
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.

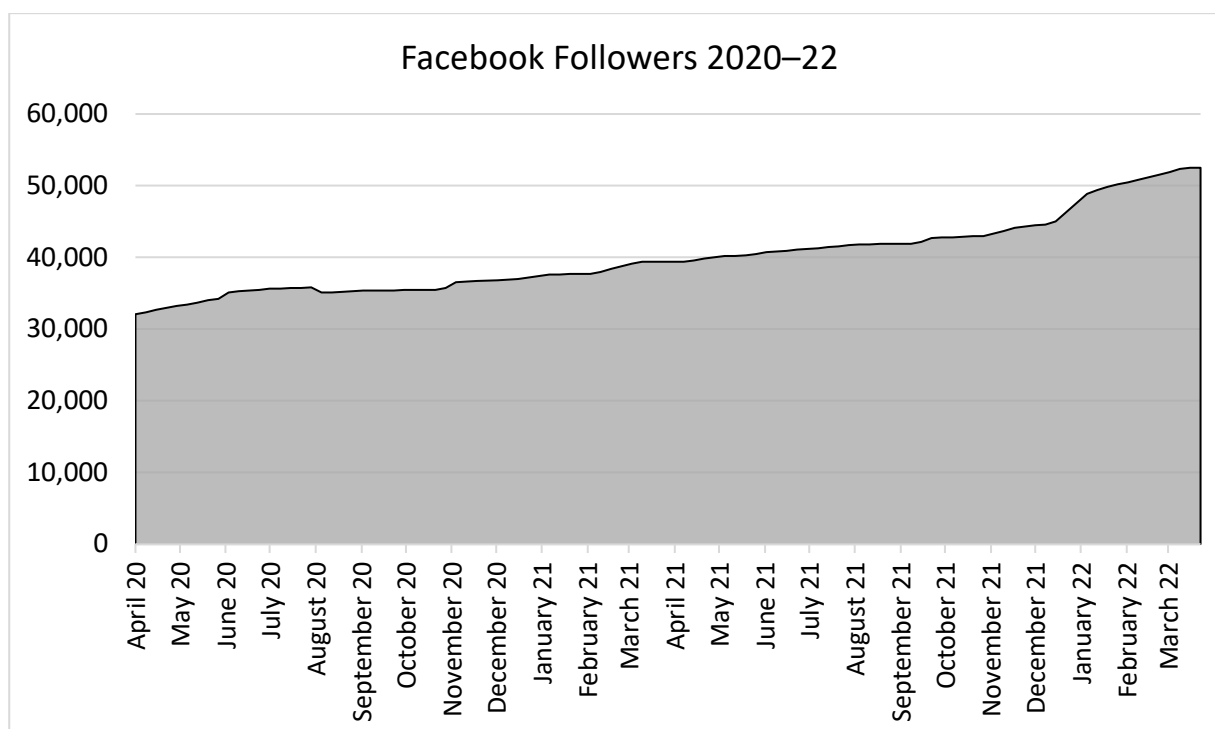
The content shared to these platforms is created to encourage and inspire our followers. We use a range of video, photo and graphics, much of which is extracted from sermons, *Facing the Canon* interviews, and books.

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).

