



SAT-7 UK

ANNUAL REPORT 2025

ABRIDGED VERSION



Report of the Trustees & Accounts
For the year ended 31 December 2025
SAT-7 UK Trust Limited

Company Registration No 03301736
Registered Charity No 1060612



North African programme Children of the Light

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This is an abridged version of the Report of the Trustees & Accounts for 2025. You can view the full Annual Report including financial statements online at sat7uk.org/annualreport

The Trustees, who are also the Directors and members of SAT-7 UK Trust Limited for the purposes of the Companies Act, have pleasure in presenting the Report and Accounts for the year ended 31st December 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice (FRS102 SORP) Accounting and Reporting by Charities' in preparing the Annual Report and financial statements for the charity.

A message from our Chief Executive and Chair of Trustees

We're delighted to share with you SAT-7's Annual Report for 2025! We remain deeply grateful for all your prayers and generosity, which have enabled our ministry to continue and flourish throughout the year. We hope you will be encouraged to read here about the difference you are making to the lives of countless people across the Middle East and North Africa (MENA).

Tragically, 2025 brought more devastation for many people in the region: wars in the Holy Land and Sudan, heightened tensions in Iran, and the continuing burdens of poverty and persecution. But it also provided opportunities to commemorate important moments and to reflect on their significance for us today.

2025 marked 1,700 years since the Council of Nicaea in what is now Türkiye, at which the Nicene Creed was created as a unifying statement of the one biblical Gospel. SAT-7 uses this creed as our basis of faith, and the creed is the most widely accepted Christian statement of who Jesus Christ is.

Yet so many people in the MENA still do not know who He is, and this is why SAT-7 came into being. This year marks 30 years since SAT-7's first broadcast, and over the decades SAT-7 has devoted itself to making Christ known and helping our viewers to find new life in Him.

These two milestones remind us that while change is a constant in the region in which we work, the Good News of Jesus remains the same – over the years, decades, centuries and millennia. And while over the past 30 years we have continually updated our technology and content for maximum impact, we remain faithful to the original vision of SAT-7's media ministry – to see a growing Church in the MENA. In this Annual Report, you can learn about the many ways in which SAT-7 has fulfilled its mission in 2025, through building up the Church in the MENA, as well as engaging with the Church in the UK and ROI.

In our special 30th anniversary year, please join us in thanking God for all that He has accomplished through SAT-7 in that time, and in praying that He will continue to shine the light of Christ in the MENA through our ministry.

In Him,



Rachel Fadipe

Rachel Fadipe
Chief Executive



Richard Giles

Richard Giles
Chair of Trustees



OUR VISION

Our vision is to see a growing Church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

We do this by:

1 BRINGING JOY

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

2 SHOWING LOVE

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

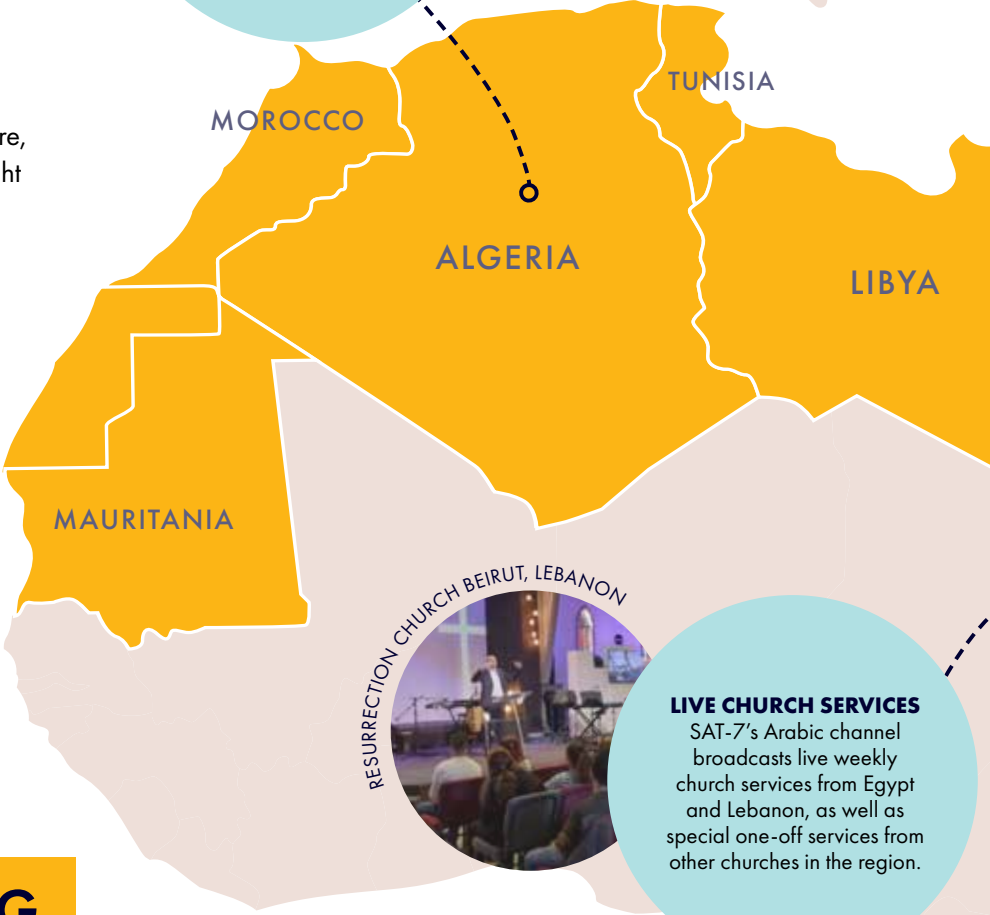
3 STRENGTHENING FAITH

Our programmes are designed to encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus.



YOUR CHURCH!
When your church prays for and gives to the work of SAT-7, you send a message to the MENA Church that they are not alone – we are all one body in Christ.
Thank you.

HOUSE CHURCH IN ALGERIA
Filmed in a set styled like a family home, the programme features Bible teaching, worship, and prayer with a small group of believers who share food and fellowship.



LIVE CHURCH SERVICES
SAT-7’s Arabic channel broadcasts live weekly church services from Egypt and Lebanon, as well as special one-off services from other churches in the region.

