



SAT-7 UK Trust Limited

(A Company Limited by Guarantee)

Company Registration No 03301736

Registered Charity no 1060612

Report of the Trustees and Accounts

For the Year Ended

31st December 2022

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SAT-7 UK TRUST LIMITED

Reference and administrative details of the charity, its Trustees and Advisers for the year ended
31st December 2022

Company Information

Registered name	SAT-7 UK Trust Limited, also known as 'SAT-7 UK'
Registered charity number	1060612
Registered company number	03301736
Registered office	2 nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Operations centre	2 nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Company Secretary	Mrs R Fadipe
Chief Executive Officer	Mrs R Fadipe

Trustees

The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp (Chairman until 20th April), Mr J Clark, Mr C Miles, Mr M Haines, Mr R Giles (Chairman from 20th April), Mr O Morris (left board 6th July), Mr D Taylor, Mr T Alqassis (joined board 23rd Feb)

Advisers to the Charity

Keelys Solicitors (HR Advisor) 28 Dam St, Lichfield WS13 6AA

Auditor

Burton Sweet Limited Chartered Accountants, The Clock Tower, 5 Farleigh Court, Old Weston Road, Flax Bourton Bristol BS48 1UR

Bankers

Unity Trust Bank plc, Nine Brindley Place, Birmingham, B1 2HB

Solicitors

Bates Wells Braithwaite, 10 Queen Street Place, London EC4R 1BE

The trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (FR102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

1. Governing Document

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 21st October 2009, 19th October 2005, 24th March 2014 and 14th February 2019. In the event of the company being wound up members are required to contribute an amount not exceeding one-pound sterling. In 2016 a special resolution was passed to change the name of the charity from SAT-7 Trust Ltd to SAT-7 UK Trust Ltd.

The Objects of the Charity are:

1. the advancement of the Christian faith;
2. the advancement of education;
3. the advancement of good physical and mental health;
4. the prevention and relief of poverty;
5. the promotion of equality;
6. the promotion of freedom of religion (as set out in Articles 18 of the Universal Declaration of Human Rights and subsequent United Nations convention and declarations) throughout the world by all or any of the following means:
 - a) relieving need among the victims of human rights abuse;
 - b) educating the public about human rights;
 - c) raising awareness of human rights issues; and
7. the advancement of conflict resolution and reconciliation;

as an expression of the Christian faith, in particular (but without limitation) through the production, broadcasting and dissemination of television, film, and other digital media content.

2. The Board and Management of the Charity

The trustees, (who are also the directors and members of SAT-7 UK Trust Limited) in consultation with the Chief Executive Officer (CEO), set the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The key management personnel of the charity are the board of Trustees, and the CEO, the Senior Director and the Operations Director. The Board of Trustees agree the annual salary levels of the Chief Executive. The trustees have delegated overall management of the charity to the CEO. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy.

Meetings of the trustees are held quarterly and are used to review progress, set objectives, establish policies, as well as other issues of relevance. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members. In 2022 the trustees held their meeting in person, supplemented by video conferencing when needed and met together in October 2022 for a two-day retreat meeting.

The Board has from time to time set up sub-committees to assist it in governance. Currently it has a Finance and General Purposes Committee to monitor the financial affairs of the Trust, act as the audit committee and to review and advise the trustees and senior staff on all employment matters affecting

SAT-7 UK. Following the Board retreat in October 2022, a Governance Committee is also being set up to oversee and make recommendations on board governance including succession planning (Board, CEO).

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2022 SAT-7 UK was formally represented on the International Council of SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus) and the outgoing chair, Mr Roy Kemp remained an elected member of the Executive Board to the International Council of SAT-7 International Trust. SAT-7 UK made grants of £1,401,297 to SAT-7 International Trust during 2022.

3. The recruitment of Trustees

It is the policy of SAT-7 UK to maintain a Board of Trustees that will be able to promote the interests of SAT-7 UK in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported as an inter-denominational Christian charity. Trustees are selected to utilise their specific skills and experience. The skills of potential trustees are therefore taken into consideration before appointment to ensure that a diversity of skills (including finance, marketing and fundraising), experience and Christian traditions are represented on the board. Trustees are recruited by a variety of means which may include personal recommendations, advertising, the Charity's website and through the Christian media. Prospective candidates are interviewed by the existing trustees and the CEO and are selected by nomination and a vote by the board. All trustees must be fully supportive of SAT-7's ethos and statement of faith.

Each Trustee serves for a term of three years and then are subject to re-election. There is no limit set to the number of terms a trustee can stand for. During 2022 one trustee stood down and one new trustee was recruited.

4. Induction and training of Trustees

The processes of induction and training are intended to ensure that individual trustees are enabled to bring as much added value to the work of the board as their personal background, experience and skills equip them to do. New trustees are provided with information about the charitable company together with copies of the Charity Commission's booklet for new trustees. Seminars and training courses relevant to specific aspects of the Trust's work are brought to the attention of trustees. New trustees are encouraged to visit the office of the charity at an early stage and meet with the staff. Annual board retreats are organised which include an opportunity to meet with key staff and receive training if required. A trustee skills matrix and meeting log are regularly reviewed to ensure the trustees are effective in their roles. All board members are expected to keep up to date in their own professional disciplines where this is appropriate. Board members are also encouraged to take at least one overseas trip to see the work of SAT-7 International.

5. Risk Management and Assessment

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines. Risks are monitored at each board meeting with an annual formal review of the full risk register. The register monitors likely risk and designates responsibility for each risk area. The trustees are satisfied that the register manages the key risks to the operations of SAT-7 UK.

The top risks identified in the risk register include increased secularisation and opposition to religion along with declining church attendance, supporter attrition, instability in the Middle East, the impact of the cost of living crisis and war in Ukraine. Each of these has action to mitigate, reduce or avoid. The actions are built into the strategic plan and the financial and operational governance of the charity with regular and appropriate monitoring in place.

The trustees are aware that, apart from meeting SAT-7 UK's own operating costs, they are choosing to deploy the funds at their disposal in a region of the world characterised by social, economic and political instability. They accept that these factors bring to the work of SAT-7 UK an inescapable element of risk of loss of resources which is managed through active relationships with those involved in the field and through close monitoring of funds and resources made available to SAT-7 International and other Partners involved in the work. The risk assessment is regularly reviewed.

The Council of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that broadcasts are culturally relevant, do not speak against other religions, do not make political statements and make every effort not to cause offence to other religious groups. SAT-7 International understands the risks very well and do all they can to guard against them or at least mitigate their consequences through the programmes and broadcasts made.

