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Charity Commission Annual Return 2024

MONSTER ENERGY CARES EMEA
Charity registration number: 1194168

Most of the information you give in this form will become publicly available on the Register of Charities. Any field that the Charity Commission will not display will be clearly marked.

This document is a record of the information provided in the Annual Return 2024.

PART A - Charity information

Financial period

Financial period start date

01/01/2024

Financial period end date

31/12/2024

Income and spending

Income £

£ 0

Spending £

£ 16,469

Number of contracts from government

How many contracts (other than grant agreements) did your charity receive from central government or a local authority during the financial period for this return?

0

Number of grants from government

How many grants did your charity receive from central government or a local authority during the financial period for this return?

0

Income breakdown

Donations and legacies (excluding Endowments Received)

£ 0

Charitable activities

£ 0

Other trading activities

£ 0

Investments

£ 0

Other

£ 0

Grantmaking

Is grant making the main way your charity carries out its purposes?

Yes

Recipients of grants

Please round all figures to the nearest pound (do not enter decimal points or commas).

Individuals

£ 0

Other charities

£ 16,469

Other organisations that are not charities

£ 0

Grant recipients related parties

Are any of the grant recipients related parties to the charity?

No

Trustee payments

Excluding out of pocket expenses, for what were any of the trustees paid during the financial period for this return?

☒ e. None of the trustees have been paid

Did any of the trustees resign and take up employment with your charity in the financial period of this return?

No

Income from outside the UK

Did your charity receive income from outside of the United Kingdom in the financial period of this return?

No

Delivering activities outside the United Kingdom

Did your charity deliver charitable activities outside of the United Kingdom in the financial period of this return?

No

Spending outside of the United Kingdom

Did your charity spend funds outside of the United Kingdom in the financial period of this return?

Yes

Select countries/territories your charity operated in during the financial period covered by this annual return

☒ Ireland

We recommend you select "Save" regularly to avoid losing any values entered.

Ireland

£ 3,226

Total Spending outside of the United Kingdom

£ 3,226

Methods of money transfer

How much money did your charity send in total outside of the United Kingdom using a method other than the regulated banking system in the financial period for this return?

£ 0

Trading subsidiaries

Does the charity have any trading subsidiaries?

No

Charity contact details correct

Is the contact address displayed from the Register of Charities, correct?

Yes

Charity headquarters details correct

Is this the same address that you use as your charity's administrative headquarters?

Yes

Charity contact address

Address Line 1

MONSTER HOUSE

Address Line 2

7 HIGH STREET

Address Line 3

COWLEY BUSINESS PARK

Address Line 4

UXBRIDGE

Address Line 5

MIDDLESEX

Postcode

Country

UB8 2AD

Charity Headquarters address

Address Line 1

MONSTER HOUSE

Address Line 2

7 HIGH STREET

Address Line 3

COWLEY BUSINESS PARK

Address Line 4

UXBRIDGE

Address Line 5

MIDDLESEX

Postcode

Country

UB8 2AD

Membership type

Is your charity part of a wider group structure with a parent body and subsidiary bodies?

no, the charity is not part of a wider group structure

Employment contract types

People were permanently employed by your charity

0

People were on fixed-terms contracts with your charity

0

Self-employed people were working for your charity

0

Governance policies

Internal charity financial controls policy and procedures

Yes

Safeguarding policy and procedures

Not applicable

Financial reserves policy and procedures

Not applicable

Complaints policy and procedures

Not applicable

Serious incident reporting policy and procedures

Not applicable

Internal risk management policy and procedures

Not applicable

Trustee expenses policy and procedures

Not applicable

Trustee conflicts of interest policy and procedures

Yes

Investing charity funds policy and procedures

Yes

Campaigns and political activity policy and procedures

Not applicable

Bullying and harassment policy and procedures

Not applicable

Social media policy and procedures

Not applicable

Engaging external speakers at charity events policy and procedures

Not applicable

Safeguarding

Has your charity provided services to children and/or adults at risk in the financial period of the return?

No

External risk and impact

Donations

Unknown/No Change/Not Applicable

Other income - grants

Unknown/No Change/Not Applicable

Other income - contracts

Unknown/No Change/Not Applicable

Other income - investment

Unknown/No Change/Not Applicable

Expenditure on charitable activities

Unknown/No Change/Not Applicable

Expenditure on overheads

Unknown/No Change/Not Applicable

Number of volunteers

Unknown/No Change/Not Applicable

Number of employees

Unknown/No Change/Not Applicable

Number of trustees

Unknown/No Change/Not Applicable

Fundraising activities

Unknown/No Change/Not Applicable

Capacity to deliver services

Unknown/No Change/Not Applicable

Total service demand

Unknown/No Change/Not Applicable

Volunteers

Excluding trustees, provide an estimate of the number of volunteers who carried out charitable activities on behalf of your charity in the United Kingdom during the financial period of this return?

