



Trustees' Annual Report for the period

From	Period start date			To	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 Rosenburg			

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)

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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

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

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

Date

18/10/2021



CHARITY COMMISSION
FOR ENGLAND AND WALES

Music Against Animal Cruelty

1170221

Receipts and payments accounts

CC16a

For the period
from

01 January 2020

To

31 December 2020

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	9,176	-	-	9,176	107,958
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	9,176	-	-	9,176	107,958
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	9,176	-	-	9,176	107,958
A3 Payments					
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
	-	-	-	-	-
	-	-	-	-	-
Sub total	52,986	-	-	52,986	65,247
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	52,986	-	-	52,986	65,247
Net of receipts/(payments)	(43,810)	-	-	- 43,810	42,711
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	43,931	-	-	43,931	1,220
Cash funds this year end	121	-	-	121	43,931

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	Bank	121	-	
		-	-	-
		-	-	-
	Total cash funds	121	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
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	18/10/2021
			Wade Cawood	18/10/2021