

KALE

CHARITY

Annual Report 2021



Document Control

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Checked by
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11.11.2021

Contact Us

 @kalescot

Mail us!
hello@kale.charity

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

Charity Details

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



Chairperson
Skye Welch



Secretary
Adam McFall



Treasurer
Laurence Gooch

Notes

All trustees have served a full
term for this period

Executive Summary

Another challenging year for charities. However, there are signs of recovery as society reopens.

This has been another challenging year for charities, with the global pandemic lasting longer than many had expected to have to weather. For us, it feels inappropriate to repeatedly contact other charities to sign them up to projects whilst they're dealing with more fundamental problems, so we've largely kept to ourselves and focused on keeping our projects running. Having said that, there are a few causes to celebrate this year which I'll elaborate on.

We recently listed our 1000th animal on Adopt Animals which is a huge achievement! The listing process is automatic, so having so many listings automatically tracked and updated through their rehoming journey

validates the process that we've created. We hope to accelerate this as shelters start having capacity to talk to us, and go through the onboarding process.

Kale Charity is operating at around break even, which was another big goal for us - I think we have plenty of headroom in Adopt Animals to onboard more shelters and increase the impact we have, without increasing our budget, which bodes well as it's our primary variable expense.

It's very satisfying to have the charity and projects settle in to more of a maintenance mode - the systems we've created are stable and largely take care of themselves, which helps

me a lot personally when I have less time to spend on projects outside of work. I'm looking forward to seeing what 2022 brings and hope other charities get some well-deserved breathing space as the pandemic subsides.

