Registered charity number: 1200865

EVERY CAT MATTERS

REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2025

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EVERY CAT MATTERS

REPORT AND FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2025

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EVERY CAT MATTERS

THE TRUSTEES' ANNUAL REPORT
FOR THE PERIOD ENDED 31 DECEMBER 2025

The Trustees present their report along with the financial statements of the Charity for the period ended 31 December 2025. 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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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

In 2025, Every Cat Matters achieved significant growth, expanding both our on-ground impact in the UAE and our global outreach. Across the year, we successfully rehomed 49 cats and carried out 218 TNRs (trap–neuter–release) - a dramatic increase that reflects our deepening commitment to tackling feline overpopulation and promoting humane treatment. Supporting our adoption pipeline, 13 cats spent time in dedicated UK foster homes, ensuring smooth transitions into their forever families.

Our partnerships remain central to this operational scaling. In 2025, we established a valuable new partnership with Snap Vet Clinic in Dubai, who provide vital assistance with TNRs and charitable veterinary rates. This collaboration, alongside our ongoing clinical relationships, has directly enabled our expanded spay/neuter capacity.

A major highlight of the year was international recognition for our rescue work. Ben, one of our brave rescue cases, was featured on the global animal advocacy platform The Dodo. His story resonated worldwide, generating over 4.2 million views. This feature delivered unprecedented visibility, bringing in over 650 new social media followers and expanding our Instagram community to over 2,000 supporters.

We also achieved a key operational milestone with the launch of our brand-new official website. Designed to maximise transparency and donor trust, the platform features an interactive, regularly updated gallery of cats available for adoption, alongside comprehensive FAQs and rescue testimonials. The site has streamlined our operations by making adoption and foster applications significantly easier, while introducing a direct online donation system to diversify and simplify our fundraising opportunities.

Extending our advocacy beyond digital platforms, Every Cat Matters exhibited for the first time at The Cat Show Live at the NEC in Birmingham. This provided an invaluable stage to increase UK brand recognition and raise awareness about international animal welfare challenges. Our team engaged directly with the public, advocating for stray populations and highlighting the critical necessity of TNR in regions where cultural and legal frameworks offer fewer protections for animals.

Building on the strong foundations and significant expansion achieved in 2025, Every Cat Matters enters 2026 with a clear focus on sustaining our impact, deepening our community reach, and securing long-term operational resilience.

Looking ahead to 2026, our priorities are to:

- **Maximise Digital & Fundraising Platforms:** Fully leverage our newly launched website and expanded social media reach to grow recurring donations. We will also focus on securing approval as a registered charity on platforms such as eBay for e-commerce donations and Facebook for community-led fundraisers.

- **Expand Foster & Rescue Capacity:** Continue developing both our UK and UAE foster networks. Finding dedicated foster homes remains critical to easing logistical bottlenecks and allowing us to take on complex rescue cases safely.

- **Strengthen Strategic Partnerships:** Nurture established veterinary relationships, such as our partnership with Snap Vet Clinic, and explore new corporate and local sponsorships to help absorb rising medical and export compliance costs.

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- **Enhance Advocacy & Educational Outreach:** Capitalise on the momentum from *The Cat Show Live* and our global media coverage by expanding public education around international animal welfare, humane treatment, and the critical importance of TNR.
- **Deepen University & Local Engagement:** Re-engage and structure our educational outreach with local institutions, including Ajman University, to embed sustainable animal welfare practices within the wider community.

Financial Review

Over the 2025 financial year, Every Cat Matters recorded a total income of £26,153, with expenditure amounting to £20,785, resulting in a net surplus of £5,368. Funds brought forward from the previous year totalled £6,263, leaving a closing balance of £11,631 at year end.

Our primary areas of expenditure in 2025 remained centered on essential veterinary care, trap–neuter–release (TNR) programming, medication, and international relocation logistics. The significant expansion of our TNR work - increasing to 218 completed procedures this year - represented a major operational focus and a primary driver of overall clinical costs. In addition, mandatory compliance with DEFRA's 48-hour quarantine rule for UK imports, along with ongoing pet taxi and cattery costs, continued to add financial complexity and cost to our relocation pipeline.

