

# SAFINA LION CONSERVATION FUND

England & Wales · Charity number 1172709

## Details

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**Other names** SAFINA LION CONSERVATION

**Status** Registered

**Legal form** CIO

**Registered** 2017-04-24

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

## Contact

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

## Activities

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**Objects:** THE OBJECTS OF THE CIO ARE:1) TO PROMOTE FOR THE BENEFIT OF THE PUBLIC THE CONSERVATION AND PROTECTION OF LIONS BY:A) SUPPORTING CONSERVATION PROJECTS IN SUCH WAYS THAT ARE CHARITABLEB) CONSERVING AND PROTECTING THE NATURAL HABITATS OF LIONS C) SUPPORTING AND PUBLISHING RESEARCH INTO THE CONSERVATION AND HUSBANDRY OF LIONS2) 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.

**Activities:** Our mission is to work with others to protect and monitor lion populations in the wild. We work to raise funds for four different lion conservation organisations based in Kenya and Tanzania who work alongside local communities to protect, monitor and study wild lions. We also work with zoos to educate their visitors and maintain a website full of educational material specifically about lions.

## Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, Animals, Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- Kenya
- Tanzania
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-01-31	£5,705	£5,721	-	-
2024-01-31	£3,363	£6,410	-	-
2023-01-31	£4,747	£4,360	-	-
2022-01-31	£3,992	£1,944	-	-
2021-01-31	£2,420	£1,886	-	-

## Trustees

Name	Role	Appointed
JAMES MICHAEL WELCH	Chair	2017-04-24
MATTHEW DAVID PETER LLOYD		2017-04-24
Peter George Johnson		2023-02-13
SOPHIE RACHEL LOUISE COLE		2017-04-24
SUSAN ELIZABETH WELCH		2017-04-24

**SAFINA LION CONSERVATION FUND**

England & Wales - Charity number 1172709

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# Accounts

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# Trustees' Annual Report for the period

Period start date			Period end date				
From	1 <sup>st</sup>	February	2024	To	31 <sup>st</sup>	January	2025

## Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Postcode

### 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	Reappointed for a third term starting 24/04/2024	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	Peter Johnson	Trustee		The trustees themselves
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7				
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15				
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17				

### 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 <i>(eg. trust deed, constitution)</i>	Constitution
How the charity is constituted <i>(eg. trust, association, company)</i>	Charitable Incorporated Organisation - Foundation
Trustee selection methods <i>(eg. appointed by, elected by)</i>	Trustees are appointed by existing trustees for a term of three years where they may then be appointed for further three-year terms.

**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 all aspects of the responsibility of running the charity but have 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.

Trustees have written the following policies and procedures which are used in line with Charity Commission Guidance to help the trustees run the charity. These include Risk Management and Conflict of Interest Procedures and a Donation Policy. Along with the Financial Control Procedure these were all reviewed and updated this financial year and were all signed off by trustees at a meeting in January 2025. A new Education Policy was also signed off by trustees in April 2024.

**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.

**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)**

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 our conservation work have been planned to work alongside our mission to work with others to protect and monitor lion populations in the wild. The African lion is now classed by the IUCN as vulnerable to extinction, with lions in west Africa now listed as critically endangered. It is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally as 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 in their natural habitat. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects. Within this financial year we supported all four of our conservation partners financially which are Lion Guardians, KopeLion, the Mara Predator Conservation Programme and Lion Landscapes.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour. Trustees have also created a Lion Keepers Resource Group together with conservation-based charity Apex Extreme on our website which is a free resource for lion keepers to share husbandry research with others which has had more resources added this year. Trustees also worked with two zoos this year on educational and fundraising events for World Lion Day and are assisting with educational interpretation for a new lion enclosure of a third zoo.

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

**Additional details of objectives and activities (Optional information)**

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 criterion, 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. This donation policy was reviewed and updated during this financial year.

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

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

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 are an important resource that trustees can use while making decisions on conservation donations. Following the success of this group trustees oversaw the development of an educational advisory committee as part of our new education policy, consisting of three zoo and university-based educators who all have experience with an array of different age groups. This will help us hugely in the planning of our education work and events going forward.

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

## Section D

## Achievements and Performance

### Summary of the main achievements of the charity during the year

2024 has been an exciting year but also a reflective one after the news from our friends at Linton Zoo of the sad passing of our namesake Safina on the 31st March aged 18 years. We were determined to make this a year to remember for plenty of positive reasons. Even though Safina is no longer with us, her legacy is still young. This is the start of the next phase of our charity as we continue to build on the conservation legacy for Safina and her family that we started nearly eight years ago. She will always remain our namesake, and we are proud to carry her name into the future.

Safina lived at Linton for her entire life having been the first lion born at the zoo for close to two decades to first time parents Riziki and Karla, who had both arrived at Linton in 2003 from Woburn Safari Park. She was hand-reared by Zoo Director Kim Simmons who looked after her for her entire life. She was joined by her long-term companion Zuri in 2006 and together they reared two litters of cubs together over the years. Our chairman James has kept in regular communication with the zoo over the years, having volunteered as a teenager and worked there in his early career and continuing to visit to see and spend time with Safina, his last visit only a couple of weeks prior to her death. She was active and appeared well, content and as friendly as ever. We would like to pass on our condolences and sincere thanks to Kim Simmons and her team at Linton Zoo for the updates over this recent time and all of their involvement and enthusiasm towards our charity. The passing of Safina represents the end of an era, one that we certainly won't forget.

This year we also updated our logo to mark the 7-year anniversary since we became a registered charity. Just like our original logo, the two lions pictured are our namesake Safina and her companion Zuri. The logo was

designed by long-term friend of the charity and now education advisor Beth Peacock and several different variations have been made, see below.



This year we were able to continue our basic objectives to sponsor a lion guardian for another year, but further fundraising enabled us to support all four of our conservation partners. This included camera traps for Lion Landscapes, the sponsorship of a lion collar for Kopelion and a brand-new livestock boma for the Mara Predator Conservation Programme. These are all discussed in more detail below.

2024 has seen our support from zoos rise to its highest level yet with a much larger percentage this year coming from our zoo supporters with a total of £4,114.20 coming directly from three different zoo partners. Including a donation of £1664.20 from the Cotswold Wildlife Park, our largest donation from a zoo supporter yet, discussed in more detail below. Overall direct zoo support was 72% of our annual income compared to 40% last year. We continued our "Ilchokuti Challenge" a 12.5km sponsored walk challenge with several keepers, zoo staff and family members taking part.

### **Educational Work & Support From Zoos**

Trustees continued to work on the educational pages of the website to keep them as up to date and informative as possible and accessible to everyone. The Lion Keepers Resource Group has still been used by keepers and the resources have now been added to, increasing the number available to 25 different pieces of material to be of interest to zookeepers in their work. Trustees hope to grow this further in 2025 and potentially lead to workshops based on conservation and husbandry sharing. Our chairman James also presented a lecture on lion conservation to students at Reaseheath University Centre, we would like to thank the lecturers there for setting up this link. In November trustees James and Pete also gave a workshop to Reaseheath University students on setting up and running a charity and a particular focus on our conservation projects and how we scrutinise them.

Trustees were also approached by the team at Noah's Ark Zoo Farm who after the disruption of the Covid-19 Pandemic were keen to restart their relationship with us. They are currently in the early stages of rebuilding their lion enclosure and want to base their interpretation around our conservation work. We have been engaged with the team and look forward to seeing the finished result in the coming months.

### **Support From Zoos & World Lion Day Events**

World Lion Day celebrations in 2024 were a great success and two zoos organised special events to raise money for our conservation projects. Firstly, Cotswold Wildlife Park hosted a weekend event with a fundraising stall and following support from park management a total of £1,664.20 was donated to us at the end of August. This is our largest single donation from one of our zoo supporters and we are incredibly grateful to

the support and enthusiasm shown to our charity from the park management.

Our wonderful friends at Folly Farm Zoo organised their own Lion Day event and invited us along to take part in a day of fundraising as well as a pre-booked talk by our chairman who spoke in more detail about our work. Huge thanks go to conservation officer Jack for his hard work, dedication and humour throughout the day! £450 was raised which was more than the total from the year before. Thank you also to our brand-new team of education advisors for their help this year in creating education resources and assisting in fundraising events. It has certainly had an impact on the quality of our content and educational reach this year. We also received a donation of £500 from Folly Farm at the end of the year from the profits of their adoption sales, of which 10% is split between their conservation partners. This makes a total of £950 from Folly Farm throughout the year. Knowsley Safari also sent us £500 as part of a 3-year agreement signed last year to support our conservation projects, thank you very much to the team there for their continued support.

After reinstating our relationship with the team at Noah's Ark Zoo Farm we were delighted to receive £1000 from them at Christmas to go towards our Better Bomas Project. We look forward to continuing our relationship with the team there over the coming years.

### **Sponsorship & Fund-Raising Events**

Online fundraising sites such as Just Giving have once again proved useful to charity fundraising with a total of £1,330.51 raised through the platform.

First of all, we would like to recognise Harriet Champion, a student of Nottingham Trent University who took part in the City of Lincoln 10k on the 14<sup>th</sup> April and decided to raise sponsorship funds for our charity. All together she raised a very impressive £450 for our conservation projects.

Our Ilchokuti Challenge also proved popular this year with the 12.5km sponsored walk challenge being undertaken by two groups from the Cotswold Wildlife Park raising a total of £350. We would also like to add a special thank you to Colchester Zoo keeper Mark Winger and his mother Carol who took part in their own Ilchokuti Challenge on the 17<sup>th</sup> November. Despite Carol struggling with an old injury, both completed their 12.5km challenge and raised £355.60 for our boma project. Mark worked at Linton Zoo with Safina during her last year and we are very grateful for this show of passion to do something in her memory.

We would also like to mention 9-year-old Maya, probably one of our youngest supporters to date! Maya raised £90 for us while undertaking her charities badge at Brownies by completing a series of different tasks and challenges to raise sponsorship. Maya is local to Linton Zoo and our long-term friend Zoo Director Kim Simmons agreed to meet Maya and collect a letter from her for us, presenting her with some lion goodies as a thank you. It is this level of cooperation and encouragement that we are so proud to be involved with.

### **Conservation Strategy & Support**

Our conservation strategy previously written in 2018 and the strategy review written in 2021 have been successfully fulfilled within the time limit

that we envisioned, and trustees have now finished writing a new conservation strategy that will cover 2024-2027.

### **New Conservation Strategy**

This new strategy assesses the state of lions in the wild, evaluating our previous efforts and a plan for our conservation impact over the next three years. This new strategy also sees our three previous focus areas changing into two conservation goals and two education goals.

This has been launched on World Lion Day 2024 (10th August) exactly three years after our previous conservation strategy review. Our new goals are:

1. To support local communities at homestead level to promote coexistence with the local lion population.
2. To assist efforts to monitor and protect lions at a wider population level to support a healthy lion population.
3. To support access to conservation education projects for local communities, particularly for children, to promote the importance of coexistence with wildlife and the importance of lions within their ecosystem.
4. To work with zoological institutions and to assist them with educational efforts for their visitors, and to support them in increasing their in-situ conservation impact.

**These two new interlinking conservation goals allow us to continue supporting our four existing conservation partners promoting coexistence in all that we do and expanding our remit to other relevant and important efforts.**

Both of our two new conservation goals require coexistence and tolerance from local communities to link areas together to promote genetic health of lion populations and promote the benefits to local people of having lions living nearby.

These goals will be met by several smaller objectives, some of these may be used for both goals but they may have very different applications. For example a lion collar can allow scientists to collect important data on lion movements particularly at dispersal age but it can also allow employees on the ground the ability to track the location of the lions and to stay proactive in keeping livestock monitored within their immediate vicinity. This is a great example of how one piece of equipment can have multiple conservation applications. Showing the flexibility in these new goals, we will be continuing our Future Kings Project but we will now be open and able to sponsoring the collaring of females in areas where they may be a problem for the community.

