

Company No: 01735872

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Financial statements for the year ended 31 December 2024

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Financial statements for the year ended 31 December 2024

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Legal and administrative information

Amnesty International United Kingdom Section - a company limited by guarantee

Company registration number 01735872

Date of incorporation 30 June 1983

Board members

Helen Horton ^(B, D,E,F,*) - Chair

Andrew Townend ^(A) - Treasurer - appointed 1 January 2024

Nabila Ahmed ^(C) - Vice-Chair - appointed 21 September 2024

Stuart Penny [®] - Vice-Chair - appointed 21 September 2024

Senthoran Raj ^(D,F,*) - Chair - resigned 20 September 2024

Ciara Garcha ^(D,E) - Vice-Chair - resigned 20 September 2024

Sophia Adams Bhatti ^(A)

Richard Kotter ^(C)

Charlotte Waring ^(B)

Richard Wild

Abdul Abid ^(A)

Ramazan Jumazada ^(E)

George Randall ^(E) - appointed 21 September 2024

Fereshta Salam ^(B) - appointed 21 September 2024

Diana Hysenaj ^(D) - appointed 1 December 2024

Caroline Moore ^(B) - appointed 1 December 2024

Duaa Abdulal ^(E) - appointed 21 September 2024

Emma Haddad ^(B) - resigned 20 September 2024

Sarah Bond ^(B,D) - resigned 20 September 2024

Owen Collins ^(C) - resigned 20 September 2024

Julia Pata ^(C,E,F) - resigned 20 September 2024

* Trustee of Amnesty International UK Section Charitable Trust

Sub-Committee membership for all or part of 2024

A - Finance Audit and Risk Sub-Committee

B - People, Culture and Inclusion and Safeguarding Sub-Committee

C - Building a Powerful Movement Sub-Committee

D - Nominations Sub-Committee

E - Campaigns and Impact Sub-Committee

F - Safeguarding Sub-Committee - merged with People, Culture and Inclusion Sub-Committee May 2024

Chief executive and other key management personnel

Sacha Deshmukh Chief Executive Officer

Sotez Chowdhury Director of Activism and Education (from 17 June 2024)

Andrea Jones Interim Director of Mass Market Fundraising (from 1 August 2024)

Kerry Mosconi Director of Campaigns and Communications

Marion O'Donnell Director of Major Funding Partnerships (from 1 June 2024)

David Prince Director of People and Culture

Dallan Cunniffe Director of Data, Finance and Infrastructure

Secretary and registered office

Tim Hancock

The Human Rights Action Centre, 17-25 New Inn Yard, London EC2A 3EA

e-mail: amnestycompany.secretary@amnesty.org.uk

Bankers

Lloyds Bank plc, 25 Gresham Street, London, EC2V 7HN

External auditors

BDO LLP, 2 City Place, Beehive Ring Road, Gatwick, RH6 0PA

Solicitors

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London EC4R 1BE

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Directors' Report for the year ended 31 December 2024

Directors' Report

1. Overview of our structure in relation to the worldwide Amnesty International movement

Amnesty International is a worldwide movement which has as its objective the securing throughout the world of the observance of the Universal Declaration of Human Rights and the range of international covenants, treaties and laws which flow from the rights set out in that declaration. The movement consists of independent entities (known as "sections") throughout the world and an International Secretariat ("the IS") which is the hub of the movement's global human rights expertise and provides support for global governance structures. The IS consists of two companies – Amnesty International Limited and Amnesty International Charity.

Amnesty International in the United Kingdom is part of the worldwide Amnesty International movement. There are two active legal entities:

Amnesty International United Kingdom Section ("the UK Section") - a company limited by guarantee, a membership organisation whose policies and priorities are set, within the context of decisions of the Global Assembly of Amnesty International and by the members at the Annual General Meeting. The UK Section pursues the objective of the movement in the United Kingdom by raising awareness of human rights, educating on the importance of human rights, campaigning for observance, and opposing violations, of human rights and supporting many thousands of activists in the UK in their own campaigning on human rights issues. The UK Section has a licence to use the Amnesty International name and logo in the United Kingdom.

Amnesty International UK Section Charitable Trust ("the Trust") - a company limited by guarantee and a registered charity. The Trust pursues its charitable objectives by funding a range of activities aimed at promoting the rights set out in the Universal Declaration of Human Rights. This includes funding Amnesty International Limited and the UK Section, and other organisations, to conduct a range of relevant charitable activities in relation to the protection of human rights. The Trust is a registered charity in both England and Wales, and Scotland, and has a licence to use the Amnesty International name and logo in the United Kingdom.

2. Governance and management

The UK Section has a Board of up to 15 individual members, up to 12 of whom are elected by the membership. The Board has the power to co-opt three individuals based on a skills audit of the existing Board members to ensure the Board has individuals with wide-ranging skills and experiences. It has permission from the Registrar of Companies to omit 'Limited' from its title. Individual membership of the UK Section stood at around 79,600 at 31 December 2024 (2023: 84,200).

The Memorandum and Articles of the UK Section gives the Board specific powers and responsibilities for:

- according membership to individuals, families, affiliates, local, student and youth groups and, subject to procedures provided in the Articles of Association, removing such membership rights;
- recognising networks according to guidelines produced by the Board;
- reporting to general meetings on the work of the UK Section and presenting audited accounts and budgetary estimates;

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Directors' Report for the year ended 31 December 2024

- reviewing the position and interpreting the policy of the UK Section as decided by general meetings and arranging for the Chief Executive to implement;
- appointing and dismissing the Chief Executive;
- appointing the Trustees of the Trust.

Certain duties and responsibilities are formally delegated to the Chief Executive by the Board; these are reviewed regularly.

The UK Section is governed by its Memorandum and Articles of Association. Directors are appointed for a three-year term, and under the Articles of Association can serve for a maximum of two consecutive terms, except for the Chair, Vice Chairs and Treasurer who can serve for a maximum of three terms. They are then eligible for re-appointment after an interlude of three years. The Directors meet at least four times each year.

Induction training is provided for new Directors, which covers their responsibilities and statutory duties. All members of the Board give their time voluntarily and receive no benefits. Directors and Officers Liability Insurance cover was in place at an annual premium of £8k (2023: £8k).

To support our independence, we do not seek or accept money from governments other than for our human rights education work. In no way do any monies received influence or affect our impartiality or independence.

The Board is assisted in its work by several sub-committees, namely:

The **Finance, Audit and Risk Sub-Committee**, a joint committee of the UK Section and the Trust. It deals with areas primarily relating to risk and risk management, the effectiveness of internal controls, stewardship of assets, and financial performance. It oversees the internal and external audit processes. The sub-committee includes independent members who have specialist skills. It is chaired by the Treasurer of the UK Section.

The **People, Culture, Inclusion and Safeguarding Sub-Committee**, a joint committee of the UK Section and the Trust. It provides strategic human resources advice and oversight, supports our work on inclusion, diversity, equity and anti-racism and supports culture change. It also monitors and advises on safeguarding, supporting policy development and oversight of its implementation.

The **Building a Powerful Movement Sub-Committee**, a joint committee of the UK Section and the Trust. It serves to support the Board of Directors in monitoring and supporting the growth and impact of human rights activism in the UK.

The **Nominations Sub-Committee**, a joint committee of the UK Section and the Trust. It assists the Board in making decisions on governance appointments including seeking out appropriately qualified candidates for elected and appointed positions on the Board, its sub-committees and other appointments as required.

The **Campaigns and Impact Sub-Committee**, a joint committee of the UK Section and the Trust. It aims to improve the effectiveness of our human rights and campaigning work by providing support and scrutiny on monitoring, evaluation and learning across our campaigns.

A full list of members of the sub-committees can be found on our website

<http://www.amnesty.org.uk/subcommittees>

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Directors' Report for the year ended 31 December 2024

In the performance of their duties, the Directors have considered the principles of the Charity Governance Code (the Code), together with the relevant components of Amnesty International's own global Core Standards, a set of governance standards adhered to by Amnesty sections and structures across the movement. Directors are familiar with the requirements of the Code and seek to ensure that their governance reflects the essence of the Code.

3. Statement of Directors' responsibilities

The Directors are responsible for preparing the Strategic Report, the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors have voluntarily adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" second edition, issued in 2019, in preparing the annual report and financial statements of the company as they consider this to be the most appropriate format for the organisation's activities.

Financial statements are published on the company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the company's website is the responsibility of the Directors. The Directors' responsibility also extends to the ongoing integrity of the financial statements contained therein.

All of the current Directors have taken all the steps that they ought to have taken to make themselves aware of any information needed by the company's auditors for the purposes of their audit and to establish that the auditors are aware of that information. The Directors are not aware of any relevant audit information of which the auditors are unaware.

4. Policy on pay for employees including senior staff

The UK Section operates a pay and reward policy that aims to attract and retain the best talent needed to take forward our ambitious human rights work within the UK. We ensure that all elements of pay are fair and transparent and easily understood by our employees. We periodically undertake benchmarking exercises, using established salary surveys, to help set our pay rates (which are subject to negotiation with our recognised trade union).

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Directors' Report for the year ended 31 December 2024

We commit to paying staff a fair salary that is competitive within the charity and not for profit sector, proportionate to the complexity and responsibilities of each role.

We are accredited by the Living Wage Foundation and committed to three key principles for pay:

- equality/fairness;
- responsible financial management; and
- market competitiveness in line with the wider charity sector.

We tracked or exceeded the Living Wage Foundation rates in 2024.

We acknowledge that debates over pay – and executive salaries, in particular – are important and reflect genuine public concerns. We are committed to achieving the right balance between recognising these concerns while ensuring our salary levels help attract the talent we need to run an effective and efficient organisation.

The Board delegate the day-to-day running of the organisation to the Chief Executive and senior management team of executive directors, who are considered the key management personnel. Compensation for all executive directors employed at the UK Section in the year ending 31 December 2024 are detailed here.

We disclose all staff whose pay is more than four times higher than the lowest paid employee, in 2024 there were three such members of staff. In 2024 our Chief Executive Officer was paid a full-time equivalent annual salary of £131,122 (£131,122 in 2023). The pay ratio of our CEO's pay to the pay of our lowest paid employee was: 5.1:1 (5.3:1 in 2023). Two of the key management personnel included overleaf had a pay ratio to our lowest paid employee of over 4:1. These staff are key to the running of the organisation and are paid at a competitive rate in line with the wider charity sector, to ensure we are able to attract and retain the best staff to these positions.

During 2024, there was a change in our senior management team structure, with the Director of Fundraising post dis-established and replaced by two new posts, the Director of Mass Market Fundraising and the Director of Major Funding Partnerships.

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Directors' Report for the year ended 31 December 2024

Position	Responsibility	Actual gross salary* 2024	Full time Equivalent Annual Salary	
			2024	2023
Chief Executive Officer Sacha Deshmukh	Provides overall leadership to the organisation, working with the board and Senior Leadership Team to shape our goals and ensure that we achieve them	£131,122	£131,122	£131,122
Director of Campaigns and Communications	Responsible for Campaigns, Media and Digital Communications	£109,304	£109,304	£109,304
Director of People and Culture	Responsible for the recruitment, support and development of our team of staff and volunteers, and for initiatives to improve our people management capabilities and employee experience	£105,803	£105,803	£101,739
Director of Data Finance and Infrastructure	Responsible for management of our finances, risk, data and insight and for our facilities and technology to enable maximum impact for human rights	£101,066	£101,066	£97,180
Director of Activism and Education* Joined 16/06/24	Responsible for building a powerful movement of human rights activism in the UK	£52,641	£97,180	£0
Director of Fundraising Departed 30/11/23	Responsible for engaging the UK public to provide financial support	£0	£0	£109,304
Interim Director of Mass Market Fundraising* Internal appointment 01/08/24	Responsible for engaging the UK public to provide financial support	£83,912	£97,180	£0
Director of Major Funding Partnerships* Internal appointment 01/06/24	Responsible for engaging Institutional funders, corporates and high net worth individuals to provide financial support	£88,942	£97,180	£0

* The difference between full-time equivalent annual salary and actual gross salary arose as a result of the individuals joining or changing role part way through the year.

