

**ACTION BY UNANIMOUS WRITTEN CONSENT WITHOUT A MEETING
of
THE BOARD OF TRUSTEES OF ANIMAL EQUALITY**

The undersigned, being all of the trustees of Animal Equality, a Charity registered in England and Wales with number 1168309, acting by written consent without a meeting do hereby consent to the adoption of the following resolutions and direct that this Unanimous Written Consent (" Consent ") be filed with the minutes of the proceedings of the Board of Trustees (the "Board of Trustees") of the Charity:

WHEREAS, all the trustees of Animal Equality have reviewed the attached report and consider that it accurately and fairly represents the achievements made by Animal Equality and its financial situation;


NOW THEREFORE, it is hereby:

RESOLVED, that the Board of Trustees (together, the "Authorized Officers" of the Charity), and each of them individually, do hereby agree to approve the report "Animal Equality UK Charity Unaudited Financial Statements 31 July 2019" attached.

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This Consent may be signed in multiple counterparts, each of which shall be deemed an original, and all of which together shall be deemed one instrument. The undersigned direct that an executed copy of this Consent, including multiple counterparts, shall be filed with the minutes of the proceedings of the Board of Directors.

IN WITNESS WHEREOF , the undersigned directors have duly executed this Consent as of May 22th, 2020.

DocuSigned by:

6445BE8D2ED74A8
Sharon Maria Núñez Gough

DocuSigned by:

73278BC053EE4AB..
Francisco Javier Moreno Belmonte

DocuSigned by:

99404263DD9A4CA..
Matteo Cupi

DocuSigned by:

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José Antonio Valle Blanco

CHARITY REGISTRATION NUMBER: 1168309

Animal Equality
Unaudited Financial Statements
31 July 2019

Animal Equality

Financial Statements

Year ended 31 July 2019

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animaleQUALITY
UNITED KINGDOM

TRUSTEES' REPORT

Year ended 31 July 2019

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 July 2019.

Reference and administrative details

Registered charity name	Animal Equality
Charity registration number	1168309
Charity address	Edinburgh House 170 Kennington Lane London SE11 5DP
The Trustees	Mr M Cupi Ms S N Gough Mr J A V Blanco Mr F J M Belmonte
Accountant	Robinsons Consulting Limited Chartered Certified Accountants 5 Underwood Street London N1 7LY

Structure, Governance and Management

Animal Equality's Trustees meet regularly to review the overall objectives of the charity, so as to ensure its effective performance.

During this reporting period, day-to-day oversight, smooth running and CIO-related responsibilities lie with the then-appointed Executive Director (UK), Dr Toni Vernelli. The administration of the charity, and keeping of its financial books and records, are carried out by the staff of the charity with supervision of the appointed Trustees.

The below reflects the structure at the end of the period 1st August 2018 – 31st July 2019. At the end of this reporting year the CIO had one part-time and seven full-time staff members.

- Dr Toni Vernelli, Executive Director*
- Abigail Penny, Operations Manager
- Olaf Garvey, Development Manager
- Michelle Baxter Wickham, Corporate Outreach Manager
- Kate Werner, Campaigns Manager (0.8 pro-rata)
- Sally Ivens, Communications Coordinator
- Tim Ridgway, Office and Development Coordinator
- Andy Scott-Lewis, Corporate Campaigns Coordinator

**Departed Animal Equality in August 2019, following this reporting period.*

The CIO also works with Animal Equality Ltd, a not-for-profit company limited by guarantee (company number: 07047011), which undertakes work to investigate farmed animal cruelty.

Objectives

The principle objectives of the charity are to promote kindness to animals and to prevent or suppress animal suffering. To have the maximum possible impact and influence we focus our work on the animals that suffer the most and in the greatest numbers: farmed animals. Our operational aims are underpinned by our values, namely: compassion, determination and effectiveness.

During these 12 months of operation the charity had a substantial impact for animals through its public education programmes, campaigns and engagement with its supporters.

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our objectives and in planning our activities and consider that we have complied with our duty to have due regard to the guidance published by the Charity Commission.

Achievements and Performance

Throughout this 12-month period Animal Equality carried out a number of strategically-planned political, educational, corporate and supporter-related activities in order to meet our primary objectives. As an effective altruist organisation we work hard to ensure that with every pound spent, as many animals as possible are positively impacted. We are proud to have accomplished a significant amount between July 2018 and July 2019 and we outline some of our key highlights below.

As a not-for-profit organisation, we rely on the generosity of members of the public and grant-awarding bodies to ensure our continued progress and success; we are filled with gratitude to all of those who give to our work and who have helped us achieve our objectives this year.

It is with huge thanks also to our ever-growing team of devoted volunteers, who during this reporting period gave an incredible 1926 hours of their time to enable us to effect even greater change for animals. This equates to an economic value saving of around £13,600.