0

Privacy statement

Any information you give us will be held securely and processed only in accordance with the rule on data protection. We will not disclose your personal details to anyone unconnected to the Charity Commission unless:

- you have consented to their release; or
- we are legally obliged to disclose them; or
- we regard disclosure as either (a) necessary so that we can properly carry out our statutory functions or (b) necessary in the public interest.

We may share and disclose information about you with relevant public authorities, regulatory bodies and agencies, outside the Charity Commission but only if:

- we can lawfully do so; and
- we decide that disclosure is necessary for national security, crime detection, prevention, and law enforcement, or other issues in the public interest

Information we collect about you

We will use this information:**To enable us to carry out our statutory functions and duties;****This will include the following actions:****(a) update, consolidate, and improve the accuracy of our records;****(b) undertake crime detection and prevention and law enforcement and assist the third parties specified above to investigate or prevent crime and carry out law enforcement;****(c) data analysis, testing, research, statistical and survey purposes****Information we receive from other sources.****Information we receive from other sources****We may combine this information with information you give to us and information we collect about you.****We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).****We will ensure that any such disclosure and use is proportionate; considers your right to respect for your private life; and is done fairly and lawfully in accordance with the data protection principles of the Data Protection Act.****The Data Protection Act 1998 regulates the use of 'personal data', which is essentially any information, however stored, about identifiable living individuals.****As a 'data controller' under the Act, the Charity Commission must comply with it. Any changes we may make to our privacy statement in the future will be set out in the replacement version of this form.****Please check back frequently to see any updates or changes to our privacy policy.****Declaration****This annual return has not been submitted and no Declaration has been made**

Charity Registration No. 1194168

MONSTER ENERGY CARES EMEA
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

MONSTER ENERGY CARES EMEA

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr G P Carling Mr J A Benmiloud Mrs K L Collins Mr R C Sacks Mr H H Schlosberg Mr N Shirley
Charity number	1194168
Charity Address	Monster House 7 High Street Cowley Business Park Uxbridge Middlesex UB8 2AD
Independent examiner	Ward Williams Limited Bay Lodge 36 Harefield Road Uxbridge Middlesex UB8 1PH

MONSTER ENERGY CARES EMEA

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MONSTER ENERGY CARES EMEA

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (published October 2019).

Objectives and activities

The charity's objects are for such charitable purpose as the trustees think fit, including but not exclusively:

- The relief of financial hardship, either generally of individually, of athletes, the armed forces, the police, fire and rescue services or ambulance services, and their families following death or injury by making grants of money for providing or paying for items, services or facilities.
- The advancement of education to promote learning and literacy for the public benefit.
- The advancement of health and saving lives for the public benefit.

The charity was set up by the Monster Beverage Corporation. As a large, international company, with a strong presence in the UK, Monster Energy believes it is their responsibility to support the communities in which they operate, and this support in the UK and wider EMEA region is managed via the charity.

The support of the charity includes giving grants to other charitable organisations and matching Monster Energy drinks employees donations to charitable organisations that the Trustees deem to be in accordance with the Monster Energy Cares charitable objectives above.

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

Achievements and performance

During the year the charity received no grants (2023 - £175,000) from Monster Energy Europe Ltd, an associated company registered in England & Wales.

The charity did not award any grants during the year.

Financial review

Donations were received during the year totalling £nil (2023 - £175,000), with expenditure incurred of £16,469 (2023 - £239,316). This included grants awarded of £11,301 (2023 - £234,883), bank charges of £529 (2023 - £131) and accountancy fees of £1,740 (2023 - £1,140), with the expenditure increased by a loss on exchange in the year of £2,899 (2023 - £3,162).

The charity made a deficit for the financial year of £16,469, which when offset against the brought forward reserves of the charity, leaves £91,546. This will be carried forward and utilised by the charity against future grants awarded.

Given the nature of the charity the Trustees do not consider it necessary to hold a minimum reserves level or have a set reserves policy. Donations received from the Monster Energy group are spent on charitable activities however the Trustees deem appropriate, and the charity has minimal administration costs due to its nature and support from the Monster Energy group.

The Trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

MONSTER ENERGY CARES EMEA

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

Structure, governance and management

The charity was registered with the Charity Commission on 21 April 2021 (Charity Number 1194168) as a Charitable Incorporated Organisation (CIO). The charity is governed by its governing document.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Mr G P Carling

Mr J A Benmiloud

Mrs K L Collins

Mr R C Sacks

Mr H H Schlosberg

Mr N Shirley

The Trustees' report was approved by the Board of Trustees.



Neil Shirley (Oct 28, 2025 17:17:17 GMT)

Mr N Shirley

Trustee

Dated: 28 October 2025

MONSTER ENERGY CARES EMEA

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF MONSTER ENERGY CARES EMEA

I report to the Trustees on my examination of the financial statements of Monster Energy Cares EMEA (the charity) for the year ended 31 December 2024.

Responsibilities and basis of report

As the Trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

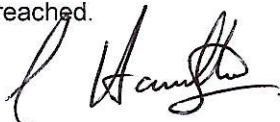
I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.



Colin Hamilton ACCA

Ward Williams Limited
Bay Lodge
36 Harefield Road
Uxbridge
Middlesex
UB8 1PH

Dated: 29 October 2025

MONSTER ENERGY CARES EMEA

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	2023 £
<u>Income from:</u>			
Donations and legacies	2	-	175,000
<u>Expenditure on:</u>			
Charitable activities	3	16,469	239,316
Net expenditure for the year/ Net movement in funds		(16,469)	(64,316)
Fund balances at 1 January		108,015	172,331
Fund balances at 31 December		<u>91,546</u>	<u>108,015</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

MONSTER ENERGY CARES EMEA

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		92,986		109,155	
Current liabilities	9	<u>(1,440)</u>		<u>(1,140)</u>	
Net current assets			<u>91,546</u>		<u>108,015</u>
Income funds					
Unrestricted funds			<u>91,546</u>		<u>108,015</u>
			<u>91,546</u>		<u>108,015</u>

The financial statements were approved by the Trustees on 28 October 2025


Neil Shirley (Oct 28, 2025 17:17:17 GMT)
Mr N Shirley
Trustee

MONSTER ENERGY CARES EMEA

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

Charity information

Monster Energy Cares EMEA is a charitable incorporated organisation (CIO) which was registered on 21 April 2021. The Charity's registration number is 1194168.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (published in October 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs relating to each particular category. Where costs cannot be directly attributed to a particular heading they are allocated to activities on a basis consistent with the use of those resources.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

MONSTER ENERGY CARES EMEA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are measured at transaction price including transaction costs.

Basic financial liabilities

Basic financial liabilities, including creditors are recognised at transaction price.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Donations and legacies

	2024	2023
	£	£
Donations and gifts	-	175,000
	<u> </u>	<u> </u>
Donations and gifts		
Monster Energy Europe Ltd	-	175,000
	<u> </u>	<u> </u>
	-	175,000
	<u> </u>	<u> </u>

MONSTER ENERGY CARES EMEA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

3 Charitable activities

	2024 £	2023 £
Grant funding of activities (see note 4)	11,301	234,883
Share of support costs (see note 5)	3,428	3,293
Share of governance costs (see note 5)	1,740	1,140
	<u>16,469</u>	<u>239,316</u>
Analysis by fund		
Unrestricted funds	<u>16,469</u>	<u>239,316</u>

4 Grants payable

	2024 £	2023 £
Grants to institutions:		
Invictus Games	-	175,000
Turkey Earthquake Relief	-	43,490
The UK Committee for UN	-	8,697
Others < £5,000	11,301	7,696
	<u>11,301</u>	<u>234,883</u>

5 Support costs

	Support costs £	Governance costs £	2024 £	2023 £	Basis of allocation
Exchange Losses	2,899	-	2,899	3,162	Support
Bank charges	529	-	529	131	Support
Accountancy	-	1,740	1,740	1,140	Governance
	<u>3,428</u>	<u>1,740</u>	<u>5,168</u>	<u>4,433</u>	

Governance costs includes payments of £1,740 (2023 - £1,140) for fees payable to the independent examiner.

6 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

MONSTER ENERGY CARES EMEA

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

7 Employees

There were no employees during the year.

8 Financial instruments	2024 £	2023 £
Carrying amount of financial liabilities		
Measured at amortised cost	1,440	1,140

9 Current liabilities

	2024 £	2023 £
Accruals and deferred income	1,440	1,140

10 Related party transactions

There were no disclosable related party transactions during the year.