Charity number: 1098217
Company number: 04619778

The Plain Truth

Trustees' Report and financial statements

for the year ended 31 December 2025

S & J Accounting Services

S & J Accounting Services
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The Plain Truth

Notes to financial statements
for the year ended 31 December 2025
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The Plain Truth

Notes to financial statements
for the year ended 31 December 2025

Charity number	1098217
Company registration number	04619778
Registered office	15 Meadowlands Burwell Cambs CB25 0HG
Trustees	Karl Ayling Dr.Peter Brierley Mary Hammond Rev Gethin Russell-Jones
Secretary	Mary Hammond
Accountants/ **Independent Examiners**	S & J Accounting Services Financial Accountants 18a Field Close West Haddon Northampton Northants NN6 7AB

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STRUCTURE, GOVERNANCE AND MANAGEMENT

Appointment of Trustees

As set out in the Articles of Association, the Chair of Trustees is nominated by the Board of Trustees (the Board). Up to 20 Trustees can sit on the Board at any one time. Trustees are appointed on an initial three year basis, after which they can stand for re-election for a further term of three years and can serve for a maximum of three terms. After these three terms of three years the Trustees must then stand down for a minimum of one year. After this period they can then apply for re-election for a future term of office.

Trustees and those working with the Charity are asked to put names forward to the Company Secretary for potential new trustees. These are then invited to complete application forms which are reviewed by all the Trustees. Applicants are then invited to attend a Board Meeting before being interviewed by the Board.

Trustee induction and training

New Trustees undergo an orientation process to provide them with details of the aims and objectives of the Charity. They are also provided with the Memorandum and Articles of Association, the business strategy, details of our programmes and most recent reports and accounts. Trustees are also provided with a copy of the ACEVO folder on Trustees roles and responsibilities.

Organisational structure

The Board administers the Charity. The Board meets regularly throughout the year. An Editor/Publisher is appointed by the Trustees to manage the day-to-day operations of the charity and to circulate regular, timely reports to the Trustees. To facilitate effective operations, the Editor/Publisher has delegated authority for operational matters, including finance, employment and programme related activity.

Wider network

The Plain Truth Limited is a member of the Evangelical Alliance in the UK and maintains strong links with many of its other members. The *Plain Truth's* articles are often used in the production of other publications as well as supplying local parish magazines throughout the UK and other religious magazines around the world. Copies of *The Plain Truth* are also distributed to New Zealand. The current mailing list reaches 84 countries worldwide.

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Related parties

As consultant in the capacity of Editor to the charity, Mary Hammond is also associated with other professional bodies and charities as follows: Member of the Chartered Institute of Public Relations; Member of the National Union of Journalists; Member of the Institute of Fundraising; Member of the Association of Christian Writers; trustee of charities Burwell Community Printing Centre Ltd, Burwell & District Day Centre Trust, Burwell Education Foundation and Burwell Church Lands.

Risk management

The Trustees have conducted a review of the major risks to which the charity is exposed and systems have been established to mitigate those risks.

All risks are laid down in a risk register which forms part of the Business Plan. The identified risks are reviewed regularly and the Trustees are updated at Board meetings of appropriately graded risks. The Trustees have identified risks relating to funding and there is a formal budgeting process which allows the Trustees to identify in advance any period where funding is a concern. The Trustees recognise that an ongoing exercise of raising of additional funds and cutting of costs where practicable should be a priority.

OBJECTIVES AND ACTIVITIES

Charitable objects

The objects of the company are to proclaim the Gospel of Jesus Christ according to the word of God to the people of the United Kingdom and abroad by means of the written word, by radio, by television, by recordings, by printed word and by personal evangelism. Currently the company seeks to fulfil a number of these objectives through the production and distribution of a free magazine titled *The Plain Truth*. Following his untimely death in May 2018 the charity agreed to publish a paperback book which had been written in draft form and dedicated to The Plain Truth by Rev L Roy Lawrence. He has been greatly missed, but his writings continue to live on and inspire many through the publication of *'Plain Truths about Life*, *Faith and Healing'*. The title was reprinted due to a high demand and sent free to those requesting a copy. And electronic version is also available.. In 2021 a new venture in the form of a Podcast was undertaken the first edition being launched in July. Since that time the Podcast ('Plain Talking') has been produced each month, and features interviews with key Christian figures and organisations, as is freely available through distribution channels such as Google; Spotify; Stitcher; Apple iTunes amongst others. This has successfully continued during 2025.
Some excellent guests have been interviewed during this period and The Plain Truth has noted new subscribers being added as a result of this additional resource supplied by the charity.

During the year, The Plain Truth has also given away dozens of Christian books featuring in the magazine.

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THE TRUSTEES PRESENT THEIR REPORT AND THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025
THE TRUSTEES WHO SERVED DURING THE YEAR AND UP TO THE DATE OF THIS REPORT ARE SET OUT ON PAGE 3.

