

# Anima Advocacy Ltd

England & Wales · Charity number 1190484

## Details

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**Other names** OPEN CAGES ADVOCACY LTD, OPEN CAGES UK, Anima

**Status** Registered

**Legal form** Charitable company

**Company number** [12036812](#)

**Registered** 2020-07-21

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

## Contact

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**Address** Anima Advocacy Ltd  
c/o Maxwell & Co  
Unit 9  
Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**Phone** 07504580011

**Email** [contact@anima.org.uk](mailto:contact@anima.org.uk)

**Website** [anima.org.uk](http://anima.org.uk)

## Activities

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**Objects:** (A) TO PROMOTE HUMANE BEHAVIOUR TOWARDS ANIMALS AND THE WELFARE OF FARMED ANIMALS;(B) TO ADVANCE THE EDUCATION OF THE PUBLIC IN MATTERS PERTAINING TO ANIMAL WELFARE IN GENERAL, AND IN PARTICULAR (BUT NOT EXCLUSIVELY) THE REARING, HUSBANDRY AND GENERAL FARMING PRACTICES RELATING TO THE TREATMENT OF FARM ANIMALS; AND(C) THE PREVENTION OF CRUELTY AND SUFFERING AMONG ANIMALS.

**Activities:** Open Cages campaigns to create a world free from animal suffering. We educate the public and decision makers on how animals are treated in factory farms, and work with society to push for change. We operate primarily in the UK, but work with groups all over the world in raising awareness of animal cruelty.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** Animals
- **Who:** The General Public/mankind

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-06-30	£479,257	£445,001	-	-
2024-06-30	£349,725	£265,714	-	-
2023-06-30	£287,152	£157,982	-	-
2022-06-30	£57,079	£84,819	-	-
2021-06-30	£60,647	£99,858	-	-

## Trustees

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Name	Role	Appointed
Connor Jackson		2020-07-21
JAKUB STANISLAW STENCEL		2020-07-21
Kirsty Henderson		2021-01-12
Max Harris		2021-12-06

**Anima Advocacy Ltd**

England & Wales - Charity number 1190484

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# Accounts

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**REGISTERED COMPANY NUMBER: 12036812 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1190484**

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2025  
FOR  
ANIMA ADVOCACY LTD**

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**ANIMA ADVOCACY LTD**

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FOR THE YEAR ENDED 30 JUNE 2025**

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**ANIMA ADVOCACY LTD**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2025**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2025. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

Foreword

By Connor Jackson, CEO of Anima (formerly known as Open Cages)

Say goodbye to Open Cages.  
Say hello to Anima!

We've changed our name. It's a small change on the surface, but it reflects something much more important about who we are and where we're headed next.

Open Cages has always been part of a larger whole. From the very beginning, we've been working as part of a wider organisation called Anima International (more on this below).

For me, this name change is an exciting opportunity to tell you more about the larger movement we're part of.

How Open Cages started

I didn't set out to run an organisation. As a teenager, I decided to dedicate my life to helping animals. But I didn't really know how else to do that except by trying something and seeing what happened. I did that by volunteering for any animal protection organisation that would have me. I then found myself at university making documentaries, founding a vegan and vegetarian society, and campaigning on campus.

What I lacked in experience, I made up for in determination and drive to create meaningful change for animals. My humble work and focussed attitude caught the attention of a few activists from outside the UK. A small but motivated group from several European countries, who were joining forces to form a new organisation, now called Anima International.

What brought us together was a shared goal of ending animal suffering everywhere, and they believed that I could be part of their new team. One thing led to another, and the UK soon became one of Anima International's battlegrounds for animals, with me at the helm.

Second-hand equipment. A grant of a few thousand pounds. That initial support was exactly what I needed. The knowledge and experience of my new colleagues helped Open Cages get off the ground, and without them, I'm not sure where this organisation would be.

At the same time as our campaigns grew in the UK, Anima International expanded with knowledge and campaigns spreading across six countries, all with the same goal: tackling animal suffering wherever our impact is greatest.

What Anima International does (and why it matters)

That is what makes Anima International unique in my view. We're not wedded to any one tactic, campaign, intervention or species. We go where we can have the greatest impact; where animals are suffering most, where progress can be made, and where teams are determined enough to make meaningful progress.

Above all, we hold the interests of animals at the centre of everything we do. That means that we change our mind, we admit when something is working, and we try to foster an attitude of service to animals. That means that leaders sometimes demote themselves when it means greater impact for animals. It even means that we are willing to close the organisation down if it's no longer serving its purpose.

But we're growing, and that's because we believe that we are having a significant impact. We now have over one hundred people working full-time to end animal suffering.

It might sound like a lot of people. But compared to the scale of the animal farming industry, it's tiny. To put it in perspective, according to calculations by the organisation 80,000 Hours, Anima International alone accounts for around 5% of all those working full-time to help farmed animals, which is frankly, a little scary. It's also exactly why we have to take this work seriously.

This attitude of service to animals and working together has led to some major victories. Here's a few I'm particularly excited by:

## ANIMA ADVOCACY LTD

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2025

#### - Poland bans fur farming

At the end of 2025, we banned fur farming in Poland following over 10 years of campaigning. This means that millions of foxes and minks will no longer have to spend their lives suffering in cages. Poland is currently the second largest fur producer in the world, so we consider a major victory in the fight to end fur farming.

#### - Norway will abolish fast-growing chicken breeds

And at the beginning of 2026, in a world first, Norway announced that it is phasing out "franken chickens" - birds bred to grow so fast they suffer immense pain. That means improved lives for 70 million chickens every year, and it sets the stage for other countries to follow. It comes after many years of campaigning from Anima International and other groups working in Norway.

#### - Improved conditions for half a billion chickens per year in the UK

In the UK, we have secured improved space requirements for over half a billion chickens every year, following years of campaigning alongside other animal welfare organisations.

Whilst there's much more work to be done for these birds, I'm proud of the scale of impact we've had in the UK to undo the harms of intensive chicken farming.

And now the task is to end the sale of fast-growing chickens in the UK.

Why? Two reasons. First, their numbers dwarf all other animals on UK farms. There's 1 billion chickens slaughtered for meat every year in the UK - that's 10x more than all other UK farmed animals combined.

Second, their lives are abysmal. These birds have been bred to grow 4-5x faster than they used to. And the result is that we have essentially broken these animals. Many struggle to walk. Others develop painful skin conditions, and some even die of heart attacks before they even make it to the slaughterhouse.

#### - Fast-growing chickens: a global priority for Anima International

The UK is one of Europe's largest chicken producers. At least 90-95% of the chickens produced in the UK are these fast-growing franken chickens.

So the scale of chicken suffering in the UK is enormous, but so is the public support for animal welfare. That's why the UK is such an important campaigning ground for us, and a top global priority. This year, we're pouring more resources than ever into this fight. We're planning our biggest campaign yet - more on this to come in the next report.

#### What's in a name?

Anima reflects who we have always been.

We campaign relentlessly for the animals who need it most. That includes animals trapped in cages, but it doesn't stop there. Our focus is guided by the evidence, always looking for where we can have the greatest impact.

More than that, this name change reflects something bigger: that we're part of a connected, international movement. It is one that works together, learns from each other's mistakes and successes, and is united in a common goal: to end animal suffering.

Thank you to the thousands of animal advocates who have supported Open Cages. I hope you will join us in this next chapter. Together we are creating a better world for animals.

**ANIMA ADVOCACY LTD**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Anima exists to create a world free from animal suffering. We campaign primarily to defend and improve the lives of animals on factory farms.

Our charitable aims are:

- (a) to promote humane behaviour towards animals and the welfare of farmed animals;
- (b) to advance the education of the public in matters pertaining to animal welfare in general, and in particular (but not exclusively) the rearing, husbandry and general farming practices relating to the treatment of farm animals; and
- (c) the prevention of cruelty and suffering among animals.

Our primary goals in this financial period were to;

- raise awareness about factory farmed chickens;
- convince food businesses to adopt the improved welfare standards of the Better Chicken Commitment;
- convince the UK Government to introduce legislation improving the lives of a variety of species of farmed animals and;
- grow the organisation to be able to campaign for animals more effectively.

The trustees are aware of the charity commission's guidance on public benefit. We have taken it into account when making decisions regarding our activities to which the guidance is relevant.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2025**

**OBJECTIVES AND ACTIVITIES**

**Significant activities**

Achievement: Chickens raised for meat: improved "stocking density" for half a billion animals every year.

Over 1 billion chickens are farmed for meat in the UK every year. They are typically raised in highly intensive factory farms.

Tens of thousands of birds are typically kept inside a single indoor barn for their entire 40-day lives. In their final weeks, the conditions get so crowded that an individual bird has less space than an A4 sheet of paper each. That's 19 birds per square metre.

These conditions cause significant stress and welfare problems for the birds. It reduces their ability to exhibit natural behaviours, limits their ability to exercise, and increases the prevalence of chemical burns from the ammonia in the birds' waste.

Progress:

In 2024, a wave of UK supermarkets made commitments to improve the space requirements for their chickens, following years of advocacy from Anima and other UK animal welfare charities.

While it may not sound like a lot on paper, it matters to the chickens. Studies show that giving chickens more space - improving 'stocking density' - results in fewer of the painful welfare problems that they typically suffer from.

We're pleased to report that the commitments have been fulfilled:

- eight out of the ten largest UK supermarkets have made this change, for the vast majority of the chickens in their supply chain (Tesco, Sainsbury's, Morrisons, Aldi, Lidl, Co-op, Waitrose, M&S);
- in its 2025 report, Asda has said it also wants to move in this direction;
- Avara Foods, one of the largest chicken producers in the UK, has fully transitioned to the new standards;
- 2 Sisters, another of the UK's largest chicken producers, has plans to transition by 2027.

How many animals have been affected?

We estimate that at least 60% of the UK's chickens raised for meat now benefit from these improved conditions. That's over half a billion animals every year.

