

# MUSIC AGAINST ANIMAL CRUELTY

England & Wales · Charity number 1170221

## Details

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**Other names** MAAC

**Status** Registered

**Legal form** CIO

**Registered** 2016-11-16

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 3 St. Michaels Close  
South Littleton  
Evesham  
WR11 8FZ

**Phone** 07967275912

**Email** [Shannon@savethemwithsound.org](mailto:Shannon@savethemwithsound.org)

**Website** [www.savethemwithsound.org](http://www.savethemwithsound.org)

## Activities

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**Objects:** FOR THE BENEFIT OF THE PUBLIC TO DISTRIBUTE FUNDS BETWEEN VARIOUS, SELECTED CHARITIES AND CHARITABLE ORGANISATIONS THAT ARE FOCUSED ON THE CONSERVATION AND PROTECTION OF WILDLIFE THAT IS ENDANGERED OR AT RISK OF EXTINCTION AND TO RELIEVE THE SUFFERING OF ANIMALS IN NEED OF CARE AND ATTENTION WITH SPECIFIC ATTENTION GIVEN TO CHARITIES AND CHARITABLE ORGANISATIONS SUPPORTING WILDLIFE IN AFRICA.

**Activities:** M.A.A.C is a non-for profit organisation with one simple directive: to aid wildlife conservation through the medium of music

## Classification

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- **How:** Makes Grants To Organisations
- **What:** Animals
- **Who:** The General Public/mankind

## Geography

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- Botswana
- Congo (Democratic Republic)
- India
- Kenya
- Namibia
- Nepal
- South Africa
- Uganda
- Zimbabwe

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£0	£0	-	-
2023-12-31	£0	£0	-	-
2022-12-31	£100	£3,916	-	-
2021-12-31	£6,910	£3,072	-	-
2020-12-31	£9,176	£52,986	-	-

## Trustees

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Name	Role	Appointed
SHANNON LEIGH MACK	Chair	2016-11-16
BRETT JONATHAN ROSENBERG		2016-11-16
WADE BARRETT CAWOOD		2016-11-16

**MUSIC AGAINST ANIMAL CRUELTY**

England & Wales - Charity number 1170221

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# Accounts

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## Trustees' Annual Report for the period

From **1.01.2024** Period start date To **31.12.2024**  
Period end date

Charity name: **Music Against Animal Cruelty**

Charity registration number: **1170221**

## Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	For the benefit of the public to distribute funds between various, selected Charities and charitable organisations that are focused on the conservation and protection of wildlife that is endangered or at risk of extinction and to relieve the suffering of animals in need of care and attention with specific attention given to charities and charitable organisations supporting wildlife in Africa and Asia. Our focus this year was tackling the trade of wild populations into zoo facilities.
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	NONE
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We have not taken any public benefit.

## Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<b>NA</b>
Policy on social investment including program related investment	Para 1.38	<b>NA</b>

Contribution made by volunteers	Para 1.38	<b>No</b>
Other		

## Achievements and Performance

	SORP reference	
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	NONE

### Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	<b>NA</b>
Performance of fundraising activities against objectives set	Para 1.41	<b>NA</b>
Investment performance against objectives	Para 1.41	<b>NA</b>
Other		

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## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	NA
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	NA
Amount of reserves held	Para 1.22	NA
Reasons for holding zero reserves	Para 1.22	Volunteer based.
Details of fund materially in deficit	Para 1.24	NA
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	NA

### 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	
Investment policy and objectives including any social investment policy adopted	Para 1.46	NA
A description of the principal risks facing the charity	Para 1.46	
Other		

## Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation model constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	The Charitable Incorporated Organisation (CIO) was constituted by model constitution on 16 November 2016
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 elected by existing trustees.

### 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	The trustee status remains as it was at the end of last year.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

### Reference and Administrative details

Charity name	Music Against Animal Cruelty
Other name the charity uses	MAAC
Registered charity number	1170221
Charity's principal address	3 ST MICHAELS CLOSE SOUTH LITTLETON WORCESTERSHIRE, WR118FZ

**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	Shannon Mack			
2	Bret Rosenberg			
3	Wade Cawood			
4				
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**Corporate trustees – names of the directors at the date the report was approved**

Director name		

**Name of trustees holding title to property belonging to the charity**

Trustee name	Dates acted if not for whole year	


## Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	NA
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	NA
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	NA

### 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)

Wade Cawood

Position (eg Secretary,  
Chair, etc)

