



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1 st	February	2021		31 st	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				
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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 (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:

- Supporting conservation projects in such ways that are charitable
- 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, 10th 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 1st February 2021 to 21st 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 31st 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.


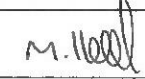
Trustees will continue to write an Annual Review to complement the Annual Report for the general reader. Any new projects will continue to be discussed with conservation advisors and decision will be made fully by the trustees although the amount of funds raised dictate the amount of work we can carry 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 28th 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

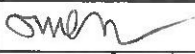
31/01/2022

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 £
A1 Receipts					
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	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	3,992	-	-	3,992	2,420
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	3,992	-	-	3,992	2,420
A3 Payments					
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
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	1,944	-	-	1,944	1,886
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	1,944	-	-	1,944	1,886
Net of receipts/(payments)	2,048	-	-	2,048	534
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	685	-	-	685	152
Cash funds this year end	2,733	-	-	2,733	685

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Balance	2,733	-	-
		-	-	-
		-	-	-
	Total cash funds	2,733	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets			Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	

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