

Tale2Tail

Report of the Trustees For the year ended 31 December 2021

Registered Charity 1176250

EDUCATE TO END DEMAND

Ending the illegal wildlife trade
by inspiring & educating children.

🇬🇧 English 🇪🇸 Español 🇨🇳 简体中文 🇫🇷 Français



Structure, Governance & Management

Hello We are Tale2Tail

We educate primary school children about the importance of wildlife conservation

We work with leading artists, authors, photographers, illustrators and creatives

We use the power of storytelling to inform and to inspire children



There are many excellent initiatives to stop the supply of illegal wildlife
We aim to supplement these by tackling demand



Trustees	<u>J. Danks</u> M Barak Weiner <u>O. Ruggles-Brise</u> R Lowe
Registered Office:	Unit 2, 5 & 6, Second Floor 39-41 High Street New Malden, Surrey KT3 4BY
Charity Registered Number:	1176250
Governing Document:	Trust Deed adopted 9 November 2017
Legal Constitution:	Charitable Incorporated Organisation
Independent Examiner:	Mr Kye S Yin (ACCA, AAIA, MAAT, MBA) KY Accountancy Services Ltd Unit 2, 5 & 6, Second Floor 39-41 High Street New Malden, Surrey KT3 4BY
Bankers:	HSBC UK Bank plc 5 Wimbledon Hill Road Wimbledon London

Governing Document

Tale2Tail is a registered Charitable Incorporated Organisation and is governed by the rules of the Tale2Tail constitution dated 9 November 2017 and registered by the Charities Commission on 13 December 2017.

Methods of Recruiting and Appointing Trustees

Trustees are appointed from time to time, as necessary, by the society in General Meeting from ordinary or honorary life members who are willing to be so appointed.

Organisation Structure

The Charity is managed by the Officers, Chairman, Secretary, and Treasurer who, with Trustees, meet monthly to conduct the business of the Charity. They are assisted by volunteers and various ad-hoc groups as the need arises.

Objectives and activities for the public benefit

Constitution

Tale2Tail is a registered Charitable Incorporated Organisation and is governed by the rules of the Tale2Tail constitution dated 9 November 2017.

The Constitution of the Charity provides that the objects of the charity are:

1. To promote for the benefit of the public the conservation of endangered wild animals in their natural habitat and their protection from extinction including, without limitation, the preservation of Asian and African elephants, rhino, giraffe, cheetah, big cats, pangolin and orangutans.
2. To advance the education of the public, in particular children under the age of 16 years, on matters relating to animal conservation, protection of animal habitats and biodiversity, preservation of the national environment with a view to increasing awareness of the risks of extinction caused by hunting and the ivory trade.

The illegal wildlife trade

A “David and Goliath” fight



United for Wildlife, a project of The Royal Foundation, figure of US\$50 to 153 billion

We believe stories can change the world.

By telling children the true story of the cost of ivory, we can ensure elephants will still be a reality in the wild when those children are reading stories to their own children.

Key achievements

Achievements in 2021

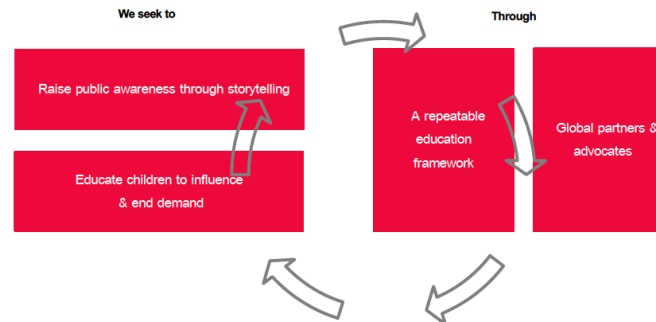
Due to the impact of the Covid-19 pandemic, the paused progress of content production, in order to review focus upon distribution of [schools](#) education packs prepared in previous years, with the most recent international translation completed in the prior year.

Tale2Tail has continued to promote its content through social channels and make educational content available on its website.

