



SAT-7 UK

ANNUAL REPORT 2024



Report of the Trustees & Accounts

For the year ended 31st December 2024

SAT-7 UK Trust Limited

Company Registration No 03301736

Registered Charity No 1060612

CONTENTS

ANNUAL REPORT

- 3 MESSAGE FROM THE CEO & CHAIR OF TRUSTEES
- 4 OUR VISION
- 6 OUR MISSION
- 8 2024 IN NUMBERS
- 10 REVIEW OF THE YEAR
- 20 TIMELINE OF 2024
- 24 PRIORITIES AND GOALS FOR 2025
- 28 FINANCIAL REVIEW OF 2024
- 36 WHO WE ARE

FINANCIAL STATEMENTS

- 40 INDEPENDENT AUDITOR'S REPORT
- 44 STATEMENT OF FINANCIAL ACTIVITIES
- 45 CHARITY BALANCE SHEET
- 46 CASH FLOW STATEMENT
- 47 NOTES TO THE FINANCIAL STATEMENTS

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 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice (FRS102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.



Behind the scenes on SAT-7 TORK film *Yakamoz*

A message from our Chief Executive and Chair of Trustees

2024 marked another year of crisis and conflict in the Middle East and North Africa (MENA), as well as another year of God's faithfulness to SAT-7 and our viewers. Our headlines were dominated by the heartbreaking war in the Holy Land, which claimed thousands more lives and at times spilt into other countries in the region including Iran, Yemen, Iraq and Lebanon. We thank God for His protection over our staff in Beirut, where one of our main television studios is located. Meanwhile, a brutal war rumbled on in Sudan, and freedoms for women and minorities, including Christians, were further eroded in Iran and Afghanistan.

Through it all, we have been so grateful for – and reliant on – your faithful support, prayers and generosity. In an atmosphere of despair and hopelessness, SAT-7's programmes and viewer support teams have been sharing the comfort, joy and hope of the Gospel. Your support has enabled us to respond to crises with love, as well as developing exciting new content and embracing new technology. This year, we were delighted to welcome *The Chosen* to SAT-7's platforms, and our first feature-length film *Toxic* has been taken up by some of the region's major airlines – helping to spread the Good News of Jesus further than ever.

As well as growing the Church in the MENA, your support has enabled us to engage with Christian communities in the UK. We are particularly grateful to our Ambassadors who, along with staff, visited over 170 churches throughout the year to share stories of God at work through SAT-7. We also launched our new *40 Days of Prayer for the Middle East* book and resources, which took thousands of UK Christians on a powerful journey of prayer through the 25 countries in which SAT-7 works.

As you read through this report, we hope you are encouraged to see the body of Christ in action across the MENA, serving the people of the region as His hands and feet. And we rejoice to know that we are all part of that same body. Whether presenters, producers, ambassadors, intercessors, funders, editors or camera operators, we are all part of the same joyous mission of building God's kingdom. Thank you.



Rachel Fadipe

Rachel Fadipe
Chief Executive



Richard Giles

Richard Giles
Chair of Trustees



The Chosen comes to SAT-7



Recording the SAT-7 UK Podcast



Sun of Hope, a new educational programme for Afghanistan



A mural at the SAT-7 Egypt studio

OUR VISION

FAITH-FILLED TELEVISION

SAT-7 UK is part of an international Christian media ministry, bringing life changing joy to the people of the Middle East and North Africa (MENA) through powerful, faith-filled television and digital media programmes.

A THRIVING CHURCH

Our vision is 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.

WE DO THIS BY...

1 BRINGING JOY

Our programmes – made by and for local believers – bring much-needed comfort, encouragement, and affirmation. What's more, we bring this where it's needed most – straight into the heart of the family home.

2 SHOWING LOVE

Across four satellite channels and digital media platforms, we are reaching millions of viewers in 25 countries, broadcasting 365 days a year, showing God's love in Arabic, Persian and Turkish, the main languages of the region.

3 STRENGTHENING FAITH

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.

OUR MISSION

The charitable activities of SAT-7 UK comprise generating funds, prayer and action to enable:

GROWING AND SUPPORTING THE CHURCH IN THE MENA

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.

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.

UK & ROI



READ MORE ON P14-19

MOROCCO

TUNISIA

ALGERIA

LIBYA

MAURITANIA



READ MORE ON P10-13

P10





GREEN-SCREEN TECHNOLOGY AT SAT-7 TÜRK

P21

CHRISTIAN TEACHING FOR TAJIK WOMEN

P22

YOUTH SHOW FOR PERSIAN CHILDREN WRAPS

P22

SAT-7 MOVIE TOXIC SHOWN ON MAJOR ARABIC AIRLINES

P12

TÜRKIYE

AZERBAIJAN

TAJIKISTAN

LEBANON
HOLY LAND
JORDAN

SYRIA

IRAQ

IRAN

AFGHANISTAN

EGYPT

KUWAIT

BAHRAIN

QATAR

P22

SAUDI ARABIA

UAE

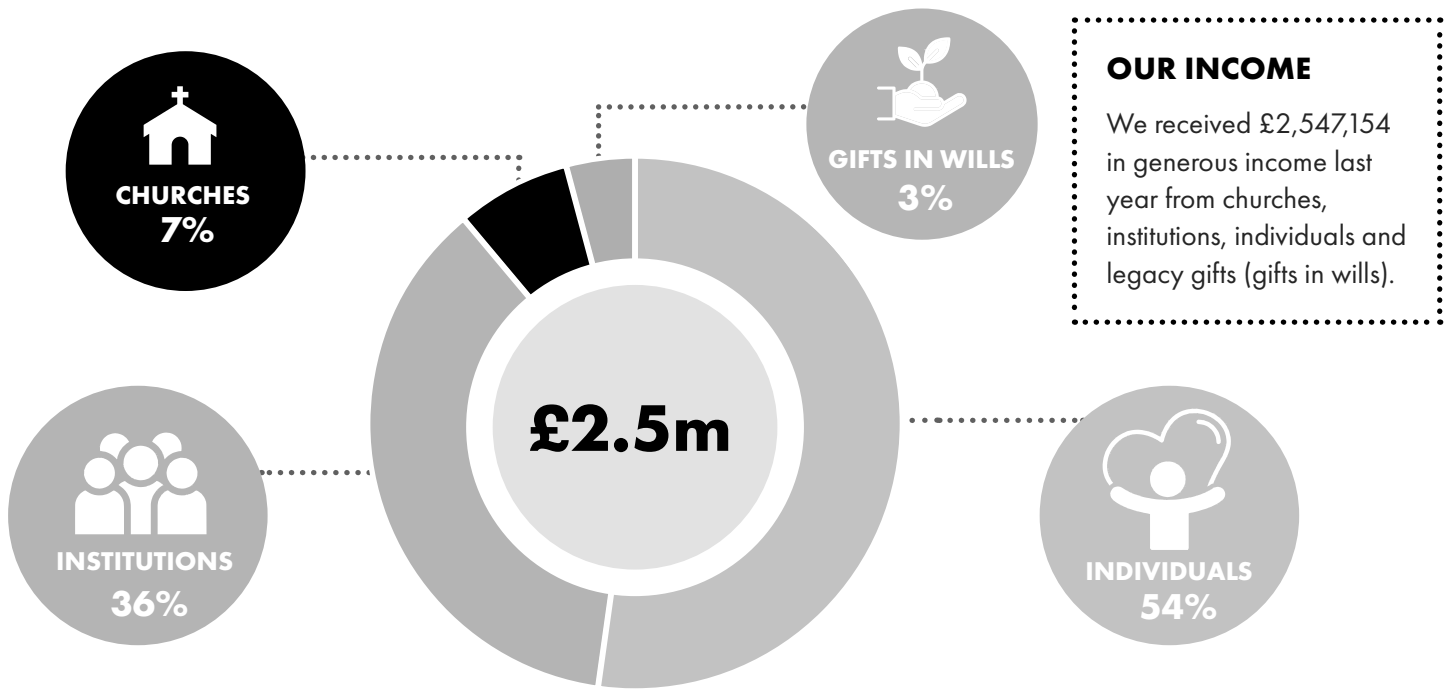
OMAN

SUDAN

YEMEN

SOUTH
SUDAN

2024 IN NUMBERS



OUR EXPENDITURE

We spent £2,708,486 in 2024 on charitable activities and raising funds. For every **£1** you donated...

