



ANNUAL REPORT 2020



How Many Elephants
UK Registered Charity (1186238)
gulp@howmanyelephants.org
www.howmanyelephants.org



Extinction
means forever
Vulnerable
means act now

Holly Budge



Credit: Hannah Strand

WWW.HOWMANYELEPHANTS.ORG

WHAT'S INSIDE

Every day counts | Every life matters | Every little bit helps

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Below: The '96 Elephants a Day' Necklace has won five design awards so far. Designed and made by the founder of How Many Elephants and designer, Holly Budge, in vegetable ivory to show the daily poaching rate currently in Africa. Holly uses design as a powerful communication tool to bridge the gap between scientific information and human connection.



OUR VISION

Every day counts | Every life matters | Every little bit helps

- To raise awareness and educate a global audience about the devastating impacts of the African Elephant ivory trade through our design-led visual campaign.
- To support direct action female wildlife ranger teams working on the front line in Africa.

Our vision is tightly focused on African elephants and female rangers. Why? To paraphrase Zig Ziglar, we can deliver greater impact by being a meaningful specific rather than a wandering generality.

Few people know that 96 elephants are poached each day. That's 35,000+ of these magnificent and iconic animals disappearing year after year. At this rate, they will be extinct in the wild within a decade. We were pretty horrified with these statistics, and so we took action. Our global travelling exhibition displays this data visually. To see 35,000 elephant silhouettes in one space is impactful. Part of the originality of our hard-hitting design-led campaign is in our approach to avoid gruesome and shocking imagery to portray the facts. We use design as a powerful communication tool to bridge the gap between scientific data and human connection.

Our work is divided into three distinct programmes:

DIRECT ACTION

AWARENESS

EDUCATION

Often overlapping but having these key areas helps guide our vision, our work and measure our impact. Specific areas of interest for grantmaking include anti-poaching initiatives and activities, community outreach programmes, conservation-related activities and projects, research relating to conservation, training, education and public awareness initiatives.



PROGRAMME: DIRECT ACTION



PROGRAMME: AWARENESS



PROGRAMME: EDUCATION

WHAT WE DO

Every day counts | Every life matters | Every little bit helps

WHAT

WE'RE A DESIGN-LED, 100% NON-GORY CAMPAIGN RAISING AWARENESS OF THE AFRICAN ELEPHANT CRISIS.

Advocating
FEMALE RANGERS
WORKING ON THE FRONT LINE



We use design as a powerful communication tool to bridge the gap between scientific data and human connection, in a 100% non-gory way.



WHY

FEW PEOPLE KNOW THAT 96 ELEPHANTS ARE POACHED EACH DAY.

THESE WOMEN ARE CHANGING THE ATTITUDES TOWARDS THE ROLE OF WOMEN.



Credit: Ilan Godfrey

If the elephants go extinct, entire ecosystems could follow as they are keystone species and important ecosystem engineers.

We're proud to champion and support female rangers in Africa and the valuable work they are doing. They are role models, educators and beacons of hope.

HOW

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

DIRECT ACTION GRANTS AWARDED TO:



THE BLACK MAMBAS

All female anti-poaching team in South Africa



NATIONAL PARK RESCUE

Direct-action anti-poaching team in Chizarira Nat. Park, Zimbabwe



VIC FALLS WILDLIFE TRUST

Wildlife Disease & Forensics Lab tackling wildlife management issues in Zimbabwe



AKASHINGA

All female ranger team in Zimbabwe



Conservation is complex and calls for a multi-faceted approach. All our work is centred around these three distinct areas - Awareness, Education & Direct-action funding. This guides our approach to the work we do with elephants, rangers and communities.

OUR OBJECTIVES

Every day counts | Every life matters | Every little bit helps

WE SUPPORT THE UN SUSTAINABLE DEVELOPMENT GOALS

How Many Elephants aligns with the UN Sustainable Development Goals, designed to "achieve a better and more sustainable future for all" by 2030. We specifically align with the following goals:

SUSTAINABLE DEVELOPMENT GOALS

5 GENDER EQUALITY



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



CHAMPION AND SUPPORT FEMALE RANGERS

5 GENDER EQUALITY



With many rural women still denied education and jobs, with limited opportunities in trade, industry and government, the female ranger movement is a big step forward for gender equality.



HELP PROTECT ELEPHANTS

15 LIFE ON LAND



Few people know 96 elephants are poached each day for their ivory. That's a whopping 35,000 elephants a year! At this rate, the African Elephant in the wild could be extinct within the next decade. Gulp!

