



SAT-7 UK Trust Limited
(Formerly SAT-7 Trust Limited)

(A Company Limited by Guarantee)

Company Registration No 3301736
Registered Charity no 1060612

Report of the Trustees and Accounts

For the Year Ended

31st December 2016



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SAT-7 UK TRUST LIMITED

Reference and administrative details of the charity, its Trustees and Advisers for the year ended 31st December 2016

Company Information

Registered name	SAT-7 UK Trust Limited, also known as 'SAT-7 UK'
Registered charity number	1060612
Registered company number	3301736
Registered office	2 nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Operations centre	2 nd Floor, 3-4 New Road, Chippenham Wiltshire SN15 1EJ
Company Secretary	Mrs R Fadipe
Executive Director	Mrs R Fadipe

Trustees

The Trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp (Chairman), Mr T P McLoughlin, Mr J Clark, Mr T Durston, Mr S Dengate, Mr C Miles

Advisers to the Charity

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

Auditor

Burton Sweet 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

SAT-7 UK TRUST LIMITED

The Trustees, who are also the Directors 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 2016. The Trustees have adopted the provisions of the Statement of Recommended Practice (FRS102 SORP 2016) Accounting and Reporting by Charities' issued in March 2005 in preparing the Annual Report and financial statements for the charity.

Structure, Governance and Management

Governing Document

SAT-7 UK Trust Limited is a charitable company limited by guarantee, incorporated on 14th January 1997 and registered as a charity on 11th February 1997. The company was established under a Memorandum of Association which established the objects of the charitable company and is governed under its Articles of Association. These were amended by special resolution on 19th October 2005, 21st October 2009 and March 2014. 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 the advancement of the Christian religion with specific powers to establish and maintain radio and television stations together with other media production facilities.

The strategic vision of SAT-7 UK is to encourage the development of a growing Church in the Middle East and North Africa, confident in Christian faith and witness, in serving the community and contributing to the overall good of society and culture.

The principal activity of the SAT-7 UK Board is to support this vision, and our charitable objectives, by raising awareness of the needs of the church in the Middle East and North Africa (MENA). Through highlighting the needs of the MENA churches we seek 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 broadcasting of the Christian message into the homes and hearts of the millions of people engaging with SAT-7's programmes. SAT-7 provides support for Christians in areas where the Church is subject to persecution and in places where there is no established church. SAT-7 programmes are made by Christians of the Middle East for Christians of the Middle East. The programmes provide an authentic Christian voice showing how communities can both be Christian *and* from the Middle East.

SAT-7 UK works as part of the wider international family of SAT-7. 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. These satellite television channels are free-to-view and broadcast in the three main languages of the Middle East and North Africa (Arabic, Farsi & Turkish); SAT-7 can be watched in 25 countries across the MENA region and in Europe. SAT-7 has been broadcasting since 1996 on the Hotbird satellite network and the Arabic channels have been broadcasting on NilesatAB since 2009. Since 2010 SAT-7 has been broadcasting on 5 channels SAT-7 ARABIC (on NilesatAB only), SAT-7 KIDS (on NilesatAB only), SAT-7 PLUS (an Arabic family channel on Hotbird only), SAT-7 PARS (Hotbird) and SAT-7 TÜRK (on Turksat satellite since Feb 2015, prior to this SAT-7 TÜRK was only available as a 24-7 web channel).

SAT-7 UK TRUST LIMITED

As well as broadcasting via satellite, SAT-7 International runs and maintains all the channels via the Internet on the SAT-7 websites. These transmit to viewers in Arabic www.sat7.com and www.sat7kids.com , Farsi www.sat7pars.com and Turkish www.sat7turk.com. These sites include programme schedules, live streaming of SAT-7, ways to contact SAT-7, competitions, programme information and much more.

Since 2012 SAT-7 has had mobile phone apps for each of its channels. These Android and iPhone apps stream SAT-7 live and provide video on demand functionality.

In addition, SAT-7's programmes are available through social media specifically on YouTube and Facebook. SAT-7 has seen an exponential growth in the viewing of its programmes on YouTube with the number of views exceeding 17 million in 2016. SAT-7's live programmes were broadcast over YouTube for the first time in 2012 and Facebook in 2016. In 2013 SAT-7 launched YouTube live channels enabling more reliable access to its live programmes for a wider audience. SAT-7 broadcasts are also available through some Middle Eastern cable networks and via IPTV providers in several countries making our free-to-view programmes widely available to those seeking to explore and deepen their knowledge and understanding of the Christian faith.

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 which is both relevant and in season to the listener's own personal circumstances. They are provided freely without obligation or cost.

The proclamation of the gospel is made via the three satellite systems, the internet, mobile devices and through personal conversations and is freely available to all who are willing to participate. It is made available without any form of detriment to viewers' personal circumstances. The aim of all activities is to inform and to engage the viewer about the Christian religion as per the trust's objective to advance the Christian Religion.

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 future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set. All activities recorded above therefore reflect the Trustees' desire to follow the aims of the Trust and to meet the requirements of general public benefit.

The Board and Management of the Charity

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 in Great Britain and Ireland effectively, to make it a commonly known, clearly understood, and widely supported inter-denominational Christian charity.

Collectively the Trustees aim to be representative, of as many as possible, of the mainstream Christian traditions. Trustees also seek to reflect a wide variety of experience and professional skills, including those relating to broadcasting, media, marketing, finance and fund-raising.

The Trustees, (of whom there is always a minimum of three), are directors for the purpose of company law. Meetings of the Trustees are held quarterly and are used to review progress, to set objectives, to establish policies and as well as other issues of relevance from the wider SAT-7 family within the Middle East region. Communication between meetings is extensive through email, telephone and the meeting of sub-committee members.

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

The Board of Directors sets the strategic direction of the charity, agreeing financial plans and assessing the risk implications. The board of trustees have delegated overall management of the charity to the Executive Director who acts as Chief Executive Officer. The key management personnel of the charity are the board of trustees and the CEO. The board of trustees agree the annual salary levels of the key management personnel. The CEO has in turn recruited a staff team who have specific responsibility for implementing strategy. The day-to-day management of the Trust's activities is delegated to staff through the relationship between the Chairman and the Executive Director.

SAT-7 UK is represented on the International Council and Executive Board of SAT-7 International Trust, (registered in Cyprus) under the international trust law of the Republic of Cyprus.

The 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. Periodic 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 supported 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.

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Risk Management and Assessment

SAT-7 UK maintains a risk register produced in accordance with the Charity Commission's guidelines which is reviewed annually. 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 Trustees are well 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 Board of SAT-7 International makes every effort to reduce these risks through its strict ethos and programming policy which ensures that SAT-7 is culturally relevant, does not speak against other religions, does not make political statements and makes every effort not to cause offence to other religious groups. The Trustees of SAT-7 UK are confident that 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.

