



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' annual report (including Directors' report) for the period

From: 1 January 2024

To: 31 December 2024

Charity name: Free The Wild

Charity registration number: 1173936

Company number:

Objectives and activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To protect and assist abused and mistreated wildlife in captivity.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The ongoing assistance of animals in captivity being abused and mistreated in captivity all around the world
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The Trustees have regard to the guidance.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Grant making is undertaken with the assistance of qualified professional including zoologist and veterinarians.
Policy on social investment including program related investment	Para 1.38	Social investment is undertaken with the assistance of qualified professional including zoologist and veterinarians.
Contribution made by volunteers	Para 1.38	Currently no contributions are made by volunteers.

Other		
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Achievements and performance

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	See separate full trustees report in pdf on file
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	See separate full trustees report in pdf on file
Performance of fundraising activities against objectives set	Para 1.41	We have undertaken little fundraising and most money has been raised from the Trustees.
Investment performance against objectives	Para 1.41	The investment received has been applied against the objectives.
Other		The work is ongoing.

Financial review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of the period the charity remained liquid with GBP 105,872 in the account.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity only hold sufficient reserves to remain liquid - £20,000
Amount of reserves held	Para 1.22	GBP 212,821
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There is no uncertainty about the charity remaining a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Predominantly Trustees with a little public support.
Investment policy and objectives including any social investment policy adopted	Para 1.46	There is currently no investment policy as there is not sufficient capital to invest beyond the day to day work of the charity.
A description of the principal risks facing the charity	Para 1.46	The charity has virtually no overheads and is supported by the Trustees. There is no current risk facing the charity.
Other		N/A

Structure, governance and management

Description of charity's trusts:		Charitable Trust
Type of governing document: for example, trust deed, memorandum and articles of association etc	Para 1.25	Memorandum of Articles
How is the charity constituted?	Para 1.25	CIO

for example limited company, unincorporated association, CIO		
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The Trustees are appointed by selection and vote of other Trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and administrative details

Charity name	FREE THE WILD
Other name the charity uses	NONE
Registered charity number	1173936
Charity's principal address	Unit 6-7, Chelsea Wharf, 15 Lots Road, London SW10 0QJ

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	Mark Cowne		2018	
2	Gina Nelthorpe-Cowne		2018	
3	Cher		2018	
4	Anika Sleem		2019	
5				
6				
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18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name	
N/A	

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year
N/A	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	NONE
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

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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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The company has taken advantage of the small companies' exemption in preparing the report above.

The trustees declare that they have approved the trustees' report (including directors' report) above.

Signed on behalf of the charity's trustees/directors

Signature(s)		
Full name(s)	Mark Cowne	
Position (for example Secretary, Chair, etc)	Chair	
Date	30/10/2025	

Charity Registration No. 1173936

FREE THE WILD
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

FREE THE WILD

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mrs G Nelthorpe-Cowne Mr M Nelthorpe-Cowne Cher Ms Anika Sleem
Charity number	1173936
Principal address	Unit 6-7 Chelsea Wharf 15 Lots Road LONDON SW10 0QJ
Independent examiner	Auria Accountancy Limited

FREE THE WILD

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FREE THE WILD

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees present their report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's [governing document], the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Objectives and activities

The charity's objects are to protect and assist abused and mistreated wildlife in captivity. The policies adopted in furtherance of these objects are undertaken with the assistance of qualified professionals including zoologist and veterinarians and there has been no change in these during the year.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

During the year, Free The Wild has successfully worked with the Islamabad Zoo in rehoming over 600 animals.

Our work is ongoing and has continued in Indonesia preventing trafficking, where there are now animal rehabilitation and tracking programs implemented. Our work also continues in Thailand to free Bua Noi, in Pata Zoo whilst we continue to lobby the Los Angeles Zoo to release and rehome the African Elephant, Billy. Furthermore, we are in the process of completing an independent veterinarian report on Lucy, the elephant in Edmonton Zoo in Canada with the aim of attaining her release.

Since inception we have rescued and relocated over 700 animals worldwide. We are grateful for the undying support of the public, our volunteers and Trustees without whom none of these animals would every have known freedom, peace and dignity.

Financial review

At the end of the year the charity remained liquid with £105,872 in the bank account.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. This has been outlined with a minimum reserve of £20,000. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The charity presently holds sufficient reserves to remain liquid with continuing projects in mind.

The charity's principal sources of funds (including any fundraising) are predominantly Trustees with a little public support.

There is currently no investment policy as there is not sufficient capital to invest beyond the day to day work of the charity.

FREE THE WILD

TRUSTEES' REPORT

(CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

The charity has virtually no overheads and is supported by the Trustees. There is no current risk facing the charity.