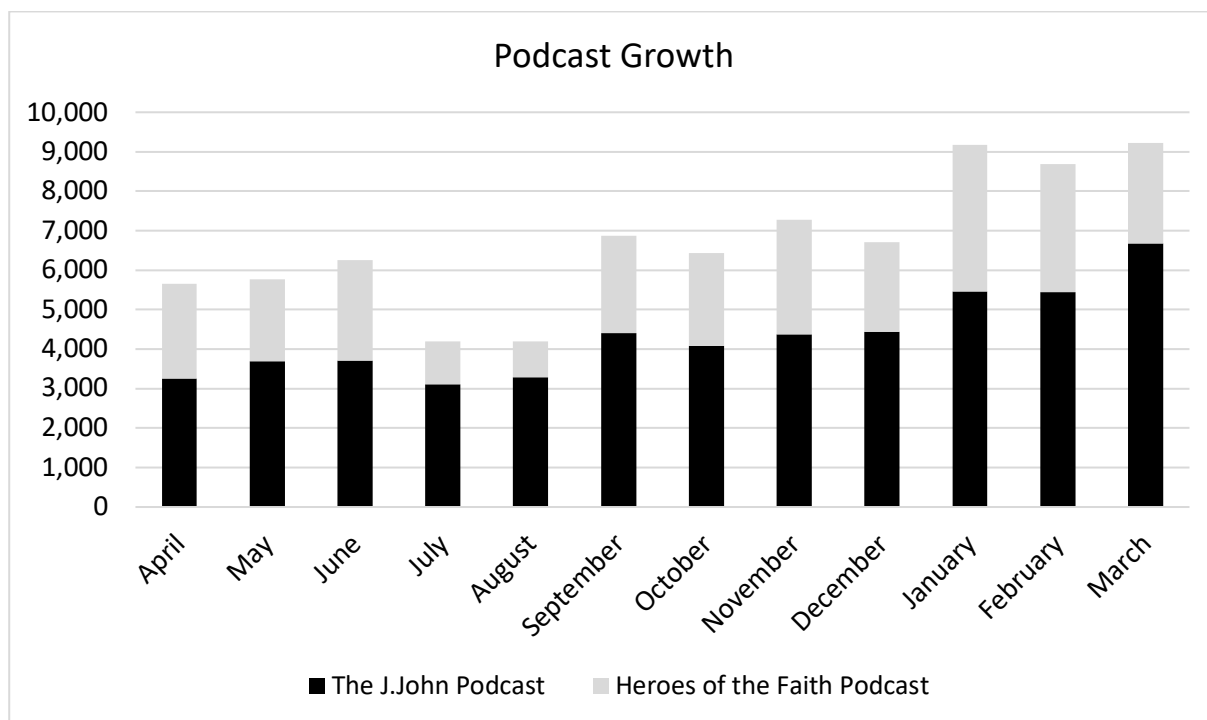
Facebook

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.



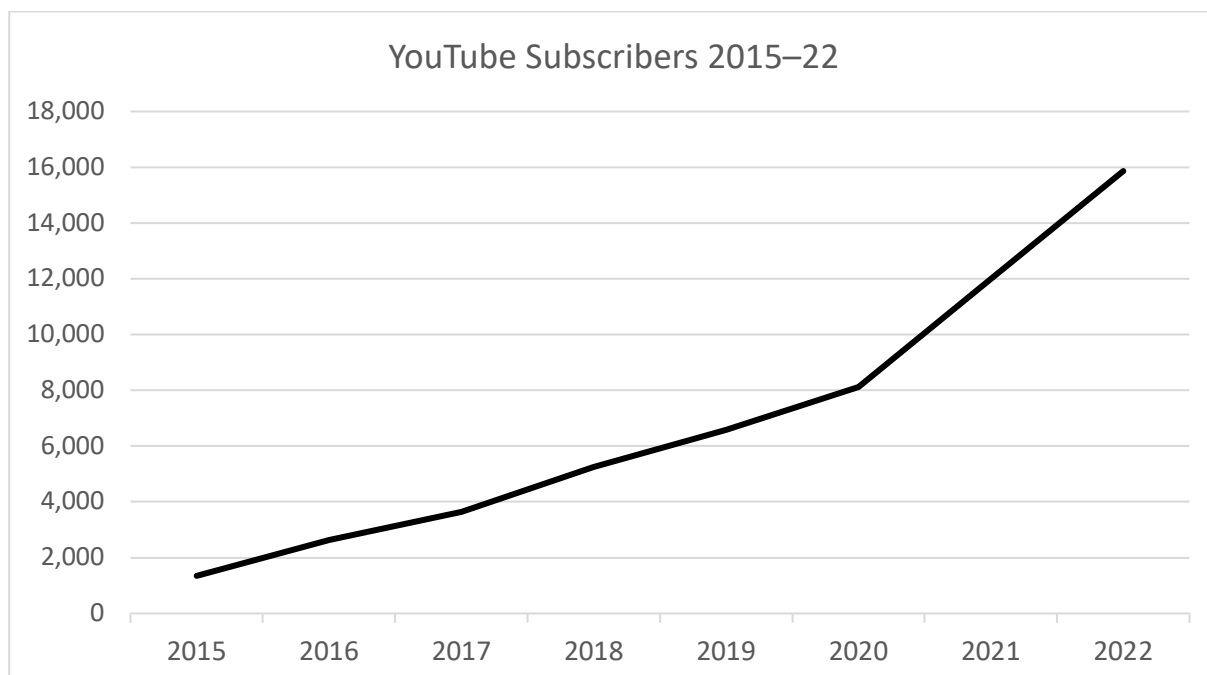
Podcasts

We also saw a 63% growth in monthly podcast downloads between April 2021 and March 2022.



