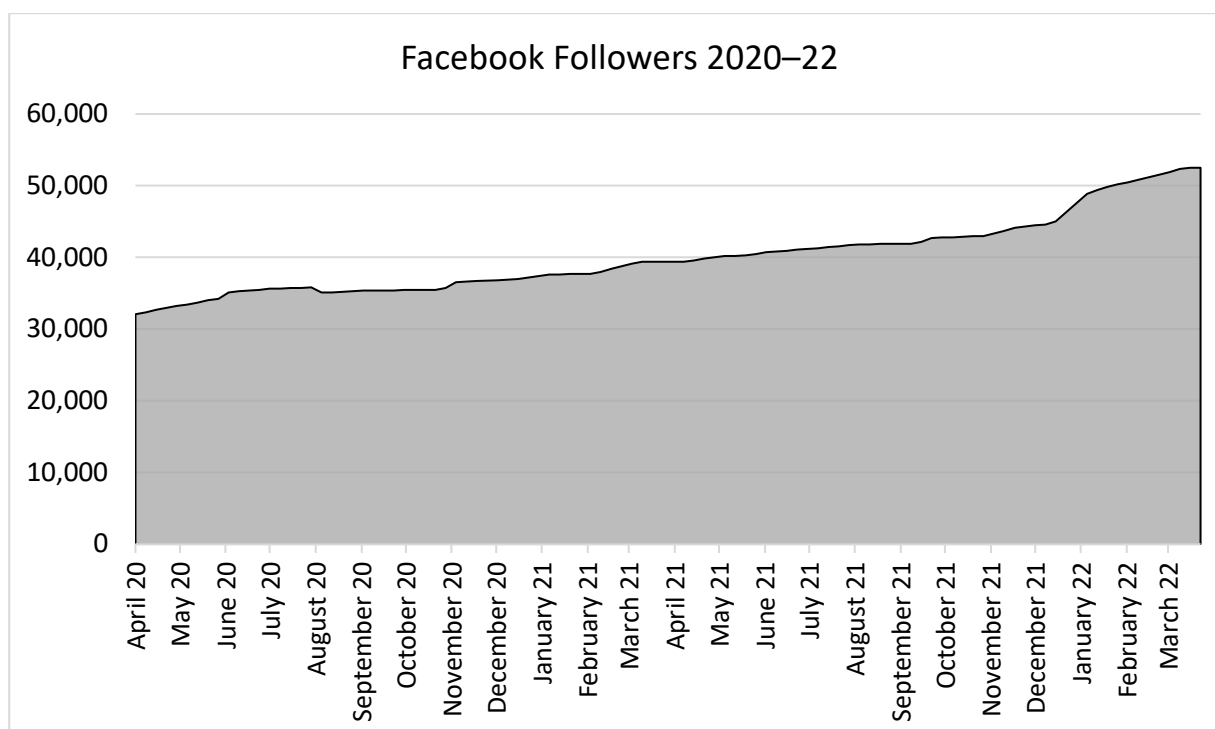
The content shared to these platforms is created to encourage and inspire our followers. We use a range of video, photo and graphics, much of which is extracted from sermons, *Facing the Canon* interviews, and books.

We currently focus on the following media and social media platforms:

- Facebook
- YouTube
- Instagram
- Twitter
- GOD TV (UK, USA, Africa, Asia, Australia) (weekly TV programme)
- Shine TV and the Australian Christian Channel
- Podcasts (The J.John Podcast and Heroes of the Faith podcast).

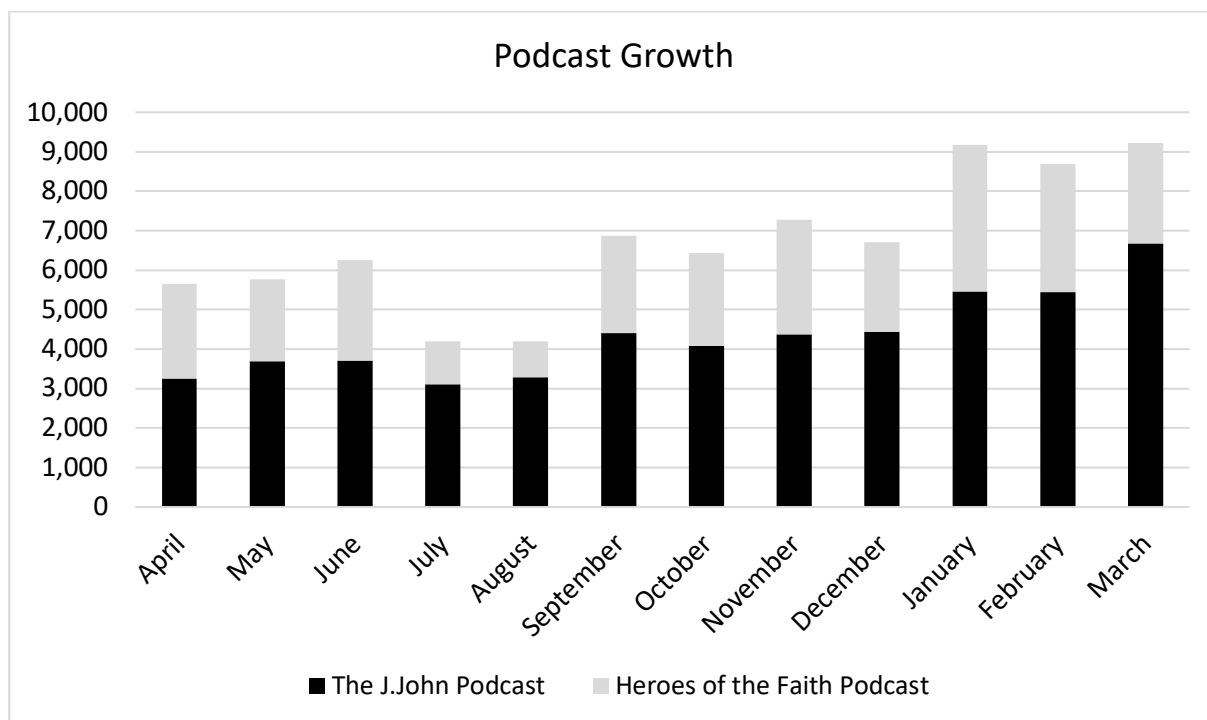
Facebook

Our Facebook page continues to grow at a significant rate. In 2021-22, we saw a 33% increase in followers. This compares to a 27% increase in 2020-21. The 2022-23 financial year is projected to see an even larger increase in followers with a 17% increase in the first quarter alone.



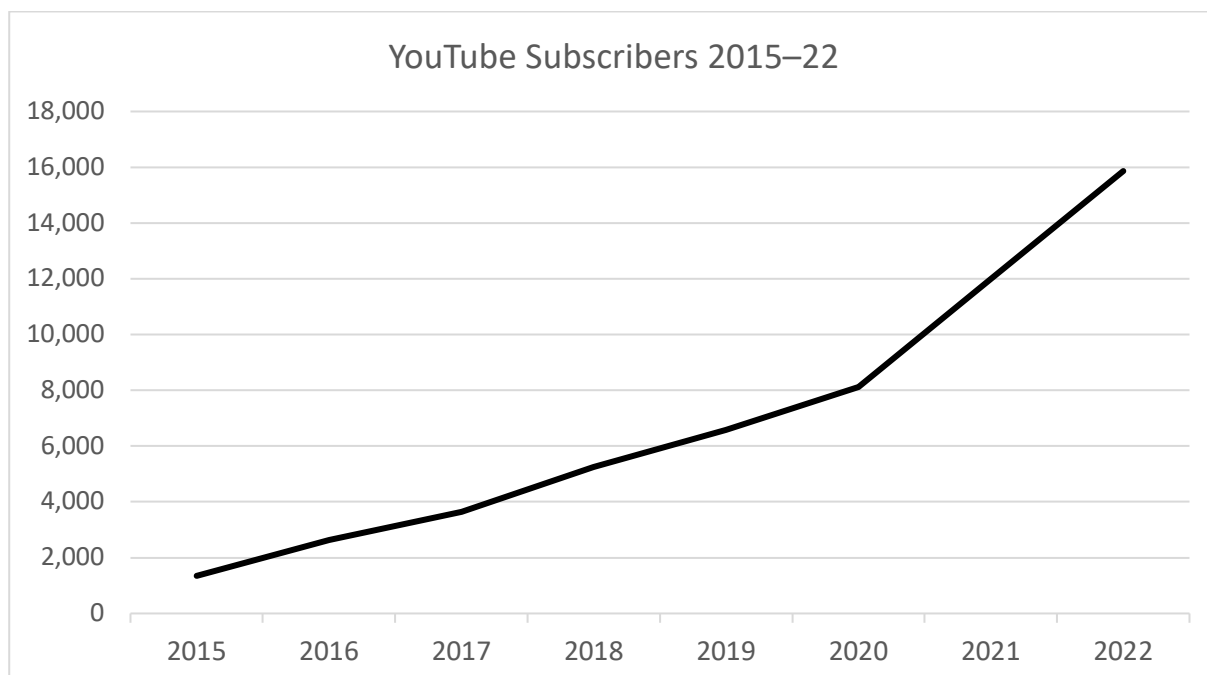
Podcasts

We also saw a 63% growth in monthly podcast downloads between April 2021 and March 2022.



