

CHEETAH CONSERVATION FUND - UK

Charity Number 1079874

FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2022

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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 28 February 2022.

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. 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 (resigned 30 June 2021)
Giles Clark
Katie Clements (appointed 21 September 2021)
Dr Jane Galton
Spencer Phillips (appointed Chair 21 September 2021)
Peter Jarman (resigned 10 February 2022)
Laurence Morgan (appointed Treasurer 25 November 2021)
Carole Nicholson (resigned 25 November 2021)
Phillip Wale (Chair until 21 September 2021)

OBJECTIVES OF THE CHARITY

The Charity undertakes to promote for the public benefit the conservation and protection of the cheetah and other predators, and the ecosystems of their natural habitats, including local communities where humans and cheetahs co-exist, through the provision of grants for conservation, education, research and promoting bio-diversity.

ORGANISATION

The Charity works in association with Cheetah Conservation Fund Namibia (CCF Namibia), a registered voluntary trust in Namibia and Conservation Fund Somaliland (CCF Somaliland). The Charity also collaborates closely with Cheetah Conservation Fund USA and other international affiliates in Canada and Europe, all 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 have as a minimum the equivalent of three months' operating expenditure available in reserve.

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

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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 providing funds to CCF Somaliland for implementing activities in the Horn of Africa to reduce the illegal pet cheetah trade and human wildlife conflict. Funds are also provided for the care of cheetah cubs confiscated from this trade.

The Charity's work is managed by volunteers, including the Executive Director who volunteers a minimum of 3 days per week, and three part-time consultants supporting with fundraising, volunteering and digital support (who each work one day per week, plus significant pro bono time).

Volunteer numbers reached a peak of 49 in 2020 but as the country opened up again after COVID-19, the number has reduced to 32 during 2021, with an active cadre of 18, some organised into geographically distinct Cheetah Communities. The Charity also expanded its Cheetah Cub programme (from 9 in 2020 to 24 in 2021), providing conservation education to budding conservationists through our Cheetah Cubs Clubs. All volunteers and consultants work remotely, with no overheads, allowing the majority of funds raised to be sent to Africa for direct work on the ground.

Planned face to face events were cancelled and corporate partnership development delayed during 2021 due to the Covid pandemic. However, by building on improved individual donor engagement in 2020 and growing our Conservation Circle membership, the Charity had a successful fundraising year, generating £339,576, more than double compared to £173,056 in 2020. Specifically, funds raised included £56,000 from Individual Giving, £22,000 from events, £24,800 from Foundations and Corporates and £211,000 from legacies.

The Charity increased awareness of the plight of the cheetah and increased followers across all social media platforms: 13% on Facebook, 23% on Instagram, 13% on Twitter and 73% on LinkedIn. Social media was also instrumental in recruiting new volunteers and participants for the virtual events, as well as supporting donor engagement and growth.

The Charity won grants from UK trusts and corporate foundations including one to develop a virtual classroom in Namibia that engaged over 2,000 school children in conservation and ecology workshops. We also built additional partnerships with small corporates to be developed further in 2022 with support from the Charity's Fundraising Advisory Committee.

The Charity is an integral member of the international Cheetah Conservation Fund's Illegal Wildlife Trade (IWT) team and the DEFRA IWT Challenge Fund project team, and a member of the DEFRA Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Liaison Group, which includes the Big Cat Task Force.

COVID-19

The Charity has been able to operate during the periods of lockdown during the year having well-established communication links with its partners overseas and in the UK as well as our supporters and volunteers. As noted in the Review of Developments, Activities and Achievements above, fund raising has continued and raised significant funds during the year. Work continued throughout the

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year at CCF Namibia and CCF Somaliland, with CCF Namibia starting to welcome visitors and volunteers once more. Vital conservation work has continued, particularly in reducing human wildlife conflict in hot spot areas in eastern Namibia, school outreach and education, research, and care of resident orphaned cheetahs at CCF Namibia and those confiscated from the IWT in Somaliland has continued.

GRANT MAKING POLICY

Requests from CCF Namibia for financial support are reviewed and approved by the Chair and Board of Trustees. Grants are provided for cheetah conservation, education and research into cheetah behaviour, reproduction and ecology as well as for general upkeep and welfare of orphaned cheetahs.

