

TAAP 
we're not for profit
& neither are they

ANNUAL RETURN: YEAR ENDING 31 JANUARY 2025

THE ANIMAL ADVOCACY PROJECT

Report of the Trustees

The Trustees have pleasure in presenting the annual report and unaudited financial statements for the year ended 31 January 2025. The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK FRS 102 (reporting period beginning on or after 1 January 2019).

1. Reference and Administrative details

Charity name: The Animal Advocacy Project
Charity Registration No: 1189603
Registered office: 18A Lower Road, Chinnor, OX39 4DT
Secretary: Michelle Strauss
Bankers: Triodos Bank UK Ltd
Deanery Road, Bristol, BS1 5AS

The current Trustees are:

David Cooke *Chair and Treasurer*

Michelle Strauss *Secretary*

Richard Pitschmann

Maya Pardo resigned as a Trustee in February 2025.

2. Overview of The Animal Advocacy Project

TAAP ("the Charity") was established with the aim of using legal and advocacy experience to improve the lives of animals in the UK and Ireland. The charitable objectives are broadly to:

- Help humans treat animals better; we aim to prevent animal cruelty and stop animal suffering;

- To teach people how the law can help us to change the lives of animals, for the better; and
- To give the public access to our legal expertise and knowledge by disseminating information to enable the public to pursue our objectives of helping animals and preventing suffering.

3. Structure, governance and management information

Governing Document

The Charity is an Incorporated Charitable Organisation, incorporated on 21 May 2020. As at 31 January 2022 there were 4 members (who are also trustees) of the Charity. The Charity is governed by its Constitution dated 31 January 2020.

Recruitment and Appointment of Trustees

Trustees, who are also members of the Charity, are elected from a community of people who are interested in animal welfare/ rights matters. Presently the board is small and is generally made up of people known to the founders who have a demonstrated experience in animal welfare/ rights work or have particular skills that would be of use to the Charity. However, the Board is conscious that it needs to create a more diverse Trustee Board. As the Charity is still very young and its reach limited it is hoped that recruitment is an issue that can be addressed as the reputation of the Charity grows and as board members are able to dedicate more resources to this work. The Chair, Secretary and Treasurer are elected from amongst the Trustees.

Organisational Structure

During the financial year the Trustee Board met 3 times.

As the Charity is still new and establishing itself most of the work conducted by the Charity is carried out by Trustees and volunteers. There are no employees. At present the Charity is not big enough to enable dedicated committees to be established to deal with discrete issues – however it is envisioned that as the Charity grows this structure will be adopted.

4. Objectives and activities

The object of the Charity is to advance animal welfare. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties. The following sections describe the activities of the Charity that have been carried out for the public benefit in the last year.

One of the concerns of the Charity is to address institutional failings and systemic problems that allow animal welfare issues to persist, despite there already existing legislation to prevent such issues. To this extent the Charity has focussed on work that will introduce broad changes with a view to helping the greatest number of animals possible - that said the charity is reviewing this utilitarian approach as a basis on which to assess impact.

Just Transition

We undertook a substantial piece of work on the concept of a “just transition” within the food system, exploring pathways for moving away from intensive animal agriculture. This work examined how such a transition can be managed fairly and sustainably, supporting farmers, workers, communities, and consumers while reducing reliance on practices that cause significant harm to animals and the environment.

This area of focus is particularly important because transforming the food system is essential for improving animal welfare, reducing greenhouse-gas emissions, enhancing public health, and creating more resilient and equitable rural economies. A just transition ensures that these benefits are achieved in a way that brings people along, rather than leaving them behind.

Conferences and Events

Throughout the year, we participated in a range of conferences, workshops, and sector events focused on animal welfare, environmental policy, and food-system change. These gatherings provided valuable opportunities to share our work, engage with leading researchers and advocates, and stay informed about emerging trends in the field.

Attending these events also helped strengthen our partnerships, identify areas for future collaboration, and ensure that our strategic direction remains aligned with the latest evidence and best practice. This ongoing engagement with the wider community is an important part of how we maximise our impact and maintain a well-informed approach to advancing non-human interests.

Greyhound Racing

We continued our efforts to raise awareness of the welfare issues and broader impacts associated with greyhound racing. Our work during the year focused on highlighting the industry’s ongoing challenges—including injury rates, inadequate post-racing care, and concerns around transparency and enforcement.