**For the first time we have set out two specific educational goals that can also be directly associated with our conservation work. Where possible these educational elements will be linked to the field conservation work that we focus on.**

These two new goals listed above allow us to promote our educational work in zoological institutions in the UK and expand this to our conservation partners in situ. The educational content has previously

been created and maintained just by trustees. To ensure for effective and accurate assessment as well as ensuring new resources are of good quality trustees have created a new committee of education advisors to give feedback and to assist with the creation of educational material. An education checklist has also been created with specific criteria that our educational content should meet. By being in a position that we can ensure our educational work is of a good quality we can focus on the two new goals above to create resources that can be used in situ and ex situ. We also hope to continue our work with student groups at all levels, allowing students to get involved in our fundraising work and to learn more about conservation issues.

**Education Goal 1** seeks to spread awareness and education on the ground in the areas where conservation work is being carried out. Particularly for children, this is vital to the long-term success of any conservation project. We can do this by sponsoring efforts focusing on getting children in situ, supporting their participation wildlife conservation through (community-led) children's clubs and safaris and other forms of community engagement and knowledge sharing.

**Education Goal 2** continues our support with zoos and their lions to promote their educational and inspirational value to their visitors. These ambassadors for the wild can help raise visitor awareness about the threats that they face in the wild as well as raising funds for conservation efforts through talks and events.

### Working with Conservation Organisations

We work with four conservation partners working in Kenya and Tanzania to protect and monitor lions in the wild. This section details our support and involvement with them throughout 2024.

#### **Lion Guardians**

We have supported Lion Guardians since 2017 and in 2018 we began our sponsorship of Lion Guardian Kuya Kipampa who monitors the area known as 'Risa' outside the Amboseli National Park which we have continued every year since. 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. Following the news that Kuya is no longer part of the organisation our sponsorship has now been transferred to another Guardian. We have now started to sponsor Olubi Ole Lairumbe, who works across the Imbirikani Group Ranch just outside of the Amboseli National Park. Like many Maasai men, Olubi is a previous lion killer and became known by his lion name "Mitiaki" meaning the brave warrior. His transformative journey from a lion killer to a lion protector reflects a unique shift in the Maasai culture and he has influenced other young individuals to follow a conservationist path.

Trustees decided to continue supporting Lion Guardians this year. The donation of \$1500 (£1,243.66) made in January 2025 continues to cover his yearly salary into 2026 as he monitors his particular area to ensure that the lions and the habitat remain protected. By sponsoring Mitiaki 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.

### **Future Kings Project**

Sponsoring of GPS collars to safeguard young male lions to ensure they can sire the next generation of lions while keeping the communities safe. This will remain a feature project but along with our new strategy we will not restrict collaring activities just to young males and open up to other demographics living in areas close to communities. We work with our conservation partners KopeLion and Mara Predator Conservation Programme on this project.

### **Better Bomas Project**

Sponsoring the strengthening and building of bomas to promote coexistence at homestead level, working with communities to prevent incidents with lions and other predators. This is an important part of our new strategy which we hope to develop over the coming years. We work with our conservation partners KopeLion and Mara Predator Conservation Programme on this project.

### **Mara Predator Conservation Programme (Kenya Wildlife Trust)**

The Mara Predator Conservation Programme works under the umbrella of the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science-based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

We have supported the MPCP since 2019. The collar fitted to a four-year-old male lion named Ole Cook in 2022 was finally removed remotely in 2024 which has now allowed senior programme scientist Niels to do a full report on his movements during this two-year period. The final report was fascinating and was shared among trustees and to the zoos who supported us in fundraising to cover the expenses for it. Trustees are still awaiting news on the deployment of the collar that we donated for in 2023.

This year we decided to develop our boma project further by sponsoring a brand new boma through the MPCP. These bomas are made using recycled plastic poles and chain-link fencing. We first learnt of these bomas when we visited the MPCP HQ in 2020 and saw a miniature replica that they have built there. At the end of 2024 we sent \$1500 to the MPCP to cover the cost of a brand new boma. This support has now been tied into our KopeLion boma strengthening scheme to create our new 'Better Bomas Project'. By supporting efforts at homestead level, we are working to try and prevent incidents before they occur, working together for the communities and the wild lion population to reduce conflict within the NCA and the Mara ecosystem.

Trustees are looking forward to visiting the Maasai Mara in February 2025 and the opportunity to visit the team at the Mara Predator Conservation Programme.

### KopeLion

KopeLion are based in the Ngorongoro Conservation Area (NCA), surrounding the famous Ngorongoro Crater. The crater itself is 102 square miles in size and is one of a few areas within the NCA where people are not allowed to live. The NCA interlinks the crater to the main Serengeti ecosystem and is vital to the connectivity of wildlife between these places. KopeLion works to find solutions so that pastoralist communities and lions in the NCA can coexist and prosper together. Supporting better protection for both livestock and lions, reducing the conflicts, and providing tangible benefits from lion conservation are some ways that KopeLion is increasing the tolerance that people have towards lions, reopening corridors of connectivity and restoring a healthy landscape that sustains all forms of life.

Trustees James and Pete had the brilliant opportunity to meet the KopeLion team in the Ngorongoro Conservation Area in 2023. We met members of their Ilchokuti team. "Ilchokuti" means guardian and KopeLion employs 30, they are all local Maasai living in the Ngorongoro Conservation Area working to do anything to prevent conflicts from happening this includes warning local herders within their area about the presence of lions and treating wounded livestock. We were shown bomas that had been reinforced by the team recently, a boma is a cattle enclosure created from wooden poles and thorns. However, in recent years as lion numbers have declined and the numbers of lions lost in conflict and retaliation have become even more valuable to the overall lion population, efforts have been made to try and decrease predation in the homestead from predators.

In 2023, following our visit, we started a new boma strengthening scheme in conjunction with KopeLion and we developed a funding model that had already been agreed with a past donor. We donated £1800 for 10 bomas, this covered 80% of the costs per boma (£180) while the boma owner paid the remaining 20%. We have had regular updates from KopeLion that all 10 bomas have now been strengthened following a donation of £1800 made last year as part of a new boma strengthening scheme. We have received photos from 5 of the bomas and a report is currently being written by the KopeLion team. One particular case study was sent to us and has been used on social media by both the SLCF and KopeLion. Nataana, a local from Misigiyo Village, Ngorongoro Conservation Area. Nataana was widowed 20 years ago whose cattle boma was built out of the materials she had after relocating closer to her cousins which was vulnerable to attacks from predators including lions. Recognising the need for a robust solution for Nataana and her family she was included by KopeLion into the latest group to require boma strengthening. Nataana gave the following quote "Kopelion has given us more than a fence; they have given us a future. My cows are now safe and we can sleep peacefully at night."

We have a great relationship with the team at KopeLion having most notably sponsored two GPS collars since 2019 and strengthened 10 bomas with them last year. Having been in discussion last year with the KopeLion team about the best way to continue our support they stated that collars were becoming more of a priority so we began fundraising over the summer holidays and were able to donate £2,675 in October 2024 to cover the cost of one collar and the first year data transmission fee, this will be repeated throughout the lifespan of the collar.

The candidate lion given to us for the sponsored collar was Lebutiama, a 4-year-old male lion who was born into the Lagunita pride in the Ngorongoro Crater. He was last observed in April 2024 and was thought to have dispersed but on the 26<sup>th</sup> September 2024 the KopeLion team received a call that a male lion was found in the middle of a maize field in Butiama, Mang'ola. Ngorongoro Conservation Area (NCA) rangers, NCA veterinarian Dr. Wambura, and KopeLion Ilchokuti in the nearby Olpiro village area were informed and all went to the site. It was decided to immobilize the lion and translocate it to the NCA. The immobilisation, capture and translocation was a success and testament to all the organisations involved. He was released back into the bush near Mokilal village and a collar was deployed on him for continued monitoring as a tool to mitigate conflicts. He has been discovered in a very dense community area so it was hoped that he would move into a different direction towards the Serengeti and other wildlife orientated areas.

Throughout 2025 we hope to continue our boma strengthening scheme with KopeLion.

### **Lion Landscapes**

Lion Landscapes was founded in April 2016 with the aim of addressing key challenges facing carnivore conservation today. In 2020 the Ruaha Carnivore Project merged with Lion Landscapes for even greater conservation impact. Their collaborative and adaptive approach strengthens conservation efforts to secure important landscapes for viable populations of large carnivores. They do this in three main ways through building partnerships, science and data and innovation. Wild lions require huge landscapes to thrive - often including land relied on by people and livestock. A Lion Landscape is a landscape that supports a viable population of wild lions, or any other pinnacle carnivore species. To do this it must also support healthy wild prey populations, healthy habitat, and benefit local people. Their lion conservation and research work focuses on how local communities, their livestock and lions can co-exist in a lion landscape.

Our main area of interest in Lion Landscapes is the Ruaha Carnivore Project (RCP) which was established in 2009 by now joint Lion Landscapes CEO Dr. Amy Dickman. We have supported their Community Camera Trap programme, fulfilling our desire to support another community-based project.

Instead of their researchers setting out camera traps themselves on village land, Lion Landscapes have started to train and employ local communities to do it - and the images they collect translate into benefits for the community, with each animal captured on camera generating a certain number of points. Villages are organised into groups of four and compete against each other on a quarterly basis. The winning village in each quarter then receives the greatest share of community benefits (currently split equally between healthcare, veterinary medicines and education) followed by a lesser amount rolled down to the second, third and then the fourth village.

The programme has proved successful in creating behavioural change by engaging and training local people directly in wildlife monitoring on their land. It also demonstrates an extremely clear link between the presence of wildlife (especially carnivores) and the provision of local benefits. In July 2022 a donation of £500 was sent to cover the cost of two of these

## Section D

## Achievements and Performance

camera traps as part of the programme. Trustees are proud to be involved in a project that focuses on giving communities a tangible benefit to living in such close proximity to lions and other wildlife. In May 2024 we sent another donation of £500 to cover two more camera traps.

As well as assisting all of our conservation partners 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.

## Section E

## Financial review

### 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.

All charitable donations received have either been from cash and bank transfer donations, cheque or from Just Giving. Total income from 1<sup>st</sup> February 2023 to 31<sup>st</sup> January 2024 amounts to £5,704.71 with the total expenditure amounting to £5,721.31 which went towards donations to all four of our conservation partners of which £64.20 of the expenditure going towards bank transfer fees. This is the highest level of income that we have had in one year since our inception. Our expenditure to our conservation partners is our third highest to date and is at a similar level to our last financial year showing our continued commitment to increase our conservation output after Covid-19 complications.

Within our total income a large amount once again came from online fundraising sites with a total of £1,330.51 from Just Giving. However, this year has seen our support from zoos rise to its highest level yet with a much larger percentage this year coming from our zoo supporters with a total of £4,114.20 coming from three different zoo partners. Overall direct zoo support was 72% of our annual income compared to 40% last year including a donation of £1664.20 from the Cotswold Wildlife Park, our largest donation from a zoo supporter yet. £260 came from direct debit donations from a supporter and cash donations.

The payment to our conservation partners is as follows:

- Lion Landscapes towards two brand new camera traps as part of their community camera trap programme. The total donation was £500.
- Mara Predator Conservation Programme towards a brand new boma made out of chain-link fencing and recycled plastic poles. This payment was made to the Kenya Wildlife Trust in their Kenyan account. The Kenya Wildlife Trust is the umbrella organisation for the Mara Predator Conservation Programme. The total donation to this organisation was £1,237.83 (\$1500) with additional associated bank payment fees of £15.

- Kope Lion towards a GPS collar and to cover the first year data transmission fees. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £2,675.62 with additional associated bank payment fees of £15.
- Lion Guardians (Wildlife Guardians) US for the sponsored salary of Lion Guardian Olubi Ole Lairumbe, also known as Mitiaki. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1243.66 (\$1500) with an additional bank transfer fee of £34.20.

All of the money donated to conservation organisations was made in accordance with the decision-making processes created by trustees following the appropriate guidance from the Charity Commission. All excess fees for materials such as leaflets and website fees were paid for by the trustees themselves.

Trustees now only have a total of £57.11 in the bank account on the 31<sup>st</sup> January 2025 meaning that fundraising support will be required before more donations can be made throughout the rest of 2025.

## Section F Other optional information

Trustees would like to express their thanks and gratitude to the support shown by our supporters, both zoos, other charities and organisations and the general public that have allowed us to carry on supporting work to protect and monitor lion populations in the wild.