“I am from a different faith background, but I came to know Christ. It’s hard to live out my faith without church and congregation. I thank God for the programme *Home Church in Algeria* – it’s a blessing for me.”
NADIM, ALGERIA



ST ANTOINE CHURCH, ISTANBUL

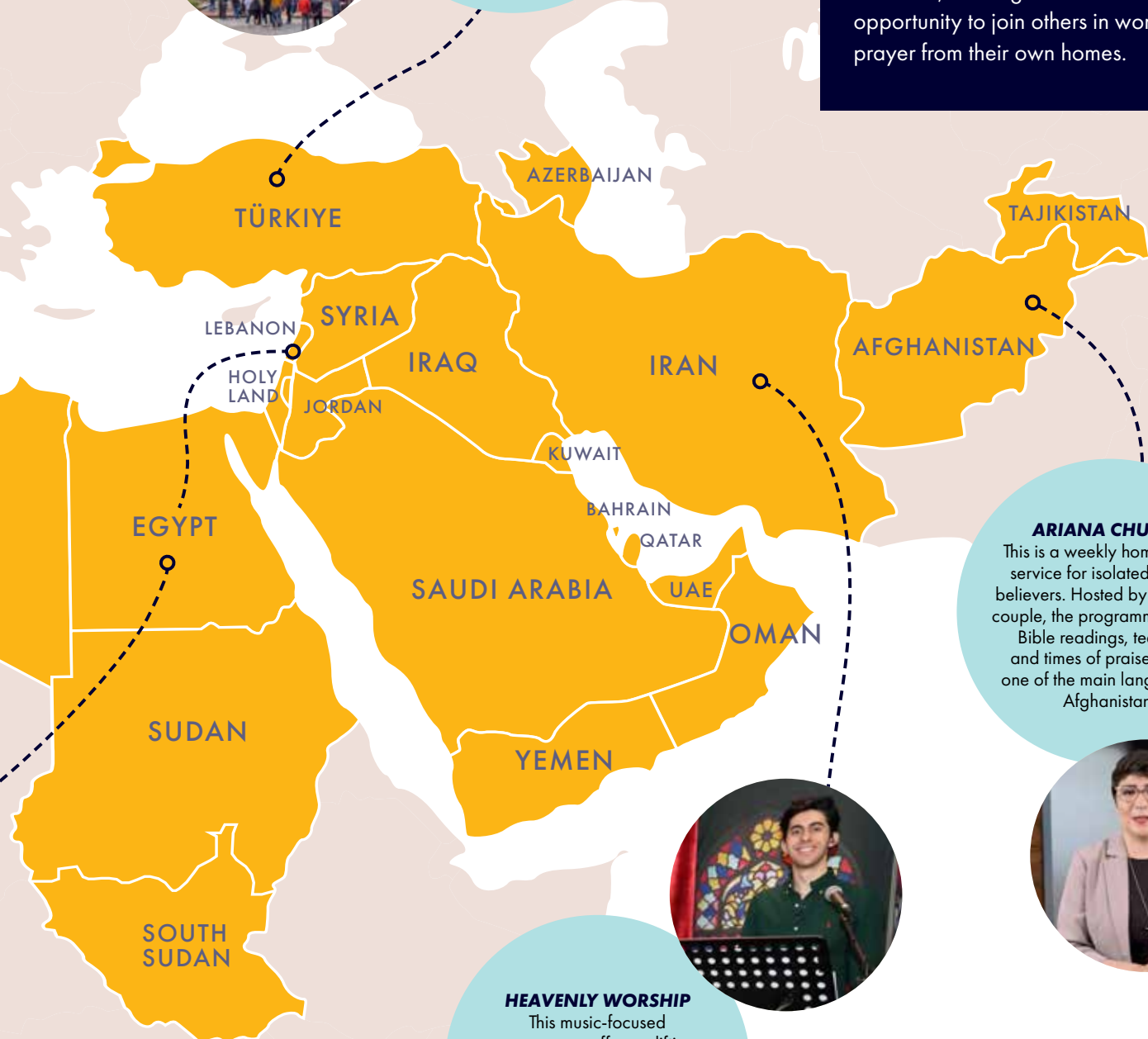


TURKISH CHURCHES

SAT-7's Turkish channel broadcasts live from different churches for special events, such as Christmas and Easter. For some non-Christian viewers, this might be the first time in their lives that they witness communal Christian worship.

BROADCASTING THE CHURCH IN THE MENA

For Christians in the MENA who are unable to meet together, watching a church gathering in their own language is a lifeline. This map offers a snapshot of some of the church programmes on SAT-7, which give isolated Christians the opportunity to join others in worship and prayer from their own homes.



ARIANA CHURCH

This is a weekly home church service for isolated Afghan believers. Hosted by a married couple, the programme features Bible readings, teaching, and times of praise in Dari, one of the main languages of Afghanistan.



HEAVENLY WORSHIP

This music-focused programme offers uplifting worship songs, prayer and teaching, encouraging Iranian believers to gather in house churches and worship together.



“ I cannot practise my faith openly, as there are no believers around me. I listen to worship songs and sermons online. I follow the live services from Kasr El-Dobara Church. I am a very dedicated fan of your channel.”

KAIS, TUNISIA

“ Thank you for being there for us and alongside us. We who are in Iran do not have a church and cannot participate in fellowship, but you are here and you support us. I am grateful for you, my dear family.”

ELIKA, IRAN

OUR MISSION

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

We connect Christian communities in the UK and Ireland with the faith, witness, needs, and resources of the Middle Eastern Church – to see it strengthened and flourishing, while deepening discipleship and inspiring mission and engagement closer to home.

The charitable activities of SAT-7 UK comprise:

GROWING AND SUPPORTING THE CHURCH IN THE MENA

The broadcasting of satellite TV and digital media programmes, to see a growing church in the MENA, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK

Connection: To equip and connect the UK Church with the Church in the Middle East and North Africa through SAT-7, deepening discipleship through partnership, resources, and a shared faith.

Response: To mobilise the UK Church to act - supporting SAT-7 through prayer, financial partnership, advocacy, and engagement with its mission and ministry in the MENA and across the UK.