The above figures show salary only. Redundancy and termination costs are not included. Additional employer costs of National Insurance, Pension Contributions and Childcare Vouchers totalled £137,831 (2023: £142,824).

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Directors' Report for the year ended 31 December 2024

5. Thank you

The staff of the UK Section are a critical part of the Amnesty International movement in the United Kingdom, but also work alongside volunteers in our Amnesty bookshops, and many thousands of activists and action takers in our campaigns.

The staff, volunteers, members and broader human rights activists in the UK are warmly thanked for their continuing commitment to the UK Section.

This report is now approved by the Board and signed on its behalf by:

Helen Horton, Chair
Date: 17 May 2025

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Strategic Report for the year ended 31 December 2024

Strategic Report

1. Key objectives and statement of benefits

The UK Section is part of the worldwide Amnesty International movement, which campaigns for internationally recognised human rights to be respected and protected.

The vision and mission of the UK Section, therefore, are those of the international movement. Amnesty International's vision is for every person to enjoy all the human rights enshrined in the Universal Declaration of Human Rights and other international human rights standards. Our mission is to conduct research and act to prevent, and end, grave abuses of all human rights: civil, political, social, cultural and economic.

Amnesty International's guiding principles are the universality and indivisibility of human rights, effective action for the individual rights holder, impartiality and independence, democracy and mutual respect, international solidarity and global presence.

The UK Section contributes to this by identifying and working towards change in support of the objectives developed within the framework of the Strategic Goals of the worldwide Amnesty International movement.

Although the UK Section is not recognised in UK law as a charity, we have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our objectives and in planning our future activities. The Board considers how planned activities will contribute to the objectives we have set.

Our objectives or purposes, and the activities that flow from them, are broadly aligned to those summarised in the Charity Commission's guidance publication RR12 – The Promotion of Human Rights.

Our main activities and those we help are described below. All our activities focus on delivering human rights benefits both to specific individuals and to the public in general.

Some of the benefits described in our activities and achievements below are direct, such as protecting individuals at risk of human rights abuse or securing the release from custody of human rights defenders. We also campaign more generally to prevent or end human rights abuses, by promoting general awareness of human rights, educating on human rights, creating societal support in favour of human rights, and encouraging supporters to take action in defence of human rights.

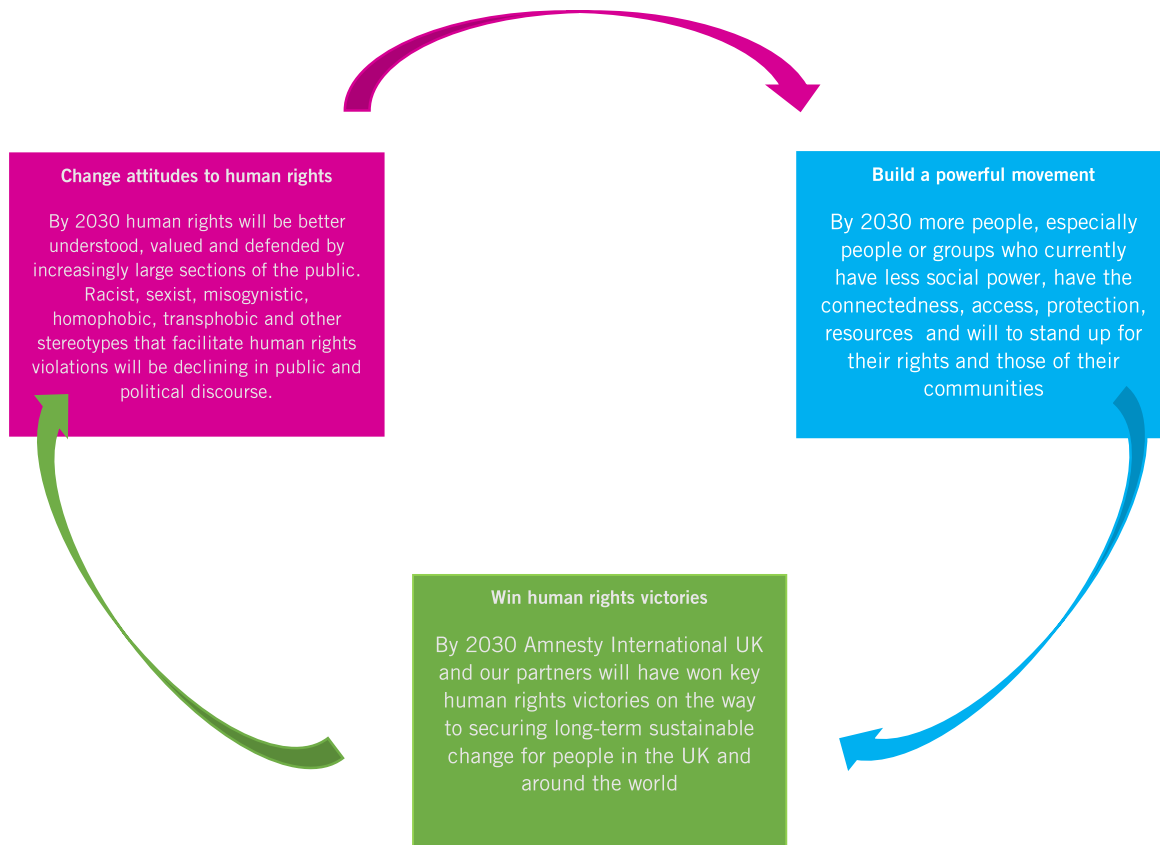
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Strategic Report for the year ended 31 December 2024

2. Our long term strategy.

Our strategy sets out three inter-related goals, and then a number of enabler strands of activity that are necessary to support our ability to deliver those goals most successfully.

The three goal areas set out in the strategy are:



Within these goal areas the strategy sets out six priority issues for our human rights work (Racial Justice; Economic, Cultural and Social Rights; Freedom of Expression; Human Rights Crises; Human Rights frameworks; Individuals and Communities at Risk) and three cross-cutting themes that cut across all six of these areas: climate justice, digital technology and corporate power). These form the basis of our focuses in our important activity raising awareness of human rights and working to protect human rights and prevent abuses. We achieve these goals by developing policy, undertaking research, advocacy across Westminster and the UK devolved administrations, campaigning, building partnerships, communications across new and traditional media, building activist movements, and human rights education.

In addition, a number of supporting activities are necessary to enable us to deliver these goals most effectively, including income generation, our facilities and ways of working, our knowledge, technology and digital capabilities, our finance systems and processes, our planning, monitoring, evaluation and learning capabilities, managing our people and culture, the grants management framework between the Trust and UK Section and Trust and IS, and the good governance underpinning both entities and the relationship between the two at a Board level.

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Strategic Report for the year ended 31 December 2024

3. Achievements and performance

In 2024 we delivered the third year of our 2022-2030 strategy. We began implementation of our campaigning strategies in key areas of focus and delivered work that will contribute to human rights victories and developments.

In this section, we report on what was achieved against the priorities established for 2024.

Goal One: Increase knowledge and change attitudes to human rights

1.1 We see an improvement in attitudes to human rights in our target audience in 2024

What we said we would do: *Introduce our mainstream audiences to the concept of Economic Social and Cultural Rights through a high-profile artist-led attitude change initiative*



Still from 'Before Our Eyes' with Olivia Colman and Adrian Lester

We worked with Oscar-winning actress Olivia Colman to create the film [Before Our Eyes](#), developed in partnership with an individual rightsholder and an organisation focused on temporary accommodation.

The goal of the film was to encourage people in the UK to care about the human rights issues highlighted in the film. The film and the publicity surrounding it achieved significant cut through among mainstream and social media and effectively framed housing as a human rights issue. The film was shown in cinemas and directly reached 266,000 cinema-goers; and

reached a further 5.5m through social media and press coverage. More than half a million people engaged with the film through social media and the film trailer, and reached almost four million people through an interview on ITV with Adrian Lester, a well-known stage and screen actor, who also starred in the film.

In 2024, we focussed our efforts on public attitudes change to 16-25 year-olds; given the importance of helping to shape future-facing public debate, and amongst an age-group that on some platforms is especially targeted by anti-rights messages.

We are strictly a non-party political organisation. Nevertheless, our work to change attitudes toward human rights in political audiences was significantly impacted by the General Election. The shift in the attitudes of the UK Government was on display when the new Prime Minister almost immediately expressed support for the Universal Declaration of Human Rights and offered a cast iron commitment that the UK will never leave the European Convention on Human Rights. In November 2024, the Prime Minister re-stated this commitment.

Immediately after the election concluded, we launched an action calling on the new Prime Minister to prioritise human rights. 13,000 people took this action. The new Minister for Human Rights responded to the action and, again, stated the Government's commitment to human rights:

"We are approaching this issue with humanity, and with profound respect for international law. We will never withdraw from the European Convention on Human Rights. Indeed, we're proud of the role the UK played in creating that Convention. Respecting international treaties also makes international co-operation easier, because it shows that the UK is a reliable partner."

Keir Starmer at Interpol General Assembly, 4 Nov 2024

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION Strategic Report for the year ended 31 December 2024

“We are fully committed to the protection of human rights both domestically and internationally, as the essential underpinning of the liberties and democratic values we all enjoy.” (Letter from Minister for Human Rights).



Post-election billboard at Westminster tube station

Our cross-party engagement prior to the election built a strong foundation with the new UK Government, and many of them met with us during this period. Two UK Ministers agreed to speak at our event at the Labour Party Conference in September and both spoke positively about the importance of human rights and Amnesty International's role in defending them. This was a significant change to the level of engagement we saw from the previous UK government.

1.2 More of the public value Amnesty International and take part in the work we do

What we said we would do: Build the profile of Amnesty in the UK and reach a mainstream audience with compelling ways to get directly involved with our actions and our human rights content.

2024 has seen our work achieve higher than expected levels of visibility and engagement in the UK public, both through traditional and social media. Much of this has been driven by our reactive work and our ability to react on multiple channels to breaking news.

Our media work is the gateway for Amnesty to be visible to the UK public and influence decision making to support human rights. We know from our national attitudes tracker that 25% of the public who encounter Amnesty have done so via the news, including 25% of young people. In 2024, we had over 2,800 Amnesty mentions and interviews in target broadcast media (against a target of 600). The media team arranged a total of 145 interviews and 50% of these were placed in the most high-profile target media outlets such as BBC, Sky News, and ITV.

We achieved 46 breakthrough stories, those which appeared in 10 or more of our target media outlets, an increase from 24 in 2023. A large proportion of this coverage was of our reactive work on the human rights crisis in Israel and the Occupied Palestinian Territory and in Lebanon, and on refugee and migrant rights. The volume of media coverage resulted in Amnesty UK ranking number two in terms of UK NGO media coverage, only behind UNICEF.

