



Trustees' Annual Report for the period

	Period start date				Period end date		
From	1 st	February	2019	To	31 st	January	2020

Section A Reference and administration details

Charity name Safina Lion Conservation Fund

Other names charity is known by Safina Lion Conservation

Registered charity number (if any) 1172709

Charity's principal address 19 Alexander Road
 Stotfold
 Nr Hitchin, Hertfordshire
Postcode SG5 4NA

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	James Welch	Chair		The trustees themselves
2	Matthew Lloyd	Trustee		The trustees themselves
3	Susan Welch	Trustee	Reappointed for second term starting 25/04/19	The trustees themselves
4	Sophie Cole	Trustee	Reappointed for second term starting 25/04/19	The trustees themselves
5				
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15				
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17				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation - Foundation
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by existing trustees for a term of three years where they may then be appointed for another term.

Additional governance issues (Optional information)

You may choose to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

There must be no less than three trustees and no more than twelve at any one time.

As a small charity the trustees share with the responsibility but elected a chairperson to lead the organisation. All financial and secretarial duties are shared by the board of trustees and all matters are discussed and passed at meetings or through electronic communication.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The charitable objects of the Safina Lion Conservation Fund are:

To promote for the benefit of the public the conservation and protection of lions by:

- Supporting conservation projects in such ways that are charitable
- Conserving and protecting the natural habitats of lions
- Supporting and publishing research into the conservation and husbandry of lions

2) To advance the education of the public in lion and wildlife conservation by such means as the trustees decide including through the support and publishing of research.

The Safina Lion Conservation Fund has been active in ensuring that all of its actions carried out in its first year have had a public benefit.

All aspects of work that the charity have put into action is to try and conserve the African lion in the wild. The African lion is now classed by the IUCN as vulnerable to extinction and it is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally in the wild as they are a vital piece of the eco-system in which they live. We work towards our charitable objective to promote the conservation and protection of lions by supporting conservation organisations working to protect lions and their habitat in the wild. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects. In 2019 we added two more organisations to our list of three conservation partners now consisting of Lion Guardians, The Mara Predator Conservation Programme run by the Kenya Wildlife Trust and Kope Lion.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour.

Trustees also visited one of our newest supporters Dartmoor Zoo and did a talk to their staff, volunteers and their visitors to share with them more details about lion behaviour, our conservation work and why we carry out the work that we do. Trustees also visited Linton Zoo in August to talk to visitors about lion behaviour and conservation where free educational leaflets were handed out. More of these educational leaflets were also given to many other zoos to put within their site to allow our educational work to subtly go further to anyone who may want to know more and for zoos to use at their own World Lion Day events. These talks have been crucial in spreading more awareness and knowledge to others about lion and wildlife conservation in general.

The trustees confirm that they have referred to the guidance contained in the charity commissions general guidance on public benefit when planning the work of the charity and in all decisions made by the trustees.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

The Safina Lion Conservation Fund is run entirely by volunteers and no expenses of any description are paid to trustees or conservation advisers, all of whom act and work on a voluntary basis.

Trustees of the Safina Lion Conservation Fund have established and agreed on a donation policy where any organisation that receives a financial donation from the charity must fit a certain criteria and the donation must go towards an action that fits at least one of our charitable objects. The work carried out must be work that we could carry out via those objects.

As well as our trustees we also have a small group of conservation advisers. All of which are people experienced in conservation and we ask their opinion of any organisation the trustees may be considering donating to. Although these advisers do not make any decisions, their advice and feedback is an important resource that trustees can use while making decisions.

The financing and printing of information leaflets was done personally by trustees and not used by money from the charity account. This allows public raised funds to go straight to other conservation and education work.

Summary of the main achievements of the charity during the year

2019 has seen the conservation output of the charity grow massively due to the funds very generously raised by our supporters in 2018. The funds raised have gone specifically to projects that tie in with our main focus points written in our conservation strategy which trustees signed off last year.

Support From Zoos & Educational Talks

Most of our educational and conservation work is based around World Lion Day which takes place in the middle of the summer holidays. We sent educational material to our supporting zoos and we try to visit zoos to give talks about our conservation work.

Learn About Lions

Just like 2018 we printed and shared our Learn About Lions educational leaflets with 8 different zoos throughout the summer holidays. These leaflets focus on how lions live in the wild and the threats that face them in the wild. These leaflets were sent to Noah's Ark Zoo Farm, Folly Farm Adventure Park & Zoo, Wolds Wildlife Park, Battersea Park Children's Zoo, Dartmoor Zoo, Linton Zoo and Combe Martin Wildlife & Dinosaur Park. They were then handed out to visitors during public talks or put in display areas. The idea of these leaflets is to increase public awareness and to give zoos more educational materials to use around World Lion Day (10th August) and during the holiday period.

Educational Talks

Trustees ran talks for two zoos this year including Linton Zoo and Dartmoor Zoo. The talk at Linton Zoo was primarily for members of the public and was well attended with our educational leaflets handed out. The talk at Dartmoor was attended by members of the public, staff, volunteers and supporters of the zoo. The idea of this was to spread conservation messages and the work that we do with the people based at the zoo as they have recently just sent a donation towards our conservation work.