Trustee

Date

11.11.2025



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

Music Against Animal Cruelty

No (if any)

## Receipts and payments accounts

**CC16a**

For the period  
from

01.01.2024

To

31.12.2024

### Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>					
Donations	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	-	-	-	-	-
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	-	-	-	-	-
<b>A3 Payments</b>					
Wildlife Crime Intelligence and Investigations	-	-	-	-	-
Website Costs	-	-	-	-	-
Administration and Office Expenses	-	-	-	-	-
Advertising	-	-	-	-	-

Travel and subsistence	-	-	-	-	-
Governance Cost - Legal and Professional	-	-	-	-	-
Vetinarian Work	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	-	-	-	-	-
<b>Net of receipts/(payments)</b>	-	-	-	-	-
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	-	-	-	-	-
<b>Cash funds this year end</b>	-	-	-	-	-

## 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 £
<b>B1 Cash funds</b>		-	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	-	-	-
	(agree balances with receipts and payments account (s))	OK	OK	OK
		<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Endowment funds</b>

**B2 Other monetary assets**

Details	to nearest £	to nearest £	to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

**B3 Investment assets**

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

**B4 Assets retained for the charity's own use**

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

**B5 Liabilities**

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Shannon Mack	11.11.2025
	Wade Cawood	11.11.2025

**MUSIC AGAINST ANIMAL CRUELTY**

England & Wales - Charity number 1170221

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# Accounts

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## Trustees' Annual Report for the period

From **1.01.2023** Period start date To **31.12.2023**  
Period end date

Charity name: **Music Against Animal Cruelty**

Charity registration number: **1170221**

### Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	For the benefit of the public to distribute funds between various, selected Charities and charitable organisations that are focused on the conservation and protection of wildlife that is endangered or at risk of extinction and to relieve the suffering of animals in need of care and attention with specific attention given to charities and charitable organisations supporting wildlife in Africa and Asia. Our focus this year was tackling the trade of wild populations into zoo facilities.
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	NONE
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We have not taken any public benefit.

### Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<b>NA</b>
Policy on social investment including program related investment	Para 1.38	<b>NA</b>

Contribution made by volunteers	Para 1.38	<b>No</b>
Other		

## Achievements and Performance

	SORP reference	
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	NONE

### Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	<b>NA</b>
Performance of fundraising activities against objectives set	Para 1.41	<b>NA</b>
Investment performance against objectives	Para 1.41	<b>NA</b>
Other		

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## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	NA
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	NA
Amount of reserves held	Para 1.22	NA
Reasons for holding zero reserves	Para 1.22	Volunteer based.
Details of fund materially in deficit	Para 1.24	NA
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	NA

### Additional information (optional)

You may choose to include further statements where relevant about:

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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 elected by existing trustees.

### 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	The trustee status remains as it was at the end of last year.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

### Reference and Administrative details

Charity name	Music Against Animal Cruelty
Other name the charity uses	MAAC
Registered charity number	1170221
Charity's principal address	3 ST MICHAELS CLOSE SOUTH LITTLETON WORCESTERSHIRE, WR118FZ

**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)
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2	Bret Rosenberg			
3	Wade Cawood			
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**Corporate trustees – names of the directors at the date the report was approved**

Director name		

**Name of trustees holding title to property belonging to the charity**

Trustee name	Dates acted if not for whole year	


## Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	NA
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	NA
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	NA

### 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

## Other optional information

# 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)

Wade Cawood

Position (eg Secretary,  
Chair, etc)

Trustee

Date

11.11.2025



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

Music Against Animal Cruelty	No (if any)
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**CC16a**

## Receipts and payments accounts

For the period from	01.01.2024	To	31.12.2024
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### 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 £
<b>A1 Receipts</b>					
Donations	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	-	-	-	-	-
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	-	-	-	-	-
<b>A3 Payments</b>					
Wildlife Crime Intelligence and Investigations	-	-	-	-	-
Website Costs	-	-	-	-	-
Administration and Office Expenses	-	-	-	-	-
Advertising	-	-	-	-	-

Travel and subsistence	-	-	-	-	-
Governance Cost - Legal and Professional	-	-	-	-	-
Vetinarian Work	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	-	-	-	-	-
<b>Net of receipts/(payments)</b>	-	-	-	-	-
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	-	-	-	-	-
<b>Cash funds this year end</b>	-	-	-	-	-

