

**KALE  
CHARITY**

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# Annual Report 2020



## Document Control

**Prepared by**  
Adam McFall

**Checked by**  
Skye Welch

**Issued**  
30.12.2020

## Contact Us

 @kalescot

**Mail us!**  
hello@kale.charity

**Looking to make  
a donation?** Visit  
kale.charity to find  
out how!

# Reference and Administration

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Charity Name  
**Kale Charity (SCIO)**

Also known as  
**Kale Charity**

Registered charity number  
**SC048617**

Charity's principal address  
**Kale Charity  
PO Box 24127  
EH7 9FH**

## Trustees

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Chairperson  
**Skye Welch**



Secretary  
**Adam McFall**



Treasurer  
**Laurence Gooch**

### Notes

All trustees have served a full term for this period

# Executive Summary

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**Despite 2020 being challenging, we've achieved a lot this year, with help from trustees, family, and friends.**

I'd like to start my executive summary by recognising that the backdrop for 2020 is a global pandemic, that few had expected, let alone prepared for. The struggle charities have gone through this year has been hard to watch, so I'm especially grateful for the continued support of our trustees, and our friends and family, who help us press forward with our mission to use tech for good. Despite the challenges that 2020 has presented, we've done a lot of excellent work that we can be proud of.

At the top of my mind is adding our second shelter to Adopt Animals - Beloved Rabbits in Glasgow! The significance of this can't be understated - adding shelters is one of our primary focuses for the platform, and doing that for a new species required significant technical and design work to achieve. Beloved

Rabbits coordinate a network of foster carers for their buns, which means they have a good number available for rehoming at any given time. I'd like to personally thank David and the whole team for trusting us with their animal data. We hope that giving their rabbits profiles on our website, and mobile apps, help them find their forever homes quicker.

We took the opportunity of adding a second shelter to take another look at the structure and design of the Adopt Animals website and mobile apps. The homepage has been modified to support showing multiple shelters, and Adam's illustrations showcase the species that we have available on the site. Animal cards have been reworked to use icons, to more concisely convey their information. Rabbit profiles feature all of their images, and it's

easy to share profiles to social media to further extend their reach. Dark mode support looks especially slick, and I'm particularly fond of our new "About us" page, which features an illustration that changes between light and dark mode, and some headline stats to keep a track of how we're doing.

Our final major achievement is a complete migration of our server infrastructure to Amazon Web Services (AWS). AWS operate a credit program for charities, where we pay a processing fee to access a batch of credits to use on their platform every year. The result is that it costs around 20% of what it did before to host our technical infrastructure, and we have a lot less pressure on us to raise money. We'll continue to look at costs in 2021 so that we can deliver on our goals, and maximise how much of

our fundraising goes directly to our projects.

Although 2020 has provided a very challenging environment, I'm very proud of the work we've achieved through the year. We've supported Edinburgh Dog & Cat Home with updates to their apps, Adopt Animals continues to grow, and it costs a fraction of what it did before to host our services. We're actively looking for our third shelter on Adopt Animals, so please do get in touch if you'd like to see your animals on the platform!

**Skye Welch**  
*Chairperson*

A handwritten signature in black ink, appearing to read "Skye Welch". The signature is fluid and cursive, with a large loop at the end of the last name.

