Summary of the year

- In 2025, Christianity.org.uk continued to serve as a trusted, pastoral and ecumenical digital presence, welcoming visitors from around the world despite growing challenges from AI-generated search summaries. Visitor numbers held up well and began to rise again towards year end, reflecting the site's relevance, clarity and distinctly human approach.
- Enquiries remained consistently high, with strong growth over the summer and autumn. We responded personally to theological questions, faith journeys, prayer requests and safeguarding concerns, often through ongoing conversations. Many enquiries came from people exploring Christianity for the first time, including those from other faiths, those wrestling with doubt, and those seeking reassurance around mental health, suffering and belonging. We also sent out many copies of the Gospel through our partnership with Ten of Those.
- Our global reach remained broad, with the US, UK and Australia as our largest audiences, alongside Canada and India. The site is increasingly accessed via mobile devices, and translation tools continue to open our content worldwide, with Chinese most often the leading translated language, alongside growing use of Thai, Korean and German.
- Partnerships were strengthened, including work with Wintershall, Christian Aid, Solas, Hope Together and Ten of Those, and we applied to join the AI Christian Partnership. Christianity.org.uk was promoted at ecumenical conferences and on UCB Radio and Life FM, and our social presence expanded with Bluesky alongside Facebook and X.
- Throughout 2025, the website was refined and expanded. The total number of articles reached 250, with around a fifth being curated opinion pieces from across the Christian spectrum. Popular resources included the Timeline of Jesus' life, the Christian calendar, the history of the Bible, and articles on faith, doubt and everyday life, alongside seasonal content for Lent, Easter, Halloween and Christmas.
- Audio articles were expanded and are now available via Spotify and Amazon Music. The homepage and navigation were refined to make the site clearer, welcoming, personal and diverse.
- Prayer and pastoral care remained central. Every prayer request received a personal response, and monthly prayer letters continued to be sent to over 100 prayer partners worldwide. Our newsletter list also grew steadily.
- Across all of this, 2025 was a year of careful stewardship, thoughtful innovation and continued commitment to being a welcoming and pastorally sensitive space for all who seek to explore the Christian faith.

Comment from our chair

"In 2025, Christianity.org.uk continued to demonstrate the importance of a trusted, human and relational presence in the digital mission field. In a rapidly changing online environment, particularly with the rise of AI, the organisation has remained focused on what matters most: thoughtful content, personal engagement and pastoral care for those seeking faith, reassurance or understanding.

Throughout 2025, we saw sustained levels of enquiry and encouraging evidence of the site's impact, as individuals from many backgrounds reached out with questions, prayers and stories of hope. Our partnerships with other Christian organisations continued to grow, extending our reach and strengthening our shared witness, while careful development of the website ensured it remains accessible, relevant and welcoming.

I am grateful for the dedication, wisdom and creativity shown by the team and trustees during the year as we navigated challenges and opportunities together. Christianity.org.uk continues to point people to Jesus with clarity, compassion and integrity, and I am thankful to be Chair of an organisation playing a vital role in today's digital mission landscape."

The Revd Dr Simon Woodman

Bloomsbury Central Baptist Church

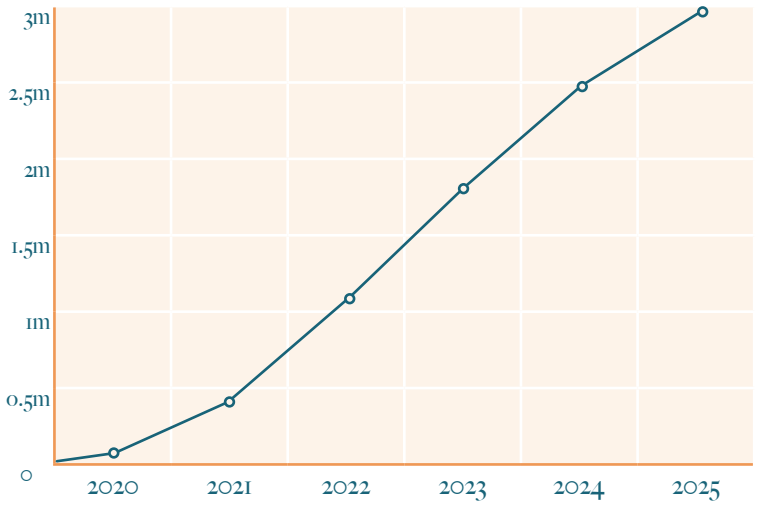
Cost to run Christianity.org.uk

£32,114.71 of which:	2025
Payroll Costs,	£ 26,337.97
Pension	£ 1,268.25
Insurance	£ 389.09
Postage, Stationery & Telephone	£ 216.00
Travelling, Lodging & Subsistence	£ 1,240.52
Literature, DVD's & Tapes for Enquirers	£ -
Newsletters	£ -
Website Development and Maintenance	£ 945.88
Management and Administration	£ 400.15
Other	£ 1,316.85

Funds received

£19,411 of which:	
Grants	£6,000
Investments	£7,572
Gifts	£5,839

Christianity.org.uk Visits (Cumulative)



Christian Enquiry Agency

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