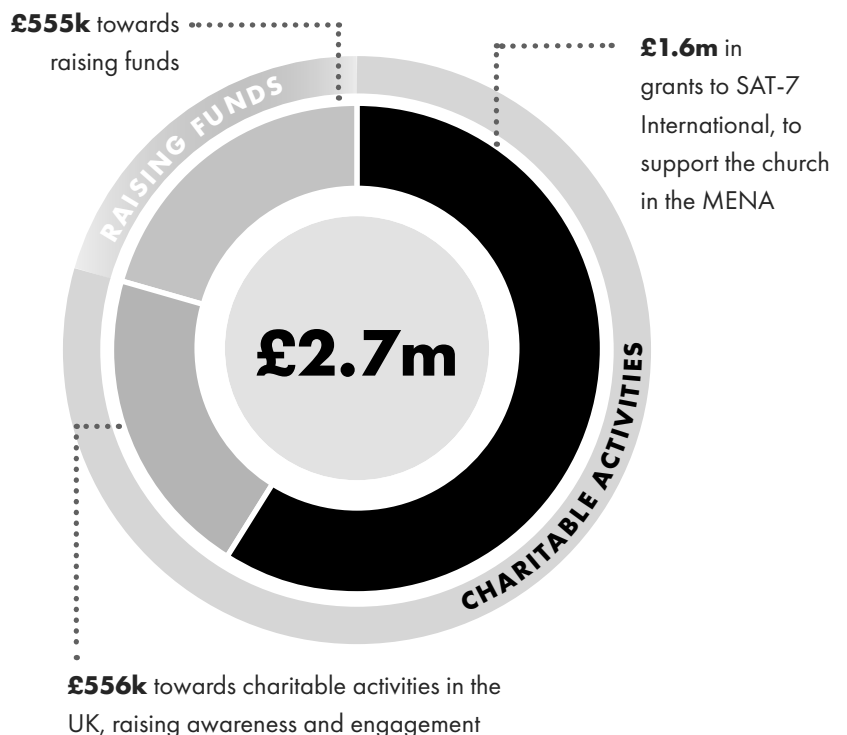
CHARITABLE ACTIVITIES

60p went towards growing and supporting the MENA Church through satellite TV and digital media programmes

20p went towards enabling UK Christian communities to deepen their understanding of and engagement with the MENA region

RAISING FUNDS

20p went towards raising funds and growing the support base



YOU GAVE

£2.5 MILLION
TO HELP FUND...



Presenter of *Jesus is My Strength*, Shady Tarzi, visits young Syrian viewers in a refugee camp in Lebanon



REVIEW OF THE YEAR

1. GROWING AND SUPPORTING THE CHURCH...

IN THE MIDDLE EAST AND NORTH AFRICA

We give grateful thanks to God for His faithfulness to us through another year of ministry in the Middle East and North Africa (MENA), and also for our faithful staff, volunteers, supporters and partners, whose hard work, prayers, and generosity enables our God, "to do immeasurably more than all we ask or imagine, according to his power that is at work within us" (Ephesians 3:30).

CONFLICT AND CRISIS

The past year was a heartbreaking one for the region. The conflict in the Holy Land that had erupted in October 2023 continued throughout the year, claiming the lives of thousands more people. In the autumn it spread for several weeks to neighbouring Lebanon, the location of one of SAT-7's studios. We thank God for His protection over staff and their families during this very challenging time.



صباح الخير
مبارك

Other countries – Iran, Yemen, Iraq – were also caught up in the hostilities. Brutal conflict continued in Sudan, described by the US ambassador to the United Nations as “the worst humanitarian crisis in the world”. Then in December, the long-established regime in Syria was unexpectedly toppled.

SAT-7 was there to respond with love to these intense conflicts and crises. During 2024, our programmes shared prayers for peace and messages of hope, provided platforms for church leaders to encourage their people, offered biblical perspectives on evil and suffering, and assured believers in distress that their Christian family stands with them in their trials.

We heard moving testimonies from viewers caught up in the conflicts, but who were holding fast to their faith in Christ. We wept with those who were weeping; we prayed for those who were suffering; and we worked hard and with hope to find new ways to comfort and encourage our brothers and sisters in Christ.

“

Let’s face our fears of the unknown and all our troubles with our best weapon: our prayers and faith. We, the people of the resurrection, believe in life, not fear. We are the people of hope, not despair... Let’s pray today to the God of peace to shower us with His peace.”

REV. DR MUNTHAR ISAAC SPEAKING ON SAT-7 TO MARK THE ONE-YEAR ANNIVERSARY OF CONFLICT IN THE HOLY LAND



Maroun Bou Rached, Executive Director at SAT-7 Lebanon, shares a message from the roof of the Beirut studio as smoke rises in the background



Faeqa Ayyad, a 12-year-old girl from Gaza, appeared on SAT-7 current affairs programme *You Are Not Alone* with a plea for peace



Jesus is Our Strength, a new magazine programme for children, aired three weekly episodes live from Lebanon during the violence

Left-hand image: At the height of the conflict, SAT-7 ARABIC launched a live interview and worship programme called *Good Morning Beirut*, from the balcony of the Lebanon studio, overlooking the city behind.

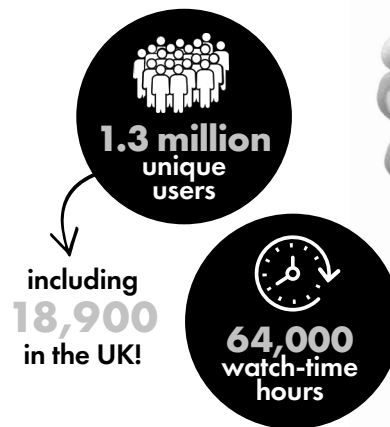
NEW CONTENT AND TECHNOLOGY

Meanwhile, the four channels continued to develop exciting new content and take advantage of new technology to share the Gospel and support the Church. Projects promoting God-given values and women’s rights and engaging young people to serve society and steward God’s creation made a powerful impact. SAT-7 TÜRK’s feature film *Yakamoz* won various awards at film festivals, while SAT-7 ARABIC’s movie *Toxic* was added to the playlists of several regional airlines, increasing our profile, reach and impact.

Satellite television remains a cornerstone of media consumption in the MENA, with some 87 per cent of the population continuing to use it. However, viewing habits have been dramatically transformed with the rise of multimedia platforms and streaming services. As internet penetration improves and half the population of the region accesses the internet via mobile, SAT-7 is also investing in innovative digital strategies.

The SAT-7 PLUS app continues to offer viewers access to Christian content anytime, anywhere. In 2024, the platform’s user base grew substantially, driven by offline promotions at live events and a robust online marketing campaign. Since its launch, the app has been downloaded over 200,000 times, and had 1.3 million unique users in 2024.

IN 2024, THE SAT-7 PLUS APP HAD...



“

Over the last year, we have seen how powerful storytelling is opening up opportunities for us to reach wider audiences, as several SAT-7 productions have been taken up by other media networks. Sharing our content in this way means taking our message to different viewers – people who would never think of tuning into SAT-7 to watch a live church service or Bible teaching programme.”

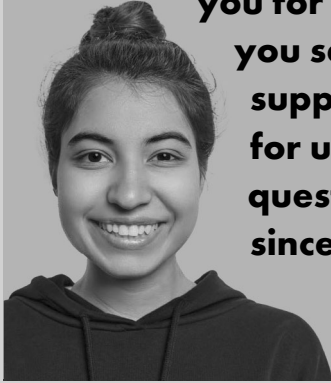
RITA EL-MOUNAYER, SAT-7 INTERNATIONAL CEO



SAT-7’s film *Toxic* is being shown on some of the region’s major airlines, including Emirates, Qatar Airways, Saudia, Kuwait Airways and Turkish Airlines

“

I am able to go through the worst conditions with hope in God... It is a genuine hope that is only possible through Christ. I truly thank you for these messages that you send every day, for supporting us, praying for us, answering our questions, and serving us sincerely.”



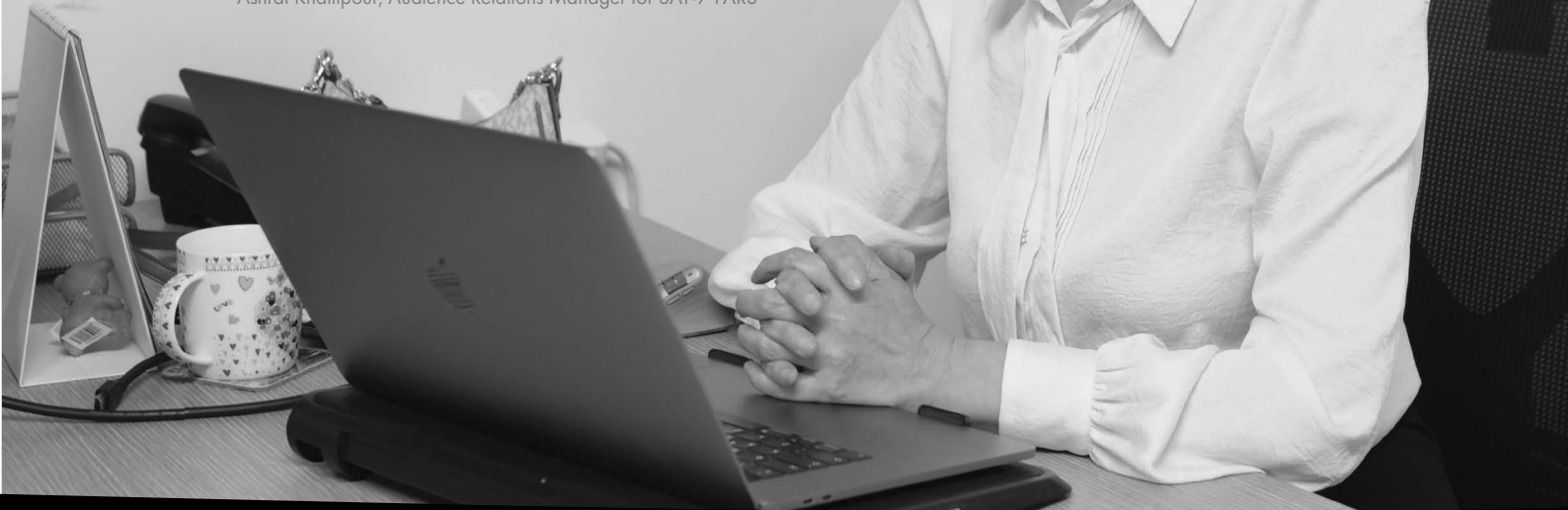
ELNAZ, IRAN

VIEWER SUPPORT

For SAT-7, what happens off screen is just as important as what happens on screen. Our Viewer Support teams, which are made up of Persian, Turkish, and Arab believers, are always on-hand to receive viewers' comments, concerns, questions, prayer requests, and testimonies. As they are contacted through phone calls during live programmes, comments on our social media pages, and direct messages in apps, they lend a listening ear to viewers, many of whom feel isolated and have no one else to whom they can turn.