Significant activities

During the year the Charity produced three issues of the magazine. Winter 2024/25; Spring 2025; and a combined bumper Summer/Autumn 2025 issue. During this 12-month period, a number of interviews and articles looked at key issues affecting Christians in the UK as well as those across the globe. (The printed magazine is mailed to 84 countries, some of which face persecution for those practicing their Christian faith.) The Plain Truth continued working together with other charities such as Open Doors, Open Bible Trust and Divine Healing Ministries to name a few. Many articles from a wide range of these involved in Christian ministry in the UK were produced to encourage and strengthened the faith of its readers, many of whom are elderly and isolated from regular church attendance or gatherings and view The Plain Truth as a spiritual lifeline.

With many UK Christian magazines now offering digital issues only – due to escalating print and postage costs – The Plain Truth has been fortunate in continuing to attract a wide range of advertisers from the charity sector which has been an essential source of additional income. And during 2025, these included organisations such as: The Bible Network, The Bible Society, Toybox, Open Bible Trust and Mission India. The Plain Truth is seen as a valuable media resource to promote their respective organisations and charities as well as to alert readers to a wide range of Christian and charitable activities and needs worldwide. The Plain Truth also produces a free online flip-book and pdf version of the magazine which has just under 1,000 additional copies being requested via our website which are received across the globe.

The regular podcast series ‘Plain Talking’ has now 26 episodes and continues to be edited by Gethin Russell-Jones in which he interviews a wide range of key individuals involved in Christian ministry and projects both in the UK and overseas, as well as featuring regular devotionals from popular author Br David Jardine. Many of the interviews also share stories of Christians living under persecution for their faith and Open Doors have enable many of these stories to be shared.

Public benefit

The Plain Truth magazine is available free to all who wish to receive a copy. Articles – written from a Christian perspective – give help, encouragement and signpost its readers on areas such as debt and loneliness, planning, counselling as well as matters affecting the elderly in their everyday lives. Details and sources of further help, information and points of contact are published in the magazine. The website contains a selection of previous articles available for all to freely view and download. In addition, requests for a flip-book version of a PDF of each copy of the magazine was made freely available during 2025.

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ACHIEVEMENT AND PERFORMANCE

Charitable activities

In 2025, The Plain Truth Limited produced three editions of the magazine. Costs continue to be controlled carefully and incoming resources, particularly donations, have received careful attention and are continually under review. During 2025, in addition to the usual Appeal for donations to readers, a programme of fundraising to Grant-making Trusts was undertaken in order to secure sufficient additional funds to continue to produce both the printed magazine as well as the electronic versions throughout the year and into 2026.

Resources shown in the statement of financial activities for the year ended 31st December 2025 with the anticipation of receiving either grant-making trust or legacy income and taking account of the present cash resources, the Trustees believe the current position to be a sound basis for the continued production of the magazine into 2026 – whilst monitoring its finances. Careful and regular reviews are undertaken by all those involved with the management of the charity.

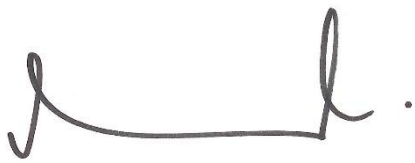
Internal and external factors

Although The Plain Truth Limited has been affected by the general economic downturn over the past few years, sufficient reserves and previous legacy income has enabled it to continue producing the magazine to date as well as its podcast series 'Plain Talking' which is regularly listened to and downloaded by thousands of internet users every year. All of these resources are free to the users. The magazine continues to be mailed to subscribers in 84 countries worldwide. However, as we have experienced quite a drop in donations income during the last few years as well as an increase in some areas of expenditure, fundraising applications to grant-making trusts continued during the year, as well as an appeal mailer to all those who receive the magazine. Results will be measured in 2026 and acted upon accordingly.

The Trustees are extremely grateful for the donors generosity and recognise the importance of reader loyalty particularly at a time when they are also facing economic hardship affecting the UK.

ON BEHALF OF THE BOARD:

Mary Hammond, Company Secretary



Date: 22 July 2026

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Independent Examiner's report to the trustees on the unaudited financial statements of The Plain Truth.

I report on the accounts of The Plain Truth for the year ended 31 December 2025 set out on pages 9 to 14.

