

Registered charity number: 1200865

EVERY CAT MATTERS
REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 DECEMBER 2024

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REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 DECEMBER 2024
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EVERY CAT MATTERS

THE TRUSTEES' ANNUAL REPORT FOR THE PERIOD ENDED 31 DECEMBER 2024

The Trustees present their report along with the financial statements of the Charity for the period ended 31 December 2024. The financial statements have been prepared in accordance with the accounting policies set out on page 9 and comply with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Reference and administrative information

Charity Number: 1200865

Trustees:

F Page
J Cushman
H Cavin
R Rubaye

Structure, Governance and Management

Every Cat Matters is a registered charity, number 1200865, and was registered as a charity on 1st November 2022.

The Charity has no full time or part time employees or volunteers to assist in the running of the Charity, the daily administration being carried out by the Trustees themselves.

Decisions are made by the Trustees, who meet on an ad hoc basis.

Risk Management

The Trustees have reviewed the major and financial risks that impact on the work of the charity. The systems that have been established enable the Trustees to review and take necessary steps to lessen these risks.

Objectives and Activities

For the public benefit to promote humane behaviour towards cats and prevent cruelty and suffering among cats in the United Arab Emirates by:

- a) providing appropriate care, protection, treatment and security for cats which are in need of care and attention by reason of sickness, maltreatment, poor circumstances or ill usage, rehoming such cats, where possible, in the United Arab Emirates and the United Kingdom;
- b) providing trap neuter and release services to homeless cats, designed to control the population of unwanted cats;
- c) educating the public in matters pertaining to the care and welfare of cats.

Public benefit

The Trustees have complied with Section 17(5) of the 2011 Charities Act, having due regard for the Charity Commission's guidance on the public benefit when renewing the charities aim and objectives, when setting the grant making policy and in making awards.

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THE TRUSTEES' ANNUAL REPORT FOR THE PERIOD ENDED 31 DECEMBER 2024

Grant Making Policy

The Trustees consider all grant applications on an individual basis and will make donations to approved applications, when funds are available.

Achievement and Performance

Since our establishment in November 2022, Every Cat Matters has continued to grow steadily and fulfil its mission to promote humane behaviour towards cats and prevent cruelty and suffering across the UAE.

In 2024, we successfully rehomed 37 cats and carried out 45 TNRs (trap–neuter–release). Each rescue represents a life transformed, and one particularly memorable case this year was Georgie. Our UAE on-ground team found him sitting hopelessly beside a row of trash bins, suffering from a horrific tail injury caused by a tightly wound string. He was rushed to the vet for emergency care and underwent extensive treatment and surgery. Thanks to the incredible dedication of our team and supporters, Georgie made a full recovery — and is now happily adopted in the UK, living the life he deserves.

While our team and trustee board have remained the same, 2024 saw us further strengthen our social media strategy, establishing a more consistent and purposeful online presence. Our aim has been to go beyond adoption posts - to educate the public on the plight of cats in the UAE, highlight the rescue work being done, and inspire wider community support.

Our partnership with Harmony Vet Clinic in Dubai continues to be an invaluable part of our TNR work. They remain one of our key veterinary partners and provide excellent care for cats in need. Our partnership with Sea Level Café, however, has been less active this year, with contributions becoming ad hoc and limited. We are currently reviewing how best to focus our partnership efforts in 2025 to ensure sustainable, long-term collaboration.

We have also continued engagement with Ajman University, supporting some small-scale TNR projects together. While collaboration has been positive, ongoing support from the university remains limited, so we continue to balance such partnerships carefully to maintain the sustainability of our resources.

Although 2024 did not bring any major new sponsors or donors, it did mark progress in building our foundations. We began development of our official website, which will be launched in 2025. This project is being developed alongside our social media efforts to ensure cohesive branding and storytelling. We also implemented two important new fundraising tools: PayPal Giving Fund registration and an Amazon Wishlist, both of which have made it easier for our supporters to contribute financially or donate much-needed supplies such as food, toys, and specialist nutrition.