And, of course, we are continually indebted to the celebrities, influencers, political figures, change-makers and other key decision makers who lend their time, support and cooperation to meet with us, endorse our campaigns and use their platforms to help us enact change for animals across the UK and beyond. Together, we have been able to make great strides for animals during this period and our team continues today to work tirelessly on behalf of animals.

Political Outreach

Foie gras

Following the launch of our campaign to create a 'Foie Gras-Free GB' in 2017, Animal Equality saw a number of noteworthy accomplishments. As outlined in our most recent Trustees' Report, we delivered 70,000 signatures to DEFRA with Bill Oddie OBE; held a reception at the House of Commons in support of our campaign, with Henry Smith MP acting as our host for the evening; saw an adjournment debate take place in Parliament on the proposed foie gras import ban; and conducted a YouGov poll demonstrating overwhelming support for an import ban, with 79% of those who expressed an opinion showing support for a ban.

During the period 1st August 2018 – 31st July 2019, this crucial campaign saw continued progress, edging Britain ever closer to a potential ban of this cruel 'delicacy', for which geese and ducks are brutally force-fed until their livers become swollen and diseased. With the knowledge that an import ban would spare 250,000 birds a year from this terrible suffering, Animal Equality's team continues to strive to make this ban a reality. Some of our most notable achievements over this 12-month period include:

- In September 2018 we gained public support from respected, high-profile celebrities, including Westworld star, Thandie Newton, and Slumdog Millionaire actor, Dev Patel. By adding their voices to the campaign we were able reach new audiences with our critical message.
- That same month, after collecting over 100,000 signatures, we marked the occasion by delivering our petition to 10 Downing Street, with dedicated animal advocate and actor, Peter Egan, by our side.
- In November 2018 we released harrowing scenes from La Ferme Turnac foie gras farm in France. Visiting on an open day, where families and tourists are welcomed onto the farm, Animal Equality's then Executive Director, Dr Toni Vernelli, was joined by Peter Egan and TV veterinarian, Emma Milne. Ducks and geese were shown to be suffering severely in barren, wire cages and many terrified birds struggled while being ruthlessly force-fed with metal tubes. Animal Equality's footage was featured in the Mirror, the BBC, iNews and the Daily Mail, potentially reaching as many as 19 million people in the process!
- Coinciding with the release of the aforementioned farm footage, Animal Equality's team carried out a peaceful demonstration outside Tate Modern, demanding that foie gras be removed from its festive menu. Alongside Peter Egan and many dedicated animal activists, we successfully persuaded the partially publicly-funded museum restaurant to listen to the desires of British consumers and no longer serve this cruel product.
- Several weeks later, throughout December 2018, Animal Equality's campaigners and dedicated volunteers carried out a number of successful campaign actions. As a direct result of our efforts foie gras was also removed from Skylon restaurant at the Royal Festival Hall, the Wallace Collection's brasserie, Bluebird Chelsea and Crowne Plaza hotels.
- In April 2019 Animal Equality organised a UK Day of Action. With peaceful protests taking place in six UK locations, we gathered numerous signatures for our petition and urged members of the public to sign and send postcards to Michael Gove MP, the then-Minister of DEFRA, urging him to enact a ban. In direct response to this action, Norfolk Arms Hotel in Arundel removed foie gras from its menu.
- In June 2019 we commissioned a YouGov survey into attitudes across the UK towards foie gras. As in the previous year, we again found that 79% of UK adults who expressed an opinion were in favour of a ban, with only 10% of respondents having eaten foie gras in the past year.

- In July 2019 'Countdown' stars, Susie Dent and Rachel Riley, joined Animal Equality in speaking out about this cruelty, demanding an end to British imports.

With Brexit having taken place on 31st January 2020, and the end of the transition period scheduled for 31st December 2020, Animal Equality continues to fight tirelessly for an importation ban to be put in place as soon as the UK leaves the EU single market, and is heartened by the extensive public and political support that we have already received for this demand.

Factory farming

In October 2018, Animal Equality took part in a debate organised by PubAffairs Bruxelles in partnership with B2C2. We began by presenting an investigative video highlighting the appalling conditions within intensive rabbit farming in Europe. We joined the subsequent panel discussion, considering animal welfare within the European Union and how rabbits could be better protected in European legislation moving forward. Joined by a Member of the Cabinet of Commissioner Vytenis Andriukaitis (European Commission), MEPs and the Project Leader of 'Trade and Animal Welfare' for Eurogroup for Animals, Animal Equality defended the 300 million+ rabbits farmed for meat in the European Union each year.

Educational Outreach

Animal Equality's ground-breaking iAnimal project is a unique, immersive 360° virtual reality experience that utilises cutting-edge technologies to transport people inside intensive farms and slaughterhouses. Viewers witness the lives and deaths of pigs and chickens raised for meat, and cows farmed for milk. Shown from the animal's perspective, we reveal the standard, legal practices that billions of animals are subjected to every year. Nothing is embellished; the animal's obvious suffering speaks for itself.

