



Trustees' Annual Report for the period

Period start date			Period end date		
From	1 st	February	2022	To	31 st
					January
					2023

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		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				
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10				
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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
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. 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 8th 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 Ndutu 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 1st February 2022 to 31st 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 31st 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 th 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 £
A1 Receipts					
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	-
	-	-	-	-	-
Sub total (Gross income for AR)	4,747	-	-	4,747	3,992
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	4,747	-	-	4,747	3,992
A3 Payments					
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	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	4,360	-	-	4,360	1,944
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	4,360	-	-	4,360	1,944
Net of receipts/(payments)	387	-	-	387	2,048
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	2,733	-	-	2,733	685
Cash funds this year end	3,120	-	-	3,120	2,733

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	3,120	-	-
		-	-	-
		-	-	-
	Total cash funds	3,120	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK



	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

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

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

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

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