6. Fundraising, Data Protection, Safeguarding & Grant Making Policies

Fundraising

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2022.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2022 there were no failures to comply with this Code of Practice. In addition, as outlined in the privacy notice SAT-7 UK does not sell or swap data with other charities or organisations outside the SAT-7 family or make any cold telephone calls to the general public. In 2022 SAT-7 UK did not contract the services of any professional fundraisers as defined by section 58 of the Charities Act 1992.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2022 did not receive any requests through this service. During 2022, no formal complaints about our fundraising practices were received.

At all times in SAT-7 UK's fundraising seeks:

- To raise money only when the likely income will be matched by needs.
- To represent the context, needs and opportunities of the Middle Eastern & North African Church faithfully and accurately, based on credible research and true case-studies, within the security constraints placed upon our communications due to the sensitive nature of our work.
- To always be mindful that some of our supporters may be vulnerable people and where vulnerable people or those acting on their behalf request to cease communications, to act on their wishes.
- To communicate clearly about how our supporters' money will be used.
- To ensure that all Gift Aid conditions are met before claiming Gift Aid in respect of a donation.

SAT-7 UK does not engage in persistent or intrusive fundraising practices with any of our supporters, including vulnerable people.

Data protection

SAT-7 UK recognises that personal data of our supporters is valuable and seeks to embody best practice in the way supporters' data is gathered, stored and used, SAT-7 UK therefore:

- adheres to current data protection legislation and be registered with the Information Commissioner's Office.
- protects the confidentiality of personal information and ensure its security at all times.
- Does not to pass on supporters' details to any other charity or organisation outside the SAT-7 family. Nor to purchase prospect supporters' data from third parties.

Monitoring of Regulatory Activity

The Operations Director is responsible for data protection and for keeping up to date with The Code of Fundraising Practice to ensure that all response devices and data capture forms comply with the data protection guidelines.

Safeguarding

Although SAT-7 UK does not work directly with children or vulnerable adults, SAT-7 UK is committed to good practice in dealing with any safeguarding issues. There may be occasions when children or vulnerable adults are present during a SAT-7 UK event or presentation. In such a context the SAT-7 UK staff member or volunteer will follow the safeguarding policy of the host organisation.

SAT-7 UK updated its safeguarding policies in 2019 and continues to monitor its practices and training in this area.

Additionally, SAT-7 UK annually reviews the safeguarding policies of SAT-7 International Trust.

Grant Making Policy

SAT-7 UK makes grants primarily to those partner organisations it has a joint ministry agreement with and does not normally accept unsolicited grant applications. Since 2017 SAT-7 UK has had a joint ministry agreement with SAT-7 International Trust, (registered in Cyprus under the international trust law of the Republic of Cyprus).

The SAT-7 UK Board of Trustees has delegated the day-to-day management of the grant making process to the Finance and General Purposes Committee (FGP) who report at each board meeting on grants made since the last meeting. The grant making process includes policies on gift acceptance, anti-money laundering, the management of general funds and payment to overseas bodies.

7. Public Benefit

The trustees have referred to the guidance in the Charity Commission's general guidance on Public Benefit when reviewing the aims and objectives and in planning activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. All activities reflect the trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The ministry benefits all those wishing to explore the Christian message both in the UK and further afield presented through personal conversation and media communications in a way that is both relevant and appropriate.

Sharing the core foundations and message of the Gospel is made freely without obligation or cost via satellite systems, social media, the internet, mobile devices, working through partner organisations and through personal conversations and is freely available to all who want to connect and participate. It is made available without any sense of judgement about viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian faith as per the trust's objective to advance the Christian faith.

8. Purpose of SAT-7 UK

The vision of SAT-7 UK is to see a growing Church in the Middle East and North Africa ("MENA"), confident in Christian faith and witness, serving the community and contributing to the good of society and culture. SAT-7 UK through its partnership with SAT-7 International, is bringing lifechanging joy to the people of the Middle East and North Africa through powerful, faith-filled television and digital media programmes, supported in the UK through prayer, giving and influencing to bring about change.

Through highlighting the needs of the MENA churches SAT-7 UK seeks to encourage our supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources

towards the work of this vital ministry – helping to support the production and broadcasting of the Christian message into the homes and hearts of the millions of people watching the satellite programmes and engaging with the content on a range of digital media applications.

Through its joint ministry agreement with SAT-7 International Trust, SAT-7 UK is part of the wider international family of SAT-7 supporting the churches and Christians of the MENA region. It is through SAT-7 International Trust that the programmes of the SAT-7 channels are made and transmitted across the Middle East and North Africa. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. Television programmes are made by Christian media professionals from the Middle East for the Christians and people of the Middle East. The programmes provide an authentic Christian voice, a fresh perspective for those asking questions about the Christian faith and show how communities can both be Christian *and* Middle Eastern.

9. Main charitable activities

SAT-7 UK's charitable activities in the UK and Ireland are:

- a. Making grants for the **broadcasting of satellite TV and digital media programmes**, to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.
- b. **Engaging with Christian communities in the UK** to enable a deepened understanding of the challenges faced by Christians and the people of the MENA region, the impact of SAT-7, and the opportunities to pray, engage and partner for change.

10. Looking ahead, Current and Future Strategy

In 2020 SAT-7 UK established a three-step plan to govern its response to the pandemic:

- **Response 2020** – our approach during this time was to test, refine and improve.
- **Recovery 2021-2022** – SAT-7 UK's 5-year strategic cycle was due to finish at the end of 2021, but through a new interim 2-year strategy developed in 2020, this was extended to the end of 2022.
- **Reconstruction 2023-2027** – The board approved the outline strategic plan for the period 2023-2027 in October 2021, during 2022 the foundations were laid for this new strategy and which received final approval from the board in October 2022.

Strategic goals for 2023-2027

Through the development of a **theory of change**, a series of activities and outcomes were identified that will help deliver the mission and vision of SAT-7 UK during this next phase, the five outcomes that the strategy is built around are:

A. Income & Engagement

Outcome #1: **An increasing number of Christians, churches, grant making bodies, communities and networks are actively engaged and giving regularly to sustain the work of SAT-7.** We will connect with Christians across the country, deepening our reach, engagement, and impact in local churches, community groups, and at events and conferences, generating new supporters, ambassadors, and church partners. This will be supported through the phased outworking of a new regional engagement plan, maintaining our commitment to meet Christians where they are. Increased staff capacity and activity budget will help us to pilot and launch new digital content, platforms, fundraising and marketing opportunities; enabling SAT-7 to engage more creatively with supporters and for our brand and message to gain a more distinctive edge within the UK Christian media and mission sector. We will optimise our use and understanding of the project management processes

and IT systems used to manage and deliver our activities, regularly reviewing costs and streamlining operations.