Three trustees are planning to visit Kenya in early February to visit several National Parks and protected areas. They also plan to visit our conservation partner, the Mara Predator Conservation Programme for the second time, which will be a great opportunity to catch up with our contacts and staff members that we met on our last visit in 2020. Future plans for 2025 are to continue our Better Bomas Project further with the boma strengthening scheme by assisting KopeLion in the strengthening of more bomas.

Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work that we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

## 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	SOPHIE RACHEL LOUISE COLT
Position (eg Secretary, Chair, etc)	TRUSTEE - CHAIR	TRUSTEE
Date	14 <sup>th</sup> SEPTEMBER 2025	



**Receipts and payments accounts**

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For the period from	01/02/2024	To	31/01/2025
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**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 £
<b>A1 Receipts</b>					
Donations from UK Zoos	4,114	-	-	4,114	1,331
Just Giving	1,331	-	-	1,331	1,597
Other Donations	260	-	-	260	400
Donations via PayPal Giving Fund	-	-	-	-	35
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>5,705</b>	<b>-</b>	<b>-</b>	<b>5,705</b>	<b>3,363</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>5,705</b>	<b>-</b>	<b>-</b>	<b>5,705</b>	<b>3,363</b>
<b>A3 Payments</b>					
Wildlife Guardians US	1,244	-	-	1,244	1,219
Transfer Fee (associated with Wildlife Guardians Payment)	34	-	-	34	34
Kenya Wildlife Trust	1,238	-	-	1,238	3,307
Kope Lion Inc.	2,675	-	-	2,675	1,800
Associated Bank Fees For Bank Payments (KWT & KopeLion)	30	-	-	30	50
Lion Landscapes	500	-	-	500	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>5,721</b>	<b>-</b>	<b>-</b>	<b>5,721</b>	<b>6,410</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>5,721</b>	<b>-</b>	<b>-</b>	<b>5,721</b>	<b>6,410</b>
<b>Net of receipts/(payments)</b>	<b>- 16</b>	<b>-</b>	<b>-</b>	<b>- 16</b>	<b>- 3,047</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>73</b>	<b>-</b>	<b>-</b>	<b>73</b>	<b>3,120</b>
<b>Cash funds this year end</b>	<b>57</b>	<b>-</b>	<b>-</b>	<b>57</b>	<b>73</b>

# 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 £
<b>B1 Cash funds</b>	Bank Balance	57	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>57</b>	<b>-</b>	<b>-</b>

(agree balances with receipts and payments account(s))

OK OK OK

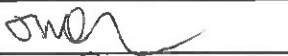

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	JAMES MICHAEL WELCH	14.9.25
	SOPHIE RACHEL LOUISE COLE	14.9.25

**SAFINA LION CONSERVATION FUND**

England & Wales - Charity number 1172709

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# Accounts

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# Trustees' Annual Report for the period

Period start date		Period end date	
From	1 <sup>st</sup> February 2023	To	31 <sup>st</sup> January 2024

## Section A Reference and administration details

**Charity name** Safina Lion Conservation Fund

**Other names charity is known by** Safina Lion Conservation

**Registered charity number (if any)** 1172709

**Charity's principal address** 19 Alexander Road  
 Stotfold  
 Nr Hitchin, Hertfordshire  
**Postcode** SG5 4NA

### 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	Reappointed for second term starting 24/04/22	The trustees themselves
4	Sophie Cole	Trustee	Reappointed for second term starting 24/04/22	The trustees themselves
5	Peter Johnson	Trustee	Appointed for first term starting 13/02/23	The trustees themselves
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				

### 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 further three-year terms.

**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 all aspects of the responsibility of running the charity but have 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.

Trustees have written the following policies and procedures which are used in line with Charity Commission Guidance to help the trustees run the charity. These include Risk Management and Conflict of Interest Procedures and a Donation Policy. Along with the Financial Control Procedure these were all reviewed and updated this financial year and were all signed off by trustees at a meeting in January 2024.

**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 our conservation work have been planned to work alongside our mission to work with others to protect and monitor lion populations in the wild. The African lion is now classed by the IUCN as vulnerable to extinction, with lions in west Africa now listed as critically endangered. It is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally as 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 in their natural habitat. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects. Within this financial year we supported three out of the four of our conservation partners financially which were Lion Guardians, KopeLion and the Mara Predator Conservation Programme. We plan to contribute to our fourth and newest partner Lion Landscapes in the next financial year. Two trustees also visited the HQ of KopeLion in February 2023 which is detailed further below.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour.

Trustees have also created a Lion Keepers Resource Group together with conservation-based charity Apex Extreme on our website which is a free resource for lion keepers to share husbandry research with others which has had more resources added this year. Trustees also worked with three zoos on educational and fundraising events for World Lion Day. We also worked with children's author Claire Culliford who had contacted us previously about endorsing her new book which introduces children to endangered animals and environmental issues. A change of course for the books publication has meant that we have been given an online version (written and audio) to share on our website for all to find as a free resource.

**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)

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 criterion 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. This donation policy was reviewed and updated during this financial year.

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 are an important resource that trustees can use while making decisions on conservation donations. Trustees are currently planning the development of a similar group of advisors for our educational work which may be implemented next financial year.

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

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

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

## Section D

## Achievements and Performance

**Summary of the main achievements of the charity during the year**

2023 has been a very exciting year overall starting with a trip to visit our conservation partner KopeLion in Tanzania and seeing several fundraising events carried out by our supporters and zoo partners over the summer months. This fundraising allowed us to fulfil our basic objectives to sponsor a Lion Guardian and to establish a community-based project with KopeLion by starting a new boma strengthening scheme with them.

### Educational Work & Support From Zoos

Trustees continued to work on the educational pages of the website to keep them as up to date and informative as possible and accessible to everyone. A new page was created along with a video tracking our visit to Northern Tanzania, what we saw and what we learnt. This page accompanies previous trips to the Maasai Mara in a similar format. The Lion Keepers Resource Group has still been used by keepers and the resources have now been added to, increasing the number available to 25 different pieces of material to be of interest to zookeepers in their work. Trustees hope to grow this further in 2024 and potentially lead to workshops based on conservation and husbandry sharing. The new signage created by the Cotswold Wildlife Park for their new lion house featuring information focussing on lion behaviour and conservation and accompanying photos provided by us were installed in April by the park for visitors to read.

We were previously approached by children's author Claire Culliford, writer of 'The Little Helpers' series. These books are written to positively educate and inspire children to creatively solve global environmental and

social issues and to protect wildlife. Alongside the series, Claire has worked to help raise awareness of organisations that are working to protect wildlife and the environment around the globe. She has worked with other conservation organisations for her previous books which has already had several conservation organisations endorsing the series for its educational value. Trustees were asked by Claire to endorse one of her newest books of the series 'Lalit Stays Away From Light Pollution' which aims to introduce children to endangered species and climate issues, in this instance Lalit is an endangered Asiatic Lion and the issue is light pollution from local villages. After discussion and reading the draft we were happy to endorse the book after a couple of small word changes and pleased about how it introduces children to endangered animals and the threats that face animals and our climate around the world.

After we initially agreed Claire faced several challenges which delayed the planned publishing of the book. Following a slightly different route for her next set of books as part of the series Claire is moving into audio-books but has kindly provided us with a PDF and audio copy of the book for parents to read for their children for us to include on our website.

### **Support From Zoos & World Lion Day Events**

Trustees were pleased to announce in October that Knowsley Safari have officially agreed and pledged to collaborate with us in raising funds and awareness for our conservation partners. An MOU was signed between us and Knowsley Safari, agreeing support for the next three years. We have a long association with the team and the lions at Knowsley, with two of our trustees having worked with the lion pride and many of their keepers past and present taking part in various sponsorship events over the years. We are proud to now be officially linked to Knowsley and its support for in-situ conservation projects.

2023 saw three of zoo partners get involved with educational and awareness events. The team at Cotswold Wildlife Park organised a fundraising weekend to celebrate the opening of their new lion house with members of the team wearing lion costumes organising their own raffle and selling lion related goodies to raise money towards conservation efforts. All money raised was split between three charities including us, Lion Landscapes and KopeLion with all donated £269.07 each. One of our trustees also visited Linton Zoo to carry out educational talks alongside our namesake Safina, talking to visitors about the importance of lion conservation.

We were invited to Folly Farm Adventure Park & Zoo for their World Lion Day event on the 10th August. We were delighted to be invited to the zoo to celebrate World Lion Day on the 10th August. Conservation Officer Jack organised loads of fun lion-based activities for visiting families. Donations from the raffle and the plaster cast paw prints made by Keeper Pete totalled £325.20. It was an outstanding effort from the whole zoo team involved. In December we also received a donation of £736.85 from the profits of their 2023 adoption sales of which 10% gets split between their conservation partners. This makes a total of £1,062.05 donated from the zoo throughout 2023. Trustees are incredibly grateful to Folly Farm for their support which has now reached over £6,000.

### Sponsorship & Fund-Raising Events

Online fundraising sites such as Just Giving and GoFundMe (Via PayPal Giving Fund) have once again been invaluable this year, being our largest source of income throughout 2023 by far due to the ease of hosting an online fundraising page that people can see develop, in particular for our new boma strengthening scheme. A total of £1632.39. was made through these online fundraising sites.

**We were very excited to launch our brand new “Ilchokuti Challenge” this August as part of our month-long celebrations for World Lion Day!**

Inspired by our visit to see the KopeLion team earlier this year where we met several of their team of “lion custodians” known by the Maasai word “Ilchokuti”. 12.5km is the average distance that they walk on a daily basis, sometimes much more in their work to keep livestock, lions and people safe. We launched our first Ilchokuti Challenge with the team of the Cotswold Wildlife Park where a team across all departments and one of our trustees took part in a 12.5km sponsored walk after work. A huge thank you to everyone who got involved. The evening was a great success with £730 raised through the event. All money raised as part of this challenge went towards our brand new boma strengthening scheme, detailed on further pages in this review. Trustee Pete also took part in his own Ilchokuti Challenge walking along the beaches of the Wirral. After a great success launching our new challenge, we look forward to continuing this annually in the years to come.

Supporter Harriet Campion has also started to fundraise for us ahead of her City of Lincoln 10k on the 14<sup>th</sup> April 2024.

### Conservation Strategy & Support

Trustees continue to support conservation organisations in line with the conservation strategy written in 2018. All work supported by the charity must fit one of the three focus areas within the strategy:

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

In August 2021 trustees published a Conservation Strategy Review which evaluated the progress of our work so far in line with our 2018 Strategy and planning our future impact. Trustees decided on three goals to focus on for the next three years. These include:

1. Continue the sponsorship of our Lion Guardian Kuya Kipampa annually.
2. Save to donate and replace both lion collars with Kope Lion and the Mara Predator Conservation Programme when required due to the success seen so far.
3. Investigate a further organisation/project or a project run by a current conservation partner to donate towards so that we can increase our support for our focus areas to involve local communities and lions outside protected areas.

Throughout 2023 we have supported our three now well-established

conservation partners. In 2022 having added another conservation organisation to support a community-based project with their community camera trap programme in 2023 we started another community-based project with KopeLion by starting a new boma strengthening scheme with them. This has once again added to our target above to increase involvement in local community support. Progress on reaching these goals set above are seen below and set out in more detail below.

### Reaching our Goals

1. We have sponsored a Lion Guardian for three years in a row, but with Kuya Kipampa no longer working for the organisation our sponsorship has been transferred to another Guardian Olubi Ole Lairumbe.
2. We have now donated the funds required for a GPS collar for Kope Lion in 2022? and in 2023 we donated the funds required for the Mara Predator Conservation Programme.
3. We have established a new conservation partnership with Lion Landscapes and have donated towards a community-based project that involves local communities and monitors wildlife including lions. We have now also started a new boma strengthening scheme with KopeLion aiming to reduce the chances of predator attacks on bomas before they occur.

Our conservation strategy has now been successfully fulfilled within the time limit that we envisioned and trustees are now working a new conservation strategy that will cover 2024-2027.

### Working with Conservation Organisations

We now work with four conservation partners working in Kenya and Tanzania to protect and monitor lions in the wild. This section details our support and involvement with them throughout 2023.