TRUSTEE SELECTION

Trustees are identified by members of the board and their inclusion is subject to a vote 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.

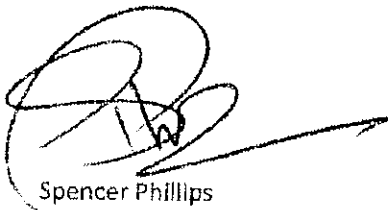
PUBLIC BENEFIT STATEMENT

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 18 August 2022 and signed on behalf of the Trustees by

A handwritten signature in black ink, appearing to be 'Spencer Phillips', written over a circular stamp or seal.

Spencer Phillips

Chairman

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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 2022, 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. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination being a qualified member of the ICAEW.

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 GMAK Services Limited

6 Sept 2022

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STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 28 FEBRUARY 2022

	Note	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Total Funds 2021
INCOMING RESOURCES					
Donations and legacies	2	300,157	39,406	339,564	173,027
Interest receivable	3	12	-	12	29
TOTAL INCOMING RESOURCES		300,169	39,406	339,576	173,056
RESOURCES EXPENDED					
Raising funds		(44,500)	-	(44,500)	(24,393)
Charitable expenditure:					
Charitable activities	4	(193,576)	(42,700)	(236,276)	(170,133)
Governance	5	(2,886)	-	(2,886)	(2,282)
TOTAL RESOURCES EXPENDED		(240,961)	(42,700)	(283,661)	(196,808)
NET (OUTGOING)/ INCOMING RESOURCES FOR THE YEAR		59,208	(3,294)	55,915	(23,752)
Balances brought forward		69,470	5,880	75,350	99,102
Balances carried forward		128,679	2,586	131,265	75,350

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

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BALANCE SHEET
AS AT 28 FEBRUARY 2022

	Notes	2022 £	2021 £
CURRENT ASSETS			
Cash at bank	130,241	63,613	
Balance on Paypal account	1,798	8,925	
Accrued income	-	3,512	
TOTAL CURRENT ASSETS		132,039	76,050
CURRENT LIABILITIES			
Accrued expenses		(775)	(700)
TOTAL ASSETS LESS CURRENT LIABILITIES		131,265	75,350
FUNDS			
Restricted	7	2,586	5,880
Unrestricted		128,679	69,470
TOTAL FUNDS		131,265	75,350

These financial statements were approved by the members of the Board of Trustees on 18 August 2022 and were signed on their behalf by



Spencer Philips

Chairman

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

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NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2022

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. Donated products and services are included as income at their estimated value and a corresponding amount included in charitable activities. No amounts are included in the financial statements for services donated by volunteers.

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 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Donations	89,138	39,406	128,544	164,758
Donations in kind	-	-	-	-
Legacies	211,019	-	211,019	8,269
	300,157	39,406	339,564	173,027

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NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2022

3. INTEREST RECEIVABLE

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Bank interest	12	-	12	29

4. CHARITABLE ACTIVITIES

Cheetah Conservation				
Namibia	86,607	25,628	112,235	98,955
Somaliland	106,969	3,150	110,119	29,851
Kenya	-	1,460	1,460	1,200
Reducing Illegal Wildlife Trade	-	12,462	12,462	40,127
	193,576	42,700	236,276	170,133

5. GOVERNANCE

Expenses	1,289	-	1,289	1,348
Bank charges	1,597	-	1,597	934
	2,886	-	2,886	2,282

6. TRANSACTIONS WITH TRUSTEES

One trustee, Dr Jane Galton, received £1,655 (2021: £1,885) during the year for reimbursed fundraising costs and administration expenses.

7. RESTRICTED FUNDS

	Balance at 1 March 2021	Incoming resources	Resources expended	Balance at 28 February 2022
Education	-	5,075	(5,000)	75
E-collars	-	1,769	(1,769)	-
Human / wildlife conflict	-	4,781	(4,781)	-
Dog guarding programme	3,300	10,779	(14,079)	-
Somaliland cheetah support	2,500	650	(3,150)	-
Kenya cheetah support	80	1,600	(1,460)	220
Reducing Illegal Wildlife Trade	-	14,753	(12,462)	2,291
Total	5,880	39,407	(42,700)	2,586