Outcome #2: An increasing number of Christians, churches, grant making bodies, communities and networks: have a deepened understanding of the challenges faced by Christians and the people of the MENA region and the impact SAT-7 has, creating opportunities to pray, engage and partner for change. SAT-7 UK will maintain its commitment to inform and educate supporters, churches, key leaders and influencers with the context, news and challenges facing Christians and the people of the Middle East and North Africa region. A key part of this outcome is to enable the mobilising of prayer and deepened engagement; enabled through a variety of regular and seasonal resources, publications, and campaigns. However, there will be a stronger emphasis on repurposing existing communications content, phasing in a Read, Listen, and Watch content strategy across new digital and website platforms e.g. videos, podcasts, and webinars – ensuring that our content is accessible for all and is fit for purpose across the strategic plan period.

B. Endurance & Faith

Outcome #3: The wider SAT-7 family are strengthened through a healthy relationship with SAT-7 UK and by strategic input and collaboration. We will actively prioritise relationships with peers within the wider SAT-7 family seeking to stay connected, build relationships, share learning and support collaboration.

Outcome #4: A sustainable organisation, with a culture of best practice and innovation, where staff know they are supported and valued. Priority will be given to develop team spirit and staff well-being, ensuring everyone (regardless of working location or patterns) feels an integral part of the UK team and is rewarded appropriately. Focus will be given to ensure that the right tools, systems and training are in place, with a culture that encourages best practice.

Outcome #5: Our Christian faith and values are at the heart of who we are and what we do; bringing joy, showing love, strengthening faith. Our Christian faith and values will be at the heart of our organisation culture, they will shape how we make God's love visible and deliver the next season of SAT-7 UK's vision, as we seek to bring joy, show love and strengthen faith – not just of our viewers across the MENA, but also in the lives of our staff, volunteers, supporters and partners in the UK.

New value statements were launched in 2022 and these will be embedded into the organisational culture and with God's help the team will be intentional in outworking the values in their work and relationships with each other.

- We *agree* to be **authentic**
- We *choose* to be **courageous**
- We *strive* to be **creative**
- We *commit* to be **servant-hearted**

11. Review of the year – work in the MENA

SAT-7 International Overview

SAT-7 broadcasts faith-filled programmes to the 25 countries of the Middle East and North Africa (MENA) via satellite television and digital media. Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus. They reach millions of viewers across a range of platforms. Viewers are supported, encouraged and counselled by dedicated Audience Relations (AR) teams who respond to the hundreds of viewers who contact the channels every day through a variety of means.

Satellite television remains at the core of SAT-7's ministry, but in this digital age, and as the MENA increasingly moves online, SAT-7 is keeping up with the developing needs of its viewers. According to the 2020 Arab Youth Survey, 66% of young people in the Arab World now primarily watch video content on their smartphones. SAT-7 PLUS, the MENA's first Christian video-on-demand and live-streaming platform, was launched in 2021 and has continued to grow during 2022. The total viewership more than doubled, and notably, the average watch time is now more than 25 minutes, an increase of 34% on the previous year.

Social media continued to play a vital role in viewer engagement in 2022. SAT-7 ARABIC's Facebook strategy has been especially effective with audience engagement more than doubling in 2022 compared to 2021. Two series specifically produced for social media, Church4Kids and Sanctuary of the Heart, worked exceptionally well on Instagram throughout 2022. Facebook was blocked in Iran because of the protests following the death of Mahsa Amini, but Instagram is helping provide online Sunday school for Iranian children through Church4Kids and creating a space for viewers to receive live prayer and encouragement through Sanctuary of the Heart.

The MENA region faced multiple crises in 2022. The following overview of the year shows how SAT-7 has been responsive to a range of situations in different places, bringing a message of hope as well as support and guidance for viewers facing myriad problems. In January, SAT-7 began airing the first episodes of *The Gathering* (pictured), made by our newly-formed partner production team in Tunisia. The programme is designed to provide spiritual encouragement to isolated believers in North Africa by sharing testimonies, worship music and Christian teaching.



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As the economic crisis deepened in Türkiye in February, SAT-7 TÜRK's live programme *Homemade* raised awareness of the impact on families and directed viewers to advice and resources that can help them.

SAT-7's first ministry-wide meeting of Partners, Christian ministries, broadcasters, and supporters in three years took place in Cyprus in March. Under the theme Responding to Crisis, Building the Future, participants heard how SAT-7 has been responding to COVID-19 and other challenging events across the region since 2020, and about the opportunities it has to start building for the coming years.

As many Middle Easterners continue to risk their lives trying to flee their home country, SAT-7 ARABIC's *You Are Not Alone* programme covered a tragic "Boat of Death" incident in April. The show

featured a moving interview with Youssef and Mohammad Al Jamal who lost their family when a boat carrying people from Lebanon and Syria sank off Tripoli in Lebanon. The episode highlighted how the collapse of the economy and medical system in Lebanon is forcing people to take drastic action to try to provide a better life for their families.

In May, SAT-7's Founder and President Dr Terence Ascott was presented with a Labib Madanat Kingdom Impact Award by SAT-7 partner, the Strategic Resource Group. The award honours "men and women whose self-sacrificing and courageous endeavours have conferred eternal benefit on thousands and thousands of people in the Greater Middle East, helping them on their journey to faith in Jesus Christ".



This was followed in June with a "Special Mention" for SAT-7 KIDS at the 2022 Prix Jeunesse International Festival in Germany. The channel's *Story in the Attic* programme (pictured above) was commended for tackling the important topic of early marriage. The show teaches children to understand their value and basic rights and encourages viewers to promote these rights in their own contexts. Another SAT-7 KIDS programme, *City of Stars*, which promotes disability inclusion, was also featured in the festival's catalogue of "Quality in Children's TV Worldwide".

A year on from Türkiye's withdrawal from the Istanbul Convention, which combats violence against women, SAT-7 TÜRK programme *You Are Not Alone* reached out to vulnerable women in the country in July. The show provided expert advice to viewers enduring difficult home lives. One episode was watched by 36,000 people on Facebook, in addition to its audience on satellite television. One viewer said, "As a Christian woman in our society, sometimes one feels stuck. SAT-7 TÜRK helps me overcome the feeling of being alone."

At a time when millions of children are out of school owing to poverty, inadequate education systems, widespread displacement, and the continuing impact of COVID-19, SAT-7 launched a fifth series of the popular primary education series *My School* in August. The series took an innovative modular approach, breaking down the teaching into 250 10-minute segments accompanied by video clips to help young people who have missed school – some for as long as 15 years – to catch up.

In September, protests erupted in Iran following the death of Mahsa Amini in police custody, and continued for the rest of the year despite a violent response from the authorities that claimed hundreds of lives. SAT-7's Persian channel, SAT-7 PARS, supported viewers through special live programmes, prayer, encouragement, and guidance. Ayman, an Iranian man, told SAT-7 PARS' viewer support team, "I know how the rights of this nation have been violated; I know how we were taken hostage, and how the women of Iran, half of the nation, have been subjected to oppression, injustice and prejudice... There is so much pain and suffering, but the Lord is with the oppressed and comes to their aid."



