

## **Whitby Wildlife Sanctuary Managers Report for 2024**

A key aim for WWS in 2024 was to try to diversify our income to add more stability to our finances and ensure we had less dependency on social media related income streams. We have successfully managed to spread 90% of our income across 7 independent revenue streams in comparison to just 3 streams in 2022.

As our old shop came to the end of its lease in Q1'24, we had the opportunity to upgrade to a larger premises, officially opening in June. The new shop is in a better position, with better footfall and easier access for donations. The resultant increase in income has been encouraging and has enabled us to increase our spend on infrastructure for the charity. We made the decision to raise adoption fees due to rising vets bills. Adoption fees help us to cover some of the vets bills incurred. So we have seen an increase in funds raised through this avenue, though the adoption fee doesn't cover the animals entire vets bill. We have been made aware of one legacy donation which will be made in 2025 but other than that, we haven't seen any legacy donations come to WWS in 2024 so this isn't a revenue we rely on. Therefore, unexpected large donations like a legacy donation always comes as a surprise to us.

There was a decrease in donations through text donate platform as we made the decision to close this account early in the year due to rising administration fees. A new platform has been chosen for 2025 with significantly less admin fees. There were some increases in the outgoings for 2024 mainly due to the higher costs of food and bedding. Less admissions yet food bills were higher, showing an effect of our current economic climate.

We appear to have found our comfortable number of annual admissions, being around 3000 casualties a year. Thankfully we still have an excellent relationship with our vets, The Beck Veterinary Practice. For 2025 though, we wish to improve relations with the 60+ veterinary practices we also work alongside, to ensure wildlife are getting the help they need in the areas they are in. We have found there was an unacceptable number of wildlife coming through to Whitby from other towns for reasons of euthanasia and that simply isn't fair to the individual animal or the volunteers driving.

Year on year our utility costs appear to have reduced, but this is due to higher than normal spend in 2023 thanks to a billing error from 2022. Excluding this, utility costs have increased due to the larger shop premises and an expansion of our animal care facilities which require power and heating.

The trustees agreed that the site required continued development, upgrading and improving and in 2024 we decided to clad our main rehabilitation buildings. Not only do these improve the appearance of our site but it also helps to protect the buildings

from weather damage and provides better insulation too. We are continuing with this into 2025 with upgrading our predator building and a new build - a dedicated quarantine building. There was also a lot of work around the 3 acre centre as some enclosures were in need of improvements and repair. The tasks completed in 2024 includes installing new pump and filter systems for our seabird and waterfowl pools, building more shelter in the long flights used for owls and corvids , hardstanding in two paddocks and the repurpose of one of our cabins to become a dedicated space for hedgehogs and small mammals. We will continue to prioritise site development and maintenance as funds allow. The salaries of the staff is the second highest cost to the charity, but there needs to be appropriate levels of supervisions and support to ensure our large team of volunteers are well cared for, as well as the animals we admit.. We have good cover of staff to care for the animals and we maintain a good number of volunteers as well as students on placements. However, we expect a rise in wages in 2025 and hope to increase staffing to ensure our staff are fully supported in their jobs whilst trying to care for literally thousands of animals every year.

We feel the charity operated well in 2024. We had a higher volume of calls than previous years (over 13,000 calls) and though we may not admit all of the animals we are called about, we are still offering advice and support to thousands of callers every year. Calls come in from all areas of the country and though we are happy to offer advice and help to other rescue centres, it is not possible for us to take all of these animals. Though we primarily focus our efforts in the North East, it is a very large area and we are simply not able to attend all rescues , with our rescue & transport team being entirely made of volunteers. It would seem the increase of calls are from people who are struggling to find any help in their areas. We have also seen an increase of calls from other rescues and vet practices who are struggling to keep up with the demand and need for wildlife rescue centres so the public are often being directed to call us instead.

We noticed a drop in hedgehog and fox admissions as in previous years. We can't explain the decrease in fox admissions but for hedgehogs, we feel this may be a sign of a declining population as other hedgehog carers have reported the same.

I continue to manage the charity and look after all volunteer teams as well as the staff team. Our volunteer teams consist of animal carers, rescue & transport, charity shop, online sales, tin coordinators, food bin collectors, administration , Newsletter, website and general maintenance. We hope to increase our volunteer numbers even further in 2025 so all these areas have a very healthy cover.