Achievement: Chickens raised for meat: Waitrose leads the way in phasing out fast-growing chickens

Of the 1 billion chickens raised for meat every year in the UK, around 90-95% are fast-growing breeds. Known as "franken chickens", these birds are bred to grow so fast that their bodies simply can't take it. They routinely suffer from leg problems and fractures, heart problems, and skin burns from the birds lying in their own waste.

This is the most urgent problem facing factory farmed chickens. That's why our top priority is to end the use of franken chickens, by urging the chicken industry to use slower growing, healthier breeds. The benefits of the improved space requirements will be limited without also addressing the fast-growing genetics of the birds.

In 2019, Waitrose was one of many companies to commit to making the switch to slower growing chickens by the end of 2026.

We're very pleased to report that in 2025, they did it - 1.5 years ahead of schedule. Waitrose has led the way as the first major UK company to stop selling fast-growing chickens.

This change significantly improves the lives of over 40 million chickens every year, and it sets the stage for further progress in the UK, showing that it can be done.

Throughout this financial period, we have engaged in dialogue with other UK supermarkets and advocated for them to follow Waitrose. Marks and Spencer also has a commitment to make this change by the end of 2026, and they have made significant progress.

Chickens raised for meat: broken promises and accountability campaigns

Alongside Waitrose and M&S, over 100 UK companies - mostly restaurants and cafés - also agreed to stop selling fast-growing chickens by the end of 2026.

However, during this period we became highly concerned by the lack of progress from these companies. Other than Waitrose, M&S and a handful of small companies, the transition away from fast-growing chickens is yet to begin.

We decided to get in touch with these companies to establish relationships, understand more about the situation, and to try and secure further progress:

- we held meetings or engaged in dialogue with KFC, Nando's, Greggs, Burger King, Pret, Wonderfield Group, Pizza Express, and many more companies;
- we held meetings with a variety of major chicken producers and industry representatives to build a better understanding of the challenges to making this change;
- we built a list of verified suppliers of slower growing chicken breeds;

**ANIMA ADVOCACY LTD**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**OBJECTIVES AND ACTIVITIES**

- we urged companies to prioritise phasing out fast-growing breeds, as the single greatest problem facing chickens raised for meat;
- we developed a "balanced cost" approach to solve a specific financial barrier related to switching from fast growing chickens to slower growing chickens.

Towards the end of this financial period, it became clear to us that dialogue was not achieving enough on its own. Improving the lives of animals costs money, and unfortunately, companies too often choose financial considerations over animal welfare.

Therefore, we began to build plans for a public accountability campaign to be launched in 2026. Following almost two years of dialogue, we decided to bring the debate to the public to hold companies to account for their commitments to chickens.

The Government's animal welfare strategy

During this period we were invited to engage in dialogue with ministers from the UK Government to give input on their animal welfare strategy. Alongside several other animal welfare groups, we met together with DEFRA (Department for Environment, Food and Rural Affairs) for multiple roundtables to share our views on what kinds of animal welfare issues the Government should be prioritising.

Through the meetings, and a policy document put together by us and the other groups, we advocated for actions that would help the largest numbers of animals suffering the most, including:

- ending the use of cages for hens used for eggs;
- using market measures to support the goal of ending the use of fast-growing chickens, such as mandatory method of production labelling;
- introducing mandatory stunning for farmed fish;
- taking steps to End the Cage Age by phasing out the crating of sows;
- phasing out CO2 slaughter of pigs;
- introducing species-specific legislation to protect the welfare of farmed fish at slaughter.

We have been encouraged by the dialogue, and are pleased to report that in late 2025 the Government released a strategy addressing all of these recommendations, other than method-of-production labelling. We will elaborate more on this in the next report as it sits outside of the financial period that this report covers.

**FINANCIAL REVIEW**

**Financial position**

Anima is funded through philanthropic gifts. We collect donations in the form of monthly and one off donation payments, and we apply for and receive funds in the form of grants.

Our policy on reserves

We retain reserves to ensure that the charity has a safety net of funds in the event of major opportunities or challenges. We have no fixed targets on how much we aim to retain in reserves, as needs can change on a regular basis. Instead, we retain what we consider a comfortable level of reserves by spending funds only when we believe doing so would be more effective for animals than retaining them for future circumstances.

We have no deficits to report.

**Going concern**

The trustees consider that the charity remains a going concern and that it has sufficient resources to meet its financial obligations for the foreseeable future.

## ANIMA ADVOCACY LTD

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2025

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

Anima (Anima Advocacy Ltd) is a CIO (Charitable incorporated organisation) which governs according to our Articles Of Association.

Anima is managed by our Chief Executive Officer Connor Jackson, who, as the Co-founder of Anima, was also appointed as a Trustee. As a Trustee, he is employed according to the rules set out in our Articles of Association, see "Benefits and Payments to Charity Directors and Connected Persons" sub-clause (2), (4).

The board of Trustees chooses to act primarily as an accountability mechanism in the event of irreconcilable disagreement or misconduct. On both a day to day and long term basis, the board delegates decision making authority to the CEO and to any employees or volunteers deemed appropriate. It is our belief that the people on the ground are best placed to make such decisions for the organisation. This trust will generally be extended to future employees upon appointment, and it is a goal of this board to increase the number of staff employed by Anima.

Decisions affecting the organisation that are of particular significance, such as the recruitment of employees, are made by Anima leadership in close collaboration with the board due to the knowledge and experience of its members.

##### Trustee recruitment and appointment

Anima is part of a coalition of animal advocacy organisations called Anima International, which is itself an organisation set up to facilitate and coordinate the national groups at an international level.

Because of our position as the UK branch of Anima International, we receive support from the global organisation in the form of knowledge, employee time and resources. Due to this close relationship and shared values, our board is made up of individuals from the UK team and the global organisation.

We generally select individuals who are within Anima International. We look for people who have an ongoing, active and deep knowledge in our work. We also look for people who have a history of trustworthiness and who we believe are capable of making objective decisions, taking into account the best interests of the organisation. We accept trustee applications to the extent required by law, however we are currently very unlikely to accept applications from individuals who are not employed by the organisation or heavily involved in its day-to-day operations..

It is worth noting that for logistical reasons, we employ staff members on behalf of Anima International when those employees reside in the UK. The funds are transferred to the UK in the form of grants and are used exclusively on the aforementioned employment. These employees work full time for the global organisation, but they naturally devote some of their time to the UK team.

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

##### **Registered Company number**

12036812 (England and Wales)

##### **Registered Charity number**

1190484

##### **Registered office**

Flat 151  
Aspects  
1 Throwley Way  
Sutton  
SM1 4FE

##### **Trustees**

C Jackson  
J S Stencil  
Ms K Henderson  
M Harris

**ANIMA ADVOCACY LTD**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2025**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Independent Examiner**

Hugh Maxwell FCA  
Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

Approved by order of the board of trustees on ..... and signed on its behalf by:

.....  
C Jackson - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
ANIMA ADVOCACY LTD**

**Independent examiner's report to the trustees of Anima Advocacy Ltd ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2025.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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 in order to enable a proper understanding of the accounts to be reached.

Hugh Maxwell FCA

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

Date: .....

ANIMA ADVOCACY LTD

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2025

	Notes	2025 Unrestricted fund £	2024 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		<u>479,257</u>	<u>349,726</u>
<b>EXPENDITURE ON</b>			
Other		<u>445,001</u>	<u>265,717</u>
<b>NET INCOME</b>		<b>34,256</b>	84,009
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<u>220,697</u>	<u>136,688</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>254,953</u></u>	<u><u>220,697</u></u>

The notes form part of these financial statements

**ANIMA ADVOCACY LTD**

**BALANCE SHEET  
30 JUNE 2025**

	Notes	<b>2025 Unrestricted fund £</b>	2024 Total funds £
<b>CURRENT ASSETS</b>			
Cash at bank		<b>264,965</b>	231,373
<b>CREDITORS</b>			
Amounts falling due within one year	7	<b>(10,012)</b>	(10,676)
<b>NET CURRENT ASSETS</b>		<b>254,953</b>	220,697
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>254,953</b>	220,697
<b>NET ASSETS</b>		<b>254,953</b>	220,697
<b>FUNDS</b>	8		
Unrestricted funds		<b>254,953</b>	220,697
<b>TOTAL FUNDS</b>		<b>254,953</b>	220,697

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on ..... and were signed on its behalf by:

.....  
C Jackson - Trustee

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025

1. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 33% on cost

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**ANIMA ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2025**

**2. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Depreciation - owned assets	-	173
	<u>          </u>	<u>          </u>

**3. TRUSTEES' REMUNERATION AND BENEFITS**

Payments made to trustees are in respect of amounts due under a contract of employment.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 30 June 2025 nor for the year ended 30 June 2024.

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	<b>2025</b>	<b>2024</b>
Administration	<b>6</b>	<b>4</b>
	<u>          </u>	<u>          </u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2025</b>	<b>2024</b>
£70,001 - £80,000	-	1
£80,001 - £90,000	<b>1</b>	-
	<u>          </u>	<u>          </u>
	<b>1</b>	<b>1</b>
	<u>          </u>	<u>          </u>

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	<u>349,726</u>
 <b>EXPENDITURE ON</b>	
Other	<u>265,717</u>
 <b>NET INCOME</b>	 84,009
 <b>RECONCILIATION OF FUNDS</b>	
Total funds brought forward	 <u>136,688</u>
 <b>TOTAL FUNDS CARRIED FORWARD</b>	 <u><u>220,697</u></u>

ANIMA ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2025

6. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
At 1 July 2024 and 30 June 2025	<u>510</u>
<b>DEPRECIATION</b>	
At 1 July 2024 and 30 June 2025	<u>510</u>
<b>NET BOOK VALUE</b>	
At 30 June 2025	-
At 30 June 2024	<u>-</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Social security and other taxes	-	2,473
Other creditors	8,722	6,745
Accrued expenses	1,290	1,458
	<u>10,012</u>	<u>10,676</u>