SAT-7 launched live programme *Today Not Tomorrow* in October as part of its five-year Gender Equality and Freedom of Religion or Belief (FoRB) project. An innovative feature is a new mobile set (pictured above) that travels to a different village for each episode to engage with residents and get close to viewers on the ground.

As Christians in Afghanistan continue to endure oppression and fear under the Taliban, SAT-7 launched a new live weekly programme *Church4Afghanistan*, broadcast on Instagram and Facebook. Presenter Noorullah Noor, an Afghan assistant pastor living in Germany, explores biblical topics with different guests and also discusses the current situation in Afghanistan, especially for the Christians living in the country.

On 10 December SAT-7's dedicated Arabic-language children's channel celebrated 15 years on air. To mark this major milestone, it launched a year-long promotional campaign called "Tomorrow is Yours", to encourage children in the MENA to create a future for themselves by drawing on the wisdom and power that God supplies.

12. Review of the year – work in the UK

Supporter Messaging & Events: Our messaging in the first half of the year built on the previous year's Advent theme, "Watch and Wait" to a linked focus during Lent of, "Watch and Pray: A 40-day prayer watch for SAT-7's viewers." The prayer guide included weekly small group material, with discussion questions based on the week's theme and a story from the life of Jesus, as well as a guide for supporters to host their own Live Prayer Watch event. To mark the start of Lent, we held a special News and Prayer Live 'Prayer Watch' lunchtime and evening event, with over 200 attending.

In the second half of the year, we launched our "Free to Believe" advocacy campaign, which formed part of SAT-7's formal response to the UK government ministerial on the Freedom of Religion or Belief (FoRB). Launched at the New Wine United conference (where over 250 people added their voice), it was then profiled at other summer events in Northern Ireland, as well as online and to supporters. Archbishop Angaelos, SAT-7's International board chair, was interviewed as part of the campaign. And Fiona Bruce MP sent a message of thanks:



"On behalf of the UK government I want to thank SAT-7 supporters for adding their voice to the Free to Believe campaign, following the Ministerial earlier this year. We all need to take action to raise the issues of people's freedoms; especially the freedom to believe and to worship. Please do continue to support SAT-7, as they seek to share powerful testimonies of faith right across the Middle East and North Africa." Fiona Bruce MP and the Prime Minister's Special Envoy for Freedom of Religion or Belief

Towards the end of the year the focus on FoRB continued within the Advent theme, Silent Night, highlighting how Christians are silenced in different ways in different parts of the MENA region. The campaign included a special Advent News & Prayer Live event with a focus on Iran and 7,000 copies of the Silent Night prayer guide plus church packs were sent to supporters. Silent Night Advent resources, including country fact-file sheets, music and poetry challenges, were also created for schools in a trial, endorsed by TV presenter, Gemma Hunt.



The campaign culminated in a recording of the Silent Night Christmas carol, recorded and filmed at various SAT-7 studios in the different locations and languages of the Middle East and North Africa region, as well as involving churches and schools. Over 25 groups took part, singing in a variety of languages including Arabic, Turkish, Farsi, French and English.

Digital Media: We've continued to reach a younger demographic through our digital acquisition strategy. Website visitors, new users, website sessions and page views have all increased in Q4 compared to 2022. Our social media following is steadily growing on most platforms with Instagram at nearly 705 followers and Twitter at 2,974. YouTube grew to 9,560 subscribers. Our email marketing continues to perform strongly with an average open rate greater than 40%. Through regular emails, we continue to share news; promote events; campaigns and appeals. The total number of unique emails sent in 2022 was 130, including everything from prayer diary, Briefing, events, to campaign and appeals.

Church Engagement: We continued our approach of meeting Christians "where they are" and connected with supporters and churches through a range of well-attended and engaging digital events, backed up by a stream of high-quality print and digital communications, creative presentation and video resources, and fundraising appeals. Although there was still some wariness at the beginning of the year due to Covid, church speaking engagements have picked up during the year. 40 out of 97 speaking engagements in 2022, were carried out by Ambassadors, with the others facilitated by the staff team. Although more face-to-face speaking engagements took place in 2022 than 2021, they

have not returned to pre pandemic numbers. 8 new ambassadors were recruited and trained, we currently have 59 Church Ambassadors and 27 Speakers.

Promotion of the new church partnership programme began fully in 2022. Responses have been positive, some improvements have been made to the programme and 15 churches have so far become partners with others committing to supporting SAT-7 projects. We continued to use videos and personalised email communication to deepen our engagement with our supporting churches.

Income generation: Fundraising was challenging in 2022, with the rising cost of living and inflation levels there was uncertainty about the future, this led to slower giving during the year. But we were greatly encouraged in the final quarter and ended the year just 2% behind our income target. We were also able to make grants of £1.4M to SAT-7 International, achieving our target.

We continued to be encouraged by the growth in income from churches, which grew by 8% in 2022. The regular giving programme (joy bringers) grew by 3%, and we continued to acquire new supporters, albeit at a slower rate than the previous year.

We held the three online fundraisers in June 2022 with the goal of obtaining new regular givers (joy bringers), and were greatly encouraged by the response to these and will build on this programme in 2023. The major donor programme continues to flourish and a mid-level donor programme was launched.

13. Financial Review

The financial results for the year are set out in the Statement of Financial Activities. In 2022 SAT-7 UK's income was £2,190,446 (2021: £2,339,278), the income was only 2% below the 2022 budget and a decrease of 6.4% from 2021. SAT-7 UK made grants of £1,401,297 (Budget £1.4M) to SAT-7 International Trust during 2022.

Expenditure on raising funds was £439,558 (2021: £406,088) while expenditure on charitable activities was £1,804,323 (2021: £1,811,539). Net income and expenditure in 2022 showed a deficit of £53,435 (2021: surplus £121,651). Reserves had been increased during the pandemic, hence the surplus was deliberately reduced in 2022 to bring the reserves down.

Net assets at 31 December 2022 were £712,415 (2021: £765,850). Cash at bank and in hand at 31 December 2022 amounted to £496,931 (2021: £451,631).

Reserves Policy

The trustees have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the "free reserves") held by the charity should be sufficient at the end of any calendar month to meet the planned working requirements of the charity for the next two to four months. In 2023 the planned working requirements are budgeted to be on average £68,000 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level. The trustees do not have any material uncertainties surrounding the charity continuing as a going concern, so the trustees do not consider that it is necessary to reflect within the level of reserves any estimate of the costs of closure.

