

SanctuaryFirst

Your Daily Walk with God

IMPACT REPORT 2025

A Vision for the Legacy to Come

Dear God,

*Help us to find the words,
the gestures,
the expressions,
the pictures,
the melodies,
that witness to your love and grace.
Give us the language,
the posture,
the outlook,
the imagination,
the tune,
to straightforwardly and honestly
speak of where we have come from
and where we are going.*

Amen.



The Unfinished Masterpiece: A Legacy Under Construction

Just a few years ago, I stood inside the Sagrada Família in Barcelona, staring at that incredible stone building. When I heard the news this year that they had finally completed the tallest steeple, it got me thinking. Even after a century of work, that cathedral remains an "unfinished masterpiece." It is a collective offering of worship, built persistently over generations by hands that knew they might never see the final stone laid.

That experience has stayed with me because it's exactly how I see Sanctuary First. We are building a digital cathedral for the future - a sacred space that we are layering with prayer and community action but along with others who will continue to build and finish it long after us. Like that great basilica, we are a work in progress. Every prayer, connection, and resource is another stone placed in a living offering.

This report celebrates how God is transforming lives in 2025 and invites you to join us in building this enduring legacy for the future. We are actively encouraging more of our community to consider the powerful effect that legacy giving can have in helping to establish the longevity of our digital cathedral.

Albert Bogle

Chairman & Founder

Meet The Team



Albert Bogle

Chairman of the board & Founder of Sanctuary First. Minister & former Moderator of the Church of Scotland



James Cathcart

Creative Team - Head Writer & Editor



Jack Steel

Tech & Creative Team - Creative Director



Laura Digan

Creative Team - Minister & Member of the board and leader of the Morning Prayer



Neil MacLennan

Tech & Creative Team - Technical Developer & Advisor



Paul Goode

Treasurer of Sanctuary First & Member of the Board



Jim Steel

Member of the Board & leader of the Live Jam Friday



Jane Steel

Administrator & Secretary to the board & leader of the Art Connection Group



Johnathan Fleming

Minister & Member of the board



Scott Shackleton

Minister & Member of the board

A Collaborative Vision for the Future

2025 has been a watershed year for Sanctuary First. Together, as friends, colleagues, and committed community members, we are so grateful to God that we have been able to secure our immediate financial plans and paved the way for significant growth of the mission and development of Sanctuary First.

We extend our sincere thanks to every partner organisation and to our individual funders, whose dedication has been instrumental in building and maintaining our growing, and thriving digital community that now reaches across the UK and beyond.

We are especially encouraged by the increasing number of users who have become committed community members by initiating monthly standing orders. This signifies a collective commitment to greater financial sustainability, shifting our reliance from single funding sources to the robust support of our community. Our target is that we will become self-funding by the end of 2028. By this we mean that the Sanctuary First community users will be the source of our core funding.

Building on this stability, and the recent confirmation that we have secured three-year grant funding, we held a crucial strategy day in October 2025, to define a clear and exciting way forward - a path we hope the wider community of Sanctuary First will help us navigate together as partners in Christ's mission to reach all the world with the gospel.



Beginning to Flourish.

The Unique Heart of Sanctuary First

At the core of Sanctuary First is a Christian Community that meets Online Daily. This consistent, accessible presence is our unique service proposition (USP).

We are a vital resource, providing a space for daily prayer, scripture, and reflection. Sanctuary First is not merely a website or an App; it is a digital sanctuary that could be described as a digital cathedral where individuals, whether new to faith or having followed Christ for many years, find nourishment for their souls and are investing in a digital space for the future.

What Our Collective Commitment Has Built:

- Consistent Daily Devotion: Sanctuary First provides prayers, worship, bible readings, and reflection resources every day - delivered on time, with quality, and with imagination.
- Talented Creators: We are blessed with a uniquely gifted team of writers, producers, presenters, and musicians who craft thoughtful and engaging professional multimedia resources.
- A Caring Community: We have fostered a genuine, welcoming community that engages in two-way dialogue, reaching out to those who may be disenfranchised from conventional church and offering a message of hope and belonging. We want to be a truly Christian community where all are known by their name and encouraged to rise into the full stature of Christian living.



Our Impact: Substantial Reach and Engagement

This year we have performed considerably better than we were projected to, based on our early year statistics assessment, and on the notable dip in finances to create new big ambitious projects, we had expected to see a slight drop in users across the board.

On the Website we were **projected to reach 100K visits** but have surpassed this in the last few months of the year **reaching 182K up 24.1% on last year!**

For the app we have seen slight increase in user downloads of the App bringing our total estimated downloads of the App to 3099 users.

App activity however has seen a slight plateau on last year. While the website can thrive on older content the app flourishes on showcasing new material, with that slight dip, we have seen less of an increase in user activity than we usually experience. This year we recorded 38.67K user activity events, down by 0.21% on last years 38.92K. Improving the app activity metric by increasing new content production or showcasing older content on the app should be a focus for the new year.

Daily worship remains the most visited section of our site across the board, for app, website and Facebook (per capita of post). Our events section runs second, most certainly due to the Morning Prayer, being the most consistent event we run outside of the weekly Live Jam.

We have received 10.1K video views this year via the app and website, down 13% on last year, but this is directly linked to the creation of new video content, which there has been less of due to budget decreases. In the next year with things in a comfortable position, this should see an increase as content production picks back up.

While these numbers represent a solid foundation, our strategic goal is to optimise the visitor experience, making the journey deeper, clearer, and easier for every person who comes to us whether this is via our App, our website or our social media, prioritising the user individual experience over an increased reach.

