

RUACH RESOURCES

England & Wales · Charity number 1197062

Details

Status Registered

Legal form CIO

Registered 2021-12-13

Register [View on the Charity Commission register](#)

Contact

Address Gardeners Cottage
Norton
Sheffield
S8 8BA

Phone 07454944148

Email ask@godforkidsapp.com

Website ruachresources.co.uk

Activities

Objects: THE OBJECT OF THE CIO IS, FOR THE PUBLIC BENEFIT, TO ADVANCE THE CHRISTIAN FAITH BY MEANS OF, WITHOUT LIMITATION, CREATING AND DISTRIBUTING SOFTWARE APPLICATIONS, LITERATURE AND OTHER PLATFORMS TO ENLIGHTEN OTHERS ABOUT THE CHRISTIAN FAITH.

Activities: Create resources for children and grown-ups to learn about Christianity Including God for Kids app and associated books.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Religious Activities
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£13,646	£13,199	-	-
2024-12-31	£12,962	£12,399	-	-
2023-12-31	£7,165	£7,568	-	-
2022-12-31	£5,319	£4,447	-	-

Trustees

Name	Role	Appointed
Andrew Howard Blench	Chair	2023-11-06
Charlotte Patrick		2024-01-15
Sharon Margaret Turp ACA		2021-12-01

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1/Jan/2025 Period start date to 31/Dec/2025 Period end date

Charity name: Ruach Resources

Charity registration number: 1197062

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is, for the public benefit, to advance the Christian faith by means of, without limitation, creating and distributing software applications, literature and other platforms to enlighten others about the Christian faith.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Development of God for Kids app Development of Animals of Eden Valley Books Events to distribute and market these products. Sharing our resources in schools and through church workshops
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have regarded the guidance issued by the Charity Commission on public benefit

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	God for Kids App We continued to work on translations into other languages. Spanish, Portuguese and German voiceovers have been completed this year. A voice over for US English was completed. Translations and voice overs for Hungarian and Serbian have commenced this year. Significant improvements were made to the App through volunteer user testing. Books & Other Products We have been developed a craft-resource template for churches to use around the themes of our books, in partnership with Susan Box Designs. Schools Weekly prayer club on Friday mornings, term-time , at Norton Free have continued. We had a booking for a Birkdale prep assembly on 3rd July and an assembly at Norton Free Primary School on 17th July. Joanne visited Cornerstone School in Palmerston North, New Zealand and read to 3 classes, all KS1 equivalent and donated a set of books plus 30 colouring books and 60 bookmarks. Work with Churches Another significant event was being invited to speak to the children and families' workers of the Church in Wales. In California, Joanne read a book at Bridges Community Church in Sunnyvale, California and presented the books to a group of parents. We donated a set of books to the church. Conferences/Exhibitions Hand In Hand Conference with Joanne on the Core Team. Overall, it was a success in terms of the conference ran smoothly, Joanne's seminar was well received, and a significant number of connections and book sales were made.) We were invited to join the S17 'Joy Day' on 21st June as an author reading our books from 1-5pm. We were not only paid £100 for this but £500 worth of books and colouring books were purchased and given away on the day. Blog & Social Media We re-launched the Facebook group to be a more active community for supporters and 'superfans' of our resources. Our social media freelance expert resigned (maternity) after which our founder took on this role. The stuffed animals of Eden Valley arrived and been shared in the private Facebook Community in order to get feedback from as many children as possible. We started to provide content for PureMedia Magazine on a monthly basis free of charge, for the publicity opportunities it offers. (interviewed for the PureMedia Radio station). YouTube