Recently new Trustees have joined the charity with the objective of refreshing both direction and focus aligned to its charitable objectives.

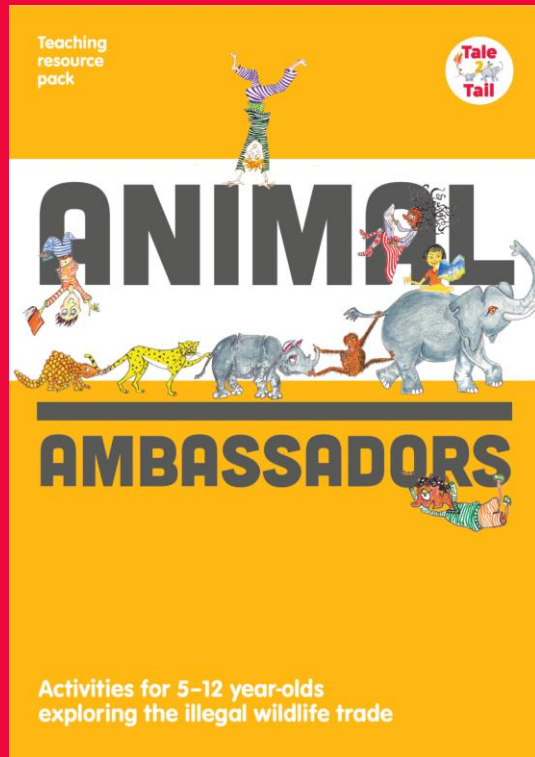
Our goals & our approach

Through global partnerships & advocates - building repeatable educational frameworks we can build a sustainable & meaningful impact.

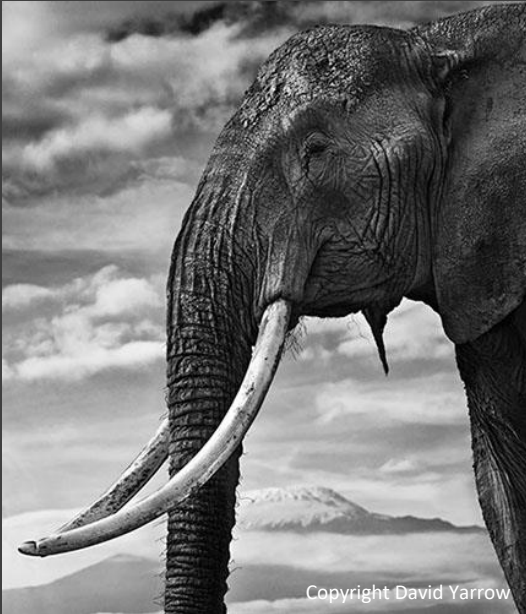


T2T's seeks to raise awareness and to educate in a manner that is sustainable and meaningful. In order to achieve this, we aim to establish:

1. A repeatable framework of education that can be used in global classrooms for educating about wildlife conservation through stories and associated activities.
2. Through building partnerships with creators, Government, Educational bodies, NGO's and Corporates, together with engaging creative material as part of our published content and support efforts.



Financial review & Risk Management



Copyright David Yarrow

Financial review

The financial procedure has been fully set up in order to record all the transactions in a correct and accurate manner to reflect the true and fair value of the finance for the charity.

The Charity undertook fundraising for establishment of activities and ended the year with a net deficit from activities of £216 and cash holdings of £4,090.

Risk Management

Major risks to which the charity faced have been identified. The trustees will set up the appropriate and robust financial procedure and budget for the coming year and the committee members will have regular meetings in order to monitor, control, analyse and review the business activities.

By doing so, the charity will be able to identify the risks and develop a best possible remedy to deal with in an effective and efficient way.