We also ran a targeted fundraising effort for Toku's medical case where veterinary costs were significant. Thanks to public generosity through GoFundMe and PayPal, he received the treatment he needed and has since made excellent recoveries.

One of the key logistical challenges this year has been adapting to DEFRA's new 48-hour quarantine requirement for cats entering the UK. This rule change has introduced additional complexity and financial strain, as all incoming cats must now quarantine together before joining their adoptive families. To manage this, we partnered with a UK-based cattery willing to accommodate these shipments and arranged for a licensed pet taxi service to handle onward transfers. While this adds cost, it ensures compliance and animal welfare — and we are actively exploring more affordable long-term solutions.

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Looking ahead to 2025, our priorities are to:

Launch and promote the new Every Cat Matters website, establishing a stronger digital presence for outreach, education, and fundraising;

Continue building awareness through our refined social media strategy;

Strengthen partnerships and fundraising capacity to support our TNR programme sustainably, including getting established as an approved charity on eBay for auction donations and on Facebook for community fundraisers;

Develop our foster network, which remains one of the greatest challenges in expanding our rescue capacity; and

Deepen our collaboration with Ajman University to create meaningful, lasting impact in animal welfare education.

At the time of this report, Every Cat Matters has 32 cats awaiting adoption, each receiving the care and compassion they need until they find their forever home.

Financial Review

Over the 2024 financial year, Every Cat Matters recorded a total income of £12,918, with expenditure amounting to £12,448, resulting in a net surplus of £470. Funds brought forward from the previous year totalled £5,793, leaving a closing balance of £6,263 at year end.

Our main expenditure areas continued to centre around veterinary care, relocation and quarantine costs, TNR activity, and medication for our rescues. The increase in vet bills and relocation costs - particularly following DEFRA's introduction of a mandatory 48-hour quarantine for incoming cats from August 2024 - had a significant financial impact on the charity. This new rule has increased the cost and complexity of every relocation, but we remain committed to ensuring compliance while maintaining the highest standards of animal welfare.

The broader economic climate has also continued to influence our work. The cost-of-living pressures in the UK have affected both adoption rates and the level of donations, resulting in a year of cautious financial management. We made the decision to maintain our adoption fee at £270 throughout 2024 to avoid deterring potential adopters, balancing accessibility with the need to cover rising costs.

In July 2024, we successfully registered with the PayPal Giving Fund, marking an important step toward streamlining how we receive donations and improving transparency for supporters. Although uptake has been gradual, it provides a sustainable and trusted mechanism for future giving. We also began receiving regular monthly contributions from one of our adopters, alongside occasional one-off donations from others who continue to follow and support our work through social media.

Looking ahead to 2025, our financial priorities are to increase visibility and donor engagement through the continued rollout of our social media strategy, affiliating our charity with eBay and Facebook as approved charitable organisations and the launch of our new website. These will help potential adopters and supporters connect more easily with our work, donate online, and learn about our rescue and TNR programmes. We remain cautiously optimistic that these developments will improve our long-term financial sustainability, even as we continue to navigate the challenges of rising flight and quarantine costs.

The net result for the end of our second reporting year is £6,263 (2023: £5,793).

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THE TRUSTEES' ANNUAL REPORT FOR THE PERIOD ENDED 31 DECEMBER 2024

Investment Policy and Performance

There are no restrictions on the charities power to invest and the Trustees have not adopted an ethical investment policy.

Reserves Policy

The Trustees' aim is to maintain free reserves in unrestricted funds, at a level that will provide sufficient funds to respond to applications for grants and ensure that there are sufficient funds available to cover support and governance costs. The actual level of reserves at 31 December was £3,263 (2023: £5,793).

Plans for the Future

The Trustees have no immediate plans to modify or radically change any of the objects, activities or policies described above.

Trustees' responsibilities in relation to the financial statements

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity at the end of the financial year and of its surplus or deficit for the financial year. In doing so the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Accounting Standards and Statements of Recommended Practice and the regulations under the Charities Act 2011. They are also responsible for safeguarding the charity's assets and hence taking reasonable steps for the prevention and detection of fraud and breaches of law and regulations.