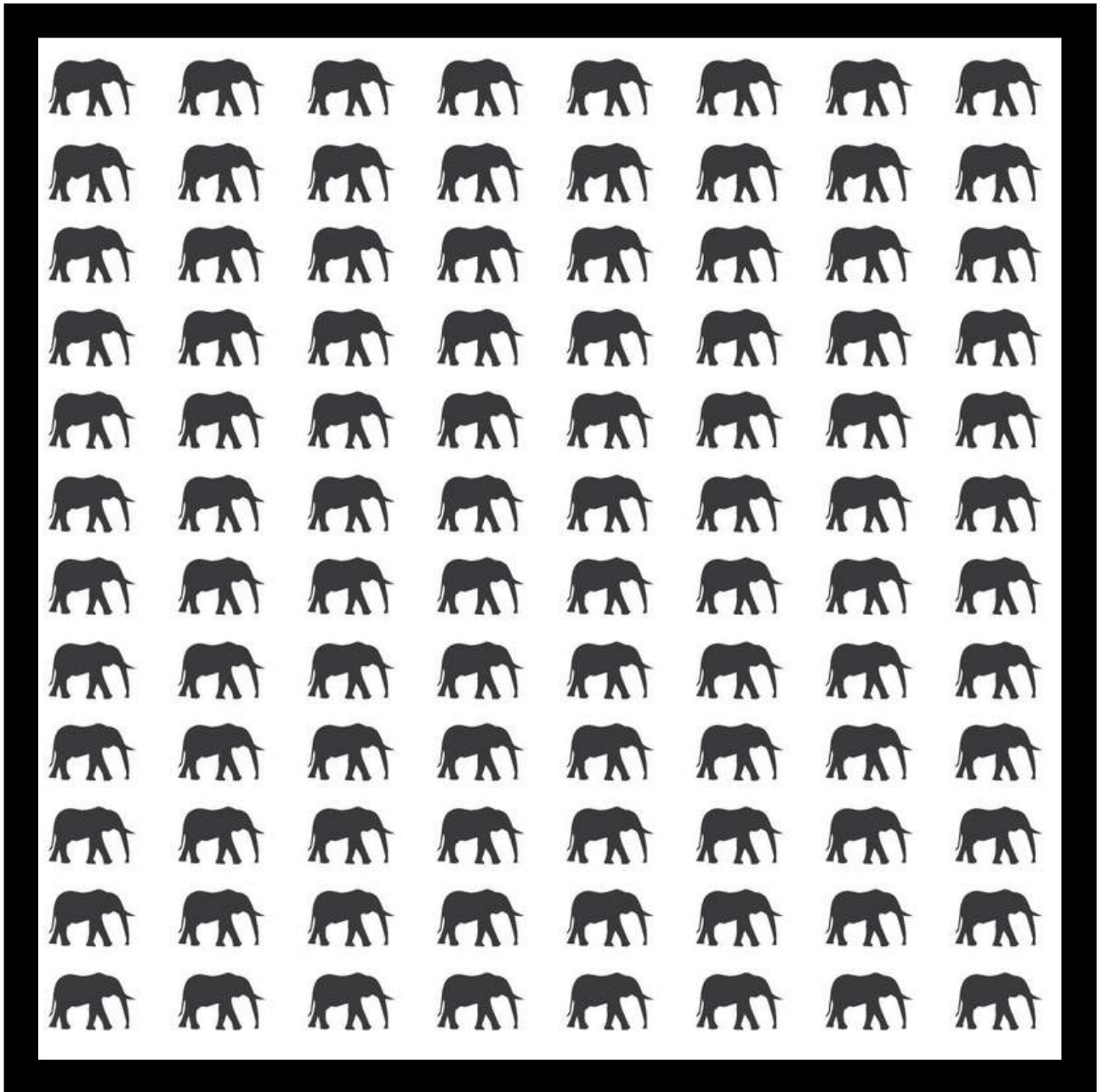


FORM MEANINGFUL PARTNERSHIPS

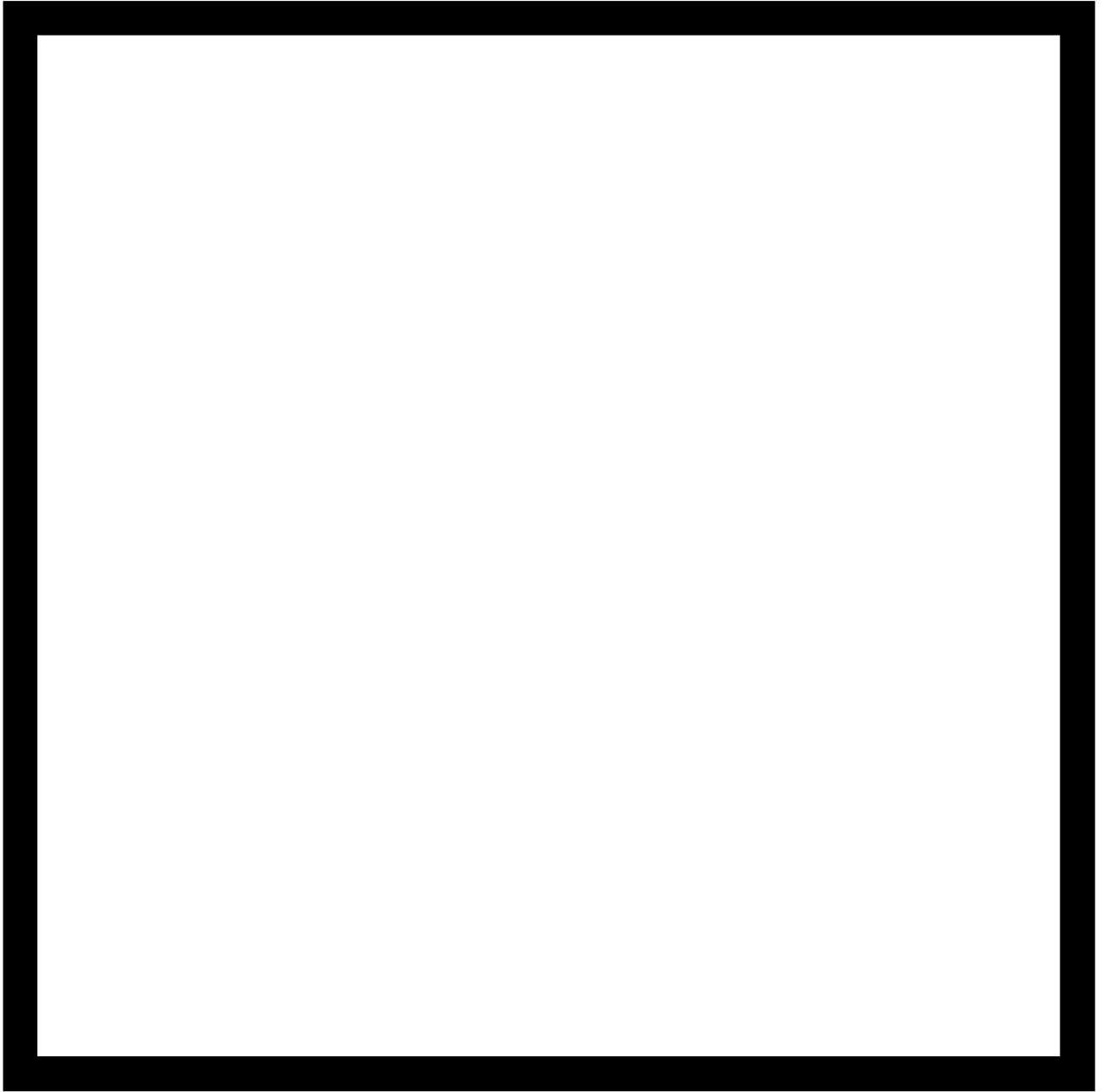
17 PARTNERSHIPS FOR THE GOALS



The sparks start flying when passionate and like-minded people join together. How Many Elephants aligns with the UN Sustainable Development Goal, No. 17 – Partnership's for the Goals.