Structure, governance and management

The charity is a charitable trust limited by guarantee.

The trustees who served during the year and up to the date of signature of the financial statements were:

Mrs G Nelthorpe-Cowne
Mr M Nelthorpe-Cowne
Cher
Ms Anika Sleem

The Trustees are appointed by selection and vote of other Trustees.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

The trustees' report was approved by the Board of Trustees.

Mr M Nelthorpe-Cowne

Trustee

Dated: 30/10/2025

FREE THE WILD

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF FREE THE WILD

I report to the trustees on my examination of the financial statements of Free The Wild (the charity) for the year ended 31 December 2024.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Auria Accountancy Limited

Dated: 30/10/2025

FREE THE WILD

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

		Unrestricted funds 2024	Total 2023
	Notes	£	£
<u>Income from:</u>			
Donations and legacies	3	453,419	85,176
		_____	_____
<u>Expenditure on:</u>			
Raising funds	4	31,184	15,640
		_____	_____
Charitable activities	5	292,855	34,080
		_____	_____
Total resources expended		324,039	49,720
		_____	_____
Net (expenditure)/income for the year/			
Net movement in funds		(129,380)	(35,456)
Fund balances at 1 January 2024		83,441	47,985
		_____	_____
Fund balances at 31 December 2024		212,821	83,441
		_____	_____

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

FREE THE WILD

BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		105,872		24,898	
Amounts due from related parties		112,949		64,543	
Creditors: amounts falling due within one year	8	(6,000)		(6,000)	
		<hr/>		<hr/>	
Net current assets			212,821		83,441
			<hr/>		<hr/>
Income funds					
Unrestricted funds			212,821		83,441
			<hr/>		<hr/>
			212,821		83,441
			<hr/>		<hr/>

The financial statements were approved by the Trustees on 30/10/2025

Mr M Nelthorpe-Cowne
Trustee

FREE THE WILD

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

Charity information

Free The Wild is a charitable trust.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.3 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods and services provided in the normal course of business, net of discounts, VAT and other sales related taxes.

FREE THE WILD

NOTES TO THE FINANCIAL (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

1.4 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Total
	2024	2023
	£	£
Donations and gifts	453,419	85,176

FREE THE WILD

NOTES TO THE FINANCIAL (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

4 Raising funds

	Unrestricted funds	Total
	2024	2023
	£	£
<u>Fundraising and publicity</u>		
Advertising	28,184	12,040
Other fundraising costs	-	-
	<hr/>	<hr/>
Fundraising and publicity	28,184	12,040
	<hr/>	<hr/>
<u>Trading costs</u>		
Support costs	3,000	3,600
	<hr/>	<hr/>
	31,184	15,640
	<hr/>	<hr/>

5 Charitable activities

	Charitable Expenditure 2024	Charitable Expenditure 2023
	£	£
Travel, accommodation and direct costs	123,070	31,215
Bank charges	288	154
Charitable Donations	600	600
Profit or loss on foreign exchange	1,660	2,111
Consultancy Fees	167,237	-
	<hr/>	<hr/>
	292,855	34,080
	<hr/>	<hr/>
	292,855	34,080
	<hr/>	<hr/>

FREE THE WILD

NOTES TO THE FINANCIAL (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

6 Employees

There were no employees during the year.

7 Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	3,000	3,000
Accruals and deferred income	3,000	3,000
	<hr/>	<hr/>
	6,000	6,000
	<hr/>	<hr/>

8 Related party transactions

During the year, Kruger Cowne Ltd, a company in which G Nelthorpe-Cowne and M Nelthorpe-Cowne are also directors, covered the running expenses for the charity to the amount of £168,206 (2023: £994). As at the balance sheet date, £112,949 (2023: £64,543) was owed by Kruger Cowne Ltd.

During the year, a charity controlled by one of the Trustees of Free The Wild made donations totalling £397,897 (2023: £48,444) to Free The Wild. The related charity's principal purpose is to provide funding to Free The Wild in support of its charitable activities.

The Trustees have considered the nature of this relationship and do not consider that it gives rise to a conflict of interest or undue influence as both charities share the common goal of protecting and assisting abused and mistreated wildlife in captivity.



Section A

Independent Examiner's Report

Report to the trustees

Charity Name

FREE THE WILD

On accounts for the year
ended

31st December 2024

Charity no
(if any)

1173936

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2024.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ACCA.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed: Sam Hadow

Date: 31/10/2025

Name: Sam Hadow

Relevant professional
qualification(s) or body
(if any):

ACCA

Address:

Auria Accountancy

48 Warwick Street, London

W1B 5AW

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

N/A