By being bolder and creating more human-centred content, we have driven a significant increase in the levels of engagement with our work through digital channels. At the end of 2024, our social media reach and traffic to our website was three times higher than we had targeted. By being creative and reactive, we took an opportunity for our longstanding work on campaign issues to align with issues that were already on people's minds.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Strategic Report for the year ended 31 December 2024

While we gained more visibility and engagement with our work, we also increased the number of people who took action for human rights. Altogether, our supporters took action almost 450,000 times. Around a third of actions taken in 2024 were taken by first time action takers. There is a correlation here between issues that were visible and engaging to the UK public and a likelihood that people took an Amnesty campaign action for the first time.

185,000

people took 1 action in 2024

↑ 14% from 2023

70,000

people took more than 1 action in 2024

↑ 49% from 2023

Despite such levels of engagement and visibility of our work, we know that there remains work to bring closer the number of people who are aware of Amnesty and those who feel that they really understand what we do. In August 2024, we introduced clearer instruction on how to represent our brand, and embedded it in our campaigns and communications work; so that we are better able to articulate what we want to be known for by our audiences.

1.3 Human Rights Education

What we said we would do: Increase knowledge and understanding of human rights, and foster rights respecting attitudes through our Human Rights Education activities; Influence education leaders to increase the value placed on human rights education through the curriculum.

The number of people we reached through our Human Rights Education (HRE) exceeded all targets for 2024, with more than 41,000 young people and adults participating in HRE activities and more than 21,000 people accessed our HRE resources.

Almost half of those reached were through the efforts of one of the participants of the Amnesty Teacher Mentoring Programme, which was established in 2024 after a successful pilot in 2023. As part of this we

63,000

People reached through HRE activities in 2024

↑ 84% from 2023



Children in a primary school listening to Gulwali speak about his experience as a refugee as part of the Asylum Speakers Programme

enabled an 'Asylum Speakers Programme', a project which provides training for refugees to go into schools and corporate settings to talk about their experiences and run HRE activities aimed at creating a culture of welcome for refugees and asylum seekers built through 2024. By the end of 2024, the project had reached over 20,000 people, all of whom had taken action to create a welcoming culture for refugees and asylum seekers across the UK. The project leader, Jaz O'Hara, was one of five participants in the Amnesty Teacher Mentoring Programme in 2024, which aims to develop teachers as leaders in the wider Amnesty and Human Rights Movement, as well as leading change in their own education setting. Projects led by other mentees included creating LGBTQ+ inclusive Personal, Social, Health and

Economic Education (PSHE) lessons for a secondary school; delivering more participatory HRE in the humanities; and tackling misogyny at school. Due to the success of the project in 2024, five more mentees will be part of the programme in 2025.

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Strategic Report for the year ended 31 December 2024

In 2024, we delivered Rise Up to a group of 15 young people. Rise Up is a campaign training programme that supports young rightsholders in the UK to build the skills, knowledge and confidence they need to use their power to bring about positive human rights change on issues that matter most to them. The programme specifically targets marginalised young people with lived experience of injustice who don't usually have access to programmes like this. We recruited a diverse group of participants working across a variety of issues – all of whom are new to the Amnesty Movement. At the end of the Programme, all participants reported increased knowledge and confidence to campaign on human rights issues and all felt more connected to other people campaigning on human rights issues.

GOAL TWO: BUILD A POWERFUL MOVEMENT

***What we said we would do:** Introduce an improved and more systematised approach to the organising support that we provide to activist networks; Provide activists and educators with the opportunity to gain the knowledge, understanding and skills needed to defend human rights.*

Our activist communities are building power and taking action

The focus on these areas started to build how we better support our activist communities to build power and take action. We continued to embed the simplified rules for activist-led campaigns, which is now allowing more activists to go forward and be more confident to work on the issues that interest them within a clear framework.

With this freedom and emphasis, we should celebrate the ways in which our activist networks have been campaigning in 2024. The Amnesty Feminist Network has campaigned for Afghan women throughout the year. The Network also hosted the Guilty Feminist podcast at the Amplify Human Rights Festival with Deborah Frances White. In Manchester, the Anti-Racism Network helped to mobilise organisations and individuals to join the local group's campaign against Prevent (The government-led, multi-agency programme aiming to stop individuals becoming terrorists) building a campaigning coalition that worked directly with local councillors.



AMNESTY INTERNATIONAL UNITED KINGDOM SECTION Strategic Report for the year ended 31 December 2024

We have overhauled our work with young people in 2024 using this framework. The focus shifted to better empowering young people to respond to human rights issues relevant to them. We were more responsive, relevant and connected to student-led movements.

We worked to develop more young activists as confident and knowledgeable leaders who can be at the forefront of human rights campaigning, whilst simultaneously ensuring that they could rely on and trust Amnesty to offer them the tools and resources to do so; and in some cases necessary protection.

For example, supporting students legitimately speaking up on Palestinian human rights through disciplinary action from their university, and looked at university-specific policies and procedures around free speech. This work ensured those students better understood their rights when taking action on campus and could push back against unfair treatment or defend their positions/actions with greater confidence.

In November 2024, we conducted an audit of the health of our local Amnesty groups across the country. The audit helped us to better understand the status of local groups and identify what and where support is most needed for future re-growth of that network. 74 local groups took part in the audit, which found

that groups are well able to recruit new members, though less able to retain them. It also identified gaps in groups' ability to make connections within their community, campaign on certain areas, and in leadership skills and development. We used the findings of the audit to develop an action plan for 2025 onwards, identifying how we can re-energise the health of local groups.

The second half of 2024 saw a significant increase in the number of people who took part in our events; with a varied and exciting programme of events that represented the diverse human rights interests of our activists. More than 700 people took part in four organised events: The Amplify Human Rights Festival, the Disabled Persons Network Conference, the Youth Conference and an Anti-Death Penalty event. We exceeded our target for 2024 by 25% and saw our events attract new people and communities into the Amnesty movement. Not only has the number of people who attended events increased, there has also been an intentional improvement in diversity of attendees. We started to build an Activist Pipeline to connect people who attend events onto other Amnesty activist communities. At the Amplify human rights festival in London, diversity and inclusion were central to the sessions we programmed. We ensured sessions were representative of diverse issues, and relevant to young people, people of different genders and ethnicity. We received feedback from the venue that this was the most diverse crowd they had seen at one of their events.



Student encampment at Newcastle University

1,264

People took part in
AIUK-led events in
2024

↑ 68% from 2023

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Strategic Report for the year ended 31 December 2024

Goal Three: Win Human Rights Victories

In 2024 we delivered a mixture of campaigning on some of the most significant human rights issues and crises that the world has seen in recent years, and also developed our longer term campaigning strategies in a number of priority issue areas.

3.1 Economic Social and Cultural Rights (ESCR)

What we said we would do: Conduct new research on ESCR and implement our multi-year strategy

Our long-term strategy for our work on “Everyday Rights” has been shaped through direct engagement with communities impacted by violations of their economic and social rights. The conversations we had with rights holders became the foundation for our research report, published in August 2024: *Broken Britain: Voices from the frontline of the fight for everyday rights*. The report examined UK community perspectives on human rights as set out in the International Covenant on Economic, Social and Cultural Rights (ICESCR) and was received positively by our partners and those involved in the research.

Following the *Broken Britain* report, ten grassroots groups participated in a pilot small grants funding programme. The programme comprised two stages. The first a course of training and peer learning on ESCR as human rights, the relevance of duty bearers, and how to effectively utilise those rights as a tool for making change at a local level. The second is the provision of a small grant to support those groups to carry out campaigning on those issues in their communities with this greater knowledge/capability.

We continued to work closely with rightsholders and in partnership, in other areas of campaign delivery in this area in 2024. We partnered with the charity Groundswell (who work for equitable access to a healthier life and a better future for anyone with experience of homelessness) to campaign on our shared aim of highlighting homelessness through a human rights lens. Our “*England: Homelessness Report: Obstacle Course*” (published in 2022) acted as a catalyst for much of this partnership activity. That research report identified systemic barriers and encouraged partnership collaboration with organisations such as Groundswell, that work closely with individuals experiencing homelessness.



After the UK General Election was called, this partnership developed the [Ending Homelessness Together – Our Voice, Our Rights Charter](#). The Charter set out key asks for the new UK government, as prioritised by people with experience of homelessness. It provided evidence from a human rights perspective to reinforce and demonstrate the necessity for each ask to be upheld

The Charter brought together lived experiences and actionable policy recommendations and highlighted homelessness as a multifaceted human rights issue encompassing housing, health, and systemic inequality. It also included specific, actionable priorities for UK Government policy; such as improving housing standards, addressing financial barriers, and



Projections on well-known landmarks to highlight homelessness as a human rights violation

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involving those with lived experience in policymaking. The lived experience focus was a key strength, adding credibility and authenticity to the advocacy.

Our campaign was particularly notable as we centred rights holders not only in the policy work, but also in the development of campaign activities; including projections onto well-known landmarks to secure media coverage. We also delivered media training for the rights holders who were participating in the project to build their confidence and skills in speaking publicly about their work.

3.2 Racial Justice

What we said we would do: *continue our work on the human rights impacts of the Prevent programme (part of the UK Governments counter terrorism strategy)*

After the launch of our research report “*This is the Thought Police*” (focusing on the human rights violations caused by the UK Government’s Prevent programme) in late 2023; we continued in 2024 to leverage its findings in our on-going campaigning for the abolition of this flawed programme. The change in UK Government in July 2024 did not result in a significant change to the hostile/defensive response on this issue from the Home Office. As a result, creative thinking on routes to influence policy change was key in 2024; including building a powerful and diverse coalition of civil society organisations representing those impacted by Prevent and contributed to the growing international evidence base highlighting the harms of Prevent and calling on the UK Government for reform. We also continued to support local activism, building the knowledge of activists to understand and communicate effectively about Prevent – at a local and national level.

Leveraging international advocacy and institutions became an important focus for our work in this campaign in 2024. The new UK Government stated its renewed belief that the UK should lead the world in its commitment to the rule of law, and a willingness to engage and cooperate with the international legal community. We decided to use that commitment to create a clear demand for action on Prevent. In August 2024, we (alongside the Runnymede Trust) presented the findings of our submission to the Committee for the Elimination of Racial Discrimination (CERD) at the United Nations in Geneva.

This was an opportunity to share our research on an international stage, and to develop relationships with other civil society organisations working for racial justice; but critically also to leverage an important international demand on the UK for change. As a result of our evidence, and the evidence of other partner organisations, CERD’s report on the state of racism in the UK to the Government highlighted specific concerns around Prevent and its discriminatory impact and called for a suspension and review of the policy alongside other recommendations around accountability and remedy.

We also contributed to and met with the European Commission against Racism and Intolerance (ECRI) as part of their investigation. Their report also raised concerns about Prevent and directly referenced our research report. We held a meeting to share our research with the Special Rapporteur on Counter-terrorism and Human Rights, who was planning a communication on Prevent in the UK. In addition, because of the UK Government’s continued messaging on the rule of law, we commissioned a legal opinion on the definition of extremism, which we shared with the Special Rapporteur.

We want this scrutiny of the Prevent duty by various international mechanisms to highlight attention on the need for change, and we will need to continue to leverage this in 2025.

Another alternative route to influencing long term policy change to end Prevent human rights violations was to continue to build power among civil society organisations. One of the strengths of our research on the impact of Prevent was its intersectional analysis, with a particular focus on gender

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and the impact of Prevent on neurodiverse individuals. This has meant that the coalition of organisations now working together with us to challenge Prevent is broad and represents diverse parts of civil society.