In 2024, team members continued to build a strong foundation of trust with viewers, offering appropriate forms of loving support whenever possible, and always adhering to the highest standards of safeguarding and security.

Ashraf Khalilpour, Audience Relations Manager for SAT-7 PARS



VIEWER ENGAGEMENT IN 2024



87,000
viewer support
conversations



7,000
counselling or
teaching resources
accepted

2. ENGAGING WITH CHRISTIAN COMMUNITIES...

IN THE UK & ROI



The 40 Days of Prayer home group pack includes a study guide with 5 Bible studies, an A3 map, colour-in map sheets, and flashcards for a prayer event



Attendees at New Wine festival engage with SAT-7's Middle East Prayer Experience, a journey of prayer through the countries in which SAT-7 works

INSPIRING PRAYER

Equipping staff, volunteers and supporters to pray in a range of different ways is a key focus of SAT-7 UK's activities. The UK staff team meet daily for prayer, and on Wednesdays join the international office, studios, and other support offices of SAT-7 across the world to pray, reflect and give support, especially during times of crisis.

We continued to produce a range of high-quality print, digital and audio-visual prayer resources to help supporters and churches pray regularly for the church in the MENA. In addition to the quarterly prayer diary and monthly emails, we also ran specific campaigns during Lent and Advent to deepen supporters' understanding of the region and encourage prayer and engagement from Christians around the UK and ROI.

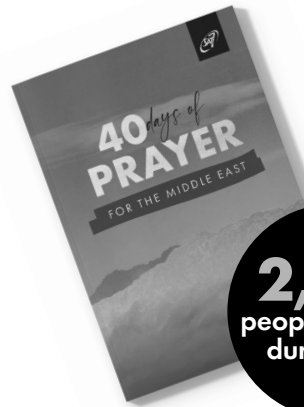
In early 2024 we produced a brand-new devotional book, **40 Days of Prayer for the Middle East**. This book and accompanying homegroup resource (left) took readers on a journey of prayer through the 25 countries in which SAT-7 works, from Morocco in the west to Tajikistan in the east, meeting local believers and churches along the way. They heard how God is at work through SAT-7, and discovered the ancient and often unknown Christian heritage of the region. Over 2,000 people journeyed prayerfully across the MENA region with SAT-7 in the lead up to Easter.

In the summer, we took the book to the New Wine festival in the form of a **Middle East Prayer Experience**, which took people on a journey of prayer around 23 prayer stations. Each board represented a different country of the MENA, with a beautiful photograph alongside a personal testimony from that country. The interactive experience created an opportunity for over 500 people to pray for the people of the Middle East and reflect on how God is at work through SAT-7.

Our **Advent campaign** comprised an *A is for Advent* prayer guide, daily emails, an Advent LIVE online event, and an all-age service plan. The prayer guide went through an A-Z of Christmas in the Middle East, highlighting the MENA's Christian heritage and Christmas celebrations around the region, as well as stories from SAT-7's ministry and viewers.

Another brand-new Advent resource for 2024 was *A Very Middle Eastern Advent*, a **Christmas colouring and activity book** aiming to diversify our support base and engage a younger demographic. We worked alongside renowned Christian children's illustrator Emma Randall to produce the activity book, which teaches children more about Christmas and Christians in the Middle East, in a fun and accessible way.

GOING DEEPER IN PRAYER



2,100 people praying during Lent



665 printed copies sold



1,225 free ebook downloads



PLUS 500 praying participants at the Middle East Prayer Experience



523 daily email sign-ups

“

40 Days of Prayer has been an inspirational masterpiece. It has helped me to appreciate and be thankful for the rich Christian heritage of the places we visit, inspired me to pray for my brothers and sisters in the region and caused me to reflect on my own journey with Jesus. I cannot recommend this resource highly enough, for any time of the year.”

CAROLYN, SAT-7 SUPPORTER

200 messages of encouragement for Christians in the Middle East during our Christmas campaign



WE PRAYED WITH **472** supporters IN 2 ONLINE PRAYER EVENTS



6,000 Advent prayer guides sent to supporters



933 activity books purchased

DEEPENING UNDERSTANDING

In 2024 we continued to develop opportunities and resources for supporters to deepen their understanding of the Middle East and the challenges faced by Christians in this region.

During 2024 we ran a series of **Vision Days** at SAT-7's Persian TV studio in west London, which broadcasts live programmes to Persian-speakers in Iran, Afghanistan and Tajikistan. Church leaders and ambassadors had the opportunity to meet the studio team and presenters, tour the set, and hear stories of faith among isolated and persecuted believers in the region. They were also able to network and reflect together on how SAT-7's programmes can be a positive resource for churches working with Iranian believers in the UK, who are able to watch Persian content on SAT-7 PLUS.

We continued to write our **Middle East Briefing** long-read articles, sent by email to 9,578 supporters, alternating between providing a roundup of the region's latest news and current affairs (including news from the Church and SAT-7's response) and deeper dives on specific countries. To widen the accessibility of our content and reach new audiences we launched the **SAT-7 UK Podcast**, with three streams:



- **The 7-Minute Briefing:** A shorter audio version of our monthly Briefing
- **In Conversation With:** Extended interviews with staff and friends from the region
- **Voices of the Middle East:** sharing powerful viewer stories in a more reflective format.

Podcast episodes are available through our website and on other platforms, including Spotify and Apple.

5,244
listens across
all platforms

During 2024 we sought to strengthen relationships with existing supporting churches, reach new churches, and through our **Church Partnership programme** give churches the opportunity to partner with us to bring about long-term change in the MENA.

Our staff and ambassadors visited over 170 churches to tell them more about the Middle East and how God is using SAT-7 across this region. The Church Partnership programme continued to grow with church partners receiving quarterly reports and prayer points.

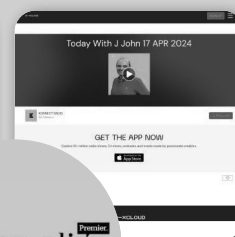
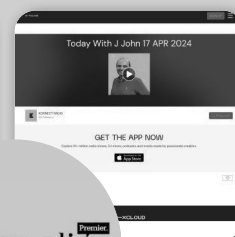
In July, over 30 volunteer ambassadors visited Chippenham for a special in-person day event with SAT-7 International CEO Rita El-Mounayer. The ambassadors were inspired by Rita's story and vision for the future, as well as having an opportunity to meet face-to-face, share ideas and learn about new resources.



Top: A visit to the SAT-7 PARS studio in London for staff and supporters
Bottom: SAT-7 International CEO Rita El-Mounayer attends an ambassador training day

INCREASING REACH THROUGH PRESS AND MEDIA

The year also saw a significant increase in our profile and media reach. Through a strategic partnership with Jersey Road Agency, we saw successful engagement with the UK Christian media. Several UK and International staff featured on UCB1 and UCB2 radio. A thought leadership article on the uncertainty after the fall of the Assad regime in Syria was very well received, and became the top story for both Evangelicals Now and Christian Today. SAT-7's CEO Rachel Fadipe was featured on a number of BBC regional radio programmes, as well as joining Premier's Inspirational Breakfast. SAT-7 ARABIC's Marianne Awaraji contributed to Woman Alive, reflecting on motherhood amid Lebanon's conflict. Martin Thomas was interviewed for World TV Day by TWR, UCB and Premier Radio.



Above: A selection of SAT-7 UK's press coverage highlights in 2024

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

A key focus area for this year was the development of sustainable stewardship activities that give back to our supporters and in turn, increases their loyalty to SAT-7. The highlight of these activities was our first **Thanking Week** held in May, during which 22 staff and trustees took part phoning or sending postcards to over 560 supporters.

Through our appeals, events, conferences and speaking engagement programme, we connected with Christians across the country, deepening our reach, engagement and impact and generating new supporters, ambassadors and church partners. We continued to prioritise supporter care and relationship management, seeking to deepen relationships with our supporters.