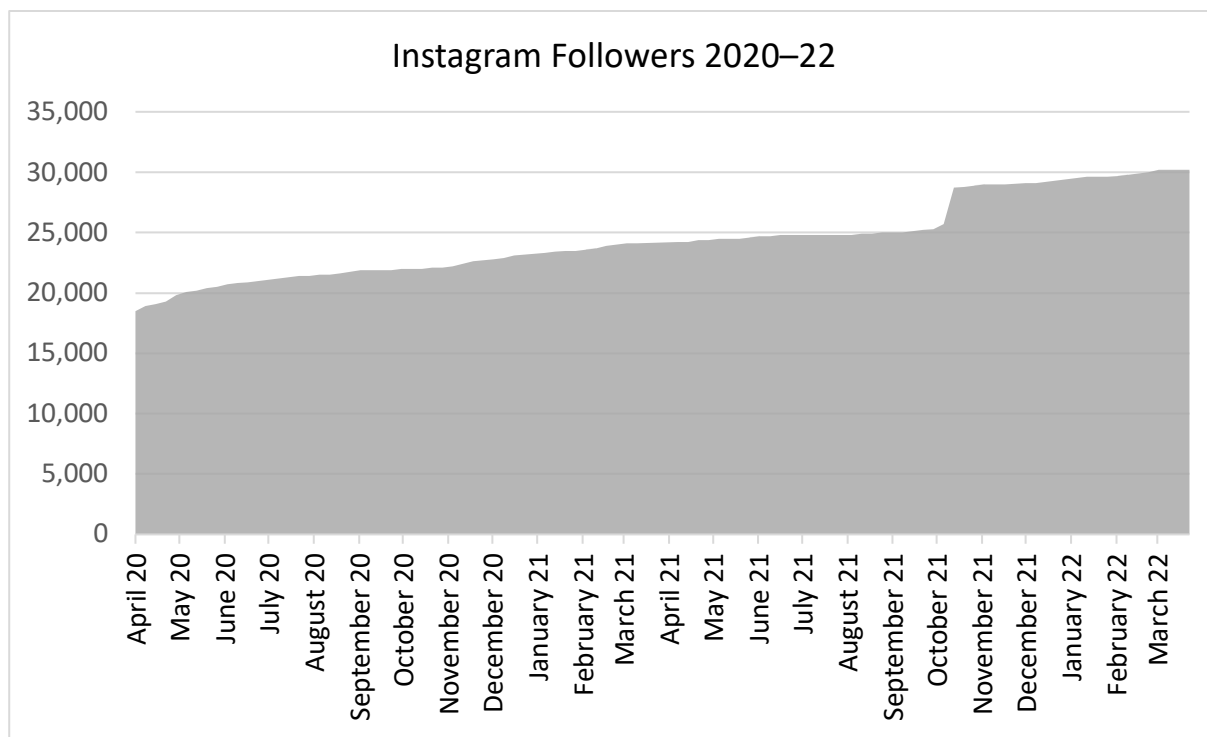
YouTube

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 | • Michael Emmett |
| • Tanya Walker | • Tim Sait |
| • Graham Kendrick | • John Lennox |
| • Rachael Newham | • Revd Phil Chadder |
| • Rod Williams | • Gram Seed |
| • Samara Levy | • Kevin Shaw |
| • Lauren Windle | • Celia Apeagyei-Collins |
| • Noel Robinson | • Maurice Vitty |
| • Emily Owen | • Simon Edwards |
| • Dan Morrice | • Simon Guillebaud |
| • Marilyn Baker & Tracy Williamson | • Mike Beaumont |
| • Emma Revie | • Julie Sheldon |
| • Ian McDowall | • Rico Tice |
| • Chine McDonald | • Dominic Muir |
| • Paul Jones & Fiona Hendley Jones | • Matt Summerfield |
| • N.T. Wright | • Sheldon Thomas |
| • Steve Beegoo | • Sam Allberry |
| • Nancy Goudie | • Emma Borquaye |
| • Nicky & Sila Lee | • Ed Walker |
| • Lou Fellingham | • 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

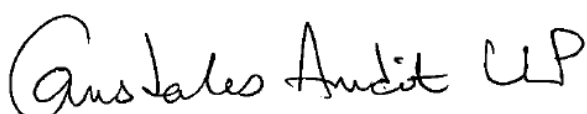
exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such 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
<hr/>					
Total Income and endowments		799,800	799,800	775,774	775,774
<hr/>					
Expenditure on:					
Raising funds		-	-	-	-
Charitable activities	4	807,546	807,546	742,691	742,691
<hr/>					
Total expenditure		807,546	807,546	742,691	742,691
<hr/>					
Net Income/(Expenditure) for the year		(7,746)	(7,746)	33,083	33,083
<hr/>					
Transfers between funds		-	-	-	-
<hr/>					
Total funds brought forward		535,217	535,217	502,134	502,134
<hr/>					
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.