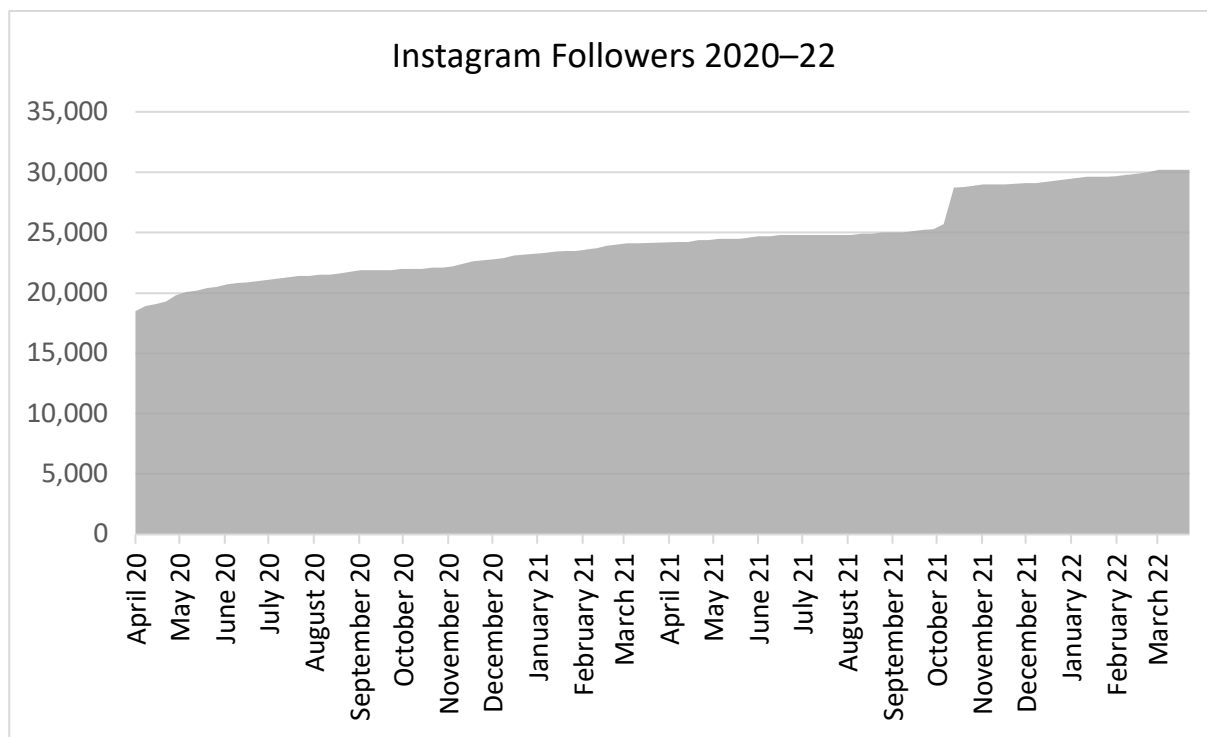
YouTube

The number of subscribers on our YouTube channel grew 32% in the 2021-22 financial year, further accentuating the significant growth since the start of the pandemic. The growth of the platform over the last 7 years can be seen below.



Instagram

We have seen a consistent sustained rate of growth on Instagram. The graph shows a sharp jump in October 2021 which was the result of a viral video. In the 2021-22 financial year, Instagram followers grew by 25%.



Websites

Our websites remain an important signpost to content and an integral part of our strategy to communicate the relevance of Christianity to a wide audience. They inform visitors of our charitable objectives, our events and the resources produced by the Trust. We have a range of resources available free of charge and also others available to purchase online.

- Our primary website (www.canonjjohn.com) has continued to be updated. We have continued to refine the user experience and iterate the design to keep it current and to better cross-link resources and media across the site. The canonjjohn.com website has been visited over 509,740 times by more than 358,000 people since its launch in 2019.
- The JustOne website supporting the various JustOne events we have held and are planning has been visited 113,000 times by more than 77,000 people since its launch in 2017.
- The Evangelists' Conference website has been visited 28,000 times by 21,000 people since its launch.

Social Media

Social media has continued to grow in importance, size and reach. To use Facebook as an example, engagement saw an increase of 74% in comparison to the previous year and the number of Facebook followers grew by 14,300, growing our overall follower numbers by 33%. This rate of growth was 357% higher than the previous 365 days. Our posts had a reach that was 120% higher than the previous year.

Over 38% of all website traffic to www.canonjjohn.com came via social media during this period.

Facebook

- Posts from our Facebook page reached 4,596,797 people. An increase of 129% compared to the previous 365 days. This has resulted in:
 - 1.3 million engagements with our Facebook posts
 - 52k link clicks
 - 38k comments
 - 99k shares
 - 500k reactions to posts
- There have been 3 million views of the videos posted on our @canonjjohn Facebook page this last year. (An increase of 37.7% compared to the previous 365 days.)

Twitter

- The total number of tweets made on the @canonjjohn Twitter account was 679.
- The total number of impressions was over 1.7 million.

Instagram

- Total followers on Instagram increased by 25% to 30,200 people.
- Instagram content reached 704,128 people, an increase of 129% compared to the previous 365 days.
- We had 346,700 video views compared to 733,106 the previous year. The decrease shows the popularity of the daily Word of the Day videos that I filmed during the first coronavirus lockdowns in 2020. The reduced video views on Instagram is a result of us not creating daily Word of the Day videos during this financial year.

YouTube

- The J.John YouTube channel has had over 612,000 views during this year. In comparison, in the previous year there were 606,000 views.
- The number of views on the J.John YouTube channel equates to approximately 67,000 hours of viewing. In comparison, the previous year equates to approximately 51,200 hours of viewing.
- An additional 3,700 people subscribed to the J.John YouTube channel over the course of the year. In comparison, there were 4,000 new subscribers in the previous year.
- Our Facing the Canon YouTube channel has had over 126,000 views this year.
- The number of views on our Facing the Canon YouTube channel equates to approximately 37,000 hours of viewing.
- An additional 697 people subscribed to the Facing the Canon YouTube channel over the course of the year.
 - Since the launch of *J.John on Sundays*, all new episodes of *Facing the Canon* have been published on the main J.John YouTube channel to enable us to streamline and consolidate all of our video media in one place. In real terms, this means that we

expect views on the Facing the Canon channel to decrease over time whilst we expect views on the J.John channel to increase over time.

Broadcast

Broadcast has continued to grow and develop over the last year. Our weekly TV programme *J.John on Sundays* aired on GOD TV, Shine TV (New Zealand), Australian Christian Channel, YouTube and Facebook. Episodes were shared on *The J.John Podcast* and short clips from episodes were also shared on social media. These short clips not only provide insight and inspiration to the viewers, but they also signpost to the full interview. On Facebook alone, short clips from our *Facing the Canon* interviews this year have had 537,812 views.

J.John on Sundays consists of a variety of *Facing the Canon* interviews and sermons. In the last year, I interviewed:

- Mark Greene
- Tanya Walker
- Graham Kendrick
- Rachael Newham
- Rod Williams
- Samara Levy
- Lauren Windle
- Noel Robinson
- Emily Owen
- Dan Morrice
- Marilyn Baker & Tracy Williamson
- Emma Revie
- Ian McDowall
- Chine McDonald
- Paul Jones & Fiona Hendley Jones
- N.T. Wright
- Steve Beegoo
- Nancy Goudie
- Nicky & Sila Lee
- Lou Fellingham
- Michael Emmett
- Tim Sait
- John Lennox
- Revd Phil Chadder
- Gram Seed
- Kevin Shaw
- Celia Apeagyei-Collins
- Maurice Vitty
- Simon Edwards
- Simon Guillebaud
- Mike Beaumont
- Julie Sheldon
- Rico Tice
- Dominic Muir
- Matt Summerfield
- Sheldon Thomas
- Sam Allberry
- Emma Borquaye
- Ed Walker
- Richard Gamble

Each episode is worked on by almost the entire staff team, from pre-production through to post-production and distribution, and is shared across all of our digital platforms, being adapted to best suit the platform and reach the widest audience possible.

