



Trustees' Annual Report for the period

	Period start date			Period end date		
	1 st	February	2018		31 st	January 2019
From				To		

Section A Reference and administration details

Charity name Safina Lion Conservation Fund

Other names charity is known by Safina, Safina Lion Conservation Fund, SLCF

Registered charity number (if any) 1172709

Charity's principal address 46 Medway Court

St Helens

Merseyside

Postcode

WA9 2AZ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	James Welch	Chair		The trustees themselves
2	Matthew Lloyd	Trustee		The trustees themselves
3	Susan Welch	Trustee		The trustees themselves
4	Sophie Cole	Trustee		The trustees themselves
5				
6				
7				
8				
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10				
11				
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13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation - Foundation
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by existing trustees for a term of three years where they may then be appointed for another term.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

There must be no less than three trustees and no more than twelve at any one time.

As a small charity the trustees share with the responsibility but elected a chairperson to lead the organisation. All financial and secretarial duties are shared by the board of trustees and all matters are discussed and passed at meetings or through electronic communication.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The charitable objects of the Safina Lion Conservation Fund are:

To promote for the benefit of the public the conservation and protection of lions by:

- a) Supporting conservation projects in such ways that are charitable
- b) Conserving and protecting the natural habitats of lions
- c) Supporting and publishing research into the conservation and

husbandry of lions

2) To advance the education of the public in lion and wildlife conservation by such means as the trustees decide including through the support and publishing of research.

The Safina Lion Conservation Fund has been active in ensuring that all of its actions carried out in its first year have had a public benefit.

All aspects of work that the charity have put into action is to try and conserve the African lion in the wild. The African lion is now classed by the IUCN as vulnerable to extinction and it is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally in the wild as they are a vital piece of the eco-system in which they live. We work towards our charitable objective to promote the conservation and protection of lions by supporting conservation organisations working to protect lions and their habitat in the wild. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by maintaining and expanding our website with educational information on lion behaviour and conservation. This aims to be a free resource for the general public to read and research about the threats lions face in the wild and their natural history. This educational element is important to us as it is free for anyone to use, from children to adults. Trustees also visited Noah's Ark Zoo Farm to celebrate World Lion Day on the 4th August. During this event trustees talked to the public and handed out free educational leaflets to spread awareness about the threats lions face in the wild as well on hand to answer any questions about lion conservation. Trustees also visited Linton Zoo in July where three talks were run about lion conservation and free educational leaflets were handed out, more of these educational leaflets were also given to many other zoos to put within their site to allow our educational work to subtly go further to anyone who may want to know more. Trustees have also carried out organised talks to various youth groups to share important conservation messages about lions and wildlife in general.

The trustees confirm that they have referred to the guidance contained in the charity commissions general guidance on public benefit when planning the work of the charity and in all decisions made by the trustees.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

The Safina Lion Conservation Fund is run entirely by volunteers and no expenses of any description are paid to trustees or conservation advisers, all of whom act and work on a voluntary basis.

Trustees of the Safina Lion Conservation Fund have established and agreed on a donation policy where any organisation that receives a financial donation from the charity must fit a certain criteria and the donation must go towards an action that fits at least one of our charitable objects. The work carried out must be work that we could carry out via those objects.

As well as our trustees we also have a small group of conservation advisers. All of which are people experienced in conservation and we ask their opinion of any organisation the trustees may be considering donating to. Although these advisers do not make any decisions, their advice and feedback is an important resource that trustees can use while making decisions.

The financing and printing of information leaflets was done personally by trustees and not used by money from the charity account. This allows public raised funds to go straight to other conservation and education work.

Summary of the main achievements of the charity during the year

2018 has seen the work of the charity grow massively in its second year with more organisations and people cooperating with us, more work done by trustees to create a strategic focus to our work and more funds raised to be sent to fund important conservation work to protect lions in the wild.

Support From Zoos & Educational Talks

The support from zoos throughout the UK has grown massively throughout 2018. The generosity of zoo managers and zoo keepers has allowed for more zoos to share our educational leaflets and for some of them to raise money that has been donated towards our conservation work.

World Lion Day Events

We continued our association with Noah's Ark Zoo Farm and we visited them again to celebrate World Lion Day on the 4th August. Trustees talked to the public about lion conservation and handed out free educational leaflets about the threats that face lions in the wild. We were also pleased that as well as raising funds for us on World Lion Day the team at Noah's Ark have also started to raise funds for us during daily big cat talks throughout the busier times of the year. Throughout 2018 we received £380 from Noah's Ark Zoo Farm.

Trustees also gave a talk at Knowsley Safari to celebrate World Lion Day. This was well attended by staff and the general public, Knowsley Safari generously agreed that a percentage share of the event would be donated to the charity.