At 31 December 2022 SAT-7 UK Trust ['the charity'] held total reserves of £712,415 comprising:

- The Expendable Endowment Fund which was established to reflect the (non-binding) wish of a donor that the assets donated to the charity would be used to generate income for the charity over the long run. This fund stands at £310,000 all of which is held in investment properties. The trustees have the power to sell the investment properties and the power to transfer expendable endowment funds to general funds.
- The Designated Funds which were established by the trustees to set aside funds for specific projects planned within 12 - 18 months. At 31 December 2022 the fund stood at £183,271 (2021 £125,750).

- General Unrestricted Funds stood at £219,144 (2021 £330,100) representing tangible fixed assets held for the charity's own use of £9,337 and free reserves of £209,807 (2021 £319,944).
- No Restricted Funds were held by the charity at 31 December 2022.

At 31 December 2022 the Free Reserves stood at £209,807 (2021 £319,944). This represented 3.09 months of expenditure on planned working requirements in 2022 which is within the range of the charity's reserves policy and considered by the trustees to be satisfactory. When carrying out periodic reviews of the reserves held, the trustees take into account that, given the purpose of the Expendable Endowment and Designated funds, these funds could be drawn upon in the event of deterioration in the free reserves position.

The trustees continue to keep the charity's reserves policy under review to ensure that it maintains the right level for SAT-7 UK Trust and explains to its funders, donors and beneficiaries why it is holding this level of reserves.

Funds held as custodian trustee

SAT-7 UK acts as a custodian trustee holding cash on behalf of SAT-7 International Trust. SAT-7 International Trust's objects are consistent with those of SAT-7 UK. SAT-7 UK holds this cash in a separate designated bank account with a trustee approved bank mandate safeguarding the movement of these funds. Refer to note 18 for details of the funds received, payments made, and balances held on behalf of SAT-7 International Trust in the year.

Investments

Investments relate to two flats donated in 2015 and 2018. These flats remain rented out. The flats are held as investment properties within the existing expendable endowment fund and were reclassified in 2019 as current assets in the balance sheet as the intention was to sell them. Due to an unsuccessful sale and the challenging economic situation the decision was made to take the flats off the market, hence in Dec-22 the flats were reclassified as fixed assets.

14. Statement of Trustees' Responsibilities

The trustees (who are also directors of SAT-7 UK Trust Limited for the purposes of company law) are responsible for preparing the Trustees' report (incorporating the strategic report and directors' report) and the financial statements in accordance with 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 Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company 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 judgments and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for

safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to make themselves aware of that information.

Auditor

Burton Sweet Limited was re-appointed as the Charity's auditor during the year and has expressed their willingness to continue in that capacity.

This report and the financial statements have been prepared in accordance with the Companies Act 2006 the charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP).

Registered office:
2nd Floor
3-4 New Road
Chippenham
Wiltshire SN15 1EJ

If you have questions or would like more detail about the Trust, please contact the Chippenham office, where staff will be happy to respond to your queries.

Approved by the trustees on 25 April 2023.

Signed on behalf of the trustees

Mr Richard Giles
Chairman

Mrs Rachel Fadipe
Chief Executive Officer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SAT-7 UK TRUST LIMITED

Opinion

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow 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).

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state in 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's members as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2022 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with international Standards in 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

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the 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 the fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the strategic report and the directors' report) have been prepared in accordance with applicable law requirements.

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 Companies Act 2006 requires us to report to you if, in our opinion:

- sufficient accounting records have not been kept;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they 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

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.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with directors and other management, and from our knowledge and experience of the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements of the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance through the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations; and
- understanding the design of the charity's remuneration policies.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/apb/scope/private.cfm This description forms part of our auditor's report.

Joshua Kingston ACA (Senior Statutory Auditor)

For and on behalf of Burton Sweet Limited

Statutory Auditor

The Clock Tower

5 Farleigh Court

Old Weston Road

Flax Bourton

Bristol BS48 1UR

Date: 25 April 2023.

SAT-7 UK Trust Limited

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2022

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2022 £	Total Funds 2021 £
Income and endowments from:							
Donations and legacies	2	1,563,107	-	597,292	-	2,160,399	2,316,107
Investments		20,340	-	-	-	20,340	15,995
Other trading activities		2,871	-	-	-	2,871	2,455
Other income		6,836	-	-	-	6,836	4,721
Total income		1,593,154	-	597,292	-	2,190,446	2,339,278
Expenditure on:							
Raising funds	3	433,863	5,695	-	-	439,558	406,088
Charitable activities	3	1,168,148	38,883	597,292	-	1,804,323	1,811,539
Total expenditure		1,602,011	44,578	597,292	-	2,243,881	2,217,627
Net income/(expenditure)	5	(8,857)	(44,578)	-	-	(53,435)	121,651
Transfers between funds	15	(102,099)	102,099	-	-	-	-
Net movement in funds		(110,956)	57,521	-	-	(53,435)	121,651
Funds brought forward at 1 January	15	330,100	125,750	-	310,000	765,850	644,199
Funds carried forward at 31 December	15	219,144	183,271	-	310,000	712,415	765,850

Net expenditure for Companies Act purposes is £53,435.

The charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 24 to 37 form part of these financial statements
See note 20 for fund-accounting comparative figures

SAT-7 UK Trust Limited

BALANCE SHEET

AS AT 31 DECEMBER 2022

Company Number: 03301736

	Note	2022 £	2021 £
Fixed Assets			
Tangible fixed assets	8	9,337	10,156
Investments	9	310,000	-
Current assets			
Investments	9	-	310,000
Stock		2,035	3,839
Debtors	10	50,332	92,413
Cash at bank and in hand		496,931	451,631
		<u>549,298</u>	<u>857,883</u>
Creditors : Amounts falling due within one year			
	11	<u>(156,220)</u>	<u>(102,189)</u>
Net current assets		393,078	755,694
Net assets			
		<u>712,415</u>	<u>765,850</u>
Endowment funds			
	16	310,000	310,000
Income funds			
Unrestricted funds:			
General funds	16	219,144	330,100
Designated funds	16	183,271	125,750
		<u>402,415</u>	<u>455,850</u>
Total funds			
		<u>712,415</u>	<u>765,850</u>

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These financial statements were approved by the trustees on 25 April 2023 and are signed on their behalf by:

Mr Richard Giles
Chairman

The notes on pages 24 to 37 form part of these financial statements

SAT-7 UK Trust Limited

CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2022

	Note	2022 £	2021 £
Operational cash flows			
Cash flows from operating activities:			
Costs of Charitable Activities	13	<u>(1,744,941)</u>	<u>(1,822,445)</u>
Net outflow from operating activities		(1,744,941)	(1,822,445)
Cash flows for operating activities:			
Donations and Legacies	13	2,202,811	2,334,301
Other trading activities	13	2,871	2,455
Other income	13	6,836	4,721
Costs of raising funds	13	<u>(437,754)</u>	<u>(409,044)</u>
Net inflow for operating activities		1,774,764	1,932,433
Net inflow/(outflow) of operating activities		29,823	109,988
Non-operational cash flows			
Investing activities			
Investments - investment property income	13	20,340	15,995
Acquisition of tangible fixed assets	8	<u>(4,863)</u>	<u>(5,597)</u>
		15,477	10,398
Net cash inflow/(outflow) for the year	14	45,300	120,386

Cashflow Restrictions

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice, this restriction has not had any effect on cash flows for the year.