Universities

The objective of our iAnimal campaign is to empower all members of our society to reduce or eliminate animal products from their diet. Recognising that educated, younger people in society are likely to be receptive to our message, a core programme of our work has involved outreach on university campuses across Britain.

In the 2018-2019 academic year we held 13 events at universities to raise awareness about factory farming and the environmental impacts of animal agriculture. The universities visited include: University of East Anglia, Imperial College London, King's College London, University of Nottingham, Bournemouth University, University of Glasgow, London School of Economics, University of Sussex and Bath Spa University, amongst others.

During these events we engaged with students through the use of virtual reality headsets featuring footage taken inside typical British pig, cow and chicken farms. We also distributed nearly 8,000 16-page guides to healthy plant-based eating and gave talks about factory farming to students at the University of Reading, Queen Mary University of London and SOAS University of London.

Festivals, conferences and more

Our educational outreach also included attending over 50 festivals, fairs and other events across the UK with our virtual reality films and headsets, generating nearly 4,000 views of our films on factory farming. We endeavour to reach different audiences across the UK by attending a variety of event types. Some of the key events that we attended include:

- CleverGreen Festival
- Carshalton Environmental Fair
- Birmingham Wildlife Festival
- Tech For Good
- Liberation Arts Festival
- Vegan Camp Out
- PlantBased Live

- Vegfest London and Vegfest Brighton
- Vevolution
- Welsh Vegan WinterFest
- Just V Show London and Glasgow
- Vegan Life Live London
- Glastonbury Festival
- LUSH Oxford Street, Romford and Peterborough Pot Parties
- Dogstival
- Catfest
- Leeds Pride
- Weston Super Mare Pride
- Swindon Vegan and Yoga Festival
- Kind Heart Festival
- OM Yoga Show London

Our team were also invited to speak at a number of festivals and conferences, including:

- Zero Mkt London, London's first vegan, zero waste market
- University of Cambridge, Effective Altruism Society
- Workspace, London

In addition, Animal Equality's team is proud to have teamed up with fellow animal protection organisations and activists to organise events or projects of our own. One such event includes our collaboration with photojournalist and author, Jo-Anne McArthur, and LUSH Soapbox. Following an inspirational talk from Jo-Anne McArthur, Animal Equality's then Executive Director, Dr Toni Vernelli, took part in a panel discussion and audience Q&A.

In July 2019 we collaborated with Art of Compassion – an international art collective aiming to promote the compassionate lifestyle of veganism – to co-host an art exhibition and fundraiser. With vegan canapés and drinks, and high-quality posters and prints on offer to highlight the wonderful work of The Art of Compassion project and animal rights artists, the night proved a great success!

In September 2018 Animal Equality also launched a customised virtual reality experience with the FAIRR initiative, highlighting the plight of chickens and pigs farmed in intensive farms in the UK. This powerful footage – comprising clips from our iAnimal 360° experience – was first released in San Francisco.

Awards, presentations and television appearances

In October 2018, iAnimal: The Dairy Industry was shortlisted for two awards: the 'VR Social Impact Award' at the VR Awards, and 'Best Social Impact VR Experience' at the internationally-renowned Raindance Film Festival. In addition, the film was showcased to Raindance Film Festival attendees and Animal Equality's then Executive Director was invited to speak about our iAnimal project on a panel discussion during Raindance's Immersive Stories Summit.

In January 2019, Animal Equality's then Executive Director, Dr Toni Vernelli, was invited on to BBC Radio 4's mini-series 'I Feel For You' to discuss how viewing our iAnimal virtual reality experience frequently impacts people's empathy for animals.

Online Outreach

During this reporting period, Animal Equality focused its efforts on extending our online reach even further, so as to attract new audiences to add their voice to our crucial campaigns and, in doing so, enhance awareness of our work. In late 2018 we dramatically renovated our website and in mid-2019 we created our own LinkedIn page and YouTube channel.

We also significantly increased our follower-base on each of our existing social media channels, seeing an *additional* 16,105 followers by the end of the 12-month period across our Facebook, Twitter and Instagram accounts. Our content on these channels was viewed over 22 million times during this reporting period.

This had a positive impact on our reach and engagement rates, enabling us to achieve several significant milestones. Most notably an emotive video demonstrating the separation of calves and cows on dairy farms reached over 80,000 views. Our cumulative Facebook reach also tipped over one million views within a 30-day period for the first time.

Animal Equality also took to social media on specific industry awareness days to inform members of the public about the inherent cruelties involved. We shared customised animated videos for World Day for the End of Fishing, drawing attention to the horrors faced by these often forgotten animals. We took to Twitter on #BackBritishFarming day, during which time our tweets climbed to the top of the trending hashtag and were seen over 60,000 times. And throughout World Egg Week we revealed a powerful and moving video crafted by Animal Equality that features chickens rescued from the animal agriculture industry.