		Collaboration with another Christian writer who writes for YouTube and will offer some training at the end of April for future YouTube videos. Continued research for the YouTube Channel. Uploaded videos: a 'how to' craft video and an interview with a fellow app developer. Andy Geers (CEO of Discipleship Tech) gave £1,000 to our start up fundraiser in 2022 and was a big encouragement when starting the charity. We were very pleased to share about his new app on our channels. Subscribed to an online teaching series in digital marketing, including growing a YouTube channel, hosted by HubSpot. REACH & IMPACT APP – reached est. 56,200 Unique active users in 148 countries. Books and resources – sold £688.98 online and face to face. Schools – Read to approx. 1,000 children. Summer tour to California and New Zealand – speaking at churches, schools and giving away books and resources.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set.	Para 1.41	Through all of the activities above, we have reached, educated and inspired tens of thousands of children and equipped, encouraged and empowered tens of thousands of adults to share their faith with children. This more than exceeds our expectations for this year. Through in-app feedback, app reviews and personal communication with users we have received overwhelmingly positive feedback from children, parents and children's workers. The most common feedback we receive from children is an expression of their love for Jesus after engaging with our resources. I can safely say we have met and exceeded our own goals and expectations.
Performance of fundraising activities against objectives set.	Para 1.41	This year has seen a focus on generating funds through grant applications. Rev Simon Copley, who has experience of grant applications wrote us a grant letter to send to the selection of grant providers which had been researched last year, with the specific focus of paying for translation work for <i>God for Kids</i> app. Grants received: The Gavins Foundation grant of £2,310. A grant of £1500 from The Stewards Company. We received a speaking gift of £250 plus travel expenses from the Church in Wales.

		We also received an unexpected £600 from Hand in Hand conference for Joanne's part on the Core Team and speaking in a seminar. A very successful fundraiser at Spa View Community Church on 5th July. We hosted a coffee morning with craft activities for children. There were 32 adults plus approximately 11 children. £281.65 was raised in cash, plus £29.50 in card donations and book sales. Another £280 deposited directly into the bank account on the day. £591.15 on the day plus a potential £350 in standing orders between August-December, totalling up to £941.15. Our goal was £900.
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The bank balance at the end of the year was £1,478.24 plus stock to the value of £2257.72.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We do not yet have a statement regarding the holding of reserves.
Amount of reserves held	Para 1.22	£0
Reasons for holding zero reserves	Para 1.22	We do not hold any reserves as our income is currently too unpredictable and our bank balance too low.
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	32% Donations from private individuals 8% Sales of Books & Merchandise 56% Grants 4% Other Income
	Para 1.46	The charity is dependent on the volunteer work of Joanne Gilchrist as well as overseas app developers and graphic artists. The

A description of the principal risks facing the charity.		biggest risk is if they withdraw their support. The charity cannot afford to replace them with paid personnel.
Other		N/A

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Governing Document / Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by Joanne Gilchrist or a current trustee, interviewed by the chair of trustees and ratified by all trustees at a trustee meeting. They must have an active Christian faith and be willing to adhere to the values as outlined in the governing document.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees.	Para 1.51	We do not yet have an official policy or procedure document for this, other than the information already outlined in the governing document.
The charity's organisational structure and any wider network with which the charity works.	Para 1.51	This year, we have worked in collaboration with Together for Sheffield, Hand in Hand Conference, The Message Trust and Spa View Community Church. However, we are not members of a wider organisation nor come under another umbrella organisation.
Relationship with any related parties	Para 1.51	SunScool app hosts all of our digital content on their CMS (Content Management System) and their workers are responsible for the technical updates and development of God for Kids, under direction and instruction from Joanne Gilchrist. SunScool do this work for free; in return we also market them at our events.
Other		Different authors or members of other organisations are invited to guest blog on our website. Joanne Gilchrist, the charity founder and director, was offered and accepted a full-time

		role with Scripture Union in November 2025. As Joanne is the main voluntary worker for the charity and the charity cannot afford to employ someone to keep the charity running, trustees decided to cease trading at the end of December 2025. The plan is for the charity to apply to the charities commission for its closure during 2026. The God for Kids App will continue to operate via SunScool. The existing Animals of Eden Valley titles will transfer to Scripture Union upon expiry of current publisher licences. Future new titles will be published via Scripture Union. Trustees considered this a positive development securing the future of the App and resources through a larger organisation with infrastructure and resources that Ruach Resources does not have.
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Reference and Administrative details

Charity name	Ruach Resources
Other name the charity uses	God for Kids
Registered charity number	1197062
Charity's principal address	Gardeners Cottage, Norton, Sheffield, S8 8BA.

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Andrew Blench	Chair		
	2	Sharon Turp			
	4	Nathan Goodearl	Secretary	1 ST January to 14 th July 2025	
	5	Charlotte Patrick			

Corporate trustees – names of the directors at the date the report was approved.

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others.

Description of the assets held in this capacity.	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects.	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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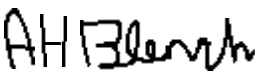
Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature(s)		
Full Name(s)	Andrew Blench	
Position (e.g. Secretary, Chair etc)	Chair of Trustees	Trustee
Date		



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From 1/Jan/2025 Period start date to 31/Dec/2025 Period end date

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Name of trustees holding title to property belonging to the charity

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Funds held as custodian trustees on behalf of others.