The coalition we have built represents varied interests including: children's rights; data and privacy; civil liberties; Muslim groups; educators; and organisations working with neurodiverse people. In December 2024, we brought together 20 organisations to agree a common focus for 2025 on Prevent's impact on children and young people. This collective focus can be traced back to our collaboration with the National Education Union (NEU) that began in 2023. This led the Union to pass a motion on Prevent that cited our research and position.

To further diversify and broaden the Prevent coalition, we built links with civil society organisations in Scotland, which is something we had previously found more difficult. 13 Scottish organisations signed onto an open letter calling on the Scottish Cabinet Secretary for Justice and Home Affairs to scrap Prevent, and to use their powers to limit the reach and harm of Prevent in Scotland.



Messaging guide on How to Talk about Prevent for activists and partners

The third route in our campaigning on Prevent is through building power through community organising and local activism. We collaborated with Prevent Watch and Liberty to create a [Know Your Rights on Prevent](#) pocket resource for higher education students. The resource was published through social media in November. Since then, there has been an increase in interest from Amnesty student groups to campaign on Prevent in their universities, and support for three existing campaigns, led by Amnesty local activists.

3.3 Freedom of Expression/Right to Protest

What we said we would do: Work as part of the global campaign to protect the right to protest.



CEO hand in of Right to Protest petition

The Right to Protest in the UK came under continued scrutiny throughout 2024 and tens of thousands of our supporters showed their support in defence of these essential rights. Freedom of Expression inspired more actions than any other topic in 2024.

For one of these actions, we partnered with Liberty and Greenpeace UK on a petition to defend the right to protest. The action demanded that the Home Secretary scrap anti-protest laws in the UK.

In December 2024, the CEOs of all three organisations came together to hand in our petitions with the signatures of 200,000 people. We had a small win toward this outcome when we received a commitment from the new Policing Minister to 'post-legislative scrutiny' of the various anti-protest laws passed by the previous government. This review will take place in 2025; although of course the wider campaign to see reform of the significant crackdowns on right to protest that we have seen in the UK in recent years needs to continue.

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We achieved a significant breakthrough in our work to protect press freedom in Northern Ireland, when the Independent Press Tribunal delivered its judgment in the Birney-McCaffrey case. It found that the Police Service of Northern Ireland (PSNI) and the Metropolitan Police had broken the law, breaching the human rights of the two journalists, and awarded damages against the PSNI. We supported this case and the two journalists throughout 2024 and were present alongside them outside the Royal Courts of Justice in London at the start of the hearing in September. The case featured prominently in news coverage. After the judgement, we worked to ensure the media reporting of that this case was clearly framed as a human rights case.



In the first half of 2024, we helped to establish the independent [McCulloch Review](#) into PSNI surveillance of journalists, by contributing to the shaping of its Terms of Reference and joining its reference group. This involvement continued after the Review got underway, where we participated in regular meetings of the advisory board, and encouraged participation in the Review by journalists and others.

Our Hong Kong Programme continued to work alongside the wider Hong Kong activism and diaspora community in the UK. We organised the staging of *May 35th*, a play from Hong Kong that had been funded and supported by this programme, and have continued to build on the success of the attention on the play; strengthening our relationships with partner organisations and engagement with Chinese diaspora activists.

During the year, we focussed on supporting Hong Kong community activism in the UK; in particular to highlight the issue of transnational repression (e.g. repression of diaspora communities working for Chinese and Hong Kong human rights); and to campaign on the cases of Jimmy Lai and Chow Hang-tung. In September 2024 we co-organised a half-day roundtable with The Rights Practice and Hong Kong Democracy Council. The Roundtable was attended by more than 20 Hong Kong diaspora groups and human rights organisations based in the UK. The meeting aired valuable first-hand lived experience from Hong Kong activists who faced transnational repression and harassment while continuing their activism in the UK. The roundtable participants developed a set of policy recommendations for how the UK Government could better support victims of transnational repression. These were shared with the FCDO Hong Kong desk and China audit team and members of the Hong Kong diaspora community.

We attended a closed-door parliamentary meeting hosted by Human Rights Watch and attended by MPs and Thirty INGOs and diaspora groups that were invited to consolidate civil society recommendations to the UK-China audit. Our advocacy work has positioned our Hong Kong Programme as a valuable participant in the Westminster-led effort and debate around transnational repression.

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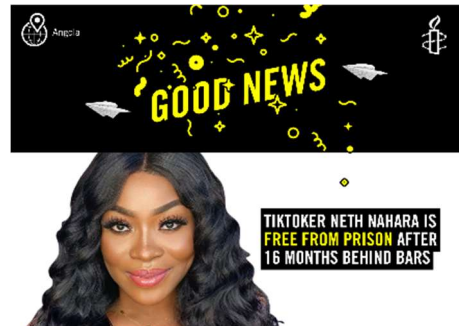
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3.4 Individuals and Communities at Risk

What we said we would do: Work on issues relating to UK nationals detained abroad and deliver the UK part of Amnesty's global Write for Rights campaign.

Our Individuals at Risk (IAR) work continued to generate thousands of actions. Over the whole of 2024, just over 129,000 actions were taken on IAR subjects.. Across the whole of 2024 there more than 17,000 digital Urgent Actions, as part of that IAR action total.

Since the 2024 Write for Rights ended, Neth Nahara, an Angolan activist and TikToker, who was imprisoned for posts criticising the government, has been released. Neth's case was a priority for AIUK in this year's campaign, with over 26,000 UK supporters taking action to call for her release. She was released as part of a larger presidential pardon and along with four other activists arrested ahead of a planned protest in solidarity with motorcycle taxi drivers.



We noted manifesto commitments from across the political and government spectrum to strengthen support for British Nationals abroad – one of the key objectives of our Path to Freedom project. With a new UK Government, we focused our advocacy on ensuring that consular access for British Nationals is enshrined into law and then implemented. We have continued to campaign for Alaa Abdel Fattah's freedom and were public and powerful in our call for the UK Government to raise his case with the Egyptian Government and visit Alaa on his trip to Egypt.

Our work campaigning for individuals at risk relies on maintaining close relationships with rights holders and their families, particularly in the case of British Nationals held in detention abroad. Our approach to campaigning is led by and in support of those families and what they need from Amnesty. That approach has proven to be effective, and we have good, ongoing relationships with Anoosheh Ashoori and Richard Ratcliffe who work with us closely on on-going campaigns. Richard took part in a panel discussion for Amnesty at the Amplify Human Rights Festival in December. We have also worked with Anoosheh to create portable versions of his 'Surviving Evin' exhibition; one of which will be exhibited in the Houses of Parliament in 2025 and the other will tour local communities.

In October, Jimmy Lai and Chow Hang-tung were designated prisoners of conscience by the International Secretariat. This coincided with David Lammy's official visit to China as Foreign Secretary, and we took the opportunity to demand that he call for the release of Jimmy Lai and Chow, among other human rights concerns. It was subsequently reported that the Foreign Secretary did raise these concerns.

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3.5 Human Rights Crises

What we said we would do: Continue our work on the end Israel's apartheid campaign and our response to the ongoing crisis in Gaza, the West Bank and Israel; and respond to new crises as they emerge.



Our Crisis Response work continues to be dominated by events in Gaza, Israel, and the wider Occupied Palestinian Territory (IOPT) given the scale and breadth of human rights violations in that conflict. Despite the desperate situation and ongoing deep human rights abuses, we were able to achieve some small wins that contributed to the long-term aim of accountability for those perpetrating some of the most significant of the human rights violations in this conflict.

We met with senior figures from across political parties ahead of the UK general election. The new UK Government's decision for a limited suspension of arms sales to Israel built on our engagement with the FCDO in the months leading up to this. Stopping arms transfers to Israel has been a key campaign priority; whose importance is only emphasised as those arms are now contributing to a genocide.

Leveraging the new Government's avowed commitment to the rule of law, respect for and cooperation with international mechanisms is key. In August 2024, we used legal action approaches when we secured permission to intervene in a Judicial Review of the previous Government's decision to continue arming Israel. We submitted evidence to the High Court, and the hearing took place in November - the case will proceed and be heard in May 2025.

Our work on this crisis continued to provide people who care about human rights with an opportunity to take action; to be able to do something in the face of such devastation and blatant violation of human rights. More than half of the actions taken as part of this campaign were in fact people's first action with an Amnesty campaign. Almost 100,000 joined our call for a ceasefire and more people took action on this issue than any other single issue in the second half of the year. After the election, we called on our supporters to email their new MP with our ask; and they responded. Every MP in Parliament received at least one email from an Amnesty supporter (and of course many, many more than that), calling for an end to arms sales to Israel.

In December 2024, we worked with the IS to launch Amnesty's research report into Israel's Genocide Against Palestinians in Gaza; the UK audience both politically and in media being a key global target.

This report concluded that Israel has committed, and continues to commit, genocide in its actions in Gaza. We secured widespread media coverage in mainstream outlets in the UK and reached key advocacy contacts with the report. Gathering Parliamentary support for our policy recommendations was a central part of our campaign aims (difficult as it is to secure public political acknowledgement of international law violations by a UK ally). In December 2024, MPs who had received the report and

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a briefing on the International Criminal Court arrest warrants spoke out on these matters in the House, and also challenged ministers publicly on UK Government positions.

In Syria, with the change in government in late 2024, we responded immediately and effectively with increased monitoring, media work and advocacy with the FCDO. We quickly assessed needs with key partners and worked with Ta'afi (one of our long-standing partners) on an evidence collection project. We have been working with and through Syrian partners and human rights defenders for years, building the capacity of these organisations to develop strategies and a plan for what came next if and when the Assad regime might fall. When that finally happened in December, we saw the impact of that work immediately. We provided assistance to the International, Impartial and Independent Mechanism, which was established to assist in the investigation and prosecution of persons responsible for the most serious crimes under International Law committed in the Syrian Arab Republic. This was in recognition of our position as a contact point for many Syrian human rights defenders.

3.6 Legal Human Rights Frameworks

What we said we would do: Build our Human Rights Futures Programme; and develop a new strand of work on the anti-rights movement.

2024 had a significant human rights win when, as one of their first actions, the new UK Government scrapped the Rwanda Scheme and amended the Illegal Migration Act so that people's asylum claims can now be considered. The UK Government also announced that the Bibi Stockholm barge was no



longer to be used to house people seeking asylum (from January 2025 onwards). Our human rights evidence as the Bill was debated in the first half of the year contributed to this win.

In September 2024, we worked with the office of the new Attorney General on an important change in guidance on legal risk and in November 2024, the Attorney General announced this change. Whilst not something that will get the headlines, this was in fact a significant, systemic pro-human rights change across that will impact across UK government policy. The result of this is that government lawyers will now have to advise Ministers on the 'legal risk' for all new policy and decision making – including new legislation. They will need to inform Ministers whether what is being proposed is lawful and in line with the UK's human rights obligations.

In Wales we have started to establish a human rights coalition that will allow us to build campaigning and influencing in partnership. Similarly, in Northern Ireland, we spent the latter half of 2024 working with partners to establish a Northern Ireland Human Rights Consortium. This commissioned a policy paper on a Northern Ireland Bill of Rights and Northern Ireland incorporation (the process of making international human rights treaties legally binding within a country's domestic law) and have developed joint campaign plans to make progress on this in 2025.

In Scotland, turmoil in the Scottish Government, which led to a change of First Minister, had a significant impact on plans for incorporation in the second half of the year. The draft Scottish Human Rights Bill, which had been expected in September 2024, was postponed until after Scottish Parliament

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elections in 2026. In response to this setback, we played an important role to keep the human rights coalition working together; refocusing plans on broader political advocacy and a potential independent working group that will draft a model Bill.