The notes on pages 24 to 37 form part of these financial statements

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

- a) The financial statements have been prepared in accordance with the historical cost convention except for investments which have been included at fair value and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102.

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The Trustees assess that the charity has sufficient reserves to be able to meet the challenges of the current economic environment and the charity's liabilities as they fall due.

- b) Income is accounted for as receivable once there is a reasonable certainty of the probable economic benefit from the resource and the amount can be reliably measured. Income from donations is included when these are receivable, except as follows:
- I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
 - II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.
- c) Expenditure is recognised in the period in which a legal or constructive obligation arises. Expenditure includes attributable VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and this has been included in those cost categories. Other costs, which are attributable to more than one category, are apportioned across cost categories on the basis of workload surveys carried out from time to time.

- d) Grants payable are charged in the year when the offer is conveyed to the recipient.
- e) Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are generally not capitalised.

Depreciation is calculated so as to write off the cost of an asset, less its estimated ultimate residual value, over the useful life of that asset as follows:

Leasehold improvements - straight line over the length of the lease to the break clause
Office equipment - 33% p.a. straight line
Office furniture - 25% p.a. straight line

- f) Stock is held at the lower of cost, including irrecoverable VAT, and net realisable value.
- g) Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.
- h) Unrestricted funds can be used in accordance with the charitable objects at the discretion of the board of trustees.
- i) Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.
- j) Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.
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SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

1 Accounting policies (*continued*)

- k) The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.
- l) Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.
- Investment properties are included at open market value. Valuations are carried out every five years with an informal annual review to ensure no material change in valuation has occurred. Annual reviews by the Trustees for indicators of impairment are carried out. The date of the last valuation was as at 31 December 2022 conducted by haart Estate Agents.
- m) Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.
- n) Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.
- o) Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 Donations and gifts

Current year	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total 2022 £	Total 2021 £
Churches	132,366	43,112	-	175,478	162,794
Institutions	135,735	225,057	-	360,792	421,008
Individuals	1,295,006	329,123	-	1,624,129	1,732,305
	<u>1,563,107</u>	<u>597,292</u>	<u>-</u>	<u>2,160,399</u>	<u>2,316,107</u>

For the comparative figures please see note 21.

As at the year-end the charity had been notified of two legacies, the value of which is uncertain but is unlikely to exceed £7,212 in total. There is one further legacy that the charity has been notified of but this cannot be measured reliably at the approval date of the financial statements.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

3 Expenditure

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2022	Total 2021 Restated
	£	£	£	£	£
<i>Raising funds</i>					
Staff costs	-	236,548	24,065	260,613	294,558
Promotional activities	-	102,889	-	102,889	36,044
Office costs	-	-	76,056	76,056	75,486
	-	339,437	100,121	439,558	406,088
<i>Charitable activities</i>					
In the UK	-	267,394	135,632	403,026	384,104
Supporting the church in the MENA region	1,401,297	-	-	1,401,297	1,427,435
	1,401,297	267,394	135,632	1,804,323	1,811,539
	1,401,297	606,831	235,753	2,243,881	2,217,627

For the comparative figures please see note 22.

Please see the following page for the definitions of the charitable activities described above.

SAT-7 UK's charitable activities are detailed in section 9 of the Trustees' Annual Report. They include:

In the UK

Raising awareness about our work, providing information about the region we operate in and encouraging prayer.

Engaging and mobilising Church in the UK and Ireland.

Preparing the next generation of supporters.

Supporting the church in the MENA region

Making grants to encourage the development of a growing Church and to make the Gospel available to everyone in the Middle East and North Africa.

Grants were paid to SAT-7 International Trust of £1,401,297 (2021: £1,427,435).

Grants to SAT-7 International Trust consist of restricted grants for specific projects and unrestricted grants to be used by SAT-7 International Trust in fulfilling their charitable activities.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

4 Support costs

<i>Current year</i>	Raising funds	Charitable activities	Total 2022	<i>Total 2021 Restated</i>
	£	£	£	£
Staff costs and staff related costs	24,065	5,267	29,332	7,825
Premises expenses	21,668	14,965	36,633	25,024
Admin expenses	51,661	96,871	148,532	150,054
Depreciation	2,727	2,955	5,682	6,045
Governance costs	-	15,574	15,574	13,513
	<u>100,121</u>	<u>135,632</u>	<u>235,753</u>	<u>202,461</u>

For the comparative figures please see note 23.

5 Net (expenditure)/income for the year

This is stated after charging:

	2022	2021
	£	£
Depreciation	5,682	6,045
Auditor's fees:		
For audit services	7,000	6,660
For accountancy services	2,500	2,340
For other services	2,004	3,690
Payments of Trustees' travel expenses	<u>1,122</u>	<u>706</u>

Trustees reimbursed for their out of pocket travel expenses: 2022: 4 (2021: 3). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £34,705 (2021: £41,920).

6 Staff costs and numbers

The aggregate payroll costs were:

	2022	2021
	£	£
Wages & salaries	425,368	453,675
Social security costs	33,635	29,778
Pension contributions	22,513	23,778
Benefits	3,046	1,827
Redundancy costs	-	11,125
	<u>484,562</u>	<u>520,183</u>

Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension

	2022	2021
	£	£
	<u>180,615</u>	<u>170,162</u>

One employee received emoluments between £60,000 to £70,000.

The average weekly number of employees based on headcount during the year was 17 (2021: 18).

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

7 Taxation

The charity is exempt from corporation tax on its charitable activities.

8 Tangible fixed assets

	Leasehold improvements £	Office equipment £	Office furniture £	Total £
Cost				
At 1 January 2022	5,149	37,973	15,348	58,470
Additions	-	4,863	-	4,863
At 31 December 2022	<u>5,149</u>	<u>42,836</u>	<u>15,348</u>	<u>63,333</u>
Depreciation				
At 1 January 2022	4,565	30,200	13,549	48,314
Depreciation	198	4,651	833	5,682
At 31 December 2022	<u>4,763</u>	<u>34,851</u>	<u>14,382</u>	<u>53,996</u>
Net book value				
At 31 December 2022	<u>386</u>	<u>7,985</u>	<u>966</u>	<u>9,337</u>
At 31 December 2021	<u>584</u>	<u>7,773</u>	<u>1,799</u>	<u>10,156</u>

9 Investments

Investment properties	2022 £	2021 £
Market Value at 1 January	310,000	310,000
Market Value at 31 December	<u>310,000</u>	<u>310,000</u>
Historical cost at 31 December	<u>310,000</u>	<u>310,000</u>

The investment properties were classified as current assets in the prior period, as it was the trustees' intention to sell the assets within 12 months. This year the trustees' intentions have changed, reclassifying the assets as fixed asset investments. As the properties have not been sold this financial year, the Trustees obtained a formal valuation at 31 December 2022 from Haart Estate Agents.