#### Lion Guardians

We have supported Lion Guardians since 2017 and in 2018 we began our sponsorship of Lion Guardian Kuya Kipampa who monitors the area known as 'Risa' outside the Amboseli National Park which we have continued every year since. 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. Following the news that Kuya is no longer part of the organisation our sponsorship has now been transferred to another Guardian. We have now started to sponsor Olubi Ole Lairumbe, who works across the Imbirikani Group Ranch just outside of the Amboseli National Park. Like many Maasai men, Olubi is a previous lion killer and became known by his lion name "Mitiaki" meaning the brave warrior. His transformative journey from a lion killer to a lion protector reflects a unique shift in the Maasai culture and he has influenced other young individuals to follow a conservationist path.

Trustees decided to continue supporting Lion Guardians this year. The donation of \$1500 (£1219.22) made in January 2024 continues to cover

his yearly salary into 2025 as he monitors his particular area to ensure that the lions and the habitat remain protected. By sponsoring Mitiaki 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.

### **Future Kings Project**

Sponsoring of GPS collars to safeguard young male lions to ensure they can sire the next generation of lions while keeping the communities safe.

### **Mara Predator Conservation Programme (Kenya Wildlife Trust)**

The Mara Predator Conservation Programme works under the umbrella of the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science-based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

Following on from our trustees visit to the Mara in 2020, as previously agreed the MPCP assigned us a young male that was collared in March 2023 using the money donated in 2019, collaring was delayed during the Covid-19 pandemic. The collar was finally deployed onto a four-year-old male named Ole Cook. Living as part a coalition trying to increase its territory in the Ol Kinyei Conservancy, recently they ventured further and disappeared and when they returned one brother was missing. With no trace of the brother he is believed to be dead but it is unknown whether he was killed by other lions or people. This collar therefore is vital to track the movements of the two remaining males if they venture to the same area again and come into further problems. Ole Cook is still collared and the data is being transmitted successfully and we have been updated on his progress although he is quite hard to find so photos have not been too readily available!

Fundraising was completed in 2023 and £3307.43 was sent in April 2023 to go towards a second collar as part of this project for this organisation.

### **Kope Lion**

The Kope Lion team have been great at sending regular updates and photos of the collared lion Lendepesi. This stems from a donation made in May 2022 of £2578 of which the collar was fitted in June 2022. Kope Lion works exclusively in the Ngorongoro Conservation Area (NCA) in Tanzania where certain areas are considered multi-use and inhabited by both people and wildlife. Since being collared his collar allowed the team to monitor his movements, particularly useful as he spent his fair share of time around human settlements. During our visit in February 2023 (detailed further below) we were told by the team that his collar was not working properly. It was therefore considered a priority to find him and remove the collar so it could be taken for possible repair.

With no specific territory, tracking him was very difficult but he was successfully located by Roimen Lelya, Lion Monitoring and Conflict Officer and the collar was retrieved. Even though his collar was only worn for 8 months, it took place at a crucial time of his development and no

doubt played a part in keeping him safe. We wish Lendepesi the best of luck, hopefully one day we'll see him again as an impressive and old adult lion.

Two trustees visited the NCA in February 2023 during a tour of Northern Tanzania to visit the KopeLion HQ where they met many members of the team and were showed around much of the area covered by KopeLion team. We had the pleasure of meeting KopeLion founder Ingela Jansson and we spent most of our time with Sally Capper, Head of Strategy & Development, Roimen Lelya, Lion Monitoring and Conflict Officer and Olotu Munka, Programmes Coordinator. Their mission was to immerse us into their work and the importance of coexistence. The animals helped him greatly as our first animal sighting was a trio of zebra grazing happily amongst the herds of cattle grazed by the indigenous Maasai. During the day we would visit four of their Ilchokuti. Ilchokuti means 'guardian' and Kope Lion employs 28, they are all local Maasai living in the NCA working to do anything to prevent conflicts from happening this includes warning local herders within their area about the presence of lions, treating wounded livestock and strengthening bomas. As well as showing us their efforts on the ground, the bomas they had strengthened, a cow being treated after a suspected lion or hyena attack and the telemetry equipment that they use we were also shown their lion ID card system and new collars that they had yet to deploy. We learnt so much from our trip and very grateful to all of the KopeLion team who took the time to meet us and discuss and explain many aspects of their work with us. In particular we would like to make a special mention of Roimen Lelya, a local Maasai who has worked with KopeLion for 10 years, he reminded us of the challenges that the team and the people face in this landscape while being constantly optimistic and passionate, a multi-use area for people and wildlife is always going to present problems when those species include lions and leopards but the team work hard to promote coexistence which they believe is possible. We learnt so much from Roimen about Maasai values and the way that he and his people respect the wildlife that they live amongst and how much their cattle mean to them. Trustees also visited the Serengeti, Tarangire and Lake Manyara National Parks seeing a wide variety of different lion habitats from open savannah, mountains and jungle.

After our visit to the NCA and meeting the KopeLion team we were very interested in these bomas and discussions started about how we could support them in this part of their work. With an initial funding package due to finish we thought this was something that we could help with and pledged to sponsor boma strengthening. After a successful fundraising drive in the summer £1800 was sent to KopeLion. This will cover 10 bomas with the premise being that KopeLion pay 80% and the boma owner pays 20%. With many bomas and livestock around it is important to keep livestock safe from the wandering lions and other predators that live here.

We are working with KopeLion to work with boma owners to strengthen bomas through sourcing stronger wooden poles or planting several layers of thorny bush to reinforce bomas to make them harder for predators to break in to. Through our Boma Strengthening Scheme we will cover the cost of 80% of the efforts from KopeLion to reinforce each boma, while the boma owner still pays the remaining 20%. Our 80% cost will be £180 and will be used to source the materials required for reinforcement.

### Lion Landscapes

Lion Landscapes was founded in April 2016 with the aim of addressing key challenges facing carnivore conservation today. In 2020 the Ruaha Carnivore Project merged with Lion Landscapes for even greater conservation impact. Their collaborative and adaptive approach strengthens conservation efforts to secure important landscapes for viable populations of large carnivores. They do this in three main ways through building partnerships, science and data and innovation. Wild lions require huge landscapes to thrive - often including land relied on by people and livestock. A Lion Landscape is a landscape that supports a viable population of wild lions, or any other pinnacle carnivore species. To do this it must also support healthy wild prey populations, healthy habitat, and benefit local people. Their lion conservation and research work focuses on how local communities, their livestock and lions can co-exist in a lion landscape.

Our main area of interest in Lion Landscapes is the Ruaha Carnivore Project (RCP) which was established in 2009 by now joint Lion Landscapes CEO Dr. Amy Dickman. We have supported their Community Camera Trap programme, fulfilling our desire to support another community-based project.

Instead of their researchers setting out camera traps themselves on village land, Lion Landscapes have started to train and employ local communities to do it - and the images they collect translate into benefits for the community, with each animal captured on camera generating a certain number of points. Villages are organised into groups of four and compete against each other on a quarterly basis. The winning village in each quarter then receives the greatest share of community benefits (currently split equally between healthcare, veterinary medicines and education) followed by a lesser amount rolled down to the second, third and then the fourth village.

The programme has proved successful in creating behavioural change by engaging and training local people directly in wildlife monitoring on their land. It also demonstrates an extremely clear link between the presence of wildlife (especially carnivores) and the provision of local benefits. In July 2022 a donation of £500 was sent to cover the cost of two of these camera traps as part of the programme. Trustees are proud to be involved in a project that focuses on giving communities a tangible benefit to living in such close proximity to lions and other wildlife. We are working on another donation of £500 for two camera traps to be sent in Spring 2024.

As well as assisting all of our conservation partners 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.

**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.

All charitable donations received have either been from cash and bank transfer donations, cheque or from Just Giving. Total income from 1<sup>st</sup> February 2023 to 31<sup>st</sup> January 2024 amounts to £3363.51 with the total expenditure amounting to £6410.17 which went towards donations to three of our conservation partners of which £83.52 of the expenditure going towards bank transfer fees. Our expenditure to our conservation partners is our second highest to date and an increase of £2000 since from last year, showing our continued commitment to increase our conservation output after Covid-19 complications.

Within our total income a large amount once again came from online fundraising sites with a total of £35 coming from the PayPal Giving Fund and £1597.39 from Just Giving. A larger percentage this year came from our zoo supporters with a total of £1331.12 coming from two different zoo partners. £400 came from direct debit donations from a supporter and cash donations.

The payment to our conservation partners is as follows:

- Mara Predator Conservation Programme for a GPS collar to fit on a young male lion and the veterinary fees to fit the collar. This payment was made to the Kenya Wildlife Trust in their Kenyan account. The Kenya Wildlife Trust is the umbrella organisation for the Mara Predator Conservation Programme. The total donation to this organisation was £3307.43 (\$4000) with additional associated bank payment fees of £35.
- Kope Lion towards our brand new boma strengthening scheme to cover the cost of 10 strengthened bomas. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £1800 with additional associated bank payment fees of £15.
- Lion Guardians (Wildlife Guardians) US for the sponsored salary of Lion Guardian Olubi Ole Lairumbe, also known as Mitiaki. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1219.22 (\$1500) with an additional bank transfer fee of £33.52.

All of the money donated to conservation organisations was made in accordance with the decision-making processes created by trustees following the appropriate guidance from the Charity Commission. All excess fees for materials such as leaflets and website fees were paid for by the trustees themselves.

Trustees now only have a total of £73.71 left in the bank account on the 31<sup>st</sup> January 2024 meaning that fundraising support will be required before more donations can be made throughout the rest of 2024 in the next financial year with a repeat £500 donation towards Lion Landscapes to cover two camera traps planned in the Spring.

## Section F Other optional information

Trustees would like to express their thanks and gratitude to the support shown by our supporters, both zoos, other charities and organisations and the general public that have allowed us to carry on supporting work to protect and monitor lion populations in the wild.



Following our visit to Northern Tanzania this year we intend to use 2024 as an opportunity to continue the growth of our new boma strengthening scheme which was developed after our visit to see the work of KopeLion. Future fundraising in 2024 will go focus on these community-based projects. Trustees are also working on a new conservation strategy which will be launched in the summer of 2024 which will plan our conservation goals for the next three years, taking us to our tenth anniversary in 2027. Once the strategy is written we intend to start fundraising for more GPS collars with KopeLion and the Mara Predator Conservation Programme if deemed appropriate.

Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work that we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

## 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	SOPHIE RACHEL LOUISE COLE
Position (eg Secretary, Chair, etc)	TRUSTEE - CHAIR	TRUSTEE
Date	22nd NOVEMBER 2024	



**Receipts and payments accounts**

For the period from	01/02/2023	To	31/01/2024
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**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 £
<b>A1 Receipts</b>					
Donations from UK Zoos	1,331	-	-	1,331	849
Just Giving	1,597	-	-	1,597	1,560
Other Donations	400	-	-	400	430
Donations from Apex Extreme	-	-	-	-	-
Donations via PayPal Giving Fund	35	-	-	35	408
Donations from Wild Arena Foundation	-	-	-	-	1,500
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>3,363</b>	<b>-</b>	<b>-</b>	<b>3,363</b>	<b>4,747</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>3,363</b>	<b>-</b>	<b>-</b>	<b>3,363</b>	<b>4,747</b>
<b>A3 Payments</b>					
Wildlife Guardians US	1,219	-	-	1,219	1,233
Transfer Fee (associated with Wildlife Guardians Payment)	34	-	-	34	34
Kenya Wildlife Trust	3,307	-	-	3,307	-
Kope Lion Inc.	1,800	-	-	1,800	2,578
Associated Bank Fees For Bank Payments (KWT & KopeLion)	50	-	-	50	15
Lion Landscapes	-	-	-	-	500
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>6,410</b>	<b>-</b>	<b>-</b>	<b>6,410</b>	<b>4,360</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>6,410</b>	<b>-</b>	<b>-</b>	<b>6,410</b>	<b>4,360</b>
<b>Net of receipts/(payments)</b>	<b>- 3,047</b>	<b>-</b>	<b>-</b>	<b>- 3,047</b>	<b>387</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>3,120</b>	<b>-</b>	<b>-</b>	<b>3,120</b>	<b>2,733</b>
<b>Cash funds this year end</b>	<b>73</b>	<b>-</b>	<b>-</b>	<b>73</b>	<b>3,120</b>

## 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 £
<b>B1 Cash funds</b>	Bank Balance	73	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>73</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

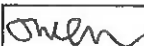
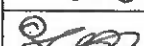
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	JAMES WELCH	22/11/24
	SOPHIE COLE	22/11/24

**SAFINA LION CONSERVATION FUND**

England & Wales - Charity number 1172709

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# Accounts

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# Trustees' Annual Report for the period

Period start date			Period end date				
From	1 <sup>st</sup>	February	2022	To	31 <sup>st</sup>	January	2023

**Section A Reference and administration details**

**Charity name** Safina Lion Conservation Fund

**Other names charity is known by** Safina Lion Conservation

**Registered charity number (if any)** 1172709

**Charity's principal address**

19 Alexander Road	
Stotfold	
Nr Hitchin, Hertfordshire	
<b>Postcode</b>	SG5 4NA

**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	Reappointed for second term starting 24/04/22	The trustees themselves
4	Sophie Cole	Trustee	Reappointed for second term starting 24/04/22	The trustees themselves
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				

**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)

**Section B Structure, governance and management**

**Description of the charity's trusts**

Type of governing document  
*(eg. trust deed, constitution)*

Constitution

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Charitable Incorporated Organisation - Foundation

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Trustees are appointed by existing trustees for a term of three years where they may then be appointed for further three-year terms.