# Adopt Animals

## Rabbit Stats

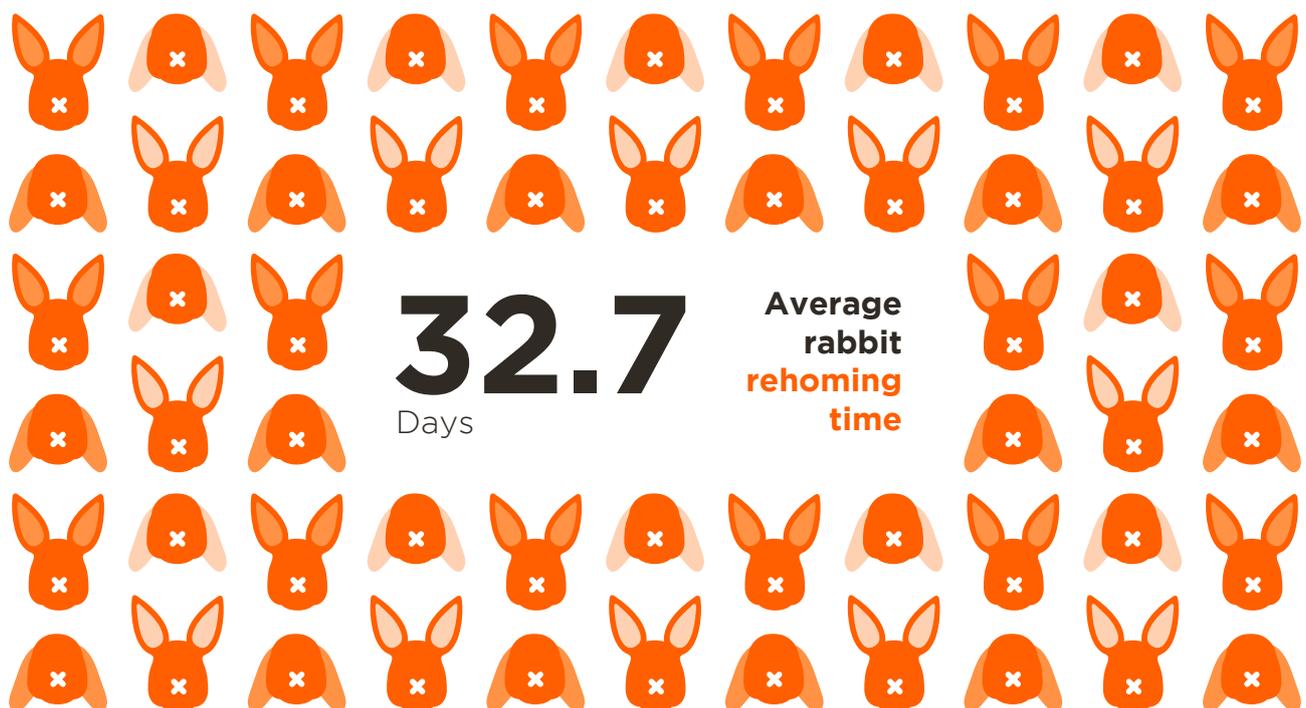
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With this year's addition of Beloved Rabbits, our apps and website have been blessed with hundreds of unique rabbits looking for their forever homes. Here's an overview

of their considerable impact on the overall animal statistics for the year.

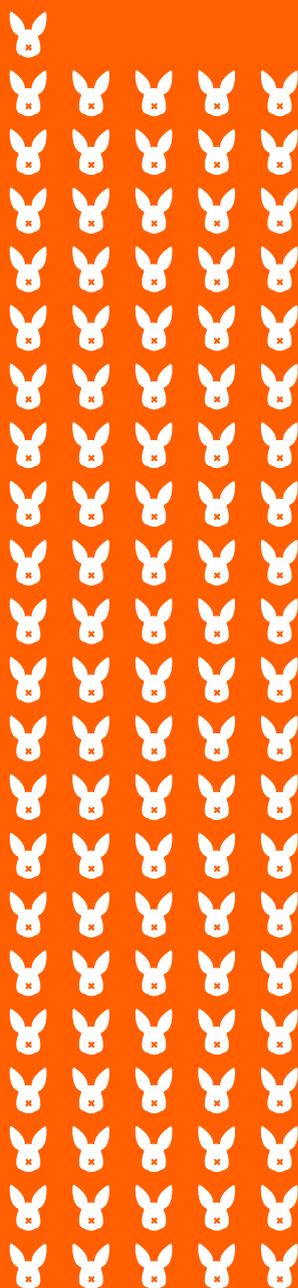
## Total Animals To Date

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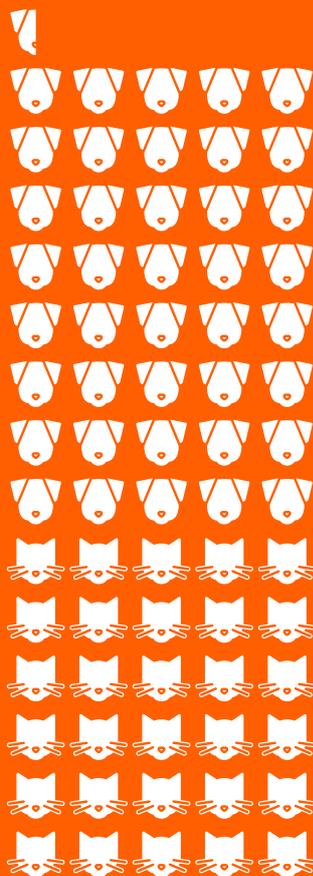