آشپزخانه شادی

Ashpazkhane Shadi

Joyful Kitchen on SAT-7 PARS

OUR VALUES

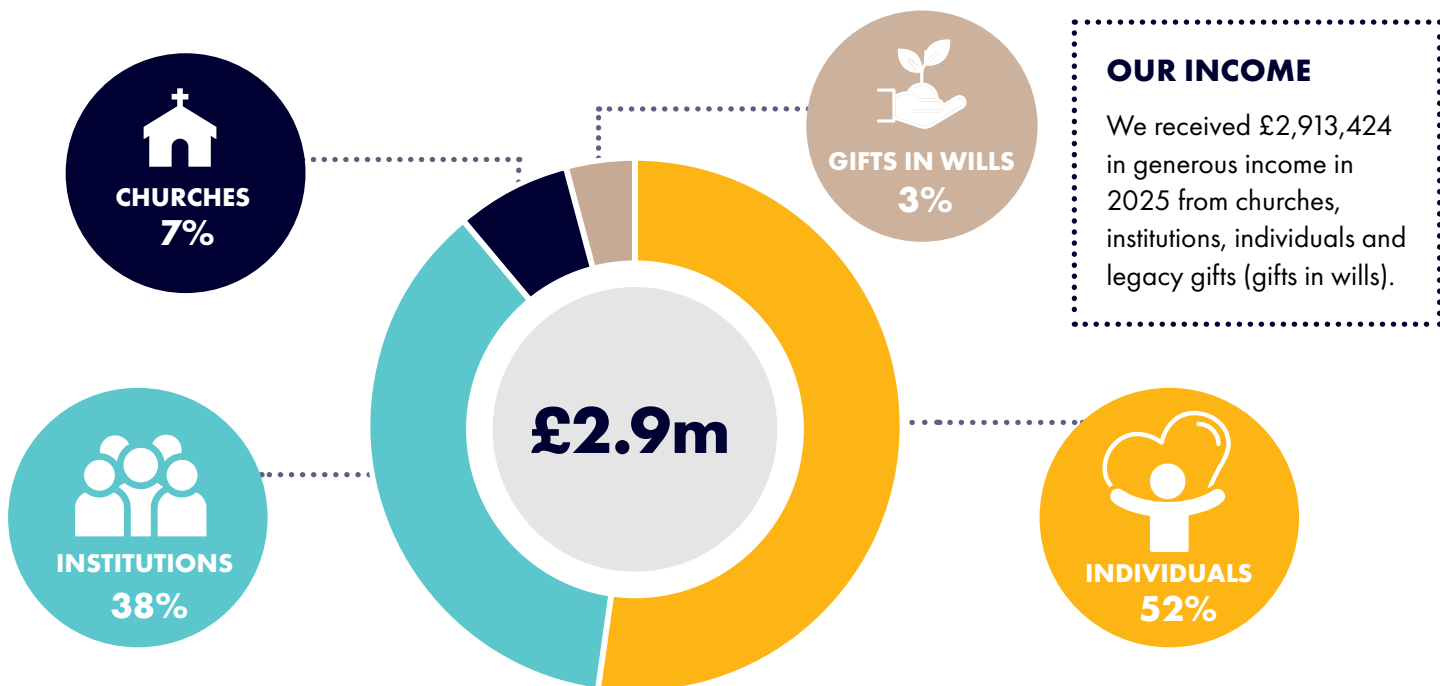
Our Christian faith and values are at the heart of who we are and what we do; bringing joy, showing love, strengthening faith – not just of our viewers across the MENA, but also in the lives of our staff, volunteers, supporters and partners in the UK.

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



On the set of *Behind the Door*, an interactive Bible show for Arabic-speaking young people on SAT-7 KIDS

2025 IN NUMBERS



OUR EXPENDITURE

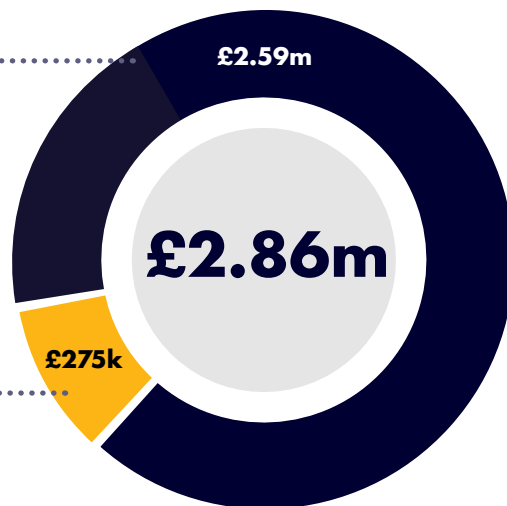
We spent £2,865,469 in 2025 on charitable activities and raising funds. For every **£1** you donated...

CHARITABLE ACTIVITIES

90p went towards growing and supporting the MENA Church through satellite TV and digital media programmes, and enabling UK Christian communities to deepen their understanding of, and engagement with, the MENA region.

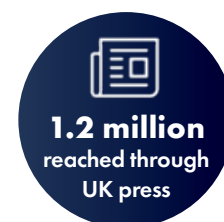
RAISING FUNDS

10p went towards raising funds and growing the support base



YOU GAVE

£2.9M
TO HELP
FUND...



REVIEW OF THE YEAR

1. SAT-7 INTERNATIONAL

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

We remain deeply grateful for the prayers and generosity of our supporters and partners, which enabled SAT-7 to flourish throughout the year. Tragically, 2025 brought devastation for many people in the region: wars in the Holy Land and Sudan, heightened tensions in Iran, and the continuing burdens of poverty and persecution. But it also provided opportunities to commemorate important moments and to reflect on their significance for us today.



Our Hope is You, an open-air concert broadcast live from Beirut, June 2025

SUPPORTING VIEWERS IN TIMES OF CRISIS

As Iran was hit by a wave of air strikes, SAT-7 PARS supported distressed viewers in various ways. One special episode of *Mirror* allowed people to share their thoughts and prayers.

"We truly appreciate your connection with us and are grateful for it," one viewer said on air. "I'm really worried for my fellow Iranians and for my children... even inside our own home, we don't feel secure. Pray for our people."

As the bombardment of Iran ended, news broke of a devastating attack on a church in Damascus, Syria. SAT-7 ARABIC called for Christians across the MENA to come together for an evening of prayer and worship. The programme, titled *Our Hope is You*, was broadcast live from a beautiful open-air stage beside SAT-7's Beirut studio.

Rami Al-Halaseh, SAT-7 Arabic Channels Executive Director, says, "We are entrusted with very powerful resources and platforms that reach millions across the region with the message of faith, hope and the love of God. In such hard times, it is our calling to intensify this message."



SAT-7 TÜRK report from the Türkiye earthquake zone two years on, February 2025

LOOKING BACK AND REMEMBERING

Two years on from the earthquake that devastated a large swathe of south-eastern Türkiye, a team from SAT-7 TÜRK revisited the affected zone. They interviewed various Christian leaders and aid organisations and discovered that churches were still working hard to meet the needs of their members and neighbours.

Can Teymur from St George's Church in Alexandretta said, "We still have people who are struggling, who are living in tents, prefabricated houses and trailer homes. We are doing what we can, trying to deliver help to those in need." And Elmas Akin of Antioch Messianic Church described the impact of their counselling ministry: "One person said, 'When I come here, I can breathe. Everywhere else drains my energy, but here I'm filled.'"

In April, Sudan mourned two years of destructive civil war. SAT-7 ARABIC provided spiritual encouragement through a short series made by Sudanese Christians called *Light of The Resurrection*, featuring teaching and worship.

On Sunday 21 September, SAT-7 joined Christian organisations and churches across the world in prayer for the Holy Land, calling for viewers and supporters to stand in solidarity with its suffering people. As the two-year anniversary of the war approached, SAT-7 prayed for an end to the conflict, for peace and justice for all the peoples of the Holy Land, and for children and families whose lives have been devastated. We shared prayers across our channels and social media platforms to engage others in intercession.



