



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	
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	
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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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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	50% Donations from private individuals 27% Sales of Books & Merchandise 12% Grants 11% Other Income
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		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:

	Para 1.51	We do not yet have an official policy or procedure document for this, other than the
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Policies and procedures adopted for the induction and training of trustees		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.

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			
	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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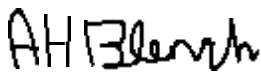
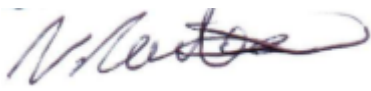
Other optional information

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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

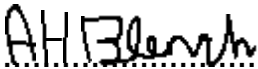
Income

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

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