8. MOVEMENT IN FUNDS

	At 1.7.24 £	Net movement in funds £	At 30.6.25 £
<b>Unrestricted funds</b>			
General fund	220,697	34,256	254,953
	<u>220,697</u>	<u>34,256</u>	<u>254,953</u>
<b>TOTAL FUNDS</b>	<u>220,697</u>	<u>34,256</u>	<u>254,953</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	479,257	(445,001)	34,256
	<u>479,257</u>	<u>(445,001)</u>	<u>34,256</u>
<b>TOTAL FUNDS</b>	<u>479,257</u>	<u>(445,001)</u>	<u>34,256</u>

ANIMA ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2025

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.23 £	Net movement in funds £	At 30.6.24 £
<b>Unrestricted funds</b>			
General fund	136,688	84,009	220,697
<b>TOTAL FUNDS</b>	<u>136,688</u>	<u>84,009</u>	<u>220,697</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	349,726	(265,717)	84,009
<b>TOTAL FUNDS</b>	<u>349,726</u>	<u>(265,717)</u>	<u>84,009</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.23 £	Net movement in funds £	At 30.6.25 £
<b>Unrestricted funds</b>			
General fund	136,688	118,265	254,953
<b>TOTAL FUNDS</b>	<u>136,688</u>	<u>118,265</u>	<u>254,953</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	828,983	(710,718)	118,265
<b>TOTAL FUNDS</b>	<u>828,983</u>	<u>(710,718)</u>	<u>118,265</u>

**ANIMA ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2025**

**9. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 June 2025.

ANIMA ADVOCACY LTD

DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2025

	2025 £	2024 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Gifts	<u>479,257</u>	<u>349,726</u>
<b>Total incoming resources</b>	<b>479,257</b>	<b>349,726</b>
<b>EXPENDITURE</b>		
<b>Other</b>		
Use of Home as Office	288	288
<b>Support costs</b>		
<b>Management</b>		
Trustees' salaries	146,371	116,173
Trustees' social security	14,808	7,426
Trustees' pensions paid	2,642	2,263
Wages	166,497	25,157
Social security	14,075	254
Pensions	3,712	187
Insurance	374	356
Advertising	5,249	16,634
Admin Expenses	1,155	1,125
Travelling	14,624	12,850
	<u>369,507</u>	<u>182,425</u>
<b>Information technology</b>		
Computer Expenses	5,041	2,794
<b>Other</b>		
Computer equipment	-	173
<b>Governance costs</b>		
Sundries	2,054	2,506
Accountancy and legal fees	2,364	2,076
Consultancy fees	65,747	75,455
	<u>70,165</u>	<u>80,037</u>
Total resources expended	<u>445,001</u>	<u>265,717</u>
<b>Net income</b>	<u><u>34,256</u></u>	<u><u>84,009</u></u>

This page does not form part of the statutory financial statements

**Anima Advocacy Ltd**

England & Wales - Charity number 1190484

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# Accounts

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**REGISTERED COMPANY NUMBER: 12036812 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1190484**

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2024  
FOR  
OPEN CAGES ADVOCACY LTD**

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**OPEN CAGES ADVOCACY LTD**

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FOR THE YEAR ENDED 30 JUNE 2024**

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**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2024. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Open Cages exists to create a world free from animal suffering. We campaign primarily to defend and improve the lives of animals intensively reared for food.

Our charitable aims are:

- (a) to promote humane behaviour towards animals and the welfare of farmed animals;
- (b) to advance the education of the public in matters pertaining to animal welfare in general, and in particular (but not exclusively) the rearing, husbandry and general farming practices relating to the treatment of farm animals; and
- (c) the prevention of cruelty and suffering among animals.

Our primary goals in this financial period were to;

- raise awareness of the welfare of intensively farmed chickens - the most numerous farmed land animals in the world;
- convince food businesses and the UK Government to adopt the improved welfare standards of the Better Chicken Commitment and;
- grow the organisation to be able to campaign for animals more effectively.

The trustees are aware of the charity commission's guidance on public benefit. We have taken it into account when making decisions regarding our activities to which the guidance is relevant.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

**OBJECTIVES AND ACTIVITIES**

**Significant activities**

Achievement: we helped improve the lives of over 400 million chickens

In 2024, the UK supermarkets Morrisons, Lidl, Tesco and Aldi agreed to improve their chicken welfare policies, reducing the suffering of over 400 million animals every year.

Specifically, they agreed to reduce the maximum 'stocking density' for chickens farmed for their 'own-brand' fresh meat categories, to 30 kg/m<sup>2</sup>.

What is 'stocking density'?

Over 1 billion chickens are farmed for meat in the UK every year. These particular chickens are known as 'broilers'. The vast majority of them are kept in conditions which are bad for their welfare.

Broiler chickens have almost no space to move around. Typically, tens of thousands of birds are kept inside a single indoor barn for their entire 40-day life. In their final weeks, the conditions get so crowded that an individual bird has less than an A4 sheet of paper in space each. That's 19 birds per square metre.

'Stocking density' is the amount of chickens that are allowed to be kept per square metre. And the current standard is much too high from an animal welfare perspective.

We are asking companies to adopt the improved welfare standards of The Better Chicken Commitment (BCC). Amongst other things, the BCC requires that the broiler chickens in a company's supply chain are given more space to live in: specifically, they must be kept at a maximum stocking density of 30 kg/m<sup>2</sup> instead of the standard of 38 kg/m<sup>2</sup>. That's 20% more living space.

While it may not sound like a lot on paper, it matters to the chickens. Studies show that reducing stocking density results in fewer of the painful welfare problems that chickens typically suffer from. Reducing density is a crucial step in our long term mission to undo the harms of intensive farming.

How many animals will be affected?

We estimate that the commitments from Tesco, Aldi, Morrisons and Lidl will affect over 400 million chickens every year - the vast majority of the chickens on their shelves.

When will the supermarkets make these changes?

- Aldi implemented the changes in October 2024.
- Tesco says it will implement the changes by 'mid 2025.'
- Lidl says it will implement the changes in 'early 2025.'
- Morrisons planned to implement the changes by November 2024, however, Morrisons has informed us about its plan to implement the changes in 2025 instead.

How did Open Cages contribute to these developments?

For years we've campaigned alongside our friends in The Humane League UK, Compassion in World Farming and the RSPCA to improve broiler chicken welfare. We've focussed on raising awareness about the welfare problems in chicken farming and working with companies behind the scenes to find pragmatic solutions.

**Public campaigning**

Together with The Humane League UK, we ran a 3-year-long campaign asking Morrisons to adopt the improved welfare standards of the Better Chicken Commitment. Most notably we:

- published an undercover investigation in 2021 revealing the conditions on four UK intensive chicken farms supplying Morrisons;
- organised approximately 40 protests at Morrisons stores;
- secured mainstream media coverage about the campaign.

In 2022 we joined a global campaign asking Lidl to adopt the standards of the Better Chicken Commitment across Europe. Most notably we:

- published an undercover investigation in 2023 showing the conditions in an intensive chicken farm in the UK linked with Lidl;
- organised dozens of protests at Lidl stores;
- reached millions of people on social media with information about the campaign;
- Alongside The Humane League UK, wrote to the Retail Industry Awards calling for Lidl's 'Retailer of the Year' award to be revoked;
- published a report on Lidl's chicken welfare standards with the BBC (see below.)

**BBC story: 'Millions of store chickens suffer burns from excrement'**

In February 2024, we worked with the BBC on an investigation into 'hock burn' - a painful welfare problem suffered by at least one third of the chickens sold on supermarket shelves.

Surprisingly, hock burn can be seen on chicken meat with the naked eye.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

**OBJECTIVES AND ACTIVITIES**

In 2023, staff and volunteers from Open Cages took 2000 photos and videos of chicken products in 40 Lidl stores. We found that 74% of the whole chickens we surveyed showed signs of hock burn, and 94% of the breast meat packages showed signs of 'white striping disease.'

Presenting our concerns and findings to the BBC, they investigated the hock burn rates of the top UK retailers, resulting in a shocking story which found that at least one-third of all UK supermarket chickens suffer from the condition. The story was covered by many leading news sites, and was featured in the popular magazine The Weekend.

The story was a major success in raising awareness of the problems in intensive chicken farming, in particular the widespread use of overcrowded living conditions. We were pleased to see that Lidl made its commitment to reduce its broiler chicken stocking density 3 weeks later.

In the subsequent months, Tesco and Aldi - the two largest retailers of chicken in the UK - followed suit, seeing that the industry was inevitably trending towards improved chicken welfare standards.

Activity: we raised awareness of 'franken chickens' in the mainstream media

Of the 1 billion chickens raised for meat every year in the UK, around 90% are fast-growing breeds which are slaughtered at around 40 days old.

We call these birds 'franken chickens' because they have been selectively bred by the chicken industry to grow as fast as possible.

The problem is that franken chickens routinely suffer from many health problems including disease, lameness and sometimes even heart attacks, because their bodies can't cope with their rapid growth.

This is the most urgent problem facing intensively farmed chickens. That's why one of the other requirements of the Better Chicken Commitment (BCC) is to end the use of franken chickens, and instead use slower growing, healthier breeds.

Most people don't know the true cost of cheap chicken. So in this financial period we put a lot of focus into informing UK consumers about the realities behind the chickens on the supermarket shelves.

Co-op under fire as footage shows 'sick and suffering' chickens at supply farms

In 2023 we published an undercover investigation into Co-op's chicken supply chain. On three farms supplying Co-op, footage showed any franken chickens who were deformed, injured and filthy - as well as workers emptying bags loaded with corpses into bins.

Co-op is known as an 'ethical retailer', and yet has not committed to ending the use of franken chickens in its supply chain like M&S and Waitrose. Additionally, 96% of Co-op's members voted for the retailer to consider adopting the Better Chicken Commitment, however it did not adopt the policy.

The footage was published in approximately 100 articles, including some of the UK's largest news outlets like the BBC, Daily Mail, the Independent, Yahoo News, MSN, and the Daily Express. We also reached hundreds of thousands of shocked consumers on social media.

Disappointingly, Co-op responded to journalists by stating that "Our team have viewed the footage but have not found evidence that supports further investigation." We continue to call on Co-op to make a commitment to stop selling franken chickens.

