



Trustees' Annual Report for the period

From: 1st January 2024 **Period start date**
To: 31st December 2024 **Period end date**

Charity name: Murphy's Army

Charity registration number: 1167823

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To reunite lost and stolen pets with their owners, raise pet theft awareness and promote pet safety, welfare and care across the UK
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	<p>The charity assists in the search for lost and stolen pets through social media, local engagement, and physical searches where appropriate. It funds and distributes printed materials to publicise missing pets and utilises transport resources to help reunite animals with their owners. These activities directly benefit the public by supporting responsible pet ownership, promoting community cooperation, and reducing distress to both animals and their owners. We liaise with veterinary practices, dog wardens, kennels, and other organisations to share information and provide coordinated support. Grants are awarded to assist with veterinary care, neutering, rescue, and rehoming costs, and to help registered rescue organisations continue providing safe environments for animals in need. We also offer scanning assistance by trained operators to identify and reunite found pets swiftly, ensuring their welfare and giving reassurance to the public. In addition, the charity delivers advocacy and educational initiatives to raise awareness of responsible pet ownership, including the importance of microchipping and adherence to relevant legislation. These efforts contribute to a safer and more compassionate community for people and animals alike.</p> <p>During the year, the charity also continued to operate the Murphy's Army Purple Poppy Campaign, honouring and</p>

		remembering animals who served, and continue to serve, alongside our Armed Forces and emergency services. This campaign raises funds and awareness to further the charity's objectives, encourages public compassion for animals, and strengthens community understanding of their contribution to society. While this was a secondary activity during the reporting period, it has since become the charity's primary focus.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees are aware of, and have regard to, the guidance issued by the CC on public benefit. They are satisfied that the charities activities this year have complied with our governing document and the guidance on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	The charity has clear policies in place regarding grant making. Grants are handled by a Grant Making Committee who forward their recommendations on individual grant applications to the trustees for final approval or rejection.
Policy on social investment including program related investment	Para 1.38	N/A
Contribution made by volunteers	Para 1.38	The charity is operated entirely by volunteers, whose commitment, compassion, and dedication make all of Murphy's Army's activities possible. The trustees wish to record their sincere thanks and appreciation to all volunteers for their invaluable contribution and hard work throughout the year.
Other		

Achievements and Performance

	SORP reference	
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<p>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.</p>	<p>Para 1.20</p>	<p>During the year, Murphy's Army continued to fulfil its charitable objectives by supporting lost and stolen pet searches, awarding grants, and delivering the Murphy's Army Purple Poppy Campaign.</p> <p>Since the charity's inception, through the dedication of our volunteers, hundreds of pets have been reunited with their owners Our social media platforms have reached more than 50,000 supporters, amplifying appeals for missing pets and promoting responsible pet ownership. We have also provided nearly £50,000 in grants to animal rescue organisations, ensuring continued care and safe rehoming for animals in need.</p> <p>As awareness of lost and stolen pet support has grown, many local and specialist search groups have emerged across the UK, often using advanced tools such as drones and thermal imaging. While Murphy's Army continued to provide advice and guidance, our direct involvement in active searches has naturally reduced as these new networks have taken shape - an outcome which reflects the positive, lasting impact of our earlier work.</p> <p>By contrast, the Murphy's Army Purple Poppy Campaign has expanded significantly, becoming the charity's most prominent area of activity. The campaign raises awareness of the service and sacrifice of animals in military, emergency, and search and rescue roles, while generating funds to support organisations caring for retired or working service animals. In 2024, donations of £15,000 each were made to Fireside K9 and the Railway Dogs Benevolent Fund, with a further £1,750 provided to West Yorkshire Police to assist with the training of Trainee Police Dog Poppy.</p> <p>The year also saw extensive outreach, including participation in Armed Forces Days in Wakefield and Morecambe, the installation of memorial benches in Bingley, Cirencester Park, Morecambe, Glasgow and Featherstone, and the creation of the purple poppy-covered "Op Joey" coat for the Featherstone War Horse - an ambitious project</p>
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		<p>involving hundreds of volunteers. These initiatives further promoted compassion and remembrance for service animals nationwide.</p> <p>The trustees believe the success of our Purple Poppy Campaign represents a natural evolution of the charity's mission. Plans are therefore being developed to focus future objectives exclusively on this campaign, and relevant permissions will be sought from the Charity Commission in 2025.</p> <p>Finally, the trustees wish to pay tribute to Murphy, the Siberian Husky whose disappearance in 2013 inspired the charity's founding. Murphy passed away in September 2024, but his legacy continues through every animal helped in his name.</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The trustees aim to maintain a reserve of £3,000 to cover 12 months' running costs, the level being adequate for the ongoing administration of the charity.
Amount of reserves held	Para 1.22	£3,000
Reasons for holding zero reserves	Para 1.22	N/A
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	Through fundraising events, donations, and Murphy's Amy Purple Poppy Campaign.
Investment policy and objectives including any social investment policy adopted	Para 1.46	N/A
A description of the principal risks facing the charity	Para 1.46	The trustees believe the high cost of living may have an impact on our fundraising efforts although this has not been significantly apparent during 2024.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	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	Our process for appointing trustees is laid down in our constitution and is by a resolution passed at a properly convened trustee meeting. In selecting individuals for appointment as trustees, the existing trustees have regard to the skills, knowledge and experience needed for the efficient administration of the charity.

