

# CHEETAH CONSERVATION FUND - UK

England & Wales - Charity number 1079874

## Details

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**Other names** CCF - UK

**Status** Registered

**Legal form** Other

**Registered** 2000-03-17

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 46 Abbots Ride  
Farnham  
Surrey  
GU9 8HZ

**Phone** 07960583827

**Email** [info@cheetah.org.uk](mailto:info@cheetah.org.uk)

**Website** [www.cheetah.org.uk](http://www.cheetah.org.uk)

## Activities

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**Objects:** THE ADVANCEMENT OF EDUCATION IN AND THE PROTECTION AND PRESERVATION OF THE CHEETAH AND ITS ECOSYSTEM

**Activities:** CCF UK works with the Cheetah Conservation Fund, a registered Voluntary Trust in Namibia, by raising awareness of the plight of the cheetah in Africa, and fund-raising. The work in Namibia includes Future Farmers of Africa programme, education, sustainable livelihoods, cheetah research and ecology management. CCF shares this expertise with other cheetah countries in Africa and the Middle East.

## Classification

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- **How:** Makes Grants To Organisations, Provides Other Finance, Sponsors Or Undertakes Research
- **What:** Animals, Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- **Area of benefit:** NOT DEFINED. IN PRACTICE SURREY, GREATER LONDON, OXFORDSHIRE, SUSSEX AND BUCKINGHAMSHIRE
- Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-02-28		£0	£0	-
2024-02-29	£247,738	£258,222	-	-
2023-02-28	£133,527	£157,053	-	-
2022-02-28	£339,576	£283,661	-	-
2021-02-28	£173,056	£196,808	-	-

## Trustees

Name	Role	Appointed
<b>Spencer Phillips</b>	Chair	2021-09-21
Ahson Toru		2023-11-21
Dr Jane Galton		2014-10-08
Giles Clark		2020-01-20
Julia Wall-Clarke		2023-11-21
Katie-Ann Clements		2021-11-29
Laurence Morgan		2021-11-25

**CHEETAH CONSERVATION FUND - UK**

England & Wales - Charity number 1079874

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# Accounts

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# CHEETAH CONSERVATION FUND - UK

Charity Number 1079874

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## FINANCIAL STATEMENTS YEAR ENDED 29 FEBRUARY 2024

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<b>CONTENTS</b>	<b>Page</b>
Trustees' Annual Report	2
Report of the Independent Examiner	5
Statement of Financial Affairs	6
Balance Sheet	7
Notes to the financial statements	8

## 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 29 February 2024.

### 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.

### TRUSTEES

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

Giles Clark  
Katie Clements  
Dr Jane Galton  
Laurence Morgan  
Spencer Phillips (appointed 21 November 2023)  
Ahson Toru (appointed 21 November 2023)  
Philip Wale (resigned 21 November 2023)  
Julia Wall-Clarke (appointed 21 November 2023)

### 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 to affiliated Cheetah Conservation Fund organisations in Africa 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 the Cheetah 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 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's cheetah conservation work in Namibia and in other cheetah range

## **CHEETAH CONSERVATION FUND - UK**

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

The Charity decided to invest in a full-time fundraiser to build income and a Director of Development was appointed in March 2023. Fundraising activities were supported by two part time consultants and volunteers. The focus is on building individual giving, major donor, grant and corporate portfolios.

There is an active cadre of 22 volunteers, supporting events as well as conducting their own fundraising activities. The Charity maintained its' youth programme of 34 members, providing online conservation education to budding conservationists through our Cheetah Cubs Club.

We raised a total of £247,738, an increase of 86% on the previous year. The funds came from individual giving, grants, events, corporates, major donors and legacies. The Charity won grants from UK Trusts and Corporate Foundations including one training and mentorship programme that brought 228 students and 25 teachers to CCF from 12 schools for conservation and ecology workshops at CCF HQ in Namibia. The teachers were trained to build sustainable conservation education programmes in their schools. We started a programme of fundraising trips to Namibia which was very successful and will be repeated in 2024/25. Our Conservation Circle membership grew by 23% with members providing annual gifts. We also launched the "Cheetah Adoption" scheme.