We made 13 **fundraising trips** within the UK and British Overseas Territories during the year, to Scotland, the Isle of Man, Ireland, Jersey, Gibraltar and the Cayman Islands. We were greatly blessed by the generous support of forty-nine grant making trusts. We are thankful for those supporters who have decided to partner with SAT-7 UK through larger donations. Our Philanthropy and Partnership team take care to develop meaningful connections between major donors and our activities, and we have been greatly blessed that the fruit from these relationships is enabling SAT-7 to grow.

We also increased investment in our **paid marketing reach** across a range of social media and Christian digital platforms, including Eden and Premier Christianity Magazine online. This enabled us to profile our message and resources to new audiences, enabling more than 5,000 new people to connect with SAT-7, and to pray for and learn more about the MENA region.

VOLUNTEERS AT THE KESWICK CONVENTION



CHURCH SPEAKING ENGAGEMENTS



CORNWALL CHURCHES TOGETHER



THANKING WEEK 2024





Above: SAT-7 UK staff team away day in Bath, September 2024

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

During 2024, we have continued to support the wider SAT-7 family through collaboration on the development of plans for their annual Partnership Gathering, contributing to the development of the new global strategic goals, and actively participating in the SAT-7 International Management meetings, as well as serving on the SAT-7 International Council and Executive Board.

We remained committed to embedding our core values (right) into our organisational culture.

These values were reinforced through activities, including our daily devotional time, team meetings, staff survey, team days, and staff retreats.

In 2024, we continued our focus on staff well-being by holding a series of wellness check-in surveys and topic-related engagement opportunities to foster a supportive and thriving workplace.

OUR VALUES

WE AGREE TO BE
AUTHENTIC

WE CHOOSE TO BE
COURAGEOUS

WE STRIVE TO BE
CREATIVE

WE COMMIT TO BE
SERVANT-HEARTED

TIMELINE OF 2024 (Q1-2)

RACHEL FADIPE SPEAKS AT EVENT LED BY LOCAL MP



REMEMBERING THE EARTHQUAKES

As Türkiye and Syria mark the first anniversary of devastating earthquakes, special episodes on SAT-7 highlight the role played by the Church in supporting those affected. SAT-7 TÜRK's current affairs programme *Worldview* speaks to local Christians involved in the humanitarian effort. SAT-7 ARABIC programme *You Are Not Alone* talks to Syrians affected by the quakes and hears about the work of the Church there.



ANNUAL PARTNERSHIP GATHERING IN LIMASSOL, CYPRUS



ATTEND VIRTUAL 40 MINUTES OF PRAYER EVENT
200 supporters

JANUARY

FEBRUARY

MARCH



CHILDREN ENGAGE ACROSS DIVIDES

The second season of *Puzzle*, an innovative activity programme for young people, begins airing on SAT-7 KIDS. Filmed in Lebanon, the show brings together children aged 10-15 years from various backgrounds. Through taking part in a range of engaging challenges, the participants are encouraged to connect with others across traditional divides, promoting Freedom of Religion or Belief and the acceptance of differences.



LAUNCH OF 40 DAYS OF PRAYER BOOK AND CAMPAIGN



SPECIAL EASTER COVERAGE

SAT-7 TÜRK broadcasts a live service from a church in Istanbul that was attacked by gunmen in January. SAT-7 ARABIC broadcasts live from a church in Bethlehem and hosts a talk show with local church leaders. SAT-7 KIDS airs a musical, *Salvation, Not Just Death*, performed by a church in Upper Egypt, focusing on how people's lives were changed by Jesus. And SAT-7 PARS broadcasts a one-hour special Easter documentary called *Journey of the Cross*.

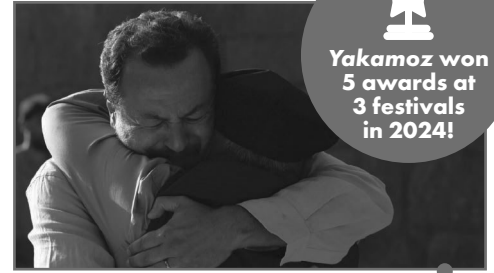
HIT SERIES THE CHOSEN COMING TO SAT-7

SAT-7 announces that the international hit series *The Chosen* will soon be broadcast on its platforms, enabling viewers across the MENA to watch its powerful portrayal of the life of Jesus and the journey of His disciples. SAT-7 has secured the rights to broadcast *The Chosen's* first three series on all three of our satellite channels, as well as streaming platform SAT-7 PLUS, until 2027. SAT-7 is part of a global push to help *The Chosen* – and thus the Gospel – reach one billion viewers all over the world.



FEATURE FILM TAKEN UP BY FIVE INTERNATIONAL AIRLINES

SAT-7's first feature-length film, *Toxic*, is taken up by five international airlines for their in-flight playlists, making the movie – and its powerful message of forgiveness – available to millions of travellers.



Yakamoz won 5 awards at 3 festivals in 2024!

RELEASE OF HISTORICAL SAT-7 TÜRK FILM

SAT-7 TÜRK release historical feature film *Yakamoz* amid national media attention. This beautiful film, which marks the centenary of the momentous population exchange between Türkiye and Greece, emphasises peaceful co-existence while shining a light on an important part of Türkiye's Christian past.

APRIL

SAT-7 UK HOLDS FIRST EVER THANKING WEEK



SAT-7 UK holds its first ever 'Thanking Week' dedicated to thanking supporters. 22 staff and trustees took part, phoning or sending postcards to over 560 supporters.

MAY



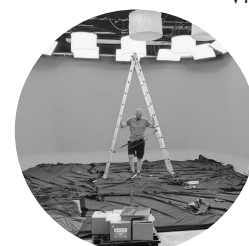
CHILDREN ENCOUNTER JESUS THROUGH POWERFUL SHORT FILM

Adonai, a powerful short film about Jesus, is released on SAT-7 KIDS. The film tells the story of a group of young friends who embark on an adventure in the forest – and have an encounter with the living Jesus. "I was so touched..." said one *Adonai* viewer, "I felt that I wanted to meet Jesus."

JUNE

TRAINING IN NEW TECHNOLOGY

The SAT-7 TÜRK studio in Istanbul hosts 20 staff from Egypt, Lebanon, and Cyprus for a multi-session training event in the use of Virtual Production, provided by experts in Augmented and Virtual Reality productions. A greenscreen environment is built in the Istanbul studio and the necessary equipment installed. This event represents the latest stage in the progressive rollout of



Virtual Production technology across the ministry.

TIMELINE OF 2024 (Q3-4)

POPULAR YOUTH SHOW WRAPS UP

After five seasons and 200 episodes, SAT-7 PARS youth programme *Hashtag* comes to an end. This popular show, which was packed full of entertaining segments such as Bible stories, DIY tips and tricks, science experiments, world facts, and quizzes, leaves behind a legacy in the hearts of viewers who, in the words of young Iranian viewer Deena, now “know the Bible in a deeper and better way”.



500 PARTICIPANTS PRAY WITH SAT-7



LAUNCH OF MIDDLE EAST PRAYER EXPERIENCE AT NEW WINE FESTIVAL



FIRST SAT-7 PROGRAMME FOR TAJIK WOMEN

SAT-7 finishes production of 20 half-hour episodes of its first-ever programme aimed at Tajik women, many of whom are unable to gather legally and face persecution if they confess their faith. *World of Women's Thoughts*, produced in partnership with Media Mission the Messengers (aka SANSA), is part of a wider strategy to increase support for Tajik Christians.

JULY



SUMMER CONFERENCES INCLUDE KESWICK & NORTHERN IRELAND



AUGUST



HELPING FAMILIES NAVIGATE CHALLENGES

As the Holy Land war increasingly spills over into the rest of the region, SAT-7 steps up its support for children and families. Weekly parenting workshops, led by psychologist Amal Ghaly, start on Facebook to help parents navigate the everyday challenges of raising children, compounded by the stress and anxiety of the escalating violence. Most attract between 50 and 100 live participants, with tens of thousands of viewers watching each session after it is reposted online.

SEPTEMBER

SUPPORT FOR VIEWERS DURING BOMBINGS

As Lebanon experiences its worst violence in almost 20 years, SAT-7's studio in Beirut continues to broadcast programmes offering comfort and support to people shaken by September's devastating airstrikes. SAT-7 ARABIC's Viewer Support team connects with people on the ground and directs them to churches in Lebanon that are offering help, as well as providing vital emotional and spiritual support.



COMFORT AND JOY CAMPAIGN

Our 'comfort and joy' campaign launches as part of the Christmas appeal, encouraging supporters to send messages of solidarity with Christians in the Middle East. We receive over 200 messages of encouragement and the appeal raises almost £65,000.



COMFORT AND JOY CAMPAIGN LAUNCHES

LARGE AUDIENCE FOR CHRISTIAN FESTIVAL IN EGYPT

Thousands of young people and families gather for Count it Right, a vibrant Christian festival in Egypt, broadcast live on SAT-7. The annual event is hosted by Kasr El Dohara Evangelical Church at a retreat centre in Wadi Natroun. As in previous years, SAT-7 is the official media partner, broadcasting the event live over three days. The coverage attracts 1.2 million views on Facebook and 33,000 views on YouTube, with many more watching on the SAT-7 ARABIC channel.