BBC: Franken chicken, farming and the cost of living crisis

In 2023, the BBC produced a TV programme on franken chickens, using our footage from Co-op's supplier farms. As reporter Lindsey Smith put it: "We think it's the right time to tell the story of how the UK became home to millions of "Franken chickens"."

Our CEO Connor Jackson was interviewed on the welfare problems suffered by franken chickens, and how UK consumers aren't properly informed about what they're buying when they walk into the supermarket.

The story was crucial in informing the UK public about the true cost of cheap chicken and it successfully put pressure on the chicken industry to improve its welfare standards.

Premature death of 80m chickens raises concerns over UK's fast-growing breeds

In 2023, analysing Government data, we found that 80 million UK chickens died before reaching the slaughterhouse in 2022. In effect, this means that they died on the farm they were raised on, likely from a welfare problem.

We published our findings in a report with The Guardian, calling attention to the widespread use of franken chickens and advocating for change.

Franken chickens die in great numbers, as a result of their fast-growth. Whereas slower growing chickens - the type required by the Better Chicken Commitment (BCC) - have significantly lower mortality.

We used the Government data as evidence of the urgent need to stop the use of fast-growing chicken breeds. In the article, our CEO Connor Jackson comments:

"These figures highlight the shocking scale of suffering and death at the heart of the UK's chicken industry. Just like eggs from caged hens, Franken chickens must go if we want to live up to our ambitions of leading animal welfare standards."

Superbugs and E. coli present in Lidl chicken

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

**OBJECTIVES AND ACTIVITIES**

In 2024, as part of the global campaign calling for Lidl to adopt the Better Chicken Commitment across Europe, we teamed up with several animal welfare organisations to test chicken meat from Lidl for bacteria.

Frankenchickens suffer from a lot of diseases and infections because they have poor immune systems. This means that farmers need to give them a lot of antibiotics.

The problem for humans is that overuse of antibiotics on farmed animals can lead to those medicines becoming less effective, and this 'resistant' bacteria can stay on the meat even when it arrives onto the supermarket shelf.

An independent laboratory in Germany was commissioned with testing meat from Lidl stores all over Europe - including the UK - for the presence of various bacterias.

Shockingly, the laboratory detected antibiotic resistant bacteria and E. coli on one in two of the UK chicken products.

We published these findings in an exclusive story with The Times, whilst gaining further coverage with LBC, Daily Mail and the Metro. We also reached millions of people on social media, raising awareness of the plight of frankenchickens.

Activity: we called for animal welfare labelling

In 2023, the UK Government opened a consultation on whether it should implement mandatory animal welfare labelling. Currently, there are no laws which require a retailer to label its meat with information on the welfare standards that the animal was raised in.

The result is that UK consumers buy animal products every day largely unaware of whether they are supporting poor animal welfare standards.

In 2024, we contributed to the consultation by strongly urging the introduction of mandatory animal welfare labelling in our official submission to the consultation. We also helped mobilise thousands of advocates to give their own contributions.

Activity: we lobbied for better chicken welfare behind the scenes

Dialogue with stakeholders is a crucial part of what we do. In this period we held meetings and had dialogue with major retailers including Asda, Morrisons, Aldi, Waitrose, Co-op and Iceland; major food service companies such as KFC, Nando's, Greggs, Caprice Holdings, Wonderfield Group and Pizza Express; Government bodies such as DEFRA and APGAW; and various members of the UK chicken industry.

As part of this, we also attended the 2024 Pig and Poultry Fair to lobby key decision makers and make contacts in the chicken industry.

**FINANCIAL REVIEW**

**Financial position**

Open Cages is funded through philanthropic gifts. We collect donations in the form of monthly donation payments and one off donation payments, and we apply for and receive funds in the form of grants. We also collect a small amount of funds from merchandise sold on our behalf by a third party.

Our policy on reserves

We retain reserves to ensure that the charity has a safety net of funds in the event of major opportunities or challenges. We have no fixed targets on how much we aim to retain in reserves as needs can change on a regular basis. Instead, we naturally retain a comfortable amount of reserves from only spending funds when we believe doing so would be more effective for animals than keeping the funds for future circumstances.

We have no deficits to report.

**Going concern**

The trustees consider that the charity remains a going concern and that it has sufficient resources to meet its financial obligations for the foreseeable future.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

Open Cages (Open Cages Advocacy Ltd) is a CIO (Charitable incorporated organization) and a company limited by guarantee which governs according to our Articles Of Association.

Open Cages is generally managed by our Chief Executive Officer Connor Jackson, who, as the Co-founder of Open Cages was also appointed as a Trustee. As a Trustee, he is employed according to the rules set out in our Articles of Association, see "Benefits and Payments to Charity Directors and Connected Persons" sub-clause (2), (4).

The board of Trustees chooses to act primarily as an accountability mechanism in the event of impassable disagreement or misconduct. On both a day to day and long term basis, the board delegates decision making power to the CEO and any relevant employees or volunteers in the charity that are deemed appropriate. It is our belief that the "people on the ground" are best placed to make such decisions for the organization. This trust will generally be extended to future employees upon appointment and it is a goal of this board to increase the number of staff employed by Open Cages.

Decisions for the organization which are of particular significance, such as recruitment of employees, are made by Open Cages leadership in close collaboration with the board due to the knowledge and experience of its members.

**Trustee recruitment and appointment**

Open Cages is part of a coalition of animal advocacy organizations called Anima International, which is also an organization in itself set up to facilitate and coordinate the national groups from an international level.

Anima International has been part of Open Cages' inception through funding and sharing of knowledge and resources. Due to this close relationship and shared values, our board is made up of individuals from both Open Cages and Anima International.

We generally select individuals who are within Open Cages or Anima International; who have an ongoing and active knowledge of and interest in our work; who have a history of trustworthiness and; who we believe are capable of making objective decisions taking into account the best interests of the organisation. We accept Trustee applications as far as the law requires however we are currently very unlikely to accept applications from individuals from outside the organisation.

It is worth noting that for logistical reasons, Open Cages employs staff members on behalf of Anima International when those employees reside in the UK. The funds are transferred to Open Cages in the form of grants, with the funds being used exclusively on the aforementioned employment. These employees work full time for Anima International but as Open Cages is part of Anima International, they naturally devote some of their time to Open Cages in the form of assistance.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**  
12036812 (England and Wales)

**Registered Charity number**  
1190484

**Registered office**  
Flat 151  
Aspects  
1 Throwley Way  
Sutton  
SM1 4FE

**Trustees**  
C Jackson  
J S Stencil  
Ms K Henderson  
M Harris

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2024**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Independent Examiner**

Hugh Maxwell FCA  
Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

Approved by order of the board of trustees on 14 March 2025 and signed on its behalf by:

C Jackson - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OPEN CAGES ADVOCACY LTD**

**Independent examiner's report to the trustees of Open Cages Advocacy Ltd ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2024.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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 in order to enable a proper understanding of the accounts to be reached.

Hugh Maxwell FCA

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

14 March 2025

OPEN CAGES ADVOCACY LTD

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2024

	Notes	2024 Unrestricted fund £	2023 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		<u>349,726</u>	<u>287,152</u>
<b>EXPENDITURE ON</b>			
Other		<u>265,717</u>	<u>157,982</u>
<b>NET INCOME</b>		<b>84,009</b>	129,170
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<b>136,688</b>	7,518
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>220,697</b></u>	<u>136,688</u>

The notes form part of these financial statements

**OPEN CAGES ADVOCACY LTD (REGISTERED NUMBER: 12036812)**

**BALANCE SHEET  
30 JUNE 2024**

	Notes	<b>2024 Unrestricted fund £</b>	2023 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	6	-	173
<b>CURRENT ASSETS</b>			
Cash at bank		<b>231,373</b>	147,539
<b>CREDITORS</b>			
Amounts falling due within one year	7	<b>(10,676)</b>	(11,024)
<b>NET CURRENT ASSETS</b>		<u><b>220,697</b></u>	<u>136,515</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>220,697</b>	136,688
<b>NET ASSETS</b>		<u><b>220,697</b></u>	<u>136,688</u>
<b>FUNDS</b>	8		
Unrestricted funds		<u><b>220,697</b></u>	<u>136,688</u>
<b>TOTAL FUNDS</b>		<u><b>220,697</b></u>	<u>136,688</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 14 March 2025 and were signed on its behalf by:

C Jackson - Trustee

The notes form part of these financial statements

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2024**

**1. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 33% on cost

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**2. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation - owned assets	<u>173</u>	<u>169</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2024

3. TRUSTEES' REMUNERATION AND BENEFITS

Payments made to trustees are in respect of amounts due under a contract of employment.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2024 nor for the year ended 30 June 2023.

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2024	2023
Administration	<u>4</u>	<u>2</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
£70,001 - £80,000	<u>1</u>	<u>-</u>

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	<u>287,152</u>
<b>EXPENDITURE ON</b>	
Other	<u>157,982</u>
<b>NET INCOME</b>	129,170
<b>RECONCILIATION OF FUNDS</b>	
Total funds brought forward	7,518
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>136,688</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2024

6. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
At 1 July 2023 and 30 June 2024	<u>510</u>
<b>DEPRECIATION</b>	
At 1 July 2023	337
Charge for year	<u>173</u>
At 30 June 2024	<u>510</u>
<b>NET BOOK VALUE</b>	
At 30 June 2024	<u>-</u>
At 30 June 2023	<u>173</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	-	168
Social security and other taxes	2,473	3,730
Other creditors	6,745	5,668
Accrued expenses	<u>1,458</u>	<u>1,458</u>
	<u>10,676</u>	<u>11,024</u>

8. MOVEMENT IN FUNDS

	At 1.7.23	Net movement in funds	At 30.6.24
	£	£	£
<b>Unrestricted funds</b>			
General fund	136,688	84,009	220,697
<b>TOTAL FUNDS</b>	<u>136,688</u>	<u>84,009</u>	<u>220,697</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	349,726	(265,717)	84,009
<b>TOTAL FUNDS</b>	<u>349,726</u>	<u>(265,717)</u>	<u>84,009</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2024

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.22 £	Net movement in funds £	At 30.6.23 £
<b>Unrestricted funds</b>			
General fund	7,518	129,170	136,688
<b>TOTAL FUNDS</b>	<u>7,518</u>	<u>129,170</u>	<u>136,688</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	287,152	(157,982)	129,170
<b>TOTAL FUNDS</b>	<u>287,152</u>	<u>(157,982)</u>	<u>129,170</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.22 £	Net movement in funds £	At 30.6.24 £
<b>Unrestricted funds</b>			
General fund	7,518	213,179	220,697
<b>TOTAL FUNDS</b>	<u>7,518</u>	<u>213,179</u>	<u>220,697</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	636,878	(423,699)	213,179
<b>TOTAL FUNDS</b>	<u>636,878</u>	<u>(423,699)</u>	<u>213,179</u>

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2024**

**9. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 June 2024.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.