**This is what one day
of poaching in
Africa looks like.**



**This is what
extinction
looks like.**

LETTER FROM CHAIR

Every day counts | Every life matters | Every little bit helps

Navigating the fundraising space in 2020 has been a challenge. There is no denying it has been a tough first year but a character-building one too. We have kept our morale high, for the most part, pushed forward by our total commitment and dedication to the work of the charity.

Our role is to inspire, educate and act to make a difference to landscapes, wildlife and communities in Africa. We continue to raise awareness of the African elephant crisis through our design-led campaign and support direct-action projects in Africa. Grants have been awarded to The Black Mambas in South Africa, Akashinga, National Park Rescue and Victoria Falls Wildlife Trust in Zimbabwe this year.

The Bigger Picture

Presenting people with "faraway" environmental issues when humanitarian issues are happening simultaneously and, often, much closer to home, presents a big challenge. However, Covid-19 has demonstrated that nothing exists in isolation and everything is connected. No faraway problem should be considered as out of reach. Whether we are talking about climate change, biodiversity loss or Covid-19, it all relates to our fragile relationship with nature and it affects us all.

In the recent words of Sir David Attenborough, "perhaps the most significant lesson brought by these last 12 months has been that we are no longer separate nations, each best served by looking after its own needs and security. We are a single, truly global species, whose greatest threats are shared and whose security must ultimately come from acting together, in the interests of us all."

Covid-19 has crippled the tourism industry in Africa (and globally) which is central to conservation efforts. This in turn has led to new challenges in protecting the African elephant. Without tourism revenue and the jobs that it supports, there is no money left for managing Africa's parks, nor for conservation work and most importantly, for neighbouring rural communities. The collapse of tourism has triggered a ripple of negative effects in conservation, including:

- A dramatic rise in bushmeat poaching as rural communities living close to the national parks and reserves are pushed further into poverty, through unemployment and food scarcity.
- Reduced vigilance in tourist hotspots with a high density of wildlife, has meant poachers can operate with impunity, knowing they won't be disturbed, as we have seen in some places.
- Many safari lodges that offer protection to wildlife have been forced to reduce operations or close their doors.

The Public Benefit Need

We are focused on supporting the preservation of African elephants in the wild for the current and future generations to come. As a result of poaching (both bushmeat and ivory), and the destruction of their natural habitat, African elephants are at serious risk of becoming extinct in the next 10 years. This is not just an environmental issue, we depend on biodiversity. Education and awareness are key to changing attitudes and behaviour towards the ivory trade.

LETTER FROM CHAIR

Every day counts | Every life matters | Every little bit helps

Trustees

As ever, our trustees continue to work hard to steer How Many Elephants' strategic direction through uncertain times. I am very grateful for our trustees' wisdom and thoughtfulness, who help us look at the bigger picture and how we might respond. So, to all the trustees, thank you for your contribution to guiding the charity.

2021 & Beyond

We will continue to work hard to raise awareness, provide education and support direct action initiatives in the fight to save the African elephants and support rangers on the front line. (See p.36 for more information).

To all our loyal supporters, a heartfelt thank you, we could not achieve what we do without you.



Holly Budge
Founder / Chair



PROJECTS



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

FUNDS RAISED: £4000.00

the
2.6
challenge

"Nelly The Elephant" takes on the 2.6 Challenge

We took part in the UK nationwide 2.6 Challenge in early April 2020, with a firm aim to raise emergency funds for conservation efforts in Africa due to the collapse of eco-tourism and funding loss. We raised a total of £4000, with further funding due to be allocated from the Charities Aid Foundation.

Our virtual matriarch, "Nelly The Elephant", took on the London Marathon, passing by iconic landmarks to reach the finish line five days later.

"Here she comes with her trumpeting sounds. Can you help her round with your pounds?"

Nelly completed the course in 5 days and kept the public updated on her progress with daily videos on social media.

PROJECTS

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: ONGOING



'The Elephant in the Room' Talk Series

This talk series aimed to bring together prominent minds in conservation and travel to deliver hard facts and key takeaways from the front line of conservation and tourism in Africa.

The talks were well attended and received by the travel media, including the British Guild of Travel Writers, South Africa Tourism, International Travel Writers Alliance and WTM Africa. The front line has literally come to their living rooms. Going forwards, we believe the travel industry needs to work closely with conservation organisations and best practices in eco-tourism celebrated.

We opened these talks up to the travel industry at no cost to educate the travel industry further about conservation efforts.

PROJECTS

Every day counts | Every life matters | Every little bit helps

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £1000.00



HOW.MANY.ELEPHANTS

EMERGENCY BOTSWANA FUND

DONATE TODAY

www.howmanyelephants.org

Emergency Botswana Fund

In May 2020, elephants suffered a mystery die off. In mid-July, the cause remained unknown. In response to this crisis, we launched an Emergency Botswana Fund to assist our partner initiative, Victoria Falls Wildlife Trust, which have been working to identify the cause and supporting the conservation of this keystone species.

PROJECTS

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £4571.57

GlobalGiving Campaign

With this campaign, our broader aim was to teach rural children in South Africa the importance of conserving wildlife. We are setting up solar internet in 3 rural schools in the Greater Kruger National Park.

Let me introduce you to Felicia - a young girl living in a remote rural community - Her current prospects to succeed and prosper are limited. Just imagine if access to the internet allowed her to develop skills needed for a better life. Imagine, with quality education, if she could inspire conservation efforts to protect the wildlife and her natural heritage.

