

## Trustees' Annual Report: Connected Homeless

Report of the trustees for the year ending 05 April 2021

### **OUR AIMS**

Connected Homeless is a digital charity looking to assist in the fight against rough sleeping. The charity was cofounded by Sal Mohammed, an ex-Google product and partner specialist and Priya Patel a senior housing lawyer.

The charity looks to combine skillsets of both founders to build a scalable approach to tackling homelessness using technology and automating steps in the legal process when engaging with councils and support networks.

We've managed to build a world class technology stack over the last few years, completing unpaid work and receiving generous time from volunteers. Our platform knits together 4 bespoke pieces of technology to ensure the full ecosystem can work together to help tackle homeless in communities across the UK.

### **OUR OBJECTIVES**

We've spent numerous years developing our platform and testing to ensure that our systems are robust for nationwide expansion. As a charity and small team, we've managed to lift over 100 people cumulatively out of homelessness in the last few years.

Our focus moving forward is not to operationalise and expand place the technology in the hands of more partner homeless organisations in order to reach more users. Our objectives can be broadly categorised as the following:

- Activate homeless charities across the country to adopt and launch of technology in new cities.
- Strike more corporate partnerships to support the work we're doing
- Acquire users of our donor platform in order to support rough sleepers across the country
- Scale the organisation, increasing the numbers of case workers that support our users.
- Launch partnerships with local shops nationwide to accept our payment tokens.

### **2020/2021 IN REVIEW**

We continued to double down on our technical build. We redesigned our apps and website, making both more user friendly.

We also created a new feature yet seen before in the charity ecosystem – a feature that lets donors elect to watch ads from socially driven companies within our app which trigger advertising funds to fund the charity.

Our strong legal work continued, engaging with over 50 users, 40 of which are no longer classified as rough sleeping and are either in temporary accommodation or no longer homeless.

## EXPENSES

**It's important to note that each year we receive the following in kind from pro bono benefits. This makes the charity look like our income and expenditure is dramatically lower than it otherwise would be:**

Product and project management support – 1 day per week @ £500 per day = **£26,000**

Legal support - 1.5 days per week @ £500 per day = **£39,000**

Tech development support - 1 hour per day @ £100 per hour = **£26,000**

Free bono support total: **£91,000**

It's important to mention that this support is also without including the time of our regular roster of over 10 volunteers who provide technical and operational knowhow.

Date	Type	Description	Value	Balance	Account Name	Account Number	Type			
06/04/2020	D/D	*PAYPAL PAYMENT, 4CAJ22888BJE4	-20	64.98	'CONNECTED HOMELESS	'603006-26844761	Exp		Exp	335.21
16/04/2020	D/D	'02, GED53439380	-10.68	54.3	'CONNECTED HOMELESS	'603006-26844761	Exp		Inc	507.63
28/04/2020	POS	'4062 24APR20, WIX.COM, LUXEMBOURG LU	-11.96	42.34	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/05/2020	D/D	'02, GED53439380	-10.68	31.66	'CONNECTED HOMELESS	'603006-26844761	Exp			
21/05/2020	BAC	'AMAZON EUROPE CORE, 7576596574939493	67.84	99.5	'CONNECTED HOMELESS	'603006-26844761	Inc			
28/05/2020	POS	'4062 24MAY20, WIX.COM, 97235454942 LU	-11.96	87.54	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/06/2020	D/D	'02, GED53439380	-10.68	76.86	'CONNECTED HOMELESS	'603006-26844761	Exp			
29/06/2020	POS	'4062 24JUN20, WIX.COM, 97235454942 LU	-11.96	64.9	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/07/2020	D/D	'02, GED53439380	-10.68	54.22	'CONNECTED HOMELESS	'603006-26844761	Exp			
27/07/2020	C/L	'GET CASH 26JUL	-20	34.22	'CONNECTED HOMELESS	'603006-26844761	Exp			
28/07/2020	POS	'4062 24JUL20, WIX.COM, LUXEMBOURG LU	-11.96	22.26	'CONNECTED HOMELESS	'603006-26844761	Exp			
31/07/2020	POS	'4062 30JUL20, GODADDY.COM EUROPE, 020 7979 2661 GB	-19.18	3.08	'CONNECTED HOMELESS	'603006-26844761	Exp			
13/08/2020	BAC	'AMAZON EUROPE CORE, 8975396733538878	111.39	114.47	'CONNECTED HOMELESS	'603006-26844761	Inc			
17/08/2020	D/D	'02, GED53439380	-10.68	103.79	'CONNECTED HOMELESS	'603006-26844761	Exp			
21/08/2020	POS	'4062 20AUG20, GODADDY.COM EUROPE, 020 7979 2661 GB	-14.99	88.8	'CONNECTED HOMELESS	'603006-26844761	Exp			
28/08/2020	POS	'4062 24AUG20, WIX.COM, LUXEMBOURG LU	-11.96	76.84	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/09/2020	D/D	'02, GED53439380	-10.68	66.16	'CONNECTED HOMELESS	'603006-26844761	Exp			
21/09/2020	POS	'4062 19SEP20, GODADDY.COM EUROPE, 020 7979 2661 GB	-14.99	51.17	'CONNECTED HOMELESS	'603006-26844761	Exp			
28/09/2020	POS	'4062 24SEP20, WIX.COM, LUXEMBOURG LU	-11.96	39.21	'CONNECTED HOMELESS	'603006-26844761	Exp			
30/09/2020	CHG	'UNPAID ITEM FEE, 28AUG A/C 26844761	-12	27.21	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/10/2020	D/D	'02, GED53439380	-10.68	16.53	'CONNECTED HOMELESS	'603006-26844761	Exp			
20/10/2020	POS	'4062 19OCT20, DNH*GODADDY.COM, EUROPE, GODADDY.COM GB	-14.99	1.54	'CONNECTED HOMELESS	'603006-26844761	Exp			
16/11/2020	BAC	'AMAZON EUROPE CORE, 9596573585565979	141.29	142.83	'CONNECTED HOMELESS	'603006-26844761	Inc			
16/11/2020	D/D	'02, GED53439380	-10.68	132.15	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/12/2020	D/D	'02, GED53439380	-10.68	121.47	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/01/2021	D/D	'02, GED53439380	-10.68	110.79	'CONNECTED HOMELESS	'603006-26844761	Exp			
11/02/2021	BAC	'AMAZON EUROPE CORE, 4644737769783489	187.11	297.9	'CONNECTED HOMELESS	'603006-26844761	Inc			
12/02/2021	POS	'6337 10FEB21, DNH*GO DADDY, EUROPE GB, 020 7979 2661 GB	-19.14	278.76	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/02/2021	D/D	'02, GED53439380	-10.68	268.08	'CONNECTED HOMELESS	'603006-26844761	Exp			
15/03/2021	D/D	'02, GED53439380	-10.68	257.4	'CONNECTED HOMELESS	'603006-26844761	Exp			