

CHEETAH CONSERVATION FUND – UK

Charity Number 1079874

FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2021

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CHEETAH CONSERVATION FUND – UK

TRUSTEES' ANNUAL REPORT

The Trustees present their report and the financial statements of the Cheetah Conservation Fund – UK (the Charity) for the year ended 28 February 2021.

LEGAL STATUS AND TRANSFER TO CHARITABLE INCORPORATED ORGANISATION (CIO)

The Charity is an unincorporated organisation and its governing document is the Declaration of Trust dated 16 February 2000. The Trustees are in the process of transferring the Charity to a CIO and this will be completed during the new financial year. As part of this the trustees have reviewed the constitution of new CIO and this will be the governing document for the future. All of the Charity's assets will transfer to the CIO and the operation will continue as now.

TRUSTEES

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

Trevor Bolton	Giles Clark
Dr Jane Galton	Peter Jarman
Carole Nicholson	Philip Wale

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 the 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's conservation work in Namibia and in other cheetah range countries, as well as to CCF Somaliland for care of cheetahs confiscated from the illegal wildlife trade (IWT) and for implementing activities to reduce this trade.

CCF UK's work is mainly managed by volunteers apart from 2 staff (Volunteering and Digital) working 1 day per week plus significant pro bono. Our volunteers grew from 20 in 2019 to 49 in 2020, with some organised into geographically distinct Cheetah Communities. CCF UK also increased the Young Ambassadors programme, which will feed into our planned school education project in 2021. All team members work remotely, with no overheads, allowing most of the funds raised to be sent to Africa for direct work on the ground.

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This was a tough year with planned face to face events cancelled and corporate partnership development delayed. However, building on improved individual donor engagement in 2019, CCF UK grew the value and number of donations with a net gain of 20% individual donors, 46% increase in subscription payments, and over £5,000 donated from Conservation Circle members. These gains were underpinned by a series of virtual events from May to November.

The charity increased awareness of the plight of the cheetah and gained more followers across all social media channels, with an increase of 37% on Facebook, 21% on Instagram and 20% on Twitter. Social media was also instrumental in recruiting new volunteers and participants for the virtual events, as well as supporting donor engagement and growth. Despite being a very different year than envisaged, the Charity gained valuable experience in delivering virtual campaigns and building individual giving.

CCF UK won grants from UK Trusts & Corporate Foundations and to support specific genetics research in the IWT and to fund a virtual classroom in Namibia that engaged over 2,000 students in conservation and ecology workshops. CCF UK supported the successful Remembering Cheetahs book launch event and, as a result, received £40,000 for the Livestock Guarding Dog programme as part of the Future Farmers for Africa programme, designed to reduce human wildlife conflict. We also built partnerships with small corporates to be developed further in 2021 with support from the Fundraising Advisory Committee.

CCF UK is an integral member of the international CCF IWT team, the DEFRA IWT Challenge Fund project team, and a member of the DEFRA CITES Liaison Group which includes the Big Cat Task Force. Other work included development of a media pack for the APPG on International Cheetah Day, in partnership with the International Conservation Caucus Foundation UK (ICCF UK) seeking increased funding to fight IWT. CCF UK also delivered a paper to ICCF UK on the impact of COVID-19 on operations in Africa, included in a report for the UK government.

CCF UK welcomed 2 new Ambassadors and began the move towards a membership organisation with new donors badged as "Friends of Cheetah Conservation Fund UK".

COVID-19

The Charity has been able to operate fully during the periods of lockdown during the year having well-established communication links with its partners overseas. As noted in the Review of Developments, Activities and Achievements above, fund raising has continued and raised significant funds during the year. At CCF's headquarters in Namibia, educational programs have been paused, and the Centre closed to visitors for part of the year. Vital conservation work, and care of resident orphaned cheetahs at CCF Namibia and those confiscated from the IWT in Somaliland has continued.