Respective responsibilities of trustees and independent examiner

As the charity's trustees you are responsible for the preparation of the accounts, you consider that the audit requirement of section 43(2) of the Charities Act 1993 (the Act), as amended by section 28 of the Charities Act 2006 does not apply and that an independent examination is needed. It is my responsibility to examine the accounts under section 43(3)(a) of the Act, as amended; to follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the Act, as amended; and to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(i) which gives me reasonable cause to believe that in any material respect the requirements:
- to keep proper accounting records in accordance with section 41 of the Act; and
- to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act

have not been met; or

(ii) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

.....
Independent Examiner

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Financial Accountants
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Northants
NN6 7AB

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The Plain Truth

Notes to financial statements
for the year ended 31 December 2025

	Notes	2025 Total £	2024 Total £
Incoming resources			
Incoming resources from generating funds:			
Voluntary income	**2**	48,376	48,223
Activities for generating funds	**3**	3,938	4,476
Bank interest		811	1,170
Total incoming resources		53,125	53,869
Resources expended			
Costs of generating funds:			
Cost of generating voluntary income		5,600	3,065
Fundraising trading:			
Cost of goods sold and other costs		-	-
Charitable activities		66,970	67,439
Governance costs		750	750
Total resources expended		73,320	71,254
Net incoming/(outgoing) resources		**(20,195)**	**(17,385)**
Reconciliation of funds			
Total funds brought forward		78,485	95,870
Total funds carried forward		**58,290**	**78,485**

The statement of financial activities includes all gains and losses in the year and therefore a separate statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

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The Plain Truth

Notes to financial statements
for the year ended 31 December 2025
Balance sheet
as at 31 December 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Intangible assets		-		-	
Current assets					
Debtors	**5**	-		-	
Cash at bank and in hand		59,040		79,235	
		59,040		79,235	
Creditors: amounts falling due within one year	**6**	(750)		(750)	
Net current assets			58,290		78,485
Net assets			58,290		78,485
Funds	**7**				
Total funds			58,290		78,485

The financial statements were approved by the trustees on the 22 July 2026 and signed on its behalf by:



.....
Mary Hammond
Secretary/ Trustee

.....

Trustee

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Notes to financial statements
for the year ended 31 December 2025

1. Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year.

1.1. Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities' issued in March 2005 (SORP 2005) and the Charities Act 1993.

1.2. Cash flow

The charity has taken advantage of the exemption in FRS1 from the requirement to produce a cash flow statement because it is a small charity

1.3. Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.
Gifts donated for resale are included as incoming resources within activities for generating funds when they are sold.

Income from investments is included in the year in which it is receivable.

1.4. Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

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Notes to financial statements for the year ended 31 December 2025

2. Voluntary income

	2025 Total £	2024 Total £
Donations	43,563	48,143
Gifts	4,813	80
Legacies	-	-
	48,376	48,223

3. Activities for generating funds

	2025 Total £	2024 Total £
Fundraising events	-	-
Advertising income	3,938	4,476
	3,938	4,476

4. Trustees' remuneration and benefits

There were no employees during the year.
None of the trustees received any remuneration during the current year or the previous period in respect of work carried out for the company. Expenses were reimbursed to the Trustees in respect of those incurred in the performance of their duties.

	2025 Total £	2024 Total £
Trustees' expenses	-	-
-		
	-	-

5.Debtors: amounts falling due within one year

	2025 £	2024 £
Prepayments and accrued income	-	-

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6. Creditors: amounts falling due within one year

	2025	2024
	£	£
Accruals and deferred income	750	750

7. Movement of funds

	at 01.01.25	Net movement In funds	at 31.12.25
	£	£	£
Unrestricted funds			
General fund	78,485	(20,195)	58,290
TOTAL FUNDS	**78,485**	**(20,195)**	**58,290**

Net movement in funds, included in the above are as follows:

Movement	Incoming resources £	Resources expended £	in funds £
Unrestricted funds			
General fund	53,125	73,320	(20,195)
TOTAL FUNDS	**53,125**	**73,320**	**(20,195)**

8. RELATED PARTY DISCLOSURES

During the year, the company paid consultancy fees totalling £25,200 (2024: £25,200) to Hammond Associates, a business owned by Mrs M H Hammond, The Plain Truth Limited's Company Secretary, for the editing, management and production of the magazine. In addition, expenses £0 (2024: £0) were reimbursed to Hammond Associates during the year. These transactions were carried out on an arm's length basis.

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	2025		2024	
	£	£	£	£
Incoming resources				
Incoming resources from generating funds:				
Voluntary income				
Donations		43,563		48,143
Gifts		4,813		80
Legacies		-		-
Bank interest		811		1,170
		49,187		49,393
Activities for generating funds				
Fundraising events		3,938		4,476
		3,938		4,476
Total incoming resources		53,125		53,869
Resources expended				
Cost of generating voluntary income				
Printing & production costs		5,600		3,065
Fundraising trading: cost of goods sold and other costs				
Sub-contractor costs		-		-
Charitable activities				
Insurance		784		784
Postage & stationery		14,506		13,144
Miscellaneous costs		1,071		1,556
Sub-contracting costs		10,600		12,900
Handling fees		-		-
Printing & production costs		12,550		11,842
Authors fees		2,275		1,275
Travelling & subsistence		-		-
Consultancy fees		25,200		25,200
Bank charges		768		738
Governance costs				
Trustees' expenses		-		-
Accountancy		750		750
Total resources expended		**73,320**		**71,254**
Net income (expenditure) for the year		**(20,195)**		**(17,385)**

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