



Tale2Tail

**Report of the Trustees
For the year ended 31 December 2018**

Registered Charity 1176250



Copyright David Yarrow

Structure, Governance & Management

TRUSTEES

Chairman: L. von Moltke
Secretary: J. Akkad
Treasurer: R. Lowe

Trustees E. Koumartzaki
S. Logan

Chief Executive Officer K Studholme

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

Bankers: HSBC UK Bank plc
5 Wimbledon Hill Road
Wimbledon
London

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



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 2018.

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 during 2018 – a year of building solid foundations

The Charity progressed its objectives through 2018 by building on the successful foundations laid in 2017. This included formalising the Charity operating structure, banking arrangements, securing payment of early donations and establishing a Business Plan. We began with the generous of Aviva and Google, who enabled our initial filming of An Elephant for Breakfast.

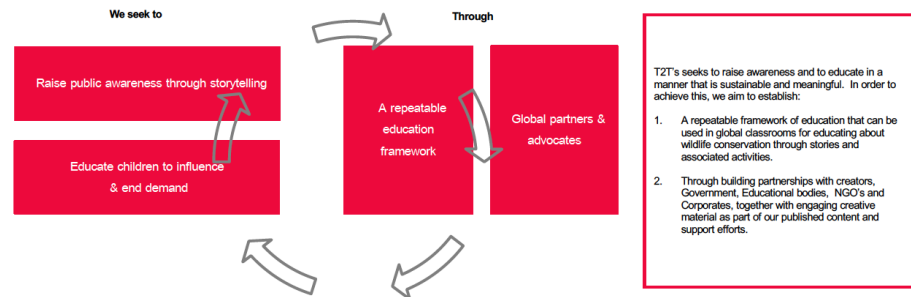
Tale2Tail was invited by DEFRA to exhibit and participate in the UK government hosted international Illegal Wildlife Trade Conference 2018. The conference brought together global leaders to help eradicate illegal wildlife trade and better protect the world's wildlife from the threat of extinction.

Further, the Charity commenced its objective deliverable of promoting awareness and delivering education to children through building its first set of education packs and video content for dissemination in schools with the help of a Department of Food and Rural Affairs grant under their Illegal Wildlife Trade programme.

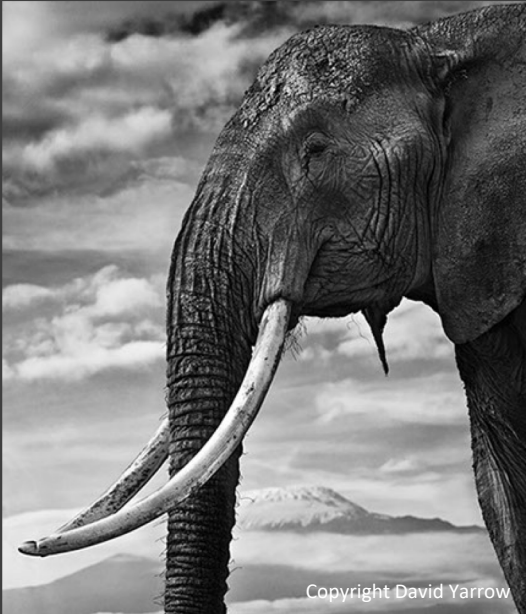
This deliverable was successfully achieved with the launch of Education Packs in April 2019 that are now available in schools throughout the United Kingdom (with free downloads in English) and will be the focus of a Global Distribution plan.

Our goals & our approach

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



Financial review & Risk Management



Financial year

The Charity was incorporated on 9 November 2017. The Trustees have resolved to adopt a financial reporting year ending 31 December.

As there were no financial transactions for the Charity between the date of incorporation and 31 December 2017, the Trustees have resolved to adopt the first financial year for reporting purposes from 1 January 2018 to 31 December 2018, as presented in this report.

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 surplus from activities of £2,683. This included donations totalling £8,913 and fundraising of £1,311 with outgoings of £7,541.

Full details of income and expenditure, together with the Charity's balance sheet and notes thereto are included in the Financial Report of the Trustees for the year ending 31 December 2018.

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.

Plan for the future



Future plans

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.

By leveraging government funding, such as the DEFRA grant awarded provisionally in December 2018 and executed in early 2019 the charity has proven a sustainable model of content creation for the benefit of schools, children and their families.

We have undertaken storytelling and educational filming with well known artists including Joanna Lumley, Dan Smith, David Yarrow and Axel Scheffler in order to create our first set of educational packs that were made available for distribution in April 2019.

Furthermore, we will continue to find other sources of funding to support our charitable objectives, as we aim to scale our capabilities and repeat this successful educational model.

We are proud that we have proven this model in such a short timeframe.