Signed,



---

, Alexandra Smith, Founder & Manager

**Whitby Wildlife Sanctuary**  
**Registered Charity CIO: 1185213**

**Income and Expenditure for the year ending 31.12.2024**

**Starting Balance:**

Reserves Account as of 31.12.2023	£28,999.30
Business Current Account as of 31.12.2023	£23,487.84

**Income:**

Text Donations	£5,907.90
Grants	£10,500.00
Cash / Cheque Donations	£21,515.84
Paypal donations	£705.21
Event	£8,809.23
Gift Aid	£17,829.25
Direct bank Transfer donations	£42,439.93
CAF donations	£38,911.08
Facebook donations	£27,082.70
Shop Sales	£55,437.26
<b>Total</b>	<b>£229,138.40</b>

**Expenditure:**

Food & bedding	£17,131.30
Equipment	£13,036.47
Building Materials & Infrastructure	£56,590.00

Van fuel / maintenance	£782.21
Vets	£27,679.16
Phone & Internet	£1,172.77
Rent / Rates	£7,951.15
Wages	£44,832.60
Administration	£9,869.12
Shop rent	£27,231.24
Utilities	£15,582.13
Shop fittings / maintenance	£3,052.75
<b>Total</b>	<b>£226,253.94</b>

**Closing Balance:**

Reserves Account as of 31.12.2024	£35,952.03
Business Current Account as of 31.12.2024	£19,419.57

I certify that the above analysis shows a true and fair account of the cashflow for the year ending 31.12.2024.

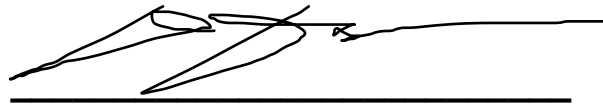
Signed,

Mark Smith,  Trustee Treasurer

**Whitby Wildlife Sanctuary  
Registered Charity CIO: 1185213**

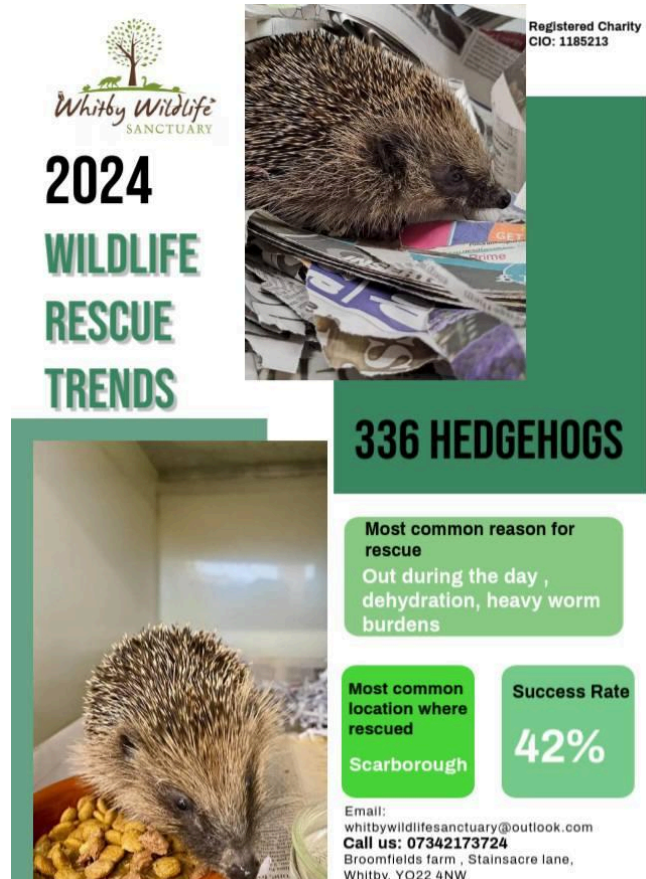
**Accounts for the year ending 31.12.2024**

**I declare that this is a true record of the accounts for Whitby  
Wildlife Sanctuary for the year ending December 2024.**

A handwritten signature in black ink, appearing to read 'Laurie Farmer', is written over a solid horizontal line.