We set up this campaign to raise funds for our partners, The Black Mambas; An all-female anti-poaching team in South Africa. We believe educating children about protecting wildlife is the most effective approach to stop poaching.

We raised £4571.57* via 110 independent donors.

*These funds were paid out in Jan 2021, so they will be reported in the next financial year.

GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION



THE BLACK MAMBAS

SOUTH AFRICA



“

COVID-19 has brought tourism revenue to a halt across Africa, threatening the important work and livelihoods of the rangers who protect iconic African wildlife such as elephants, pangolins, rhinos, lions, and more. Ranger teams are now uniting around the Wildlife Ranger Challenge, a running race with one goal: to raise money to support thousands of their fellow rangers. Now is the time to go the extra mile—it's time to race to support our rangers.

No one, nowhere, at no time, should go hungry. COVID-19, along with the Global Lockdown, has deprived so many local people of their minimum income, making them unable to provide for their families. Olifants West Nature Reserve, with the help of The Black Mamba, all-women, Anti-Poaching Unit, is starting an initiative to deliver food parcels to local families in our rural communities who are in desperate need! The Black Mambas come from within these communities and are uniquely positioned to ensure the food parcels are delivered directly to families in need.

Craig Spencer
Founder

GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

AKASHINGA

ZIMBABWE



Akashinga is more than animal conservation and protection, life for many of the Akashinga women now means the ability to buy property, build a house, send their children to school, get a driver's licence, finish high school, enrol in college and thoroughly provide for their families. These women aren't called the 'Brave Ones' for no reason, they have already overcome abuse, marginalisation and trauma. Now they are empowered to protect themselves and the majestic African animals under constant threat. Our training is tough, we ensure our rangers are prepared for the task in front of them. We put them through the four pillars of misery - hunger, exhaustion, cold and wet modelled after special forces training, and they succeed. Our innovative approach to conservation calls for community buy-in rather than a full-on armed assault against poachers: If a community understands the economic benefits of preserving animals, then it will eliminate poaching without an armed struggle.

Damien Mander
Founder

GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

VIC FALLS WILDLIFE TRUST

ZIMBABWE



“

Since the COVID pandemic closed down borders around the world, our funds have largely been depleted. Poaching has steadily increased here in Zimbabwe as people are desperate for income. In recent weeks, it has reached epic levels and is, quite frankly, out of control. Every day we're being called out to release animals brutally caught in indiscriminately placed wire snares. We need another vehicle, immobilization drugs and rescue equipment to keep up with the rescue and rehabilitation demands.

Roger Parry
Wildlife Research Manager

GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



NATIONAL PARK RESCUE

ZIMBABWE



“

As poaching rises around the world, the work of National Park Rescue, our friends and partners is more important than ever. We cannot forget that poaching robs countries of their natural heritage, hastens ecological collapse and reinforces local inequalities. The impact of COVID-19 on poaching and trafficking is complex, with a multitude of factors contributing to local increases in wildlife crime. All across Africa, with tourism having collapsed, poaching is on the rise due to increased poverty, increased opportunism, and decreased vigilance, but Chizarira is holding firm. It is times like this that National Park Rescue's strong focus on community engagement and integration becomes absolutely vital. For many of our local communities, their jobs and trade, let alone their clean water, clean air, flood mitigation and pollination services all come from the park, and the majority of local people know that to poach is to jeopardise their own futures. They are deterred by the fact that if they come into the park to poach, we will catch them. We have worked tirelessly with our ZimParks colleagues to make Chizarira a hard target, too risky for the majority of poachers to bother with, and the huge decline in poaching in Chizarira over the past 2 years demonstrates our success. Now, in the time of COVID-19, with poaching on the rise all over the world, we face our sternest test yet, and we will prevail.

Niall McCann
Conservation Director

THE TEAM

Every day counts | Every life matters | Every little bit helps



HOLLY BUDGE

Founder/ Chair

Be inspired to think big when you meet Holly Budge. Her passion, purpose and self-belief are contagious. She's a world-class adventurer with a couple of world records under her belt, including being the first woman to skydive Everest and race 1000km across Mongolia on semi-wild horses. She recently climbed to the summit of Everest and has raised over £400K for charities. She doesn't stop there. Her passion for elephants and educating a global audience about the ivory trade is evident through her multi-award-winning charity, How Many Elephants. Holly is gaining momentum quicker than a charging herd of elephants, both in the world of conservation and as a keynote speaker.



MARGOT DEMPSEY

Head of Communications

Margot has been an integral part of the How Many Elephants team for the past 2.5 years, in her role as Head of Communications. Having worked in the travel industry for many years, Margot brings a wealth of experience with her. She also has a keen interest in wildlife conservation and the Illegal Wildlife Trade (IWT). Margot is a firm believer that the Partnerships for The Goals (SDG No. 17) are the most critical factor in creating the change that we need to see in this world.



BARRY PAGE

Treasurer

Barry joined the Board of How Many Elephants in 2019 as Treasurer. His interest in wildlife conservation has evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading Professional Consulting firms, including PwC and Ernst & Young (EY). Working and living across a number of continents over the last 30 years enabled him to explore the natural environment of many countries in his spare time, which cultivated a particular love of Africa and India. He was really excited when asked to join the Board having never forgotten the day he saw his first African Elephant in its natural environment in 2006.



MARTIN DANCY

Trustee

Martin had no hesitation in supporting How Many Elephants as a Trustee in 2019 as he shares Holly's passion for both wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings his wisdom and guidance to the charity. Martin semi-retired to New Zealand in 2002 operating National Saddle Centre NZ until recently and now enjoys his small beef, sheep and olive oil farm North of Auckland, with his horses and three Great Danes.



PAULA ATHERILL

Ambassador

Paula has been an ambassador for How Many Elephants since 2019 and has supported many of the charity's events and campaigns during this time, as well as hosted colouring workshops at vegan festivals across Yorkshire. Paula is a Director at Creative Analysis, a software services company, who support the Charity's business systems such as CRM, surveys and email marketing. Paula has been vegan for 6 years and has always been a big nature lover. She has a keen interest in nature, conservation and animal protection.