## 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 £
<b>B1 Cash funds</b>		-	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	-	-	-
	(agree balances with receipts and payments account (s))	OK	OK	OK
		<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Endowment funds</b>

**B2 Other monetary assets**

Details	to nearest £	to nearest £	to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

**B3 Investment assets**

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

**B4 Assets retained for the charity's own use**

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

**B5 Liabilities**

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Shannon Mack	11.11.2025
	Wade Cawood	11.11.2025

**MUSIC AGAINST ANIMAL CRUELTY**

England & Wales - Charity number 1170221

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# Accounts

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## Trustees' Annual Report for the period

From **1.01.2022**  
Period end date

Period start date To

**31.12.2022**

**Charity name: Music Against Animal Cruelty**

**Charity registration number: 1170221**

### Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>For the benefit of the public to distribute funds between various, selected Charities and charitable organisations that are focused on the conservation and protection of wildlife that is endangered or at risk of extinction and to relieve the suffering of animals in need of care and attention with specific attention given to charities and charitable organisations supporting wildlife in Africa and Asia.</p> <p>Our focus this year was tackling the trade of wild populations into zoo facilities.</p>
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>In planning the activities for the year, the trustees reviewed the guidance issued by the issued by the Charities Commission on Public Benefit.</p> <p>The main goal in 2022 was to continue building the MAAC brand and profile, working on intelligence to expose the illegal wildlife trade, campaign to create awareness of poaching and trade in order to campaign to end the trade in wildlife products forever. MAAC's short-term goal is to close down the illegal markets worth USD \$ 20 billion per annum.</p> <p>Alongside the intelligence work, MAAC looked to focus on various fundraising events to raise money to continue the on going field work.</p> <p>However, with the events industry still recovering from the global Pandemic the focus was on other areas of sustainable income.</p>

		<p>The charity was targeting high networth individuals and family offices to keep things ticking over via THE ARK network.</p> <p>Aside from that, we are also looking into the web 3 space - Metaverse and NFT's.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We have not taken any public benefit.

**Additional information (optional)**

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<b>NA</b>
Policy on social investment including program related investment	Para 1.38	<b>NA</b>
Contribution made by volunteers	Para 1.38	<b>No</b>
Other		

**Achievements and Performance**

	SORP reference	

<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>We are still recovering from the pandemic, we were hoping we would be able to get back to business in the events space but given the climate it was not possible and we have had to rethink sustainable income.</p> <p>The main achievement has been following up and securing leads of partnerships to achieve this, coming 2023.</p> <p>Aside from that, we have been focussing on utilising and gathering information from our source network to disrupt individuals and organisations involved in wildlife crime.</p>
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**Additional information (optional)**

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p><b>NA</b></p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p><b>NA</b></p>
<p>Investment performance against objectives</p>	<p>Para 1.41</p>	<p><b>NA</b></p>
<p>Other</p>		

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity had little reserves but no overheads, it operates from volunteers with no overhead costs.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves do not need to be held as there are no overheads. The charity is volunteer based outfit - social media, day to day operations, securing events etc
Amount of reserves held	Para 1.22	NA
Reasons for holding zero reserves	Para 1.22	Volunteer based.
Details of fund materially in deficit	Para 1.24	NA
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	No uncertainties. The charity looks to move forward with 100% of profits going to the field and into wildlife crime work. Volunteer run by professionals with other careers and income.

### 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	Fundraising Campaigns
Investment policy and objectives including any social investment policy adopted	Para 1.46	NA
A description of the principal risks facing the charity	Para 1.46	
Other		

## Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation model constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	The Charitable Incorporated Organisation (CIO) was constituted by model constitution on 16 November 2016
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 elected by existing trustees.

### 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	The trustee status remains as it was at the end of last year.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

### Reference and Administrative details

Charity name	Music Against Animal Cruelty
Other name the charity uses	MAAC
Registered charity number	1170221
Charity's principal address	3 ST MICHAELS CLOSE SOUTH LITTLETON WORCESTERSHIRE, WR118FZ

**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	Shannon Mack			
2	Bret Rosenberg			
3	Wade Cawood			
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**Corporate trustees – names of the directors at the date the report was approved**

Director name		
Jack Baucher		

**Name of trustees holding title to property belonging to the charity**

Trustee name	Dates acted if not for whole year	

**Funds held as custodian trustees on behalf of others**

Description of the assets held in this capacity	NA
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	NA
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	NA