One Trustee is an integral member of CCF's Global International Illegal Wildlife Trade (IWT) team successfully supporting proposals for DEFRA IWT Challenge Fund and other grants. CCF UK is also 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.

The Charity increased awareness of the plight of the cheetah and increased followers across all social media platforms; 50%, 17%, 10% and 105% increase on Facebook, Instagram, X and LinkedIn, respectively. We also launched a Tik Tok CCF global platform which is managed by CCF UK. Social media was also instrumental in recruiting volunteers, participants for events, adopters and increasing regular donations.

CCF UK-led initiative to have a social media content generator in Namibia funded by a UK Trustee took longer than expected to implement, but a part-time content creator and videographer is now secured in 2024 to generate content for use across platforms and website to help generate awareness and income.

We sent £153,485 to CCF for the Livestock Guarding Dog programme, farmer training, school education outreach, residential cheetah care and unrestricted funds for Namibia; for cheetah care and veterinary products in Somaliland; and to the Mara Meru cheetah project in Kenya. The Director of Development, consultants and volunteers work remotely, with no overheads, reducing our cost base and maximising funds available for direct work on the ground.

### **GRANT MAKING POLICY**

Requests for grants are reviewed and approved by the Chair and Board of Trustees. Grants are provided for cheetah conservation, education, farmer training and research into cheetah behaviour, reproduction and ecology as well as for general upkeep and welfare of orphaned cheetahs.

### **TRUSTEE SELECTION**

## **CHEETAH CONSERVATION FUND - UK**

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 46 Abbot's Ride, Farnham, Surrey, GU9 8HZ

Approved by the Trustees on 26 November 2024 and signed on behalf of the Trustees by

A handwritten signature in blue ink, appearing to be 'Spencer Phillips', written over a light blue rectangular background.

Spencer Phillips

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 29 February 2024, 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.



Thomas Walker

ICAEW number 4291499

**CHEETAH CONSERVATION FUND - UK**

STATEMENT OF FINANCIAL ACTIVITIES  
YEAR ENDED 29 FEBRUARY 2024

	Note	Unrestricted Funds 2024	Restricted Funds 2024	Total Funds 2024	Total Funds 2023
<b>INCOMING RESOURCES</b>					
Donations and legacies	2	122,268	58,631	180,898	133,322
Charitable activities		-	64,963	64,963	-
Interest receivable	3	1,877	-	1,877	205
<b>TOTAL INCOMING RESOURCES</b>		<b>124,145</b>	<b>123,593</b>	<b>247,738</b>	<b>133,527</b>
<b>RESOURCES EXPENDED</b>					
Raising funds		(98,545)	(5,000)	(103,545)	(42,595)
Charitable expenditure:					
Charitable activities	4	(35,341)	(118,145)	(153,485)	(113,775)
Governance	5	(1,192)	-	(1,192)	(682)
<b>TOTAL RESOURCES EXPENDED</b>		<b>(135,078)</b>	<b>(123,144)</b>	<b>(258,222)</b>	<b>(157,053)</b>
<b>NET (OUTGOING)/ INCOMING RESOURCES FOR THE YEAR</b>		<b>(10,933)</b>	<b>449</b>	<b>(10,484)</b>	<b>(23,526)</b>
Balances brought forward		101,244	6,495	107,739	131,265
Balances carried forward		90,311	6,944	97,255	107,739

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

## CHEETAH CONSERVATION FUND - UK

### BALANCE SHEET AS AT 29 FEBRUARY 2024

	Notes	2024 £	2023 £
<b>CURRENT ASSETS</b>			
Cash and cash equivalents		97,255	107,739
Accrued income		-	-
<b>TOTAL CURRENT ASSETS</b>		<b>97,255</b>	<b>107,739</b>
<b>CURRENT LIABILITIES</b>			
Accrued expenses		-	-
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>97,255</b>	<b>107,739</b>
<b>FUNDS</b>			
Restricted	7	6,944	6,495
Unrestricted		90,311	101,244
<b>TOTAL FUNDS</b>		<b>97,255</b>	<b>107,739</b>