Description of the assets held in this capacity.	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects.	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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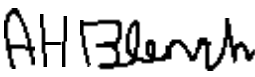
Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature(s)		
Full Name(s)	Andrew Blench	
Position (e.g. Secretary, Chair etc)	Chair of Trustees	Trustee
Date		

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From **1/Jan/2024** Period start date To **31/Dec/2024** Period end date

Charity name: Ruach Resources

Charity registration number: 1197062

Objectives and Activities

	SORP reference	
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Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have regarded the guidance issued by the Charity Commission on public benefit

Achievements and Performance

	SORP reference	
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Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	God for Kids App We made significant changes to the layout and useability of the app, redesigning the menus and navigation controls. We continued to work on translations into Ukraine, Russian, Serbian, Hungarian, and German. German translation was released for testing and made available in the app store. 4 "Videobooks" were added to the "diamond store" section of the app. We also began recording voiceovers for Portuguese translation. Books & Other Products Book 5 in the Animals of Eden Valley Series was published in November; "Why Did God Make Me?" plus a matching activity book for use in schools. We started writing material for a KS1 Prayer Club and created animated videos ("videobooks") of each of the 5 Animals of Eden Valley books. The Portuguese Foreign Rights were sold to a Brazilian publisher. Schools We started a new, weekly, term-time prayer club for KS1 in Norton Free Primary School. Upon the publication of "Why Did God Make Me?", we visited 8 schools either for assembly or lessons or both to read the book, answer questions and work through the activity book. Altogether, 11 visits were made to 9 different primary schools (not including weekly prayer club visits). Work with Churches We ran one "Faith at Home" workshop as part of the Arise Prayer Launch with Together for Sheffield. We ran a second workshop at Christ Church Sidcup in March, followed by leading their Kids Church on the theme of "God Never Changes" using material from the app. Spa View Community Church used our books and animated videos as the bases of their Messy Church outreach events. Conferences/Exhibitions We attended 4 Conferences/festivals to exhibit this year: <i>Hand in Hand, Joined Up, Big Church Fest</i> and <i>Playtime – Care for the Family</i>. <i>Hand in Hand</i> conference also included speaking in a seminar. Joanne continues to be on the Core Team for Hand in Hand conference with particular input into the exhibition and speaker list. As part of the Book launch in November and December, we held a book stall at 2 churches (LifeHouse Sheffield & St Chad's C of E Sheffield), one Christian Bookshop (Cornerstone, Chesterfield) and a Care Home (Henleigh Hall) Blog & Social Media We created 6 new blog posts and updated one, with advice for adults sharing their faith with kids. Two were written in-house and 4 guest posts in collaboration with Minno TV and 3 children's authors. YouTube We launched a new YouTube channel on which we published the animated videos of our 5 Animals of Eden Valley Books. REACH & IMPACT APP – reached est. 56,200 Unique active users in 148 countries
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		Books – sold 381 items online, 1487 items face to face & 132 books through MDPublishing. Schools – Read to approx. 1,000 children and gave away approx. 1,391 colouring books Blog – reached approx. 162,000 people (target audience: parents and children’s workers), resourcing and empowering their ministry to children.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Through all of the activities above, we have reached, educated and inspired tens of thousands of children and equipped, encouraged and empowered tens of thousands of adults to share their faith with children. This more than exceeds our expectations for this year. Through in-app feedback, app reviews and personal communication with users we have received overwhelmingly positive feedback from children, parents and children’s workers. The most common feedback we receive from children is an expression of their love for Jesus after engaging with our resources. I can safely say we have met and exceeded our own goals and expectations.
Performance of fundraising activities against objectives set	Para 1.41	A crowdfunder was created to publish “Why Did God Make Me?” and fund the tour of schools. The objective: £1,800; the amount achieved: £809. Two Grants were successfully applied for. The first was £1,500 awarded by Deo Gloria Trust for printing 3,000 activity colouring books to give away in school. The second grant was approved but not paid in this financial year so will be credited in 2025 accounts summary.
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity’s financial position at the end of the period	Para 1.21	The bank balance at the end of the year was £1,031.49 plus stock to the value of £3,932.
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Amount of reserves held	Para 1.22	£0
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Other		N/A

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Charity's principal address	Gardeners Cottage, Norton, Sheffield, S8 8BA.