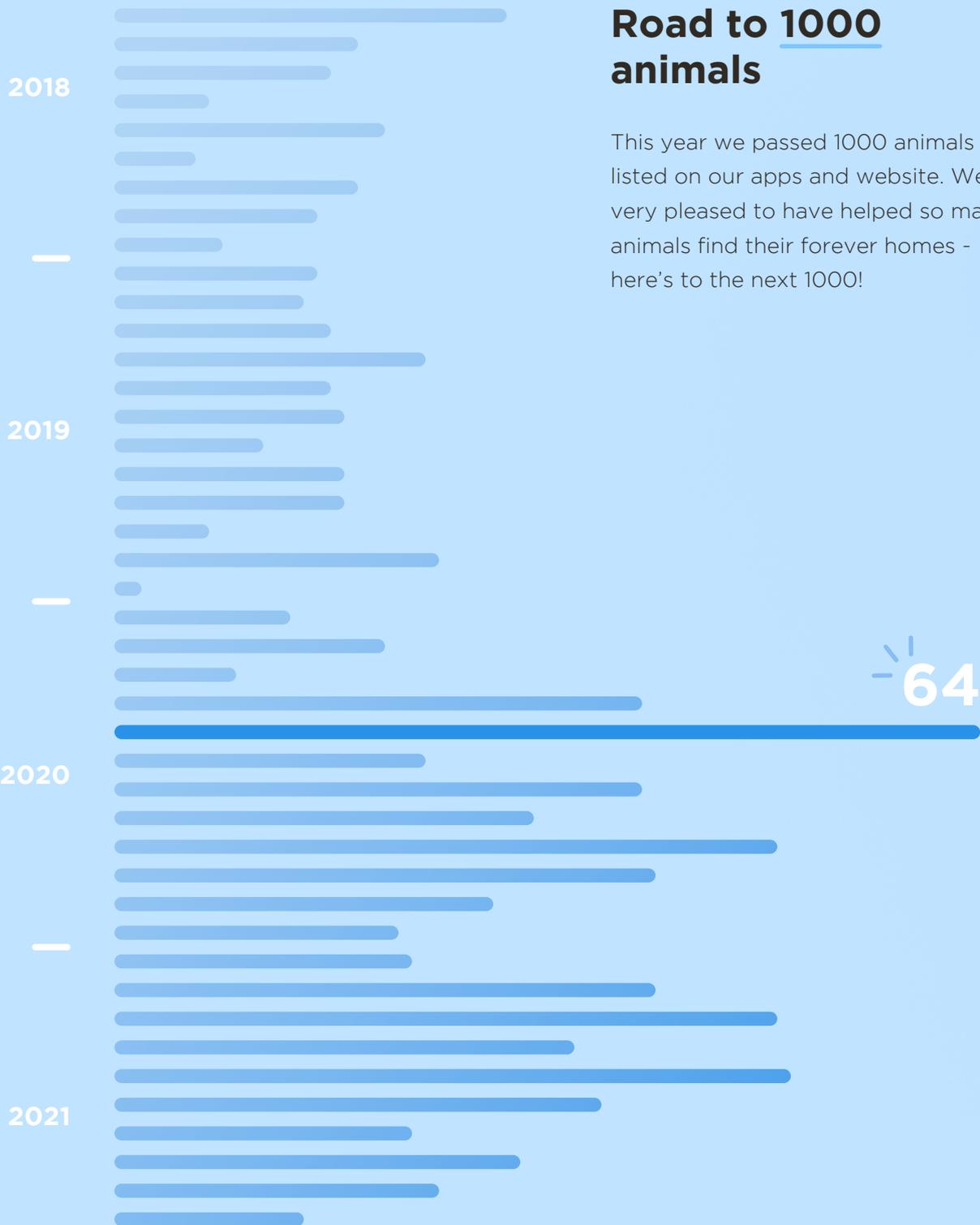
Skye Welch

Chairperson

A handwritten signature in black ink, reading "Skye Welch". The signature is written in a cursive, flowing style with a large loop at the end of the "h".

Adopt Animals

Our First 1000



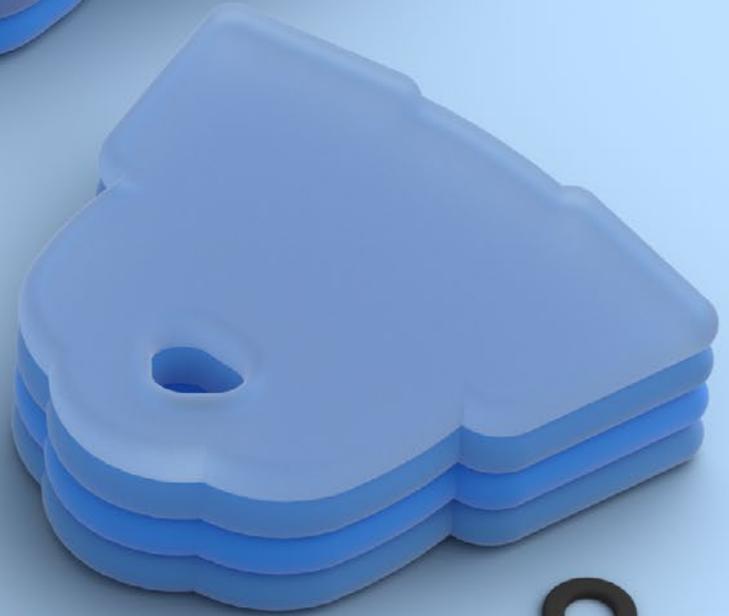
Road to 1000 animals

This year we passed 1000 animals listed on our apps and website. We're very pleased to have helped so many animals find their forever homes - here's to the next 1000!

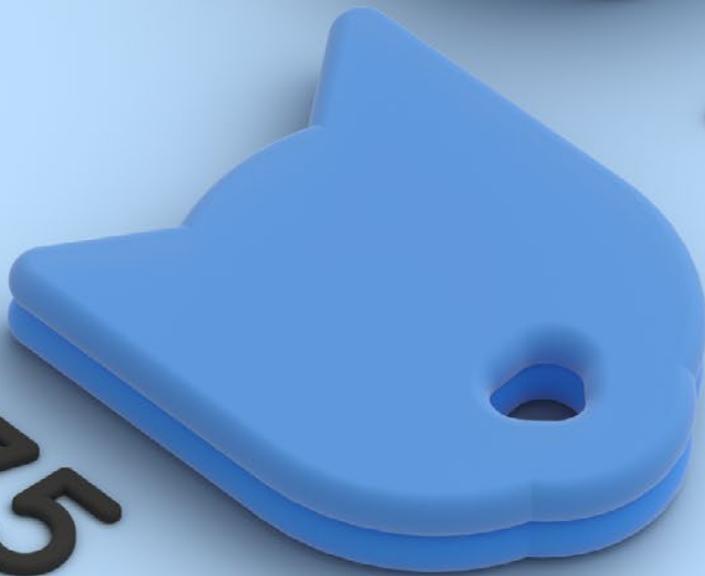
64



443
Rabbits



382
Dogs



175
Cats

Full Accounts

Reporting Period

01 April 2020 -

05 April 2021

	Unrestricted funds*			Total funds current period	Total funds last period
	HSBC	Paypal	Accounts total		
A1 Donations	865	417	1,282	1,282	-
Standing Orders	119		119	119	-
Zettle-Paypal	4		4	4	-
Patreon		417	417	417	-
Cheque Donation	500		500	500	-
Amazon Gives	35		35	35	-
Charities Trust	60		60	60	-
Charitable Giving	147		147	147	-
A3 Payments	315	546	546	546	-
Gross trading payments		198	198	198	-
Server costs (Digital Ocean)		39	39	39	-
Server costs (AWS Credit)		164	164	164	-
Domains and Cloudflare		145	145	145	-
Transfers to / (from)	(315)	315			-
B1 Surplus for year	550	186	736	736	416

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 10.11.21