Empowered
women are
changing the
world

Holly Budge

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



#01 A LETTER FROM OUR HERO

"Congratulations for all you are doing to help protect elephants." **Sir David Attenborough.** We feel deeply honoured receiving this letter, with such encouraging words. What a legend!! ♥



#02 WE'RE IN THE LONDON MARATHON

We scored a place in the iconic London Marathon 2021 via the charity ballot. We are beyond excited to introduce Louise Lamb as our official How Many Elephants runner!



#03 DID SOMEONE SAY 'FINALIST'?

We were delighted to be a finalist for the 'Most Compelling Sustainable Story' in the WTM Africa Awards 2020.

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



#04 £2000 RAISED FOR AKASHINGA

We awarded £2000 to Akashinga, an all-female ranger team in Zimbabwe, to buy equipment and uniforms to make sure they could continue with their vital anti-poaching work.



#05 £4000 RAISED IN 2.6 CHALLENGE

Our virtual matriarch 'Nelly The Elephant' took on the London Marathon, passing by iconic landmarks to reach the finish line... five days later. We raised £4000 as emergency funds for conservation efforts in Africa due to the collapse of tourism and loss of funding.



Credit: Julia Gunther

#06 £3600 RAISED FOR BLACK MAMBAS

Meet Felicia - a young girl living in a remote, rural community in South Africa - Her prospects to succeed and prosper are limited. Just imagine if access to the internet allowed her to develop skills needed for a better life. We did.

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



#07 £2000 RAISED FOR VFWT

We are delighted to support the vital work of Victoria Falls Wildlife Trust; They rescue, rehabilitate and release wildlife harmed by people. Plus, study wildlife to find scientific solutions for long term conservation.



#08 WE HELD A VIRTUAL TALK SERIES

Our first talk was a belter, discussing how the collapse of tourism in Africa has impacted the rural communities and wildlife. Our speakers were Holly Budge, Niall McCann, and Beks Ndlovu from African Bush Camps.



#09 LAUNCHED 'HERD OF HOPE' ARTWORK

Our very special hand-printed, limited edition and signed artworks sold like hotcakes! The 'Herd of Hope' design depicts the daily poaching rate in Africa. Each sale supports direct-action anti-poaching projects in Africa.

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



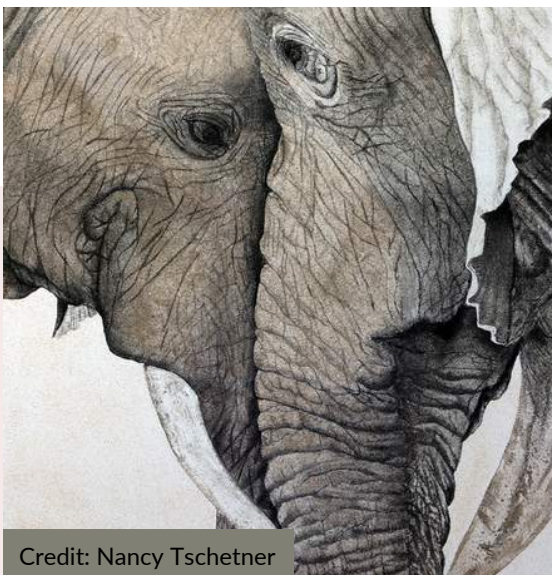
#10 WE TIDIED THE STOCK ROOM!

One of the positives of being in lockdown was having more time to do jobs like tidying the How Many Elephants HQ and stationery stockroom!



#11 WE'VE BEEN TALKING...ALOT!

We've been doing lots of virtual talks and podcasts, (well Holly has!), spreading the word about our campaign and the impact it is making through awareness, education and "on the ground" in Africa.



Credit: Nancy Tschetner

#12 COLLABORATED WITH CREATIVES

We have loved working with a diverse group of creatives. One of our faves is Nancy Tschetner, a New Zealand based sand artist. Her wonderfully unique paintings have been exclusively created for How Many Elephants.

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



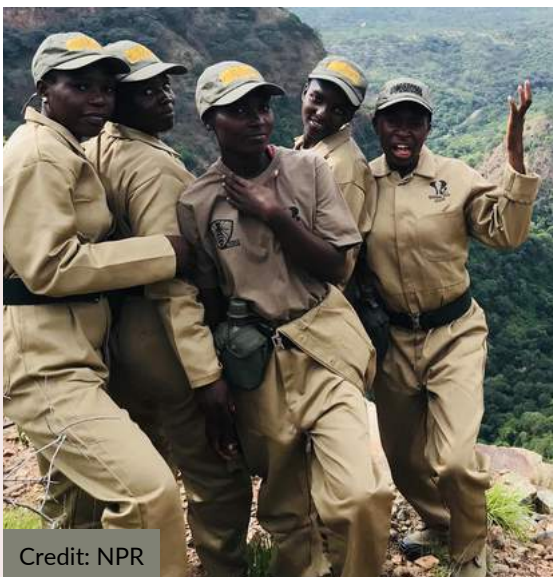
#13 GOT PUBLISHED IN WANDERLUST

This is an article written by founder, Holly Budge, about her time spent with the fully armed, all-female Akashinga Rangers in Zimbabwe. An incredible experience on so many levels and a great read!



#14 A GOOD OL' NATTER WITH COLIN BELL

This talk looked at why community-based tourism is vital for wildlife conservation in Africa, with renowned conservationist, Colin Bell. Plus, Shelley Cox from Africa Conservation Travel talking about tourism as a force for good.



Credit: NPR

#15 £2000 TO NATIONAL PARK RESCUE

We donated £2000 to National Park Rescue thanks to our supporters who have helped keep their vital conservation work going. Their rangers work tirelessly on the ground to protect the wildlife, and we are proud to call them our partners.