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Andrew Blench	Chair		
	2	Sharon Turp			
	3	Carol Barwick		1st Jan - 20th Nov 2024	
	4	Nathan Goodearl	Secretary		
	5	Charlotte Patrick		15th January onwards	

Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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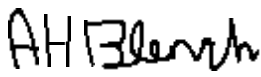
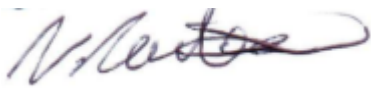
Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full Name(s)	Andrew Blench	Nathan Goodearl
Position (e.g. Secretary, Chair etc)	Chair of Trustees	Secretary
Date	13/05/2025	13/05/2025

Ruach Resources

Income and Expenditure 2024

Income

Book & Merch Sales	£ 3,569.47	(28%)
Donations	£6,570.75	(50%)
Grants	£1,500	(12%)
Gift Aid:	£181.78	(1%)
Other Income (e.g. Royalties, Ticket Sales, speaker fee, in-app donations, refunds)	£1,139.68	(9%)
Total	£12,961.68	

Expenditure

Utilities & Services	£891.34	(7%)
Rent	£1,800	(15%)
Stock	£2,823.53	(23%)
Developer Costs	£1,150.06	(9%)
Marketing	£4,248.82	(34%)
Volunteer Expenses	£968.75	(8%)
Other (Refunds etc)	£516.03	(4%)
Total	£12,398.53	

Signed by Andrew Blench, Chair of Trustees

.....AH Blench.....

Date:.....12/05/2025.....

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1/Jan/2023 Period start date To 31/Dec/2023 Period end date

Charity name: Ruach Resources

Charity registration number: 1197062

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is, for the public benefit, to advance the Christian faith by means of, without limitation, creating and distributing software applications, literature and other platforms to enlighten others about the Christian faith.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Development of God for Kids app Development of Animals of Eden Valley Books Events to distribute and market these products Sharing our resources in schools and through church workshops
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have regarded the guidance issued by the Charity Commission on public benefit

Achievements and Performance

	SORP reference	
--	----------------	--

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	NEW WORK App Developed Audio Stories and continued to work on translations into Ukraine, Russian, Serbian, Hungarian, Spanish, German, French and Dutch. Books & Other Products Work began on the script of book 5: "Why Did God Make Me?". Also launched a Christmas/Advent I-Spy Poster to go with the book "Where Does God Live?". Schools We made 9 visits to 6 schools. 8 Collective Worship Sessions and 2 lessons (1 RE, 1 English). Workshops We ran a trial "Faith at Home" workshop at The Message Trust with The Well at Woodseats and another full workshop at Spa View Community Church. Conferences/Exhibitions We attended 3 Conferences to exhibit this year: Hand in Hand, Joined Up, Playtime – Care for the Family. Hand in Hand conference also including speaking in a seminar. We also had a table at a Christmas Market in Norton, Sheffield. Blog & Social Media We created 12 blog posts – one for each month. 5 written in-house and 9 guest posts in collaboration with other like-minded ministries including BRF – Parenting for Faith, The Bible Society & Scripture Union REACH & IMPACT APP – reached 40,400 Unique active users in 148 countries Books – sold 311 items online & 514 items face to face. Schools – Read to 690 children and gave away 822 colouring books Workshops – empowered 12 families to share their faith with their children Blog – reached 92,000 people (target audience: parents and children's workers), resourcing and empowering their ministry to children.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
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Performance of fundraising activities against objectives set	Para 1.41	Crowdfunder to raise funds to translate the app raised £525 on 1 st March 2023. Crowdfunder to print 500 copies of "Is God Very Strong? Colouring Book." Raised £288 on 12 th July 2023.
Investment performance against objectives	Para 1.41	The first Crowdfunder fell short of the £2000 we were hoping to raise. (26% success) The second raised above the £250 we were hoping for. (115% success)
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The bank balance at the end of the year was £468.34
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We do not yet have a statement regarding the holding of reserves.
Amount of reserves held	Para 1.22	£0
Reasons for holding zero reserves	Para 1.22	We do not hold any reserves as our income is currently too unpredictable and our bank balance too low.
Details of fund materially in deficit	Para 1.24	
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	50% Donations from private individuals 50% Sales of Books & Merchandise
A description of the principal risks facing the charity	Para 1.46	The charity is dependent on the volunteer work of Joanne Gilchrist as well as overseas app developers and graphic artists. The biggest risk is if they withdraw their support, the charity cannot afford to replace them with paid personnel.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Governing Document / Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by Joanne Gilchrist or another trustee, interviewed by the chair of trustees and ratified by all trustees at a trustee meeting. They must have an active Christian faith and be willing to adhere to the values as outlined in the governing document.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	We do not yet have an official policy or procedure document for this, other than the information already outlined in the governing document.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	This year, we have worked in collaboration with Together for Sheffield, Hand in Hand Conference, The Message Trust, The Well at Woodseats and Spa View Community Church. However, we are members of a wider organisation nor come under another umbrella organisation.
Relationship with any related parties	Para 1.51	SunScool app hosts all of our digital content on their CMS and their workers are responsible for the technical updates and development of God for Kids, under direction and instruction from Joanne Gilchrist. SunScool do this work for free; in return we also market for them at our events.
Other		Different authors or members of other organisations are invited to guest blog on our website.