Special programmes on SAT-7 PARS mark the celebration of Easter for both Eastern and Western Churches on 20 April 2025



In the midst of Lebanon tensions, SAT-7's Lebanon studio opened its doors to children from local churches for a screening of SAT-7 KIDS film, *Adonai*



To mark the 1,700th anniversary of the Council of Nicaea, SAT-7 TÜRK created a special film dramatisation of the Nicene Creed being written and proclaimed, capturing the simplicity and conviction of the early Church

LOOKING BACK AND CELEBRATING

As the Eastern and Western Churches both marked Easter on 20 April, SAT-7 PARS produced a special programme that bore witness to the unity of all Christians through their faith in the risen Christ. The one-hour documentary featured the different Easter observances of young Iranian Christians in Cyprus, where one of the channel's studios is located. By showcasing diverse churches united in a common celebration, it invited viewers to see how the resurrection of Jesus breaks down barriers between people.

Adding to celebrations of Christian unity, SAT-7 ARABIC aired a devotional programme called *Evening Gatherings* for believers in North Africa. Filmed in Tunisia with segments from Algeria and Morocco, the programme showed a beautiful display of unity among believers, encouraging each other with testimonies, prayers, worship and Bible discussions in different North African languages to promote inclusivity for people across the region.

2025 marked 1,700 years since the great Council of Nicaea, whose teaching was later expressed in the Nicene-Constantinopolitan Creed, which SAT-7 uses as its basis of faith. In November we held our biennial Partnership Gathering in İstanbul, Türkiye, only two hours from Nicaea (modern İznik). The creed is the most widely accepted Christian statement of who Jesus Christ is.

Yet so many people in the MENA still do not know who He is, and this is why SAT-7 came into being. November 2025 was also the 30th anniversary of SAT-7's founding meeting, when many agencies, churches and individuals signed up to the vision of a Christian satellite television station serving the region. Since then, SAT-7 has devoted itself to making Christ known and helping our viewers to find new life in Him.

“

Jesus is the light and life, and salvation is in His hands. How did I not know all this before? I thank you with all my heart. I'm starting to realise the ignorance I was living in. Perhaps many people don't understand the true worth of the Lord Jesus. What should I do to grow spiritually?

SANAD, AN ALGERIAN MAN FROM THE MAJORITY FAITH BACKGROUND



Evening Gatherings, a North African devotional programme filmed in Tunisia, Algeria and Morocco, promoted Christian unity during Ramadan 2025

2. SAT-7 UK

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI



INSPIRING PRAYER

Inspiring and equipping staff, volunteers and supporters to pray in a range of different ways continues to be a key focus of SAT-7 UK's activities. The UK staff team meet daily for prayer, and on Wednesdays join the international office, studios, and other support offices of SAT-7 across the world to pray, reflect and give support, especially during times of crisis. For supporters and churches, we continued to produce a range of high-quality print, digital and audio-visual prayer resources to inspire and encourage regular prayer for SAT-7 and the Church in the MENA.

Our flagship prayer product continued to be the quarterly **Prayer Diary**, the prayer points from which are now being used across web and social media platforms to encourage a daily moment of prayer. From October 2025, we launched a brand-new look email and podcast, called **7 ways to pray for the Middle East**. Each month, this round-up email provides 7 up-to-date ways for supporters to pray for SAT-7's work and current events from the region.

In 2025, we repeated key prayer campaigns for Lent and Advent. We brought out an updated second edition of our much-loved devotional book, **40 Days of Prayer for the Middle East**, each copy of which was sold with a free study guide to encourage deeper reflection. We also brought out an activity book, **A Very Middle Eastern Easter**, to inspire a new, younger generation of SAT-7 supporters to engage with SAT-7 and pray for the MENA. At Advent, we re-issued our popular **A is for Advent** daily devotional guide, alongside a brand-new Advent study guide to encourage participation from small groups.

Left: A visitor to Romsey Abbey engages with SAT-7's Middle East Prayer Experience, June 2025

Our **Middle East Prayer Experience** continued to be used at pop-up events, including at Holy Trinity Bath, Calne Free Church, Keswick in Devon and an exhibition at Romsey Abbey, which had an estimated 1,200 visitors across three weeks in June 2025.

We also inspired prayer through **live online prayer events**. In April, we gave supporters the exclusive opportunity to join in our international prayer meeting, in which they heard updates and prayer points from SAT-7's staff across the region. In June, as war broke out between Israel and Iran, we responded quickly to host a Pray for Iran event on Zoom, highlighting SAT-7's response alongside prayers and voices from on the ground.

“
It was great having Bronwen to speak at our recent prayer event. Her first-hand knowledge of different countries in the Middle East really helped us know how to pray for brothers and sisters in that part of the world. SAT-7 has definitely inspired us to pray!”
REV TIM LEWIS, HOLY TRINITY COMBE DOWN

INSPIRING PRAYER IN 2025



1,475
estimated visitors at Middle East Prayer Experience events



2,700
Prayer Diaries sent out every quarter

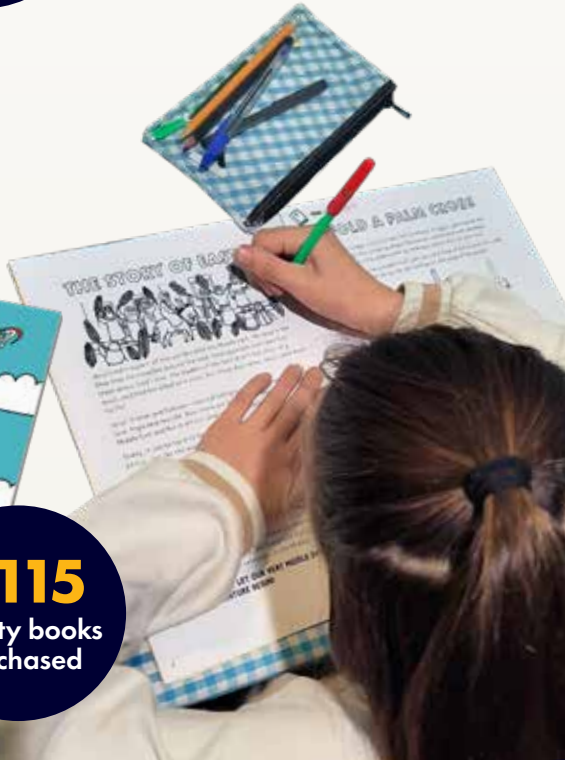


3,500
people praying during Lent and Advent

WE PRAYED LIVE WITH
384
supporters
IN 2 ONLINE PRAYER EVENTS



1,115
activity books purchased



Below: Church leaders visit the SAT-7 PARS studio in London, May 2025



DEEPENING UNDERSTANDING

Throughout 2025, we continued to develop new opportunities and resources to help supporters engage more deeply with the Middle East and the complex challenges facing Christians there.