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



#16 DESIGNED A KICK ASS 2021 PLANNER

Our 'Who Cares Wins' 2021 Year Planner has lots of important global conservation days listed. Available as a free download on the How Many Elephants website.



#17 LIVE ON AIR WITH THE BLACK MAMBAS

Holly Budge in conversation with The Black Mambas about why the female ranger movement in Africa is picking up such momentum and how the lack of tourism due to Covid-19 has impacted their work.



#18 WE JOINED ATTA

We are proud to be members of ATTA, a trade association promoting tourism to Africa from all corners of the world. We are missing their wonderful live events!

20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



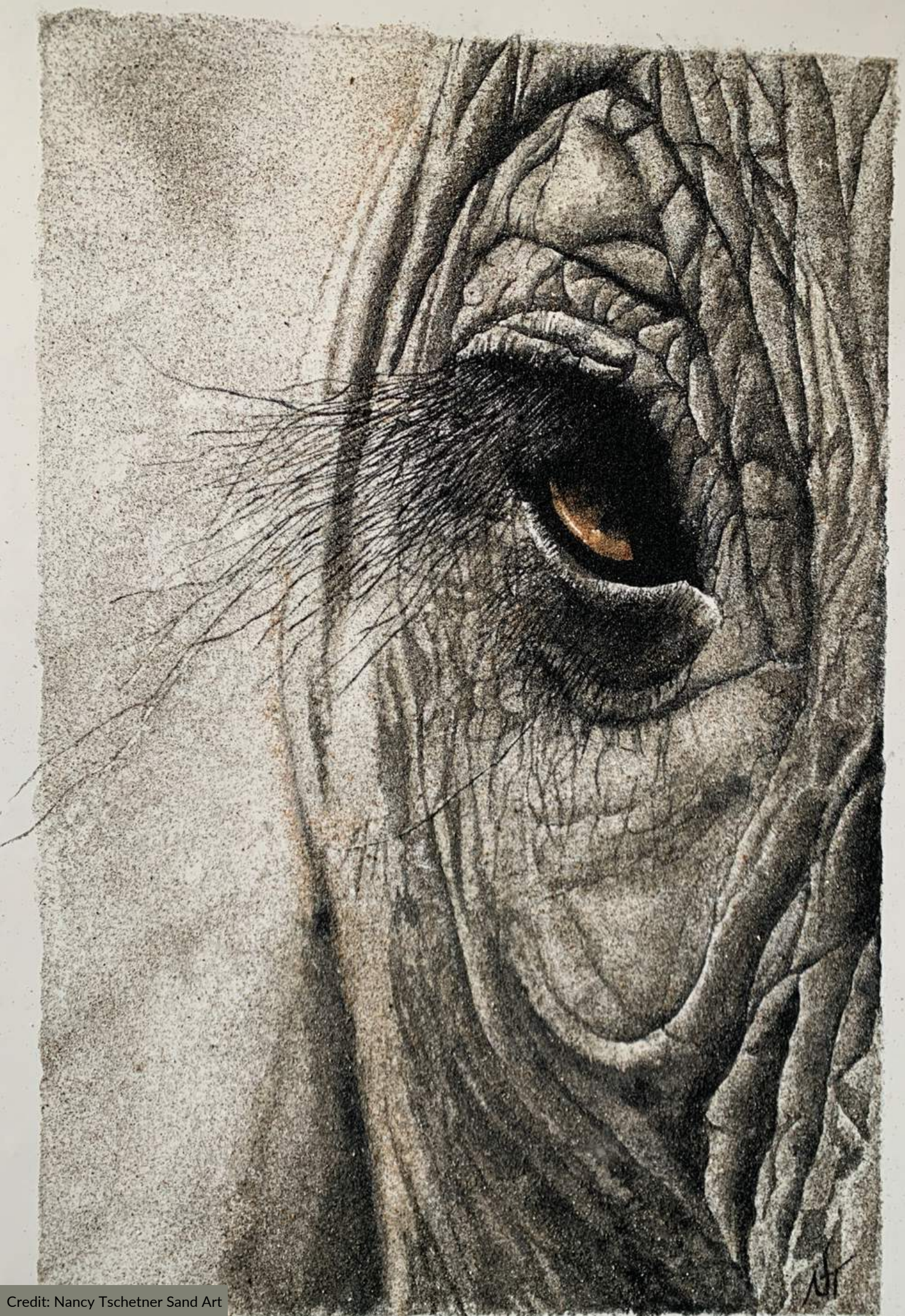
#19 WE SOLD LOTS OF STATIONERY

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation in Africa.

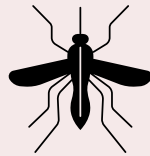


#20 WE STAYED POSITIVE

Navigating the charity space has been a challenge. Covid-19 has demonstrated that nothing exists in isolation and everything is connected. Whether we are talking about climate change, biodiversity loss or Covid-19, it all relates to our fragile relationship with nature.



Credit: Nancy Tschetner Sand Art

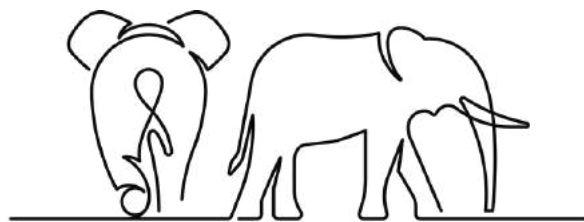


If you think
you're too small
to have an impact
try going to bed
with a mosquito

Anita Roddick

YOU
U S
W E
A L L

CAN MAKE A DIFFERENCE



HOW.MANY.ELEPHANTS

HOW TO GET INVOLVED



Every day counts | Every life matters | Every little bit helps

- **Join our herd** on social media to help us spread awareness
- **Donate** online at www.howmanyelephants.org. Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on www.worldfemalerangerday.org
- **Partner with us** - We believe the most important of the UN SDG's is no. 17 - Partnerships for the goals. Contact us at gulp@howmanyelephants.org to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? Contact us at gulp@howmanyelephants.org.
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at www.howmanyelephants.org
- **Request a speaker for your next event.** Contact us at gulp@howmanyelephants.org
- **Buy our merchandise** - buy our beautiful handmade stationery and artworks. Each sale supports direct-action projects in Africa.