Love Veg

During our outreach discussions we encourage people who wish to reduce their meat consumption to sign up for our Love Veg newsletters. This series of 15 emails, distributed over two months, provides helpful tips on eating out; advice on which meat, dairy and egg replacements they may choose to opt for; healthy recipes and moral support throughout their journey. We also utilise digital platforms to promote our Love Veg pledge. Over 50,000 people in the UK have subscribed so far. In conjunction with our newsletters, we also have a site dedicated wholly to helping people who wish to reduce or eliminate animal products from their diet: <https://loveveg.uk>.

When surveyed at the end of their Love Veg journey, 89% of respondents (from a pool of 1334 respondents) stated that they will 'definitely' continue to reduce their consumption of animal products.

Corporate Outreach

In mid-2019 Animal Equality formed a Corporate Outreach Department, comprising two colleagues: a Corporate Outreach Manager and Corporate Campaigns Coordinator. The overarching objective of this Department is to liaise with company executives to urge corporations to sign-up to the European Chicken Commitment.

The commitment focuses upon a range of issues impacting chickens raised for meat – whereby many current farming practices cause severe suffering for these vulnerable animals – and urges companies to increase standards in these areas. It endeavours to eliminate some of the worst abuses relating to overcrowding and farm stocking densities, light provision and intensities, chicken breeds and genetics, killing methods and more.

The commitment is supported by 29 animal protection NGOs throughout Europe, as well as retailers and food businesses that have committed to, or are currently working towards, implementing the requirements. To that end, this project offers ample opportunity for Animal Equality to carry out crucial networking and collaborative work with fellow animal protection organisations within the UK and Europe. We work closely with a number of other organisations and develop coordinated actions to ensure resources are best utilised throughout the movement.

Whilst Animal Equality firmly believes that farming animals can never be cruelty-free, these commitments signal progress, encourage meaningful change amongst companies currently with a stake in the animal agriculture industry and suppress some of the worst abuses for chickens farmed within Europe.

Where companies refuse to engage in meaningful discussions with our team, Animal Equality's campaigning arm considers taking public-facing action in the form of public awareness campaigns. Such high-profile and / or powerful collective actions further encourage companies to consider consumer demands and concerns, and to discuss these matters seriously with us.

During this period we conducted strategic planning, including conducting SWOT analyses, preparing for the launch of our 'Animal Protector' online activist support network, preparing potential campaign actions and identifying key retailers and stakeholders within the UK.

Supporter Engagement

We have a large online supporter base, with 40,000 people subscribed to our weekly UK email newsletter. We use these newsletters as an opportunity to provide information on ways in which people can help reduce animal suffering, for example by taking part in our campaign actions, making changes to their dietary habits, volunteering at our educational outreach events and / or donating to support our work. We also issue free magazines each year – available both in print and online – informing our supporters about our accomplishments and inspiring them to take action alongside us.

Volunteers

Animal Equality is deeply appreciative of the kind and generous support that we receive from our dedicated and passionate volunteer base. In turn, we strive to give back to our volunteers, offering them varied tasks suited to their personal skill set and interests, as well as opportunities for personal and professional growth. In doing so this further builds and uplifts the activist base within the animal protection movement in the UK. We offer quarterly feedback calls for our most active volunteers, listening to their suggestions and offering a chance for in-depth feedback on our processes, activities, training and communicative approach.

During this reporting period we put in place a range of novel initiatives for volunteers, to support their development. For example, we created a customised online welcome journey – offering advice, tips and insights relating to volunteering – and we engaged volunteers in an online Skype Sharing Session, providing a space for volunteers across the UK to share their learnings, challenges and experiences with one another. Animal Equality also showed thanks by celebrating our volunteers publicly. We shared success stories via social media during Volunteers' Week, rewarded some of our most loyal volunteers through 'Animal Champion' awards, and hosted a Volunteers' Evening in central London, offering free talks, food and networking activities.

Informing and Engaging the Public

Footage obtained by investigations conducted by Animal Equality Ltd was passed on to our CIO on multiple occasions throughout this reporting year. Our charity distributed the photographs and footage to expose the goings-on within UK farms and to demand meaningful change for animals. Our charity was also responsible for liaising with the relevant authorities and enforcement bodies regarding these investigations.

The media generated from this footage in the press enables us to reach, inform and engage a large proportion of the UK population. For this 12-month period our potential media reach was 531,618,643 – a substantial figure that will have far-reaching impacts for farmed animals.

Many individuals affected by the footage have subsequently written to us to confirm that they will be eating more plant-based foods in order to spare animals from suffering in future, and we are always thrilled to receive positive responses of this nature. We detail below the investigations that our CIO promoted between August 2018 and July 2019. We outline what was found, the results achieved and the ways in which animals will be impacted.