10 Debtors

	2022 £	2021 £
Other debtors	1,413	970
Prepayments and accrued income	38,775	79,637
Tax reclaimable under Gift Aid	10,144	11,806
	<u>50,332</u>	<u>92,413</u>

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

11 Creditors: amounts falling due within one year

	2022	<i>2021</i>
	£	£
Trade creditors	25,450	7,971
Accruals and deferred income	19,721	13,515
Other creditors	625	2,061
SAT-7 International Trust	110,424	78,642
	<u>156,220</u>	<u>102,189</u>

12 Commitments under operating leases

At 31 December 2022 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2022	<i>2021</i>
	Land & buildings	<i>Land & buildings</i>
	£	£
Within 1 year	13,598	14,938
2 to 5 years	<u>16,282</u>	<u>29,880</u>

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

13 Reconciliation of the Statement of Financial Activities to the Cash Flow Statement

	SOFA	Debtors adjustment	Creditors adjustment	Stock adjustment	Cashflow
Income from:					
Donations and legacies	2,160,399	-	-	-	
Decrease in tax reclaimable under Gift Aid		1,662	-	-	
Movement in donation debtor		40,750	-	-	<u>2,202,811</u>
Investments	20,340	-	-	-	20,340
Other trading activities	2,871	-	-	-	2,871
Other income	6,836	-	-	-	6,836
Expenditure on:					
Raising funds	(439,558)	-	-	-	
Increase in stock		-	-	1,804	<u>(437,754)</u>
Charitable activities	(1,804,323)	-	-	-	
Depreciation eliminated	5,682	-	-	-	
Movement in other debtors, prepayments and accrued income		(331)	-	-	
Increase in trade and other creditors		-	47,825	-	
Increase to accruals		-	6,206	-	
		<u>42,081</u>	<u>54,031</u>	<u>1,804</u>	<u>(1,744,941)</u>
Balance sheet movements					

14 Analysis of changes in cash during the year

	2022 £	2021 £	Change £
Cash at bank and in hand	<u>496,931</u>	<u>451,631</u>	<u>45,300</u>
	2021 £	2020 £	Change £
Cash at bank and in hand	<u>451,631</u>	<u>331,245</u>	<u>120,386</u>

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

15 Movement in funds

Year ended 31 December 2022	At 1 Jan 2022 £	Income £	Expenditure £	Transfers £	At 31 Dec 2022 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	<u>310,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>310,000</u>
Restricted funds					
<i><u>SAT-7 International projects</u></i>					
Cross Channel Projects	-	54,235	(54,235)	-	-
Cross Channel: Children's Programming	-	43,651	(43,651)	-	-
Cross Channel: Discipleship Programming	-	64,262	(64,262)	-	-
Cross Channel: Women's Programming	-	104,381	(104,381)	-	-
SAT-7 ACADEMY	-	11,479	(11,479)	-	-
SAT-7 ARABIC	-	52,683	(52,683)	-	-
SAT-7 KIDS	-	36,191	(36,191)	-	-
SAT-7 PARS	-	166,191	(166,191)	-	-
SAT-7 TÜRK	-	12,624	(12,624)	-	-
UK Nationals working for SAT-7 International Trust	-	50,570	(50,570)	-	-
<i><u>SAT-7 UK Trust projects</u></i>					
SAT-7 UK Development	-	1,025	(1,025)	-	-
	<u>-</u>	<u>597,292</u>	<u>(597,292)</u>	<u>-</u>	<u>-</u>
Unrestricted funds					
General funds	330,100	1,593,154	(1,602,011)	(102,099)	219,144
Designated funds:					
Development in the UK	125,750	-	(44,578)	92,099	173,271
Investment property	-	-	-	10,000	10,000
	<u>455,850</u>	<u>1,593,154</u>	<u>(1,646,589)</u>	<u>-</u>	<u>402,415</u>
Total funds	<u>765,850</u>	<u>2,190,446</u>	<u>(2,243,881)</u>	<u>-</u>	<u>712,415</u>

The comparative movement in funds figures can be found in note 24.

Endowment funds

Expendable endowment Property donated to the charity has been included as an expendable endowment and is being used to generate income for the charity. There is no legal requirement to hold the property for this purpose (and therefore, it is not permanently endowed), but the Trustees believe this use is in line with intentions of the donor in the medium term.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

15 Movement in funds (*continued*)

Restricted funds

Cross Channel Projects	Fund for the operating costs of SAT-7 and specific projects that cross all channels and regions.
Cross Channel: Children's Programming	Fund for programmes for children across of SAT-7's channels and language groups.
Cross Channel: Discipleship Programming	Fund for discipleship and bible teaching programming across all of SAT-7's channels and language groups.
Cross Channel: Education Programming	Fund for education programming across all of SAT-7's channels and language groups.
Cross Channel: Women's Programming	Fund for programming to support vulnerable and marginalised women across all of SAT-7's channels and language groups.
SAT-7 ACADEMY	Fund for the operational costs of SAT-7's education and development programming broadcasting in Arabic on SAT-7 KIDS and SAT-7 ARABIC.
SAT-7 ARABIC	Fund for the operational costs of SAT-7's Arabic language channel for young people and adults (over 16 years).
SAT-7 KIDS	Fund for the operational costs of SAT-7's children channel broadcasting in Arabic.
SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
SAT-7 Plus	Fund for the new on-demand streaming service with programs in Arabic, Farsi, and Turkish.
UK Nationals working for SAT-7 International Trust	Fund for the costs of UK nationals working for SAT-7 international Trust.
SAT-7 UK Development	Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a resolution passed by the Trustees of SAT-7 UK Trust.

Development in the UK	Designated funds agreed for the development of SAT-7 in the UK.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

16 Analysis of net assets between funds

As at 31 December 2022	Investments £	Tangible Fixed assets £	Other Net assets £	Total £
Endowment fund				
Expendable endowment	310,000	-	-	310,000
	<u>310,000</u>	<u>-</u>	<u>-</u>	<u>310,000</u>
Unrestricted funds				
General funds	-	9,337	209,807	219,144
Designated funds	-	-	183,271	183,271
	<u>310,000</u>	<u>9,337</u>	<u>393,078</u>	<u>712,415</u>

The comparative figures for the analysis of net assets between funds note can be found in note 25.

