

CHEETAH CONSERVATION FUND – UK

Charity Number 1079874

FINANCIAL STATEMENTS

YEAR ENDED 29 FEBRUARY 2020

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TRUSTEES' ANNUAL REPORT

The Trustees present their report and the financial statements of the Cheetah Conservation Fund – UK (the Charity) for the year ended 29 February 2020.

LEGAL STATUS

The Charity is an unincorporated organisation and its governing document is the Declaration of Trust dated 16 February 2000.

TRUSTEES

The Trustees who served the Charity during the period were as follows:

Trevor Bolton (appointed 22 January 2020)	Carole Nicholson (appointed 22 January 2020)
Giles Clark (appointed 22 January 2020)	Aamer Sarfra (resigned 22 January 2020)
Dr Jane Galton	Phillip Wale (appointed 22 January 2020)
Peter Jarman	

OBJECTIVES OF THE CHARITY

The Charity undertakes the advancement of education in and the protection and preservation of the cheetah and its ecosystem.

ORGANISATION

The Charity works in association with Cheetah Conservation Fund Namibia, a registered voluntary trust in Namibia. The Charity also maintains close collaboration with Cheetah Conservation Fund in the USA, a sister charity dedicated to raising funds for cheetah conservation.

RESERVES POLICY

The Trustees have considered their policy on financial reserves in light of the planned activity of the Charity and have concluded that they should set aside the equivalent of three months' operating expenditure in these financial statements.

INVESTMENT POWERS AND RESTRICTIONS

The Trust Deed permits any investments comprised in the trust fund to be held in the name of any clearing bank, any trust corporation or any stock broking company which is a member of the Stock Exchange as nominee for the Trustees and to pay any such nominee reasonable and proper remuneration for acting as such.

REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS

The Charity has focused its activities on raising awareness of the plight of the cheetah and fundraising to support CCF Namibia and its work in cheetah range countries. Since the summer of 2019, it has worked with CCF Namibia to respond to an unprecedented crisis involving cubs caught up in the illegal wildlife trade in Hargelsa, Somaliland. The goal was to create immediate capacity in the Somaliland government to manage the ever-increasing numbers of cubs being confiscated from wildlife traffickers. This resulted in the setting up of safe house in the locality.

Our work is managed by volunteers apart from two staff who work one day each week. All team members work remotely, with minimal overheads, so the majority of funds are sent to Africa. In 2019, the Trustees made the decision to invest in a part time Digital Marketing post and a part time Head of Volunteering to build our social media presence and volunteer base, respectively. The Head of Fundraising is working pro-bono.

Our media work increased awareness with articles in the UK press and magazines with large circulations, and two TV documentaries (BBC2 and Channel 5). Social media activity improved engagement, followers, traffic conversions and general audience communication, resulting in a greater than 50% increase in followers and website traffic, and a 25% increase in individual giving. We will continue to grow the relationship between social media and fundraising. CCF UK participated in a key conservation event in the first quarter of the year and held a "Partnerships with Purpose" event in the third quarter, resulting in the creation of the Commercial Advisory Committee that is supporting development of corporate partnerships.

CCF UK was the beneficiary of two legacies in the year so substantial funds were sent to CCF Namibia and CCF Somaliland. We won £13,570 from six grant-giving bodies and provided £2,874 of in-kind veterinary products to Namibia and Somaliland. CCF UK played a pivotal role in securing a DEFRA grant to reduce the illegal wildlife trade in the Horn of Africa and for this all funds are managed by CCF USA.

Three Trustees stood down after three years of service and the Charity is grateful for their input during their period of office. Subsequently four new Trustees, including a new Treasurer, joined in January 2020. CCF UK also appointed three Ambassadors to help promote our work. We established a Senior Management Team to support day to day operations and three Cheetah Communities (Midlands,

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London and Brighton) were set up to expand effort. CCF UK now has over 40 volunteers, more than double the previous year.

COVID-19

CCF UK has been able to operate fully during the period of lockdown having well-established communication links with its partners overseas. At CCF's headquarters in Namibia, educational programs have been paused, and the Centre closed to visitors. Vital conservation work and care of the resident orphaned cheetahs living at the Centre in Namibia as well as the cheetahs confiscated from the illegal wildlife trade at the cheetah Safe Houses in Somaliland continues.

GRANT MAKING POLICY

Requests are reviewed by the Board of Trustees in collaboration with CCF HQ in Namibia and are also approved for support by the Chair and Trustees. Grants are provided to support research into cheetah behaviour, reproduction and ecology as well as for general upkeep and welfare of captive cheetah.

TRUSTEE SELECTION

Trustees are identified by members of the board and are voted on to the board in accordance with the Trust Deed.

REVIEW OF MAJOR RISKS

The Trustees have considered risks and feel that risk management policies currently in place are sufficient.

PUBLIC BENEFIT STATEMENT

When planning our activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit.