How the charity is constituted  
*(eg. trust, association, company)*

Trustee selection methods  
*(eg. appointed by, elected by)*

**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 all aspects of the responsibility of running the charity but have 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.

Trustees have written the following policies and procedures which are used in line with Charity Commission Guidance to help the trustees run the charity. These include Risk Management and Conflict of Interest Procedures and a Donation Policy. These were updated by trustees last year and trustees decided when reviewing them this year that these documents would still fulfil their purpose and could stay in their present state for the next year. Trustees also reviewed and updated the Financial Control Procedure in December 2022.

**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.

**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)**

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 our conservation work have been planned to work alongside our mission to work with others to protect and monitor lion populations in the wild. The African lion is now classed by the IUCN as vulnerable to extinction, with lions in west Africa now listed as critically endangered. It is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally as 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 in their natural habitat. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects. Within this financial year we supported three of our conservation partners financially, Lion Guardian, Kope Lion and our newest partner, Lion Landscapes and continued fundraising efforts for our fourth conservation partner the Mara Predator Conservation Programme run by the Kenya Wildlife Trust to go towards a large donation in early 2023.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour. Trustees have also created a Lion Keepers Resource Group together with conservation-based charity Apex Extreme on our website which is a free resource for lion keepers to share husbandry research with others. An Educational presentation was also carried out online to members of the Nottingham University Veterinary Zoological Society. Trustees also assisted in the editing and endorsement in an educational children's book based on Asiatic lions and light pollution by a children's author who had written a successful series about animal conservation and climate change. Sadly, this was delayed from publishing by trustees are still in communication to see this happen at a later date.

**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.**

## 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 criterion 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. This donation policy was reviewed and updated during this financial year.

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 on conservation donations.

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

## Section D

## Achievements and Performance

Summary of the main achievements of the charity during the year

2022 saw normal charitable activities resume after the Covid-19 pandemic having truly eased in the UK with normal sponsorship events taking place. 2022 saw fundraising levels reaching our second highest to date. This fundraising allowed us to fulfil our basic objectives, sponsor a GPS collar due to the levels left in the bank account last year but also save up the majority required to sponsor another GPS collar.

### Educational Work & Support From Zoos

Trustees continued to work on the educational pages of the website to keep them as up to date and informative as possible and accessible to everyone. Following on from last year we had more interest in online educational presentations and one more was carried out to students at the Nottingham University Veterinary Zoological Society to talk to them more about lion behaviour and conservation efforts. The Lion Keepers Resource Group has still been used by keepers but the number of resources is still marked at 20. Trustees hope to grow this further in 2023 and potentially lead to workshops based on conservation and husbandry sharing. We have also provided information and photographs to the Cotswold Wildlife Park as they have been creating new information signs focusing on lion behaviour and conservation for their visitors.

### **Support From Zoos**

With covid-19 restrictions now a thing of the past, zoos have now been open to the public as normal but fundraising events for world animal days have not returned to their normal level yet. However we were still pleased with the support from Folly Farm Adventure Park & Zoo who donated £849.31 towards our conservation work. This comes from 10% of profits from their adoption sales which are split between their chosen

conservation partners. They also raise funds from a donations box next to a sign detailing the work that we do and the threats that face lions in the wild. Trustees are incredibly grateful to Folly Farm for their support which has so far totalled to £4,991.

### **Support From Other Charities**

Apex Extreme have continued to carry out fundraising events by holding a stall at Little Owl Farm Park in Worcestershire, headed by volunteer Jessica Riley who took part in the sponsored Walk For Lions last year.

### **Sponsorship & Fund-Raising Events**

Online fundraising sites such as Just Giving and GoFundMe (Via PayPal Giving Fund) have once again been invaluable this year, being our largest source of income throughout 2022 by far. A total of £1968.18 was made through these online fundraising sites.

£407.96 came from the PayPal Giving Fund. Following on from last year, 10 year old Jessica Riley, a volunteer of Apex Extreme and her mother Emma took up the role of fundraising coordinators by setting up a GoFundMe page for the Walk For Lions organised alongside Apex Extreme. Their total after over 9 months of fundraising through the walk and various other activities such as a fundraising stall and an online raffle was £1895 which has been split over financial years 2021/22. This has gone towards a GPS collar for the Kope Lion team detailed below.

£1560.22 came from Just Giving from two sponsorship events. Our largest fundraising event of the year saw a team of carnivore keepers from Knowsley Safari organise a fundraiser for the three peaks challenge where they tried to climb Ben Nevis, Scafell Pike and Snowdon in 24 hours. They managed to climb all three mountains but sadly due to traffic issues it wasn't quite in 24 hours. All together they did an astounding job undertaking such a tough task by raising £2491 on Just Giving, especially when their original target was only £500! Thank you to Sarah, Charlotte, Chris, Matt and Sam. £1500 of this was from an offline donation made via a nomination through the Charities Aid Foundation.

We also had assistance from Poppy Groombridge, a student at Moreton Morrell College who raised £525 by organising a sponsored walk and run on the 8<sup>th</sup> June for fellow students and teachers. The remaining money left over from the total came from Gift Aid claimed on donations made on the website.

### **Fifth Anniversary Awards**

To celebrate our fifth anniversary, we awarded Folly Farm Adventure Park & Zoo with a glass plaque for their outstanding support over the last five years. We also named two fundraising champions, Rosie Badger, zookeeper from Folly Farm and Jessica Riley, Apex Extreme volunteer for their outstanding efforts in raising funds for lion conservation.

### Conservation Strategy & Support

Trustees continue to support conservation organisations in line with the conservation strategy written in 2018. All work supported by the charity must fit one of the three focus areas within the strategy:

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

In August 2021 trustees published a Conservation Strategy Review which evaluated the progress of our work so far in line with our 2018 Strategy and planning our future impact. Trustees decided on three goals to focus on for the next three years. These include:

1. Continue the sponsorship of our Lion Guardian Kuya Kipampa annually.
2. Save to donate and replace both lion collars with Kope Lion and the Mara Predator Conservation Programme when required due to the success seen so far.
3. Investigate a further organisation/project or a project run by a current conservation partner to donate towards so that we can increase our support for our focus areas to involve local communities and lions outside protected areas.

Throughout 2022 we have supported our three now well-established conservation partners and have now added another organisation Lion Landscapes to become our fourth conservation partner. In particular to assist in our target above to increase involvement in local community support. Progress on reaching these goals set above are seen below and set out in more detail below.

#### **Reaching our Goals**

1. We have sponsored our Lion Guardian Kuya Kipampa for one more year.
2. We have donated the funds required for a GPS collar for Kope Lion and we have saved up the majority of the funds required for the Mara Predator Conservation Programme.
3. We have established a new conservation partnership with Lion Landscapes and have donated towards a community-based project that involves local communities and monitors wildlife including lions.

#### **Working with Conservation Organisations**

We now work with four conservation partners working in Kenya and Tanzania to protect and monitor lions in the wild. This section details our support and involvement with them throughout 2022.

#### **Lion Guardians**

In 2018 we began our sponsorship of Lion Guardian Kuya Kipampa who monitors the area known as 'Risa' outside the Amboseli National Park and trustees are pleased to continue our sponsorship of Kuya for yet another year. 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.

Trustees decided to continue supporting Lion Guardians this year. The donation of \$1500 (£1232.84) made in January 2023 continues to cover his yearly salary into 2024 as he monitors his particular area to ensure that the lions and the habitat remain protected. 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.

#### **Future Kings Project**

Sponsoring of GPS collars to safeguard young male lions to ensure they can sire the next generation of lions while keeping the communities safe.

#### **Mara Predator Conservation Programme (Kenya Wildlife Trust)**

The Mara Predator Conservation Programme works under the umbrella of the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science-based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

Following on from our trustees visit to the Mara in 2020, as previously agreed the MPCP assigned us a young male that was collared in March 2023 using the money donated in 2019, collaring was delayed during the Covid-19 pandemic. The collar was finally deployed onto a four-year-old male named Ole Cook. Living as part a coalition trying to increase its territory in the Ol Kinyei Conservancy, recently they ventured further and disappeared and when they returned one brother was missing. With no trace of the brother he is believed to be dead but it is unknown whether he was killed by other lions or people. This collar therefore is vital to track the movements of the two remaining males if they venture to the same area again and come into further problems.

Fundraising has nearly been completed to send off a donation for a second collar in Spring 2023.

#### **Kope Lion**

The Kope Lion team have been great at sending regular updates and photos of the collared lion Laipangwa. This stems from a donation made in 2019 of £2587.83 (\$3278) of which the collar was fitted in June 2020. Kope Lion works exclusively in the Ngorongoro Conservation Area in Tanzania where certain areas are considered multi-use and inhabited by both people and wildlife. Throughout 2022 this collar and the GPS movements provided has proved especially useful as Laipangwa and the pride he associates with have at times preyed on livestock when going closer to community areas. 2022 has been a difficult year for the Kope Lion team with increased conflict and retaliation due to drought and a variety of other factors.

In August 2022 we received the news that Laipangwa had been found dead. Details of his death are uncertain but other males had been seen in his area in recent weeks and he had been seen injured a number of days before he died, the KopeLion team are very sure that it was lion related and as wild animals this is something far beyond the control of conservationists. Laipangwa does leave a legacy, having been born in the Ndotu area he moved to an area closer to the famous Ngorongoro Crater where he mated with lionesses that were born in the crater, opening up the genetic flow in and out of the crater once again, living in an area that had not seen a lion presence for several years. His legacy lives on through his cubs and the increased tolerance from the community. Laipangwa had successfully sired cubs in an area away from his birth pride, fulfilling the main objective of our Future Kings Project. Having sent a donation to KopeLion for a further collar last year we were assigned Lendepesi a two-year-old male lion born into the same pride as Laipangwa who was about to set off on his journey as a nomad he had been collared in August 2022. We have received regular updates, maps and pictures of Lendepesi from the team.

Trustees would like to express their condolences the KopeLion team on the loss of Laipangwa but we are very thankful for their communication on the issue to us. The KopeLion team have once again been tireless this year in the challenges that coexistence between lions and people has presented them as they try to create a corridor of tolerance opening the genetic flow of lions in and out of the crater once again.

#### Lion Landscapes

Lion Landscapes was founded in April 2016 with the aim of addressing key challenges facing carnivore conservation today. In 2020 the Ruaha Carnivore Project merged with Lion Landscapes for even greater conservation impact. Their collaborative and adaptive approach strengthens conservation efforts to secure important landscapes for viable populations of large carnivores. They do this in three main ways through building partnerships, science and data and innovation. Wild lions require huge landscapes to thrive - often including land relied on by people and livestock. A Lion Landscape is a landscape that supports a viable population of wild lions, or any other pinnacle carnivore species. To do this it must also support healthy wild prey populations, healthy habitat, and benefit local people. Their lion conservation and research work focuses on how local communities, their livestock and lions can co-exist in a lion landscape.

Our main area of interest in Lion Landscapes is the Ruaha Carnivore Project (RCP) which was established in 2009 by now joint Lion Landscapes CEO Dr. Amy Dickman. The RCP was created to help develop effective conservation strategies for large carnivores in the Ruaha landscape, a remote landscape in Tanzania. This vast landscape supports around 10% of all remaining lions, as well as one of the only four cheetah populations in East Africa with over 200 adults as well as the third biggest population of endangered African wild dogs as well as large numbers of spotted hyenas and leopards. We have supported their Community Camera Trap programme, fulfilling our desire to support another community-based project.