# Year of the Rabbit

212  
Rabbits



Adopt Animals saw more rabbits this year than cats and dogs combined



81  
Dogs

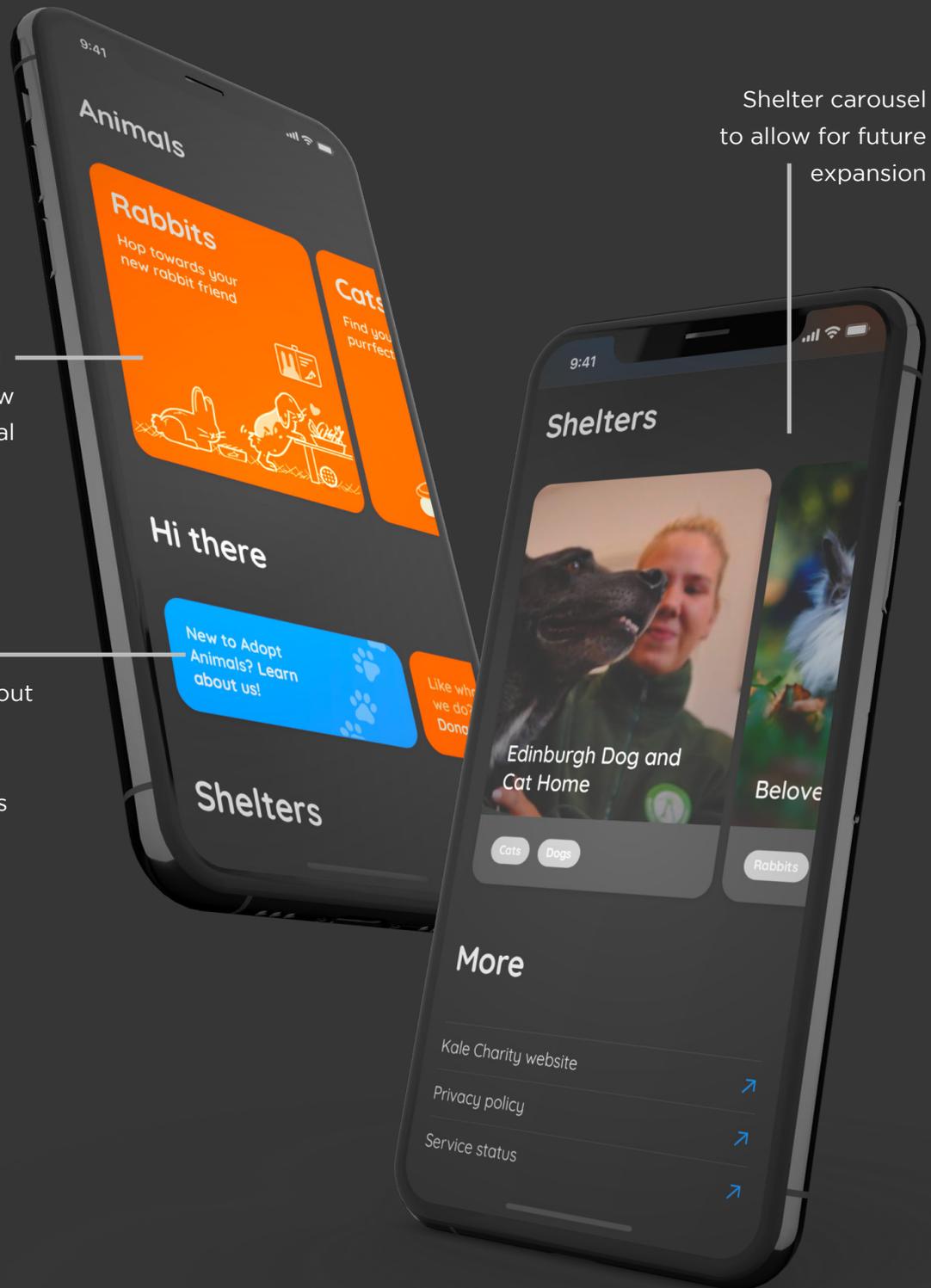
60  
Cats

# App Refresh

New card based interface to allow for further animal categories

Refreshed homescreen layout to complement upcoming user account features

Shelter carousel to allow for future expansion



# Full Accounts

Reporting Period

01 April 2019 -  
31 March 2020

	Unrestricted funds*			Total funds current period	Total funds last period
	HSBC	Paypal	Accounts total		
<b>A1 Donations</b>	<b>472</b>	<b>950</b>	<b>1,422</b>	<b>1,422</b>	<b>-</b>
Standing Orders	139		139	139	-
PayPal		230	230	230	-
iZettle	47		47	47	-
Patreon		419	419	419	-
Skye's Donations		301	301	301	-
Amazon Gives	30		30	30	-
Charities Trust, Just Giving and Charitable Giving	256		256	256	-
<b>A3 Payments</b>	<b>212</b>	<b>1,154</b>	<b>1,154</b>	<b>1,154</b>	<b>-</b>
Gross trading payments		190	190	190	-
Server costs (Digital Ocean)		795	795	795	-
Server costs (AWS Credit)		169	169	169	-
Transfers to / (from)	(212)	212			-
<b>B1 Surplus for year</b>	<b>260</b>	<b>8</b>	<b>268</b>	<b>268</b>	<b>148</b>

## Notes

\*All monies relating to the charity during this period are classified as unrestricted funds. Columns for other types of funds which contain a value of 0 have been omitted for clarity.



**Laurence Gooch**  
Treasurer  
Dated 04.12.20