**Anima Advocacy Ltd**

England & Wales - Charity number 1190484

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# Accounts

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**REGISTERED COMPANY NUMBER: 12036812 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1190484**

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023  
FOR  
OPEN CAGES ADVOCACY LTD**

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**OPEN CAGES ADVOCACY LTD**

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FOR THE YEAR ENDED 30 JUNE 2023**

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**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2023**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2023. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Open Cages exists to create a world free from animal suffering. We campaign primarily against the widespread use of cruel practices within the animal agriculture industry: the intensive breeding, rearing and slaughtering of animals for food.

We seek to improve the welfare of animals on British factory farms, to eliminate practices which inflict suffering on them, and to reduce the number of animals killed for food.

Our charitable aims are:

- (a) to promote humane behaviour towards animals and the welfare of farmed animals;
- (b) to advance the education of the public in matters pertaining to animal welfare in general, and in particular (but not exclusively) the rearing, husbandry and general farming practices relating to the treatment of farm animals; and
- (c) the prevention of cruelty and suffering among animals.

Our primary goals in this financial period were to;

- raise awareness of the welfare of factory farmed chickens - the most numerous farmed land animals in the world;
- convince food businesses and the UK Government to adopt the improved welfare standards of the Better Chicken Commitment and;
- grow the organisation to be able to campaign for animals more effectively.

The trustees are aware of the charity commission's guidance on public benefit. We have taken it into account when making decisions regarding our activities to which the guidance is relevant.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2023**

**OBJECTIVES AND ACTIVITIES**

**Significant activities**

Main activities and achievements

**Investigative report: 1 million chickens die every week to keep prices low**

Analysing figures from the UK Government, we produced a report finding that 64 million chickens died before slaughter on British farms in 2021 - over 1 million every week - in order to educate the public and put pressure on the chicken industry to change.

We published our report in an exclusive story in The Guardian where we called for UK retailers to adopt the standards of the Better Chicken Commitment.

**UK Government considers stronger laws following heat wave deaths of 4 million chickens**

Following reports of 4 million chickens dying of heat stress during the Summer of 2022, we worked with The Humane League UK and Animal Equality UK to publish a letter asking the UK Government to adopt the welfare standards of the Better Chicken Commitment to reduce the likelihood of such tragedies.

Our letter and comments were reported in various articles in The Independent and the Daily Express. We subsequently met with Defra's animal welfare team and began ongoing dialogue to improve the welfare of chickens raised for meat.

**M&S meets Better Chicken Commitment 4 years early**

Marks and Spencer was the first UK retailer to sign the Better Chicken Commitment back in 2018 with a deadline of 2026. The commitment was met four years early in 2022 for all own-brand fresh meat, improving the lives of millions of animals. This was a result of the work of many animal welfare organisations and advocates across the UK who have relentlessly raised awareness of the plight of chickens.

**Chris Packham raises awareness for chickens**

In 2022, we worked with TV Presenter and naturalist Chris Packham to raise awareness of the suffering of chickens raised for meat. One highlight involved working with Chris on a Sky News interview in which he called for UK retailers to sign the Better Chicken Commitment.

Chris' petition surpassed 250,000 signatures as a result of the work of a coalition of animal welfare organisations.

**Undercover footage used in Judicial Review over fast growing chickens**

Our friends in The Humane League UK took the UK Government to court over its tolerance of the use of genetically fast growing chicken breeds which suffer as a result of their genes.

Our findings - including undercover footage - were used extensively in media reports about the court case helping to shine a light into the suffering of fast growing chickens.

**Appearance on BBC Countryfile programme on chicken welfare**

In 2023, our undercover footage from intensive chicken farms was used on a BBC Countryfile episode on chicken welfare. Our CEO appeared on the programme to explain the problem with intensive chicken farming, the Better Chicken Commitment, and how retailers hide the reality of how their chickens are raised from consumers through misleading labelling.

**Pressure campaign launched: #LidlChickenScandal**

As part of the Open Wing Alliance (OWA) - a coalition of animal protection organisations across the world - we joined a campaign for Lidl to sign the Better Chicken Commitment across Europe.

In 2023 we published an undercover investigation exposing a Lidl chicken supplier farm. Working with a farm whistleblower, we published the footage in over 200 media articles and gained over 1 million social media views.

We held dozens of protests at Lidl stores across the UK, and worked with our OWA partners to secure hundreds more articles calling out Lidl for its failure to sign the commitment.

**Co-op agrees to give chickens more space by end of 2023**

In 2023, we were happy to see Co-op making a public commitment to improve the space requirements for the chickens in its supply chain. One of the key components of the Better Chicken Commitment is to end the use of overcrowded conditions. Whilst we continue to call on Co-op to sign the Better Chicken Commitment in full by ending the use of fast growing chicken breeds, we were pleased to see Co-op take a step in the right direction which will improve the lives of the tens of millions of chickens sold by Co-op each year.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2023**

**OBJECTIVES AND ACTIVITIES**

We had been meeting with Co-op since 2020, taking public actions to raise awareness of Co-op's chicken welfare standards, and working with our friends in The Humane League UK who worked with Co-op's members - 96% of which voted for the Better Chicken Commitment to be adopted at its 2022 Annual General Meeting.

Undercover investigation: Caged hen farm footage draws 'fury' at Government inaction

In 2023 we published footage from a caged hen farm in Yorkshire showing birds crammed into tiny cages with untreated injuries and health conditions. In the Daily Express, we called on the UK Government to follow through on its promise to consult the public on banning the practices of keeping hens in cages.

**FINANCIAL REVIEW**

**Financial position**

Open Cages is funded through philanthropic gifts. We collect donations in the form of monthly donation payments and one off donation payments, and we apply for and receive funds in the form of grants. We also collect a small amount of funds from merchandise sold on our behalf by a third party.

Our policy on reserves

We retain reserves to ensure that the charity has a safety net of funds in the event of major opportunities or challenges. We have no fixed targets on how much we aim to retain in reserves as needs can change on a regular basis. Instead, we naturally retain a comfortable amount of reserves from only spending funds when we believe doing so would be more effective for animals than keeping the funds for future circumstances.

We have no deficits to report.

**Going concern**

The trustees consider that the charity remains a going concern and that it has sufficient resources to meet its financial obligations for the foreseeable future.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2023**

Open Cages (Open Cages Advocacy Ltd) is a CIO (Charitable incorporated organization) and a company limited by guarantee which governs according to our Articles Of Association.

Open Cages is generally managed by our Chief Executive Officer Connor Jackson, who, as the Co-founder of Open Cages was also appointed as a Trustee. As a Trustee, he is employed according to the rules set out in our Articles of Association, see "Benefits and Payments to Charity Directors and Connected Persons" sub-clause (2), (4).

The board of Trustees chooses to act primarily as an accountability mechanism in the event of impassable disagreement or misconduct. On both a day to day and long term basis, the board delegates decision making power to the CEO and any relevant employees or volunteers in the charity that are deemed appropriate. It is our belief that the "people on the ground" are best placed to make such decisions for the organization. This trust will generally be extended to future employees upon appointment and it is a goal of this board to increase the number of staff employed by Open Cages.

Decisions for the organization which are of particular significance, such as recruitment of employees, are made by Open Cages leadership in close collaboration with the board due to the knowledge and experience of its members. We seek to allow decisions to be made by those best placed to make them to achieve the best results for animals whilst ensuring the proper and effective operation of Open Cages.

Trustee recruitment and appointment

Open Cages is part of a coalition of animal advocacy organizations called Anima International, which is also an organization in itself set up to facilitate and coordinate the national groups from an international level.

Anima International has been part of Open Cages' inception through funding and sharing of knowledge and resources. Due to this close relationship and shared values, our board is made up of individuals from both Open Cages and Anima International.

We generally select individuals who are within Open Cages or Anima International; who have an ongoing and active knowledge of and interest in our work; who have a history of trustworthiness and; who we believe are capable of making objective decisions taking into account the best interests of the organisation. We accept Trustee applications as far as the law requires however we are currently very unlikely to accept applications from individuals from outside the organisation.

It is worth nothing that for logistical reasons, Open Cages employs staff members on behalf of Anima International when those employees reside in the UK. The funds are transferred to Open Cages in the form of grants, with the funds being used exclusively on the aforementioned employment. These employees work full time for Anima International but as Open Cages is part of Anima International, they naturally devote some of their time to Open Cages in the form of assistance.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**  
12036812 (England and Wales)

**Registered Charity number**  
1190484

**Registered office**  
2 Park Manor  
Sutton  
SM2 5TT

**Trustees**  
C Jackson  
J S Stencil  
Ms K Henderson  
M Harris

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2023**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Independent Examiner**

Hugh Maxwell FCA  
Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

Approved by order of the board of trustees on 24 March 2024 and signed on its behalf by:

C Jackson - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OPEN CAGES ADVOCACY LTD**

**Independent examiner's report to the trustees of Open Cages Advocacy Ltd ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2023.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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 in order to enable a proper understanding of the accounts to be reached.