We used strategic litigation as a campaigning tool to defend human rights in 2024. Strategic Litigation is a tactic that we have increasingly used as a complement (and where appropriate sharper focus of action) to more traditional advocacy. It has helped us to achieve some important results.

In December 2024, we pursued an intervention in the Supreme Court appeal of the case of *For Women Scotland v Scottish Ministers*, which was called to answer the question of whether a person with a Gender Recognition Certificate (GRC) that recognises her gender as female, is a woman for the purposes of the Equality Act and the protections against sex discrimination that the Act provides. The decision was published by the Supreme Court in April 2025, and while we were disappointed that the Supreme Court judgement overturned long-standing practice in the recognition of trans women with GRCs as women under the definition in the Equality Act, we also noted the detail in that judgement on the protection of trans people from discrimination and harassment under the Equality Act.

In Northern Ireland, we continued to build toward greater accountability for past human rights violations. After the Labour party included a commitment to repeal and replace the Troubles Act in its manifesto, this was included in the King's Speech in July. This was followed in September 2024 by a judgement from the Belfast Court of Appeal following our intervention, which found that core parts of the Independent Commission for Reconciliation and Information Recovery (ICRIR) are unlawful.

How we will enable our goals

Governance, Compliance & Risk Management

What we said we would do: *Delivering all scheduled Trust and Section Board meetings, ensuring papers are high quality and delivered on time; Deliver all statutory reporting, meeting required deadlines; Improve governance recruitment processes so that we avoid vacancies which can affect quoracy as well as overall breadth of contributions.*

We made some progress to embed good practice in our induction and training package for members of the Board. We delivered Board development days and training. Sessions in the development days looked at safeguarding responsibilities and feminist leadership, including associated concepts of oppression and equity.

Induction got underway for all newly appointed Board members. We made changes to ensure the induction process is much more specific and aligned to the role and responsibilities of individual Board members. The induction enabled Board members to understand their statutory duties as company directors.

Planning, Impact and Learning

What we said we would do: *Keep building our approach to measuring impact, learning and reporting; Make improvements so our decision makers can use evidence of impact and learning to lead the organisation in planning, delivering and improving our work.*

The business planning process for 2025-2027 built on the work done in the prior year and resulted in an efficient process, effective integration of budgets and operational plans, and detailed activity plans with clear indicators of success and targets for 2025. The activity plans helped us to develop an organisational timeline of all work to be delivered in 2025. This will be used to improve collaboration on major planned outputs and to ensure we maximise opportunities from more integrated working.

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We continued to iterate and develop an organisational key performance indicator (KPI) dashboard, and used it to inform business planning, setting ourselves ambitious targets. The KPI dashboard evolved to include month-on-month analysis that allowed decision making to identify patterns and trends over the year. We also improved the central learning reporting system.

People and Culture

What we said we would do: Continue improvements in our workplace culture and ways of working as a team; Continue to deliver and build capacity in our IDEA approach; Improve our safeguarding by developing guidance, education and a culture of continuous improvement; including through further training and improved processes relating to criminal records checks; Expand our psychological support offering and proactive approach for key roles where there is a greater exposure to risk, and improve management guidance; Deliver high-quality leadership and management training and development, as well as mapping out wider learning needs across the organisation and how best to organise learning decision making and culture so that we become a much more learning, supportive and enabling organisation; Continue to improve our people practices and systems and look at what our reward approach should be to best support our aims as a progressive employer.

During 2024 we ran a Leadership Development Programme, delivered to all people managers. The Leadership Programme encouraged managers to be more reflective about what it means to be a manager. The peer-to-peer nature of the programme and in-person delivery meant that leaders and managers saw each other working effectively and being self-reflective, and this made it easier to identify what they needed to work on in their own management.

We continued to implement our multi-year Inclusion, Diversity, Equity and Anti-Racism (IDEA) plan. We completed the Equality Impact Assessment hub, which includes specialised templates and tools for different areas of our work. These tools are used to ensure we mitigate risks of not being inclusive in our work.

We made significant progress on our organisational culture work. Having worked on an expression of the strong behaviours that best support our culture, those behaviours were socialised to provide all staff with the opportunity to be involved.

Knowledge, Technology and Digital Capabilities

What we said we would do: Embark and make progress to deliver a three-year data, digital and technology transformation project; Continue day to day with well-run core IT systems and ensure those systems are secure.

The focus for 2024 was to put into place the resources and processes that will set us up to deliver this ambitious and transformative project. We recruited an experienced and expert team with the skills to deliver this complex multi-faceted project. We began procurement across several workstreams and completed the selection of implementation partners for our new website and knowledge hub development.

An immediate priority in our IT was to improve our existing technology foundations, whilst making progress on critical development projects. The team delivered robust cyber security improvements and enhancements to technical resilience, which was achieved by a successful move from on-premises servers to the cloud. The team also started work on preparations for a move to a new office space; a priority is to ensure we remain appropriately cyber-resilient.

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Whilst we work towards implementing a new customer relationship management system (CRM) as part of the technology transformation project, we have ensured that our operations continue with small improvements were possible, including increasing the number of direct debit dates available to regular donors from two to six per month, a key request from our supporters. This change is key to reducing the amount of time between recruitment of new supporters and their first payments, and to reducing the likelihood of a cancellation. The impact of this systems change should be seen in more income and fewer no-shows from new fundraising supporters.

Finance Systems and Processes

What we said we would do: Streamline and improve re-forecasting processes; Improve transparency of on-going financial performance and improve modelling of potential future performance to support stronger business case assessments of potential activity; Plan for the integration of capabilities in the Digital, Data and Technology transformation roadmap, which need to feed information and data from/into financial systems to deliver impact and effectiveness.

Through 2024 we focussed on delivering benefits from the cloud-based financial accounting system, with a focus on improving the efficiency of financial processes and the quality of forward looking analysis. We developed a suite of financial reports which enable better integration of financial performance and operational impact reporting. We have continued to innovate, particularly in support of income generation, for example with a project to add payment options to improve the giving experience for our financial supporters through our website and especially on mobile devices.

Facilities

What we said we would do: Realise the potential value of the Human Rights Action Centre to better deliver value for our human rights mission; Further update our ethical procurement procedures and processes that will ensure our suppliers and contractors comply with human rights standards and our values as a human rights organisation.

In 2024 there was further progress on the project to realise value from our London head office. The building was marketed, and offers were received. We plan to complete a sale during 2025. We also undertook an extensive needs analysis for a future London head office, and in consideration of that work have identified a preferred option, with a move anticipated during summer 2025.

Income Generation

What we said we would do: Transform our approach to fundraising innovation and improve the speed and efficiency with which new fundraising products are launched; Address profitability issues in the retail portfolio, assessing the long-term role of the high street portfolio, and boosting volume and profitability in online retail; Establish a stronger prospecting and restricted funding marketing and securing pipeline approach, building up the % of our human rights activity financed by restricted funding; Innovate other areas of income generation outside of traditional fundraising, such as business to business training (e.g. to public service providers) on human rights and human rights respecting approaches in different elements of public service.

Recruitment of new members was challenging. We invested less than budget in this area, primarily as recruitment costs remain high on paid digital media. Changes to our innovation approach have seen new mass market fundraising products brought to market, though none have yet had a significant impact on member recruitment.

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At the end of December 2024, the number of individual members of the UK Section stood at around 79,600. In comparison at December 2023, there were around 84,200 – a decrease of 5.5% which has resulted in a £0.3m decrease in income from members compared to 2023.

The Section was supported by a larger restricted grant of £6.0m from the Trust, up from £5.7m in 2023.

Our retail, new product sales, and conference space rental operations generated income in 2024, together totalling £1.4m (2023: £1.3m). However, we continued to make losses after the apportionment of overhead support costs in these activities. We are focussed on interventions which will improve profitability across these operations.

The UK Section follows a set of six fundraising principles, which we use to guide our fundraising policy and strategy, as well as the behaviour of our fundraisers and the professional fundraising agencies we work with. These principles lay out our commitment to our supporters and members:

- Our fundraising respects and protects our independence, impartiality and mission
- We fundraise with integrity
- We work in partnership with those who support us
- We value and respect our supporters
- We fundraise with courage
- We are transparent in our fundraising and use of funds

Our fundraising activity complies with all relevant legislation and regulation, including the EU General Data Protection Regulation (which came into force in May 2018) and the Privacy and Electronic Communications Regulations 2003. The UK Section complies with the Code of Fundraising Practice and is a member of the Direct Marketing Association.

Our supporter care team received a total of 66 complaints in relation to the UK Section and the Trust's fundraising activities in 2024 (2023: 198); often relating to criticism of Amnesty's position on human rights issues and so the cause on which we are fundraising. Of these complaints in 2024, we identified that 48 relate directly to the Trust (2023: 160), and 1 to the UK Section (2023: 7). In 2024 there were a further 17 general fundraising complaints which could not be attributed to either entity (2023: 31). We respond to all complaints, and ensure corrective action is taken as required. Those corrective actions might include re-training fundraisers and revising our fundraising activities.

We recognise the need to ensure we respond appropriately when our fundraisers engage with people who may be in vulnerable circumstances. We are committed to showing respect and empathy towards such individuals and we ensure that no donation is sought from someone who may not have the capacity to make an informed and considered decision.

4. Plans for future periods

2025 will be the fourth year of delivery of our 2022-30 Strategy and accompanying Theory of Change. This year, we will build on achievements in 2024 in a number of areas where we have made good progress, but also must take steps forward to address a number of organisations challenges.

Set out below are some of the key activities and achievements we will undertake.

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Goal One: Change Attitudes to Human Rights
Build more understanding of what Amnesty does and why it matters in the UK, while building visibility for our work by organising around key moments in the year
Building partnerships: we will work with artists, Ambassadors and partners to increase our reach and impact and we will seek to build one new brand partnership in 2025
Seek to develop a project with film or TV production company to get human rights messaging into TV or film scripts
Further deepening and delivering through our working relationships with decision makers in politics
Goal Two: Build a Powerful Movement
A more deliberate approach to supporting our local groups and networks, with a key focus on developing a stronger activist pipeline through supporting groups and networks to better recruit and retain activists
Developing and testing the Community Platform: this new online platform will be key to improving connectivity, efficiency, and agency of activists in their own activity
Our Human Rights Education projects and programmes in 2025 will focus on reach to children, young people, professionals and adults, as all ages have the right to HRE and have a role to play in building a rights-respecting society
Goal Three: Winning Human Rights Victories
Conduct new research on Predictive policing, social security, press freedom in Northern Ireland, anti-rights movement, illegal Israeli settlement goods and the impact of UK protest laws
See growth in our policy content outputs, which will mean our Policy and Research team producing regular analysis and briefings on our key issues
Plan a range of high-profile activations to build people's understanding of the realities of the human rights issues we are campaigning to change
implement our multi-year strategy for our ESCR work
See growth in our policy content outputs, which will mean our Policy and Research team producing regular analysis and briefings on our key issues
How we will enable our Goals
People and Culture
Continue improvements in our workplace culture and ways of working as a team. Our priority areas for this is 2025 will be recruitment, induction, leadership & management and performance management.
Further delivery and capacity building in our IDEA approach
Build AIUK safeguarding strength through reviewing and improving safeguarding practices in the specific teams and conducting a review of safeguarding practices
Preparing for trial of potential four-day working week
Improvements in our workplace culture and ways of working as a team. Our priority areas for this is 2025 will be recruitment, induction, leadership & management and performance management
Improvements to Governance
Delivering all scheduled Trust and Section Board meetings, ensuring papers are high quality and delivered on time
Deliver all statutory reporting, meeting required deadlines.
Improve governance recruitment processes so that we avoid vacancies which can affect quoracy as well as overall breadth of contributions
Planning, Monitoring, Evaluation and Learning Systems
Keep building our approach to measuring impact, learning and reporting
Make improvements so our decision makers can use evidence of impact and learning to lead the organisation in planning, delivering and improving our work

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Finance Systems and Processes
Improve transparency of on-going financial performance and improve modelling of potential future performance to support stronger business case assessments of potential activity
Meet best practice in further strengthening our control environment as we implement procurement process improvements, with the likely introduction of a purchase order system
Data, Digital & Technology Transformation
Continue to deliver on a three-year data, digital and technology transformation project
Continue day to day with well-run core IT systems and ensure those systems are secure. A key priority will be strengthening our organisation's cybersecurity by simplifying service architectures and introducing dedicated cybersecurity training for the IT team
Facilities
Deliver the organisation to a new space.
Income Generation
Implement our new fundraising strategy and embrace new ways of generating income.
In Mass market fundraising we will utilise insight and data to deliver increased investment and performance in supporter recruitment, delivering innovative products to market and improving rates of consent to contact, and our supporter retention

5. Financial review

The accounts show a planned deficit of £1.4m for the year, a decrease of £2.1m from the £0.7m surplus in 2023.