***See the Stats report breakdown at the end of this document**



New Initiatives This Year

This year we have launched several new features to the Sanctuary first website and App.

1. Connect

Early this year in preparation for Lent, we have put a focus on optimizing our reach and engagement with the Connect material. The first step to this was to, at long last, bring the connect material to the App. The new section launched ahead of Lent along with a new campaign advertising the Lent material, along with the new app section, where the Lent videos, questions and readings can all be easily accessed. There is a comment section and the ability to search for past themes to explore.

Along with the app update we have improved the connect website features, adding a new landing page, highlighting the connect booklets, and putting a focus on making the weekly material easier to access with minimum searching. We added a new section showcasing the online and in person groups we have running, and a contact form so that people can get in touch with us directly to join one of our partner groups straight from the site without having to set up their own.

With this we also placed a new focus on the printed connect booklets, targeting existing groups to deliver them booklets for free, and offering a new service for people to be able to buy a printed booklet and get it shipped to them at cost of printing and shipping for those that are running groups that are not as digitally compatible.

This has all seen a direct increase in user groups using the connect material this year and an increase in activity on the connect pages in App and on the website.

2. Bible

As part of our focus on improving the core features of what Sanctuary First offers in the form of connect, the themes and the daily worship. We decided to a new feature to further enhance the daily worship experience. As a new App only feature, we have built in an interactive Bible to the daily worship section. Along with reading the daily set bible reading, users can dive into the Bible further, reading before and after the reading starts for context, or to continue reading from where the Bible reading started. This feature has also now come with the ability to change the Bible translation, and will soon launch as a fully functional bible on the home page for people to access directly so that new users that don't own a bible can access it in App.

3. Mindfulness

In the last quarter of the year, we have recently added a Mindfulness section to our website and App, aiming to connect with those who are struggling with mental health issues and anxiousness.

This section is continuing to expand and hopefully will flourish in 2026 with new innovative content for our users, to help them find calm and connect to their faith.

A New Journey: Our Vision for Growth

Building on our success and financial support from community giving, the Sanctuary First strategy day set out a clear vision to make our platform more focused, accessible, and evangelistic. This is where our grant funders continued investment fuels crucial updates and expansion while our regular ongoing community donations help to maintain our day to day ministry.

1:

Optimising Our Digital Platform (The Gateway to Faith)

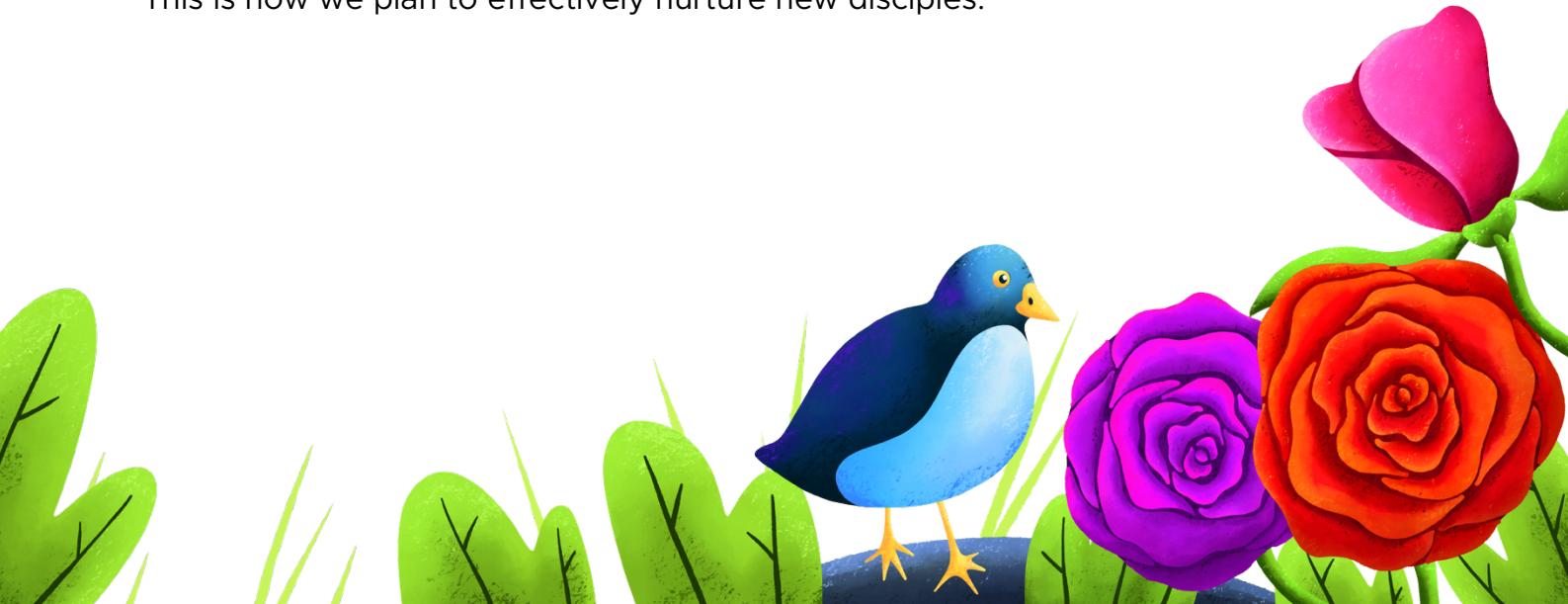
As part of our planned development for the year ahead, we aim to focus our resources on the development and enhancement of our digital platform in the App & Sanctuary First website. To ensure that our new material and projects are given focus while also allowing for our vast library of existing material to be easily explored and enjoyed.