Instead of their researchers setting out camera traps themselves on village land, Lion Landscapes have started to train and employ local communities to do it - and the images they collect translate into benefits

## Section D

## Achievements and Performance

for the community, with each animal captured on camera generating a certain number of points. Villages are organised into groups of four and compete against each other on a quarterly basis. The winning village in each quarter then receives the greatest share of community benefits (currently split equally between healthcare, veterinary medicines and education) followed by a lesser amount rolled down to the second, third and then the fourth village.

The programme has proved successful in creating behavioural change by engaging and training local people directly in wildlife monitoring on their land. It also demonstrates an extremely clear link between the presence of wildlife (especially carnivores) and the provision of local benefits. In July 2022 a donation of £500 was sent to cover the cost of two of these camera traps as part of the programme. Trustees are proud to be involved in a project that focuses on giving communities a tangible benefit to living in such close proximity to lions and other wildlife.

As well as assisting all of our conservation partners 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.

## Section E

## Financial review

**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.

All charitable donations received have either been from cash and bank transfer donations, cheque or from Just Giving. Total income from 1<sup>st</sup> February 2022 to 31<sup>st</sup> January 2023 amounts to £4747.49 with the total expenditure amounting to £4360.19 which went towards donations to three of our conservation partners with £48.90 of the expenditure going towards bank transfer related fees. Our expenditure to our conservation partners is our second highest to date showing our continued commitment to increase our conservation output after Covid-19 complications.

Within our total income a large amount came from online fundraising sites with a total of £407.96 coming from the PayPal Giving Fund, £1560.22 coming from Just Giving and a £1500 donation coming from the Charities Aid Foundation, nominated through a Just Giving sponsorship event. £849.31 came from Folly Farm Adventure Park & Zoo who were the only zoo to donate to us directly this year. £240 came from direct debit donations from a supporter.

The payment to our conservation partners is as follows:

- Lion Guardians (Wildlife Guardians) US for the sponsored salary of Lion Guardian Kuya Kipampa. The donation goes to Lion

Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1232.84 with an additional bank transfer fee of £33.90.

- Kope Lion for a GPS collar to fit on a young/mature male lion. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £2578.45 with additional associated bank payment fees of £15.
- Lion Landscapes for the sponsored fee of two camera traps as part of their community camera trap programme. The total donation to this organisation was £500.

All of the money donated to conservation organisations was made in accordance with the decision-making processes created by trustees following the appropriate guidance from the Charity Commission. All excess fees for materials such as leaflets and website fees were paid for by the trustees themselves.

The £2733.07 left in the bank account from last year gave trustees enough to make a large donation early on in the financial year and good fundraising success sees a total of £3120.37 left in the bank account on the 31<sup>st</sup> January 2023 which will allow for a large donation to be made during the spring of 2023.

## Section F Other optional information

Trustees would like to express their thanks and gratitude to the support shown by our supporters, both zoos, other charities and organisations and the general public that have allowed us to carry on supporting work to protect and monitor lion populations in the wild.

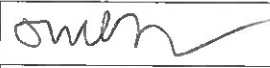
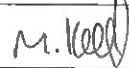
One of the trustees plans to visit Northern Tanzania in early February to visit several National Parks and the Ngorongoro Conservation Area, where they will visit our conservation partner Kope Lion to see the work that they do on the ground and to meet the team. The future plans for the Safina Lion Conservation Fund for the year 2023 are to donate towards a second GPS collar with the MPCP. This will take us to a total of four collars through our Future Kings Project in total. Sufficient funds have been left over this year to ensure that another donation for a collar with Kope Lion should be made in early Spring.

Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

## 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)	TRUSTEE - CHAIR	Trustee
Date	15 <sup>th</sup> August 2023	



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Safina Lion Conservation Fund

1172709

## Receipts and payments accounts

CC16a

For the period  
from

01/02/2022

To

31/01/2023

### 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 £
<b>A1 Receipts</b>					
Donations from UK Zoos	849	-	-	849	1,392
Just Giving	1,560	-	-	1,560	413
Other Donations	430	-	-	430	240
Donations from Apex Extreme	-	-	-	-	-
Donations via PayPal Giving Fund	408	-	-	408	1,868
Donations from Wild Arena	-	-	-	-	79
Donation from Charities Aid Foundation	1,500	-	-	1,500	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>4,747</b>	<b>-</b>	<b>-</b>	<b>4,747</b>	<b>3,992</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>4,747</b>	<b>-</b>	<b>-</b>	<b>4,747</b>	<b>3,992</b>
<b>A3 Payments</b>					
Wildlife Guardians US	1,233	-	-	1,233	1,105
Transfer Fee (associated with Wildlife Guardians Payment)	34	-	-	34	31
Kenya Wildlife Trust	-	-	-	-	358
Kope Lion Inc.	2,578	-	-	2,578	388
Associated Bank Fees For Bank Payments (KWT & KopeLion)	15	-	-	15	62
Lion Landscapes	500	-	-	500	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>4,360</b>	<b>-</b>	<b>-</b>	<b>4,360</b>	<b>1,944</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>4,360</b>	<b>-</b>	<b>-</b>	<b>4,360</b>	<b>1,944</b>
<b>Net of receipts/(payments)</b>	<b>387</b>	<b>-</b>	<b>-</b>	<b>387</b>	<b>2,048</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>2,733</b>	<b>-</b>	<b>-</b>	<b>2,733</b>	<b>685</b>
<b>Cash funds this year end</b>	<b>3,120</b>	<b>-</b>	<b>-</b>	<b>3,120</b>	<b>2,733</b>

## 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 £
<b>B1 Cash funds</b>	Bank Balance	3,120	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>3,120</b>	<b>-</b>	<b>-</b>
(agree balances with receipts and payments account(s))		OK	OK	OK



Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	JAMES WELCH	15/08/23
	MATT LLOYD	15/08/23

**SAFINA LION CONSERVATION FUND**

England & Wales - Charity number 1172709

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# Accounts

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# Trustees' Annual Report for the period

<b>From</b>	Period start date			<b>To</b>	Period end date		
	1 <sup>st</sup>	February	2021		31 <sup>st</sup>	January	2022

## Section A Reference and administration details

**Charity name** Safina Lion Conservation Fund

**Other names charity is known by** Safina Lion Conservation

**Registered charity number (if any)** 1172709

**Charity's principal address**

19 Alexander Road  
 Stotfold  
 Nr Hitchin, Hertfordshire  
**Postcode** SG5 4NA

### 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	Reappointed for second term starting 24/04/21	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				
9				
10				
11				
12				
13				
14				
15				
16				
17				

### 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 further three year terms.

**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 all aspects of the responsibility of running the charity but have 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.

Trustees have written the following policies and procedures which are used in line with Charity Commission Guidance to help the trustees run the charity. These include Risk Management and Conflict of Interest Procedures and a Donation Policy. All of these policies and procedures along with the Financial Control Review have been reviewed and updated by all trustees this year.

**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 our conservation work have been planned to work alongside our mission to work with others to protect and monitor lion populations in the wild. The African lion is now classed by the IUCN as vulnerable to extinction, with lions in west Africa now listed as critically endangered. It is in the best interest of the public to ensure that this species does not become extinct where it occurs naturally as 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 in their natural habitat. We support organisations whose objectives and actions mirror our own and is work that we could support under our own charitable objects. In 2021 we supported all three of our conservation partners which are Lion Guardians, The Mara Predator Conservation Programme run by the Kenya Wildlife Trust and Kope Lion through various donations towards their conservation work detailed further below.

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour. Trustees have also created a Lion Keepers Resource Group together with conservation based charity Apex Extreme on our website which is a free resource for lion keepers to share husbandry research with others. This year saw the Covid-19 pandemic make some of our traditional educational activities very difficult to undertake but some sponsorship and fundraising activities were undertaken in the second half of the year alongside Apex Extreme in which we provided them free educational leaflets to hand out to visitors during these fundraising events. Educational presentations were also carried out online for Bristol University Veterinary and Zoological Society as well as supporters of Wild Arena Ltd.

**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 criterion 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. This donation policy was reviewed and updated during this financial year.

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 on conservation donations.

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

## Section D

## Achievements and Performance

Summary of the main achievements of the charity during the year

2021 saw normal charity activities disrupted by the Covid-19 pandemic but towards the end of the year with restrictions lifted we were able to undertake and assist with fundraising and sponsorship events again. Due to this our fundraising levels have surpassed that of 2020 and become more consistent with the levels we had seen before. This fundraising allowed us to fulfil our basic objectives but also save up the majority required to sponsor another GPS collar.

Trustees also worked behind the scenes to update our conservation strategy by writing a conservation strategy review 'Working Together For Lions' published on World Lion Day, 10<sup>th</sup> August, with a three year plan still focussing on our three main focus areas highlighted in our original strategy.

### Educational Work & Support From Zoos

Trustees continued to work on the educational pages of the website to keep them as up to date and informative as possible. Due to conflicting information available one of the trustees contacted the chair of the IUCN cat classification task force to seek more clarity on the classification of lions in the wild. This communication was most useful and saw us update the information on our website to show the two lion subspecies. *Panthera leo melanochaita* commonly referred to as the 'Southern Lion' found throughout Eastern and Southern Africa and *Panthera leo leo* commonly referred to as the 'Northern Lion' found throughout central, west and northern Africa and India, encompassing the last Asiatic Lion population in the Gir Forest. The most significant change is that the Asiatic lion is now considered a sub population and not a separate subspecies.

At the beginning of the year two educational presentations were also

carried out online for Bristol University Veterinary and Zoological Society as well as supporters of Wild Arena Ltd. Wild Arena Ltd donated a total of £79 raised by this online talk. Covid-19 restrictions made it harder to plan and run traditional fundraising events and talks with many zoos not holding public talks even when restrictions were slowly lifted, thanks to the ease of online talks and events we were still able to carry out these talks in a slightly different way.

The Lion Keepers Resource Group was launched in March in cooperation with Apex Extreme starting with information gathered by trustees and Apex Extreme. Over the following months several resources have been added by different zookeepers and the password has been given to keepers at various different zoos all over the country. It is hoped that this would give something back to our zoo supporters by providing them with a place to share information on all aspects of lion care and husbandry techniques including a care guide from the welfare based organisation Wild Welfare. Trustees hope that the LKRG will continue to grow in number of resources with over 20 resources available currently and potentially even lead to workshops based on conservation and husbandry sharing.

### **Support From Zoos**

The restrictions of the Covid-19 Pandemic in the earlier part of 2021 did make our traditional work with zoos more difficult to carry out similar to 2020. Talks and larger gatherings became very hard to carry out with many zoos not holding events to celebrate World Lion Day. £1392.12 came from Folly Farm Adventure Park & Zoo who were the only zoo to donate to us directly this year with some still suffering the after effects of the Covid-19 Pandemic. This comes from 10% of profits from their adoption sales which are split between their chosen conservation partners. Aside from a large donation, Folly Farm also designed and installed a large educational sign in October detailing the threats of lions in the wild and the work that they support through their donations towards our conservation projects. The sign includes a donations box. Trustees are incredibly grateful to Folly Farm for their support which has so far totalled to £4142, close to a third of our entire income so far.

### **Support From Other Charities**

We have continued to work with Apex Extreme on the Lion Keepers Resource Group and the Walk For Lions sponsorship event detailed below. Apex Extreme also carried out fundraising events by holding a stall at Little Owl Farm Park in Worcestershire throughout the Christmas season and weekends.

### **Sponsorship & Fund-Raising Events**

Online fundraising sites such as Just Giving and GoFundMe (via PayPal Giving Fund) have been invaluable this year with several sponsorship events taking place. A total of £1868.40 from the Pay Pal Giving Fund and £412.53 from Just Giving including Gift Aid received.