Donations From Zoos

In 2019 we accepted donations from four different zoos. A total of £961.68 came from donations from Folly Farm Adventure Park & Zoo of £466.85, Noah's Ark Zoo Farm of £394.83 and £100 from Knowsley Safari. We also had a donation from Dartmoor Zoo of £445.93 sent via Just Giving.

Sponsorship & Fund-Raising Events

The Just Giving platform has once again proved incredibly useful throughout 2019 with several people raising small amounts of money through activities organised in their spare time as well as an organised 'Collar Campaign' initiated by trustees to secure the funds which would enable us to send a donation towards a second GPS collar.

Conservation Strategy & Support

Trustees continue to support conservation organisations in line with the conservation strategy written last year. All work supported by the charity must fit one of the three focus areas within the strategy:

- Young dispersing male lions
- Lions outside protected areas
- Involving the local community

Working with Conservation Organisations

Throughout 2019 we have now added 2 new conservation partners to join our current conservation partner Lion Guardians.

Lion Guardians

Trustees decided to continue funding to the organisation Lion Guardians and that their work continued to match our donation checklist and that we were happy with contact and feedback from them throughout the last year. Last year we began our sponsorship of Lion Guardian Kuya Kipampa who monitors the area known as 'Risa' outside the Amboseli National Park and trustees are pleased to continue our sponsorship of Kuya for another year. Founded in 2007, Lion Guardians has trained and supported communities at seven different sites to successfully protect lions across the continent. Their approach involves recruiting young, non-literate Maasai and other pastoralist warriors to learn the skills needed to effectively mitigate conflicts between people and wildlife, monitor lion populations, and help their own communities live with lions. By actively engaging in their solutions-based conservation model, people who were once lion killers are transformed into lion protectors.

The donation continues to cover his yearly salary as he monitors his particular area to ensure that the lions and the habitat remain protected and therefore all species within the area benefit from his work. By sponsoring Kuya we are assured that our donation will not be used purely for administration fees and would impact work on the ground to protect lions in the wild.

In December 2019 we sent a donation of £1169.47 (\$1500)

Mara Predator Conservation Programme (Kenya Wildlife Trust)

Trustees have been in discussions with Niels Mogensen of the Mara Predator Conservation Programme since September 2017. After discussions with trustees and following our scrutinization process we decided to support their work through sponsoring a collar to fit a young male lion in line with our conservation strategy. Young male lions are important as one of the issues facing the lion population in the Mara is that when young males are not tolerated by the resident males within the core pride areas and too young to take over a territory of their own they may stray into the community areas and conflict with the local people. The Mara Predator Conservation Programme was formed in 2018 by merging the Mara Lion and Cheetah projects together. They are run by the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate

the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

In August 2019 we sent off a donation of £2938.46 (\$3500) to cover the purchasing of a GPS collar and the veterinary fees required to fit it. We have heard from the project that they have now sent an order for the collars and we look forward to hear about their deployment in our next financial year.

Two trustees were also fortunate enough to meet the Programme Director Irene Amoke and to discuss the importance of collaring young male lions shortly after the donation was made at a public talk she gave at Birdfair in Rutland, UK in August. Trustees are confident in their choice of conservation partner and will update supporters on the progress of the collar throughout 2020.

Kope Lion

Due to the amount of funds raised last year we were able to support a third organisation. We were drawn to Kope Lion who are based in Tanzania for two reasons, trustees were keen to support a new organisation outside of Kenya where our other two conservation partners are based and that they also run similar community and collaring schemes to our other partners on a small scale. After early discussions with Director Ingela Jansson and discussions with trustees and conservation advisors we decided that this would be another great project to support. Ingela was very enthusiastic in our aim to assist the collaring of young male lions by sharing lots of information about her work with us and suggested that there are many recently mature males who are still nomadic and behave in the same way as younger males that are their current collaring focus. We all agreed that this sounded like a brilliant opportunity to assist them with this matter. In December 2019 we donated £2587.83 (\$3278) to go towards a brand new collar.

Kope Lion works to foster human-lion coexistence in Ngorongoro Conservation Area. In this area in particular human-wildlife conflict has been tough on lions and in the last decades they have begun to disappear from their former ranges. This in turn has dramatically cut off the lions of the Ngorongoro Crater to those in the main Serengeti reserve. This can have catastrophic consequences for the genetic health of the Ngorongoro lions. Kope Lion was founded by Ingela Jansson in 2011 and aims to work directly with the local people and encourage sustainable human-lion coexistence for the benefit of both people and lions. Trustees will continue to update supporters on the progress of the sponsored collar when news comes in throughout 2020.

As well as assisting all of our conservation partners financially we also spread word of their work and their mission via our website and any public talks that we do. Increasing their audience and increasing awareness and knowledge of wild lion conservation.

We plan to merge both of these collaring projects together to form a new central project next year. For more information on this please see Section F.