PART 3

OBJECTIVES

Give children multiple perspectives on the illegal wildlife trade, and a strong foundation for a classroom debate on extinction. The exercises include group activities, watching evidence using the characters within the story.

PREP & THINKING GUIDE

Teacher to lead or support guided reading of Act 3 of the play or text chapters 26-27. To cover two chapters, allow 20 minutes.

- For younger pupils, teacher to read chapters 26-27 to class.
- For older pupils, teacher can choose a different student to read chapters 26-27.

Exercises 1-8 Allow 1 hour each.

Resources:

- An Elephant for Breakfast: A Play – Act 3 (pdf)

Exercise 1: Who has the power to stop the illegal wildlife trade?

In this activity, pupils consider different perspectives on who might be able to stop the illegal wildlife trade.

ACTIVITY

TEACHER INSTRUCTIONS

Divide the class into 3 different groups (each group will have 4 to 6 students in the group, if necessary give the same topic to more than one group).

Give each group one of the 3 'perspectives' to work on (see below). Each group should:

- Present the topic – explaining the issue and who has power to stop the illegal wildlife trade.
- Find supporting evidence/quotes from the text to support their position.
- Conclude on the group's overall opinion.

Who can stop the INT? 3 perspectives

ONE WORLD

If we work together we can avoid the tragedy of the commons. The tragedy of the commons is where individually the contribution of one person does not impact on the outcome, but collectively it does. For example, if there is a river and one house along the river does the same, then the river becomes polluted. In terms of story, one small insect by itself does not lead to the extinction of the elephants. But if every people buy a browser, an ornament, a tank, a piece of furniture or a musical instrument played with ivory then the elephants will become extinct very quickly.

Who in the story represents this viewpoint? Balls

A supporting quote p48: "Surely," said Mother, in a conciliatory tone, "one small browser doesn't make a difference. We don't just kill," said Mother, "we make a difference. On this issue it does make a massive difference. It's our collective decision that matters!"



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**

Charity Number
1176250

Tale2Tail

Trustees' Report and Unaudited Financial Statements

- for the year ended -

31 December 2018

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Tale2Tail

General Information

TRUSTEES

Chairman: L. von Moltke

Secretary: J. Akkad

Hon. Treasurer: R. Lowe

Trustees E. Koumartzaki
S. Logan

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: Kye S Yin (FCCA, 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

Tale2Tail
Annual Report of The Trustees

For the year ended: 31 December 2018

The trustees present their report with the financial statements of Tale2Tail for the year ended 31 December 2018.

Reference and Administration Information

This information is provided on page 1.

Structure, Governance and Management

Governing Document

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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

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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.

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Tale2Tail
Annual Report of The Trustees (Continued)

For the year ended: 31 December 2018

Objectives and activities for the public benefit (continued)

The Charity was incorporated on 9 November 2017 and registered 13 December 2018. The Trustees have resolved to adopt a financial reporting year ending 31 December. As there were no financial transactions for the Charity between the date of incorporation and 31 December 2017, the Trustees have resolved to adopt the first financial year for reporting purposes from 1 January 2018 to 31 December 2018, as presented in this report.

Achievements in 2018

The Charity progressed its objectives through 2018 by building on the successful foundations laid in 2017. This included formalising the Charity operating structure, banking arrangements, securing payment of early donations and establishing a Business Plan.

Tale2Tail was invited by DEFRA to exhibit and participate in the UK government hosted international Illegal Wildlife Trade Conference 2018. The conference brought together global leaders to help eradicate illegal wildlife trade and better protect the world's most iconic species from the threat of extinction.

Further, the Charity commenced its objective deliverable of promoting awareness and delivering education to children through its first build of education packs and video content for dissemination in schools with the help of a Department of Food and Rural Affairs grant under their Illegal Wildlife Trade program.

This deliverable was successfully achieved with the launch of Education Packs in April 2019.

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 surplus from activities of £2,683

Tale2Tail
Annual Report of The Trustees (Continued)

For the year ended: 31 December 2018

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 17 October 2019 and signed on its behalf:

L.von Moltke - Chairman

Stacie von Moltke

Date: 17 October 2019

R Lowe - Treasurer

R Lowe

Date: 17 October 2019

Tale2Tail

Independent Examiner's Report

For the year ended: 31 December 2018

I report on the accounts of Tale2Tail for the year ended 31 December 2018 which are set out on pages 6 to 10.

Respective Responsibilities of Trustees and Examiner

The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider that an audit is not required for this period under section 144(2) of the Charities Act 2011 (The 2011 Act) and that an independent examination is needed.

It is our responsibility to:

- (i) examine the accounts under section 145 of the Charities Act
- (ii) to follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- (iii) to state whether particular matters have come to our attention.