Facing the Canon interviews have had:

- 303,550 views on YouTube in 2021-22. This compares to 267,788 views in 2020-21. An increase of 13%.

- In total, *Facing the Canon* interviews had been viewed approximately 1,369,738 times by the end of March 2022.

Podcasts

Our podcasts have had 80,000 downloads in comparison to 49,000 the previous year. A 63% increase.

We have two primary podcasts; *The J. John Podcast* which is released weekly on Wednesdays and *Heroes of the Faith* with J. John and Killy which is released weekly on Saturdays. We also have a podcast entitled *God With Us* which has not been published since Christmas 2020.

The primary audience of both podcasts is the UK; however, they also have sizeable audiences in the United States, Australia, New Zealand and Canada.

Radio and TV

There have been a number of opportunities to join broadcasters on radio and TV stations:

- On six occasions throughout the year, I have participated on *Afternoons with Bill Arnold*, a radio programme that plays on 11 stations in the American Midwest.
- *Inspirational Breakfast* on Premier Christian Radio
- UCB
- BBC Radio Berkshire
- BBC Radio Nottingham
- GOD TV – *Standing Together*

Our reach in 2020–21 was extremely significant, but we are delighted that we have been able to reach even more people in 2021–22.

We have been encouraged by the range and quantity of in-person and broadcast opportunities, both large and small, to see communities in the UK and around the world transformed by Jesus Christ.

Thanks be to God.



Revd Canon J. John
Director

Date: 6 December 2022

Independent Auditor's Report to the Trustees of Philo Trust

Opinion

We have audited the financial statements of Philo Trust (the “charity”) for the year ended 31 March 2022 which comprise the statement of financial activities, the balance sheet, the cashflow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity’s affairs as at 31 March 2022, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on pages 7-8, the Trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty

exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the Trustees of the Charity, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Trustees of the Charity those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Trustees of the Charity as a body, for our audit work, for this report, or for the opinions we have formed.



Cansdales Audit LLP

Date: 3 January 2023

Chartered Accountants and Statutory Auditors

St Mary's Court,
Old Amersham,
Bucks, HP7 0UT.

Cansdales Audit LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Statement of Financial Activities

For the Year Ended 31 March 2022

	Note	Unrestricted Funds £	Total 2022 £	Unrestricted Funds £	Total 2021 £
Income & Endowments from:					
Donations and legacies	3	695,955	695,955	685,271	685,271
Investments		49	49	111	111
Charitable activities:					
Sales		106,453	106,453	65,331	65,331
Other income		(2,879)	(2,879)	24,935	24,935
Income from royalties		222	222	126	126
Total Income and endowments		799,800	799,800	775,774	775,774
Expenditure on:					
Raising funds		-	-	-	-
Charitable activities	4	807,546	807,546	742,691	742,691
Total expenditure		807,546	807,546	742,691	742,691
Net Income/(Expenditure) for the year		(7,746)	(7,746)	33,083	33,083
Transfers between funds		-	-	-	-
Total funds brought forward		535,217	535,217	502,134	502,134
Total funds carried forward		527,471	527,471	535,217	535,217

Balance Sheet

As at 31 March 2022

	Note	2022 £	2021 £
Fixed Assets:			
Tangible assets	8	57,355	59,381
Current assets:			
Stock	9	89,127	76,721
Debtors	10	105,418	71,124
Cash at bank and in hand		326,956	360,522
		521,501	508,367
Creditors:			
Amounts falling due in one year	11	(51,385)	(32,531)
		(51,385)	(32,531)
Net current assets		470,116	475,836
Total assets less current liabilities		527,471	535,217
Funds			
Restricted general funds			
Designated funds	12	78,920	59,381
Unrestricted funds	12	448,551	475,836
		527,471	535,217

These financial statements were approved and authorised by the Trustees on 6th December 2022 and signed on their behalf by:-

T. Baker

Mr Terry Baker
Chair of Trustees

Date: 6 December 2022

Cashflow Statement

For the Year Ended 31 March 2022

	Note	2022	2021
		£	£
Net movement in funds		(7,746)	33,083
Adjustment for:			
Depreciation		18,507	16,337
Investment income		(49)	(111)
		18,458	16,226
Decrease/(Increase) in stock		(12,406)	33,270
Decrease/(Increase) in debtors		(34,294)	(9,097)
Increase/(Decrease) in creditors		18,854	425
		(27,846)	24,598
Net cash from operating income		(17,134)	73,907
Investing activities			
Purchase of fixed assets		(16,481)	(48,808)
Disposal of fixed assets		-	-
Investment income		49	111
		(16,432)	(48,697)
Net change in cash and cash equivalents		(33,566)	25,210
Cash and cash equivalents at start of year		360,522	335,312
Cash and cash equivalents at the end of year		326,956	360,552

Notes to the Accounts

31 March 2022

Note 1. Accounting Policies

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value except for investment assets, which are shown at fair value.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Account and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved early adoption of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) for accounting periods beginning on or after 1 January 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn. The financial statements are prepared in accordance with the Charities Act 2011.

These financial statements are presented in Sterling, which is the functional currency of the charity and rounded to the nearest £0.

The Trustees consider that due to the amount of reserves available there is no material uncertainty about the Trust's ability to continue as a going concern. There were no transition amendments required upon adoption of FRS 102.

Income

Income is recognised in the period in which the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, income is accounted for as soon as the Trust is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt is more likely than not. Tax recoverable on Gift Aid is accounted for in the period in which the related gift aided amount is received and included in donations with the original gift.

Expenditure

Resources expended are included in the financial statements on an accruals basis including VAT where this cannot be recovered. Grants are accounted for when paid. Certain expenditure is directly attributable to specific activities and has been allocated to those cost categories. Certain other costs, irrecoverable VAT and staff costs are attributable to more than one activity. In these cases the costs have been apportioned to the individual activities on the basis of time spent by staff on matters relating to those activities. Central support costs have been allocated on the basis of resources used.

Governance costs comprise all costs relating to the public accountability of the charity and its compliance with regulation and good practice. These costs include costs relating to the statutory audit.

Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Items with a unit cost below £1,000 are written off through the Statement of Financial Activities unless a number of items bought together with a unit cost below that value exceed £1,000 in total. Depreciation is calculated on a monthly basis so as to write off the unit cost of an asset, less its estimated residual value, on a straight-line basis over the useful economic life of that asset as follows:

Motor vehicles	25%
Office furniture and equipment	20-33%
Fixtures and Fittings	20%
Leasehold	10%

Operating Leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged in the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pensions

The charity offers a workplace pension scheme to all staff members. Charges are made in Statement of Financial Activities as they arise.

Stock

Stock is stated at the lower of cost and net realisable value where cost is the purchase price. Production costs are written off as incurred.

Foreign Exchange

All assets and liabilities held in foreign currencies are translated into Sterling at the rate of exchange at the balance sheet date. Translations in foreign currencies during the year are translated into Sterling at the rate of exchange on the transaction date. All exchange differences are taken into account in arriving at the result for the year.

Tax Status

The Trust is a registered charity within the definitions of section 506(1) Income and Corporation Taxes Act 1988 and therefore is not assessable to Income Tax on any surplus charitable funds.

Fund Accounting

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Trustees make transfers between funds when expenditure is to be met from more than one type of fund. The maximum level of these transfers is agreed by the Trustees prior to the expenditure.

Note 2. Net incoming / (outgoing) resources

	2022	2021
	£	£
This is stated after:		
Auditor's remuneration - In relation to audit work	5,265	5,100
- In relation to other work	5,112	4,815
Depreciation	18,507	16,337
Operating lease payments	40,875	56,314

Note 3. Voluntary income

	2022	2021
	£	£
Donations	656,618	663,733
Gift Aid	21,032	18,090
Honoraria	18,305	5,771
Total	695,955	687,594

Note 4. Charitable expenditure

	Salaries	Depreciation	Other costs	Total 2022	Total 2021
	£	£	£	£	£
Grants made (see note 7)	-	-	19,243	19,243	17,592
Resource production costs	34,996	1,682	27,112	63,790	59,860
Resource sales costs	48,995	2,355	19,366	70,716	69,744
Training costs	15,748	757	11,620	28,125	26,497
Conferences	24,497	1,178	23,239	48,914	45,125
Missions	136,486	6,562	185,912	328,960	294,086
Support costs	113,739	5,468	112,322	231,529	212,851
Governance costs	10,499	505	5,265	16,269	16,936
Total	384,960	18,507	404,079	807,546	742,691

Note 5. Governance cost

	2022	2021
	£	£
Staff salaries	10,499	11,361
Professional fees	5,265	5,129
Office and other costs	505	446
Total	16,269	16,936

Note 6. Staff costs

	2022	2021
	£	£
Wages and salaries	326,189	363,287
Social Security costs	38,206	32,070
Pension costs	20,565	21,226
Total	384,960	416,583

Staff numbers

	2022	2021
Evangelism	2	3
Support and administration	7	8
Average number of monthly full-time equivalent employees	9	11

During the year, there were 3 (2021: 3) members of staff who are considered key management of the charity. They received remuneration totalling £129,669 (2021: £139,980). Included in this was £63,668 (2021: £69,159) which was paid to one member of staff.