Summary of objectives, activities and achievements during the year

The charitable activities for SAT-7 UK in the UK and Ireland are:

- **Encouraging the development of a growing Church and to make the gospel available to everyone in the Middle East and North Africa (MENA);** especially to those who would otherwise never have had the opportunity to hear it. To build SAT-7 as a strong and sustainable organisation that will be equipped to efficiently and effectively achieve its vision and mission, both today and tomorrow. To support SAT-7 in their development and broadcast of Arabic, Farsi and Turkish Language Christian programmes along with associated support functions and to equip or renew production and communications equipment in SAT-7 production facilities.
- **Raising awareness about our work, providing information about the region we operate in and encouraging prayer.** Resources (printed and digital) are produced for Christians in the UK and Ireland, alerting them to the needs of the church in the Middle East, the work of SAT-7 and providing specific information to encourage prayerful action.
- **Engaging and mobilising the Church** in the UK and Ireland – a programme of personal engagement and communication through staff, Ambassadors (volunteers), Trustees, and supporters in churches and at Christian events; designed to initiate and deepen active concern for the challenges facing the MENA church and region.
- **Preparing the next generation** – specific attention is increasingly being given to informing and engaging people (particularly those under the age of 40) in prayerful action for SAT-7 and the MENA church through innovative events, campaigns and resources.

These activities are supported through direct expenditure in the United Kingdom and Ireland and through making grants to the worldwide ministry of SAT-7 International for allocation to projects which meet the objectives of the charity.

The role of SAT-7 in the Middle East

Satellite television has for many years been the main source of information and entertainment for people throughout the Middle East and North Africa (MENA). This is a region where almost 100% of homes have at least one television and 60-70% of Middle Easterners have access to satellite TV. In a society where over half the population is functionally illiterate, no other medium reaches as many people as satellite television. Although there are significant regional variations, on average around 40% of homes in the region have Internet access and as the Internet is literacy-dependent it is therefore doubly inaccessible to most people. A satellite television signal transmits directly from the satellite to the receiver in the home. Unlike Internet or land-based media, it cannot be censored by governments. Satellite television can be viewed from the privacy of an individual's home and there is presently no way to monitor individual viewing habits. Without a doubt, this technology represents one of the most significant opportunities the Christian community has to share faith and support Christians in the Middle East. SAT-7 has the unencumbered opportunity of bringing the Christian message directly into the living rooms of hundreds of millions of people across an entire region who have been largely unable to have access to the message of the Christian Gospel.

SAT-7: Broadcasting Activities

SAT-7 broadcasts 24 hours a day on five different channels, is available on-line and via many mobile devices. Based in the region, it brings the Gospel and Christian teaching to an independently estimated audience of at least 21 million people (IPSOS survey 2016). In a culture where Christianity is often distorted and stereotyped, and in the context of a myriad of channels that often glorify violence and death, SAT-7 is upbeat and colourful, seeking to embody God's love in all of its programming.

SAT-7 is distinct from other Christian broadcasting in the region because more than 80% of programmes are created in the Middle East, by Christians of the Middle East, in SAT-7 studios in Egypt, Lebanon, Cyprus, Istanbul and London. It is programming by and for the people of the Middle East and North Africa – expertly contextualized, easily understood and culturally sensitive to the population. It is having a significant impact on its viewers. Live programming continues to be a powerful and even more credible way to engage directly with the viewers and connect with their real issues in real time.

In a year of intense conflict, the region's balance of power and national borders have come under acute pressure from insurgencies, fighting forces with competing aims, and the involvement of major powers.

The turmoil in Syria, Libya, Yemen and Iraq has been violent and extreme. Together, these conflicts have driven more than 15 million people from their homes – more than one in twenty in the region. Hundreds of thousands have been killed here over the last 5 years (400,000 in Syria alone), and 2016 has seen an acceleration of brutality and destruction. As East Aleppo citizens sent harrowing farewell messages on social media in December, the Russian-backed Assad offensive against rebels in the city marked a turning point, but at an immense human cost. The material damage to homes, markets, public buildings and crucial

infrastructure across the region has turned vibrant areas into shattered wastelands. In Yemen, the destruction in the region's poorest country has left seven million on the brink of starvation.

Economically, the conflicts have also impacted neighbouring countries that are hosting millions of refugees. In addition, the sharpest fall in the price of oil since the 1990s has affected the Gulf countries, Iran, and Algeria. Saudi Arabia has cancelled billions of dollars' worth of projects. Unemployment and shrinking revenues, the volatility of international markets, and a sharp fall in tourism in countries like Egypt, Tunisia and Turkey are taking their toll. Israel's blockade of Gaza, its separation wall, settlements and restrictions on Palestinians' movement are halving the Palestinian Territories' economy (according to a September 2016 UN report). Nations like Egypt are borrowing heavily and have had to take hard decisions and cancel subsidies on essentials; always a politically explosive issue. Egypt's deal with the IMF secured a welcome injection of cash, but required harsh reforms, causing more hardship for the country's poor; some 28 per cent of the population.

It is in this extremely challenging context that SAT-7 is presenting the hope, peace and truth of the Gospel. In many parts of the MENA, all other forms of Christian witness have been suppressed or displaced. But because of the ubiquitous nature of satellite TV, SAT-7 is uniquely and strategically placed to share Christ's message of love and forgiveness with a region wracked by hatred and vengeance.

Highlights from SAT-7's television channels include:



The original flagship channel, SAT-7 ARABIC provides Arabic language Christian programmes for every member of the family, including programming specifically for children, youth and women. A second channel SAT-7 PLUS broadcasts the best of SAT-7 ARABIC and SAT-7 KIDS.

20 Year's of broadcasting God's Love

In 2016 SAT-7 celebrated 20 years of broadcasting programmes to make God's love visible across the Middle East and North Africa ("MENA"). SAT-7 started broadcasting Christian TV programmes across the Arab world in 1996 – initially for just two hours a week. Over the last two decades, the ministry has grown into a network of five channels, in several languages, each broadcasting 24/7.

SAT-7 is privileged to be a part of God's plan, bringing His love to people across the MENA, into the homes and hearts of isolated Christians and seekers of truth, supporting, encouraging and helping the Church in its life, work and witness for Christ: to make a positive contribution and help change society for the better.

Digital Audience Growing Rapidly

SAT-7 is also using digital communications to increase its reach, send digital bibles and other resources, to keep in touch with viewers, answer questions, host online bible studies and provide valuable data on feedback and viewer numbers.

YouTube views of SAT-7 ARABIC now often exceed 1.4 million per month with live feeds on YouTube. In June 2016, SAT-7 ARABIC was also the first Arabic Christian channel to go LIVE on Facebook. The frequent live feeds are promoted to Facebook users in real-time and get a lot of positive feedback each week. Facebook video views of SAT-7 ARABIC exceed a million per month being as high as 1.8 million (figure for September 2016).

