CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From: **1st January 2025** **Period start date**
To: **31st December 2025** **Period end date**

Charity name: Murphy's Army

Charity registration number: 1167823

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To promote the humane treatment and welfare of service animals, both active and retired, for the benefit of the public, by providing financial assistance for their care, welfare, training and wellbeing, and by raising public awareness of their contribution through education, outreach and lasting memorials.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The charity delivers the Murphy's Army Purple Poppy Campaign, which raises awareness of and promotes remembrance for animals that have served, and continue to serve, alongside the Armed Forces, emergency services, search and rescue and other related organisations. Through fundraising, the sale of purple poppy merchandise, social media engagement and collaboration with volunteers, supporters and participating outlets, the campaign generates funds to support organisations involved in the care, welfare, training and equipment of working and retired service animals. It also supports the creation of lasting memorials to recognise and commemorate the contribution and sacrifice of these animals. These activities benefit the public by promoting awareness of the important role animals have played, and continue to play, in service to people, encouraging compassion and respect for their contribution, and supporting the welfare of animals following their service.

		The campaign also provides opportunities for individuals, businesses and communities to participate in fundraising and remembrance activities. The trustees consider that these activities further the charity's purposes and deliver public benefit through the support of service animals, the promotion of animal welfare and the preservation of their legacy for future generations.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees are aware of, and have regard to, the Charity Commission's guidance on public benefit. They are satisfied that the charity's activities during the year were undertaken in accordance with its governing document and furthered its charitable purposes for the public benefit.

Additional information (optional)
You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	The charity does not operate a formal grant-making programme. However, it selects the charities and organisations that benefit from funds raised through its annual Purple Poppy Campaign. Potential beneficiaries whose work supports service animals are considered, and a shortlist is drawn up. Due diligence is then undertaken before the final selection of two or three beneficiaries is made by a vote of the trustees.
Policy on social investment including program related investment	Para 1.38	N/A
Contribution made by volunteers	Para 1.38	The charity is operated entirely by volunteers, whose commitment, compassion, and dedication make all of Murphy's Army's activities possible. The trustees wish to record their sincere thanks and appreciation to all volunteers for their invaluable contribution and hard work throughout the year.
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	During the year, Murphy's Army continued to develop the Murphy's Army Purple Poppy Campaign, which has become the charity's principal area of activity. Following approval by the Charity Commission on 25 March 2025, and a Special Resolution passed on 12 April 2025, the charity formally amended its objectives to focus on supporting and commemorating animals that have served, or continue to serve, alongside the Armed Forces, emergency services, search and rescue and other related organisations. The Purple Poppy Campaign raises awareness of the service, sacrifice and contribution of these animals, while generating funds to support organisations providing care, welfare, training and equipment for working and retired service animals, together with the creation of lasting memorials in their honour. The 2025 campaign was the charity's most successful year to date in terms of fundraising. Through the dedication of its volunteers and the generosity of supporters across the UK, the charity was able to make donations of £12,117 each to Bransby Horses, Service Dogs UK and Tired Paws Foundation, supporting their work in caring for animals and recognising their contribution to service. A further £4,123 was donated to the They Also Served Memorial Fund to support the creation of lasting memorials honouring animals that have served alongside people. In total, £40,474 was distributed in support of these beneficiaries and the charity's memorial work. Throughout the year, the campaign continued to engage the public through its range of purple poppy merchandise, social media activity, participating retail

		outlets and other awareness initiatives. The involvement of volunteers, supporters and participating businesses has been instrumental in extending the campaign's reach and encouraging greater recognition of the important role played by service animals, both during their working lives and in retirement. The charity also continued to promote lasting remembrance through its They Also Served initiative. A memorial bench and life size dog statue were installed at the Blackpool and Fylde Memorial Arboretum and a further memorial bench at the National Police Dog Memorial in Chelmsford.. The areas provide a permanent tribute to animals whose service and sacrifice might otherwise go unrecognised. The trustees are grateful to everyone who contributed to the campaign during the year, including volunteers, donors, retail outlets, partner organisations and members of the public. Their continued support has enabled Murphy's Army to build upon its achievements and further its commitment to recognising and remembering the animals who have served. The year was also marked by the sad loss of Trustee John Alderson, who passed away on 19 September 2025. John was one of the co-founders of the Murphy's Army Purple Poppy Campaign and a driving force behind its development and success. His commitment to the campaign and the cause it represents helped shape the work that continues today. The trustees wish to place on record their sincere gratitude for John's contribution and dedication, and to acknowledge the lasting legacy he leaves within the campaign. Although the charity's activities have evolved since its establishment, its underlying purpose remains unchanged: to make a meaningful difference to animals and to ensure that their contribution is recognised and remembered. The Purple Poppy Campaign now provides the focus for this work, carrying forward the charity's commitment to compassion, service and remembrance.

		Finally, the trustees continue to remember Murphy, the Siberian Husky whose disappearance in 2013 inspired the charity's founding. Murphy passed away in September 2024, but his legacy lives on through the animals helped in his name and the ongoing work of the Purple Poppy Campaign.