No remuneration directly or indirectly out of funds of the charity was paid or payable for the year to a Trustee or any persons known to be connected with them in their capacity as Trustees (2021: nil). No reimbursement of expenses has been made or is due to be made to any of the Trustees in respect of the year (2021: nil).

Note 7. Analysis of grants made

	Grants to institutions	Grants to individuals	Total 2022	Total 2021
	£	£	£	£
Grants to carry out Christian ministries and evangelism	1,000	18,243	19,243	17,592
Total	1,000	18,243	19,243	17,592

Note 8. Fixed assets

	Fixtures & Fittings	Leasehold Improvements	Office Furniture & Equipment	Total
	£	£	£	£
Cost:				
At 1 April 2021	39,736	20,087	97,139	156,962
Additions	6,054		10,427	16,481
Disposals	-	-	-	-
At 31 March 2022	45,790	20,087	107,566	173,443
Depreciation:				
At 1 April 2021	17,681	6,027	73,873	97,581
Charge for the year	4,875	2,008	11,624	18,507
Disposals	-	-	-	-
At 31 March 2022	22,556	8,035	85,497	116,088
Net Book Values:				
At 31 March 2022	23,234	12,052	22,069	57,355
At 31 March 2021	22,055	14,060	23,266	59,381

Note 9. Stock

	2022	2021
	£	£
Books and DVDs	89,127	76,721

During the year the amount of purchased stock expensed had a value of £77,437.

Note 10. Debtors

	2022	2021
	£	£
Trade debtors	11,104	26,809
Gift Aid	21,032	15,767
Employee loan	7,250	-
Wages control	-	5,098
VAT	2,623	462
Prepayments and accrued income	63,409	22,988
Total	105,418	71,124

Note 11. Creditors: Amount falling due in less than one year

	2022	2021
	£	£
Trade creditors	11,031	11,334
Credit card	7,260	13,691
Accruals	22,675	6,854
PAYE Creditor	10,419	652
Total	51,385	32,531

Note 12. Funds

	Balance Brought Forward	Income	Expenditure	Transfers	Balance Carried Forward
	£	£	£	£	£
Designated – Fixed assets	59,381	16,481	18,507	-	57,355
Evangelists Conference	-	21,565	-	-	21,565
General funds	475,836	761,754	789,039	-	448,551
Total	535,217	799,800	807,546	-	527,471

The Fixed Assets fund is established to take account of the future use of fixed assets.

The Evangelists' Conference fund recognises that during Covid, our annual conference was postponed. The fund has been set up to match the income received for the conference against the expenditure of the conference due to occur in January 2023.

Note 13. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed assets	-	57,355	-	57,355
Stock	89,127	-	-	89,127
Other assets less current liabilities	359,424	21,565	-	380,989
Total	448,551	78,920	-	527,471

Note 14. Operating lease commitments

	2022	2021	2022	2021
	Land and Buildings			Other
Amounts due:	£	£	£	£
In less than one year	31,874	30,000	10,430	8,489
In one to two years	33,000	15,000	6,896	3,534
In two to five years	22,000	-	-	-
In more than five years	-	-	-	-
Total	86,874	45,000	17,326	12,023

Note 15. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2022 (2021: nil).

Note 16. Related party transactions

During the year, the charity received donations totalling £4,600 (2021: 4,200) from 3 (2021: 3) Trustees.

Note 17. Control

There is no ultimate controlling party.

PHILO TRUST

England & Wales - Charity number 285762

Accounts

Financial Statements

31 March 2021

Philo Trust

Philo Trust, Witton House, Lower Road, Chorleywood, WD3 5LB

Charity Number 285762

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Administrative Information

Registered Charity Name Philo Trust

Registered Charity Number 285762

Principal Office Witton House, Lower Road, Chorleywood, Rickmansworth, WD3 5LB
Tel: +44 (0)1923 287777

Director Revd Canon J. John

Trustees Mr Terry Baker (Chair)
Mrs Juanita Baker
Mr Adrian Bignell
Mr Mike Carson
Revd Mike Pavlou
Mr Alex Stewart-Clark

Auditors Cansdales Audit LLP, Chartered Accountants and Registered
Auditors, Bourbon Court, Nightingales Corner, Little Chalfont,
HP7 9QS

Bankers NatWest, 16 South Parade, Nottingham, NG1 2JX

Annual Report of the Trustees

The Trustees present their report and the financial statements for the year ended 31 March 2021, which includes the administrative information on page 3.

Constitutional information

Philo Trust is constituted by a Deed of Trust and was established in 1982. The charity's registration number is 285762.

Objectives, organisation and activities

- To proactively take initiative in the organisation and implementation of evangelistic opportunities.
- To reactively respond to invitations – to co-labour with others involved in ongoing and existing evangelistic strategies.
- To equip the next generation of evangelists to fulfil the full measure of their potential within their calling.
- To educate, equip and enthuse believers in order that they may live out the Christian life to its full.

Operational structure

The Trustees met two times this year due to the pandemic, one being a remote meeting. Each meeting has substantially the same principal agenda items: to review current finance and resources, staff and employment matters, the immediate past and future diary of commitments, and to receive reports from staff on particular areas relevant to their responsibilities. The Trustees believe that they serve Philo Trust under God, and Trustee meetings are therefore held in the context of devotional and intercessory prayer.

All policy decisions are reserved to the Trustees, following which implementation is delegated to the staff under the direction of J.John. Any significant financial commitment is referred back to the Trustees before it is agreed and there is close liaison between the Trustees and J.John.

Trustees

New Trustees invited to serve Philo Trust are provided with a copy of the Charity Commission's leaflet 'The Essential Trustee – CC3', and join the Board of Trustees where they are encouraged to ask questions and brief themselves on the current issues being addressed.

At an early stage new Trustees have the opportunity to meet all key members of staff and learn first hand about the activities, operations and protocols of Philo Trust.

Each Trustee is encouraged to take responsibility for a particular area of the Trust's operation commensurate with their interest, experience and proven competence, and thereafter take the lead when supervising that area, and when developing policy and future plans.

New Trustees are encouraged to identify an area of responsibility in communication with the Chair of the Trustees.

New Trustees are nominated either by a Trustee or J.John. After discussion between the Chair of Trustees and J.John, the nominee meets the present Trustees; prayer and consideration follows. Only if there is unanimous agreement will he or she be appointed to the Board. Decisions are made between the Trustees after prayer, discussion and unanimous agreement between all Trustees and J.John.

Financial review

The year 2020–2021 was a year of fast-paced adjustment due to the ever-changing landscape caused by the coronavirus pandemic. Philo Trust focused on ensuring that despite the change in delivery style, its objectives would continue to be met. In the process of pivoting around the deliverables of the Trust, we were able to make significant expenditure reductions through a restructuring process to ensure that the fall in the levels of income were matched by a reduction in expenditure. Relying on our reserves enabled us the ability to invest in a new TV studio, prior to receiving donations for the expenditure, which facilitated most of our online media and broadcast work as our traditional methods of delivering services were unavailable. We developed new ways of working, which enabled organisations and individuals to stay connected with the charity when traditional support mechanisms were in disarray. We continued to bring our debtor balances down to a more realistic level and worked to reduce the levels of stock held.

In the light of the coronavirus crisis, Philo Trust has taken regard to its Going Concern Policy in line with the Financial Reporting Council's notes for the current situation. Philo Trust was well situated to be able to manage the constraints around the virus. We continued to ensure that our IT Security Policy and Business Continuity Policy were robust ensuring that staff were able to continue with their work, regardless of whether they were in the office or working from elsewhere.

Entering the second annual budget with the coronavirus situation still ongoing, we have prepared a budget based on our experience of the previous year, rather than what we consider a year

where Philo Trust is able to communicate its message at full capacity. Working in a situation where we are significantly below normal expenditure levels does give the appearance of inflating the reserves. However, there is an expectation that reserve levels will return to normal in the 2022–2023 year.