Brief statement of the charity's policy on reserves

The Charity does not have a reserves policy. Any money raised will then go towards fulfilling a charitable object as decided by the trustees as soon as an action can be organised. All donations are treated as 'one off donations' so that the charity will never owe an organisation money that we may not have at any given time to allow for fluctuations in fundraising success.

Details of any funds materially in deficit

n/a

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

All charitable donations received have either been from cash donations, cheque or from Just Giving. Total income from 1st February 2019 to 31st January 2020 amounts to £2705.26 with the total expenditure amounting to £7235.85. This includes £445.93 from the Dartmoor Zoological Society which was transferred back to them after a duplicate donation was made via Just Giving. Total amount of funds towards three different conservation projects amounted to £6789.92 of which £94.16 were bank transfer fee associated.

Within the total income £1131.65 was raised via Just Giving by various sponsorship and zoo related events, £126 came from donations via cheque from the PayPal Giving Fund and £40 through cash and cheque donations from the public. £961.68 came from donations from three different zoos with £466.85 from Folly Farm Adventure Park & Zoo, £394.83 from Noah's Ark Zoo Farm and £100 from Knowsley Safari.

The payment to the conservation projects are as follows:

- Lion Guardians (Wildlife Guardians) US for the sponsored the salary of Lion Guardian Kuya Kipampa. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1169.47 (\$1500) with an additional bank transfer fee of £32.19.
- Mara Predator Conservation Programme for a GPS collar to fit on a young male lion and the veterinary fees to fit the collar. This payment was made to the Kenya Wildlife Trust in their Kenyan account. The Kenya Wildlife Trust is the umbrella organisation for the Mara Predator Conservation Programme. The total donation to this organisation was £2938.46 (\$3500) with additional associated bank payment fees of £35.
- Kope Lion for a GPS collar to fit on a young/mature male lion. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £2587.83 (\$3278) with additional associated bank payment fees of £27.

All of the money donated to conservation organisations was made in accordance with decision making processes created by trustees following the appropriate guidance from the Charity Commission.

All excess fees for materials such as leaflets were paid for by the trustees themselves.

Section F

Other optional information

Trustees are delighted to have signed off and donated the impressive amount of funds raised in 2018 towards conservation efforts working to protect lions in the wild throughout the 2019 financial year. These donations were only treated as a 'one off' as the collars themselves should last a number of years and were a much larger amount than our normal donations to ensure that we do not over commit to yearly donations that may prove unrealistic to fund for. Future plans for the Safina Lion Conservation Fund will include to continue to raise funds to cover the Lion Guardians sponsorship and transmission fees for the Kope Lion GPS collar for the following three years (or lifetime of the collar). We also intend to work closely with more zoos to raise awareness and funds for lion conservation as well as carrying out more talks for the public. We also plan to link both of our collaring projects together to streamline our support and to create a 'Future Kings Project' which will see us focussing educational material and conservation work directly on our particular focus of young dispersing male lions.

Trustees also plan to visit one of our new conservation partners on the ground along with representatives from some of our supporting organisations and will feedback to other trustees about their visit. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

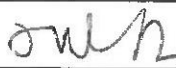
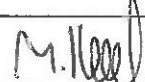
Trustees will continue to write an Annual Review to complement the Annual Report for the general reader.

Section G

Declaration

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	JAMES MICHAEL WELCH	MATTHEW DAVID PETER LLOYD
Position (eg Secretary, Chair, etc)	CHAIR	Trustee
Date	04 - 07 - 2020	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Safina Lion Conservation Fund

1172709

Receipts and payments accounts

CC16a

For the period
from

01/02/2019

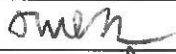

To

31/01/2020

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations from UK Zoos	1,408	-	-	1,408	1,380
Just Giving	1,132	-	-	1,132	2,548
Other Donations	40	-	-	40	695
Donations from Wild Arena Ltd	-	-	-	-	485
Donations via PayPal Giving Fund	126	-	-	126	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	2,706	-	-	2,706	5,108
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	2,706	-	-	2,706	5,108
A3 Payments					
Wildlife Guardians US	1,169	-	-	1,169	1,167
Transfer Fee (associated with Wildlife Guardians Payment)	32	-	-	32	32
Kenya Wildlife Trust	2,938	-	-	2,938	-
Kope Lion Inc.	2,588	-	-	2,588	-
Associated Bank Fees For Bank Payments (KWT & KopeLion)	62	-	-	62	-
Dartmoor Zoo (Duplicate Payment)	446	-	-	446	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	7,235	-	-	7,235	1,199
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	7,235	-	-	7,235	1,199
Net of receipts/(payments)	- 4,529	-	-	- 4,529	3,909
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	4,681	-	-	4,681	772
Cash funds this year end	152	-	-	152	4,681

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Balance	152	-	-
		-	-	-
		-	-	-
	Total cash funds	152	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees				
Signature		Print Name	Date of approval	
 		JAMES WELCH MATTHEW LLOYD	04/07/2020 04/07/2020	