**Laurie Farmer, Chair**

## Stats and Figures of our work in 2024







## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 741 PIGEONS



Most common  
species  
rescued

**Feral**

Most common  
location where  
rescued

**Scarborough**

Most common  
reason for  
rescue

**Injury**

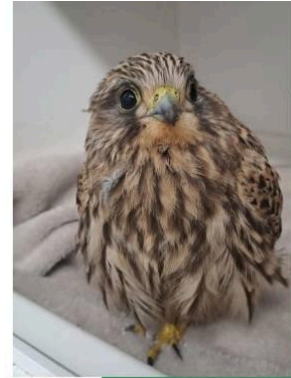
Success Rate

**64%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 97 BIRDS OF PREY



Most common  
species rescued

**Kestrel**

Most common  
location where  
rescued

**Whitby**

Most common  
reason for  
rescue

**Grounded,  
weak, poor  
body condition**

Success Rate

**52%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 526 SEABIRDS



Most common  
species  
rescued

**Herring  
gull**

Most common  
location where  
rescued

**Scarborough**

Most common  
reason for  
rescue

**Orphan**

Success Rate

**84%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 285 GARDEN BIRDS



Most common  
species  
rescued

**Blackbird**

Most common  
location where  
rescued

**Whitby**

Most common  
reason for  
rescue

**Orphan**

Success Rate

**42%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW





## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 127 RODENTS

Most common  
species  
rescued

**Rat**

Most common  
location where  
rescued

**Pickering**

Most common  
reason for  
rescue

**Orphan**

Success Rate

**54%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 27 BATS

Most common  
species  
rescued

**Pipistrelle**

Most common  
location where  
rescued

**Whitby &  
Scarborough**

Most common  
reason for  
rescue

**Grounded, poor  
body condition,  
dehydrated**

Success Rate

**26%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 202 WATERBIRDS

Most common  
species  
rescued

**Mallard**

Most common  
location where  
rescued

**Filey**

Most common  
reason for  
rescue

**Orphan**

Success Rate

**85%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 63 RABBITS & HARES

Most common  
species  
rescued

**Rabbit**

Most common  
location where  
rescued

**Danby**

Most common  
reason for  
rescue

**Orphan**

Success Rate

**60%**

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW





## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 15 FOXES



Most common location where rescued

Transfers from other rescues around the country

Most common reason for rescue

Orphans

Success Rate

74%

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 50 GAME BIRDS



Most common species rescued

Pheasant

Most common location where rescued

Stokesley

Most common reason for rescue

Road traffic collision

Success Rate

31%

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW



## 2024 WILDLIFE RESCUE TRENDS



Registered Charity  
CIO: 1185213

### 140 CORVIDS



Most common species rescued

Crow

Most common location where rescued

Scarborough

Most common reason for rescue  
Grounded, weak, poor body condition

Success Rate

74%

Email:  
whitbywildlifesanctuary@outlook.com  
Call us: 07342173724  
Broomfields farm, Stainsacre lane,  
Whitby, YO22 4NW

