



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	
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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	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

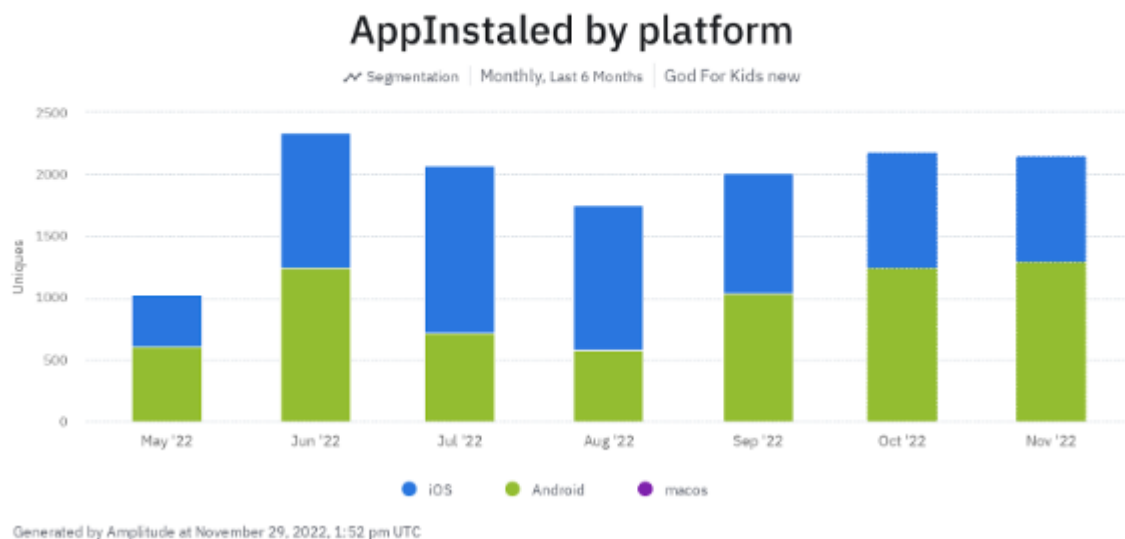
29th November 2022

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

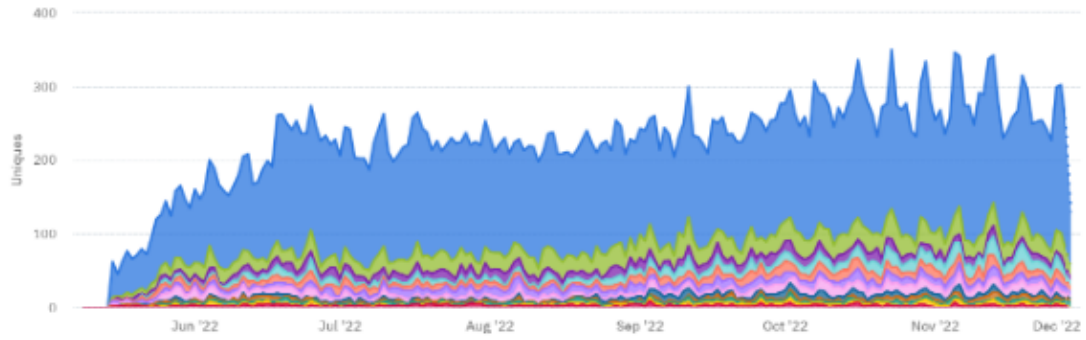
Grenada	1
Guadeloupe	1
Central African Republic	1
St. Vincent & Grenadines	1
Chad	1
Barbados	1
Uruguay	1
Paraguay	1
Vanuatu	1
Bosnia and Herzegovina	1
Iraq	1
Northern Mariana Islands	1
Niger	1
Bermuda	1
Aruba	1
Madagascar	1
Marshall Islands	1
South Sudan	1

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

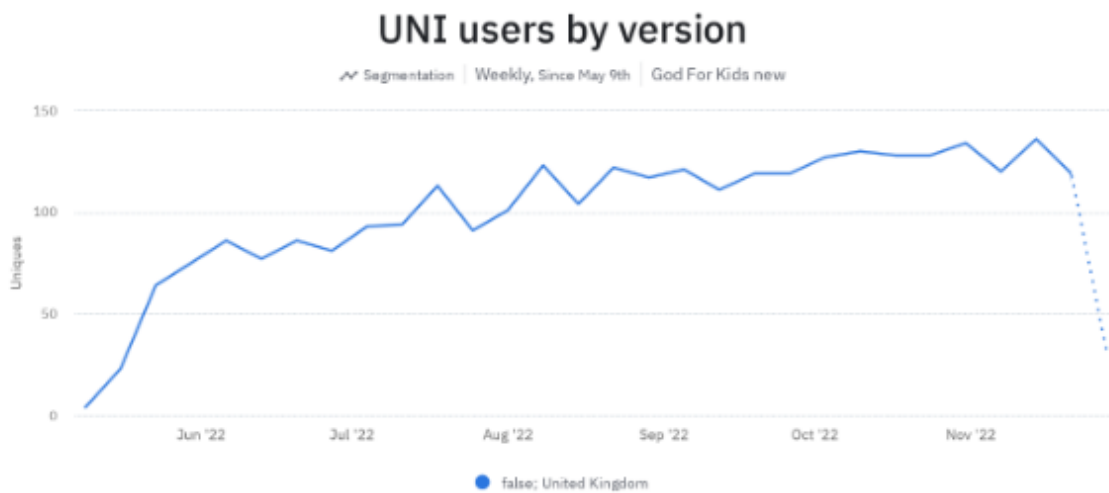
It has been slowly growing all year.

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