Growing audience:

SAT-7's three Arabic-language channels have a combined audience of almost 21.5 million viewers. Some 16.8 million people are watching the SAT-7 ARABIC and SAT-7 PLUS channels.

Giving a voice to and standing with the Church

Viewers were shocked – and some directly affected – by the bomb blast that claimed the lives of 24 Christians at worship in a church next to Cairo's main Coptic Cathedral on Sunday 11th December in a section of St Peter and St Paul's Church reserved for women. SAT-7 produced special programmes to offer support and comfort to the grieving, including a live broadcast of the packed funeral service for the victims, conducted by the Coptic Orthodox Pope, Tawadros II. Guests and presenters addressed issues such as how both to prevent terrorism and protect human rights, why terrorist movements target Christians, and the messages to convey to children so that they do not think all those of another religion are against them. *"Our main message was to speak a word of comfort that comes when people can express their human fragility, fear, grief and shock,"* SAT-7 Arabic Programming Director said. *"We were concerned that always expecting people to feel God's presence and ignore their feelings is unhealthy. In such times, it is OK to be afraid, confused and even desperate. This is exactly why we need God to help us in coping with this."*



SAT-7 KIDS is an Arabic Christian channel exclusively for children, bringing much needed Christian teaching to millions of Arab children who have little or no access to any other form of Christian education. SAT-7 Kids is watched by over 4 million children and many kids also view content online. In 2016 there were 3.6 Million YouTube views of SAT-7 KIDS programmes.

A Safe Place

SAT-7 KIDS provides safe educational and entertaining programmes that brighten up young lives across the MENA and provides them with Christian teaching, helping them to grow in their understanding of God and of the Bible. The feedback we receive from viewers demonstrates the lasting effect that the programmes can have. An Iraqi viewer shared how SAT-7 KIDS has comforted him throughout his life:

"We grew up in war. There is no other reality for people under 35. It has become the norm for how people live." The viewer and his siblings used to escape the darkness surrounding them in Iraq by watching SAT-7 programmes. Early episodes of the Lebanese show As-Sanabel transported their minds to a different place. "We fell in love with the characters," Martin says. "Rita [the presenter] once replied to my letter. I cannot express the joy I felt." After all these years, he still holds onto the card that Rita mailed him. "I don't think SAT-7 could have known they would impact so many kids in rural northern Iraq."

Giving a voice to refugee children

Just two countries – Syria and Afghanistan account for nearly half of all child refugees under UNHCR's mandate and a total of 8.4 million Syrian children, four out of every five, have been affected by the conflict. (UNICEF, 2016).

Let's Sing Together has been helping kids grow in their relationship with God as they pray, sing and read the bible together since 2006. The show frequently interviews refugee children and marked Children's Day on 1 June by recording at the Oasis Refugee Centre in Lebanon and inviting some of the children to the studio for the live part of the programme. Presenter Marianne asked the refugee children what they had learned about Jesus since coming to Lebanon. 15 year old Rita from Afrin, Syria explained that her faith in Jesus was strengthened and that He taught her to love everyone around her.

"On-air school" brings education to refugee children: According to the audience research, *My School*, SAT-7's educational programme for pre-school and early school children which started running since 2015, was watched by a staggering 1.3 million children in 2016. (Source: IPSOS survey 2016). In 2016 the production team in Lebanon developed *My School* Phase II covering Grade 1 producing 180 episodes (90 minutes per episode) featuring the core subjects of mathematics, science, Arabic and English.

KIDS programmes connecting children to God

After a five-year break, Rita Elmounayer returned on-screen with *Bedtime Stories*. Each episode presents different Bible stories teaching forgiveness, love and acceptance of others with the purpose of connecting children to God. As with the original first season, in the fifteen-minute show Rita reads a Bible story to the young viewers and prays with them. One thousand copies of special story books were printed for the programme's purpose and another 13,000 copies will be sent out to children who call into the programme.



SAT-7 PARS broadcasts in Farsi 24 hours a day with original programming for children, youth and women, as well as teaching programmes for a general audience. The channel is operated by Persian Christians who feel it is vitally important to support the work and witness of Iranian churches.

Building relationships with isolated Christians

Our Audience Relations Team deal with calls 24/7 working from around the world. The VOIP (Voice Over Internet Protocol) phone system introduced in 2015 has been incredibly successful; transforming our ability to connect with viewers, ensuring that even during live shows when hundreds of people call in they are all answered and a relationship can be built up over a number of phone conversations.

Because the Iranian authorities regularly monitor phone calls and internet activity, SAT-7 also began using secure messaging app Telegram in 2015. Telegram is the only uncensored, legal, social media platform in Iran, with more than 20 million Iranian users. It has become the most important method of contact for our Audience Relations Team. SAT-7 PARS receives thousands of messages every week from Telegram users asking questions, and requesting prayers and teaching. There have also been over 60,000 views of the Farsi Bible, which was uploaded onto the app along with other Christian resources in September 2015.

Messaging groups set up on Telegram function as prayer groups and Bible study groups, multiplying virtual churches across the country. For countless viewers, Telegram has opened up an entirely new world of fellowship, community, and kindness. Together we are helping to unite people who were formerly isolated and oppressed.

Spiritual food for growing Christians

SAT-7's Seminary of the Air "SOTA" provides a range of teaching programmes for Christians to grow their faith and consider challenging issues. In countries with no legal Christian teaching or seminaries this is a vital way of helping leaders and others as they grow and mature in their faith. The body of programmes in the SOTA "curriculum" expands year upon year, with material suitable for people at every stage of their Christian journey.

Providing teaching, support and fellowship for viewers of all ages

Science and Faith examines the historical relationship between the Christian faith and science. It highlights how Christian scientists have considered examination of the natural world as an act of "loving God with all their mind" (Luke 10:27), and knowing Him through His general revelation.

Little Musician

Little Musician, for children aged 4–12, teaches children about Christian music and worship using stories from the Bible. "We are teaching children to worship Jesus with beautiful melodies and Persian hymns," says a SAT-7 PARS producer. "It is very important for children in Iran, who do not have the opportunity to attend church, to understand the importance of worship in Christian life. We want to encourage children to play music for the Lord and worship Him using their God-given gifts."



SAT-7 TÜRK broadcasts 24 hours of programming each day on the satellite and on the Internet in Turkish to an audience in Turkey and across the Middle East and North Africa..

This is a pivotal time in Turkey's history. Poised between Europe and the Middle East, Turkey has been rocked by the war in neighbouring Syria, an increase in terrorist attacks and the attempted coup in July 2016. In the aftermath 100,000 people lost civil service jobs and many journalists, authors, television employees and teachers have been imprisoned. Some TV stations have been closed, but thankfully SAT-7 TÜRK has been unaffected.

