

Annual Statement | 2017

TaxPayers'
Alliance

A year of growth - but more to do in 2018

2017 was a year of growth for the TaxPayers' Alliance. We welcomed new members to our team at HQ, meaning we realised a year-on-year growth in our research output and media hits. Our online activity improved and grew – a crucial tool in getting our message out to as many people as possible, as quickly as possible.

We also had an aim to revitalise and refresh our grassroots campaign. Led by our campaign manager Harry Fone, we have done that in abundance – more action days, new activists and a renewed vigour in our ground war. You can see the numbers for yourself on the reverse of this statement. There is always room for improvement, but the hard work of the team is laid clear in this statement.

- **Tax cuts:** As the deficit disappears, and we leave the EU, we should be cutting taxes to boost economic growth. We should give people a pay rise by boosting their post-tax incomes and give businesses room to invest and grow
- **Reforming public services:** We can – and absolutely must – save taxpayers' money by eliminating waste but we can also focus on forward-looking reforms to public service delivery. The public sector should embrace automation to improve services and save us a fortune
- **Growing our grassroots network:** Not only is it important to fight back against socialism, we must also spread positive messages about the benefits of lower taxes and better public services. We will grow our on-the-ground activist base and work with data partners to reach millions online.

On behalf of the entire team at the TPA, thank you for supporting us. I hope that you will continue to do so in this crucial period. There's a great deal of work to do and we need you with us.

Andrew Allum



Andrew Allum,
Chairman

The result of the General Election proved that the battle of ideas is never over. We have to remind people every day that economic growth and prosperity – accelerated by lower taxes and better public services – are the best tools to reduce poverty.

That's what we intend to do throughout 2018 and beyond. And we also intend to build on 2017's successes:

- We enhanced our reputation for innovative campaigning by projecting a White Elephant onto the famous lights of Piccadilly Circus while they were under repair
- We secured more media coverage than in 2016, including plenty of column inches and appearances in trusted local media
- Our researchers produced more papers, notes and statistical releases than ever, from our weighty 'Why the cost of living is so high' through to an in-depth look at the charges and fees applied by local authorities
- We took our campaign straight into the corridors of power, with high-level meetings in key government departments

With your help, we can grow our budget for 2018 to **£1.2 million**. We've never had any debt. And of course we don't take any taxpayers' money. Every penny we raise is spent on our important research programme and campaigning output.

We are outgunned massively by our opponents. Unions have hundreds of millions of pounds and left-wing groups receive big taxpayer-funded grants that on their own dwarf our budget. I hope you'll agree that simply proves that the TPA provides outstanding bang for the buck. We are one of the leading campaign groups in the country and we do it on a fraction of the budget of our opponents.

Thank you – we couldn't do it without you.

John O'Connell



John O'Connell,
Chief Executive



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www.taxpayersalliance.com

A year in action | 2017



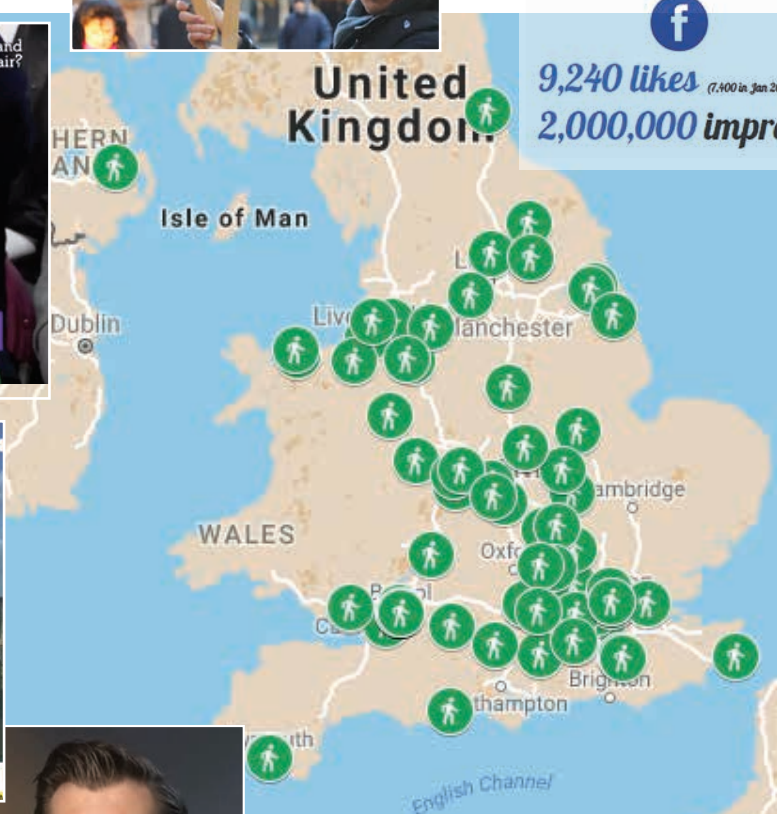
16,400 followers
8,400,000 impressions

9,240 likes (7,400 in Jan 2017)
2,000,000 impressions

TaxPayers' Alliance

You pay tax on:

- Petrol / Diesel
- Holidays
- Buying a house
- Selling a house
- Gas / electricity
- Chocolate biscuits
- Phones / laptops
- Broadband
- Insurance
- Beer, wine & spirits
- Watching television
- And so much more



The TaxPayers' Alliance
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OUT TODAY: The TaxPayers' Alliance Quango Rich list. These 238 Quango chiefs are in the top 1% of earners - thanks to taxpayers: http://www.taxpayersalliance.com/the_quangocrat_rich_list



Influencing change everyday.



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	2017	2016
FUNDRAISING		
Funds raised for research and campaigns	£940,000	£800,000
RESEARCH		
Number of papers published	35	29
Submissions to parliamentary inquiries	2	0
STRATEGIC COMMUNICATIONS		
Number of media hits	6,876	3,613
National press	699	557
National broadcast	448	425
Total news reach (views)	90,000,000	72,000,000
Total news value	£26,690,000	£19,000,000
SUSTAINED CAMPAIGNING		
New local coordinators signed up	6	0
Action days	23	8
Speaking engagements	24	5
Leaflets and campaign materials	102,500	15,000
Facebook likes	9,240	7,400
Facebook impressions	2,000,000	1,100,000
Twitter followers	16,400	12,500
Twitter impressions	8,400,000	6,500,000
Videos produced	15	5

How your donations can help us make an impact

£10,000	Supports a major research project investigating government waste
£5,000	Increases our supporter base from paid Facebook adverts
£2,500	Helps us produce a hard-hitting online video to promote our plan
£1,000	Covers the cost of a regional War on Waste tour
£500	Funds a briefing event for opinion formers, journalists and politicians
£250	Allows us to distribute a major report to 100 MPs
£100	Provides leaflets for a local Action Day

How to donate

There are several ways in which you can make a donation to the TaxPayers' Alliance:

1. Send a cheque made payable to "The TaxPayers' Alliance" to 55 Tufton Street, London, SW1P 3QL
2. Call us on **020 7340 6021** to make a debit or credit card payment
3. A Standing Order can be obtained from our Development Manager, Milly Skriczka on **020 7340 6021** or milly@taxpayersalliance.com
4. Via our website at www.taxpayersalliance.com/donate



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