SEMINAR IN CANTONESE AND ENGLISH AT CHINESE MISSION FAIR



SPONSORSHIP AND SPEAKING AT CHRISTIANS IN MEDIA EVENT



OCTOBER

NOVEMBER

DECEMBER



AWARD FOR YES PROJECT MOVIE

SAT-7 film *Perhaps God Sees Me* wins the Best Humanitarian Short Film Award at the prestigious Alexandria International Film Festival for Mediterranean Countries. The film was created as part of SAT-7's Youth for an Enabling Society (YES) project and tells a powerful and moving story of overcoming mental health issues and finding self-worth. Mainstream Egyptian television broadcasters have asked to screen it. The YES project also hosts its own creative media festival, attracting over 170 entries.



O come Emmanuel,

HOPE AND BLESSING AT CHRISTMAS

SAT-7 ARABIC releases a beautiful and poignant rendition of the Christmas carol "O Come, O Come Emmanuel", filmed among the rubble in southern Lebanon, to inspire hope and peace among viewers affected by conflict. Meanwhile, the SAT-7 KIDS team broadcasts two special episodes of *Jesus is Our Strength* in which they connect with displaced Lebanese families. The team organises a Christmas celebration with families and gives them food packages and warm clothes.

PRIORITIES AND GOALS FOR 2025

GROWING AND SUPPORTING THE CHURCH IN THE MIDDLE EAST AND NORTH AFRICA

Through creative media content, we will share the Gospel, support the Church and serve society, supporting our viewers personally on their own journey of faith as they engage and interact with our content.

As 2025 is the last year of SAT-7 International's current strategy, we will continue to build on goals to help us further equip the Church for its witness to Christ. Here are just a few examples of how we will achieve this:

1

BRINGING PEOPLE TOGETHER

SAT-7 looks to equip our viewers to be agents of positive change in MENA society and promote its unity and stability. One way we do this is by engaging Christians with issues of contemporary concern. SAT-7 plans to introduce in 2025 one new current affairs programme on each of our channels, supported by dedicated social media pages. As the region continues to grapple with multiple conflicts, these programmes will include features and segments on the themes of peace and reconciliation, encouraging viewers to reach out across traditional national, ethnic, and social divides.



2



HARNESSING TECHNOLOGY

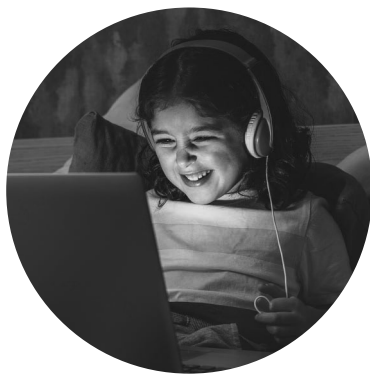
As part of our commitment to keep pace with technological change, SAT-7 intends to develop our use of Generative Artificial Intelligence. We believe that it has the potential to benefit our ministry significantly, but we must also harness it properly to avoid the risks it presents. In 2025 SAT-7 will integrate AI into our workflows as appropriate, and we will provide in-depth training in specific AI tools for our specialist staff. We will also explore using AI to produce a historical drama in Arabic, Persian and Turkish.

Top: Utilising technology on the set of SAT-7 PARS show *Sunday School*
Left: SAT-7 TÜRK programme *Panorama* offers a biblical perspective on current affairs

3

DESIGNING FOR IMPACT

SAT-7 aims to have clear goals for each of our programmes, and we are constantly looking for ways to improve and better understand the impact that our content has on our viewers. In 2025 we will introduce new principles into all our programme proposals and production planning, using focused audience research to identify the needs of those who engage with our content and understand how we can design what we produce most effectively. In this way we will learn from our viewers and be better able to assist them at whatever stage they may be on their journey of faith.

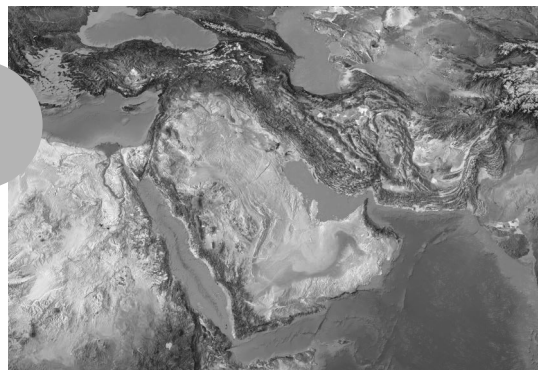


“

I love SAT-7 so much. I've learned many beautiful hymns and stories from the Bible.”

ELLEN, 11, FROM EGYPT

4



GOING BEYOND

SAT-7 longs to be relevant and accessible to everyone in the MENA, but because the region is so diverse, we need carefully to tailor our output to different areas and groups. We are seeking to deepen and broaden our appeal to audiences beyond the centres where we already have an established presence on the ground, and to achieve this in 2025 we will continue to increase programme and content production from and for the Levant, the Gulf, North Africa, Azerbaijan and Tajikistan.

The cast and crew on new SAT-7 ARABIC programme *Fabric*



PRIORITIES AND GOALS FOR 2025

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI

1

INSPIRING PRAYER

Prayer continues to be key priority for SAT-7 globally. We will continue to produce a range of high-quality print, digital and new audio-visual prayer resources to help supporters and churches pray regularly for the church in the MENA and the work of SAT-7. We will adapt our prayer campaigns, including for Lent and Advent, continuing to deepen supporters' understanding of the region and encourage prayer and engagement from Christians around the UK and ROI.

DEEPENING UNDERSTANDING

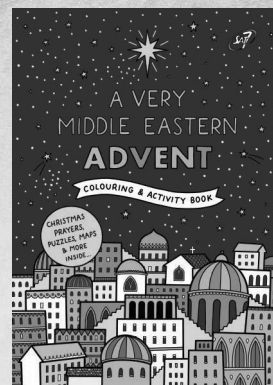
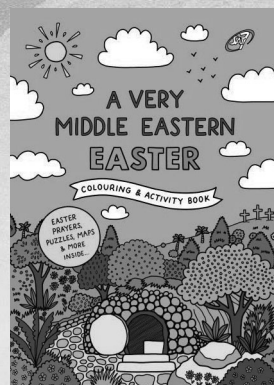
In 2025 we will develop new opportunities and resources for supporters to deepen their understanding of the Middle East and the challenges faced by Christians in this region.



The Vision Days to SAT-7's Persian TV studio in west London will continue, giving church leaders and ambassadors the opportunity to meet the studio team and hear stories of faith among isolated and persecuted believers in the region. Through a range of resources, including *Insight* magazine, the Middle East Briefing and podcast, we will build on the progress of 2024 to reach new audiences, deepening readers' and listeners' understanding of life in the Middle East for Christians and viewers of SAT-7.

In 2025, with the support of our ambassadors, we will focus on growing our Church Partnership programme, reaching new churches and strengthening relationships with existing supporting churches.

A selection of SAT-7 UK's print resources for 2024-5



3

INCREASING PROFILE

We want to increase the profile and standing of SAT-7 across the UK, reaching more Christians, church, press, media, political and voluntary networks, by communicating relevant news and current affairs from the MENA region and its Church. We will produce high-quality creative resources and events that demonstrate the mission and life-changing impact of SAT-7, to deepen understanding, engagement, giving, and prayer.

4

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

In 2025 we will continue to foster trust, understanding, and collaboration with supporters and donors, partnering with donors where their goals align with our mission. We will aim to identify and secure diverse funding sources, build long-term relationships, and demonstrate the impact and value of our work to deliver a sustainable increase in SAT-7 UK's income and donor base.

5

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

Through aligning the management of people with our goals and values, we want to attract, develop and retain talent to cultivate a highly motivated and happy team, fostering a positive workplace culture and an environment in which staff can flourish and develop. We will continue to embed our values into our team culture so that they are at the heart of everything we do. We will maintain a strong partnership with SAT-7 International through strategic input and collaboration.



“

Despite all we hear about persecution, it's wonderful that you can tell us of green sprigs of hope.”

KEN, SAT-7 SUPPORTER

FINANCIAL REVIEW OF 2024

OVERVIEW

In 2024, the UK economy experienced modest growth amidst a complex global landscape. Although the economy grew slightly in 2024, GDP per capita declined slightly, reflecting ongoing pressure on living standards.

We were greatly encouraged to end 2024 1.8% ahead of our income budget. We delivered £1.6M of support directly for Christians in the MENA through the production and broadcast of faith-filled satellite TV programmes, and £550K to mobilise the church in the UK to pray for and deepen their understanding of the MENA.

During 2024, SAT-7 UK continued to deliver a dynamic programme of fundraising and engagement activities, mobilising the Church in the UK and raising the voices of Christians in the Middle East. We continued to prioritise supporter care and relationship management, seeking to deepen relationships with our supporters.



On the set of SAT-7 PARS show *Raising Little Hearts*

FINANCIAL SUMMARY

The financial results for the year are set out in the Statement of Financial Activities. In 2024 SAT-7 UK's income was £2,547,154, 1.8% above the 2024 budget. SAT-7 UK made grants of £1,596,670 to SAT-7 International Trust during 2024.