Radical Islamists have sent threats to churches and church leaders, and there have been several hate crimes, including physical and verbal attacks on church leaders and vandalism of church property. SAT-7 TÜRK is countering the misinformation and misconceptions about Christianity that lead to hostility towards the Christian minority.

In response to the current situation in Turkey, a SAT-7 TÜRK spokesperson said: *"The beauty and mysteriousness of God gives us hope and joy. There is a reason why SAT-7 TÜRK is here. There are no other channels on Türksat that speak of the hope we have. No-one else talks about love and joy. Other channels show tension and violence, which spreads fear. We are the only alternative."*

Increasing Numbers of Viewers

As well as broadcasting on satellite, SAT-7 TÜRK programmes and clips are available online and via a mobile app. The number of "likes" on SAT-7 TÜRK's Facebook page has increased more than five-fold from when the channel launched on Türksat in January 2015 to December 2016 with YouTube views also seeing a three-fold growth.

- Facebook likes have increased 4,400 in 2015 to 23,700 likes in 2016.
- In 2015, SAT-7 TÜRK had 68,000 YouTube views; by December 2016 SAT-7 TÜRK had 238,000 YouTube views.

Increasing Audience Interaction

One of the channel's main goals for 2015-16 has been to increase interactivity with the audience. This has been achieved through a number of live shows taking calls from the audience live on air.

SAT-7 TURK has started broadcasting a live two hour children's show every weekday morning. *Morning Joy* is packed full of drama, arts and crafts, cartoons and bible teaching segments to interact with its 5 to 12-year-old audience.

In *About Life* the host picks a topic from the Bible and audience members call to ask questions. These are then discussed with a different guest each week. Topics covered have included forgiveness, relationships, family and the reliability of scripture.

Broadcast live three times a week since July, *Prayer Season* is helping to bring God's peace at this difficult time. Presenter Ayda Danacioğlu discusses challenging issues raised by the show's Turkish viewers, then encourages and supports the audience through the ministry of prayer. SAT-7 TÜRK's Audience Relations Manager Ümit Teymur said, *"In spite of all the current problems in our country, we broadcast messages of the power and love of Jesus Christ to give the hopeless hope"*.

Impact of the work of SAT-7 on the Middle East and further afield

It is estimated that SAT-7 is watched by in excess of 21 million Arabic, Farsi and Turkish speaking viewers across the Middle East and North Africa (data based on an independent IPSOS survey). SAT-7 receives thousands of letters, emails, text messages and phone calls from its viewers, the beneficiaries of the broadcasts, testifying to the impact of SAT-7's programmes and the help and support they have derived from the message received. An ever-increasing number of people are responding to the love, hope and changed lives they see on SAT-7 programmes on their TV and computer screens.

The audience research showed that:

- SAT-7's three Arabic-language channels have a combined audience of almost **21.5 million viewers**.
- This audience has grown by 76% since the last research was conducted in 2011
- Egypt is home to 5.5 million viewers, about a third of SAT-7's adult audience. However, SAT-7 is also widely watched across the region, including Saudi Arabia (2.0m), Algeria (1.9m), and Morocco (1.0m)
- SAT-7's *Madrasati* (My School) educational programme, for children who are Kindergarten age and above was watched by over 1.3 million children in the Middle East and North Africa in the past year.

Support for these channels

The strategic vision of SAT-7 UK is to encourage the development of a growing and flourishing Church in the Middle East and North Africa (MENA) – confident in Christian faith and witness, in serving the community and positively contributing to the good of society. SAT-7 UK's mission is to provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative and educational television services.

The principal role of SAT-7 UK is to support this vision and mission. Through highlighting the work of SAT-7 and the needs of the MENA churches and region, SAT-7 UK seeks to encourage supporters in the United Kingdom to pray regularly, to engage actively and to provide funding and resources towards the work of this vital ministry, thereby helping to support the broadcasting of the Christian message into the homes and hearts of the millions of people engaging with SAT-7's programmes.

To achieve this, SAT-7 UK communicates with supporters through a website and related online media, through appeal campaigns and direct mailings to individuals, through conferences and events, and through a network of church 'ambassadors'. SAT-7 UK also makes applications to grant-making trusts and organisations. The following information highlights these activities which were undertaken during 2016.

Campaigns

SAT-7 UK launched a major campaign, Answer the Cry, in May 2016. This campaign seeks to engage new supporters with the needs of the people in the Middle East and North Africa and has been aimed at a potential younger generation of supporters. Material produced for this campaign, featuring anonymised life stories of people impacted by SAT-7's ministry, include an information booklet, prayer guide and online resources. The Answer the Cry pack was

distributed to over 8,000 supporters and individuals during 2016 and a further 1,000 Answer the Cry prayer guides were distributed. The main campaign video featured the story of 'Elmira', a Middle Eastern woman who despite a life of oppression and abuse received the message of Hope through SAT-7; this video has received over 25,100 views. The Answer the Cry campaign will continue to form the basis for SAT-7 UK's engagement with individual supporters and churches into 2017.

As part of the Answer the Cry campaign, SAT-7 UK Trust also began an initiative, The Big Watch, to enable current SAT-7 supporters to introduce SAT-7 to their friends and other members of their church. The Big Watch takes the form of a film broadcast on SAT-7 based on the life story of a persecuted Iranian Christian. Around 260 Big Watch packs were requested in 2016.

Communication

SAT-7 UK Trust continued to engage with supporters through a magazine (sent 3 times during the year), a monthly prayer diary, a monthly 'Briefing' email giving wider context to SAT-7's work and through urgent financial appeals. During 2016 a refresh of our brand and style took place, which included the re-launch of the magazine under a new name 'Insight'.

In May 2016, SAT-7 UK relaunched its website www.sat7uk.org. The changes have been well received with a 15% increase in web visitors in its first 7 months. The proportion of younger visitors using the website also grew – the biggest age group now using the new SAT-7 UK website is 35-44 years, compared to age 65+ on the previous website.

All content from SAT-7 UK's Wazala website, which provided the UK Christian community with greater knowledge of the issues facing the church and Christians in the MENA region, was fully integrated into the new SAT-7 UK website in June 2016. This important context-setting work remains a priority for SAT-7 UK; it is now provided through a monthly 'Briefing' email detailing important news and events from the MENA region and through articles and blogs written by trusted individuals in and from the region. SAT-7 UK is also in constant contact with supporters through social media such as Facebook, Twitter and YouTube.

Conferences and events

Representatives from SAT-7 UK attended a number of conferences/events during 2016. Each conference had a different focus appropriate to their audience but all drew on the Answer the Cry Campaign. At New Wine in July/August 2016, the Answer the Cry campaign was promoted, with new supporters encouraged with a 'Click and Share' concept which enabled over 200 individuals to share "I'm Answering the Cry of the Middle East with SAT-7" on social media platforms.