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

CHEETAH CONSERVATION FUND – UK

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 1 June 2021 and signed on behalf of the Trustees by



Phillip Wale

Chairman

CHEETAH CONSERVATION FUND – UK

REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES OF THE CHEETAH CONSERVATION FUND - UK

I report on the accounts of the Cheetah Conservation Fund - UK for the year ended 28 February 2021, 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

14 June 2021

Angela Ktistakis, ACA, FCCA GMAK Services Limited
Flat 1, 26 Lansdowne Road
London
W11 3LL

CHEETAH CONSERVATION FUND – UK

**STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 28 FEBRUARY 2021**

	Note	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
INCOMING RESOURCES					
Donations and legacies	2	74,865	98,162	173,027	250,857
Interest receivable	3	29	-	29	48
TOTAL INCOMING RESOURCES		74,894	98,162	173,056	250,905
RESOURCES EXPENDED					
Raising funds		(24,393)	-	(24,393)	(40,236)
Charitable expenditure:					
Charitable activities	4	(77,851)	(92,282)	(170,133)	(163,217)
Governance	5	(2,282)	-	(2,282)	(1,663)
TOTAL RESOURCES EXPENDED		(104,526)	(92,282)	(196,808)	(205,116)
NET (OUTGOING) / INCOMING RESOURCES FOR THE YEAR		(29,632)	5,880	(23,752)	45,789
Balances brought forward		99,102	-	99,102	53,313
Balances carried forward		69,470	5,880	75,350	99,102

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

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**BALANCE SHEET
AS AT 28 FEBRUARY 2021**

	Notes	2021 £	2020 £
CURRENT ASSETS			
Cash at bank	63,613	89,908	
Balance on Paypal account	8,925	12,694	
Accrued income	3,512	-	
TOTAL CURRENT ASSETS		<u>76,050</u>	<u>102,602</u>
CURRENT LIABILITIES			
Accrued expenses		(700)	(3,500)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>75,350</u>	<u>99,102</u>
FUNDS			
Restricted	7	5,880	-
Unrestricted		69,470	99,102
TOTAL FUNDS		<u>75,350</u>	<u>99,102</u>

These financial statements were approved by the members of the Board of Trustees on 1 June 2021 and were signed on their behalf by



Phillip Wale
Chairman

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

CHEETAH CONSERVATION FUND – UK

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 28 FEBRUARY 2021

1. ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice; Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) and the Charities Act 2011. The charity is a Public Benefit Entity as defined by FRS102.

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.

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.

2. DONATIONS AND FUNDRAISING

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Donations	66,596	98,162	164,758	40,130
Donations in kind	-	-	-	2,874
Legacies	8,269	-	8,269	207,853
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	74,865	98,162	173,027	250,857

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NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 28 FEBRUARY 2021

3. INTEREST RECEIVABLE

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Bank interest receivable	29	-	29	48

4. CHARITABLE ACTIVITIES

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Total Funds 2020 £
Cheetah Conservation:				
Namibia	48,000	50,955	98,955	155,194
Somaliland	29,851	-	29,851	-
Kenya	-	1,200	1,200	-
Reducing the Illegal Wildlife Trade (IWT)	-	40,127	40,127	-
	77,851	92,282	170,133	155,194

5. GOVERNANCE

Expenses	1,348	-	1,348	1,442
Bank charges	934	-	934	231
	2,282	-	2,282	1,663

6. TRANSACTIONS WITH TRUSTEES

One trustee, Dr Jane Galton, received £1,885 (2020: £6,084) during the year for reimbursed fundraising costs and animal supplies purchased for Somaliland and included in Charitable Activities.

7. RESTRICTED FUNDS

	Balance at 1 March 2020	Incoming resources	Resources expended	Balance at 28 February 2021
Education	-	5,000	(5,000)	-
Genetics research	-	5,955	(5,955)	-
Dog guarding programme	-	43,300	(40,000)	3,300
Somaliland cheetah support	-	2,500	-	2,500
Kenya cheetah support	-	1,280	(1,200)	80
Illegal Wildlife Trade (IWT)*	-	40,127	(40,127)	-
Total	-	98,162	(92,282)	5,880

*UNEP Convention for Migratory Species Secretariat to tackle Illegal Wildlife Trade.