Despite these ongoing operational pressures, our fundraising capacity and donor engagement grew substantially in 2025. A major turning point occurred through our media feature on The Dodo, which generated over 4.2 million views and expanded our social media community. This global visibility created a broader donor base and directly supported our emergency medical appeals throughout the year.

Furthermore, our overall fundraising capacity and donor accessibility improved significantly in 2025, allowing us to raise £4,298.80 in total donations across the year. The launch of our new official website played a key role in this by integrating direct online donation tools that provide supporters with a seamless way to contribute. Meanwhile, our active PayPal Giving Fund registration and Amazon Wishlist continued to offer trusted, convenient avenues for both direct financial giving and essential physical supplies like food and medical nutrition. On the operational side, establishing our partnership with Snap Vet Clinic in Dubai allowed us to stretch these funds further by securing charitable rates for veterinary treatment and TNR, ensuring maximum impact for every pound donated.

Looking ahead to 2026, our financial priorities are to capitalise on our expanded digital reach to build a stronger base of recurring monthly donors. We also aim to complete registrations on additional community fundraising channels, such as eBay for charity sales and Facebook fundraisers, while exploring local corporate sponsorships and veterinary partnerships to help offset persistent flight, quarantine, and medical expenses. Through prudent financial management and a growing global community of supporters, we remain well-positioned to maintain our ongoing rescue commitments safely and sustainably.

The net result for the end of our second reporting year is £11,631 (2024: £6,263).

Investment Policy and Performance

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

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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 2025 was £11,632 (2024: £6,263).

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
……..
F Page
Trustee

Date 25 September 2026

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INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES
OF EVERY CAT MATTERS
FOR THE YEAR ENDED 31 DECEMBER 2025

I report to the trustees on my examination of the accounts of Every Cat Matters for the year ended 31 December 2025, which are set out on pages 6 to 11.

Responsibilities and basis of report

As the charity trustees, 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 Charities accounts carried out under section 145 of the 2011 Act and 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 material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) the accounting records were not kept in accordance with section 130 of the Charities Act; or

2) the account did not accord with the accounting records; or

3) the accounts did 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 accounts to be reached.

Lucy Knightley

Lucy Knightley
ACCA

66 Acer Heights
Parkside Avenue
London
SE10 8GZ

Date: 25 September 2026

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EVERY CAT MATTERS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds 2025	Total funds 2025	Unrestricted funds 2024	Total funds 2024
Income and endowments from:					
Donations	2	26,122	26,122	12,894	12,891
Others		31	31	24	24
Total		26,153	26,153	12,918	12,918
Expenditure on:					
Charitable activities	3	(20,441)	(20,441)	(12,276)	(12,276)
Others	4	(344)	(344)	(172)	(172)
Total		(20,785)	(20,785)	(12,448)	(12,448)
Net income/(expenditure)		5,368	5,368	470	470
Net movement in funds		5,368	5,368	470	470
Reconciliation of funds					
Total funds brought forward		6,263	6,263	5,793	5,793
Total funds carried forward		11,631	11,631	6,263	6,263

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EVERY CAT MATTERS

BALANCE SHEET
AS AT 31 DECEMBER 2025

	Note	2025		2024	
		£	£	£	£
Current assets					
Cash at bank and in hand	7	11,631		6,263	
			11,631		6,263
Net assets			11,631		6,263
Funds					
Unrestricted fund			11,631		6,263

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

The financial statements were approved by the Board of Trustees on 25 September 2026 and were signed on its behalf by:

Freya Page
……..
F Page
Trustee

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EVERY CAT MATTERS

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2025

	2025 £	2024 £
Cash flows from operating activities	5,368	470
Change in cash and cash equivalents	**5,368**	**470**
Cash and cash equivalents brought forward	6,263	5,793
Cash and cash equivalents carried forward	11,631	6,263

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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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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

	2025	2024
		£
Donations	26,122	12,894
	26,122	12,894

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.

	2025	2024
	£	£
Relocation costs	11,657	6,573
Medical/health/sickness	7,932	5,703
General purposes	852	-
Total	**20,441**	**12,276**

4. Other costs

	2025	2024
	£	£
Bank charges	53	14
Profit/(loss) on foreign exchange	251	-
Sundry expenses	40	158
	344	71

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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7. Analysis of cash and cash equivalents

	2025 £	2024 £
Cash at bank	11,631	6,263
Total cash and cash equivalents	11,631	6,263

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