Expenditure on raising funds was £555,401 (2023: £ 545,056) while expenditure on charitable activities was £2,153,085 (2023: £ 1,903,144). Net income and expenditure in 2024 showed a deficit of £161,332 (2024: surplus £152,748).

Net assets at 31 December 2024 were £703,831 (2023: £865,163). Cash at bank and in hand at 31 December 2024 amounted to £353,314 (2023: £ 410,934).

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 2025 the planned working requirements are budgeted to be on average £78,925 per month. The trustees are of the opinion that this level is adequate to ensure that the trust continues at a sustainable level.

At 31 December 2024 SAT-7 UK Trust [‘the charity’] held total reserves of £703,831 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 2024 the fund stood at £168,425 (2023 £386,080).
- **General Unrestricted Funds** stood at £225,406 (2023 £169,083) representing tangible fixed assets held for the charity’s own use of £21,889 and free reserves of £203,517 (2023 £160,083).
- No **Restricted Funds** were held by the charity at 31 December 2024.

At 31 December 2024 the Free Reserves stood at £203,517 (2023 £ 160,083). This represented 2.57 months of expenditure on planned working requirements in 2025 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 separate designated bank accounts with a trustee-approved bank mandate, safeguarding the movement of these funds.

In 2024, SAT-7 UK entered into a formal Custodian Agreement that puts into a written form an oral agreement between SAT-7 UK Trust and SAT-7 International Trust which pre-existed the Joint Ministry Agreement between the same parties of 1st August 2017.

Under common law, SAT-7 UK as Trustee holds funds on behalf of the Beneficiary, SAT-7 International Trust, in a custodian account, on bare trust for SAT-7 International. The funds of the trust are held in designated UK bank account(s) in the name of SAT-7 UK on behalf of the Beneficiary and controlled by the Beneficiary.

Refer to note 18 for details of the funds received, payments made, and balances held on bare trust for 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 December 2022, the flats were reclassified as fixed assets. A third flat is in the process of being donated to the charity but this ownership transfer has not completed.

GOING CONCERN

The trustees do not have any material uncertainties surrounding the charity continuing as a going concern. The trustees, therefore, do not consider it necessary to reflect, within the level of reserves, any estimate of the costs of closure.

LEGAL BASIS

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.

OBJECTIVES, PRINCIPAL ACTIVITIES AND PUBLIC BENEFIT

PURPOSE

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 life changing 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.

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.

GOVERNANCE

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 2024. 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.

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 2024 the trustees held their meeting in person, supplemented by video conferencing when needed, and met together in October 2024 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. In October 2022, a Governance Committee was set up to make recommendations on board governance including trustee succession planning.

The board of SAT-7 UK has agreed a joint ministry agreement with SAT-7 International. In 2024 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). The board chair Mr Richard Giles represented SAT-7 UK on the International Council of SAT-7 International Trust, and Mr Roy Kemp, the previous chair, remained an elected member of the Executive Board to the International Council of SAT-7 International Trust. SAT-7 UK made grants of £1,596,670 to SAT-7 International Trust during 2024.

TRUSTEE RECRUITMENT, INDUCTION & TRAINING

RECRUITMENT

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. Joining the Board is seen as a journey for both parties and is managed by the Governance Sub-Committee. Prospective candidates are interviewed by the existing trustees including the Board Chair and the CEO. If agreed by the Governance Sub-Committee, they are then invited to attend a Board meeting as an observer. After the meeting the Chair consults with the Board and a vote is taken. 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 2024 one new trustee was recruited and three trustees stood down. One trustee has served on the board for more than 9 years, this trustee has indicated that this is their last term of service. The Governance committee has a trustee recruitment plan in place to ensure continuity on the board and provide effective new board members to replace these long serving trustees.

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.

At the board away days in October 2024 the trustees looked at the annual rhythm of board meetings to ensure that the board has the right strategic focus.

MANAGEMENT AND ORGANISATIONAL STRUCTURE

Trustees, working through the Board and its committees, are the ultimate decision makers for SAT-7 UK Trust. They entrust day-to-day management of the Charity to an Executive leadership team, which operates within a framework, and a scheme of delegation, set by the trustees. The Executive leadership team (known as the ELT) is led by the Chief Executive and comprises the Senior Director and the Director of Operations. Members of the ELT may attend Board meetings, but do not vote.

PAY POLICY FOR KEY MANAGEMENT

The key management personnel of the charity comprise the trustees, the Chief Executive, the Senior Director and Operations Director. The total employee benefits of the Leadership Team in 2024 were £205,203 (2023: £193,145). Details can be found in note 6 to the accounts.

Remuneration and benefits for executive management are determined on the basis of performance, and periodic peer sector benchmarking using Hay benchmarking data. In the case of the Chief Executive this power is delegated by the Finance and General Purposes Committee. In the case of other management personnel, pay and benefits are determined by the Chief Executive, subject to an overall budget agreed by the trustees.



SAT-7 UK Chief Executive Rachel Fadipe and former board chair Roy Kemp visit the travelling set of SAT-7 ARABIC programme *Today Not Tomorrow*, Egypt, May 2024

POLICY STATEMENTS: DATA PROTECTION, REGULATORY ACTIVITY

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 is 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 data protection guidelines.

SAFEGUARDING, GRANT MAKING

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 2024 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.

RISK MANAGEMENT

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 a rising costs base. 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.

STATEMENT ON FUNDRAISING PRACTICE

In accordance with the Charities (Protection and Social Investment) Act 2016, the following statement outlines the fundraising practice of SAT-7 UK in 2024.

SAT-7 UK is registered with the Fundraising Regulator and adheres strictly to their Code of Fundraising Practice. In 2024 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 2024 SAT-7 UK contracted the services of one professional external fundraising agency (as defined by section 58 of the Charities Act 1992) who acted on our behalf, calling supporters to thank them for their support, discuss their giving, and to invite them to in-person and online events.

SAT-7 UK is registered with the Fundraising Preference Service (FPS) and during 2024 received 1 suppression requests through this service, all of which were actioned. During 2024, 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.

WHO WE ARE

Registered name SAT-7 UK Trust Limited, also known as 'SAT-7 UK'

Registered charity number 1060612

Registered company number 03301736

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

Operations centre 2nd 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, Mr J Clark (resigned May 2024), Mr C Miles (resigned August 2024), Mr M Haines, Mr R Giles, Mr D Taylor, Mr T Alqassis, Mrs J Bicknell, Mr A Massey (resigned Dec 2024), Mr N Graham (joined March 2024)

Leadership Team

Rachel Fadipe (Chief Executive Officer)

Martin Thomas (Senior Director)

Chris Beddoes (Operations Director)

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

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
28 April 2025.

Signed on behalf of the trustees



Rachel Fadipe

Rachel Fadipe
Chief Executive

Richard Giles

Richard Giles
Chair of Trustees

FINANCIAL STATEMENTS

صوت الكنيديّة
من وسط أحداث



On the set of *Voice of the Church*, a weekly live prayer programme on SAT-7 ARABIC, January 2024

INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of Sat-7 UK Trust Limited (the "Charity") for the year ended 31 December 2024 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2024 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 directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable law requirements.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

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:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us;
- 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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

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:

- we identified the laws and regulations applicable to the charity through discussions with those charged with governance 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, pensions, environmental and health and safety legislation; and
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management, inspecting legal correspondence and

remaining alert during the audit for any indications of non-compliance.

Our audit procedures in relation to fraud included but were not limited to:

- making enquiries of those charged with governance and other management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- discussing amongst the engagement team the risks of fraud;
- gaining an understanding of the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations;
- testing journal entries to identify unusual transactions;
- assessing whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigating the rationale behind significant or unusual transactions.

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/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit. This description forms part of our auditor's report.

USE OF OUR REPORT

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.

Joshua Kingston

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: 28 April 2025



STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2024

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2024 £	Total Funds 2023 £
Income and endowments from:							
Donations and legacies	2	1,649,647	-	862,222	-	2,511,869	2,575,111
Investments		26,600	-	-	-	26,600	24,600
Other trading activities		8,685	-	-	-	8,685	1,237
Total income		1,684,932	-	862,222	-	2,547,154	2,600,948
Expenditure on:							
Raising funds	3	555,401	-	-	-	555,401	545,056
Charitable activities	3	1,290,863	-	862,222	-	2,153,085	1,903,144
Total expenditure		1,846,264	-	862,222	-	2,708,486	2,448,200
Net income/ (expenditure)	5	(161,332)	-	-	-	(161,332)	152,748
Transfers between funds	15	217,655	(217,655)	-	-	-	-
Net movement in funds		56,323	(217,655)	-	-	(161,332)	152,748
Funds brought forward at 1 January	15	169,083	386,080	-	310,000	865,163	712,415
Funds carried forward at 31 December	15	225,406	168,425	-	310,000	703,831	865,163

Net expenditure for Companies Act purposes is **£161,332**.

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 47 to 65 form part of these financial statements. See note 21 for fund-accounting comparative figures.