Lion Keepers at Folly Farm celebrated World Lion Day by organising a whole day of activities and educational talks for all of their visitors. From the donations taken that day and a donation from the zoo we have received £1000 from Folly Farm.

Learn About Lions

To compliment our direct work with more zoos more educational leaflets were printed to share with zoos for and around World Lion Day on the 10th August. These A5 educational leaflets focusing on how lions live in the wild and the threats that face them in the wild were distributed to Folly Farm Adventure Park & Zoo and Noah's Ark Zoo Farm at their World Lion Day celebrations and Knowsley Safari and Linton Zoo at talks given by trustees. Leaflets were also sent to Shepreth Wildlife Park, New Forest Wildlife Park and Battersea Park Children's Zoo who generously decided to put them in their visitor centres. Our chairman also gave three 'Learn About Lions' talks at Linton Zoo in July 2018 as a precursor to World Lion Day events to increase public awareness in how lions live and the threats that face them in the wild.

Educational Talks

Trustees ran talks for several youth groups including Rainford Young Farmers club and Liverpool John Moore's University Zoology Society, both of which sent a donation to the charity after the talks. These talks aimed to raise more awareness of the threats that lions face in the wild and to get young people more interested in wildlife conservation, both were well attended and plenty of issues discussed.

Sponsorship & Fund-Raising Events

The Just Giving platform has proved incredibly useful throughout 2018 with several people raising small amounts of money through activities organised in their spare time. The guidebooks donated by Linton Zoo last year were claimed by a guidebook collector in return for £20 donation to the charity.

Snowdon Climb

On the 4th October two trustees along with three volunteers climbed up Snowdon to raise funds for the charity. Trustees completed the 7 mile climb up and down through the wind and rain. Together via Just Giving and donations straight to the charity more than £750 was raised.

Rosie's Ironman Wales

Trustees were delighted to be approached by Rosie Badger a zookeeper from Folly Farm Adventure Park & Zoo who wanted to raise funds for lion conservation on an Ironman Wales course that she was taking part in.

On the 9th September Rosie took part in the course which consisted of a 2.4 mile sea swim, 112 mile bike road and a 26.2 mile run all in the same day. Rosie successfully completed all of the course within the day.

Rosie managed to raise £1600 through Just Giving, this is by far the biggest donation that we have received so far and the most money raised by a single person. All trustees would like to add a special mention of thanks to Rosie within this annual report.

Quiz

Several colleagues from Knowsley Hall & Safari recently started a quiz programme where different charities are chosen at each of these quizzes and are given a portion of the money raised. We were delighted to be picked as their chosen charity on the 25th June. All together £305 was raised through a raffle and a percentage of ticket takings donated. Thanks also to the winning team who very generously decided to donate their prize money to the overall total.

Conservation Strategy & Support**Fighting For Their Future – Conservation & Education Strategy**

Trustees have agreed a written conservation and education strategy. This allows more direction and a focus to the conservation and education work that we do as a charity. This strategy recognises why it is important to conserve lions in the wild and the threats they face. It has also allowed us to find three key areas that we feel our impact is most required. These three focus areas are:

- Young dispersing male lions
- Lions outside protected areas
- Involving the local community

Any conservation organisation or project that is supported by the Safina Lion Conservation Fund must fit one or more of these focus areas. This strategy is an open document and can be changed and reviewed by trustees if it is deemed necessary.

Working with Conservation Organisations**Lion Guardians**

Trustees decided to continue funding to the organisation Lion Guardians and that their work continued to match our donation checklist and that we were happy with contact and feedback from them throughout the year. After contact with the Lion Guardians team we were made aware that our sponsored Guardian Longoi Ole Parsitau would be retiring and our sponsorship would be moved to Kuya Kipampa who will be monitoring the same area known as 'Risa' outside the Amboseli National Park

Founded in 2007, Lion Guardians has trained and supported communities at seven different sites to successfully protect lions across the continent. Their approach involves recruiting young, non-literate Maasai and other pastoralist warriors to learn the skills needed to effectively mitigate conflicts between people and wildlife, monitor lion populations, and help their own communities live with lions. By actively engaging in their solutions-based conservation model, people who were once lion killers are transformed into lion protectors.

The donation covers his yearly salary as he monitors his particular area to ensure that the lions and the habitat remain protected and therefore all species within the area benefit from his work. By sponsoring Kuya we are assured that our donation will not be used purely for administration fees and would impact work on the ground to protect lions in the wild.

In January 2019 a donation to Lion Guardians was a total of £1166.92 (\$1500) was made with a transfer fee of £32.09 (2.75%).