SAT-7 UK also held its supporter day, Envision, on 21st May 2016 attending by over 220 supporters.

Ambassador network & Church relations

SAT-7 UK continues to build a strong volunteer network of Church Ambassadors, Regional Ambassadors and Speaker Ambassadors. There are now 148 Ambassadors in churches across the country, including 34 Speaker Ambassadors – an increase of 18% during 2016. Speaker Ambassadors, as well as trustees and staff of SAT-7 UK continued to be busily engaged in speaking engagements across the country throughout the year. Two dedicated training days for Speaker Ambassadors were held in 2016.

A Day of Prayer for SAT-7's ministry in the MENA region was held on 6th November 2016. This was well supported by churches and individuals. A dedicated prayer guide, based on

the Answer the Cry campaign, was sent to 268 people/churches. There has been good feedback on the prayer resources provided and there are plans to further develop this work in 2017.

Applications to grant-making trusts and organisations

SAT-7 UK continues to make regular applications to grant-making trusts and organisations to secure funding for our programmes. In 2016, a total of 111 applications were made and 50 grants awarded, totalling over £515,000. Of grants awarded, 38 trusts awarded up to £5,000, 8 gave up to £50,000 and one trust funded a grant of over £50,000.

As a result of all these activities, SAT-7 UK saw its support base increase by 18% in 2016, an increase in regular giving of 12% and an overall increase in income of 6%.

Financial Review

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 cover approximately the planned working requirements of the next two months. This is equivalent to about £52,000. The Trustees are of the opinion that this level is adequate for them to fulfil their continuing obligations.

At the end of 2016 SAT-7 UK held a cash balance of £304,049 which consisted of free reserves of £115,146. This is higher than the target level due to cash being held to meet the payment of outstanding invoices shortly after the year end.

Plans for the future

Following the vision to encourage the development of a growing and flourishing Church in the Middle East and North Africa, SAT-7 UK will, in 2017, embark on a new Strategic Plan covering the period 2017 to 2021. The objectives of this Strategic Plan are to:

- a) better establish who SAT-7 is and what SAT-7 does in the hearts and minds of UK Christians and church networks;
- b) be known as one of the leading charities supporting the Church across the Middle East and North Africa – bringing hope to the lives of millions of people; and
- c) build on the developmental work of the previous strategy in the areas of:
 - Organisation development – building the team
 - Reach and visibility – building identity
 - Income retention and growth – building sustainability
 - Maximising supporter engagement – building relationships

This strategic plan seeks to build on the success of the previous 5 years. During which time, an increase in the operational core budget over 5 years saw a 42% increase in income and a 139% increase in the support base. Ongoing investment into the team, activity and operations of SAT-7 UK is planned over the next 5 years to build SAT-7's place in the UK as a well-respected and vital Christian ministry, generating an income of over £2M, with an engaged and active supporter base.

Research conducted in 2014 and repeated in 2016 has shown an increase in awareness of SAT-7 by 7 points (from 22% to 29% of respondents). Research was conducted by Christian Research.

SAT-7 UK's support is obtained through a variety of income streams including individuals, churches, grant-making trusts, organisations and partners. SAT-7 UK is actively seeking to increase exposure to a wider community than our normal support base that will reach a fuller breadth of the UK Christian community.

New Board members are being sought to provide strong governance and support for the planned step increase to funding levels and service delivery. It is our hope to increase the diversity of membership of the Board and to bring increased experience to the organisation.

Investments

In 2010 SAT-7 UK was given a 1-bedroom flat. This flat was sold in 2015. The flat was previously held in an unrestricted expendable endowment fund, so the proceeds from the sale remain in this fund.

In 2015 a second flat was donated to SAT-7 UK. This second flat remains rented out. The flat is held as an investment property within the existing expendable endowment fund. The rationale for this treatment is included within the notes to the accounts. Details concerning the power to hold investments are contained in the SAT-7 UK Memorandum and Articles of Association.

Statement of Trustees' Responsibilities

The Trustees (who are also directors of SAT-7 UK Ltd for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 incoming resources and application of resources, including 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 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 proper 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.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

SAT-7 UK TRUST LIMITED

Disclosure of information to auditors

The Directors who held office at the date of approval of this Trustees' report confirm that, so far as they are each aware, there is no relevant audit information of which the Charity's auditors are unaware; and each Trustee has taken all the steps that they ought to have taken as a Trustee to make themselves aware of any relevant audit information and to establish that the Charity's auditors are aware of that information.

Auditor

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

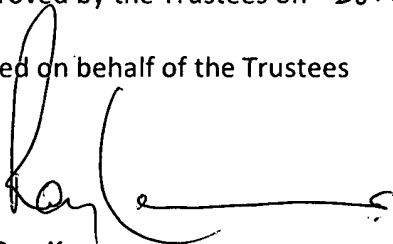
This report and the financial statements have been prepared in accordance with the Companies Act 2006 the Charitable Company's Memorandum and Articles of Association and the Statement of Recommended Practice "Accounting and Reporting by Charities", (FRS102 SORP 2016).

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 26/04/2017

Signed on behalf of the Trustees



Mr Roy Kemp
Chairman



Mrs Rachel Fadipe
Executive Director

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

We have audited the financial statements of SAT-7 UK Trust Limited for the year ended 31 December 2016 which comprise of the Statement of Financial Activities, (including income and expenditure account), the Statement of Cash Flows, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the financial statements.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2016 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

SAT-7 UK TRUST LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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 received all the information and explanations we require for our audit.
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a strategic report.



Neil Kingston FCA
Senior Statutory Auditor

For and on behalf of Burton Sweet Chartered Accountants, Statutory Auditor

The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol BS48 1UR

Date...26.4.17...

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)
STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND
EXPENDITURE ACCOUNT)
YEAR ENDED 31 DECEMBER 2016

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2016 £	Total Funds 2015 £
Income and endowments from:						
Donations and legacies	2	1,023,590	679,271	-	1,702,861	1,746,361
Investments		12,373	-	-	12,373	15,722
Other trading activities		1,617	-	-	1,617	2,984
Total income		1,037,580	679,271	-	1,716,851	1,765,067
Expenditure on:						
Raising funds	3	260,964	-	-	260,964	203,744
Charitable activities	3	780,219	679,271	-	1,459,490	1,463,538
Total expenditure		1,041,183	679,271	-	1,720,454	1,667,282
Net (losses)/gains on investments	10	-	-	-	-	(17,202)
Net income/(expenditure) and net movement in funds	5	(3,603)	-	-	(3,603)	80,583
Funds brought forward at 1 January	14	157,478	-	290,969	448,447	367,864
Funds carried forward at 31 December	14	153,875	-	290,969	444,844	448,447

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 25 to 34 form part of these financial statements
See note 8 for fund-accounting comparative figures