Income has decreased by £0.1m on 2023 levels to £14.8m in 2024. This is due to a decrease in subscriptions and donations from members in 2024. The Trust grant is restricted to areas of the UK Section's human rights work which aligned with the Trust's charitable objects, spanning our goals of: changing attitudes to human rights, building a powerful movement of human rights activists and winning human rights victories. The Trust grant supports all aspects of the Section's human rights work.

Income from other trading activities remained unchanged from 2023 at £1.8m. The shops made a deficit of £0.4m despite slightly increased income, after taking into account the allocation of overhead costs such as bank charges, IT costs, human resources and other central services associated with supporting the shops. We will continue to focus on increasing profitability of our existing retail portfolio during 2025.

Staff costs in the UK Section increased by £0.9m in 2024. The increase in staff costs was driven by additional posts added in the year, and by increases in pay rates reflecting inflation-based cost of living adjustments negotiated with our recognised trade union.

Free reserves at 31 December 2024 were £5.6m, which is a decrease of £0.9m on 2023, and above the target range of £4.3m to £4.8m. The reserves policy is addressed further in section 7 below.

6. Risk and assurance

Risk management is an integral part of our governance. We identify and address our key strategic risks in order to mitigate their likelihood and impact. There are two levels to the risk and assurance process.

Our strategic risk approach is designed to identify the key risks which could prevent the UK Section from achieving its strategic objectives. It also identifies the assurance processes which we have in place to mitigate these risks and any outstanding actions around these assurance processes.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Strategic Report for the year ended 31 December 2024

We also have an operational risk framework which underpins the strategic risk framework, dealing with a greater number of potential risks at a more detailed level.

Scenario planning was undertaken during 2023 to understand financial risks and mitigating strategies, and to ensure that we can adapt financially sustainable plans against a range of fundraising outcomes. We closely monitor performance against financial plans to ensure we are operating as expected, and are ready to adjust spending plans at short notice if required. We have applied the going concern basis of accounting for these accounts as we are confident that we can control costs and adapt to a broad range of challenging financial scenarios.

The Directors consider aspects of risk and assurance and are supported in this by the work of the Finance, Audit and Risk Sub-Committee.

The major strategic risks for the UK Section, together with plans and strategies in managing these risks, are shown in the table below.

Risk	Plans and strategies to manage risks
Strategy and Governance – are we delivering the strategy and impact in order to meet our vision?	<ul style="list-style-type: none"> Boards have approved the 2022-30 Strategic Plan and the 2025 business plan and budget, and taken into consideration the resource requirements required to deliver them. The Strategic Plan was developed with engagement and consultation with activists and other stakeholders to ensure that it reflected the direction of the UK movement.
Operational Delivery – are business critical processes operating as intended?	<ul style="list-style-type: none"> Hybrid working has been normalised and business critical processes such as payroll, accounts payable and IT can be operated effectively in the hybrid environment. Relevant business continuity plans exist and are operational. Work is underway to update these and to consolidate them into a single document, reflecting recent changes in organisational structure. A "Cloud First" approach to application procurement has been adopted as part of the IT Strategy. Migration of legacy systems and data to cloud storage is ongoing. Back-ups are in place where possible for all key processes, so that they are still able to be delivered if one system fails. A cyber <i>Security Operations Centre</i> solution is now also in place.
Financial Stability – are we delivering the strategy in a way that safeguards our financial sustainability?	<ul style="list-style-type: none"> We undertake detailed monitoring of fundraising performance, including cancellation rates, legacy-giving and performance of new supporter recruitment. We continue to closely monitor our fixed cost base. Our operational plans for 2025 have been developed based on current staffing levels. We are closely monitoring rates of Inflation and modelling the impact on our cost base. Management accounts are reviewed monthly by senior management. These include cashflow and consideration of liquidity.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Strategic Report for the year ended 31 December 2024

<p>Compliance – Do we comply with all legal and regulatory requirements?</p>	<ul style="list-style-type: none"> • We operate a compliance register, ensuring complete coverage and timely consideration of any changes in regulation. • Detailed health and safety risk assessments are in place across all our operations. • All staff undertake data protection and cyber security training, and are provided with laptops to access our systems with enhanced security. Board members are provided with secure IT hardware. • We undertake an annual security audit of our data and IT security systems and those of its third-party selling suppliers related to lotteries and player data and forward the report to the Gambling Commission annually. This was last undertaken in September 2024.
<p>People and Culture – Do we have the right skills and experience to deliver our goals?</p>	<ul style="list-style-type: none"> • The Strategy for 2022-2030 has been approved at the AGM and a business plan for 2025 has been developed which takes into account the resource needs of activities. We remain focused on bringing diversity into the organisation to enable us to better deliver on our priorities. Plans are in place across the organization to promote equity, diversity and inclusion, and to build a supportive and respectful workplace with anti-racism as the priority. • Safeguarding policies have been updated to reflect best practice. The Safeguarding Policy is reviewed on an annual basis, published and communicated to relevant stakeholders.

Our risk management framework complies with recommended practice as outlined by the Charity Commission for England and Wales. During 2024 we continued to develop and improved our risk reporting, incident management and processes to monitor regulatory compliance across a broad range of activities following an approach endorsed by the National Council for Voluntary Organisations (NCVO).

7. Reserves policy

As at 31 December 2024 unrestricted funds totalled £8.7m (2023: £9.9m). This comprises:

- £3.1m (2023: £3.3m) of designated funds, representing the net book value of fixed assets, which are not readily realisable and are hence excluded from free reserves.
- £5.6m (2023: £6.5m) of funds which represent free reserves.

A level of free reserves is necessary to ensure that the UK Section's activities can continue on a day-to-day basis and, in particular, can continue in the event of a major unforeseen reduction of income or increase in expenditure. These reserves provide a contingency to enable the Directors to take the necessary actions to bring income and expenditure into line.

In line with recommendations of the Charity Commission, the Directors have adopted a risk-based reserves policy which is reviewed annually.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Strategic Report for the year ended 31 December 2024

The target range of free reserves is determined by considering the key strategic and operational risks facing the UK Section, as well as the strategic plans and current financial position.

Considering these factors, the Directors have determined that free reserves should remain in the range of £4.3m to £4.8m (2023: £4.3m to £4.8m).

At 31 December 2024 the level of free reserves was over this target range, at £5.6m. The UK Section plans to invest in capital additions in 2025, anticipating a significant outlay to develop a new customer relationship management (CRM) system to support our longer-term capabilities over the strategic period to 2030. The Board considers that the UK Section's level of free reserves, currently above its target range, places it in a strong position to meet emergent financial risks.

8. Investments

In making any financial investment, the UK Section's policy requires consideration of:

- Minimisation of risk: No speculative investments shall be made.
- Liquidity: Invested funds shall be kept liquid to allow them to be called upon as necessary.
- Reputational risks: No investment shall be made if the Directors are aware that the investment vehicle may present a compromise (or a perception of one by its supporters) to the UK Section's commitment to human rights, and thus result in reputational risk.

At 31 December 2024 the only form of investment held by the UK Section was cash held in interest-bearing deposits, included in the accounts within cash balances.

This report, incorporating the Strategic report, is now approved by the Board and signed on its behalf by:

Helen Horton, Chair

Date: 17 May 2025

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Independent Auditor's report for the year ended 31 December 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the Company's affairs as at 31 December 2024 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of Amnesty International United Kingdom Section ("the Company") for the year ended 31 December 2024 which comprise the statement of financial activities, balance sheet, cash flow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Directors with respect to going concern are described in the relevant sections of this report.

Other information

The Directors are responsible for the other information. The other information comprises the information included in the Director's Report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Independent Auditor's report for the year ended 31 December 2024

course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic report and the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic report and the Directors' report have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic report or the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Directors

As explained more fully in the Statement of Directors' Responsibilities, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Independent Auditor's report for the year ended 31 December 2024

Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Non-compliance with laws and regulations

Based on:

- Our understanding of the and the sector in which it operates;
- Discussion with management and those charged with governance including the Finance, Audit and Risk Sub-Committee and Internal Audit; and
- Obtaining and understanding of the policies and procedures regarding compliance with laws and regulations;

We considered the significant laws and regulations to be FRS102, Companies Act 2006, Corporate and VAT legislation, Employment Taxes, Health and Safety, Data Protection regulations and the Bribery Act 2010 .

The Company is also subject to laws and regulations where the consequence of non-compliance could have a material effect on the amount or disclosures in the financial statements, for example through the imposition of fines or litigations. We identified such laws and regulations to be the Health and Safety, Data Protection regulations and the Bribery Act 2010

Our procedures in respect of the above included:

- Review of minutes of meeting of those charged with governance for any instances of non-compliance with laws and regulations;
- Review of correspondence with regulatory and tax authorities for any instances of non-compliance with laws and regulations;
- Review of financial statement disclosures and agreeing to supporting documentation; and
- Review of legal expenditure accounts to understand the nature of expenditure incurred;

Fraud

We assessed the susceptibility of the financial statements to material misstatement, including fraud. Our risk assessment procedures included:

- Enquiry with management and those charged with governance including the Finance, Audit and Risk Sub-Committee and Internal Audit regarding any known or suspected instances of fraud;
- Obtaining an understanding of the Charitable Company's policies and procedures relating to:
 - Detecting and responding to the risks of fraud; and
 - Internal controls established to mitigate risks related to fraud.
- Review of minutes of meeting of those charged with governance for any known or suspected instances of fraud;
- Discussion amongst the engagement team as to how and where fraud might occur in the financial statements; and
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;

Based on our risk assessment, we considered the areas most susceptible to fraud to be improper revenue recognition as well as management override of controls through the use of journal entries and bias in significant accounting estimates.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION

Independent Auditor's report for the year ended 31 December 2024

Our procedures in respect of the above included:

- Testing a sample of journal entries throughout the year, including those that met a defined risk criterion, by agreeing to supporting documentation;
- Testing a sample of other journal entries throughout the year by agreeing to supporting documentation;
- Assessing significant estimates made by management for bias, including allocation of costs including apportionment of costs between Amnesty International United Kingdom Section and Amnesty International UK Section Charitable Trust, deferral of income, depreciation rates for assets, going concern assumptions, and recognition of multi-year grants; and
- Reviewing revenue recognition as well as assessing cut off for revenue in the financial year.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities is available on the Financial Reporting Council's website at:

<https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Laurence Elliott (Senior Statutory Auditor)
For and on behalf of BDO LLP, Statutory Auditor
London, UK

Date: 05 June 2025

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Statement of financial activities (including income and expenditure account)
for the year ended 31 December 2024

	Note	Unrestricted funds	Restricted funds	Total funds	Total funds
		2024 £000's	2024 £000's	2024 £000's	2023 £000's
Income from:					
Subscriptions, donations and grants	3	6,623	5,892	12,515	12,653
Publications and materials	4	192	-	192	200
Other trading activities	5	1,791	-	1,791	1,773
Investment and other income	6	300	-	300	320
Total income		8,906	5,892	14,798	14,946
Expenditure on:					
Raising funds	3	2,535	-	2,535	2,537
Other trading activities	5	1,910	-	1,910	1,956
		4,445	-	4,445	4,493
Pursuit of objectives					
Promotion of human rights	7	4,157	6,125	10,282	8,623
Investment in activist recruitment	7	1,478	-	1,478	1,149
Total expenditure in pursuit of objectives		5,635	6,125	11,760	9,772
Total expenditure		10,080	6,125	16,205	14,265
Net (expenditure)/ income		(1,174)	(233)	(1,407)	681
Reconciliation of funds					
Total funds brought forward	14,15	9,877	255	10,132	9,451
Total funds carried forward	14,15	8,703	22	8,725	10,132

All amounts relate to continuing activities. There are no recognised gains or losses other than the deficit for the year. The notes on pages 38 to 51 form part of these financial statements. Analysis by fund of the 2023 income and expenditure comparatives is shown in notes 3 to 7.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Balance sheet at 31 December 2024

	Note	2024 £000's	2023 £000's
Fixed assets			
Tangible fixed assets	11	3,140	3,346
Current assets			
Debtors	12	2,060	890
Stock		60	77
Cash at bank and in hand		5,132	7,726
		<u>7,252</u>	<u>8,693</u>
Creditors: amounts falling due within one year	13	<u>(1,667)</u>	<u>(1,907)</u>
Net current assets		5,585	6,786
Total net assets		<u>8,725</u>	<u>10,132</u>
Funds			
Restricted	14	22	255
Unrestricted			
Undesignated	15	5,563	6,531
Designated	15	3,140	3,346
		<u>8,703</u>	<u>9,877</u>
Total funds		<u>8,725</u>	<u>10,132</u>

Approved by the Board and authorised for issue on its behalf by:

Andrew Townend, Treasurer

Date: 17 May 2025

Company number: 01735872

The notes on pages 38 to 51 form part of these financial statements.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Cash flow statement for the year ended 31 December 2024

	Note	2024 £000's	2024 £000's	2023 £000's	2023 £000's
Cash flows used in operating activities					
Net cash (used in)/ provided by operating activities	16		(2,807)		1,262
Cash flows from investing activities					
Investment income	6	300		320	
Payments to acquire tangible fixed assets	11	(87)		(33)	
Net cash provided by investing activities			213		287
Decrease in cash and cash equivalents in the year	16		(2,594)		1,549
Cash and cash equivalents at the beginning of the year	16		7,726		6,177
Cash and cash equivalents at the end of the year	16		<u>5,132</u>		<u>7,726</u>

The notes on pages 38 to 51 form part of these financial statements.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

1 Company information

Amnesty International United Kingdom Section ("the UK Section") is a company limited by guarantee. It is a membership organisation whose policy and priorities are set, within the context of decisions of the Global Assembly of Amnesty International, by the members at the Annual General Meeting. The UK Section pursues the objective of the movement in the United Kingdom by campaigning for observance, and opposing violations, of human rights.

An overview of the place of the UK Section in relation to the worldwide Amnesty International movement is provided in the Directors' Report.

The UK Section exists to further the aims of the Amnesty International movement as contained in the Mission and Vision of Amnesty International and in the decisions made by the Global Assembly. A large number of individuals and groups in the UK are members of, or are affiliated to, the UK Section. These accounts only reflect cash received by the UK Section from the individual groups, and do not reflect their activities, since the company is not responsible for their finances.

2 Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention. The report and financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (SORP), 'Accounting and Reporting by Charities' effective from 1 January 2019, the Companies Act 2006, the Charities Act 2011 and applicable UK accounting standards, including FRS 102. The principal accounting policies are set out below and have been applied consistently throughout the year.

The UK Section constitutes a public benefit entity as defined by FRS102.

Going Concern

The Board have undertaken an assessment of the strategic risks facing the UK Section and the potential financial impact of these risks materialising in a range of different negative scenarios. A detailed cashflow analysis has been performed for the UK Section and plans are in place to manage cash outflows in the event of such negative scenarios arising. Consideration has been given to the costs that can currently be controlled, and the funds that would be required to initiate structural changes to further control costs.

The Board concluded that the UK Section could adequately withstand the financial impact of key risks materialising through exercising control over costs and by utilising its reserves which are above the target level derived from the risk-based reserves policy.

Given the strength and liquidity of the balance sheet, and the scenario planning work which has established that sufficient reserves are held to cover expenditure if income sources were to be disrupted, the Board are satisfied that there are no known risks that would cast doubt on the UK Section's ability to continue as a going concern. The Board therefore consider it appropriate to prepare the accounts on a going concern basis.

2 Accounting Policies - continued

Income and Expenditure

Income from royalties, events and interest receivable is accounted for on an accruals basis.

Grant income is recognised when the UK Section has entitlement to the funds, any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from all other activities including subscriptions and other contributions from members and turnover generated by the UK Section's shops is accounted for when received.

Gifts in kind, which represent donated services and facilities are included in 'Corporate relationships' at their estimated value to the UK Section when received, and allocated to the appropriate expenditure category at the same amount.

Expenditure is charged to the statement of financial activities on an accruals basis. Where expenditure relates to more than one classification within the statement of financial activities, it is attributed on the basis of staff time spent on the relevant activity.

Grants awarded are recognised as expenditure when the recipient is notified of the award of the grant.

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight line basis over the lease duration.

Irrecoverable VAT is charged to the relevant expenditure account when it is incurred.

Estimates and Judgements

All accounting judgements and estimates included in these accounts are in line with the stated accounting policies.

There are no assumptions or estimates included in these accounts that have a significant risk of causing a material adjustment to the carrying value of assets and liabilities within the next financial year.

Fixed assets

Fixed assets are recorded at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of fixed assets on a straight-line basis over their estimated useful lives as follows:

Leasehold buildings	2% per annum	Plant and machinery	5% per annum
Computer infrastructure	10% - 20% per annum	Computer equipment	20% - 33% per annum
Office equipment	20% per annum	Office furniture	10% per annum
Leasehold improvements	10% - 20% per annum		

A de minimis amount of £5k is used for the capitalisation of fixed assets, with items of a lower cost being charged to expenditure.

Assets are reviewed for impairment when events or changes in circumstances indicate that their value could be impaired. If the review indicates any asset has a carrying value higher than its recoverable value then it will be written down accordingly and the difference recorded as expenditure.

2 Accounting Policies - continued

Debtors

Debtors are recognised at the settlement amount due to the UK Section at the end of the period.

Creditors and Provisions

Creditors and provisions are recognised where the company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount.

Financial Instruments

The UK Section only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Stock

Stock held, which comprises goods purchased for resale, is stated at the lower of cost and net realisable value and excludes donated goods.

Holiday pay

All employees of the Trust and the UK Section are contractually entitled to annual leave in accordance with relevant legislation and organisational policies. The total cost of untaken staff holiday entitlement at the year end is provided for.

Pensions

The UK Section contributes to two defined contribution pension schemes:

- A multi-employer scheme with The Pensions Trust.
- A separate scheme with Scottish Widows.

Contributions are charged to the income and expenditure account in the year to which they relate. The pension schemes are independently administered and the assets of the schemes are held separately from the UK Section.

Reserves

Reserves are distinguished between restricted and unrestricted reserves. Income, expenditure, assets and liabilities for each classification of reserve are accounted for separately.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

3 Subscriptions, donations and grants

	Unrestricted 2024 £000s	Restricted 2024 £000s	Total 2024 £000s	Total 2023 £000s
Subscriptions and donations from supporters and members	6,623	-	6,623	6,939
Grants received (see note 3.1 for analysis of restricted funds)	-	5,892	5,892	5,714
	6,623	5,892	12,515	12,653
Expenditure on raising funds				
Supporter recruitment	1,744	-	1,744	1,723
Supporter care	638	-	638	623
General fundraising	153	-	153	191
	2,535	-	2,535	2,537
Net income from fundraising	4,088	5,892	9,980	10,116

Investment in recruiting new supporters not only contributes to developing future income streams but also helps to increase the number of human rights activists campaigning as part of the Amnesty International movement, thereby boosting our campaigning effectiveness.

Included within Subscriptions and donations from supporters and members are unrestricted amounts received from Board members and senior management totalling £634 (2023: £936).

Included within the expenditure on raising funds is £611k (2023: £716k) of apportioned support costs, as described in note 8.

In 2023 Grants received included £5,714k of restricted income.

3.1 Analysis of restricted funds received

	2024 £000's	2023 £000's
Restricted grants received		
Individuals at risk	-	3
Human rights education - Israel	-	2
Football welcomes	-	46
Human rights education	-	162
Crisis planning and delivery	(108)	163
Grant from the Trust for the promotion of human rights	6,000	5,338
Total restricted funds received	5,892	5,714

The 2024 Crisis planning and delivery fund shows a credit balance, a result of £132k of unspent restricted funds, initially received in 2023, having been returned to the donor when external events meant the terms of the restriction could no longer be met.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

4 Publications and materials	2024	2023
	£000s	£000s
Income from human rights publications and campaigning materials	192	200

5 Other trading activities

	Income	Expenditure	Net income/ (expenditure)	Net income/ (expenditure)
	2024	2024	2024	2023
	£000s	£000s	£000s	£000s
Shops	1,102	1,477	(375)	(399)
Sales	122	156	(34)	(5)
Conferencing	165	220	(55)	(36)
Corporate relationships	304	-	304	335
Royalties	3	-	3	5
Community fundraising	67	57	10	23
Events	23	-	23	(113)
Appeals	5	-	5	7
	1,791	1,910	(119)	(183)

Included in expenditure on other trading activities is £536k (2023: £506k) of apportioned support costs (see note 8). Many events are carried out primarily to raise public awareness of the UK Section and its activities, with income generation often being a by-product. Such events make a significant contribution to the furtherance of our fundraising programmes.

Included within Corporate relationships are Gifts in kind of £304k representing advertising and consultancy services provided free of charge (2023: £315k).

6 Investment and other income	2024	2023
	£000s	£000s
Interest income	259	259
Rental income	41	61
Total investment and other income	300	320

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

7 Expenditure in pursuit of objectives

Expenditure by strategic goal	2024	2024	2024	2023
	Unrestricted	Restricted	Total	Total
	£000s	£000s	£000s	£000s
Promotion of human rights				
Goal 1 - Increase Knowledge and Change Attitudes to Human Rights	934	1,221	2,155	1,171
Goal 2 - Build a Powerful Movement	1,066	1,301	2,367	1,768
Goal 3 - Win Human Rights Victories				
Human rights victories in economic, social and cultural rights	285	466	751	443
Human rights victories in racial justice	180	471	651	696
Human rights victories in freedom of expression	121	500	621	651
Human rights victories for individuals and communities at risk	304	437	741	1,035
Human rights victories in crisis	312	517	829	899
Human rights victories in legal frameworks	470	1,031	1,501	1,323
Human Rights victories for Hong Kong	235	181	416	387
Contribution to the International Secretariat for research into human rights violations	250	-	250	250
	4,157	6,125	10,282	8,623
Investment in activist recruitment	1,478	-	1,478	1,149
Total expenditure in pursuit of objectives	5,635	6,125	11,760	9,772

Included in the 2023 comparatives is restricted expenditure on Goal 1 of £833K, on Goal 2 of £1,242K and on Goal 3 of £3,537K.