Ways to help

Help us get our education packs into schools

Connect us with people

Donate

Social Media - Lend your personal or corporate voice to our cause

Spread the word

**www.tale2tail.org
info@tale2tail.org**

Tale2Tail

Trustees' Report and Unaudited Financial Statements

- for the year ended -

31 December 2021

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Tale2Tail

General Information

TRUSTEES

Trustees

J Danks
M Barak Weiner
O Ruggles-Brise
R Lowe

Registered Office:

Unit 2, 5 & 6, Second Floor
39-41 High Street
New Malden, Surrey
KT3 4BY

Charity Registered Number:

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KT3 4BY

Bankers:

HSBC UK Bank plc
5 Wimbledon Hill Road
Wimbledon
London

Tale2Tail
Annual Report of The Trustees
For the year ended: 31 December 2021

The trustees present their report with the financial statements of Tale2Tail for the year ended 31 December 2021.

Reference and Administration Information

This information is provided on page 1.

Structure, Governance and Management

Governing Document

The charity is a registered Charitable Incorporated Organisation on 13 December 2017 and is governed by the rules of the Tale2Tail constitution dated 9 November 2017.

Methods of Recruiting and Appointing Trustees

Trustees are appointed from time to time, as necessary, by the charity in General Meeting from ordinary or honorary life members who are willing to be so appointed.

Organisation Structure

The Charity is managed by the Officers, Chairman, Secretary, and Treasurer who, with Trustees, meet quarterly, or more often if required to conduct the business of the Charity. They are assisted by the Charity CEO and volunteers and various ad-hoc groups as the need arises.

Risk Management

Major risks to which the charity faced have been identified. The trustees have set up the appropriate and robust financial procedure and projects budgets as agreed and the committee members will have regular meetings in order to monitor, control, analyse and review the business activities. By doing so, the charity will be able to identify the risks and develop a best possible remedy to deal with in an effective and efficient way.

Objectives and activities for the public benefit

The Constitution of the Charity provides that the objects of the charity are:

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Tale2Tail

Annual Report of The Trustees (Continued)

For the year ended: 31 December 2021

Achievements in 2021

Due to the impact of the Covid-19 pandemic, the paused progress of content production, in order to review focus upon distribution of schools education packs prepared in previous years, with the most recent international translation completed in the prior year.

Tale2Tail has continued to promote its content through social channels and make educational content available on its website.

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Financial review

The financial procedure has been fully set up in order to record all the transactions in a correct and accurate manner to reflect the true and fair value of the finance for the charity.

The Charity undertook fundraising for establishment of activities and ended the year with a net deficit from activities of £216 and cash holdings of £4,090.

Tale2Tail
Annual Report of The Trustees (Continued)

For the year ended: 31 December 2021

Plan for the future

The Trustees will continuously find a way to improve every aspect of Tale2Tail by vigorously implementing the transparent financial procedures, quality control and in delivering high quality distribution platforms, creative and educational content in accordance with the objects of the charity.

Responsibilities of Trustees in Relation to the Financial Statements


The trustees are required by the Charity Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the trustees are required to:

- To select suitable accounting policies and then apply them consistently;
- To make judgements and estimates that are reasonable and prudent;
- To state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- To prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charity Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approve by the Board of Trustees on 30/10/2022 and signed on its behalf:

R Lowe - Treasurer


Date: 30/10/2022

Tale2Tail

Statement of Financial Activities

For the year ended: **31 December 2021**

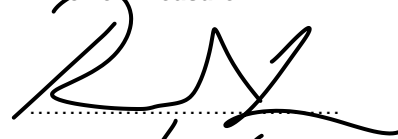
	<u>Notes</u>	Total Funds <u>2021</u> £	Total Funds <u>2020</u> £
<u>Income and Endowments from:</u>			
Voluntary Income			
Subscriptions and Donations	2,4	0	60
Activities for Generating Funds			
Fundraising		0	0
Investments			
	3	0	0
Charitable Activities			
Government grants	4	0	27,777
Total:		<u>0</u>	<u>27,837</u>
<u>Expenditure on:</u>			
Generating Voluntary Income			
	4	0	516
Charitable Activities			
Filming, education packs & conferences	4	216	27,777
		<u>216</u>	<u>28,293</u>
Net Income/(Expenditure)		(216)	(456)
Transfers between funds		<u>-</u>	<u>-</u>
Net Movement in funds		(216)	(456)
Reconciliation of Funds			
Total funds brought forward		<u>4,090</u>	<u>4,546</u>
Total funds carried forward	7	<u>3,874</u>	<u>4,090</u>