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)**BALANCE SHEET****AT 31 DECEMBER 2016**

Company Number: 03301736

	Note	2016 £	2015 £
Fixed Assets			
Tangible fixed assets held for own use	9	15,162	2,220
Investments	10	150,000	150,000
Current assets			
Stock		1,242	2,064
Debtors	11	25,437	21,509
Cash at bank and in hand		304,049	324,251
		<u>330,728</u>	<u>347,824</u>
Creditors : Amounts falling due within one year	12	<u>(51,046)</u>	<u>(51,597)</u>
Net current assets		279,682	296,227
Net assets		<u>444,844</u>	<u>448,447</u>
Endowment funds	15	290,969	290,969
Income funds			
Unrestricted funds:			
General funds	15	130,308	143,911
Designated funds	15	23,567	13,567
Total funds		<u>444,844</u>	<u>448,447</u>

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

These financial statements were approved by the trustees on 26 April 2017 and are signed on their behalf by:

Roy Kemp
Chairman

The notes on pages 25 to 34 form part of these financial statements

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2016

	Note	2016 £	2015 £
Operational cashflows			
Cashflows for operating activities:			
Donations and Legacies	A1	1,700,226	1,633,087
Other trading activities	A3	1,617	2,984
Costs of raising funds	B1	(256,579)	(201,680)
Net inflow for operating activities		<u>1,445,264</u>	<u>1,434,391</u>
Cashflows from operating activities:			
Costs of Charitable Activities	B2	(1,463,095)	(1,435,916)
Net inflow from operating activities		<u>(17,831)</u>	<u>(1,525)</u>
Non-operational cashflows			
Investing activities			
Investments - investment property income	A2	12,373	15,722
Sales proceeds of investments	10	-	158,820
Acquisition of tangible fixed assets	9	(14,744)	(2,218)
Net cash provided by (used in) investing activities		<u>(2,371)</u>	<u>172,324</u>
Net cash (outflow)/inflow for the year	C	<u>(20,202)</u>	<u>170,799</u>

The notes on pages 25 to 34 form part of these financial statements

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE CASH FLOW STATEMENT

YEAR ENDED 31 DECEMBER 2016

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

	SOFA	Debtors adjustment	Creditors adjustment	Cashflow
Income from:				
A1 Donations and legacies	1,702,861			
Increase in tax reclaimable under Gift Aid		(5,308)		
Movement in other debtor		2,673		1,700,226
A2 Investments	12,373			12,373
A3 Other trading activities	1,617			1,617
Expenditure from:				
B1 Raising funds	(260,964)			
Decrease in stock	822			
Increase to accruals			3,563	(256,579)
B2 Charitable activities	(1,459,490)			
Depreciation eliminated	1,802			
Movement in other debtors and prepayments		(1,293)		
Increase to current liabilities			(4,114)	(1,463,095)
Balance sheet movements		<u>(3,928)</u>	<u>(551)</u>	

C Analysis of changes in cash during the year

	2016 £	2015 £	Change £
Cash at bank and in hand	<u>304,049</u>	<u>324,251</u>	<u>(20,202)</u>
	2015 £	2014 £	Change £
Cash at bank and in hand	<u>324,251</u>	<u>153,452</u>	<u>170,799</u>

D Cashflow Restrictions

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

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

- a) The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Charities SORP (FRS 102).

The charity is a public benefit entity as defined under FRS102. In adopting FRS102 for the first time, net income in the prior year was restated due the inclusion of investment losses of £17,202 included above the net income line.

There are no material uncertainties affecting the ability of the charity to continue as a going concern.

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

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

- d) Grants payable are charged in the year when the offer is conveyed to the recipient.
- e) Functional fixed assets are held at cost less accumulated depreciation. Assets costing less than £500 are 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:

Office equipment - 33% p.a. straight line
Office furniture - 25% p.a. straight line

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

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

1 Accounting policies (*continued*)

- k) The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.
- l) Investments are included at market value at 31 December. The SOFA includes the net gains and losses arising on revaluations and disposals during the year.

Investment properties are included at open market value. The current carrying value represents the value to the charity of the donated property as at 12 June 2015, the date of the donation. Valuations will be carried out every five years with an informal annual review to ensure no material change in valuation has occurred.

2 Donations and gifts

	Unrestricted	Restricted	Endowment	Total Funds 2016	Total Funds 2015 (restated)
	£	£	£	£	£
General Donations	1,023,590	-	-	1,023,590	1,060,228
SAT-7 UK Trust Development	-	104,828	-	104,828	100,331
SAT-7 ARABIC	-	42,393	-	42,393	78,091
SAT-7 KIDS	-	187,172	-	187,172	203,640
SAT-7 PARS	-	74,187	-	74,187	74,099
SAT-7 TURK	-	63,413	-	63,413	65,047
SAT-7 International Trust - other	-	72,683	-	72,683	20,055
UK nationals working for SAT-7 internationally	-	56,275	-	56,275	91,964
SAT-7 KIDS - My School	-	53,320	-	53,320	52,906
SAT-7 ARABIC - Guardians of Ancora Project	-	25,000	-	25,000	-
	<u>1,023,590</u>	<u>679,271</u>	<u>-</u>	<u>1,702,861</u>	<u>1,746,361</u>

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

3 Expenditure

	Grants payable	Direct costs	Support costs (note 4)	Total 2016	Total 2015 (restated)
	£	£	£	£	£
<i>Raising funds</i>					
Staff costs (Great Britain & Ireland)	-	113,164	11,515	124,679	120,536
Promotional activities	-	83,804	-	83,804	50,974
Office costs (Great Britain & Ireland)	-	-	52,481	52,481	32,234
	-	196,968	63,996	260,964	203,744
<i>Charitable activities</i>					
SAT-7 UK Trust (Great Britain & Ireland)	-	-	308,629	308,629	284,555
SAT-7 International Trust (ARABIC, PARS, KIDS, TURK)	1,017,086	-	-	1,017,086	1,037,615
UK nationals working for SAT-7 internationally	133,775	-	-	133,775	141,368
	1,150,861	-	308,629	1,459,490	1,463,538
	1,150,861	196,968	372,625	1,720,454	1,667,282

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

	Raising funds	Charitable activities	Total 2016	Total 2015 (restated)
	£	£	£	£
Staff costs	11,515	176,062	187,577	181,589
Premises expenses	10,951	2,608	13,559	16,660
Admin expenses	41,530	112,877	154,407	116,096
Depreciation	-	1,803	1,803	2,597
Governance costs	-	15,279	15,279	12,061
	63,996	308,629	372,625	329,003

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

5 Net (expenditure)/income for the year

This is stated after charging:

	2016	2015
	£	£
Depreciation	1,803	2,597
Auditor's fee	5,376	4,662
Payments of Trustees' travel expenses	2,411	2,103

5 trustees have been reimbursed for their out of pocket travel expenses (2015: 5). No Trustee received any remuneration during the year.