We produced two editions of **Insight** magazine, our flagship supporter publication, which demonstrates the impact of SAT-7 with engaging stories, feature pieces, maps and viewer testimonies. As part of a wider review of our communications, we examined the effectiveness of the Middle East Briefing. The Briefing was first introduced over 14 years ago, during which time the landscape of communications has significantly changed. Based on our research, we replaced the long-form Middle East Briefing with a new monthly **7 ways to Pray** bitesize podcast and email round-up, alongside the development of **Around the Table**, a new in-depth, discussion-based podcast for launch in 2026, which will continue to provide the depth of analysis that the Middle East Briefing offered, but in a format more suited to the today's user experience.

As part of our strategy to engage **church leaders**, we attended the New Wine Leadership Conference and the Elim Leaders Summit, introducing them to a taster of the Middle East Prayer Experience and conducting pop-up interviews about perceptions of the

region which were then shared on social media. To help existing supporters and church leaders engage more deeply with our work, we hosted a series of Vision Days in 2025 at SAT-7's Persian TV studio in west London. From this studio, live programmes are broadcast to Persian-speaking audiences across Iran, Afghanistan, and Tajikistan. Visitors met the production team and presenters, explored the studio environment, and encountered first-hand accounts of faith from believers living in isolation and under pressure across the region.

Alongside this, we focused on deepening relationships with current supporting churches while also connecting with new congregations. Through our **Church Partnership** programme, churches were invited into a long-term partnership to support lasting change across the Middle East and North Africa. During the year, our staff and ambassadors participated in 119 speaking engagements, including visits to 26 new churches, sharing how God is at work through SAT-7 across the region.

THE SAT-7 UK PODCAST

Listen to our latest podcasts at home or on the go, as we take a stand against the negativity and despair that so often surrounds the region.

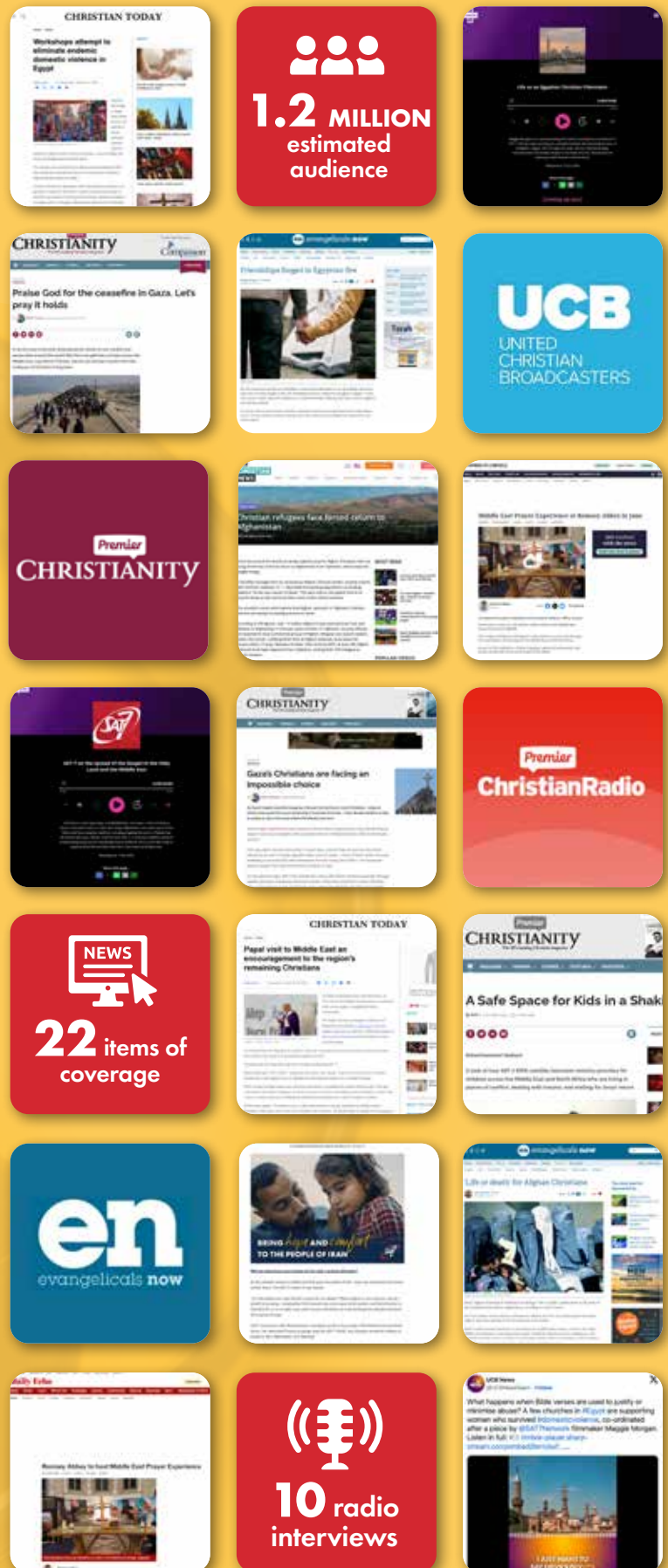
- Around the Table - From conflict to connection**
- Voices of the Middle East - Faith amid danger in Afghanistan**
- 7 Reasons to Pray for the Middle East**
- Around the Table - Come and join us 'around the table'!**

8,558
listens across
all platforms

INCREASING REACH THROUGH PRESS AND MEDIA

The last year has seen a number of successful pitches to the UK Christian media, including written articles and radio appearances. Senior SAT-7 UK leadership and key members of the SAT-7 International team have had interviews on UCB1, UCB2 and Premier Christian Radio, including long-form interviews on the show This is My Story. Throughout the year, Premier Christian Radio has also featured a large number of prayers for SAT-7.

In written media, early in the year Senior Director Martin Thomas secured a spot for a thought-leadership piece in Premier Christianity Magazine, reflecting on being called as peacemakers. Christian Today featured an additional thought-leadership piece on SAT-7 ARABIC's workshops on eliminating endemic domestic violence in Egypt, while towards the end of the year Premier Christianity Magazine published an op-ed on Christians in Gaza. Also published was a moving piece reflecting on the forced return of Afghanistan Christians in Tajikistan; a situation on which we also presented at the UK Freedom of Religion and Belief Forum.