The Trustees are responsible for the maintenance and integrity of the charity and the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the trustees and signed on their behalf by:

Freya Page

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F Page
Trustee

Date 27 October 2025

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STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024	Total funds 2024	Unrestricted funds 2023	Total funds 2023
Income and endowments from:					
Donations	2	12,894	12,894	29,466	29,466
Others		24	24	104	104
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total		12,918	12,918	29,570	29,570
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Expenditure on:					
Charitable activities	3	(12,276)	(12,276)	(23,706)	(23,706)
Others	4	(172)	(172)	(71)	(71)
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total		(12,448)	(12,448)	(23,777)	(23,777)
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Net income/(expenditure)		470	470	5,793	5,793
Net movement in funds		470	470	5,793	5,793
Reconciliation of funds					
Total funds brought forward		5,793	5,793	-	-
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total funds carried forward		6,263	6,263	5,793	5,793
		<u> </u>	<u> </u>	<u> </u>	<u> </u>

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**BALANCE SHEET
AS AT 31 DECEMBER 2024**

			2024		2023
	Note	£	£	£	£
Current assets					
Cash at bank and in hand	7	6,263		5,793	
			6,263		5,793
Net assets			6,263		5,793
Funds					
Unrestricted fund			6,263		5,793

The notes on pages 8 to 10 form part of these financial statements.

The financial statements were approved by the Board of Trustees on 27 October 2025 and were signed on its behalf by:

Freya Page
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F Page
Trustee

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**CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024	2023
	£	£
Cash flows from operating activities	470	5,793
Change in cash and cash equivalents	470	5,793
Cash and cash equivalents brought forward	5,793	-
	<hr/>	<hr/>
Cash and cash equivalents carried forward	6,263	5,793
	<hr/> <hr/>	<hr/> <hr/>

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1. Accounting policies

a) Basis of preparation

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

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

b) Fund accounting

All funds of the charity are held as unrestricted fund and the trustees have the power to distribute income as they see fit in accordance with the overall objectives of the charity.

c) Incoming resources

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

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Entitlement to a legacy is recognised when probate has been granted and the executors have established that there are sufficient funds to honour the will request and any conditions attached have been met.

d) Resources expended and irrecoverable VAT

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Grants payable are payments made to third parties in the furtherance of the charitable objectives of the charity. The grants are accounted for where either the Trustees have agreed to pay the grant without condition and the recipient has a reasonable expectation that they will receive a grant, or any condition attaching to the grant is outside the control of the charity.

Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

e) Charitable activities

Costs of charitable activities include grants made.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

f) Other costs

Other costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

h) Foreign Currency

Transactions in foreign currencies are translated into sterling at the rates of exchange current at the date of the transactions. Foreign currency monetary assets and liabilities in the balance sheet are translated into sterling at the rates of exchange ruling at the end of the year. Resulting exchange gains and losses are taken to the Statement of Financial Activities.

2. Donations and legacies	2024	2023
		£
Donations	12,894	29,466
	<u>12,894</u>	<u>29,466</u>
	=====	=====

3. Analysis of charitable expenditure

The charity undertook both direct charitable activities and also awarded grants to a one institution during the year in furtherance of its charitable activities. No support costs were incurred in the delivery of these grants.

	2024	2023
	£	£
Relocation costs	6,573	16,902
Grants made	-	250
Medical/health/sickness	5,703	6,418
General purposes	-	136
Total	<u>12,276</u>	<u>23,706</u>
	=====	=====

4. Other costs

	2024	2023
	£	£
Bank charges	14	70
Profit/(loss) on foreign exchange	-	1
Sundry expenses	158	-
	<u>172</u>	<u>71</u>
	=====	=====

5. Trustees' remuneration

The Trustees received no remuneration or expenses during the year.

6. Employees

There were no employees during the year. The daily administration of the charity is carried out by the trustees.

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 5 APRIL 2024**

7. Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash at bank	6,263	5,793
	<hr/>	<hr/>
Total cash and cash equivalents	6,263	5,793
	<hr/> <hr/>	<hr/> <hr/>