Tale2Tail
Balance Sheet
As at: 31 December 2021

	<u>Total</u> <u>2021</u>	<u>Total</u> <u>2020</u> £
<u>Fixed Assets</u>		
Tangible Assets	-	-
Total Fixed Assets	<u>-</u>	<u>-</u>
<u>Current Assets</u>		
Debtors	-	-
Cash	4,090	4,090
Total Current Assets	<u>4,090</u>	<u>4,090</u>
Creditors: Amount falling due within one year	<u>(216)</u>	<u>-</u>
Net Current Assets/(Liabilities)	<u>3,874</u>	<u>4,090</u>
Total Assets Less Current Liabilities	<u>3,874</u>	<u>4,090</u>
Creditors: Amount falling due after more than one year	<u>-</u>	<u>-</u>
Total Net Assets:	<u>3,874</u>	<u>4,090</u>
<u>Funds of the Charity</u>		
Restricted funds		
Unrestricted funds		
General Income Fund	3,874	4,090
Total Funds:	<u>3,874</u>	<u>4,090</u>

Approve by the Board of Trustees on 30/11/22 and signed on its behalf:

R Lowe - Treasurer


 Date: 30/11/22

Tale2Tail

Notes to Financial Statements

For the year ended: 31 December 2021

1 Accounting policies

(a) *Basis of preparation*

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland, the Charities Act 2011, Accounting & Reporting by Charities: Statement of Recommended Practice (Charities SORP FRS102).

(b) *Income Resources*

All incoming resources are included on the statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonably accuracy.

Voluntary Income

Voluntary income is received by way of member's subscriptions and donations. Members' subscriptions income is credited in the financial statements in period when it is received. No adjustment is made in respect of subscriptions outstanding or received in advance. Donations are taken to income in the year of receipt.

Interest Receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally. upon notification of the interest paid or payable by the bank.

Charitable Activities

Incoming resources from charitable activities are accounted for in the period when the production takes place. Income is deferred when admission fees are received in advance of the performances to which they relate.

(c) *Expenditure and liabilities*

Expenditure is recognised on the accruals basis. The charity is not registered for VAT, thus all costs are shown inclusive of VAT charged.

(d) *Funding Accounting*

Unrestricted Funds

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted Funds

Restricted funds can only used for particular restricted purpose within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

(e) *Creditors*

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Tale2Tail

Notes to Financial Statements (Continued)

For the year ended: 31 December 2021

2	Subscriptions and Donations	2021	2020
	Donations	0	2,000

3 Investment Income

Interest on investments	-	-
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4 Charitable activities - income & expenses 2021

	<u>Income</u>	<u>Expenditure</u>
	£	£
Donations	-	-
Fundraising – web hosting	-	216
Government grant	-	

Tale2Tail

Notes to Financial Statements (Continued)

For the year ended: 31 December 2021

5	Cash At Bank And In Hand	2021
		£
	Current Accounts & Cash in Hand	4,090
		<hr/>
		<hr/> 4,090

6	Creditors: Amounts Falling Due Within One Year	2021
		£
	Creditors	216
		<hr/>
		<hr/> 216

Tale2Tail

Notes to Financial Statements (Continued)

For the year ended: 31 December 2021

7 Analysis Of Net Assets Between Funds

	<u>Unrestricted</u>	
	General Income	
	<u>Fund</u>	<u>Total</u>
	£	£
Tangible Fixed Assets	-	-
Debtors	-	-
Cash At Bank	4,090	4,090
Creditors	(216)	(216)
Balance of Funds at 31 December 2021:	<u>3,874</u>	<u>3,874</u>