These financial statements were approved by the members of the Board of Trustees on 26 November 2024 and were signed on their behalf by



Spencer Philips  
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 29 FEBRUARY 2024

### 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 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Total Funds 2023 £
Donations	98,268	58,631	156,898	92,322
Legacies	24,000	-	24,000	41,000
	<b>122,268</b>	<b>58,631</b>	<b>180,898</b>	<b>133,322</b>

## CHEETAH CONSERVATION FUND - UK

### NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 29 FEBRUARY 2024

	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Total Funds 2023 £
<b>3. INTEREST RECEIVABLE</b>				
Bank interest	1,877	-	1,877	205
<b>4. CHARITABLE ACTIVITIES</b>				
CCF Namibia	15,703	38,590	54,293	50,000
CCF Somaliland	19,638	17,572	37,210	61,378
CCF USA	-	59,963	59,963	-
Mara Meru Kenya	-	2,020	2,020	2,398
	<b>35,341</b>	<b>118,145</b>	<b>153,485</b>	<b>113,775</b>
<b>5. GOVERNANCE</b>				
Expenses	978	-	978	510
Bank charges	214	-	214	172
	<b>1,192</b>	-	<b>1,192</b>	<b>682</b>

#### 6. TRANSACTIONS WITH TRUSTEES

There were no transactions with any trustees in the year to 29 February 2024 (Dr Jane Galton received £1,595 in the year to 28 February 2023 for reimbursed fundraising costs and administration expenses).

#### 7. RESTRICTED FUNDS

	Balance at 28 February 2023	Incoming resources	Resources expended	Balance at 29 February 2024
Education	75	8,800	(8,875)	-
Kenya cheetah support	420	1,920	(2,020)	320
Kenyan Genetics	-	5,985	(5,985)	-
Livestock guard dog programme	6,000	22,293	(23,730)	4,563
Reducing Illegal Wildlife Trade	-	17,632	(17,572)	60
Cheetah care	-	2,000	-	2,000
Fundraising trip to Namibia	-	5,000	(5,000)	-
UN convention for Migratory Species	-	59,963	(59,963)	-
<b>Total</b>	<b>6,495</b>	<b>123,593</b>	<b>(123,144)</b>	<b>6,944</b>

**CHEETAH CONSERVATION FUND - UK**

England & Wales - Charity number 1079874

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# Accounts

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# CHEETAH CONSERVATION FUND - UK

Charity Number 1079874

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## FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2023

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<b>CONTENTS</b>	<b>Page</b>
Trustees' Annual Report	2
Report of the Independent Examiner	5
Statement of Financial Affairs	6
Balance Sheet	7
Notes to the financial statements	8

## CHEETAH CONSERVATION FUND - UK

### TRUSTEES' ANNUAL REPORT

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### 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.

### TRUSTEES

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

Giles Clark  
Katie Clements  
Dr Jane Galton  
Spencer Phillips  
Laurence Morgan  
Philip Wale

### 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 to affiliated Cheetah Conservation Fund organisations in Africa 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 the Cheetah 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 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's cheetah conservation work in Namibia and in other cheetah range countries, as well as providing funds to CCF Somaliland for implementing activities in the Horn of

## **CHEETAH CONSERVATION FUND - UK**

Africa to reduce the illegal wildlife cheetah pet 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, and consultant. In order to build our fundraising income, CCF UK appointed an experienced fundraising consultant in July 2022 to focus on building major donor, grant and corporate portfolios, and an individual giving consultant was hired in October 2022 to build our individual donations. This was in addition to our social media/digital consultant.