Raising awareness in this area remains important because informed public understanding is a critical precursor to meaningful reform. By ensuring that policymakers, stakeholders, and the wider community are aware of the welfare implications of greyhound racing, we contribute to building the momentum needed for stronger protections and, ultimately, a transition towards more humane alternatives.

Transparency – Freedom of Information

The Charity is concerned to ensure that legislation is being enforced and accordingly have made numerous FOI requests. The purpose of these are to understand the degree to which authorities are discharging their duties and the adequacy of their performance. There has been resistance to the release of information in respect of some industries and consequently it has been necessary to appeal decisions.

5. Achievements and performance

Over the past year, we have observed a significant increase in the number of organisations engaging with animal-related issues, particularly in relation to planning law. This is a welcome development. Many of these organisations are larger and better resourced, which reduces the need for us to continue leading this work. We are proud to have played a central role in advancing this area, but we now see an opportunity to refocus our efforts.

Accordingly, we are taking time to reorient the organisation and assess where our expertise can most effectively support the interests of non-human animals. As part of this process, we have temporarily paused donations and will resume this activity once we have determined the most impactful direction and structure for this next phase.

6. Financial review

Financial position

Incoming resources in the year were £14,282.50

Of this none was related to project restricted activities.

There was a surplus of £6,236.68/

Funds held as custodian trustee on behalf of others

None.

Reserves

The Trustees elected to hold £500 as reserve for the administrative costs of running the website and email addresses.

Risk Management

At present the monthly outgoings of the Charity are limited and in the event of a cash flow problem it would be relatively simple to reduce expenses immediately without a major impact on the functioning of the organisation. The Trustees are however conscious that as the Charity grows a more rigorous process will need to be implemented. The greatest risk the Charity previously faced was an adverse costs award – given that the decision has been made to halt litigation in the immediate term this risk has been mitigated.

7. Thanks

The Trustees wish to thank all those people who have supported the Charity throughout the year. The Trustees are particularly grateful to those who have donated to the Charity as it has enabled us to extend the reach of the organisation and undertake legal work. We could not have achieved what we have without them.

We would also like to thank the volunteers who have assisted us with research, legal work and the drafting of articles. Their generosity with their time and skills, as well as their professionalism, is appreciated and their work very gratefully received.

Approved by the Trustees by agreement on 30 November 2025 and signed on their behalf.

A handwritten signature in black ink, consisting of a stylized 'M' followed by a long horizontal stroke that ends in a small loop.

Michelle Strauss

Secretary

The Animal Advocacy Project

30 November 2025

	Notes	Unrestricted Funds £	Restricted Funds £	TOTAL 2024/25 £	TOTAL 2023/24 £
INCOMING RESOURCES					
Incoming Resources from Generated Funds					
Donations & Legacies	3a	14,252	0	14,252	6,061
Contributions & Grants	3b	0	0	0	5,250
Investment Income	3c	30	0	23	23
TOTAL INCOMING RESOURCES		14,281.50	0	14,282	11,334
RESOURCES EXPENDED					
Costs of Generating Funds					
Cost of Charitable Activities	4a	10,752	0	10,752	13,061
Governance Costs	4b	0	0	0	217
TOTAL RESOURCES EXPENDED		10,752	0	10,752	13,278
NET INCOMING/ (OUTGOING) RESOURCES		3,530	0	3,530	-1,944
Total Funds Brought Forward		2,705	0	2,705	4,649
TOTAL FUNDS CARRIED FORWARD		6,235	0	6,234.68	2,705

	Notes	Unrestricted Funds £	Restricted Funds £	TOTAL 2024/25 £	TOTAL 2023/24 £
Fixed Assets					
Tangible Assets	1	0	0	0	0
Current Assets					
Debtors & Prepayments	7	0	0	0	0
Cash at Bank and in Hand	6	6,235	0	6,235	2,705
Total Current Assets		6,235	0	6,235	2,705
Creditors: Amounts falling due within one year	8	0	0	0	0
NET CURRENT ASSETS		6,235	0	6,235	2,705
TOTAL ASSETS less current liabilities		6,235	0	6,235	2,705
Creditors: Long Term Liabilities	9	0	0	0	0
NET ASSETS		6,235	0	6,235	2,705
Funds of the Charity					
General Funds		6,235	0	6,235	2,705
Restricted Funds	5	0	0	0	0
Total Funds		6,235	0	6,235	2,705

The Trustees are satisfied that the Charity is entitled to exemption from the requirement to obtain an audit/ independent examination as the charity income for the financial year was below £25,000.



David Cooke

Trustee/ Treasurer

20 November 2025