Additional information (optional)
You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	During the year, the charity received income of £59,812 and made payments totaling £59,546, resulting in a surplus of £266. At 31 December 2025, the charity held funds totaling £22,454.65 across its bank accounts and PayPal. The trustees continue to monitor the charity's financial position to ensure that sufficient funds are available to meet ongoing running costs and support the objectives of the Murphy's Army Purple Poppy Campaign.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity aims to maintain reserves of £3,000, equivalent to approximately 12 months of running costs, to help ensure that sufficient funds are available to meet its ongoing commitments. At 31 December 2025, the charity held total funds of £22,454.65. The trustees continue to monitor the charity's financial position and the availability of funds to meet its ongoing activities and commitments.
Amount of reserves held	Para 1.22	£22,454.65
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)
You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Through donations, fundraising activities and the sale of merchandise through the Murphy's Army Purple Poppy Campaign.
Investment policy and objectives including any social investment policy adopted	Para 1.46	N/A
A description of the principal risks facing the charity	Para 1.46	The trustees recognise that the cost of living and wider economic conditions may affect public donations and merchandise sales, creating uncertainty around fundraising income. The trustees continue to keep the charity's financial position and fundraising performance under review.

Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Our process for appointing trustees is laid down in the charity's constitution and is by a resolution passed at a properly convened trustee meeting. In selecting individuals for appointment as trustees, the existing trustees have regard to the skills, knowledge and experience needed for the efficient administration of the charity.

Additional information (optional)
You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	All new trustees are directed to the relevant Charity Commission guidance on the roles and responsibilities of charity trustees and are provided with copies of the charity's constitution, the previous Trustees' Annual Report and the accounts. All new trustees are required to confirm their acceptance or decline of the role in writing.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity is managed by the trustees, supported by a network of volunteers.
Relationship with any related parties	Para 1.51	N/A
Other		

Reference and Administrative details

Charity name	Murphy's Army
Other name the charity uses	
Registered charity number	1167823

Charity's principal address	12 Robinson Court, Bradford BD7 2QP

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Puiling Ma		15/5/2018 to present	
2	Julie McDonnell		21/1/2023 to present	
3	John Alderson		21/1/2023 to 19/9/2025	
4	Karen Pritchard		4/10/2023 to present	
5	Bev Alderson		7/6/25 to 4th April 2026	
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17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
N/A		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
N/A		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	K E Pritchard	Puiling Ma
Full name(s)	Karen Pritchard	Puiling Ma
Position (eg Secretary, Chair, etc)	Trustee	Trustee
Date	18th October 2026	18th October 2026

CHARITY COMMISSION FOR ENGLAND AND WALES

No (if any) 1167823

Receipts and payments accounts

CC16a

For the period from	Period start date 01/01/2025	To	Period end date 31/12/2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations & Fundraising	3,460			3,460	2,425
PayPal Giving Fund	1,309			1,309	1,647
Ppurple Poppy Online Sales	38,881			38,881	33,122
Purple Poppy Fundraiser & Outlet Income	16,162			16,162	23,529
Van	-			-	200
<isc	-			-	69
	-	-	-	-	-
	-	-	-	-	-
Sub total *(Gross income for AR)*	59,812	-	-	59,812	60,993
A2 Asset and investment sales, (see table).					
		-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	59,812	-	-	59,812	60,993
A3 Payments					
Cost of fundraising	174		-	174	1,726
Purple Poppy Campaign Costs	19,164		-	19,164	19,923
Grants Given	-		-	-	9,250
Insurances	217		-	217	217
Accountant/General office expenses	506		-	506	720
Equipment	95		-	95	600
Website	216		-	216	215
Van	-		-	-	440
Purple Poppy Recipients	36,351		-	36,351	31,750
Memorial Benches	2,823			2,823	2,250
Misc	-		-	-	9
Sub total	59,546	-	-	59,546	67,099
A4 Asset and investment purchases, (see table)					
		-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	59,546	-	-	59,546	67,099
Net of receipts/(payments)	266	-	-	266	- 6,105
A5 Transfers between funds	18,917	- 18,917	-	-	-
A6 Cash funds last year end	3,272	18,917	-	22,189	28,294
Cash funds this year end	22,455	-	-	22,455	22,189

Section B Statement of assets and liabilities at the end of the period

B1 Cash funds

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Barclays Bank Account	21,792		-
	Paypal	663		-
	Cash	-	-	-
	Total cash funds (agree balances with receipts and payments account(s))	22,455	-	-
		OK	OK	OK

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
K E Pritchard	Karen Pritchard	18/10/2026
Puiling Ma	Puiling Ma	18/10/2026

CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A Independent Examiner's Report

Report to the trustees/ members of	Murphys Amy		
On accounts for the year ended	31/12/2025	**Charity no (if any)**	1167823
Set out on pages			

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2025.

Responsibilities and basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:		**Date:**	23/08/2026
Name:	Pippa Forde MIAB		
Relevant professional qualification(s) or body (if any):	AAT Level 3 IAB		
Address:	45 Thorpe Road Pudsey LS28 7NG		

Section B Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).