17 Company limited by guarantee

The company is limited by guarantee and as such has no issued share capital. In the event of the company being wound up the liability of the members is limited to £1 each.

18 Funds held as a custodian for others

At the year end, the charity held £592,753 (2021: £596,382) of cash balances under the control of SAT 7 International Trust. These balances have been excluded from the balance sheet.

In the year funds were received on behalf of SAT-7 International Trust totalling £1,376,160 (2021: £1,375,204). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,379,789 (2021: £1,231,154).

Further details of the custodian trustee relationships can be found within the trustees' report.

19 Related party transactions

There are no related party transactions other than disclosed elsewhere in these financial statements.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

COMPARATIVE FIGURES

The notes on the following pages contain comparative information and are integral to the financial statements as required by the Statement of Recommended Practice.

20 Statement of Financial Activity comparative figures

	<i>Unrestricted General Funds</i>	<i>Unrestricted Designated Funds</i>	<i>Restricted Funds</i>	<i>Endowment Funds</i>	<i>Total Funds 2021</i>
	£	£	£	£	£
Income and endowments from:					
Donations and legacies	1,494,356	-	821,751	-	2,316,107
Investments	15,995	-	-	-	15,995
Other trading activities	2,455	-	-	-	2,455
Other income	4,721	-	-	-	4,721
Total income funds	<u>1,517,527</u>	<u>-</u>	<u>821,751</u>	<u>-</u>	<u>2,339,278</u>
Expenditure on:					
Raising funds	406,088	-	-	-	406,088
Charitable activities	943,343	46,445	821,751	-	1,811,539
Total expenditure	<u>1,349,431</u>	<u>46,445</u>	<u>821,751</u>	<u>-</u>	<u>2,217,627</u>
Net income/(expenditure)	168,096	(46,445)	-	-	121,651
Transfers between funds	(100,254)	100,254	-	-	-
Net movement in funds	<u>67,842</u>	<u>53,809</u>	<u>-</u>	<u>-</u>	<u>121,651</u>
Funds brought forward at 1 January	262,258	71,941	-	310,000	644,199
Funds carried forward at 31 December	<u>330,100</u>	<u>125,750</u>	<u>-</u>	<u>310,000</u>	<u>765,850</u>

21 Donations and gifts comparative figures

	<i>Unrestricted General Funds</i>	<i>Restricted Funds</i>	<i>Endowment Funds</i>	<i>Total 2021</i>
	£	£	£	£
Prior year				
Churches	111,148	51,646	-	162,794
Institutions	93,318	327,690	-	421,008
Individuals	1,289,890	442,415	-	1,732,305
	<u>1,494,356</u>	<u>821,751</u>	<u>-</u>	<u>2,316,107</u>

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

22 Expenditure comparative figures

<i>Prior year</i>	<i>Grants payable</i>	<i>Direct costs</i>	<i>Support costs (note 23)</i>	<i>Total 2021</i>
	£	£	£	£
			<i>Restated</i>	<i>Restated</i>
<i>Raising funds</i>				
Staff costs	-	286,733	7,825	294,558
Promotional activities	-	36,044	-	36,044
Office costs	-	-	75,486	75,486
	<u>-</u>	<u>322,777</u>	<u>83,311</u>	<u>406,088</u>
<i>Charitable activities</i>				
In the UK	-	264,954	119,150	384,104
Supporting the church in the MENA region	1,427,435	-	-	1,427,435
	<u>1,427,435</u>	<u>264,954</u>	<u>119,150</u>	<u>1,811,539</u>
	<u><u>1,427,435</u></u>	<u><u>587,731</u></u>	<u><u>202,461</u></u>	<u><u>2,217,627</u></u>

Prior-year restatement: Costs that were within raising funds support costs and allocated to office costs were reallocated to staff costs within the prior-year for more accurate classification. Total expenditure was unaffected by this reallocation.

23 Support costs comparative figures

<i>Prior year</i>	<i>Raising funds</i>	<i>Charitable activities</i>	<i>Total 2021</i>
	£	£	£
	<i>Restated</i>		<i>Restated</i>
Staff costs and staff related costs	7,825	-	7,825
Premises expenses	13,262	11,762	25,024
Admin expenses	59,020	91,034	150,054
Depreciation	3,204	2,841	6,045
Governance costs	-	13,513	13,513
	<u>83,311</u>	<u>119,150</u>	<u>202,461</u>

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

24 Movement in funds comparative figures

Year ended 31 December 2021	At 1 Jan 2021 £	Income £	Expenditure £	Transfers £	At 31 Dec 2021 £
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	<u>310,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>310,000</u>
Restricted funds					
<i><u>SAT-7 International projects</u></i>					
Cross Channel Projects	-	284,576	(284,576)	-	-
Cross Channel: Children's Programming	-	72,776	(72,776)	-	-
Cross Channel: Discipleship Programming	-	60,040	(60,040)	-	-
Cross Channel: Education Programming	-	3,579	(3,579)	-	-
SAT-7 ACADEMY	-	18,070	(18,070)	-	-
SAT-7 ARABIC	-	22,596	(22,596)	-	-
SAT-7 KIDS	-	35,915	(35,915)	-	-
SAT-7 PARS	-	230,524	(230,524)	-	-
SAT-7 TÜRK	-	22,266	(22,266)	-	-
SAT-7 Plus	-	17,000	(17,000)	-	-
UK Nationals working for SAT-7 Internationally	-	53,146	(53,146)	-	-
<i><u>SAT-7 UK Trust projects</u></i>					
SAT-7 UK Development	-	1,263	(1,263)	-	-
	<u>-</u>	<u>821,751</u>	<u>(821,751)</u>	<u>-</u>	<u>-</u>
Unrestricted funds					
General funds	262,258	1,517,527	(1,349,431)	(100,254)	330,100
Designated funds: Development in the UK	71,941	-	(46,445)	100,254	125,750
	<u>334,199</u>	<u>1,517,527</u>	<u>(1,395,876)</u>	<u>-</u>	<u>455,850</u>
Total funds	<u>644,199</u>	<u>2,339,278</u>	<u>(2,217,627)</u>	<u>-</u>	<u>765,850</u>

Descriptions for the funds above can be found in note 15.

SAT-7 UK Trust Limited

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

25 Analysis of net assets between funds comparative figures

	<i>Investments</i> £	<i>Tangible Fixed assets</i> £	<i>Other Net assets</i> £	<i>Total</i> £
As at 31 December 2021				
Endowment fund				
Expendable endowment	310,000	-	-	310,000
	<u>310,000</u>	<u>-</u>	<u>-</u>	<u>310,000</u>
Unrestricted funds				
General funds	-	10,156	319,944	330,100
Designated funds	-	-	125,750	125,750
	<u>310,000</u>	<u>10,156</u>	<u>445,694</u>	<u>765,850</u>