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	All new trustees are directed to the relevant documents provided by the Charity Commission in relation to the role and responsibilities of being a trustee and these are also covered in our own constitution. They are also supplied with the last copies of the TAR and Accounts. All new trustees must accept/decline the role in writing.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity is managed by the trustees, supported by a network of volunteers.
Relationship with any related parties	Para 1.51	N/A
Other		

Reference and Administrative details

Charity name	Murphy's Army
Other name the charity uses	
Registered charity number	1167823
Charity's principal address	12 Robinson Court, Bradford BD7 2QP

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	Jane Dickerson		15/5/2018 to present	
2	Puiling Ma		15/8/2019 to present	
3	Julie McDonnell		21/1/2023 to present	
4	John Alderson		21/1/2023 to present	
5	Karen Pritchard		4/10/2023 to present	
6				
7				
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17				
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19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
N/A		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
N/A		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
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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

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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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)	Karen Pritchard	Julie McDonnell
Position (eg Secretary, Chair, etc)	Trustee	Trustee
Date	15 th October 2025	15 th October 2025



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name

Murphys Army

No (if any)

1167823

Receipts and payments accounts

CC16a

For the period
from

Period start date
01/01/2024

To

Period end date
31/12/2024

Section A Receipts and payments



	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations, auctions and fundraising	540	1,885	-	2,425	1,069
Paypal Giving Fund and Fee refund	-	1,647	-	1,647	1,226
Poppy Sales	-	33,122	-	33,122	20,040
Purple Poppy Campaign	-	23,529	-	23,529	33,698
Van	200		-	200	-
Misc	-	69	-	69	-
	-	-	-	-	-
Sub total (Gross income for AR)	740	60,253	-	60,993	56,033
A2 Asset and investment sales, (see table).					
		-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	740	60,253	-	60,993	56,033
A3 Payments					
Cost of fundraising	516	1,210	-	1,726	171
Purple Poppy Campaign Costs		19,923	-	19,923	14,861
Cost of goods			-	-	1,500
Grants Given	9,250	-	-	9,250	4,473
Insurances	217		-	217	661
Accountant/General office expenses	277	443	-	720	393
Equipment	600		-	600	17
Website	197	18	-	215	355
Van	440	-	-	440	1,874
Purple Poppy Recipients		31,750	-	31,750	27,000
Memorial Benches		2,250		2,250	-
Misc	-	9	-	9	-
Sub total	11,497	55,602	-	67,099	51,305
A4 Asset and investment purchases, (see table)					
		-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	11,497	55,602	-	67,099	51,305

Net of receipts/(payments)	- 10,757	4,651	-	- 6,105	4,728
A5 Transfers between funds	- 3,750	3,750	-	-	-
A6 Cash funds last year end	17,778	10,516	-	28,294	23,598
Cash funds this year end	3,271	18,917	-	22,189	28,326

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £																				
B1 Cash funds	<table> <tr><td>Barclays Bank Account</td><td>3,272</td><td>18,704</td><td>-</td></tr> <tr><td>Paypal</td><td>-</td><td>213</td><td>-</td></tr> <tr><td>Cash</td><td>-</td><td>-</td><td>-</td></tr> <tr> <td>Total cash funds <small>(agree balance with receipts and payments account(s))</small></td><td>3,272</td><td>18,917</td><td>-</td></tr> </table>	Barclays Bank Account	3,272	18,704	-	Paypal	-	213	-	Cash	-	-	-	Total cash funds <small>(agree balance with receipts and payments account(s))</small>	3,272	18,917	-	Agreement Error	OK	OK				
Barclays Bank Account	3,272	18,704	-																					
Paypal	-	213	-																					
Cash	-	-	-																					
Total cash funds <small>(agree balance with receipts and payments account(s))</small>	3,272	18,917	-																					
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £																				
B2 Other monetary assets	<table> <tr><td></td><td>-</td><td>-</td><td>-</td></tr> <tr><td></td><td>-</td><td>-</td><td>-</td></tr> <tr><td></td><td>-</td><td>-</td><td>-</td></tr> <tr><td></td><td>-</td><td>-</td><td>-</td></tr> </table>		-	-	-		-	-	-		-	-	-		-	-	-							
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B3 Investment assets	<table> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> </table>			-	-			-	-			-	-			-	-	Fund to which asset belongs	Cost (optional)	Current value (optional)				
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B4 Assets retained for the charity's own use	<table> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> <tr><td></td><td></td><td>-</td><td>-</td></tr> </table>			-	-			-	-			-	-			-	-	Fund to which asset belongs	Cost (optional)	Current value (optional)				
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B5 Liabilities	<table> <tr><td></td><td></td><td>-</td><td></td></tr> <tr><td></td><td></td><td>-</td><td></td></tr> <tr><td></td><td></td><td>-</td><td></td></tr> <tr><td></td><td></td><td>-</td><td></td></tr> <tr><td></td><td></td><td>-</td><td></td></tr> </table>			-				-				-				-				-		Fund to which liability relates	Amount due (optional)	When due (optional)
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Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Karen Pritchard	15/10/2025
	Julie McDonnell	15/10/2025



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Murphys Army

**On accounts for the year
ended**

31/12/2024

**Charity no
(if any)**

1167823

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31/12/2024**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

10/07/2025

Name:

Pippa Forde MIAB

**Relevant professional
qualification(s) or body
(if any):**

AAT Level 3
IAB

Address:

8 Dean House Gate

Allerton

BD15 8HF

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.