We are launching in 2026, a major initiative to deliver:

- A New App & Website Home Page: A clean modern design which will act as a welcome to both lifelong Christians and first-time visitors.
- An Improved Search Function: An evangelistic search function that efficiently guides users who are seeking to know more about Jesus and the Christian life.
- New content to optimise our SEO: We will create resources that give simple, clear answers to life's biggest questions, such as: Who is Jesus? How do I pray? What is the Bible? How can I be less anxious? What does the Bible have to offer on current issues?

By developing our platform and content over the coming year, and continuing the work started last year with developing the core sections we hope to further grow our offering to our current users and to reach a new audience of people.

This is how we plan to effectively nurture new disciples.



2.

The Daily Journey (Daily Discipleship)

This year we will aim to develop new advertising material and content centered around our core branding so that more people come to know Sanctuary First as ***Your Daily Walk with God***, wherever you are at any time of day.

Focusing on the personal relationship with Sanctuary First '*Your Online Community*'. so our community can feel a sense of ownership on what we are collectively building, much as they have a personal relationship with God.

We shall lean further into the 'Daily Walk' of Sanctuary First, inviting people to 'Start the day with Sanctuary First' and 'End the day with Sanctuary First', taking up the challenge to walk daily with God through the good and hard times with Sanctuary First.

Our goal is to use our daily content to cultivate disciples who are also encouraged to be witnesses, engaging with the daily challenges of living in the 21st century.



3.

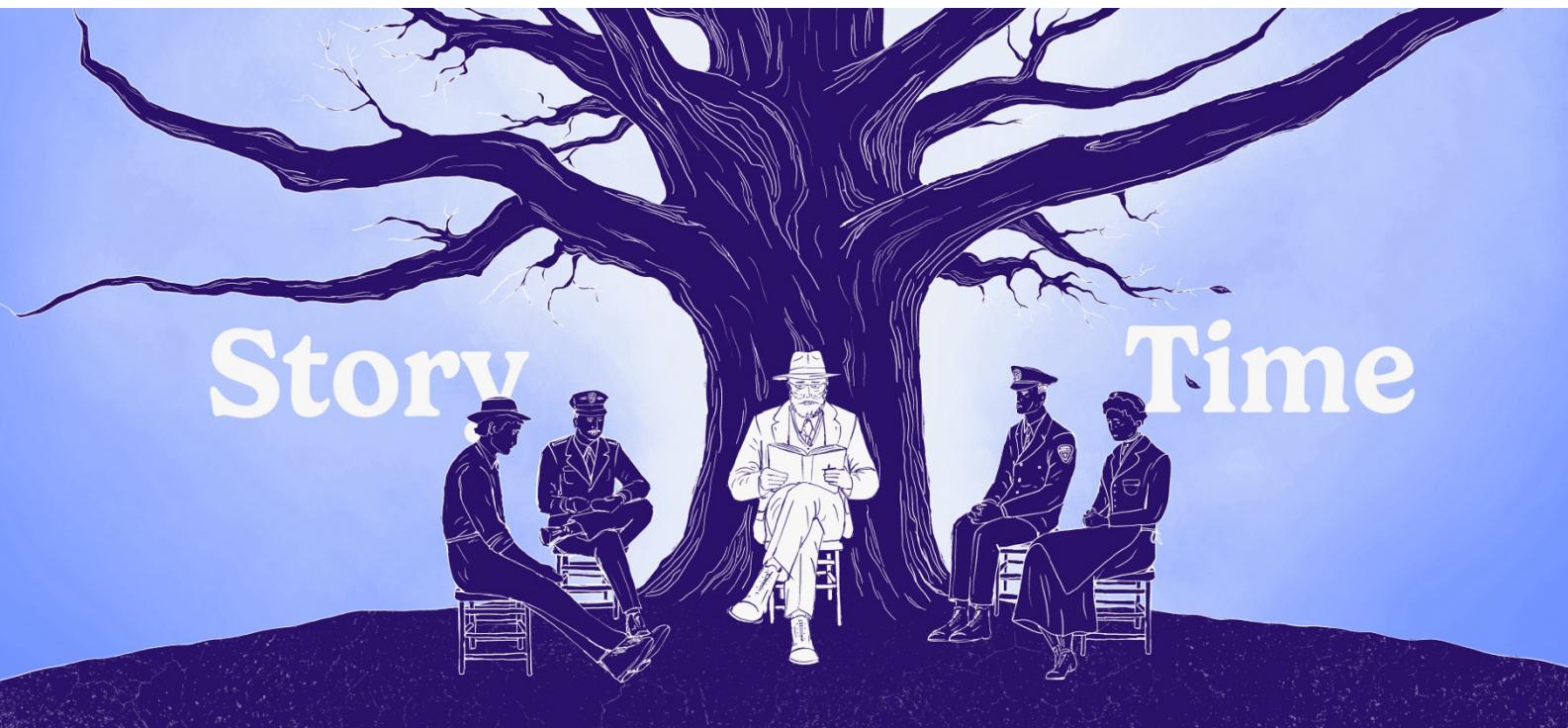
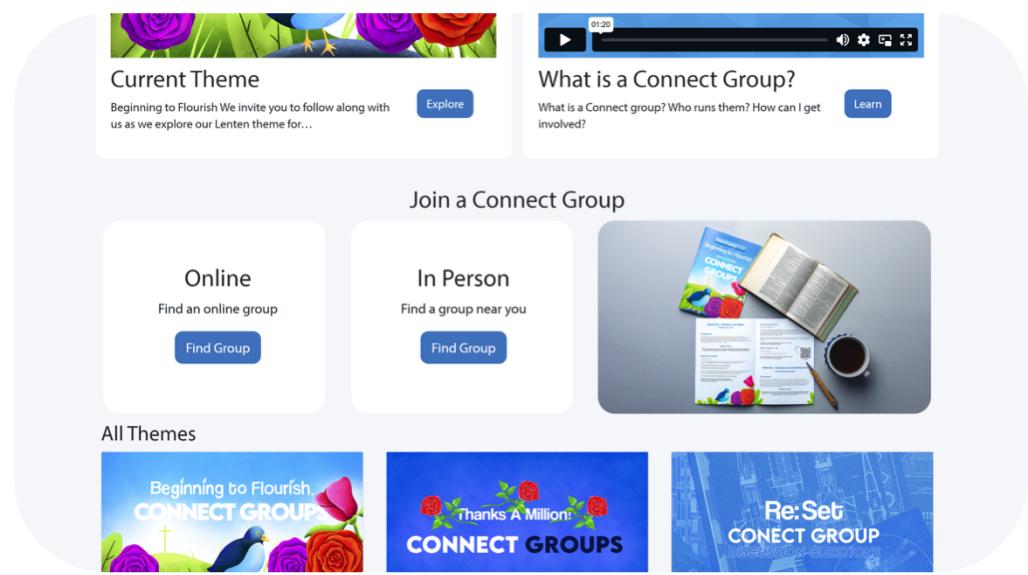
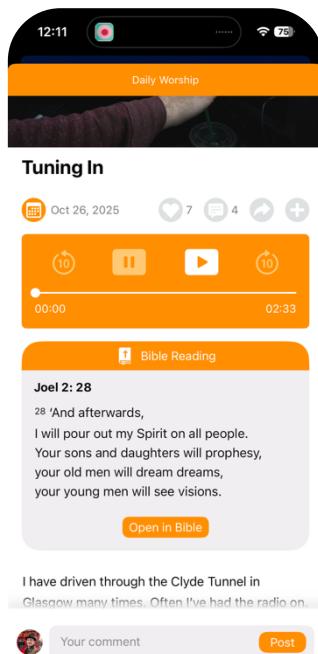
Forging Powerful Partnerships (A Broader Reach)