Basis of Independent Examiner's Statement

Our examination was carried out in accordance with General Directions given by the Charity Commission. 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 the 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 our attention:

1. which give me reasonable cause to believe that in, any material respect, the requirements:
 - (i) to keep accounting records in accordance with section 130 of the Charities Act; and
 - (ii) to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Kye S Yin (FCCA, AAIA, MAAT, MBA)
KY Accountancy Services Ltd
07 October 2019



Tale2Tail

Statement of Financial Activities

For the year ended: 31 December 2018

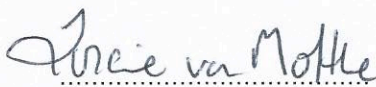
		Unrestricted	Total
		General	Funds
	Notes	Income	2018
		Funds	
		£	£
<u>Income and Endowments from:</u>			
Voluntary Income			
Subscriptions and Donations	3	8,913	8,913
Activities for Generating Funds			
Fundraising	5	1,311	1,311
Investments	4	-	0
Charitable Activities			
Government grants	5	-	0
Total:		<u>10,223</u>	<u>10,223</u>
<u>Expenditure on:</u>			
Generating Voluntary Income	5	1,168	1,168
Charitable Activities			
Filming & Conferences	5	6,373	6,373
		<u>7,541</u>	<u>7,541</u>
Net Income/(Expenditure)		2,683	2,683
Transfers between funds		<u>-</u>	<u>-</u>
Net Movement in funds		2,683	2,683
Reconciliation of Funds			
Total funds brought forward		<u>0</u>	<u>0</u>
Total funds carried forward	8	<u><u>2,683</u></u>	<u><u>2,683</u></u>

Tale2Tail
Balance Sheet
As at: 31 December 2018

	<u>Notes</u>	<u>Total 2018 £</u>
<u>Fixed Assets</u>		
Tangible Assets	-	-
Total Fixed Assets		<u>-</u>
<u>Current Assets</u>		
Debtors	-	-
Cash at bank	6	3,038
Total Current Assets		<u>3,038</u>
Creditors: Amount falling due within one year	7	<u>(355)</u>
Net Current Assets/(Liabilities)		<u>2,683</u>
Total Assets Less Current Liabilities		<u>2,683</u>
Creditors: Amount falling due after more than one year	-	-
Total Net Assets:		<u><u>2,683</u></u>
<u>Funds of the Charity</u>		
Restricted funds		
Unrestricted funds		
General Income Fund	8	<u>2,683</u>
Total Funds:		<u><u>2,683</u></u>

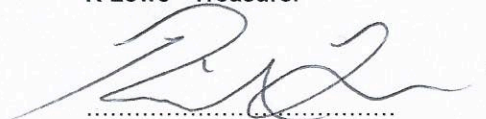
Approve by the Board of Trustees on 17 October 2019 and signed on its behalf:

L. von Moltke - Chairman



Date: 17 October 2019

R Lowe - Treasurer



Date: 17 October 2019

Tale2Tail

Notes to Financial Statements

For the year ended: **31 December 2018**

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 be 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 2018

3 Subscriptions and Donations 2018 £

General Donations	8,913
	<u>8,913</u>
Less: Gift aid claims lapsed	-
	<u><u>8,913</u></u>

4 Investment Income £

Received from:

Interest on Money Market Deposit	-
Interest on Bank Deposit	-
	<u>-</u>
	<u><u>-</u></u>

5 Income and Expenditure Related To Charitable Activities

	<u>Income</u> £	<u>2018</u> <u>Expenditure</u> £
<u>Charity activities</u>		
Fundraising	1,311	1,168
IWT Conference	-	3,479
Education content - filming & web	-	2,894
	<u>1,311</u>	<u>7,541</u>
	<u><u>1,311</u></u>	<u><u>7,541</u></u>

6 Cash At Bank And In Hand 2018 £

Current Accounts & Cash in Hand	3,038
	<u>3,038</u>
	<u><u>3,038</u></u>

Tale2Tail
Notes to Financial Statements (Continued)

For the year ended: 31 December 2018

7 Creditors: Amounts Falling Due Within One Year

	2018 £
Creditors	355
	<hr/>
	<u>355</u>

The creditor represents reimbursements owing to the Chairman, L von Moltke as at 31 December 2018, for expenses incurred on behalf of the charity. This was reimbursed in February 2019.

8 Analysis Of Net Assets Between Funds

	<u>Unrestricted</u>	
	General Income	
	<u>Fund</u>	<u>Total</u>
	£	£
Tangible Fixed Assets	3,038	3,038
Debtors	-	-
Cash At Bank	-	-
Creditors	(355)	(355)
	<hr/>	<hr/>
Balance of Funds at 30 June 2018:	2,683	2,683