**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)**

--

**Exemptions from disclosure**

Reason for non-disclosure of key personnel details

**Other optional information**

# Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

WADE CAWOOD

Full name(s)

Wade Cawood

Position (eg Secretary,  
Chair, etc)

Trustee

Date

15.10.2023



Travel and subsistence		-	-	-	-
Governance Cost - Legal and Professional		-	-	-	-
Accounting	1,500	-	-	1,500	-
		-	-	-	-
		-	-	-	-
<b>Sub total</b>	<b>4,016</b>	<b>-</b>	<b>-</b>	<b>4,016</b>	<b>-</b>

<b>A4 Asset and investment purchases, (see table)</b>		-	-	-	-
		-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

<b>Total payments</b>	<b>4,016</b>	<b>-</b>	<b>-</b>	<b>4,016</b>	<b>-</b>
-----------------------	--------------	----------	----------	--------------	----------

<b>Net of receipts/(payments)</b>	<b>- 3,916</b>	<b>-</b>	<b>-</b>	<b>- 3,916</b>	<b>6,909</b>
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A5 Transfers between funds	-	-	-	-	-
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A6 Cash funds last year end	-	-	-	-	-
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<b>Cash funds this year end</b>	<b>- 3,916</b>	<b>-</b>	<b>-</b>	<b>- 3,916</b>	<b>6,909</b>
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## 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 £
<b>B1 Cash funds</b>		-	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>3,958</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
		<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Endowment funds</b>

<b>B2 Other monetary assets</b>	Details	to nearest £	to nearest £	to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

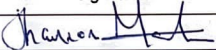

<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-

<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

**B5 Liabilities**

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Shannon Mack	25.10.2023
	Wade Cawood	25.10.2023

**MUSIC AGAINST ANIMAL CRUELTY**

England & Wales - Charity number 1170221

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# Accounts

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## Trustees' Annual Report for the period

From **1.01.2021** Period start date To **31.12.2021**  
Period end date

**Charity name: Music Against Animal Cruelty**

**Charity registration number: 1170221**

### Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>For the benefit of the public to distribute funds between various, selected Charities and charitable organisations that are focused on the conservation and protection of wildlife that is endangered or at risk of extinction and to relieve the suffering of animals in need of care and attention with specific attention given to charities and charitable organisations supporting wildlife in Africa and Asia.</p> <p>Our focus this year was tackling the trade of wild populations into zoo facilities.</p>
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>In planning the activities for the year, the trustees reviewed the guidance issued by the issued by the Charities Commission on Public Benefit.</p> <p>The main goal in 2021 was to continue building the MAAC brand and profile, working on intelligence to expose the illegal wildlife trade, campaign to create awareness of poaching and trade in order to campaign to end the trade in wildlife products forever. MAAC's short-term goal is to close down the illegal markets worth USD \$ 20 billion per annum.</p> <p>Alongside the intelligence work, MAAC looked to focus on various fundraising events to raise money to continue the on going field work.</p> <p>However, with the events industry still recovering from the global Pandemic the focus was on other areas of sustainable income.</p>

		<p>The charity was targeting high network individuals and family offices to keep things ticking over via THE ARK network.</p> <p>Aside from that, we are also looking into the web 3 space - Metaverse and NFT's.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We have not taken any public benefit.

### Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<b>NA</b>
Policy on social investment including program related investment	Para 1.38	<b>NA</b>
Contribution made by volunteers	Para 1.38	<b>No</b>
Other		

### Achievements and Performance

	SORP reference	

<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>We are still recovering from the pandemic, we were hoping we would be able to get back to business in the events space but given the climate it was not possible and we have had to rethink sustainable income.</p> <p>The main achievement has been following up and securing leads of partnerships to achieve this, coming 2022.</p> <p>Aside from that, we have been focussing on utilising and gathering information from our source network to disrupt individuals and organisations involved in wildlife crime.</p>
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**Additional information (optional)**

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>NA</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>NA</p>
<p>Investment performance against objectives</p>	<p>Para 1.41</p>	<p>NA</p>
<p>Other</p>		

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity had little reserves but no overheads, it operates from volunteers with no overhead costs.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves do not need to be held as there are no overheads. The charity is volunteer based outfit - social media, day to day operations, securing events etc
Amount of reserves held	Para 1.22	NA
Reasons for holding zero reserves	Para 1.22	Volunteer based.
Details of fund materially in deficit	Para 1.24	NA
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	No uncertainties. The charity looks to move forward with 100% of profits going to the field and into wildlife crime work. Volunteer run by professionals with other careers and income.