Aggregate donations from Trustees and related parties in the year were £77,120 (2015: £39,791).

6 Staff costs and numbers

The aggregate payroll costs were:

	2016	2015
	£	£
Wages & salaries	253,027	238,820
Social security costs	18,712	18,652
Pension contributions	11,169	13,333
	282,908	270,805

Remuneration and benefits received by key management personnel

50,327	49,148
--------	--------

No employee received emoluments of more than £60,000.

The average weekly number of employees during the year was as follows:

	2016	2015
	No.	No.
Director	1.0	1.0
Development staff	8.8	9.4
Administrators	3.1	2.0
	12.9	12.4

7 Taxation

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

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

8 Fund analysis comparative figures

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2015 £
Income and endowments from:				
Donations and legacies	910,228	686,133	150,000	1,746,361
Investments	15,722	-	-	15,722
Other trading activities	2,984	-	-	2,984
Total income funds	928,934	686,133	150,000	1,765,067
Expenditure on:				
Raising funds	178,053	23,187	2,504	203,744
Charitable activities	779,614	683,924	-	1,463,538
Total expenditure	957,667	707,111	2,504	1,667,282
Net (losses)/gains on investments	(675)	-	(16,527)	(17,202)
Net income/(expenditure) and net movement in funds	(29,408)	(20,978)	130,969	80,583
Funds brought forward at 1 January	186,886	20,978	160,000	367,864
Funds carried forward at 31 December	157,478	-	290,969	448,447

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

9 Tangible fixed assets

	Office Equipment £	Office Furniture £	Total £
Cost			
At 1 January 2016	11,988	458	12,446
Additions	10,244	4,500	14,744
At 31 December 2016	<u>22,232</u>	<u>4,958</u>	<u>27,190</u>
Depreciation			
At 1 January 2016	9,768	458	10,226
Depreciation	1,250	552	1,802
At 31 December 2016	<u>11,018</u>	<u>1,010</u>	<u>12,028</u>
Net book value			
At 31 December 2016	<u>11,214</u>	<u>3,948</u>	<u>15,162</u>
At 31 December 2015	<u>2,220</u>	<u>-</u>	<u>2,220</u>

10 Investments

	Investment properties £	2016 £	2015 £
Market Value at 1 January	150,000	150,000	176,022
Donated additions	-	-	150,000
Sale proceeds from disposal	-	-	(158,820)
Realised gains/(losses)	-	-	(17,202)
Market value at 31 December	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>
Historical cost at 31 December	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

11 Debtors

	2016	2015
	£	£
Other debtors	1,318	2,687
Prepayments	11,499	11,510
Tax reclaimable under Gift Aid	12,620	7,312
	<u>25,437</u>	<u>21,509</u>

12 Creditors: amounts falling due within one year

	2016	2015
	£	£
Trade creditors	33,494	8,846
Accruals and deferred income	12,674	7,963
Grant commitments	-	27,651
Other creditors	4,878	7,137
	<u>51,046</u>	<u>51,597</u>

13 Commitments under operating leases

At 31 December 2016 the charitable company had total commitments under non-cancellable operating leases as follows:

	2016	2015
	Land & Buildings	Land & Buildings
	£	£
Within 1 year	7,395	6,278
1 to 2 years	13,145	6,278
2 to 5 years	21,392	35,820
Over 5 years	838	-
	<u></u>	<u></u>

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

14 Movement in funds

	At 1-Jan 2016 £	Income £	Expenditure £	Transfers £	At 31-Dec 2016 £
Endowment funds					
Expendable endowment	290,969	-	-	-	290,969
	<u>290,969</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>290,969</u>
Restricted funds					
SAT-7 UK Trust Development	-	104,828	(104,828)	-	-
SAT-7 ARABIC	-	42,393	(42,393)	-	-
SAT-7 KIDS	-	187,172	(187,172)	-	-
SAT-7 PARS	-	74,187	(74,187)	-	-
SAT-7 TURK	-	63,413	(63,413)	-	-
SAT-7 International Trust - other	-	72,683	(72,683)	-	-
UK nationals working for SAT-7	-				
internationally	-	56,275	(56,275)	-	-
SAT-7 KIDS - My School	-	53,320	(53,320)	-	-
SAT-7 ARABIC - Guardians of Ancora	-				
Project	-	25,000	(25,000)	-	-
	<u>-</u>	<u>679,271</u>	<u>(679,271)</u>	<u>-</u>	<u>-</u>
Unrestricted funds					
General funds	143,911	1,037,580	(1,041,183)	(10,000)	130,308
Designated funds:					
Development in the UK	13,567	-	-	10,000	23,567
	<u>157,478</u>	<u>1,037,580</u>	<u>(1,041,183)</u>	<u>-</u>	<u>153,875</u>
Total funds	<u>448,447</u>	<u>1,716,851</u>	<u>(1,720,454)</u>	<u>-</u>	<u>444,844</u>

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

SAT-7 UK Trust Development

Fund for the operational and developmental cost of SAT-7 UK Trust in GB and Ireland including Plan for Growth.

SAT-7 International Trust - other

Fund for the operating costs of SAT-7 across all channels and regions.

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

14 Movement in funds (continued)

SAT-7 ARABIC - Guardians of Ancora Project	A joint project with Scripture Union to create an Arabic version of their game Guardians of Ancora for the MENA region.
SAT-7 PARS	Fund for the operational costs of SAT-7's Farsi language channel.
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 operating of SAT-7's children channel in Arabic, the only one of its kind in the Middle East (under 16 years).
SAT-7 TÜRK	Fund for the costs of broadcasting of Turkish language programmes on SAT-7 that have been developed by a sister ministry, TÜRK-7.
UK nationals working for SAT-7 internationally	Fund for the costs of UK nationals working for SAT-7 internationally.
SAT-7 KIDS - My School	Educational series specifically for refugee children.

Designated fund

This applies to funds given for general purposes but designated to a particular purpose by a special resolution passed by the Trustees of SAT-7 UK Trust. This year there have been designated funds agreed for the development of SAT-7 in the UK.

15 Analysis of net assets between funds

	Investments	Tangible Fixed assets	Other Net assets	Total
	£	£	£	£
Endowment fund				
Expendable endowment	150,000	-	140,969	290,969
	150,000	-	140,969	290,969
Unrestricted funds				
General funds	-	15,162	115,146	130,308
Designated funds	-	-	23,567	23,567
	150,000	15,162	279,682	444,844

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2016

16 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.

17 Related party transactions

The charity has common trustees with SAT-7 International (Roy Kemp) and PARS Media Trust (Roy Kemp and John Clark). The charity made grants of £1,150,861 (2015: £1,178,983) to SAT-7 International with £nil (2015: £18,949) outstanding to SAT-7 International at the year-end.