Included in Promotion of human rights is £2,663k (2023: £2,194k) of apportioned support costs. Included in Investment in activist recruitment is £554k (2023: £334k) of apportioned support costs (see note 8).

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

8 Support costs

	2024	2023
	£000s	£000s
Staff costs	1,647	1,382
Staff and volunteer training and welfare	505	389
Premises costs	828	861
Depreciation	263	273
Auditors - Audit fees	26	25
- Other services	4	4
Other support costs	950	693
Governance	141	123
Total support costs	4,364	3,750

	2024	2023
	£000s	£000s
Apportionment of support costs		
Raising funds	611	716
Other trading activities	536	506
Promotion of human rights	2,663	2,194
Investment in activist recruitment	554	334
Total support costs apportioned	4,364	3,750

Staff costs include employees in the Finance, Information Technology, Human Resources and Facilities departments. Included within support costs are operating lease costs of £306k (2023: £517k).

These support costs are apportioned across the UK Section's activities based on the amount of staff time spent on each activity.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

9 Staff costs

All staff are employed on joint contracts of employment with both the UK Section and the Trust. A total of 263 staff were employed during 2024 (2023: 253).

This number includes part-time and job-share posts and those who joined and left during the year. The average headcount was 231 in 2024 (2023: 223). The full time equivalent number of staff employed in 2024 was 212 (2023: 203).

Apportioned staff costs

Costs shown here are those apportioned to the UK Section only. The amount charged for an employee to each entity is based on time spent in undertaking work for that entity.

	2024	2023
	£000s	£000s
Wages and salaries	8,021	7,139
Social security costs	924	830
Pension costs	611	684
Redundancy and termination costs	149	171
	9,705	8,824

The UK Section contributes to defined contribution pension schemes.

Redundancy and termination costs in 2024 are in respect of payments made to six staff members (2023 - seven staff members).

Full time equivalent analysis

The number and cost of apportioned full-time equivalent staff engaged on the UK Section's various activities was as follows:

	Average number of staff	Full-time equivalents	Cost £000s
Expenditure on raising funds	68	32	2,085
Other trading activities	22	15	792
Human rights campaigning	85	72	5,147
Support	45	22	1,681
	220	141	9,705

Of the 263 staff employed during 2024, there were 250 staff who had a part of their time apportioned to the UK Section (2023: 248). The full time equivalent number of staff apportioned to the UK Section was 141 full-time posts (2023: 131). The average number of employees apportioned to the UK Section for 2024 was 220 (2023: 217).

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

9 Staff costs (continued)

Emoluments of employees

The number of employees of the UK Section whose emoluments fell within the following bands were:

	2024	2023
£ 000s	Total	Total
	numbers	numbers
0 - 60	188	196
60 - 70	31	33
70 - 80	16	6
80 - 90	9	5
90 - 100	1	2
100 - 110	3	3
110 - 120		1
120 - 130	1	
130 - 140	1	1
190 - 200		1
	250	248

The banding above is based on the full employee benefits (excluding employer pension costs) of those staff working for the UK Section irrespective of the apportionment of those costs between the Trust and the UK Section. In 2023 the member of staff in the highest band was one of the staff members who received a termination payment.

Key management personnel remuneration

Aggregate emoluments for the key management personnel of both the UK Section and the Trust for the year ended 31 December 2024 total £769,297 (2023: £818,481). Emoluments to key management personnel in this note include redundancy and termination costs, employer's pension and National Insurance contributions. This figure represents the total costs, of which 52% in total are apportioned to the UK Section.

The annual equivalent gross salary (excluding employer's pension and National Insurance contributions) for the Chief Executive in 2024 was £131k (2023: £131k).

Directors' remuneration

None of the Directors received any remuneration during the year (2023: £nil). During 2024, out of pocket travel expenses totalling £1,025 were reimbursed to 4 Directors (2023: £1,566 to 5 Directors).

Directors and Officers Liability Insurance cover was in place at an annual premium of £8k (2023: £8k).

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

10 Taxation

No tax charge arose in respect of 2024 or 2023 as the the UK Section incurred a loss for tax purposes in each of those years. At the balance sheet date the UK Section had tax losses available to carry forward to offset against future taxable profits, but this was not recognised as an asset.

Reconciliation

	2024	2023
	£000s	£000s
(Loss) / profit on ordinary activities before tax	(1,407)	681
(Loss) / profit on ordinary activities at the standard rate of corporation tax in the UK of 25.00% (2023 - 23.52%)	(352)	160
Effects of:		
Fixed asset differences	53	46
Remeasurement of deferred tax for changes in tax rates		(4)
Net non-taxable income	251	(273)
Deferred tax not recognised	48	71
Total tax charge	-	-

Net non-taxable income includes expenses not deductible for tax purposes and income not taxable for tax purposes.

	2024	2023
	£000s	£000s
Deferred tax asset - not recognised in the accounts		
Balance at 1 January	(797)	(726)
Movement	(48)	(71)
Balance at 31 December	(845)	(797)
The year end unprovided deferred tax asset comprises	£000s	£000s
Accelerated capital allowances	13	19
Short term timing differences	5	(4)
Losses available to carry forward	(66)	(86)
	(48)	(71)

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

11 Tangible fixed assets

	Leasehold buildings improvements	Plant & machinery	Computer equipment & infrastructure	Office equipment	Leasehold shops improvements	Total
	£000s	£000s	£000s	£000s	£000s	£000s
Cost						
At 1 January 2024	4,637	1,878	1,191	1,158	71	8,935
Additions	-	-	87	-	-	87
Disposals	-	-	-	(32)	(42)	(74)
At 31 December 2024	4,637	1,878	1,278	1,126	29	8,948
Depreciation						
At 1 January 2024	1,756	1,636	1,089	1,095	13	5,589
Charge for the year	93	94	38	33	35	293
Depreciation on disposals	-	-	-	(32)	(42)	(74)
At 31 December 2024	1,849	1,730	1,127	1,096	6	5,808
Net book value						
At 31 December 2024	2,788	148	151	30	23	3,140
At 31 December 2023	2,881	242	102	63	58	3,346

12 Debtors

	2024 £000s	2023 £000s
Amounts owed by the Trust	1,433	-
Trade debtors	99	203
Other debtors, prepayments and accrued income	399	646
Value Added Tax recoverable	129	41
	2,060	890

All amounts are due within 12 months of the balance sheet date.

13 Creditors - amounts falling due within one year

	2024 £000s	2023 £000s
Amounts owed to the Trust	-	182
Trade creditors	738	571
Accruals and deferred income	395	500
Payroll taxes and other creditors	372	474
Other creditors	162	180
	1,667	1,907

There is no deferred income included in the above figures (2023: £1k - all of which relates to refundable deposits received for conference sales occurring after the balance sheet date).

There is no accrued expenditure included in the above figures related to the contribution to the International Secretariat for research into human rights violations (2023: £250K).

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

14 Restricted Funds

Restricted funds represent grants received for restricted purposes (analysed below). Further details of restricted income and expenditure can be found in notes 3, 5 and 7.

Restricted fund balances at 31 December comprised:

	2024	2023
	£000s	£000s
Crisis Planning and Delivery	-	132
Human rights education	-	83
Football welcomes	22	40
	22	255

Restricted fund total movements:

	2024	2023
	£000s	£000s
At 1 January	255	153
Income	5,892	5,714
Expenditure	(6,125)	(5,612)
At 31 December	22	255

15 Unrestricted Funds

	2024	2024	2024	2023	2023	2023
	£000s	£000s	£000s	£000s	£000s	£000s
	Designated funds	Undesignated funds	Total	Designated funds	Undesignated funds	Total
At 1 January	3,346	6,531	9,877	3,586	5,712	9,298
Total income	-	8,906	8,906	-	9,232	9,232
Total expenditure	-	(10,080)	(10,080)	-	(8,653)	(8,653)
Movement between funds	(206)	206	-	(240)	240	-
At 31 December	3,140	5,563	8,703	3,346	6,531	9,877
Represented by						
Tangible fixed assets	3,140	-	3,140	3,346		3,346
Cash at bank and in hand	-	5,110	5,110	-	7,471	7,471
Other net current liabilities	-	453	453	-	(940)	(940)
	3,140	5,563	8,703	3,346	6,531	9,877

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

15 Unrestricted Funds (continued)

Designated funds

Designated funds comprise investments in fixed assets which enable the UK Section to carry out its work effectively. Such funds are not available for other use.

The movement between funds shown above which reduces Designated funds by £206k (2023: £240k) is a reflection of the reduction in net book value of fixed assets over the year.

16 Notes to the cash flow statement

Reconciliation of net (expenditure) / income to net cash flow from operating activities

	2024	2023
	£000s	£000s
Net (expenditure)/ income for the year as per the statement of financial activities	(1,407)	681
Adjustments for:		
Depreciation charge	293	273
Investment income	(300)	(320)
Decrease in stock	17	14
(Increase)/ decrease in debtors	(1,170)	191
(Decrease)/ increase in creditors	(240)	423
Net cash provided by operating activities	(2,807)	1,262

Analysis of cash , cash equivalents and net funds

	1 Jan	Cash	31 Dec
	2024	flows	2024
	£000s	£000s	£000s
Cash in hand and at bank	<u>7,726</u>	<u>(2,594)</u>	<u>5,132</u>

The difference of £213k (2023: £287k) between the net cash provided by operating activities and the change in cash in the year represents the net cash used in investing activities as shown in the cash flow statement.

Cash in hand and at bank represents total net funds and there are no other liquid resources or debt.

AMNESTY INTERNATIONAL UNITED KINGDOM SECTION
Notes forming part of the financial statements for the year ended 31 December 2024

17 Related party transactions

The UK Section and the Trust are considered to be related entities due to the alignment of their objectives and close collaborative and operational working.

The UK Section and the two companies which comprise the International Secretariat are considered to be related entities due to the alignment of objectives and close relationships that exist within the Amnesty movement.

Related entity balances

	2024 £000s	2023 £000s
Due (from) / to the Trust	(1,433)	182
Due to the International Secretariat	-	250

Related entity transactions

During the year the following transactions took place between the related entities:

	2024 £000s	2023 £000s
Restricted grants from the Trust	6,000	5,668
Credit made by the Trust for Human Rights Action Centre occupancy	(245)	(245)
Charges made to the Trust under the terms of a licence to use the Human Rights Action Centre	38	38
Charges to the Trust for the Amnesty magazine	164	182
Contribution to the International Secretariat for research into human rights violations	(250)	(250)

18 Commitments under operating leases

The following minimum payments are committed to be paid in the future in respect of operating leases:

	2024 £000s	2023 £000s
Minimum lease payments due		
No later than one year	491	463
Between 1 and 5 years	1,427	1,330
More than 5 years	2,496	2,675
	4,414	4,468
Analysed between:		
Hire of office equipment	2	3
Other operating leases:		
Human Rights Action Centre	3,654	3,900
Shops	562	441
Offices (Belfast and Edinburgh)	196	124
	4,414	4,468

The UK Section has a commitment under an operating lease to the Trust, a related party, for occupancy of the Human Rights Action Centre.