CHARITY'S PRINCIPAL ADDRESS

Cheetah Conservation Fund UK, c/o Wrenbridge Land Limited, Mill House, Mill Court, Great Shelford, Cambridge, CB22 5LD

Approved by the Trustees on 16 September 2020 and signed on behalf of the Trustees by

Peter Jarman

Chairman



REPORT OF THE INDEPENDENT EXAMINER

TO THE TRUSTEES OF THE CHEETAH CONSERVATION TRUST – UK

I report on the accounts of the Cheetah Conservation Fund - UK for the year ended 29 February 2020, which are set out on pages 6 to 9.

Respective Responsibilities of the Trustees and the Independent Examiner

The Trustees are responsible for the preparation of the accounts; you consider that an audit is not required this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to: examine the accounts under section 145 of the 2011 Act;

- (i) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (ii) to state whether particular matters have come to my attention.

Basis of the Independent Examiner's Report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me cause to believe that in any material respect:

- the accounting records were not kept in accordance with Section 130 of the 2011 Act; and
- the accounts did not accord with the accounting records;
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

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

A. Ktistakis
Angela Ktistakis, ACA, FCCA

8 Oct. 2020

GMAK Services Limited
Flat 1, 26 Lansdowne Road

CHEETAH CONSERVATION FUND – UK

London W11 3LL

**STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 29 FEBRUARY 2020**

	Note	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £	Total Funds 2018 £
INCOMING RESOURCES					
Donations, and legacies	2	250,857	-	250,857	31,632
Interest receivable	3	48	-	48	12
TOTAL INCOMING RESOURCES		250,905	-	250,905	31,644
RESOURCES EXPENDED					
Raising funds		(40,236)	-	(40,236)	(45,065)
Charitable expenditure:					
Charitable activities	4	(155,194)	(8,023)	(163,217)	(14,900)
Governance	5	(1,663)	-	(1,663)	(2,174)
TOTAL RESOURCES EXPENDED		(197,093)	(8,023)	(205,116)	(62,139)
NET (OUTGOING) / INCOMING RESOURCES FOR THE YEAR		53,812	(8,023)	45,789	(30,495)
Balances brought forward		45,290	8,023	53,313	83,808
Balances carried forward		99,102	-	99,102	53,313

The notes on pages 8 and 9 form part of these financial statements

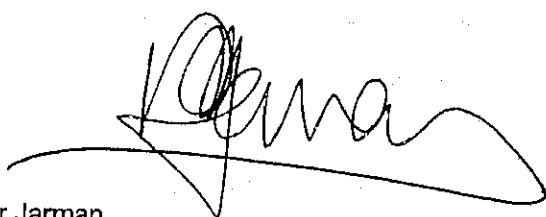
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**BALANCE SHEET
AS AT 29 FEBRUARY 2020**

	Notes	2020 £	2019 £
CURRENT ASSETS			
Cash at bank	89,908	54,054	
Balance on Paypal account	12,694	2,259	
TOTAL CURRENT ASSETS		<u>102,602</u>	<u>56,313</u>
CURRENT LIABILITIES			
Accrued expenses		(3,500)	(3,000)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>99,102</u>	<u>53,313</u>
FUNDS			
Restricted	7	-	8,023
Unrestricted		99,102	45,290
TOTAL FUNDS		<u>99,102</u>	<u>53,313</u>

These financial statements were approved by the members of the Board of Trustees on 16 September 2020 and were signed on their behalf by

Peter Jarman



The notes on pages 8 and 9 form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 29 FEBRUARY 2020**

1. ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2005.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular reasons. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are accounted for on a receipts basis. Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold. Donated facilities are included at the value to the Charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers. Donated products and services are included in income at their estimated value and a corresponding amount included in charitable activities.

Resources expended

All expenditure is accounted for on an accruals basis, inclusive of any VAT which cannot be recovered. Fund raising costs are those incurred in seeking voluntary contributions and include the cost of disseminating information in support of charitable activities. Management and administration costs are those incurred in connection with administration of the Charity and compliance with constitutional and statutory requirements.

Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future and have therefore prepared the accounts on a going concern basis.

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**NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 29 FEBRUARY 2020**

2. DONATIONS AND FUNDRAISING

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Total Funds 2019 £
Donations	40,130	-	40,130	31,632
Donation in kind	2,874	-	2,874	-
Legacies	207,853	-	207,853	-
	250,857	-	250,857	31,632

3. INTEREST RECEIVABLE

Bank interest receivable	48	-	48	12
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4. CHARITABLE ACTIVITIES

Cheetah upkeep	155,194	8,023	163,217	14,900
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5. GOVERNANCE

Expenses	1,422	-	1,442	2,124
Bank charges	231	-	231	50
	1,663	-	1,663	2,174

6. TRANSACTIONS WITH TRUSTEES

One trustee, Dr Jane Galton, received £6,084 (2019: £1,731) reimbursed office, materials and travel expenses during the year.

7. RESTRICTED FUNDS

	Balance at 1 March 2019 £	Incoming resources £	Resources expended £	Balance at 29 February 2020 £
Purchase of camera traps	500	-	(500)	-
Dog guarding programme	5,000	-	(5,000)	-
Somaliland support	2,000	-	(2,000)	-
Other	523	-	(523)	-
	8,023	-	(8,023)	-