We recognise that reaching a younger, modern audience and addressing pressing issues like mental health requires collaboration. We are actively developing partnerships - from local churches who can host physical events along with partaking in creating content as part of a broader networked digital church, to university students who can help us create fresh audio and video content for a new generation. Our community's support enables us to establish these valuable relationships, widening our international reach, across countries and denominations so that people of any generation, background or culture can find a Place to Be with Sanctuary First.

4.

A Clear, Empowered Structure

To ensure sustained growth, we are clarifying our governance, separating the roles of the Chair and newly formed role of Operations Officer, and moving towards a Project Management approach for all new actions. We are building a robust, professional framework designed for efficiency and long-term success. This will require us to find some extra funding to employ an Operating Officer to work with us on a part time basis.



Community Commitment: The Path to Financial Sustainability

The growing number of community members establishing regular monthly giving is a powerful affirmation of Sanctuary First's mission. It demonstrates ownership and belief in our long-term stability.

We invite you, our current partners and colleagues, to solidify this strong foundation through the newly commissioned Lifetime & Legacy Giving Campaign, which we plan to launch in early 2026. We are determined by God's grace to continue to build a lasting legacy together, ensuring the continued future of digital Christian witness for generations to come. Every contribution from our community is a shared investment in reaching the next generation and expanding our Daily Sanctuary.

Thank you for being the foundation of Sanctuary First, with your help we will continue to build our Digital Cathedral and inspire a new wave of Daily Disciples.

Together, let us build the vibrant future we have planned for Sanctuary First.



Financial Report

For the year 2025, Sanctuary First had a total income of £96,502 coming largely from community donations and external grant fund providers. We are very grateful for this financial support from both our community and grant funders - without it we could not continue our work.

Many of our grant funds are 3-year agreements giving us assured capability for the future.

Donations from our community continue to grow year on year, with a good proportion of them allowing for additional Gift Aid benefit of £3,257 to us also.

Our expenditure in 2025, was most significantly spent, as it is year on year, on our technical and creative requirements, carried out by Sanctus Media (Website and App developer), Edward Steel Photography (Creative Director) and James Cathcart Consultancy (Creative Writer).

We held several events in 2025, our largest being our attendance for a week at Refuel Scotland in July 2025, we were only able to attend the event this year due to donated time from our volunteers and reducing the scale of our offering to an in person only service not hybrid. We engaged with hundreds of visitors to our tent each day.

Additionally our Festival of Praise and Prayer in conjunction with our giving campaign, was very successful being held largely in person from our new studio partner collaboration, with many guest musicians attending and contributing. This saw an increase in giving donations for this period.

We previously employed a paid Administrator in 2024, and the last payment for this employment was made in Jan 2025, with a volunteer Administrator now in place.

Our total expenditure was £81,938 leaving us with a surplus of £14,564 carried forward into 2026.

With significantly increased community donations and 3 year grant funding in place, we are on a much better financial position than we were at the end of 2024. All thanks to our Chairman, Albert Bogle for his direction and dedication to Sanctuary First, and to our wonderful team of consultants, volunteers and our Board of Trustees.