Our main fundraising focus this year along with Apex Extreme was to kickstart our Walk For Lions again this year. This saw us walk a 23km route around the village of Wombourne and Baggeridge Country Park while picking up litter on the way as part of Apex Extreme's 'Take Out The Trash' campaign taking place on 5th September. 9 year old Jess, a volunteer of Apex Extreme and her mother Emma took up the role of

fundraising coordinators by setting up a GoFundMe page. The target was chosen as £2500 which would cover the whole cost of another GPS collar to go towards the Kope Lion team. Various other activities have also been organised alongside raising money for sponsorship of our walk including a raffle. So far at the end of January Jess and Emma's total so far has reached £1622 and is still rising. Jess has now become our largest individual fundraiser to date and we are incredibly grateful for all of the hard work that she has put into this. We also had support from Craig Lancaster who ran the Bedford half marathon in September and chose us as his sponsored charity. Craig had worked with the lions at Woburn Safari Park for many years and was formerly head of the carnivore section. One of his old charges was Tamby who was the grandmother of our namesake Safina. All together Craig raised £226.11 from his run. Another supporter Stacey Welsh also organised an online birthday fundraiser via Facebook and raised £100.

### **Conservation Strategy & Support**

Trustees continue to support conservation organisations in line with the conservation strategy written in 2018. All work supported by the charity must fit one of the three focus areas within the strategy:

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

In August 2021 trustees published a Conservation Strategy Review which evaluated the progress of our work so far in line with our 2018 Strategy and planning our future impact. Trustees decided on three goals to focus on for the next three years. These include:

1. Continue the sponsorship of our Lion Guardian Kuya Kipampa annually.
2. Save to donate and replace both lion collars with Kope Lion and the Mara Predator Conservation Programme when required due to the success seen so far.
3. Investigate a further organisation/project or a project run by a current conservation partner to donate towards so that we can increase our support for our focus areas to involve local communities and lions outside protected areas.

### **Working with Conservation Organisations**

Throughout 2021 we have supported our three now well established conservation partners in carrying out work to support these three focus areas.

#### **Lion Guardians**

In 2018 we began our sponsorship of Lion Guardian Kuya Kipampa who monitors the area known as 'Risa' outside the Amboseli National Park and trustees are pleased to continue our sponsorship of Kuya for yet another year. 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.

Trustees decided to continue supporting Lion Guardians this year. The donation of \$1500 (£1105.38) made in January 2022 continues to cover his yearly salary into 2023 as he monitors his particular area to ensure that the lions and the habitat remain protected. 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.

#### **Future Kings Project**

Sponsoring of GPS collars to safeguard young male lions to ensure they can sire the next generation of lions while keeping the communities safe.

#### **Mara Predator Conservation Programme (Kenya Wildlife Trust)**

The Mara Predator Conservation Programme works under the umbrella of the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

Following the visit to the headquarters last year (February 2020) trustees have received an annual report of collaring activity. Due to the Covid-19 Pandemic there had been significant delays to the deploying of all these collars with three collars still to be fitted. The MPCP have agreed to assign us one of the young males due to be collared in spring 2022 and will send updates on the individual once the collar is fitted.

To assist the MPCP team we continued a donation we made last year to sponsor the monthly fuel budget for one of their lion monitoring vehicles. In January 2022 \$475 (£357.95) was made. Fuel is crucial to the teams efforts to monitor the lions within the Mara.

#### **Kope Lion**

The Kope Lion team have been great at sending regular updates and photos of the collared lion Laipangwa. This stems from a donation made in 2019 of £2587.83 (\$3278) of which the collar was fitted in June 2020. Kope Lion works exclusively in the Ngorongoro Conservation Area in Tanzania where certain areas are considered multi-use and inhabited by both people and wildlife. Throughout 2021 this collar and the GPS movements provided has proved especially useful as Laipangwa and the pride he associates with have at times preyed on livestock when going closer to community areas. They have continued to reside on the north west side of the crater and several of his cubs have now reached juvenile age. Throughout 2021 even though there were incidents involving cattle and the community, no lions were killed, a testament to the work carried out by the Kope Lion project and their team of Ilchokuti (Lion custodians) that work in a similar way to Lion Guardians. The Kope Lion team have been tireless in the challenges of trying to maintain coexistence between lions and people throughout the year but the fact that Laipangwa's cubs still exist in this same area is testament to the work of the project and the work put in place to increase the tolerance of the local people towards

## Section D

## Achievements and Performance

the lions, opening up the genetic flow of lions in and out of the crater once again.

In January 2021 trustees donated the sum of \$515 (£388.06) to cover the cost of the next year collar transmission fee to allow the Kope Lion team to access the data collected by the collar on Laipangwa. \$150 of this donation also went towards the strengthening of a livestock boma, a small start to widening our community based project support as recognised in our conservation strategy review.

As well as assisting all of our conservation partners 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.

## Section E

## Financial review

### 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.

All charitable donations received have either been from cash and bank transfer donations, cheque or from Just Giving. Total income from 1<sup>st</sup> February 2021 to 21<sup>st</sup> January 2022 amounts to £3992.05 with the total expenditure amounting to £1943.78 which went towards donations to our three conservation partners with £92.39 of the expenditure going towards bank related transfer fees.

Within our total income a large amount came from online fundraising sites with a total of £1868.40 from the Pay Pal Giving Fund and £412.53 from Just Giving. £1392.12 came from Folly Farm Adventure Park & Zoo who were the only zoo to donate to us directly this year with some still suffering the after effects of the Covid-19 Pandemic. £79 came from Wild Arena Ltd from an online talk and £240 came from direct debit donations from a supporter.

The payment to our conservation partners are as follows:

- Lion Guardians (Wildlife Guardians) US for the sponsored salary of Lion Guardian Kuya Kipampa. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1105.38 with an additional bank transfer fee of £30.39.
- Mara Predator Conservation Programme (Kenya Wildlife Trust) for a months fuel budget for one of their lion monitoring vehicles. This payment was made to the Kenya Wildlife Trust, the umbrella organisation of the Mara Predator Conservation Programme, in their Kenyan account. The total donation to this organisation was

£357.95 with additional bank transfer fees of £35.

- Kope Lion for the yearly transmission fee to receive the data from the GPS collar sponsored last year. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £388.06 (\$515) with additional associated bank transfer fees of £27. Of this \$150 went towards the strengthening of a boma.

All of the money donated to conservation organisations was made in accordance with the decision making processes created by trustees following the appropriate guidance from the Charity Commission. All excess fees for materials such as leaflets and website fees were paid for by the trustees themselves.

The £684.80 left in the bank account from last year gave trustees a great head start followed by great fundraising success. A total of £2733.07 is left in the bank account on the 31<sup>st</sup> January 2022 which will allow for a large donation to be made during the summer of 2022.

## Section F Other optional information

Trustees would like to express their thanks and gratitude to the support shown by our supporters, both zoos, other charities and organisations and the general public during another year of disruption caused by the Covid-19 pandemic. It is thanks to them that we have been able to send off donations to our three conservation partners to ensure that they are able to continue their work to protect and monitor lions in the wild throughout this crisis. We would also like to express thanks to Apex Extreme, with who we continue to strengthen our partnership with, particularly for the running of the Walk For Lions sponsorship event.


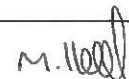
The future plans for the Safina Lion Conservation Fund for the year 2022 are to continue our donations to sponsor a Lion Guardian and collar transmission fees for Kope Lion. We also plan to work with our new conservation strategy with our three steps for the future which include to continue our Lion Guardian sponsorship, raise funds to renew both collar sponsorships with the MPCP and to support another community based project. Sufficient funds have been left over this year to ensure that another donation for a collar with Kope Lion should be made by the summer. We also plan to make another small donation towards a fourth brand new conservation partner currently going through the scrutinisation process to start up a new partnership based on one of their community orientated projects.

Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

## 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	28 <sup>th</sup> JUNE 2022	



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Safina Lion Conservation Fund

1172709

## Receipts and payments accounts

CC16a

For the period  
from

01/02/2021

To

31/01/2022

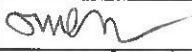
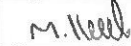
### Section A Receipts and payments

	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 £
<b>A1 Receipts</b>					
Donations from UK Zoos	1,392	-	-	1,392	1,283
Just Giving	413	-	-	413	715
Other Donations	240	-	-	240	161
Donations from Apex Extreme	-	-	-	-	261
Donations via PayPal Giving Fund	1,868	-	-	1,868	-
Donations from Wild Arena	79	-	-	79	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>3,992</b>	<b>-</b>	<b>-</b>	<b>3,992</b>	<b>2,420</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>3,992</b>	<b>-</b>	<b>-</b>	<b>3,992</b>	<b>2,420</b>
<b>A3 Payments</b>					
Wildlife Guardians US	1,105	-	-	1,105	1,107
Transfer Fee (associated with Wildlife Guardians Payment)	31	-	-	31	30
Kenya Wildlife Trust	358	-	-	358	358
Kope Lion Inc.	388	-	-	388	329
Associated Bank Fees For Bank Payments (KWT & KopeLion)	62	-	-	62	62
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>1,944</b>	<b>-</b>	<b>-</b>	<b>1,944</b>	<b>1,886</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>1,944</b>	<b>-</b>	<b>-</b>	<b>1,944</b>	<b>1,886</b>
<b>Net of receipts/(payments)</b>	<b>2,048</b>	<b>-</b>	<b>-</b>	<b>2,048</b>	<b>534</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>685</b>	<b>-</b>	<b>-</b>	<b>685</b>	<b>152</b>
<b>Cash funds this year end</b>	<b>2,733</b>	<b>-</b>	<b>-</b>	<b>2,733</b>	<b>685</b>

## 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 £
<b>B1 Cash funds</b>	Bank Balance	2,733	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>2,733</b>	<b>-</b>	<b>-</b>
(agree balances with receipts and payments account(s))		OK	OK	OK
<b>B2 Other monetary assets</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B4 Assets retained for the charity's own use</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B5 Liabilities</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		JAMES WELCH	28/06/22
		MATT LLOYD	28/06/22

**SAFINA LION CONSERVATION FUND**

England & Wales - Charity number 1172709

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# Accounts

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# Trustees' Annual Report for the period

		Period start date			Period end date		
<b>From</b>	1 <sup>st</sup>	February	2020	<b>To</b>	31 <sup>st</sup>	January	2021

## Section A Reference and administration details

**Charity name** Safina Lion Conservation Fund

**Other names charity is known by** Safina Lion Conservation

**Registered charity number (if any)** 1172709

**Charity's principal address**

19 Alexander Road  
 Stotfold  
 Nr Hitchin, Hertfordshire  
**Postcode** SG5 4NA

### 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	Reappointed for second term starting 25/04/20	The trustees themselves
3	Susan Welch	Trustee		The trustees themselves
4	Sophie Cole	Trustee		The trustees themselves
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				

### 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 all aspects of the responsibility of running the charity but have 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.

In this financial year trustees agreed and signed off a new conflict of interest procedure.

**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. In 2020 we supported all three of our conservation partners which are Lion Guardians, The Mara Predator Conservation Programme run by the Kenya Wildlife Trust and Kope Lion. One of our trustees along with representatives of two of our supporters visited the headquarters of the Mara Predator Conservation Programme in February to meet the team and to see the work that they carry out on the ground.

**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)**

Our charitable objective to advance the education of the public in lion and wildlife conservation has been undertaken by continuing to maintain and update our website with educational information on lion behaviour and conservation. This aims to be a resource that can be used by the general public about the threats lions face in the wild and their behaviour. Trustees also fulfilled this objective by working with predator conservation based charity Apex Extreme as they ran a Covid-19 safe World Lion Day event at Borth Wild Animal Kingdom. Free educational leaflets focusing on lion behaviour and the threats they face were given to the team to hand out to their visitors. Due to the Covid-19 pandemic the normal talks and events carried out to share educational materials were not able to happen so most educational based activity took place on social media and on our website.

**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.**

## 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 criterion 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 on conservation donations.

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

**Summary of the main achievements of the charity during the year**

2020 has been a difficult year due to the Covid-19 pandemic but despite the effects it had on our work we were still able to raise the funds needed to donate to fulfil our basic objectives that we planned for the year. The funds raised have gone specifically to projects that tie in with our main focus points written in our conservation strategy which trustees signed off in previous years.

In December trustees agreed on a new mission and vision to better reflect the work that we support and undertake. Our two objectives (matching our charitable objects) are to conserve and to educate.

Our new mission is to work with others to protect and monitor lion populations in the wild. Our new vision is a future where viable populations thrive while coexisting with local communities in sustainable areas of habitat.