Volunteer numbers reached a peak of 49 in 2020/21 but as the country opened up again after COVID-19, the number reduced to 35 during 2022/23, with an active cadre of 19, some being members of the Senior Management Team. They supporting event as well as conducting their own fundraising activities. The Charity also expanded its' youth programme (from 24 in 2021 to 34 in 2022), which provides online 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.

We raised a total of £133,332 in 2022/23 from individual giving, events, foundations, corporates, and legacies. We sent £50,000 to CCF Namibia for the Livestock Guard Dog programme, farmer training, education outreach and residential cheetah care, £61,378 to CCF Somaliland for farmer and ranger training, cheetah care and veterinary products and £2,398 to Mara Meru cheetah project in Kenya.

The Charity increased awareness of the plight of the cheetah and increased followers across all social media platforms: 29% on Facebook, 46% on Instagram, 15% on Twitter and 116% on LinkedIn. Social media was also instrumental in recruiting volunteers and participants for events, as well as supporting donor engagement and growth, and fundraising.

The Charity won small grants from UK Trusts and Corporate Foundations including one that used virtual classrooms in Namibia that engaged 32 schools and 2,834 learners in conservation and ecology workshops. We also built additional partnerships with small corporates

The Executive Director is an integral member of CCF's Global International Illegal Wildlife Trade (IWT) team successfully supporting proposals for affiliated CCF organisation's DEFRA IWT Challenge Fund grants. CCF UK is also 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.

### **GRANT MAKING POLICY**

Requests for grants are reviewed and approved by the Chair and Board of Trustees. Grants are provided for cheetah conservation, education, farmer training 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.

## CHEETAH CONSERVATION FUND - UK

### **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 46 Abbot's Ride, Farnham, Surrey, GU9 8HZ

Approved by the Trustees on 2 August 2023 and signed on behalf of the Trustees by

A handwritten signature in blue ink, appearing to be 'Spencer Phillips', written over a light blue rectangular background.

Spencer Phillips

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 2023, 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.



Thomas Walker

ICAEW number 4291499

**CHEETAH CONSERVATION FUND - UK**

STATEMENT OF FINANCIAL ACTIVITIES  
YEAR ENDED 28 FEBRUARY 2023

	Note	Unrestricted Funds 2023	Restricted Funds 2023	Total Funds 2023	Total Funds 2022
<b>INCOMING RESOURCES</b>					
Donations and legacies	2	98,850	34,472	133,322	339,564
Interest receivable	3	205	-	205	12
<b>TOTAL INCOMING RESOURCES</b>		<b>99,054</b>	<b>34,472</b>	<b>133,527</b>	<b>339,576</b>
<b>RESOURCES EXPENDED</b>					
Raising funds		(42,595)	-	(42,595)	(44,500)
Charitable expenditure:					
Charitable activities	4	(83,212)	(30,563)	(113,775)	(236,276)
Governance	5	(682)	-	(682)	(2,886)
<b>TOTAL RESOURCES EXPENDED</b>		<b>(126,489)</b>	<b>(30,563)</b>	<b>(157,053)</b>	<b>(196,808)</b>
<b>NET (OUTGOING)/ INCOMING RESOURCES FOR THE YEAR</b>		<b>(27,435)</b>	<b>3,909</b>	<b>(23,526)</b>	<b>55,915</b>
Balances brought forward		128,679	2,586	131,265	75,350
Balances carried forward		101,244	6,495	107,739	131,265

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

## CHEETAH CONSERVATION FUND - UK

### BALANCE SHEET AS AT 28 FEBRUARY 2023

Notes	2023	2022
	£	£
<b>CURRENT ASSETS</b>		
Cash at bank	105,581	130,241
Balance on Paypal account	2,158	1,798
Accrued income	-	-
<b>TOTAL CURRENT ASSETS</b>	<b>107,739</b>	<b>132,039</b>
<b>CURRENT LIABILITIES</b>		
Accrued expenses	-	(775)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>107,739</b>	<b>131,265</b>
<b>FUNDS</b>		
Restricted 7	6,495	2,586
Unrestricted	101,244	128,679
<b>TOTAL FUNDS</b>	<b>107,739</b>	<b>131,265</b>