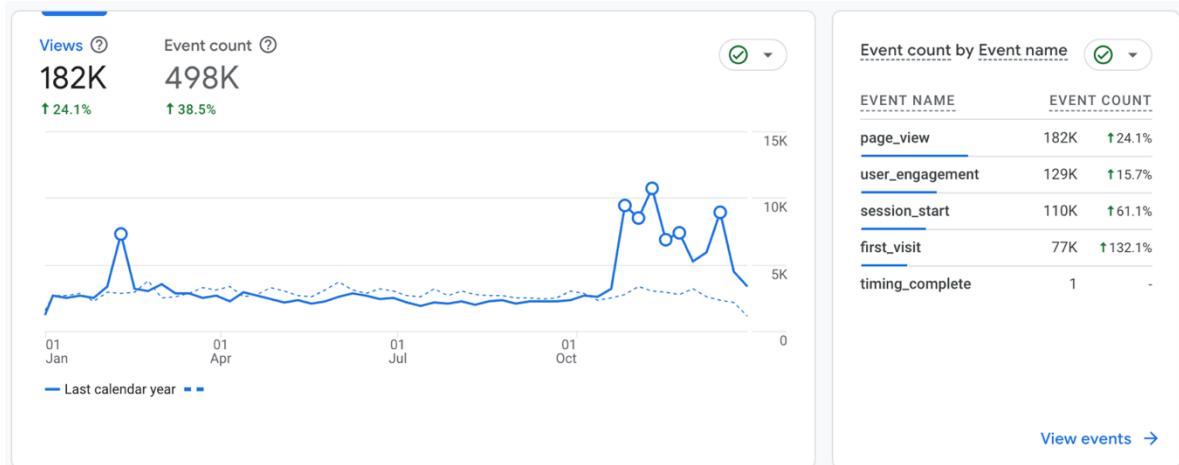


Stats

Website Views:

We have surpassed our earlier projections for the year due to a steep increase in traffic during Oct, Nov, Dec.

2025 Total: 182K views UP 24.1% on last year 147K



Overall site views have seen an increase but no major spike on any one page, meaning visits are site wide in general, interestingly:

Welcome (home page) is down 22.5%. Daily Worship down 8.9%

Every other page is generally UP:

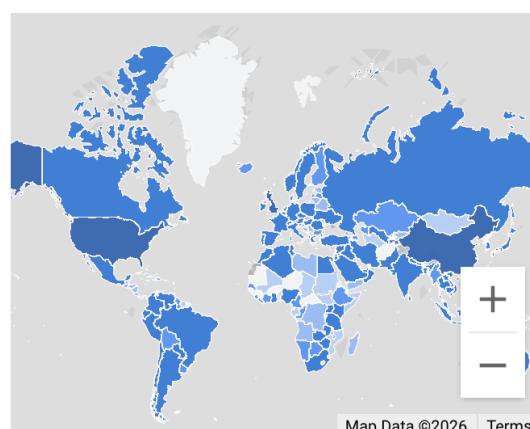
Search UP by 290.4%. Connect UP by 103.1%. Videos UP by 62.46%.

Get the App UP by 15.5%. Themes UP by 21.6% Music UP by 8.1%

We have seen a broad range of people visit the site, with people coming in from all over the world.

There has been a notable increase in users from China since September this year.

Placing China in the top spot over the UK in site traffic with 36K active users visiting the site, UP 30,657% on last year. A fair percentage of this may be bots, as a lot of this traffic is Direct via URL indicating not organic searching via google or a link through social media.

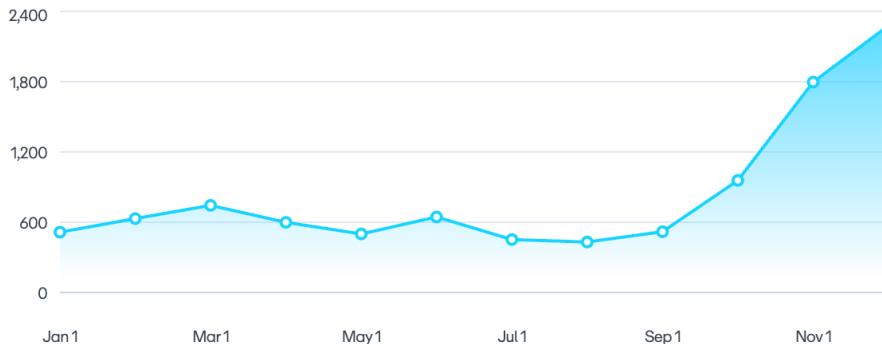


Vimeo (video views)

Down 13% from 2024: 11.5k - which itself was Down 30% from 2023: 16.5k

Overview >

Jan 1 to Dec 31



Views ⓘ

10.1K

- 13% from previous 12 months

Impressions ⓘ

216K



Unique viewers ⓘ

2,710



Top Videos this year are consistent with last year's patterns.

Room at the table - the Christmas videos when we make one is regularly the most watched – this is due to it being the most time intensive video we make yearly, effort pays off.

We will remember them video is consistently in the top five every year due to its quality and relevance, it should be noted this is the only one with major downloads, indicating that it is likely getting viewed primarily by church users and church organisers who are downloading it for use in services.

Who am I monologue has been in our top five most viewed videos consistently since its creation 5 years ago. It is a searchable and recognisable source material so reaches new users consistently year-round. More of our content needs to tick this box. Unlike the first top two, this video is not seasonal and gets views slowly all year.

App Downloads:

■ Total Events of First App Open

590 new users this year, down 5.6% from last year (last year shown on graph hatched).