Hugh Maxwell FCA

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

25 March 2024

**OPEN CAGES ADVOCACY LTD**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2023**

	Notes	<b>2023 Unrestricted fund £</b>	<b>2022 Total funds £</b>
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		<u>287,152</u>	<u>57,079</u>
<b>EXPENDITURE ON</b>			
Other		<u>157,982</u>	<u>84,819</u>
<b>NET INCOME/(EXPENDITURE)</b>		<b>129,170</b>	<b>(27,740)</b>
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<b>7,518</b>	<b>35,258</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>136,688</b></u>	<u><b>7,518</b></u>

The notes form part of these financial statements

OPEN CAGES ADVOCACY LTD (REGISTERED NUMBER: 12036812)

BALANCE SHEET  
30 JUNE 2023

	Notes	2023 Unrestricted fund £	2022 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	6	173	342
<b>CURRENT ASSETS</b>			
Cash at bank		147,539	13,686
<b>CREDITORS</b>			
Amounts falling due within one year	7	(11,024)	(6,510)
<b>NET CURRENT ASSETS</b>		<u>136,515</u>	<u>7,176</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>136,688</b>	7,518
<b>NET ASSETS FUNDS</b>	8	<u>136,688</u>	<u>7,518</u>
Unrestricted funds		136,688	7,518
<b>TOTAL FUNDS</b>		<u>136,688</u>	<u>7,518</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 24 March 2024 and were signed on its behalf by:

C Jackson - Trustee

The notes form part of these financial statements

## OPEN CAGES ADVOCACY LTD

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2023

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2023**

**2. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2023</b>	<b>2022</b>
	£	£
Depreciation - owned assets	<u>169</u>	<u>168</u>

**3. TRUSTEES' REMUNERATION AND BENEFITS**

Payments made to trustees are in respect of amounts due under a contract of employment.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 30 June 2023 nor for the year ended 30 June 2022.

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	<b>2023</b>	<b>2022</b>
Administration	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund
	£
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	<u>57,079</u>
<b>EXPENDITURE ON</b>	
Other	<u>84,819</u>
<b>NET INCOME/(EXPENDITURE)</b>	(27,740)
<b>RECONCILIATION OF FUNDS</b>	
Total funds brought forward	35,258
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>7,518</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2023

6. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
At 1 July 2022 and 30 June 2023	<u>510</u>
<b>DEPRECIATION</b>	
At 1 July 2022	168
Charge for year	<u>169</u>
At 30 June 2023	<u>337</u>
<b>NET BOOK VALUE</b>	
At 30 June 2023	<u>173</u>
At 30 June 2022	<u>342</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade creditors	168	-
Social security and other taxes	3,730	-
Other creditors	5,668	5,202
Accrued expenses	<u>1,458</u>	<u>1,308</u>
	<u>11,024</u>	<u>6,510</u>

8. MOVEMENT IN FUNDS

	At 1.7.22 £	Net movement in funds £	At 30.6.23 £
<b>Unrestricted funds</b>			
General fund	7,518	129,170	136,688
<b>TOTAL FUNDS</b>	<u>7,518</u>	<u>129,170</u>	<u>136,688</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	287,152	(157,982)	129,170
<b>TOTAL FUNDS</b>	<u>287,152</u>	<u>(157,982)</u>	<u>129,170</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2023

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.21 £	Net movement in funds £	At 30.6.22 £
<b>Unrestricted funds</b>			
General fund	35,258	(27,740)	7,518
<b>TOTAL FUNDS</b>	<u>35,258</u>	<u>(27,740)</u>	<u>7,518</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	57,079	(84,819)	(27,740)
<b>TOTAL FUNDS</b>	<u>57,079</u>	<u>(84,819)</u>	<u>(27,740)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.21 £	Net movement in funds £	At 30.6.23 £
<b>Unrestricted funds</b>			
General fund	35,258	101,430	136,688
<b>TOTAL FUNDS</b>	<u>35,258</u>	<u>101,430</u>	<u>136,688</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	344,231	(242,801)	101,430
<b>TOTAL FUNDS</b>	<u>344,231</u>	<u>(242,801)</u>	<u>101,430</u>

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2023**

**9. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 June 2023.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.

**Anima Advocacy Ltd**

England & Wales - Charity number 1190484

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# Accounts

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**REGISTERED COMPANY NUMBER: 12036812 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1190484**

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022  
FOR  
OPEN CAGES ADVOCACY LTD**

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**OPEN CAGES ADVOCACY LTD**

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FOR THE YEAR ENDED 30 JUNE 2022**

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**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2022**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2022. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Open Cages exists to create a world free from animal suffering. We campaign primarily against the systemic and widespread cruelty within British factory farming: the intensive breeding, rearing and slaughtering of animals for food.

We seek to significantly improve the welfare of animals on British factory farms, to eliminate cruel practices inflicted upon them, and to influence a shift towards a more sustainable future where animals are no longer abused for food.

Our charitable aims are:

- (a) to promote humane behaviour towards animals and the welfare of farmed animals;
- (b) to advance the education of the public in matters pertaining to animal welfare in general, and in particular (but not exclusively) the rearing, husbandry and general farming practices relating to the treatment of farm animals; and
- (c) the prevention of cruelty and suffering among animals.

Therefore, our primary goals in this financial period were to; raise awareness of the reality of factory farming in Britain; convince food businesses and the UK Government to improve their animal welfare policies and; grow the organization to be able to campaign for animals more effectively.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2022**

**OBJECTIVES AND ACTIVITIES**

**Significant activities**

Activity: Undercover investigations

Our primary activity is to conduct undercover investigations which document and expose the suffering of animals on factory farms. In this period we published 6 exposés gaining widespread coverage in the mainstream media.

**INVESTIGATION: Morrisons chickens found deformed and dying - narrated by Chris Packham**

We published shocking footage from four intensive chicken farms supplying Morrisons with chicken. The birds were found suffering from severe welfare problems such as lameness, open wounds and deformities.

The video, which was narrated by Chris Packham, was reported on by BBC News, ITV, Daily Mirror, The Times and many more news outlets. The action put significant pressure on Morrisons to sign the Better Chicken Commitment and provided robust evidence for the #MorrisonsMisery campaign.

We followed this up with another investigation of two intensive chicken farms linked with Morrisons, again finding birds left to die and suffer from severe welfare problems in crowded, filthy sheds.

**INVESTIGATION: Born To Die on a Herta Farm - collaboration with L214**

Herta is a French pork brand sold in UK supermarkets. We teamed up with L214 to publish footage of Herta pigs locked in cages so cruel they're illegal in Britain. The animals were filmed being mutilated, slammed against concrete and violently beaten.

Following a similarly brutal exposé in 2020, Waitrose dropped Herta from its shelves. We helped put pressure on the rest of the UK supermarkets to follow. The Daily Mirror wrote a powerful article on the footage.

**INVESTIGATION: Bird flu footage: thousands of chickens gassed to death in Lincolnshire**

Millions of birds are being culled every year in Britain as a result of annual avian influenza outbreaks. But the real victims were rarely shown in the media.

We published unique footage showing thousands of egg laying hens being dumped into a skip following a mass cull. The heartbreaking footage was covered in most major news outlets including BBC News, The Guardian, The Independent, Daily Mail and more.

**INVESTIGATION: Sickening footage of a foie gras farm - collaboration with L214**

Foie gras means fatty liver in French. It requires a duck or a goose to be force fed until their liver swells and diseases to a massive size.

Foie gras is illegal to produce in Britain, but perfectly legal to import and sell. We teamed up once again with our friends in L214 to publish shocking footage from a French foie gras farm.

Hidden cameras show ducks being force fed, choking on food and violently thrown into crowded battery cages.

The images were covered in an exclusive with BBC News where we called on the UK Government to introduce an import ban.

**INVESTIGATION: Inside the last fur farm in Bulgaria - collaboration with Invisible Animals**

With animal advocacy group Invisible Animals Bulgaria we exposed the last fur farm in Bulgaria: a country which exports fur skins to Britain.

Minks with open wounds, rotting bodies, squeezed into damaged, broken and dirty cages filled with excrement... that's what we discovered on a farm which is "WelFur" certified - an industry scheme supposed to guarantee high animal welfare standards.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2022**

**OBJECTIVES AND ACTIVITIES**

We published these images in the Daily Mail, calling on the UK Government to introduce an import ban.

Activity: securing mainstream media coverage for Franken chickens

Farmed animals are being abused behind closed doors. The industry hides behind welfare assurances and idyllic TV ads, so it's our duty as an animal protection charity to ensure the public knows what's really going on.

In our fight to end the sale of Franken chicken, we secured around 100 media appearances in this financial period. Our aim is to put pressure on major supermarkets who are refusing to take action against this cruel practice.

Highlights include: 'Franken chicken' at the centre of fight for animal welfare in The Guardian. Another highlight is an opinion piece from our CEO in The Independent entitled 'We're being lied to by deceptive welfare labelling on animal products.'

Activity: 100+ protests against Franken chicken

In this period we organised around 100 protests calling on major UK supermarkets to stop selling Franken chickens.

We mobilised campaigners all over the UK and secured widespread media coverage.

Progress: Better Chicken Commitment

Through our investigations and campaigning, in this period we helped secure progress from major food businesses in adopting the Better Chicken Commitment: an initiative to phase out the use of Franken chickens & overcrowded farming conditions.

Notable policy changes:

- Marks and Spencer met its commitment four years early in 2022
- Subway committed across all of Europe for 2026
- Sainsbury's committed to end crowded conditions for chickens by 2023
- The UK Government endorsed the Better Chicken Commitment and pledged to use subsidies to prioritise its implementation

These commitments will change the lives of millions of animals and pave the way for more progress. We continue to push for all major UK supermarkets to follow.

We also began lobbying the UK Government following the deaths of over 4 million chickens in the record breaking heat wave of 2022. We secured multiple articles about the Government's inaction and warned how the tragedy will happen again unless the industry adopts the Better Chicken Commitment.

**FINANCIAL REVIEW**

**Financial position**

Open Cages is funded through philanthropic gifts. We collect donations in the form of monthly donation payments and one off donation payments, and we apply for and receive funds in the form of grants. We also collect a small amount of funds from merchandise sold on our behalf by a third party.

Our policy on reserves

We retain reserves to ensure that the charity has a safety net of funds in the event of major opportunities or challenges. We have no fixed targets on how much we aim to retain in reserves as needs can change on a regular basis. Instead, we naturally retain a comfortable amount of reserves from only spending funds when we believe doing so would be more effective for animals than keeping the funds for future circumstances.