Early results for the first two months of 2020–2021 showed Philo Trust was slightly below expected budget levels. As our cash funds remain strong, we expect to weather the 2021–2022 year reducing any going-concern issues.

Reserves policy

The Trustees have established a policy whereby the unrestricted general funds not committed or invested in tangible fixed assets and stock ('the free reserves') held by the charity should not be less than three months normal running costs of the following year's budgeted expenditure. Due to the coronavirus situation that was developing at the year-end a budget was prepared, reducing the expenditure budget to show quarterly budgeted expenditure of £179,266. Philo Trust, which has worked hard to recoup its reserves over the last few years, had free reserves (excluding those invested in fixed assets, stock and those held in designated funds) at 31 March 2021 of £360,522 for which the Trustees are very grateful. The Trustees review this policy and the level from time to time.

Risk policy

The Trustees review major risks to which the charity is exposed, and systems have been established to mitigate those risks wherever possible. These systems are reviewed periodically to ensure best practice is established for the needs of the charity.

The Trustees have adopted a risk management statement and policy and established a risk register. This enables them to rank risks according to probability and severity.

The Trustees believe that the principal risks and uncertainties are:

Reputational	The Trustees regularly discuss any potential areas which may cause reputational harm to the charity and any necessary action required is discussed and taken accordingly.
Funding	Philo Trust constantly seeks to widen its donor base and encourage regular donations. In order to provide stability during periods of low income Philo Trust seeks to maintain sufficient liquid reserves.
Loss of records	Daily back up of computerised records takes place. This is done via the Cloud so that nothing is only held physically within the Witton House office.

Vision, mission and values

Vision

Our vision is to transform lives by communicating the truth of Christianity.

Mission

To have an impact in every region of the UK, locally and nationally, and specific countries worldwide:

- by presenting the truth of Christianity in a way that enables people to make an informed decision about Jesus Christ.
- by teaching and training Christians to do the same.

How?

Philo Trust has four main areas of operation:

- Proclamation – communicating Christianity
- Training – equipping Christians to communicate Christianity
- Training evangelists – mentoring
- Producing resources for evangelism

Values

Our key focus is to transform the lives of people we meet by communicating the Good News of Christianity in a relevant and accessible way.

We value Bible-based lifestyles, teachable attitudes and unity in the hearts of all those involved.

We desire to be responsive to need and produce resources that meet the needs of the people with whom we are communicating.

We desire everything we do at Philo Trust to be birthed in prayer, in line with the Bible, and in step with the Holy Spirit.

Review of activities

The review of activities for the year is set out in the Annual Report of the Director on pages 12-23.

Plans for future periods

The charity plans to continue the activities outlined above in the forthcoming years subject to satisfactory funding arrangements. We have learned from our operations in the past and will apply the lessons we have learned from our experience to further our future plans.

Public benefit

The Trustees have considered the Charity Commission's general guidance on public benefit and, in particular, the specific guidance on charities for the advancement of religion, when reviewing the Trust's aims and objectives and in planning future activities and setting the grant-making policy for the year.

The Trustees have, in their view, met the public benefit requirement by holding a variety of events across the world which are open to the general public and which seek, in accordance with their vision, to transform lives and thus enable people to live as responsible citizens in their community.

The vision, mission and values of the Trust along with the year's objectives, activities and achievements are set out in this report and in the Annual Report of the Director.

Responsibilities of Trustees

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs in the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and Trust deed.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure

We, the Trustees of the charity confirm, so far as we are aware, that:

- there is no relevant audit information of which the charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as Trustees in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

On behalf of the Board of Trustees

A handwritten signature in black ink that reads "T. Baker". The signature is written in a cursive style with a long horizontal stroke underneath the name.

Mr Terry Baker
Chair of Trustees

Date: 6 September 2021

Message from Chair of Trustees

In my fourteen years as the Chair of Trustees, I have been privileged to witness the work of God first-hand through the work and ministry of Philo Trust. Like every charity across the UK and around the world, this financial year has been defined in many ways by the coronavirus pandemic, but as this set of Annual Accounts shows, Philo Trust has not only survived but thrived throughout this season.

Two words that have been used frequently this year to define our work during this season have been *adapt* and *increase*.

Philo Trust has adapted incredibly well into a new season of ministry brought about by the onslaught of the coronavirus pandemic. With months of events cancelled in March 2020, the new financial year began with a requirement to move the whole ministry online. With the entire staff team working from home, the report below details the significant amount of work undertaken to allow the charity to continue to meet its charitable objectives as we have always done, but incredibly in completely new and creative ways.

Not only was the adaption to this new way of working a real success, but we have also seen significant increase in many areas of the ministry. To give an example, in 'normal' years, Philo Trust might expect to be involved in up to 20 town/city-wide Christmas carol services. The pandemic forced us to do things differently and so our *Share Christmas* initiative saw 1,398 churches from around the world register their interest in using our video resources in their online carol services. This enabled many thousands of people to hear the message of Christianity in an online setting.

This year, perhaps more than ever, I want to thank our wonderful donors from around the world who have not only enabled this work to continue throughout the pandemic but have really invested to allow the charity to adapt and thrive during this season. Without their support, this ministry would simply cease to exist.

On behalf of the Trustees, I would like to thank J. John and Killy and all of the staff. The Philo Trust team have worked very hard this year to achieve an amazing response to the coronavirus pandemic despite the numerous challenges that have come their way. The new ideas, and the strategic changes made as we navigated the pandemic, have been an overwhelming success and make this an excellent report.

I also take this opportunity to thank my fellow Trustees for their input, wisdom, and the diversity of wisdom they bring to Philo Trust.

A handwritten signature in black ink that reads "T. Baker". The signature is written in a cursive style with a horizontal line underneath the name.

Mr Terry Baker
Chair of Trustees

Annual Report of the Director

Philo Trust is committed to evangelism through proclamation, training, mentoring and resources. This last year has been unlike any other year we have seen in 41 years of ministry, but despite the challenges of lockdowns and cancelled meetings, we have had many opportunities to share the relevance of Christianity. I am delighted to share them with you in this report.

Evangelism through Proclamation

We are committed to proclaiming the Good News of Christianity across the UK and around the world. With church communities meeting online we have adapted our way of working and have participated in thousands of churches' services and online events sharing a positive message of hope. Additionally, we have shared that same message through television, radio, podcast, print media and a renewed and strategic focus on social media.

Evangelism through Training

We are committed to training Christians to share their faith because we believe that evangelism is the task of the whole church. This year, we have had a significant number of opportunities to teach the principles of praying, caring and sharing.

Evangelism through Mentoring

We are committed to mentoring and coaching other evangelists. Although we have not been able to meet in person with many of our associate evangelists, we have continued to develop and sharpen our shared desire to see communities changed and lives restored through online meetings.

Evangelism through Resources

We have expanded the range of resources available in the last year. Our books have been shared by many Christians to encourage those with no faith to better understand Christianity. We have also seen our range of digital resources used and utilised by an incredibly diverse range of churches worldwide.

Our opportunities: Proclamation

This year began with the first national lockdown in the UK due to the coronavirus. We have remained steadfast in our commitment to sharing the message of Christianity, and although our usual methodology was not possible due to the coronavirus, our team have adapted and enabled many hundreds of thousands of people to hear the Good News of Jesus Christ.

Easter 2020

We shared an Easter message during the first lockdown which was broadcast live on YouTube and Facebook. This live event was billed as 'Easter with J. John' with Christians encouraged to 'hit share' to share the broadcast with their friends and social media followers. Many viewers indicated a response to the message or a desire to connect with a local church. Our team worked remotely with a broadcast partner to arrange the live event with staff working from four locations to ensure its success.

We also pre-recorded an Easter message that was broadcast to 120 prisons and across the GOD TV global network. It was a privilege to be able to share at a particularly difficult time with prisoners who were unable to see family over the Easter weekend. In the early days of the pandemic, prior to building our studio, we filmed this message on a mobile phone at my home, with my wife, Killy, operating the camera.

Pentecost 2020

With the increase in online events and an increased number of speaking requests, I spoke at seven different Pentecost events in 2020. I would normally speak at one.

I spoke at:

- Cornerstone The Church, Walton-on-Thames
- Soul Survivor, Watford
- KingsGate, Peterborough
- Enfield Vineyard
- Soul Church, Norwich
- London School of Theology
- Christ Church, Chorleywood

Christmas 2020

As demand for speaking engagements continued to rise, and with the cancellation of our Christmas events, we launched *Share Christmas*, an initiative with free-to-use Christmas video content for churches including:

- A Christmas message.
- A Christmas Bible reading by Sir David Suchet.
- A Christmas message from Sir Cliff Richard.
- A Christmas song by Matt Redman.
- *The Christmas Story* – an animated retelling of the nativity for children and families.