Users over time total (all time):

Estimated total of 3099 users

590

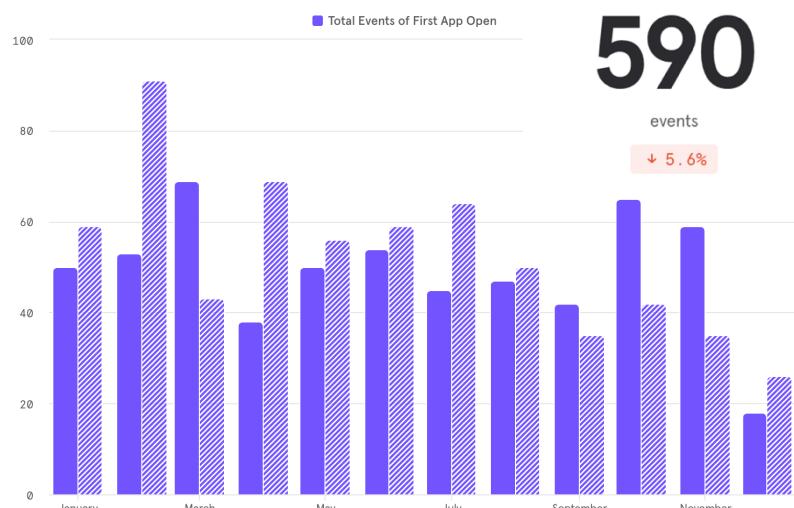
events

↓ 5.6%

■ Total Events of First App Open

3,099

events

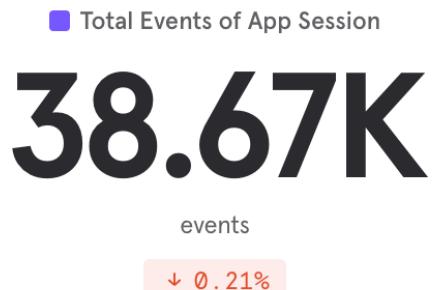


App Sessions (Activity):

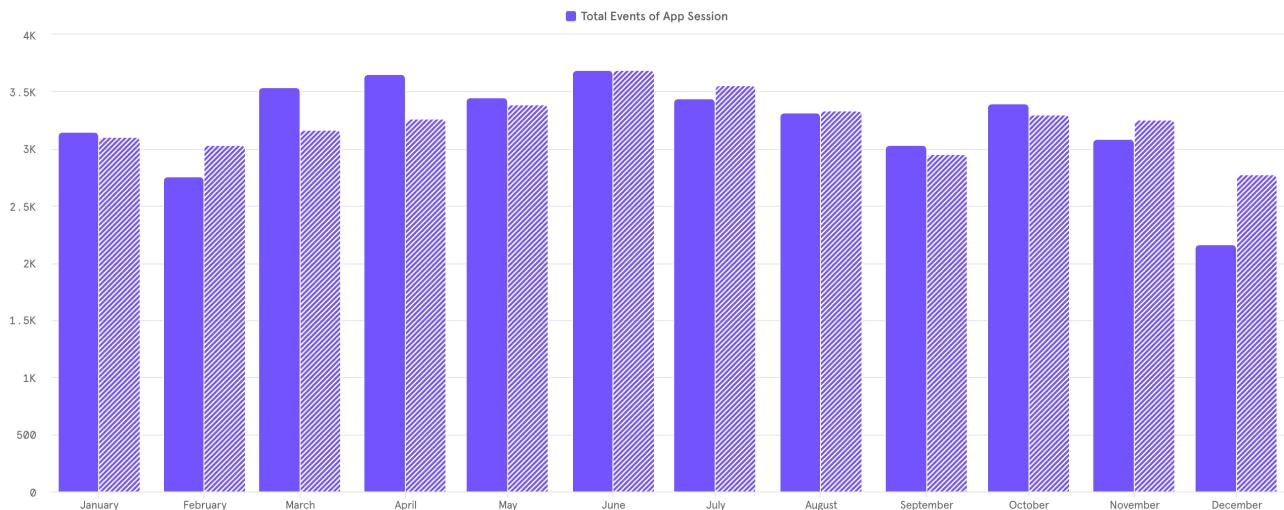
We were Projected to reach: **39.9K**

Actual sessions end of year: **38.67K**

Below projected targets for the year and **Down 0.21%**



Activity this period vs last: (previous year hatched)



Daily worship remains the most viewed section in the App

Average of **2183 monthly interactions** (Average of 72 daily)

Note that during February we saw a considerable decrease in user interactions

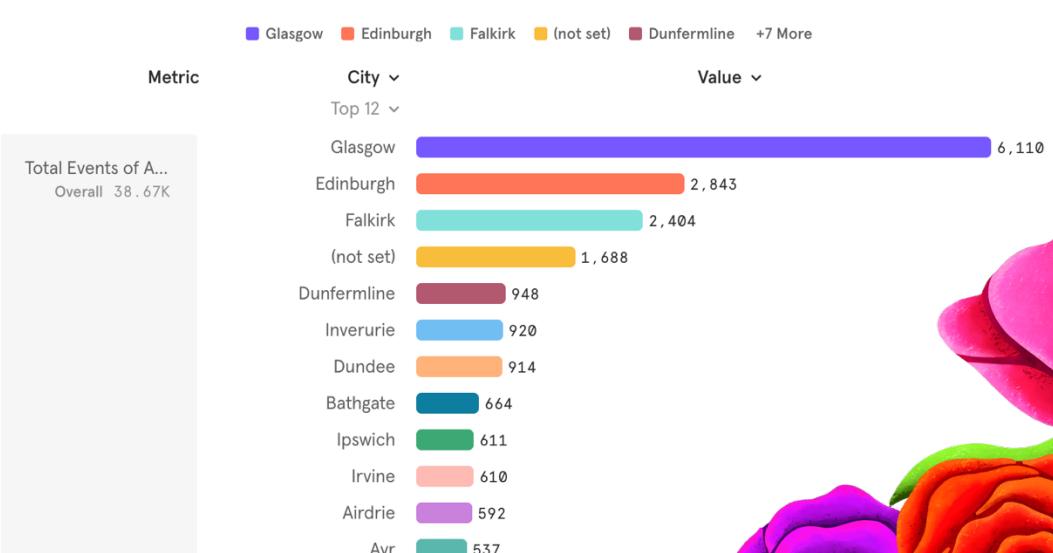
Events is the second most viewed section (likely due to morning prayer in most part)