Reference and Administrative details

Charity name	Ruach Resources
Other name the charity uses	God for Kids
Registered charity number	1197062
Charity's principal address	Gardeners Cottage, Norton, Sheffield, S8 8BA.

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	David Mark Wallace	Chair	1/Jan23 – 6/Nov/23	
	2	Sharon Turp	Treasurer		
	3	Carol Barwick			
	4	Nathan Goodearl	Secretary	12/Jan/2023 onwards	
	5	Andrew Blench	Chair	6/Nov/23 onwards	David Mark Wallace

Corporate trustees – names of the directors at the date the report was approved

Corporate trustees – names of the directors at the date the report was approved		
Director name		
Joanne Gilchrist		

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Charity Advisor	Rebecca Denny	The Charity Spark, 71-75 Shelton Street, London , WC2H 9JQ, United Kingdom
Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	N. Goodearl	
Full Name(s)	Nathan Goodearl	
Position (e.g. Secretary, Chair etc)	Secretary	
Date	17 th May 2024	

Ruach Resources

Income and Expenditure 2023

Income

Book & Merch Sales £ 2,901.25

Donations £ 2,167.40

Gift Aid: £ 884.67

Other (Royalties, referral reward) £ 1,211.31

Total £7,164.63

Expenditure

Utilities & Services £ 1,618.64

Stock £ 2,967.72

Developer Costs £ 996.90

Marketing £ 1,253.40

Other (Refunds, Volunteer Expenses & Misc) £ 731.81

Total £7,568.47

Signed by Andrew Blench, Chair of Trustees

.....*Andrew Blench*.....

Date: *24.01.2024*

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From **1/Jan/2022** Period start date To **31/Dec/2022** Period end date

Charity name: **Ruach Resources**

Charity registration number: **1197062**

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is, for the public benefit, to advance the Christian faith by means of, without limitation, creating and distributing software applications, literature and other platforms to enlighten others about the Christian faith.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Development of God for Kids app and translations Development of Animals of Eden Valley Books Events to distribute and market these products
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have regarded the guidance issued by the Charity Commission on public benefit

Achievements and Performance

	SORP reference	
--	----------------	--

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	NEW WORK App Begun work on translating God for Kids app into Ukrainian, Russian, Serbian, Hungarian, German and Portuguese. Books & Other Products Published 2 new books through Sarah Grace Publishing: "Is God Very Strong?" and "Where Does God live?" by Fiona Walton and Joanne Gilchrist Conferences/Exhibitions In order to grow our reach and contacts, we exhibited at CRE Exeter, Big Church Day Out, Together Festival (Black Country), CRE Central, Early Years Conference (York), Joined Up Conference (Sheffield) and the digital conference Premier Unbelievable. To repeat in future: Early Years Conference, Joined Up Conference and Hand in Hand Conference plus Together Festival if funds allow. Blog & Social Media From March we began publishing monthly blogs with a variety of guest bloggers and some in-house. We also hired a graphic illustrator to create free printable 'conversation starters' to give for free to subscribers. REACH & IMPACT APP – see '2022 User Report: God for Kids app' below Books – Since 1st October 2022 we've sold: ● 82 copies of Where Does God Live? (30 to Fiona Walton, author) ● 62 copies of "Is God Very Strong?" ● 45 copies of "Why Can't I See God?" ● 42 copies of "Who Made God?" Book Launch - Book Launch. Lots of helpers – Huge Thank you to them and the members of Beauchief Baptist church.
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		• 26 Ticket Sales (8 families), totalling £41.00. • Book sales on the night totalled £175.26 Digital Marketing 1. Social Media Accounts: • Mailing List is now at 497 • Facebook Followers 1151 (increase of 74 since 1/10/22) • Instagram Followers 672 (increase of 59 since 1/10/22) 2. Website Stats Oct-Dec 22 • 14K Unique visitors (42% USA, 35% UK) • Our most popular page is “Best Christian Apps for Kids Screen Time” at 1,334 views. 3. Conversation Starters Downloads. Average of 30-40 per month download the free conversation starter.
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Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The bank balance at the end of the year was £872.18
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We do not yet have a statement regarding the holding of reserves.
Amount of reserves held	Para 1.22	£0
Reasons for holding zero reserves	Para 1.22	We do not hold any reserves as our income is currently too unpredictable and our bank balance too low.
Details of fund materially in deficit	Para 1.24	

Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	
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Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Governing Document / Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by Joanne Gilchrist or another trustee, interviewed by the chair of trustees and ratified by all trustees at a trustee meeting. They must have an active Christian faith and be willing to adhere to the values as outlined in the governing document.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	We do not yet have an official policy or procedure document for this, other than the information already outlined in the governing document.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	We are governed by a group of trustees and the work is carried out by volunteers.
Relationship with any related parties	Para 1.51	SunScool app hosts all of our digital content on their CMS and their workers are responsible for the technical updates and development of God for Kids, under direction and instruction from Joanne Gilchrist. SunScool do this work for free; in return we also market for them at our events.

Reference and Administrative details

Charity name	Ruach Resources
Other name the charity uses	God for Kids
Registered charity number	1197062
Charity's principal address	Gardeners Cottage, Norton, Sheffield, S8 8BA.

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	David Mark Wallace	Chair		
	2	Sharon Turp	Treasurer		
	3	Carol Barwick			
	4	Nathan Goodearl		1 Jan 2022 - 9th June 2022	

Corporate trustees – names of the directors at the date the report was approved

Director name		
Joanne Gilchrist		

2022 User Report: God for Kids app

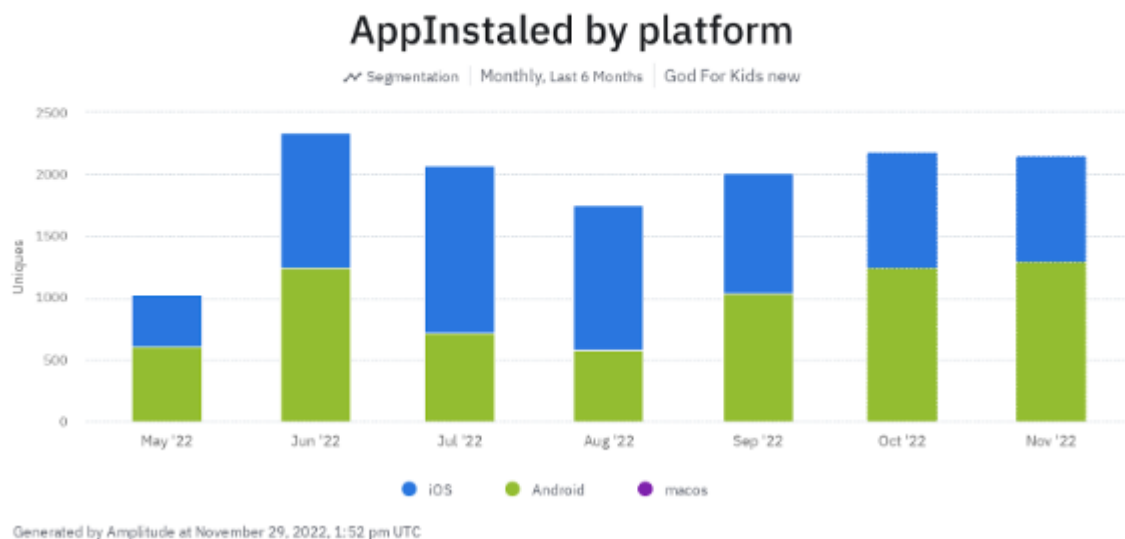
29th November 2022

1. Total Installs in 2022
2. Average Daily Users from May-Nov 2022
3. Total countries installed
4. Top 12 countries (Users)
5. Daily users in the UK
6. Which lessons are most popular
7. Which lessons are least completed?