As well as assisting Lion Guardians financially we also spread word of their work and their mission via our website and any public talks that we do. Increasing their audience and increasing awareness and knowledge of wild lion conservation.

Further Conservation Support

More progress was also made in the planning of future donations to be made in 2019. Trustees decided that monitoring lions is becoming increasingly important and sponsoring GPS collars would be one of the most beneficial uses of the money raised. For more information on this please see Section F.

Brief statement of the charity's policy on reserves

The Charity does not have a reserves policy. Any money raised will then go towards fulfilling a charitable object as decided by the trustees as soon as an action can be organised. All donations are treated as 'one off donations' so that the charity will never owe an organisation money that we may not have at any given time to allow for fluctuations in fundraising success.

Details of any funds materially in deficit

n/a

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Trustees are still waiting from donations from Knowsley Safari and Liverpool John Moore's University Student Association from fundraising events in 2018.

All charitable donations have either been from cash donations, cheque or from Just Giving. The total of money raised this financial year has been £5107.90. In total £380.26 was donated by Noah's Ark Zoo Farm, £1000 was donated by Folly Farm Adventure Park & Zoo. £2,547.59 was raised via Just Giving by various sponsorship events and £670.05 in cash donations and £25 by cheque donations from various sponsorship events and other donations from individuals. A total of £485 was donated by Wild Arena Ltd with a £1 donation from every Big Cat Workshop undertaken by them throughout 2018. Wild Arena Ltd have also decided to keep this offer of donation continuing into the future.

All of the money donated to conservation organisations was made in accordance with decision making processes created by trustees following the appropriate guidance from the Charity Commission. In January 2019 a donation to Lion Guardians was a total of £1199.01 consisting of a donation of £1166.92 (\$1500) with a transfer fee of £32.09 (2.75%). After this donation was made the money left from this years income was £3908.89 with £4680.83 total in the bank account including the £771.94 left over from last year.

This payment went towards the organisation Lion Guardians (Wildlife Guardians) US and sponsored the salary of Lion Guardian Kuya Kipampa whose role it is to protect and conserve the lions within his working area just outside the Amboseli National Park in Kenya. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa.

All excess fees for materials such as leaflets were paid for by the trustees themselves.

Section F

Other optional information

Future plans for the Safina Lion Conservation Fund include further impact made via donating to lion conservation efforts as well as sponsoring educational information, which could take the shape of signage in zoos/wildlife parks or materials to educate people who live near lions in the wild. However the amount of funds raised dictate the amount of work we can carry out financially. We also intend to work closely with more zoos to raise awareness and funds for lion conservation as well as carrying out more talks for the public.

Trustees have been delighted by the funds raised throughout 2018/19 and hope that any donations made through different zoological collections will be repeated next year and into the future. Due to the increase in donations trustees have been discussing supporting more projects financially in 2019. Two projects have been highlighted and trustees have been discussing them in detail, working through our donation policy, conservation strategy and discussing them with the conservation advisors. Trustees hope to make these donations in 2019 which will sponsor GPS collars to monitor lions in the wild.

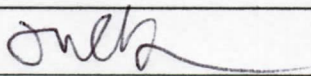
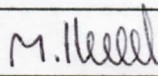
Trustees will continue to write an Annual Review to complement the Annual Report for the general reader.

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	JAMES MICHAEL WELCH	MATTHEW DAVID PETER LLOYD
Position (eg Secretary, Chair, etc)	CHAIR	TRUSTEE
Date	18 th JUNE 2019	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Safina Lion Conservation Fund

1172709

Receipts and payments accounts

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For the period
from

01/02/2018

To

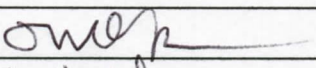
31/01/2019

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations from UK Zoos	1,380	-	-	1,380	252
Just Giving	2,548	-	-	2,548	1,590
Other Donations	695	-	-	695	40
Donations from Wild Arena Ltd	485	-	-	485	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	5,108	-	-	5,108	1,882
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	5,108	-	-	5,108	1,882
A3 Payments					
Wildlife Guardians US	1,167	-	-	1,167	1,080
Transfer Fee (associated with Wildlife Guardians Payment)	32	-	-	32	30
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	1,199	-	-	1,199	1,110
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	1,199	-	-	1,199	1,110
Net of receipts/(payments)	3,909	-	-	3,909	772
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	772	-	-	772	-
Cash funds this year end	4,681	-	-	4,681	772

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Balance	4,681	-	-
		-	-	-
		-	-	-
	Total cash funds	4,681	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets			Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
	 M. I. Welch	JAMES WELCH MATTHEW LLOYD	18/06/19 18/06/2019