- *Brutal force-feeding of calves on organic dairy farm supplying Waitrose:*

In August 2018 Animal Equality released footage filmed by Animal Equality Ltd. Footage had been captured on Coombe Farm – certified by the Soil Association and falling under the RSPCA Assured scheme. The farm failed to meet minimal legal requirements: new-born calves were shown struggling as workers callously force-fed them – some were slapped and sat on, while others were aggressively sworn at. Calves were separated from their mothers less than 24 hours after birth and were denied access to water for up to 29 hours on some of the hottest days of the year. Several cows were also shown to have their back legs chained together in shackles. In response, Waitrose suspended the supplier.

In a follow-up article, Animal Equality released an exclusive story to the Independent, highlighting a paper trail of evidence that showed the same farm was offering dead animals as food for hounds potentially used for hunting.

The investigation received coverage in the Mirror, the Independent and the Daily Mail, with a media reach of over 50 million.

- *Turkeys eaten alive on award-winning Essex farm:*

In December 2018 Animal Equality received footage obtained by investigators contracted by Animal Equality Ltd. Filmed in Hubbard's Farm in Essex – Grove Smith Turkeys' main site – the shocking footage showed birds unable to walk being pecked and eaten alive by fellow frustrated turkeys; multiple birds suffering severely from infected lesions on their heads and eyes – some blind from the untreated wounds; crowded sheds and dozens of dead birds left to rot amongst the living.

Upon viewing the footage – that was released exclusively in the Independent – Young's Pubs suspended the farm as a supplier.

- *Extreme suffering, abuse and cannibalism on British chicken farms supplying Nando's, Lidl and Asda:*

In May 2019 Animal Equality Ltd passed on footage that Animal Equality exposed publicly showing harrowing scenes of severe animal suffering on three Red Tractor-certified chicken farms in Northamptonshire: Evenley Farm, Helmdon Farm and Pimlico Farm. Investigators captured scenes of dead birds left to rot amongst the living, leading to cannibalism; workers callously breaking birds' necks and leaving them to convulse amidst the remaining birds; dozens of chickens unable to stand and hold the weight of their enormous bodies; and workers intentionally stepping on and kicking birds. All three farms produce chickens for Faccenda – one of the UK's largest chicken companies – which supplies major UK supermarkets and high-street restaurant chains, including Nando's, Lidl and Asda.

This investigation was covered in the Mirror – both online and in print – as well as the Daily Mail, The Sun and the Independent, potentially reaching c. 75 million people.

- *Horrific conditions and terrible animal suffering on British chicken farms supplying McDonald's, Tesco, Sainsbury's, Co-op and Ocado:*

In June 2019 Animal Equality released further footage provided by investigators hired by Animal Equality Ltd. The shocking footage was taken in three Red Tractor-certified chicken farms in Lincolnshire: Saltbox, Ladywath and Mount farms. Chickens were seen forced to live in gigantic sheds, which in the case of Ladywath Farm were two-storey, with over 30,000 birds crowded on each floor. Many birds had severe leg injuries and were struggling to breathe. Carcasses were left to rot for days in farm sheds.

These alarming findings were covered in a number of leading media publications, including the Guardian, BBC News, the Telegraph and iNews, with a potential media reach of 60 million people.

This investigation, and that prior to it, highlighted to the British public the issues and the devastating impacts that result from selective breeding of chickens. They are commonly bred to grow so big, so fast, that their legs, hearts and lungs buckle under the strain and are unable to cope. Many are unable to stand or walk, whilst others suffer heart attacks.

Prosecuting Animal Abusers

In May 2018 undercover investigators contracted by Animal Equality Ltd filmed on Fir Tree pig farm in Lincolnshire. The horrifying findings were released to the public by Animal Equality, revealing serious and repeated violent abuse to animals by several members of staff. Chillingly, workers were found kicking pigs in the face, jabbing them with pitchforks and slamming gates on pigs' heads.

Subsequently, Animal Equality passed all evidence onto the RSPCA and in late 2018 we welcomed the news that they had pressed charges. The three men in question appeared in Grimsby Magistrates Court; all three were charged with animal cruelty offences and convicted for the violent abuse filmed.

While we had hoped that the workers would face the full force of the law, we were disappointed to learn that all three men received an eight week suspended prison sentence and a community order of 100 hours of unpaid work. They were also ordered to pay court charges.

Animal Equality's investigative video was viewed over 50,000 times on Facebook and, due to the far-reaching media coverage, articles relating to this story reached over 231 million people! Perhaps most telling of all, the process demonstrated that there is little justice for these animals and further emphasised our message: that the best way to prevent animal suffering is to switch to plant-based alternatives.

Collaborations with Other Organisations

Whilst Animal Equality is proud to work independently on many crucial activities to defend farmed animals – including our undercover investigations, legal advocacy campaigns and public education projects – we also often cooperate effectively with others in the animal protection sphere. During this reporting period, we were involved in several coalition campaigns and / or collaborative actions, some of which are included below.