Above: A selection of SAT-7 UK's press coverage highlights in 2025

VALUING OUR SUPPORTERS AND REACHING THE NEXT GENERATION

We prioritised expressing our gratitude to SAT-7 donors for their ongoing generosity. We sent two additional reports during 2025 to demonstrate the impact of gifts towards our main appeals. We ran our second **Thanking Week**, contacting about 700 donors and attempting nearly 500 phone calls as a team. The Thanking Week is quickly becoming a core part of our annual plan, helping us to value and connect more personally with our supporters and also embed a deeper culture of gratitude across the staff, trustee and volunteer teams.

We were moved to see an increase in **regular giving** during 2025, prompted by new monthly donations and increases to existing regular gifts from current donors. This spoke to us of our donors' commitment to stand with brothers and sisters across the region, a big encouragement for the UK team and for our colleagues across the MENA.

Below: SAT-7 UK staff Christmas social, Lacock, Wiltshire, December 2025

BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

We remained committed to embedding our core values—We agree to be authentic; We choose to be courageous; We strive to be creative; We commit to be servant-hearted—into our organisational culture. These values were reinforced through activities, including our daily devotional time, team meetings, staff survey, team days, and staff retreats.

In 2025, we continued our focus on staff wellbeing by holding a series of wellness check-in surveys and topic-related engagement opportunities to foster a supportive and thriving workplace.

STAFF WELLBEING SURVEY 2025

Key highlights

100%

of the team feel inspired by and proud to be part of SAT-7 UK's mission



Staff rated SAT-7 UK 4.6/5 for: "Our values are encouraged and demonstrated in our everyday work"

100%

agreed with the statement "I would recommend SAT-7 UK as a great place to work"



ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK & ROI IN 2025

CHURCH SPEAKING ENGAGEMENTS



RITA EL MOUNAYER AT KINGS CHURCH ABERDEEN



NEW WINE LEADERS CONFERENCE



AMBASSADOR SPEAKING ENGAGEMENTS



STAFF RETREAT



MIDDLE EAST PRAYER EXPERIENCE



SAT-7 PARS STUDIO VISION DAYS



DISTRIBUTION OF SAT-7 UK SUPPORTERS

LOW



HIGH

TIMELINE OF 2025

“

SAT-7 has stood with us during times of difficulty, during times of war, and you still share our prayers. You are the most-loved channel in the whole Middle East and North Africa. You have been reaching our peoples with the love of Christ.

REV. DR JACK SARA, PRESIDENT,
BETHLEHEM BIBLE COLLEGE

BACK TO THE EARTHQUAKE ZONE

Two years on from the earthquake that devastated a large swathe of south-eastern Türkiye, a team from SAT-7 TÜRK revisit the affected zone. They conduct interviews with various Christian leaders and aid organisations and discover that churches are still working hard to meet the needs of their members and neighbours.



RITA EL MOUNAYER VISITS KINGS CHURCH ABERDEEN



300 ATTENDEES HEAR ABOUT SAT-7 AT KESWICK IN DEVON



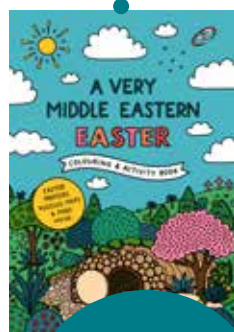
JANUARY



CHILDREN ENGAGE ACROSS DIVIDES

Three of SAT-7's channels air three new programmes, in partnership with Lutheran Hour Ministries (LHM), to engage viewers with the Bible's teachings. SAT-7 ARABIC launches *Heartbeat*, a podcast covering the essentials of the Christian faith. SAT-7 TÜRK's discussion series, *Let's Talk about This*, helps viewers to build resilient faith. And SAT-7 PARS produces *GPS*, a practical discipleship programme addressing everyday issues. The programmes receive high levels of engagement.

FEBRUARY



LAUNCH OF NEW EASTER ACTIVITY BOOK

MARCH



CHRISTIAN UNITY IN NORTH AFRICA

To celebrate Christian fellowship in North Africa, SAT-7 ARABIC airs a devotional programme called *Evening Gatherings* during Ramadan. Filmed in Tunisia with segments from Algeria and Morocco, the programme is a beautiful display of unity among believers, who encourage each other with testimonies, prayers, worship and Bible discussions. The programme features different North African languages to make it accessible and inclusive for people across the region.

CELEBRATING THE RESURRECTION

As the Eastern and Western Churches both mark Easter on 20 April, SAT-7 PARS produces a special programme that witnesses to the unity of all Christians through their faith in the risen Christ. The one-hour documentary features the different Easter observances of young Iranian Christians in Cyprus, where one of the channel's studios is located. By showcasing diverse churches united in a common celebration, it invites viewers to see how the resurrection of Jesus breaks down barriers between people.



MIDDLE EAST PRAYER EXPERIENCE AT ROMSEY ABBEY

SAT-7's immersive prayer exhibition, the Middle East Prayer Experience, is installed at Romsey Abbey, with an estimated 1,200 visitors across three weeks.



SUPPORTING VIEWERS IN TIMES OF CRISIS

As Iran is hit by a wave of air strikes, SAT-7 PARS supports distressed viewers in various ways. "We truly appreciate your connection with us and are grateful for it," one viewer says on air. "I'm really worried for my fellow Iranians and for my children... even inside our own home, we don't feel secure. Pray for our people."

APRIL

ONLINE INTERNATIONAL PRAYER MEETING



SAT-7 UK invites supporters to join a special time of prayer with SAT-7 staff from the Middle East and around the world. 239 staff and supporters from around the world come together to pray for SAT-7 and its ministry.

MAY



HELPING CHILDREN APPLY THE BIBLE

SAT-7 KIDS launches a new live programme, *In His Image*, which helps young viewers to apply biblical truths to their everyday lives in the modern world. The show uses Bible stories, sketches and phone-in quizzes to engage children's interest and participation. The show receives over 100 calls a week, with some viewers ringing multiple times in their eagerness to get through!

JUNE

EVENING OF WORSHIP BRINGS HOPE TO ARAB WORLD

As the bombardment of Iran draws to a close, news breaks of a devastating attack on a church in Damascus, Syria. SAT-7 ARABIC calls for Christians across the MENA to come together for an evening of prayer and worship. The programme, titled *Our Hope is You*, is broadcast live from a beautiful open-air stage beside SAT-7's Beirut studio.



TIMELINE OF 2025 cont...

PROMOTING MENTAL HEALTH FOR REFUGEE CHILDREN

A team from SAT-7 KIDS visits a school for refugee children in Lebanon's Bekaa Valley to promote mental health awareness and online safety, and to highlight the positive content available on the channel. Led by SAT-7 ARABIC's Public Engagement Manager, Juliana Sfeir, the team lead 110 children in games and activities and in moving times of prayer.



JULY

“

SAT-7 has made the Lord's glory shine over the whole MENA region. A big thank-you for standing in the gap and for proclaiming the Good News that reached out into all the places where nobody else could have reached.