What some of our volunteers had to say about their favourite moments of 2024

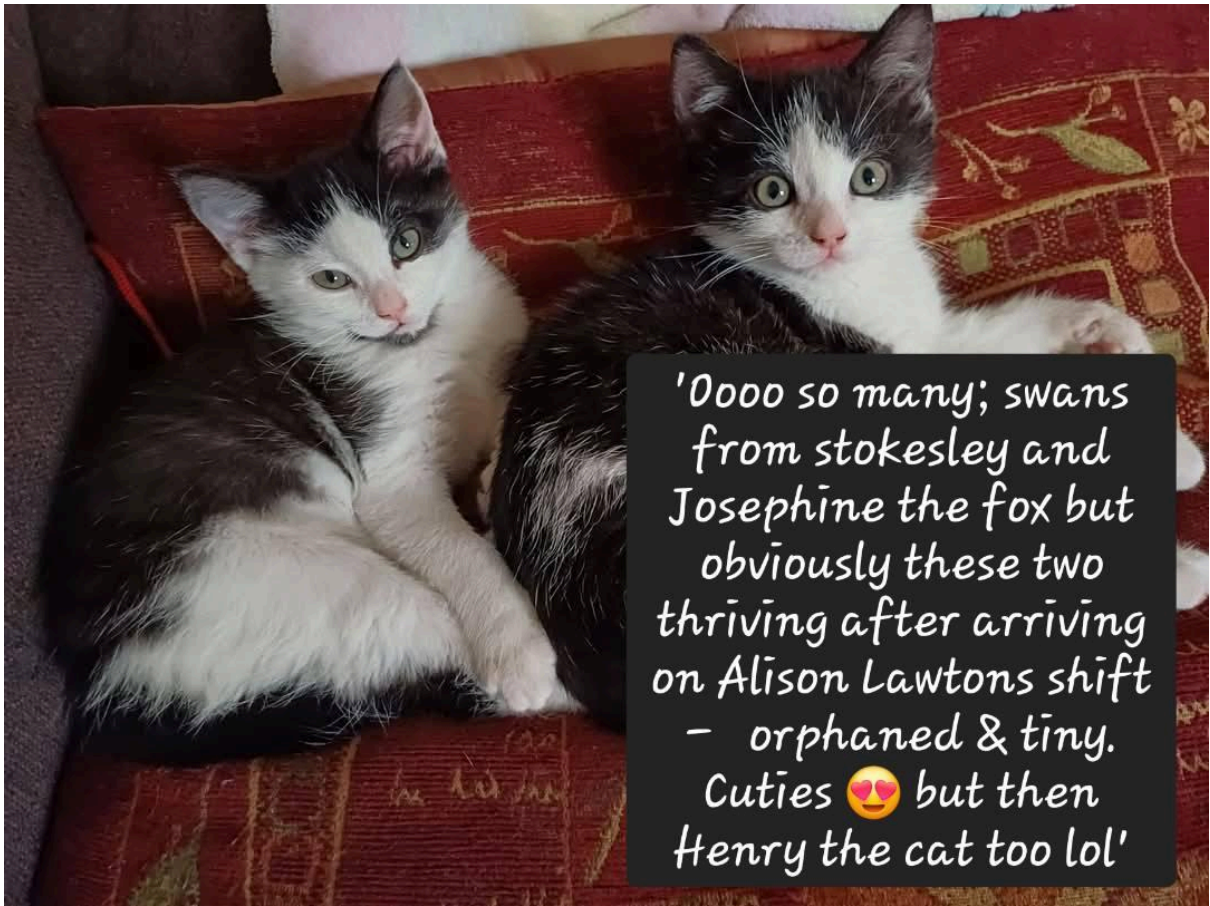


'Hand rearing and having the privilege to release the tawny owls



'My favourite hand rearing has got to be the leveret. He only looked similar to a rabbit, otherwise completely different. It was an education!'







'Lots, but personally... bringing Fossy (was Juno) home all thanks to her rescuer for bringing her to the sanctuary and Maria and Becks vets keeping her alive after her awful start in life and losing her brother. She's still having ongoing problems and we're at Becks more than I would like to be but I'm very thankful to the staff there especially Libby and Juliette. Fossy is now loved and safe forever.'



'This beautiful boy. It was so rewarding to gradually work up to giving him treats directly from my hand  
💕'





*'Cliff and Clive the  
badgers and the stoat'*



*'Any of the badger  
patients ♡  
And Jonathan the fox  
who turned out to be a  
she! ♡'*

**WHITBY WILDLIFE SANCTUARY**

Registered charity CIO: 1185213

**FINANCIAL ACCOUNTS FOR THE YEAR ENDED 31ST DECEMBER 2024**

**DRAYCOTT & KIRK**  
**CHARTERED ACCOUNTANTS**

Cleveland House  
92 Westgate  
Guisborough  
Cleveland  
TS14 6AP

**WHITBY WILDLIFE SANCTUARY**

**SUPPORT GROUP INFORMATION**  
**YEAR ENDED 31ST DECEMBER 2024**

<b>Trustees</b>	Laurie Farmer	Chair
	Sam Taylor	Secretary
	Mark Smith	Finance
	Catherine Law	
	Jennifer Law	
	Carole Hardwick	

<b>Address</b>	Broomfields Farm Stainsacre Lane Whitby YO22 4NW
----------------	---

<b>Bankers</b>	National Westminster Bank Plc
----------------	-------------------------------

<b>Accountants</b>	Draycott & Kirk LLP Cleveland House 92 Westgate Guisborough Cleveland TS14 6AP
--------------------	---