Average of **699 monthly interactions** (Average 23.3 daily)

App Users by City:

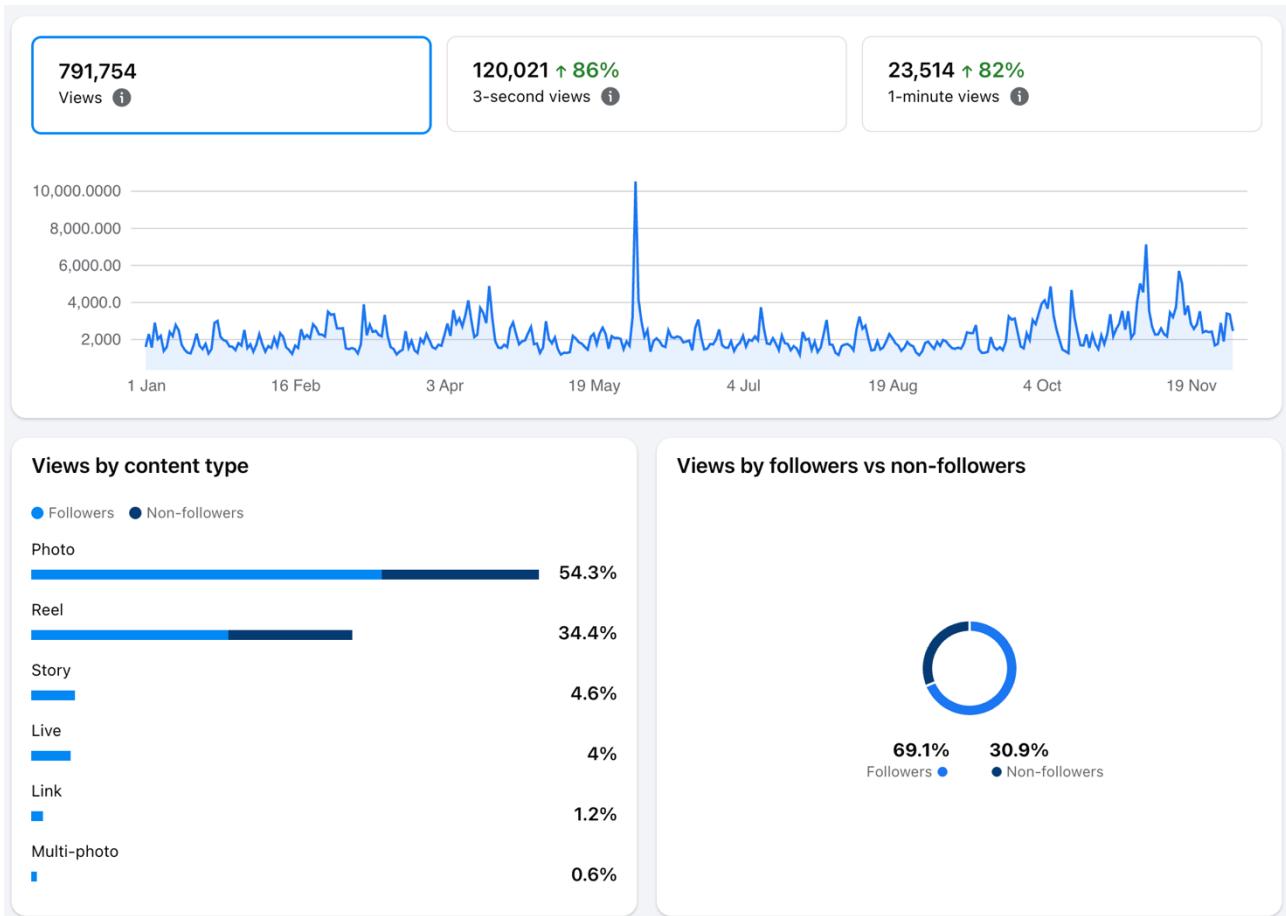
Glasgow is still the top city with an estimated 6110 user sessions.

With **Edinburgh** second with 2843.



Facebook

Content views:



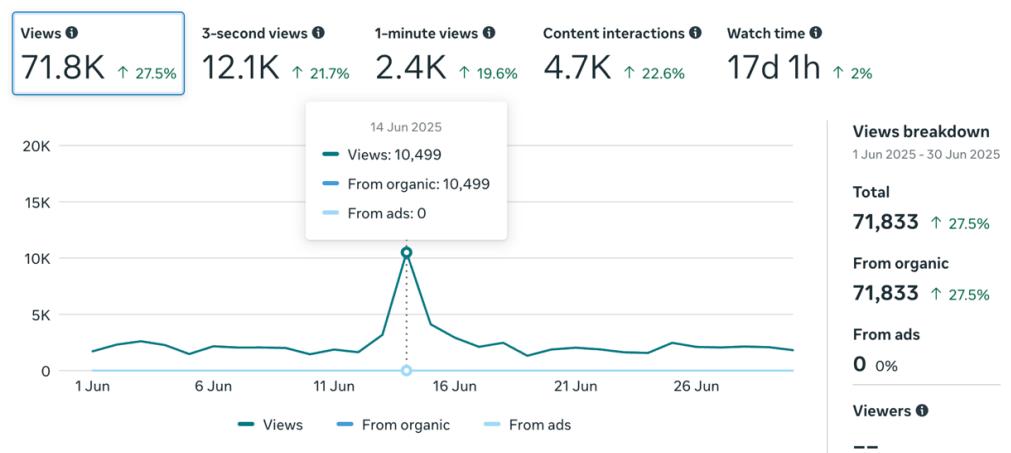
UP by 86% of Reel Views - Overall a very good year due to an increased creation of vertical content our overall video reel views are way up on last year by 86%. We saw an increased level of activity again in December and November.

Launch of **Lent material and Giving campaign** saw an **increase in views of 18.3%**.

Festival of Prayer

The Large spike of content views you see in the centre occurs in June and is attributed almost entirely to the 14th of June Festival of Praise and Prayer seeing 10k views that day alone,

for perspective our daily average is normally within the 1-3k mark. It should be noted however this is in part due to us posting 24 pieces of content in this day. Our normal average is 3-4 pieces of content daily.



Followers

This year we **gained 306 new followers** on Facebook. Unfortunately we also lost 255 leaving us with a gain of 51 followers at end of year. Down 72% on last year.

Facebook Follower Demographics

Our followers are made up of a similar demographic as last year.

41% of our audience are based in the UK with Afghanistan a close second followed by India.

14.7% of our audience reside in Kabul of which the majority are 25-34 year old men.

Stirling ranks just above Heret in Afghanistan with 1.4%

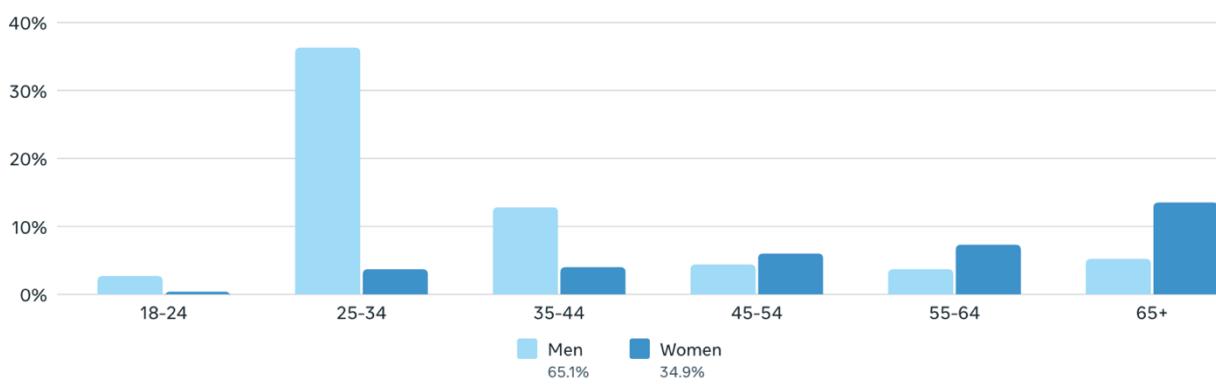
Edinburgh ties with Baghdad 1.8%

Followers 1

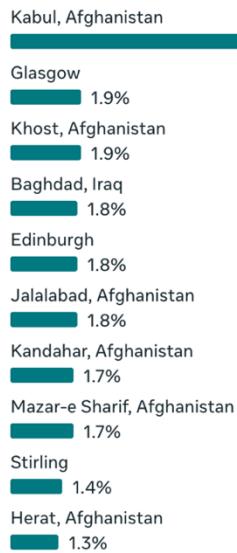
Lifetime

6,521

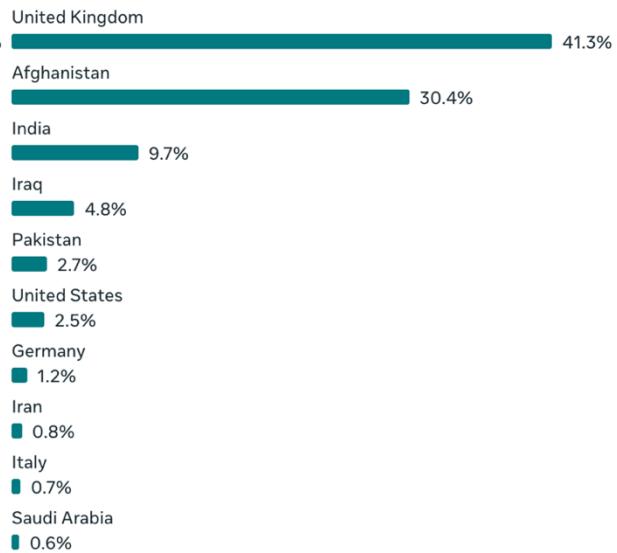
Age & gender 1



Top towns/cities



Top countries



Heavenly Father,

***We come before you with hearts full of
gratitude for the gift of community.***

***Thank you for placing us in this specific
time and place, friends, and colleagues
who support and inspire us.***

***We are thankful for the shared
laughter, the mutual support, and the
small, daily acts of kindness that
strengthen our bonds.***

***Lord, we ask that you bless our
community and deepen our
compassion for one another.***



SanctuaryFirst

Your Daily Walk with God

Find out more:
www.sanctuaryfirst.org.uk



Get the App