DR KHALED LYON, PREACHER AND SPEAKER, EGYPT

190 ORDERS AND OVER £4,600 IN SALES IN 2025



LAUNCH OF SAT-7 UK'S NEW ONLINE SHOP

AUGUST



RED-CARPET EXPERIENCE FOR LEBANON CHILDREN

SAT-7's Lebanon studio opens its doors for a special screening of SAT-7 KIDS film *Adonai*, giving children from local churches an enjoyable and memorable red-carpet experience with members of the cast. They also watch exclusive behind-the-scenes content and are introduced to SAT-7 KIDS' other programming. The event opens up opportunities for deeper conversations, inspired by the themes explored in *Adonai*.



GATHERING AROUND THE CAMPFIRE

SAT-7 TÜRK's new youth programme *Campfire* is launched. This nature-based discussion series tackles difficult questions about Christianity, culture and identity in a relaxed and intimate setting, around a campfire. Viewer numbers are encouraging, with the four most-watched episodes of *Campfire* on YouTube viewed nearly 600,000 times by the end of the year.

SEPTEMBER

PRAYERS FOR PEACE IN THE HOLY LAND

On Sunday 21 September, SAT-7 joins Christian organisations and churches across the world in prayer for the Holy Land, calling for viewers and supporters to stand in solidarity with its suffering people. As the two-year anniversary of the war approaches, SAT-7 shares prayers across our channels and social media platforms to engage others in intercession.



LAUNCH OF
NEW '7 WAYS
TO PRAY'
PODCAST AND
EMAIL



SPONSORSHIP
AND SPEAKING
AT CHRISTIANS
IN MEDIA
EVENT



COMMEMORATING NICEAEA IN TÜRKIYE

To celebrate the 1,700th year since the Council of Nicaea (modern İznik in Türkiye), SAT-7 TÜRK creates a powerful remembrance song with an accompanying music video, as well as filming a presentation about the Creed on location in Nicaea. These clips are shown on satellite as well as at SAT-7's Partnership Gathering, which is aptly held in Istanbul. The music video, which features several SAT-7 TÜRK staff members, approaches half a million views on YouTube in early December, only three weeks after its premiere.



CHRISTMAS CAMPAIGNS

SAT-7 UK saw an overwhelmingly generous response from supporters to our Christmas campaigns, including a Giving Tuesday challenge of raising £5,000 in one day. This target was smashed, raising nearly £7,000! This was part of the grand total of over £70,000 raised during our digital and postal appeals, and a special social media campaign, which included a free paper lantern download that gained over 930 sign-ups.

930
SIGN-UPS
FROM LANTERN
DOWNLOAD



OCTOBER

NOVEMBER

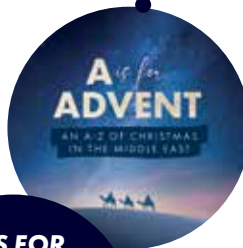
DECEMBER



AFFIRMING THE CREATION MANDATE

SAT-7 joins the MENA churches in celebrating the "Season of Creation" month. A talk show on SAT-7 ARABIC features theologians and church leaders who explain that the mandate for creation care comes primarily from God; it is not dependent on trends in society. Environmental issues raise serious concerns in the MENA, as it is considered a particularly vulnerable region.

A IS FOR
ADVENT
RELAUNCHES,
WITH BRAND
NEW STUDY
GUIDE



CHRISTMAS CELEBRATIONS ON SAT-7

SAT-7's channels collaborate on the virtual production of a music video featuring the carol "Angels we have heard on high". SAT-7 PARS airs a documentary examining the roots of Christianity in the Persian World. SAT-7 KIDS screens special episodes of the flagship programme *Jesus is Our Strength*. SAT-7 ARABIC broadcasts a special Christmas episode of *You Are Not Alone* featuring children from Gaza who have lost family members or suffered injuries in the war.

PRIORITIES AND GOALS FOR 2026

1. SAT-7 INTERNATIONAL

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

In 2025, SAT-7 International finalised a new strategy for the next three years (2026–28) which identifies four priority audiences: not-yet believers, new believers, children (up to age 16) and young people (up to age 25). This focus does not represent a narrowing down of our intended audiences; SAT-7 is still seeking to reach everyone everywhere in the MENA. However, these audiences face the greatest obstacles to hearing and living out the Gospel, and we are committed to meeting their specific needs and strengthening the Church's ministry to them. Priorities for achieving this during 2026 include:

DEVELOPING CONTENT

This year SAT-7 will develop high-quality and creative content to address the misconceptions that many not-yet believers in the MENA have about the Christian faith, using non-technical language and more stories from people on the ground. SAT-7 aims to support local Christians in their holistic mission to not-yet believers by bringing the Gospel directly into people's homes in their own languages, providing a platform for believers to share their faith, and encouraging the churches to promote the welfare of others.

Many new believers also struggle in that they may have no church to attend or anyone to answer their questions. This prevents them from learning even the basics of the Christian faith and how to live it out in challenging contexts. SAT-7 prioritises helping churches to enable new believers to live and grow as disciples of Christ through the support of their local and global Christian family.



“ I first heard about Jesus through SAT-7. For a full year, SAT-7 was my only discipleship source – my church on screen – before I knew another believer. Now I want to create content to reach others the same way SAT-7 reached me.”

TUNISIAN PARTICIPANT IN SAT-7 PRODUCTION

2

EXPANDING SAT-7 PLUS

SAT-7 will invest substantially in our Video-on-Demand and livestreaming service, SAT-7 PLUS. We aim to:

- significantly increase app installations and social media engagement
- implement a feedback system to improve the user experience
- expand the library of educational and informative content.

A major new development will be a vibrant and interactive section for children, promoting both entertainment and education and making the platform a valuable resource for children and their parents.

Similarly, SAT-7 PLUS will aim to help young people in the MENA to lay foundations for a life of discipleship. Improvements to the platform will provide opportunities to share their questions and opinions, support their holistic well-being, and encourage them to become changemakers in their communities and wider societies.



3

MEASURING IMPACT

SAT-7 has created an Impact Strategy Model, setting out the main problems that our ministry exists to address and the changes that we want to promote. In 2026 we will be refining this following a pilot project that is measuring our current impact on our priority audiences. We will also undertake further research during the year to increase our understanding of how these changes happen and what makes SAT-7 effective in delivering them, and to assist us in focusing our work for the rest of this strategy period.

4

INTEGRATING CHILDREN'S PROGRAMMING

SAT-7's children's channel, SAT-7 KIDS, will implement a system that embeds social media and Viewer Support into every area of programme development and execution, from initial brainstorming to final evaluation. This will facilitate stronger interaction between the various teams, cultivate a consistent digital presence, and ensure a unified viewer experience across all platforms. Filming for all the platforms will be done at the same time.

