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# **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

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# 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

A handwritten signature in black ink, appearing to read 'David Withers', written over a horizontal line.

**Mr David Withers**  
Chair of Trustees

**Date:** 25/09/2025



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# 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

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# 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.

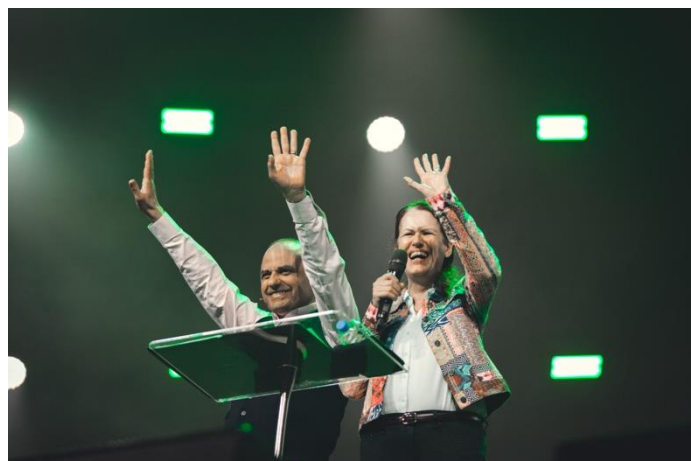
Throughout the year I spoke several times at my home church, Christ Church in Chorleywood. We have found the support of our church invaluable over the years and I have appreciated the opportunity to preach several times each year.

## 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

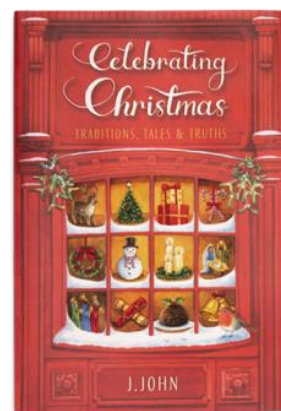
Philo Trust continues to publish books that convey and communicate Christianity to a wide audience.

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.

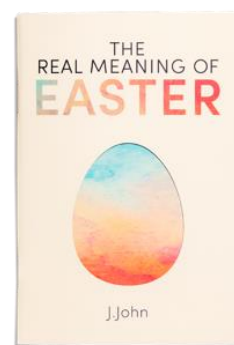
Not only was this book stocked on our website and in Christian bookshops around the UK, but the prestigious department store Fortnum & Mason also stocked it in their Christmas department.



### **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.

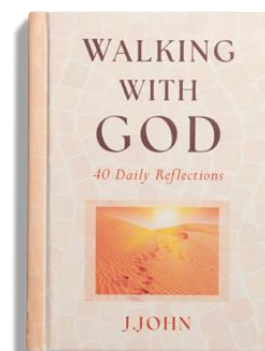
I creatively unpack why Jesus died and rose from the dead and why it's the best news ever. This is designed for Christians to be able to give out to their non-Christian friends, family, neighbours and colleagues.



### **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

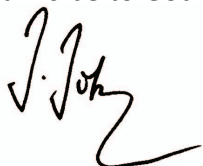
There have been a number of opportunities to join broadcasters on radio, podcasts and TV stations:

- **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

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# 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

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**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

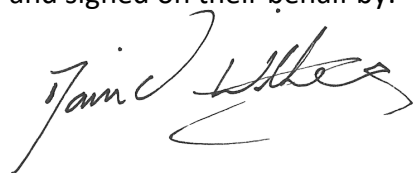
	Note	Unrestricted Funds £	Total 2025 £	Unrestricted Funds £	Total 2024 £
<b>Income &amp; Endowments from:</b>					
Donations and legacies	3	1,139,799	1,139,799	809,610	809,610
Investments		11,971	11,971	2,810	2,810
<b>Charitable activities:</b>					
Sales		174,639	174,639	190,663	190,663
Other income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

# Balance Sheet

As at 31 March 2025

	Note	2025 £	2024 £
<b>Fixed Assets:</b>			
Tangible assets	8	20,645	45,356
<b>Current assets:</b>			
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
<b>Creditors:</b>			
Amounts falling due in one year	11	(52,304)	(54,728)
		(52,304)	(54,728)
Net current assets		721,539	427,470
<b>Total assets less current liabilities</b>		<b>742,184</b>	<b>472,826</b>
<b>Funds</b>			
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
<b>Net cash from operating income</b>		<b>270,161</b>	<b>(20,403)</b>
<b>Investing activities</b>			
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
<b>Cash and cash equivalents at the end of year</b>		<b>590,652</b>	<b>310,074</b>

## 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



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# 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
	£	£
<b>This is stated after:</b>		
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
<b>Total</b>	<b>1,139,799</b>	<b>809,610</b>

## 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
<b>Total</b>	<b>439,596</b>	<b>26,265</b>	<b>585,734</b>	<b>1,051,595</b>	<b>1,051,318</b>

## Note 5. Governance cost

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

## 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
<b>Total</b>	<b>439,595</b>	<b>435,116</b>

## Staff numbers

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

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
<b>Total</b>	-	11,015	11,015	13,118

## Note 8. Fixed assets

	Fixtures & Fittings	Leasehold Improvements	Office Furniture & Equipment	Total
	£	£	£	£
<b>Cost:</b>				
At 1 April 2024	47,438	20,087	93,927	161,452
Additions	-	-	1,554	1,554
Disposals	-	-	-	-
<b>At 31 March 2025</b>	<b>47,438</b>	<b>20,087</b>	<b>95,481</b>	<b>163,006</b>
<b>Depreciation:</b>				
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	-	-	-	-
<b>At 31 March 2025</b>	<b>38,800</b>	<b>14,061</b>	<b>89,500</b>	<b>142,361</b>
<b>Net Book Values:</b>				
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
<b>Total</b>	<b>84,695</b>	<b>75,781</b>

## 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
<b>Total</b>	<b>52,304</b>	<b>54,728</b>

## 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
<b>Subtotal</b>	<b>55,660</b>	<b>45,052</b>	<b>116,526</b>	<b>47,347</b>	<b>31,533</b>
General funds	417,166	1,282,205	941,373	(47,347)	710,651
<b>Total</b>	<b>472,826</b>	<b>1,327,257</b>	<b>1,057,899</b>	<b>-</b>	<b>742,184</b>

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
<b>Total</b>	<b>721,539</b>	<b>20,645</b>	<b>-</b>	<b>742,184</b>

## 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	-	-	-	-
<b>Total</b>	<b>83,956</b>	<b>111,375</b>	<b>20,114</b>	<b>22,485</b>

## 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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