We have no deficits to report.

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2022**

**FINANCIAL REVIEW**

**Going concern**

The trustees consider that the charity remains a going concern and that it has sufficient resources to meet its financial obligations for the foreseeable future.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Open Cages (Open Cages Advocacy Ltd) is a CIO (Charitable incorporated organization) and a company limited by guarantee which governs according to our Articles Of Association.

Open Cages is generally managed by our Chief Executive Officer and employee Connor Jackson, who, as the Co-founder of Open Cages was also appointed as a Trustee. As a Trustee, he is employed according to the rules set out in our Articles of Association, see "Benefits and Payments to Charity Directors and Connected Persons" sub-clause (2), (4).

The board of Trustees chooses to act primarily as an accountability mechanism in the event of impassable disagreement or misconduct. On both a day to day and long term basis, the board delegates decision making power to the CEO and any relevant employees or volunteers in the charity that are deemed appropriate. It is our belief that the "people on the ground" are best placed to make such decisions for the organization. This trust will generally be extended to future employees upon appointment and it is a goal of this board to increase the number of staff employed by Open Cages.

Decisions for the organization which are of particular significance, such as recruitment of employees, are made by Open Cages leadership in close collaboration with the board due to the knowledge and experience of its members. We seek to allow decisions to be made by those best placed to make them to achieve the best results for animals whilst ensuring the proper and effective operation of Open Cages.

**Trustee recruitment and appointment**

Open Cages is part of a coalition of animal advocacy organizations called Anima International, which is also an organization in itself set up to facilitate and coordinate the national groups from an international level.

Anima International has been part of Open Cages' inception through funding and sharing of knowledge and resources. Due to this close relationship and shared values, our board is made up of individuals from both Open Cages and Anima International.

In this financial year we have had one change to our board:

Max Harris - Software Developer at Anima International - was appointed as a Trustee of Open Cages on 06 December 2021.

We generally select individuals who are within Open Cages or Anima International; who have an ongoing and active knowledge of and interest in our work; who have a history of trustworthiness and; who we believe are capable of making objective decisions taking into account the best interests of the organisation. We accept Trustee applications as far as the law requires however we are currently very unlikely to accept applications from individuals from outside the organisation.

It is worth nothing that for logistical reasons, Open Cages employs staff members on behalf of Anima International when those employees reside in the UK. The funds are transferred to Open Cages in the form of grants, with the funds being used exclusively on the aforementioned employment. These employees work full time for Anima International but as Open Cages is part of Anima International, they naturally devote some of their time to Open Cages in the form of assistance

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

12036812 (England and Wales)

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 JUNE 2022**

**Registered Charity number**

1190484

**Registered office**

18 Knights Court  
Knights Park  
Kingston Upon Thames  
Surrey  
KT1 2QL

**Trustees**

C Jackson  
J S Stencil  
Ms K Henderson  
M Harris (appointed 6.12.21)

**Independent Examiner**

Hugh Maxwell  
Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

Approved by order of the board of trustees on 31 March 2023 and signed on its behalf by:

C Jackson - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OPEN CAGES ADVOCACY LTD**

**Independent examiner's report to the trustees of Open Cages Advocacy Ltd ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 June 2022.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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 in order to enable a proper understanding of the accounts to be reached.

Hugh Maxwell  
Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

31 March 2023

**OPEN CAGES ADVOCACY LTD**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2022**

	Notes	<b>2022 Unrestricted fund £</b>	2021 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		57,079	60,647
 <b>EXPENDITURE ON</b>			
Other		<u>84,819</u>	<u>99,858</u>
<b>NET INCOME/(EXPENDITURE)</b>		<u>(27,740)</u>	<u>(39,211)</u>
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>35,258</b>	74,469
 <b>TOTAL FUNDS CARRIED FORWARD</b>		<u><b>7,518</b></u>	<u>35,258</u>

The notes form part of these financial statements

OPEN CAGES ADVOCACY LTD (REGISTERED NUMBER: 12036812)

BALANCE SHEET  
30 JUNE 2022

	Notes	2022 Unrestricted fund £	2021 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	6	342	-
<b>CURRENT ASSETS</b>			
Cash at bank		13,686	47,164
<b>CREDITORS</b>			
Amounts falling due within one year	7	(6,510)	(11,906)
<b>NET CURRENT ASSETS</b>		<u>7,176</u>	<u>35,258</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>7,518</b>	35,258
<b>NET ASSETS FUNDS</b>	8	<u>7,518</u>	<u>35,258</u>
Unrestricted funds		<u>7,518</u>	<u>35,258</u>
<b>TOTAL FUNDS</b>		<u><b>7,518</b></u>	<u><b>35,258</b></u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 31 March 2023 and were signed on its behalf by:

C Jackson - Trustee

The notes form part of these financial statements

## OPEN CAGES ADVOCACY LTD

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2022**

**2. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2022</b>	<b>2021</b>
	£	£
Depreciation - owned assets	<u>168</u>	<u>-</u>

**3. TRUSTEES' REMUNERATION AND BENEFITS**

	<b>2022</b>	<b>2021</b>
	£	£
Trustees' salaries	20,000	18,667
Trustees' social security	460	966
Trustees' pensions paid	413	373
	<u>20,873</u>	<u>20,006</u>

Payments made to trustees are in respect of amounts due under a contract of employment.

M Harris, an employee paid under a contract of employment was appointed as a trustee on the 6.12.21. Payments due under their contract of employment continue to be analysed under staff wages.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 30 June 2022 nor for the year ended 30 June 2021.

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	<b>2022</b>	<b>2021</b>
Administration	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund
	£
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	60,647
<b>EXPENDITURE ON</b>	
Other	<u>99,858</u>
<b>NET INCOME/(EXPENDITURE)</b>	<u>(39,211)</u>

**RECONCILIATION OF FUNDS**

<b>Total funds brought forward</b>	<b>74,469</b>
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OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2022

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>35,258</u>

6. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
Additions	<u>510</u>
<b>DEPRECIATION</b>	
Charge for year	<u>168</u>
<b>NET BOOK VALUE</b>	
At 30 June 2022	<u>342</u>
At 30 June 2021	<u>-</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	<b>2022</b>	2021
	£	£
Trade creditors	-	786
Social security and other taxes	-	3,986
Other creditors	<b>5,202</b>	4,914
Accrued expenses	<b>1,308</b>	2,220
	<u><b>6,510</b></u>	<u>11,906</u>

8. MOVEMENT IN FUNDS

	At 1.7.21	Net movement in funds	At 30.6.22
	£	£	£
<b>Unrestricted funds</b>			
General fund	35,258	(27,740)	7,518
<b>TOTAL FUNDS</b>	<u>35,258</u>	<u>(27,740)</u>	<u>7,518</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	57,079	(84,819)	(27,740)
<b>TOTAL FUNDS</b>	<u>57,079</u>	<u>(84,819)</u>	<u>(27,740)</u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2022

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.20 £	Net movement in funds £	At 30.6.21 £
<b>Unrestricted funds</b>			
General fund	74,469	(39,211)	35,258
<b>TOTAL FUNDS</b>	<u>74,469</u>	<u>(39,211)</u>	<u>35,258</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	60,647	(99,858)	(39,211)
<b>TOTAL FUNDS</b>	<u>60,647</u>	<u>(99,858)</u>	<u>(39,211)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.20 £	Net movement in funds £	At 30.6.22 £
<b>Unrestricted funds</b>			
General fund	74,469	(66,951)	7,518
<b>TOTAL FUNDS</b>	<u>74,469</u>	<u>(66,951)</u>	<u>7,518</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	117,726	(184,677)	(66,951)
<b>TOTAL FUNDS</b>	<u>117,726</u>	<u>(184,677)</u>	<u>(66,951)</u>

**OPEN CAGES ADVOCACY LTD**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2022**

**9. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 June 2022.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.

**Anima Advocacy Ltd**

England & Wales - Charity number 1190484

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# Accounts

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**REGISTERED COMPANY NUMBER: 12036812 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1190484**

**REPORT OF THE TRUSTEES AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021  
FOR  
OPEN CAGES ADVOCACY LTD**

Maxwell & Co  
9 Abbey Business Park  
Monks Walk  
Farnham  
Surrey  
GU9 8HT

**OPEN CAGES ADVOCACY LTD**

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FOR THE YEAR ENDED 30 JUNE 2021**

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**OPEN CAGES ADVOCACY LTD**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2021**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 June 2021. The trustees have adopted the provisions of 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Open Cages exists to create a world free from animal suffering. We campaign primarily against the systemic and widespread cruelty within British factory farming: the intensive breeding, rearing and slaughtering of animals for food.

We seek to significantly improve the welfare of animals on British factory farms, to eliminate cruel practices inflicted upon them, and to influence a shift towards a more sustainable future where animals are no longer abused for food.

Our charitable aims are:

- (a) to promote humane behaviour towards animals and the welfare of farmed animals;
- (b) to advance the education of the public in matters pertaining to animal welfare in general, and in particular (but not exclusively) the rearing, husbandry and general farming practices relating to the treatment of farm animals; and
- (c) the prevention of cruelty and suffering among animals.

Therefore, our primary goals in this financial period were to; raise awareness of the reality of factory farming in Britain; convince food businesses and the UK Government to improve their animal welfare policies and; grow the organization to be able to campaign for animals more effectively.

**Gaining mainstream media coverage for FrankenChickens**

Our primary activity is to conduct undercover investigations to document the reality of animals on factory farms. We published a widely seen exposé revealing the reality of Tesco's "Frankenchickens" - animals bred to grow unnaturally big, unnaturally fast to produce cheap supermarket meat. We helped inform millions of people and decision makers with the footage, securing coverage with The Times, BBC News, BBC Landward, Channel 4 and more.

We successfully worked with dozens of public figures and animal welfare experts such as Chris Packham to call for change for British chickens on factory farms. Most notably, we worked closely with Chris and several animal advocacy groups to launch a petition urging UK supermarkets to take action for chickens. We secured coverage on Sky News and broadcasted our investigation images to the mainstream public.