Total Installs in 2022

In 2022, the total number of new app installs is 15,683 (up to 31st December 2022)

An average of 2085 per month (not including May as it was only half a month).



	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
iOS	425	1099	1354	1173	982	934	854	
Android	603	1245	714	577	1034	1246	1298	
Totals	1028	2344	2068	1750	2016	2180	2152	2008

Average Daily Users from May-Nov 2022

Overall, the users are increasing to a monthly average of **4,350** and a daily average of **307** (November) unique users.

A daily average from 1st June-29th Nov is **269**



	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Unique users	1129	3103	3657	3548	3869	4351	4358

Total countries installed

158 Countries have had at least one install of the new version of the app

United States	7760
United Kingdom	1070
Nigeria	510
Australia	446
Philippines	424
South Africa	402
Canada	395
India	235
Ghana	204
Kenya	146
New Zealand	135
Indonesia	114
Brazil	107
Jamaica	92
Russia	74
Uganda	73
Trinidad and Tobago	63
Singapore	58
Papua New Guinea	50
Zambia	50
Malaysia	47
China	42
Germany	42
Zimbabwe	42
Vietnam	40
United Arab Emirates	37
Netherlands	37
Mexico	29
South Korea	29
Spain	28
Japan	27
Ukraine	26
Belgium	25
Botswana	24
Fiji	23
Cameroon	23
Egypt	21
Sweden	21
Thailand	21
Hong Kong	19
Puerto Rico	19
Tanzania	18
Italy	17
France	17

Colombia	16
Bahamas	16
Norway	15
Romania	15
Namibia	14
Ireland	14
Dominican Republic	14
Pakistan	13
Qatar	11
Guatemala	10
Saudi Arabia	9
Costa Rica	9
Ethiopia	9
Poland	8
Kuwait	8
Sri Lanka	8
Myanmar (Burma)	8
Nepal	8
Bangladesh	8
Switzerland	7
Ivory Coast	7
Belize	7
Taiwan	7
Finland	7
Greece	7
Antigua and Barbuda	7
Guam	7
Honduras	6
Turkey	6
Czech Republic	6
Peru	6
Rwanda	6
Hungary	6
Bahrain	5
Moldova	5
American Samoa	4
Venezuela	4
Uzbekistan	4
Malta	4
Argentina	4
U.S. Virgin Islands	3
Chile	3
Portugal	3
Guyana	3
Algeria	3
Austria	3
Cambodia	3
Azerbaijan	3

Liberia	3
Latvia	3
Mauritius	3
Turks and Caicos Islands	3
Haiti	3
Estonia	3
El Salvador	3
Oman	3
Bolivia	3
Ecuador	3
Serbia	2
Mozambique	2
Israel	2
Kyrgyzstan	2
Jersey	2
Togo	2
Cyprus	2
Curaçao	2
Martinique	2
Cape Verde	2
Kazakhstan	2
Guernsey	2
Slovakia	2
Gabon	2
Belarus	2
British Virgin Islands	2
Malawi	2
Bulgaria	2
Benin	2
Lithuania	2
Albania	1
Macedonia	1
Angola	1
Congo (DRC)	1
Sierra Leone	1
Tajikistan	1
Seychelles	1
Nicaragua	1
Mongolia	1
Laos	1
Panama	1
Denmark	1
Dominica	1
French Guiana	1
Saint Kitts and Nevis	1
Swaziland	1
Jordan	1
Lebanon	1

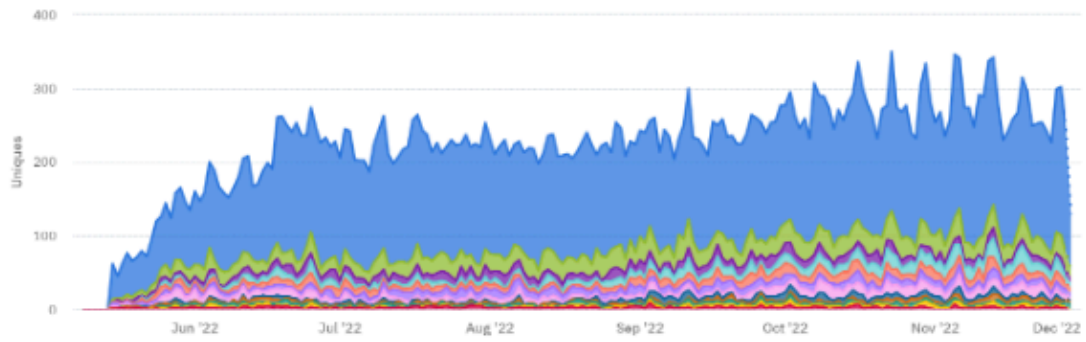
Grenada	1
Guadeloupe	1
Central African Republic	1
St. Vincent & Grenadines	1
Chad	1
Barbados	1
Uruguay	1
Paraguay	1
Vanuatu	1
Bosnia and Herzegovina	1
Iraq	1
Northern Mariana Islands	1
Niger	1
Bermuda	1
Aruba	1
Madagascar	1
Marshall Islands	1
South Sudan	1