Children are highly valued in the kingdom of God, and SAT-7 affirms this by introducing them to the Gospel of Christ, providing them with a safe space to grow in Him and supporting their physical, mental and social well-being.



PRIORITIES AND GOALS FOR 2026

2. SAT-7 UK

ENGAGING WITH CHRISTIAN COMMUNITIES IN THE UK AND ROI

1

INCREASING PROFILE

In our 30th anniversary year, we want to increase the profile and standing of SAT-7 across the UK, and continue to maximise opportunities to share the stories of SAT-7 within both Christian and mainstream press and media. In June, we will significantly raise SAT-7's profile to a brand new, mass audience by partnering with Langham Arts at their annual Prom Praise performance at the Royal Albert Hall (while also using the event and its online livestream to engage more deeply with existing supporters). We also plan to elevate SAT-7's standing among Church leaders by exhibiting at several Christian leadership conferences across the country.



2

RAISING INCOME AND REACHING THE NEXT GENERATION

As SAT-7 celebrates its 30th anniversary this year, we recognise that this would not have been possible without the support and investment of our donors. We want to celebrate their impact in the MENA through a range of initiatives that inspire individuals, churches and communities to partner financially with SAT-7 in continuing our ministry into the future.

A milestone celebration naturally leads us to look ahead and this year, we are committed to shining a spotlight on the importance of gifts in Wills. We want to be open about how these precious gifts play a vital role in sustaining our work, while also allowing donors to make a lasting impact on future generations who will have the opportunity to hear the gospel, thanks to their compassion and generosity, even beyond their own lifetime.

3

INSPIRING PRAYER

Prayer is one of our key priorities at SAT-7 UK. We will continue to provide supporters and churches with print and digital resources and events, to equip them with current and relevant ways to pray for the MENA and SAT-7. Yet deeper than this, we also want to inspire the Church with a richer biblical understanding of the importance and effectiveness of prayer. In 2026, we will launch new resources on the area of prayer, to underpin the importance of praying for the MENA and to integrate this understanding into supporters' personal discipleship journey.

4

DEEPENING UNDERSTANDING

We want Christians of all ages to go deeper in their understanding of the MENA and what life is like for believers there. Alongside our regular resources and events such as Insight magazine and Vision Trips, we will launch new initiatives to reach and engage younger audiences and families.



Our new podcast, *Around the Table*, will continue to bring together storytellers, peacemakers and thought leaders from across the UK, Middle East and North Africa, to share their insights, experiences, and hopes with an engaged UK audience. This in-depth, longer-form podcast taps into listening trends among the 30s-40s age group.

We are also developing a new flagship children's resource for families, churches and community groups, exploring the lands of the Bible and introducing the people who live there today.



5



BUILDING AN EFFECTIVE AND FAITH-FILLED ORGANISATION

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

We will maintain and grow a strong partnership with SAT-7 International through strategic input and collaboration.

30 *Years*
OF MEDIA MINISTRY

FINANCIAL REVIEW OF 2025

OVERVIEW

We were greatly encouraged to end 2025 5.9% ahead of our income budget and to deliver £1.7M of support directly for the Christians in the Middle East through the production and broadcast of faith-filled satellite TV programmes and £534K mobilising the church in the UK to pray, deepen their understanding and raise the voice of Christians and those facing isolation and injustice.

During 2025, SAT-7 UK continued to deliver a dynamic programme of fundraising and engagement activities mobilising the Church in the UK and raising the voice of Christians in the Middle East. We continued to prioritise supporter care and relationship management, seeking to deepen relationships with our supporters.

FINANCIAL SUMMARY

The financial results for the year are set out in the Statement of Financial Activities. In 2025 SAT-7 UK's income was £2,913,424, 5.9% above the 2025 budget. SAT-7 UK made grants of £1,712,981 to SAT-7 International Trust during 2025.

Expenditure on raising funds was £275,104 (2024: £282,716) while expenditure on charitable activities was £2,581,365 (2024: £2,425,770). Net income and expenditure in 2025 showed a surplus of £76,955 (2024: deficit £161,332).

Net assets at 31 December 2025 were £780,786 (2024: £703,831). Cash at bank and in hand at 31 December 2025 amounted to £360,284 (2024: £353,314).

WHO WE ARE

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

Registered charity number 1060612

Registered company number 03301736

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

Operations centre 2nd Floor, 3-4 New Road, Chippenham, Wiltshire, SN15 1EJ

Company Secretary Mrs R Fadipe

Chief Executive Officer Mrs R Fadipe

Trustees

The trustees (who are directors for the purpose of company law) who served during the year were as follows: Mr R Kemp, Mr J Clark, Mr C Miles, Mr M Haines, Mr R Giles, Mr D Taylor, Mr T Alqassis, Mrs J Bicknell (joined May 2023), Mr A Massey (joined April 2023)

Leadership Team

Rachel Fadipe (Chief Executive Officer)
Martin Thomas (Senior Director)
Chris Beddoes (Operations Director)

Advisers to the Charity

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

Auditor

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

Bankers

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

Solicitors

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

STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2025

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Endowment Funds £	Total Funds 2025 £	Total Funds 2024 £
Income and endowments from:							
Donations and legacies	2	1,763,630	-	1,108,078	-	2,871,708	2,511,869
Investments		30,938	-	-	-	30,938	26,600
Other trading activities		10,778	-	-	-	10,778	8,685
Total income		1,805,346	-	1,108,078	-	2,913,424	2,547,154
Expenditure on:							
Raising funds	3	275,104	-	-	-	275,104	282,716
Charitable activities	3	1,291,670	181,617	1,108,078	-	2,581,365	2,425,770
Total expenditure		1,566,774	181,617	1,108,078	-	2,856,469	2,708,486
Net gains/(losses) on investment	9	-	-	-	20,000	20,000	-
Net income/(expenditure)	5	238,572	(181,617)	-	20,000	76,955	(161,332)
Transfers between funds	15	(83,484)	83,484	-	-	-	-
Net movement in funds		155,088	(98,133)	-	20,000	76,955	(161,332)
Funds brought forward at 1 January	15	225,406	168,425	-	310,000	703,831	865,163
Funds carried forward at 31 December	15	380,494	70,292	-	330,000	780,786	703,831

Net expenditure for Companies Act purposes is **£56,955**.

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.

FINANCIAL STATEMENTS

You can view the full financial results and accompanying notes in the full Annual Report of the Trustees & Accounts on our website at sat7uk.org/annualreport



SAT-7 UK Trust Limited

A Company Limited by Guarantee

Company Registration No 03301736
Registered Charity no 1060612

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respond@sat7uk.org

Visit

www.sat7uk.org

today for the latest news
on SAT-7's work in the
Middle East.

*Names of viewers throughout have been
changed for security reasons and images
used for representation only.*

Images: SAT-7, Shutterstock.com