These financial statements were approved by the members of the Board of Trustees on 2 August 2023 and were signed on their behalf by



Spencer Philips  
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 2023

### 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	Restricted Funds	Total Funds	Total Funds
	2023	2023	2023	2022
	£	£	£	£
Donations	57,850	34,472	92,322	128,544
Legacies	41,000	-	41,000	211,019
	<b>98,850</b>	<b>34,472</b>	<b>133,322</b>	<b>339,564</b>

## CHEETAH CONSERVATION FUND - UK

### NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2023

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
<b>3. INTEREST RECEIVABLE</b>				
Bank interest	205	-	205	12
<b>4. CHARITABLE ACTIVITIES</b>				
CCF Namibia	21,257	28,743	50,000	124,697
CCF Somaliland	61,378	-	61,378	110,119
Mara Meru Kenya	577	1,821	2,398	1,460
	<b>83,212</b>	<b>30,564</b>	<b>113,775</b>	<b>236,276</b>
<b>5. GOVERNANCE</b>				
Expenses	510	-	510	1,289
Bank charges	172	-	172	1,597
	<b>682</b>	-	<b>682</b>	<b>2,886</b>

#### 6. TRANSACTIONS WITH TRUSTEES

One trustee, Dr Jane Galton, received £1,595 (2022: £1,655) during the year for reimbursed fundraising costs and administration expenses.

#### 7. RESTRICTED FUNDS

	Balance at 28 February 2022	Incoming resources	Resources expended	Balance at 28 February 2023
Education	75	5,000	(5,000)	75
Kenya cheetah support	220	2,020	(1,821)	420
Livestock guard dog programme	-	6,000	-	6,000
Reducing Illegal Wildlife Trade	2,291	21,452	(23,743)	-
<b>Total</b>	<b>2,586</b>	<b>34,472</b>	<b>(30,563)</b>	<b>6,495</b>

**CHEETAH CONSERVATION FUND - UK**

England & Wales - Charity number 1079874

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# Accounts

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# CHEETAH CONSERVATION FUND - UK

Charity Number 1079874

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## FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2022

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<b>CONTENTS</b>	<b>Page</b>
Trustees' Annual Report	2
Report of the Independent Examiner	5
Statement of Financial Affairs	6
Balance Sheet	7
Notes to the financial statements	8

## **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 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

## CHEETAH CONSERVATION FUND - UK

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

## **CHEETAH CONSERVATION FUND - UK**

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.

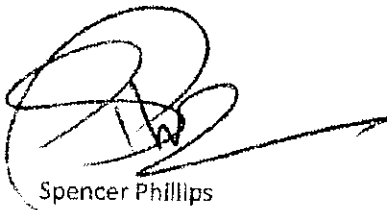
### **PUBLIC BENEFIT STATEMENT**

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 read 'Spencer Phillips', with a long horizontal stroke extending to the right.

Spencer Phillips

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 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*

**CHEETAH CONSERVATION FUND - UK**

STATEMENT OF FINANCIAL ACTIVITIES  
YEAR ENDED 28 FEBRUARY 2022

	Note	Unrestricted Funds 2022	Restricted Funds 2022	Total Funds 2022	Total Funds 2021
<b>INCOMING RESOURCES</b>					
Donations and legacies	2	300,157	39,406	339,564	173,027
Interest receivable	3	12	-	12	29
<b>TOTAL INCOMING RESOURCES</b>		<b>300,169</b>	<b>39,406</b>	<b>339,576</b>	<b>173,056</b>
<b>RESOURCES EXPENDED</b>					
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)
<b>TOTAL RESOURCES EXPENDED</b>		<b>(240,961)</b>	<b>(42,700)</b>	<b>(283,661)</b>	<b>(196,808)</b>
<b>NET (OUTGOING)/ INCOMING RESOURCES FOR THE YEAR</b>		<b>59,208</b>	<b>(3,294)</b>	<b>55,915</b>	<b>(23,752)</b>
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