CHARITY BALANCE SHEET

As at 31 December 2024

Company Number 03301736

		2024	2023
	Note	£	£
Fixed assets			
Tangible fixed assets	8	21,889	9,000
Investments	9	310,000	310,000
Current assets			
Stock		960	1,376
Debtors	10	98,533	288,502
Cash at bank and in hand		353,314	410,934
		452,807	700,812
Creditors: Amounts falling due within one year	11	(80,865)	(145,749)
Provisions for liabilities		-	(8,900)
Net current assets		371,942	555,063
Net assets		703,831	865,163
Endowment funds	16	310,000	310,000
Income funds			
Unrestricted			
General	16	225,406	169,083
Designated	16	168,425	386,080
		393,831	555,163
Total funds		703,831	865,163

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 28 April 2025 and are signed on their behalf by:

Richard Giles

Richard Giles
Chair of Trustees

The notes on pages 47 to 65 form part of these financial statements.

CASH FLOW STATEMENT

Year ended 31 December 2024

		2024	2023
	Note	£	£
Operational cash flows			
Cash flows from operating activities			
Costs of Charitable Activities	13	(2,222,483)	(1,939,336)
Net outflow from operating activities		(2,222,483)	(1,939,336)
Cash flows for operating activities			
Donations and legacies	13	2,702,965	2,377,384
Other trading activities	13	8,685	1,237
Costs of raising funds	13	(554,985)	(544,397)
Net inflow for operating activities		2,156,665	1,834,224
Net (outflow)/inflow of operating activities		(65,818)	(105,112)
Non-operational cash flows			
Investing activities			
Investments - investment property income	13	26,600	24,600
Acquisition of tangible fixed assets	8	(18,615)	(5,485)
Loss on disposal of tangible fixed assets		213	-
		8,198	19,115
Net cash inflow/(outflow) for the year	14	(57,620)	(85,997)

CASH FLOW 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 47 to 65 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

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.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity. Governance costs are included within charitable activity costs.

- 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 £1,000 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. Designated funds form part of unrestricted funds and have been identified as being for particular purposes by the trustees. They are not restricted and can be undesignated at any time at the discretion of the trustees.
- j. 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.
- k. 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.
- l. 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.
- m. 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.
- n. 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.
- o. 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.
- p. 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 2024	Total 2023
	£	£	£	£	£
Churches	118,468	50,143	-	168,611	176,573
Institutions	467,627	452,000	-	919,627	1,043,856
Individuals	983,668	350,011	-	1,333,679	1,096,234
Legacies	79,884	10,068	-	89,952	258,448
	<u>1,649,647</u>	<u>862,222</u>	<u>-</u>	<u>2,511,869</u>	<u>2,575,111</u>

For the comparative figures, please see note 22.

3 EXPENDITURE

Current year	Grants payable	Direct costs	Support costs (note 4)	Total 2024	Total 2023
	£	£	£	£	£
<i>Raising funds</i>					
Staff costs	-	306,928	25,902	332,830	337,506
Promotional activities	-	136,492	-	136,492	96,942
Office costs	-	-	86,079	86,079	110,608
	-	443,420	111,981	555,401	545,056
<i>Charitable activities</i>					
Engaging with Christian communities in the UK	-	367,765	188,650	556,415	402,589
Growing & supporting the church in the MENA	1,596,670	-	-	1,596,670	1,500,555
	<u>1,596,670</u>	<u>367,765</u>	<u>188,650</u>	<u>2,153,085</u>	<u>1,903,144</u>
	<u>1,596,670</u>	<u>811,185</u>	<u>300,631</u>	<u>2,708,486</u>	<u>2,448,200</u>

For the comparative figures please see note 23.
Please see the following page for the definitions of the charitable activities described above.

The charitable activities of SAT-7 UK comprise generating funds, prayer and action to enable:



Children from *La Fiesta* sing a song to celebrate God's peace

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK

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.

GROWING AND SUPPORTING THE CHURCH IN THE MENA

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.

Grants were paid to SAT-7 International Trust of **£1,596,670** (2023: £1,500,555).

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.

4 SUPPORT COSTS

Current year	Raising funds	Charitable activities	Total 2024	Total 2023
	£	£	£	£
Staff costs and staff related costs	25,902	4,864	30,766	39,412
Premises expenses	20,764	15,206	35,970	45,958
Admin expenses	62,724	137,248	199,972	145,241
Depreciation	2,591	2,922	5,513	5,823
Governance costs	-	28,410	28,410	20,730
	111,981	188,650	300,631	257,164

For the comparative figures please see note 24.

5 NET (EXPENDITURE) / INCOME FOR THE YEAR

This is stated after charging:

	Total 2024	Total 2023
	£	£
Depreciation	5,513	5,823
Auditor's fees		
For audit services	9,158	8,775
For accountancy services	3,052	2,925
For other services	-	450
Payments of Trustees' travel expenses	786	1,191

Number of trustees reimbursed for their out of pocket travel expenses: 2024: 6 (2023: 5). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and other related parties in the year were £47,145 (2023: £33,247).

6 STAFF COSTS AND NUMBERS

The aggregate payroll costs were:

	Total 2024	Total 2023
	£	£
Wages and salaries	568,700	509,205
Social security costs	48,309	42,997
Pension contributions	34,359	27,890
Benefits	1,671	4,291
	653,039	584,383
Remuneration and benefits received by key management personnel including employer's national insurance and employer's pension contributions.	205,203	193,145

No employee received emoluments between £60,000 to £70,000. (2023: One)

One employee received emoluments between £70,000 to £80,000. (2023: None)

The average weekly number of employees based on headcount during the year was 20 (2023: 18).

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 2024	5,149	48,321	15,348	68,818
Additions	14,689	3,926	-	18,615
Disposals	-	(17,727)	(720)	(18,447)
At 31 December 2024	19,838	34,520	14,628	68,986
Depreciation				
At 1 January 2024	4,962	39,997	14,859	59,818
Depreciation	187	5,125	201	5,513
Eliminated on disposal	-	(17,727)	(507)	(18,234)
At 31 December 2024	5,149	27,395	14,553	47,097
Net book value				
At 31 December 2024	14,689	7,125	75	21,889
At 31 December 2023	187	8,324	489	9,000

9 INVESTMENTS

The investment properties are revalued by the trustees every five years as a policy so the carrying amount does not differ materially from the fair value of the asset at the end of the reporting period. The trustees obtained a formal valuation at 31 December 2022 from Haart Estate Agents.

	Total 2024	Total 2023
	£	£
Investment properties		
Market value at 1 January	310,000	310,000
Market value at 31 December	310,000	310,000
Historical cost of 31 December	310,000	310,000

10 DEBTORS

	Total 2024	Total 2023
	£	£
Other debtors	902	1,065
Prepayments	18,207	16,917
Accrued income	62,967	262,834
Tax reclaimable under Gift Aid	16,457	7,686
	98,533	288,502

11 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total 2024	Total 2023
	£	£
Trade creditors	20,025	9,169
Accruals and deferred income	40,938	19,346
Other creditors	4,764	3,300
SAT-7 International Trust	15,138	113,934
	80,865	145,749

12 COMMITMENTS UNDER OPERATING LEASES

At 31 December 2024 the charitable company had total minimum lease payments under non-cancellable operating leases as follows:

	2024 Land & buildings	2023 Land & buildings
	£	£
Within 1 year	2,688	13,598
2 to 5 years	6,072	2,684
	8,760	16,282

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	2,511,869	-	-	-	
Movement in tax reclaimable under Gift Aid		(8,771)	-	-	
Movement in donation debtor		-	-	-	
Movement in accrued income		199,867	-	-
					2,702,965
Investments	26,600	-	-	-	26,600
Other trading activities	8,685	-	-	-	8,685
Expenditure on:					
Raising funds	(555,401)	-	-	-	
Increase in stock		-	-	416
					(554,985)
Charitable activities	(2,153,085)	-	-	-	
Depreciation eliminated	5,513	-	-	-	
Movement in other debtors and prepayments		(1,127)	-	-	
Decrease in trade and other creditors		-	(86,476)	-	
Increase to accruals		-	21,592	-	
Decrease in provision for liabilities		-	(8,900)	-
					(2,222,483)
Balance sheet movements		189,969	(73,784)	416	

For comparative figures please see note 25.

14 ANALYSIS OF CHANGES IN CASH DURING THE YEAR

	2024	2023	Change
	£	£	£
Cash at bank and in hand	353,314	410,934	(57,620)

	2023	2022	Change
	£	£	£
Cash at bank and in hand	410,934	496,931	(85,997)



SAT-7 PARS teaching show *Salt and Light* examines what it means to be a Christian in every aspect of life

15 MOVEMENT IN FUNDS

Year ended 31 December 2024	At 1 Jan 2024	Income	Expenditure	Transfers	At 31 Dec 2024
	£	£	£	£	£
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
<i>SAT-7 International projects</i>					
Cross Channel Projects	-	47,483	(47,483)	-	-
Cross Channel: Children's Programming	-	96,314	(96,314)	-	-
Cross Channel: Discipleship Programming	-	930	(930)	-	-
Cross Channel: Women's Programming	-	8,540	(8,540)	-	-
SAT-7 ARABIC	-	172,511	(172,511)	-	-
SAT-7 KIDS	-	46,391	(46,391)	-	-
SAT-7 Lebanon Studio Appeal	-	236,925	(236,925)	-	-
SAT-7 PARS	-	160,338	(160,338)	-	-
SAT-7 TURK	-	37,315	(37,315)	-	-
UK Nationals working for SAT-7	-	50,267	(50,267)	-	-
<i>SAT-7 UK Trust projects</i>					
SAT-7 UK Development	-	5,208	(5,208)	-	-
	-	862,222	(862,222)	-	-
Unrestricted funds					
General funds	169,083	1,684,932	(1,846,264)	217,655	225,406
<i>Designated funds</i>					
Development in the UK	184,080	-	-	(57,655)	126,425
Funds yet to be received	192,000	-	-	(160,000)	32,000
Investment property	10,000	-	-	-	10,000
	555,163	1,684,932	(1,846,264)	-	393,831
Total funds	865,163	2,547,154	(2,708,486)	-	703,831

The comparative movement in funds figures can be found in note 26.