Launching in February 2019, Animal Equality is part of the 'Better Deal for Animals' campaign, highlighting the threat that Brexit poses to animal welfare laws when Britain leaves the European Union. As part of an alliance with 35+ other animal protection organisations working in the UK, our coalition demands that animal sentience – currently recognised under the European Union Treaty – is enshrined in UK law also. Animal Equality attended a Parliamentary event for MPs and helped raise awareness amongst our supporters of this essential legislative ask; together, our organisations were able to garner over 100,000 signatures in support of the campaign. This campaign is ongoing.

In March 2019 Animal Equality also joined the 'End the Cage Age' campaign, led by Compassion in World Farming, seeking to ban cages for all farmed animals across Europe and help reduce the immense suffering of 300+ million animals. In a collaborative effort, Animal Equality was one of 170 organisations influencing lawmakers throughout Europe; thanks to the coalition's promotional actions, in the UK our petition achieved 100,000+ signatures. In total, the European Citizens Initiative secured 1.6 million signatures from animal lovers across the continent. This initiative continues to progress.

As a member of Eurogroup for Animals – a pan-European animal advocacy organisation challenging decision-makers throughout Europe to enact positive change for animals at an EU level – Animal

Equality plays an integral part in several Eurogroup taskforces. In June 2019 we attended a Eurogroup meeting in Brussels to discuss issues relating to fish welfare and how improvements to current standards might be achieved, so as to reduce and / or eliminate suffering in certain fish species. Animal Equality also attended a number of Eurogroup Brexit Taskforce meetings, to discuss potential eventualities for animals centring around the General Election and Brexit. Together, we have produced a number of key political briefing documents and have lobbied key Government officials to ensure animals are a priority area during UK Brexit negotiations.

Similarly, we are a member of the Open Wing Alliance, a global coalition bringing together animal protection organisations campaigning for companies to agree to cage-free policies and the European Chicken Commitment. We meet frequently with fellow member organisations to coordinate our actions and attended the 2019 Open Wing Alliance Summit in Warsaw, Poland.

Animal Equality's team also took part in Compassion in World Farming's campaign action in Hyde Park in June 2019 to 'Stop Live Transport', showing support for this important demand to halt the gruelling long-distance transport of live farmed animals.

Expanding our Fundraising Activities

Animal Equality relies on the generosity of members of the public and grant-providers who allow our organisational vision to become a reality. With every pound donated, we edge ever nearer to a world in which animals are respected and protected, and we could not achieve any of our successes without our supporters.

Throughout mid-2018 until mid-2019 we carried out a number of crucial activities to help optimise our fundraising efforts with the ultimate purpose of creating an improved user experience for existing and potential supporters. Working with an award-winning digital marketing agency – who kindly awarded Animal Equality with pro bono expertise and support – we have been able to enhance our SEO tracking and auditing processes. This allows us to ensure that we are reaching as many people as possible through internet search engines and refined Google adverts. We are immensely appreciative of the time that colleagues in the agency have given, and continue to give, to help build our brand and spread our important messages to the British public and beyond. Separately, we also gained approval via Facebook to accept donations directly without fees; this charitable giving tool allows us to use this platform for fundraising and ensure that all money goes directly to our life-saving initiatives.

We were also privileged to take part in an Institute of Fundraising event in July 2019, presenting on our work and development strategies, alongside Greenpeace and WWF. And in late 2018 we organised an exciting festive fundraiser at Black Cat, London – a plant-based, cooperatively-run, non-profit space. We presented on our lifesaving work, enjoyed nibbles and festive drinks, and hosted a raffle containing luxury vegan and eco-friendly prizes generously gifted by several independent British businesses, including Zessoo, Greener Habits Co., MuLondon and Aveshu.

In June 2018 we were delighted to learn that we had been selected to receive a guaranteed charity place at the 2019 Virgin Money London Marathon. Following a rigorous training schedule, in April 2019 inspirational supporter and volunteer, Corrina, challenged herself and successfully ran 26.2 miles in her first ever marathon! Raising a staggering £4000+ Corrina's outstanding efforts raised huge funds for Animal Equality's work and we are enormously thankful for her support, as well as to all of those who sponsored Corrina.

Optimising our Operations

This 12-month period proved to be an ideal opportunity to refine and improve our ongoing internal operations. For example, whilst Animal Equality has always taken great care to carefully control and protect personal, confidential and / or sensitive data, and follows all GDPR legislative requirements, during this period we made a conscious effort to further heighten our processes. We appointed an existing colleague to take on the position as 'Key IT User' and dedicate time, energy and efforts each

month to put in place additional security and privacy measures amongst our team members and day-to-day operations. In doing so, we implemented: password managers, secure cloud storage, the use of email encryption services, secure VPN services, 2-factor authentication and hard-drive encryption. We continue to prioritise this crucial work.

We also introduced 'Objectives and Key Results' for all team members – a goal-setting framework for defining and tracking objectives and key milestones. This tool allows clarity, alignment and focused engagement amongst staff towards measurable results that, in turn, enable Animal Equality's strategy to be implemented effectively. This approach has been shown to boost performance.