CHEETAH CONSERVATION FUND - UK

BALANCE SHEET  
AS AT 28 FEBRUARY 2022

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

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

## CHEETAH CONSERVATION FUND - UK

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
	<b>300,157</b>	<b>39,406</b>	<b>339,564</b>	<b>173,027</b>

**CHEETAH CONSERVATION FUND - UK**

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 28 FEBRUARY 2022

**3. INTEREST RECEIVABLE**

	<b>Unrestricted Funds 2022 £</b>	<b>Restricted Funds 2022 £</b>	<b>Total Funds 2022 £</b>	<b>Total Funds 2021 £</b>
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
	<b>193,576</b>	<b>42,700</b>	<b>236,276</b>	<b>170,133</b>

**5. GOVERNANCE**

Expenses	1,289	-	1,289	1,348
Bank charges	1,597	-	1,597	934
	<b>2,886</b>	<b>-</b>	<b>2,886</b>	<b>2,282</b>

**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**

	<b>Balance at 1 March 2021</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Balance at 28 February 2022</b>
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
<b>Total</b>	<b>5,880</b>	<b>39,407</b>	<b>(42,700)</b>	<b>2,586</b>

**CHEETAH CONSERVATION FUND - UK**

England & Wales - Charity number 1079874

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# Accounts

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# CHEETAH CONSERVATION FUND – UK

Charity Number 1079874

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## FINANCIAL STATEMENTS

YEAR ENDED 28 FEBRUARY 2021

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<b>CONTENTS</b>	<b>Page</b>
Trustees' Annual Report	2
Report of the Independent Examiner	5
Statement of Financial Affairs	6
Balance Sheet	7
Notes to the financial statements	8

## CHEETAH CONSERVATION FUND – UK

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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 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.

## CHEETAH CONSERVATION FUND – UK

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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

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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 £
<b>INCOMING RESOURCES</b>					
Donations and legacies	2	74,865	98,162	173,027	250,857
Interest receivable	3	29	-	29	48
<b>TOTAL INCOMING RESOURCES</b>		<b>74,894</b>	<b>98,162</b>	<b>173,056</b>	<b>250,905</b>
<b>RESOURCES EXPENDED</b>					
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)
<b>TOTAL RESOURCES EXPENDED</b>		<b>(104,526)</b>	<b>(92,282)</b>	<b>(196,808)</b>	<b>(205,116)</b>
<b>NET (OUTGOING) / INCOMING RESOURCES FOR THE YEAR</b>		<b>(29,632)</b>	<b>5,880</b>	<b>(23,752)</b>	<b>45,789</b>
Balances brought forward		99,102	-	99,102	53,313
<b>Balances carried forward</b>		<b>69,470</b>	<b>5,880</b>	<b>75,350</b>	<b>99,102</b>

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

**CHEETAH CONSERVATION FUND – UK**

**BALANCE SHEET  
AS AT 28 FEBRUARY 2021**

	Notes	2021 £	2020 £
<b>CURRENT ASSETS</b>			
Cash at bank	63,613	89,908	
Balance on Paypal account	8,925	12,694	
Accrued income	3,512	-	
<b>TOTAL CURRENT ASSETS</b>		<u>76,050</u>	<u>102,602</u>
<b>CURRENT LIABILITIES</b>			
Accrued expenses		(700)	(3,500)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>75,350</u>	<u>99,102</u>
<b>FUNDS</b>			
Restricted	7	5,880	-
Unrestricted		69,470	99,102
<b>TOTAL FUNDS</b>		<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
	<hr/>	<hr/>	<hr/>	<hr/>
	74,865	98,162	173,027	250,857

## CHEETAH CONSERVATION FUND – UK

### 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

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.