**Better Chicken Commitment**

Through our investigations and campaigning, in this period we helped secure commitments from dozens of major food businesses to adopt the Better Chicken Commitment: an initiative to phase out the use of FrankenChickens, overcrowded conditions for chickens, and 'water bath' slaughter.

We worked behind the scenes meeting regularly with representatives from the largest supermarket chains in Britain to ensure progress is being made, and to provide them with the latest scientific and documentary evidence on chicken welfare.

In response to this campaign, UK Government insiders announced that they will phase out the use of FrankenChickens through subsidies.

**Fur import ban**

We helped make progress on the #FurFreeBritain campaign to ban the sale of fur, culminating in a call for evidence from the UK Government. We published undercover footage from the largest fur farm in Europe, and with other animal advocacy groups handed in one million petition signatures to Downing Street.

**Growth**

In this period we increased our amount of monthly donation income - our primary means of funds - by 68%.

We also secured nearly £35,000 in major donations and grants to ensure our undercover investigations and campaigning activities are well resourced.

So far, our work has been carried out primarily by one employee and a small group of volunteers. We aim to continue significantly increasing our capacity to campaign for animals by increasing our numbers of monthly donations, grants, volunteers and by growing our team of full time employees.

## OPEN CAGES ADVOCACY LTD

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 JUNE 2021

#### FINANCIAL REVIEW

##### Financial position

Open Cages is funded through philanthropic gifts. We collect donations in the form of monthly donation payments and one off donation payments, and we apply for and receive funds in the form of grants. We also collect a small amount of funds from merchandise sold on our behalf by a third party.

Our policy on reserves

We retain reserves to ensure that the charity has a safety net of funds in the event of major opportunities or challenges. We have no fixed targets on how much we aim to retain in reserves as needs can change on a regular basis. Instead, we naturally retain a comfortable amount of reserves from only spending funds when we believe doing so would be more effective for animals than keeping the funds for future circumstances.

We have no deficits to report.

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Open Cages (Open Cages Advocacy Ltd) is a CIO (Charitable incorporated organization) and a company limited by guarantee which governs according to our Articles Of Association.

Open Cages is generally managed by our Chief Executive Officer and single employee Connor Jackson, who, as the Co-founder of Open Cages was also appointed as a Trustee. As a Trustee, he is employed according to the rules set out in our Articles of Association, see "Benefits and Payments to Charity Directors and Connected Persons" sub-clause (2), (4).

The board of Trustees chooses to act primarily as an accountability mechanism in the event of impassable disagreement or misconduct. On both a day to day and long term basis, the board delegates decision making power to the CEO and any relevant employees or volunteers in the charity that are deemed appropriate. It is our belief that the "people on the ground" are best placed to make such decisions for the organization. This trust will generally be extended to future employees upon appointment and it is a goal of this board to increase the number of staff employed by Open Cages.

Decisions for the organization which are of particular significance, such as recruitment of employees, are made by Open Cages leadership in close collaboration with the board due to the knowledge and experience of its members. We seek to allow decisions to be made by those best placed to make them to achieve the best results for animals whilst ensuring the proper and effective operation of Open Cages.

Trustee recruitment and appointment

Open Cages is part of a coalition of animal advocacy organizations called Anima International, which is also an organization in itself set up to facilitate and coordinate the national groups from an international level.

Anima International has been part of Open Cages' inception through funding and sharing of knowledge and resources. Due to this close relationship and shared values, our board is made up of individuals from both Open Cages and Anima International.

In this financial year we have had three changes to our board:

- Kirsty Henderson - Executive Director of Anima International - was appointed as a Trustee of Open Cages on January 5th 2021.

- Karri Heikkinen resigned as a Trustee of Open Cages on February 8th 2021 due to decreased availability.

We generally select individuals who are within Open Cages or Anima International; who have an ongoing and active knowledge of and interest in our work; who have a history of trustworthiness and; who we believe are capable of making objective decisions taking into account the best interests of the organization. We accept Trustee applications as far as the law requires however we are currently very unlikely to accept applications from individuals from outside the organization.

It is worth nothing that for logistical reasons, Open Cages employs staff members on behalf of Anima International when those employees reside in the UK. The funds are transferred to Open Cages in the form of grants, with the funds being used exclusively on the aforementioned employment. These employees work full time for Anima International but as Open Cages is part of Anima International, they naturally devote some of their time to Open Cages in the form of assistance.

#### REFERENCE AND ADMINISTRATIVE DETAILS

##### Registered Company number

12036812 (England and Wales)

##### Registered Charity number

1190484

**OPEN CAGES ADVOCACY LTD**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 JUNE 2021**

**Registered office**

18 Knights Court  
Knights Park  
Kingston Upon Thames  
Surrey  
KT1 2QL

**Trustees**

C Jackson  
Mr K Heikkinen (resigned 8.2.21)  
J S Stencil  
Ms K Henderson (appointed 12.1.21)

**Company Secretary**

Approved by order of the board of trustees on ..... and signed on its behalf by:

.....  
C Jackson - Trustee

OPEN CAGES ADVOCACY LTD

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2021

	Notes	Year Ended 30.6.21 Unrestricted fund £	Period 6.6.19 to 30.6.20 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		<b>60,647</b>	150,025
<b>EXPENDITURE ON</b>			
Other		<b>99,858</b>	75,556
<b>NET INCOME/(EXPENDITURE)</b>		<b>(39,211)</b>	74,469
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>74,469</b>	-
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>35,258</b>	74,469

The notes form part of these financial statements

**OPEN CAGES ADVOCACY LTD**

**BALANCE SHEET  
30 JUNE 2021**

	Notes	2021 Unrestricted fund £	2020 Total funds £
<b>CURRENT ASSETS</b>			
Cash at bank		47,164	83,587
<b>CREDITORS</b>			
Amounts falling due within one year	5	(11,906)	(9,118)
<b>NET CURRENT ASSETS</b>		<u>35,258</u>	<u>74,469</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>35,258</u>	<u>74,469</u>
<b>NET ASSETS</b>		<u><u>35,258</u></u>	<u><u>74,469</u></u>
<b>FUNDS</b>			
Unrestricted funds	6	<u>35,258</u>	<u>74,469</u>
<b>TOTAL FUNDS</b>		<u><u>35,258</u></u>	<u><u>74,469</u></u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on ..... and were signed on its behalf by:

.....  
C Jackson - Trustee

## OPEN CAGES ADVOCACY LTD

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

#### 2. TRUSTEES' REMUNERATION AND BENEFITS

	<b>Year Ended</b>	Period
	<b>30.6.21</b>	6.6.19
	<b>£</b>	to
		30.6.20
		£
Trustees' salaries	<b>18,667</b>	16,800
Trustees' social security	<b>966</b>	236
Trustees' pensions paid	<b>373</b>	266
	<b>20,006</b>	17,302

##### **Trustees' expenses**

There were no trustees' expenses paid for the year ended 30 June 2021 nor for the period ended 30 June 2020.

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2021

3. STAFF COSTS

The average monthly number of employees during the year was as follows:

	<b>Year Ended</b> <b>30.6.21</b>	Period 6.6.19 to 30.6.20
Administration	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

4. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	150,025
 <b>EXPENDITURE ON</b>	
Other	<u>75,556</u>
<b>NET INCOME</b>	74,469
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>74,469</u></u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	<b>2021</b> £	2020 £
Trade creditors	<b>786</b>	168
Social security and other taxes	<b>3,986</b>	1,621
Other creditors	<b>4,914</b>	6,129
Accrued expenses	<b>2,220</b>	1,200
	<u><b>11,906</b></u>	<u>9,118</u>

6. MOVEMENT IN FUNDS

	At 1.7.20 £	Net movement in funds £	At 30.6.21 £
<b>Unrestricted funds</b>			
General fund	<b>74,469</b>	<b>(39,211)</b>	<b>35,258</b>
 <b>TOTAL FUNDS</b>	<u><b>74,469</b></u>	<u><b>(39,211)</b></u>	<u><b>35,258</b></u>

OPEN CAGES ADVOCACY LTD

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 JUNE 2021

6. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	60,647	(99,858)	(39,211)
<b>TOTAL FUNDS</b>	<u>60,647</u>	<u>(99,858)</u>	<u>(39,211)</u>

Comparatives for movement in funds

	Net movement in funds £	At 30.6.20 £
<b>Unrestricted funds</b>		
General fund	74,469	74,469
<b>TOTAL FUNDS</b>	<u>74,469</u>	<u>74,469</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	150,025	(75,556)	74,469
<b>TOTAL FUNDS</b>	<u>150,025</u>	<u>(75,556)</u>	<u>74,469</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2021.

OPEN CAGES ADVOCACY LTD

DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 JUNE 2021

	Year Ended 30.6.21 £	Period 6.6.19 to 30.6.20 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Gifts	<b>60,647</b>	150,025
<b>Total incoming resources</b>	<b>60,647</b>	150,025
<b>EXPENDITURE</b>		
<b>Other</b>		
Use of Home as Office	<b>288</b>	244
<b>Support costs</b>		
<b>Management</b>		
Trustees' salaries	<b>18,667</b>	16,800
Trustees' social security	<b>966</b>	236
Trustees' pensions paid	<b>373</b>	266
Wages	<b>47,661</b>	46,098
Social security	<b>1,590</b>	684
Pensions	<b>1,146</b>	1,086
Insurance	<b>257</b>	251
Postage and stationery	<b>5</b>	188
Advertising	<b>2,872</b>	689
Travelling	<b>-</b>	2,904
	<b>73,537</b>	69,202
<b>Information technology</b>		
Repairs and renewals	<b>1,642</b>	707
<b>Governance costs</b>		
Sundries	<b>289</b>	897
Accountancy and legal fees	<b>2,262</b>	1,476
Consultancy fees	<b>21,840</b>	3,030
	<b>24,391</b>	5,403
Total resources expended	<b>99,858</b>	75,556
<b>Net (expenditure)/income</b>	<b>(39,211)</b>	74,469

This page does not form part of the statutory financial statements