### 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	Fundraising Campaigns
Investment policy and objectives including any social investment policy adopted	Para 1.46	NA
A description of the principal risks facing the charity	Para 1.46	
Other		

## Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation model constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	The Charitable Incorporated Organisation (CIO) was constituted by model constitution on 16 November 2016
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 elected by existing trustees.

### 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	The trustee status remains as it was at the end of last year.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

### Reference and Administrative details

Charity name	Music Against Animal Cruelty
Other name the charity uses	MAAC
Registered charity number	1170221
Charity's principal address	3 ST MICHAELS CLOSE SOUTH LITTLETON WORCESTERSHIRE, WR118FZ

**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	Shannon Mack			
2	Bret Rosenberg			
3	Wade Cawood			
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

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

Director name		
Jack Baucher		

**Name of trustees holding title to property belonging to the charity**

Trustee name	Dates acted if not for whole year	

### Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	NA
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	NA
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	NA

### 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) Wade Cawood

Full name(s) Wade Cawood

Position (eg Secretary, Chair, etc) Trustee

Date 18.10.2022



Travel and subsistence	27	-	-	-	-
Governance Cost - Legal and Professional	80	-	-	80	-
Veterinarian Work	51	-	-	51	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>3,072</b>	<b>-</b>	<b>-</b>	<b>3,072</b>	<b>-</b>

<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

<b>Total payments</b>	<b>3,072</b>	<b>-</b>	<b>-</b>	<b>3,072</b>	<b>-</b>
<b>Net of receipts/(payments)</b>	<b>3,838</b>	<b>-</b>	<b>-</b>	<b>3,838</b>	<b>9,176</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>3,838</b>	<b>-</b>	<b>-</b>	<b>3,838</b>	<b>9,176</b>

**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 £
<b>B1 Cash funds</b>				
		-	-	-
		-	-	-
		-	-	-
<b>Total cash funds</b>		<b>3,958</b>	<b>-</b>	<b>-</b>

(agree balances with receipts and payments account (s))

Unrestricted funds Agreement Error

Restricted funds OK

Endowment funds OK

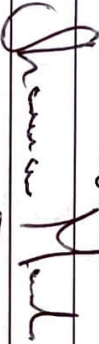



## B5 Liabilities

Signed by one or two trustees on behalf of all the trustees

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	
		-	
		-	

Signature	Print Name	Date of approval
	Shannon Mack	18.10.2022
	Wade Cawood	18.10.2022

**MUSIC AGAINST ANIMAL CRUELTY**

England & Wales - Charity number 1170221

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# Accounts

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# Trustees' Annual Report for the period

<b>From</b>	Period start date			<b>To</b>	Period end date		
	Day 1st	Month January	Year 2020		Day 31st	Month December	Year 2020

## Section A Reference and administration details

Charity name

MUSIC AGAINST ANIMAL CRUELTY

Other names charity is known by

M.A.A.C

Registered charity number (if any)

1170221

3 ST MICHAELS CLOSE

SOUTH LITTLETON

WORCESTERSHIRE

Postcode

WR118FZ

### 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	Shannon Mack			
2	Wade Cawood			
3	Brett Rosenberg			

### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Independent Examiner	Old Mill Accountancy LLP	Bishopbrook House, Cathedral Avenue, Wells, BA5 1FD

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

## Section B Structure, governance and management

### Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Foundation model constitution
How the charity is constituted (eg. trust, association, company)	The Charitable Incorporated Organisation (CIO) was constituted by model constitution on 16 November 2016

Trustee selection methods  
(eg. appointed by, elected by)

Trustees are elected by existing trustees.

### Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity’s organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees’ consideration of major risks and the system and procedures to manage them.

The trustee status remains as it was at the end of last year. Jack Baucher resigned end of 2018.

Tears for Tigers will be acting as consultants on the wildlife trade and the demand side of wildlife conservation whilst Jack Baucher manages the charity.

## Section C Objectives and activities

**Summary of the objects of the charity set out in its governing document**

For the benefit of the public to distribute funds between various, selected Charities and charitable organisations that are focused on the conservation and protection of wildlife that is endangered or at risk of extinction and to relieve the suffering of animals in need of care and attention with specific attention given to charities and charitable organisations supporting wildlife in Africa and Asia.