- A full Christmas service – for churches without the technical ability to create a full-length online service.
- A full Christmas service for Elim churches – we partnered with the Elim denomination to produce a full service that Elim churches could use as part of their Elim Christmastime initiative.

Incredibly, we saw the following:

- 1,398 churches register for *Share Christmas*. Our analysis shows:
 - 1,322 from the UK
 - 76 from elsewhere around the world

Whilst it is not possible to have a definite number for how many of the registered churches used the content, our analysis shows that the sermon, full Christmas service and the full service specifically for Elim churches were jointly downloaded a total of 1,093 times.

Additionally, I was able to speak at a special Christmas service for the National Prison Radio to 120 prisons.

Our content was used by various broadcast partners as part of special shows or throughout their Christmas period:

- UCB2 Radio
- GOD TV

In-person events

We overcame the limitations of lockdown on a number of occasions, and I was able to speak at a number of events including *Carols by Carlight*, a joint event with the Vineyard Church, Enfield and New River Church. Together we shared the Good News of Jesus at a special Christmas event with over 400 cars and an estimated 2,000 people at a drive-in cinema.

I also had numerous opportunities to speak at 'in-person' events at my home church in Chorleywood to support the leadership during the pandemic.

Online events

Across the year there were opportunities to share the relevance of Christianity with communities meeting online. I was able to share evangelistic talks with local churches in Enfield and Loudwater.

I also shared an evangelistic message at a 24-hour online event titled 'TODAY'. During this event 50 evangelists from around the world each shared the gospel on a continuous live stream. We are encouraged that 128,000 people viewed some part of the livestream with 57,000 engaging whether 'liking' or commenting. It was encouraging to see many of our associate evangelists also taking part.

Our opportunities: Training

Training Christians to be more intentional in communicating the relevance of Christianity has continued to form an integral part of our ministry. We work with churches and organisations to equip and inspire Christians to share a positive message of hope.

It was a joy to participate in numerous online opportunities as ministries and organisations gathered Christians to be encouraged and inspired to share their faith.

A number of conferences that might typically take place 'in person' moved online and I was delighted to speak at:

- *The Exponential Europe Conference* for church leaders looking to grow their churches with church leaders attending from all over Europe.
- *The Ekklesia Conference* hosted by Share Jesus International.
- *The Stronger Network* hosted by St Albans, Fulham.
- *Keswick Ministry*, Ayrshires' online conference.
- *Thy Kingdom Come*, with an interview with Revd Chris Russell distributed on their Instagram account.

With the increased use of digital events, I was able to speak at events outside the UK without needing to travel. A number of opportunities included:

- Speaking with Elim Church pastors from across New Zealand at an online gathering.
- Participating in an online event with churches across Ireland to celebrate St Patrick's Day. Hosted by the Evangelical Alliance, Ireland.
- An interview with ARC Church, USA which has since become an online evangelism resource.
- Speaking to over 7,500 who joined an online evening event at Life Church, Memphis.
- Encouraging staff, volunteers and interns at The Altitude Mission, France.
- Speaking at a *Refuel* event hosted by Cornerstone Community Church, Singapore.

I was also able to encourage my local church and filmed many different videos for use during online Sunday services and at their morning devotions.

Other opportunities included:

- A personal full-length message to encourage the Christian bookshop trade in the UK. This was in place of their annual conference.
- Reflections on marriage broadcast on GOD TV.
- An online interview with the Salvation Army, Sunderland.
- A Facebook live event with the Evangelical Alliance, UK focusing on how to share our faith during the pandemic.
- An interview with Youth for Christ, UK.
- Speaking at a training event hosted by Christians Against Poverty.
- Joining Ruach City Church, London for an online event.

- Speaking at *The Common Sense Network* hosted by Mike Omoniyi.
- Speaking at an online event hosted by Christians at Your Service.
- Speaking with the church leaders from across Bromley, London.

My colleague Andrew Hawkins was able to run six training events as online webinars covering how to share our faith and *The Natural Evangelism Course*. These live events were later available online for use by churches and their communities.

Our opportunities: Mentoring

Philo Trust seeks to help support and mentor those who work to share the Christian faith. This takes a number of forms such as speaking 'one-on-one' with individuals and online gatherings of groups of evangelists.

Our usual Evangelists' Conference scheduled for January 2021 was postponed owing to Covid restrictions to January 2022.

We continued to place a specific focus on mentoring associate evangelists, despite not being able to meet in person. Philo Trust hosted three online zoom meetings providing a small group of ministry leaders with an opportunity to network and refocus.

Killy John and I have also met one-on-one with over 40 associates, evangelists and ministry leaders including:

Lou Fellingham
Stephen Hance
Barry Woodward
Carrie Headington
Andy Economides
Mike Pilavachi
Victoria Craig
Mark Warom
Tim Saiset

Keith Mitchell
Pastor Agu
Amy Orr-Ewing
Carson Pue
David Bennett
Steve Abbott
Tom Smiley
Ian McDowall
Jodie Collins

Joe Boot
Ruth Roff
Leighton Ford
Thea Muir
Steve Beegoo
Mike T. Omoniyi
Greg Downes

Our opportunities: Resources

We seek to resource a wide variety of individuals to better understand and communicate the Christian faith. We do so through a variety of methods. Encouraging the church to remain optimistic and faith filled has been an essential element of our work during the past year.

Published Books

Philo Trust continues to expend effort to publish books which convey and communicate Christianity to a wide audience.

This year we have published a Bible reading aid titled *The Robert Murray M'Cheyne Bible Reading Plan*. This has been used to encourage Christians to develop healthy habits to read the Bible.

Titles are also available for those who are blind and partially sighted through our partnership with the Torch Trust. Where available, we have promoted these on our website to encourage their use.

We donated 3,290 copies of our Easter title *It Is Finished* for use in prisons.

Articles

Over the course of the year, we have produced 52 articles to resource Christians to better understand and communicate their faith. There have been over 98,000 views of articles on our canonjohn website in the last year, with over 48,000 of those views coming from Facebook. Additionally, eLetters which included an article as their main feature were opened 292,000 times.

With an increased number of articles published in the last year, we have found that many media outlets have chosen to regularly feature my articles in their printed publications and online platforms. These outlets include *Church of England Newspaper*, *Sorted Magazine*, *GOD TV* blog, *Christian Today*, *Keep the Faith*, and *Joy!* (South Africa). Other outlets such as *My Christian Daily*, *Inspire* magazine, and the *Paphos Post* (Cyprus) have also published articles.

I wrote a number of articles to inspire and encourage people at the start of the coronavirus pandemic. These are listed below:

- Touching Reality
- A Letter I Don't Want to Write
- For a Time of Anxiety
- Recipe for Resilience
- Solving the Mystery
- Will We Have a Summer Holiday?
- Don't Rush for the Exit!
- The Rainbow
- Behind the Mask
- Living in Times of Turmoil
- Nothing to Fear

Heroes of the Faith

I have written 36 articles on some of my *Heroes of the Faith*. These have been a real encouragement to me as I have learnt more and pondered what we can learn from their lives and their work. The team have enabled these articles to be shared through a wide variety of means including:

- As articles on our website and mailing list.
- Through our social media accounts.
- My wife Killy has recorded a podcast sharing a different hero each week with a brand-new audience.

I have chosen a wide variety of heroes highlighting some amazing men and women from a wide variety of nationalities and cultures including:

William Wilberforce	Amy Carmichael	Elizabeth Fry
Josephine Butler	Charles Simeon	Rembrandt
Billy Bray	Edward Jenner	Pandita Ramabai
Harriet Tubman	Blaise Pascal	Charles Spurgeon
John Bunyan	Shi Meiyu	Lilias Trotter
George Müller	Lord Shaftesbury	St Valentine
John Chrysostom	Sojourner Truth	Michael Faraday
Mary Jones	Johann Sebastian Bach	George Washington Carver
Augustine of Hippo	Mary	Gladys Aylward
Robert Murray M'Cheyne	Joseph	Apolo Kivebulaya
William Seymour	St Nicholas	James Clerk Maxwell
Corrie ten Boom	C.S. Lewis	William Holman Hunt

Digital services and broadcast

In the past we have reported website and social media statistics as part of our commitment to produce high-quality resources. Our commitment to evangelism through proclamation, training, mentoring and resources has happened over the past 12 months both physically at opportunities such as events but also more commonly now through digital outlets.