Animal Equality continues to grow at pace, so as to allow us to carry out all of our intended activities to a high-quality and efficient level. In light of our ongoing team expansion, we relocated to a larger office in Kennington. In line with our commitment to sustainability and positive environmental impact wherever possible, we were delighted to secure high-quality second-hand office furniture for all of our staff members, obtained from larger corporations elsewhere looking to redecorate and rid of their unwanted equipment.

In July 2019 we were delighted to hold our first ever Team Away Day, celebrating our accomplishments and discussing our intentions for the coming year. Our team visited Retreat Animal Rescue Sanctuary and had the opportunity to meet many animals who had been rescued from the animal agriculture industry.

Extending our Network and Advancing Inclusion

As an accredited Disability Confident Employer, Animal Equality offers a shadowing opportunity to one individual each year who has a physical and / or mental disability. We were pleased to welcome a candidate in late 2018. In exchange for their support and insights on a legal advocacy campaign report for Animal Equality, we were delighted to help assist with their transition into full-time work.

We were also pleased to partner with the Centre for Sustainable Energy's 'Bright Green Future' leadership programme, offering youths interested in environmentalism two weeks of practical experience of working life. Animal Equality's shadowing experience was offered to two individuals who volunteered for Animal Equality's iAnimal VR experience; in return, our team offered guidance and support for their future employment and career trajectory.

Staff Training and Development

Training and development for our staff remains a priority. In order to remain a leading animal protection organisation our workforce remains up-to-date and aware of the latest developments within the animal protection movement, animal agriculture industries and in the fields of each of our various departments.

Several colleagues attended the Conference on Animal Rights in Europe (CARE), scheduled for July 2018 in Prague, Czech Republic. Our then Executive Director gave an impassioned speech about how undercover investigations can be a powerful catalyst for institutional change. Aimed at connecting and inspiring animal protection organisations across Europe, this international conference enabled our team members to deepen their knowledge to better inform our work moving forward and share strategies for the cause.

In September 2018 several colleagues and Animal Equality volunteers also attended workshops organised by the Centre for Effective Vegan Advocacy, discussing effective advocacy, communication, sustainable activism and strategic impact initiatives within the movement. In addition, several team members attended Chase Live and the NCVO Annual Conference – both of which offer a chance for our organisation to learn from other charities, be it regarding governance, fundraising, volunteer management, campaigning or more.

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animaleQUALITY
UNITED KINGDOM


Animal Equality put in place several measures to support positive mental health amongst our workforce. We introduced an Employee Assistance Programme, offering colleagues free, confidential therapy sessions and mobile resources to support their wellbeing. We also undertook an internal Stress Management Training workshop.

Financial review

This reporting period has been another incredibly successful year for Animal Equality, with many notable achievements, and we continue to be immensely grateful to our volunteers and supporters for helping us to accomplish our work.

Total income for the financial year was £417,756 compared to £574,775 in 2018. 99.5% (2015: 99.8%) of income was generated by donations, legacies and grants for which we are extremely grateful. At the end of the financial year the unrestricted funds balance totalled £398,629 (2018: £355,100) which will enable us to continue to work towards our objectives over the coming years.

The trustees' annual report was approved on 22 May 2020 and signed on behalf of the board of trustees by

DocuSigned by:

6445BE8D2ED74A8...
Ms S N Gough
Trustee

Animal Equality

Independent Examiner's Report to the Trustees of Animal Equality

Year ended 31 July 2019

I report on the financial statements for the year ended 31 July 2019, which comprise the statement of financial activities, statement of financial position and the related notes.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the financial statements. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

Independent examiner's statement

In the course of my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report

DocuSigned by:

Matthew Sheraton

F4AD7F038123464...
Matthew Sheraton FCCA
Robinsons Consulting Limited

5 Underwood Street
London
N1 7LY

22 May 2020

Animal Equality

Statement of Financial Activities

31 July 2019

		2019		2018
	Note	Unrestricted funds £	Total funds £	Total funds £
Income and endowments				
Donations and legacies	4	415,868	415,868	573,502
Charitable activities	5	886	886	1,273
Investment income	6	1,002	1,002	—
Total income		<u>417,756</u>	<u>417,756</u>	<u>574,775</u>
Expenditure				
Expenditure on charitable activities		(374,227)	(374,227)	(285,114)
Total expenditure		<u>(374,227)</u>	<u>(374,227)</u>	<u>(285,114)</u>
Net income and net movement in funds		<u>43,529</u>	<u>43,529</u>	<u>289,661</u>
Reconciliation of funds				
Total funds brought forward		355,100	355,100	65,439
Total funds carried forward		<u>398,629</u>	<u>398,629</u>	<u>355,100</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 22 to 27 form part of these financial statements.