# **WHITBY WILDLIFE SANCTUARY**

## **Receipts and payments account for the year ended 31st December 2024**

	<u>Note</u>	<u>Unrestricted</u> <u>Funds</u>	<u>Restricted</u> <u>Funds</u>	<u>Total</u> <u>Funds</u>	<u>2023</u>
<b><u>Incoming Resources</u></b>					
Grants		1,000	9,500	10,500	7,966
Text donations		5,908		5,908	3,726
Cash/cheque donations		22,978	-	22,978	26,162
Paypal donations		705		705	6,272
Event payments		8,809		8,809	6,196
Gift Aid		17,829		17,829	35,309
Donations via bank transfer		42,440		42,440	28,234
CAF donations		38,911		38,911	28,225
Facebook donations		27,083		27,083	27,825
Shop sales		53,975		53,975	35,596
Other income		-	-	-	1,679
<b><u>Total Incoming Resources</u></b>		<b>219,638</b>	<b>9,500</b>	<b>229,138</b>	<b>207,190</b>
<b><u>Expenditure</u></b>					
<b><u>Direct charitable expenditure</u></b>					
Food and bedding		17,131		17,131	9,745
Equipment		13,037		13,037	14,451
Building materials /housing		47,090	9,500	56,590	24,740
Van fuel and maintenance		782		782	366
Vet bills		27,679		27,679	32,375
Telephone and internet		1,173		1,173	1,325
Mortgage payments		7,951		7,951	10,247
Wages		44,833		44,833	40,546
Volunteer expenses		-		-	11
Administration/other		9,869		9,869	7,175
Shop rent		27,231		27,231	10,500
Utililites		15,582		15,582	23,301
Shop fittings		3,053		3,053	
Shop merchandise		1,343		1,343	
<b><u>Total Expenditure</u></b>		<b>216,754</b>	<b>9,500</b>	<b>226,254</b>	<b>174,781</b>
<b><u>Net Incoming/Outgoing Resources</u></b>		<b>2,884</b>	<b>-</b>	<b>2,884</b>	<b>32,409</b>
<b><u>Transfers between funds</u></b>				<b>-</b>	<b>-</b>
Total funds brought forward		52,487		52,487	20,078
<b><u>Total funds carried forward</u></b>		<b>55,371</b>	<b>-</b>	<b>55,371</b>	<b>52,487</b>



**WHITBY WILDLIFE SANCTUARY**  
**STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST DECEMBER 2024**

<b>Funds</b>	<b>2024</b>	<b>2023</b>
	£	£
Cash at bank	19,419	23,488
Reserve a/c	35,952	28,999
	<u>55,371</u>	<u>52,487</u>

**Assets retained for the Charity's own use**

Land & Buildings  
Equipment & fixtures & fittings

	<b>2024</b>	<b>2023</b>
<b>Gift Aid due</b>	3,983	0
	<u>3,983</u>	<u>0</u>

**Liabilities**

	£	
Vet bill payable	2,014	0
Independent examination	500	0
	<u>2,514</u>	<u>0</u>

**Long term Liabilities**

Mortgage	<u>36,126</u>	<u>40,244</u>
----------	---------------	---------------

The annual report and accounts were approved by the Trustees on

Signed ..... 

Full name ..... Mark Smith

## **WHITBY WILDLIFE SANCTUARY**

### **Notes to the Accounts for the year ended 31st December 2024**

#### **1 Accounting Policies**

The financial statements have been prepared under the historical cost convention, and are in accordance with the Charities act and Charities Accounting Statement Of Recommended Practice (SORP).

- a. All grants and voluntary income are accounted for gross when receivable, as long as they are capable of financial measurement.
- b. All expenditure is accounted for including VAT when incurred.
- c. Transfers are made from restricted funds to unrestricted funds when grants are approved.
- d. Reserves policy: The trustees have considered the level of reserves needed in order to maintain the ongoing activities of the charity. The trustees consider that an amount representing 3 months essential running costs are advisable.

#### **2 Grants Receivable**

	<b>Resticted</b>	<b>Unresricted</b>	<b>Total</b>
Jean Sainsbury Trust	4,000		4,000
Seachangers	2,500		2,500
France Hayhurst	3,000		3,000
MyGivingCircle		1,000	1,000
	<u>9,500</u>	<u>1,000</u>	<u>10,500</u>

The restricted grants were for the purpose of property improvements and were fully expended during the year.

#### **3 Funds**

	<u>Opening balance</u>	<u>Incoming resources</u>	<u>Transfer between funds</u>	<u>Outgoing resources</u>	<u>Closing balance</u>
<b>Unrestricted funds</b>	<u>52,487</u>	<u>219,638</u>		<u>216,754</u>	<u>55,371</u>
<b>Restricted funds</b>	<u>-</u>	<u>9,500</u>		<u>9,500</u>	<u>-</u>
<b>Total funds</b>	<u>52,487</u>	<u>229,138</u>	<u>-</u>	<u>226,254</u>	<u>55,371</u>

#### **4 Transactions with trustee's and connected persons**

During the year there was no transactions with connected persons.

#### **5 Control**

The charity is under the control of the Trustees.

## **Independent Examiner's Report to the Trustees of Whitby Wildlife Sanctuary**

I report on the accounts of the charity for the year ended 31 December 2024 which are attached.

### **Respective responsibilities of trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- 1 which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the 2011 Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Acthave not been met; or
- 2 to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



C N Mason

*Chartered Certified Accountant*

Draycott & Kirk  
Cleveland House  
92 Westgate  
Guisborough  
Cleveland  
TS14 6AP

Date

27/2/25