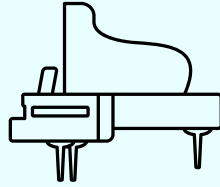
Join our herd!



@howmanyelephants



@howmanyellies



Only
elephants
should own
ivory

Yao Ming

FINANCES

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STATEMENT OF ACTIVITIES 2020

INCOME & SUPPORT

Donations	£19,560.30
Fundraising	£4,474.65
Merchandise Sales	£856.09
Interest	£0.19
TOTAL DIRECT INCOME	£24,891.95
In-Kind Donations	£34,945.00
TOTAL INCOME & IN-KIND	£59,836.95

EXPENSES

Programme: Direct Action Grants	£8,094.00
Programme: Awareness & Education	£8,905.35
Fundraising	£1,616.20
General Admin	£630.00
TOTAL EXPENSES	£19,245.55
In-Kind Work	£34,945.00
TOTAL EXPENSES & IN-KIND	£54,190.55
Total Profit/ Loss	£5,646.40

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash	£10,646.40
TOTAL ASSETS	£10,646.40

LIABILITIES

Accounts Payable	£7,100.00
TOTAL LIABILITIES	£7,100.00

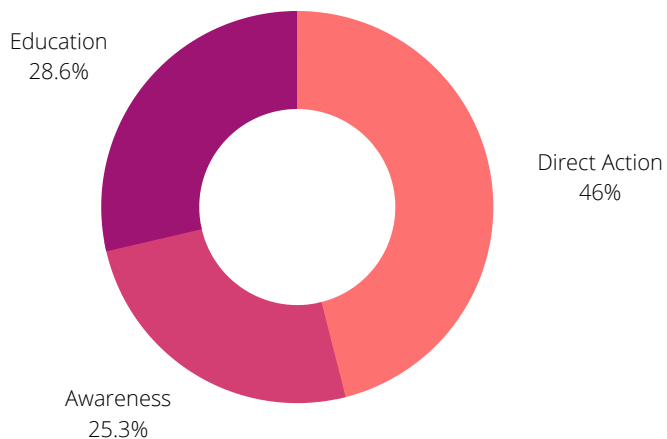
NET ASSETS

Restricted Funds	£0.00
Unrestricted Funds	£4,445.49
Reserves	£6,200.91
TOTAL FUNDS	£10,646.40

FINANCES

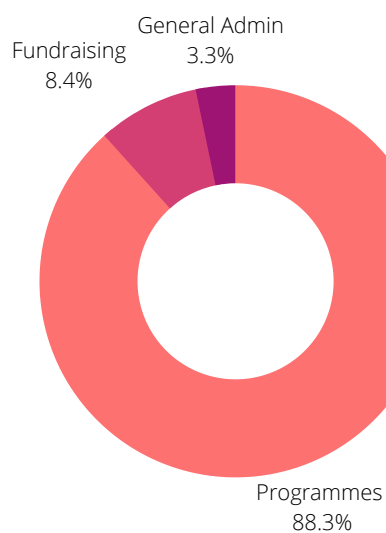
Every day counts | Every life matters | Every little bit helps

EXPENSES BY PROGRAMMES



PROGRAMME: DIRECT ACTION

EXPENSES BY TYPE



PROGRAMME: AWARENESS



PROGRAMME: EDUCATION

TREASURER'S REPORT

Every day counts | Every life matters | Every little bit helps

How Many Elephants' first year as a Registered UK Charity coincided with the year which will always be associated with Covid-19 and the global pandemic. An extremely challenging year for charities to raise funds; particularly those focused on wildlife conservation.

Achievements - Despite the challenges in fundraising, the Charity managed to raise nearly £25,000 (£24,892) by the end of the year. There was a strong focus on minimising costs, resulting in just over 3% spent on admin, 8.4% incurred in costs associated with fundraising costs, enabling the majority of our expenditure to be spent on the programmes we support, in line with our Charity's Objects; 88%, with nearly half (£8,094) awarded in Grants to direct action organisations, or NGO's, working on the ground in Africa. These included Akashinga, The Black Mambas, National Park Rangers and Victoria Falls Wildlife Trust.

Funding sources – the majority of our income came from donations, primarily private donors. Four virtual events were possible and proved successful, plus funds raised from merchandise sales.

Governance - The Trustees continue to review the Charity's needs for unrestricted reserves in light of the financial risks to any charity, in line with the guidance issued by the Charity Commission. None of the Trustees received any form of remuneration or reimbursement of expenses during the year, and the Trustees also maintain a Risk Register which includes a number of financial-related points.

While it has been a challenging year, the first year ended with the Charity being in a positive financial position while having made important contributions to the conservation of African Elephants across its programmes of Education, Awareness and the support of Direct Action organisations working on the ground in Africa.



Barry Page
Treasurer

2021 AND BEYOND

Every day counts | Every life matters | Every little bit helps

As we grapple with the impact of COVID-19 and the uncertainty of life as we knew it, we must act now to build a more sustainable future. Going forwards, we need to start working together, as a global species.

Let us learn from nature, where every single species – from the bee to the largest land mammal, such as the elephant – plays a unique part in the ecosystem. The extinction of a single species can spell havoc for the environment. At How Many Elephants, we will continue to work hard to raise awareness, provide education and support direct action initiatives in the fight to save the African elephants and support female rangers on the front line. Specific areas of interest for grantmaking going forwards include anti-poaching initiatives and activities, community outreach programmes, conservation-related activities and projects, research relating to conservation, training, education and public awareness initiatives.