Philo Trust has a range of outlets which we review regularly and seek to grow to increase our presence and reach.

Websites

Our websites remain an important signpost to content and an integral part of our strategy to communicate the relevance of Christianity to a wide audience. They inform visitors of our charitable objectives, our events and the resources produced by the Trust. We have a range of resources available free of charge and also others available to purchase through our online shop.

- Our primary website (www.canonjjohn.com) has continued to be updated. We have continued to refine the efficiency of e-commerce processes and added extra functionality and security.
- The canonjjohn.com website has been visited over 364,000 times by more than 247,000 people since its launch in 2019.
- The JustOne website supporting the various JustOne events we have held and are planning has been visited over 111,000 times by more than 75,000 people since its launch in 2017.
- The Evangelists' Conference website has been visited over 23,000 times by more than 17,000 people since its launch in 2017.

Social Media

A defining hallmark of the global response to the coronavirus has been the increased use of online media. It was a joy to see our team rise to the challenge of continuing to share the Good News of Jesus with an increasing global audience.

Without a doubt, social media channels have also grown in their reach and significance for the ministry over the past year. A key focus has been to reflect the charitable objectives of the Trust in our online presence and this has been done to great effect. To use Facebook as an example, engagement saw an increase of 113% in comparison to the previous year, new follower numbers increased 77.8% more than the previous year, and our posts had a reach that was 60.8% higher than the previous year.

Facebook

- The total number of impressions of our Facebook posts was over 13 million.
- The total reach of our Facebook posts was over 2.6 million.
- There have been 2.2 million views of the videos posted on our @canonjjohn Facebook page this last year.

Twitter

- The total number of tweets made on the @canonjjohn Twitter account was 725.
- The total number of impressions was over 2.2 million.

Instagram

- The total number of posts made to our @canonjjohn Instagram profile this last year was 512.
- Total followers on Instagram increased by 34% to 24,200 people.
- The total number of impressions was over 6.1 million.
- Interaction on Instagram has grown considerably this year. We had 126,159 video views (an increase of 336%).

YouTube

- Our Philo Trust YouTube channel has had over 600,000 views during this year. In comparison, in the previous year there were 251,400 views.
- The number of views on our Philo Trust YouTube channel equates to approximately 51,200 hours of viewing. In comparison, the previous year equates to approximately 27,600 hours of viewing.
- An additional 4,000 people subscribed to the J.John YouTube channel over the course of the year. In comparison, there were 1,500 new subscribers in the previous year.
- Our Facing the Canon YouTube channel has had over 167,000 views this year.
- The number of views on our Facing the Canon YouTube channel equates to approximately 49,900 hours of viewing.
- An additional 905 people subscribed to the Facing the Canon YouTube channel over the course of the year.

Over the year we have been involved with many different initiatives and opportunities. The following are some highlights.

It was a joy to interview 25 different guests using the 'Live' feature on Instagram. The social media platform allowed me an opportunity to discuss faith with a diverse range of guests including:

- Pat Allerton
- Ray Bevan
- Christine Caine
- Dr Katie Chimes
- Phil Cooke
- Dr Andrew Fox
- Laurie Gear
- Richard Green
- Danny Guglielmucci
- Benjamin John
- Jason McCarthy
- Eric Metaxas
- Michael Ramsden
- Mark Ritchie
- Dudley Rutherford
- Olga Thompson
- Alexa Vega and Carlos Pena
- Barry Woodward

Word of the Day – daily videos

At the beginning of the first lockdown, I took the decision to record a daily encouragement first thing each morning. Sharing these with our social media accounts saw a huge amount of engagement and reports of Christians and those with no connection to church being inspired during this difficult time.

Overall, I shared 136 messages with a total viewership conservatively over 1.5 million views across our social media platforms.

Broadcast

One of the largest and most significant initiatives we have had the privilege of working on this last year has been the development of a range of new ways of sharing our message. This last year, the team have developed the following new outlets:

- New weekly TV programme on GOD TV: *J. John on Sundays*. Also premiered on Facebook and YouTube.
- 2 new weekly podcasts: *The J. John Podcast* and *Heroes of the Faith: with J. John and Killy*.
- 1 seasonal podcast: *God With Us*.

We have endeavoured to work sharper by recording messages by myself and interviews with a wide range of inspiring guests. Each episode is worked on by almost the entire staff team, from pre-production through to post-production and distribution, and is shared across all of our digital platforms, being adapted to best suit the platform and reach the widest audience possible.

During the first few weeks, my wife Killy was filming a talk in one take on a mobile phone which was then edited and broadcast on TV. Realising the reach of our work and the need to develop what we were doing, we worked to establish a studio space within our office to enable us to make high-quality content without hiring equipment or compromising our message with distracting poor production values.

J. John on Sundays has had:

- 359,000 views on Facebook and YouTube.
- Our podcasts have had 37,000 downloads.

An additional podcast recorded by Killy titled *God With Us* has been downloaded 2,881 times.

Radio

One particular encouragement over this last year has been the number of opportunities to join broadcasters on radio and TV stations:

- Multiple radio interviews on UCB2 with Ruth O'Reilly-Smith.
- Radio interview with Premier Radio on their breakfast show.
- Participated in a 'Lockdown special' show on Premier Radio.
- Radio interview on BBC 3 Counties Radio.
- Radio interview with Pure West Radio, USA.
- Radio interview with Konnect Radio.
- Radio interviews with Trans World Radio, UK.

Two live talks were re-broadcast on US radio network *Focus on the Family*.

We partnered with UCB Radio who shared an audio recording of our publication *It Is Finished* over seven instalments during the Easter period.

I also participated in live TV shows with Daystar and GOD TV. With Daystar we heard 78 people telephoned the station to say they had made a commitment to Christ.

The reach of Philo Trust has undoubtedly never been as great and as the year has progressed we have seen more opportunities open up and develop.

To summarise, we have been hugely encouraged by the sheer variety of opportunities both large and small to see communities in the UK and around the world transformed by Jesus Christ.

Thanks be to God.

A handwritten signature in black ink, appearing to read 'J. John', with a long, sweeping horizontal line extending from the bottom of the signature.

Revd Canon J. John
Director

Date: 6 September 2021

Independent Auditor's Report to the Trustees of Philo Trust

Opinion

We have audited the financial statements of Philo Trust (the “charity”) for the year ended 31 March 2021 which comprise the statement of financial activities, the balance sheet, the cashflow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity’s affairs as at 31 March 2021, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or

the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 8, the Trustees are responsible for the preparation of financial statements which give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability

to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the Trustees of the Charity, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Trustees of the Charity those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Trustees of the Charity as a body, for our audit work, for this report, or for the opinions we have formed.

Cansdales Audit LLP

Chartered Accountants and Statutory Auditors
Bourbon Court, Nightingales Corner
Little Chalfont
Bucks, HP7 9QS

Date: 6 September 2021

Cansdales Audit LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Statement of Financial Activities

For the Year Ended 31 March 2021

	Note	Unrestricted Funds £	Total 2021 £	Unrestricted Funds £	Total 2020 £
Income & Endowments from:					
Donations and legacies	3	685,271	685,271	844,805	844,805
Investments		111	111	1,561	1,561
Charitable activities:					
Sales		65,331	65,331	145,813	145,813
Other income		24,935	24,935	125	125
Income from royalties		126	126	1,473	1,473
Total Income and endowments		775,774	775,774	993,777	993,777
Expenditure on:					
Raising funds		-	-	8,005	8,005
Charitable activities	4	742,691	742,691	932,898	932,898
Total expenditure		742,691	742,691	940,903	940,903
Net Income/(Expenditure) for the year		33,083	33,083	52,874	52,874
Transfers between funds		-	-	-	-
Total funds brought forward		502,134	502,134	449,260	449,260
Total funds carried forward		535,217	535,217	502,134	502,134

Balance Sheet

As at 31 March 2021

	Note	2021 £	£	2020 £	£
Fixed Assets:					
Tangible assets	8		59,381		26,910
Current assets:					
Stock	9	76,721		109,991	
Debtors	10	71,124		62,027	
Cash at bank and in hand		360,522		335,312	
			508,367		507,330
Creditors:					
Amounts falling due in one year	11	(32,531)		(32,106)	
			(32,531)		(32,106)
Net current assets			475,836		475,224
Total assets less current liabilities			535,217		502,134
Funds					
Restricted general funds					
Designated funds	12		59,381		26,910
Unrestricted funds	12		475,836		475,224
			535,217		502,134

These financial statements were approved and authorised by the Trustees on 6 September 2021 and signed on their behalf by:-



Mr Terry Baker
Chair of Trustees

Date: 6 September 2021

Cashflow Statement

For the Year Ended 31 March 2021

	Note	2021 £	2020 £
Net movement in funds		33,083	52,874
Adjustment for:			
Depreciation		16,337	9,303
Investment income		(111)	(1,561)
		16,226	7,742
Decrease/(Increase) in stock		33,270	(11,904)
Decrease/(Increase) in debtors		(9,097)	54,869
Increase/(Decrease) in creditors		425	5,232
		24,598	48,197
Net cash from operating income		73,907	108,813
Investing activities			
Purchase of fixed assets		(48,808)	(5,062)
Disposal of fixed assets		-	-
Investment income		111	1,561
		(48,697)	(3,501)
Net change in cash and cash equivalents		25,210	105,312
Cash and cash equivalents at start of year		335,312	230,000
Cash and cash equivalents at the end of year		360,522	335,312

Notes to the Accounts

31 March 2021

Note 1. Accounting Policies

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value except for investment assets, which are shown at fair value.