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

In planning the activities for the year, the trustees reviewed the guidance issued by the issued by the Charities Commission on Public Benefit. The trustees confirm that they have complied with the guidance contained in the Charity Commission’s general guidance on public benefit when reviewing the Charity’s aims and objectives and in planning future activities.

The main goal in 2020 was to continue building the MAAC brand and profile, working on intelligence to expose the illegal wildlife trade, campaign to create awareness of poaching and trade in order to campaign to end the trade in wildlife products forever. MAAC’s short-term goal is to close down the illegal markets worth USD \$ 20 billion per annum.

Alongside the intelligence work, MAAC looked to focus on various fundraising events to raise money to continue the ongoing field work.

However, with the global Pandemic the events space came to a halt and MAAC was unable to host fundraising events and parties. With this came a total change of direction and focus.

The charity was targeting high net worth individuals and family offices to keep things ticking over. Securing a place on THE ARK has enabled the charity to engage with a community of this calibre. Donors to engage and

support the wildlife intelligence work, resourcing sources to continue investigations with the goal of enforcement - [www.theark.co](http://www.theark.co)

**Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

The trustees apply funds of the charity at their discretion and in accordance with the charitable purposes and objective of the charity

**Section D Achievements and performance**

**Summary of the main achievements of the charity during the year**

This year we have been exploring other avenues to raise money outside of the music space and secured a partnership with THE ARK.

THE ARK is a global business network and data platform for wildlife conservation organisations, investors, donors, scientists, projects, and technology providers.

**Section E Financial review**

**Brief statement of the charity’s policy on reserves**

The charity has secured reserves from the Ushuaia event. The reserves are now there and will be monitored by the trustees and reviewed on an annual basis.

The future reserves will be forecasted based on future income. We maintain those reserves at a level, which is at least equivalent to 12.5% given to or committed to in the financial year, to the maximum of £100,000.

The board will regularly review the amount of reserves that are required to ensure they are adequate to fulfil our obligations.

**Details of any funds materially in deficit**

Not applicable

## Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The charity relies on events as sources of funds. In 2021 we continue to target private donors, angels and philanthropists to raise money and become the principle source of fundraising. We want to create a model whereby every single penny we raise at our events goes into impact work on the ground.

Our expenses this year have enabled us to develop our wildlife conservation programs, strengthen our fieldwork partnerships and grow the organisation. A focus on the live animal trade and the stealing of primates and elephants from parts of Africa and placed into captive settings in the Gulf and China.

## Section F Other optional information

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## Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

<b>Signature(s)</b>		
<b>Full name(s)</b>	Shannon Mack	Wade Cawood
<b>Position (eg Secretary, Chair, etc)</b>	Trustee	Trustee

**Date**



**Receipts and payments accounts**

CC16a

For the period from	01 January 2020	To	31 December 2020
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**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 £
<b>A1 Receipts</b>					
Donations	9,176	-	-	9,176	107,958
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>9,176</b>	<b>-</b>	<b>-</b>	<b>9,176</b>	<b>107,958</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>9,176</b>	<b>-</b>	<b>-</b>	<b>9,176</b>	<b>107,958</b>
<b>A3 Payments</b>					
Intelligence, fieldwork and consultancy	20,500	-	-	20,500	21,800
Governance costs - legal and professional	2,435	-	-	2,435	4,184
Website costs	8,606	-	-	8,606	5,564
Advertising	4,870	-	-	4,870	6,101
Travel and subsistence	12	-	-	12	624
Administration and office expenses	-	-	-	-	750
Cost of generating voluntary funds	16,563	-	-	16,563	17,171
Donations	-	-	-	-	7,833
Subscriptions	-	-	-	-	189
Foreign exchange/bank charges	-	-	-	-	1,031
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>52,986</b>	<b>-</b>	<b>-</b>	<b>52,986</b>	<b>65,247</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>52,986</b>	<b>-</b>	<b>-</b>	<b>52,986</b>	<b>65,247</b>
<b>Net of receipts/(payments)</b>	<b>(43,810)</b>	<b>-</b>	<b>-</b>	<b>- 43,810</b>	<b>42,711</b>
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	43,931	-	-	43,931	1,220
<b>Cash funds this year end</b>	<b>121</b>	<b>-</b>	<b>-</b>	<b>121</b>	<b>43,931</b>

## 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 £
<b>B1 Cash funds</b>	Bank	121	-	
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>121</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
	[Signature]	Shannon Mack	18/10/2021
		Wade Cawood	18/10/2021