We will continue to make complex data beautifully visual to educate and inspire a global audience about the devastating impacts of the African Elephant ivory trade. Our global exhibition visualises 35,000 elephants to reflect the annual poaching rate. Seeing and connecting with this data visually has proven to be highly effective in broadening people's understanding of the scale of the elephant poaching crisis. Part of our hard-hitting design-led campaign's originality is in our approach to avoid gruesome and shocking imagery to portray the facts. It's not about scaring people; it's about showing the facts. We will be showing the exhibition in public venues, so please stay tuned. Here is a small flavour of what's to come in 2021 -

- **World Female Ranger Day - June 23 2021**

We are launching World Female Ranger Day, a celebration of female wildlife rangers in Africa. This is the first time these women have been brought together to share their stories collectively. Many of these inspirational women have overcome abuse, extreme poverty and marginalisation. Becoming a ranger has empowered them; They are breadwinners who can own property, get an education and have access to healthcare. These women are protecting wildlife and changing attitudes toward the role of women in Africa and beyond. World Female Ranger Day will provide a platform to raise vital funds to support these rangers and amplify their voices. They are telling their own stories. More at www.worldfemalerangerday.org

- **Live Events**

We cannot wait to meet face-to-face again and host memorable events that make tangible impacts on African elephant conservation. Please sign up for our newsletter or follow us on social media to stay up-to-date with event news. You will not want to miss dusting your best clothes down and partying with a purpose!

Stay up to date with our campaign news at www.howmanyelephants.org.



Credit: Ilan Godfrey - Getty Images for Lumix



How Many Elephants
UK Registered Charity (1186238)
gulp@howmanyelephants.org
www.howmanyelephants.org

How Many Elephants - Management Accounts Full Year Jan-Dec 2020

Balance Sheet

<u>Balance Sheet</u>		<u>As at 31 Dec 2020</u>		<u>As at End of Prior Year End (31/12/19)</u>	
-	-	£	£	£	£
<u>Current Assets</u>	-				
Debtors		0			
Cash at bank in current account		4,445.49			
Cash at bank in reserve account		6,200.91		N/A	
		<u>10,646.40</u>			
Creditors					
Loan		5,000.00			
Amounts falling due within one year		2,100.00		0	
<u>Net Current Assets</u>	-	<u>3,546.40</u>		<u>N/A</u>	
Represented by:					
Restricted funds		0			
Unrestricted funds		4,445.49			
Designated Funds		0			
Reserves		6,200.91			
<u>Total Funds</u>	-	<u>10,646.40</u>		<u>N/A</u>	

NB: Liabilities

- Loan from Holly Budge amounts to a total of £5,000 made on 23 April 2020.
- Amounts falling due relating to the period, but not paid by the end of the year, include approx. £1,100 (invoice for A\$2,000) relating to a payment for website optimisation work, which was paid but our payment was returned by the bank and as yet not recharged by the contractor, and the invoice from Margot Dempsey for December, which was received in January 2021. These payments are due to be paid, and therefore shown under Creditors and contribute to reducing our Net Current Assets for the Oct-Dec period.
- There are no funds remaining at the end of the year in either the Restricted or Designated categories.

Income and Expenditure

<u>I & E - Actuals v Budget</u>	<u>Actuals (Period Date)</u>	<u>Budget (Period Date)</u>	<u>Variance</u>
<u>Income</u>			
Donations	19,560.30	0	0
Fundraising Events – 2.6 Challenge	3,472.80		
Fundraising – Webinar	1001.85	0	0
Merchandise Sales	856.09		
Bank Interest	0.91	0	0
<u>Total Income</u>	<u>24,891.95</u>	<u>0</u>	<u>0</u>
<u>In-Kind Donations</u>			
Consulting Services	15,250.00		
Media Coverage	12,925.00		
Facilities	6,000.00		
Printing	500.00		
IT Related Services	270.00		
<u>Total In-Kind Donations</u>	<u>34,945.00</u>	<u>0</u>	<u>0</u>
<u>Income & In-Kind Donations</u>			
Total Income	24,891.95		
Total In-Kind Donations	34,945.00		
<u>Total Income & In-Kind Donations</u>	<u>59,836.95</u>		
<u>Expenditure</u>			
Programme Delivery Costs	10,113.44	0	0
Merchandise Related Costs	358.93	0	0
Donations Commission & Charges	445.63	0	0
IT Related Costs	233.55		
Grants Awarded	8,094.00	0	0
<u>Total Expenditure</u>	<u>(19,245.55)</u>	<u>0</u>	<u>0</u>
Total In-Kind Donations	(34,945.00)		
<u>Total Profit/Loss</u>	<u>5,646.40</u>	<u>0</u>	<u>0</u>

Donations – Target = (Number £)

Donations –	Income (Date Period)	Expenditure (Date Period)	Net Income
Significant Donations	19,000.00	0	0
Other (Various)	560.30	0	0
Total	19,560.30	0	0

Events – Target = (Number £)

Event Title	Income (Date Period) £	Expenditure (Date Period) £	Net Income £
2.6 Challenge	3,472.80	0	0
Webinars	1,001.85	0	0
Total	4,474.65	0	0

Grants and Trusts (Amounts Received) – Target = (Number £)

Name of Foundation/Trust	Purpose	Restricted (Date Period) £	Unrestricted (Date Period) £	Total (Date Period) £
None		0	0	0
		0	0	0
		0	0	0
Totals		0	0	0

Grants Awarded – Target = (Number £)

Name of Foundation/Trust	Purpose	Amount Awarded in the Period £
National Park Rescue		2,000.00
VFWT		2,000.00
IAPF		2,047.00
Black Mambas		2,047.00
Totals		8,094.00

The Designated Fund

<u>Designated Funds – (Date Period)</u>	<u>(Date Period)</u>	<u>Date of Start of Financial Year</u>
Revenue Unpredictability Provision for (Financial Year):		
a. :	0	0
b. :	0	0
c. :	0	0
d. Other Charitable Trusts	0	0
e. Donations	0	0
f. Events	<u>0</u>	<u>0</u>
Total of Revenue Unpredictability	0	0
Capital Equipment - Replacement Liability	0	0
Fund towards HME Expansion	0	0
Cost of Closing the Charity	0	0
Designated Fund Total	0	0