The financial statements have been prepared to give a “true and fair” view and have departed from the Charities (Account and Reports) Regulations 2008 only to the extent required to provide a “true and fair” view. This departure has involved early adoption of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) for accounting periods beginning on or after 1 January 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has been withdrawn. The financial statements are prepared in accordance with the Charities Act 2011.

These financial statements are presented in Sterling, which is the functional currency of the charity and rounded to the nearest £0.

The Trustees consider that due to the amount of reserves available there is no material uncertainty about the Trust’s ability to continue as a going concern. There were no transition amendments required upon adoption of FRS 102.

Income

Income is recognised in the period in which the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, income is accounted for as soon as the Trust is notified of its legal entitlement, the amount due is quantifiable and its ultimate receipt is more likely than not. Tax recoverable on gift aid is accounted for in the period in which the related gift aided amount is received and included in donations with the original gift.

Expenditure

Resources expended are included in the financial statements on an accruals basis including VAT where this cannot be recovered. Grants are accounted for when paid. Certain expenditure is directly attributable to specific activities and has been allocated to those cost categories. Certain other costs, irrecoverable VAT and staff costs are attributable to more than one activity. In these cases the costs have been apportioned to the individual activities on the basis of time spent by staff on matters relating to those activities. Central support costs have been allocated on the basis of resources used.

Governance costs comprise all costs relating to the public accountability of the charity and its compliance with regulation and good practice. These costs include costs relating to the statutory audit.

Fixed Assets and Depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. Items with a unit cost below £1,000 are written off through the Statement of Financial Activities unless a number of items bought together with a unit cost below that value exceed £1,000 in total. Depreciation is calculated on a monthly basis so as to write off the unit cost of an asset, less its estimated residual value, on a straight-line basis over the useful economic life of that asset as follows:

Motor vehicles	25%
Office furniture and equipment	20-33%
Fixtures and Fittings	20%
Leasehold	10%

Operating Leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged in the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pensions

The charity offers a workplace pension scheme to all staff members. Charges are made in Statement of Financial Activities as they arise.

Stock

Stock is stated at the lower of cost and net realisable value where cost is the purchase price. Production costs are written off as incurred.

Foreign Exchange

All assets and liabilities held in foreign currencies are translated into sterling at the rate of exchange at the balance sheet date. Translations in foreign currencies during the year are translated into sterling at the rate of exchange on the transaction date. All exchange differences are taken into account in arriving at the result for the year.

Tax Status

The Trust is a registered charity within the definitions of section 506(1) Income and Corporation Taxes Act 1988 and therefore is not assessable to Income Tax on any surplus charitable funds.

Fund Accounting

Funds held by the charity are:

Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds which can only be used for particular purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The Trustees make transfers between funds when expenditure is to be met from more than one type of fund. The maximum level of these transfers is agreed by the Trustees prior to the expenditure.

Note 2. Net incoming / (outgoing) resources

	2021 £	2020 £
This is stated after:		
Auditor's remuneration - In relation to audit work	5,100	4,950
- In relation to other work	4,815	2,724
Depreciation	16,337	9,303
Operating lease payments	56,314	53,153

Note 3. Voluntary income

	2021 £	2020 £
Donations	663,733	685,119
Gift Aid	18,090	12,812
Honoraria	5,771	146,874
Total	687,594	844,805

Note 4. Charitable expenditure

	Salaries £	Depreciation £	Other costs £	Total 2021 £	Total 2020 £
Grants made (see note 7)	-	-	17,592	17,592	23,331
Resource production costs	37,871	1,485	20,504	59,860	73,350
Resource sales costs	53,020	2,079	14,645	69,744	80,352
Training costs	17,042	668	8,787	26,497	32,310
Conferences	26,510	1,040	17,575	45,125	56,465
Missions	147,698	5,792	140,596	294,086	382,402
Support costs	123,081	4,827	84,943	212,851	267,476
Governance costs	11,361	446	5,129	16,936	17,212
Total	416,583	16,337	309,771	742,691	932,898

Note 5. Governance cost

	2021 £	2020 £
Staff salaries	11,361	11,978
Professional fees	5,129	4,980
Office and other costs	446	254
Total	16,936	17,212

Note 6. Staff costs

	2021	2020
	£	£
Wages and salaries	363,287	378,276
Social Security costs	32,070	38,047
Pension costs	21,226	22,875
Total	416,583	439,198

Staff numbers

	2021	2020
Evangelism	3	3
Support and administration	8	8
Average number of monthly full-time equivalent employees	11	11

During the year, there were 4 (2020: 4) members of staff who are considered key management of the charity. They received remuneration totalling £139,980 (2020: £168,082). Included in this was £69,159 (2020: £71,869) which was paid to one member of staff.

No remuneration directly or indirectly out of funds of the charity was paid or payable for the year to a Trustee or any persons known to be connected with them in their capacity as Trustees (2020: nil). No reimbursement of expenses has been made or is due to be made to any of the Trustees in respect of the year (2020: nil).

Note 7. Analysis of grants made

	Grants to institutions	Grants to individuals	Total 2021	Total 2020
	£	£	£	£
Grants to carry out Christian ministries and evangelism	3,575	14,017	17,592	23,331
Total	3,575	14,017	17,592	23,331

Note 8. Fixed assets

	Fixtures & Fittings £	Leasehold Improvements £	Office furniture & Equipment £	Total £
Cost:				
At 1 April 2020	15,001	20,087	73,066	108,154
Additions	24,735	-	24,073	48,808
Disposals	-	-	-	-
At 31 March 2021	39,736	20,087	97,139	156,962
Depreciation:				
At 1 April 2020	15,001	4,018	62,225	81,244
Charge for the year	2,680	2,009	11,648	16,337
Disposals	-	-	-	-
At 31 March 2021	17,681	6,027	73,873	97,581
Net Book Values:				
At 31 March 2021	22,055	14,060	23,266	59,381
At 31 March 2020	-	16,069	10,841	26,910

Note 9. Stock

	2021 £	2020 £
Books and DVDs	76,721	109,991

During the year the amount of purchased stock expensed had a value of £92,124.

Note 10. Debtors

	2021 £	2020 £
Trade debtors	26,809	7,410
Gift Aid	15,767	10,425
Wages control	5,098	13,037
VAT	462	3,843
Prepayments and accrued income	22,988	27,312
Total	71,124	62,027

Note 11. Creditors: Amount falling due in less than one year

	2021	2020
	£	£
Trade creditors	11,334	5,094
Credit card	13,691	7,108
Accruals	6,854	19,904
PAYE Creditor	652	-
Total	32,531	32,106

Note 12. Funds

	Balance Brought Forward	Income	Expenditure	Transfers	Balance Carried Forward
	£	£	£	£	£
Designated – Fixed assets	26,910	48,808	16,337	-	59,381
General funds	475,224	726,966	726,354	-	475,836
Total	502,134	775,774	742,691	-	535,217

Note 13. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed assets	-	59,381	-	59,381
Stock	76,721	-	-	76,721
Other assets less current liabilities	399,115	-	-	399,115
Total	475,836	59,381	-	535,217

Note 14. Operating lease commitments

	2021	2020	2021	2020
	Land and Buildings		Other	
Amounts due:	£	£	£	£
In less than one year	30,000	30,000	8,489	21,362
In one to two years	15,000	30,000	3,534	3,776
In two to five years	-	15,000	-	-
In more than five years	-	-	-	-
Total	45,000	75,000	12,023	25,138

Note 15. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2021 (2020: nil).

Note 16. Related party transactions

During the year, the charity received donations totalling £4,200 (2020: 3,600) from 3 (2020: 2) Trustees.

Note 17. Control

There is no ultimate controlling party.