Animal Equality

Statement of Financial Position

31 July 2019

		2019 £	2018 £
Fixed assets			
Tangible fixed assets	11	4,610	2,880
Current assets			
Debtors	12	6,458	685
Cash at bank and in hand		389,721	354,083
		396,179	354,768
Creditors: amounts falling due within one year	13	2,160	2,548
Net current assets		394,019	352,220
Total assets less current liabilities		398,629	355,100
Net assets		398,629	355,100
Funds of the charity			
Unrestricted funds		398,629	355,100
Total charity funds	15	398,629	355,100

These financial statements were approved by the board of trustees and authorised for issue on 22 May 2020, and are signed on behalf of the board by:

DocuSigned by:

 66458E882ED74A8...
 Ms S N Gough
 Trustee

The notes on pages 22 to 27 form part of these financial statements.

Animal Equality

Notes to the Financial Statements

Year ended 31 July 2019

1. General information

The charity is registered charity in England and Wales and is unincorporated.
The address of the charity is Edinburgh House, 170 Kennington Lane, London, SE11 5DP.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

(i) Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

(ii) Going concern

There are no material uncertainties about the charity's ability to continue.

(iii) Disclosure exemptions

The charity has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

(a) No cash flow statement has been presented for the charity (b) Disclosures in respect of financial instruments have not been presented

(iv) Judgements and key sources of estimation uncertainty

No significant judgements have had to be made by the trustees in preparing these financial statements.

(v) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Animal Equality

Notes to the Financial Statements *(continued)*

Year ended 31 July 2019

3. Accounting policies *(continued)*

(vi) Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

(vii) Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

(viii) Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Animal Equality

Notes to the Financial Statements *(continued)*

Year ended 31 July 2019

3. Accounting policies *(continued)*

(ix) Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

(x) Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 25% straight line

(xi) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Animal Equality

Notes to the Financial Statements *(continued)*

Year ended 31 July 2019

3. Accounting policies *(continued)*

(xii) Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

4. Donations and legacies

	Unrestricted Funds £	Total Funds 2019 £	Unrestricted Funds £	Total Funds 2018 £
Donations				
Donations	261,215	261,215	508,051	508,051
Grants				
Grants receivable	154,653	154,653	65,451	65,451
	<u>415,868</u>	<u>415,868</u>	<u>573,502</u>	<u>573,502</u>

5. Charitable activities

	Unrestricted Funds £	Total Funds 2019 £	Unrestricted Funds £	Total Funds 2018 £
Other income from charitable activities	<u>886</u>	<u>886</u>	<u>1,273</u>	<u>1,273</u>

6. Investment income

	Unrestricted Funds £	Total Funds 2019 £	Unrestricted Funds £	Total Funds 2018 £
Bank interest receivable type 1	<u>1,002</u>	<u>1,002</u>	<u>—</u>	<u>—</u>

7. Net income

Net income is stated after charging/(crediting):

	2019 £	2018 £
Depreciation of tangible fixed assets	<u>1,857</u>	<u>960</u>

Animal Equality

Notes to the Financial Statements *(continued)*

Year ended 31 July 2019

8. Independent examination fees

	2019 £	2018 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>2,160</u>	<u>2,160</u>

9. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2019 £	2018 £
Wages and salaries	215,827	160,308
Social security costs	20,518	16,661
Employer contributions to pension plans	<u>3,094</u>	<u>394</u>
	<u>239,439</u>	<u>177,363</u>

The average head count of employees during the year was 7 (2018: 5).

No employee received employee benefits of more than £60,000 during the year (2018: Nil).

10. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

11. Tangible fixed assets

	Equipment £
Cost	
At 1 August 2018	3,840
Additions	<u>3,587</u>
At 31 July 2019	<u>7,427</u>
Depreciation	
At 1 August 2018	960
Charge for the year	<u>1,857</u>
At 31 July 2019	<u>2,817</u>
Carrying amount	
At 31 July 2019	<u>4,610</u>
At 31 July 2018	<u>2,880</u>

12. Debtors

	2019 £	2018 £
Other debtors	<u>6,458</u>	<u>685</u>

Animal Equality

Notes to the Financial Statements *(continued)*

Year ended 31 July 2019

13. Creditors: amounts falling due within one year

	2019	2018
	£	£
Other creditors	<u>2,160</u>	<u>2,548</u>

14. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £3,094 (2018: £394).

15. Analysis of charitable funds

Unrestricted funds

	At 1 August 2018	Income	Expenditure	At 31 July 2019
	£	£	£	£
General funds	<u>355,100</u>	<u>417,756</u>	<u>(374,227)</u>	<u>398,629</u>

16. Analysis of net assets between funds

	Unrestricted Funds	Total Funds 2019
	£	£
Tangible fixed assets	4,610	4,610
Current assets	396,179	396,179
Creditors less than 1 year	<u>(2,160)</u>	<u>(2,160)</u>
Net assets	<u>398,629</u>	<u>398,629</u>

17. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2019	2018
	£	£
Not later than 1 year	<u>23,165</u>	<u>—</u>