Transfers

	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	(214,086)	-	214,086
Transfer to UK Development Fund	156,431	-	(156,431)
Funds yet to be received	-	(160,000)	160,000
	(57,655)	(160,000)	217,655

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.

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 Lebanon Studio Appeal	Fund for the purchase of the Lebanon Studio Site.
SAT-7 PARS	Fund for the operational costs of SAT-7's Persian language channel.
SAT-7 TÜRK	Fund for the operational costs of SAT-7's Turkish language channel.
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	Fund for targeted initiatives to advance the work and impact of SAT-7 UK Trust in GB and Ireland.
Funds yet to be received	The fund represents selected multi-year grants and legacies recognised as income but not yet received, therefore the trustees have designated these funds until they have been received and are able to be spent.
Investment property	The trustees have designated aside funds for potential costs relating to the cladding on the investment properties.

16 ANALYSIS BETWEEN FUNDS

	Investments	Tangible fixed assets	Other net assets	Total
As at 31 December 2024	£	£	£	£
Endowment fund				
Expendable endowment	310,000	-	-	310,000
	310,000	-	-	310,000
Unrestricted funds				
General funds	-	21,889	203,517	225,406
Designated funds	-	-	168,425	168,425
	310,000	21,889	317,942	703,831

The comparative figures for the analysis of net assets between funds note can be found in note 27.

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 £931,657 (2023: £694,154) 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 £1,707,304 (2023: £1,502,373). Payments made as a custodian trustee on behalf of SAT-7 International Trust totalled £1,469,800 (2023: £1,400,971).

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.

20 POST BALANCE SHEET EVENT

At the year-end the charity was in the process of completing on a donated property. The property is valued at £80,000 and is expected to complete in the first half of the 2025 year. As entitlement to the property will occur at the completion date, the income and asset will be recognised in the year to 31 December 2025.



We Grow Together celebrates children's birthdays on SAT-7 KIDS



Original Lebanese drama *For Your Eyes Only* broadcasts on SAT-7 ARABIC



SAT-7 TÜRK's *Great News* provides entertainment and Christian teaching for Turkish children

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.

21 STATEMENT OF FINANCIAL ACTIVITY COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Endowment Funds	Total Funds 2023
	£	£	£	£	£
Income and endowments from:					
Donations and legacies	1,985,064	-	590,047	-	2,575,111
Investments	24,600	-	-	-	24,600
Other trading activities	1,237	-	-	-	1,237
Total income	2,010,901	-	590,047	-	2,600,948
Expenditure on:					
Raising funds	545,056	-	-	-	545,056
Charitable activities	1,313,097	-	590,047	-	1,903,144
Total expenditure	1,858,153	-	590,047	-	2,448,200
Net income/(expenditure)	152,748	-	-	-	152,748
Transfers between funds	(202,809)	202,809	-	-	-
Net movement in funds	(50,061)	202,809	-	-	152,748
Funds brought forward at 1 January	219,144	183,271	-	310,000	712,415
Funds carried forward at 31 December	169,083	386,080	-	310,000	865,163

22 DONATIONS AND GIFTS COMPARATIVE FIGURES

Prior year	Unrestricted General Funds	Restricted Funds	Endowment funds	Total 2023
	£	£	£	£
Churches	117,732	58,841	-	176,573
Institutions	781,993	261,863	-	1,043,856
Individuals	826,891	269,343	-	1,096,234
Legacies	258,448	-	-	258,448
	1,985,064	590,047	-	2,575,111

23 EXPENDITURE COMPARATIVE FIGURES

Prior year	Grants payable	Direct costs	Support costs (note 24)	Total 2023
	£	£	£	£
<i>Raising funds</i>				
Staff costs	-	303,879	33,627	337,506
Promotional activities	-	96,942	-	96,942
Office costs	-	-	110,608	110,608
	-	400,821	144,235	545,056
<i>Charitable activities</i>				
Mobilising the Church in the UK	-	289,660	112,929	402,589
Growing the MENA Church	1,500,555	-	-	1,500,555
	1,500,555	289,660	112,929	1,903,144
	1,500,555	690,481	257,164	2,448,200

24 SUPPORT COSTS COMPARATIVE FIGURES

Prior year	Raising funds	Charitable activities	Total 2023
	£	£	£
Staff costs and staff related costs	33,627	5,785	39,412
Premises expenses	30,012	15,946	45,958
Admin expenses	77,568	67,673	145,241
Depreciation	3,028	2,795	5,823
Governance costs	-	20,730	20,730
	144,235	112,929	257,164



Miltan Danil and Aylin Ashyar, the presenters of *Principles of Faith* on SAT-7 PARS, now in its ninth season

25 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	2,575,111	-	-	-	
Decrease in tax reclaimable under Gift Aid		2,458	-	-	
Movement in donation debtor		40,750	-	-	
Movement in accrued income		(240,935)	-	-	
					2,377,384
Investments	24,600	-	-	-	24,600
Other trading activities	1,237	-	-	-	1,237
Expenditure on:					
Raising funds	(545,056)	-	-	-	
Increase in stock		-	-	659	
					(544,397)
Charitable activities	(1,903,144)	-	-	-	
Depreciation eliminated	5,822	-	-	-	
Movement in other debtors and prepayments		(40,443)	-	-	
Decrease in trade and other creditors		-	(10,096)	-	
Increase to accruals		-	(375)	-	
Decrease in provision for liabilities		-	8,900	-	
					(1,939,336)
Balance sheet movements		(238,170)	(1,571)	659	

26 MOVEMENT IN FUNDS COMPARATIVE FIGURES

Year ended 31 December 2023	At 1 Jan 2023	Income	Expenditure	Transfers	At 31 Dec 2023
	£	£	£	£	£
Endowment funds					
Expendable endowment	310,000	-	-	-	310,000
	310,000	-	-	-	310,000
Restricted funds					
<i>SAT-7 International projects</i>					
Cross Channel Projects	-	133,227	(133,227)	-	-
Cross Channel: Children's Programming	-	52,547	(52,547)	-	-
Cross Channel: Discipleship Programming	-	874	(874)	-	-
Cross Channel: Women's Programming	-	20,376	(20,376)	-	-
SAT-7 ACADEMY	-	11,286	(11,286)	-	-
SAT-7 ARABIC	-	105,941	(105,941)	-	-
SAT-7 KIDS	-	30,112	(30,112)	-	-
SAT-7 Lebanon Studio Appeal	-	-	-	-	-
SAT-7 PARS	-	145,726	(145,726)	-	-
SAT-7 TURK	-	39,753	(39,753)	-	-
UK Nationals working for SAT-7	-	49,805	(49,805)	-	-
<i>SAT-7 UK Trust projects</i>					
SAT-7 UK Development	-	400	(400)	-	-
	-	590,047	(590,047)	-	-
Unrestricted funds					
General funds	219,144	2,010,901	(1,858,153)	(202,809)	169,083
Designated funds					
Development in the UK	173,271	-	-	10,809	184,080
Funds yet to be received	-	-	-	192,000	192,000
Investment property	10,000	-	-	-	10,000
	402,415	2,010,901	(1,858,153)	-	555,163
Total funds	712,415	2,600,948	(2,448,200)	-	865,163

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

Transfers	Designated fund		
	Development in the UK	Funds yet to be received	General funds
	£	£	£
Expenditure from UK Development Fund	(118,260)	-	118,260
Transfer to UK Development Fund	129,069	-	(129,069)
Funds yet to be received	-	192,000	(192,000)
	10,809	192,000	(202,809)

27 ANALYSIS OF NET ASSETS BETWEEN FUNDS COMPARATIVE FIGURES

	Investments	Tangible fixed assets	Other net assets	Total
As at 31 December 2023	£	£	£	£
Endowment fund				
Expendable endowment	310,000	-	-	310,000
	310,000	-	-	310,000
Unrestricted funds				
General funds	-	9,000	160,083	169,083
Designated funds	-	-	386,080	386,080
	310,000	9,000	546,163	865,163



SAT-7 UK Trust Limited

A Company Limited by Guarantee

Company Registration No 03301736
Registered Charity no 1060612

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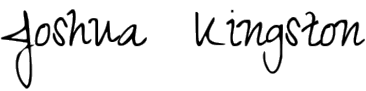
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