Top 20 countries (Users)

	Monthly Average Users		Monthly Average Users
United States	1163	Indonesia	26
United Kingdom	207	Jamaica	22
Australia	117	Brazil	18
Nigeria	107	Uganda	16
Canada	104	Singapore	16
Philippines	99	Trinidad and Tobago	14
South Africa	71	Russia	12
Ghana	47	Malaysia	11
India	43	China	11
New Zealand	36	Zambia	11
Kenya	31	Indonesia	26

UNI users by version

Segmentation | Daily, Since May 9th | God For Kids new



United States	United Kingdom	Australia	Nigeria
Philippines	Canada	South Africa	Ghana
India	New Zealand	Kenya	Jamaica

Generated by Amplitude at November 29, 2022, 2:27 pm UTC

Daily users in the UK

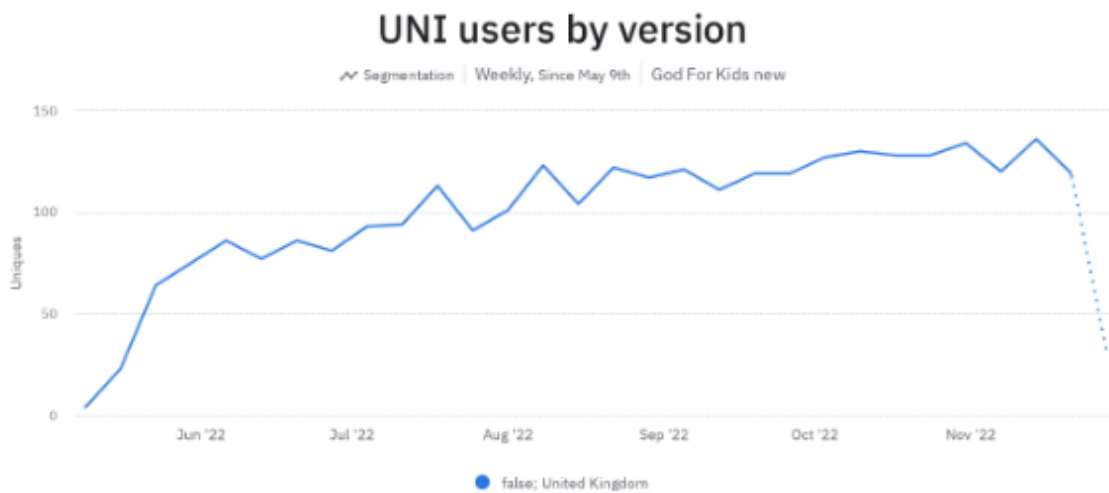
It has been slowly growing all year.

Average of 5.5 new users each day in the UK (May to November) (compared to the US of 38)

Average of 22 users every day in the UK. (May to November) (compared to the US of 155)

Peak Days for the UK include:

- Saturday June 4th
- Saturday June 25th
- Sunday 10th July
- Sunday 17th July
- Sunday 11th September
- Sunday 23rd October
- Sunday 6th November



Generated by Amplitude at November 29, 2022, 2:40 pm UTC

Ruach Resources

Income and Expenditure 2022

Income

Book Sales	£ 1,706.58
Donations	£ 3,522.19
Other (events etc)	£ 90.75
Total	£ 5,319.52

Expenditure

Utilities & Services	£ 1,097.45
Stock	£ 1,909.02
Postage	£ 148.63
Exhibitions	£ 749.48
Fundraising	£ 386.88
Other	£ 155.88
Total	£ 4,447.34



David Mark Wallace
Chair of Trustees
25/04/2023