One of our trustees and representatives from two of our supporters visited the headquarters of the Mara Predator Conservation Programme (MPCP) in the Olare Motogori Conservancy in February 2020. It was a great opportunity to meet and shadow the MPCP team on the ground and to see the work that they carry out. Our visiting trustee was very impressed with the work of the MPCP, their commitment to lion conservation in the Maasai Mara ecosystem and their work with the local people that live alongside them. This eye opening trip (funded independently and not part of charity funds) allowed our chairman and two supporters to gain an insight into the work of the MPCP, to learn from the staff through presentations and to join them on their daily drives to monitor the lions in the study areas as well as an opportunity to see the MPCP's identification database and to see the other interesting work that goes on in their office and their education hub.

Trustees have also started to work with Apex Extreme to coordinate and maintain a 'Lion Keepers Resource Group' which will be hosted on the SLCF website. This will be a free resource which will be password protected and open to zoo keepers to browse. Zoo keepers will be encouraged to share information relating to any aspects of lion care, husbandry and anything else that may be zoo related that has been approved by a senior manager which will be emailed to the trustees and uploaded onto the page. The idea of this is to give something back to our zoo supporters by providing a place to share knowledge and ideas that can advance lion care and husbandry and zoos in the UK and further afield. This is still a working progress and plans are in place to launch it formally in Spring 2021. This work will go towards our charitable objective to support and publish research to advance the husbandry of lions.

### **Support From Zoos & Educational Talks**

Most of our educational and conservation work is traditionally based around World Lion Day which takes place in the middle of the summer holidays on the 10<sup>th</sup> August.

### **Learn About Lions Education Project**

Due to Covid-19 restrictions many zoos were unable to hold their traditional world lion day events and due to rules around the Zoo Government Grant they were unable to support outside organisations. In Wales the rules were different and we sent our Learn About Lions educational leaflets to Apex Extreme who organised a Covid-19 safe

event at Borth Wild Animal Kingdom. We also worked with Noah's Ark Zoo Farm on giving them information for their social media pages as they shared information about lions and the work they sponsor through us on World Lion Day online. Sadly due to Covid-19 restrictions trustees were unable to carry out any educational talks this financial year.

#### **Donations From Zoos**

In 2020 we accepted donations from one of our zoo partners and one donation from the staff affiliated to another. A total of £1283.42 from Folly Farm Adventure Park & Zoo through a percentage of their adoption sales, this was the largest donation ever received from Folly Farm in this way and a huge testament to their supporters who adopted animals throughout the lockdown periods. The staff at Dartmoor Zoo unable to hold an event through the zoo organised a staff collection and sent us £200 via Just Giving.

#### **Donations From Other Charities**

Our new partners at Apex Extreme organised a Covid-19 safe event at Borth Wild Animal Kingdom by exchanging memberships and merchandise for donations towards their conservation project support. Trustees are delighted to have been chosen by Apex Extreme as one of their conservation partners and we look forward to working with them more in the future. All together £260.50 was donated to go towards our conservation work.

#### **Sponsorship & Fund-Raising Events**

The Just Giving platform has once again proved incredibly useful throughout the pandemic. Two trustees and three colleagues from the Cotswold Wildlife Park took part in a socially distanced 23 mile walk to raise awareness for the 23 thousand lions left in the wild and through kind donations raised a total of £461.10 with £81.25 additionally through Gift Aid.

#### **Conservation Strategy & Support**

Trustees continue to support conservation organisations in line with the conservation strategy written in 2018. All work supported by the charity must fit one of the three focus areas within the strategy:

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

#### **Working with Conservation Organisations**

Throughout 2020 we have supported our three now well established conservation partners in carrying out work to support these three focus areas.

#### **Lion Guardians**

Trustees decided to continue funding to 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 last year. In 2018 we began our sponsorship of Lion Guardian Kuya Kipampa who monitors

the area known as 'Risa' outside the Amboseli National Park and trustees are pleased to continue our sponsorship of Kuya for yet another year. 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 of \$1500 (£1106.60) continues to cover his yearly salary as he monitors his particular area to ensure that the lions and the habitat remain protected. 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 2021 we sent a donation of £1106.60 (\$1500) to Lion Guardians.

### Future Kings Project

#### ***Mara Predator Conservation Programme (Kenya Wildlife Trust)***

The Mara Predator Conservation Programme was formed in 2018 by merging the Mara Lion and Cheetah projects together. They are run by the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science based groundwork. The three goals of the Mara Predator Conservation Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action.

Trustees have heard from the Mara Predator Conservation Programme Team that the collars as part of their 'collars for conservation' project have started to be deployed despite progress being delayed by the Covid-19 pandemic. The first set of collars deployed have gone onto four females and one sub adult male. The second set of collars are to be fitted on three sub adult males which will include our sponsored collar and contact will be made when these collars have been fitted.

Already mentioned, one of our trustees and two supporters visited the headquarters of the Mara Predator Conservation Programme in February to see first-hand the work that they carry out.

To assist the MPCP team throughout the pandemic, in January 2021 trustees decided to donate a sum of \$475 (£357.92) which is the monthly fuel budget for one of their lion monitoring vehicles. Fuel is vital to the team being able to get out and monitor the lions within the area.

#### ***Kope Lion***

In December 2019 we donated £2587.83 (\$3278) to go towards a brand new collar to be used on a sub adult male lion. Kope Lion works exclusively in the Ngorongoro Conservation Area in Tanzania where certain areas are considered multi-use and inhabited by both people and

## Section D

## Achievements and performance

wildlife. In June 2021 the collar was put on a five year old male lion named Laipangwa who was born in the nearby Ndotu region location in between the crater and the Serengeti National Park he now spends most of his time in the multi-use area where he has occasionally preyed on livestock.

The Kope Lion team have provided us with regular (just about monthly) updates on Laipangwa and his whereabouts. We have also been sent the maps that have been used to track his movements and show the distance that he has been covering. The GPS collars allow the Kope Lion team to have a very reliable and up to date location on Laipangwa while the team on the ground, the Ilchokuti (lion custodians) are able to shadow the lions closely when they wander into community areas. Together both approaches allow the team to try and manage the fragile coexistence between the lions and the pastoralists while collecting important data without constant interference. Since the collar was deployed Laipangwa has spent more time headed towards community areas and has been seen spending more and more time with a group of females. There have been some predations on livestock but most of the conflict has been successfully mitigated by the Kope Lion team. Laipangwa, his lionesses and their cubs have settled in an area in the North west slopes of the Ngorongoro Crater, this is an area that has not seen a lion presence for quite some years. This is very positive news for two reasons. The first is that it has seen lions and people coexisting in an area that lions have not utilised for many years and the second is that a male lion from the Ndotu region has settled with a group of lionesses from the crater itself and sired cubs. This means that the work that Kope Lion has put in place to increase the tolerance of the local people towards lions has proved to be successful and in turn has opened up the genetic flow of lions in and out of the crater.

In January 2021 trustees donated the sum of \$438 (£328.61) to cover the cost of the next year collar transmission fee to allow the Kope Lion team to access the data collected by the collar on Laipangwa.

As well as assisting all of our conservation partners 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.

## Section E

## Financial review

**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.

All charitable donations received have either been from cash donations, cheque or from Just Giving. Total income from 1<sup>st</sup> February 2020 to 31<sup>st</sup> January 2021 amounts to £2420.12 with the total expenditure amounting to £1885.56 which went towards donations to our three conservation partners with £92.43 of the expenditure going towards bank related transfer fees.

Within our total income a total of £715.20 was raised via Just Giving through one sponsorship event and other donations and £161 came from donations via cash and cheque. £1283.42 came from our zoo partner Folly Farm Adventure Park & Zoo who were the only zoo to donate to us directly this year due to the impacts of the Covid-19 Pandemic. £260.50 came from predator based conservation charity Apex Extreme.

The payment to the conservation projects are as follows:

- Lion Guardians (Wildlife Guardians) US for the sponsored the salary of Lion Guardian Kuya Kipampa. The donation goes to Lion Guardians (Wildlife Guardians) US who are the fiscal sponsor of Lion Guardians and their work in East Africa. The total donation to this organisation was £1106.60 (\$1500) with an additional bank transfer fee of £30.43.
- Mara Predator Conservation Programme for a months fuel budget for one of their lion monitoring vehicles. This payment was made to the Kenya Wildlife Trust in their Kenyan account. The Kenya Wildlife Trust is the umbrella organisation for the Mara Predator Conservation Programme. The total donation to this organisation was £357.92 (\$475) with additional associated bank payment fees of £35.
- Kope Lion for the yearly transmission fee to receive the data from the GPS collar sponsored last year. This payment was made to Kope Lion Inc, the US organisation affiliated to Kope Lion. The total donation to this organisation was £328.61 (\$438) with additional associated bank payment fees of £27.

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.

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

Trustees have deliberately left £684.80 in the bank account at the end of the year in case the Covid-19 pandemic has an effect on the charities income in 2021. By leaving this in place it gives us a head start in planning for next year's conservation donations.

**Section F****Other optional information**

Trustees would like to express their thanks and gratitude to the support shown by our supporters, both zoos, other charities and the general public during the Covid-19 pandemic. It is thanks to them that we have been able to send off donations to our three conservation partners to ensure that they are able to continue their work to protect and monitor lions in the wild throughout this crisis.

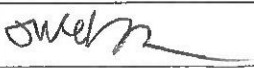
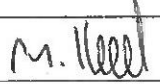
We were also delighted to have the opportunity to visit one of our conservation partners the Mara Predator Conservation Programme on the ground and their headquarters in the Maasai Mara, Kenya. Their hospitality was excellent and the experiences we gained through shadowing their team on their monitoring drives were eye opening. Trustees plan to continue visiting the MPCP in future years and to try to visit other conservation partners when the pandemic subsides. The future plans for the Safina Lion Conservation Fund for the year 2021 are to continue the funding of our three conservation partners throughout the pandemic and to start fundraising over time for the collars that will replace the current ones that have been sponsored. Trustees also plan either this year or next to review the current Conservation Strategy to ensure that it is current and relevant to the work have grown to carry out.

Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work we can carry out financially and we do not expect to add any more conservation partners to our conservation work at this point in time.

**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	08/08/2021	



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Safina Lion Conservation Fund

1172709

## Receipts and payments accounts


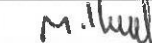
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For the period from	01/02/2020	To	31/01/2021
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### Section A Receipts and payments

	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 £
<b>A1 Receipts</b>					
Donations from UK Zoos	1,283	-	-	1,283	1,408
Just Giving	715	-	-	715	1,132
Other Donations	161	-	-	161	40
Donations from Apex Extreme	261	-	-	261	-
Donations via PayPal Giving Fund	-	-	-	-	126
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>2,420</b>	<b>-</b>	<b>-</b>	<b>2,420</b>	<b>2,706</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>2,420</b>	<b>-</b>	<b>-</b>	<b>2,420</b>	<b>2,706</b>
<b>A3 Payments</b>					
Wildlife Guardians US	1,107	-	-	1,107	1,169
Transfer Fee (associated with Wildlife Guardians Payment)	30	-	-	30	32
Kenya Wildlife Trust	358	-	-	358	2,938
Kope Lion Inc.	329	-	-	329	2,588
Associated Bank Fees For Bank Payments (KWT & KopeLion)	62	-	-	62	62
Dartmoor Zoo (Duplicate Payment)	-	-	-	-	446
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>1,886</b>	<b>-</b>	<b>-</b>	<b>1,886</b>	<b>7,235</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>1,886</b>	<b>-</b>	<b>-</b>	<b>1,886</b>	<b>7,235</b>
<b>Net of receipts/(payments)</b>	<b>534</b>	<b>-</b>	<b>-</b>	<b>534</b>	<b>- 4,529</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>152</b>	<b>-</b>	<b>-</b>	<b>152</b>	<b>4,681</b>
<b>Cash funds this year end</b>	<b>685</b>	<b>-</b>	<b>-</b>	<b>685</b>	<b>152</b>

## 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 £
<b>B1 Cash funds</b>	Bank Balance	685	-	-
		-	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>		685	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
<b>B2 Other monetary assets</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B4 Assets retained for the charity's own use</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B5 Liabilities</b>	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	 	JAMES MICHAEL WELCH MATTHEW LLOYD	8/08/2021 8/8/2021	