SAT-7 UK Trust Limited acted as guarantor for a loan taken out by PARS Media Trust of which £25,000 (2015: £37,000) is outstanding.

18 Funds held as a custodian for others

At the year end, the charity held £24,118 of cash balances under the control of other entities within the SAT-7 family of charities. These balances have been excluded from the balance sheet.

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

MANAGEMENT INFORMATION

YEAR ENDED 31 DECEMBER 2016

**The following pages do not form part of the statutory financial statements
which are the subject of the independent auditor's report on pages 19 and 20.**

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)**DETAILED STATEMENT OF FINANCIAL ACTIVITIES****YEAR ENDED 31 DECEMBER 2016**

	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2016 £	Total Funds 2015 £
Income and endowments from:					
Donations and Legacies					
General Donations	1,023,590	-	-	1,023,590	1,060,228
SAT-7 UK Trust Development	-	104,828	-	104,828	100,331
SAT-7 ARABIC	-	42,393	-	42,393	78,091
SAT-7 KIDS	-	187,172	-	187,172	203,640
SAT-7 PARS	-	74,187	-	74,187	74,099
SAT-7 TURK	-	63,413	-	63,413	65,047
SAT-7 International Trust - other	-	72,683	-	72,683	20,055
UK nationals working for SAT-7 internationally	-	56,275	-	56,275	91,964
SAT-7 KIDS - My School	-	53,320	-	53,320	52,906
SAT-7 ARABIC - Guardians of Ancora Project	-	25,000	-	25,000	-
Other trading activities					
Other sales	1,617	-	-	1,617	2,984
Investments					
Dividends receivable	-	-	-	-	524
Interest receivable	450	-	-	450	557
Property rental income	11,923	-	-	11,923	14,641
	1,037,580	679,271	-	1,716,851	1,765,067

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)**DETAILED STATEMENT OF FINANCIAL ACTIVITIES****YEAR ENDED 31 DECEMBER 2016**

Expenditure on:	Total	Total
Generic Operating costs	2016	2015
Insurances	1,912	2,669
Telephone & internet	14,036	12,819
Mail	11,249	10,917
Expenses - travel & accommodation	23,933	23,183
Hospitality & gifts	778	966
Salaries	151,816	238,820
Employer's NIC	11,227	18,652
Health insurance	616	752
Pension contributions	6,701	13,333
Staff training & development	1,520	3,838
Staff recruitment	1,247	448
Office rent & rates	12,035	11,984
Office services & utilities	5,122	11,768
Subscriptions	1,920	2,023
Advertising & other promotional activities	120,021	85,614
Outsourced services	51,653	21,293
Professionals and consultants	12,576	3,481
Bank charges	4,363	3,847
Equipment maintenance & repairs	10,190	7,190
IT expenses	1,723	734
	<u>444,638</u>	<u>474,331</u>

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 DECEMBER 2016

Expenditure on:	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2016 £	Total Funds 2015 £
<i>Raising funds</i>					
Salaries	101,211	-	-	101,211	95,528
Employer's NIC	7,485	-	-	7,485	7,461
Pension contributions	4,468	-	-	4,468	5,333
Advertising and other promotional activities	80,468	-	-	80,468	45,927
Exhibition & promotional events	3,336	-	-	3,336	5,047
Office services	3,532	-	-	3,532	6,191
Telephone & internet	7,419	-	-	7,419	3,732
Equipment maintenance & repairs	404	-	-	404	1,323
Travel & accommodation	11,515	-	-	11,515	12,214
Hospitality & gifts	333	-	-	333	414
Staff training, development & welfare	367	-	-	367	1,419
Outsourced services	30,210	-	-	30,210	12,172
Professionals and consultants	5,590	-	-	5,590	1,542
Subscriptions	497	-	-	497	524
IT expenses	1,714	-	-	1,714	568
Miscellaneous	704	-	-	704	-
<i>Investments</i>					
Investment property costs	1,711	-	-	1,711	4,349
	<u>260,964</u>	<u>-</u>	<u>-</u>	<u>260,964</u>	<u>203,744</u>

SAT-7 UK Trust Limited (formerly SAT-7 Trust Limited)

DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 DECEMBER 2016

Expenditure on:	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2016 £	Total Funds 2015 £
Charitable expenditure					
SAT-7 International (ARABIC, PARS, KIDS, TURK)	498,918	518,168	-	1,017,086	1,037,615
Support of workers in Middle East	77,500	56,275	-	133,775	141,368
	<u>576,418</u>	<u>574,443</u>	<u>-</u>	<u>1,150,861</u>	<u>1,178,983</u>
Salaries	46,988	104,828	-	151,816	143,292
Employer's NIC	11,227	-	-	11,227	11,191
Pension contributions	6,701	-	-	6,701	8,000
Other staff costs	616	-	-	616	752
Recruitment	1,247	-	-	1,247	448
Advertising and other promotional activities	36,217	-	-	36,217	34,682
Office services	2,608	-	-	2,608	6,737
Telephone & internet	6,617	-	-	6,617	9,087
Equipment maintenance & repairs	9,786	-	-	9,786	5,867
Travel & accommodation	5,165	-	-	5,165	4,473
Hospitality & gifts	445	-	-	445	552
Staff training, development & welfare	1,153	-	-	1,153	2,419
Office rent and rates	11,017	-	-	11,017	10,824
IT expenses	9	-	-	9	166
Mail	11,249	-	-	11,249	10,917
Insurance	1,912	-	-	1,912	2,669
Outsourced services	21,443	-	-	21,443	9,121
Professionals and consultants	6,343	-	-	6,343	1,749
Subscriptions	1,423	-	-	1,423	1,499
Miscellaneous	244	-	-	244	15
Bank charges	4,363	-	-	4,363	3,847
(Gain)/loss on foreign exchange	(54)	-	-	(54)	1,590
Depreciation	1,803	-	-	1,803	2,597
Governance costs	-	-	-	-	-
Auditor's fees	5,376	-	-	5,376	4,662
Professionals and consultants	643	-	-	643	190
Cost of travel expenses	6,935	-	-	6,935	6,496
Cost of meetings	2,325	-	-	2,325	713
Miscellaneous	-	-	-	-	-
	<u>203,801</u>	<u>104,828</u>	<u>-</u>	<u>308,629</u>	<u>284,555</u>
Total charitable expenditure	<u>780,219</u>	<u>679,271</u>	<u>-</u>	<u>1,459,490</u>	<u>1,463,538</u>
Total expenditure	<u>1,041,183</u>	<u>679,271</u>	<u>-</u>	<u>1,720,454</u>	<u>1,667,282</u>
Net (expenditure)/income for the year	<u>(3,603)</u>	<u>-</u>	<u>-</u>	<u>(3,603)</u>	<u>97,785</u>